



roebuck communications

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Digital Marketing Communications

A case study on the client satisfaction level of the services of Roebuck Communications.



Inspiring Excellence

BUS 400

Internship Report on

Digital Marketing Communication

A case study on the client satisfaction level of the services of Roebuck Communications.

Supervised by:

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Date of Submission: 21st November, 2018



Letter of Transmittal

November 21st, 2018

Ms. Raisa Tasneem Zaman

Lecturer,

BRAC Business School,

BRAC University.

Subject: Submission of internship report on “Digital Marketing Communication: A case study on the satisfaction level of the service of Roebuck Communications.”

Dear Ma’am,

I have completed the report as a part of my internship program. This report is compiled as instructed. Working on this report was a great learning experience as I worked for Roebuck Communications for three months. I had a chance to relate my theoretical learning with practical day to day work. I really hope you will find this report to be objective and reliable.

I would therefore pray and hope that you would be kind enough to grant this report and I hope that it lives up to your satisfaction. I would be glad to hear from you, if you wish to enquire any of the part of this report.

Sincerely yours,

Mohammad Zubayer Ashraf

ID: 13204064

BRAC Business School

BRAC University.



Letter of Endorsement

The internship report entitled “Digital Marketing Communication: A case study on the client satisfaction level of the services of Roebuck Communications.” Has been submitted due to fulfilment of the requirements of the degree of Bachelor of Business Administration (BBA), major in Marketing and this report is submitted to Lecturer, Ms. Raisa Tasneem Zaman. The report is submitted by Mohammad Zubayer Ashraf, ID: 13204064. The report has been accepted and may be presented to the Internship Defence Committee for evaluation.

Ms. Raisa Tasneem Zaman

Lecturer,

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Acknowledgment

At the very beginning of the report, I would like to thank the Almighty for blessing me to complete this report. This report is as well an accumulated effort of many people including my faculty advisor, superiors and many more. I am thankful to many who helped me to organize the report with kind suggestions, opinions, instructions and supports. I am overwhelmed to have great support and guideline in formation of the report from many sources. Here, I thank them all.

I would like to thank my Internship faculty advisor Ms. Raisa Tasneem Zaman, Lecturer, BRAC Business School, BRAC University for her assistance and continuous guidance in preparation of the report. I am extremely thankful to her as she was a great support during the internship period.

Up next, my gratitude to my organizational supervisor, Afraad Ahmed (Account Manager) at Roebuck Communications. It was him who helped me to cope up with the immense work load. I was blessed to learn from him about the organization and the related information. I must also mention and express my gratitude to Ms. Raisa Tasnim Hyder (Account Executive) and Ifthekharul Alam Moin (Senior Account Executive) who were always too supportive in all situations throughout my internship period.

The mentioned individuals have facilitated this report and made it come together by continuously giving feedbacks with support.



Executive Summary

Roebuck Communications is a 360 marketing solution and

This report is mainly based on the topic “Digital Marketing Communication: A case study on the client satisfaction level of the services of Roebuck Communications.” This three months internship program has given me the chance to learn new things which can enrich my experience that might help in future. This internship has given me the opportunity to have a better look to the ins and outs of a marketing 360 agency. While working in the “Client Service” department, I found it as the heart and soul of Roebuck Communications and all the other agencies consider it as well. Unlike the other marketing agencies, it is of the utmost importance for us to deliver the service in the shortest possible time keeping in mind about the quality too.

Dealing with the clients can be very competitive and at the same time challenging as an agency deals with both Social Clients and Corporate Clients. Each of the clients possesses different and unique sets of complications when it comes to provide services. Over the years, Roebuck Communications has managed its ways in the finest possible manner and served the clients according to their needs. The real and most important fact for Roebuck Communications is to cope up with continuously changing environment and culture of digital marketplace.

Roebuck Communications is using the fullest of the concept of digital marketplace and currently working on many big digital campaigns of their corporate clients. Clients such as Burger King, Sylhet Sixers, Uber, Save the Children and many others.

This report will state the hardship for a new agency and how are they dealing to cope up with the other big companies and competing head to head. The satisfaction level of clients is the prime reason of this report to start with. This study will focus on how I managed to go through all the challenges to figure out the client’s satisfaction level throughout my internship period.



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Part 1

Organizational Overview

Roebuck Communications

Roebuck Communications officially started operations on December, 2016. Now working in an impressive setup with a growing number of employees, the young partners, most of who are in their late twenties or early thirties. A full service creative agency, Roebuck offers services such as advertisement, brand strategy, conceptual designs, content development, IT services and productions. Despite being relatively new in the industry, the agency already boasts a number of clients from different industries. Some of the most prominent brands they have worked with include Uber, Sylhet Sixers, ACI, Pran, RFL, Decco, Microsoft, Pran Export, Alvi jewellers, SME Foundation, Save the Children and many more.

The services of Roebuck Communications creatively uses advertising to provide a 360 degree solution including social communications, direct marketing, formative research, public relations, corporate relations, media planning and management, marketing and product planning & digital marketing. Roebuck ensures that the employees spend more times with the clients and their brands with a view to create new and innovative ideas. The agency is fully based on qualitative and continuous research which help it to grow inside out. The study of the clients and their customers help in innovate new ideas. Roebuck Communication is now looking for an escape to make itself an International brand at the same time working with its partner concern Deafrip Entertainment pursuing a fresh take on video production. The future plan includes “Buckroom”, a first-to-its-kind content marketing platform in Bangladesh.

