

Report On
How Digital Marketing works on Pandemic

By
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16304138

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

BRAC Business School
BRAC University
January 2021

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Declaration:

It is hereby report declared that

1. The internship report submitted is my original work while completing a 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 that has been accepted or submitted for any other degree or diploma at a University or other institution.
4. I have acknowledged all of the main sources of help.

Student's Full Name and Signature:

Shah Md. Rifat Bin Fazal

16304138

Supervisor's Full Name and Signature:

Md. Shamim Ahmed

Deputy Registrar

BRAC University

Letter of Transmittal

January 14, 2021

Mr. Shamim Ahmed

Deputy Register

BRAC Business School

BRAC University

66 Mohakhali, Dhaka- 1212

Subject: Submission of the Internship report.

Dear Sir,

I am pleased to present my report on “How Digital Marketing works during Pandemic on Analyzen Bangladesh Limited” which I have prepared in my wise knowledge by following the guidance of Analyzen Bangladesh Limited for procurement. This report is prepared to fulfill the necessity of the internship program at my assigned organization Analyzen Bangladesh Limited.

I have been doing my level best to make this paper. This study is based on my real working experience in Analyzen Bangladesh Limited being a part of the Digital media buying team. During three months of my Internship, I have gathered comprehensive information through my learnings and acquiring useful experience and skills.

I sincerely appreciate your advice and encouragement in the preparation of the report. I will be pleased to address and discuss any inquiries if possible.

Sincerely yours,

Shah Md. Rifat Bin Fazal

ID: 16304138

BRAC Business School

BRAC University.

Acknowledgment

To start with, I would like to show my utmost gratitude to almighty Allah. Without his blessings, it won't be possible for me to complete this report within the given time period while the whole world is facing a global pandemic. Doing the internship physically by attending the office daily is such a challenge these days because of COVID-19. I would also like to show my gratitude to some people without their support it would also not have been possible.

I would like to show my sincere gratitude towards my Internship advisor, Mr. Shamim Ahmed, Deputy Register, BRAC Business School for being the mentor and helping me consistently throughout my internship journey. I would also like to thank and show gratitude to my colleagues of Analyzen Bangladesh Limited for their support, consideration and learning experience. During the journey of my internship, I have learned so many things and I am glad to be a part of Analyzen Bangladesh Limited.

Lastly, I would like to show my utmost respect and gratefulness to BRAC Business School along with all my faculty members, each and every member who works for BRAC University to bring me the position and developed me as a person for the last four years.

Executive Summary

Analyzen Bangladesh Limited is a well-established one-stop digital agency. Analyzen Bangladesh Limited started its journey as a software development company but years of working in digital platforms turn this company into a successful one-stop digital agency. Analyzen Bangladesh Limited growing on its success and also the first-ever Digital Media Agency in Bangladesh to go global with the establishment of Analyzen Singapore Pte Ltd and Analyzen Digital Myanmar Ltd.

This study is based on How Analyzen worked on the pandemic and during that time how digital marketing works. As Analyzen is a global company and all over the world faces the crisis of COVID-19 and marketing haven't stopped ever since so there has to be a big role to play by Digital marketing Agencies like Analyzen.

This study aims to cover up the situation Analyzen faced during this pandemic and what are the key marketing strategies that help to continue the functions to fulfill a different brand requirement to reach their potential customers.

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List of Acronyms

TG- Target Group.

ABL- Analyzen Bangladesh Limited

MD- Managing Director

ABL- Analyzen Bangladesh Limited.

BUET- Bangladesh University of Science and Technology

NLP- Natural Language Processing

Chapter 1: Overview of Internship

1.1: Student Information

Name: Shah Md. Rifat Bin Fazal

ID: 16304138

Program: Bachelor of Business Administration

Major: Marketing

Minor: Supply Chain Management

1.2: Internship Information

1.2.1

Period: 3 months

Company: Analyzen Bangladesh Limited

Department: Digital Marketing and Digital Media Buying

Address: Analyzen Innovation Lab, Level 1, House 1A, Road 16/A, Gulshan 1, Dhaka-1212, Bangladesh

1.2.2

Supervisor's Name: Mohammad Asif Hossain

Position: Senior Media Manager (John Wick)

1.2.3: Job Scope- Job responsibility as an Intern

It has been two months since I am working with Analyzen Bangladesh Limited. And it is great pleasure working with such an organization where I was never treated as an Intern, rather than considered as an important team member of Digital media buying and Digital Marketing. In the beginning of my internship, my supervisor took some time to understand my core challenges and he sets up an icebreaking session before assigning me to the core media buying tasks.

As an active member of the Digital Marketing and media buying team, my main job is to deal with our client's digital promotional creatives. Firstly our clients give us a brief about the platforms they wanted to take for promotion and their requirements from each portal or from each platform. As Bangladeshi online news portals are the big medium to do different brand's digitals promotions so I book a place where I can place my creatives. So first one month of my internship period I have managed several big portals for the promotions. After that, my supervisor assigned me other several tasks, one of them was launching different campaigns on Facebook and Instagram. At the first stage, my supervisor used to show me how to make a customized audience TG for different campaigns. After that budgeting and placements and other staffs of successfully launching a promotional campaign where only the targeted audience will see the ads or the commercials through Facebook placing like stories, newsfeed, and messenger. So after all the experience, I have learned how to run a campaign and finally assigned me on a big project for a very famous brand to do promotion on Facebook and Instagram. And I successfully launched those campaigns and met the brand's target. Now I am learning more about launching different campaigns on different platforms and making a custom audience. This is helping me a lot to know about the potential customers of the markets and the demographics aspect which helps a brand to sell their offerings. So in a nutshell, I am more about in learning period of the Digital Marketing world and I joined Analyzen Bangladesh Limited right middle of the pandemic. So as they are working really hard to adapt to the situation where people are more onto work from home so we need to reach them by using the online platform. So this is a very big opportunity to know and learn more about Digital Marketing and also how to adapt to such a pandemic.

1.3: Internship Outcome

1.3.1: Students contribution to Company

As a Digital Marketing and Media Buying intern, I am playing an important role over here. Media Buying and Digital Marketing team are one of the most important and valuable departments of Analyzen Bangladesh Limited. As an active member of this department I look over to maintain the standard of Analyzen so I need to work very carefully to make better communication with our news portals. So that they really get our message about the requirements and as a result, they can give a better outcome to us. Moreover, my job is not only limited to Media Buying and digital marketing but also participating in other departmental works on a regular basis. As I am a learner to my company and to be prepared for future works Analyzen helping me a lot by assigning me to different departmental works but it is also a small contribution to the company from me. In this pandemic, I am maintaining my regular office which is also a contribution to this situation as they appreciated. My team consists of 6 members three of them watch over the reporting part and we other three look after the media buying and digital marketing part. Because of having me as intern other team member's work got minimized a little bit and they can focus on the big and more important task when they can rely on the small task which I can complete successfully. And I have tried my level best to support my team as well as Analyzen.

