

Internship report on

The opportunity of digital marketing in Golpo Communications



Inspiring Excellence





The opportunity of digital marketing in Golpo Communications

Submitted to:

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LETTER OF TRANSMITTAL

December 4, 2018

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Subject: Submission of the internship report on “The opportunity of digital marketing in Golpo Communications.”

Respected Sir,

This is to broaden my appreciation for the chance to finish my Internship from Golpo Communications and with tremendous delight; I have archived my experiences in this report. This Internship Program has given me the benefit to appreciate significant experiences in the field of Digital Marketing, and it has given me the degree to work with striking organizations, such as, Robi Axiata LTD.

My journey in Golpo Communications has been overwhelming which has given me the chance to work with multinational companies. My time with them has given me a great amount of experience and I have covered those learnings in this report, according to given prerequisites. I believe that, this report has secured all the fundamental subtle elements provoked by the course and I would be glad to clear up any questions that may emerge.

Sincerely,

Minhazul Hoque

LETTER OF ENDORSEMENTS BY THE SUPERVISOR

This is to certify that Minhazul Hoque, ID: 14204129, BBA Program, BRAC Business School, BRAC University has done this report on “The opportunity of digital marketing in Golpo Communications” for completing BBA internship program. I agree to take this report as a final internship report. I wish every success and prosperity of his career and life.

Kamal Hossain

Senior Lecturer, E-Business & Computer Information Management

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ACKNOWLEDGMENT

I want to offer my earnest thanks and express my sincere gratitude to a couple of people for their direction and help with the report. First and foremost, I am grateful to my faculty adviser Mr. Kamal Hossain for guiding me in the period of my internship. His interests in digital marketing and E-Business have urged me to endeavor, get some answers concerning web-based social networking, including its possibilities, and practice it close by.

I would also need to express gratitude toward Tonmoy Cruze, my supervisor at work, for his steady help and direction in composing the paper. The planning of the paper would not be conceivable without his guide and abet at work that, I accept, drew out the best in me. Thus, I would love to thank my associates for sharing their insight and understanding, which have been a monstrous collaboration in the entirety of my exercises.

I would likewise need to offer my thanks to the business advancement officials I have worked with for their valuable contribution to my report. Without their understanding, I probably will not have had enough data to back up my examinations and deliver this report.

In the end, I genuinely want to thank all my faculty members who have influenced an exceptionally noteworthy commitment to whatever accomplishment I to have on this concise day and age. They were my direction and have furnished me with adequate business knowledge that I am ready to now endeavor direct.

Executive Summary

The world is transforming into digital and life is becoming easier with the pace of digitalization. The information age has altered how marketing is directed in the modern world. From what used to be promotions in TVs, radios, neighborhood daily papers and flyers, highlighting has developed to the palm of the hands-on cell phones and to the workstations on workplaces. This insurgency has just been conceivable because of the quick-paced mechanical changes in the ongoing occasions and mankind's aggregate energy to investigate the obscure. With the innovative changes, the world updated and it is regular for displaying, which is one of the center exercises of organizations, to pursue the suit. As innovative change occurred, humankind broke up into another universe of progression; internet-based life destinations and cell phones surfaced, changing the world into something that had never been predicted. With internet-based life and with the heavy use of cell phones, the world has landed to a place of advanced promotional activities. Direct promotion to clients has never been easier and complex at the same time. By implying digital marketing business would be able to showcase themselves better and clients would have a fantastically tremendous number of items and administrations to look over. The digital world has achieved such advancement, to the point, that today relatively 53% of the total populace is associated with the web. In this way, it is normal for highlighting to exploit these figures to change the promoting elements of the organizations. In my entry-level position venture, I have endeavored to see how digital marketing functions and increase the value of their customers' matter of fact. The idea of my work has enabled me to watch Golpo Communications from within, and gain a comprehensive picture of the entire procedure, beginning from getting another customer up until a customized showcasing plan is set up for them. In my report, I have endeavored to layout my perceptions in detail.

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Overview of the organization

Golpo communications is more than a digital agency. By the company management's language, "At our heart, we're thinkers and problem solvers. We understand that an investment in good design means good business and that the returns on such an investment are everlasting. From full-scale digital marketing and advertising strategy, right through to our precise execution and reporting. That is right, we have got you covered. Stand out and revamp your brand with Golpo."

Golpo Communications is a Dhaka based marketing agency and content production firm that helps brands reach a connected generation by creating experiences & services across all channels.

Build brand: Branding

Regardless of whether a company is a start-up hoping to create your character from the beginning, or a built-up association trying to modernize its picture, Team Golpo enables the company to fabricate a noteworthy brand. The planners play an important role not only on every client's Brand Team but also in upholding a key component of our corporate mission, which calls for "a sensitive and deeper understanding of human behavior." Planners conduct research to gain insights and combine that learning with information about a given product, the social context in which it fits and the psychology of the people who use it. Team Golpo burrows profound to become more acquainted with the company. From that point, Team Golpo makes a face and voice for organizations image, from the logo to the text style to the manner, in which Team Golpo recounts organizations story. Team Golpo demonstrates individual organizations identity, what organizations do and how organizations not quite the same as contenders, so others will know and love the brand.

Make great things happen: Advertising

Team Golpo gets all up in client business. Which means, Team Golpo needs to know where the client has been, the place association and where association needs to go. At that point, Team Golpo creates the message that should be heard, and decides how and where it ought to be heard. From conventional publicizing (like magazines and TV advertisements) to out-of-home media (like announcements and transport wraps) to online presentation and inquiry promotions, Team Golpo thinks about the entirety of client's media alternatives, at that point structure a showcasing plan that meets client's objectives.

Open doors: Creative

Purchasers finish 57-90 percent of the purchasing procedure before they address the organization. That is the reason Team Golpo works to ensure organization advancing online nearness and making the deal before customers even stroll in the entryway. Team Golpo design, build and manage the dynamic, user-friendly website and use search engine optimization (SEO) to enable the organization to slice through the digital clutter to reach client's target group. Creative is appropriately our largest department. Our creative focus their unique talents into the art of taking strategic insights and turning them into advertising ideas that touch the hearts and minds of consumers all over the world.

Engage consumers: Social Media

Our social media marketing solutions include online advertising, digital campaigns, page management, Facebook app development, analysis and training. Gone are the days when advertising was a one-way monologue. The present fruitful brands are the ones having two-route discussions with their purchasers. Team Golpo enables brands to set up, develop and oversee networks via web-based networking media –

from Facebook and Twitter to LinkedIn, Pinterest and Instagram and connect with devotees with important substance. In essence, Team Golpo helps to build relationships and increase brand loyalty.

Catch the eyes: Productions

Team Golpo's job is to bring creative ideas to life with superior artisanship and the highest quality execution, whether in television, cinema, internet, radio, print, outdoor direct, point of sale, interactive or any other medium.

Golpo Communications is the result of the efforts of very bright and resourceful people who have played a part in developing outstanding ideas. It sought out 'idea' people who have a passion and ambition for what they do and sought out those who have the courage, knowledge and possess boundless curiosity to achieve their goal by any means. It stands for those seekers who think and act creatively; and for the people who want something exclusive, inimitable and out the box.

Journey of the report

Introduction/rationale of the report


This report is being prepared to portray an inside and out analysis of the student's organizational affiliation internship program at the end of intern paper for BUS400. This report means to portray the experience of an employee in a job program and the learning cycle that an entry-level position offers. My main objective of the report is to find **“The opportunity of digital marketing in Golpo communications”**. It has been exhibited based on picking up a comprehension of the "Experience of a Creative Services Executive". The report was gathered under the direction of Mr. Kamal Hossain, Senior Lecturer, E-Business & Computer Information Management, BRAC Business School, BRAC University, Dhaka.