Mission

Our mission is to be not the biggest, but the most effective agency and to produce the most creatively driven communications that build our clients’ brands in the most effective way possible.

Vision

Our vision is to be the most creative and strategic solution providers in the Bangladeshi advertising industry. This is most keenly demonstrated by the culture of excellence that runs through our company and our staff members.

Goal

The main motto and goal of Roebuck Communications is to help clients tackle their every range of business problems through simple yet incredible solutions.

Services:

- Brand strategy: With new innovative strategies, this agency help a client to grow more commercially. This works in different ways with each individual brands.
- Advertising: Developing creative and content solution for all required media channels for client is another major for this agency.
- Digital and print: Roebuck always takes care both of the ends of the clients. It has the capabilities to look after both digital and print media for the brands.
- Productions: **Deafrip Entertainment**, the partner production unit, comes up with production solutions for necessary brands if asked and needed. High-quality, fast turnaround videos or photographs primarily for web and off-line medias.
- Sponsorship: This agency matches the best possible sponsorship deals to its clients to come us with an events without any hardships.
- Media investment management: Roebuck guides its clients through the media investment process and the necessary inputs that promises to bring up the expected return.
- Conceptual designs: Across the sectors of advertising, this agency design and create customer centric experiences for the clients to engage customers more into the brands.
- Content development: This agency takes full responsibility to make brand rich with quality contents across the channels.
- IT services: The website and app services that this agency provides for the clients are state-of-the-art using cutting edge technologies.

Clients



Part 2

Job Description

My regular task was dealing with several clients and their social site accounts. My major clients were Tasty Treat, Alvi Jewellers, Walkar Footwear and Bright Cookware. The responsibilities regarding these clients includes answering all sort of questions, queries from the customers and fans. I had to check out all the messages and other comments too to maintain a good relationship with the customers. One of my pages, Tasty Treat became a Facebook verified page with a response rate of 95%.

Responsibilities:

During the internship program in Roebuck Communications, I had to make creative ideas of my accounts for whole months. I had to prepare a calendar of a month with specified objectives of the ideas and the cause why it is relevant to the brand. This calendar included static ideas, GIF ideas and even 2 campaigns. I had to submit a monthly report from facebook insights for each account to show, if the page is engaging more audiences gradually or not. Roebuck arranges a general ideation session for every big decision where the attendance was mandatory for all of the employees and this made me learn how to make a decision collectively.

Some of our contents and campaign pictures



Part 3

Digital Marketing Communication: A case study on the client satisfaction level of the services of Roebuck Communications

At the age of information, the need of digital communication is rise higher day by day. The digital contents are more popular to the end users than any other means of marketing at present and it will be the future as well. There are very few people knowingly or unknowingly are not exposed to the digital marketing as well the marketplace. But there are firms who are a bit ignorant about digital marketing. In many occasions, the firm needs to make the client understand about the power of social media but the number is getting smaller day by day. Almost all the brands new and mature, know the thrust they will get from social media/ digital marketing and come to get proper solutions for their respective brands. As the number of agencies are getting bigger, it is now more of a competition of pitches between renowned agencies to get a brand and work for it. After the primary pitch, the contact takes place depending on the insight of the future and the cost. As there are too many brands under a single agency, it really has to understand a brand to serve it properly with quality output. Without properly studying a brand, it is nearly impossible to proceed let alone achieving a certain target. The agencies has to maintain different strategies for each client. The contact time depends on how well an agency secures the targeted sells and how they make the innovative ideas work for the brand. As the social media marketing is reaching more people every day, especially facebook comes up with many different ranges of advertisement range. Instagram is getting popular as well in this field too.

With a help of social media sites, gaining the required website traffic or increasing the foot-fall on an actual outlet is a result of managing Digital Marketing Communication. The use of digital marketing in digital platform can vary platform to platform. Facebook has a different sets of activities and so does Google.

As a Marketing major and a BBA student of BRAC University, I had a chance to work with Roebuck Communication, an agency based on 360 degree marketing solution. I choose the topic to learn more and find out about the relationship with clients, their requirements and the satisfaction level toward the service of Roebuck Communications. This will help me more to

understand the about the processes of the digital marketplace which I can relate to my theoretical knowledge. I hope that I also will come to know more about the campaigns which made the brands stronger in the digital aspect by having more customers looking for their products or services.

Objective of the report:

The prime objective of this report is to gather an in depth knowledge on how satisfied the clients are on Roebuck Communication's overall performance and how this agency is responding to the ever changing digital marketplace in a positive manner.

Specific objectives:

- Understanding the gradual process on how the digital marketing affects the client's organization.
- How this agency helps its clients with the innovative new ideas/campaigns to accelerate the brand's awareness process.
- Identifying the challenges faced to secure a brand as well a client.

Part 4

Literature review

Benefits of Digital marketplace:

It is very easy to target the proper audiences with near to perfect precisions in the digital media. The social Medias and Google is now so smart that these needs so little to find out the proper customers for a brand. You can always customize your audience according to the need of the client. Almost all the brands who are going digital are targeting the audiences using their common interest towards a products. People having same interest are now exposed to the same range of products and this helps the brands to have more potential customers than ever. This makes the marketing expenses go so low that a brand can spend it in research and develop their products more to give away a better service. In this exact way most of the brands are reaching their targeted audiences which results into increase in the sales. In case of facebook pages, a brand having its page can give them insight about the audiences. There are another thousands of ways to target the audience that a brand may want. A company acquires a lot of decision making power in a digital platform. Spending a little on Google advertisement with an active facebook page with activated promotion can take a brand to the hands of their customers in a blink of eyes. SEO also works wonders with a help of ADwords. This is the only way to track the exact report of performance of any brand. From a stream of ads, it is possible to pinpoint an exact ad which is doing better than others and reaching the audiences. By sharing or liking the contents form facebook or other social network sites result in generating impressions and helps to reach a new sets of users each time. This platform helps the clients to have a greater look at the audiences and their needs, complains and mind-set of coming generations without doing a lot.

