



Inspiring Excellence

**Internship Report** on  
“Influence of Digital Marketing: Connecting Customers Digitally with Symphony  
Mobile”

Supervised by

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BRAC Business School

BRAC University

**PINK**  
CREATIVE LIMITED

## Letter of Transmittal

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April 22, 2019

**Ummul Wara Adrita**

Lecturer

BRAC Business School

BRAC University

**Subject: Submission of Internship Report**

Dear Ma'am,

I am glad to inform you about the completion of my BUS 400 internship report on **“Influence of Digital Marketing: Connecting Customers Digitally with Symphony Mobile”** which was assigned to me as a requirement for the completion of the BBA program.

I would like to express my gratitude towards my supervisor Ahmed Robin, Manager (Digital Services), Pink Creative Limited, for his immense support, and the other colleagues who helped me gather all the information that was essential to this report. I expect this report to meet the standards of a well-organized, well informed report and convey my research and experience based scene of digital marketing at Pink Creative Limited.

I would request you to accept my report for further assessment.

Sincerely,

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SK. Moinur Rahman (14204047)

BRAC Business School

BRAC University

## Acknowledgement

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To begin with, I want to express my appreciation to my Almighty because I was able to prepare the report successfully.

Secondly, I would like to express my thankfulness towards my respected advisor, **Ummul Wara Adrita**, Lecturer, BRAC Business School, BRAC University for showing me the proper guidance and aided me to complete the whole internship report.

Thirdly, I would like to thank **Pink Creative Limited** for giving me the opportunity to complete my internship at this organization. It provided me a chance to learn about the daily digital marketing activities and how it is helping the brands to overcome challenges.

Lastly, a special thanks to my supervisor, **Ahmed Robin**, for helping me in selecting the topic and providing me with important insights to prepare this report.

## Executive Summary

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The following internship report is a reflection of my work at Pink Creative Limited and my understanding of the Digital Marketing Industry and how it contributes to the development of the client's marketing strategy.

My internship journey had started on the 27<sup>th</sup> December 2018 and I am fortunate to say that because of my performance and past experience, I was hired as a permanent employee and my designation is Junior Executive in Digital Services department. Therefore, I am being treated as a full-time employee at my workplace which helped me to observe the workplace culture closely and gave me a clear idea on how the digital agencies can shape a marketing strategy for the clients.

The internship report starts with a brief introduction of my workplace, i.e. Pink Creative Limited and the services that the marketing agency offers. Next, the significance of the report is discussed here. Moreover, the wonders that a marketing agency does and how the social media tools functions are then thoroughly been mentioned. To make a better understanding, I have tried to relate the topic with the brand that I have been working with, "Symphony Mobile" and discussed how this brand has been communicating with the customers with the help of Facebook digital analytics and tools. Since I have been working in the digital services department, here I mainly focused on Facebook, because Facebook controls a major and important part of Symphony Mobile's digital platform. Thus, some of the recent tools of Facebook and how this analytics works has been discussed in the later part of the report. The report will also provide an in-depth view of the brand Symphony Mobile, and how the brand has used the Facebook analytical reports which helped it to take further calculated decisions.

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## Chapter 1: Introduction

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In April 2017, Pink Creative Limited started with a passion to take on challenges and create new ones in the advertising sector. Because Pink Creative Limited is a sister concern of Edison Group, it has competitive professionalism by birth considering that Edison Group is one of the encouraging and evolving business conglomerates that is founded with the aim of changing all aspects of customer life. That's why they decorated their expert team with youth, energy, creativity, dedication and most importantly, talent. Being a veteran in the industry, these people can provide with a solution for marketing and brand communication, various dimensional advertising ideas. Moreover, the demand of the client is always top of their list of priorities. Even though they are young, their strength is experience. So, doing business is not just their concern as they care about quality that is actually worthwhile. They claim that cordiality is their main asset on this journey, making them different from others by giving their customers a homely feeling to find a trusted business. Overall, they have become more like a family than just a business tradition.

