

Report On
Digital Marketing (Analytics & Data Analysis)
Of UPSTAL

By
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19104022

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
December, 2023


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Declaration

It is hereby declared that

1. The internship submitted is my 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 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 have acknowledged all sources of help.

Student's Full Name & Signature:



Md. Redwan Afrid Avin

19104022

Supervisor's Full Name & Signature:

Tausif Bari

Manager, Advancement & Lecturer, BBS

BRAC University

Letter of Transmittal

Tausif Bari

Manager, Advancement & Lecturer, BBS

BRAC University

66 Mohakhali, Dhaka – 1212

Subject: Submission of The Internship Report on UPSTAL

Dear Sir,

It is my great pleasure to present this internship report, which you assigned to me as a requirement for completion of the BBA program. Under your close supervision, I've completed my internship at UPSTAL.

Throughout my internship period, I did my best to finish the report with proper information in a significant compact and comprehensive manner as possible. I have made every effort to make this report as informative and transparent as possible as per the requirements.

I'm confident that this report will serve the needs of my internship program.

Yours Sincerely,



Md. Redwan Afrid Avin

19104022

BRAC Business School

BRAC University

Date: December 14, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between UPSTAL and Md. Redwan Afrid Avin,

WHEREAS, Intern has been accepted as an intern at UPSTAL and, during the course of such internship, may be exposed to Confidential Information (as defined below) of Company; and

WHEREAS, Company desires to protect its Confidential Information and Intern desires to receive the benefits of Company's internship program;

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the parties agree as follows:

1. Confidential Information

"Confidential Information" means any and all information of Company that is not generally known to the public and is marked or designated as confidential or proprietary, including, but not limited to, the following:

- Trade secrets, know-how, inventions, processes, business plans, strategies, and marketing plans;
- Customer lists, pricing information, and financial information;
- Software, computer programs, and data;
- Internal documents, memoranda, and reports; and
- Any other information that Company reasonably considers to be confidential.

2. Obligations of Intern

Intern agrees to:

- Use Confidential Information solely for the purpose of completing Intern's internship at Company and not for any other purpose;
- Not disclose Confidential Information to any third party without the prior written consent of Company;
- Take all reasonable measures to protect Confidential Information from unauthorized disclosure or use;
- Immediately notify Company of any actual or suspected unauthorized disclosure or use of Confidential Information;
- Return to Company all Confidential Information in Intern's possession or control upon termination of Intern's internship or upon Company's request;
- Not use Confidential Information to compete with Company or to assist any other person or entity in competing with Company; and
- Not reverse engineer, decompile, or disassemble any software or computer programs of Company.

3. Exceptions

The obligations of Intern under this Agreement shall not apply to Confidential Information that:

- Is or becomes generally known to the public through no fault of Intern;
- Was rightfully in Intern's possession prior to disclosure to Intern by Company;
- Is independently developed by Intern without use of Confidential Information; or
- Is required to be disclosed by law, provided that Intern gives Company prior written notice of such requirement and cooperates with Company in seeking to limit the scope of such disclosure.

4. Term and Termination

This Agreement shall commence on the Effective Date. Upon termination of this Agreement, Intern shall immediately return to Company all Confidential Information in Intern's possession or control and shall not use or disclose any Confidential Information.

5. Remedies

Intern acknowledges that any unauthorized disclosure or use of Confidential Information could cause irreparable harm to Company for which monetary damages may not be an adequate remedy. Accordingly, in addition to any other remedies available to Company at law or in equity, Company shall be entitled to seek injunctive relief to prevent the unauthorized disclosure or use of Confidential Information.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

Company:



Md. Nazmul Islam

Managing Director, UPSTAL

Intern:



Md. Redwan Afrid Avin

Acknowledgement

I'd like to show my heartfelt gratitude for all those who assisted me write my internship report. They have been there for me, given me guidance, and trusted in me, and I want to give them a big thanks.

In a view of this internship report, I would want to utter my deepest obligation to Mr. Tausif Bari, Manager, Advancement & Lecturer, BRAC Business School, BRAC university. I could not have done the report without his support and intelligence, as his suggestions were valuable to its completion.

I'd also like to appreciate my supervisor at UPSTAL for guiding me throughout this internship, teaching me a lot of things, and giving me a lot of valuable experiences.

I'd want to utter my gratitude to the BRAC Business School at BRAC University for helping me in reaching this point, when I am going to graduate with my bachelor's degree.

Executive Summary

This report contains a portrayal of the digital marketing tactics which are being used by UPSTAL. The overall analysis of this report was based on some core factors of digital marketing such as Search Engine Optimization (SEO), Email Marketing, Thorough market research etc. The limitations faced while doing this study are also disclosed in this report. At the end, suitable recommendations have been given for improving the digital marketing tactics.