Methodology

Analysis and Interpretation of the Data:

The study covers the finding of Client Satisfaction of Roebuck Communications. For this study, I mostly depend on primary data. I talked to my supervisor and other people of my company who can help me in this matter and I talked to our clients about the service of our company.

Following methods are used to collect primary data:

- Face to Face and over phone Interviews of Clients
- My practical observations and Experiences
- Direct interviews of my Seniors

For maintaining a better quality of my research, I also took help from secondary sources.

Secondary sources are:

- Some articles and journal
- Annual Report
- Different website

Measurement and Sampling:

In my survey form, I have used twelve-closed ended question and three open ended question. For this research project, I have selected a few of my clients alongside with the superiors of my corporation. I had 20 respondents as my sample size and they are my seniors, management and clients. I asked them to fill up the form. Due to time constraints, I could not manage a large sample size. As I have to collect data on client satisfaction, it is quite impossible to convince every client to fill up this form or sit for an interview, as they are very busy with their work.

In my questionnaire, I used Likert scale for better results on client satisfaction level.

Some Limitations:

- Due to time constraints it was not possible to collect more information as three months are not sufficient to know the details of the company,
- Sample size is small because some people were not willing to respond.
- Correctness and Reliability of this report depends on the respondents as most of the parts were done by survey.

Part 5

Data Analysis and Findings

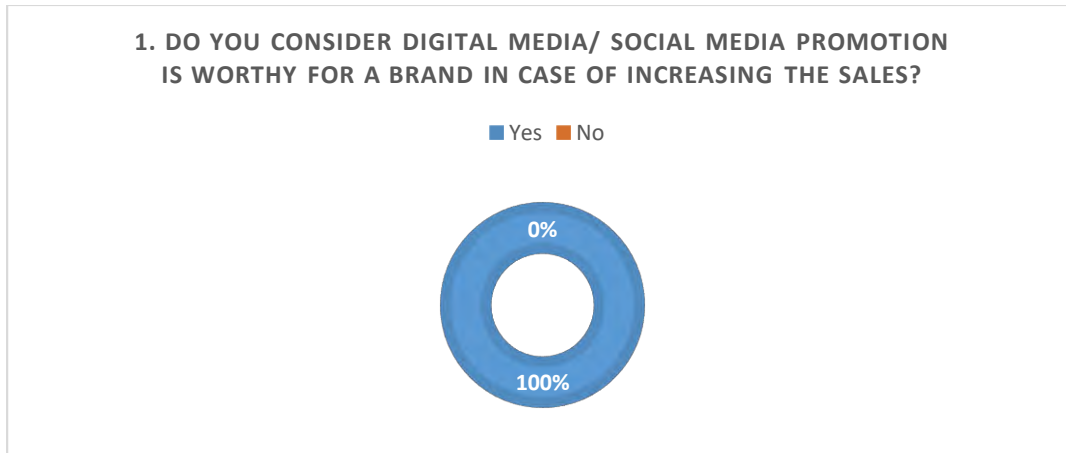
Data analysis is the procedure of efficiently applying measurable and sensible systems to portray, consolidate, recap, and assess information. This is one of the important elements of a research paper. I tried to collect both quantitative data and qualitative data. As I had to go through each of the clients and sit for meeting face to face or over phone call, the process was a lot time consuming. However, they have a powerful database system and tool that can make charts and automatically make the analysis. It was helpful; for me to analyze the data. These tools were suited in my research as it was a descriptive research. I had to input the data again from my notes to the Excel sheet and the tools did the rest for me. After exporting, Microsoft Excel was used because it is widely used and has enough functions for sorting, filtering, removing duplicates, formulas for totals, percentage etc.

Data analysis

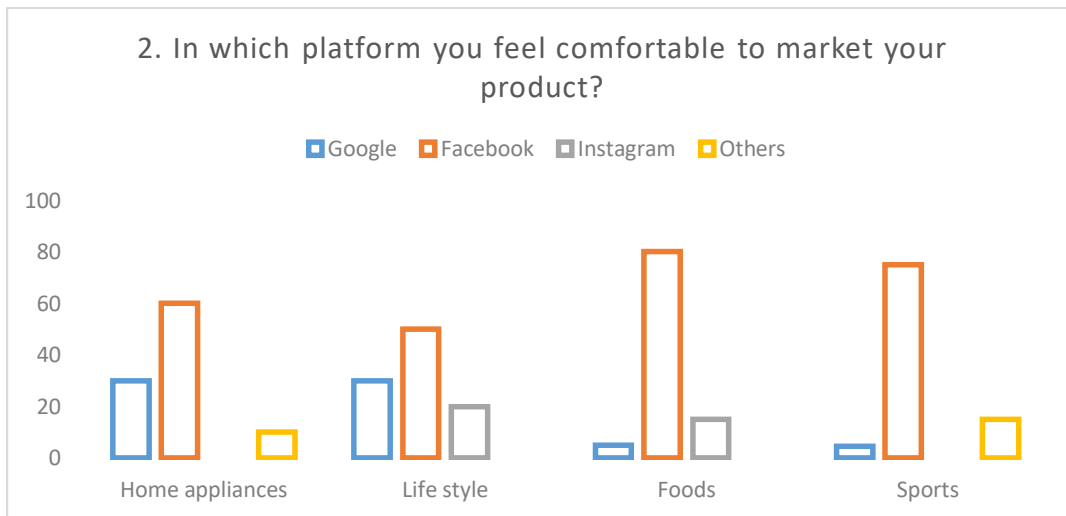
This part will be showing the relation between the research objective and collected data with a help of primary research. I used Microsoft Excel to conduct percentage analysis from the data gathered from the different respondents.