### Mission

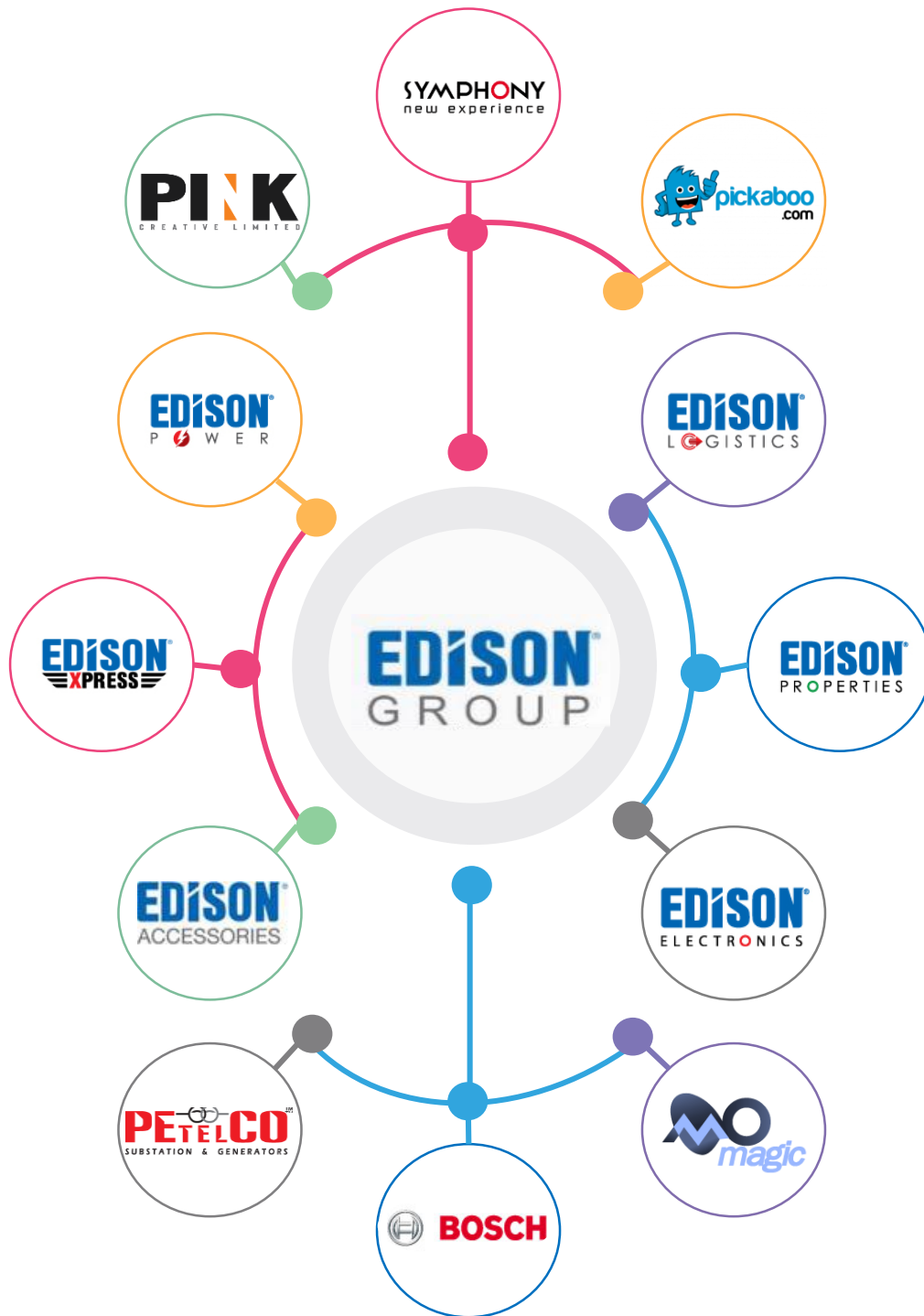
The mission of Pink Creative Limited is to carry an inspiration to satisfy clients with interesting and original works that will be profitable and connect to people that will actually benefit clients and their customers.

### Vision

Pink Creative Limited wants to be the next leader competing other creative media running on the present market with a noble intention to deliver satisfactory works.

## Brands & Business Units of Edison Group

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## What Pink Creative Limited does?

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- **Execute Digital Strategy**

A digital approach, sometimes referred to as a digital media strategy, is a plan to maximize business benefits from data and technology - driven initiatives. Generally, developing a digital marketing strategy assists in identifying what makes a company unique and how to reach the target audience via various digital channels.

- **Offer Digital and Social Media Services**

Nowadays, the most effective and reputable form of social media is Facebook. As Facebook introduced the new ad platform, companies can now engage their target audience and achieve enormous boosts in their branding and lead generation campaigns. As a result, Pink Creative Limited offers a full range of Facebook marketing services, as companies can now use the power of social media, allowing the agency experts to handle the marketing part.

- **Event Management and Activations**

As Pink Creative Limited is a 360 marketing agency, it also offers Event Management services besides Digital Services. Event Activation is a process covering every part of an event marketing program and every detail in between. The process starts with establishing the overall strategy for event marketing by understanding the target group for the brand or company to designing the display. It also plans how to generate event leads, the creation of the stall/booth and so on. In short, Event Activation covers the entire process of a marketing event.

- **Marketing Communications (ATL, BTL and TTL)**

As discussed above, Pink Creative Limited is an agency which gives marketing solution for the undefined mass people as well as for the specific target audience. According to the need of the client, Pink Creative Limited decides whether the operation will follow an ATL (Above the line) approach or a BTL (Below the line) approach. At times, the client may ask for both approaches and in that case, TTL (Through the line) marketing communication is followed to satisfy the need of the client.



**Olympic Industries Limited**



**Halda Valley**  
VALUE YOU



## Chapter 2: The Project

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Digital marketing is by definition simply the promotion through any type of electronic media of products or brands. The key difference between digital marketing and traditional marketing is that digital marketing requires the inclusion of channels and methods to measure and assess the marketing campaigns online. One of the unique features of digital marketing is the fact that it causes product / service to interact with customers via digital media. In order to evaluate the effectiveness of a campaign, a two-way communication between brands and consumers requires certain types of end-user actions.

