

**Report on**  
**“Cuebites’s digital marketing and branding initiatives, their contribution to A2i,  
transitioning to Smart Bangladesh 2041”**

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An internship report submitted to the Brac Business School in partial fulfillment of the  
requirements for the degree of  
BBA-Marketing

**Submitted To**  
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**Deputy Registrar & Senior Lecturer, BBS**

Brac Business School  
Brac University  
June, 2024

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## **Declaration**

It is hereby declared that

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

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## Letter of Transmittal

Md. Shamim Ahmed  
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BRAC University  
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Subject: Submission of Internship Report

Dear Sir,

I hope you are doing well, I am really grateful for your guidance and doing my internship report under your direct supervision, with that being said, I am thrilled to submit you my report on “Cuebites’s digital marketing and branding initiatives, their contribution to A2i, transitioning to Smart Bangladesh 2041” , in this report I have given my best to layout as much information that I could gather from my experience while working in Cuebites, I feel covering this subject matter was very important as A2i is driving Bangladesh towards digitalization and establishing themselves as dominating sector in this field.

I thank you for guiding me through your course (MGT 401), and now through my internship period, I hope my report was upto your standard.

Sincerely yours,

Rafid Shadman

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BRAC Business School

BRAC University

Date: June, 2024

## **Executive Summary**

Since its establishment in 2019, Cuebites has been operating in Bangladesh. The company primarily operates in Australia and Bangladesh, focusing on digital services. Marketing is just one of the many services provided to clients. Cuebites collaborates with A2i to provide marketing support. The purpose of this paper is to showcase the knowledge and insights acquired during the involvement in the a2i project at Cuebites. This report offers a comprehensive analysis of a2i's digital marketing strategy, showcasing the Bangladesh Government's efforts in digitalization and the significant impact they have had.

This report aims to present a comprehensive overview of the project, detailing my various roles and the obstacles encountered along the way. Furthermore, it will delve into the valuable insights gained from this experience.

This document aims to provide a comprehensive resource for individuals seeking information on digital transformation and the delivery of public services. In the initial chapter, the context, objective, data collection method, and scope of the study are thoroughly described. In the second chapter, a comprehensive overview of the structure is presented. The specific tasks and obligations assigned to me are outlined in the third chapter. The fourth chapter of my work encompasses my observations and experiences related to the project. Chapter five focuses on procedures, while chapter six includes surveys, models, and analysis based on metrics. The essay's conclusion encompasses the findings and potential recommendations derived from the conducted research and survey.

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# Chapter 1 Prelude

## 1.1 Introduction

Cuebites is a reputed digital marketing agency with its operational hub in Bangladesh and Australia. Cuebites currently provide services that span across a range of categories for instance, brand identity, logo and graphic design, videos, website, SEO and digital marketing. Strategic concepts and tailored strategies are proposed to established organizations and new ventures. Since its formation in 2019, the organization has been fortunate to work with several-categories of clients. It initially started mainly as a web development company or more accurately web development team though in 2021 it is more focused on marketing. Later on, out of the various clients Cuebites secured a significant number of clients for its marketing help as the a2i company. I did an internship at Cuebites and used to work with a2i, a world's leading digital transformation organization based in Bangladesh, on a project. During my internship at XYZ, I was assigned to lead and sketch the illustration of the Bangladeshis in their digital era. Being tasked with the role of communicating through the microblogging site, I was privileged to disseminate some impact made by digitalization through the a2i program and the progress that has been made in other aspects of the delivery of public services through the Twitter handle and the LinkedIn Page. Employment application named as Aspire to innovate (a2i) was an evolutionary development from the UNDP supported the main board of Digital Bangladesh Vision 2021-Aspire To Innovate. At present, it aims to implement the SMART Bangladesh Vision 2041 – an ambitious strategic plan that seeks to redesign the economy, transform Bangladesh into a 'High-Income Country by 2041, and achieve the sustainable development agendas together for 2030. a2i, the innovation agency of Bangladesh, supports the formation of a flexible national model designed to draw attention towards identifying, planning and implementing and learning about innovative solutions regarding the delivery of exceptional public services. Its strategic positioning allows it to serve as an intermediary promoting the integration of mission-oriented innovations in government, thereby strengthening the focus on such innovation policies. The objective of my endeavor is to illustrate the effective implementation of digitization across multiple sectors of public service provision, such as healthcare, education, agriculture, and more, by a2i.



## **1.2 Background of the study**

Let's start with the obvious, marketing is very important in any organization since it helps in marketing of products and or services as well as creating awareness of the brand. In the ever-evolving business environment defined by technological advancement, marketing itself has shifted substantially, with digital marketing at the forefront of this transformation. Accepting this future Bangladesh has seen a tremendous growth in the technology aspect of the world in the past decade opening up newer marketing avenues. The drive towards the evolution of the information society has been spearheaded by the government and there is necessity to present this experience on the world stage.

With a recorded population of over 160 million people, Bangladesh have significantly advanced in the use of digital technology. Works on developing a nation with technologies have been significantly initiated by the government; thus, it is crucial to share the success to the whole world. In this narrative, there are more positive factors with foreign investors contributing to the changes. Low costs: The process of digitisation has opened numerous opportunities for foreign investors in sectors including IT, e-commerce, as well as digital marketing among others. It is important to focus on Bangladesh as a country that has entered the stage of exploiting the benefits of a digital future, which can lead to investments in other countries, thus, the economic success.

It can also help in enhancing the stature of Bangladesh in portraying the efficiency and efficacy of the transformation that the country has been able to achieve. It highlighted how the government's digital strategies have formulated success in diverse fields and how engaging social media platforms can be useful in showcasing these accomplishments and painting Bangladesh as an upward and running digital contender. The idea in turn can help to shape the next generation of inventors and entrepreneurial spirits. Other benefits of rejoice in the successes of key players in the digital sector could lead to provision of a pool of young talent that would be willing to work in the industry, and thus a ready manpower to drive the growth of future innovations.

Moreover, it increases the roles of the State in advocating for change and reappearance of digital transformation in government programs. Interacting regularly and posting updates or success stories show that the government is serious about achieving results within the community to improve their lives, with the posts being a proactive evidence of efficiency with the public.

In conclusion, the Bangladesh government's digitization has brought a revolution to the country in a very positive sense. This is why it is crucial that all these have their achievements felt around the world. It can be used for the presentation of success stories in various fields, for attracting foreign investments, improving the image of the country and the educational institutions, motivating young people to study harder and to become innovators and experts, as well as to contribute to increasing the transparency of the thought process and the searching for the solutions to various challenges.

### **1.3 Goals of the Study**

In this work, the reader will be able to obtain useful information concerning the various services which the government of Bangladesh has been extending to the people of the country while adjusting to the digital system, and in this regard, the country can be a reference point for other developing nations. This consists of: a self completion questionnaire that offers demography of several government sources in Bangladesh and; a qualitative descriptiveness of their experience. The evaluation also entails a discourse on some measures taken by the government in this consideration besides ascertaining the overall population comprehension. It also allows a judgment of the general work done by the government and also other opportunities for which recommendations can be developed to assist in the enhancement of the market for a2i.