Job responsibilities

To close my remarkable journey with BRAC University, in my internship period I had the opportunity to join as a “Creative Services Executive” at Golpo Communications. My job responsibilities were:

- ❖ Finding the scopes for the agency as a brand itself
- ❖ Planning and making the strategy for other brands
- ❖ Developing concepts for the campaigns and for the creative contents
- ❖ Designing ATL (Above the line), BTL (Below the line), TTL (Through the line) communications
- ❖ Writing creative copies
- ❖ Contributing in the organization's strategy team

Finding the scopes for the agency: I have got the opportunity to work with one of the most reputed brands of our country, Robi Axiata Ltd. where I had to look after whether they have any unnoticed field of business opportunities or not. For example: Golpo communications is the enlisted agency of Robi and looking after four brand of Robi, which are bdtickets, Robi cash, Recharge Plus and ADA.

bdtickets	Robi Cash	Recharge Plus	ada
			

Now, from the month of December, Golpo Communications has proposed to set up branded booth for bdtickets across the country to increase the sales where currently bdtickets only has one channel to sell ticket, which is online.

Planning and making the strategy for other brands: We are the enlisted agency of Robi and as per contract, we are bound to fulfill any responsibilities coming from Robi Digital Service Team (DS Team). For this, we have to plan and set a strategy for any kind of brief coming from DS team. For example, Golpo creative team was briefed with a new smartphone game that will be launched within a short period. The agency had to come up with the name and logo of the game and propose marketing plan of the game.

Developing concepts for the campaigns: We have to develop a concept for the new campaign as well as creative content for Facebook. For example, Golpo had a client named Milvik Bangladesh, which is directly under my supervision. Golpo had to create their every month Facebook content where I have to sit with their management

body and share the plan. To add, a talk show had been arranged for Milvik Bangladesh in national television about health tips that are proposed by us.

Designing ATL (Above the line), BTL (Below the line), TTL: The agency had to design ATL, BTL and TTL communications for the brands. To give a reference: National newspaper article to promote the brand; event plan for brands; digital marketing as well 360-degree plan for the brands.

Writing creative copies: I had to contribute in the brands, sometimes by coming up with creative copies. My write up had already been published and was run into mass media. For example, recently Golpo made a TVC (television commercial) where I built the story.

Contributing in the organization's strategy team: My core part of the work was to collaborate with the organization's strategy team and contribute on how to make the organization more credible, integrated and global.

Statement of the problem

While I started my major in E-Business, I had a big vision to achieve. I was thinking about to gather global knowledge and I was less interested in the regular sector of our country work. After joining there, I got an upper hand due to my knowledge that I have learned from my university as I have managed to implement my learning into my job sector. I relate my university knowledge in real life activity where most of the students struggle in their job sector as most of them complained that they could not relate their university knowledge in real life situation. Surprisingly, I find the opportunity of digital marketing in my job sector. It would not be possible if I did not have the knowledge of E-Business from our university.

Objective of the report

Broad objective: My broad objective of the report is the opportunity of digital marketing in Golpo Communications those who graduated and taking graduation from E-Business.

Specific objective: In the era of digitalization, physical businesses turn into digital businesses. A Physical platform of the businesses is now opening E-Commerce platform. From this, I sort out a few specific objectives of my report and those are:

- Knowledge of digital marketing which will help in Golpo Communications
- Challenges to be the part of Team Golpo
- The Growth of digital marketing and expanding the business of Golpo Communications via digital marketing.

Methodology

Research is a legitimate and deliberate scan for new and helpful data on a specific theme.

The utilization of the words how and what abridges what inquire about is. It is an examination of discovering answers for logical and social issues through the goal and methodical examination. It is a scan for learning, that is, a disclosure of shrouded certainties. Here information implies data about issues. The data may be gathered from various sources like understanding, people, books, diaries, nature, and so on. An examination can prompt new commitments to the current learning. Just through research is it conceivable to make advance in a field. Research is undoubtedly progress and decides the monetary, social and political improvement of a country. The consequences of logical research all the time constraint a change in the

philosophical perspective of issues, which reach out a long ways past the limited area of science itself.

Research is not bound to science and innovation as it were. There are huge zones of research on different trains, for example, dialects, writing, history and humanism. Whatever may be the subject, look into must be a functioning, determined and efficient procedure of request altogether to find, translate or change realities, occasions, practices and hypotheses. Applying the result of research for the refinement of learning in different subjects, or in improving the nature of human life likewise turns into a sort of innovative work.

Research is finished with the assistance of study, test, perception, examination, correlation what is more, thinking. Research is in certainty omnipresent. For instance, we realize that cigarette smoking is harmful to wellbeing; a courageous woman is addictive, dairy animals waste is a valuable wellspring of biogas, intestinal sickness is because of the infection protozoan Plasmodium; AIDS (Acquired Immune Deficiency Syndrome) is because of the infection HIV (Human Immune Deficiency Virus).

How could we know all these?

We wound up mindful of all these data just through research. All the more correctly, it looks for forecasts of occasions, clarifications, connections and hypotheses for them.

As expressed by Gerald Milburn Scientific research is a tumultuous business, lurching along in the midst of red herrings, mistakes and genuinely, innovative experiences. Solitary scientists trudging gradually by relentlessly towards some last objective occasionally construct incredible logical achievements.

The essential thought behind the achievement may surface various occasions, in better places, just to sink again underneath the jibber jabber of an interminable logical talk.

Research strategies are the different techniques, plans and calculations utilized in research. Every one of the strategies utilized by an analyst amid an exploration ponder is named as research techniques. They are basically arranged, logical and esteem impartial. They incorporate hypothetical strategies, exploratory examinations, numerical plans, factual methodologies, and so forth. Research strategies enable us to gather tests, information and discover an answer to an issue. Especially, logical inquire about techniques call for clarifications dependent on gathered realities, estimations and perceptions and not on thinking alone. They acknowledge just those clarifications that can be confirmed by investigations.

A research strategy is a precise method to take care of an issue. It is a study of contemplating how examine is to be done. The strategies by which specialists approach their work of depicting, clarifying and foreseeing wonders are called examine procedure. It is additionally characterized as the investigation of techniques by which learning is picked up. Its point is to give the work plan of research. (Rajasekar)

Technique: Non-probability sampling has been used in this report as this report tends to focus on how digital marketing impacts for the E-Business students and current employees.

Data Type: Primary data has been used in this report.

Target Population: The target populations of this report are BRAC university students and employee of the Golpo Communications.

