

Report on “Strategies and Tactics: Crafting Effective Digital Marketing Proposals with Budgets”

By

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

BRAC Business School

BRAC University

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Declaration

It is hereby declared that,

- 1.** The internship report submitted is my own original work while completing degree of Masters of Business Administration at BRAC University
- 2.** The report does not contain any materials previously published or written by a third party, except where this is appropriately cited through full and accurate referencing
- 3.** This report does not contain materials which have been accepted or submitted for any other degree or diploma at a university or other institutions
- 4.** I have acknowledged all main sources of help

Maha Mohammad
ID: 21164038

Dr. Syed Mahbubur Rahman
Associate Professor,
BRAC Business School,
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Letter of Transmittal

Dr. Syed Mahbubur Rahman
Associate Professor
BRAC Business School
BRAC University
Kha224, Merul Badda,
Dhaka.

Subject: Internship report on “Strategies and Tactics: Crafting effective digital marketing proposals with budgets”

Dear Sir,

With due respect I, Maha Mohammad, Student ID: 21164038, an MBA intern, being under your supervision and guidance, have the pleasure to inform you that I have completed my internship period with “The ICT Hub” and have prepared my report on “Strategies and Tactics: Crafting effective digital marketing proposals with budgets” as per your advice and suggestion. I genuinely hold the belief that the practical knowledge and experience acquired through this study will greatly benefit my future endeavors in conducting various forms of research.

I have strived to complete the report with the necessary information and proposed recommendation in the most concise and thorough manner achievable. I believe the report will meet the expectations.

Sincerely yours,

Maha Mohammad

ID: 21164038

BRAC Business School

BRAC University

Date: 20th December, 2023.

Non-Disclosure Agreement

This Non-Disclosure Agreement ("Agreement") is entered by and between:

Maha Mohammad, hereinafter referred to as the "Intern," and **The ICT Hub**, a company registered under the laws of Bangladesh having its principal place of business at 8, Main road, Mohammadia housing Ltd, Mohammadpur, Dhaka-1207, Bangladesh, hereinafter referred to as the "Company."

WHEREAS, the Intern has prepared an internship report during her internship with the Company; and WHEREAS, the Report may contain confidential and proprietary information of the Company;

NOW, THEREFORE, in consideration of the Intern's access to confidential information and other valuable consideration, this agreement establishes the following key points:

Confidentiality: The intern acknowledges access to confidential information during their internship, which includes business plans, financial data, trade secrets, client lists, and more. They commit to keeping this information confidential and using it exclusively for the benefit of the company, both during and after the internship.

Non-Disclosure and Non-Use: The intern agrees not to disclose or share any Confidential Information with third parties without the Company's written consent. Additionally, they pledge not to use this information for purposes other than fulfilling their internship duties.

Entire Agreement: This agreement encompasses the entire understanding between the Parties regarding confidential information and supersedes any prior agreements, whether oral or written.

The Parties have executed this Non-Disclosure Agreement as a formal commitment to these terms.

Maha Mohammad (ID: 21164038):

Signature: _____

Date: _____

The ICT Hub:

Signature: _____

Name: _____

Date: _____

Executive Summary

This internship report represents the culmination of my academic journey, which focuses on the budgeting and modulation of digital marketing proposals within the context of a digital marketing agency. Over the course of this internship, I have learned valuable insights into client engagement, conversion strategies, competitiveness, and the complexities of modern digital marketing. Throughout my internship tenure, I have acquired invaluable insights into the realm of client engagement, effective conversion strategies, the dynamics of competitiveness, and the multifaceted intricacies inherent in contemporary digital marketing. Consequently, this internship has not only significantly broadened my knowledge base but has also sharpened my skill set, making a profound impact on my professional growth and development.

This report aims toward providing an overview on proposal with budget for the clients of digital marketing agency. While preparing this report it has been tried to reveal the insights of different departments of a digital marketing agency with a sample of proposal that has the proposed budget too. Later on, few recommendations and suggestions were also prescribed based on the observation and findings throughout my internship period at **The ICT Hub**. Finally, I have concluded the report and included the references and sources that have been used to make this report informative enough for the people who wants to understand the effectiveness of a digital marketing proposal with budget.

Keywords: Digital marketing, advertising, report, proposal, budget, strategy, content, target

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List of Acronyms:

IT	Information Technology
SEO	Search Engine Optimization
ROI	Return on Investment
KPI	Key Performance Indicator
PPC	Pay-Per-Click
PR	Public Relations
SMM	Social Media Marketing
CEO	Chief Executive Officer
CTO	Chief Technology Officer
HR	Human Resource
ATL	Above the Line
BTL	Below the Line
POSM	Point of Sale Materials
FTE	Full-Time Equivalent
SMART	Specific, Measurable, Achievable, Relevant, Time-bound
USP	Unique selling propositions
ROA	Return on assets
ROE	Return on equity
EVA	Economic Value Added
MVA	Market Value Added
DCF	Discounted Cash Flow
CCA	Comparable Company Analysis
CTA	Comparable Transaction Analysis
NOPAT	Net Operating Profit After Tax
GAAP	Generally Accepted Accounting Principles
AI	Artificial Intelligence
CRM	Client Relationship Management

Chapter 1: Overview of Internship

1.1 Student Information:

Name: Maha Mohammad

ID: 21164038

Program: Masters of Business Administration

Major/Specialization: Finance

1.2 Internship Information:

1.2.1 Period: 3 months

Company Name: The ICT Hub

Department/Division: Account Management

Address: 8, Main road, Mohammadia housing Ltd, Mohammadpur, Dhaka-1207, Bangladesh.

1.2.2 Internship Company Supervisor's Information:

Name: Muzahidul Islam

Position: Senior Account Manager

1.2.3 Job Title: Digital Marketing Account Management Intern

Department: Account Management

Location: Dhaka City

Duration: 3 Months

Job Description:

1) Duties and Responsibilities:

Client Communication:

- Assist in record keeping regular conversation with clients via emails, calls, and conferences.
- Respond to client inquiries and requests attentively and in a professional manner.
- Work closely with the seniors to recognize and commit to client wishes.

Project Coordination:

- Support the responsible team from project initiation to completion in every step.
- Work with account management team, which include content material creators, designers, and analysts, to make sure seamless challenge execution.
- Assist in establishing timelines, milestones, and deliverables to meet challenges.

Campaign Implementation:

- Contribute to the implementation of digital marketing campaigns, which includes social media marketing (SMM), email advertising and marketing, search engine optimization (SEO), and pay-per-click (PPC).
- Monitor and track campaign, overall performance, offering normal updates to the Account Management group.

Client Reporting:

- Assist in making everyday reports on overall performance, offering insights and recommendations for improvement.
- Analyze metrics and statistics to measure the achievement of campaigns against predefined KPIs.