### **1.4 Data Acquisition methods**

Most of the times, the data acquisition, in Bangladesh especially the socio-political data is done by the government stakeholders. It is composed of the institution's students and employees, as well as persons having relations with a2i. The text is set, therefore, to bring out the Bangladeshi residents consciousness about it. This paper employed primary and secondary research data to

obtain the required information. Another way to gather data was a survey, which was conducted with assistance of Google Forms. The collection period was set to 2 weeks. The form took only three minutes to fill and all the questions had only the close ended choices. The response format adopted for measuring the survey's items was the 5 Likert scale which enabled the participant to express a level of agreement or disagreement. Each respondent was contacted through different internet facilities with a view of getting the questionnaires filled within a short period. There were 47 Google forms distributed to different participants, and out of those, only 40 complete the given forms. These responses are presented ubiquitously in graphs so as to make the descriptions explanatory.

### **1.5 Parameters of the Study**

The primary emphasis of this study is the efficacy with which the government of Bangladesh has digitized every facet of the services it provides. The document provides detailed explanations and explanations of a2i's operations in order to enable the reader to grasp how the organization maintains ongoing efficiency and guarantees digitized services. Therefore, this study's purview is limited to the initiatives that it has undertaken and disseminated to the populace of Bangladesh through social media platforms. The scope of the research is restricted to work that has been completed thus far, as time constraints prevent the investigation of forthcoming work. As a result, the scope was significantly reduced.

## **Chapter 2 Overview of Organization**

### **2.1 Cuebites as an organization**

Cuebites is a very active digital agency based in Australia and Bangladesh. The services of the organization include but are not limited to brand identification, logo and graphic design, video production, website development, SEO and digital marketing. Further, Cuebites focuses on offering enterprise solutions and brand development solutions to the companies while offering them coinciding disciplines to match the demands of the exact client. Cuebites was started in the year 2019 with the purpose of offering better web services to enterprises, who are planning to set up a strong online presence. The top strategic priority for Cuebites was therefore to outline a general strategic plan and a systematic procedure that would enable Cuebites to deliver sustainable and socially just solutions that would meet and even exceed the expectations of the patrons. Flexibility: flexibility is another key success factor in the agency's operations; it can be observed here that the agency is wholly committed to excellence, and this shows in all its operations. Continuity of learning in Cuebites means that the institution is always expanding, and anything involving learning is always new, full of vigor, and is inculcated in the organization culture. The personnel of Cuebites holds the collaboration feature in high regard and further acknowledges the fact that attaining understanding of the various nominal details of a specific project necessitates working in close harmony with the clients. Cuebites ensures that what is created meets the strategies of the client and the vision that the special project should achieve through a client-focused approach as well as close observation. The organization aims to bring a positive and significant change within the digital agency industry and significantly impact the enterprises of the clients. Cuebites has partnered with many organizations over the years which are a2i, American & Efirid, FICCI, and many more. Due to high efficiency in the digital agency segment, the agency has become capable of addressing specific needs and ensure that various enterprises are able to stand out in the alternatively congested online environment as a way of achieving success.

### **2.2 a2i as an Organization**

With the mission of decentralizing the availability of public services by citizens in a digitization solution, a2i, a digital transformation promoting organization, was born in Bangladesh outside of

normal incumbent machinery. Established by the UNDP as part of the government's Digital Bangladesh Vision 2021 programme, the initiative, Aspire to Innovate, led to the foundation of the company. The objective of this initiative was to make Bangladesh a developed, prosperous, poverty-free, and equitable country by the year 2041, and to achieve the SDGs for 2030. At the core of Bangladesh's development journey is a simple but powerful idea: that without the devolution of local administrative, financial and political powers, there is no hope of achieving shared prosperity.

To drive breakthrough improvements in the delivery of public services, a2i was created to build on the Government of Bangladesh's efforts to promote digital inclusion and create an agile national platform for collective strategizing, planning, action, and learning. A2i works to foster and drive public service innovation - critical to the country's aspirations to graduate to a developed nation by 2041 - to enable the digital transformation of the public sector. Through the citizen-centric approach a number of services were taken to deliver at the doorstep of citizens and ultimately the standard of living of citizens improved.

Furthermore, through a "whole-of-government" approach, a2i serves as an intermediary for innovation and aids the government in the integration of mission-driven innovation policies and whole-society methodologies in order to accomplish the Sustainable Development Goals. A2i is utilizing the South South Network for Public Service Innovation and the Accelerator Labs network of the United Nations Development Programme to provide financial resources, advisory services, and technological advancements to numerous developing nations, including Yemen, Fiji, Jordan, the Maldives, the Philippines, and Fiji, in order to promote their digital development. As the official innovation agency of Bangladesh, a2i is positioned to significantly contribute to the progress and advancement of the nation. Significant progress has been made thus far due to its commitment to citizen-centric innovation and emphasis on digital equity; furthermore, its efforts to assist other countries in their digital transformation endeavors are commendable. With the objective of empowering individuals worldwide and expediting the inclusive digitisation of public services, a2i is making significant progress towards its goal.

### **2.3 Collaboration between Cuebites and A2i**

Cuebites, a well-established digital firm, has been in partnership with a2i, the digital transformation organization of the Government of Bengal, since October 2021. The collaboration commenced with the "a2i Coffee Table Book" initiative, wherein Cuebites produced an all-encompassing coffee table book for a2i that emphasized the impact of the numerous digital initiatives undertaken by the government of Bangladesh. The agency was responsible for artwork development, content administration, photography support, and layout and design development for books. Cuebites maintains its collaboration with a2i by utilizing Twitter and LinkedIn to highlight the government's digitisation efforts. Additionally, animation videos describing some of the organization's primary initiatives were produced by the agency. The increased collaboration between a2i and Cuebites has been sustained by their shared values and the outstanding results of a number of joint initiatives. In general, the partnership between Cuebites and a2i has been marked by a commitment to delivering solutions of superior quality and ensuring alignment with the client's objectives. Both organizations have benefited from the alliance thus far, and they eagerly anticipate continuing to collaborate on future endeavors.

## **2.4 A2i's policy adhering to Bangladesh Government**

Enhancing reliable, affordable and public health, education as well as other quality public services available to the people of Bangladesh is the primary focus of a2i. This is made do through achievement of many important objectives, some of which include the following. Therefore, an imperative aim of a2i is to equip public servants with the necessary resources, materials, skills, and knowledge to innovate and prototype, centring primarily on the citizen; the challenges addressed in public service. a2i wants the public sector to be innovative and for this to happen these are the basic tools that the organization provided. This will help to build solutions that are highly relevant and appropriate for application in enhancing the lives of the local people. It also seeks to revitalize not only civil servants but also create physical and digital point of single contact that enables the replication of such services and ensures timely, reliable and cheap availability to the public. Since the centres will act as a one-stop-shop of delivery of public services, they will act as an access point in handling administrative activities. Last but not the least; a2i is also focused on engulming the cooperation of all the Government related entities as well as other entities related to students, instructors and other small business entities. Thus, aiming to receive cooperation between governmental and non-governmental organizations, a2i proposes to involve all participants, in hopes of creating solutions beneficial for the public since all the participants' knowledge will be applied. Speaking of A2i's policy, the latter is largely about the creation of a pro-citizen and, therefore, an inclusive policy regarding delivery of public services. a2i is encouraging the partnerships between governments and NGOs, enabling civil servants and providing an access point so that no citizen of Bangladesh is left with no acceptable standard public service to lead a productive and happy life.

