

Report On

**Digital marketing plays the vital role to fulfill customer satisfaction:
A study on Analyzen Bangladesh Ltd.**

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
BracUniversity
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:

Nusrat Jahan Khan

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16304114

Supervisor's Full Name & Signature:

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Lecturer, BRAC Business School
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Letter of Transmittal

Ummul Wara Adrita,

Lecturer

BBS

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on- “Digital marketing plays the vital role to fulfill customer satisfaction”: A perspective on Analyzen Bangladesh LTD.

Dear Madam,

With due respect I would like to declare that I have completed my internship report on the topic: “**Digital marketing plays the vital role to fulfill customer satisfaction**” which is as a part of BUS400 course. While preparing my report, I tried my best to follow all the directions.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires. In case of any further clarification or elaboration regarding this report I would welcome to the opportunity to consult with you.

Sincerely yours,

Nusrat Jahan Khan

16304114

BRAC Business School

BRAC University

Date: January 13, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Anlyzen Bangladesh Ltd. and the undersigned student at BRAC University

Acknowledgement

To begin with I would to express my sincere gratitude to my instructor Ummul Wara Adrita, for her guidance, supervision and feedbacks which enabled me to prepare a well-executed report. She gave me suggestions in order to make this study as flawless as possible.

My utmost thankfulness goes to my supervisor Syed Ahsan Rahat (Senior Account Manager) at Analyzen for giving me an in-depth knowledge about operations and activities of a digital marketing agency. I would also like to thank all other seniors for providing the necessary support in the organization. Their guidance helped to get a more hands-on experience. Moreover, they have provided me with the information which helped me to get more clear idea about all the tasks.

Finally, I would like to thank all the interns who worked alongside me during the period. They ensured I was focused on my objectives and had all the support I needed and overall, this was an enjoyable experience.

Executive Summary

The report focuses on my experiences, learning and the people I have met communicated with over the course of full time internship program at Analyzen Bangladesh Ltd. Despite tough regulations, Analyzen being the first ever digital and social media marketing agency, continued to dominate the digital industry in Bangladesh by on boarding the best brands/companies as clients. I was assigned to work with Unilever's client services. The report also describes my learning experiences and day to day tasks during the period. The major tasks were being dealing with the potential clients, content management and working with business documents such as clients demand and their expected reach. More importantly, the general meetings and conversation with the reporting managers, the other interns as well as the opportunity to interact with employees from different department which gave me huge insight into organization and learn more about numerous topics. I believe the best part about Analyzen is their culture and this program gave me the opportunity to get how works used to get done there. This program overall will help me to go a long way in understanding where I stand currently and help me to improve more. I feel like I have learned a lot of things which will help me in my future in my corporate world. I learnt how to sacrifice, compromise and persistent to achieve my objectives in any means possible. The following report elaborates on my duties as an intern, the tasks I had to carry and the things I have observed and learned on the way.

Keywords: Digital media; customer satisfaction; analysis; internship; social media, Analyzen

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Chapter1

Overview of Internship

1.1 Student information

Name: Nusrat Jahan Khan

Id: 16304114

Program: BBA

Major: Marketing

Minor: E-business

1.2 Internship information

sagr1.2.1 Period: 3months

Company name: Analyzen Bangladesh Ltd.

Department: Client Service

Address: Level 1, House- 1A, Road- 16/A, Gulshan-1, Dhaka-1212 Bangladesh.

1.2.1 Internship Company Supervisor's Information:

Name: Syed Ahsan Rahat

Position: Senior Account Director

1.2.2 Job Scope – Job Description/Duties/Responsibilities

1.3 Internship outcome

1.3.1 Student's contribution to the company

I joined analysis as an intern on 8th November, 2020. Since the first day I was overwhelmed by the nature of the employees of it. As I was having work from home, so all the members greeted me through WhatsApp and during my internship period I was given various number of responsibilities. I was given to the team "Unilever". I

was introduced with different categories of the brands of Unilever and also attended different meetings with clients, so that I can have a proper idea that how the works are being done.

I contributed to the client service end of FnR which is Food and Refreshment by performing marketing tasks and daily promotional activities. The brands are Taaza, Red label, Knorr under FnR. Moreover, I did works for other brands such as Sunsilk, Pond's, Cleanipedia, Pride, Urban Truth. The job responsibilities which I had to do during my internship are given below:

1. Working directly with strategic planning team and collaborating with creative team for content creation.
2. Making promotional plans
3. Sorting and selecting models, influencers for different campaigns, negotiating terms and conditions with them.
4. Sending the content samples to client for approval.
5. Presentation slides for team regarding promotional plans.
6. Managing meeting with team, run and wrap up any campaign.