1.3.2: Benefits of the Student

Working as an intern in Analyzen Bangladesh Limited helped me to understand how the agency works especially on a global pandemic like this. I have learned to manage time and workload at the same time with patience. I had to manage portals and digital platforms on a regular basis so that I can complete my target before deadlines. I have also gathered practical knowledge of different campaigns launching on different platforms as well as making TG and custom audiences to get the potential users of my brand's offerings. This role helped me to understand and keep pace with the agency's culture. Moreover, I would like to mention that, my supervisors provided me so many articles, reading material, and useful tools to learn more. Eventually day by day I am getting used to performing my task and getting the idea of a successful campaign running in different situations and targeting a potential audience through the digital platform.

1.3.3: Problems and difficulties I have faced

My journey in Analyzen Bangladesh Limited was very exciting and I have learned so many things that were completely different from what I have learned in my University days. As I joined there during the pandemic situation so at the beginning it was a little difficult to understand the responsibilities. However, my team guided me remotely so well. In the first few days of my internship, my supervisor tried several ice breaking session where I have faced the issue of dealing with different individuals. After those sessions, I have managed to deal with different officials and getting comfortable day by day at my workplace.

1.3.4: Recommendations

Internship is not because of a requirement that needs to complete the degree but most importantly the starting of the professional career. Should not take this opportunity just to complete the credits rather taking challenges to learn more for the future. Students should try to explore the new professional world for the betterment of the future. Professional life is totally different from what we learn from the University so this three months period is the very first opportunity to go beyond the boundary to know and learn something more, and that opportunity gives experience. This experience helps a lot after joining to full time job.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1: Introduction

Objective:

- ✓ To present an overview of Analyzen Bangladesh Limited
- ✓ To understand different functions & areas of Analyzen Bangladesh Limited.
- ✓ To understand the importance of Digital Marketing.
- ✓ To present how digital marketing in a pandemic situation.
- ✓ To present how different tools help make a campaign successful.

Methodology:

Both Primary and secondary data have used in this chapter. Where primary data consist of my personal information throughout this three months period of my internship where I had one to one conversation with the content creator, MD, my supervisor, and other colleagues, and the other members of Analyzen Bangladesh Limited. I have also collected many important data from the official website of ABL, from my learning and working experience, and from the seniors as well.

Scope:

This internship report will provide detailed information about how ABL work to maintain its standard. How digital content is generated and how the world adapts with different feasible Digital Marketing strategies in this pandemic situation. This report will also cover different strategies that provided an advantage in this situation.

Limitations:

- ✓ Time
- ✓ Lack of information
- ✓ Lack of getting practical opportunity to learn more
- ✓ Lack of expertise to teach or make me understand.
- ✓ Lack of enough written resources to know more formally.

2.2: Overview of the company:

THE TIMELINE OF ANALYZEN

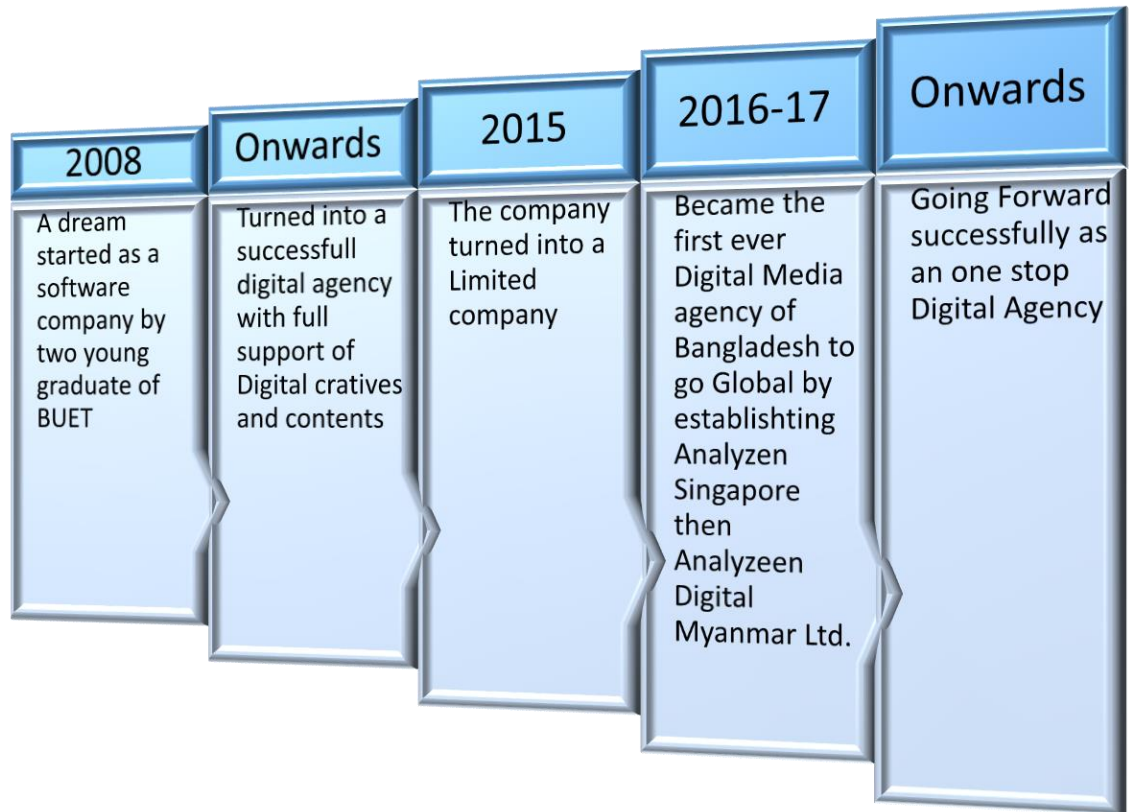


Figure 1: The timeline of Analyzen Bangladesh Limited

Analyzen is a dream that started as a software development company in the University dormitories back in 2008 by two young graduates of BUET. But after involving in the Digital media ABL turned into a successful Digital Agency which is capable of full Digital and creative support, catering to both local and international organizations. One of them was a technology expert and another one was always been the creative expert who has envisioned the growing Digital market of the country as well as wants to explore the market digitally in the future. In 2014 Analyzen team benefited on a brand and strategic planning perspective when one of the co-investor joined Analyzen and in 2015 the company turned into a limited company.

With the establishment of Analyzen Singapore Pte Ltd. in January 2016 and Analyzen Digital Myanmar Ltd. in August 2017, Analyzen has been able to become the first-ever digital media agency in Bangladesh to go global. Through association with other global agencies is popular for other creative agencies, Analyzen has set a new milestone by establishing its own global hub in Singapore to cater to customers in Singapore, the Philippines, Malaysia, Thailand, Vietnam, along Myanmar.