## **Chapter 3 Duties and Responsibilities during Internship period**

### **3.1 Departments in Which I Received Training and the Corresponding Duration**

Throughout the three months of my apprenticeship I was able to receive training from two significant departments, which are the strategic marketing and the technology department. This year I was able to learn new perspectives and enhancements about how departments work together to formulate and implement efficient strategies in marketing. For this reason, after working with the strategic marketing team, I understand the groundwork that combines for successful marketing campaign implementation. Over the course of time, organizational culture, applying various approaches and techniques in the sphere of market investigation, behavior, and appealing to the target audience. In addition, I got valuable experience in evaluating the effectiveness of the campaign and planning subsequent actions based on specific outcomes. I acquired knowledge in video editing, graphics design, and website designing from the technology department. This course made me familiar with how various technologies work and how we can apply them in creating attention-grabbing and engaging advertisement creative works. Besides, the above knowledge enhanced my ability to discuss such issues with both the technical personnel and customers during the campaign development process.

### **3.2 Detailed Report of the Process and Actions Conducted by the Marketing Division**

In our organization, the role of the marketing department, of which my team members and I are part, involves formulating and implementing promos and advertisements that highlight Cuebite's offerings as well as those of our clients. This means that our primary responsibility as a department is to ensure that the agency, as well as the clients it serves, increase their brand visibility so that potential customers can be compelled into making a purchase or assisting in the achievement of the intended conversion. There is always a marketing department but the duties that are carried out by this department may sometimes differ slightly depending on the clients' needs. As a market research analyst you will be expected to perform several operations and carry out a number of tasks. These are market research and analysis, marketing mix strategy and planning, content and media creation and curation across multiple channels including social



media, email and website, paid media management including advertisement placements and tracking, and evaluation of campaign performance through metrics and reports. Moreover, the marketing department has active cooperation with other agency departments, both design and development teams, to provide eye-catching and intuitive campaigns. More so, they work hand in hand with customers to capture the target objectives and create policies that conform to those objectives. Based on the details provided, this indicates that the department also has a significant role in advancing the achievements of the company, as well as those of its clients. Predominantly it serves vital functions regarding the creation of the campaigns that resonate with their targeted audiences as well as when it comes to the application of these campaigns that extent their objectives properly.

### 3.3 Overview of Specific Tasks and Projects

#### **Project- 1: Social Media Management**

For this project, I was given a set of tasks to complete: • **Scheduled content delivery:** Ensure the posts to be put up on a given social media platform by deciding the nature of the content to be placed in a social media content calendar.

• **Developing Social Media Content:** Create the content for social networks to reflect the branding of the client, the corporate voice, and the goals of each campaign for each social network.

The second concern involves following social media accounts and pages. Attend to the accounts formed for the client on the social media platforms and look for mentions of the brand, change and activity from the followers.

• **Engage with Content:** Communicate with the client's target market by actively participating in posts and ensuring that replies are posted for commentaries and messages to clients.

• **Analyzing Social Media Data:** Measuring the Impact of the campaign through social media metrics for evaluation and generation of efficient hypotheses for successive campaigns. Fourteen

• **Collaboration with Marketing Team:** Furthermore, organize relations between the social media activities and other marketing campaigns and initiatives within the company, and with other members of the marketing team.

Develop unique advertising initiatives on every social media platform that meets the customer's intended goals and objective as well as particular gender, age, and nationality. This involves

having a positive attitude towards the social media message, feelings liked and loathed, and behavioral intentions, liked and disliked. One must consider staying up-to-date on what is best and new on the platforms and how the algorithm works.

- **Social Media Account Management:** Make sure that each and every account will be created and fostered to its full potential for efficiency.
- **Generate Reports and Presentations:** Setting proper and standard form of report and presentations to brief internal teams and the clients on the progress of the social media campaigns and its effect to other forms of marketing.

### **Project- 2: Assigned in Sales Department to generate leads and Sales**

In this project, I was assigned with the following tasks:

- **Discover New Sales Opportunities:** Learn about other possible other companies and markets who may require agency's help services thus meaning one should search for clients and leads. Such as, Cold mailing of potential clients via an email to create awareness of the agency and its services, cold calling through a phone call and adopting the social media in contacting prospects.
- **Lead Qualification:** This process involves a process of screening the qualified prospects for more information about them and also on whether or not they can benefit from the services that the agency offers.
- **Facilitate Sales Meetings:** Setting appointments to make calls and use of sales meetings with the prospective buyer to inquire about their current marketing goal or service that they provide or if the prospective buyer has any query regarding the services being offered.
- **Develop Sales Proposals:** It is necessary to develop distinct sales offers for each client, where the agency will indicate what specific services it offers, as well as the prices for each service, providing an explanation of what the client can receive from working with the agency.
- **Contract negotiations:** To decide on the price of the asset and the conditions of the agreement, negotiate with the clients on when to agree to make the agreement, also what the service is going to mean.
- **Closing deals:** When selling, one must negotiate adequately by ensuring that the clients duly execute the pertinent papers and honor their purchase dealings.

- **Building and Sustaining Client Relationships:** Provide and deliver improved solutions for clients' demands to provide good quality customer satisfaction and meeting all the concerns and inquiries within the business relations.

## **Chapter 4 Learning experiences and outcome of Internship**

### **4.1 Assigned departments**

Mainly, during my three months of internship at Cuebites, I was working in the marketing division of the company. This means that the flow of tasks and activities that happen in the marketing division of the agency have to interconnect and align well with all other divisions in the organization. Also, this division makes customer satisfaction its ultimate goal by engaging in a direct and close working relationship with associate organizations, clientele, and prospective clientele around the world. Further it also makes sure that the sales turnover which is set for an agency on a monthly basis is achieved apart from handling the preference of the clients.

### **4.2 List of my activity and performance**

Chapter three of my learning plan outlines the obligations and responsibilities which I had to perform during my apprenticeship, as it follows: In compliance with punctuality and assiduity, I whether voluntarily or as a result of my supervisor's instructions, consistently and dutifully got done with set tasks and projects to the optimum of my capabilities. I obeyed my supervisor's instructions, and I never procrastinated on my duties or assignments. Fortunately, he was pleased with the work I did and gave me a range of responsibilities that would ensure that I worked for more hours and in turn, get to know how marketing and operation work in an agency.

### **4.3 Experience and Outcomes of Internship**

My experience at Cuebites provided me with a comprehensive understanding of the marketing industry, encompassing a wide range of strategies, channels, and best practices. I gained experience with a range of digital marketing technologies, such as Google Analytics, Meta Analytics, social media networks, email marketing platforms, and other analytics tools. I had the opportunity to work on real campaigns for clients, from start to finish, to gain hands-on experience in creating and executing campaigns. I developed a deeper comprehension of campaign design, execution, and evaluation through my experience. Through my experience in a collaborative work environment, I gained valuable skills in effective communication and teamwork with colleagues, customers, and suppliers. This internship also improved my sales skills. During my time, I had the opportunity to gain knowledge about various foreign sales tools

and enhance my understanding of lead prospecting and client pitching. 18 I have gained valuable experience in managing a wide range of projects, adhering to strict schedules, and meeting deadlines. Through my experience, I have developed strong project management skills that can be applied effectively in various business settings. As an intern, I was tasked with evaluating campaign data and assessing outcomes. Through this experience, I developed strong analytical skills and the ability to make informed decisions based on data analysis. Having the opportunity to work with clients from various sectors has provided me with valuable insights into the intricacies of business operations and the unique marketing challenges that each sector encounters. It provided me with a comprehensive understanding of the industry as a whole. During my internship, I had the opportunity to engage and work alongside professionals in the marketing industry. I was able to successfully expand my professional network and potentially gain access to new career prospects as a result of this.