1.3.2 Benefits to the student

This internship helped me to become more punctual and more professional. Most importantly, I learned to apply practically my knowledge what I have learned in my university and Analyzen also helped me to think out of the box. My supervisor was so co-operative and helpful. He tried me to learn and so that it can help me in future too. Some of the major skills which I have developed are given below:

1. **Communication skill:** I have developed this skill by working in a team. I had to manage all the team members and then had to deliver the plan to the client time to time. Moreover, I had to talk with the models, influencers for any campaign and needed to negotiate and make them understand the tasks. Overall, I have gained a

very good communication skill. It helped me to boost my confidence to interact better with people.

- 2. Ability to work under pressure:** Sometimes, I had to take a lot of work pressure as I worked with several brands and I had to work late up to late hours for the strict deadlines. So, I learned how to prioritize my work and work effectively and efficiently.
- 3. Social Media Advertising:** This is the main knowledge what I have learned many things about it. Social advertising is huge and the trend is being changed with time and we have to work according to the trend. Right now, Facebook, Instagram and YouTube are the fruitful platform and it has so many criteria of advertising what I have learned through working in this agency.

There are few of my tasks which I had been working during my internship:



Figure 1.1: Taaza comic



Figure 1.2: Knorr winter campaign

Pond's Toneup KOL Campaign ☆ 🌐

File Edit View Insert Format Data Tools Add-ons Help Last edit was 4 days ago

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SN	KOL name	Type	Coupon Code	Phone Number	Email Address	Address	
1	Tasnia Farin	Mega Influencer	FarinxToneup	1556411571	tasnia.farin@gmail.com	Road - 15, New Baily Road (Beside Nawabi Bhog), Building - 4 (3rd floor), Dhaka - 1000	Account name-tasnia z Account number:111144 EBL Sonargaon road br
2	Sunerah Binte Kamal	Mega Influencer	SunerahxToneup	1788896559	sunerah.binte@gmail.com	house 287,road 8/a,Dhanmondi,Dhaka	Account name: Sunera Account number: 27015
3	Naziba Naushin	Instagram Influencer	NazibaxToneup	1683251647	naushin.najiba@gmail.com	House 797, road 11, avenue 4, Mirpur DOHS	A/C 20310804027 Trust Principal Branch, Routi
4	Fariha Tasnim	Instagram Influencer	FarihaxToneup	1799848267	fariha.aurin@gmail.com	Block- C, House- 222, Khilgaon, Dhaka- 1219 (Building name, Jahura Rahim Parampara) Opposite of Khilgaon Gir's Schools south gate 01741065653	Account name- MAHFU Account number- 16111 Bank name- Sonali Ban Routing no- 200273679
5	Afsana Tura	Instagram Influencer	TuraxToneup	1673640901	afsanatura003@gmail.com	Haque Residential Society 2 No Gate House Name-Khamar Bari Flat No-B8 (7th Floor) Kadamtola Basabo Shabubagh,Dhaka-1214.	MD. SAIFUR RAHMAN A/C NO 01161210002 Bank Name : Mercantile
6	Sharly Rahman	Instagram Influencer	SharlyxToneup	1622675998	iamthedemigod.zs@gmail.com	Flat-6L, Building 7, Aparajita, New Colony Apartments NHA, Block B, Lalmaia	Account Name Marsha Account Number 01701 Bank Name IFIC Bank I Routing Number 12027
						Road 9, House 618, Block I, Rashundhara	BRAC Bank Account hc

Desc Group Timeline KOLgroup oldEstimate RevisedEstim. KOLDetails LINK

Figure 1.3: Pond's campaign excel file

Chapter 2 : Organization Part

2.1 Introduction

Objective:

- To present an overview of Analyzen
- To understand different functions and areas of Analyzen

- To understand the competitive strength of the organization

Methodology:

Both primary and secondary data have been used in this chapter. Primary data includes my personal observation, throughout this internship period, face to face observation with the teams, other employees and my supervisor. Besides, I have collected a lot of information through facebook, instagram page and websites.

Scope:

This report gives detailed information about the services and the culture of this organization. It also helps to know the clients of Analyzen Bangladesh Ltd.

Limitations:

- Time limitations
- Lack of opportunity for the current pandemic situation
- Lack of information

2.2 Overview of the company

Having one of the largest client portfolios, Analyzen is a true integrated marketing company empowered by world class technology team to offer any solution for any brand across different media. Analyzen has been able to be the first ever Digital Media Agency in Bangladesh for going global with the establishment of Analyzen Singapore Pte Ltd in January 2016 and Analyzen Digital Myanmar Ltd. in August 2017. This global presence helped it to introduce to a new partner Delwar Hossain, a veteran Finance professional who leads the media buying and Ad publishing activities of Analyzen, Last but not least it should be mentioned that Analyzen has achieved so many digital marketing awards.

Analyzen is the first ever one stop Digital agency of Bangladesh with one the largest portfolios of brands. It has every support whether it is overall strategy, Digital-first 360 Content development, Enterprise Software, Web experience, Apps and Game development, Analytics, Community management and Digital Media Buying. We have every support under one roof.