This report is prepared to know if the clients of Roebuck communication is satisfied with the services or not. This report will also be helpful to find out the gap between what clients want from Roebuck Communications and outcome they get. From my research, I found that clients are happy with Roebuck services and employee's behavior but this company is new in this field so it becomes a problem for the employees to understand the quickness of the clients. Some client demands their product in 2 to 3 three days and it will become a hectic situation for the people who work in Roebuck. As any of the contents of Digital marketing (Advertising, Branding, finding distributer etc.) cannot be done in this short period.

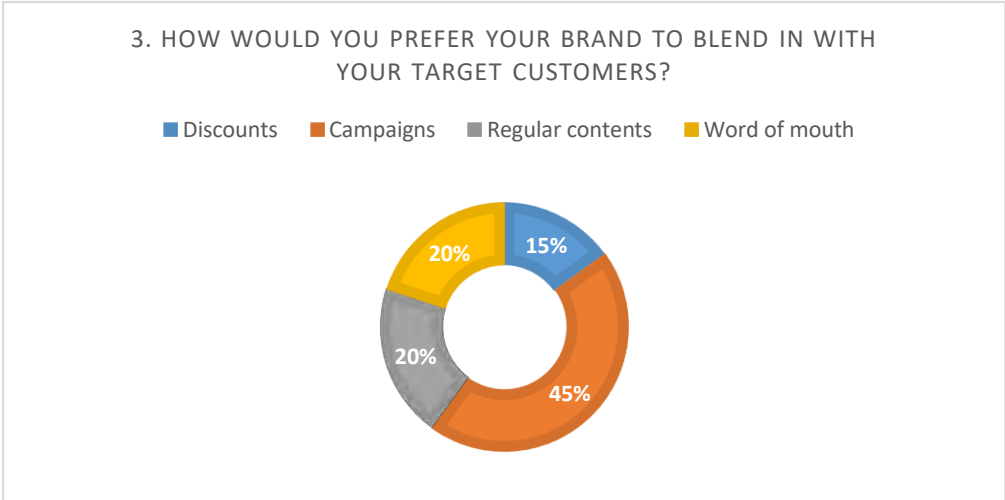
In this following section, the data analysis are presented using different graphical tools such as pie charts, bar charts etc. to give the findings a meaningful dimension.



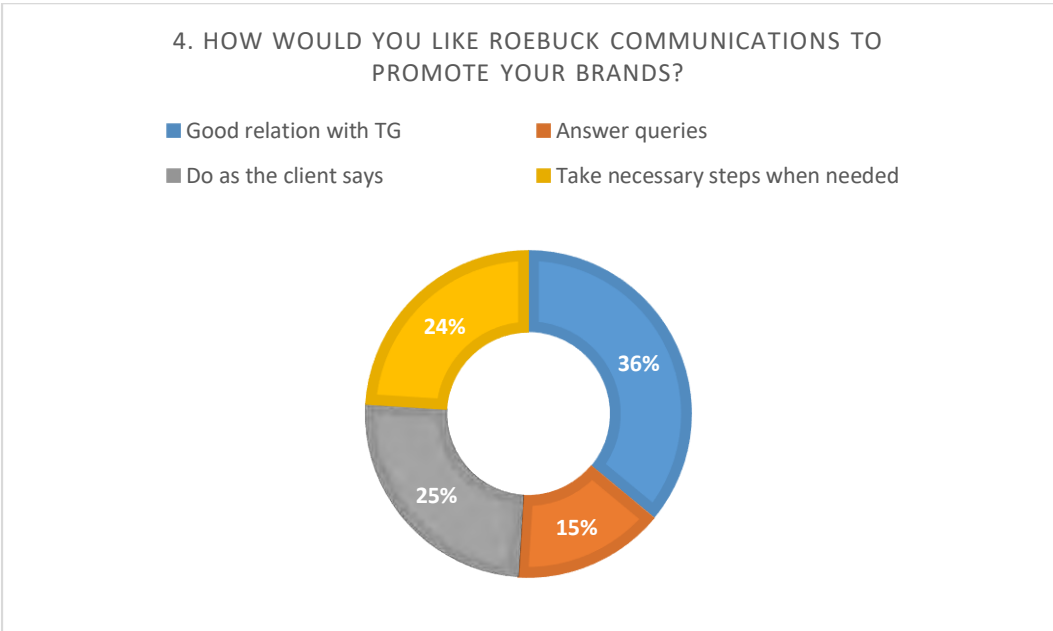
In the very first question, we asked that if a client thinks that social media promotion is worthy or not when it comes to increase on the sales and 100% of the respondents said, yes. This gives us an interpretation that almost all small or matured company thinks that they can reach to a new set of customers if they use the digital platform and this might end up increase in sales.



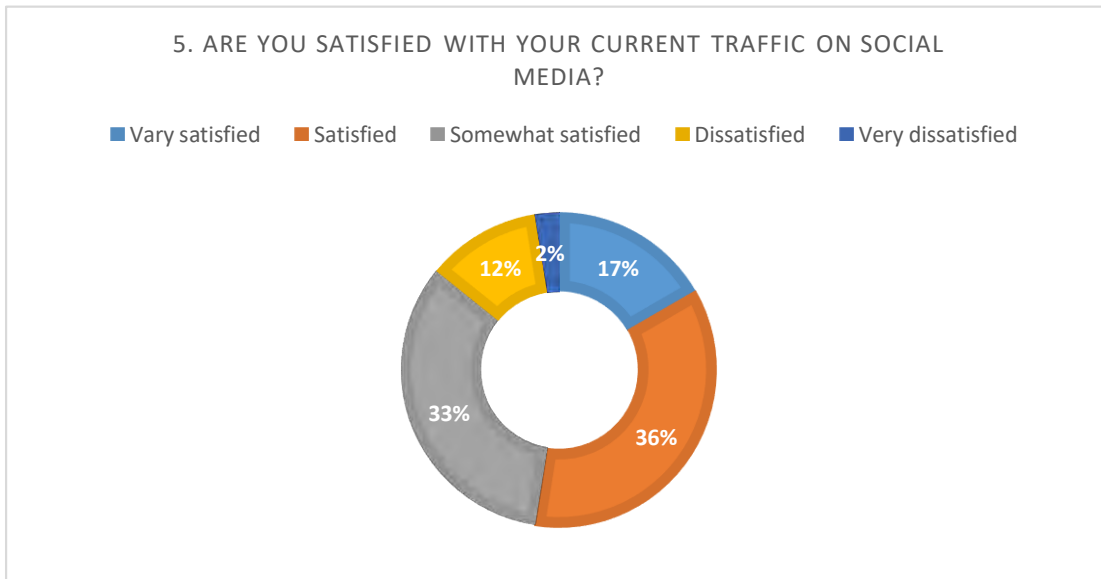
The second question was about the preference of the digital platform where a marketer wants to market their product. In this chart, we can see that facebook got the highest vote. Google is the second and Instagram third. As Google has its SEO system which can be maintain from ADwords is bit expensive and people need to search for related things to get the result in front. But in the case of facebook, it records your pattern, activities and your likes to target you as a potential customer of an exact product which is used by people who has the same sets of interests. On the other side, Instagram is relatively new on this field but going to be a stable new marketplace soon as it contains the most youth lot.



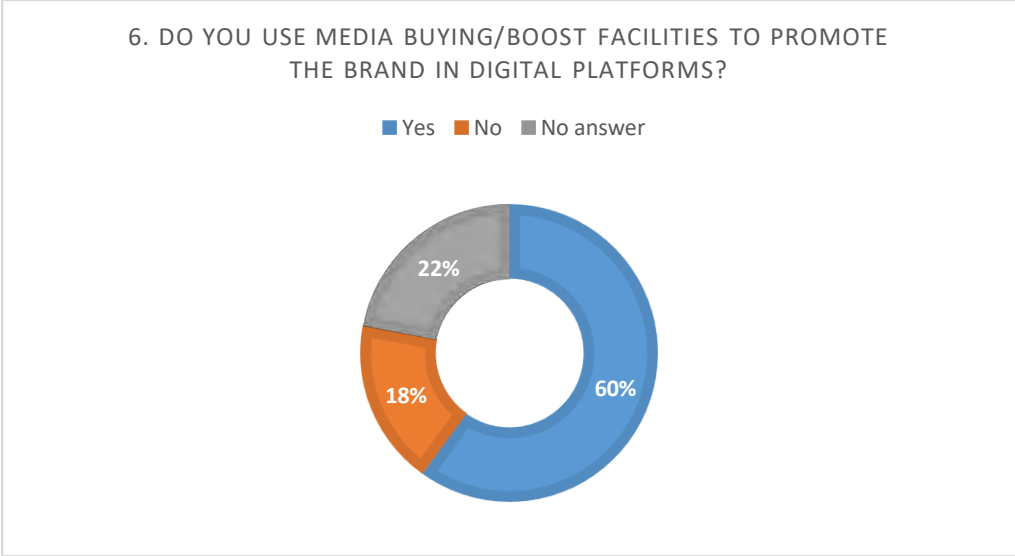
In the third question I asked the way our clients want to reach to the customers. From the chart we can clearly say that the majority voted for innovative campaign ideas. This means the clients want a very interactive set of targeted audiences who will make the traffic very high. At the end of February, 2017, there was 67.245 million internet subscribers according to BTRC (Bangladesh Telecommunication Regulatory Commission). This leaves us with a percentage of 37%, the yearly growth rate of new internet users. The more the interactions, the more the traffic. Like, share or a single comment can make a facebook page very populated.



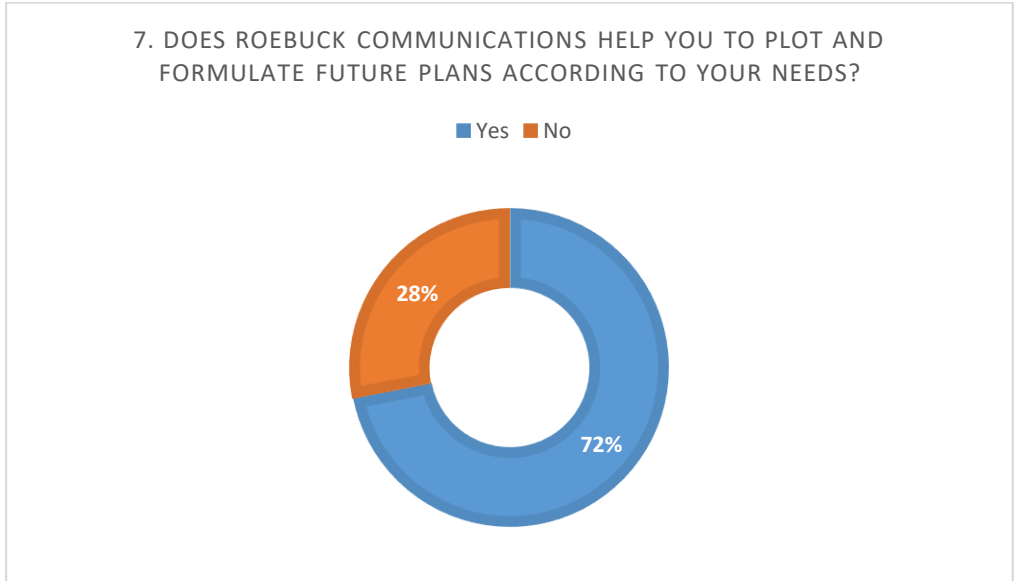
The fourth question was about what a client wants Roebuck to response while promoting the brand. The answer set here is very unique. 36% of the clients want roebuck to maintain a good relationship with the targeted customers no matter what. Here, 25% of the clients want Roebuck to do what exactly they say and 24% of the other clients want Roebuck to take necessary steps needed if there is a need. This shows the conflict between the brands being extreme in the opposite sides. Some times this brings a hardship for agency. The other 15% is managing the proper queries. It may seems too small but it is of the utmost importance when it comes to client servicing.



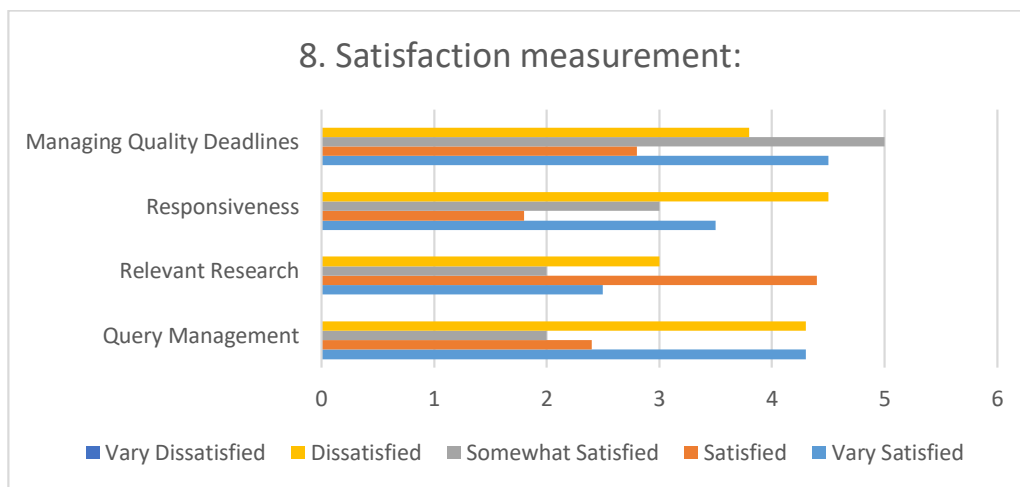
In this fifth question, we asked the clients that are they happy with the traffic of their digital platform. The satisfaction level was good and a total of 86% but there are also dissatisfaction level present, which shows that some of our clients are not happy of the traffic that they are getting. Sometimes the traffic lacks because of not using proper media buying. This might be the case in here.



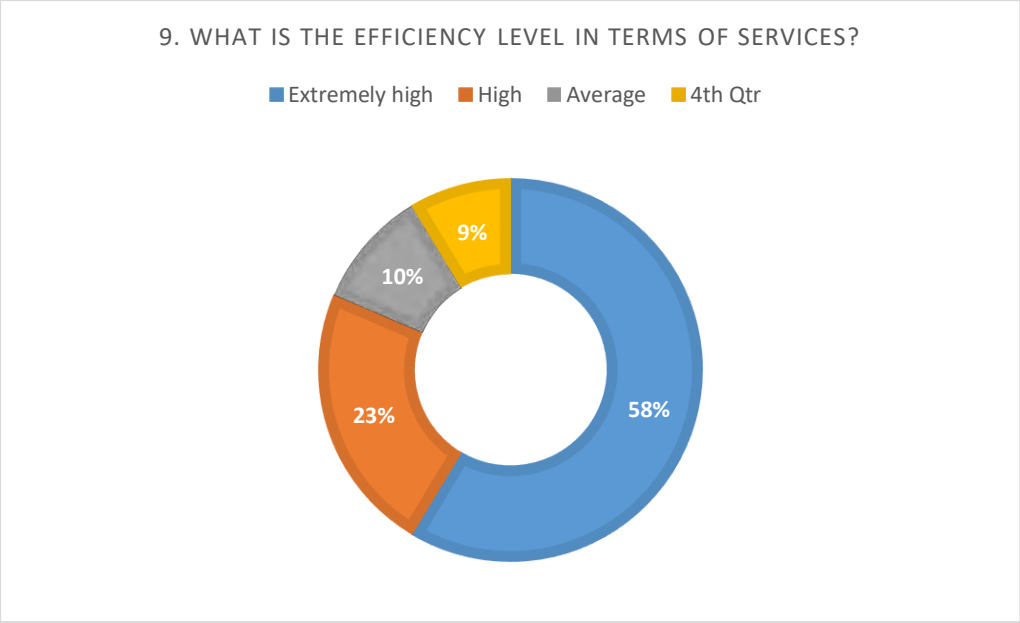
The sixth question was about media buying or boosting the contents provided by the clients. Media buying is actually paying for a greater exposure to the targeted audiences or new potential audiences in order to capture more of the market. Here, 60% of the clients agreed and said yes, they buy media to have a greater opening. Paying this bit is not harmful to the business when it comes back with an increase in the numbers of sales. 18% of the clients are trying to buy media currently or not buying it because they do not need the extra exposure. Few of them are already big corporations and few are new to the business. 22% of the clients did not want to share the information and skipped the question.



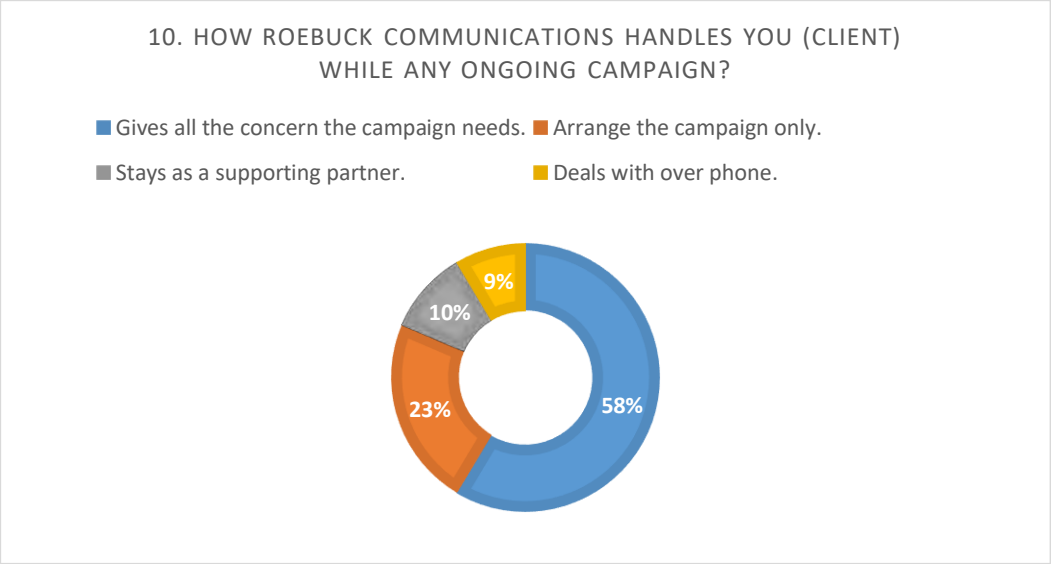
This question was to the clients about the behaviour of Roebuck Communication and if it helps them to come up with the future plans and works on demand and if needed. The 72% of the clients said yes and other 28% said no. As this is a start-up agency, it has very few employees comparing other agencies. With a Great Spirit and working will it has come to this position with very little time but with such a small team, sometimes it gets hard to cope up with the immense work load. This sometimes delay other deadlines while meeting one.



In this question we provided a chart and asked our clients to response about few attributes. Those are managing quality deadlines, responsiveness, relevant research and query management. We also provided different answers to choose from vary satisfied to vary dissatisfied. From the result we can see that the clients are overall satisfied. There are areas to improve in every field we have in here.



The ninth question was asked about the efficiency level of Roebuck Communications in terms of services. 58% of the clients recommend the agency by saying that the service quality and efficiency is extremely high. Other 23% also are happy with our service. 10% of them say we serve average and the last 9% rated us as low service agency.



The tenth question was about the field work of Roebuck Communications. Managing and running a campaign requires different kinds of approach for different brands. Brands like Tasty Treat will ask to arrange a Burger Fest in every other Fridays and that will require a huge support online and offline from Roebuck. On the other hand brands like Alvi jewellers which is arranging campaign

keeping in mind of the coming marriage season. This campaign required both over phone meetings and visiting their outlet to make it more eye catchy to the customers. It was also required to making phone calls to arrange the gifts of the campaign participators. So, the role of Roebuck Communication in any ongoing campaign completely depends on the client only. The percentages I got from the survey exactly shows this interpretation.

The 11th question was for the selected clients only. We asked about their opinion on overall service of Roebuck Communications. It was an open ended question and the answers were versatile. Many of the clients were very happy with the overall performance of Roebuck Communications as they are always getting their work on time and proper to attract more customers over online and offline.

The second last question was too for the clients. I asked for suggestions from them to improve the overall aspect of Roebuck Communications. There were few suggestions which I included in the recommendation.

The last question was asked to both the clients and the superiors of Roebuck Communications. It was a question which gives the problem a new dimension from both sides. From the Roebuck side, the employees want to give more to satisfy their customers in every possible ways and the clients want Roebuck to be a bit regular with the contents. Again the issue of being a new and small agency having huge clients like Pran- RFL, Uber, Syslet Sixers, Burger King can make them restless.

Findings:

From the data analyzed above, I now can figure out the findings from it. The findings from the analyzed data show how the clients are responding against the services that Roebuck Communications is providing.

- Almost all small or matured company thinks that they can reach to a new set of customers if they use the digital platform and this might end up increase in sales.
- I found out that Facebook is the most desired platform to reach the customers in digital marketplace. Google, YouTube, Instagram comes accordingly.
- The clients want a high traffic in their facebook or other digital marketplace. This means the clients desire a very interactive set of targeted audiences who will make the traffic very

high by liking, sharing, following their contents. Most of the clients are happy with the traffic that they are getting currently.

- The clients want Roebuck Communications to promote their brands in different ways which varies brand to brand.
- In case of “Media Buying” promotion, many of our clients did not want to share their information but as per my research, I found out that almost all the brands use the media buying option to increase the traffic and reach more people.
- About formulating plans, most of the brands are happy with Roebuck but as some brands have more rules and regulations imposed, they do not actually have the chance let us help them regarding future plans.
- Most of our clients are satisfied with our overall services and they want to work with us in the long run.
- In case of any ongoing campaign, the role of Roebuck Communications completely depends on the client only.

Part 6

Recommendations

After conducting the survey I had some proposal of recommendations which are from the clients of Roebuck Communications. Some of the clients suggested that, to use the full potential of Roebuck Communications they should hire more employees to make the operation process smoother and effective. Some of the clients advised to create separate departments to maintain a proper chain of command. Other clients recommended proper training to the new entrant employees to make sure that they give their best while working for a brand. Other recommendations from different clients are given below:

- As a new agency, Roebuck Communications should increase its scope and its number of employees, which will help it to deal with more clients that will help to sustain its place in this competitive marketplace.
- Client should maintain a period or a calendar for their work. They need to have a decent time on their hand to give their work to a marketing agency to get a quality and proper outcome.
- Roebuck Communications should create different department for their Technical work (visualizing, copywriting) and for Human Resources that can help them in the long run.
- Sustainable chain of command is needed to maintain the work's effectiveness.
- Roebuck Communications can arrange some training on digital marketing that help employees to learn more and this may create more opportunities for the employees.
- Always there should be backup plan as it is a marketing agency. It can face different types of problem that need to solve on that particular time.

Since the report is bases on the core activities of Client Servicing end of Roebuck Communications, the overall data collection was restricted due to the individual client's company policy. Many of the questions I asked were unanswered; hence, I came up with the question set attached here. All the recommendations and findings are based on this questionnaire.

Conclusion

While working in an agency like Roebuck Communications which is relatively new in the field and doing good at the same time comes with some advantages and disadvantages too. The advantage was that I learned a lot from my superiors as there were a small group of employees. I had to face the same challenges that the executives faced and worked to solve it collectively. The satisfaction level of the clients also depended on how we worked and get the result that they want.

At the end of my Internship program, I understood that the challenges to makes the client's satisfaction high depends on proper learning of the brand and go through its history. Relevant research is the key to success. With a mix of proper tools both in digital and print media can make a client more than happier. Understanding the client's requirement is of the utmost important part to get start the job with. While working for Roebuck Communications, I had to go through some challenging times. They were generous enough to overlook my silly but sensitive mistakes. Through this program, my gain was to practically experience the work and relate it to the theoretical knowledge. It was my heartiest pleasure to work with such a family-like team of Roebuck Communications.

Part 7

References

- **Roebuck Communications official website:**
http://roebuckbd.com/?fbclid=IwAR1nul4uQrP8tao2zL0oW6fd8Nn8pKA3m0rZaUo8m9_Wo0C6tGRvS2YpvIU
- **Roebuck Communications facebook page:**
https://web.facebook.com/ratherbeatroebuck/?ref=br_rs
- **Bangladesh Telecommunication Regulatory Commission (2017, February). Internet Subscribers in Bangladesh:**
<http://www.btrc.gov.bd/content/internet-subscribers-bangladesh-february-2017>

Part 8

Appendix

Questionnaire for survey

1. Do you consider digital media/ social media promotion is worthy for a brand in case of increasing the sales?
 - Yes
 - No
2. In which platform you feel comfortable to market your product?
 - Google
 - Facebook
 - Instagram
 - Others
3. How would you prefer your brand to blend in with your target customers?
 - By using discounts.
 - By using innovative campaign ideas
 - By using regular promotion content.
 - With a help of word of mouth
4. How would you like Roebuck Communications to promote your brands?
 - Maintaining good relation with the customers
 - Answer proper queries
 - Covey the message only
 - Take necessary steps when needed
5. Are you satisfied with your current traffic on social media?
 - Vary satisfied
 - Satisfied
 - Somewhat satisfied
 - Dissatisfied
 - Strongly dissatisfied
6. Do you use Media Buying/Boost facilities to promote the brand in digital platforms?



- Yes
- No

7. Does Roebuck Communications help you to plot and formulate future plans according to your needs?

- Yes
- No

8. Satisfaction level (In a scale of 1 to 5) :

	Very Satisfied	Satisfied	Somewhat satisfied	Dissatisfied	Very dissatisfied
• Query management					
• Relevant research					
• Responsiveness					
• Managing quality deadlines					

9. What is the efficiency level in terms of services?

- Extremely high
- High
- Average
- Low

10. How Roebuck Communications handles you (client) while any ongoing campaign?

- Gives all the concern the campaign needs.
- Arrange the campaign only.
- Stays as a supporting partner.
- Deals with over phone.

11. What is your opinion regarding roebuck communication's digital marketing services?
(Client)

12. Do you have any suggestion to help the improvement of the service? (Client)

13. Do you think Roebuck Communications gives the proper services to its clients?