Globally, digital marketing has now become one of the strong marketing areas for many brands. Starting from interesting content creation to making jaw-dropping ads, clients always look for creative ideas to engage with their target audience in order to make their brand more appealing and acceptable. As a result, the digital marketing industry is growing day by day as the expectation of the clients are increasing on digital marketing. With the increase of intense competition between the brands, it is becoming difficult to get noticed by the audience. So, the clients are seeking help from the marketing agencies to make their brand stand out from other brands and make it a more desired brand to the mass people.

Moreover, digital marketing methods are definitely more affordable and effective than the traditional marketing methods. For example, an email or social media marketing can reach more potential audience with the fraction of the cost of a TV ad or print media. But from my point of view, the most important advantage of digital marketing is measuring the effectiveness of a campaign in real time. Without conducting any expensive market research, the results of a digital marketing campaign can be evaluated by using the algorithm and the response rate of the audience. As a result, the client and the marketing agency can agree to the point whether the campaign was successful or not.

Basically, the digital age is here and those companies that do not adapt to the new marketing environment are in danger of disappearing earlier and not later.

## Role of Facebook in Digital Marketing

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Due to the fact that social media is a platform for discussions, consumers can read comments and see what others opinion regarding any topic. So, brands are continuing to invest in Facebook and other social media sites such as Messenger, Instagram, etc. in order to showcase their product/service to the customers. Real - time discussions usually take place on Facebook which is quick, providing companies the opportunity to address the needs of consumers more quickly and in cost effective way than before. Moreover, recent Facebook user statistics (both worldwide and Bangladesh) is given below to understand how Facebook is turning into one of the most important social media sites to find the huge crowd of target customers into one place.

### Facebook user statistics (Dec 18- Feb 19)

Number of users in Facebook (December): 2,300,000,000  
 Number of users in Facebook (February): 2,415,000,000  
 Number of users increased in Facebook (February): 115,000,000

5.0 % up



Number of users in Facebook (December): 29,000,000  
 Number of users in Facebook (February): 35,000,000  
 Number of users increased in Facebook (February): 6,000,000

20.61% up



Source: [gs.statcounter.com](http://gs.statcounter.com)

Source: [internetworldstats.com](http://internetworldstats.com)

## Objective of the report

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The aim of this report is primarily to understand the roles, functions and usefulness of digital marketing. To enhance its understanding, I have used the real information about the brand “Symphony mobile”, the brand I worked with during my internship.

## Statement of the problem

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Though the Digital Marketing term is used widely, most of the people do not know how the algorithm of the digital platform works and evaluates the result. Moreover, the evaluation of the result is important to understand whether the digital campaign of a brand was accepted by the audience or not. Thus, people must have an idea about the use of algorithm in digital marketing to understand the real time response of the audience.

## Scope of the study

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The report states about connecting the customers digitally (through Facebook) with the Symphony Mobile brand and analyzing their response in real time with the brand. Most of the information was gathered from internal Facebook insights, the Pink Creative Limited database and direct discussions with my supervisor who was responsible for the Symphony Mobile brand to analyze this report.

## Limitation of the study

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The constraints I have faced are as follows when writing the report:

- The report is prepared based on the available Facebook Analytics data as there is lack of secondary data of Symphony Mobile brand
- The use of certain confidential information was restricted
- Though the analytics helped the brand to connect and convey the message to the customers, but it was difficult to understand the actual sentiment of the customers
- I was unable to provide further information to the entire report because of the short time

## Methodology

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The report is systematically structured and produced by two sources:

1. **Qualitative:** With the help of Facebook Analytics, Smashboard Analytics and one to one interview with the client S.M. Shahriyar Huda, it was possible to give a shape to the report. These primary sources have helped to gather all the information necessary to produce a broad and brief report on connecting the customers digitally with Symphony brand.
2. **Online Journal:** Some specific journals, reviews, articles and blogs have been carefully read to learn more about digital marketing.

## Literature Review

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**Digital Marketing:** Wikipedia reports that “Digital Marketing” is a key word for targeted, measurable and interactive marketing of products and services with the aim of reaching and retaining customers using digital technology. It is the main goal of promoting brands, increasing preference and increasing sales by means of various digital marketing technologies. It incorporates a large selection of service, product and marketing tactics, which mainly use the internet, in addition to mobile and traditional TV and radio, as a core promotional medium.

**Social Media Marketing:** It refers to the process of increasing website traffic or attention via social media websites.

**Reach:** As digital marketers say, reach is the number of Unique users who saw the content; unique user in a sense that one individual profile who viewed the content. Reach gives the exact number of people who actually viewed the content. Reach is important as it affects every other metric digital marketers can monitor such as like, comment, share, etc. So, every action performed by an individual on a Facebook post is considered as a Reach.

**Impression:** Impression is the number of times a post appears, whether or not the post has been clicked by the audience. The reason why it is important to track impressions is because it gives a clear idea as to how often a content has been exposed to audiences and thus enables the marketer to measure which content has the ability to be viewed maximum time by the target people.

