

Internship Report

“Proportionality between Digital Marketing and Ecommerce with a focus on Reckitt Benckiser ”

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelors of Business Administration

BRAC Business School

BRAC University

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Letter of Transmittal

Date:26.09.19

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Subject: Submission of internship report on “Proportionality between ecommerce and digital marketing with a focus on Reckitt Benckiser Bangladesh”

Dear Sir,

With utmost respect, it is a great pleasure to submit my internship report of the three-month long internship program completed at Reckitt Benckiser Bangladesh under the Digital Marketing Department.

I have put my paramount effort to make report a successful and meaningful one. This report was a great opportunity for me to reflect my learning about the different aspect of Digital Marketing, ecommerce and also functions of Corporate Social Responsibility.

I look forward to exhibiting the best use of my knowledge and experience that I have gained in this internship duration.

I would like to express my sincere gratitude to you for your kind suggestions and guidance in preparing the report. I would also like to seek your apologies for any mistakes I have made during preparing this report. If you need any further clarification for any part of the report, I would eagerly provide the information details.

With Best Regards,

Naziba Naila Wafa

Student ID: 15104098

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Endorsement

The Internship Report entitled “**Proportionality between ecommerce and digital marketing with a focus on Reckitt Benckiser Bangladesh**” has been submitted, to BRAC Business School, for partial fulfillment of the requirement of the degree for Bachelor of Business Administration, major in Marketing from BRAC University on 8th May 2019 by Naziba Naila Wafa , ID:15104098.

This report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject of these opinions or suggestions.)

Zaheed Hosein Mohammad Al-Din

Senior Lecturer

BRAC Business School

Acknowledgment

Firstly, I would like to convey my utmost gratitude to my academic supervisor Zaheed Husein Mohammad Al Din, in preparing the internship report on my three-month long experience with Reckitt Benckiser. Without her kind direction and proper guidance this report would not have been possible.

Then, I would like to show my deepest appreciation and gratitude to my supervisor and mentor Almazad Almazi for helping me to understand the basics of the digital marketing and ecommerce department and the overall business as well. He supported and guided me throughout my three- month long internship journey at Reckitt Benckiser. I thank him for trusting me with the real tasks and giving me the glorious opportunity to be an active member of the company.

Next, I would also like to convey my heartiest thanks to each and every of my fellow colleagues of Reckitt Benckiser. for their valuable time and provide me with necessary information and helping me successfully complete this report.

Throughout my last three months, as a part of my role in Reckitt Benckiser, I got to meet many people from different backgrounds and professions. I would like to thank each one of them for their valuable contribution in making my internship program a successful and memorable one.

EXECUTIVE SUMMARY-

As the world is getting more digitalized; the businesses are also starting to take the same turn towards digitalization. Initially there was a time when shopping meant browsing hours after hours in shopping malls, thrift stores, street markets etc. But now, even the mere act of shopping has taken in the world of digitalization. With the introduction of ecommerce platforms such as ebay, Amazon, Alibaba, Daraaz etc, it has become extremely convenient for people to shop just by sitting home and with a touch of click on their digital devices. Although the whole concept seemed farfetched as people did not expect the rise of ecommerce due to “trust issues” of consumers but as days passed by and as life legit turned into a race leaving people with less time to spend on themselves, ecommerce began to rise and now Amazon and Alibaba are one of the biggest enterprises leading the stock market. People now prefer spending extra time on browsing and deciding on what to purchase instead of physically be present at the store to choose. This has become somewhat a blessing for many businesses as ecommerce is considerably low costing than retail markets. Now, with ecommerce another introduction has been witnessed in the business world and that is digital marketing. With the similar concept of how people spend such lengthy period of time on the phones and digital appliances along with increase in usage of social media, the concept of digital marketing has taken over by storm. Even though these two are different concepts yet they are closely bounded in order to generate sales. Digital marketing pushes customers towards the products that are available in the ecommerce sites and upon visiting the site, they purchase the product and thus contribute to increase in sales. In this report an in depth discussion has been conducted on the relationship between digital marketing and ecommerce with a focus on the Multinational Company Reckitt Benckiser.

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PROPORTIONALITY BETWEEN ECOMMERCE AND DIGITAL MARKETING WITH A MAJOR FOCUS ON RECKITT BENCKISER

Introduction to Ecommerce-

Upon surfing the internet regarding the topic of ecommerce and it's definition, the most generic definitions that are found points that ecommerce is basically buying and selling of products or online services through online platforms .

The aforementioned definition for sure gives a clarified idea of the term but a more in depth glance at the topic will state how ecommerce is the marketplace where retailers are selling tangible products through intangible platforms and end up generating revenue through both tangible and intangible process. Admittedly, the concept seems fairly simple and in the initial phase, many thought how the introduction of this platform that transforms the whole experience of shopping will be the reason that is bound to fail as digitalization cannot overcome the fact that consumers will never blindly trust their eyes instead of using their other senses.

Consequently, although the journey of ecommerce did have a rocky start, yet currently it is one of the most desirable blessings in the 21st century where people barely have the time to eat let alone, browse through shopping malls to find what they need or want. Yes, the shopping experience still exists but it cannot be denied that the tangible and intangible experience both exists side by side.