## Chapter 5 Methodologies

Both qualitative and quantitative method of research was conducted for the purpose of this paper

### 5.1 Primary Data

These data were collected through the means of questionnaires, informal interviews and first hand observation. Only close ended questions were used in questionnaires to collect the views of respondents.

*‘Questionnaire is attached to the Appendix section of this report’*

### 5.2 Secondary Data

Two sources were used for the collection of Secondary Data

- **Internal Sources:** Reports on policies from a2i Data collected through internal meetings with individuals at a2i, strategic feedback received from Cuebites internal team, published documents, and social media reports from Twitter and LinkedIn handles of a2i.
- **External Sources:** Articles, Journals, Online Portals etc

## Chapter 6 Analysis/Findings

### 6.1 What is Marketing? A brief description

Marketing may be defined as the process of discovering, defining, communicating and delivering value to consumers by using the company's goods or services in order to create, capture and maintain demand. It serves as a backbone in operation of every organization as it creates demand and sales. Marketing relies on market knowledge and plans with checking the competitor's activity and comprehending customers' actions.

It is said that having a good spot in the brand image equation is essential for effective marketing. Brand identity is not only giving a name to a product or designing a logo; it is also the feelings and social associations people have with it. Creating an influential brand concept is a matter of concern to a company's values and aims, targeting the market and the coherent and harmonized brand propositions that can...

Awareness of the audience is another important aspect of marketing, which also goes into understanding of how the marketing is going to be achieved. Audience analysis enables the identification of critically essential demographic data, such as needs, goals, and preferences, in order to create products and services that address the consumers' needs. This comprehension also helps in creating marketing campaigns that enable communication with the consumers, via addressing their interest and concern.

Marketing is a constantly evolving field with the growth of new platforms and tools that has become even more complex in recent years. Since social media plays such an important role in today's markets and people often use search engines and their mobile devices to gain information, businesses need to create plans which will utilize these instruments effectively, while ensuring the company has a consistent image and message in all its communication. These channels are important assets to sustain marketing techniques that indeed promotes a business.

Information analysis is an essential part of the current and upcoming approaches to marketing. Through the daily gathered information on customer behaviors, firms are given a chance to change their techniques or strategies that they feel are not effective in the market. This facilitates the development of strategic decisions on the marketing strategies to be taken as well as the optimization of them.

Understanding and targeting effectiveness constantly are significant factors that contribute to marketing success. Supervising the efficiency in terms of conversion rates, customers' involvement, and their value as prospective buyers allows improving the methods of marketing communication and contributes to brand development in the long term.

### **Impactful Marketing Strategy:**

It is often said that marketing should never be underestimated or underappreciated since it stands to gain significantly not only in brand recognition, sales, and profits. Here are some key advantages a brand can gain from an impactful marketing strategy: Here are some key advantages a brand can gain from an impactful marketing strategy:

**Increased Brand Awareness:** Even in marketing there are corporate branding benefits, which bring positive results to a company including increasing market visibility. That is why a number of distinctive marketing strategies like social media, public relation and advertising help a brand to create a buzz or remind people about its current products or services.

**Differentiation from Competitors:** For a brand, an effective marketing strategy can assist the brand-owner in positioning it clearly and meaningfully against other similar brands in the market. Therefore, marketing strategies and objectives if implemented properly may enable the identification and properly communicating the brand's value, thus helping a firm gain a competitive edge and thus market share.



**Customer Loyalty:** Thus, the solid and persuasive marketing strategy focuses on the development of meaningful emotional contacts with consumers and generation of the positive brand experience in order to gain the loyal customer.

**Increased Sales and Revenue:** Therefore, any marketing strategy should aim at making customers want to buy products labeled by the brand. Therefore, it can be concluded that by segmenting audiences, using effective advertising appeals, and applying different advertising campaigns to those audiences to shift their buying behavior, business can experience an increased revenue and overall sales, which contribute to its longevity.

### **Parameters that defines an ‘Impactful’ Marketing Strategy:**

**A Solid Brand Identity:** Without a doubt, it is possible to state that the identification of the right brand image is one of the vital steps that need to be taken in the framework of a profound marketing strategy development. Consequently, there is a definite knowledge as to whom a company is selling to, and overall product quality is enhanced liberating the company to adapt a recognizable image.

**Identify the Target Market:** They are helpful not only for identifying target markets but also for developing the marketing strategy based on consumers’ needs. This involves identification of measurable target markets as well as development of specific and relevant value propositions satisfying customer needs and demands.

**Using multiple Marketing Channels:** Ultimately, to achieve the intended outcome of marketing, besides having a good marketing strategy, a brand requires proper marketing techniques. This includes the traditional PR and media typical approach to enterprise dissemination all the way to the more modern and effective methods such as social media, sponsored personnel, and content marketing.

**Make Data-Driven Decisions:** In essence, marketing entails a great deal of data in the making of this or that strategy. As a result, accumulating information about the customers and the

response they have towards specific advertising campaigns, a brand gets to understand which strategies, as well as methods to use, and which of them does not work as expected. This makes its analysis in an effort to arrive at the best marketing strategy a lot easier.

**Constantly Refine and Optimize:** It is imperative to understand that marketing strategies are malleable and require to be altered as different strategies warrant changes to efficiency. The DSA also enables a continuous evaluation of the performance data of marketing and the subsequent revision of the marketing strategy regarding the effectiveness of the various marketing activities, where necessary all the marketing activities can be optimized to give them their best results.

Mentioned measures as building a powerful image of a brand, identifying the target audience, utilizing numerous marketing communication aids, making the rational decisions on the basis of the received information, and continuous development and operational improvement of the selected and effective marketing strategy ensure that a brand has all the maximum possible opportunities and perspectives to reach the set aims and objectives in the long-term period.