## Chapter 3: Job Description

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Job Title: Junior Executive

Job Responsibility:

- Client servicing for Symphony Mobile
- Preparing monthly performance report of Symphony Facebook page
- Providing ideas for creating daily contents of Symphony Facebook page
- Managing the official Pink Creative Limited social platforms
- Copywriting for the assigned account (Symphony Mobile)
- Leading and motivating the Symphony query management team
- Planning campaigns for different occasions according to the client's brief

## Chapter 4: Connecting Customers Digitally with Symphony Mobile

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Symphony, an EDISON Group brand, is proud to have a strong position in the mobile device market. Symphony brand has emerged as the fastest growing mobile device brand in Bangladesh in a short time since it was launched at the end of 2008. A strong price strategy for Symphony Mobile, modern features, international quality, strong sales distribution networks and post - sales service have made Symphony Mobile Bangladeshi customers' favorite choice.

Earlier, I have already mentioned that during my internship period, I handled the Social media account of Symphony Mobile. The tagline of Symphony Mobile is "New Experience" and the brand always try to justify the tagline by offering wonderful mobile experience to its customers. Though, it is not always an easy task to provide a good experience to the customers if the brand does not know the expectation of the target audience. Symphony, like other brands, in this case wanted our help to manage their digital presence and to connect the brand directly with the customers all over Bangladesh. Symphony wanted to portray themselves as one of the own brands to the target audience by knowing their (customers) expectations. Although, it is not an easy job



to connect a brand with the audience via digital media, but digital marketers usually draw a roadmap and follow it in order to reach the target audience and convey them the message of the brand. The challenges and the journey of the roadmap to connect the target audience with Symphony brand is described in the below part of the report.

## Query Management Team

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Pink Creative Limited took over all sorts of digital platform responsibility of Symphony Mobile since December 01, 2018. The biggest challenge Pink faced while taking over the social media responsibility is that the official Facebook account of Symphony had almost 7000+ unanswered queries (both inbox messages and comments). That means, Symphony was already receiving negative sentiments from the customers by not getting any replies from the official Facebook page. So, the first challenge for Pink Creative Limited was to answer all the pending queries of Symphony Facebook page and thus Pink decided to hire 6 undergraduate students to complete the task. I was hired to monitor and to motivate the team in order to answer the unanswered queries within 1 month.

## Smashboard Software

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The dashboard which is used by the Query Management Team of Pink Creative Limited is known as ‘Smashboard’. This software helps the user to get an overview about his or her Facebook page and manage all the queries that has landed through the wall post, comments and inbox messages. To measure the efficiency and effectiveness of the query team, Smashboard is used to answer the daily queries of Symphony Facebook page. Through this software, we could track if the query officers were doing their duties responsibly or not. Also, I had to prepare a monthly report in order to measure the performance difference of Symphony page after Pink took over the digital part of Symphony. So, to prepare the report I took help from Smashboard data to give proper details in the monthly report. There were many important features of Smashboard which helped us to maintain transparency with our client. Some of the important features are described below:

- **User Analytics**

The User Analytics feature of Smashboard informs us the login and logout time of a query officer (View Logs), the number of replies, the number of queries resolved, and the replied answers of the queries. This feature helped us to monitor the query team and to find out whether the replies were answered properly or not. Moreover, User Analytics provides us the data to track the performance of the query officers so that we can reward the best performers and to encourage the low performers. The average response time of the query officers inform us whether they are able to provide real time answers to the customers. Usually, customers become impatient if their queries are replied lately which brings negative impression towards the brand. So, User Analytics provide important data to measure the effectiveness of the query officers.