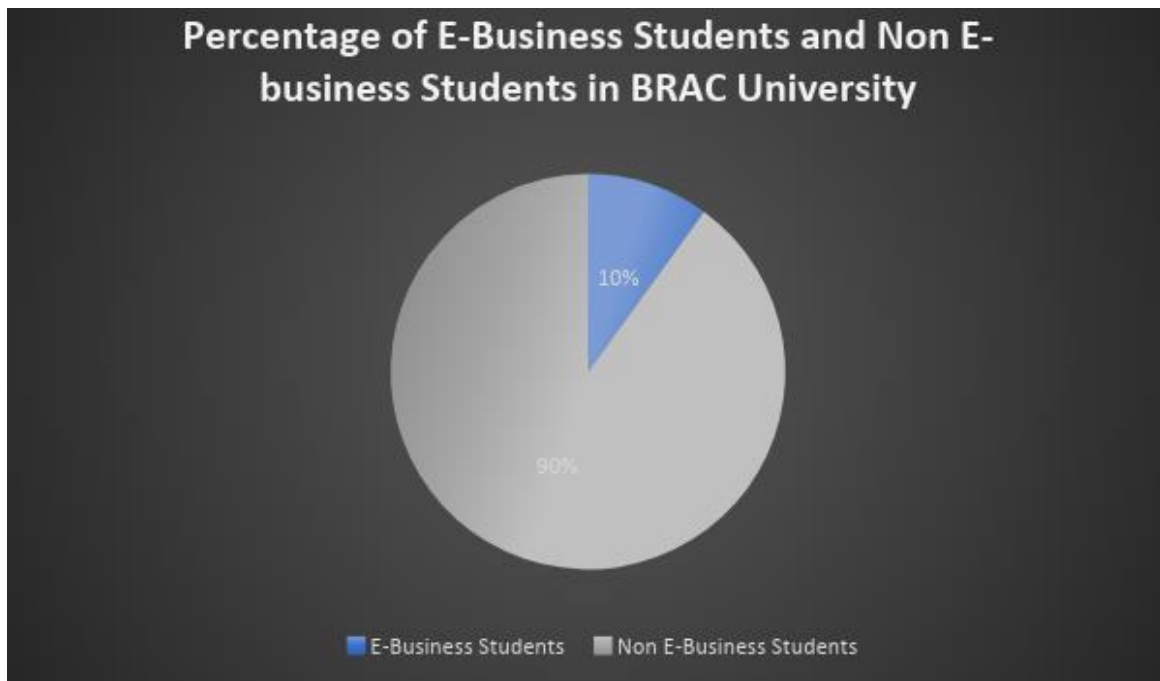
Sample Size: Convenience Sampling has been used to prepare this report. I choose 100 students to do my survey.

Data Collection Method: As the data collection method, a questionnaire was being prepared to collect the information related to this report. The questionnaire has some multiple-choice questions where several options were given as per the need of this report. This also has an option “other” where the people were allowed to share their personal views. This option was given to justify whether the assumption was correct or not.

Data Analysis: To show the result of the questionnaire percentage has been used depending on the number of responses. No particular software has been used.

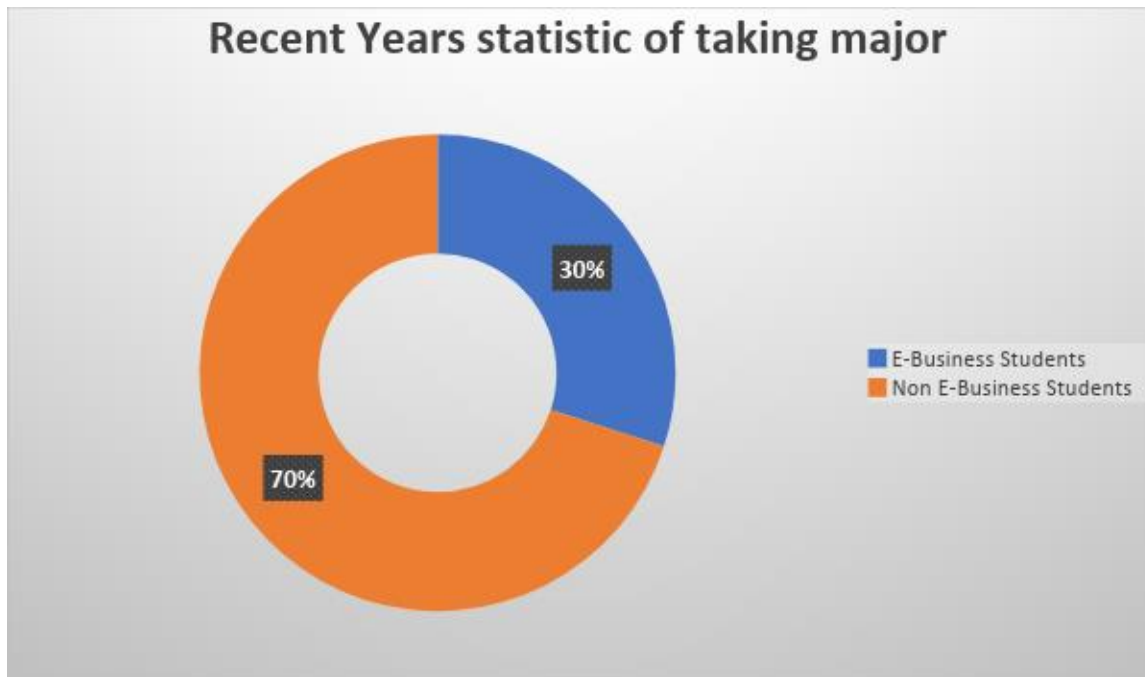
Analysis and Interpretation of the Data

After concluding my survey, I have various data where I would like to prioritize on my main topic, which is the opportunity of digital marketing in Golpo communications.

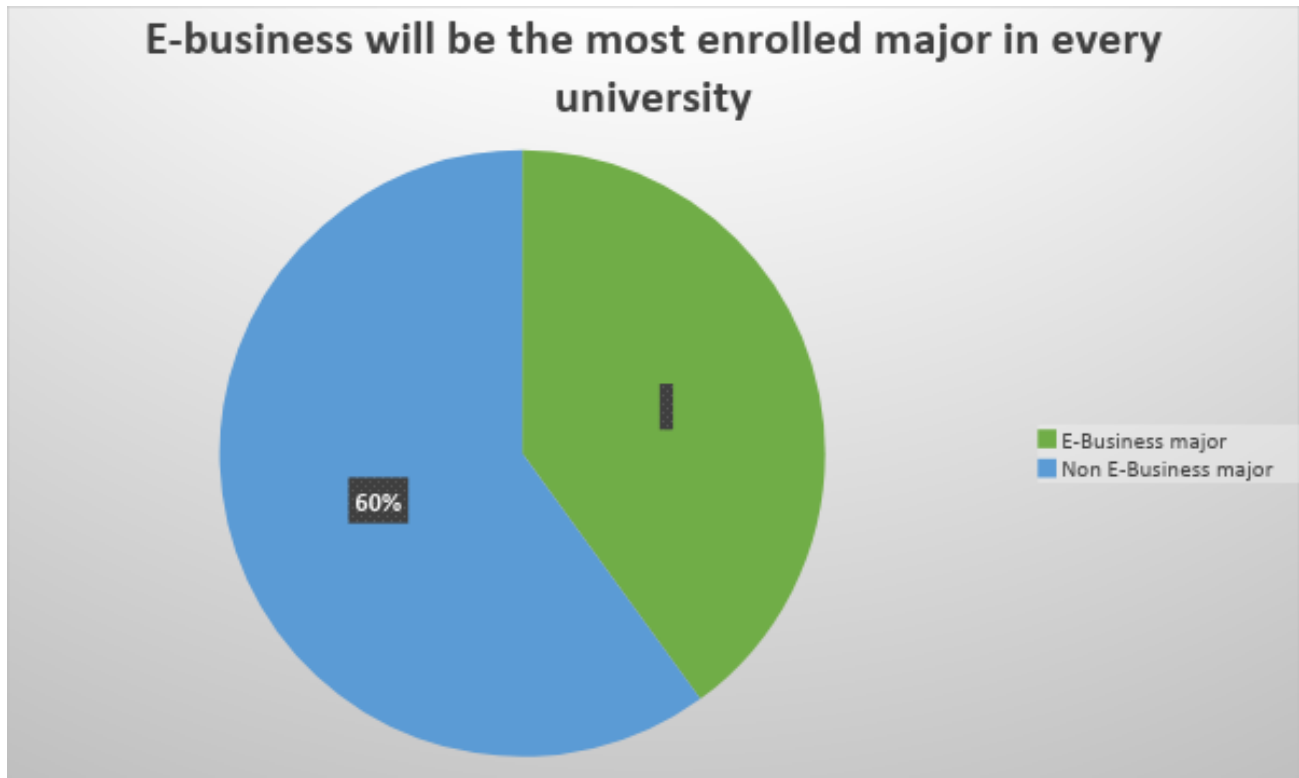


Among 8 major in BRAC University, 10% of students belong to E-Business major. It might seem a low percentage but if we look into the other 7 major we will find that this ratio is really attracting.

