Report On

BRAND PROMOTION THROUGH DIGITAL MARKETING: HOW DIGITAL MARKETING
ENHANCE CONSUMER ENGAGEMENT & DEVELOP RELATIONSHIP WITH CLIENTS AND
CONSUMER.

Submitted to:

Ms.Tanzin Khan

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Submitted By:

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Letter of Transmittal

11th April,2017

Ms.Tanzin Khan

Lecturer

BRAC Business School

BRAC University

Sub: Letter of transmittal

Dear Madam,

With due respect I am here to present my internship report where my topic is "Brand promotion through Digital marketing. This report gave me the chance to know more about how Digital marketing enhance the consumer engagement and develop relationship with clients and consumer. At the time of preparing my report I tried my best to follow your instruction and guidelines. The report is most important for my Undergrad life and I tried my best to make the report more informative.

I am thankful to you for your kind support and for giving this opportunity.

Sincerely yours

Golam Ishtiaq Khondokar

ID: 13104129

BRAC Business School

Acknowledgement

I would like to start my internship report by acknowledging my gratefulness of almighty Allah. Without his blessing I would not be able to complete my internship report. I also thankful to my parents without their blessing I cannot be there. I would also like to show my gratitude to the following people for their regular guideline and support to complete this report:

At the very beginning I am thankful and want to show my gratitude to my faculty Ms. Tanzin Khan who was my internship supervisor. Without her support and proper guideline I might not be able to complete my internship report. During my internship period she provided support with sincerity with patience.

I am grateful to my internship supervisor, Naimul Newaz Nabil, Account Manager, Fardeen Ahmed, Senior Executive, Syeda Nafisa Noor, HR Exucutive, Magnito Digital under whose supervision I have completed my internship successfully. During my internship period they were very friendly and cooperative with me. I am thankful to them for their valuable support and instruction which helped me to complete my report.

I am additionally grateful to the people who expanded their backings in complex approaches to me.

- ✓ Khawar Saud Ahmed, CSO, Magnito Digital.

- ✓ Mr. Tashrif Khaled, Account Manager, Magnito Digital.

- ✓ Mr. Arif Rahman, Account Manager, Magnito Digital.

Executive Summery

This report is based on my three month long internship program which I did in Magnito Digital from 1st January 2017 to 6th April 2017. I did this internship to fulfill my Undergraduate degree. In Magnito Digital I worked under client service department. I made this report based on the learning I got from Magnito Digital, my work responsibilities and my project which was about Brand Promotion through Digital marketing.

In my report the first chapter is Introduction and company overview where I talked about the basic thing about internship, the overview of Magnito Digital, management team and their different department. This section is more informative compare to the other part. Because I think knowing organization is very important before being a part of this organization.

The next chapter is my project part where I wrote what I got from my survey about consumer behavior towards Digital Marketing. I also included my job responsibilities part in this section. In this section I tried to include all the information I got from my survey and I describe the research question which I made for my research. Most importantly I also describe the limitation of project part as well as the limitation of Digital Marketing to provide Digital service. In this chapter I provided the learning part from this three month internship program.

Finally , in the last chapter I have drown some recommendation for Magnito Digital where I tried to say how they can develop their entire organization process and other things and prove a short conclusion about my project and overall internship program. At the end of my report I tried to provide some reference from where I get some information though I did not get enough information in website Because Magnito Digital is not that much old organization. So there was a lack of article or journal about This Digital marketing agency.

Table of Content

INTRODUCTION:

An internship is an opportunity for a fresh graduate to work in an organization for learning some practical knowledge about the overall business process and its operations which is offered by employer. All the students counted as an intern who worked for a fixed period of time. The internship is valuable for a student to learn how their studies implement in the real business world. The experience also helps a student to enrich their resume. Moreover, this internship helps to student to create network with corporate person and gain university module credits. Understudies may likewise have the likelihood of putting themselves forward for imminent open doors for paid work; amid their entry level position.

Through their internship program students can able to relate their educational knowledge with professional career. The main reason of this internship program for a student is to work with an organizational environment and boost them in professionalism. The report is basically for the fulfillment of my internship period and for that reason I selected Magnito Digital which is one of the leading Digital Marketing agencies in Bangladesh. Magnito Digital is currently working with some of the prominent clients like Grameenphone, Telenor, Noir, Yellow, A2i, Basis, Ki dorkar, White Board and so on.

Company Overview

Bangladesh's Internet entrance is developing at an exponential rate. With an associated populace, buyers will unavoidably, by one means or another or the other, communicate with brands on the web. The needs to oversee and measure those communications are driving brands to go computerized. Each brand has a story to tell. We deal with your image in the computerized ecosphere and recount your story. It is in our bloodline to take care of issues by speculation inventively. Magnito Digital is a full administration advanced promoting organization, giving end-to-end showcasing arrangements in the computerized space. They serve their customers over the advanced universe, covering seek, social, show and portable promoting. Magnito Digital began their trip in 2013 and now they are a group of 70 individuals. In particular they are well known for their offbeat working society.