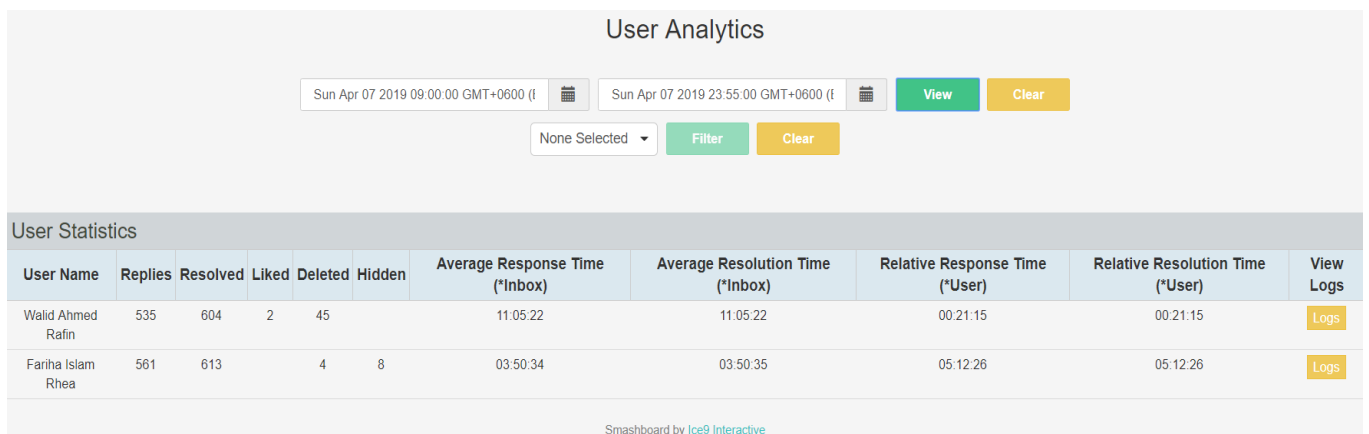


Figure: **Smashboard User Analytics**

- **Tag Analytics**

Tag Analytics feature is one of the important features to prepare a monthly report for Symphony Facebook page. This feature tells us which handset of Symphony brand received maximum queries in the past month. That means, from the data of Tag Analytics we can find out which handsets attracted the attention of the customers in the recent past. According to the data, in depth analysis and strategic decisions are taken to make the preferred handsets available to the customers. For example, a timeline from March 01, 2019 to April 01, 2019 is taken to find out the handset tags that received most queries from our customers. The figure is given below:

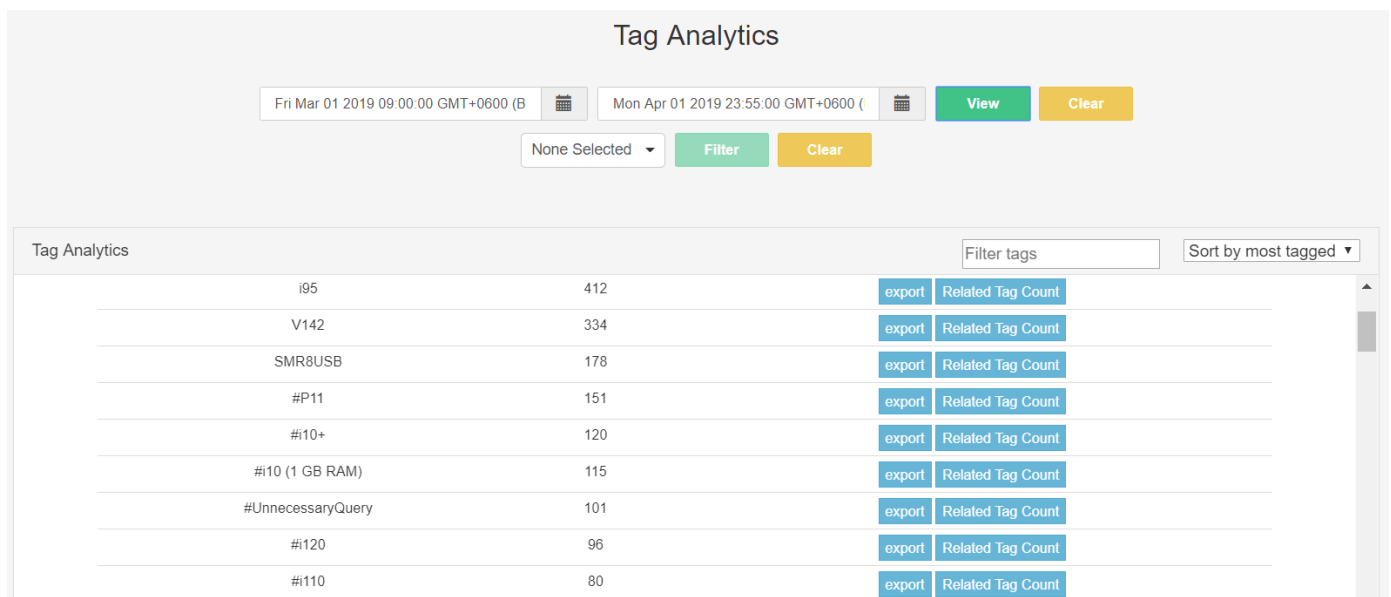


Figure: **Smashboard Tag Analytics**

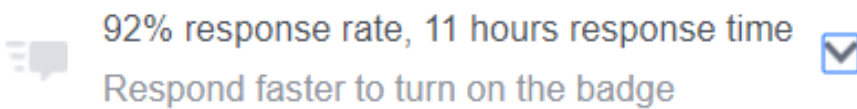
From the above figure, we can see that Symphony i95 handset received most number of queries than any other handsets. The number of queries received was 412 which means from the timeline of March 01 – April 01, 412 customers asked about Symphony i95 handset. Next, the other handsets like Symphony V142, Symphony P11, Symphony i10+ etc. received many queries if compared to other handsets. This type of data helps us to understand the choice of the customers and thus we can suggest strategies to our clients to push these handsets in the market.

Not only handsets but tags like “battery”, “camera”, “specification” etc. were set in order to distinguish the tags and prepare a more in-depth report regarding the query pattern of the customers.

## The Outcome of Query Management

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Finally, after a month’s hard work our team was able to bring down the number of pending queries to Zero. Our client appreciated our hard work and since then we try to keep the number of queries as low as possible. Currently in the month of April, the Facebook page of Symphony mobile achieved 92% of response rate and 11 hours of response time. Now our target is to activate the **green badge** which indicates that the page is very responsive to the messages. The following provides a better and clear definition of the response rate and time:



A page must have two things in order to get the green badge. First of all, it must have more than 90% of the response rate and secondly, less than 15 minutes of response. The team is trying to reduce the response time which will not only activate the green badge, but will also provide greater satisfaction to the customer.