Again, if we look into the recent tendency of the students while taking their major, surprisingly this number goes in favor of E-Business as among 8 major 30% people enrolled in E-Business.



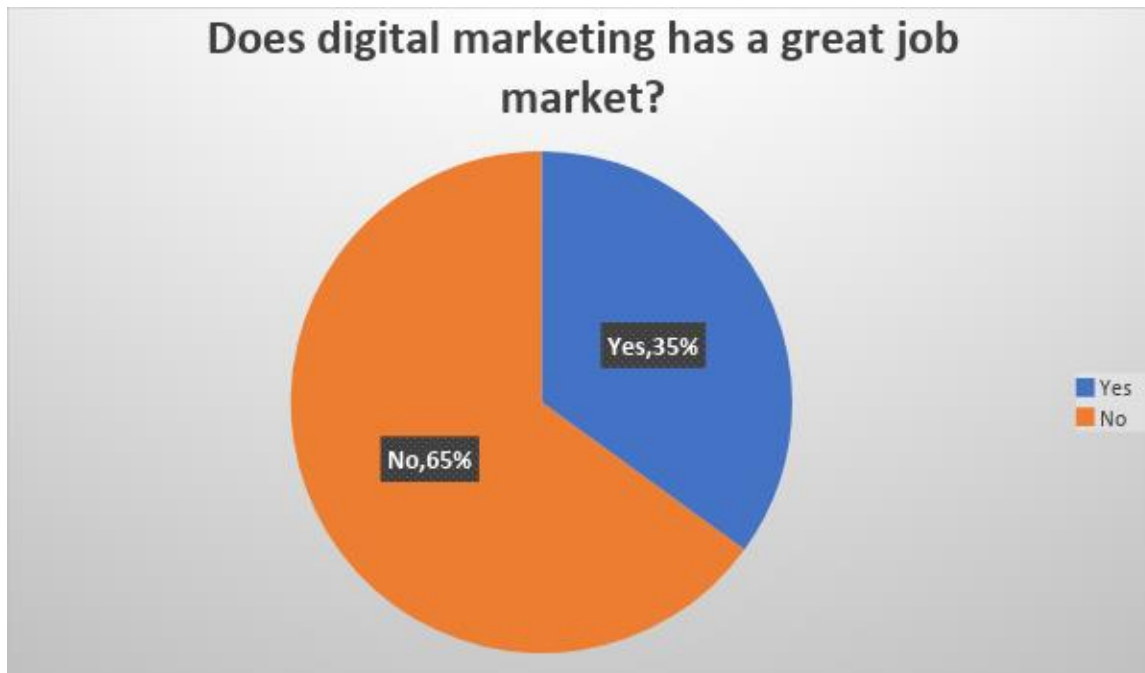
After that, I have surveyed over the students of BRAC as well as in Golpo communications where 40% of the students and employees believe that E-business will be the most enrolled major in every university.



Worldwide Electronic Commerce (Business-to-Business, Business-to-Customer and Customer-to-Customer) is presently developing at a wonderful rate. A few specialists anticipate that all organizations will be .com organizations by 2005. On the off chance that you are ready to go you should comprehend what Global Electronic Commerce (GEC) is and what it is doing to your business, industry and society. There is a move of intensity from the provider to the client - organizations must be customer driven. Data, not capital, is the backbone of GEC organizations, requiring incorporated data frameworks to fuel the learning association. Change is not steady, it is quickening.

A new rivalry is continually rising up out of unexpected territories. This has caused developing interest in GEC training in every aspect of business-data frameworks and innovation, the executives, showcasing, fund, authoritative plan, and so on [6]. As a business makes its needs, what is more, requests open, understudies rush to react looking for courses and projects that give training in GEC [10]. Government offices are additionally affected in a similar way. Interest for GEC training is high what is more, developing. It is additionally developing, from the specialized toward the administrative. (Jenkins, June 27-29, 2001)

Meanwhile, I have asked a question that in current job market digital marketing has a great job market or not and most of the students agreed in the same point that E-Business/digital marketing has the great job market where 35% believe undoubtedly that digital marketing has the great job market.



Online business or electronic trade, manage the purchasing and moving of products and ventures, or the transmitting of assets or information, over an electronic stage, principally the Internet.

These business exchanges are ordered into:

- Business-to-Business (B2B),
- Business-to-Consumer (B2C),
- Consumer-to-Consumer (C2C),
- Consumer-to-Business (C2B)
- Business-to-Business-to-Consumer (B2B2C).

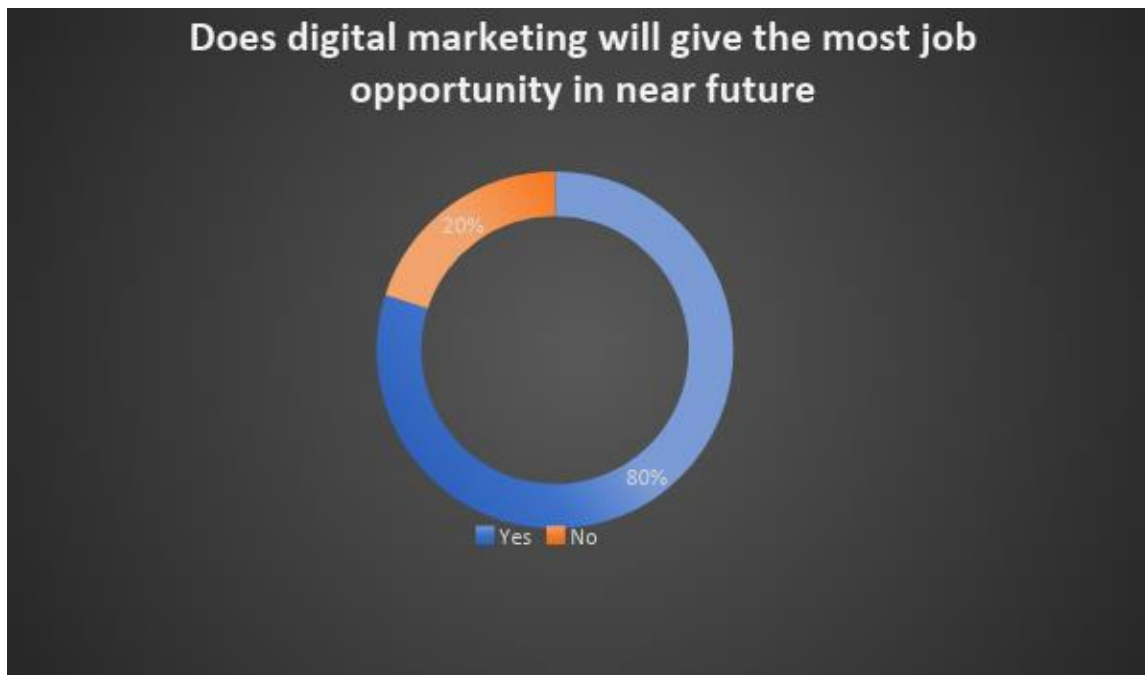
Web-based business forms are directed utilizing applications, for example, email, fax, online indexes and shopping baskets, electronic data interchange (EDI), record exchange convention and web administrations and e-pamphlets to endorsers.

eTravel is the most prominent type of e-commerce business, trailed by eTail, which basically implies moving of retail merchandise on the Internet led by the B2C classification.