The main office is known as the “Innovation Lab” where three departments are working together

- ❖ Team Innovation
- ❖ Team Superhero
- ❖ Team Space Cowboys

The first team works as relationship managers for clients. The first team always tries to maintain a good and professional relationship with the clients where they can discuss the ideas and offerings and can get the proper instruction that will be needed to successfully launch a program. The second team always in search of new ideas and after checking the feasibility they gave them life. They brainstorm and always in search of new ideas where they can find a totally new and better idea than an existing similar kind of idea and as result, the activation plan will be different but effective to reach the targeted audience. and lastly the third team generate the content.

Corporate Vision:

Providing one-stop digital solution is the main vision of Analyzen Bangladesh Limited. Their clients will get all kinds of support within this one company.

Corporate Mission:

The mission is to be the experts in digital media and be the master of this field.

Corporate Values:

- Be agile in the Digital field
- Be agile in delivering quality services.
- Be creative in a difficult time
- Be impact-oriented in different aspects
- Be together as one winning team
- Be super helpful in making communication
- Be a critical thinker when reaching a potential audience.

Core values of Analyzen:

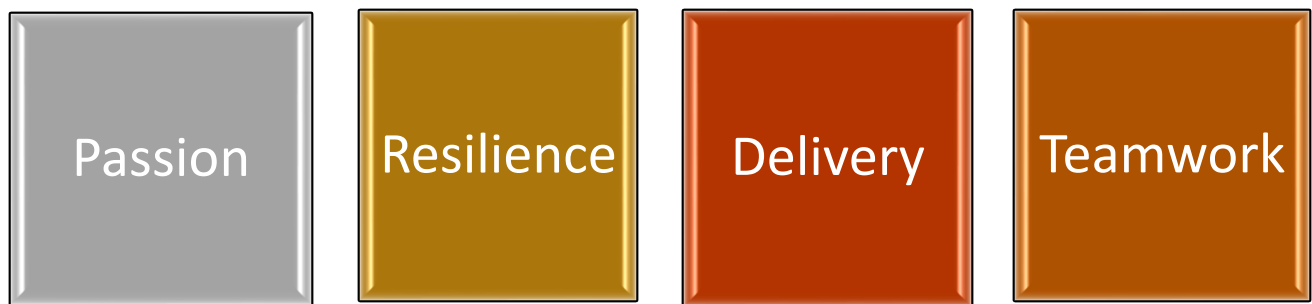


Figure 2: Four core values of Analyzen Bangladesh Limited

Passion, resilience, delivery, and teamwork are the four core values of ABL. ABL always proud of the people who work really hard to get the job done. Each individual of the team Analyzen from senior to support staff is known as Analyzers. There is no hierarchical or typical “boss” structure in the office. All work as a team member.

Services of Analyzen:

- Digital 360 strategy
- Data Analytics
- Cross-Media Content Development
- Web Experience
- Digital Buying
- Community Management
- Apps and Games Development
- Enterprise Software

2.3: Management Practice

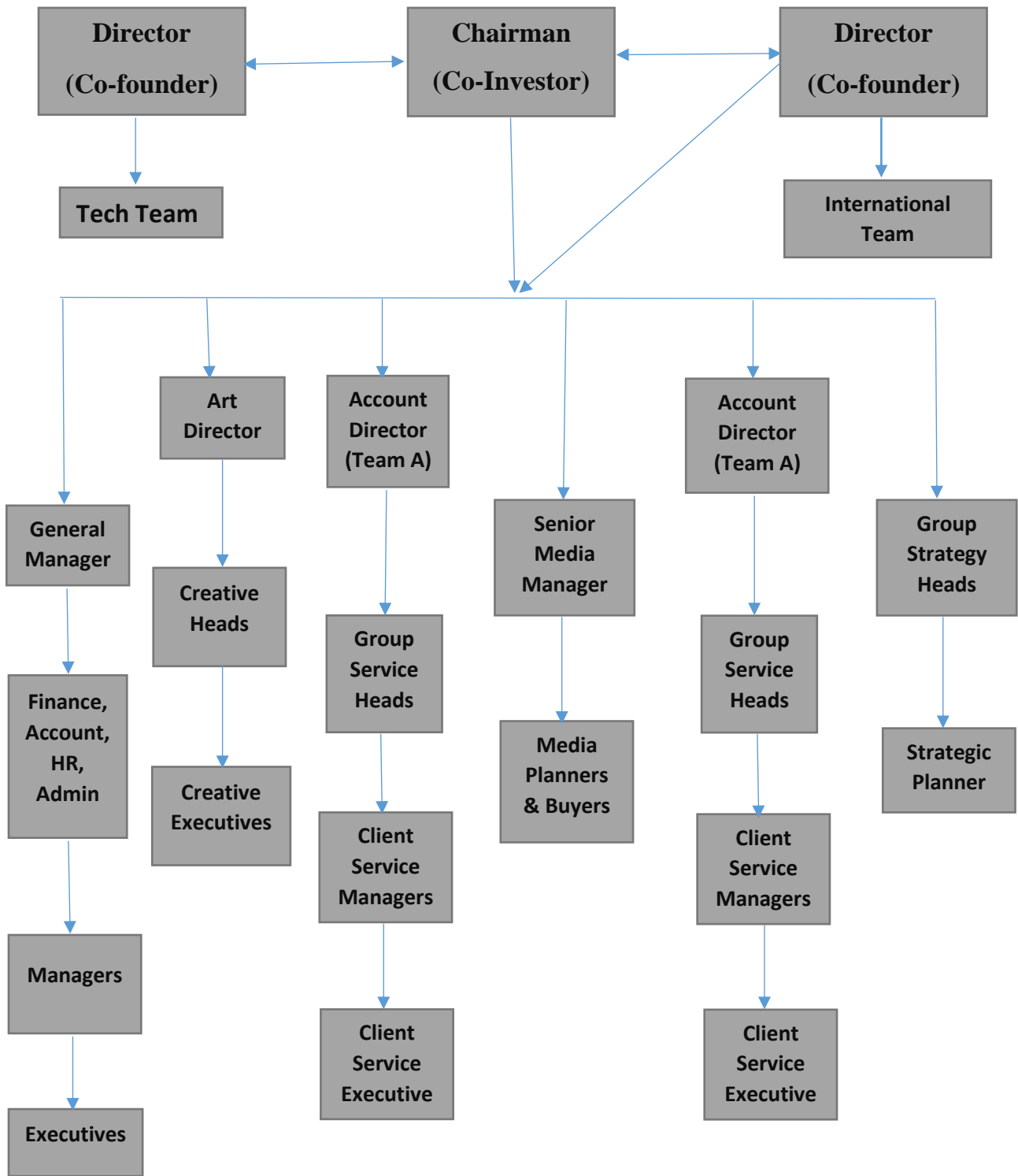


Figure 3: Organizational Structure

Analyzen has two co-founders Mr. Sumit Saha and Ridwan Hafiz and Mr. Mohammad Risalat Siddique is the co-Investor and chairman of the company. The whole creative team is managed by Sumit Saha. Then co-investor and the chairman of the company Mr. Mohammad Risalat Siddique watch over the Media part, client service part, and the creative department. And Mr. Ridwan Hafiz watches over the international part and media and creative planning as well. Analyzen has more than 80 employees total. All the departments are continuously working hard to execute the vision of Analyzen.