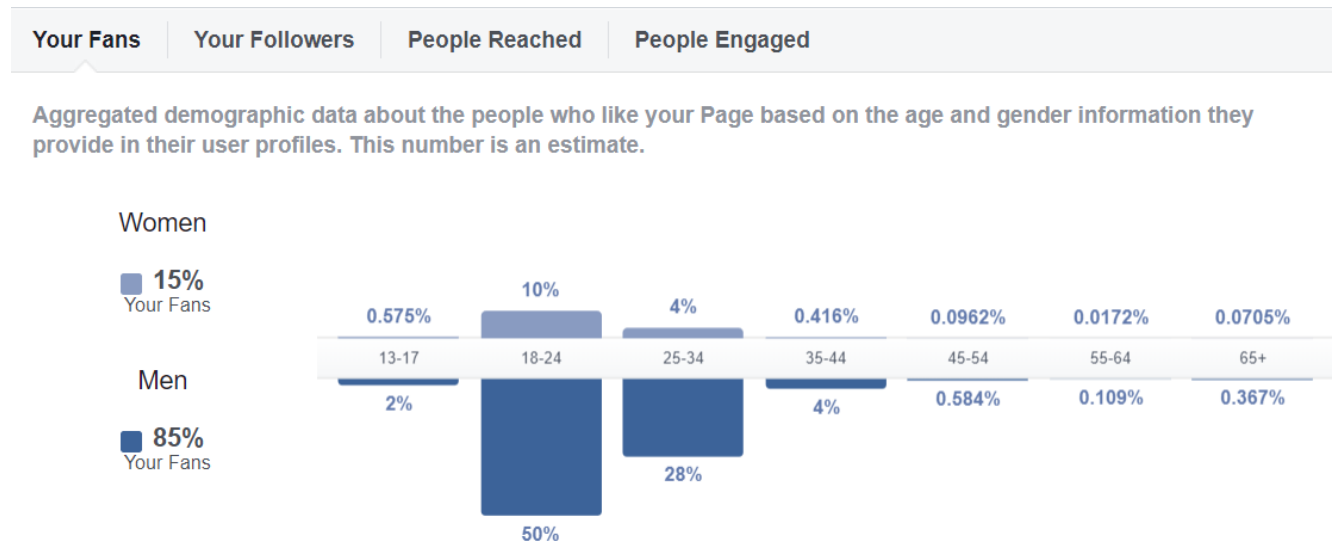
To sum up the query management part, I can say that my team has been doing a wonderful job to satisfy our client as well as the customers. They are not only solving the query but also bringing out useful insights from the customers which is proving to be fruitful for our client to plan more strategically while introducing any new handset in the market. The summary of the query team performance is given below:

	Incoming Queries	Replies	Resolved	Reply Percentage	Resolved Percentage
October – November (Before Pink)	64,071	30,907	62,327	48.24%	97.28%
December – January (With Pink)	57,962	46,103	58,605	79.54%	101.11%

Figure: Summary of Query Team Performance

## Digital Content Creation

Besides managing the query team, one of the core responsibilities of mine was to create content plans for Symphony Facebook page. Generally, digital marketers use important insights from the brand's page to design the regular contents. So, in this section I will talk about how a content is planned by analyzing the past data from the page's "Insights" section.



From the above image, we can see the aggregated demographic data about the audience who are present in Symphony Facebook page and also the gender information of the individuals.

This insight helped us to find the actual followers and recognize the actual target audience of Symphony Mobile by showing that the majority of the followers (85%) are men according to the Facebook Algorithm. As a result, from this data, we decided to create contents focusing more on the men than women. We also tried to relate different occasions with Symphony handset so that the customers find it relevant and can connect themselves easily with the content. While planning any content, we have always tried to make the content engaging so that the customers do not feel monotonous while viewing our contents. Rather, they should find it fun while going through our contents and engage themselves more with the brand. Some of the engaging contents are given below:



**Symphony Mobile**  
Published by SK Moinur Rahman [?]  
Page Liked · January 29 · 🌐

সিফনি i15 এর Narrow Bezel ডিসপ্লে এর সাথে উপভোগ করুন অসাধারণ Experience! পাওয়া যাচ্ছে মাত্র ৬,৬৯০ টাকায়!