As indicated by Ecommerce Europe, nation astute, the US, UK and China together record for 57% of the world's aggregate B2C web-based business deals in 2013, with China having complete offers of 328.4 billion USD. As against this, India had offers of just 10.7 billion USD, 3.3% of that of China in 2013 with the fifth position in the Asia Pacific. This is in spite of the way that India appreciates high statistic profits simply like China. India's Internet entrance with aggregate e-families at 46 million against China's 207 million is one reason behind India's poor B2C deals development.

As indicated by Forrester Research, an autonomous innovation and statistical surveying firm, just 16% of India's aggregate populace was online in 2013 and of the online clients, just 14% or 28 million were online purchasers. India, in this manner, was still at a beginning or juvenile phase of development of online retail spending. China was in the rising stage at the half, while Japan (69%), Australia (57%) and South Korea (70%) were in the develop arrange. (Jobs for youth, 2017)

Surprisingly, when I asked is digital marketing will give the most job opportunity in near future or not, I have found 80% in favor of digital marketing.



E-commerce Personalisation & Experience:

Many retail advancement in the US at present is driven by online-based organizations. This looks set to proceed in the years ahead as more individuals spend more cash on the web. More noteworthy personalization where a superior client experience will be the sacred vessel for web-based business organizations later on, as it turns out to be progressively hard to anchor clients against a set of regularly emerging rivalry. Clients will in the long run to those offering as near the in-store understanding as could be allowed, and major web-based business retailers are as of now endeavoring to make things increasingly close to home and with acceleration substantial in online.

E-commerce Delivery Drones:

An energizing advancements in internet (techopedia) business is one we are as of now finding in testing – ramble conveyance. Automatons will enable businesses to convey bundles significantly more proficiently and rapidly, with conveyance times of only 60 or even a short ways from request completely conceivable. Automatons will be conveyed from dissemination focuses and head out specifically to the conveyance addresses gave, at fundamentally bring down expense and strategic problem than at present. Amazon, among others, are as of now genuinely near making this a reality over the whole of their business, and it appears that others will climb go with the same pattern as fast as would be prudent.

E-Commerce Tracking Into Retail Stores:

The limits among web-based organizations and physical trade, i.e. retail location, will turn out to be less positive over the long period of time, where organizations are as of now taking gander at methods to combine web-based as well as client data with genuine actions. Additionally supplements possibility of the most prominent customization purchasing background, enabling vendors to utilize existing on web data to modify their whole bond both on the web and disconnected.

E-commerce A.I. Systems:

Online business as of now appreciates a critical preferred standpoint over different sorts of business, as in here a large number of superb function, all promptly incorporated into one another so that even little spending players can quickly robotize the whole of the procedure. In the meantime, advances quickly change and increase, on account of the solid focused drive over the business – all things considered, another retailer is just a tick away.

The subsequent stage for online business will be the use of AI frameworks, running transformative calculations intended to locate without a doubt the ideal. It's everything maths at any rate – regardless of whether it's advancing your business procedure, or picking the measurably most noteworthy changing over the structure for your site. By creating frameworks utilizing these calculations, which are intended to successfully test, upgrade and rehash on the circle, web-based business will move into a considerably more elevated amount of advancement as this innovation improves. The upshot for those running web-based business organizations is to hold onto these procedures when suitable. Where the significant players go, littler retailers (ecommerce platform) pursue, where soon multiplication of AI-driven

frameworks enhances the capacities of the web-based business industry considerably further.

Measurement Across All Devices:

Not every person adheres to a solitary gadget when purchasing from you. Truth be told, more individuals are moving between gadgets, from the web to versatile to applications, before transforming into paying clients. Estimating investigation crosswise by the widgets is still in its earliest stages, however, it is turning into an increasingly noteworthy field of enthusiasm for those in online business.

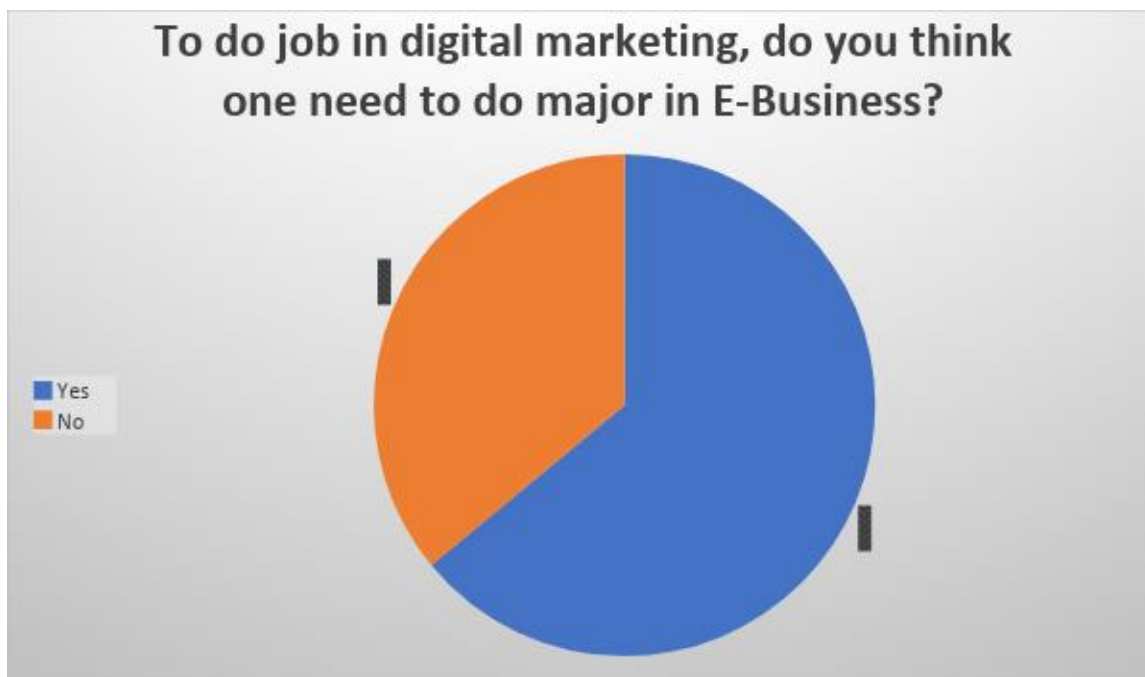
When following of utilization over numerous gadgets turn out to be increasingly refined, the procedures of testing, tweaking and upgrading the client encounter still further can be gotten underway. This will open considerably more incentive for online business retailers, through giving additionally point by point bits of knowledge into how similar individuals react to their offering crosswise over stages.