History: Analyzen was begun as a product improvement organization in the University residences in 2008 by two youthful graduating understudies Sumit Saha and Ridwan Hafiz from BUET. It has now transformed into a Digital Agency which is able to do full advanced and imaginative help, obliging both nearby and worldwide associations. The group profited by a brand and vital arranging point of view. Risalat Siddique, a prepared Brand Professional with multi-nation experience joined as a co-financial specialist of the organization in 2014. The organization was changed over into a restricted organization in mid 2015.

Culture of the company: It has a level organized association. From Senior Planners to the Office Support Staff is known as an "Analyzer" and they don't have condensed long corporate titles, rather cool scratches as per their own decisions. There is no progressive position or common "boss" structure in the association.

Values: The organization is based on 4 values which are- Passion, Resilience, Delivery and Teamwork. It is known as innovation Lab where there are three departments.

Team innovation: The team works as relationship manager for the clients.

Team superhero: The team works with new ideas.

Team Space Cowboys: The team is basically is the content team who develop the contents. Analyzen has really very good bonds among the teams and won global and local accolades and awards.

Services: Analyzen has total eight services. The services are mentioned below:

Digital-first 360 strategy: The analyzers has the ability to plan Brand's digital-360 strategy to create a strong presence in all mediums in this way assembling a solid association with clients. From getting knowledge, producing thoughts, making fitting arrangements and guaranteeing possibility for execution the group guarantees to convey an appropriate vital fit for the customers.

Data analytics: This is one of the important and with a vast amount data developed by brands in online and offline, it turns into insights and it helps to reach the brand and build the connections with its loyal customers.

Cross-media Content Development: Contents are the most important catalysts that help to create strong brand presence. Content creators are very creative and innovative with ideas and make things possible with their dynamic contents.

Web Experience: Here Analyzen has huge experience of creating websites of interactive ideas. Website helps to create brand equity. Moreover, Analyzen has mastered the art of mobile device optimization which results in enhancing the user experience.

Digital Buying: In the event that you are searching for a superior profit for your advertisement spends, Analyzen is the spot to go. Analyzen's group of master purchasing experts guarantee making a right on target media purchasing system, placing it into execution lastly accomplishing cost streamlining for better advertisement execution and ROI for your brands.

Community management: In the high-contact computerized climate it is basic to fulfill audience's inquiry and react rapidly. Analyzen's community management group works nonstop to address audience's inquiries and it helps to understand audiences better.

Apps and Games Development: The technical team of Analyzen is the most reliable and technically efficient in all of South Asia. It has created over 1,000 apps and games in the last seven years.

Enterprise software: It includes specification, data design with software component and service oriented architecture.

Clients:



Figure 2.1: Clients who were retained after receiving our top notch digital serve

2.3 Management Practices

Analyzen has a very good structure of management. Besides of website design or development, it also helps clients with strategy and execution of social media or digital. In addition, they also help with SEO (search engine optimization), content strategy and creation.

2.4 Marketing Practices

Analyzen has different criteria of marketing practices through the social media. Such as:

- Content marketing
- Social media marketing
- Mobile marketing
- Influencer marketing
- Affiliate marketing

2.5 Operations management

Analyzen divides its in three parts.

First they go for maintenance which is doing the strategic planning, budget management, production management and asset management.

After that, Demand generation where they do the data management, dialog management, campaign management, lead management.

Finally, it is performance measurement where they do real time analytics, reporting, analytics and conversion tracking.

2.6 SWOC analysis

Table 2.6: SWOC analysis

Strength	Weakness	Opportunities	Challenges
1. Good knowledge of brands and goodwill	Lack of in-house artists	Launching of new product lines of the brands	Increasing of new entrants
2. Good understanding of consumers and trends	Adapting the changes because of pandemic situation	Upcoming trends	Negative media coverage
3. Specific skilled teams	Unclear unique selling proposition of any brands	New advertising channels and new conversion tracking	Changing of customer attitude

Recommendations:

I am mentioning some recommendations for the organization from my perspective:

- Should be more innovative with the plans and clear idea about brands as there are many new entrants coming and it is going to be more competitive.
- Should be more accurate and to the point with the contents and need to be careful with the communication so that it does not make any negativity or criticism among the people.
- Always have to be updated with the trends so that it makes no effect with the changes of customer attitude.

Chapter 3

Project Part: Digital marketing plays the vital role to fulfill customer satisfaction: A perspective on Analyzen Bangladesh Ltd.

3.1 Introduction

The project report emphasizes on the factors creating a positive effect on the consumers and general people by digital marketing. In our day-to-day life how it has a great impact on us, even in this pandemic situation.