এছাড়াও সাথে থাকছে জিপি'র সুপার বাউন্স অফার! 3G হ্যান্ডসেট সমূহে থাকছে ২জিবি ফ্রি ইন্টারনেট প্যাক! মেয়াদ ৭ দিন। এছাড়াও ১জিবি ইন্টারনেট অফার মাত্র ৭৯ টাকায়! মেয়াদ ৭ দিন।

বিঃ দ্রঃ... See More


📷 Tag Photo 🛒 Tag Products

📍 Add Location ✎ Edit

👍👎👉👈 1.2K 185 Comments 27 Shares

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

 **Md Imran Hossain** নচ যুক্ত মোবাইল রিলিজ  
করুন যা কেউ!

 Write a comment... 📷 📷



**Symphony Mobile**  
Published by SK Moinur Rahman [?]  
Page Liked · February 11 · 🌐

কারো আছে সিফনির সাথে প্রথম ফোনের অভিজ্ঞতা, কারো পকেটের একাধিক ফোনের ভিড়ে সিফনির সাথেই যত কথা, আবার কারো জমে থাকা সিফনির সাথে না বলা অনেক মধুর অভিজ্ঞতা। সিফনির সাথে বলা না বলা এই অভিজ্ঞতাগুলো শেয়ার করুন আমাদের সাথে আর জিতে নিন এই ভ্যালেন্টাইন্স ডে তে সিফনির পক্ষ থেকে স্পেশাল হ্যান্ডসেট! অংশগ্রহণ করতে সিফনিকে নিয়ে আপনার ভালো লাগা গুলো কमेंট করুন!

নিয়মাবলীঃ... See More

📷 Tag Photo 🛒 Tag Products

📍 Add Location ✎ Edit

👍👎👉👈 1.9K 1.2K Comments 156 Shares

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

 Write a comment... 📷 📷

## The Outcome of Audience Based Content Creation

As mentioned above, the contents for Symphony Facebook page were planned to connect the audience easily with the brand. We used to design the content ideas in such a way that the audience would be eager to ask questions and eventually buy the product. As a result, we tried to keep the language of the caption and copy as simple as possible so that the target audience can relate themselves with the brand easily. Also, the visuals used in the creative (Facebook post image) were selected carefully to attract the customers towards the handset. While experimenting with the contents, we found that customers like animated contents more than the static contents. This type of insights collected from the Facebook Analytics helped us to create more dynamic contents in order to grab the attention of the customers.

The result of the organic reach confirmed that we are on the right track in terms of content creation. Pink Creative Limited started working on the digital part of Symphony from December 2018 and according to the data received from Facebook Analytics, it is seen that the organic reach of Symphony Facebook posts have been increased by 43.49% till January. The reason behind the high reach is because of the good contents and the high engagement rate of the audience with the contents. So, we can say that we are able to connect the audience more with the Symphony posts than before.

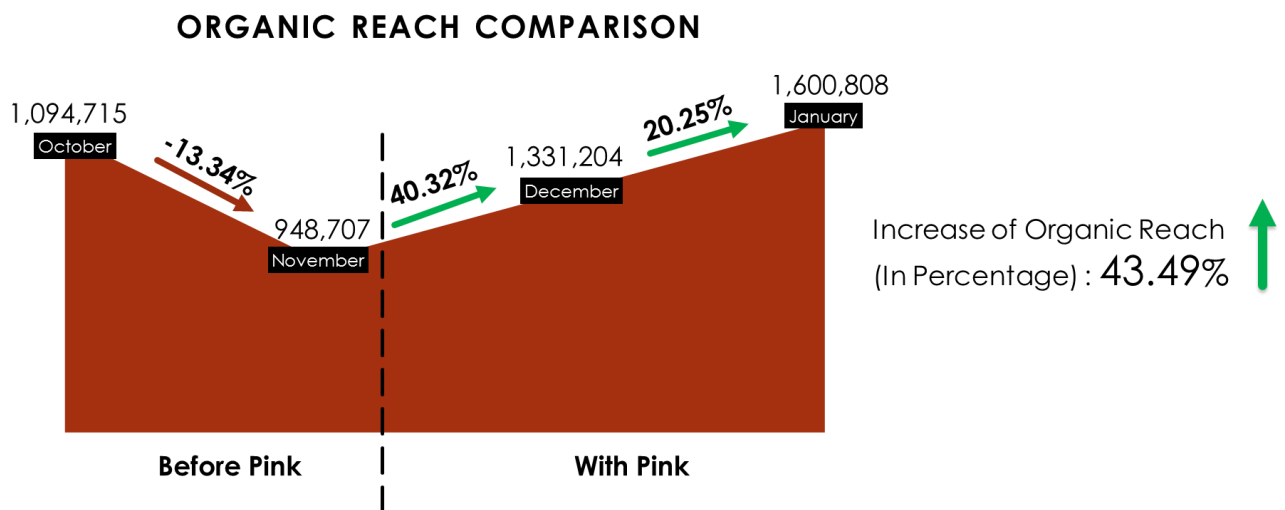


Figure: Symphony Organic Reach Data

## Media Buying to attract more audience

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The term “Media Buying” refers to boosting a particular Facebook post and reaching the target audience according to the Brand’s preference. So, whenever a Facebook post is being boosted by the admin of the page, the post will appear on the selected audience’s newsfeed as a sponsored post or advertisement. The boosting technique helps to target specifically the look alike customers (Customers with similar characteristics) of the page and increases the engagement of the posts better than before.

While boosting any Facebook post, the admin has to select some parameters based on the target audience of the brand. For example, in case of Symphony, the ideal age range of the target audience is considered from 14 – 50 years old. By selecting this parameter, Facebook Algorithm will target the individuals between 14 – 50 years old and eliminate the users that do not fall under this age range. As a result, the post boosting will be narrowed down and it will only target the audience according to the parameters. Besides age range, we can also set the parameters based on the criteria like Demography, Location, Education, Personal Interest, etc. After selecting the parameters, Facebook will calculate the audience size, the cost of the paid ad to reach the audience and will let us know how many audience it can reach within that budget.

Media buying is important in order to increase the “Reach” and “Impression” of the target customers. If we target random customer segment and show them the paid ads, then it would not be efficient and effective for Symphony brand as the post will fail to attract the actual customers and in this case, boosting will be considered as a failure. Boosting helps to engage and encourage the target audience to communicate with the brand. Once they communicate with the brand via inbox or comment, then it becomes easier to create conversation and make the customer buy the handset. The images of selecting target audience profile and creating a Facebook ad is given below for better understanding of media buying:



**Boost Post**

**WHO SHOULD SEE YOUR AD?**

- People you choose through targeting [Edit](#)
  - Location - Living In Bangladesh
  - Age 14 - 50
- People who like your Page
- People who like your Page and their friends

[Create New Audience](#)

**Automatic Placements (Recommended)**  ON  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

**CHOOSE A DURATION AND BUDGET**

Duration ⓘ  
Days  End date

By clicking Boost, you agree to Facebook's Terms & Conditions | [Help Center](#)

Figure: Setting the Age parameter of the audience

**Boost Post**

**CHOOSE A DURATION AND BUDGET**

Duration ⓘ  
Days  End date

Total budget ⓘ

Estimated People Reached ⓘ  
**2,200 - 14,000 people per day** of 14,000,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend **₹1,500.00** over 5 days. Actual amount spent daily may vary. [Learn More](#)

**HOW DO YOU WANT TO PAY?**

Currency

By clicking Boost, you agree to Facebook's Terms & Conditions | [Help Center](#)

Figure: Setting the duration and budget of running the Ad

**Symphony i110**

AGE GROUP	15-35
GENDER	ALL
Device	Only Android
Operating System	Up to 7.1 (Nougat)

Education: High School, College, University etc.  
 Behaviour: Facebook Access: All Android Device  
 Life Event: Upcoming Birthdays  
 Interest: Travel, YouTube, Instagram, Whatsapp, Music, Cricket, Bollywood Movies

Figure: Selecting ideal target audience profile for Boosting

Category	Expected Budget
Post Promotion	\$10x7=\$70

- Age: 15-35
- Interest: Photography
- Location: Bangladesh
- Daily Budget: \$10
- Duration: 7 days

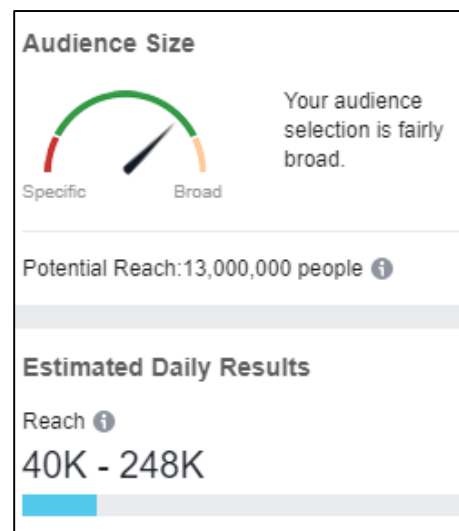


Figure: Selecting audience size and budget

## Chapter 5: Findings of the study

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Digital marketing has contributed to different aspects for both businesses and customers. My main finding in this report is that customers can actually get the answer of their unsolved queries more accurately with the digital marketing platforms. The other key findings of the report are given below:

- The male customers enquire more about any product specification than female customers. From my experience while handling the Symphony Facebook account, the male customers try to gain information as much as possible than the female customers.
- Media buying is important to acquire new customers and let the customers know about new offers of the brand.
- Privacy options are important to think about while doing business via digital media.

## Recommendation

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- In order to increase growth in the digital marketing sector, brands need to put more money into this sector to avoid hampering creativity by the lack of investment. It is often found that the Agency's ideas are not being approved due to the lack of client's budget.
- Universities must consider how digital marketing can provide and enable this to be considered as a major course.
- The digital marketing industry leaders should encourage the fresh graduates by making them understand the career growth and the skills required to enter into this industry.

## Conclusion

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To complete my BBA program, an internship of minimum 3 months at any organization is required by the curriculum, and as such, under the supervision of Pink Creative Limited and direction from my supervisor Ummul Wara Adrita, I have prepared my internship report. The introduction of the report is mainly a brief history of Pink Creative Limited and the services that the organization provides. Furthermore the mission, vision of the company is also included in the report accordingly. In this report, I have mainly discussed how customers can be connected digitally with a brand. So, I have used real analytics data of Symphony Mobile brand to show how a brand can be connected gradually with the customers via digital media. The number of the country's total Facebook users till February was 6 million according to internetworldstats.com website. With such a large number of active Facebook user it can be assured that Digital Marketing sector has a great potential in this country. Our country's agencies can win more and more international brands with more attention, budgets and creative minds invested in this sector.

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