Starting from celebrities to employed people who t times find it massively difficult to score some time for the purpose of some kind of purchase, everyone have dived into the world of internet, the world of online shopping. Be it furniture to clothes to shoes to jewelry to even groceries, all

the items are available to purchase and are just a click away. And thus this is how the empire of ecommerce has been built.

In addition to which ecommerce is turning out to be a blessing in disguise for the business people who are able to conduct their business through lesser cost and a wider reach. Ecommerce is turning out to be the most efficient platform to conduct Business to Business. This is enabling people to work at more ease, less costing and actually reaching the accurate target market through data collection by the sites. In addition, online businesses are quickly evolving to face times of economic hardship by offering steeper discounts, flat-rate shipping, loyalty programs, and other perks. Many Ecommerce site builders and the best Ecommerce platform options make it easy to run promotions and keep your customers happy. Even consumers are now able to have more variety, more options and choices and all of them still a click away.

Some of the major global ecommerce platforms are- [Taobao](#), [Amazon](#), [Walmart](#), [eBay](#), [Target](#), [Alibaba](#) [Flipkart](#), [NewEgg](#), [Overstock](#) ,[Best Buy](#). In case of Bangladesh, the top ecommerce sites are- Daraz, Rokomari, Daraz, Ajkerdeal, Pickaboo, Bagdoom, Priyoshop, Banglashoppers, ClickBD.

Introduction to Digital Marketing-

As the world keeps advancing towards digitalization; it has become necessary to keep up with the digitalization. With services and products and a vast number of businesses conducted through internet, marketing has also taken upon itself to be conducted through the same platforms. With this a new branch or sector of marketing has been introduced to the world and that is-Digital Marketing.

RACE Digital Marketing Planning framework



In simple words, digital marketing basically refers to marketing of products and services using digital technologies mainly through the internet or any sort of digital platforms.

The reason for the introduction of this kind of marketing is because the number of people getting engrossed in social media and namely their mobile phones is increasing day by day. Since people

are more focused on what they see on the screens of their phones rather than their surroundings thus huge effort and creativity is invested on digital marketing. This sector has opened doors for more creative space for people who are capable of thinking outside the box. Not only does it encourage people with ideas but it also heavily depends on people who are talented and creative enough to be able to execute these ideas.

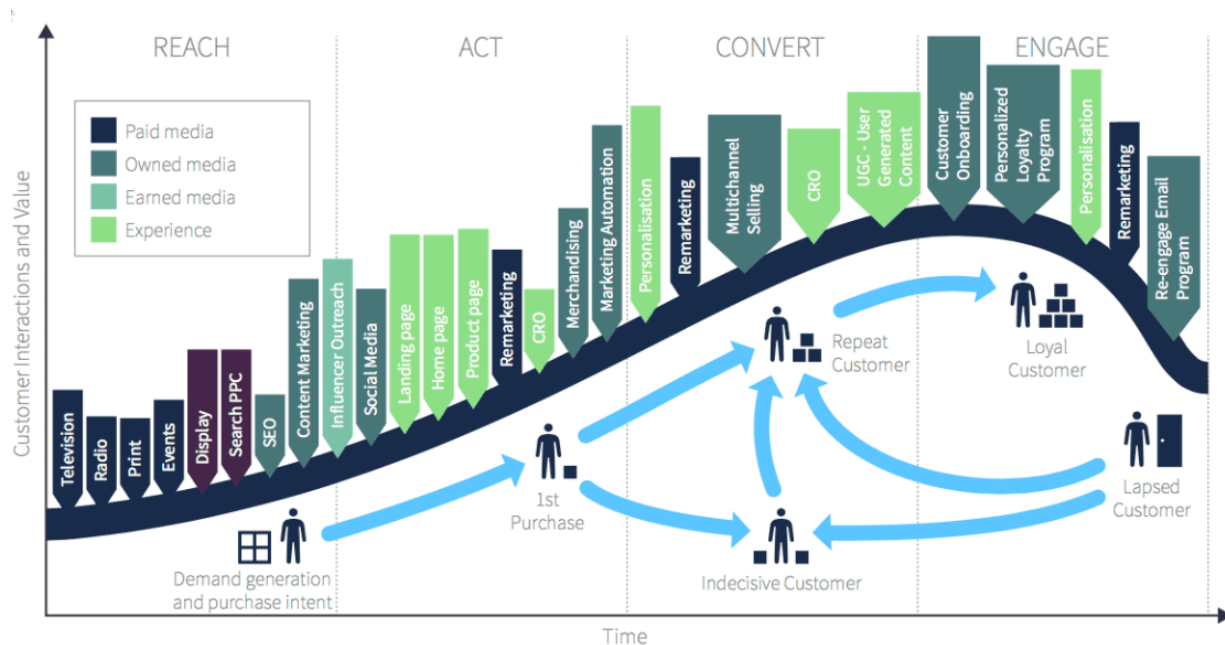
In order to understand the concept of digital marketing fully, one needs to take a deeper look at it and this time- business wise.

Digital Marketing does not just revolve around advertisements or content that one sees on the screen but rather as mentioned above, on digital platforms. This includes digital advertising, email marketing, online brochures and what not.