E-commerce Attribution Modelling:

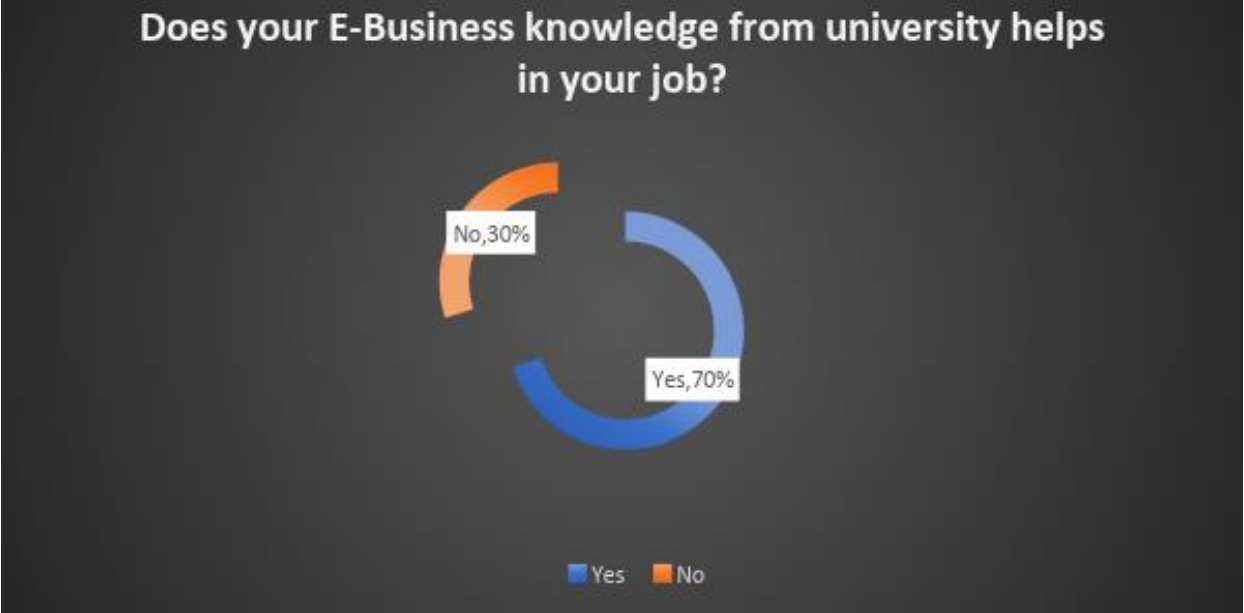
Attribution demonstrating gives the premise to figuring ROI, and in this manner fitting your promoting methodology to convey ideal outcomes. Doling out an incentive to something in or identified with your channel is essential since it makes it conceivable to figure your arrival. Attribution demonstrating takes a gander maximum ideal actions to which you ought to connect esteem, so one can center the promotional spending as well as assets on those that offer the most grounded return. For model, say you have a basic two-advance channel, whereby you get an email join or a deal. The two components here have an esteem – there is an incentive in

the deal, yet additionally in the number one spot, which may one day purchase from you (or might purchase from you a few times over, contingent upon your information). By ascribing an incentive to every one of these activities adequately, advertisers will keep on producing progressively advanced bits of knowledge into how best to channel their endeavors. (Ecommerce Guide, 2018)

Followingly, I have asked a question whether one needs to have a major in E-Business or not to do the job in digital marketing. 36% of the respondents which include students as well as employees believe that if anyone has the required practical knowledge, s/he will get the job without having a major in E-Business; whereas the rest 64% believe that a major in E-Business is necessary to get a job in digital marketing.



Afterwards, I asked students who have graduated from BRAC university with E-Business major that E-Business knowledge from university helps in a real job or not and most of the students agreed that knowledge from university helped them in real life and 70% of the students believe that it helps.



Profession ways in web-based business frequently emulate conventional benefit making fields - the main qualification is that exchanges are done basically in web. The consumer base may be not significant; capacity to criticize from clients might not possible. The introduction and promoting strategies may need to adjust to these ones of a kind variable. In any case, there is space for promoting, back, the executives, acquirement, publicizing and circulation masters inside any web-based business adventure. Items and administrations are effectively exchanged over the Internet in expanding numbers. New organizations have jumped up to gain by internet exchanging, where startup expenses might be lower. Business-to-business (B2B) showcasing, travel clearinghouses, distributors, venture firms, and protection representatives are doing admirably, and need qualified experts.

E-Commerce Specialties:

Online security preparing: As exchange volume increases and Mastercard misrepresentation rises, realizing how to respond to and guard against digital assaults and data fraud has comparably ascended insignificance.

Customer service: Whether a position requires collaborating with clients or not, organizations are regularly searching for representatives who are profit generating and ready to coexist with customers and collaborators.

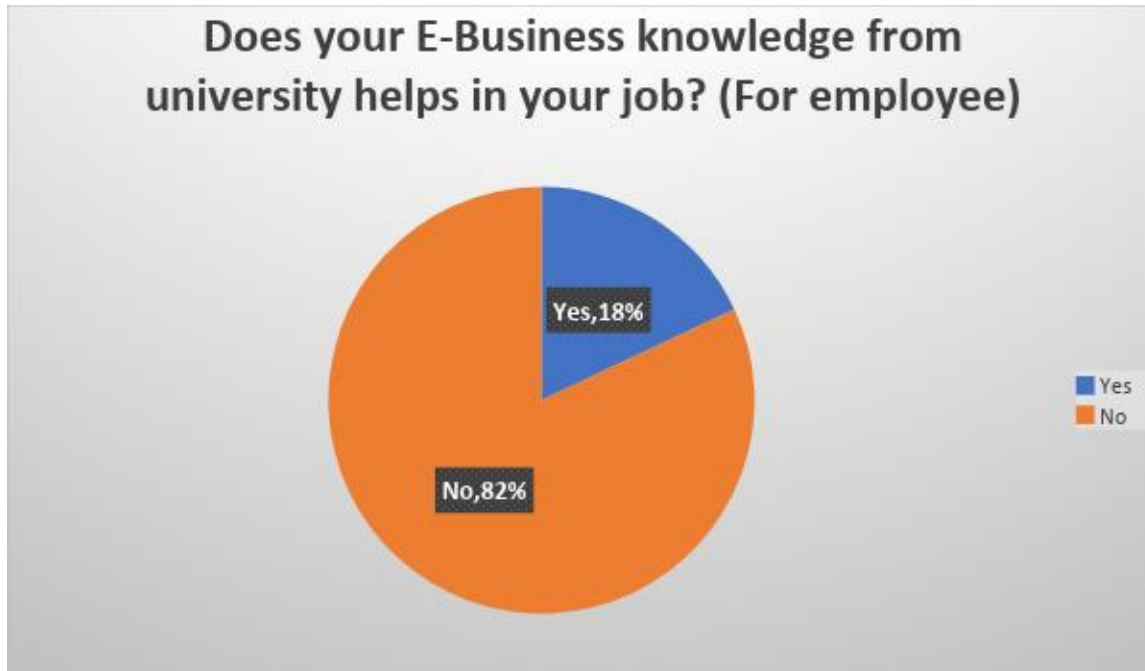
Technical support:

While appointments are typically equation based and can be educated, technical support is a progressively mind-boggling capacity that requires more data and expertise. Instruction, PC know-how, and the capacity to do inside and out critical thinking would all be able to add to this specialization.

Entrepreneurship:

Want to dispatch your very own online business startup? As a business visionary, utilize your self-control and assurance to convey your vision to fulfillment. No two days are similar when you're in charge of each part of your organization, from client care to customer.

To add with the topic, I have asked the same question to the employee of Golpo Communications that E-Business knowledge from university helps in real job place or not and surprisingly most of them believe they did not gather enough knowledge from their university and 82% believe that they struggled when they entered in real life job after graduation.



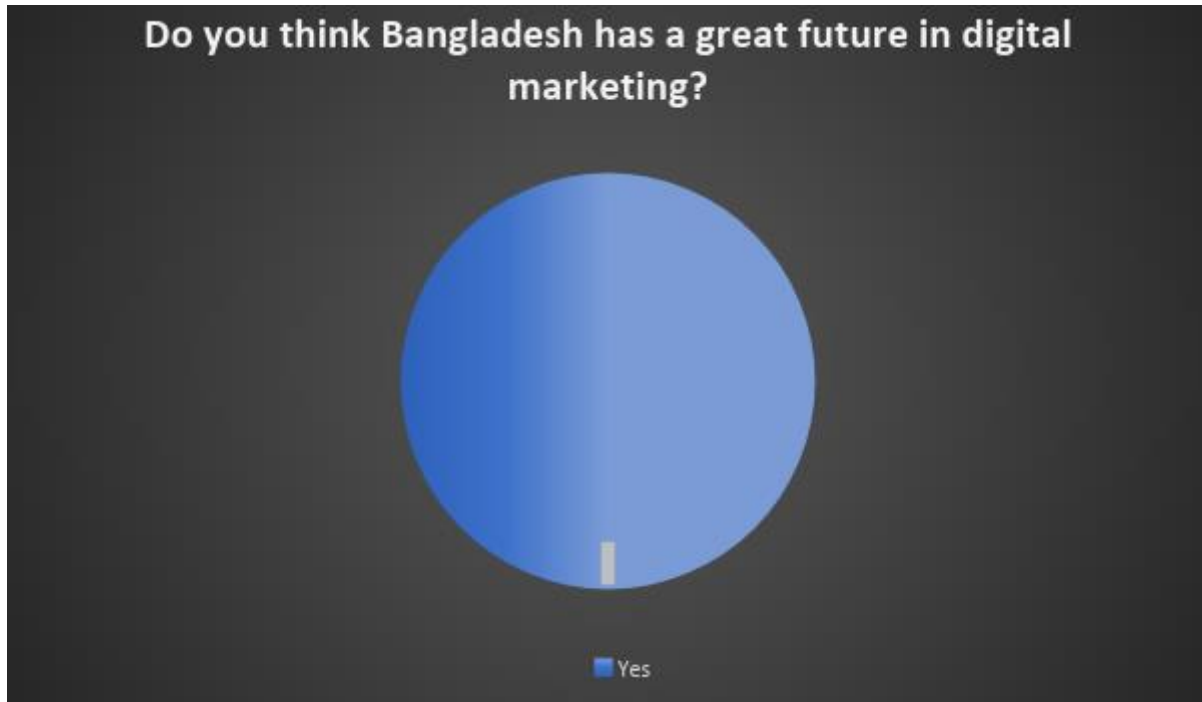
Later, again I asked to the employee of Golpo Communications whether clients have enough knowledge about digital market or not and in this case employees gave their perception based on hypothesis where 45% believe that client has knowledge about digital marketing. They already have implemented lots of campaign and played with tremendous data which make them experts in the digital arena. Most of the employees do not have practical knowledge accept knowing from others or maximum employees who have done their graduation from E-Business entered in the industry where they have still less engagement which may create an impact on their knowledge.



Subsequently, I have asked them do they think an organization should organize learning session on digital marketing or not and everyone agreed with this.



Finally, I have asked the employee of the Golpo that Do they think Bangladesh has a great future in digital marketing or not where everyone again agreed that Bangladesh has a great future in digital marketing. Most of them gave logic in favor of our population. We can use our population to flourish in this business.



Findings

After all the researches, I would like to address a few key points that I have learned.

I had earlier knowledge on the digital industry as I worked in two different organizations before joining Golpo but what I learned after joining this organization is we are more way to go in this industry and from my learning and experience I found few improvements that might help this industry to grow faster than the current time. I want to discuss those in the below:

Prioritizing practical knowledge alongside the learning:

In this digital marketing industry, practical knowledge really matters. For example: When I started my journey, I discovered my knowledge from my university helps tremendously in my job sector and all my knowledge from E-business major courses directly helped me such as when I am assigned to take care of our client-Milvik Bangladesh I used my knowledge from MSC 446 and this knowledge helped me in a crucial situation. Like this, in any situation in the digital industry, one needs to have the technical knowledge to work in this arena.

Therefore, every university should give more focus to their students and need to arrange and implement initiatives from where one can gather technical knowledge from their classes and can implement in their real life. Classes should be more practical than theoretical, as it will help more in real life.

Buying behavior of the consumers:

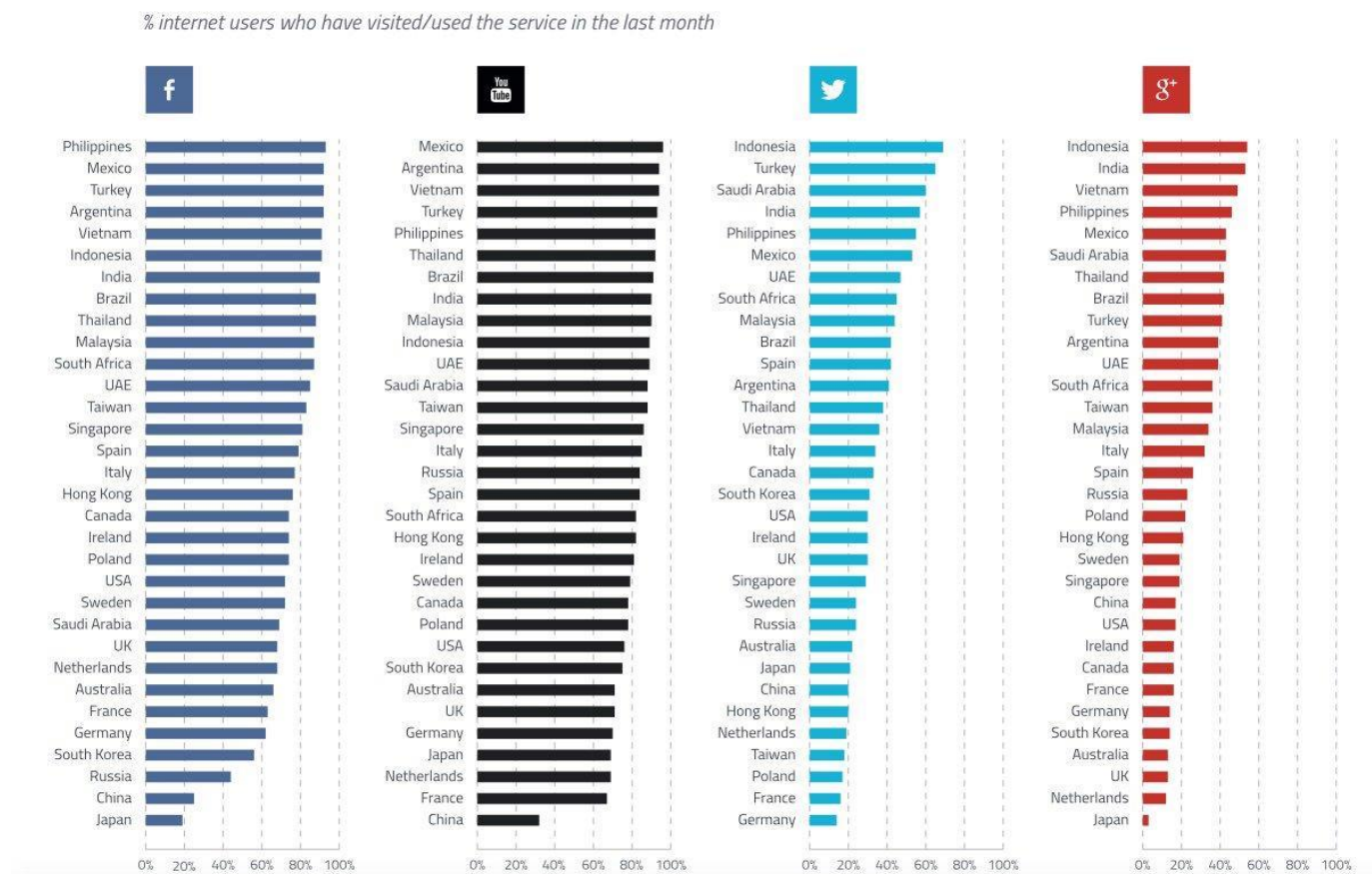
In our country, mass people are still out of reach of the E-Business industry. In Bangladesh, the growth of E-commerce sector has crossed all expectations and has had a significant impact in changing the economy in terms of aggregate investment. In this country e-commerce was introduced in the late 90s. During the period 2000-

2008, the e-commerce sector observed a slow growth. The annual growth rate sector for the past three years has been trending above 200% year on year. According to Bangladesh Bank, payments and transactions by credit cards were nearly Tk11 billion in June 2008. Drastic changes occurred in the mentioned sector when Bangladesh Bank allowed online payment in the country, thus, officially clearing up the pathway of the e-commerce sector. In 2013 BASIS (Bangladesh Association of Software and Information Services) and Bangladesh Bank jointly celebrated “E-Commerce Week” for the first time in the country. B2C is the most popular form of e-commerce, which has been experiencing a growth rate of above 300% for the last three years. Market share for E-Commerce for B2B and B2C are 10% and 90% respectively. At present 18 to 23% of mobile phone users are using a smartphone with an annual rate of growth 30%. More than 50,000 people are actively engaged in e-commerce with a projection of 1000,000 job opportunity in this sector over the next 10 years. Transaction sizes for purchases in E-commerce are still relatively very minimum. Average spending per online shopper is BDT 9000 to 10000. About 70.5% of e-commerce users does not spend more than BDT 5,000 a month. About 29.3% buyers use a website directly as compared to 43.5% use of Facebook Page for purchasing products online. Contribution of e-commerce in GDP is less than 1% and if industries connected with e-commerce are taken under consideration, it reaches 2.5%. Currently, per day, approximately 20,000 & per month 5-6 lakh parcels are being delivered all over the country. All types of transactions will become dependent on e-commerce within the next few years and this process will help the sector to grow mature. Currently, there are more than 1,000 e-commerce entrepreneurs in the country, who are running their business through websites. There are more than 8,000 Facebook pages also running this business. (Islam, 2018)

Social media should not be only Facebook focused:

In our country, we are mostly Facebook focused wherein other countries other social media is highly famous and marketers are using these channel in practical life. As we are Facebook focused, Facebook now increased their rate while boosting reach and organic reach has lost its credibility.

Chart 9: VISITORS TO THE TOP SOCIAL PLATFORMS BY COUNTRY



(smartinsights, 2018)

One of the characterizing marvels of the present occasions reshaping the world as we probably are aware it is the overall openness to the web. New era of the world Wide Web is internet based life, which comes in numerous structures, including websites, gatherings, business systems, photograph sharing stages, social gaming, microblogs, visit applications, and to wrap things up informal organizations. The intensity of informal communication is with the end goal that the quantity of overall clients is relied upon to achieve some 3.02 billion month to month dynamic web-based life clients by 2021, around 33% of Earth's whole populace. An expected 750 million of these clients in 2022 are relied upon to be from China alone and roughly 33% of a billion from India. The area with the most astounding infiltration rate of informal organizations is in North America, where around 70 percent of the populace has no less than one social record. Starting at 2017, 81 percent of the United States populace had a long-range interpersonal communication profile.

Driving interpersonal organizations more often than not flaunt a high number of client accounts or solid client commitment measurements. For instance, Facebook is the main interpersonal organization that has outperformed the 1 billion month to month dynamic client check and as of the principal quarter of 2017, has more than 2.2 billion MAU around the world. Not long after its dispatch, relative newcomer Pinterest was the quickest autonomous site in history to achieve in excess of 10 million month to month special guests however fell behind different players who developed as of late, for example, photograph sharing interpersonal organization Instagram or microblogging stage Tumblr.

In spite of the universality of interpersonal organizations, the market potential is as yet expanding, as client figures, as well as client commitment, keeps on developing. Overall, worldwide web clients put in around 135 minutes out of each day surfing informal communities. This prompts overall brands and their advertisers to utilize

that time and screen space to advance different items and administrations by means of internet based life promoting or social publicizing.

As of late, long-range informal communication has exhibited a reasonable move towards portable stages. Cell phone and tablet applications, and also versatile web get to, have encouraged the steady nearness of portable first or portable just stages, for example, Twitter, Instagram, or Snapchat. Moreover, they have uplifted the profile of area-based administrations like Foursquare and empowered clients to easily get to visual blogging locales including Tumblr and Pinterest through a tablet. In any case, the certain pioneer of portable long-range informal communication is, indeed, Facebook. As of the final quarter of 2016, more than one billion Facebook clients got to the informal community only by means of a cell phone. (Statistia , 2018)

Recommendations

After all the researches and experience, I would like to share my recommendation for the betterment of this industry and in Golpo Communications.

First, I want to share a perception of mine about the current payment method of our country in digital marketing where in our local market we can use debit card or credit card or Bkash to purchase or payment in local transaction but in the context of international transaction, we cannot use those channel and we need dollars endorsed card. If we can use our accessible channels, our digital marketing industry will boom spectacularly.

After that, we do not have any corporate office of the social media organization in our county for which we are not getting enough opportunity to rich our E-commerce business as well as we are not getting any support directly from the social media organizations.

For Golpo Communications, I want to address a few points that may help the organization to move fast. Few experts of digital marketing should hire in a senior position to better service quality and get more clients as this is a new startup and this startup needs a proper guideline to flourish because this company has perfect credibility to emerge.

Conclusion

“If Your Dreams Don’t Scare You, They Aren’t Big Enough” a quote from Ellen Johnson Sirleaf who is the first African women president and to conclude I want to address all those dreamers to dream big to find the right track to do digital marketing. Bangladesh is one of the emerging country of the E-Business industry as Bangladesh is one of the leading member of LDCs (Least-Development Countries) Regardless, the fact that any quantities of individuals in our nation getting the advantages from internet business, improvement of E-Commerce business in our nation must have indisputable considered employment. By growing this potential area all individuals of our nation will be profited. The e-marketplace is a store of data which goes about as a data operator that gives purchasers furthermore, merchants with data on items. To expand a member of E-Business shopping, the wellsprings of shopper perplexity, dread and hazard should be recognized, comprehend and reduce. It very well may be reasoned that through embracing E-Business seriously and widely business people can enhance their income level along with the enhancement of consumer loyalty and a purchaser can lessen their average cost for basic items alongside the enhancement of their way of life.

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