## 6.2 A2i's marketing strategy

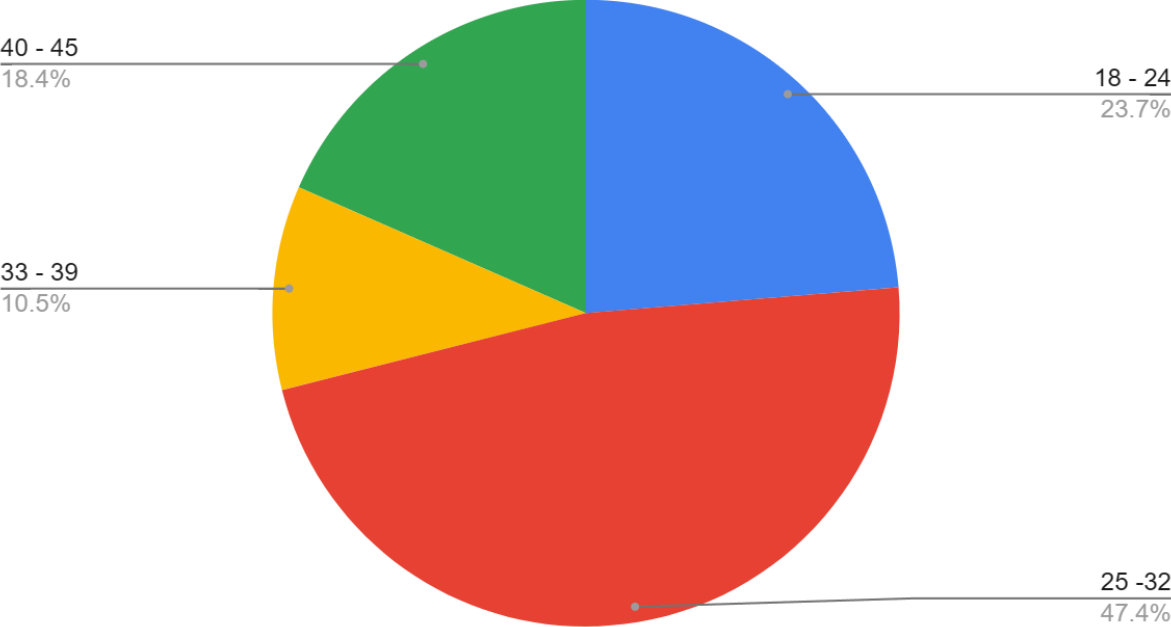
The basis for A2i's model is to focus on individuals and, in many cases, takes the services to the people in order to help them change their lives for the better. While this was done, it was also noticeable that a2i had not previously focused significantly on the facet of marketing. Though it's to a noticeable extent that the company has not been really investing in marketing communication, the evidence shows that the company is now investing significantly in digital marketing. Specifically, they have hired Cuebites, a marketing agency, in an attempt to improve the company's marketing strategies. Besides, they are also using social tools like the twitter and linked in where they disclose their activities and accomplishments. The intended audience of this organization are people of Bangladesh, Embassies, Diplomats, large global NGOs' and the internationals. Cuebites and a2i decided to develop their key areas hence increasing the efficiency of digital marketing. It then came up with a content calendar that meets [Name's] objectives and the target market. The material should be informative as well as interesting and persuasive and stress the effects of their actions on the population of Bangladesh. Furthermore, due to the current events, a2i had to especially reach out to the audience in their social media accounts like twitter and linked in. It values and targets the adequate promotional communication of its activities, the audience relations, and brand identification through the direct interaction. Thus, as a logical successive step to completing the corporate branding, a2i, as a marketing coordinator, needed to establish more coherent and unambiguous visual imagery as to convey its core values & missions. Using integrated social media, a2i proves effective at making the appropriate audiences remember them, thanks to a rather engaging look. Also, a2i also set up some operating expenses with regard to sponsored social media advertising to boost its targeted popularity or outreach to customers. In the capacity as a marketing coordinator at 'a2i', it was indeed possible to target various groups, boost engagement and subsequently, improve the web traffic through paid promotions on the social media platforms. To ensure ongoing refinement and identify areas for improvement, Cuebites regularly assessed the performance of a2i's social media channels. In order to assess the effectiveness of the strategy, it monitored various engagement indicators such as likes, shares, comments, and click-through rates. a2i plays a significant role in the digital transformation of public services in Bangladesh. The focus on innovation that prioritizes the needs of citizens has already made a notable difference. a2i showcased its projects and impacts to a broader audience, including citizens, embassies,

diplomats, the 26 largest NGOs globally, and the global community, by actively utilizing digital marketing on social media platforms. a2i enhanced brand recognition, effectively engaged with their target audience, and achieved their goals more efficiently through the implementation of a comprehensive content strategy, strategic utilization of social media platforms, establishment of a cohesive visual identity, allocation of resources towards paid social media advertising, and consistent monitoring of social media performance.

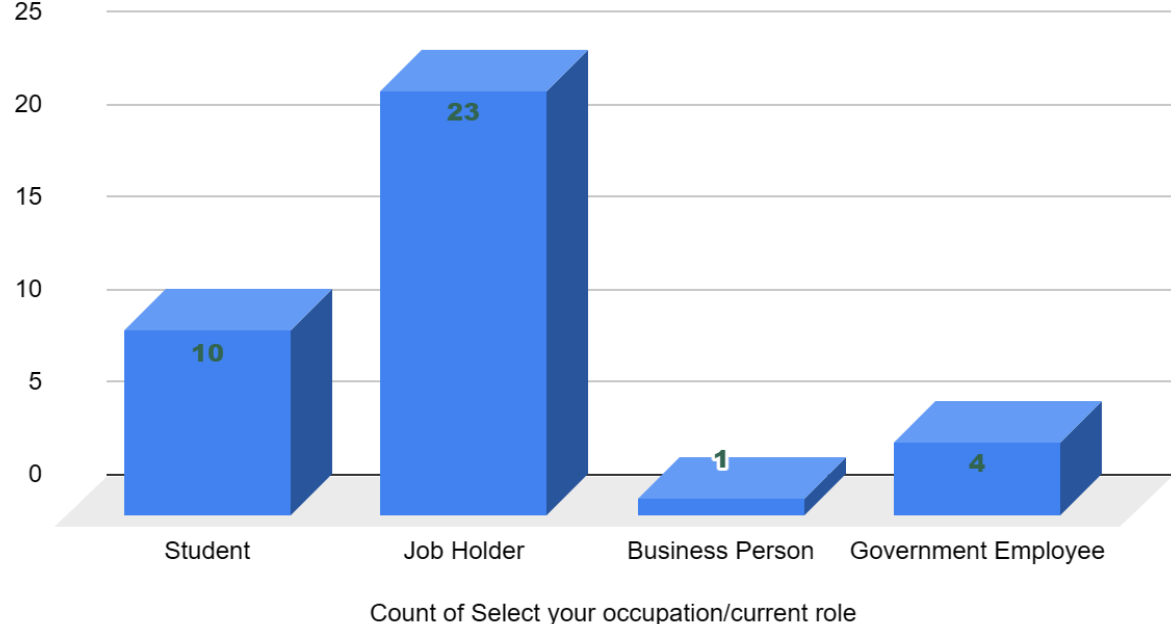
### 6.3 Infographics and Data sets interpretation

For the purpose of this report I have created a survey “A2i's contribution in transitioning to SMART Bangladesh 2041”, where I have collected 38 responses and layed out the results for interpretation.

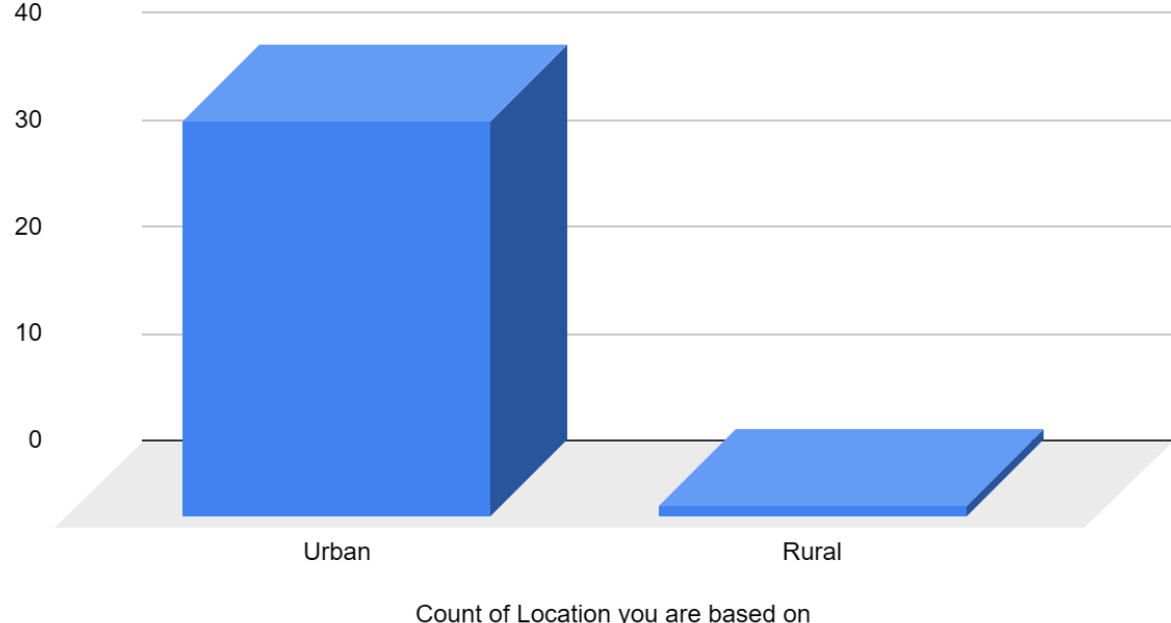
Count of What is your age range?



### Count of Select your occupation/current role



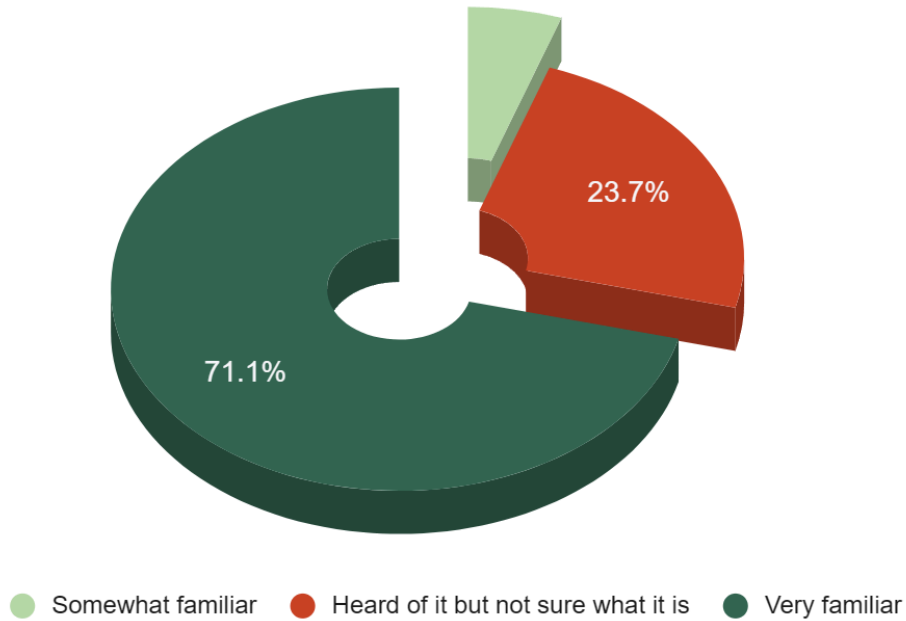
### Count of Location you are based on



As of my survey, the Demographic Data is splitted into two parts which are age and the role they are currently in, as the data sets shows, majority of the demographics are aged between 25-32

(47.4%) with most of them being job holders, and mostly all of them are based on Urban location.

### How familiar are you with the A2i program?



When asked "How familiar are you with the A2i program in my survey, around 5.2% of the respondents responded somewhat familiar, with 23.7% heard of A2i program but unsure of what it was and majority of responses were 'Very familiar' which stands at a staggering 71.1%.

How would you rate the importance of A2i's initiatives in achieving SMART Bangladesh 2041?



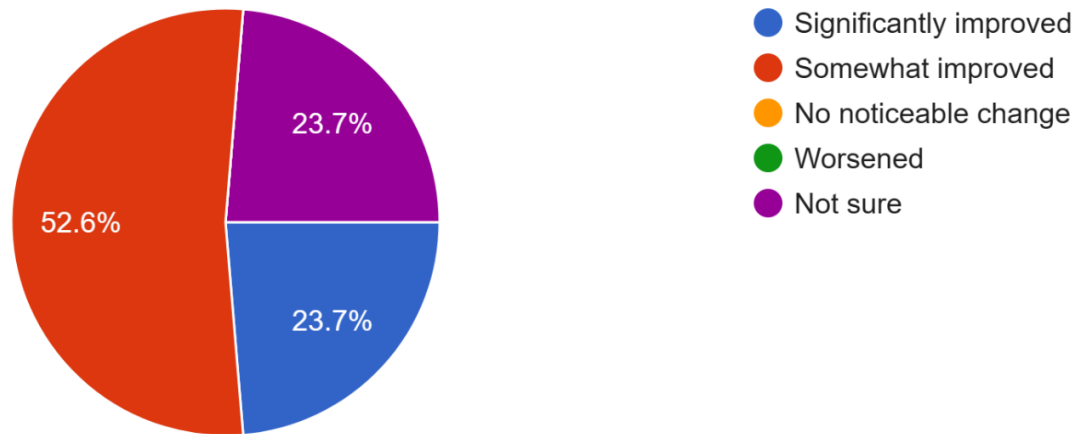
How would you rate the importance of A2i's initiatives in achieving SMART Bangladesh 2041?

When the matter of rating the importance of A2i’s initiatives in achieving SMART Bangladesh 2041 came into the question which was in linear scale with 4 being the highest scale (Very familiar) and 1 being the lowest (Not familiar), majority of the respondents (27) voted 4, indicating my population size were familiar with the existence of A2i.



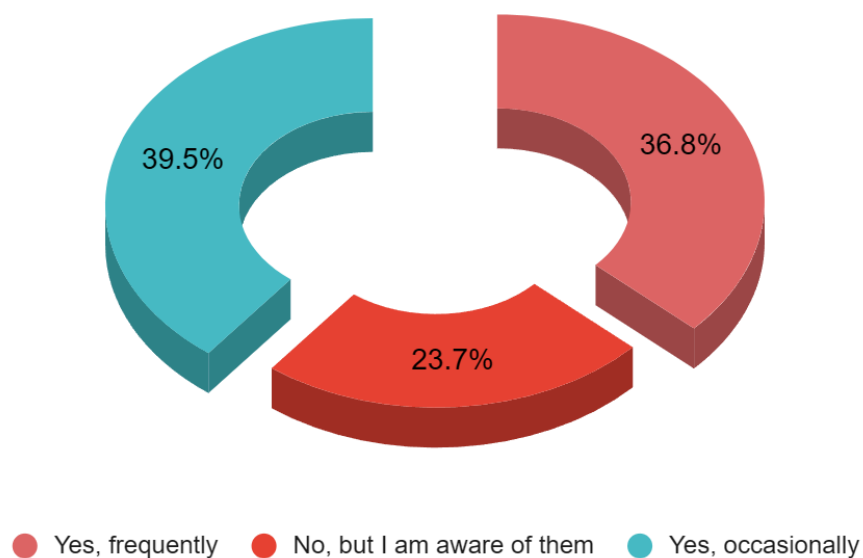
## Do you think A2i has improved digital literacy in your community?