Digital marketing is executed through a number of steps and on every step there is/are guides to lead to the end goal. For example, there might be a content creator who is responsible for a writing a series of blogs that provides leads to an eBook, the business has recently created. Then the social media manager shall boost the blogs on paid channels or even post organic posts on the business's social media pages and mediums. Next, there can be an email marketer who is responsible for creating an email campaign that will provide more information on the company to the readers who download the eBook.

As we can see, the road of Digital Marketing is not a narrow one but rather it is more like a wide road with many alleys or streets; each leading to the same road but possessing different functions. Some of the examples of Digital Marketing are- SEO (Search Engine Optimization), Content Marketing, Social Media Marketing, PPC (Pay Per Click), Affiliate Marketing, Native

Advertising, Marketing Automation, Email Marketing, Online PR and Inbound Marketing.



COMPANY OVERVIEW- RECKITT BENCKISER

Reckitt Benckiser is a British Multinational company that produces and manufactures consumer goods. Mainly it focuses on health, hygiene and home products. The company began its journey from the year 1999 by the merger of Reckitt & Colman plc and Dutch company Benckiser NV. Under this company there exists a number of brands such as- Dettol, Harpic, Veet, Strepsils, Gaviscon, Air Wick, Calgon, Clearasil, Durex, Lizol, Mycil and Vanish. The Multinational company has its branches spread in 60 locations, at 6 continents and have more than 40,000 employees working for it. Reckitt Benckiser swore by the fact that they are beyond passionate in making sure that its consumers lead an easier life through their constant innovations.

Reckitt Benckiser Bangladesh started its journey from the year

Reckitt Benckiser: The employees

Reckitt Benckiser makes sure to recruit talented individuals who are creative, hardworking and who are able to deliver efficient and outstanding results. In addition to which, due to its strong focus on innovation, the company encourages entrepreneurship. One's earning along with career pace completely depends on the person's progress, achievement and of course sense of innovation.

Reckitt Benckizer: The strategy

Due to the successful strategies utilized by Reckitt Benckizer, not only is the company sustainable but it is also scalable. Its strong brand management and corporate governance able the company to overcome any sort of obstacle and face any challenge in the economic dimension. Along with strong brand performance which is believed to be one of the biggest reasons behind the success of the company, RB also performs exceedingly well in the social dimension as well. Through the company's Corporate Social Responsibility functions and performance, the company stands high in the social dimension and is successful in creating a unique and trustworthy perception in the eyes of its consumers.

Emergence of Reckitt Benckiser Bangladesh

Reckitt Benckizer Bangladesh was incorporated on 15th April 1961. Initially the company performed under the name Robinsons Food Limited and produced only Robinsons Patent Barley. However other products such as Barley, Cherry Blossom and Robin were imported in order to fulfill consumer needs.

Later in the year 1971, due to the halt of the imported goods, the company began to build its own plant. Since then, gradually other products started to add up to the list such as- Mortein Coil, Dettol Soap, Robin Fabric products.

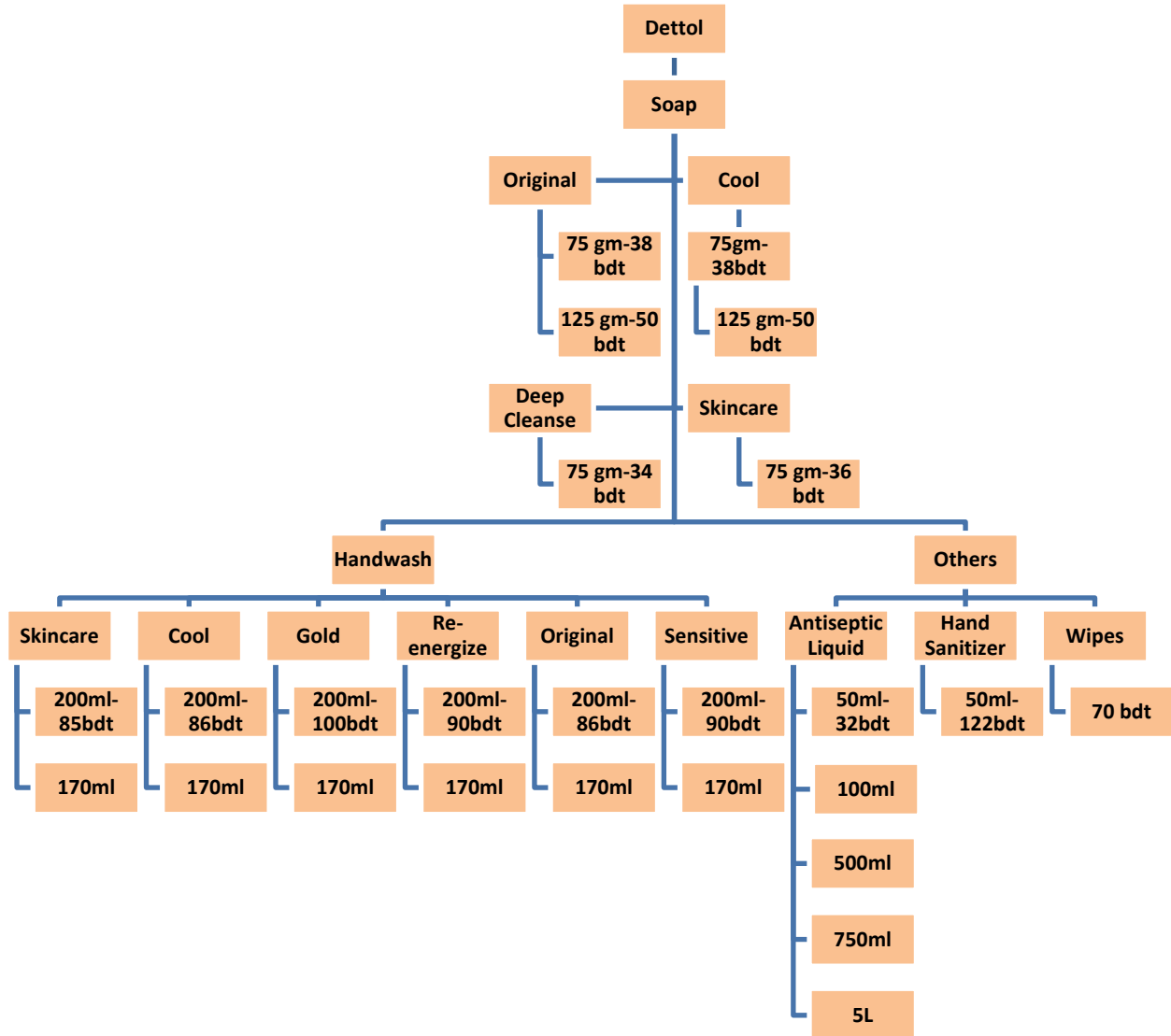
The name of the company changed to Robinson Foods (Bangladesh) after the independence. Then the name changed into Reckitt & Colman plc and Dutch company Benckiser NV in the year 1999 and then finally in the year 2000, the name changed to Reckitt Benckiser on 9th November.

Products of Reckitt Benckiser Bangladesh:

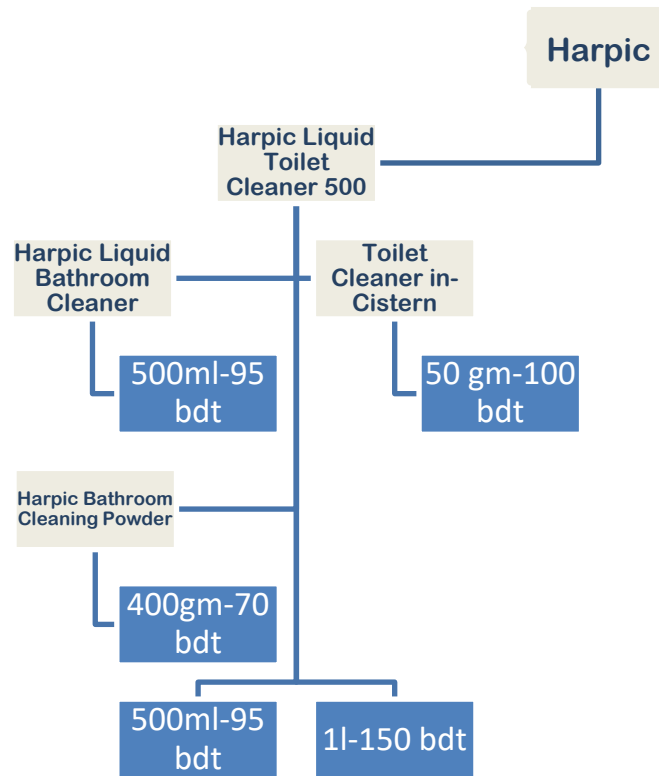
Reckitt Benckiser follows a strategy where the company introduces its original products to a country and then based on the needs and response of the consumer, the company continues to work with the products. Basically it is inclined more towards what the local consumer prefer and want. Currently the brands that exist under the company are- Harpic, Dettol, Veet and Gaviscon. Although there were more products at the initial stage of the company with passing time and change in the demand of consumer, the number of brands also decreased but yet Reckitt Benckiser still thrives to be one of the top Multinational Company in case of consumers products through its impeccable performance.

List of Products-

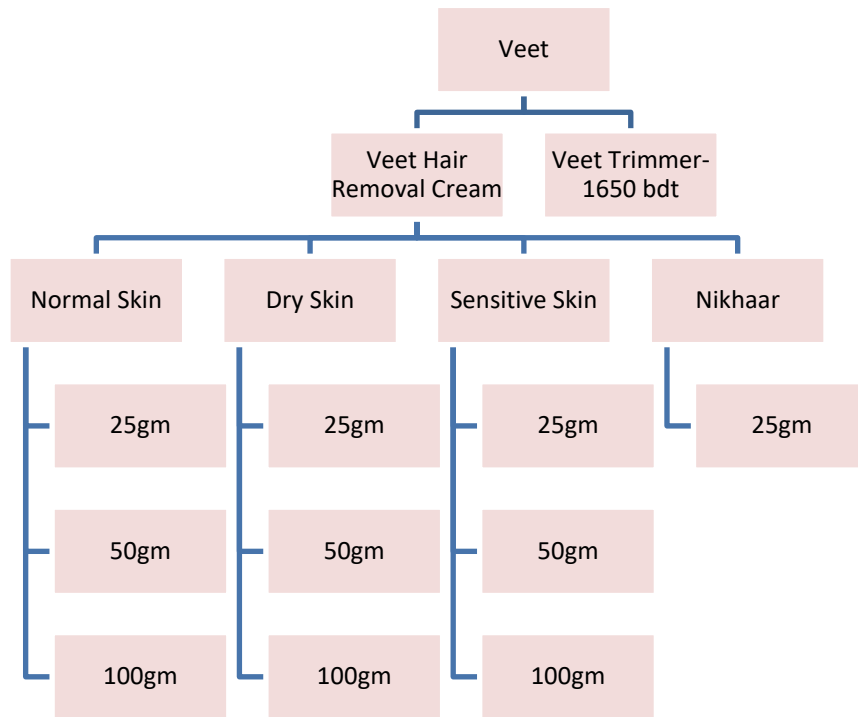
Dettol-



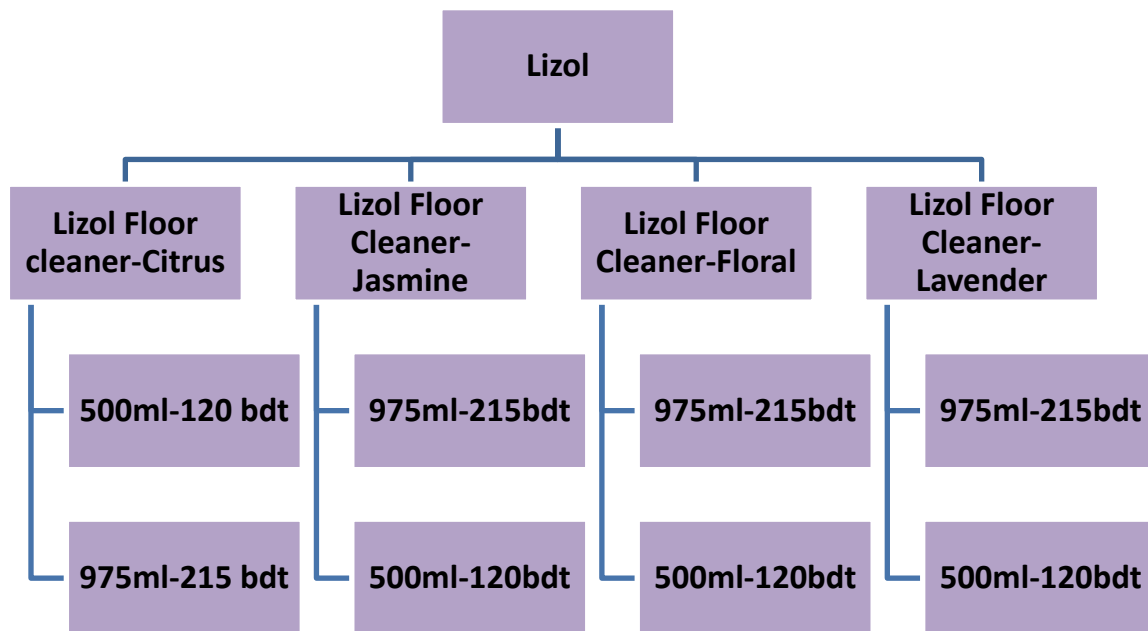
2.Harpic-



3.Veet-



4.Lizol-



5.Gaviscon

Marketing Department-

The Marketing Department is the most significant department of Reckitt Benckiser. At first the brands form an annual plan and then after the plan is approved by the regional and global headquarters, it is put down for execution. When it comes to RB, Bangladesh, all the major decisions are needed to be approved by the Indian Headquarters and then put down to action. Once the green signal comes to sight, that is when the department starts planning the implementation. Starting from budgeting to figuring the correct investment in the correct segment to which mediums and channels to be utilized; all these planning are figured out next.

The Marketing department is divided in two sectors- i. inbound marketing

ii. outbound marketing

The outbound marketing is more like the tradition way to market products to a larger group of audience or consumer through mediums like TV/radio/print/social media advertising/cold calling/direct mail blasts. This marketing is targeted to a much larger audience that are not exactly targeted (some or many of whom may not even need or want the product). It is more like a forced push to the audience to make them aware of the existence of the product and then to buy it.

The reason that the company focuses less but not entirely disregards this particular segment is because the message that it conveys is inclined towards the generic side. The message is not focused on anyone or any group in particular but rather targeted towards “everybody”. Reckitt Benckiser collaborates with radio stations for marketing their products.

The problem here is that majority of the time, people do not pay much heed to the advertisements that gets played in between songs because listeners rather listen to the music than any sort of advertisements.

The manner how outbound marketing pushes the audience to pay attention to their products, inbound marketing functions to grab the attention of consumers in a magnetic sort of manner.

The heart or core of inbound marketing is the content which somewhat points towards the direction of successful, creative and efficient digital marketing and campaigns. To have the accurate contents for the different target audiences highlights a successful digital marketing.

In case of Reckitt Benckiser, it has a different plan for its different products.

Firstly, if we take campaigns into consideration, then “Veet Unposed” was a successful campaign to attract a lot of attention in case of female consumers through social media. The campaign directed women to upload a candid picture of them on Instagram, tagging the official Veet page while using specific hashtags, as directed. And then three winners with the best picture shall win an all expenses trip to Srilanka. This campaign was a hit as it stirred a lot of attention, hype along with reach and online presence. Also, another marketing tactic was targeted towards the Instagram based audience. This time, using the influencers/bloggers whom many females look up to in case of lifestyle, wardrobe, makeup etc. RB advertised one of its recent product, Veet trimmer, by making the influencers to post a tutorial on how to use the product along with the benefits.



Fig: Veet Unposed Campaign.



Fig: Influencer, “Makeup by Linda” showcasing a tutorial of using Veet Trimmer.

These examples showcased how these two campaigns were directed towards specific target audience.

Again, Dettol has a campaign called “Learn with mom” which has two segments. The first one is focused on young mothers who are new parents and how Dettol will protect their children from any sort of germs. On the other hand, the other segment was minor video episodes featuring a celebrity mother-son duo who incorporated science and came up with/built new scientific experiments and projects together. This was directed towards early teens that are fascinated by science along with mothers as it provided them with a new way to bond with their kids.



Fig: Dettol Learn with Mom “Webisodes”.

All the aforementioned marketing segments heavily rely on successful digital marketing. An efficient digital marketing plan clarifies which channels to use, the time of promotion, the boosting of the campaign etc.

Thus we can say that Reckitt Benckiser weighs heavily on proper digital marketing.

CORPORATE SOCIAL RESPONSIBILITY OF RECKITT BENCKISER

BANGLADESH- “Porichonno Bangladesh”

As Reckitt Benckiser specializes in hygiene related commodities, as a major part of its CER activity, the company is trying to raise awareness regarding the importance of hygiene along with promoting the products.

The company conducts its CSR activities in two ways- Firstly it is trying to introduce hygiene curriculum in the rural areas and the schools in the low income communities. Secondly, it is trying to clean fields in order to promote sports and the importance of not littering. Additionally, the company has chosen the renowned actor Reaz as their brand ambassador to promote the movement.

The question arises that how CSR activities such as mentioned above can increase consumerism. This is when digital marketing makes an entrance and plays a huge role. Through TVCs and Facebook presence, the movement gets sponsored and the products that are used in order to fulfill the hygienic tasks, products of the company are showcased and focused on in a subtle yet prominent manner. Such as- incase for washing hands, Dettol is advertised, even Harpic is marketed being shown as the best way to clean toilets.

Also, the logo of the mentioned products is used as well- product placement. In addition to which, heavy advertisements on newspapers are utilized.

Recently, Reckitt Benckiser took a new turn in their CSR activities, where they took the initiative of cleaning fields in order to make them suitable for playing. This movement has never been performed till date and thus it created a lot of buzz in the air. Along with which, in order to improve the sanitation situation in Bangladesh currently, the company has taken upon itself to introduce a hygiene curriculum at schools and are also working on books dedicated to the importance of hygiene with sufficient amount of branding present in the books.



Digital Marketing platforms utilized by Reckitt Benckiser-

Reckitt Benckiser is known to be one of the top advertisers in the business, due to its array of such powerful and popular brands. they use Facebook, Instagram , newspapers, magazines

(Bangladesh Brand Forum) and also has a number of TVCs'.



The image shows an Instagram post from 'Dettol Bangladesh' (Sponsored). The main visual is a white bottle of Dettol Skincare Handwash with a pink pump. The bottle label includes 'Dettol', 'skincare', 'EVERYDAY PROTECTION', 'pH-BALANCED HANDWASH', and 'NEW formula'. To the right of the bottle, there is a vertical banner with Bengali text: 'ভাউচার: DTLB70' (Voucher: DTLB70), '৩৯৯ টাকার বাজারে' (In the market for 399), and '৭০ টাকা ছাড়' (70 Tk discount). Below this, another box says '১৭০ মি.লি. হ্যান্ডওয়াশ' (170 ml Handwash). At the bottom of the post, there is a 'Shop Now' button and a description: 'dettol handwash skincare 170ml liquid soap refill Daraz -এ চলছে মাসের বাজার!আপনার পছন্দের... more'.

Ecommerce platforms used by Reckitt Benckiser-

Ecommerce platforms used by Reckitt Benckiser are mainly-Daraz and Chaldal.





USE OF DIGITAL MARKETING IN ORDER TO BOOST SALES IN ECOMMERCE PLATFORMS-

With the new era of Social media, it has become easier for business to market their products and also increase their reach and presence.

when it comes to Reckitt Benckiser, it relies heavily on offline shopper data to take its digital marketing game up a notch.

At the initial stage the company like many other MNCs was facing trouble in reaching out to its potential consumers majority of the online users did not spend too much time on their products while being online. Thus they started applying offline purchase behavior. Also, they started focusing more and more on their ecommerce partners mainly Daraaz and Chaldaal.

The better was their digital media performance, the better sales are they able to achieve for having being able to reach out to more target audience.

The strategy that Reckitt Benckiser mainly follows concentrates vastly on the search optimization engine. The more their products appear on the top on the search bar, the more chances does the product have in case of getting clicked on for further procedure. Consequently, the ecommerce platforms also provide RB with the number of clicks that each of the products gets. And then based on that along with the data the ecommerce platforms already have, specific advertisements of specific products are shown on the screens of the consumers. Also, the process of increasing the SEO of products mainly lies on the definite words that are used in the description of the products. If there are some specific tag words mentioned multiple times then due to that reason upon typing any of the tag words on the search bar, the product shall be on the upper level that other products in the suggestion area.

Rb makes sure that its product descriptions follow the strategy strictly and although Dettol is still not on top, yet it believes and aims on crossing LUX very soon in the near future.

RELATIONSHIP BETWEEN ECOMMERCE AND DIGITAL MARKETING-

In order to run a successful ecommerce business, it is imperative that the visitors of the site are converted into potential customers. This is when Digital Marketing comes in handy. As ecommerce is solely based on internet, digital marketing serves as a huge help as it is the only tool that the businesses can use in case of digital platforms. As digital marketing is responsible for building visibility and develop brands thus it serves as a support for ecommerce.

In case of ecommerce, the end goal is to make sure that people actually purchase the products or services that the businesses are offering. This process can be divided into four parts-



These four parts lead to one goal and that is a successful ecommerce business. Hoe digital marketing plays a role here is by promoting the products and services along with targeting the right audience/market and personalizing the shopping experience of the site.

Among all the different marketing tactics, the ones that will be highlighted are SEO, link building, content marketing and lastly email marketing.

Content Marketing-

Content is the key when it comes to any sort of marketing and especially in the case of digital marketing. The better the quality, the easier it becomes to attract, engage and retain audience. Contents are also the pathway of converting occasional visitors into consumers.

SEO and link building-

Good SEO is beyond significant digital marketing in case of ecommerce. This is because it makes sure that the products are high ranking in the search engine which increases visibility. It

has been found out that being on the top page (in case of Google) it will bring you 50% traffic. Using the proper keywords, proper titles and well written descriptions helps in reaching out to a larger audience when they will search for products.

When companies advertise their products on social media and other digital platforms, through link building i.e there will be a link provided to the ecommerce site of the products that the company will post on other platforms and once consumers or visitors click on the link, it will re-direct them to the ecommerce website which will create more traffic and also improve the websites, domain authority or DA. Through this, the ecommerce site can have a higher rank in Google search and increase audience.

Email Marketing-

This is another strong key of digital marketing. According to the Direct British Marketing Association, every \$1 spent on email marketing brings back \$38. However due to the existence of “junk” or “spam” if the content of the email marketing does not suit with the consumer, they will easily be able to disregard it without any sort of further consideration.

Leading ecommerce company, Amazon is the best example of effective and efficient email marketing. The company uses email templates that are customizable according to the behavior of the consumer. Starting from thank you emails after a purchase or sending a list of upcoming products or even updates on products based on the browsing and purchase history of the consumer, Amazon secures the top position when it comes to email marketing.

IMPORTANCE OF DIGITAL MARKETING IN CASE OF ECOMMERCE-

Through digital marketing, ecommerce platforms are able to earn massive amounts of revenue as it helps to reach out to audience and create a brand value. We live in a world of constant change. Trends are coming and going and it is vital for companies to keep up with these transitional periods of change and this is where digital marketing proves to be a huge help. As this marketing is mainly done through online platforms, it is not too difficult to bring amendments and even add some new content. Digital marketing acts as a tool to grab the attention of customers as they get distracted very easily. And it does not end there, through proper digital marketing ecommerce sites build trust amongst its audience, retain them, while attracting more potential ones.

The success of a business depends on ecommerce and digital marketing. Thus it is extremely important to focus on both the sectors at the same time. Digital Marketing needs to make sure

that it is relevant with the products, it is interactive in order to attract customers, crafting an online presence and brand value, influencing purchase decision, gaining customer trust and making sure that the marketing results in positive word of mouth advertisement as well. All these tasks of digital marketing is solely dedicated to increase the sales and traffic of ecommerce sites. In conclusion, digital marketing and ecommerce are directly proportional to one another. If one increases, so does the other one. In the same manner, if one decreases, so does the other one.

Origin of the report-

The report is the outcome of the three months that I have worked at Reckitt Benckiser and the report follows the rules as per the requirement set by BRAC University. The report showcases my experiences, observations and of course the knowledge that I was able to gain from my supervisor during the time period that I worked at the organization. This report also includes the aftermath of my thorough research on the world of Digital Marketing and Ecommerce.

Scopes of learning-

During the three month time period, I was fortunate enough to work very closely with the digital marketing team along with the ecommerce team. Not only that but I was also solely given the responsibility of some of the projects which just help me gain more knowledge regarding the corporate world. In the further discussion below, I have mentioned some of my major learning scopes and experiences that I was able to take away from Reckitt Benckiser.

1. Networking
2. Client Relationship
3. Enhancing Job skills
4. Conduct Proper meetings and pitch practice
5. Gaining more knowledge on CSR activities.

Limitations:

Once I started working in Reckitt Benckiser, it did not take me much time to realize how different the environment as well as the entire lifestyle is from the former places that I have worked in. Although there was fair amount of intimation in the beginning but I looked at the entire scenario as a scope of learning and enriching my knowledge. Some of the barriers that I had to overcome are as follows-

1. Coping with new environment

Since I had never worked in a corporate environment before, it is safe to say that in the very beginning of my internship, I somewhat had to go through a culture shock. Due to my past experience of working in the entertainment industry, the work style coupled with the environment did not agree with me in beginning and it rather felt alienating. Also, I have been more inclined towards working on branding and communications thus being put in the digital marketing department demotivated me to my core.

2. Communicating with distributors

One of the most initial task that I was given was to create distribution channels with organizations in the mentioned field. In fact I was expected to research and find contacts of companies, discuss their policies and prices, design a compare and contrast sheet and then present it to the team of ecommerce and digital marketing, combines. Although it seems like a simple task but the pressure was not that simple. There were expectations riding in addition to make sure that I target the right companies, not leaving out any and finally that I was able to choose and design the most suitable distribution channel suitable for the company.

3. Conducting CSR activities

Reckitt Benckiser is very serious when it comes to their CSR activities. They make sure that only the capable people are behind the functions for which reason, the team is small in size yet with immense amount of work load. “Porichonno Bangladesh” is the brainchild of the company that has not only been recognized by the Guinness World’s record but has also created hype all over the country. The program is solely dedicated to create awareness on the importance of proper hygiene along with the initiative of introducing Hygiene curriculum in schools in the rural areas. One of the part of the initiative was collaboration with the Scouts Association of Bangladesh. In this particular part, I was given the responsibility of representing the company at one of the campaigns and I was also given the responsibility of handling the PR activities which were in English. Since I never had any firsthand experience on designing proper PR statements that are bound to gain attraction on audience, this particular task turned out to be stressful in the beginning but as time passed, I started looking forward to these tasks.

4. Conducting some specific digital marketing functions

Another task that seemed beyond grueling was coming up with the descriptions of each and every product of the company that had to be used in the ecommerce platforms. What added to the stress was to make sure to use key words that are bound to increase the rank of the product position in the search bar.

Objectives of the report-

Previously I have worked in a social enterprise and the media thus working in an MNC gave me the scope to see a completely different world. My experience at the organization triggered my curiosity regarding the world of Digital Marketing and Ecommerce. And since I worked closely in these fields, I decided to go in depth of these topics. Working as the only intern at the company made it possible for me to not just stick to the field that I was assigned to but rather gain minor expertise on various other departments. During my working period and working on the report, I had a few significant objectives that have been mentioned below-

Broad Objective:

- To understand how essential digital marketing is in order to increase sales and earn more profit.

Specific Objective(s):

- To determine the customer perceived demand for sales, discounts
- How to gain the attention of consumers and lure them to purchasing products through the accurate message
- To analyze the role of efficiency in provided service in influencing customer satisfaction
- To understand the significance and necessity of properly design brand and product message/description
- To realize the expectation of consumers from ecommerce platforms

Methodology

In case of the report, both primary and secondary was collected and analyzed.

Primary Data:

Personal Interview:

Personal Interview was the best way to an in depth insight on the departments of Digital Marketing and Ecommerce of the organization. Interviewing my supervisor who was the digital marketing coordinator helped me to acquire the detailed working process, ideas and feedback on the quality of the service performed by the company. The interview also helped me in gaining a perspective on the expectations from the employees and consequently I was able to create a juxtaposition of the end result and the expected performance/service level.

Secondary Data:

To get a proper understanding of the topics that I chose for my report, it required me to go through the internet to find more information. Thus I had to go through different articles published in several journals to help me understand all the aspects of these sectors. Surfing through various articles helped me to have all the necessary details and information.

CONCLUSION

The more fast paced the world is becoming the more are opportunities increasing and the more the world is getting digitalized. New ways are being discovered in order to convert, maximum amount of physical work into the digital side. For example now even the mere act of switching on and off lights, fans etc are conducted through machines such as Alexa. This just proves how the world will be transformed into an entirely digital era in the coming years. Keeping up with the pace, marketing has also become digital marketing and so has the experience of shopping. Ecommerce is taking over by storm and according to study there are high chances that it might actually be the reason behind the diminishing of malls at a time. Although some may disagree claiming that trial and error is not possible when it comes to ecommerce but now online store are coming up with ways, ideas and apps to actually show consumers, how they would actually look in their products. And then there is digital marketing to make sure that the message reaches the consumers and also that they are convinced to take the chance and make the purchase. This is the era of digital appliances and heavy influence of social media. People now a days believe more what they see on their screens rather than what they see up front. For example if one sees an influencer advertising a product and claiming that she/he uses it then if the consumer is a

follower of that particular influencer then she/he is high likely to make the purchase without even clarifying that information.

Digital marketing pushes consumers to buy what is available on the platforms of ecommerce which leads to success, increase in revenue and higher profit margin. While conducting my research, I came across multiple similar questions which asked whether there is any difference between digital marketing and ecommerce. The answer is that there is a vast difference between them. Digital Marketing is more like a shove or push for the customers to be convinced enough to buy the product which one can find in the market/platform of ecommerce.

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