Company Profile of Magnito digital

Address	3rd Floor	Road-23/B, House-7	Gulshan R/A	Dhaka 1213	Bangladesh
Telephone No.	+88 02 9821812
Email	info@magnitodigital.com
Website	Magnitodigital.com
Year of establishment	2013
Total Employees	70
Prime Service	Social and Mobile marketing
Key Clients	Telenor, GrameenPhone, WowBox, GP Music, Huawei, Apollo Hospital, A2i, Basis , Yellow, Noir, Ki Dorkar,Scisso, White Board, Atom Gum,.

Management Directory

CEO	**Riyad Husain**
CFO	Fayaz Taher
CMO	Amer Khan
Director (Strategy and Planning)	Munazer Chowdhury

Goal of the Organization

To fulfill the esteemed clients, living up to their desires by giving quality administrations on time and offering them the best an incentive as far as standard, quality, value, condition and other moral practices.
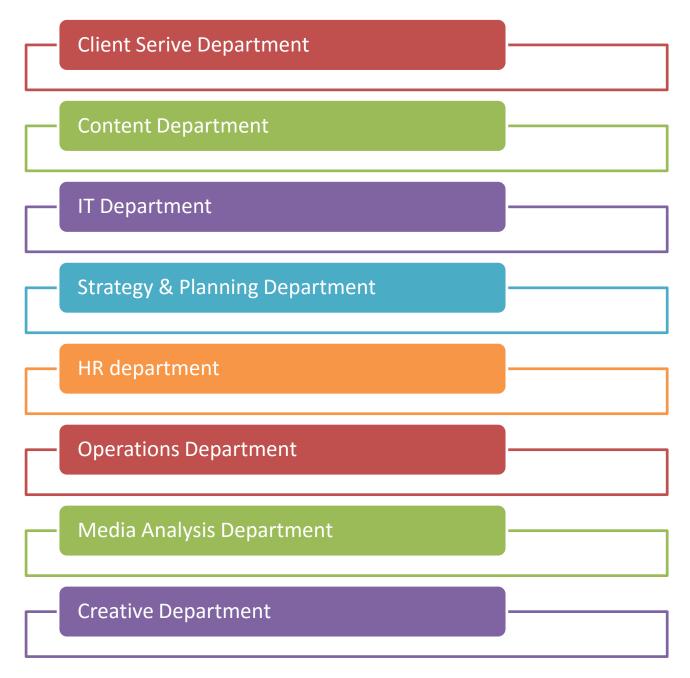
Strategic Objectives

•   Gaining upper hand by bringing general cost contrasted down with that of contenders.

•   Overtaking contenders by demonstrating quality client benefit.

•   Achieving mechanical authority among the companion aggregate.

•   Strengthening the organization's image position in national and worldwide market.

•   Keeping great connection with esteemed and top need clients.

•   Providing important support to the clients.

Key Achievement:

In 2015 Magnito Digital won Gold and in 2016 they won Silver to become the "**Campaign Asia Pacific: Digital Agency of the year** '' In the **"Rest of South Asia"** Category. In 2015 they won 1 Gold and 1 Silver & in 2016 they won 2 Grand Prix, 5 Gold and 1 Silver award in **Commward** Organized By **"BANGLADESH BRAND FORUM"**.

Departments of Magnito digital

Magnito Digital is one of the leading digital marketing agencies of Bangladesh. To ensure sound and smooth operations at the company and also to run the company efficiently it comprises with different departments. The directors of the company monitor all the departments of Magnito. Magnito Digital has the following departments to operate this company efficiently:

Client Serive Department

Content Department

IT Department

Strategy & Planning Department

HR department

Operations Department

Media Analysis Department

Creative Department

Responsibilities of Different departments

HR Department

The main responsibilities of human resource department employees are related with recruitment, training, career development, compensation and benefits, Industry relation, employment law, employee relationship, disciplinary, grievance issues and compliances, redundancies and so on. The department always remains updated with the new labor law, employment law, and the new trends of the job market while dealing with the employees.

Content Department

Magnito Digital content department has two different wings. They are content development team and Community response team. The content team provides contents to the clients according to their demands. On the other hand, the main responsibility of community response team is to provide information to the customers, answering different quires of customers which have been asked through Facebook pages, weekly report submission and helping the strategic team member to develop new ideas for new campaigns.

Strategy department

Strategy and planning department is one of the real divisions of this organization. This department is considered as the foundation of Magnito Digital. They are in charge of giving effort arrangements and endorsements for customers. They are likewise in charge of setting distinctive course to serve successfully and proficiently clients. Besides they are likewise in charge of making pitch/introductions for new customers.

Client service Department

Client service department is in charge of keeping up outer correspondence with the customers. They generally speak with the customers in regards to various commercial for the customers. This group is considered as an extension between substance division and customers. Customers speak with them and tell their necessities. At that point they offer brief to the substance group with respect to these prerequisites. After that they send the inventive to the customers and take endorsements from them. Moreover, client service department works with community management department to prepare the weekly report which is reported to the clients.

Working Environment

As indicated by incredibly famous analyst Frederick Herzberg, working condition of an association has a noteworthy impact in worker's occupation fulfillment. A positive, synergistic, inventive workplace is the thing that holds representatives over the long haul, and rouses them to work harder. One of the best components of Magnito Digital is its workplace. The workplace of Magnito Digital is just remarkable.

Assessment of organizational culture

In the corporate world, nobody can accomplish his/her coveted accomplishment without having a sound connection with predominant and associates, and a similar thing is likewise pertinent for an understudy too. Being an understudy, I have constantly attempted my level best to keep up a sound connection with my managers and associates. In Magnito, the working air was nice to the point that each time at every point I confronted any kind of troubles or issues immediately they bailed me out from that circumstance. Outstandingly, all individuals from the office helped each other to make the more prominent hierarchical progress. They were exceedingly proficient, timely, and committed as far as their everyday movement. As an understudy, I have additionally attempted to demonstrate my polished methodology, reliability, and devotion towards the work. At every point I needed to speak with any representative of the division, I have dependably taken after the expert method for correspondence.

Every one of the workers of the division is exceptionally proficient with regards to carry out their occupations. Then again when anybody required help, they were dependably there to assist each other. From the main day, at any point I had any inconvenience in understanding anything, which I should concede that it happened a great deal on my underlying days of entry level position, each of the division's collaborators had helped me inside and out they could. The vast majority of the things I may have learnt in my entry level position understanding, the credit for that goes specifically to my manager. He has helped me hugely amid my temporary position days. He, as well as alternate associates has been extremely useful and never said no when I required their offer assistance.

WORKS WHICH WERE DONE AND THE BEHAVIOUR OF COWORKER IN THE ORGANIZATION

On top of that, every one of the representatives of Magnito Digital is cordial in nature. At first I was minimal stressed that how I would function with such a variety of individuals who are more established than me and as a result of that reason I was somewhat solid in my beginning days of temporary position. In any case, inside the main week my partners facilitated me up. Also, inside no time I felt some portion of the immense Magnito family. We regularly used to eat together and furthermore hanged out after the available time. The treatment I got from them was especially valued.

The general population inside the division used to make the office enthusiastic. Beginning from the supervisor to alternate representatives, everybody used to make jokes and share occurrences which used to make the place substantially more alive than alternate offices. The physical condition too was incredible. Every office had various work spaces with Laptop for their representatives. With adequate lighting and completely ventilated office makes the workplace a great deal lovelier. In the wake of judging every one of the elements I needed to concede, the workplace is fantastic at Magnito Digital.

On the most recent day, the entire group with whom I hosted worked with had a gathering at eatery after work in Time Out, Gulshan and I was additionally welcomed there. They began slapping and punching on my back!! That was their farewell to me and that ensured that I always remember them. It made me feel truly near every one of them. At that point they shook my hand one by one and said farewell. Every one of these episodes made me feel near all the colleagues and my chiefs. This occurrence ought to flawlessly aggregate up the regent relationship I had with my collaborators and my bosses.

INTRODUCTION OF THE PROJECT

I am doing my project on Brand Promotion through Digital marketing. It's a common and fastest way of promoting a brand. A brand always wants to know about their consumers demand and their expectation .Based on this a brand always try to provide the best service. Through digital marketing a Brand can easily provide one to one service. Basically in one word Digital Marketing works as a service provider and make bridge of customer and a brand. Through digital marketing a brand can easily give message on a regular message about their product, service and most important feature. By my project I want to know about what a consumer think about Brand promotion on online and how easily they get proper information about a brand and their service. Moreover I also get the chance to know about their satisfaction level of Digital marketing. In my internship period I get the chance to know how Digital marketing works to build a customer relationship within a very short time. I randomly take 30 people to make a survey about their attitude towards digital marketing and got a very positive impression. At the time of my survey I randomly asked some question besides my survey question and they told me that now it's the era of Digital marketing and they don't have enough time to spend much time on television or billboard and through this traditional process they cannot get the chance to know up to date information. But digital marketing is a platform where consumers get all updated information about a product and their services as well their brand message. At the end of my project I will get the chance to know a detail information how Digital marketing works and satisfaction level of customer.

OVERVIEW OF DIGITAL MARKETING AND ITS DIFFERENT TASKS

Currently all over the world every Brand has a digital site where they want to give proper message related to their product and services. By which Consumer can easily get to know about their product and services from their home. They don't need to open their TV channel or billboard. Because every single person has a Facebook account and consumer spend a lot of time

in that social media site. For that reason social media became a platform of promoting a Brand Image which is a major part of Digital marketing. A brand uses attractive copy, caption and photos to read consumers minds. After posting a promotional picture with copy, caption it needs to boast for getting every users attention. Based on this services a lot of employment sector created. If consumer wants to know any information about a product or services they just give a message to that brands social media pages. A team of query management used to provide 24/7 services where they are responsible for query management .After that they can make a report on customers demand and expectation. Based on the report other team member creates Facebook post and other issues. In digital marketing, a brand can easily launch a contest for the engagement of customer. For example I am working in Grameenphone WowBox team where we used to make Contests like WowWriter, WowWomen, Same Same But Different etc.Where user provide the current answer and get the chance to win some price. By which we can make user more loyal. We can also call it a loyalty campaign. In Digital Marketing we also use Instragram & Twitter also. Because now a day's these two plays an important role to promote a Brand. To make relationship with consumer brand can also create some engagement post through digital marketing. So basically Digital marketing helps to identify a product and its services by which a company can increase their brand images. Moreover in digital marketing consumer can communicate with the brand & can share their opinion which is the major difference between traditional marketing and digital marketing.

There are some different tasks which a digital marketing can do. That is given below:

- ✓ Design
- ✓ Content
- ✓ Web
- ✓ Development
- ✓ Media
- ✓ Campaign
- ✓ Analytics

In digital marketing creative team create attractive with relevant content and post it on social media like Facebook, twitter, where media analyst boost that photo based on target audience and the also check the daily click on that post. Strategy they come up with different campaign idea to

promote a brand. Moreover every organization has a website where people can easily get the chance to know more about that company and its services as well as career opportunities. A digital marketing help to build that website more attractive way. All of this work basically taken by a client service person that usually take all the brief information from a client and deliver it to the digital marketing team. In one word client service team basically create a bridge between the digital marketing team with the clients. So digital marketing basically create the entire online platform to promote a brand and its messages to their target customer.

MY CONTRIBUTION in THE Digital Marketing sector:

I was in the Client service department where I was responsible for 7 clients. Basically I used to do query management like users or customers questions in social media and Weekly report submission based on customers demand and pain point, most importantly user/ customers suggestion. One of my major roles was to upload and rotation of content in WowBox app. Content team wrote their content and sent it to me and my responsibilities was to upload that content with a set of priority number and hourly basis I was supposed to rotate it. Basically rotation was the toughest job for me as it has to do after 2 hour respectably. Here is the client list for which I was responsible:

- Noir
- Kabab factory
- WowBox
- RFL Metal House
- Atom
- K-Mart
- Yellow

There was also another person who usually helped me a lot. Both of us were responsible for that 7 Social media pages. That's why my internship period was not that much tough but I learnt a lot of thing about Digital Marketing.
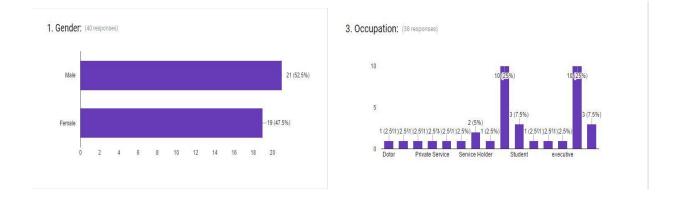
PURPOSE OF MY PROJECT

The purpose of my project is how digital marketing enhance consumer engagement and develop relationship with clients and the consumer. I did my internship in Magnito Digital so here I will talk about how Magnito Digital enhance consumer engagement and create a relationship with consumer and their clients through their digital services . Moreover I also talk about the consumers thinking about Digital marketing for promoting a Brand.

As I already talked about different departments of Magnito Digital by which they provide quality services to their clients and consumer. They have a lot of clients like Telenor, Grameenphone, Noir, and Yellow and so on. From all the department Clients service plays a major role in their digital services. They arrange monthly meeting with their clients and take a brief about their demands and expectation. Then the client service person gives a brief to the design, content and strategy team. Based on all the demands of the client's strategy team make plan about campaign and events for promoting the brand. Moreover client service team provides direction to the design team how the design will look like. Based on the design the content team writes their copy and caption on that design. Finally the client service them send the final design with copy and caption to their client and take approval for that post. If the client give approval of that design then the client service person post that design on the social media. Lastly the media analyst person boost that post based on customer demand like 5$ boost or 10$ boost and at the time of boosting the media analyst set the target audience. At the end of the month the client service person make a report on how many post he/ gave in social media on that month and how many likes and comments are there. Based on the contract the client service person makes a budget for their service. This is basically how Magnito Digital creates relationship with their clients. Now a question might become how Magnito create relationship with consumer. Well, under client service team there are some few interns who used to responsible for making positive relation with the consumers. They basically response all the query comes on the social media Inboxes and comments section and every week they create a report on how many query came on that week , Frequently asked question of consumers, and most importantly the suggestions of user. The client service person takes information on that report and provides it to their clients. Based on this clients set their demand to Client service person .Moreover the strategy team of Magnito Digital also arrange some contest and events for their consumer where consumer will
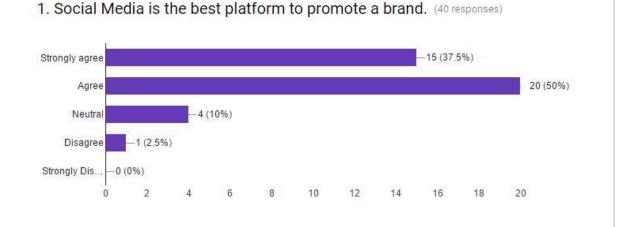
get price after providing the correct answer on that contest which create more engagement of consumer and consumer can easily remember the brand name of that company. Another issue is when consumer gets their desire information and campaign they became happy on that Brand and makes them loyal about that particular client. This is how Magnito Digital enhances consumer engagement and develops relationship with the client and consumers.

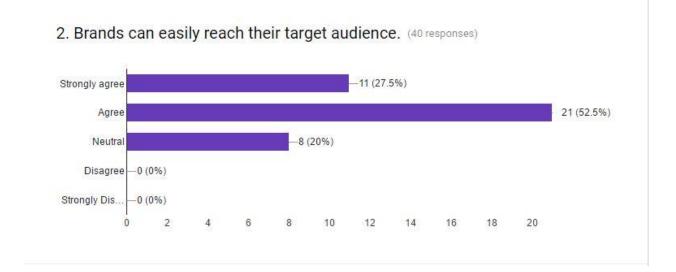## Consumers behaviour about Digital marketing :

For my project I made a survey of 40 respondents where 52.5 % were male and 47.5% were female and 85% was between the ages of 21-30 .where 25% was student. We can consider the 25% student as young generation. All of the respondent provide their valuable thinking about digital marketing. Moreover 25% was newly service holder. So we can also consider them as young generation. Most of the respondent was positive about digital marketing for promoting Brand Images. They think this the era of digitalization and they don't want to spent time to know about a product .Most importantly they want one to one communication. Basically this was their expectation and digital marketing provide this kinds of one to one service.

To get information about digital marketing I made 15 questions. And here is the breakdown of all the questions.
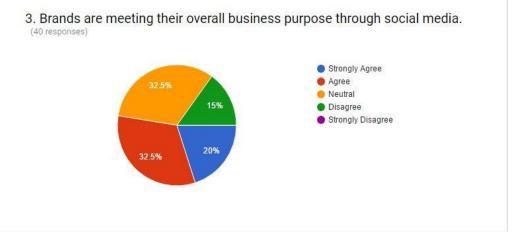
1. Social Media is the best platform to promote a brand. (40 responses)

Response	Count
Strongly agree	15 (37.5%)
Agree	20 (50%)
Neutral	4 (10%)
Disagree	1 (2.5%)
Strongly Dis...	0 (0%)

In the 1st question we found that 37.5% strongly agree with Social media is the best platform to promote a brand. And 50 % agree with the thought. Only 2.5% provide disagree on that thought. So on that data we can easily say that social media is the best way to promote a brand. Because now a day's most of the time people spent in social media by their smart phone and maximum have a smart phone. So now a day's young generation prefers Social media to promote a brand which is a part of Digital marketing.

2. Brands can easily reach their target audience. (40 responses)

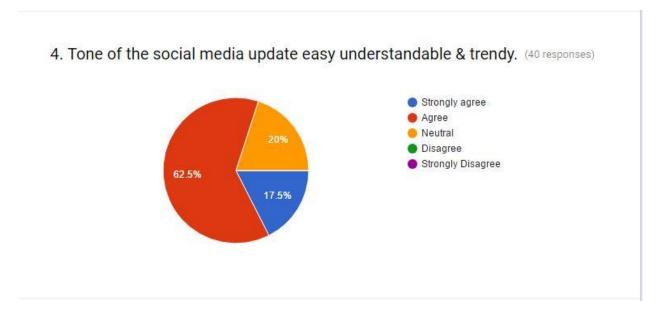| Response	Count
Strongly agree	11 (27.5%)
Agree	21 (52.5%)
Neutral	8 (20%)
Disagree	0 (0%)
Strongly Dis...	0 (0%)

Now the most important question was through social media brand can easily reach their target audience where 52.5 % agree with the thought and 27.5 % strongly agree on that topic. 0% shows about disagree. So we can come up with that yes Brands can easily reach their target

audience. As I already mention that at the time of boosting a post we can set a target audience, so it means through this process brands can easily sent their message to their target audience.

3. Brands are meeting their overall business purpose through social media.
(40 responses)

Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
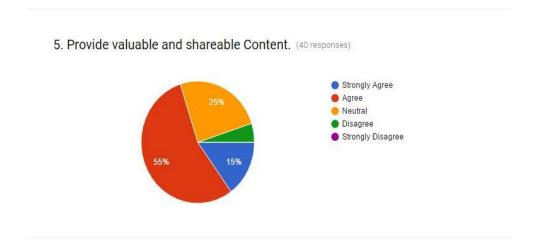- Strongly Disagree

Pie chart values: 32.5%, 15%, 20%, 32.5%

What is the purpose of a Brand? The basic purpose of brands is to Increase their brand value through their product and service which they can easily do by digital marketing. And 32.5 % were agreeing with that and 32.5 % were strongly agreed with that. Brands can easily send their message to their target audience and they can easily provide one to one service through digital marketing and consumer can easily remember their Brand name.

4. Tone of the social media update easy understandable & trendy. (40 responses)

Legend:
- Strongly agree
- Agree
- Neutral
- Disagree
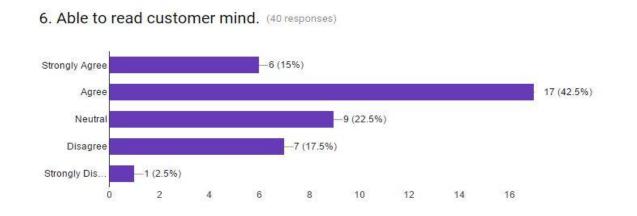- Strongly Disagree

Pie chart values: 20%, 62.5%, 17.5%

The language we used in social media content which is very important for Increasing brand images. Because if the consumer don't understand what a brand wants to say then the purpose of the message will not work. The data show that 62.5% respondents believe the tone/ language we

used is social media is easy and understandable. And 20 % was neutral. So if we select the maximum one then it shows Brands are successful to provide message through digital marketing process which helps them to increase their brand images. And one more thing is through digital media brands are using the trendiest thing related with their product.

5. Provide valuable and shareable Content. (40 responses)

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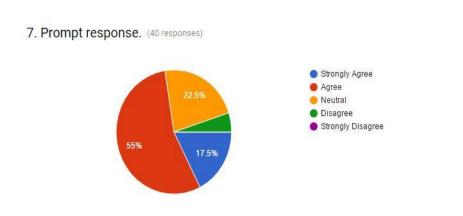- Neutral
- Disagree
- Strongly Disagree

Through digital marketing we try to provide valuable and relevant content about brands and 55% are agreeing with that. If content are valuable then consumer fell more interest to share the content which helps to promote the brand name. So its play a great role to promote a brand.

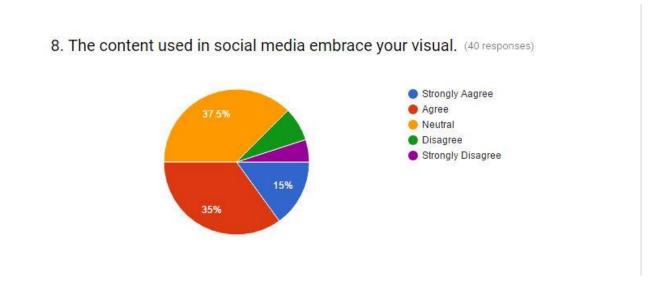6. Able to read customer mind. (40 responses)

Through the message Brands always try to read the customer mind. Basically they do it through their engagement post and query management report where consumer shares their own opinion about the brand or any specific product. In the survey 17.5% provide disagree option and only 15

% were strongly agree about the thought. It means maximum people thing that through digital marketing brands cannot reach customer mind.

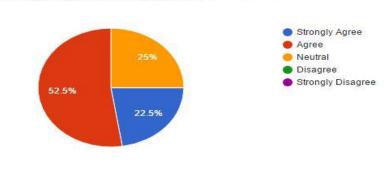7. Prompt response. (40 responses)

Prompt response means quick response. In the Digital marketing sector a team work under client service department where they are responsible for query management. They try to provide 24/7 service though it s bit difficult to provide service at mid night. Because a lot of consumer asked question after 12 AM. Quick response is one of the most important part of provide digital service where 55% agree that through digital marketing brand can response more faster than traditional marketing.

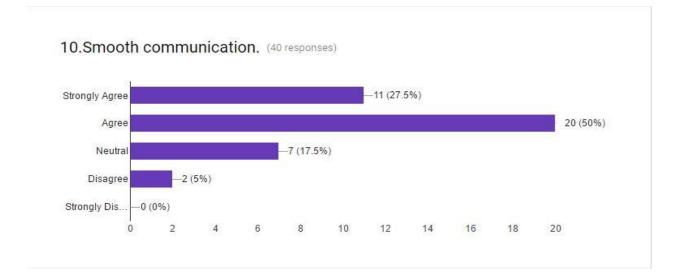8. The content used in social media embrace your visual. (40 responses)

We used to try making the content more attractive whether consumer can find interest to check the details information. Basically we try to make it more eye catchy .And 15 % strongly believe

it and 35 % agree with it which means consumer are positive about the content we used to give. Actually when the content is more eye catchy then consumer open the whole information and then they get the actual message that the brands wants to give.
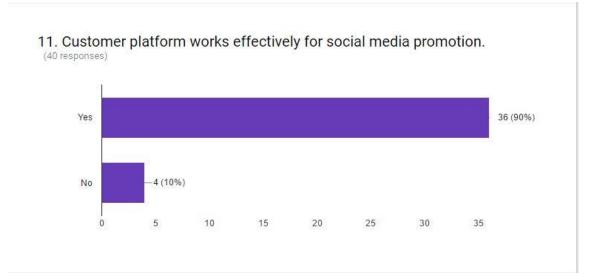

9.Sharing information at the right time. (40 responses)

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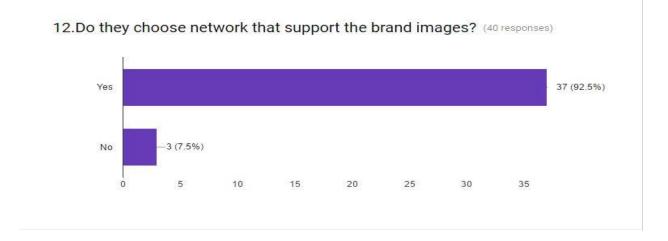- Disagree
- Strongly Disagree

52.5%
25%
22.5%

As I already mentioned through digital marketing brands wants to follow the trend. That's why they always try to give the more updated information at the right time. Like at the time of Pahela Baishak we try to give post related to the occasion. And 52.5 % agree with that and 22.5 % strongly agree with that. There is disagree percentage. It means consumers are more or less believed that we provide information at the right time.

10.Smooth communication. (40 responses)

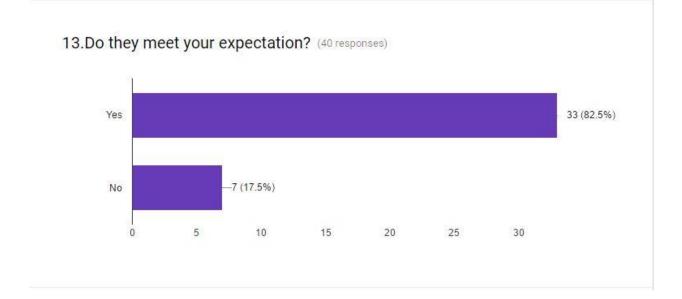|	
Strongly Agree	11 (27.5%)
Agree	20 (50%)
Neutral	7 (17.5%)
Disagree	2 (5%)
Strongly Dis...	0 (0%)

Smooth communication means easy and time to time communication. Digital marketing makes it easy to communicate more smoothly and faster than traditional communication. We try to

maintain a friendly behavior with the consumer whether they can easily share their opinion about the brand.

11. Customer platform works effectively for social media promotion.
(40 responses)

Yes — 36 (90%)
No — 4 (10%)

Customer platform means basically customer suggestion on any campaign or customer choice of any topic for social media promotion. I already mentioned that we try to make our post trendier. So that customer can easily get the more updated and trendy information as well as their choice able content are also get more priority. We found it on the customer's demand and expectation report. So through digital marketing Brands can easily give the best choice of customers.

12.Do they choose network that support the brand images? (40 responses)
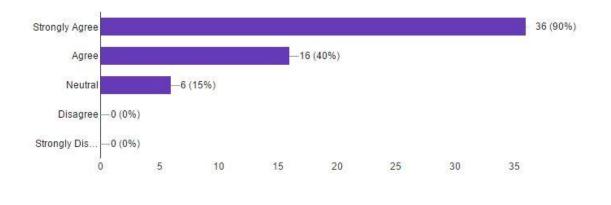
Yes — 37 (92.5%)
No — 3 (7.5%)

In that part basically a brand wants to select the best topic as well as best content which support their brand images and their valuable product. It means relevant event or content. For example Kabab factory provide discount offer in Ramadan and Pahela Baishak And they try to provide

more traditional food with the flavor of Kabab. In our survey 92.5 % says yes which means the network we choose is correct.

13.Do they meet your expectation? (40 responses)

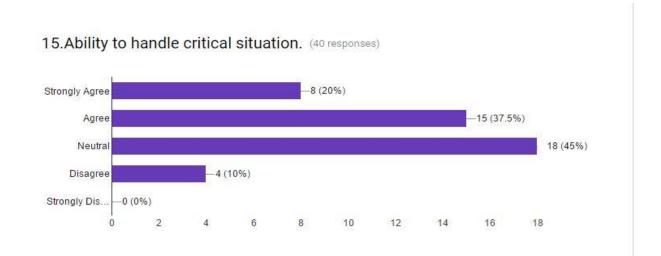| Response	Count
Yes	33 (82.5%)
No	7 (17.5%)

The question is basically how satisfied a consumer on the digital service about a brand or any specific product. And I found 82.5 % is happy with the digital marketing service. It means they are getting proper information and proper service from a Brand.

14.Headline of the contents matters. (40 responses)

Response	Count
Strongly Agree	36 (90%)
Agree	16 (40%)
Neutral	6 (15%)
Disagree	0 (0%)
Strongly Dis...	0 (0%)

Headline of the content is more important to provide a message. If the headline of the content is more informative and more attractive then consumer will pay more attention about the content

and will read the whole visualize .If they like the whole think then they will share it by which the brand is promoting by the consumer. And 90% consumer thinks it's really important for promoting a brand.

15.Ability to handle critical situation. (40 responses)

Through client service person and community management person any critical situation can handle. Because community manager provide pain point of consumer to the client service person and then client service person provide it to the clients. Based on the consumer demand they make their future plan.

After the analysis the survey data I get to know more or less consumer are now happy with the digital marketing service which increase the brand value and promote the brand faster than the traditional marketing and the consumer can rely on digital marketing because they can provide one to one feedback about a product or a brand.

LIMITATION OF THE PROJECT

At the time of doing my project I found some limitation which really hampers my project. Because I did not get any detail answer from respondent. The major Limitations are given below:

- ✓ Only get information from young generation
- ✓ Get less time to analysis the topic because in the current era Digital marketing sector is huge.

- ✓ I cannot get any in depth information about traditional marketing by which I can compare it with Digital marketing.
- ✓ Lack of information like lifestyle of a person, spending actual time on mobile phone etc which actually helps a lot about Digital Marketing.
- ✓ I get information from only 40 people. If I can make more survey then more details information will come.
- ✓ Do not get any suggestion for Digital marketing for promoting any Brand.

LIMITATION OF DIGITAL MARKETING:

There are some limitations of Digital marketing for promoting a Brand. Which are given below:

- ✓ Digital marketing cannot provide the real feeling of any product though they are trying to make it by making Video content.
- ✓ In digital marketing Customer sometimes wants to bargain about the price which sometimes creates negative impression on other customer.
- ✓ Sometimes Digital marketing provide campaign idea in a predictable pattern which might be create negative impression on consumers mind.
- ✓ Providing 24/7 service is a big challenge for them. Because in Bangladeshi purpose it's not possible to response on customers question at night. For that reason customer become dishearten.
- ✓ Time to time boosting is also a limitation. Because sometimes through digital marketing brands cannot boost their post timely. For that reason customer did not get update information at the right moment.
- ✓ Understand the demand of clients is also a limitation. Because clients are still habituated with traditional marketing. So sometimes their demand was so unpredictable and uncertain.
- ✓ Irrelevant query and unexpected demand from customer are also a limitation for Digital Marketing. Because when the customer did not get their expected thing then they become dishoarded.

Learning from the internship experience

An intern's genuine wish is to taste the embodiment of corporate flavor alongside some down to earth learning of genuine working situation. Being an intern, my desire was not all that distinctive. Over the time of my entry level position, my objective was to assemble thoughts regarding particular assignments as well as increase some learning about hierarchical culture. Along these lines, the lessons that I have gained from my entry level position program ranges from hierarchical culture to particular errands, where each of those lessons bear an equivalent weight as far as significance. Some of those key lessons are clarified underneath.

✓ **PRACTICAL KNOWLEDGE ON HOW THINGS ARE DONE IN AN ORGANIZATION:** In my undergrad life I did not get the chance to visit any specific organization to know about how they are doing their operations though I get the chance to know about a lot of organization like Telecom Industry, Financial Industry, and FMCG and so on. But in my internship period I got the real feeling of working in an organization where I became a part of that organization. During my internship period I knew how an organization run their business and maintain their organizational culture.

✓ **DIFFERENT ORGANIZATIONAL SKILLS:** During my internship period I got the chance to work with more skillful people as well as get the chance to show my skill. I learned how to work under pressure and how to become a multitasking guy in an organization. My intern supervisor sometimes gave me some multitasking work where I have to do that properly along with maintaining quality.

✓ **SOFT SKILLS:** In my internship period I used to work with different group of people like different team member, collogue and the worker also by which I learnt about verbal and non verbal communication and some basic thing of professionalism. There sometimes I had t take some immediate decision which helps me to learn about decision making. Moreover at the end of my intern period I learnt how to be a leader because last moment I have to lead the new interns and provide proper guideline about their work responsibilities.

✓ **ANALYTICAL ABILITY:** Analytical skill includes both the ability to use good reasoning in analyzing a situation and solve the problem logically. It also includes seeing the

arguments on both sides of an issue, even if one does not agree with other, and being able to analyze the merits of each argument. Notably, my activity on content development Team did not need any significant analytical skills, but I have acquired some of these skills from the operation of marketing agencies.

✓ **SELF DEVELOPMENT:** I learnt how to prioritize to my work when I have to do a lot of work under a strict deadline. Most importantly I learn how to be a team leader and more responsible for any particular work.

✓ **LEARNING ABOUT DIGITAL MARKETING:** In Magnito Digital I learnt about a lot of thing regarding Digital marketing; how they are working, how to take details information from clients and execute it to the team. I also learn how to take interview from an employee because at the last moment I took interview from an employee and for a research purpose I took interview from the WowBox user. Moreover I learnt about how to maintain proper communication with the clients as well as the consumer. Lastly the thing I learn that is how to keep patient at the bad situation where consumer uses slang on social media page.

Recommendation:

Like other organization Magnito Digital have some problem. I did my internship in Magnito Digital then I joined as a junior executive .After working 4 month as a junior executive I got a promotion there and started working as an Executive, community management. After working this long period I found some problem which I mentioned below:

✓ In Magnito Digital there is entry time but there is no ending time. Sometimes employees have to work till night. So they can make a specific office hour.

✓ During internship period they did not provide any Laptop to their interns though their work is online based and Laptop is mandatory for their work.

✓ As a Digital Marketing agency its infrastructure should me more digitalized. Like Internet speed and sit allocation for Intern. So they should focus more on that part.

✓ HR policy should be developing. They did not provide any agreement letter or appointment letter to their employee after joining in Magnito Digital.

- ✓ They have some dress code. But did not maintain it properly.
- ✓ Most importantly sometimes employee became shouting inside the office and make fun where other employee might feel disturbed. So this thing should maintain strictly.
- ✓ For the community management department they have employees for day shift but as it's a 24/7 hour service department there might be some employee for night shift.

These are the basic recommendation for Magnito Digital. Though they are trying to recover it very soon but still these problems are happening inside the organization.

CONCLUSION:

After completing my Internship program in Magnito Digital I want a say that I learnt a lot of practical thing. It was a pleasure for me to be a part of this Digital Marketing Agency where Magnito Digital is one of the leading Digital Marketing Agencies in Bangladesh. They have a team of 70 people but everyone act like a family member. Moreover the knowledge I learned and the practical training I got from Magnito Digital will help me a lot to build my future career. All the learning I can include in my resume which will help me to enrich my resume and will make me more skill full and knowledgeable. Most importantly during my internship period I learn how to keep patient when customer uses slang and I learnt more practical knowledge about build up communication skill. Now if I talk about my project part I would like to say after conducting the survey I got some general idea about consumer's behavior towards Digital marketing which will help me a lot in my upcoming future career if I want to work for any Digital Agency as well as for any Brand. Through my project I get to know about the satisfaction level of consumers about Brand Promotion through Digital marketing which also a helpful part for Building career in Digital marketing. During my internship period I faced a lot of problem and did some mistake also but my seniors helped me to overcome that more easily. Lastly Magnito Digital was a great place for me to learn practical knowledge about digital marketing which will bring success for me in my upcoming future career. I earned a lot of thing which I was expected from them and the internship period made my practical experience more than the usual academics.

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