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List of Acronyms

SEO	Search Engine Optimization
SaaS	Software as a Service
SME	Small and Medium Enterprises
RMG	Ready-Made Garment
R&D	Research & Development
API	Application Programming Interface
CRM	Customer Relationship Management

Glossary

- SaaS** Software as a Service (or SaaS) is way of delivering applications over the Internet – as a service. Instead of installing and maintaining software, one can simply access it via internet, freeing himself from complex software and hardware management. (*What Is SaaS? - Software as a Service*, n.d.)
- CRM** Customer relationship management, or CRM, is the term for the set of procedures, approaches, and tools used by businesses to track and evaluate consumer information and interactions over the course of their customer relationships. (*Customer Relationship Management Definition - Salesforce US*, n.d.)
- SEO** In order to make a website's pages more easily accessible, relevant, and popular for user search queries—and consequently rank higher in search engine results—it is necessary to optimize its technical setup, content relevancy, and link popularity. This process is known as SEO, or search engine optimization. (*Search Engine Land*, 2023)
- API** Application programming interfaces, or APIs, are collections of specified guidelines that facilitate communication between various applications. (*What Is an API? - Application Programming Interface Explained - AWS*, n.d.)

Chapter 1

Overview of Internship

1.1 Student Information:

Name: Md. Redwan Afrid Avin

ID: 19104022

Program: Bachelor of Business Administration

Major/Specialization: Marketing

1.2 Internship Information:

1.2.1 Period and Company:

Duration: 3 months

Company Name: UPSTAL

Department/Division: Software Development

Address: House - 1034, Road - 09, Avenue - 8, Mirpur DOHS, Dhaka - 1216

1.2.2 Supervisor Information:

Name: Md. Nazmul Islam

Position: Managing Director and Head of Human Resources

1.2.3 Job Description/Duties/Responsibilities:

- Conduct market research
- Implement SEO strategies
- Handle customer interactions

1.3 Internship Outcomes:

1.3.1 Contribution to the Company:

As a digital marketing intern at UPSTAL, I made quite good contributions to the company's marketing efforts. My main duties involved conducting market research, execute modern SEO strategies and usefully handling customer interactions. These efforts resulted in quite good improvements in sales and overall productivity. I was able to make a shift in UPSTAL's marketing view, introducing immediate approaches that aligned with the target audience.

1.3.2 Benefits to myself:

During my internship period at UPSTAL, I gained very much valuable insights into software product marketing, both from domestic and international perspective. While working directly with the software development team, they were able to provide me a deeper concept of the various aspects of software products on a global landscape.

1.3.3 Problems/Difficulties (Faced During the Internship Period):

One of the main problems/difficulties that I faced was the shortage of resources, especially in terms of market & financial data. So, it was quite difficult for me to conduct a complete market research and examine financial performance.

1.3.4 Recommendations (to the company on future internships):

To guarantee a favorable experience for future interns, UPSTAL have to think about providing sufficient resources to every department, especially regarding financial and market data. This will facilitate intern's ability to fulfill their duties and make an impactful contribution to the company's success.

Chapter 2

Organization Part

2.1 Introduction:

UPSTAL is a SAAS (Software As A Service) business model-based software development company, established in January 2021 by Sagor Al Mamun. From the very beginning, the company has been able to keep the track record of delivering their innovative and trustable software products that help businesses to increase their work-flow and flexibility and achieve their goals. UPSTAL has cloud-based software solutions such as [LeadStal](#), [Cloaking.Link](#), [ChatStal](#) & [EcomStal](#).

2.2 Overview of the company:

2.2.1 Background:

UPSTAL was established in January 2021 by Sagor Al Mamun with a clear vision to provide businesses with cloud-based software solutions that would allow them to succeed in the fast competitive market. Therefore, to achieve its objectives, UPSTAL developed a lead generation tool called LeadStal. It is the core cloud-based software of UPSTAL. LeadStal has been developed for mainly businesses of all sizes, sales and marketing professionals, market research analysts, business development professionals, freelancers and anyone who wants to generate high quality B2B leads. In all these years, UPSTAL has grown quite steadily and has made a good presence in the cloud-based software industry with their core product LeadStal.

2.2.2 Product/Service Lineup:

As of now, UPSTAL has 4 products/services which are live.

- 1. LeadStal:** This is a suite of lead generation tools. The main objective of this product/service is to collect leads to streamline the marketing strategies of a business or individual to reach wider customers.

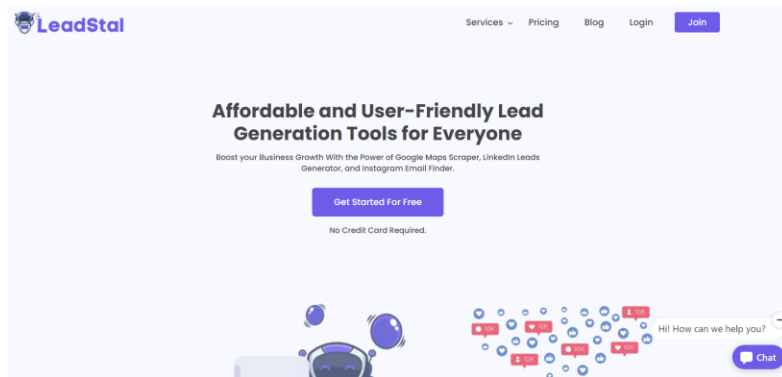


Figure 1: LeadStal

- 2. Cloaking.Link:** This is a link shortener tool. Users feel hesitant to click on a large link. That is why social media platform content creators shorten their content’s link. The main objective of this tool is to shrink the large link into a short form.

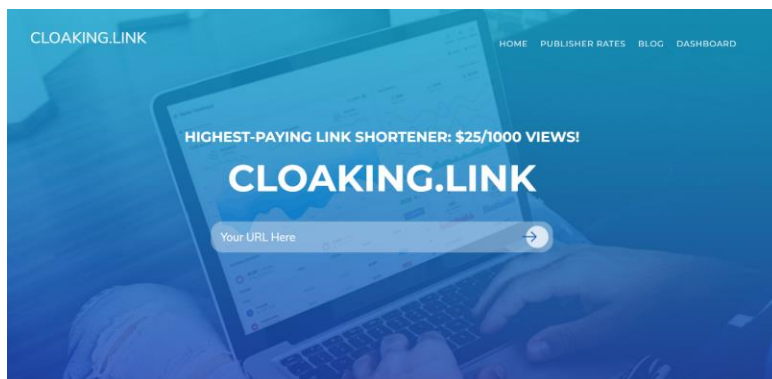


Figure 2: Cloaking.Link

- 3. ChatStal:** This is a cold messaging tool. For those who have English grammatical and vocabulary limitations, this tool is for them.

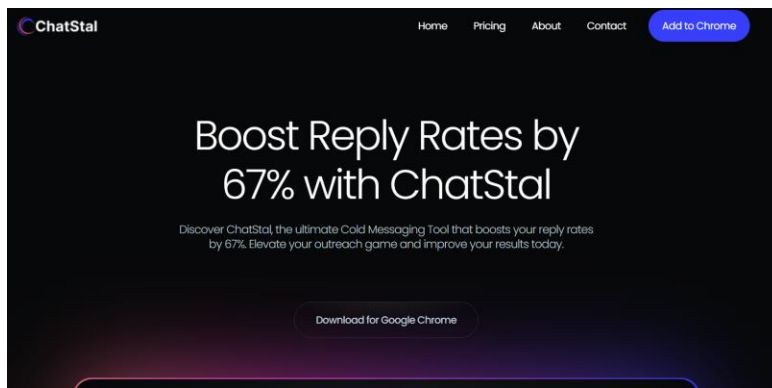


Figure 3: ChatStal

4. **EcomStal:** This is an ecommerce product research tool. Those who buy and sell products from Amazon, Ebay and Alibaba, this tool helps them to find their targeted products from the hundreds and thousands of different products and brands.

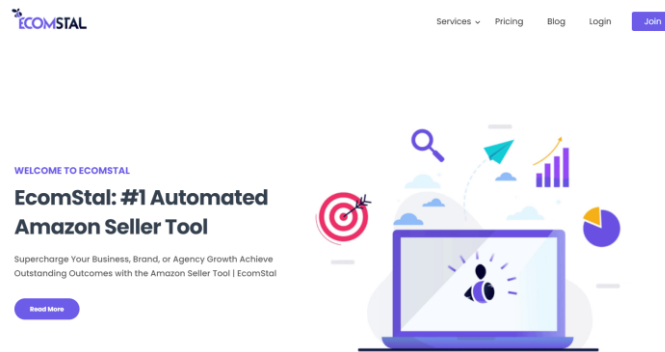


Figure 4: EcomStal

2.2.3 Legal Structure:

UPSTAL is a company with a legal structure of Sole Proprietorship. The name of the owner is Sagor Al Mamun.

2.2.4 Mission & Vision:

Mission

The mission of this company is to provide the best quality software products to their valued clients within their means alongside being at the peak of development.

Vision

To execute the vision, the company has already proceeded into many areas of activity and has plans to be committed to numerous sectors. The company has started work to go global and hopes to declare its global presence in a couple of years of time.

2.2.5 Company Values:

UPSTAL's core values are:

- **Innovation:** Consistently develop and deliver software solutions that meet the everchanging needs of businesses.

- **Customer Focus:** Give priority to customer fulfillment by providing promising service and support.
- **Quality:** Ensure the maximum standards of quality in all forms of operations.
- **Teamwork:** Cooperate productively to achieve the goals.

2.3 Management Practices

2.3.1 Leadership Style:

UPSTAL follows a democratic leadership style that affirms team work, open communication and employee involvement. For real example, the founder and other employees don't have any separate chambers or rooms. They all sit together, discuss their plans & day to day tasks and divide the tasks among the team members with their consent. They use communication platform such as Slack & task management platform [Trello](#) which enables them to work from anywhere in the world. This approach serves a positive and productive work environment that make the employees feel valued to contribute their ideas and expertise.

By following this leadership style, the company has been able to achieve a remarkable success in the market.

2.3.2 Human Resource Planning Process:

The human resource planning process of UPSTAL:

- **Recruitment & Selection:** UPSTAL uses different recruitment channels to attract qualified candidates. The channels are: Online Job Boards (such as LinkedIn, Bdjobs etc.), Employee Referrals, Social Media and Email Campaign. The selection process is quite simple. The process includes face to face interviews and skill assessments.
- **The Compensation System:** UPSTAL follows a brilliant compensation system. This includes the increment of salaries of the employees based on their performances. Moreover, they provide opportunities for professional development and career growth. This includes granting leave for further educational or professional development purpose and partial financing in pursuing career development.
- **Training & Development Initiatives:** The Training & Development Initiatives of UPSTAL as follows:

- **Capacity Development:** Complex coding tasks is being given to the new recruits under the supervision of a team leader. The new recruits have to complete these tasks within a certain timeframe. Overall, team leader monitors & evaluates new recruits' performance within that timeframe.
- **Team Work:** This is one of the important aspects of training and development initiatives. New recruits are monitored whether they are able to work in a team environment or not and how much they contribute in the team work.
- **Psychological Development:** There is no 9am to 5pm fixed timeframe in a SAAS platform. To work in a SAAS platform, a new recruit requires strong mental & work strength. A new recruit has to face any emergency situation and complete the task within a certain timeframe. This is how a new recruit's psychological and work strength is being developed.
- **Performance Appraisal System:** Finally, the team leader provides the performance assessment report based on the 3 steps of training & development program. The better performer moves to the permanent job stage while others get rejected.

2.4 Marketing Practices:

2.4.1 Marketing Strategy:

The strategies UPSTAL follow are:

- **Offering Free Trials:** UPSTAL offers different packages with free trials based on the type of software.
- **Incentivizing Referrals:** UPSTAL incentivizes their referrals by designing compelling incentives for both referrers and referees, developing targeted messaging that resonates with their target consumers and monitoring key metrics and adjusting accordingly. (Porter, 1980)
- **Email Marketing:** UPSTAL finds out the probable customers for their products from around the world and sends them email with different offer packages, referral programs etc. In this way, it is very easy for them marketize themselves. (Porter, 1980)

2.4.2 Target Customers:

UPSTAL's target customers are startups and individuals who are trying to make an impact in the field of digital marketing. Besides, UPSTAL also targets on different manufacturing industries (pharmaceutical companies, RMG etc.) and SMEs.

2.4.3 Marketing Channels:

UPSTAL uses following marketing channels:

- **Paid Marketing:** UPSTAL uses some paid channels for their marketing such as Facebook, Instagram, LinkedIn etc. by using their paid boost service.
- **Digital Marketing Channels:** UPSTAL utilizes organic search (SEO), paid search, blogs for their products, emails and video marketing.
- **Blog Posts:** UPSTAL maintains a regular blog post timeline to keep their target market updated about their current and upcoming products and services.
- **Email Marketing:** UPSTAL uses this channel from the very beginning. They use this channel to maintain and nurture relationships with their target customers. This includes call to action, providing helpful tips, update subscribers on developments in their business.
- **Video Marketing:** UPSTAL uses this channel as a way to reach their target customers. They make different review videos of software made by them and sometimes they also make some comparison videos to convince the customers to engage with their products.

2.5 Financial Performance & Accounting Practices:

Since, UPSTAL is a SaaS based software development company and a sole owner proprietorship startup, they don't have that kind of Financial Performance reports. Also, they don't intend to disclose their financial and accounting practice methods to their interns for the sake of their privacy. Information dissemination is strictly restricted and not encouraged. So, I cannot disclose any financial and accounting related information here.

2.6 Operations Management & Information System Practices:

Since UPSTAL is a profit based sole proprietorship startup, it is solely controlled by the founder Sagor Al Mamun. He has divided his operations into 3 segments.

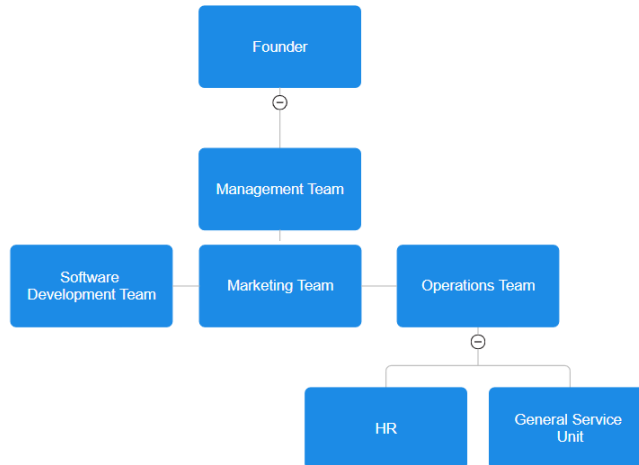


Figure 5: Operations Management

And for the Information Systems Practices, they didn't disclose any information related to this as for a SAAS business model-based company, it is strictly prohibited.

2.7 Industry & Competitive Analysis:

2.7.1 Porter's Five Forces Analysis:

1. **Competition in the industry:** The competition in this kind of industry is always pretty high. There are so many software development firms nowadays. Each of them has a main target of capturing maximum number of clients. Though UPSTAL is in a good position in the market, they have so many competitors as well. The potential competitors are: Outscraper, Apify, Github, Oxylabs etc. UPSTAL already has a big portion of the market, but the competitors are also rising. This is a challenge for UPSTAL, for sustaining in the market. UPSTAL has already gained the reputation of being accurate to their promises.
2. **Threats of new entrants:** There are also some other start-up software development firms such as Mekari, Templafy, Cognite, Agicap etc. who are posing to be a threat for the existing firms. Since a bad reputation is harmful for both, that's why UPSTAL ensures to serve their clients properly. And even ensures the service recovery as well due to failure.
3. **Bargaining power of the supplier:** The supplier gets a moderate power in terms of supplying the equipment due to rising prices. And there are many other customers as well for the suppliers. They have to maintain standard workflow and business ethics for not to lose their customers.

4. **Bargaining power of the customer:** The customer always has the option for switching to another service provider or not to take the service at all. If a customer is not convinced or feel the need of taking the service, they will not hesitate to walk away. UPSTAL make their products or services by keeping this in mind. Because, if the current set of customers walk away, it'll be very difficult for them to set themselves back on the track with new set of customers.
5. **Threat of Substitutes:** The threat of substitutes is not that high, but still recognizable. It is because all the service provider can't provide the same quality service as the other. As of this, UPSTAL doesn't face that much of threat from their substitutes as their service are much of higher quality.

2.7.2 SWOT Analysis:

- **Strengths:** UPSTAL's main strengths are loyal customer base and unique technology. The customer base has become so loyal that they won't go anywhere else for their software-based needs. A strong bond has grown. This has become possible only because of quality services made with the use of unique & up-to-date technologies.
- **Weaknesses:** Weaknesses stop an organization from performing at its optimum level. The only weakness currently UPSTAL possesses, is the lack of sufficient resources such as market data, fiscal data etc. Because of these, UPSTAL are not able to go big in the global market.
- **Opportunities:** For UPSTAL, they can expand their target market by using maximum effort in their services. There are so many other market segments that they can test on such as manufacturing industries, technology industries, digital marketing agencies etc. It's a chance that they should utilize to expand themselves in the growing market.
- **Threats:** As far as regulations concerned, it's not changing that much in this specific industry. But for UPSTAL, the number of competitors is growing gradually. They are constantly trying to put their competition behind. Besides, the needs of the customers are changing drastically over the time. So, it's a great challenge for UPSTAL.

2.8 Summary:

UPSTAL is a promising and dynamic SAAS business model-based software development startup. This SAAS company mainly develops cost effective software for small and medium businesses. Their software is quite popular around the globe for the accuracy, effectiveness, affordability and user-friendliness. Their ultimate mission is to attract more customers to their businesses. Recognizing the challenges for the growing market, they are constantly developing their services and products to cop up with the market demands.

2.9 Recommendations:

For eliminating the limitation of resources, the company will need to acquire more equipment to maintain a good workflow. They need to focus on their market & fiscal data to make them stronger as a company. Also, they should focus on investing in research and development more to innovate and develop more new products. Moreover, for going global, they should come up with a stronger international marketing strategy. Also, the upward communication gap can be reduced by hiring competent people at the workplace.

Chapter 3

Project Part

3.1 Introduction:

The business world has undergone a transformation due to advancements in technology. This shift has highlighted the importance of having dependable software solutions. UPSTAL, a reputable company that specializes in providing cloud-based software solutions for businesses has always embraced this changing environment. They have consistently delivered state of the art products that help businesses optimize their operations, boost productivity and meet their objectives. With a commitment to innovation and customer satisfaction UPSTAL has earned the trust of companies operating in industries.

3.1.1 Background:

Founded in 2021 by Sagor Al Mamun, UPSTAL has thrived in the competitive software industry with its commitment to innovation, customer focus, and quality. The company's R&D team explores cutting-edge technologies, leading to groundbreaking solutions that help businesses excel in the digital era. Upholding a customer-centric approach, UPSTAL builds strong relationships, actively seeking feedback. The company's dedication to quality is evident in rigorous control procedures and ongoing employee training, ensuring high-performance products and exceptional service.

3.1.2 Literature Review:

In the data-driven field of digital marketing, complex analytical techniques and technologies are necessary to acquire meaningful knowledge (Chaffey & Ellis-Chadwick, 2020). Chen et al. (2012) state that marketers can extract useful information from sizable online databases containing information on website traffic, social media interactions, and other digital signals by using digital marketing analytics and data analysis. These insights ultimately drive success in the fiercely competitive digital market by guiding critical decisions in a variety of marketing activities.

Rapid optimization based on real-time performance measurements is made possible by data-driven campaign management (Singh et al., 2022). According to Rust et al. (2014), customer segmentation that is fueled by accurate data analysis allows for individualized marketing messages

and experiences that strengthen bonds and increase loyalty. Understanding consumer tastes and popular issues is essential for creating content that connects with readers and encourages interaction. In order to maximize accessibility and effect, social media marketing becomes laser-focused, delivering the right message to the right audience at the right moment (Brynjolfsson & McAfee, 2014).

Yet, there are difficulties with this powerful arsenal. Ethics in data collecting and management are necessary to address privacy issues, and laws like the General Data Protection Regulation (GDPR) must be strictly followed (Acquisti & Grossklags, 2005). Talent development initiatives are necessary due to the shortage of qualified individuals who are capable of navigating complicated data landscapes and turn insights into workable plans (Davenport & Patil, 2012). Furthermore, as technology advances constantly, companies must continue to invest in innovative analytical tools and techniques in order to remain at the forefront of innovation (Kitchin, 2014).

Considering these difficulties, there is no denying the advantages of data analysis and digital marketing analytics. Businesses that use data to inform decisions have a major competitive advantage. Through the allocation of resources towards personnel, technology, and ethical data practices, marketers can leverage this formidable toolkit to its fullest extent and propel their digital marketing initiatives towards success.

3.1.3 Objectives:

During my internship, at UPSTAL my main goal was to gain experience in the field of marketing and help enhance the company's marketing efforts. Specifically, the internship focused on;

1. Evaluating UPSTALs performance in marketing across various channels.
2. Identifying areas where UPSTALs digital marketing strategy could be improved.
3. Providing recommendations to enhance UPSTALs marketing performance.

I had the opportunity to analyze UPSTALs marketing performance pinpoint areas for improvement and develop suggestions, for enhancing their strategy.

3.1.4 Significance:

The results of this study could have a significant impact on UPSTAL by enabling them to rethink their approach to digital marketing. Furthermore, SAAS organizations looking to implement their digital marketing strategy would find this study to be a very helpful resource.

3.2 Methodology:

To achieve the internship objectives, the following methodology was employed:

- Gathered data from various sources, including UPSTALs website, Google Analytics, social media platforms and email marketing tools.
- The collected data have then undergone a cleaning and preparation process to remove any errors, outliers or inconsistencies.
- Once the data has been sorted out, analyzed it using methods and data visualization tools to identify any trends, patterns or connections.
- Interpreted the results of the analysis to pinpoint areas where UPSTALs digital marketing performance could be enhanced.
- Finally based on these insights, developed recommendations, for improving UPSTALs marketing strategy.

3.3 Findings & Analysis:

3.3.1 Market Research:

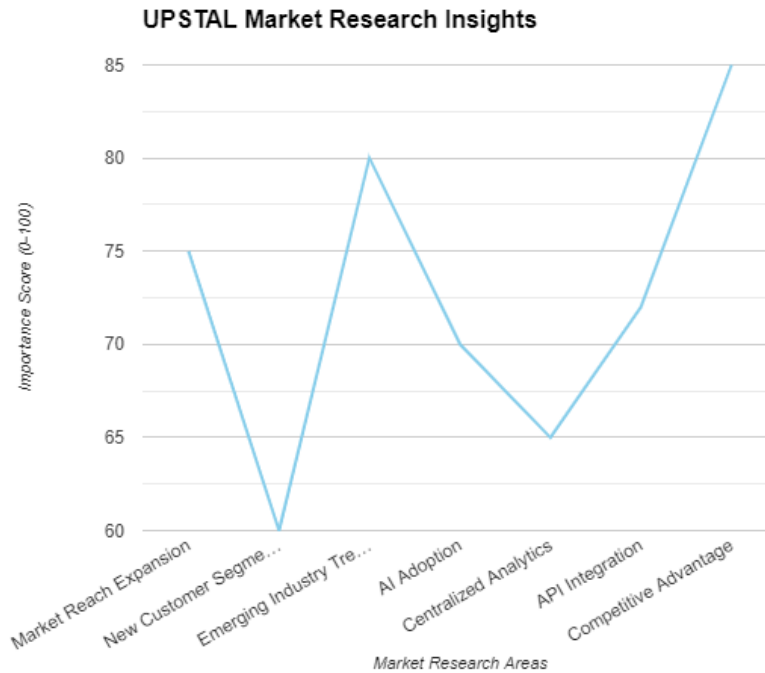


Figure 6: Market Research

After conducting a thorough market research, it seemed that UPSTAL really needs to expand its market reach and try to target new customer segments. The research carried out emerging industry trends such as Artificial Intelligence, Centralized Analytics, API Integration etc. that UPSTAL can grasp to develop their software solutions and increase their competitive advantage.

3.4 Summary & Conclusions:

Through my internship at UPSTAL, I gained a thorough understanding of the ever-evolving sector of digital marketing and how it affects the expansion and success of businesses. It was a priceless chance to put academic knowledge to use, hone practical skills, and support the company's marketing initiatives. The internship underscored the need of maintaining a customer-focused approach and the function of digital marketing in cultivating robust customer connections and augmenting brand image.

3.5 Recommendations/Implications:

Based on my internship experience with UPSTAL, I'd suggest the following recommendations for them in the digital marketing sector:

1. **Stay Up to Date:** They should conduct frequent research to stay abreast of the always shifting market trends. This will aid them in identifying fresh opportunities and modifying plans as necessary.
2. **Pay Attention to the Numbers:** They should make the most of their marketing strategy by utilizing data analytics to gauge campaign success, comprehend consumer behavior, and more. It functions similarly to a compass for increased investment returns.
3. **Connect Everywhere:** They have to ensure that clients receive the same experience from UPSTAL on all platforms, including mobile apps, social media, and the company website. Creating a smooth voyage is the key.
4. **Know Your Customers:** They need to monitor customer information and interactions by using CRM software. In this manner, they'll able to personalize experiences and forge closer bonds with clients.
5. **Keep it Interesting:** They shouldn't be afraid to attempt new things. They have to investigate and implement the newest strategies and tools for digital marketing. This guarantees that campaigns are always state-of-the-art and keeps UPSTAL ahead of the competition.

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Appendix

Final Project Proposal

Topic: Digital marketing (Analytics & Data Analysis)

Company name: UPSTAL

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Date: 26 October 2023

Problem Statement:

The effective use of digital marketing analytics and data analysis is limited by notable barriers, regardless their realized worth. These limitations include issues with data reliability, attribution, scope barriers, technological understanding requirements, and ethical problems. These restrictions result in faulty information, misguided campaigns, and reduced opportunities for expansion and optimization.

Fixing these issues is essential to enhancing decision-making, promising equity and diversity, obtaining comprehensive customer learning, attaining effectiveness and expense minimization, endorsing moral and sustainable expansion, augmenting openness and responsibility, and safeguarding marketing tactics. Through the development of innovative attribution models, the analysis of the whole customer journey, the promotion of data literacy, the application of moral data practices, and the encouragement of openness in marketing initiatives, this research seeks to overcome these challenges.

Objectives:

- Analyze UPSTAL's current digital marketing performance across all channels.
- Identify areas for improvement in UPSTAL's digital marketing strategy.
- Develop recommendations for improving UPSTAL's digital marketing performance.

Specific goals

- Quantify UPSTAL's reach, engagement, and conversion rates across all digital channels.
- Identify the most effective digital marketing channels for UPSTAL.
- Analyze the performance of UPSTAL's digital marketing campaigns.
- Identify areas where UPSTAL can improve their website design and content.
- Develop strategies to increase UPSTAL's website traffic and leads.
- Develop strategies to improve UPSTAL's customer retention rate.

Expected outcomes

- A comprehensive analysis of UPSTAL's current digital marketing performance.
- A list of actionable recommendations for improving UPSTAL's digital marketing strategy.
- A deeper understanding of digital marketing analytics and data analysis.
- A valuable contribution to UPSTAL's marketing team.

Preliminary Literature Review:

In the digital age, data analysis and analytics for digital marketing have become vital instruments for companies. With the help of these methods, data from various digital marketing initiatives can be gathered, analyzed, and interpreted, yielding insightful information that can be used to better evaluate the success of campaigns, spot emerging patterns and trends, comprehend consumer behavior, and schedule out future marketing actions (Chaffey & Ellis-Chadwick, 2020).

Assessing the effectiveness of marketing efforts is one important area in which digital marketing analytics are vital. Businesses may evaluate the success of their campaigns and pinpoint areas for development by monitoring important indicators including website traffic, conversion rates, and cost per acquisition (Singh et al., 2022). Also, data analysis can assist companies in recognizing established patterns and trends in consumer behavior, including browsing habits, popular search terms, and buying choices (Brynjolfsson & McAfee, 2014). According to Rust et al. (2014), this data can subsequently be utilized to target particular client groups, tailor marketing messages, and improve the strategy's overall efficiency.

Meanwhile, businesses can gain a deeper understanding of consumer habits with the use of digital marketing analytics. Businesses can learn about client preferences, problem spots, and buying patterns by examining data from email marketing campaigns, social media participation, and website interactions (Davenport & Patil, 2012). This knowledge is essential for creating marketing strategies that connect with prospective customers and provide the intended outcomes.

All things considered, data analysis and analytics for digital marketing are effective tools that can support companies in achieving their marketing objectives. Businesses can boost campaign performance, obtain insightful data about their customers, and make well-informed decisions about their next marketing campaigns by employing these strategies.

Preliminary Methodology:

To examine UPSTAL's digital marketing effectiveness and develop proposals for enhancement, the following methodology will be employed:

- Data collection: Information will be accumulated from numerous sources, including UPSTAL's website, Google Analytics, social networking platforms, and email marketing instruments.

- Data cleansing and preparation: The collected facts will be cleaned and made ready for evaluation by removing errors, outliers, and inconsistencies.
- Data investigation: The cleansed facts will be analyzed using statistical and visual presentation tools to recognize developments, examples, and relationships.
- Interpretation of conclusions: The results of the fact investigation will be interpreted to pinpoint areas where UPSTAL's digital marketing performance can be improved.
- Development of proposals: Based on the interpretation of the conclusions, proposals will be advanced for improving UPSTAL's digital marketing strategy.

Significance of the issue:

Digital marketing analytics and data analysis may help UPSTAL, a SaaS provider offering automated marketing and corporate data research offerings, in a variety of ways. Data may be used by UPSTAL, for instance, to determine which digital marketing platforms are best for connecting with and converting their target market. Additionally, UPSTAL may utilize data to pinpoint areas in which their marketing initiatives need to be enhanced, such driving more visitors to their website, producing more leads, or enhancing client retention.

As it might help UPSTAL by improving its marketing efficiency and reaching its objectives, digital marketing analytics and data analysis pose significant issues. UPSTAL might discover places where they can improve their goods and services, offer superior customer service, and maximize revenue by studying how customers use their website and marketing initiatives.

In particular, UPSTAL can benefit from digital marketing analytics and data analysis in the following ways:

- Recognize which digital marketing channels are most useful for connecting with and attracting their target audience.
- Determine where their marketing initiatives might be strengthened, for example, by bringing in more leads, boosting website traffic, or enhancing retention of customers.
- Determine cost-saving opportunities and evaluate the success of their marketing activities.
 - Make data- and insight-driven decisions about their next marketing campaigns.

All things considered, data analysis and analytics for digital marketing are useful tools that can assist UPSTAL in achieving its objectives.

A thorough understanding of UPSTAL's present performance in digital marketing as well as a set of doable suggestions for enhancing the company's approach are the anticipated results of this study.

Timeline of the report work:

1. Submission of Initial Proposal (Week 5 – 15/10/23)
2. Finalizing Project Proposal & start writing the report (Week 7 – 30/10/23)
3. Continue Data Collection (Week 8)
4. Analyze Data (Week 9)
5. Interpret Results (Week 10)
6. Develop Recommendations and finishing the report (Week 11)
7. Submission of the 1st draft of the report (Week 12 – 03/12/23)
8. Submission of the 2nd draft of the report (Week 13 – 10/12/23)
9. Submission of Final Report (Week 15 – 24/12/23)
10. Defend/ Present the report (Week 16 – 31/12/23)

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