



Inspiring Excellence

**Internship Report on Roles of Digital Marketing
Communications over conventional Marketing: A Prospective
on Solution Hub Advertising Agency**

Submitted To:

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Submitted By:

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**Brac Business School
Mohakhali, Dhaka.**



**Roles of Digital Marketing Communications over Traditional
Marketing: A perspective on Solution Hub Advertising Agency and
Its Selected Clients**

Letter of Transmittal

30th april, 2019

Ms. Ummul Wara Adrita

Lecturer

Brac Business School

Subject: Submission of Internship report on the roles of digital marketing communications over traditional marketing : A perspective on Solution Hub and its clients.

Dear Madam,

I am very glad to inform you that here is my report “Roles of digital marketing communications over traditional marketing : A perspective on Solution Hub and its clients” which was prepared as a part of the requirement of the BBA program of Brac Business School.

I have completed my journey at Solution Hub and I was there for three months to work as an intern. This report writing was a great learning experience for me because I have realised the differences between educational study and real life corporate work. I would like to give you a big thanks for all of your supports and recommendations you have given. I hope to get this support near future.

Sincerely yours,

Noor-A-Mehide Zaman

ID – 14104012

Brac Business School

Letter Of Authorisation



Certificate of Excellency

This is to certify that Noor-A-Mehide Zaman, student of BBS department, Brac University, have successfully completed his internship of 3 months (02 December 2018 to 02 Mach 2019) under my guidance at Solution hub.

I have found him to be a self-starter who is motivated, duty bound and hardworking. He has performed all his duties with excellence; he is well behaved, punctual at time to report before me day to day. He has worked sincerely on his assignments and his performance was up to the mark.

I wish him best of luck for his future.

Rabby
2.3.2019

Tanzir Ahmed Rabby

Head of Operation

Events and Activation

Solution Hub



Acknowledgement

First of all, I am very thankful to Almighty Allah that he has given me the strength to complete my internship report and I have successfully submitted the report.

At the very beginning I would like to give thanks to my internship supervisor Ms. Ummul Wara Adrita for her feedback and guidance and she have guided me throughout the intership report writing. She taught me how to write my report properly and how to complete without any problem.

Moreover I would like to show my honor to my company supervisor of Solution Hub Advertising Agency Limited, Mr Tanzir Rahman Rabby, Head of Operations for guiding me and give me suggestions as well as enough encouragement. He taught me so many things during my internship and gave me field experience. He gave his best to teach me about corporate life and how to handle it.

Last but not the least, very special thanks goes to my Internship Coordinator, Hasan Maksud Chowdhury for assisting us and timely feedback and the guidelines.

Executive Summary

I have completed my internship at Solution Hub (PVT) Limited. I have joined as an intern in the Digital Service Department. In this report I have wrote about my experience in Solution Hub, particularly in Campaign management as well as research and developement etc. I got the opportunity to work with different local and multinational companies and also analyzed the role of Digital Marketing Communications from old tradional marketing.

From 2017, Solution Hub is one of the big player in the market and they are handling their clients so professionally. In this report, I have also included their client list that they are handling. Later on, I have discused about the campaigns that I have handled and managed for Solution Hub under my supervisor. Then I discused about the projects on Degitial marketing communication roles over old traditional marketing. The main purpose of the project is to understand that digital marketing is now booming rather that old tradional marketing and its proven. This report will give the actual view of the market.

This report will make a clear statement that clients and agencies have to be more professional as well as clients have to understand about the opportunity of digital markerting and their business growth.

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Introduction

To let the market and customers know about your brand and product, there is no other way than marketing. The more marketing about your product, the more people will know about it. Before 2000, there was no availability of internet, availability of mobiles like today we have. So people were dependent on news paper and in some cases television. But now there are thousands of technologies, almost everyone got smartphone. More social media platforms. So dependency on television decreased. So people are now digitalized. So the brands have to promote their business in digital platforms too as people spend more time on social network.

Marketing or promoting business or products on television now has become traditional marketing. Rather than, big brands are now focused on social networks as because they find that digital marketing is helping them to gain more profit rather than old traditional marketing. I am very lucky to work in Solution Hub because they have a very extraordinary creative team and they have some very good local and international brand as client. I got the opportunity to handle those clients and managed some events. I have realised that how to implement the educational knowledge into realistic arena of marketing. In the recent time, digital marketing is a very booming for the brands. Now Bangladeshi advertising agencies are doing great and clients are happy with their services. It's really important to understand the importance of digital marketing rather than the old traditional marketing.

Rational of the study

The roles of digital marketing over traditional marketing is to know which marketing strategy is effective and convenient to attract customers through social network platforms. For example, Twitter is the social network platform where people share their moments, pictures as well as shared quick messages. In facebook, brands promote their products and people can comment on that products picture whether its good or bad but in television, newspaper or radio, when brands promote their products, they only sharing everything on their brands point of view. Customers cant say a word because there is no option. So brands can know the actual feedback from social network platform rather than television, radio, newspaper. So, in order to stand out from the competition, brands need to know the actual feedback from their valuable customers.

Scope of the study

The scope of the report are followed below –

- Information for the analysis used to complete the report is from database, internal website, research papers, Social network platforms and the information that Solution Hub shared in different sources.
- The geographic scope of the report is limited inside Bangladesh.

Objective of the study

Broad objective

The first and main objective from the report is to understand the role of digital marketing over traditional marketing from the customers point of view to find out how digital marketing is helping the brands to stand out in the competition.

Specific objective

The main objective of the study is going to cover are:

- To study the opportunity of digital marketing in Bangladesh.
- Importance of digital marketing rather than other traditional marketing.
- To know about the ad agencies in Bangladesh and their clients.

- To know which marketing strategy brands are following to be successful.

Literature Review

Social media marketing worldwide and its impact on society:

Social media marketing is basically brands post about their products information, features on facebook, twitter, instagram to create hype in the market and public engagement as well as to encourage them to buy their products. Big brands are doing this digital marketing worldwide everyday. For example- When apple release a new phone, before releasing phones, it creates facebook commercials as well as instagram, youtube videos to create hype in the market. People share that images, its view increases automatically. Their sell goes up as well. You have phone, you have social media id, you will see the ads for sure.

Existence of Brands in social media of Bangladesh

Now a day's international and local brands are focusing on social media marketing on its fullest to stand out in the competition. Bangladesh has a very good amount of social media users. In a recent statistics, it shows that 41.65% internet users of Bangladesh are using facebook users. So facebook is the largest and strongest platform to brands, where they must have to perform better to convince the customers.

Methodology

The internship period is very short, only 3 months. But with the help of other colleagues, workers, website, google, campaigns, documents I have completed my internship report. Digital marketing and traditional marketing both are important for a brand but identifying which one is effective and potential to grab the customers is important. The insights are taken from discussions and online survey, secondary data. So this report is both based on exploratory research and conclusive to some extent.

Types of information

To achieve the required result to establish the objective two basic methods were used-

1. Qualitative Data:

Though a less number of unstructured interviews were taken, in-depth interview of some of the employees of Solution Hub, client end manager were conducted to get proper insight.

2. Quantitative Data

An online survey questionnaire was designed to know the customers insight.

Source of data:

Primary source: Primary data was collected from social media from surveying of the target group and also from personal contacts.

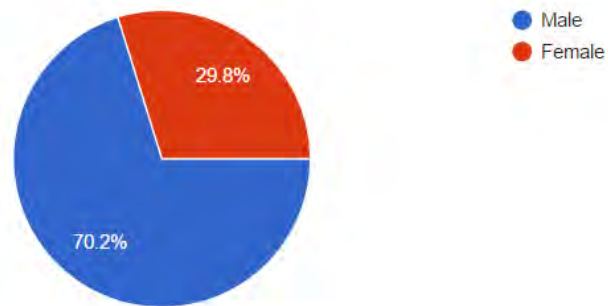
Secondary Source: The secondary sources were –

- Internet
- Social media sites
- Textbooks
- Other reports
- Other sources

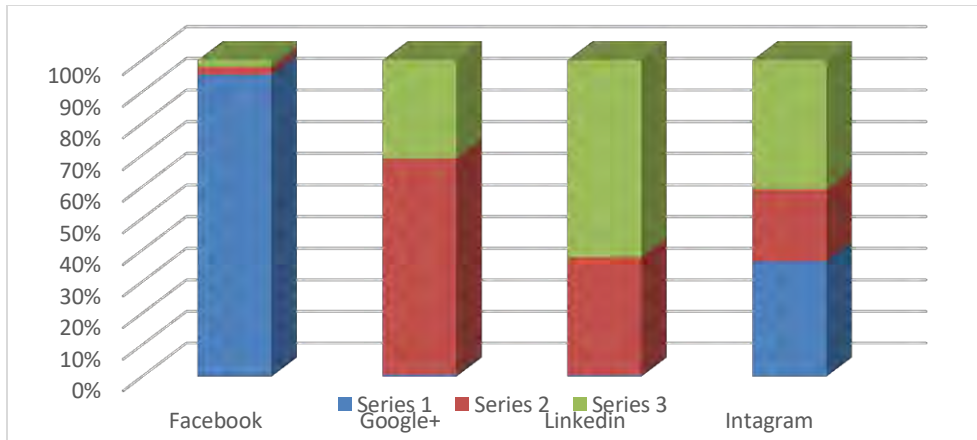
Findings and Analysis

The 1st question was what is their gender. The answer was 70.2% were male and 29.8% were female.

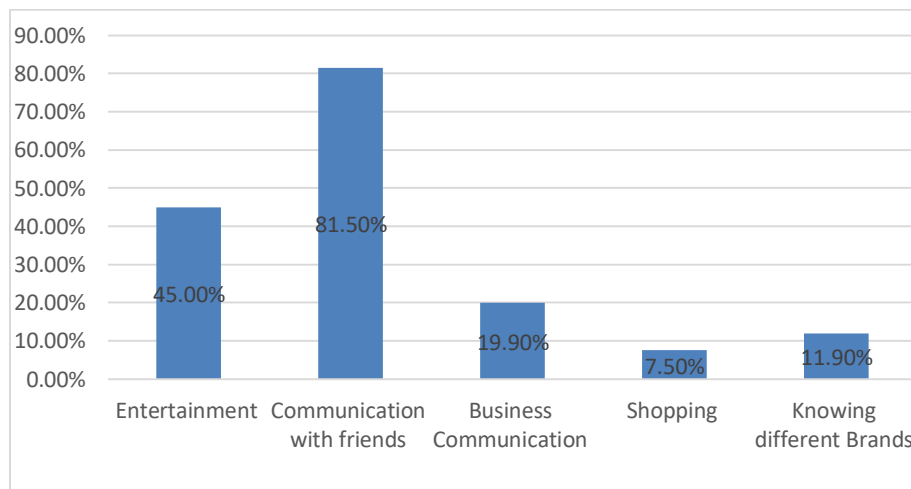
So it shows that majority of male use social media. Women was less in using social media.



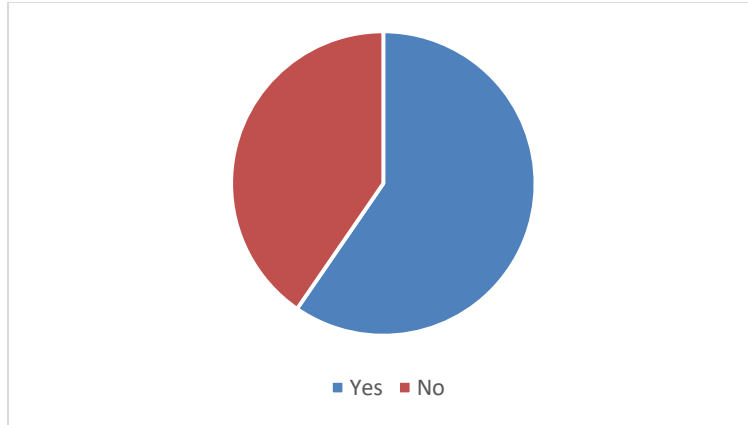
2nd question was weather they use social media on a daily basis or not. Everyone (100%) replied that they use social media on a daily basis.



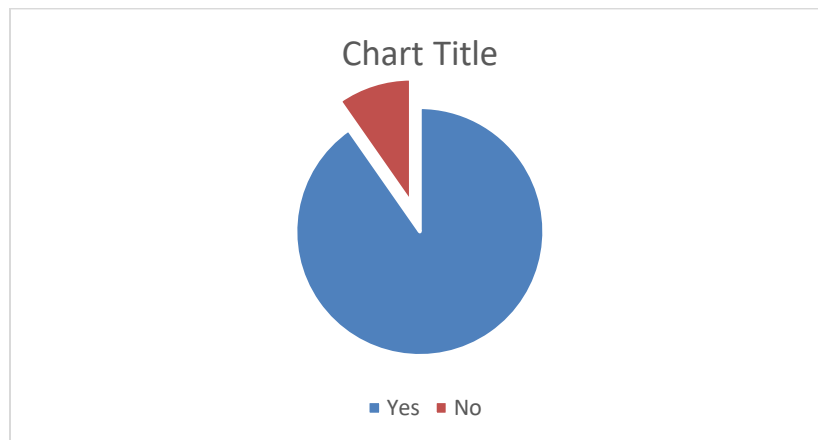
On the 3rd question they were asked, which social media they use the most. Majority replied that they use facebook. 92.7% users use facebook, 4% use google+, 2% use LinkedIn and 1.3% people use instagram. So facebook has still got the biggest user amount.



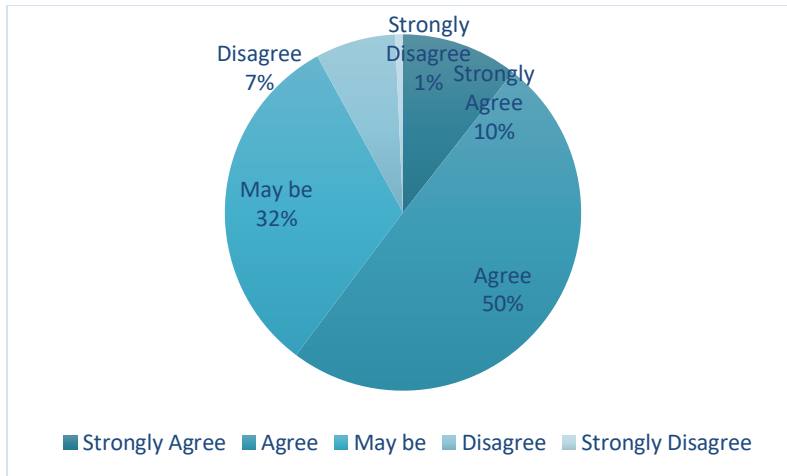
The 4th question was why they use social media. 45% of them said for entertainment, 81.5% said for communications with friends, 19.9% said for business communications, 7.30% replied for shopping and 11.9% said for knowing different brands.



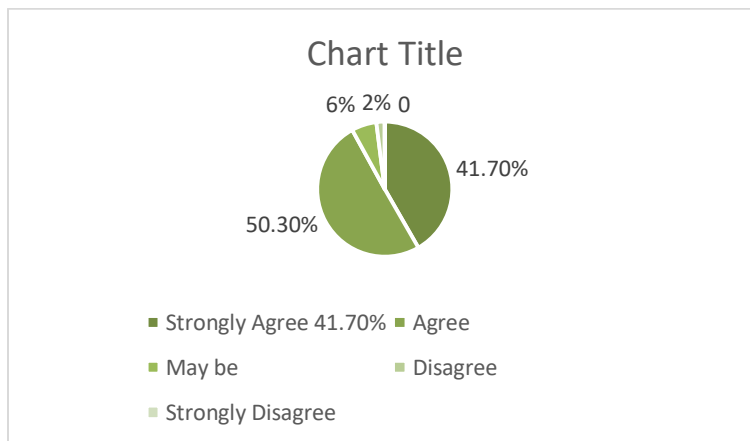
The 5th question was whether they could remember a billboard they have seen in the last on week. Majority (59.60%) people saoid yes and 40.40% said no which means digital marketing is more effective,



The 6th question was whether they can remember any online ad seen in the past week. It was analyzed that, 90 .7% people said yes and only 9.3% couldnt remember. So here also proves that digital marketing is most attracting and effective.



7th question was whether Digital marketing is trustworthy for buying or selling products or not. 10.6% people strongly agreed, 49.7% agreed, 31.8% are not positive, 7.3% were disagreed and 0.7% strongly disagreed.



8th question was digital media is an easy and effective way to give feedback to different products/services 41.7% strongly agrees, 50.3% agrees, 6% may be, 2% disagrees.

ORGANIZATIONAL OVERVIEW: SOLUTION HUB

Solution Hub started its journey on 2017, officially with a commitment of providing ATL, BTL & Digital media solutions to the clients with a cost-effective way. Working as a business partner with our clients and provide not only the maximum quality assurance services in every aspect in a competitive price but also provide different proactive ideas & strategies. The clients of Solution Hub are really happy with their servicing which created really a great image in the market.

Values of Solution Hub:

Our client is our first priority. We always try to understand our client's needs & wants and according on that try to solve it at our best.

Team Work:

Rather than performing individual we always believe in teamwork. This teamwork help us to execute our works properly and achieve our goals successfully.

Innovation:

Providing innovative ideas and design is one of the core values.

On-Time Delivery:

Success will come only when the work is delivered on time which we try to follow every time.

Quality:

We never want to compromise a single thing in terms of quality from our end.

Solution Hub is expertise on:

ATL – TV ads, Radio / RJ Endorsement & Newspaper ads & Magazine Ads and Media planning.



BTL – Press Conference, Road Show, Events & Activations, and Trade Promotion / POS materials, etc.

Digital – Facebook, Instagram, Google+, LinkedIn, etc.

HR Resource – Man power supply, Payroll management, etc.

Work Process of Solution Hub:

- At first, we send our company proposal to the client
- Then we sit with them & collect detail brief from the client
- Then servicing team prepare the client brief in a proper format to understand the team
- Servicing sit with creative/strategic teams to crack the ideas
- A post-campaign review has been made for client requirements & waiting for client approval
- If the idea and budget has been locked then agency prepare for the execution
- Finally, with the ideas & plans along with the budget, servicing team present it to the clients

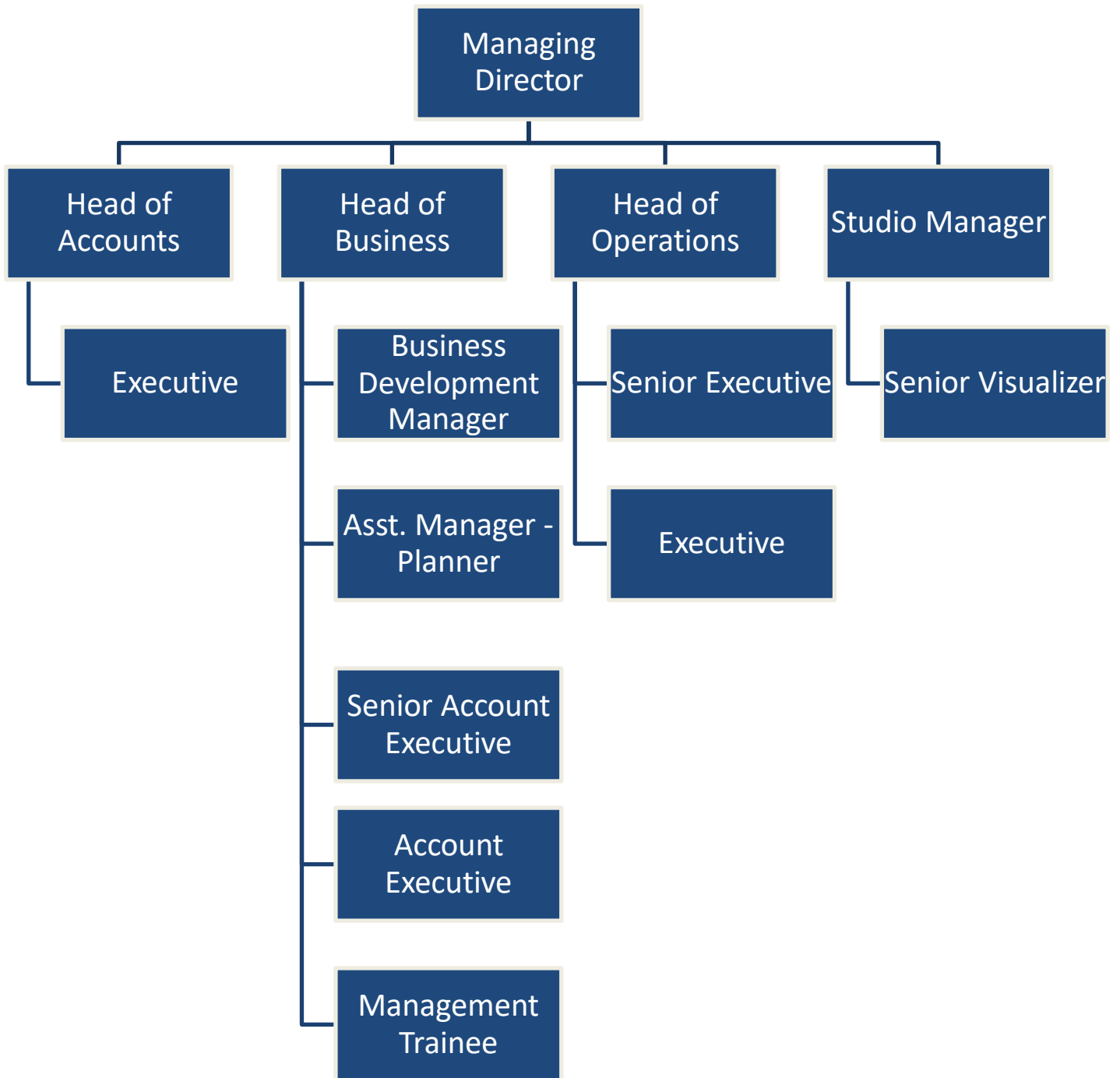
Finally, the plan has been executed.