Strategy Development:

- Participate in strategy making meetings and contribute in ideation to enhance campaigns optimization.
- Assist in the enhancement of account plans and techniques to acquire clients' targets.

Market Research:

- Carry out research on marketplace to stay updated on industry developments, competitor activities, and rising opportunities.
- Based on the research findings providing insights and guidelines.

Documentation:

- Always keep up-to-date records of client communications, task details, and performance of different marketing campaigns.
- Documenting clients' feedback and keeping record of their necessities.

Client Growth and Retention:

- Contribute in taking initiatives that is focused on client retention and dignity.
- Identify opportunities for upselling, pass and promote possibilities based on client needs and business offerings.

Ad Hoc Tasks:

- Support the Account Management team by taking part in various hands-on advertising tasks as needed.

2) Qualifications:

- Bachelor's/ Master's degree in Accounting or Related field (Marketing, Business, Communications).
- Strong verbal exchange capabilities, both written and verbal.
- Basic expertise of digital advertising principles and tools.
- Ability to work collaboratively in teams.
- Proficient in Microsoft Office Suite and digital marketing tools.

3) Benefits:

- Hands-on experience on account management inside an agency.
- Exposure to numerous client industries and digital marketing strategies.
- Training and guidance from skilled professionals.
- Networking opportunities within the organization and business industry.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company:

Followings are the key contributions to the company as an intern:

- Assist in management of clients, queries and providing support to ensure client satisfaction
- Assist the team in the development of positive and long lasting client relationships through quick responses and effective communications
- Monitoring the schedules of projects and ensuring that projects are completed on time and in line with clients' expectations.
- Helping in ideation and putting effort to include ideas in strategy making for clients.
- Work with cross-functional teams and support the team with valuable resources.
- Analyzing campaign performance datas and preparing reports for clients.
- Based on the data analytics provide insights and suggestions to optimize digital marketing strategies.
- Share valuable insights to account management team for planning.
- Collect accurate records of client communication, project details and campaign results and keep them always up-to-date.

- Secure all documentation in an organized way and easily accessible too so that account management team can be efficient enough to sort documentation whenever needed.
- To ensure clients' satisfaction working with creative and digital marketing teams.
- Monitor campaign progress, identify potential issues, and help implement solutions.
- Work with the account management team to align strategies with client objectives.
- Working in different departments, and foster a positive working environment and collaboration.

1.3.2 Benefits to the student

Interning as a digital marketing account management intern has brought benefits that contributed to personal and professional growth. There are several benefits as follows:

- Gathered practical experience on managing client accounts, developing digital marketing campaigns, and working with cross-functional teams.
- By working in the industry understood the evaluation, trends and best practices of the digital marketing industry.
- A big platform to make connections with professionals within the company and industry that will help in future to build a good network.
- Developed and amplified skill sets including project management, data analysis, communication and client relationship management.
- Working with professionals who guided and put insights on digital marketing has encouraged to work harder and intensified my resume too.
- Learned effective communication with clients, to identify their needs, and maintain positive relationship.
- By working with team on planning and supporting team in projects honed the project management skill.
- Developed data analytics and reporting skills that is necessary to evaluate campaign performance and make data-driven decisions.
- Learned to tackle a variety of tasks and challenges in this fast paced and dynamic business environment.
- Active participation in team meetings, client meetings, training and other learning opportunities helped to develop professional manners and to improve performance.

- Hands-on experience with digital marketing tools and platforms used in digital marketing industry.
- Enhanced problem-solving skills by solving challenges related to client requests, project design and campaign execution.
- Gained insights into industry-specific knowledge by understanding uniquely the unique characteristics and needs of different industries.
- Stepping out of the academic environment and stepping into the professional world helped to achieve personal growth as it's the space to gain confidence and independence.
- Received many constructive feedbacks on work that provided opportunities to grow and excel in polishing skills.

Overall, the benefits of being a digital marketing account management intern extended well beyond the tenure, providing a foundation for a successful career in dynamic and growing digital marketing in the 19th century.

1.3.3 Problems/Difficulties (faced during the internship period)

During the internship period working as a digital marketing account management intern many things was difficult to handle and due to being new in the profession faced some problems too. Followings are the problems that I've faced as an intern:

- Being a new professional to the industry to cope up with the fast-paced environment of digital marketing and account management had set a steep learning curve for me.
- Being a new employee maintaining effective communication with clients, understanding their needs and addressing concerns was very challenging.
- Among many tasks project management is a tough task for a whole team and as a new member at a time coordinating multiple projects in the team, managing schedules, and ensuring that projects are completed on time was kind of putting me in pressure, especially when it comes to managing complex campaigns.
- As a beginner identifying industry jargons and tones was difficult at first, making it difficult to communicate effectively within the company and with clients.
- As I was still learning the complexities of data analysis and interpretation so for me analyzing campaign performance data and gaining actionable insights was challenging for me.

- Matching the actual project outcome with clients' expectation was a difficult task. Even the experienced person in this field can make mistakes so as an intern it was a challenging task to assure clients' expectations are met.
- Being a new employee to this business environment it was quiet challenging to collaborate with cross-functional teams and understand the dynamics of working in a team environment.
- In this industry the most challenging task was multitasking and deadline management whereas I was just started to develop effective time management skill.

1.4 Recommendations:

Here are some suggestions for the company which can help to enhance the internship experience for their interns:

Onboarding Process List:

Administer a systemic onboarding process that will help the interns to understand the culture, structure and key members of the team. Alongside, training them on the use of different digital marketing tools and platforms is needed to make the interns confident while they work and they can bring best result with the tools.

Establish channels to communicate:

To help the intern clear communication channels were built within the team. It is also important to encourage the interns for an open communication as well as assure them an environment where they will feel comfortable to ask or talk, seeking guidance from supervisor and colleagues.

Efficient mentoring opportunities:

Engage the interns under efficient and experienced seniors from the company. They will guide the interns and will help them to improve their performance. It will provide valuable insights, will help interns to overcome their challenges, and will help to grow professionally fit for the industry.

Regular meetings:

Organize an early morning meetings regularly before the interns start to work. These regular meetings will help to discuss the progress, address concerns and provide feedback on the works the interns have done. Regular meetings will help them to be more active and attentive too.

Exposure to digital marketing:

The company must make sure that the interns are learning and experiencing various aspects of digital marketing, including client, project management, data analysis and different policies. This sort of exposures will help them to understand the field of digital marketing as a whole.

Encourage Teamwork:

Maintain an understanding and cooperative atmosphere that encourages the interns to work in team and learn from each other. They will gain professional and cooperative skills from this. Establish a friendly environment at work where interns will feel flexible to work in teams.

Feedback of interns:

At the end of their internship period take feedback from the interns about their experiences. This feedback could be valuable in improving the internship program in future.

These given recommendations can help the company create an enriching environment and a positive atmosphere to work in for the interns as well as it will ensure that the interns are getting prepared with confidence and experiencing the best for the professional world.

Chapter 2: Organization Part

2.1 Introduction:

This report is made on the experience of working in a digital marketing agency named as The ICT Hub which started their journey as a software development company and added a wing recently that provides digital marketing services. Furthermore, the report transitions into a focused exploration of a pivotal project, highlighting the significance, objectives, and methodology employed during an internship. The report, emphasized on the development of digital marketing proposals and budgeting strategies, offers insights into the intricacies of modern digital marketing and its role in fostering business growth.

As we embark on this review, we aim to uncover the strategies and tactics used by The ICT Hub in developing impactful offers, assessing budgets and verifying their digital marketing strategy works well. This report not only serves as a testament to the company's commitment to excellence but also contributes to the accumulated expertise in the digital marketing industry.

2.2 Company overview:

The ICT Hub is a widely recognized software development company that provides IT-enabled solutions, services, and consultations along with digital marketing solutions to a range of organizations worldwide. The ICT Hub is a company in Bangladesh that provides where trustworthy and affordable solutions perfect for their targeted clients' needs. This company's top priority is to provide advanced and high quality services. The ICT Hub was founded in 2016 by the visionary Zubaer Ahammed, establishing a robust foundation for its remarkable achievements in the IT sector as a software development company with time they have established digital marketing service wings for their clients in 2020. With Zubaer Ahammed as the CEO and Sadik Ahammed as the CTO, its collaborative efforts are propelling. Their perceptive and dynamic approach, coupled with their integrated services has enabled them to expand their global presence and cater to a diverse clientele.

2.2.1 Mission of the company:

The company's aim is to give outstanding services through unconventional solutions while frequently coping with the promptly changing prospect of the IT industry. We aim to build a

powerful and cooperative corporate environment distinguished by a steadfast commitment to creativity, quality, and technology.

2.2.2 Vision of the company:

The company's vision is to establish themselves as a global leader in the IT and digital marketing sector with innovative products and high-end and impactful services that are customized to accomplish the distinct requirements of various industries. Our commitment to creativity, quality and ensuring client contentment encourages us to push boundaries and set new standards.

2.2.3 Core values of the company:

- Teamwork
- Empathy
- Strong moral principles
- Unwavering excellence
- Complete client contentment
- Efficiency in cost
- Contentment of stakeholders' expectations
- Originality and adaptability

2.3 Management practices:

2.3.1 Leadership Style:

A digital marketing agency's leadership style plays a crucial role to establishing the work culture, inspiring creativity, and ensuring business success. The choices of different leadership styles often depend on the agency's goals, team dynamics, and the nature of the industry as they can be effective in various contexts. The four main leadership styles in the context of a digital marketing agency are as follows:

Autocratic Leadership:

In this, decisions are made by one authority without much input from the team. The leader has complete control over the decision-making process and all other aspects. This leadership style can be effective in situations where quick decisions are needed, especially in high-speed

environments. However, it discourages creativity and suppress the team members to work confidently. This leadership style is suitable for immediate actions or direct actions like changes in an ongoing ad campaign or change in a content at last minute.

Democratic leadership:

In this leadership style the leaders always encourage team's involvement in decision making. Any input from any team member is valued and taken in consideration before making changes or implementing any plans. Under this leadership a company can create a collaborative and inclusive environment for the employees allowing them to share diversified ideas. This leadership style is very effective for brainstorming new ideas, setting new goals or making strategic decisions that benefit from popular input.

Participative leadership:

Participative leadership style always encourages the participation of team members in decision making but retaining the final say. It's a kind of leadership that has both the autocratic and democratic leadership style features in it. This approach gives the team members a sense of ownership while still ensuring that the decisions are aligned with the company's vision. This style is effective where the skill and cooperation of team is needed the most. This leadership style is appropriate while planning and executing the marketing strategies, as this emphasizes the individual skills of team members while maintaining a cohesive strategy.

Laissez-Faire Leadership:

This leadership style gives the team members a power of autonomy by empowering them to make their own decisions. The leader in this case takes a hands-off approach and intervene only when it is needed. A highly skilled and self-motivated team that values autonomy can effectively work under this leadership style. But if this is not managed carefully then it might cause lack of direction and cohesion. This leadership style can be beneficial while managing specialized team of a digital marketing agency that is consisted of content creator or SEO specialist, where individual expertise is important.

Basically, for a digital marketing agency choosing a following only one leadership style will not be feasible. Rather the combination of leadership styles depending on the specific project or situation will be effective for the company. This combination of style will help the company to create a greater workspace with a dynamic approach as well as it will bring success too.

2.3.2 Human resource planning process:

Depending on the need of human resource according to the present workload or upcoming projects and the strategic objectives the human resource planning is done. The most important duty to do the human resource planning is to conduct the job assessment to understand the competencies, skills required for various roles within the digital marketing agency.

Assessment: Following steps are done to do the assessments:

Recruitment Strategies: A mix of online business strategies, social media, industry networking, referrals and other methods are used to attract a diverse pool of candidates.

Screening and Shortlisting: Resumes are reviewed, preliminary interviews are conducted, and candidates are shortlisted based on their skills and cultural fit in a dynamic digital marketing environment.

Interview and Assessment: To assess candidates' abilities related to digital marketing roles thorough interviews are conducted, skills are assessed, and if possible practical exercises are done.

Reference checks: Potential candidates are evaluated in terms of professional skills and references to ensure they are a good fit for the company.

Offer and Onboarding: In order to easily incorporate newly hired employees into the business offers are increased, terms and policies are clearly stated, and an in-depth onboarding procedure is provided.

The remuneration system:

The ICT Hub is a startup company but still to ensure employees effort and hard work it offers enough. Although the remuneration system could have more scopes but for now, the competitive strategy is to follow the following remuneration system. Such as-

Variable Pay: Depending on the performance offering bonuses and incentives to encourage and reward employees for outstanding contributions to projects and campaigns.

Benefit Packages: Offering flexible work arrangements and professional growth to improve the total remuneration system.

Salary structures and pay scales: Initiating a clearly defining salary structures and pay scales based on experience, talents, and working positions, while being transparent and maintaining equality.

Training and Development Initiatives:

Shortages of skills in the workforce by conducting monthly assessments and discussions of feedback. To instruct staff members on the newest trends, technologies and advancements initiating training program on digital marketing. Motivating staffs to pursue certifications, attending digital marketing conferences and participating in workshops to expand their knowledge. Establishing a culture of constructive feedback and instructing to help employees grow in their roles.

Performance Appraisal System:

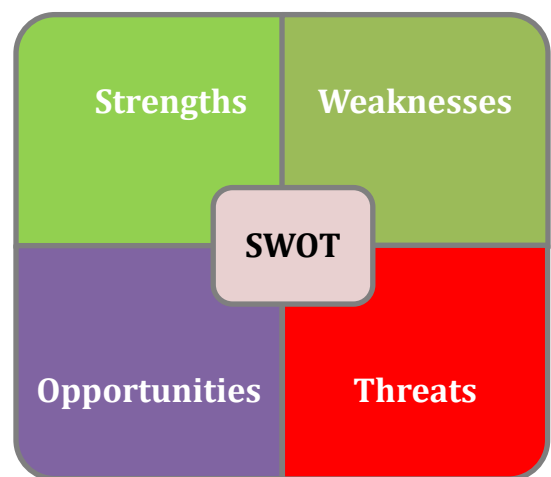
Establishing clear and measurable performance metrics that is aligned with the agency's goals and objectives. Discussing areas for improvement and growth by conducting performance reviews to provide constructive written feedback that will be helpful for the employees. Collectively mounting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals for employees to guide their efforts throughout the performance period. Acknowledging and rewarding exceptional performance through a structured recognition and reward system. Linking performance appraisals to career development plans, ensuring that employees are aware of opportunities for advancement within the agency.

By emphasizing on maintaining these aspects of human resource planning in a short time has built and maintained a high-performing and motivated team, capable of meeting the challenges of the ever-evolving digital landscape.

2.4 Marketing Practices:

2.4.1 Marketing Strategy:

Strengths: Using digital presence for marketing as a digital marketing agency is particularly powerful. Key skills in certain digital marketing areas are highlighted as unique sales considerations. Such as ICT Hub the name and also being a software company using the marketing tools wisely is easier as well as clients rely more.



Opportunities: Leveraging content marketing to showcase expertise and attract potential clients. On social media platforms interacting and engaging with the audience to build brand awareness and trust.

Weaknesses: As the agency heavily relies on online strategies, it might miss out on potential clients who are comfortable with traditional channels. Extreme reliance on specific services might limit market reach.

Threats: the biggest challenge as a digital marketing agency is to keep up to date with the evolving trends and technologies. This industry is very competitive staying ahead in this competitive industry need constant innovation.

2.4.2 Target clients, targeting and positioning strategy:

- Identifying specific businesses or industries that best align with the expertise of the agency.
- Targeting potential clients that seeking comprehensive digital marketing solutions.
- By using data analytics target and identify specific demographics or industries.
- Based on clients need and pain points marketing messages are personalized
- Through the success stories and case studies positioning as a result driven digital marketing agency.
- To differentiate from the competitors focusing the USP (unique selling propositions)

2.4.3 Marketing Channels:

Efficient and several marketing channels are needed to enhance the marketing practices.

Online Channels:

Website: Optimizing the agency's website for search engines and user experience.

Social Media: Leveraging platforms like LinkedIn, Twitter, and Instagram for brand building and engagement.

Email Marketing: For lead generation and client communication utilizing targeted email campaigns.

Offline Channels:

To establish a physical presence participating in industry events and networking.

With the goal to look into collaborations with relevant joint businesses for cross-promotion.

2.4.4 Product/New Product Development and Competitive Practices:

Product Development: To consistently improve services in line with the industry trends. To stay ahead in the competitive industry by implementing innovative and creative solutions for digital marketing.

Competitive Practices: To identify gaps and possibilities analyzing competitors regularly. Showcasing the distinctive qualities or methods that set the company apart from others. Providing flexible and competitive pricing structures.

2.4.5 Critical Marketing Issues and Gaps:

Issues: As an SME The ICT Hub has budget constraints which may limit the extent of marketing activities. Attracting and retaining skilled digital marketing professionals can be another crucial issues to marketing.

Gaps: For a better marketing opportunity strengthening capabilities in measuring and analyzing marketing ROI. Developing strategies for scaling operations without compromising quality.

The ICT Hub needs to capitalize on its strengths, address weaknesses, and seize opportunities in a rapidly evolving digital landscape. A comprehensive marketing strategy, effective targeting, and positioning, diversified marketing channels, ongoing product development, and competitive practices are essential to overcome challenges and achieve sustainable growth. Regular assessments and adjustments will be crucial to stay adaptive in the dynamic digital marketing industry.

2.5 Financial Performance and Accounting Practices:

2.5.1 Financial Performance Analysis

Analyzing the financial performance is an interesting task which needs focus and efficiency as it is a very vast subject. Financial performance analysis involves evaluating a company's at least last 3-5 years' financial statements which can share insights into its financial position, and overall business condition. As the company is new and yet to establish their yearly financial statements so it was not possible to analyze their financial performance. Still we can discuss on the variety of financial projections, analysis and charts that can be used to perform a

comprehensive financial analysis for a digital marketing company. Here is an overview of how different aspects of financial performance can be measured:

Liquidity Analysis:

Ratios: Current Ratio, Quick Ratio.

Analysis: Evaluate the company's ability to meet its short-term obligations. A current ratio above 1 and a quick ratio close to 1 are usually good. Trend analysis over multiple periods can reveal the stability of liquidity of the digital marketing agency.

Solvency Analysis:

Ratios: Ratio of debt to equity, interest rate ratio.

Analysis: It is crucial to dive into the long-term financial condition of the company. Solvency can be seen through low debt and equity as well as favorable interest rates. Background could be provided by industry specific comparative studies.

Efficiency Analysis:

Ratios: Asset turnover, inventory turnover and account receivable.

Analysis: It is essential to evaluate that how well the business uses its resources. A high rate of turnover shows that the company is using its resources very efficiently. The productivity improvement can be shown through the trend analysis.

Profitability Analysis:

Ratios: Return on assets (ROA), Return on equity (ROE) and net profitability.

Analysis: It is essential to evaluate the company's profitability. With the higher profit margins and returns indicates to an improved management. Competitiveness of the company is assessed by comparison with peers in the industry.

Leverage Analysis:

Ratios: Equity ratio, Debt ratio.

Analysis: Asses the level of financial leverage. Reduced financial risk is shown by through lower debt levels. It is useful to compare with previous statistics and industry averages.

Market-value Analysis:

Ratios: Price to sales (P/S), Price to earnings (P/E).

Analysis: Discover the way the market perceives the business. Future development may be indicated through a rising (P/E) ratio. Comparing with industry standards provides perspective on market positioning.

DuPont Analysis:

Formula: $ROE = \text{Net profit} \times \text{equity multiplier} \times \text{turnover of assets}$.

Analysis: Breakdown ROE to its components to find out sources of profit. This assessment helps to understand the company's equity benefits.

Economic Value Added (EVA) Analysis:

Formula: $EVA = \text{Net Operating Profit After Tax (NOPAT)} - (\text{Total capital} \times \text{Cost of capital})$.

Analysis: Evaluate whether the company generates value by producing returns greater than its cost of capital. Value addition can be determined by positive EVA.

Market Value Added (MVA) Analysis:

Formula: $MVA = \text{Market value of equity} - \text{Book value of equity}$

Analysis: In relation to shareholder value evaluate the market performance of the company. When the MVA is positive the market values the company more than its book value.

Methods of Analysis:

Methods: Comparable transaction analysis (CTA), Comparative Company Analysis (CCA), Discounted Cash Flow (DCF).

Analysis: Conduct methods of valuation to evaluate the company's intrinsic value more in-depth. Evaluation against industry standards improves precision.

Using these techniques comprehensive financial analysis offers an in-depth overview of the performance of a digital marketing agency, assisting strategic-decision making and pointing out opportunities for development. It's essential to adjust the analysis to take into consideration the unique traits and goals of the concerned agency.

2.5.2 Accounting practices

The ICT Hub is an emerging company that carefully and efficiently manage multiple sources of income, keep track of spending and ensure that tax rules and regulations are followed wisely and effectively. But as it's not well documented so to understand the accounting practices was challenging. Generally, here is the overview of accounting systems of the company. Accounting practices of The ICT Hub is adhered to generally accepted accounting principles (GAAP) to ensure accurate financial reporting and compliance. It is essential for a digital marketing agency to follow basic accounting principles, including the principles of consistency, prudence and materiality to maintain the accounts. These principles provide a framework for a sound financial reporting and decision-making. The company mainly follows the accrual basis of accounting.

Because revenue s and expenses are recognized as they are received or spent, company's financial performance and conditions are more accurately represented when using the accrual basis of accounting.

The company primarily maintains its accounting cycle in the best manner feasible. Financial statement preparation, book closing, general ledger statements are the few of the processes that takes place in the accounting cycle of the company. For a digital marketing agency, it is crucial to have the full accounting cycle to ensure the truthfulness and transparency of the financial statements in the company. In order to upkeep the accounting processes the ICT Hub is working on their accounting cycle.

All the sources of income are recorded accordingly such as client fees, tips and other sources by the account management team. Typically, an accounting software is used for this, as it can do lot of tasks at a time like tracks all of the expenses, track accounts including marketing costs and salaries. An efficient accountant is responsible for managing the account receivable and accounts payable including tracking invoices, collecting payments payroll from contractors, vendors and employees. The company pays payroll taxes, files tax returns, collects and remits taxes and compiles with all other applicable tax rules and regulations.

2.6 Operation management and Information system practices:

2.6.1 Data collection, storage and processing:

- To collect, store and process every data that is collected from clients the company uses a client relationship management (CRM) system.
- To track the performance of digital marketing tools company uses data collection and analytic tools.
- To provide efficient and securer data storage company uses cloud-based storage solutions.
- To give authority to clients to access datas, to track campaigns and to communicate company provides portals.

2.6.2 Database and Office Monitoring Software:

- Using a client database to maintain client profiles, preferences, and contact histories.
- Using database to collect and organize information about marketing campaigns, including content, targeting and results of the campaigns.

- For project management, to track assigned works and team work progress company is using different software.
- Using different apps to communicate and track each other's work to keep collaboration.
- Using software to share confidential files internally.

2.6.3 Quality Control:

- To encourage a culture of continuous learning and skills development to improve service delivery.
- To ensure accuracy and alignment with client's objectives about the campaign at every stage of campaign company implements quality analytics to ensure the best quality
- To maintain consistency and compliance with the brand guidelines company conducts regular product reviews.
- To identify the areas to improve company always conduct a post campaign review so that they can be more perfect on their next.

2.6.4 Scheduling:

- Use project management tools to develop and monitor project schedules, ensuring deadlines are met.
- Agile techniques for flexibility and change in project timeline.
- Create a content calendar to schedule and schedule content creation and delivery across channels.
- Collaborate with clients to align campaign plans with their business objectives.

2.6.5 Distribution:

- Use resource management tools to effectively allocate team members based on their skills and work.
- Team members are cross-trained in order to increase allocation flexibility.
- Regularly update and maintain digital marketing tools and software to ensure top performance.
- Establish a budget and resources to keep abreast of the latest technologies in digital marketing.

2.6.6 Business Model:

- To increase efficiency by streamlining processes through automation where possible.
- Review and prepare business plans based on performance specifications and feedback.
- Implementing systems for real-time client communication and feedback.
- Client support sessions to quickly address client inquiries and concerns

In conclusion, the success of a digital marketing agency depends on effective business planning and information management practices. Strong reporting systems, databases, office management software, and adherence to quality management principles contribute to the firm's ability to deliver high-quality campaigns, manage resources efficiently, and foster internal client relationships is hard to keep going.

2.7 Industry & competitive Analysis:

2.7.1 Porter's Five Forces Model:

To do the industry and competitive analysis the digital marketer uses a five forces model of analysis that is known as Porter's Five Forces. In this competitive business environment to stand out and compete and to gain client's attraction it is crucial to stay ahead and this model can help in it. Through this model the ICT Hub's industry competitiveness has been described as follows:

1. Threat of new entrants: Low to Moderate.

Barriers to entry in the industry is lower than in the traditional market. The barrier exists due to the need of set of skills, specialized knowledge and experience. However, digital tool's accessibility makes it easier to enter in this industry. So to tackle this and be ahead in this industry focus on building a strong online presence and brand reputation.

2. Bargaining power of buyers(Clients): Moderate.

Clients have options so the company always give importance to know the need and preferences of clients. The company always tailors personalized experiences and value.

Moreover, the company has loyalty programs and different engaging strategies to retain existing clients and lessen the bargaining power of their clients.

3. Bargaining power of suppliers (Clients): Low to Moderate.

The relationship of the company with the content creators, technology suppliers, managers are strong enough to maintain the bargaining power. As well as Company is not dependable on

single supplier or platform. To mitigate the supplier related issues the company has diversified the marketing channel.

4. Threat of substitutes: Moderate.

Constantly innovating digital marketing strategies to stay ahead in the race. The USP is meeting deadline and deliver excellent work in reasonable price. This helps to mitigate the threat of substitutes. Moreover, having a specialized expertise adds a unique value proposition.

5. Competitive rivalry: Asses competitor's strengths and weaknesses and their strategies to refine own work process. Can easily outplay the competitors and adapt the changing conditions of the market.

2.7.2 Strengths Analysis:

After conducting the SWOT analysis the Common strengths, imitable strengths and distinctive strengths are as follows:

1. Common Strengths:

Skills in Core Digital Marketing Channels: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, and Content Management.

Variety of skills: Team with diverse expertise in design, copywriting, analytics and technical aspects of digital marketing.

Established client base: A portfolio of satisfied clients with successful campaigns and positive testimonials.

2. Imitable Strengths:

Strong corporate partnerships: Partnerships with major industry players, fostering a network that competitors could potentially replicate.

Staying up-to-date with the latest equipment, and offer benefits that competitors can emulate.

3. Distinctive Strengths (Competitive Advantage):

Niche Expertise in upcoming products: A special focus on emerging trends such as artificial intelligence (AI) in marketing, offers distinctive advantages and is hard to replicate.

Proprietary data analysis tools: tool specifically designed for data analysis within the organization that provide it a distinct advantage over the competitors.

2.8 Summary & Conclusion:

Chapter 2 contains an in-depth overview of The ICT Hub and emphasizes on the company's dedication to efficient business services, marketing, finance, operations, and strategies. The company's worldwide expansion into the global IT and digital marketing industries is guided by the leadership's commitment to the core values which are aligned with the company's goal. The ICT hub's emphasis on human resources planning, marketing strategies, financial analysis and operational excellence is evident of its comprehensive approach towards corporate management. In order to position the business for long-term growth and success, Porter's Five Forces model and SWOT analysis provides valuable insights about the competitive environment and internal strength.

This chapter provides The ICT Hub solid guidance and plans for being innovative, competitive and adapting the changes in the industry. Overall, this chapter provides with a deeper comprehension of The ICT Hub's procedures and operations, along with share an in-depth review of its particular initiatives and guidelines.

2.9 Recommendations:

- **Constant creativity:** To stay ahead of new products and technologies and to leverage on the dynamic nature of the digital marketing business, The ICT Hub must set a high value on the ongoing creativity.
- **Extend services:** Take into account the expansion of services offered outside of the digital marketing in order to reach a larger customer. These could be whole marketing solutions or extra IT solutions.
- **Improved employee training:** Make an investment in an ongoing training program that introduces the employees to the most recent digital marketing resources and tools that will ensure an exceptional degree of proficiency.
- **Increase physical presence:** While establishing an effective online presence is important, being physically present at industry workshops or at other conferences helps foster better interactions and communication.
- **Strategic conversations:** Establish strategic connection with important industry stakeholders in order to strengthen the company's network and create new prospects.

- Budgeting: Whilst the company expand, create a thorough budget to ensure efficient resource allocation and effective budgeting.
- Measure for data security: Given the dependency on data, implementing robust cybersecurity measures should be a top priority in order to safeguard client information and maintain trust.

By adopting these recommendations into practice, The ICT Hub will be able to solidify their position in the digital marketing and IT sector, boosting sustainable development and maintaining its competitiveness ins market that is changing rapidly.

Chapter 3: Project Part

3.1 Introduction:

3.1.1 Background:

This internship report represents the last stage of my university education. This internship has been an excellent learning for me, with my primary focus being on the process of making budgets and proposals of digital marketing agency. Now I have better understanding of client interaction, the art of converting strangers into customers, how to compete and all aspects of modern digital marketing. Initially, the internship seemed difficult at every step, but with time, I have managed to overcome all the obstacles and developed my problem solving skills. My knowledge has grown tremendously as a result of my internship as well as it has played a crucial role to extend my skills and capabilities to a greater extent.

3.1.2 Objective of the report:

This report's objectives are to explore the generation of digital marketing proposals, evaluate budgeting strategies, evaluate the effects of proposals, identify successful strategies, provide with recommendations for agency process enhancements, share real cases, and expand the body of knowledge within the digital marketing sector. Its overarching goal is to assist professionals and agencies in crafting impactful proposals that align with client requirements and make the most of budget allocation for successful campaigns.

3.1.3 Significance of the report:

Digital marketing & advertising industry have held a crucial position in fostering business growth and making substantial contributions to national development. This sector is experiencing rapid growth in our nation due to globalization and private sector reforms. To thrive as a prominent player in this fiercely competitive and intricate business landscape, such companies must prioritize the satisfaction of their clients in their business development efforts. So it is important for this sector to know how to craft an effective proposal so that they can attract their clients and help their clients to do business as well as bloom in their own industry.

3.2 Methodology:

This internship report is written using both the primary and secondary datas.

To compile this report, primary data was primarily acquired through a survey conducted as part of my official duties during the internship. Other data collection methods employed included:

- a. Observations.
- b. Team discussions.
- c. Team brain storming sessions.
- d. Face-to-face interviews.
- e. Informal discussions and interviews with personnel from different departments of the company.

As for secondary data, I gathered information from various sources such as company website, different files, and relevant reports. As it is a startup agency so there is not any published material like company magazine, catalog etc. regarding their data so mostly all datas were collected throughout the internship period from directly the supervisor.

3.3 Finding and analysis:

3.3.1 Digital marketing project proposal:

It all commences with the project proposal, whether you're dealing with multimillion-dollar advertising campaigns or more modest thousand-dollar one-page proposals. A significant portion of your agency's achievements hinges on crafting compelling proposal documents.

Among all the documents you'll generate while managing a project, few hold as much significance as the project proposal. This compact document serves as the foundation for launching multimillion-dollar projects. It plays a pivotal role in securing new clients, persuading sponsors to increase funding, and convincing existing clients to renew their contracts.

An exceptional project proposal seamlessly blends information and persuasion. While it may be rooted in data, it doesn't hesitate to incorporate marketing language. Essentially, it encapsulates a range of skills, including project management, data analysis, and copywriting.

Given the extensive nature of this task, crafting a compelling project proposal can pose a challenge, even for seasoned professionals in the agency.

3.3.2 Digital Marketing services:

Effective digital marketing may be the identifying factor for the success or failure of any business. It not only boosts sales but also fosters client loyalty and stimulates brand popularity. A digital marketing firm provides a range of offerings aimed at assisting businesses in driving traffic and revenue. These offerings can encompass:

- Search Engine Optimization (SEO)
- Content Marketing
- Pay-Per-Click (PPC) advertising
- Email Marketing
- Market Research
- Video Production
- Public Relations (PR)
- Social Media Marketing (SMM)
- Marketing Strategy
- Web Design & Development

And many more. Digital marketing agencies employ experts in each one of these areas so that these experts strategize and plan according to different businesses and can effectively execute these essential functions.

3.3.3 Strategies & tactics to follow:

Certainly, here are some strategies and tactics for crafting effective digital marketing proposals with budgets:

Client Needs Assessment: Begin by thoroughly understanding the client's goals, target audience, industry, and challenges. The proposal must address specific needs of clients and main points of target for clients.

Competitor Analysis: Conduct a comprehensive analysis of the client's competitors to identify strengths, weaknesses, opportunities, and threats. Use these informations to propose strategies in a very cost effective way that set the client apart from their competitors.

Budget allocation: Allocate the budget wisely by prioritizing high-impact digital marketing channels, such as content marketing, SEO, paid advertising, and social media, based on the client's goals and target audience.

Goal Setting: Clearly define measurable goals and key performance indicators (KPIs) to track the success of the digital marketing campaign. Ensure that the budget aligns with these goals.

Content Strategy: Develop a content strategy that includes content creation, distribution, and optimization. Highlight how qualityful contents will engage the audiences and drive the results.

Digital Advertising: Outline a paid advertising strategy, specifying platforms (e.g., Google Ads, Facebook Ads) Targeting options, creatives for ads and expected ROI.

SEO Optimization: Explain the way how the clients' website will be optimized for search engines, including on-page SEO, backlink building, and keyword research, which will help the clients to increase organic traffic on the website.

Social Media Plan: Propose a social media strategy that includes engagement tactics, content calendar and paid social media advertising to boost up the visibility of the brand as well boosts the engagement.

Measurement and Reporting: Mention and describe the tools and methods that will be used to track the campaign performance. Highlight on regular report making and how the adjustments will be made based on data insights.

Risk Mitigation: Identify the potential risks in the proposed strategies and mention the contingency plans. Clients always appreciate and feel good and safe to know that there are plans to face the unforeseen challenges.

Timeline: Present a realistic timeline for the campaign, indicating key milestones and deliverables. Ensure the budget aligns with the campaign's timeline.

Team Expertise: Highlight the skills and expertise of your team members who will execute the campaign. Demonstrating their qualifications instills confidence in the client.

Client Involvement: Emphasize the importance of client collaboration and provide a clear communication plan to keep them informed throughout the campaign.

Testing and Optimization: Explain your commitment to ongoing testing and optimization to maximize the campaign's effectiveness within the budget.

Client Education: Offer to educate the client on digital marketing strategies and results, fostering a collaborative and transparent relationship.

Legal and Compliance: Ensure that your proposal addresses legal and compliance considerations, such as data privacy and advertising regulations, to avoid potential issues.

By incorporating these strategies and tactics into your digital marketing proposal with a well-structured budget, you can increase the likelihood of winning client trust and securing successful campaigns.

3.3.4 Sample of proposal with budget:

Estimate

Job no.	RC/435/03/23
Date	##
Client	##
Brand	##
Campaign	Monthly Retainer Campaign

Monthly Retainer Resource Breakdown Details

SI No.	Position	Scope of Work	FTE required	Cost (in BDT)
Strategic Planning				
1	Digital Account Director	Directing strategic process and help craft a media guideline for digital marketing operation	15%	
2	Planning Manager	Supporting strategic process with the help of director and making campaign plans, content planning, or any other engagement plan to help client to gain more visibility in digital space	40%	
Client Services				

3	Key Account Manager	Overall execution management of daily operations, campaign executions & client management activities. Key Account Manager also drives the overall executional alignment between Planning, Creative Team and Client	50%	
4	Client Service Executive	Support and assist Key Account Manager throughout the overall Client Services execution of daily operations, campaign executions & client management activities.	100%	
Creatives				
5	Creative Supervisor	Supervising the creative process and copy writing and ensuring the brand is following latest design trends and having best optimized content.	60%	
6	Graphic Designer (Static)	Delivering static visuals for online and offline activities including local social media contents and adaptations. Based on resource allocation.	70%	
7	Motion Designer (Dynamic)	Delivering dynamic visuals for online and offline activities including Digital, ATL, BTL contents and adaptations. Based on resource allocation	60%	
8	Senior Copywriter	Dispensing engaging and relevant copies and captions for all contents both Bangla & English. Also write up different article for PR, Event, Media etc.	60%	
Media & PR				
9	Senior Media Executive	Planning and Executing different media and PR planning for the brand and executing PR and Media according to the plan	60%	
Total Cost				3,50,000

Digital Breakdown			
Item	Platform	Description	Unit

360 Digital Media Idea & Planning	Facebook	Channel management, Content and campaign planning, Caption writing, Content publishing, importing, scheduling and tagging, Content checking and tracking, Monitor engagement, Query management and Monthly reporting.	Per month
	Instagram	Instagram page management, Instagram feed manage, different stories planning etc.	
	YouTube	YouTube channel management, planning and ad types plan.	
	LinkedIn	LinkedIn page and mood board management.	
	Display banner	Display banner ideation and planning	
Creative contents and designs	Facebook	Facebook contents designs (Static/dynamic), stories, photoshoot contents, different ad types etc.	Upto 20 Designed (14 static & 6 Dynamic) contents and adaption to all other platforms
	Instagram	Facebook post adaptations to Instagram, stories and Instagram feed designs with photoshoots contents	
	LinkedIn	Posting Articles and other design adaptations from Facebook	
	Digital Banner	Digital Banner Content Set (Static/GIF/Video)	2 Set
	YouTube	Video editing upto 20 to 30 secs.	5 Videos

ATL and BTL Breakdown			
Item	Platform	Description	Unit
360 ATL & BTL Planning	ATL & BTL	OVC and TVC planning	Per Month
		Photoshoot planning	
		Media planning and strategy	
		TV Show plans and planning	

ATL & BTL Designs	Event branding	Banners, Table tops, dangler designs etc.	10
	Print designs	(POSM) Press, magazine, leaflets, billboard, etc	10
	Write-ups	Magazine/News Writeup	10

1. Above cost are applicable on monthly basis. And will be execute as per our planning and strategy.
2. This estimate includes Facebook, Instagram, and LinkedIn, YouTube page maintenance and monthly display banner design for brand
3. Also, all ATL & BTL design and planning is included within define scope
4. Additional designs and planning requirements which are not included in define scope can be added based upon discussion and rate card we shared.
5. Fee excludes charges relating to production/purchase images/illustration/ audio visual content. Any cost involving these will be charged separately.
6. Third Party Costs (e.g., Photography, videography and other vendor related
7. Services) will be charged separately. Agency will charge 15% as ASF on third party requirements.
8. Above cost is calculated considering **6 months'** tenure based and will be billed on monthly basis. The bill needs to be paid within **15 days** after bill submission.
9. Work Order needs to be issued for at least **6 months** based on this estimate.
10. Both Party needs to give at least **2 months'** notice period before terminating the contract.
11. Media Buying budget is not included within the estimated cost.
12. VAT & Taxes are to be paid as per Government rules of Bangladesh.
13. 15% VAT is applicable and are to be paid by the client.
14. All payment must be made in favor of **The ICT Hub**.

**Name & Signature of CEO of
The ICT Hub**

Name & Signature of Client

Estimate

Job no.	RC/435/03/23
Date	##
Client	##
Brand	##
Campaign	Monthly Retainer Campaign

Monthly Retainer Resource Breakdown Details

Sl No.	Position	Scope of Work	FTE required	Cost (in BDT)
Strategic Planning				
1	Digital Account Director	Directing strategic process and help craft a media guideline for digital marketing operation	15%	
2	Planning Manager	Supporting strategic process with the help of director and making campaign plans, content planning, or any other engagement plan to help client to gain more visibility in digital space	40%	
Client Services				
3	Key Account Manager	Overall execution management of daily operations, campaign executions & client management activities. Key Account Manager also drives the overall executional alignment between Planning, Creative Team and Client	50%	
4	Client Service Executive	Support and assist Key Account Manager throughout the overall Client Services execution of daily operations, campaign	100%	

Campaign Budget

Campaign Budget		
SL	Item	Total Cost
1	Campaign & Content Planning, Design, Account Management, PR & Media Management, Video scripting, Landing Page Design, etc.	903,000

2	3rd Party Production and Development Cost	800,000
3	Media Placement, Promotion and PR Cost	6,000,000
Total (in BDT.)		7,703,000

Notes:

1. Above cost are applicable for only planned content and media. Anything added will be charge separately based on rate card.
2. This estimate includes Facebook, Instagram, and LinkedIn, YouTube page maintenance ATL, BTL and required design as per mentioned in the cost breakdown for 3 months' campaign period.
3. Additional designs and planning requirements which are not included in define scope can be added based upon discussion and rate card we shared.
4. Third Party Costs (e.g., Photography, videography and other vendor related Services) will be charged as per cost.
5. 50% of the total amounts need to be paid in advance and remaining amount needs to be paid within 15 days of submitting the final bill after completing the campaign.
6. Work Order needs to be issued based on the estimate.
7. For Online and Offline media, please note that these are suggested media promotion budget. Final amount will be given after fixing the placement frequency and other requirements also based on the requirement the media advance will vary.
8. VAT & Taxes are to be paid as per Government rules of Bangladesh.
9. 15% VAT is applicable and will be paid by the client.
10. All payments must be made in favor of **The ICT Hub**.

Campaign Budget Breakdown

SL	Item	Description	Unit	Unit Cost	Total Cost
		Overall Strategy Development (Stop			

1	Strategy & Planning		Blaming, Start Acting)	1	50,000	50,000
			360 Marketing Campaign Planning (Including Overall Content & Digital Media Planning)			
2	Video & Microsite Design	Video Script & Planning	Series of Video for Campaign, Story Boarding etc.	4	15,000	60,000
		Microsite Design	Design Microsite for whole Campaign to direct traffic through different media platform and contents	1	40,000	40,000
3	Media/Platform Management Charge	Social Media	Social Media Page Management	3 Month	40,000	120,000
			Social Media Community Engagement, Reporting etc.	3 Month		
		PR & Offline Media Management	PR Campaign Planning & Execution	3 Month	25,000	75,000
4	Campaign Deliverable (Design &	Digital	Regular Content Development for social media (Static)	3 Month / Per Month 8 Static	4,500	108,000
			Regular Content Development for Social (Dynamic/Carousel/Canvas)	3 Month/ Per Month 4 Dynamic	8,000	96,000
			Banner Design for Online Portals/GDN	3 Set	24,000	72,000
			Billboard Design	4	25,000	100,000

	Adaptation)	ATL	Magazine Design	3	15,000	45,000
			Write up for Article/PR/Regular/Website Blog etc.	3 Month/ Upto 10 Per Month	30,000	90,000
			Flyer Design	1	15,000	15,000
			Poster Design	4	8,000	32,000
Grand Total (in BDT.)					903,000	

Media Placement Cost (Variable)					
SL	Item	Description	Unit	Unit Cost	Total Cost
1	Production & Development Cost	Series of Video Production	4	N/A	500,000
		Landing Page Microsite Development	1	150,000	150,000
		Model Photoshoot Act Now	1	150,000	150,000
Grand Total (in BDT.)					800,000

Media & PR Communication Cost (Variable)						
	Item	Item	Description	Platform	Unit	Total Cost (Net Total)
1	Digital Media Promotion Budget	Facebook/ YouTube/ LinkedIn/ GDN/ Local Promotion	Promotion Budget for different digital online platform and social media	Facebook/ YouTube/ LinkedIn/ Google	3 Month	500,000
		Digital Launch	They will premier and publish campaign videos on their Facebook page, YouTube channel & Website	Prothom Alo, Somoy News, RTV, BDNews24.com (They will shared the launch on their other social media platform)	4	700,000

2	PR Communication	Article & Interview	Press (Newspaper & Online portal) will publish an article/ Interview about the brand in details in their relevant segment (max dimension might be 20 CI	Newspaper & Online Portal	8	450,000
3	Advertisement	Newspaper	Newspapers will place advertisements on the business page and inner page.	Prothom Alo & Daily star	2	700,000
		Magazine	Magazine will place advertisements on the cover page/ inner page	Brand Forum, Today & Business times	4	500,000
		Digital Advertiseme nt	The online portal will place Advertisements on the home page & inner page	Prothomalo.com, Dailystarnet.com	5	800,000
		Digital Billboard	Advertisements will be on air on digital billboards in different places of Dhaka	Gulshan, Mohakhali, Dhanmondi & Airport area	1,700 Min/ 10 Days	550,000
			Advertisements will be			

	Static Billboard (6 Month)	published on static billboards in different places outside Dhaka	Ashulia, Uttara, Keranigonj, Demra, Narayangonj & Narsingdi	8	1,800,000
Grand Total (in BDT.)					6,000,000

3.4 Limitations

This report has been prepared from the different datas I have collected while working in The ICT Hub and as most of it are confidential so I had to ensure confidentiality in every process of my internship report as well as there were some more problems such as-

- I lacked prior experience in preparing and organizing an internship report on this specific topic.
- Confidentiality constraints limited my access to precise information about certain departments and their activities.
- It was a big challenge to obtain comprehensive information for the report.
- It was very challenging to get free time and work for the internship as well as some department executives were too occupied to provide me with adequate time and information.
- There was a shortage of enough resources as well as the available web resources were insufficient in providing the assistance I needed.
- Being a new company in the industry there was a shortage of different supporting documents that would have helped me to make this report more efficient.

Despite encountering numerous limitations, I made a concerted effort to provide the best possible quality in completing the report.

3.5 Conclusion:

To conclude we can clearly state that the ICT Hub uses a client-centric approach to formulate a proposal, strategically budget considerations is balanced, through impact analysis emphasizes

on accountability, and always keep the door open to improvement while it takes place in order. While the limitations were acknowledged it did not affect the intern's commitment to providing a thorough performance report. The lack of printed materials such as magazine, directory etc. contribute to a friendly, positive and active workplace culture within the company.

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Appendix 1: Employment Experience Certificate



Date: 12.12.2023

TO WHOM IT MAY CONCERN

This is to certify that Ms.Maha Mohammad D/O Md.Mainul Alam, permanent resident of house 14, road 01, block A, Nobodoy housing Ltd., Mohammadpur, Dhaka-1207, worked as an Intern under Account Management department from August 30,2023 to November 30,2023. During her internship we find her to be obedient, dedicated and honest to her work.

We are sure that her passion and dedication will help her excel in whatever she chooses to do next in her life. We wish her all the best for her future endeavors

Regards,

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