2.4: Marketing Practices

The world is driving toward full digital. Analyzers believe that because of technological advancement, people will accept and need to go digital in every aspect of their life. Having the reputation “Best in the World” ABL has the platform to ensure client's requirements to survive strong and solve problems to ensure a great experience. To reach the targeted audience Analyzen always trying to find out the key strategies for better usability on the digital platform. Basically, Analyzen always prefers brands that have a good reputation and bigger brands to work with. AT present Analyzen has some biggest brands who is operating in Bangladesh in their volt. Being a one-stop digital agency Analyzen needs to put a lot of effort to fulfill the brand's requirements and to maintain the standard. Especially in this global pandemic Analyzen continued their work with and provided quality services to their clients. As Analyzen always loves to work with bigger brands, so after a successful campaign or fulfilling clients requirements perfectly. The other brands automatically get to know about the story behind the success.

Analyzen marketing practices include Products promotional planning, making creatives, and launch through digital Media. And the marketing strategy includes:

- ❖ Promotional strategy
- ❖ Custom audience targeting strategy
- ❖ Positioning strategy
- ❖ Placement strategy
- ❖ Finding effective space for entering strategy
- ❖ Advertising strategy
- ❖ Response based move strategy

These aspects or strategies are followed to improve the standard or every campaign and promotional moves. These strategies ensure meeting client's needs and demands, as well as building a good relationship.

2.5: Operation Management & Information System Practices:



Figure 4: Operations of Analyzen Bangladesh Limited

2.5.1: Operations management Application

All operations of Analyzen Bangladesh Limited are done by the different application which is made by the company and all the major and minor solutions are also provided by these products or Applications of Analyzen

Listenyzen is an Omni-solution for customer support & insight mining for social media. It's a brand new app from Analyzen that, with the aid of Artificial Intelligence, serves the customers via any social network as well as monitors insights and trends.

Commzen is an AI-enhanced platform for conversational commerce equipped with NLP (Natural Language Processing) technology that helps your business expand, regardless of physical outlets or websites, through Social & Digital Media.

In order to motivate the microcredit industry, the next generation of microcredit automation software has been released by Analyzen.

The merchandising solution uses cutting-edge technology to step up your visual merchandising game. Plan PJP routes, on this lightweight yet flexible web platform, ensure data authenticity through GPS anchoring and real-time image proof.

An integrated platform to coordinate, manage, track, and evaluate all the on-ground market activation carried out by your brand promoters recruited through agencies for your company.

By turning the entire process into digital through smart devices, **Sellozen** makes the basic sales order capture even simpler, making it even more effective, reliable, informative, and sustainable by reducing paperwork.

2.5.2: Information Management System

In today's world, all traditional organizations are trying to improve their practices digitally and in this digital era, it must be so. Analyzen Bangladesh Limited always wanted to be recognized as a trusted agency. ABL has highly qualified IT specialists who work really hard to maintain the proper security of data. Taking the employee's attendance data to all other super confidential and important being kept and for that IT people works really hard. All other departments also contribute to this segment so that Analyzen never lose any data from previous work or project.

2.6: Industry and Competitive Analysis

If you're a big shot in the fast-moving consumer goods industry, or you're a game-changer in the world of financial services, growth, smartphone, or even banking, nutrition, supermarkets, or the online marketplace, there's one main partner you're going to hear from Analyzen: the first stop ever for Bangladesh Digital Agency with one of the largest brand portfolios. There is other competitor in the market like Megnito, or Gray. They also provide similar kinds of services but here Analyzen got the advantage of being the one-stop digital agency of Bangladesh.

2.6.1: SWAT Analysis

Strengths	Weakness	Opportunity	Threats
One-Stop Digital Agency	Less Time for delivering services	To work on every Digital Platform	Similar service Provider
Work as one winning Team	Sometimes Communication gap between discussing client briefs.	Getting more job done as a big team	Not getting proper monitored.
Agency Type Organization	Immense Workloads	Not facing a shortage of work	Not fulfilling the client's requirements

Figure 5: SWAT analysis of Analyzen Bangladesh Limited

2.6.2: Porter's Five Forces Analysis

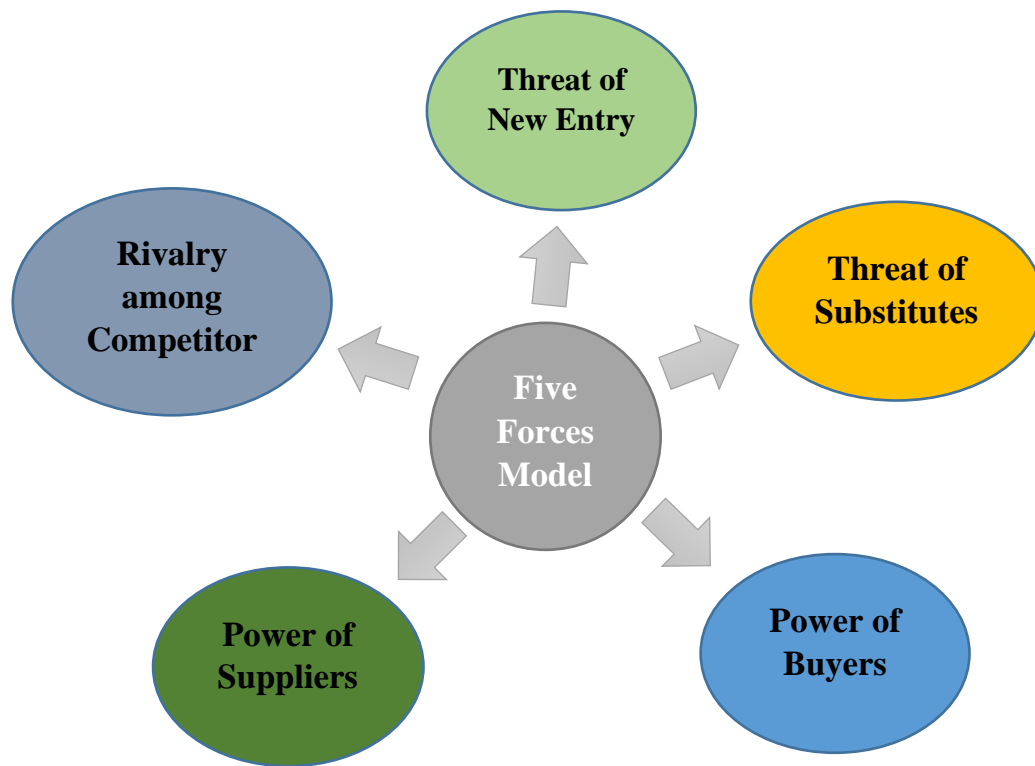


Figure 6: porter's five forces model

The threat of New Entry: A new entry of a digital agency always creates challenges for another existing one. Splitting of big bands to another agency is a threat. A strong strategy could lead to getting other agencies' brands. But the threat is low because of the position already hold Analyzen is much bigger to beat.

Treat of Substitute: Some of the brands always search for the cheaper option in terms of their digital problem solution and choose weak strategies instead of existing strong ones. So losing brands is always a threat for an agency. And many established marketing agencies like Megnito, Gray, AdCom can deliver a similar type of service.

Power of Buyer: In an agency, buyers works from both ends. From the agency, some media buyers rent noticeable positions on popular platforms. And on the other hand, different brands buys strategy and plans for the better describing.

Power of Suppliers: In Agencies, there is no segment or operation for any kind of supplier. But to mention, sometimes to run a physical campaign there are some people or small company does those physical works and deliver a successful campaign. Like logistics support organizations.

Revelry among Competitors: There are many established digital agencies in Bangladesh. So there is always a competition where they fight to prove who the best is. They have revelry to win more ICT award and names them the best in the business. The current competitors are Megnito Digital, Adcom, Gray and Carrot Comm.

2.7: Summary and Conclusion

To summarize, Analyzen Bangladesh Limited as a one-stop digital solution is keeping footstep with the game-changing ideas. And the company is doing great in the industry right now. The brands which are working with Analyzen getting their expected result. From 2008 to today Analyzen earns the trustworthiness of their clients and by delivering the unique solution to the brands and with brilliant promotional ideas with offering the most engaging popular platform position gives Analyzen a different height.

2.8: Recommendations

- Should take new ideas to check the feasibility test.
- Work for the development of the whole industry.
- Should appreciate new appearances of the industry.

Chapter 3

Project Part: How Digital Marketing works on Pandemic: A study on Analyzen Bangladesh Limited

3.1: Introduction

The project report emphasizes the factor that how Analyzen continued their work on this pandemic and how the Digital marketing world is dealing with the situation. There is a certain process of how Analyzen works on a daily basis over the years but in 2020 when the pandemic starts employees are started working from their homes. So Analyzen needs to find out the new working culture policy so that being on home employees can deliver the work by maintaining the proper standard. Here is the different stages of how Analyzen delivers work and fulfill the client's requirements.

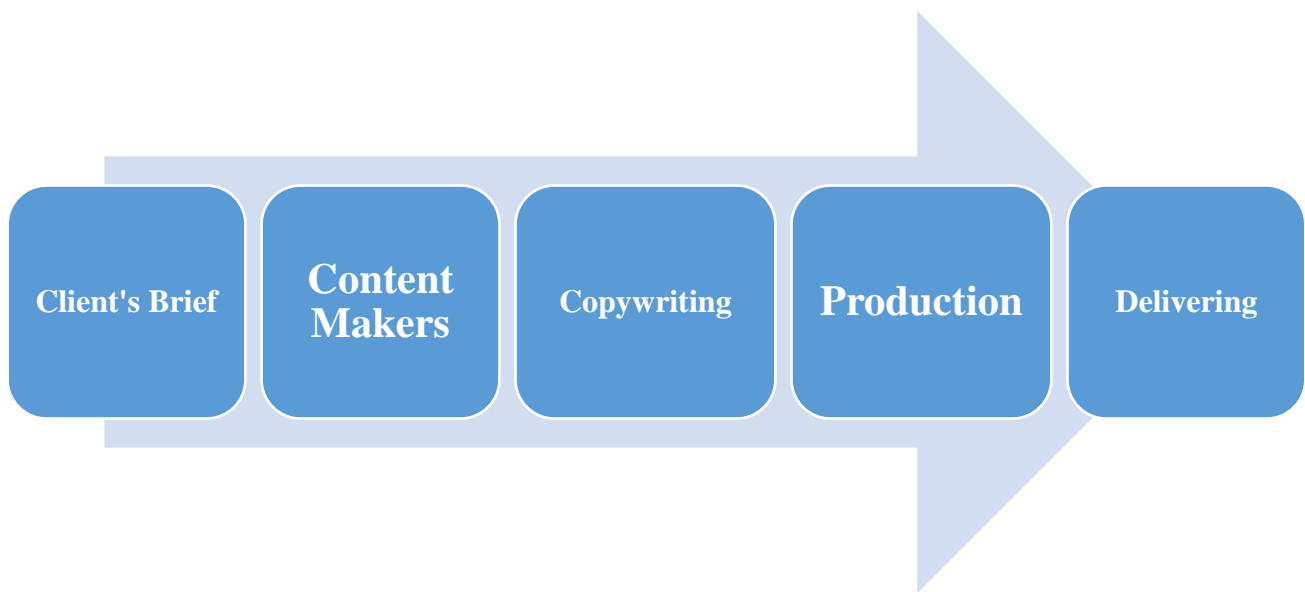


Figure 7: Stages of work accomplishment

Analyzen Bangladesh Limited has many big brands in their hand. And all big brands need to do promotions. Through promotional campaigns then activations make the brand's message to reach their targeted audience. So after launching a product or service to the market, marketing or promotion is the very next process to let the product or service gets to know by the consumers. But

the promotional process is a very creative and hardworking process because it consists of right market research and knowledge about the market so that one can know about the potential customers better. In this era of Digital marketing, all these promotional kinds of stuff happens through an online platform.

In 2020 COVID19 attacks worldwide and causes many life and made people's daily life measurable. So in this pandemic, all major fields need to redecorate and adapt to the situation as well as marketing strategy and the Agency's working style.

In this pandemic, clients send the brief through the digital platform and all the requirements as well. As everyone is working from home they need to forward the plans to all other departments. Then the content creators make content-based one the situation of Bangladesh right now and very specifically targeted audience wise. At that time content creators face new challenges like generating the core idea with merging the idea of locked in the home and how this product or service can help while the pandemic period. Then comes to the copywriters, they mainly deliver the words or messages and verbal content that finally accompanies the visual elements. They are also considered as a part of the creative team. Then comes to production part, as we need digital output for the content so our creative team makes creatives which is banner, animated banner, a short video which will be fit on social media platform or any popular portal where a large number of audience visits every day. Lastly, when getting all the creatives, banners, or videos on hand it's time for the placement and then our media team launches the campaign by putting those creatives on different digital platforms. In the meantime, all analyzers who are working from home because of the pandemic then need to communicate with one another so that no gap arises from getting brief to delivering the work by placing the ads and targeting the right audience.

3.1.2: Objective of the report

- Identifying the major factors affecting the total working environment on Pandemic.
- Identifying the core adaptation method of the new Digital Marketing strategy.
- Identifying the change happens because of the pandemic
- Understanding the consumer's point of view to reach them
- Identifying the feasible method of pushing our message to the consumer

3.1.3: Significance:

Delivering Digital content based on the current situation and after that reaching client's target is the main goal for a Digital Marketing Agency. Whatever the situation is finding a new message or strategy for the promotion is the key task here. In 2020 when COVID19 arrives people lock them inside their home. But even though surviving in the home requires some services and also some products. So reaching those potential customers at that time was a big challenge and with our approaches convincing them as well. During the pandemic, people's income gets low compared to before and this is one of the most important changes to be noticed. As our target is to reach the potential customers with our generated message. From our end on this pandemic, traditional marketing option was totally dull so that Analyzen targeted and reach them through social media but creating a custom audience and at the last by using google AdSense we push brands messages to the audience. It was must be needed for both ends because people need supplies and companies need to continue their services to sustain in the business.

3.2: Methodology

In this report, primary and secondary data are used for making this report more information and authentic. To start with I prepare a questionnaire to know more about the audience mindset how people are dealing during the pandemic. To do this survey better, I need to reach different age groups of people and demographics as well because of their behavioral differences. There were 12 questions for the survey including demographics. The likert scale-based question, multiple choices questions & rate-based questions. My personal observation also included making the analysis done.

Besides the primary sources, there are also some secondary in my report to make my report more resourceful. I have collected some of the data from Analyzen Bangladesh website and daily experience by communicating with the Analyzers.

3.3: Findings and Analysis

3.3.1: Analysis of the Survey Response

The survey focuses on how people like to watch promotional ads and how they respond to them and at the end do they get inspired or not.

I have got 50 responses from the survey. Survey responses were 36% of female and the rest 64% is male. So from here, I can get diversified opinions for my report. Because of the purchasing decision to perception on online promotion and likability must vary in a different gender. And in the age group, I got a response of 2% from age group 15-18 years old, 58% from the age group 18-25 years old, 30% from the age group 25-30 years old, 8% from the age group 30-40 years old and lastly 2% from the age group 40 years and more. I made the age group based on targeting of digital promotions. Here we can see the majority of all age group people tend to watch the promotional video during pandemic specifically it over 56% of people. All the agencies of Bangladesh need to work effortlessly throughout the whole pandemic and weren't different for Analyzen. In the starting of the pandemic, the employees of Analyzen started doing work from home. As all were in the same situation so we need to think differently about how can a valuable product or service consumers can use during this crisis. As more people like watching ads so Analyzen started making content that is related to the situation. And most of the people started engaging more themselves into the social media platform so the contents are more likely to take a position on potential consumers.

As more people are watching promotional videos so they know about the existence of the product. Most of the companies started selling products on online and people can purchase that any time being at home. Here during the pandemic 20% of people respond negatively that they do not like online shopping during a pandemic but the majority found it more convenient which is about 80% of responses. In the next segment of the survey shows that about 52% of responses agree that promotional videos push them to purchase new offerings from different companies. Next, Analyzen chooses Bangladeshi online news portals for digital promotion for brands. The reason is when COVID-19 attacks worldwide people used to visit news portals frequently to know about the current situation, and the placement of banner ads was in every page without interfering with the news Digital creative helps to know about the new offering from different brands. And survey

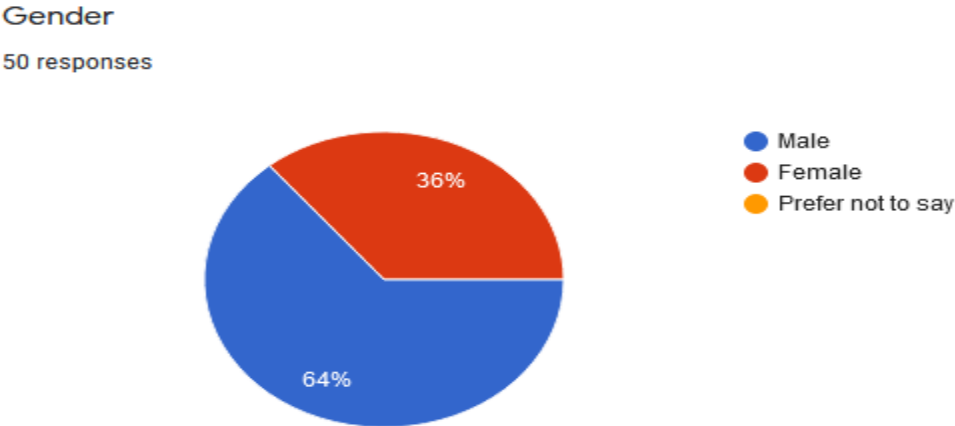
results show that more or less 74% of people at least visited news portals once a day, so here proves that Analyzen Bangladesh’s initiative of buying positions on news portals helps them to survive strong during the pandemic.

In the next segment of the survey, I asked whether people click or not if the promotional stuff comes on front. And 18% of them click to see the details and 30% of them click sometimes. Here Analyzen makes such better responsive creatives so that people get the vibe of the news and then click to see the details. In addition, the majority of people also noticed the changes comes on promotional strategies because of the pandemic. In a sense potential consumers also felt the importance of getting the message from that changes of promotional campaigns and because of online shopping option they reconsider to purchase the product or service and brand’s message through Analyzen successfully make positive vibe on consumers.

Analyzen also chooses the social media platform to run 15-second promotional TVCs of different brands so that they could know more about the offering as people love watching videos instead of reading about an existence. So not the majority but people do like to see ads on social media platforms rather than watching TVCs on television. So because of digital marketing on pandemic people got inspired to purchase different brand’s offerings.

3.3.2: Survey Results

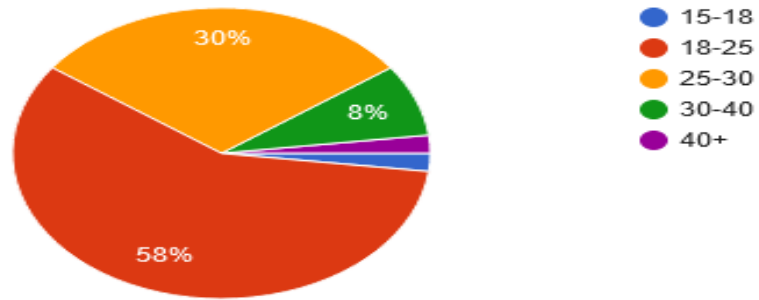
(1)



(2)

Age

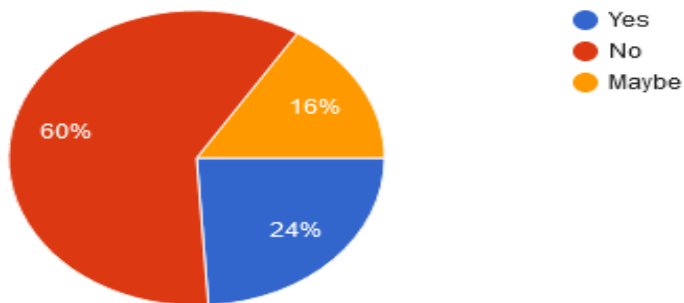
50 responses



(3)

Do you like seeing ads on Social Media or News portals?

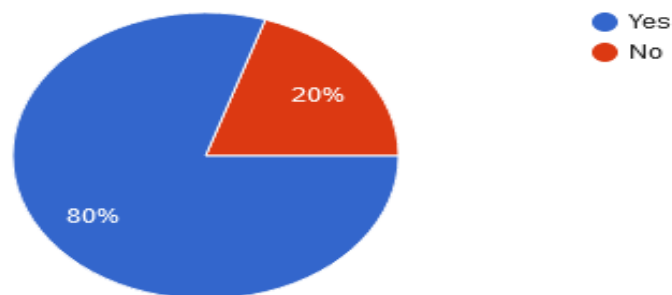
50 responses



(4)

Do you prefer online Shopping during this pandemic?

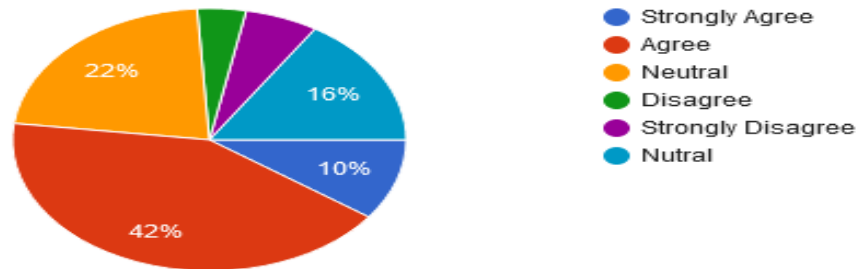
50 responses



(5)

Does promotional videos push you to purchase a new product or service?

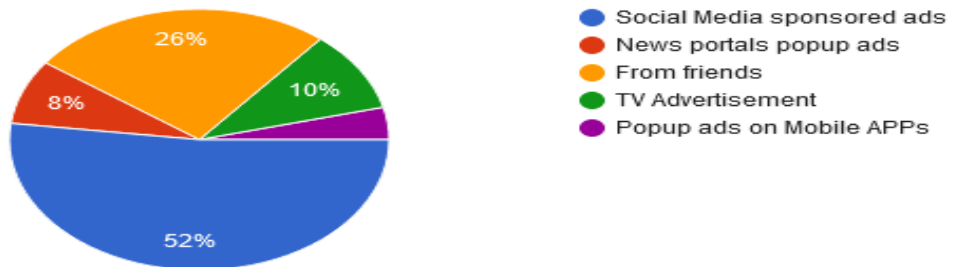
50 responses



(6)

Mostly how do you gets to know about a new product or service?

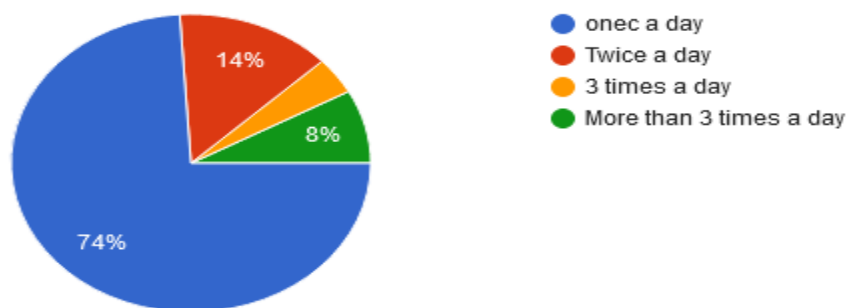
50 responses



(7)

How frequent you visit online Bangladeshi news portals

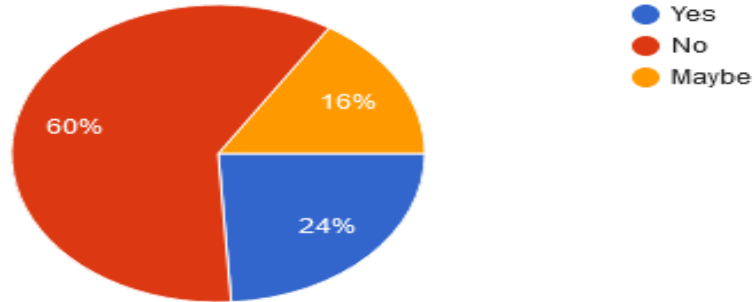
50 responses



(8)

Do you like seeing ads on Social Media or News portals?

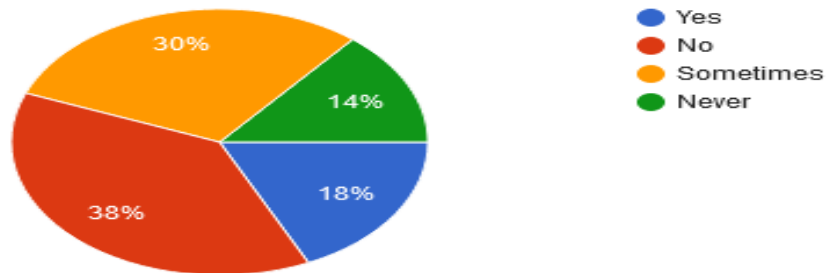
50 responses



(9)

Do you click on the Ads to see more details?

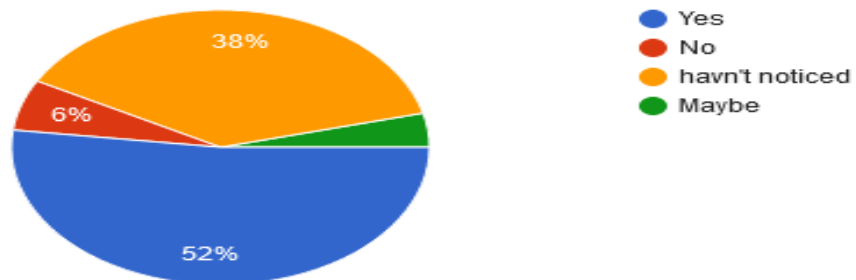
50 responses



(10)

Do you find any changes promotional strategy during pandemic than before?

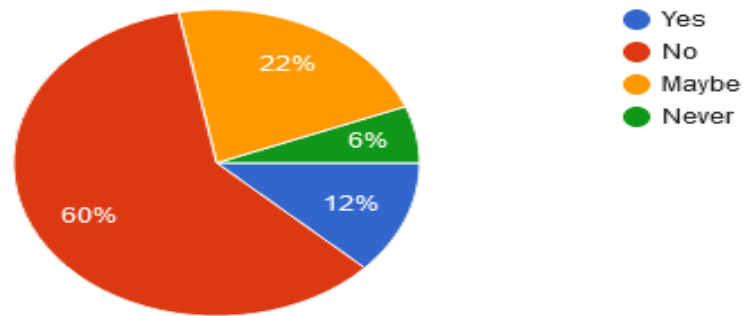
50 responses



(11)

Do you watch full 15sec promotional video on facebook?

50 responses



(12)

Do you get inspired to purchase any product or service after seeing ads?

50 responses

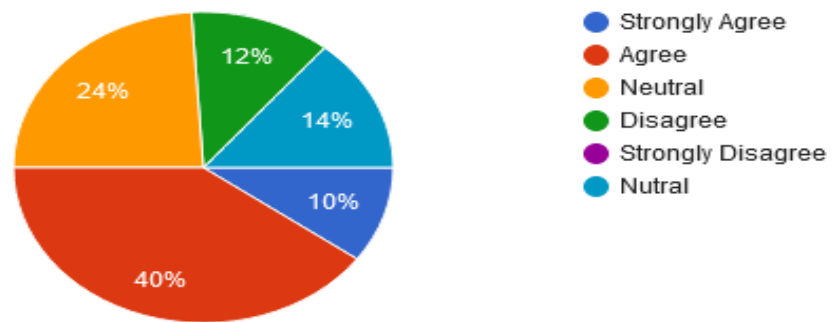


Figure 8: All the survey diagrams

3.3.3: Digital Marketing Placement Analysis

Finding the right placement is a key aspect of doing successful marketing. During pandemic Analyzen Bangladesh is in search of that placement where most of the audience visits on a daily basis. From the survey, we can see all digital marketing strategies work out successfully. During this pandemic whichever brand worked with Analyzen got their expected result because of the right placement and the strategy. I personally handled some biggest online news portals in Bangladesh. As a member of the media buying team of Analyzen I get to know about the values of certain placement on the websites. So as the survey focuses on, does promotion can create an impression to consider the brand's product on the next purchase? And the responses show the positive impact on that digital marketing strategy.

I have managed Prothom Alo, BD News24, Jogo News, Banglatribune, Somoy news, Daily Amader Somoy, Daily Sun, Kaler Kantho, Dhaka Tribune, Bikroy.com, Bangladesh Pratidin, NTV, Jugantor, Bangla News24, AB News, Dainik Shiksha, and so on. And every portal has a different placing strategy, to mention one of the best effective placings was targeting the welcome banner. Whatever brand places over that welcome banner those ads always got the bigger number of impressions. And the best impression results from the better response which is finally benefitted by the brands.

3.3.4: Digital Marketing on Social Media in Pandemic

Social media is always been one of the best platforms to promote. Study shows that there are more than three and a half crores active social media user in Bangladesh. Which even boosted in the lockdown period. Many small social media-based businesses got stopped and many rises. But to promote widely need effective strategies and have to run the campaign through Facebook ads manager which actually covers up Facebook, Messenger, and Instagram and other platforms have other ads manager to promote. When the pandemic started Analyzen got more audience to target as more people started using social media for a longer period of time. And based on that campaigns got a better audience set to target and better responses. Because of these promotions, people get to know about the service as well as got the options to order directly from those links which actually contain a landing page. So in pandemic business got advantages because of Digital Marketing.

3.3.5: Highly Active Brands through Digital Marketing

I worked with some big brands during my Internship period like Aarong, bKash, BRAC Bank, Holcim cement, Supercrete Cement, Turag, and so on. They always targeted social media platforms and the highly visited portals which have been mentioned earlier. All of these brands continued their operation during the pandemic and they reached their potential customers by letting them know about their position. Especially bKash operations were more active than normal time, they launch many campaigns by showing different offers and benefits. Even bKash also targeted Youtube must head placement to run their campaign. So here targeting was top notch from Analyzen. All the mentioned brands got their expected result by working with the company. And Digital promotions are still going on and getting high appreciation because of high-quality engagement.

3.4: Summary and Conclusion

Analyzen is one-stop digital agency. Giving tech support to being one of the most successful agency of Bangladesh was a long journey. Over the past years, it works for making sure the quality that are providing to the clients. As the company is giving all kind of digital support to grow more for a brand so that big brands also loves to work with Analyzen for future projects. From the above analysis, it can be said that pandemic was really a challenge for Analyzen, but applying the experience and all the creative strategies of Digital Marketing the company overcame successfully. There were many challenges at that time, managing employees to clients was the biggest one because of the uncertainty of COVID situation. The one common factor that affecting both the client's end to the company end is finding feasible strategy and enough workforce at that time. Although Analyzen worked together and still fighting to cope up and bringing the best.

3.5: Recommendations

- Analyzen should invest more on employee development
- Workshops on Digital Marketing can be better investment for the company.
- Recruitment of more employees can reduce work pressure on every department.

- Addition of new popular portals to the box would get more audience.
- Assign some basic level courses on related work would be great for the employee's skill development.

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Appendix:

Feedback on the survey

1. Gender

- Male
- Female

2. Age

- 15-18
- 18-25
- 25-30
- 30-40
- 40+

3. Do you prefer watching promotional video on Social Media platform?

- Yes
- No

4. Do you prefer online Shopping during this pandemic?

- Yes
- No

5. Does promotional videos push you to purchase a new product or service?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. Mostly how do you gets to know about a new product or service?

- Social Media sponsored ads

- News portals popup ads
- From friends
- TV Advertisement
- Popup ads on Mobile APPs

7. How frequent you visit online Bangladeshi news portals?

- Once a day
- Twice a day
- 3 times a day
- More than 3 times a day

8. Do you like seeing ads on Social Media or News portals?

- Yes
- No
- Maybe

9. Do you click on the Ads to see more details?

- Yes
- No
- Sometimes
- Never

10. Do you find any changes promotional strategy during pandemic than before?

- Yes
- No
- Haven't Noticed
- Maybe

11. Do you watch full 15sec promotional video on Facebook?

- Yes
- No

- Maybe
- Never

12. Do you get inspired to purchase any product or service after seeing ads?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree