

Report on
Digital Media Marketing Approaches and Impact

By
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ID: 17204071

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

BRAC Business School

BRAC University

November 2024

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Declaration:

It is hereby report declared that

1. The internship report submitted is my original work while completing a degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted for any other degree or diploma at a university or other institution.
4. I have acknowledged all of the main sources of help.

Student's Full Name & Signature:

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BRAC Business School, BRAC University

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Letter of Transmittal

Syed Mahbubur Rahman

Associate Professor

BRAC Business School

BRAC University

224 Progati Sarani Road, Dhaka 1212

Subject: Submission of the Internship Report.

Dear Sir,

I am pleased to present my report on “Digital Media Marketing Approaches and Impacts” that I have prepared based on my knowledge during my internship period on Wavemaker Bangladesh.

I have been trying my level best to complete this internship report. This study is based on my real working experience in the organization being the part of Digital Media Buying and planning team. During my Internship, I have gathered comprehensive information through my learnings and acquiring useful experience and skills.

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

Sincerely Yours,

Nusrat Humaira

ID: 17204071

BRAC Business School

BRAC University

20th November, 2024

Acknowledgement

To start with, I want to show my utmost gratitude towards Allah for his gratefulness. Without Allah's blessings, it would have been impossible for me to finish the report on time, given that I had to attend both my office and the internship. Writing the report after attending a long day at the office was such a challenge. I would like to express my gratitude to certain individuals, as without their assistance, this process would have been even more challenging for me.

I would like to thank my internship advisor, Syed Mahbubur Rahman, Associate Professor, BRAC Business School, for mentoring me and helping me consistently throughout my internship journey. I would thank and show gratitude from the core of my heart to my colleagues at WaveMaker Bangladesh Limited for their constant support, consideration, and learning experience. I was able to learn a lot from this internship, and I am glad to be a part of Wavemaker Bangladesh Limited now.

Lastly, I would show my utmost respect and gratefulness to BRAC Business School, including all my faculties, friends, and each member working on BRAC University to bring me to this position and develop me as a person who I am today in my undergraduate journey.

Executive Summary

Wavemaker Bangladesh is a multinational company that was established through the merger of two well-known agencies, MEC and Maxus. Wavemaker Bangladesh stands as a leading media buying consultancy, with expertise spanning both the ATL (Above-The-Line) and Digital sectors. In the context of Bangladesh, Wavemaker operates as a part of the GroupM network under Asiatic360, which is a leading global media investment group. Wavemaker specializes in a wide range of services within the advertising and media industry. Their core areas of expertise include Data Planning, Media Planning, Digital Marketing, Content Creation, Content Development etc. to help businesses connect with their audience and achieve their marketing objectives.

In my report, I will uphold the operational approach of Wavemaker Bangladesh in digital media marketing. Moreover, their strategies for meeting client requirements, ensuring clients visibility on digital media, and establishing meaningful connections with their target audience.

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List of Acronyms

TG: Target Group

WM: Wavemaker Bangladesh

ED: Executive Director

MD: Managing Director

ATL: Above the line Marketing

PR: Public Relations

POC: Person of Contact

Chapter 1: Overview of Internship

1.1: Student Information

Name: Nusrat Humaira

ID: 17204071

Program: Bachelor of Business Administration

Major: Marketing & CIM (Computer information Management)

1.2: Internship Information

1.2.1

Period: 6 months

Company: Wavemaker Bangladesh

Department: Digital Media Buying and Planing

Address: Millennium castle, Level 12, House 47, Road 27, Banani, Dhaka-1213, Bangladesh

1.2.2

Supervisor's Name: Sumaiya Noor Nodi

Position: Assistant Manager

1.2.3: Job Scope- Job responsibility as an Intern

As my internship at Wavemaker Bangladesh draws to a close, I am reflecting on the enriching experience of the past six months. I am grateful for the inclusive and welcoming atmosphere, as I was not just an intern but an integral part of the team. In particular, I had the privilege of serving as a query manager for renowned brands such as L'Oréal and Dabur Bangladesh.

My supervisor exhibited exceptional kindness by facilitating my integration into the work environment. They organized ice breaking sessions to help me get acquainted with the team. Over time, I grew more comfortable in the workplace, gaining confidence in my abilities, especially as this was my first professional experience.

In my role as a member of the digital media team, I was responsible for managing and responding to queries on my clients' social media accounts. I briefed specific response formats, provided by both the team and the clients, to ensure effective and consistent communication.

As social media pages serve as the primary platform for a brand's digital marketing promotions, effective query management is pivotal in maintaining and enhancing a brand's reputation. Not just being just a promotional aspect, social media also represents as an important communication channel for connecting a brand to its customers and dealers nationwide. These factors provided me a great opportunity to directly represent my brand in market.

As part of my job, I had to react to comments and direct messages from customers. I had to deal with both common queries that the company and my supervisor told me to expect and questions that came up out of the blue that needed thoughtful answers. Working with my supervisor was important for answering these queries correctly, and any unexpected questions needed to be communicated after supervisors' approval.

In addition to my regular duties, I was also in charge of managing influencers, which mostly meant working with the content team. This distinctive task gave me the opportunity to work with

both teams at the same time, recognizing the connection between creative and digital aspects. This dual engagement not only helped me to learn more, but it also let me explore my interests in both fields.

As an influencer manager, one of my duties was creating lists of influencers that met the particular requirements of clients for their creative projects. It was found that choosing the right person would have a big impact on whether the creative project was successful or not in the end. The process of finding the right influencer was like figuring out a "win-or-lose" situation; the results would not be known until the influencer finished their work. Because, we as an agency, played an important role in helping our clients to select influencers, by suggesting influencers, and it is a crucial part of our duty.

To meet this obligation, I did a lot of research on content creators, thoroughly reviewing their contents to understand what clients wanted and to come up with creative ideas. by engaging with this process, I was able to contribute with several influencer and get connected with few influencer-based campaigns. This experience not only let me see how different things fit together, but it also gave me an in-depth look at how complicated influencer management can be. I'm proud that I helped with these projects because they not only improved my skills but also made my internship a lot of fun and interesting.

Especially during engagement programs, which were the main type of digital advertising, I had more work to do. We used to get a lot of responses during the phase of engagement campaigns, to give replies to the thousand comments is a huge pressure itself, so I had to strategies by work process during these phases. A part of my daily duties also included talking to vendors from different parts of the country. To get their information and answer a wide range of questions, I had to work hard and focus on customer centric approach.

1.3: Internship Outcome

My journey in Wavemaker Bangladesh was a significant experience for me, as it was my first professional workplace. I was eager to immerse myself in this industry and gain valuable knowledge. I have gained knowledge in a variety of areas that differ greatly from what I learned in my academic studies. The diversity in the real-world situation exceeds my imagination, making it challenging to maintain focus and comprehend each aspect.

As I was finishing my last semester, it was difficult to cope with managing the time for both work life and academics. However, my supervisor and team made a significant contribution to my class hours, which ultimately helped me manage both. As I was very new to the official environment, hesitating while communicating in the new environment was a big thing for me. However, my supervisor provided me with invaluable assistance through a unique technique, encouraging me to collect money from my colleagues on various occasions such as birthdays and special events.

While performing that, I slowly get along with everyone; the icebreaking session happened automatically after doing it a few times. And now, I am very comfortable communicating with everyone around the office. It also aided me in comprehending the various teams within the company, their roles, and their responsibilities.

1.3.1: Students contribution to Company

As I was an intern for digital marketing, I played an important role over there. The digital marketing team is considered one of the most valuable departments within Wavemaker Bangladesh Limited. As an active member of the department, it was my responsibility to uphold Wavemaker's standards and foster improved communication with customers and dealers who expressed interest in connecting through social media.

In order to provide them with accurate information, we aim to foster a positive brand image. If our clients and brands receive positive outcomes and impressions, Wavemaker stands to gain. Furthermore, my role was not limited to merely managing queries; I regularly participated in various departmental tasks.

As I was a learner in the organization and a part of media buying and planning, I had to learn the buying and planning process through sessions, and this Wavemaker helped me to get prepared for the future works. My contribution to the company was minimal. The company greatly appreciated my efforts in maintaining a regular office and running two courses at the university.

My team consists of 10 members; most of them multitask for each client. Each client has its own sub team, with half of the team dedicated to media buying, planning, and reporting. As an intern, I was responsible for handling brand queries and assisting my supervisor with various tasks, primarily related to reporting and buying.

Because of this little help from me, my supervisor could focus on other important tasks and do her work more quickly and efficiently. I made every effort to assist both my team and Wavemaker.

1.3.2: Benefits of the Student

My internship experience at Wavemaker Bangladesh, a leading media agency, has been immensely beneficial, providing me with valuable insights into the dynamics of the agency culture. Being part of a global company that manages international clients has afforded me the privilege of learning the systematic working culture of global brands.

The internship presented an unparalleled opportunity to engage with different sectors, including publishers, agency professionals, and other promotional media channels. The vastness of the marketing industry unfolded before me, the diversity of marketing industry is huge and working over here showed me different paths to go forward as a marketing student. Among the various skills I learned during this period, a standout achievement was the significant development of my ability to confidently handle clients and communicate effectively.

As a member of the media buying and planning team, I learned the processes of media buying and planning, gaining practical knowledge of working across diverse platforms for serving advertisements. While my academic courses introduced me to the concept of Target Audience (TG), it was during my internship that I learned the art of creating a TG and custom audience for specific brands, ensuring the identification of potential users for the offerings of the brands I worked with.

This role not only allowed me to assimilate seamlessly into the agency culture but also acted as a catalyst for personal and professional growth. Under the guidance of my supervisor, I was encouraged to read various articles, reading materials, and useful tools, enhancing my knowledge and refining my skills to work more efficiently on assigned tasks. The continuous learning process became the foundation for my performance improvement, as the knowledge I gathered and practiced during my tasks translated to enhanced my daily performance.

My internship at Wavemaker Bangladesh has been instrumental in shaping my understanding of the agency culture and the intricate workings of the global marketing landscape. The diverse experiences and skills I gained during this period have not only broadened my perspectives but have also furnished me with the confidence and proficiency required to navigate the diverse era of marketing.

1.3.3: Problems and difficulties I have faced

As an intern at Wavemaker Bangladesh, a leading media agency, I gained insight into the agency culture. Furthermore, my company's global reach and handling of global clients enabled me to understand the methodical approach to working for global brands.

Working as an intern here provided me with the opportunity to connect and engage with a variety of different sectors, such as publishers, agency workers, and those handling various promotional media for brands and channels. The diversity of the marketing industry is huge, and working over here showed me different paths to go forward as a marketing student.

One of the core personal skills I developed significantly is handling clients with confidence and communicating. As a member of the media buying and planning team, I acquired knowledge in media buying and planning, as well as practical experience working with various platforms to serve ads. During my marketing courses, I learned a few things, including how to create a target group (TG) and a custom audience for specific brands, with the aim of attracting potential users to my brand's offerings.

This role significantly contributed to my ability to adapt to the agency culture. In addition, my supervisor encouraged me to read various articles, reading materials, and useful tools to enhance my knowledge and increase my productivity on assigned tasks. Eventually, the more I learned, I performed even better day by day.

1.3.4: Recommendations:

An internship should not be just an operational procedure to complete the undergrad degree; rather, it should be the first phase of a professional career. It should not just be an opportunity to complete the credits; rather, it should be all about taking on new challenges, learning the markets, and building up professional skills.

We never know if our enthusiasm for performing these small tasks as an intern will lead to our first professional job opportunity. There are companies that prefer to appoint their interns if they perform well and show interest in working for the company.

Nevertheless, it is crucial for students to delve into the entire internship process, gaining a deeper understanding of professional work for their future. This three-month period presents a unique opportunity for students to expand their knowledge and learning beyond traditional academic boundaries.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1: Introduction Objective:

- Providing a widespread representation of Wavemaker Bangladesh Limited, including its rules and organization structure.
- Rectifying different functions and areas of Wavemaker Bangladesh Limited, as well as an in-depth understanding of the company's operational landscape.
- Highlighting the importance of digital marketing, emphasizing the importance of business strategies.
- Understand the diverse sectors of digital marketing, revealing the diverse components that emphasize the effectiveness of marketing.
- Present how different tools help to make a campaign successful and also how strategic deployment helps to enhance the campaign's efficiency in the context of Wavemaker Bangladesh Limited.

2.2 Methodology:

Both primary and secondary data are used in this chapter. The primary data consists of my personal information over this three-month period of my internship. To gather this data, I had one-on-one conversations with the content creator team, our MD, my supervisor, my teammates, and other members of Wavemaker Bangladesh.

I have also gathered information from the official websites of Wavemaker Bangladesh and GroupM also I have gained knowledge from my education and professional experience, as well as from my seniors.

2.3 Scope:

My internship report will provide detailed information on my specific job as an intern and how Wavemaker Bangladesh's digital media team works and maintains its standard as a top media agency.

Moreover, it will also contain how digital content is generated and how the world adapts with different feasible digital marketing strategies in this era. This report will additionally cover different strategies that provided an advantage in this situation.

2.4 Limitations:

- Constraints in Time Management
- Information Deficiency
- Limited Practical Learning Opportunities
- Insufficient Expertise for Effective Teaching and Comprehension
- Inadequate Written Resources for Comprehensive Knowledge Acquisition

2.5 Timeline of Wavemaker Bangladesh:

Wavemaker is a global media agency. They consistently maintain the belief that there is always a better way to grow. With this vision, Wavemaker started its journey in 2017 and is serving as the second largest media agency in the world.

2.6 History:

Wavemaker Bangladesh was born as MEC and Mexus joined forces to form a new agency in 2017. It's a business that is powered by the creativity and curiosity of their 86,000 people in 90 countries in 139 offices.

In Bangladesh, Wavemaker is a part of Asiatic360, which is the largest communication group in the country. It's a part of GroupM, WPP's global media investment management company. Wavemaker Bangladesh is the combination of media, content, and technology.

However, their expertise is in strategic media planning, media investment management, digital marketing, content planning and development, and media PR management.

2.7 Office Overview:

In Wavemaker Bangladesh, the main office is divided into several departments and teams, where everyone works together.

1. ATL team
2. ATL buying team
3. Digital Media team
4. Creative team
5. Accounts team

Within all separate teams, the digital media team is separated into different sub teams as per their designated clients. And every team is under the observation of their line manager. Task assignments within these sub-teams are thoughtfully distributed based on individual expertise.

In my team, my supervisor liaises directly with the line manager, where crucial decisions were predominantly made. Line managers, being pivotal figures, formulate strategies and guide the entire team. Executives within the sub-teams, under the line manager's supervision, function as

relationship managers. Their responsibilities include gathering briefs, brainstorming ideas, devising client-specific plans, and recommending innovative digital media platforms to enhance visibility among the target audience.

Collaboration with the creative and accounts teams is integral to the digital media team's success. Upon client approval of the devised plan, the creative team undertakes the creation and development of campaign content. Finally, after the completion of all processes and achieving results, the media team provides billing details to the accounts team for processing.

This structured approach, encompassing multiple stages, ensures the seamless execution of digital marketing activities, fostering a satisfied client relationship and upholding the high work standards synonymous with Wavemaker Bangladesh.

2.8 Corporate Vision:

The vision of Wavemaker Bangladesh is to offer a comprehensive and integrated solution, serving as a one-stop destination for all facets of media promotions. Clients can access a diverse range of support for marketing and advertising, all conveniently available under a single roof.

2.8.2 Corporate Mission:

Wavemaker Bangladesh aspires to be the authority in media marketing, striving for mastery across every domain within the expansive realm of marketing.

2.9 Corporate Values:

- Exhibit agility across diverse marketing and advertising domains.
- Demonstrate agility in consistently delivering top-notch services.
- Cultivate a culture of creativity and innovation.
- Establish a creative benchmark and make a meaningful impact in every opportunity.

- Foster unity to function as one cohesive and winning team.
- Provide superlative assistance in effective communication.
- Engage in critical thinking to effectively reach and resonate with potential audiences.

2.10: Industry and Competitive Analysis:

If you're a leader in fast-moving consumer goods, financial services, smartphones, banking, nutrition, supermarkets, or the online marketplace, Wavemaker Bangladesh Ltd stands out as your go-to digital agency, managing one of the largest brand portfolios in the industry. In this industry there are also some competitors like Magnito Digital, X, Analyzen, ADA, Lie-to-Eye, Madman Digital, Sun, MediaComm and many more. They also provide similar kind of services but WM being a part of GroupM got the advantage of holding the about 75% of portfolio in the market and having the best resource to use for the Brands.

2.10.1: SWAT Analysis:

Strengths	Weakness	Opportunity	Threats
One-Stop Digital Agency and Being the part of GroupM	Time crunch on delivering services	Footprint on Every Digital and Traditional Platforms	Similar Services provides in the market
Work as one Wining time and getting resources from other GroupM Agencies	Sometimes Communication gap between discussing client briefs.	Executing a big event as a team	Not properly monitored sometimes
Learning & Executing opportunity anything you can think for particular brand	Immense Workloads	No shortage of Opportunity	Not fulfilling client's requirements sometimes

Figure 1: SWAT Analysis of Wavemaker

2.10.2: Porter's Five Forces Analysis:



Figure 2: Porter Five forces model

Threat of New Entry: New digital agencies pose challenges to existing ones by attracting big brands or splitting accounts. However, the threat remains low for Wavemaker due to its strong market position and established reputation.

Threat of Substitute: Brands seeking cheaper solutions may opt for weaker strategies, risking account loss. Established agencies like Megnito, Gray, and AdCom also offer similar services, heightening competition.

Power of Buyer: For WM buyers are mostly the brands and vendors. As there are new and other established agencies, buyers have a high power of bargaining according to the agencies specialized expertise, client options, and large accounts.

Power of Suppliers: Agencies rely minimally on suppliers, but for physical campaigns, external vendors or small companies may be engaged to execute specific tasks, influencing campaign success.

Rivalry Among Competitors: Bangladesh's digital agency market is highly competitive, with agencies fight for recognition, ICT awards, and the title of industry leader.

2.10.3: Summary and Conclusion:

In summary, Wavemaker Bangladesh Limited stands out as a one-stop digital solution provider currently in Bangladesh, and it is consistently delivering innovative and game-changing ideas to its clients. Since its inception in 2018, the company has earned the trust of its clients by achieving desired results and offering unique solutions according to their need, also creating a great brand image for the brands in the competitive market. With creative promotional strategies and prime positioning on popular platforms, Wavemaker has established itself as a leader in the industry.

2.10.4: Recommendations:

- WM should implement new ideas and tools to check the feasibility test for new execution
- All Agencies should work for the development of the whole industry to uplift healthy competition.
- Should help and acknowledge new appearances of the industry to find better ideas in the market.

Chapter 3:

Project Part: Digital Media Marketing Approaches and Impact: A study on Wavemaker Bangladesh Limited

3.1: Introduction:

Digital marketing agencies operate by utilizing various online platforms, advanced tools, and strategic approaches to help clients achieve their marketing goals and enhance their digital visibility to engage with their target audience (TG). Here's a breakdown of how Wavemaker executes its process to meet client requirements effectively.

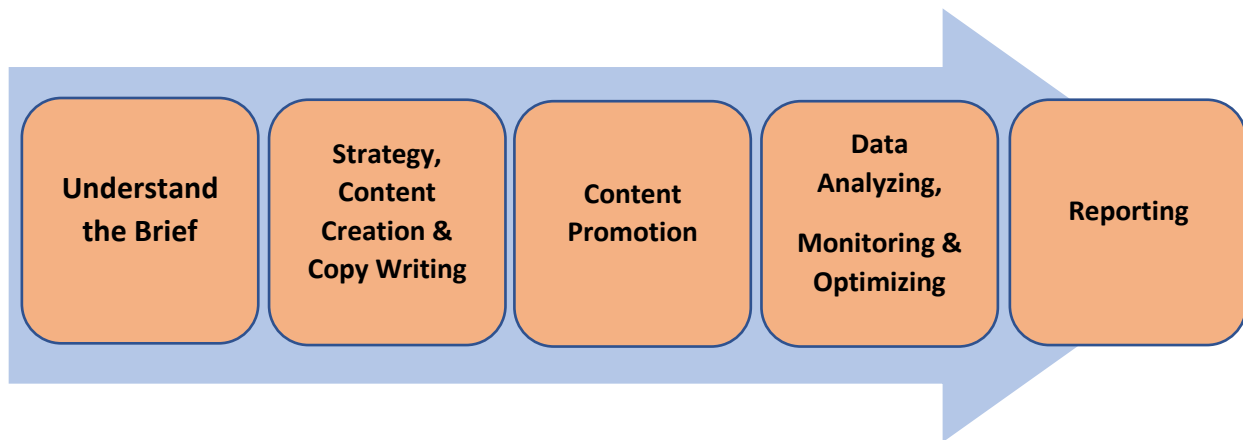


Figure 3: Work Approach

Understanding the Client Brief: Clients outline their requirements, explain their specific goals such as brand awareness, lead generation, sales, or achieving KPIs over a defined Timeline weekly, monthly, quarterly, or annually. They share their wants and outcomes, which can be with their designated POS in the agency. The POS from the agency evaluates the client's need and works according to it.

Creating Strategies: WM creates the marketing strategies and plans, combining the available platforms that are available in the market and suitable for the brand to connect with its TG at the maximum level.

Creating Content: Content creation comes in the same phase just after the strategies and plans get approved by the client. This phase follows the same way while getting the brief by the client. They get the brief according to some designated timeline. Clients express how they want their contents to be presented. And agencies create the contents similar to the brief. In this phase, the agency also needs to focus on the content dimensions, time limits, and static and dynamic versions of the content according to the platform's requirements.

Copywriting: Copywriting is an initial part of content. Agencies have designated copywriters for different clients. It's a vital part of the process. Agencies need to maintain the standard of the copy in content as well as the captions. A flawed copy is able to destroy a campaign. Copywriters need to be very cautious while writing a copy for a brand as it establishes a brand's image.

Content Promotion: In the advertising phase, we basically refer to the campaign phase. Social media management also comes in this phase, as we have to launch or schedule a post to create the brand presence. After this, the agency runs its campaign on social platforms like Facebook, Instagram, TikTok, Google, LinkedIn, and many other available platforms via vendors. In the advertising phase, we have to select the target group, conduct demographic analysis, track behavior, and retarget to reach the ideal audience for the brand.

Data Analytics: Data analytics is the phase where designated POS monitors the results of the running campaigns, keeps track of the budget spent, and also ensures the presence on the selected platforms is required in the data analysis phase.

Optimization: The POS from the agency tries to continuously refine the strategies based on the performance data and tweaks the campaign to get the maximum result.

Reporting: Reporting is the fundamental stage of achieving the goal from a brand's and agency's perspective. Providing the data and other details to the client of the campaign's outcome is the way of an agency to ensure transparency towards the clients. It also keeps everything in proper alignment.

Reporting is the fundamental stage of achieving the goal from a brand's and agency's perspective. Providing the data and other details to the client of the campaign's outcome is the way of an agency to ensure transparency towards the clients. It also keeps everything in proper alignment.

3.1.2: Objective of the Report

- How Digital Agencies operates in the industry
- How a new comer adapts, learn and work in marketing industry
- Understanding a brand's requirement to fulfill their goals
- Understanding Audience POV to target them to promote specific product or Service
- Understanding how to monitor a Campaign and data analysis can understand campaign result.

3.1.3: Significance

In the current era of online shopping, it is essential for brands across all sectors to adopt or integrate digital marketing strategies. Relying solely on ATL advertising makes it challenging to keep pace with today's dynamic market. Digital marketing, being highly adaptable, allows media agencies like Wavemaker (WM) to consistently deliver tailored content and effectively reach clients' target audiences.

According to Kantar's global industry benchmarking study, 56% of brands are shifting focus toward retail marketing, a trend equally evident in Bangladesh. Conscious brands are increasingly establishing a strong presence on retail platforms such as Daraz, Chaldal.com, Foodpanda, Pandamart, Aroggo, and Shajgoj. A significant portion of traffic to these platforms is driven by digital promotions executed by brands.

As a digital agency, WM faces the continuous challenge of crafting innovative strategies, delivering impactful messages, and developing new ideas to meet clients' needs. During the COVID-19 pandemic, digital marketing emerged as a lifeline for many brands, enabling them to

sustain operations and even thrive. While physical restrictions were in place, brands relied on digital platforms to stay connected with customers and ensure uninterrupted sales.

Digital marketing's strength lies in its ability to target potential customers effectively, making it easier for brands to engage their audience. Furthermore, it is more adaptable to technological advancements, such as AI and VR, compared to traditional marketing methods. These innovations open doors to constant improvement, keeping the field dynamic and full of opportunities for growth.

As an intern in the digital marketing sector, I recognize that this industry is a continuous learning process. The constant evolution of tools and strategies ensures there is always something new to explore, making it both challenging and rewarding to work in this space.

3.2: Methodology

In this report, all data including primary and secondary and other information are authentic and practiced daily in WM. At the beginning, I have prepared a questioner to know more deeply about the audience mindset on online activities and online purchasing. To have dynamic result, I have tried my level best to reach different age group people mainly demographic preferences of people. There was total 12 questions in the survey including demographics and In-market questions, that can provide a wide dynamic range of preferences about audiences buying behaviors. In the survey there were Multiple choice questions and rate-based questions. My personal observation is also included while making the analysis done.

Besides putting data and facts about the market and recent times which mainly are the primary data, there are also some major secondary data in my report to make it more resourceful and more on point as a study. I have collected data from GroupM official website, Asiatic3sixty Website, WM Website. Most importantly also got important data from my respectful colleagues.

3.3: Findings and Analysis

3.3.1: Analysis of the survey Response

The survey focuses on how Digital Media Marketing Approaches and make impact in current times and understand audience preferences in terms of buying behaviors.

I have collection total 60 responses for the survey. 50% of responders were male, 46% were female and rest prefers not to disclose. The percentage of responder are really justifiable to have a purposeful survey in order to get an idea about gender preference on digital platforms.

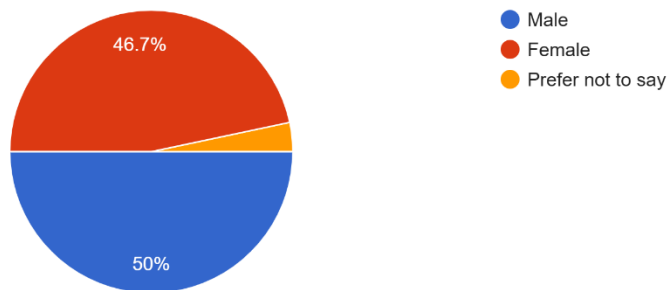
Secondly, I have included 5 age group to the get the idea of who are mostly active Digitally and who have the most dynamic impact from Digital marketing. From the responders about 31% people were in the age group of 18-25, 50% were in 26-32 age range, 15% from 33-40, 4% responders were in age group of 41-50 and unfortunately not response from 50+ age group. From the different age group people surprisingly about 35% of people who like watching ads and the similar percentage of responders who do not like seeing ads and about 29% people who mostly like if the content or promoted ads is interesting enough catch their attention. In this era, whether people like watching ads or not but about 77% of responders prefer Online shopping rather than going to any physical shops to purchase anything and very little number of responders they do not have any preference between online of offline shopping. To add, as majority of people like online shopping and online product availability has been promoted through different platforms. Here we can assume they saw the ads or get to know from any digital media about the availability of the preferred product or service. Next question, we ask responders about do advertisements pushes them to purchase new product and majority of responses were positive. Hence, we can see advertisements have direct impact here. Following the next question, I got to know about which platform pushes or people sees ads from and the result were pretty much expected 63% of responders sees ads from Facebook and 25% from YouTube and comparatively lesser percentage about other platforms like TikTok, Google, LinkedIn, Games and online news portals. And Next question clears out the fact that content strength is very important because interesting promotional ads attracts majority of the responder. To be specific 61% of responders recall brand message if the content is interesting enough to deliver the message. And Sponsors ads is the major push in terms of making new purchase outside any establish brand.

These days Online news portals also play vital role in Digital Marketing. Platform like Prothom Alo online, Daily star online, BDnews24, Jugantor, Kaler Kantho etc they offer different variety of placement to place ads. While watching or reading any news or article from online news portal several ads appear based on targeting. So our next question was about how frequently people visit online news portals? 36% of people at least visit once in a day. And 25% are once in a week and 30% people do visit that much. Hence proves that those who visit online portals they must see a brand promotion for sure. And all the banner and promotional ads content an landing link if any audience clicks an ads they will land to a specific brand page. About 58% of responders sometimes click ads to see the detailed view and about 18% of responders clicks to know details. So we get an idea that these promotion can grab audience attention if the content and the frequency in good. And our next question clears out that if it is a video content and interesting enough then 51% of audience watches the full promotion sometimes and about minor percentage of 15% of people who watch mostly full content every time. And they strongly agree that they got inspired to make purchase after seeing promotional ads.

3.3.2: Survey Result

1.

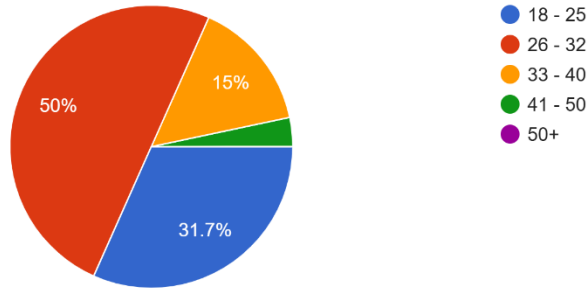
Gender
60 responses



2.

Age

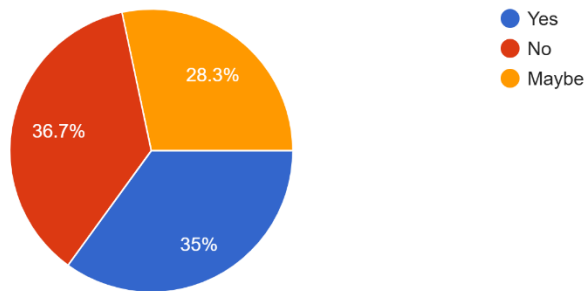
60 responses



3.

Do you like seeing ads on social Media or online websites or news portals?

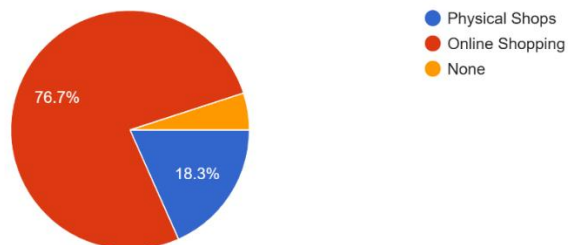
60 responses



4.

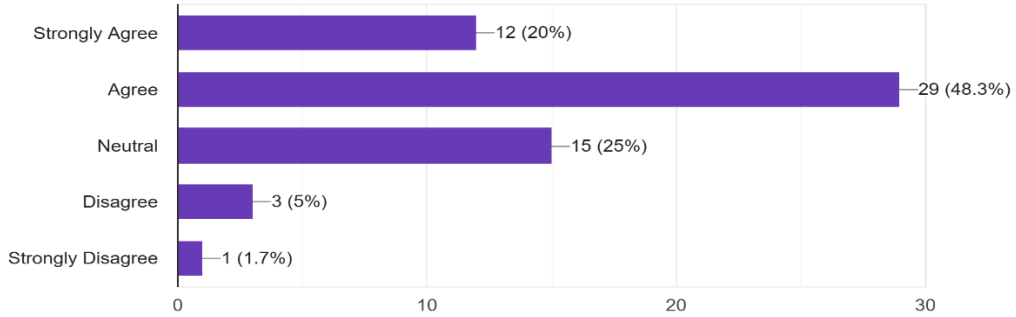
From where do you like to purchase in the recent times?

60 responses



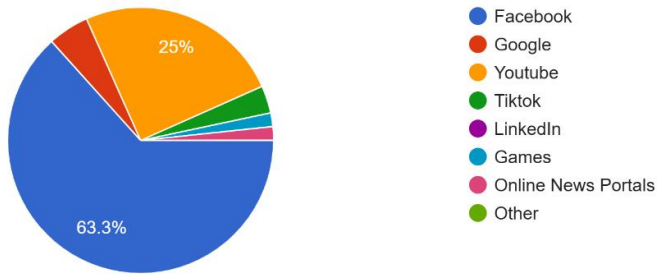
5.

Do online ads or promotional advertisement push you to purchase a new product or service?
60 responses



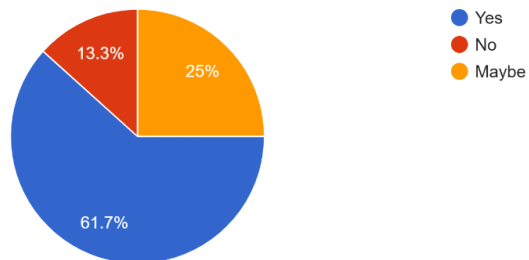
6.

Which media or platform shows you promotional ads mostly?
60 responses



7.

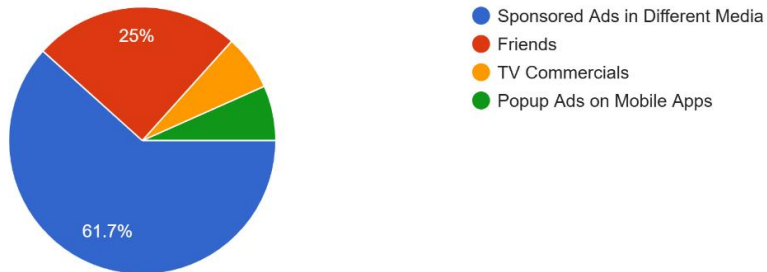
Does interesting promotional ads content attract you to recall a brand's name while you want to make a purchase?
60 responses



8.

Mostly what pushes you to make a new purchase?

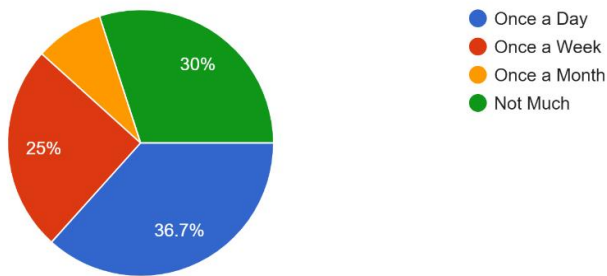
60 responses



9.

How frequently do you visit online news portals?

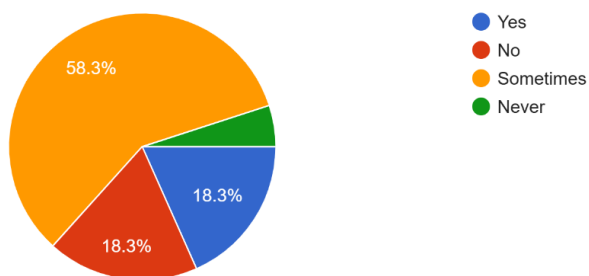
60 responses



10.

Do you click on the ads to see more detailed version on the promoted product or service?

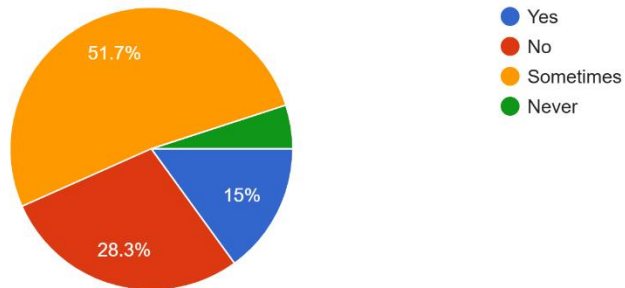
60 responses



11.

Do you watch full promotional Content on Social Media or YouTube?

60 responses



12.

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

60 responses

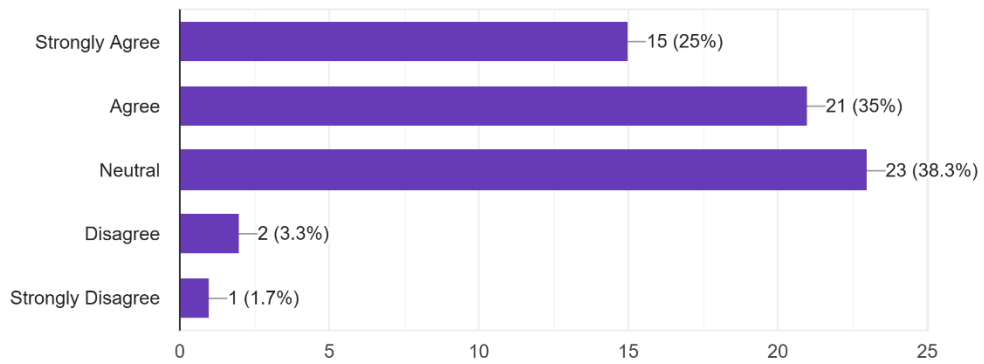


Figure 4: Survey Result

3.3.3: Digital Marketing Placement Analysis:

Right placement and targeting the right audience (TG) are the most crucial aspects of executing a successful campaign. For a brand, it is essential to identify the most effective platform where the target audience interacts daily. For instance, younger audiences are more likely to engage with trending series or consume content related to fashion. Therefore, a youth-centric clothing brand would find its target group within such specific content or placements.

According to surveys, most digital marketing strategies tend to deliver positive results when executed correctly. A successful campaign requires both precise placement and a well-thought-out strategy.

As a member of Wavemaker's digital team, I have worked extensively with some of the most popular placement options available in the market. My experience includes collaborating with major online news portals in Bangladesh, such as Prothom Alo, BD Pratidin, Banglanews24, BDnews24, Daily Sun, Kaler Kantho, Bangla Tribune, Cricbuzz, NTV, RTV, and DeeptoTV. Through this, I gained insights into the varying placement strategies employed by these platforms.

From the survey, we aimed to understand whether promoting ads on different platforms and placements influences a consumer's decision-making process or purchase intent. The responses were overwhelmingly positive, indicating that most digital marketing strategies create a significant impact.

Based on my experience, one of the most effective placements I would recommend is the welcome banner and roadblock placement. Welcome banners consistently generate higher impression numbers and are ideal for campaigns seeking maximum visibility. For brands aiming to leave a lasting impression or launching new products or services, roadblock placements are highly effective. In a roadblock, the website exclusively displays one brand's ads across different placements, eliminating visibility for other brands. This creates a strong, memorable impact on consumers.

These banner placements are particularly effective in attracting audience traffic, delivering high impression rates, and ultimately benefiting the brand

3.4: Challenges & Future of Digital Marketing in Bangladesh

3.4.1: Challenges of Digital Marketing

As per the dynamic market culture, digital marketing agencies come across challenges too.

Referring to some Digital marketing challenges in Bangladesh faces below:

1. **Limited Internet Access:** Issue of low internet penetration and slow speeds in rural areas limit the reach of digital campaigns in a lot of cases, which makes it harder to connect with the entire population in the country. Also, when political issues like internet black happens in the country, it highly affects the digital market as all the activities get shut for a period of time.
2. **Lack of Consumer Trust:** Surprisingly, Unregulated e-commerce platforms lead to issues like payment fraud and data insecurity, which reduces consumers' confidence in online transactions. Due to that, a properly executed retailer is a must for a brand to create their presence in digital platforms and a good brand image.
3. **Talent Shortage:** Even with a great scope of opportunity to grow, and create a secured career, people in our country still aren't aware of choosing digital marketing as their career path. Hence, there's a lack of properly passionate human resources in this industry. A limited pool of skilled digital marketers makes it difficult for businesses to develop and execute effective campaigns and also congest the area to the growth of the digital marketing industry.
4. **Copyright Issues:** There is a lack in maintaining copywriting issues in our country, also there are less effective copywriting laws regarding the issues. Digital platforms solve these issues by communication but the process is lengthy. Digital piracy and copyright violations negatively impact content marketing efforts and hinder businesses from protecting their digital assets.

5. **Measurement Challenges:** Worldwide with the vast range of campaign execution and reporting tools helps a digital market employee work much efficiently. But these tools are often much more costly for new agencies to afford. The absence of standardized tools for tracking and analyzing campaign performance makes it hard to assess effectiveness.

3.4.2: Future of Digital Marketing:

Digital technology worldwide is rapidly transforming communication, information access, and business interactions. Which creates immense opportunity for brands to accumulate resources of the new era's marketing objectives, and use it to grow further and beyond. Companies are increasingly shifting to digital platforms to connect directly with customers, digital marketing made it so easy for both brands and consumers to connect where things become just a click away.

In this fast-paced world, digital marketing is no longer optional for a brand from any industry. Businesses must embrace innovation, focus on customer care, and adapt to technological advancements to stay competitive and visible in the market. As digital tools evolve, companies that leverage these changes will set new benchmarks in customer engagement and marketing success in the long run.

3.3.4: Digital Marketing on social media:

Social media has become an important part of digital marketing. It gives brands immense opportunity to connect to their target market. Promote knowledge regarding their brand. Also, open up the opportunity to directly communicate with them. The key social media platforms for digital marketing are Facebook, Instagram, TikTok, LinkedIn, WhatsApp, Twitter, etc. These platforms are available to run a successful digital campaign. In Bangladesh, Facebook is the highest-buying platform for digital marketing.

Social media is always one of the best platforms to promote. According to a study, 52.9 million active social media users are available in Bangladesh, which is 30.4% of the total population.

Also, from The Daily Star report, we see there has been 22.3% growth in social media use in Bangladesh. From this data we must understand how effectively digital marketing works on social media. However, a strategic plan is always necessary to reach the most effective consumers. To run ads on Facebook, we need to use Facebook Ads Manager, which also covers Messenger and Instagram. Other platforms also have their own dedicated dashboards for running and monitoring campaigns. Due to these campaigns, brands can target and show the consumers their products and services in the best possible way. Through these campaigns, brands also receive responses and drive traffic to their websites or physical stores. For a few cases, if brands want, with a conversion campaign, it is also possible to generate purchases.

During my internship, I was tasked with managing social media campaigns for a brand. One learning I had from this experience, that is, monitoring a campaign is very important in order to avoid any disruption and get the ultimate result; also, social media plans need to be in line with the goals of the brand.

3.3.5: Highly Active Brands through Digital Marketing:

On my internship journey, I got to work with big brands like L'Oréal, Perfetti Van Melle, Dabur, Daraz, etc. These brands mostly targeted social media platforms. The report also highlighted portals with a high viewership. These brands consistently manage their operations to ensure that their target audience remembers their brand when they require services or products.

There are more highly active brands like Bkash, telco brands, FMCG brands, and so on. This is why we always see them in the most attractive placements. Wavemaker Bangladesh partners with numerous brands in these sectors. And all these mentioned brands get their maximum results through Wavemaker. This is why digital promotion has never stopped and is still going, also getting appreciated because of the top-notch quality and engagement.

3.4: Summary and Conclusion

Wavemaker Bangladesh Limited is the one-stop digital media agency. In the realm of digital media, Wavemaker Bangladesh Limited stands out as an exceptional service provider. All the teams and members are completely devoted to making sure the quality we are providing to our clients is high. We deliver these high-quality services to attract larger business profiles, and we're proud to report that they've been successful.

Over the course of a 6-year journey, Wavemaker has collaborated with leading brands across all sectors. This also aids in the employees' learning and development, as managing diverse profiles exposes them to a wide variety of advertising opportunities in the digital market. Therefore, we strive to rise to the challenges and advance in our career path.

Recommendations:

- Wavemaker Bangladesh should invest more in the development of its employees.
- Workshops on various digital marketing subjects can be a valuable investment for the company, as they can enhance the proficiency of employees in their work.
- Wavemaker Bangladesh highly needs more employees; this will eventually reduce the work pressure in every department and create a better, healthier work life for the employees.
- Adding and exploring new technology will create more efficiency in work processes.
- Each employee's work list should be properly directed.
- The work handover process from the supervisors needs to be smoother.
- Every employee should get the opportunity to be able to work on every funnel of social media campaigns.

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Appendix:

Feedback on the survey

1. Gender

- Male
- Female
- Prefer not to say

2. Age

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

3. Do you like seeing ads on social media or online websites or news portals?

- Yes
- No
- Maybe

4. From where do you like to purchase in the recent times?

- Physical Shop
- Online Shop
- None

5. Do online ads or promotional advertisement push you to purchase a new product or service?

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly disagree
6. Which media or platform shows you promotional ads mostly?
- Facebook
 - Google
 - Youtube
 - Tiktok
 - Linked in
 - Games
 - Online news portals
 - Others
7. Does interesting promotional ads content attract you to recall a brand's name while you want to make a purchase?
- Yes
 - No
 - Maybe
8. Mostly what pushes you to make a new purchase?
- Sponsored Ads in Different Media
 - Friends
 - TV Commercials
 - Popup Ads on Mobile Apps
9. How frequently do you visit online news portals?
- Once a Day
 - Once a Week
 - Once a Month
 - Not Much

10. Do you click on the ads to see more detailed version on the promoted product or service?

- Yes
- No
- Sometimes
- Never

11. Do you watch full promotional Content on social media or YouTube?

- Yes
- No
- Sometimes
- Never

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

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