Internship Report

On

Digital Marketing Communications Program of

FCB BITOPI Advertising Agency

Prepared For

Nusrat Hafiz

Lecturer

BRAC Business School

BRAC University

Prepared By

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ID: 13204012

BRAC Business School

Date of Submission: 29th November, 2018

LETTER OF TRANSMITTAL

29th November, 2018

To

Nusrat Hafiz

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Miss,

I have the gratification to present my internship report on "Digital marketing communications program" of Bitopi Advertising Agency Bangladesh. Additionally, it is a special contentment for me to submit my internship report to you and I am really grateful for your instruction along with absolute guidance.

Here, in this report I have given enough engrossment to the successful execution of my internship and prepared an internship report. Likewise, it was a great opportunity to work on some challenging project during this three months' period and obviously have got some new job experiences. Those experiences truly helped me to represents my work which is undertaken as a part of my internship program. I have tried a lot with my best strength for this report and i really enjoyed it.

I extremely believe that you will find many productive and informative things in this report.

Sincerely yours

Md. Nabil Sarwar

ID: 13204012

BRAC Business School

Acknowledgement

Firstly, I would like to thank the almighty Allah for his blessing to complete my internship report. Secondly, I would like to give thanks the immense number of people who helped me a lot. Their unforgettable support and direction helped me to prepare this report directly and indirectly. In the same way, I will be grateful to my honorable internship supervisor Nusrat Hafiz miss for her help and absolute guidance, Patience and valuable feedback to make my internship report. When I faced any difficulties she was there for make it very easy for me. As usual the earnest gratitude of my organization supervisor MR. Uttam Majumder, accounting executive and strategic planner of FCB Bitopi Advertising Bangladesh. His direction and valuable support helped me a lot in writing this report. Even though, his direction and valuable support helped me to find out the basic digital marketing things that I have been learning from last three months. Without his guidance, reinforcement and supervision, I could not learn anything about digital marketing. The guideline of Bitopi seniors and others members of the organization helped in their possible ways to complete this report. Beside these a special thanks to my Bitopi colleagues, seniors and media planning department. The owner of Bitopi advertising agency, Honorable Sarah Ali miss for her cordial support by giving necessary information about digital marketing which helped me a lot to complete my internship report. All of their support, co – operation and the inspiration helped me to adorned my report properly.

Executive summary

Digitalization makes our life more comfortable and every day we are getting the benefits of it. In this digital era I felt very happy that I got the opportunity to work with Bitopi Advertising Agency which is one of the oldest and renowned advertising agency in Bangladesh. I have joined at Bitopi as an intern in digital marketing sector and started working from 10th September 2018. Besides, lots of new people, new working environment, new journey all together it was a great experience for me. According to work experiences, I came to know about some specific area of digital marketing. Likewise, I got to know that how digital marketing agency run their business and how digital agency deal with their clients. The proper information about digital marketing of Bangladesh and also helped to know about the current situation of digital marketing agencies of Bangladesh how this sector is bombing. Here, I have tried to give the information of an agency and their ways of their work. In this report, I also discussed about my job information and my experiences in digital marketing has become very popular in our country. In Bangladesh the number of marketing agencies are increasing day by day but the number of talented and well trained people who are experts in this sector are not increasing. So I have tried to find out some solutions throughout my survey research work regarding digital marketing sector of Bangladesh which I have given at the last part of this report. We are living in a modern world and it is changing frequently. People are also changing their lifestyle along with their needs. In Bangladesh digital marketing has become very popular and flexible rather than other markets. The number of population In Bangladesh is huge and brands are not enough capable to reach their customers with their fixed manpower. So, they hired agencies for their marketing. The agencies helped the brands to reach their customers. Likewise, consumer can easily about the brands. So, the buying and selling process between buyers and sellers also done by agency peoples. So, digital marketing is getting popular rather than other markets. Therefore, one day Bangladesh will be technologically advanced in the coming days.

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Introduction

In Overall, Marketing implies advancement, making an incentive for its items or administration. Computerized showcasing in business has turned out to be exceptionally well known now daily. Computerized advertising and interchanges are utilized to energize, control or convey our gathering of people to take some bartering. In this world, the intensity of advanced market inconceivable. By the assistance of correspondence and showcasing, the world business is drawing nearer. Consequently, purchaser or merchant, buyer or customers the two gatherings have break even with advantage to proceed with their business. Advanced showcasing is the best approach to achieve target client and furthermore the most ideal route as of late to move business items or administrations. To get the objective client a brand needs to demonstrate the innovativeness or uniqueness to achieve their client's fulfillment since consumer loyalty is the essential thing before propelling an item. We can see a great deal of organization's board, blurbs, squeeze showcasing and so on. Due to these promoting, Customer can know the data about the item and the administrations. This sort of inventive work and imaginative contemplations dependably originate from organization work. Truly, I might want to state advanced publicizing organizations of our nation who are doing their activity appropriately from numerous years. TV commercial and paper/magazine ad or internet based life promoting every one of these works office do.

As a creating nation, Bangladesh has loads of industry and possible develop in various fields. Frequent years back, just TV was just the well-known method for showcasing or promoting yet now daily's web based life advertising is additionally imperative. The pattern is completely changed. Individuals of the new age extremely comfortable with web. They can undoubtedly know the news through their sight and sound telephone. Here, just an office is an administration based business committed to making, arranging and taking care of promotion for its customer. In our nation, there have a few sorts of office in house office, full administration organizations, inventive offices or new media offices. In this report, I have totally talk about advanced media promoting of Bangladeshi organizations. As an assistant worker of Bitopi promoting office, this report I have talked about the advanced showcasing correspondence of Bitopi publicizing organization. I figure the goal of this report will assist us with learning about the computerized market. Certain, Digital is our future and individuals should consider this area.

Company profile

Bitopi is one of the main advertising correspondences organization in our nation. They began known as Bitopi promoting, serving the conventional business without set up brand in that period. Bitopi Advertising Limited began its connection with worldwide promoting firm Foote Cone and Belding (FCB) early this year. Bitopi is one of the most established firms built up in Bangladesh. This ad organization enhanced their business limitlessly and remembered them to be the spearheading 360-degree promoting arrangement supplier to this nation. When it began its voyage, the promotion part was little and enhancements distributed predominantly by the legislature were one of the fundamental regions of business.
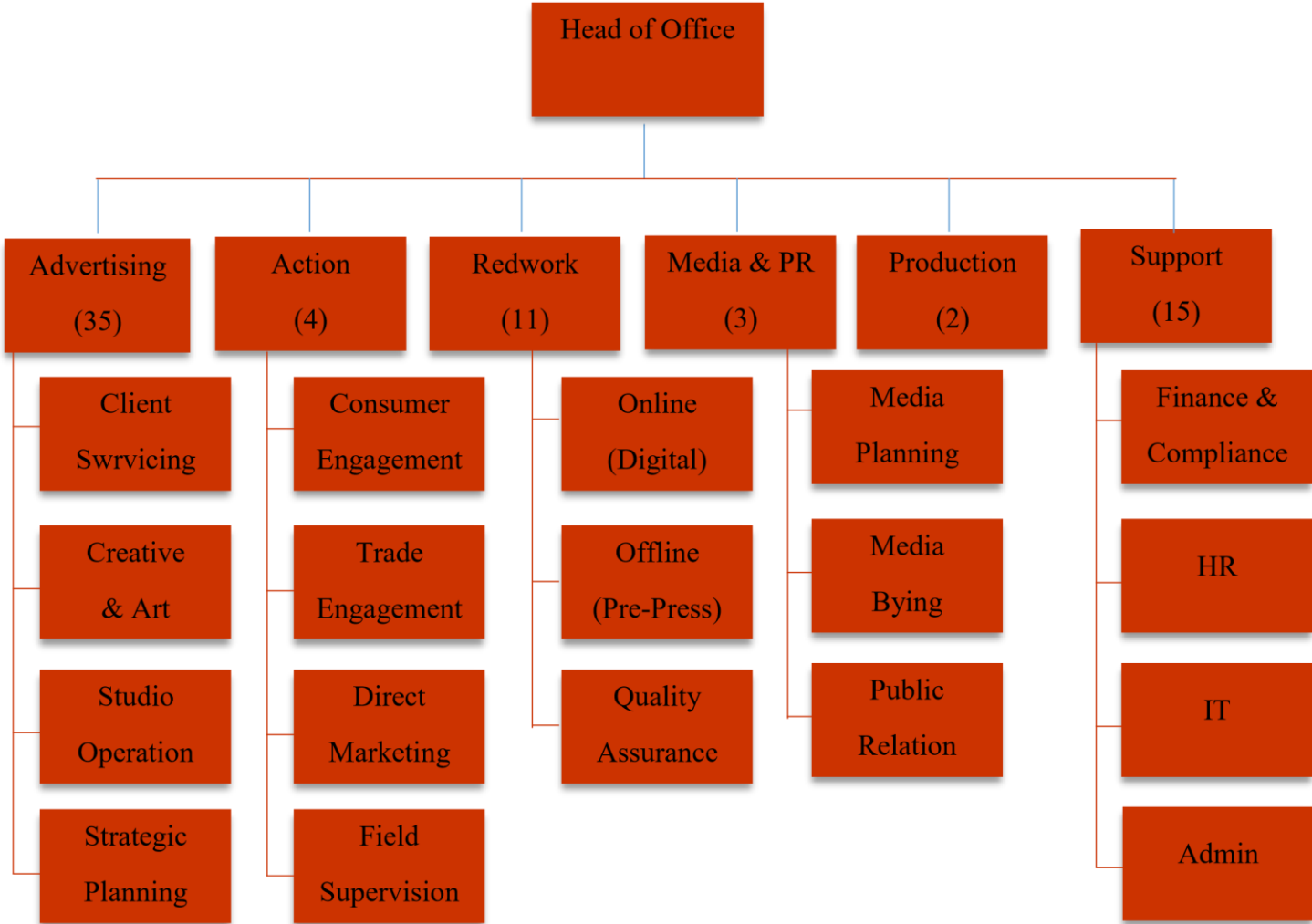
Bitopi Group began in 1968 with Bitopi Advertising Limited under the undaunted authority and vision of Mr. Reza Ali. In 1984, the Company made its raid into the new and youthful field of readymade pieces of clothing with Misami Garments Ltd. Today, Bitopi is a 50-year-old tree. Set up in 1968, the publicizing firm has a lot more stories as it spread out in the field of promoting and turned into an imperative piece of the part, which remains at about Tk 3,500 core.
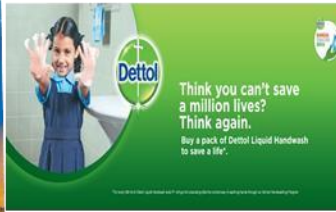
The Company progressively ventured into industrial facilities in the Comilla EPZ, Adamjee, Manikganj and the first working in Shewrapara, Mirpur stands to this

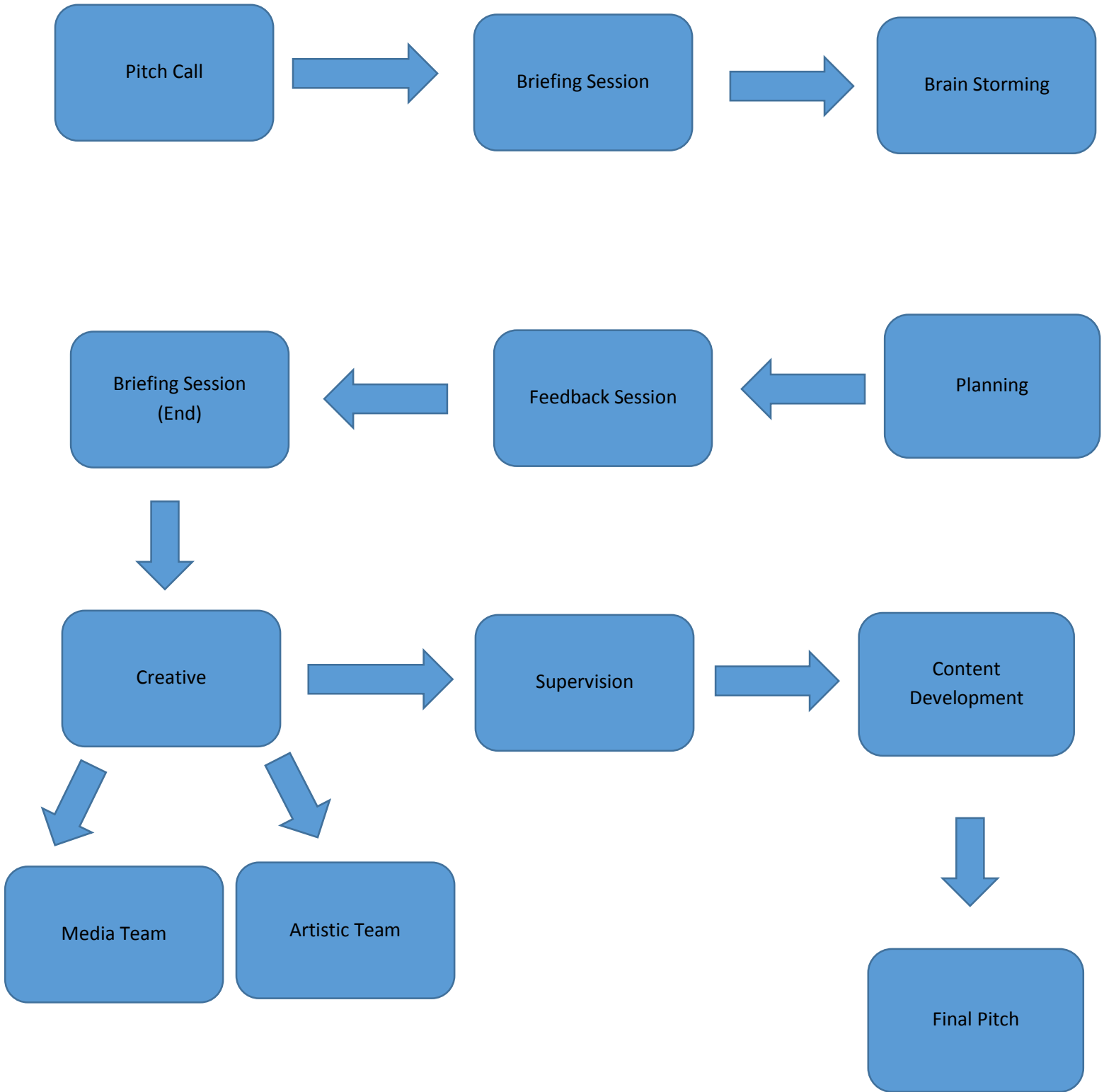This gathering is presently comprising of seven wings. They are-

-Communication

- Experiential showcasing

- Media arranging

- Public connection

- Audio visual creation

- Digital showcasing and at last - Printing and art department.
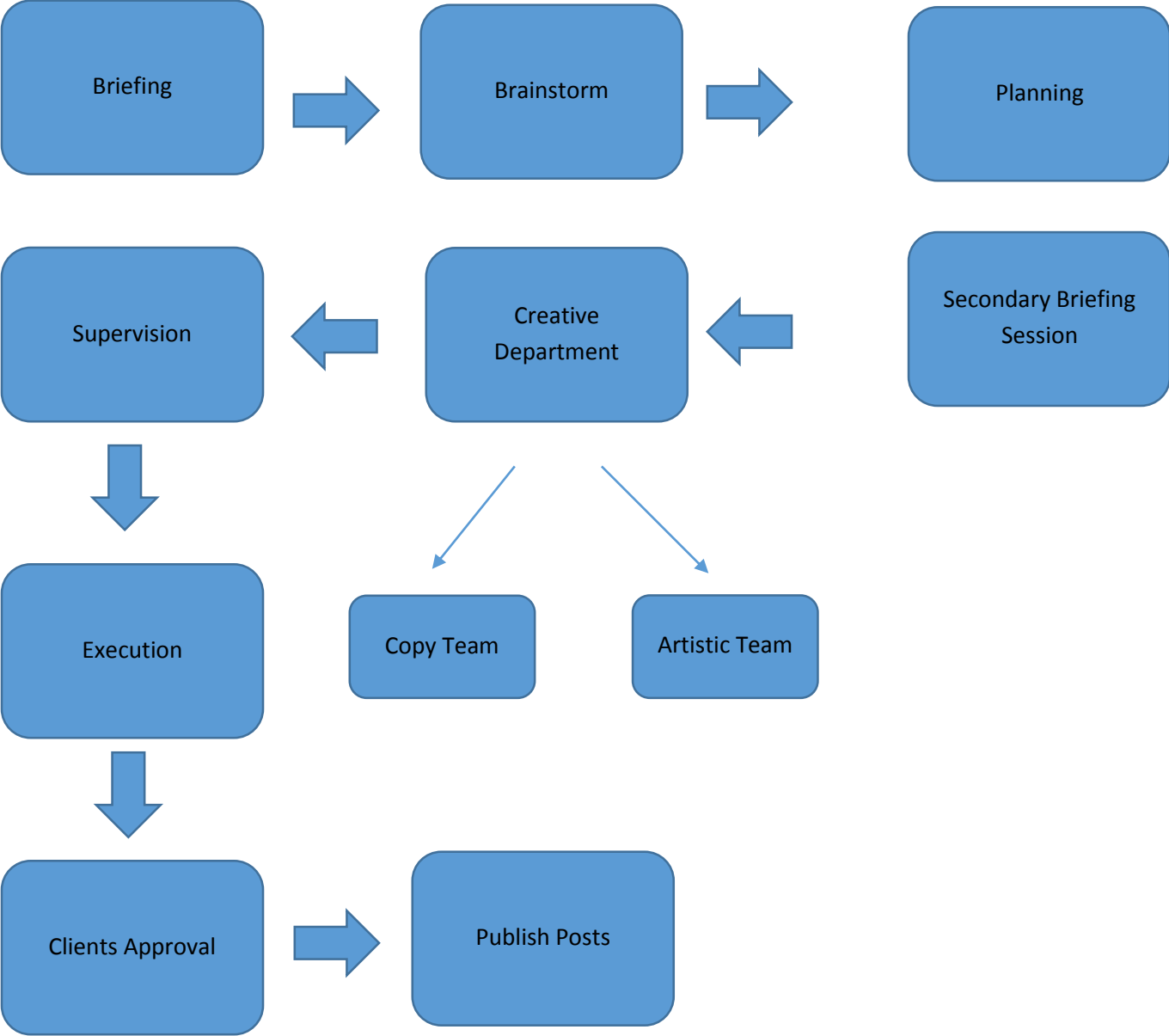
Company Hierarchy Clients of Bitopi

```
                          Head of Office

  Advertising    Action      Redwork    Media & PR   Production    Support
     (35)          (4)         (11)         (3)          (2)         (15)

   Client       Consumer      Online       Media      Finance &
   Swrvicing    Engagement    (Digital)    Planning   Compliance

   Creative     Trade         Offline      Media         HR
   & Art        Engagement    (Pre-Press)  Bying

   Studio       Direct        Quality      Public        IT
   Operation    Marketing     Assurance    Relation

   Strategic    Field                                    Admin
   Planning     Supervision
```

Potential client reaching process of Bitopi:

Pitch Call → Briefing Session → Brain Storming

Planning → Feedback Session → Briefing Session (End)

Briefing Session (End) → Creative → Supervision → Content Development

Creative → Media Team

Creative → Artistic Team

Content Development → Final Pitch

Process of dealing with the present clients in Bitopi:

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┌──────────────┐        ┌──────────────┐        ┌──────────────┐
│   Briefing   │ ─────▶ │  Brainstorm  │ ─────▶ │   Planning   │
└──────────────┘        └──────────────┘        └──────────────┘

┌──────────────┐        ┌──────────────┐        ┌──────────────────┐
│  Supervision │ ◀───── │   Creative   │ ◀───── │ Secondary Briefing│
│              │        │  Department  │        │     Session       │
└──────────────┘        └──────────────┘        └──────────────────┘
      │                   ╱         ╲
      ▼                  ▼           ▼
┌──────────────┐   ┌──────────┐  ┌──────────────┐
│  Execution   │   │ Copy Team│  │ Artistic Team│
└──────────────┘   └──────────┘  └──────────────┘
      │
      ▼
┌──────────────────┐        ┌──────────────┐
│ Clients Approval │ ─────▶ │ Publish Posts│
└──────────────────┘        └──────────────┘
```
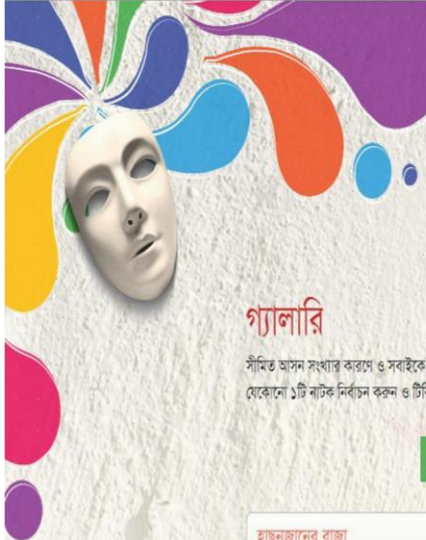
Job Description

My Job Responsibilities

Being the intern of digital marketing department, first one month I had to work with team. My job was while making the plan of campaigning and give service to the clients. After that I am assigned for query management and social media campaign. Here, I have got lot of knowledge about customers' needs and their satisfaction. Mainly, I had to handle 3 different products like- Bellissimo, Dettol and SMC company products.

Key Businesses:

1. Producing Ideas: One of the fundamental duties of mine in bitopi was allotting interesting, imaginative and inventive thoughts for various battles with my group.

2. Gathering Brief: This is one of the major and imperative assignments for a worker of this computerized segment since gathering right concise for customers is must for giving achievement**.**

3. Cooperation: I needed to work with a few group for different kinds of brand. For instance BSRM group was as well expansive. It was a major group comprise of 9/10 individuals. Then again, Dettol showcasing effort group was much standard. Here, we worked 4 or 5 individuals together. It is essential to make great working association with a decent colleague and additionally different representatives.

4. Checking: Maintaining each day the rundown of Bitopi all press work. For their 50 years' festival narrative. Most recent 2 months I needed to screen the "squeeze document of Bitopi Advertising Agency from most recent 50 years".

5. **Question Management**: We all realize that Query the board is one of the real parts of advanced showcasing. The objective of inquiry the executives is to give the correct data for the benefit of the Company or brand alongside legitimate input. This activity was extremely fascinating, tedious and furthermore trying for me amid my entry level position period in Bitopi promoting office.

•**Content making**: Making content arrangement for the crusade and visit customer's office once in seven days. In like manner, going to various customer's office for preparation with my line supervisor alongside computerized advertising group.

•**Event showcasing**: Though I relegated for computerized promoting, other than I have the opportunity to work with occasion battle group of Bitopi Advertising organization. A month ago we worked for an occasion named "IDLC presents-Natto Utshab 2018" fourth September to eighth September at Shilpokola foundation.

গ্যালারি

সীমিত আসন সংখ্যার কারণে ও সবাইকে নাটক দেখার সুযোগ দিতে একজন দর্শক সর্বোচ্চ ১টি নাটক দেখতে পারবেন। নিচের নাটকগুলো থেকে আপনার পছন্দমত যেকোনো ১টি নাটক নির্বাচন করুন ও টিকিট নিন।

| ১ম দিন
৪র্থ সেপ্টেম্বর | ২য় দিন
৫ম সেপ্টেম্বর | তৃয় দিন
৬ই সেপ্টেম্বর | ৪র্থ দিন
৭ম সেপ্টেম্বর | ৫ম দিন
৮ম সেপ্টেম্বর |

হাছনজানের রাজা
প্রাঙ্গণে মোর
সন্ধ্যা ৬:৩০ - রাত্রি ৮:০০, এক্সপেরিমেন্টাল হল, বাংলাদেশ শিল্পকলা একাডেমী

বর্ণিল জমিদারী জীবন ছেড়ে হাছনরাজা যান ভাটি অঞ্চলে, খুঁজে বেড়ান নিজেকে অন্য সৃষ্টিকর্তাকে। এই খুঁজে পাওয়ার মধ্য দিয়েই হয় হাছনজানের রাজার আত্মু-উপলব্ধি। ...
বিস্তারিত ...

কোন আসন অবশিষ্ট নেই

দ্য লোয়ার ডেপথস
ঢাকা বিশ্ববিদ্যালয় থিয়েটার এন্ড পারফরম্যান্স স্টাডিজ বিভাগ
রাত্রি ৮:৩০ - ১০:০০, জাতীয় নাটশালার মূল হল

নিরাশার অন্ধকারে কিছু মানুষ ডুবে থাকে। বহু জরা-মৃত্যুর মাঝে তরল্ম মন হৃপ্ত দেখায়। কিন্তু সময়ের বিপরীতে ফীণ আশার সাথে জীবনগুলো এক এক করে হারিয়ে যায়। ...
বিস্তারিত ...

কোন আসন অবশিষ্ট নেই

Page   Inbox 42   Notifications 5   Insights   Publishing To...   Ad Center   Settings   Help ▾

Dettol Bangladesh
@dettolbd

Home
About
Photos
Videos
Events
Notes
Posts
Services
Shop
Offers
Jobs
Community

👍 Like   🔊 Follow   ➤ Share   •••   Send Message ✎

✎ Create Post   ◉ Live   ▦ Event   ◎ Offer   💼 Job

Write a post...

🖼 Photo/Video   😊 Feeling/Activ...   📍 Check in   •••

10 Drafts
Last draft modified Monday, October 15, 2018 at 12:54 PM . See drafts.

Our Story

We know your family and loved ones mean everything to you. You'll do anything to keep them happy and...

→ Finish your story to tell people more about

Experiences and challenges

When you will go for an undertaking, certain you will discover some issue there. Fundamentally, amid these 3 months the difficulties that I confronted was absence of individuals in the IT office and media arranging office. Additionally, the quantity of work areas for the representatives not all that enough. In Digital advertising division there have just about 40 to 45 workers however the quantity of the work area which is dispensed for the representative isn't so enough for simple development. Once in a while it cuts an awful figure for the workplace and furthermore for the activity condition. Likewise, there have some issue in IT segment. The absence of experienced individuals in IT part is likewise a noteworthy issue for a publicizing office.

Truly saying, Bitopi encourages me to figure out how to keep up office condition, how to keep up relational connection with others and how to change in accordance with the workplace condition. The length of entry level position period isn't so long. Along these lines, in this brief span period I have took in a ton of things from Bitopi promoting organization and Bitopi showed me the procedure of work, genuine arrangement for the work, settle on choices for different sorts of exercises and manage diverse kind of People. My very own area of expertise senior direction and bolster likewise shown me how to take difficulties. I am extremely appreciative to them.

Research Background

Introduction of study

Digital marketing is the promotion of any products or more forms of electronic media. Digital marketing has become very popular among all the people of Bangladesh. Through digital media consumer can access information any time anywhere where they want. On the other hand, digital marketing is not only easy but also there have some difficulties. As I have been working last three months in a digital agency, I have come across some difficulties and challenges. Or that reason, I wanted to do a research on what are the challenges faced by digital marketing agency people. The major challenge to expand digital market in Bangladesh is infrastructure. The biggest challenge to expand digital marketing is to have all the different players in the eco system to work together. Digital transformation is in full swing and digital companies are doing their best either to step ahead.so, I think my research will help to find out the problems and solutions of digital marketing process.

Rationale of the study

Digital market is the fastest growing sector in Bangladesh is creating lot of opportunities in the job market of Bangladesh. Similarly, this sector is facing challenges to continue business. Day by day the number of challenges is increasing but problem is not decreasing Now, a day the digital market is increasing substantially in Bangladesh however the digital companies are reluctant to sell more digital products as they get more profit margin from the other market competitors.so, it is essential to get the view of the consumers and clients we can better serve them through our clients. In order to stand out from the competition and hold more credibility from other markets, digital marketing agencies should be updated

Origin of this report

The purpose of this report is to fulfill the requirement for completing the internship program. From the last three-month period of my internship at Bitopi Advertising agency and under the super of Nusrat Hafiz miss, this report has been prepared.

Purpose of the study

To complete the Bachelor of Business Administration degree, as per the university policy, the students need to prepare their internship report. The prime purpose of the report is to focus on my internship in Bitopi Advertising.

Scope of Study

The scope of study is basically limited to the analysis of the digital marketing program of Bitopi advertising agency, Bangladesh and the study is based on digital marketing area people's perspective. This study also addresses the issue to find out if there is any problem or challenges in digital marketing process and how to improve the process based on this survey.

Significance of study

By doing this research, I have gained some potential information of digital marketing process and what can be done to make the process better in future. This report has the potentiality to help the organization to know about the pro and cons about their digital marketing process system of an advertising agency. Again, it will also help the organization by giving some recommendation. Besides, the company will get to know the current situation of digital side and the expectation of the employees from digital sector.

Literature Review

I have gathered lots of information about digital marketing and made this report based on my last three months internship program. This report is basically an experiential report. Most of the information i have given here from my experiences and my office work. Rest of the information i have given from clients' website, Newspaper and Bitopi official website.

Methodology of study

Research Design

The research has been designed in the following way

Making a Questionnaire:

For this research purpose, I have made a set of questionnaires for the people who are working or interconnected with the digital marketing sector.

Model learning: A pilot contemplate has been directed on some computerized promoting organization individuals and two customers of an organization to check the survey and the achievability of the board ponder and recognize the progressions to lead principle think about

Interpretation: Every one of the information has been deciphered with Google docs and each finding has been broke down and exhibited by utilizing pie diagram.

Information Gathering: The information has been gathered from Google structures and information has been gathered through internet based life website.

Essential information source: essential information has been gathered through online poll.

Auxiliary information: optional information have been gathered from online genuine source and to give the paper a superior look data additionally gathered from online diaries, articles and research paper.

Number of respondents: 50

Kinds of respondent: office individuals, low maintenance representative, understudy

Examining strategy: convenience assessing is used to accumulate data from clients and retailers. There are a couple of limitations of study, so it isn't feasible to use another kind of reviewing method. The people has been picked purposely so it addresses the whole market circumstance. The precedent measure is 50 and all of them are office related people of Data collection.

Findings and Analysis

Do you face difficulties in generating traffic and leads?
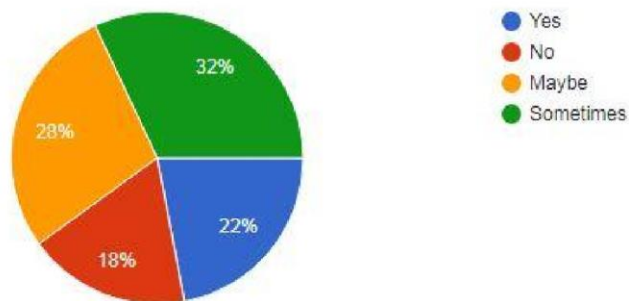
50 responses
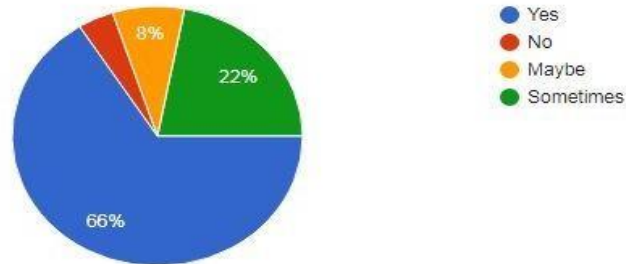
The first question was designed to understand the difficulties in generating traffic and leads. Majority of the respondent agrees with this statement. Here 66% yes, 22% Sometimes, 8% may be and rest of them given their answer No.

## Can you justify your ROI for a digital marketing campaign?

50 responses

Second question was asked about Return on Investment. Different type of people has given different types of statement regarding this question. Similarly many of them given their responses in different way. Return on investment policy is the efficiency of different investment. Most of them has given very close answer. Here, 22% believe in return on investment campaign, 32% given their answer sometimes, 18% people disagree with this proposal and 28% were neutral

## Can you secure enough budget for a digital marketing campaign?

50 responses

Legend:
- Yes
- No
- Maybe
- Sometimes
- Always

32% | 18% | 20% | 30%
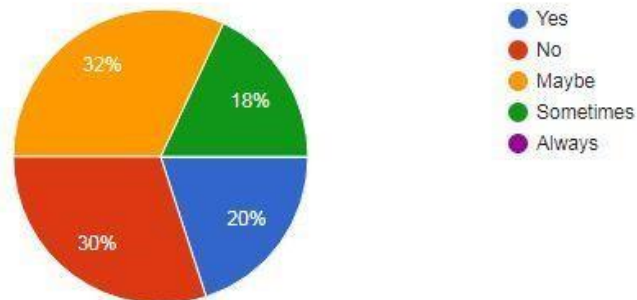
The third question was about enough budget policy of digital marketing campaign. Most of the people has given their various opinion.

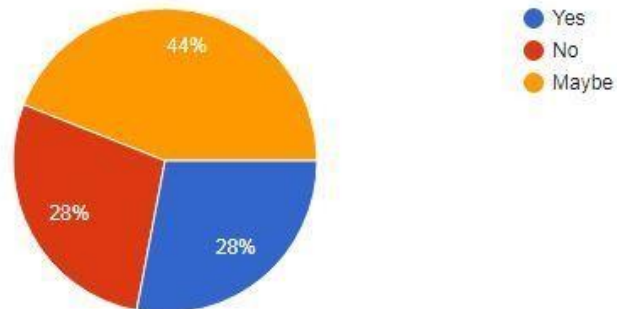## Is there a lack of top talents in Digital Marketing sector?

50 responses

Legend:
- Yes
- No
- Maybe
- Sometimes
- Always

16% | 16% | 20% | 48%
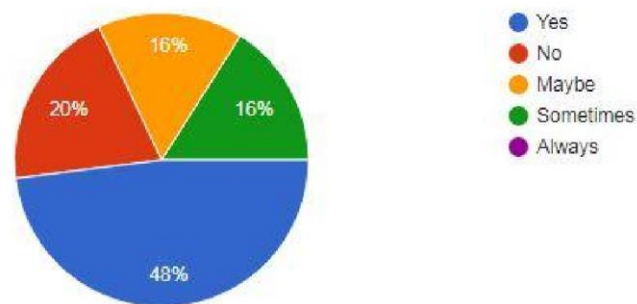
In this question most of them agree in one point.

Do you have the right technology to cater the needs of the customers?

50 responses

- ● Yes
- ● No
- ● Maybe

44%

28%

28%

At last about the right technology cater the needs of the customer question a large number of people given their vague statement.

Limitation:

Time limitation was one of the most unavoidable limitations while preparing the report, as I had to develop the paper in between my job responsibility at Bitopi. I had to manage badly to make the report. Besides, there were lacking of classified information about the topic and then I had to gather all the information from different sources and then put it on the report. I have found lots of problem when I have gone for survey.

Recommendation

Bring every one of the partners including government, business, promotion organizations, media and innovation players under an equivalent stage to confront every one of the difficulties together in the best approach to make the fantasy genuine Infrastructure advancement with the goal that computerized media assets will be effectively accessible Additionally, Include viable computerized media courses from higher auxiliary training to college level examinations .on the other hand government should take necessary steps for the cyber security issue otherwise after some years this business will be closed.

References

i. (Parvez, 2018)**http://www.bitopibd.com/day.**

ii. (Trump Tree 360, 2018)

iii. (Business and Finance- Asia, 1996; Business and Finance- Asia, 1996; Staff Reporter, 1996)

iv. (Home Page, n.d.)

Appendix

QUESTIONS   RESPONSES   50

Challenges of Digital Marketing

Form description

Email address *

Valid email address

This form is collecting email addresses. Change settings

Do you face difficulties in generating traffic and leads?   *

○ Yes

○ No

○ Maybe

○ Sometimes

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::::

Can you justify your ROI for a digital marketing campaign?   *

◯ Yes

◯ No

◯ Maybe

◯ Sometimes

Can you secure enough budget for a digital marketing campaign?   *

◯ Yes

◯ No

◯ Maybe

◯ Sometimes

◯ Always

Is there a lack of top talents in Digital Marketing sector? *

○ Yes

○ No

○ Maybe

○ Sometimes

○ Always

Do you have the right technology to cater the needs of the customers? *

○ Yes

○ No

○ Maybe

Question

Long-answer text

QUESTIONS RESPONSES 50

50 responses

SUMMARY   INDIVIDUAL

Accepting responses

Who has responded?

ajmain.rayek15@gmail.com

arrafizaman014@gmail.com

arafat.4266@gmail.com

ishtiaque1412@gmail.com

ehsansakib475@gmail.com

iftiz17@gmail.com

eeztee@gmail.com

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