3.2 The objective of the study

The objective of the study is to have the clear idea of digital marketing in this era and the use of it. During my internship period I have worked on these things and this survey is also helping to get more clear idea about it. So my objective of this study are:

- Identify the interest of people on social media
- The growth rate of digital marketing
- The scope and limitations of digital marketing
- The roles of digital marketing agency
- Preferences of people between digital media and conventional media
- How digital media is working

3.3 The scope of the study

The study helped me with more ideas and knowledge about digital marketing and I have a huge interest on this sector. During my internship, I had the option to experience and work from home with Analyzen Bangladesh Ltd. It also shows that, even in this pandemic how digital marketing agency are doing their work and keeps the brands engaged with the consumers. I am so grateful to my supervisor and other employees because they helped me and encouraged me.

3.4 Methodology

Overview of the data collected and use

There will be both quantitative and qualitative part and a short overview of the data collected and used to make this report are given:

Primary data: It was an online questionnaire form and the questionnaire contained a total of 10 questions that enveloped the objective of the research. The survey was done by the different social media users and online users. With the help of different online media such as facebook, instagram it was simple for me to gather the survey responses.

Secondary data: For secondary data I took help from Analyzen's website, internal documents, newspaper, articles and publications.

Data source:

Primary source: Primary data on different social media is collected from surveying of target group and personal observation.

Secondary source: The secondary sources are mainly internet, website, social network site, facebook and instagram page, several other reports and sources.

Sample Size

For this exploration project, I have chosen an example size of 100 from the populace. As it was an unknown online study, the example was chosen arbitrarily. The study was unknown since the vast majority of the individuals utilizing on the web are careful about security for which they don't need to unveil data to others particularly while in a study. In this examination, the test is all the individuals who are dynamic clients of online media with broadened calling as understudy, work holders, business visionary's and consultants and so forth I am utilizing essential information as the data that have been assembled are explicitly for this examination.

Data Analysis

Data analysis is the strategy of effectively applying quantifiable and reasonable frameworks to depict, combine and recap and evaluate data. This is one of the significant components of a research paper. I attempted to gather both quantitative information and qualitative information. Because of time limitation, Google form was utilized to gather and break down the information on online platform. They have an amazing information base framework and apparatus that can make outlines and naturally make the analysis. It was convenient for investigating information for Google form. These tools were fit in my exploration as it was a descriptive research. Additionally, it turned out great in sending out Google structures information to MS Excel. I didn't need to enter the information once more. It was totally done by Google forms analysis tools. After that, MS Excel was utilized and furthermore it has enough capacities for arranging, separating, eliminating copies, formulas for sums, rate and so forth.

Findings and impact analysis

Here, I will show the data of my primary research and will show how it is related to my research objective and it will help to make understand that how it is successful to fulfill customer satisfaction. The percentage scores reveal the value of digital media over the conventional media and how people are being attracted to the digital marketing rather than conventional marketing. This is how it also has a great impact on everyone's life. We get the insights from this survey and it is shown with graphical tools. The survey findings and analysis are shown and described below:

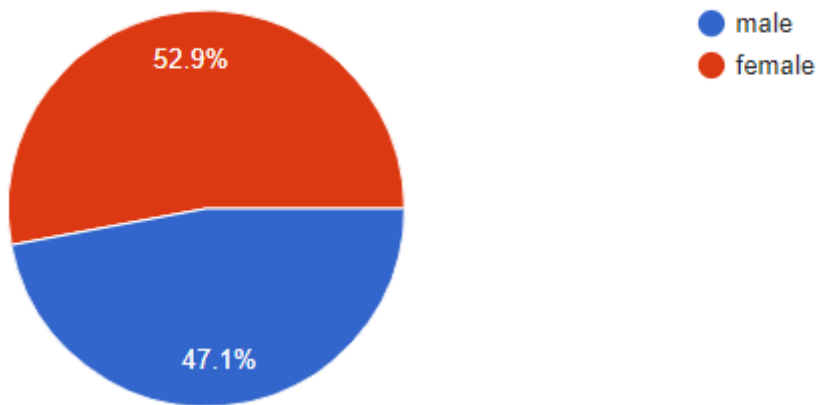


Figure:3.1: percentage of male and female

On the very first question was their gender. The purpose of this question was to find which gender use social media the most. From the figure 3.1 of the survey it is shown that 52.9% of it are female and 47.1% of it are male and which indicates it has not that much difference but the percentage of female is bit high than male users.

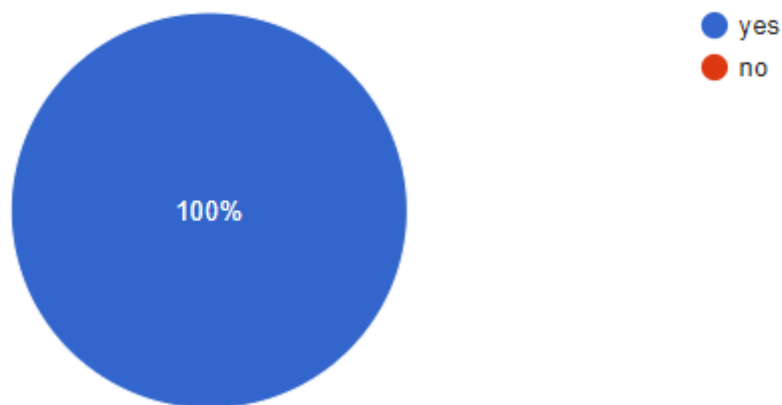


Figure:3.2: percentage of if they use social media on daily basis or not

In this question it was asked that whether they use social media on daily basis or not. Interestingly, from the figure 3.2, we can see that 100% of the result is “yes” which indicates that the use of social media is increasing day by day. According to Bangladesh Telecommunication Regulatory Commission’s (BRTC), the number of internet subscribers are 108.188 million as of August 2020 where it was 54.120 million at the end of December 2015. So, it is easily understood that, the importance of digital marketing is increasing.

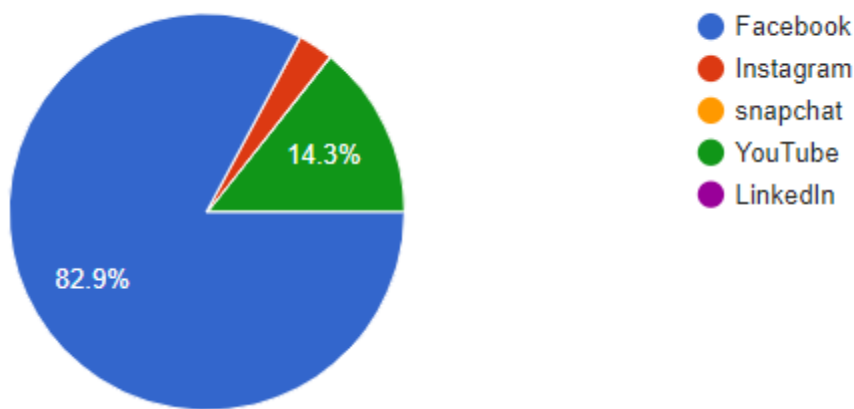


Figure: 3.3: percentage of most used social media

On the third question they were asked which social media they use the most. From the figure 3.3 it is shown that 82.9% of it are Facebook, 14.3% of it are YouTube and the rest of it are Instagram. So, it is understood that the use of facebook, YouTube and instagram are increasing and these three are the main medium of digital marketing. We, the agency have to work on these platforms a lot that how the campaign will work on the specific mediums. As the percentage of facebook is so high which indicates, it is the main and effective medium, and this is what we are doing by utilizing this platform. We get the insights from facebook and try to catch the target customers through facebook. Moreover, whether we work on other different social media, we connect it through facebook. For example, we give a teaser post on facebook and also add CTN to watch the full video on Youtube, or attach the link of other social media. So, we can say that Brands should focus on facebook more than the other social media to attract more consumers.

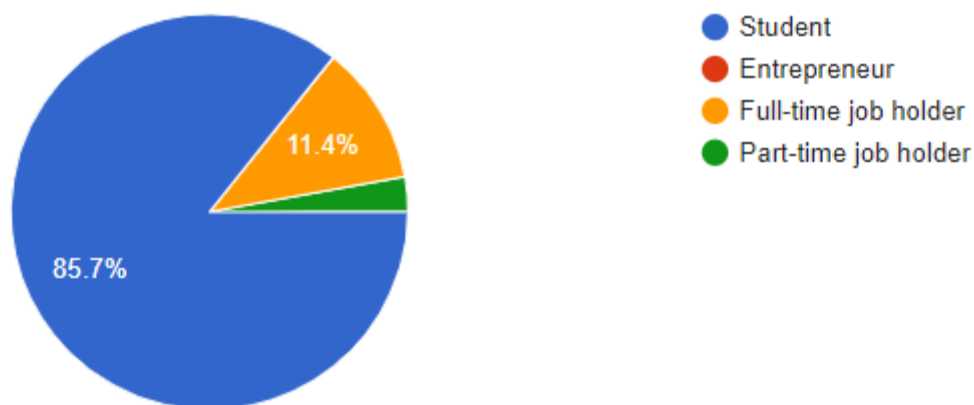


Figure:3.4: percentage of different professions

The fourth question was about their profession to know which profession of people use social media the most. From the figure 3.4, it is shown that 85.7% of it are students, 11.4% are full-time job holder and the rest of it are part-time job holder. Youth and students are the main and biggest target group of different products all over the world. The Z generation are always love to be trendy and they love to try new and trendy products on them. They are easily affected by the digital media. They are influenced by the peer pressure which also comes from the social media. For the huge number of youth population, brands try their best to design youth based products and services. In addition, they give higher importance on digital media based marketing campaign which drives to increase the sales. Digital marketing helps the brands to be connected with the young people and it is doing a great role over conventional media.

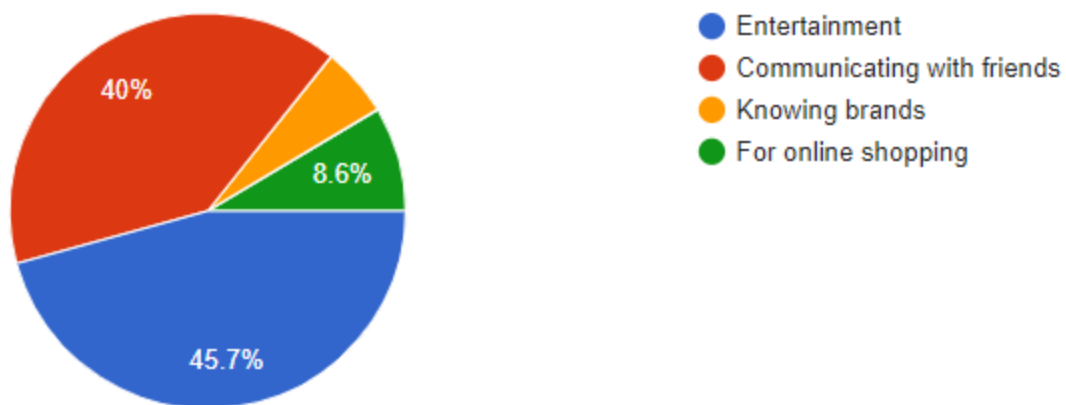


Figure: 3.5: percentage of different reasons of using social media

A multiple choice closed question was asked here to know the reason of using social media. From the figure 3.5, it is shown that, 45.7% use social media for entertainment, 40% use for communicating with friends, 8.6% use for online shopping and the rest of it are for knowing brands. So, here we can see entertainment has the highest percentage and brands are actually trying to entertain people so that they can relate and can have an emotional attachment with brand. For example, working with Taaza can be a great example of this, we do all the Taaza comic from our real life story, we try to connect it with our day-to-day life. We are getting huge response and people are engaging with our brand through the comics post. After that, we can see “communicating with friends” is in the second place, so which means people are more dependant on their friends and family and brands are trying to use emotional and rational appeal to make advertisement or brand communication more in friends and family way. Moreover, whenever they see something interesting or related post, they share it with their friends and family too. From one to another it creates brand awareness among the people and it inspires them for online shopping and word of mouth works here as a great impact. So from knowing the brands to entertainment, digital marketing is everywhere to grab the attention of the consumers, specially the youth population.

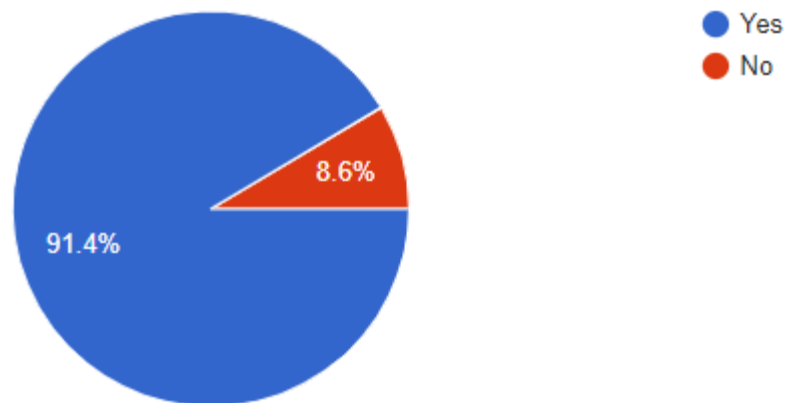


Figure: 3.6: percentage of preferring online shopping

The question was about that whether they prefer online shopping or not. From the figure 3.6, we can see that, 91.4% answered “Yes” and 8.6% answered “No”. so, it means the rate of online shopping is increasing more and more. Digital marketing has a great impact on it. People are encouraged to shop online as people are so busy and shopping online seems so time consuming. It also helps to decrease unemployment rate. From this survey, it is clear that people prefer online shopping and which is because digital marketing because from my experience, what we have to do is adding the link to order the products with every campaign post on social media, so that people can easily place their order.

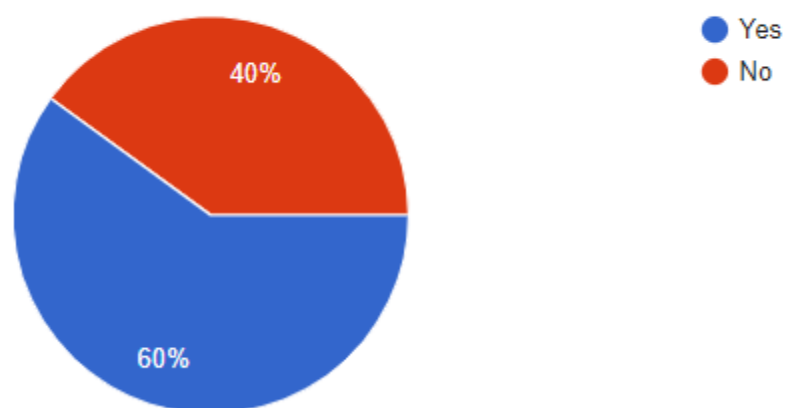


Figure: 3.7: percentage of following social influencers

The question was about whether they follow social influencers or not. From the figure, 3.7 it is shown that, 60% of the answers are “Yes” and rest of it are “No”. Social influencers are increasing day by day and people follow them a lot. They get easily influenced by the influencers. They follow the products they use, the brands they follow. So the digital marketers also try to engage with consumers through the influencers. For example, while doing my internship, I talked with several influencers, model for the campaign. When “Pond’s tone up” was launched, it had a huge campaign plan with total 35 influencers on what I worked, also did the survey on the people that how it is having a great impact on the general people through the influencers.

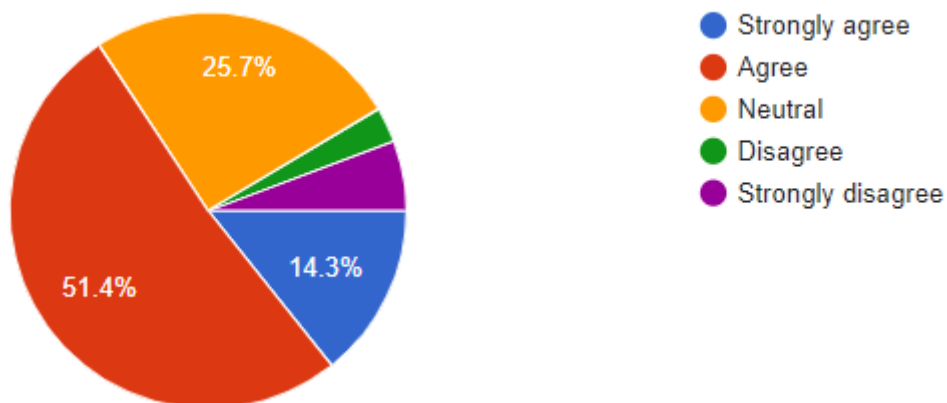


Figure: 3.8: percentage of thoughts on “Reviews on different products of social influencers have a great impact on our life”

This was a statement that “Reviews on different products of social influencers have a great impact on our life” and they were asked to give their thoughts on it. From the figure 3.8, we can see 51.4% of them agreed with the statement and 14.3% strongly agreed, 25.7% are neutral. So, from this it is understood that, the social influencers has a great impact to influence people as we saw before that people follow them a lot through facebook, instagram and youtube. For example, Brands send PR package to the influencers and ask them to share their reviews on it,so that people can easily know whether they need it or not. As people are available on social media and it is easy to grab their attention through it. For example, “Pond’s Tone up” sent a huge gift box to the influencers and we designed the campaign by which we successfully make the people believe on the product and also it increased the sales of it.

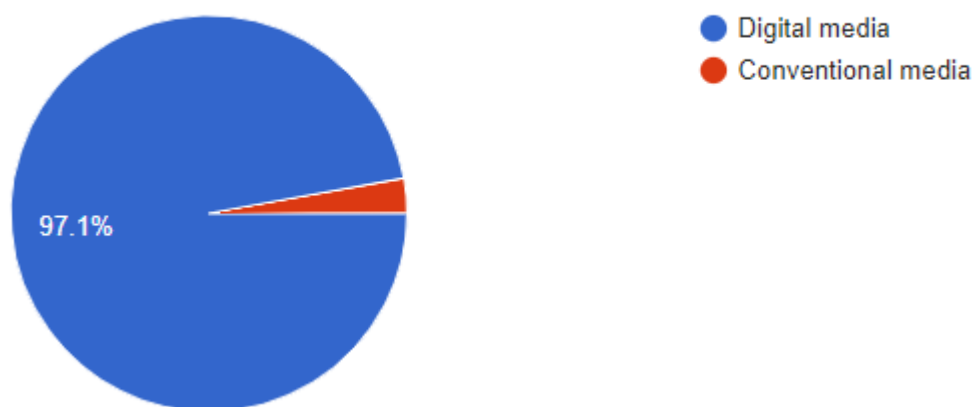


Figure: 3.9: percentage of which media is more informative and effective

The ninth question was that which one seems more informative and effective and they were given two options: Digital media or Conventional media. From the figure 3.9, it is shown that, 97.1% chose Digital media, which indicates, people are dependent on digital media for getting any information as with the post there are given every details so that anyone can easily get the information they want about any product. Moreover, there are so many groups on facebook from where people can have more ideas. Moreover, when anyone comment anything on the post, they get reply back from the brands and communication is very important to maintain a good relationship with consumers which is now easier for the digital media.

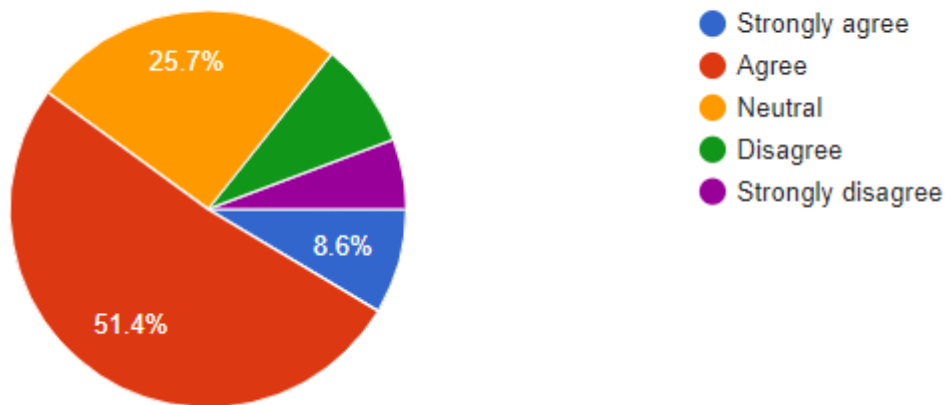


Figure:3.10: percentage of thoughts on “Digital marketing is trustworthy and efficient for buying and selling products”

On the last question they were given a statement that “Digital marketing is trustworthy and efficient for buying and selling products” and they were asked to give their opinion on it. From the figure 3.10, we can see that, 51.4% agreed with the statement and 8.6% strongly agreed. From a previous question, we got that people prefer online shopping more and thus there is a immense importance of digital marketing. Now people chose digital media over conventional media. Digital marketing has a huge opportunity and also it also increases the the conventional media with digital media tools. Now-a-days, small to large business, everyone is going digital because digital media also helps to switch people into conventional media.

Key Findings

Digital marketing has a great impact on both business and customers from different aspects. In digital media people can get the total idea or can meet their actual expectations with the data but where conventional media plays the role of only teaser. Actually both are interconnected as both help people to get the message any brands want to provide. If we talk about the customer engagement with brands, it is possible through digital media =, even in this pandemic situation. According to the findings and analysis from the previous part, some of the main key findings are given below:

- ✓ Male and female both internet users are increasing day by day and specially youth population are the main target consumers of the brands. From my internship experience, I noticed it that, brands communications are always towards the youth population.
- ✓ In digital marketing communication, word of mouth and social influencers play a vital role as people follow them a lot and after getting reviews on any product or service, they prefer to go for that.
- ✓ Digital media helps conventional media with different digital marketing tools. Facebook, Instagram and YouTube are the main three social media where people spend a lot of their time and by these mediums, digital marketing communications are conveyed.
- ✓ Last but not least, online advertisement and brand activation through social media is really important and efficient for any brand or business. Even in this pandemic situation, brands have successfully maintained a good relationship with the consumers.

Recommendations and Conclusion

Recommendations

According to the analysis and findings, there are some recommendations from my perspective for the agency or the marketers:

- Brands should focus more on digital marketing communication than conventional marketing.
- The agency should work on the content development and management and it can be integrated with conventional media, it will help to invest effectively both on digital and conventional media.
- The agencies should choose the influencers wisely, so that the brand has a positive brand value to the consumers.

Conclusion

Working in a multinational digital advertising agency like Analyzen was one of my long cherished wishes and by the grace of Almighty I have got that chance. I am so happy that I could complete my undergraduate life with working here. It was really a great experience to work with the creative minds and professionals. It was a great journey to work with different brands of Unilever. The whole team was so supportive and I learned a lot from my internship program by working at Analyzen and I am confident that I can utilize this in my future and will be able to do better. The project in this report is done based on that how digital media is playing the main role to fulfill customer satisfaction and also it is playing a great role for the conventional media. Both media is important and interrelated to uplift brand awareness and brand performance. Digital marketing is actually essential to make the brands successful to fulfill customer satisfaction and reach not only locally but also internationally even in this pandemic situation. The report is done with some limitations and obstacles too.

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Appendix

Questionnaire of the survey

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
 - Snapchat
 - YouTube
 - LinkedIn
4. What is your profession?
 - Student
 - Entrepreneur
 - Full-time job holder
 - Part-time job holder
5. Which one attracts you more to use social media?
 - Entertainment
 - Communicating with friends
 - Knowing brands
 - For online shopping
6. Do you prefer online shopping?
 - Yes

- No

7. Do you follow social influencers?

- Yes
- No

8. Reviews on different products of social influencers have a great impact on our life.

What's your thought on it?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9. Which one seems more informative and effective?

- Digital media
- Conventional media

10. "Digital marketing is trustworthy and efficient for buying and selling products". What is your opinion on it?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree