

**Report On**  
**How Digital Marketing impacts in Advertising Agency over**  
**regular marketing: A perspective on SkyWalk Solutions**  
**Advertising Agency**

By

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

BRAC Business School  
Brac University  
January 2021

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## **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.

**Student's Full Name & Signature:**

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**MD Saif Iqbal**  
Student ID: 15304095

**Supervisor's Full Name & Signature:**

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**Hasan Maksud Chowdhury**  
Assistant Professor, Brac Business School  
BRAC University

## Letter of Transmittal

Hasan Maksud Chowdhury  
Assistant Professor  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on how Digital Marketing impacts in Advertising Agency over regular marketing: A perspective on SkyWalk Solutions Advertising Agency.

Dear Sir,

It is my pleasure to submit you the internship report on “how Digital Marketing impacts in Advertising Agency over regular marketing: A perspective on SkyWalk Solutions Advertising Agency” as a part of my BBA Program of BRAC Business School.

I have worked in the “SkyWalk Solutions” under “Advertising Media & Strategic Department” for full three months. In my worktime, I have learned a lot about the corporate world and especially about their advertising and marketing policy. Besides, I would like to give you a big thanks for your kind support and the advices you had given me throughout the journey.

Sincerely yours,

---

MD Saif Iqbal  
ID: 15304095  
BRAC Business School  
BRAC University  
January 15, 2021

# Letter of Authorization

## CERTIFICATE OF EXCELLENCY



This is to certify that MD Saif Iqbal, student of BBS Department, BRAC University, have successfully completed his internship of 3 months (04 October,2020 to 04 January,2021) under my guidance at SkyWalk Solutions.

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 the future.

**Mohammad Tareq Aziz**  
Chief of Media & Strategy  
SkyWalk Solutions



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## **Acknowledgement**

At first, I am very grateful to the almighty Allah that he has given me the opportunity to complete my internship of 3 months successfully and the intern report.

After that, I would like to thank my internship supervisor Mr. Hasan Maksud Chowdhury sir, for his excellent support throughout the internship period and the guidelines he provided me.

Finally, I would like to thank my company supervisor Mr. Mohammad Tareq Aziz, chief of Media & Strategy, for his guidance and experience sharing throughout the internship period. He taught me about the digital marketing and influence of it in advertising agency briefly. It was a great opportunity for me to go through this phase and learn so many about corporate world.

Last but not the least, my special thanks to my co-supervisor Mrs. Tania Akter, for her immense support and timely feedback of my queries to complete my internship report.

## **Executive Summary**

I have completed my internship at SkyWalk Solutions. I have joined as an intern in Media and Strategy Department. In this report I have wrote about my experience in SkyWalk Solutions, particularly in media buying, making pitch, company research, Ad's report making etc. I got the opportunity to work with different local and multinational companies like Bashundhara Group, Bombay Twist, Asian Paints, EnergyPac, Aakash Group BD, Toggy World etc. and also analyzed the role of Digital Marketing Communications from old traditional marketing for these clients.

In 2016, SkyWalk Solutions started their journey in the market and since then they are handling their clients so professionally. In this report, I have also included their client list that they are handling. Then I discussed about the projects on Digital marketing communication roles over old traditional marketing. The main purpose of the project is to understand that digital marketing is now booming rather than old traditional 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 marketing and their business growth.

# Table of Contents

<b>Declaration.....</b>	<b>ii</b>
<b>Letter of Transmittal .....</b>	<b>iii</b>
<b>Letter of Authorization.....</b>	<b>iv</b>
<b>Acknowledgement .....</b>	<b>v</b>
<b>Executive Summary .....</b>	<b>vi</b>
<b>Table of Contents .....</b>	<b>vii</b>
<b>Glossary .....</b>	<b>viii</b>
<b>Chapter 1 Introduction.....</b>	<b>1</b>
1.1 Advertising from the begining .....	1
1.2 What is Digital Marketing?.....	2
1.3 Advertising in Social Media .....	4
1.4 Social Media Promotion .....	4
1.5 Digital Advertising is the future .....	4
Rational of the study .....	5
Objectives & Methodology.....	6
<b>Chapter 2 SkyWalk Solutions-The Digital Marketing Agency .....</b>	<b>7</b>
<b>Chapter 3 The Need for Digital Selling.....</b>	<b>9</b>
<b>Chapter 4 My work experience at SkyWalk Solutions .....</b>	<b>10</b>
<b>Recommendations &amp; Conclusions.....</b>	<b>11</b>
<b>Reference &amp; Appendix .....</b>	<b>13</b>

## Glossary

Pitch Making	Making presentation in support to the purchase of the company services for different clients.
Target Audience	A specific group of people targeted especially for a certain product or service selling in specific online platform like Google, Facebook, YouTube, WhatsApp, Instagram etc.
Digital Advertising	Delivering promotional content to users in various platforms like Social Media, Email, Search Engines, Mobile Apps, Websites etc.



# **Chapter 1**

## **Introduction**

### **1.1 Advertising from the beginning**

Advertising has been an important part of selling merchandise and services from the past. As an example, advertising relics that are found by archaeologists were such one appeared a lot of fashionable than the opposite. As an example, Egyptians used papyrus for making posters and flyers whereas “lost-and-found advertisements were common in each ancient Hellenic Republic and ancient Rome” (Ryan & Jones 3). Advertising and selling therefore evolved as time progressed. Within the fifteenth and sixteenth centuries, the press became wide on the market in Europe. In order that was utilized by marketers to succeed in a lot of audience. Next, within the eighteenth and nineteenth centuries mail-order advertising, that evolved into the huge direct-mail and direct-response trade nowadays. This was followed within the twentieth century with the event of radio and tv, that junction rectifier advertising into a more recent era (Ryan & Jones 3). Audio and audiovisual variety of advertisements was created and marketers tried to seek out newer ways that to draw in customers. All of this has reached the head, with the arrival of the net. The net a chance to develop a brand image and build advertisements that area unit higher suited to their potential customers and consumers. Hence, the digital media or net has become a really standard platform for marketers; any strengthening their power the advertisements, remarking that digital selling is that the future.

## 1.2 What is Digital Marketing?

Alvin Toffler in his book, *The Third Wave*, created a prediction that post-industrial societies can endure “de-marketization”. Within the buying-selling state of affairs of companies, the standard theme of things was that a business can advertise merchandise and shoppers can get interested in it and pip out. However, the flip of the century saw ancient selling techniques reaching their limits (to an explicit extent), hence, marketers and specialists during this field sought for higher ways to make sure that customers bought their product or their services. Within the digital era, each individual has their digital identity that they need personalized to their own likings. Shoppers currently have their own identity and, so, they obtain to expertise immersion within the thematic of the web. That’s why, once they are browsing a product or a service, they’ll solely be intrigued to shop for it if they expertise immersion. This development is what has LED to “de-marketization” wherever selling ways area unit taken over in such the simplest way that each shopper feel as if the advertisements, they’re seeing has been personalized for them.

Philip Kotler steered that as times modification, selling should adapt to the stress of the time. The web boom from the Nineteen Nineties has greatly affected however the state of affairs of selling towards shoppers to shop for a product or service can estimate. So, selling has stirred towards the new platform or medium, the web. Hence, the emergence of digital selling means that serving to selling to adapt to the stress of the new era wherever everything is concentrated on digitalization and also the digital platform.

Firstly, digital selling started off as a “projection of standard selling, its tools, and techniques, on the Internet”. However, viewing the technological development from 2005 ahead, we have a tendency to see that digital media is dynamical at an exceptional pace. The various causes behind this development are unit evolving technologies, the enlarged use of such technologies, interaction and communication between individuals across totally different web and social media platforms, and also the quantity of knowledge out there to firms to use for various functions. So, these developments have caused digital selling to enhance the “channels, formats and languages that have led to tools and techniques that are unbelievable offline. Hence, digital selling isn't a subfield of selling any longer however a field of its own, as its idea is user-centered, measurable (metrics and data), present and interactive. The various digital selling ways are concisely delineate below:

1. **Disapproval** - exploitation platforms on the web to create a complete image.
2. **Completeness** – the chances to diffuse info through net or hyperlinks supply shoppers the possibility to approach the complete in a very wider and customized means.
3. **Usability–functionality** – the web provides easy and easy platforms for everybody so as to enhance user expertise and permit for his or her activities like communication with friends over social media.
4. **Interactivity** – this is often within the context within which organizations attempt to forge long relationships with their audiences.
5. **Communication** – these area unit typically pictures or videos that are created particularly for the stress of the shoppers. They are typically engaging and will not reach to a bigger variety of audiences, resulting in larger engagement.
6. **Relevant advertising** – advertising in social media websites and in search engines (such as Google, Bing, etc.) permits marketers to simply section and customize the campaigns that reach specific target teams. It's typically done to maximize output whereas giving digital marketers a liberating advantage.
7. **Community connections** – this is often however brands exploitation their social media and web profiles to attach with their audiences and users greatly. This enables improved experience and enhances the connection between customers, product, or complete of the various organizations.
8. **Virality** – one necessary characteristic of the web is for all the world to travel infectious agent – which means one thing that's therefore engaging and attention-grabbing to the lots that they share it themselves. Ancient samples of such are word of mouth and it's relevant for digital selling likewise. Infectious agent communication permit a lot of property, is fast and will increase share ability of the contents across the web.
9. **Measurement output** –the neatest thing concerning digital selling is that it's measurable and on-line platforms like Google, Facebook supply analytics and information to indicate however the general public is reacting towards the content and provides marketers another liberating advantage to follow-up the success of well-liked contents or create necessary changes to extend output.

### **1.3 Advertising in Social Media**

Social media platforms square measure presently in style and websites like Facebook, Instagram, Twitter, Pinterest, YouTube square measure wherever the general public square measure active presently. Hence, social media provides an excellent chance to make a major relationship between brands and customers. This can be done by the interaction between them through these platforms. In People's Republic of Bangladesh, digital selling is synonymous with social media selling as most marketers use this platform to make a brand's digital profile exploitation that they act with customers and build conversions for the brands within the long-term. All digital marketers produce a social media arrange for the brands that they're performing on.

### **1.4 Social Media Promotion**

During my internship, I mainly worked on brands that publicized on social media, therefore I will be able to solely cowl this section of digital selling solely. Advertising on the net is totally different as advertisements may be place in websites or in program (such as Google Search) results. So, advertising in social media websites is important in digital selling too as massive amounts of qualitative and quantitative information may be gathered, directly from users. This will permit marketers to microsegment a whole for advertising actions. for instance, the foremost in style platform of social media promotional material is Facebook advertising platform, called "Facebook Ads" permits marketers to section, limit and delimit target audiences, then place advertisements betting on location, age, sex, languages, interests and behaviors and even the sort of digital device they're exploitation.

### **1.5 Digital Advertising is the future**

As the net boom occurred within the West, it additionally followed within the developing countries like People's Republic of Bangladesh. The country had access to dialup net within the early nineties. However, the primary ISPs began to offer net service in 1996 and it absolutely was in 2006, 10 years later that the country became connected to the submarine cable optic fiber network underneath the SEA-ME-WE four project. Speedy developments

happened after, and therefore the current government with their agenda “Digital People's Republic of Bangladesh” have taken initiatives to more strengthen net property in Bangladesh. Hence, by 2017, the country was connected to a second submarine cable network, and therefore the country is getting down to fill up use of it slowly.

Hence, the employment of ICT (Information & Communication Technologies) has been an integral part of developing the country overall. The govt. is taking the subsequent measures to strengthen ICT and net use within the country. They are:

- i) Exploitation ICTs to push access to markets for the underprivileged producers and SMEs
- ii) Promotion of ICT business through providing services and technology required to sustain the 3 different parts of Digital People's Republic of Bangladesh
- iii) Boosting ICT as associate degree export-oriented sector to earn foreign currency and generate employment, m-banking (Mobile banking) and electronic payment, further as electronic business transactions.

In brief, this can be serving to towards digitalization of companies and therefore the selling sector. As a matter of reality, net World Stats revealed a report titled “Asia market research, net Usage, Population Statistics and Facebook Subscribers,” where they mentioned, that as of Gregorian calendar month 2019, the full range of net users in People's Republic of Bangladesh is more than ninety two million and therefore the penetration rate is 54.8%. Such numbers show that as time can pass, the numbers can solely increase. Therefore, companies are wanting into these numbers and digital selling within the country is growing at a quicker pace.

### **Rational of the study**

The roles of digital selling over ancient selling is to grasp that marketing strategy is effective and convenient to attract customers through social network platforms. For example, Twitter is the social network platform wherever individuals share their moments, photos as well as shared fast messages. In Facebook, brands promote their product and other people will treat that product image whether or not it's smart or dangerous however in tv, newspaper or radio, once brands promote their product, they solely sharing everything on their brands purpose of read. Customers can't say a word as a result of there's no choice. Thus brands will recognize the particular feedback from social network platform rather than TV, radio, newspaper. So, in order to stand out from the competition, brands have to be compelled to recognize the particular feedback from their valuable customers.

**Objectives:** Main objective is to understand how digital marketing plays a big role in this digital era over traditional marketing and advertising.

- To examine the chance of digital advertising in Bangladesh.
- Significance of Digital marketing instead of other conventional promoting.
- Moderate research on Bangladesh advertising agencies and their strategy

### **Methodology:**

In this short internship period for 3 months, it was not so easy to learn about this vast industry fully. Though the co-workers, websites, secondary data, online research on websites and documents, company campaigns and survey shaped the tough work in a good manner. Traditional and Digital, both advertising has great impact on marketing and grabbing customer's attention. Using of Google Ads, Google audiences, Facebook Business suites, Facebook audiences were the key part on researching for the report.

### **Source of data:**

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

**Secondary Source:** The secondary sources were –

- Internet
- Social media sites
- Textbooks
- other reports & sources

## Chapter 2

### SkyWalk Solutions- The Digital Marketing Agency

Established in 2016, SkyWalk Solutions is an integrated communication agency and promising digital marketing agency in Bangladesh. SkyWalk Solutions believes in offering its customers innovative solutions through game changing concepts, creative ideas and technology. It believes that bold concepts and experiences can define brands and that effective branding not only leaves an impact but also benefits generations. It has made an impact in reshaping the journeys of its clients through simplicity and data driven strategies. The service list of SkyWalk Solutions provides integrated marketing, community management, mobile marketing, planning, strategy development, video production, social media marketing, media buying and planning, customer analytic, research, creative consultancy, event activation etc. The company finds out the client's problems and comes with an innovative and effective solution to integrate their performance.

SkyWalk solutions has several departments working together to achieve better results. The following departments are responsible for specific job which are described below:

**Client relation:** This department is only responsible to bring new clients for the agency, attending meetings, presenting pitch maintain the client relation throughout the journey with them.

**Creative department:** The sole purpose of this department is to think of new and unique creative ideas for posters, post, banner, voice overs, commercial video and advertising etc. This helps the clients to differentiate themselves from other competitors in the market.

**Designer:** They are only focused to design the poster, banners, video editing etc which are led by the creative department. Basically, they brings life to the creative thoughts and imaginations.

**Media & Strategy:** This is one of the crucial department in an agency. Here, the best strategy is being nurtured for the clients to achieve the ultimate position in the market. This department is also responsible for media buying and planning of the placements and servings of the contents.

**Finance & Accounts:** Their only duty is to keep track of the transactions and the spending of the agency day to day. They also looks after the banking, daily and monthly expenditure, all the cash ins and outs etc.

## **Values of SkyWalk Solutions:**

Our Client is our initial priority. We tend to continually attempt to perceive our client's wants and desires and according on it try and solve it at our greatest.

Team Work: Rather than playing individual we tend to continually believe in cooperation. This cooperation facilitate US to execute our works properly and win our goals with success.

Innovation: Providing innovative ideas and style is one in all the core values.

On-Time Delivery: Success can return only the work is delivered on time that we tend to try and follow on every occasion.

Quality: We never need to compromise one factor in terms of quality from our finish.

SkyWalk Solutions specializes 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.

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

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

## **Work Process of SkyWalk Solutions:**

- 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



## **Chapter 3**

### **The Need for Digital selling**

As I already mentioned in my report that the amount of net users in Bangladesh is simply growing and this is an area that companies should cross-check if they're to extend their client base. Advertising is growing and with dynamical technology, there are currently more ways in which brands and business can attach to the shoppers with their merchandise and services. Folks currently are intelligent concern about what they require. This is because consumers have the power to eliminate media messages that they see and so marketers need newer ways to reach customers without making them aware that they are being advertised to.

### **Platform of Digital Media**

The only factor that's constant within the world of digital selling is modification. Everything on social media platforms like Facebook and Instagram features a short generation. Media that's shared nowadays becomes inapplicable every week once or maybe earlier. Folks are perpetually changing their life on social media and then it's perpetually dynamical. Hence, people's expectations also are dynamical. So, digital media has become that medium wherever folks are curious about things that match their likes and dislikes, their interests, life style and then on. Brands and businesses, thus, are realizing the potential of this medium and digital marketers are serving them to know it. So, digital selling has become that place wherever all types of services and merchandise are being publicized, however neatly, victimization interactive videos or pictures wherever potential customers will connect with. Therein approach, the niche position of digital media helps businesses to search out a target cluster and that they will create their merchandise higher fitted to them. The liberating side for the shoppers is that they need a lot of choices to settle on from after they wish to avail a service or get a product. Digital media helps them notice alternate and create comparisons. Hence, marketers have to be compelled to showcase the brands in such the simplest way that everyone benefits and downsides square measure straightforward to know for shoppers and that they will simply apprehend. Thanks to this, it has become a platform for everybody to experiment and make a much better relationship with one another.

## Chapter 4

### My Work Experience at SkyWalk Solutions

In my internship period, I have worked under the media and strategy department as well as also performed some given tasks for creative department, client relation such as content finding, pitch making, report and analytical research and making presentation for different clients.

Apart from all of these, my initial task were:

- Regularly monitoring all the running campaigns for different clients in different ad accounts.
- Monitoring the pricing and average cost per impression in the running ads so that the cost doesn't exceed the budget limit.
- Researching and finding out the best cost price for ads running so that the maximum profit can be pulled out from the given budget.
- Day to day report making of the running campaigns and keep track of the billings of each billing account for different running campaigns.
- Submitting the reports to the clients and my company supervisor to keep them updated.
- Making media quotations when clients asks for media buying and strategy making.
- Differentiating Facebook, YouTube & Google target audiences for different clients according to their targeted customers.
- Finally, making final report when the campaigns ends and submitting to the clients and company supervisor so that the company can receive their pay check in time.

## Recommendations

Finally, there are some recommendation that I would like to share below:

- a) Brands must understand the value and importance of digital marketing.
- b) Sellers and marketers need to attract the ladies consumers in a strategic way
- c) Paying heed to the customer's feedback and work accordingly as customer is always right.
- d) Companies those are still not adopting digital marketing over traditional one, must shift their policy and enter the digital era of marketing which is more effective.

## **Conclusion**

In my working experience in SkyWalk Solutions, I have learnt how the digital market is working and how big companies to small companies are taking part into it. The experience has also taught me that how the big companies differentiate themselves from small companies and their competitors. An effective marketing move from them, brings them from one level to another. Their single effective move makes their brands twice valuable than before. So, digital marketing is so much important for brands as well as locals to let the audiences know about their existence, strategy, products and services because it's the era of digitalization.

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# Appendix

## Questions

1. What is your 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
- YouTube
- 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