CLIENTS OF SOLUTION HUB

Solution Hub is currently servicing a list of local clients including TVS Auto Bangladesh, Anwar Landmark, Akter Properties, Best Electronics, Mercantile Bank, Marico, Maxxis Tires, The Westin Dhaka, HIS Travels, KPC Industries & many more. The following illustration shows the extensive range of the agency's clients:



ORGANIZATIONAL HIERARCHY



Recommendation

After the findings and analysis, there are some recommendation I have. Those are –

- 1.First of all, the importance of digital marketing have to understand by the brands.
- 2.Marketers need to execute some strategies to attract the female users.
- 3.Brands need to follow up customers feedback seriously so that they can give their best outcome to the customers because customers are the king.
- 4.The business that are still using traditional marketing technique must go for digital marketing because digital marketing is the new technique so sell business.

Conclusion

Working on Solution Hub helped me to understand about the current scenario of the market. I have got the opportunity to work closely with big multinational as well as local brands and I have gain knowledge about how big brands do marketing of their products. How they stand out from the competitions. One effective marketing move, a brand can go from one level to another. Big giants like Samsung, Apple, Microsotf they have different marketing strategy. But everyone have a common strategy, that is digital marketing. So digital markeing is that important to let the people know about a brand because social media is every where now a day's.

Reference

1. [Solution Hub - Home | Facebook](#)
2. **Dave-Chaffey-Internet Marketing Strategy, Implementation, and Practice-4th-ed UK**
3. **SisiraNeti., Social Media And Its Role In Marketing (2011, July 2).
International Journal of Enterprise Computing and Business Systems.Vol.
1 Issue**
4. [TVS Bangladesh - Home | Facebook](#)

Attachment

Questionnaire for survey

Hello Everyone! I'm Noor-A-Mehide Zaman from BRAC University. Please help me to do this Survey for my internship report. This is really very urgent for me as the submission deadline is knocking at the door. It will take your 5 minutes only! Looking forward for your help!

1. Gender:

- Male
- Female

2. Do you use social media on daily basis?

- Yes
- No

3. Which social media do you use the most?

- Facebook
- Instagram
- LinkedIn
- twitter

4. Why do you use social media?

- Entertainment
- Communication with friends
- Shopping
- Knowing different brands

5. Can you remember any Billboard you saw within one week?

- Yes
- No

6. Can you remember any digital advertisement you saw last one week?

- Yes
- No

7. Digital Media is trustworthy for buying or selling of product or service.

- Yes
- No

8. Is Digital Media an easy, fast & effective way to give feedback to different product or service?

- Strongly agree
- Strongly disagree