38 responses

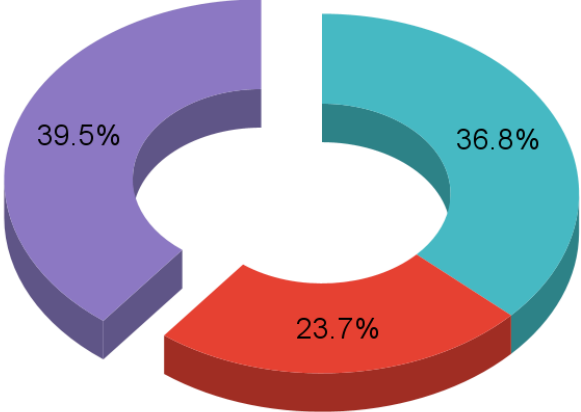


As the pie chart indicates, 52.6% of the respondents agrees that A2i has somewhat improved the digital literacy in their community while half the respondents are unsure about the results and the rest half agree it significantly improved.

## Count of Have you benefited from any digital services provided by A2i (e.g., e-services, online education, digital payments)?



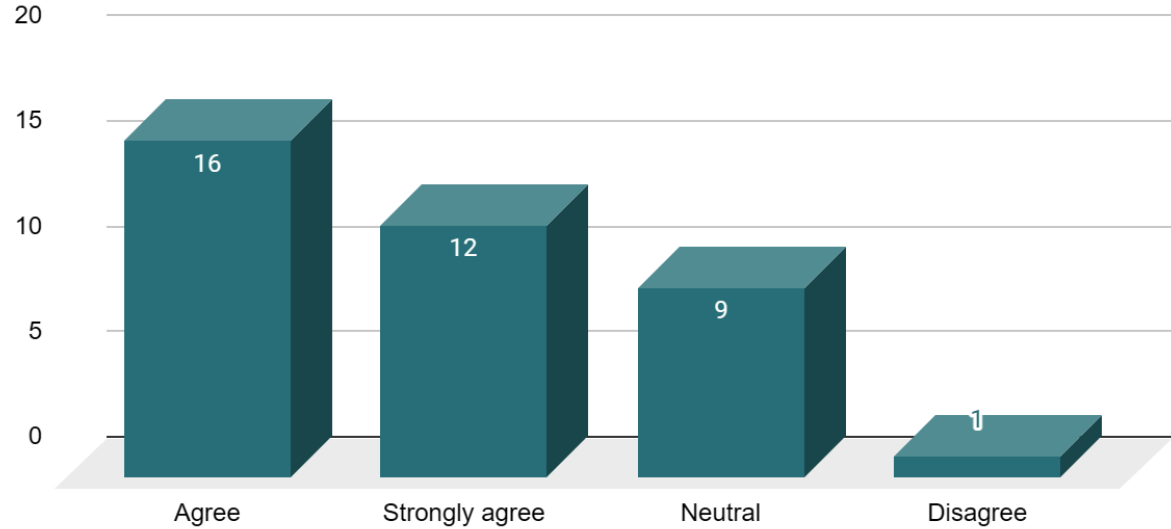
# Count of How has A2i impacted your access to government services?



● Made it much easier ● Not applicable ● Made it somewhat easier

Dataset shows, 39.5% respondents were occasionally using the digital services provided by A2i and being benefited by it, 36.8% were frequent users and the rest 23.7% were aware but not using the services. While on the other side, Majority respondents found it somewhat easier indicating the services are need to much more streamlined.

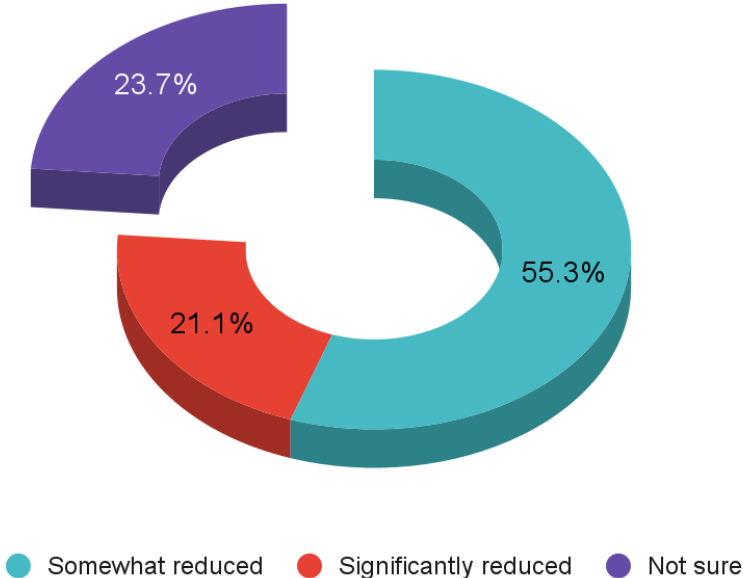
### Count of Do you believe A2i has contributed to economic development in your area?



Count of Do you believe A2i has contributed to economic development in your area?

About 16 respondents agree on believing A2i has contributed to development in their areas, 12 respondents strongly agree with this statement while 9 respondents stayed in the neutral ground with 1 person disagreeing with this statement, this shows A2i is being mostly successful in contributing to economic development in, but in certain areas.

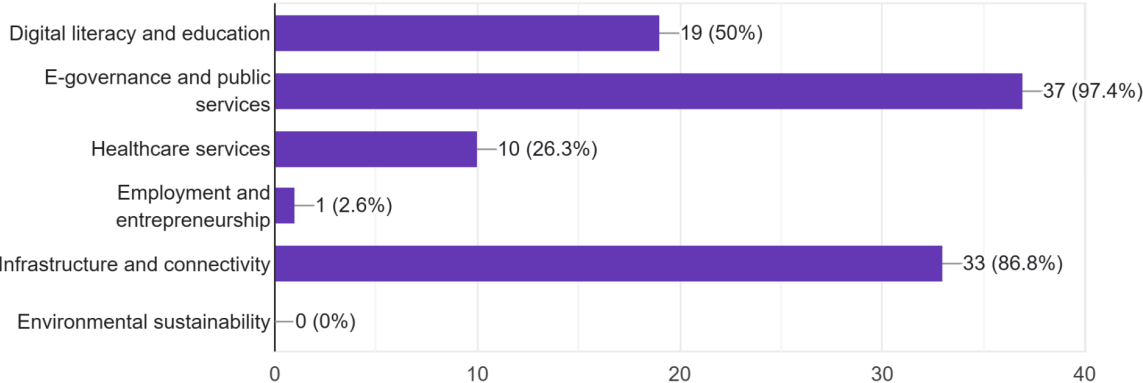
# Has A2i helped reduce the digital divide between urban and rural areas?



When asked about bridging the digital gap between urban and rural areas through the utilization of A2i, majority agrees with the statement while a small percentage of respondents are unsure of it, but this shows a success in achieving the reduction in digital gap between urban and rural areas.

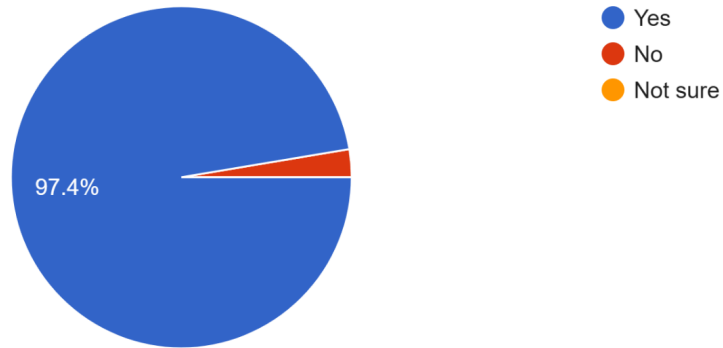
## What areas do you think A2i should focus on to further contribute to SMART Bangladesh 2041? (Select all that apply)

38 responses



Would you like to see more community engagement and feedback opportunities related to A2i initiatives?

38 responses



## Chapter 7 Conclusion and Recommendations

### 7.1 Key findings and conclusion

From the analysis and my own personal learnings, the following things were found:

1. By employing such connected experience, the Bangladesh Government together with the a2i program has successfully introduced people to the Vision 2041, which entails the vision of the government to digitize all services by 2041 and put Bangladesh as the role model for other developing nations.
2. Surprisingly, even though a2i was mentioned broadly and frequently in relation to the general government digitization, many respondents are still uncertain about its function. Everyone has a rough idea about a2i, but less than a half know it as the government's partner to digitize government offices.
3. It can be seen from the results that the basic majority of respondents are not connected with the official a2i accounts in social media. However, most learned about the digitization plans of the government through social media, raising a question on the communication strategies. Although it is not necessarily a secret that a2i is active on social media, these platforms have not been promoted enough and thus have few followers. Thus there is a big gap that governments have to fill in better and more efficient utilization of social media for engagement and information sharing with citizens.
4. Social media is one of the key sources of information concerning the government's digitization initiatives. The survey has indicated clearly that emphasis on social media as the communication channel is critical primarily for the citizen.
5. However, social media should not be the only platform to advertise Bangladesh's digitisation. Other media for public awareness should also include the print media and

television media among others. Some patients mentioned that they perceived these efforts through printed media, so there is a need to adopt a mass media communication approach.

6. Therefore, it is evident that respondents are generally content with the digital services that the Bangladeshi government offers. Nonetheless, there are diversions in opinion on how successful the government was in informing the masses about these services. Since technological literacy and awareness of the services offered remains low among many people, others believe that there was a need for more promotion.
7. According to the survey, a notable proportion of the respondents has received the positive impacts of digitization of services offered by the government. Majority state that services have been made more efficient, and they have been well supported thus.

To conclude, the government's endeavors in the direction of digitization, although there is a positive attitude towards digitization, more focus on the means of communication and the extension of its usage of different media is required and can create a positive impact on the clarity and coverage.

## **7.2 Recommendations**

The research done for the study has yielded good information and has shown areas that can be changed. Hence, the following strategies are a recommendation of what could be done in order to overcome the challenges and improve the general state: These measures have been examined in the view of possible efficiency and applicability of the measures. We are convinced that their application will produce positive results and address the arisen problems.

**Increase Awareness about Initiatives:** The above results imply that the lack of knowledge of government digitization programs among the minority may be due to inadequate sensitization carried out. Awareness should be stepped up to the next level to satisfy the government by going viral on the social networking sites, the internet and newspapers.

**Clarify the Role of a2i:** These surveys reveal the fact that the people of Bangladesh are severely lacking knowledge regarding the functions of a2i, which is the protégé programme of the Government of Bangladesh for the Digital Bangladesh Initiatives. There is a need for the government to make many more people understand the role played by a2i as well as its impact in the ongoing digitization of the civil servants' working places.

**Enhance Social Media Presence:** While majority of the respondents reported to be connected to a2i on the Facebook page and by the twitter handle, the number that connected through linked in is significantly low. More so, the government needs to have its presence in various social media platforms constantly posting about digitization activities.

**Improve Digital Services:** All in all, the tests show that the overall public satisfaction with government's digital services is rather high, but there is potential for further enhancement. The government should increase funding in the improvement of the quality and availability of these services to make life easier for the citizens.

**Increase Awareness of Digitization Services:** It is noticed that majority of the respondents have availed government services after 2011 but a significant number had not availed such services



before 2011. To enhance citizens' uptake of e-services, the government needs to relay the satisfaction factors including convenience, speed, and transparency.

The above mentioned measures will stand today's challenges and enhance the broad impacts of government digitization for the advantage of the citizens as well as the administration.

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## Appendix

1. What is your age range?

- A. 18 - 24
- B. 25 -32
- C. 33 - 39
- D. 40 - 45
- E. 50+

2. Select your occupation/current role

- A. Student
- B. Job Holder
- C. Doctor
- D. Government Employee
- E. Business Person
- F. Retired

3. Location you are based on

- A. Rural
- B. Urban

4. How familiar are you with the A2i program?

- A. Very familiar
- B. Somewhat familiar
- C. Heard of it but not sure what it is
- D. Not familiar at all

5. How would you rate the importance of A2i's initiatives in achieving SMART Bangladesh 2041?

Not important at all

0

1

2

3

4

Very important

6. Do you think A2i has improved digital literacy in your community?

- A. Significantly improved
- B. Somewhat improved
- C. No noticeable change
- D. Worsened
- E. Not sure

7. Have you benefited from any digital services provided by A2i (e.g., e-services, online education, digital payments)?

- A. Yes, frequently
- B. Yes, occasionally
- C. No, but I am aware of them
- D. No, I am not aware of them

8. How has A2i impacted your access to government services?

- A. Made it much easier
- B. Made it somewhat easier
- C. No change
- D. Made it more difficult
- E. Not applicable

9. Do you believe A2i has contributed to economic development in your area?

- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly disagree

10. Has A2i helped reduce the digital divide between urban and rural areas?

- A. Significantly reduced
- B. Somewhat reduced
- C. No change
- D. Increased
- E. Not sure

11. What areas do you think A2i should focus on to further contribute to SMART Bangladesh 2041? (Select all that apply)

- A. Digital literacy and education
- B. E-governance and public services
- C. Healthcare services
- D. Employment and entrepreneurship
- E. Infrastructure and connectivity
- F. Environmental sustainability

12. Would you like to see more community engagement and feedback opportunities related to A2i initiatives?

- A. Yes
- B. No
- C. Not sure

13. In what ways has A2i personally impacted your life? Please provide specific examples.

Your answer

14. What improvements or changes would you suggest for A2i to better serve the citizens of Bangladesh?

Your answer