



**Internship Report**

**Benefits of Digital Marketing and client satisfaction of Trivooz**

**BRAC University**

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**Submitted To:**

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Fall 2016  
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Course Name: Internship

Date of Submission: 19th December, 2016

# Letter of transmittal

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Date: December 19, 2016

Ms. Mahreen Mamoon  
Assistant Professor  
Faculty of BRAC Business School,  
BRAC University

Subject: Submission of Internship Report on “Benefits of Digital Marketing and client satisfaction of Trivooz”.

Dear Ma'am,

With due respect, I would like to say that it is a great pleasure for me to submit my internship report titled “Benefits of Digital Marketing and client satisfaction of Trivooz” which has been prepared as a part of my BBA program requirement.

During the preparation of the report, I have tried my level best to be resourceful. I believe the report will at least give you a brief picture about the topic that I have acquired the valuable experiences through this internship under your supervision.

Thank you for encouraging me through the internship period. Kindly accept my report and oblige thereby.

Sincerely yours,

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# Acknowledgement

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First off all, I want to thank Almighty Allah for everything. With the countless support of Almighty and parents', I have completed my three months long internship at Trivooz and my final report of the internship has been prepared as a part of BUS400 course.

I must show my gratitude to the honorable faculty Ms.Mahreen Mamoon, Assistant professor, BRAC Business School for her support and guidance during my internship. This report has been prepared and presented to her for the assessment and final evaluation of this course.

Lastly, I want to thank Mr. Javed H Ahmed, Chief of Operations of Trivooz, in charge under whose supervision I went through my internship. Simultaneously I would like to thank my other colleagues of Trivooz who helped me to learn the real office environment.

Finally, I am grateful to BRAC University which is the reason I am standing here earning my bachelor degree successfully.

# Declaration

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I am asserting that this report is entitled “Benefits of Digital Marketing and client satisfaction of Trivooz” submitted by me to BRAC University for the degree of Bachelor of Business Administration as a unique work.

I am also articulating that the report has not been submitted previously either in part or fully to any other university or Institution for any Degree, Diploma, Associate-ship, Fellowship and other similar title or prizes.

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Saraf Wasia

BRAC Business School

BRAC University

# Executive Summary

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This report is prepared to explain what I did and learned during my internship period at Trivooz . As the main purpose of internship is to learn by working in practical environment and to apply the knowledge acquired during the studies in a real world scenario in order to tackle the problems using the knowledge and skill learned during the academic process.

The first part of the report shows the origin of the report, my job responsibility, the objective of the report and the limitations I have faced when I was working on this report.

The second part of the report provides a brief introduction of Trivooz and its digital marketing. The third part is about the Report is what is the important of digital marketing. I also analyses the client satisfaction of the clients of Trivooz.

Lastly, I have find out some drawbacks about Trivooz according to my perspective and have tried to give some recommendation.

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# 1. Introduction

Information technology(IT) is the utilization of PCs and web to store, think about, recover, transmit, and control data, [1] or data, frequently with regards to a business or other enterprise. [2] IT is viewed as a subset of data and correspondences innovation (ICT). In 2012, Zuppo proposed an ICT pecking order where every progressive system level "contain some level of shared trait in that they are identified with innovations that encourage the exchange of data and different sorts of electronically interceded communications." [3] Business/IT was one level of the ICT chain of importance.

The term is normally utilized as an equivalent word for PCs and PC systems, however it additionally envelops other data dissemination innovations, for example, TV and phones. A few ventures are connected with data innovation, including PC equipment, programming, hardware, semiconductors, web, telecom gear, designing, social insurance, internet business, and PC administrations. The business is contributing essentially in the national wage, as well as it has been assuming imperative part in making brilliant work for youthful alumni of the nation. The nearness of high number of young businessmen is one of the specific components of this industry. In 10 years, prior, various all around educated young graduates, some of them returning from abroad in the wake of completing training, have started their IT wanders. Despite various neighborhood and overall challenges, these young vivacious agents have done astoundingly well in building sensible business relationship through their persistent work and vitality. In all likelihood, the vitality and adaptability of the energetic business visionaries are the principle main thrust of Bangladesh IT industry. "Trivooz" is now a startup IT company in this IT industry.

In the last part of the BBA (Bachelor of Business Administration) Program it is mandatory to do a three-month internship from any alleged organization and based on this we are supposed to submit a report to our particular faculty supervisor of University. The objective of this internship report is to explore theoretical knowledge about business administration and practical knowledge. With the blessing of Almighty Allah I got the chance to do my internship program at Trivooz which is a startup IT based company. As I actively involved in the Market Research and social media marketing in Trivooz I have decided to do an internship report on "Benefits of Digital Marketing and client satisfaction of Trivooz".

### **1.1 Origin of the report**

I have been assigned to this report by my course (BUS400) instructor Mahreen Mamoon. My report is based on Client satisfaction on social media marketing and its benefits. The internship program helps to learn technique about b2b business and cope up with the environment in such a way like trained employees. I was started my internship at Trivooz, from 1 November ,2016 and will finish on 30<sup>st</sup> January, 2017.

### **1.2 Mission and Vision**

As Trivooz is a small IT company, they have not set so many mission and vision. The mission and vision of the company is-

The mission of the company is to provide and provide high quality services to the clients.

The vision of the company is to be a leading IT company in the industry.

### **1.3 Objective of the report**

There is a huge difference between reality and bookish knowledge. Internship program is important to develop our working knowledge by relating it to the theoretical knowledge that we learned in the completion of BBA program. Besides, it is mandatory to do the internship program for completion our graduation program from BRAC University.

The main objective of the report:

- Internship helps to understand the organization's atmosphere.
- Internship enables us to relate the theoretical knowledge with practical knowledge.
- Internship gives an intern the first-time working experience.

The objectives of my job are given below: -

- To identify the factors of digital marketing
- To identify the benefits of digital marketing
- To measure the degree of client satisfaction in terms of different factors
- To put forward recommendation for improving client satisfaction

#### **1.4 Limitations:**

While conducting the client survey I had to face some limitations and they are given below-

- Trivooz is a startup company so it has not built many clients
- Clients were not flexible to respond

#### **1.5 Methodology:**

To prepare this report I have used both primary and secondary data. To collect primary data I have taken an interview of my supervisor Mr. Javed H Ahmed, on digital marketing.. To know about the client satisfaction, I have conducted survey of 10 clients of Trivooz. To prepare the survey questionnaire I have used Likert Scale. To conduct the survey, I have followed two method, face to face interview with questionnaire survey and online survey. As a secondary data, information was collected from website and marketing research book named “Marketing Research”, An Applied Orientation (6th Edition).

#### **1.6 Job responsibilities**

Trivooz is a startup IT based company. It mainly works on website designing but recently it has started its digital marketing sector. They mainly emphasize on social media marketing. So, I joined Trovooz as an social media marketing internee for 3 months.

My responsibilities are-

- Preparing survey questionnaire
- Data collection from different clients
- Data entry and made spreadsheet
- Prepared and analyzed survey report
- PowerPoint presentation making
- Assist supervisor in client meetings
- Competitors analysis
- Handling the client pages and profiles on social media
- Interact with new clients

### **1.7 Learning Outcome**

The internship program is being organized basically for learning the real corporate experience. From my working experience with Trivooz I achieved many learning from them. As an intern, I believe I achieved so many things from Trivooz which I can apply in my carrier life. It was a great opportunity for me to work with Trivooz

Also I got the opportunity to know the nature of corporate culture such as attending meeting with team, giving monthly updates about the task assigned, participate in different meetings. I learn how to conduct a survey, like preparing questionnaire, select sample size, prepare a survey report, and present the findings in to different departmental Hades. Also during the survey

I had to communicate with lot of clients which ultimately enhance my communication skill. I also learned how to do real work in extreme pressure. I have leant about a new tern digital marketing and its benefits.

## **2. PART 02- Company Overview**

### **2.1 About TRIVOOZ**

Trivooz is formed by a group of enthusiastic people. Trivooz is powered by team spirit and hard work. It started as a traditional IT firm with web based app developing and web developing as its main services. It was co-founded by Javed H. Ahmed and Omar Hasan Khan, two undergrad students from school of engineering and computer science at BRAC University in 2014. It was started with only one service web design which includes website designing. Later more services like, motion graphics, merchandizing, digital marketing, graphic solutions, social media marketing and mobile applications was added as services and the company became Bangladesh's first IT based branding firm.

### **2.2 Services of TRIVOOZ**

Trivooz is basically a business to business service company. IT gives services to other company in many ways. Some of their services are,

- Responsive web design: They designed websites and web pages for business.
- Engaging applications: They make android applications for their clients.
- Motion works: They make animations.
- Software for solution: They are engaged with making software's.
- Social media marketing: They mainly corporates the social networking sites of their clients.

### **2.3 Social media marketing of TRIVOOZ**

Digital Marketing is now a mandatory element for the development of any business. Trivooz gives their clients a better solution and wide range of promotion model. They mainly cooperate with six-month contract with their clients. Their engaging activities

1. Full Facebook page setup to optimize performance.
2. Content creation for Facebook, Twitter and Instagram (10 post per month).

Contents may/would include:

- Branded content from business itself.
- Expert content from thought leaders and PR efforts. • User generated relevant content from the audience.
- Contemporary trends.

3. Regular consultation over phone and online.
4. Monthly face-to-face consultation on the basis of report analysis.
6. Analyzing, improving and reporting social metrics to provide insights to our clients and ROI.
7. Monitor brand and brand reputation throughout social media and search engines.

Their social media analyst would provide reports like below, to provide insights about the results. Frequency of reporting would be decided on mutual agreement. It is preferable and highly appreciated to incorporate and connect with other Social media platforms e.g.: Facebook, twitter, google+, Youtube, LinkedIn etc., to increase effective percentage reach and awareness in the social media. Hence maximizing the positive impacts.



Fig 1: a demo of analytical report.

By applying the above-mentioned activities, we would be able to: -

- Increase your company's position as a strategic thought leader in your industry.
- Grow company awareness, engagement and reach
- Generate qualified and effective leads for your business.

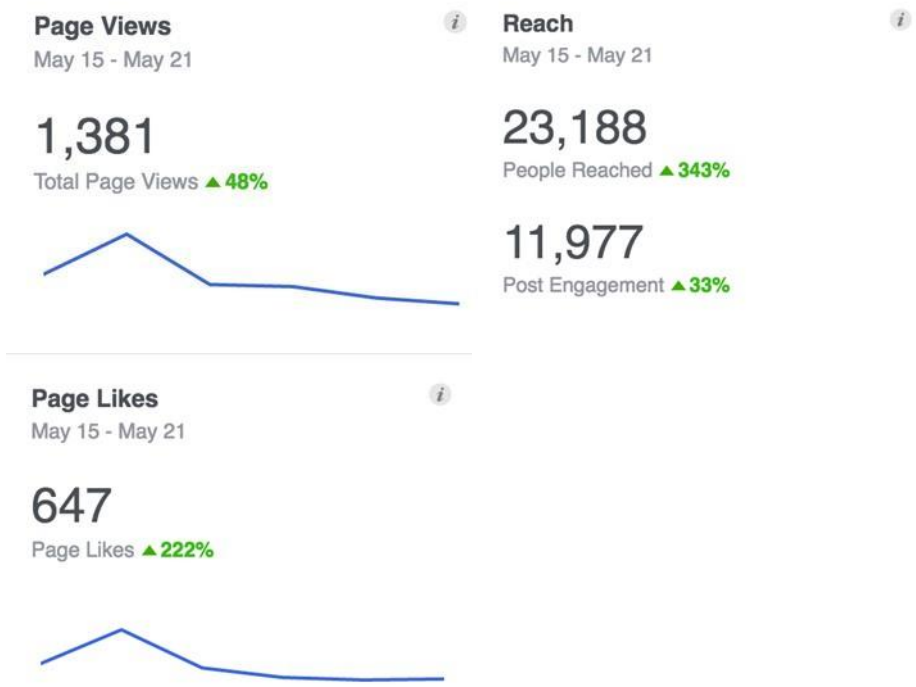


Fig 2. Views, like and reach of the pages

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Tarka	68.2K	▲0.1%	0	0
2  Takeout	37.3K	▲0.3%	1	14
YOU 3  Foodee	15.8K	▲4.2%	3	1.1K

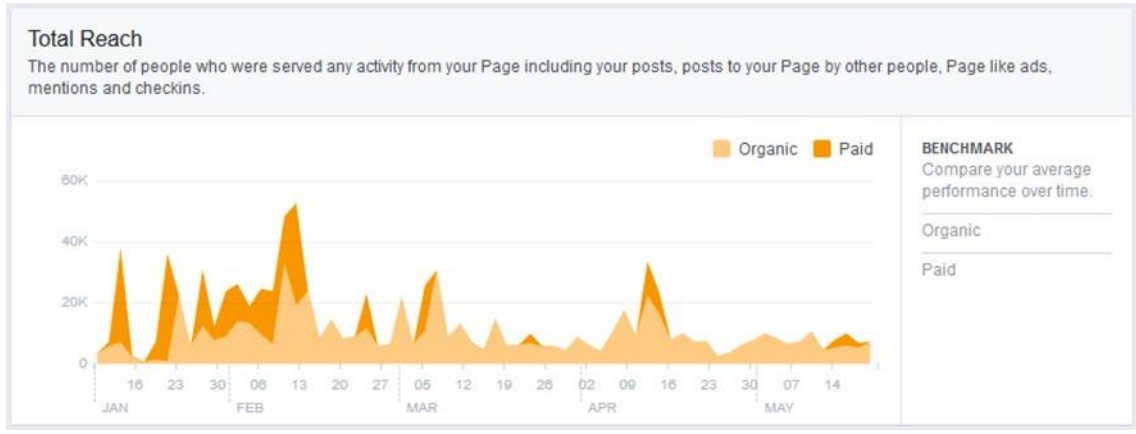


Fig 3: Boosting of Clients pages



Fig 4: analytical report from Facebook on a page they ménage.

From above graphs they can back up their claim that -

1. They can increase activity on client's page.
2. Client's activity on client's page will reach to a larger number of people.
3. Client's page will gain more followers.
4. Client's page growth rate will be higher than other competitors.
5. Organic reach of client's page will increase.
6. Client's will get a large amount of your target audience within a very short period.



## 2.4 Team Roles and Work flow

They emphasize on keeping commitments and up to the mark satisfaction of their clients, thus they believe transparency is a key factor. A proper collaboration and coordination with their client about the task and its progress is necessary. They are obliged to share our workflow and team roles with our clients to maximize our efforts together.

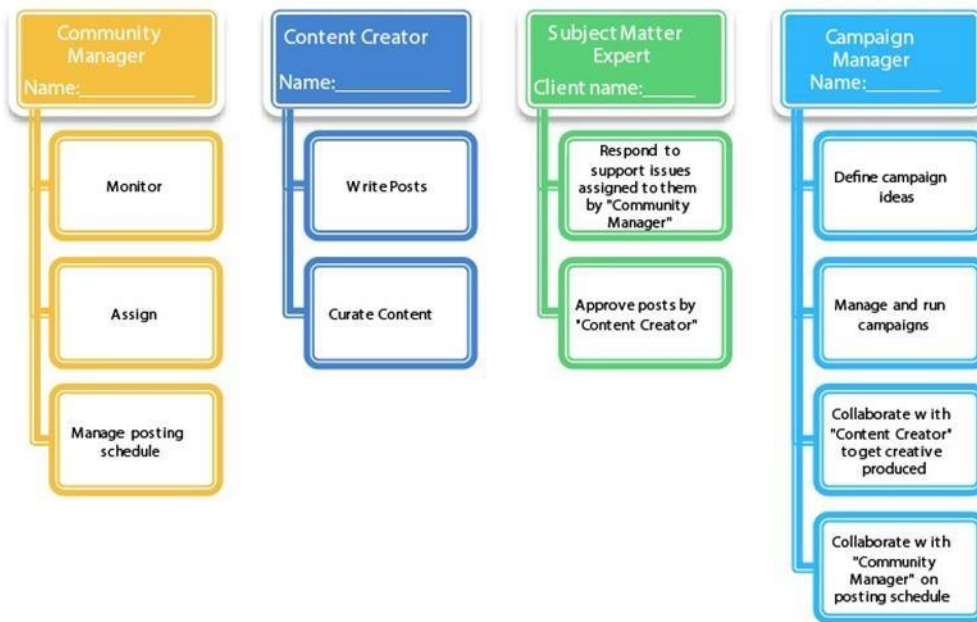


Fig 5: Work flows of Trivooz

They assign a community manager from their end who monitor the whole social media from. A key Contact person or KCP is a person from clients' end, who would provide support, feedback, and content to be published and would verify each post or status.

the systematic process is shown in the figure below.

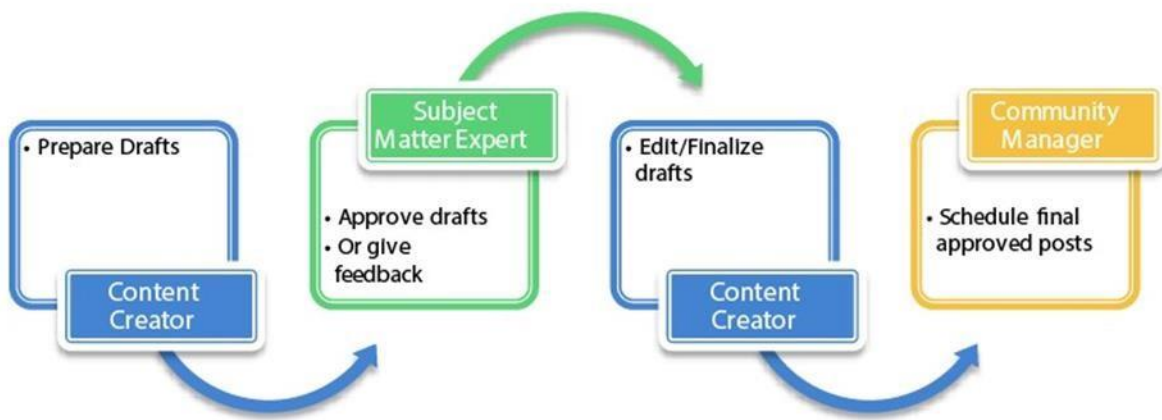
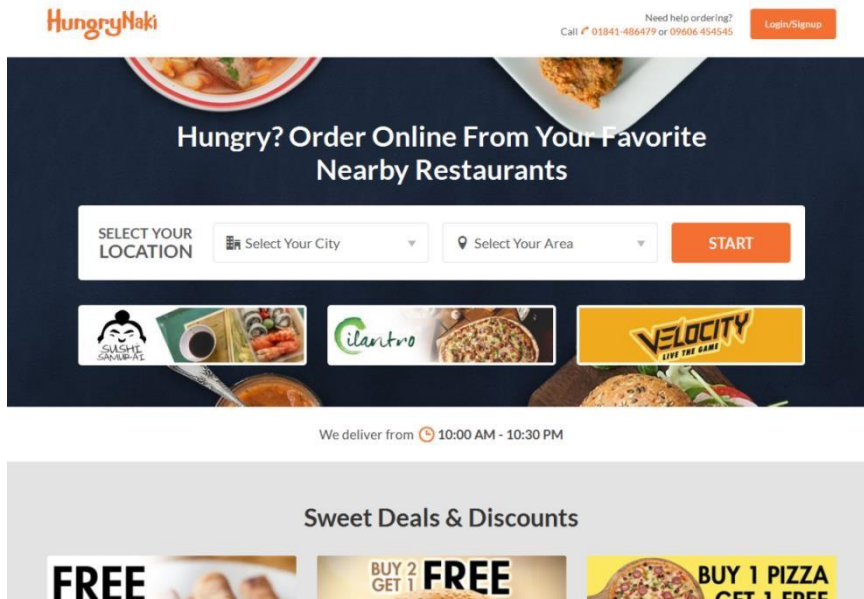


Fig6: systematic process

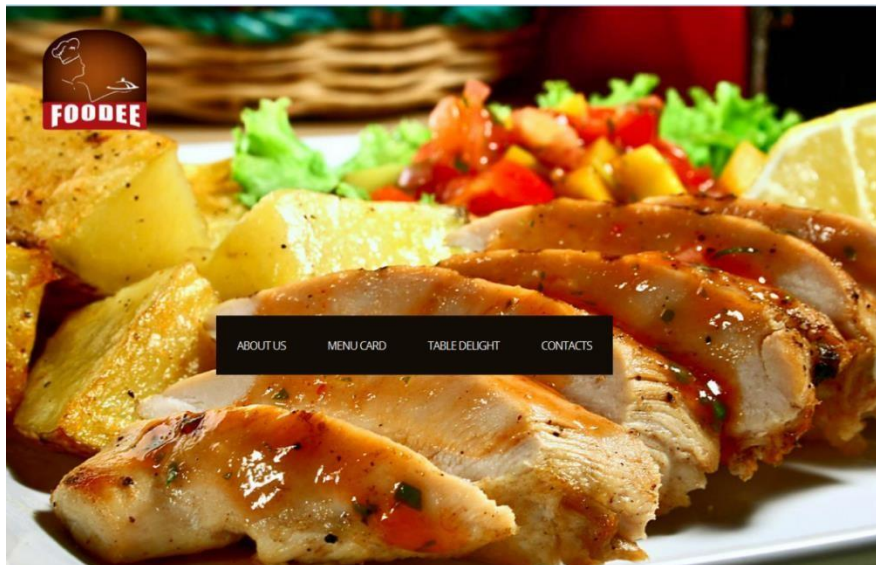
## 2.5 Clients of TRIVOOZ

- Hungrynaki: Hungrynaki is a online food delivery service which delivers food according to customer's choice and place from customer's preferable restaurant's. Trivooz has designed hungrynaki's webpage and also handling its social media pages.



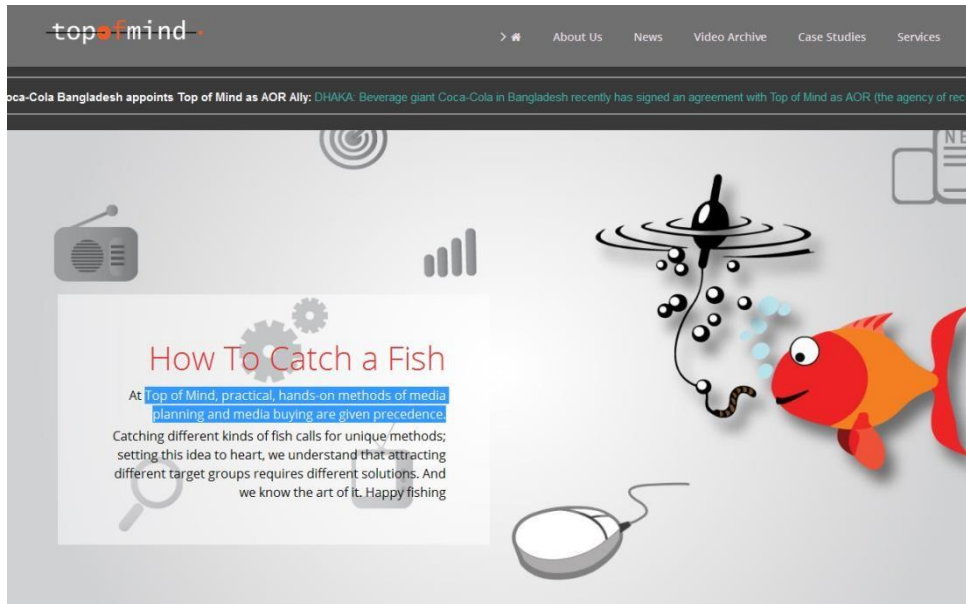
Hungrynaki website

- Foodee; Foodee is a restaurant at bonani 11. Trivooz is its official digital partner. Trivooz has designed Foodee's webpage and also social sites marketing.



Foodee website

- Top of mind: Top of Mind is an agency where practical, hands-on methods of media planning and media buying are given precedence. Trivooz is a digital partner of it.



Top of mind website

There are many more clients of Trivooz like Msn real state, Wedding and portrait photographers of Bangladesh, Wedding moments, Inspira advertency and consultancy

### **3. PART 03- Digital marketing and customer satisfaction**

#### **3.1 Customer satisfaction:**

Customer satisfaction is a degree of satisfaction level provided by the goods and services of a company to the customers. Achieving high customer satisfaction leads to organization's success and high profit. Customer's satisfaction level may increase due to competitor's products or service experience if they are upgraded products or services and if any organization failed to provide same level of product or service like their competitor or better from them than customers may leave them. Besides, customers may not also happy with any product or service experience this can be also the reason of customer leaving the organization. In this IT sector, there are many IT firms who are recently concentrating more in social media marketing. Because social media is now becoming a trend and if we want to target young people then we have to concentrate on this area.

#### **3.2 Digital marketing:**

Digital marketing is only overseeing client relationship for limited time permeable. It is a type of advertising that happens carefully over the web. This new type of promoting is snatching individuals' consideration step by step. Advanced publicizing began its voyage on the year 1990. Since the development of Digital advertising it is getting to be distinctly one of the mainstream types of promoting step by step. This sort of showcasing is fit for catching the market with this limited capacity to focus time and advance the brand universally.

Marketing was never that simple and it never is. It takes hardship and appropriate showcasing to advance a brand. The branches of Digital promoting work virally everywhere throughout the web. From the customary advertising to email showcasing, web based business to web-based social networking do everything to advance brand and contact the greatest individuals. That is the reason individuals from everywhere throughout the world respecting this new type of advertising.

Here is an overview of the area of Digital marketing at a glance



Fig 7 : overview of the area of Digital marketing

### 3.3 Situation of digital advertising is in Bangladesh

Technology has made the world a global village. Like population Internet users are also growing in Bangladesh rapidly. According to Bangladesh Business News there are 33.43 million people user's internets in Bangladesh. Here is a statistic shows the fast growth of internet user within the country.

Compared to the other developing countries the growth of internet is very high in Bangladesh which is a positive scenario towards the development. It makes the country technologically more advanced. Here is a graph shows how much is the growth of Internet in Bangladesh.

The following statistics of 'World Economic forum' shows a growth from 2010 to 2011.

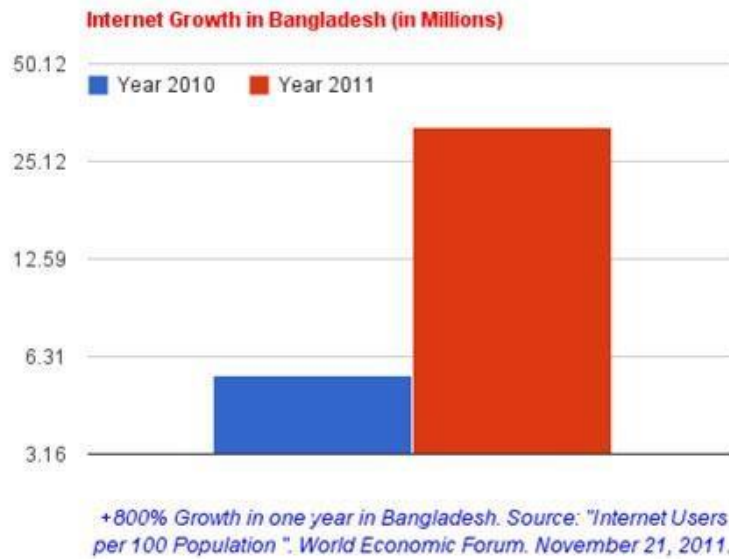
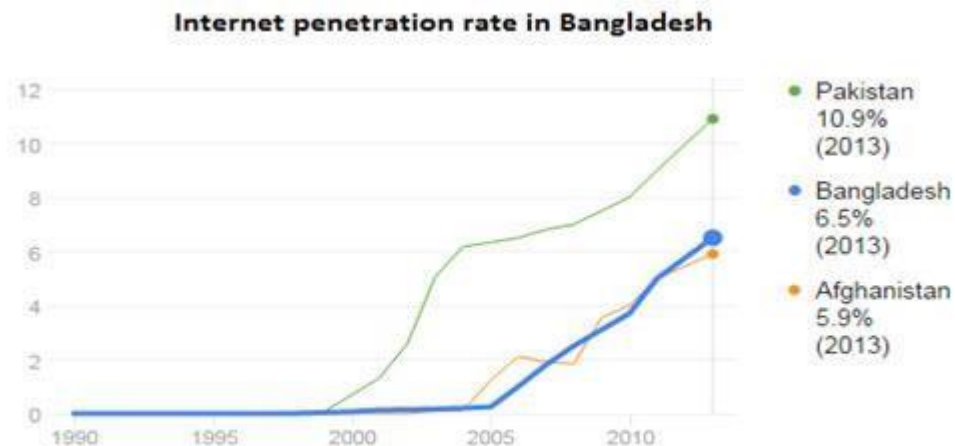


Fig 8: Internet growth analysis

Bangladesh started using internet from 2005. From that time there is a straight upward development in the internet uses. Compared to Bangladesh Pakistan and Afghanistan both started using internet before Bangladesh. But the straight upward development shows scope of development for Bangladesh.



Source: World Bank

Fig 9 : Internet penetration rate in Bangladesh

### 3.4 Digital marketing benefits:

- Consumer Behavior is Trending Towards Digital - Newspaper readership is in decline. Yellow pages are almost non-existent. Customers are spending more time online and on mobile, therefore more of your marketing efforts should be digital too.
- Low Barrier to Entry - Accessible to small businesses. Unlike traditional methods like television and outdoor advertising which requires significant budget; digital marketing can be implemented by any size organization.
- Measurable - Able to measure how effective marketing tactics are at achieving objectives. Although not foolproof (no method of measurement is foolproof), much more credible than traditional media metrics.
- Cost Effective - Not all digital marketing tactics require significant budget. As an example, social media marketing & content marketing doesn't require budget just creativity and consistency.

### 3.5 Why social media marketing is important?

Social media has turned into an incredible method for promoting as of late. As immense quantities of individuals are utilizing Social media, so it has turned into the best method for promoting. There was a period, when web was not into reality. Gradually by the gift innovative/organizing progression we got web. Be that as it may, quickly it has turned out to be extremely prevalent among the general population around the world.

In 1995 just 1% of total populace was utilizing web which create to 40% till today. Social media-promoting owl individuals understood the significance of mingling. Individuals of one a player on the planet needed to manufacture an association with the other part of the world. Toward the starting individuals could just send messages through email. Be that as it may, step by step individuals reach today's online networking which incorporates exercises talking, video calling, and sharing posts etc. Thus, now the world has turned into a worldwide town. We can get associated with any part of the world just by a tick.

We can get the overhaul of our dearest once just by the gift of Social Networking destinations.





Fig10. Social media marketing site

Getting associated with individuals was the primary reason for promoting. As online networking is the most prevalent type of getting associated with individuals, so it could be utilized as a promoting instrument too. Presently a-days individuals are spending on advanced advertising, the greater part of their time on long range interpersonal communication destinations like Facebook, Twitter, Viber, Whatsapp and some more. Online networking is both useful and engaging, so individuals get a kick out of the chance to invest their quality energy in these medium. While unwinding at home office, school, shopping center and even at the eatery individuals utilize informal community. Indeed, even now-a-days individuals open their desktop and the main thing they do is opening their Facebook page. While doing work, in a tab of windows they keep Facebook open. It demonstrates how dependent People are getting to be towards Social Networking locales.

While perusing Social systems administration locales like Facebook page, promotion's fly up in some edge of Facebook that is called long range informal communication commercial. These sorts of commercials are exceptionally alluring in nature. It is for the most part engaging yet alongside that it is educational too. Along these lines, this is an incredible approach to make a brand mainstream in the market. Additionally, a few sites are connected with the Facebook page and through Facebook we can hop into the other site and read the article. Notices are additionally shown in that site in a manner that it gets the consideration of the client. In these fields of Social Networking, web-based social networking promoting can be an awesome type of publicizing.

Web-based social networking promotion is totally not quite the same as the conventional notice. In any case, the principle intention is the same and that is to advance a brand. This media will help your image to connect the most extreme number of individuals. It's a less expensive type of promotion than other conventional media notices like, TV notice, print media ad, charge board et cetera. In TV and print media we can disregard the commercial. As there is more number of TV channels, individuals have a tendency to keep away from commercial and adhere to alternate procedures. However, in this media on the off chance that you need additionally you can't evade it. By one means or another it will get your consideration. Be that as it may, if the advertisement comes as often as possible, it will build up your consideration gradually. Indeed, even through the preferences and remarks we can see the adequacy of the promotions effortlessly where through other medium it's truly difficult to get any input. In this way, it is a best method for notice now-a-days which advances a brand in a successful way.

Along these lines, for the individuals who is searching for a best reasonable method for ad, it is a flawless decision for you. Uniquely, for the new brands in the market, it assumes a huge part to make individuals acquainted with the brand and advance it in the market. Online networking notice will never frustrate you. It is your ideal answer for make the brand make a space in this exceedingly focused market. Web-based social networking promoting makes the brand and item associate with you. In light of the adequacy, the online networking advertising is expanding quickly all through the world.

### **3.6 Client satisfaction of Trivooz (findings):**

As Trivooz is a startup company I have only few questions for my survey which I asked to 10 clients of Trivooz. The results are given below.

1. Trivooz is very sincere about the deadline: 8 of 10 respondents have agreed that Trivooz is very sincere about its deadline.
2. Payment process of Trivooz is satisfactory: 7 out of 10 respondents have agreed that Payment process of trivooz is satisfactory
3. Service of Trivooz is satisfying: All the respondents agreed that service of Trivooz is satisfactory
4. You will knock Trivooz again for another service: All respondents will again be working with Trivooz
5. Any suggestions for Trivooz: Maximum respondents want Trivooz to provide more services.

#### **4. Recommendations:**

As client satisfaction is a dynamic function and new interns are coming as competitors so they have to ready for this as well and for this they should give more importance to the following issues.

- Trivooz should be more concern about their client satisfaction.
- They should conduct more surveys.
- They should be active to bring something new for their clients.
- Study and analyze the market in a regular basis so that they can find out customers need and demand in a regular basis and this will help to find out whether customer are happy or unhappy.
- Regular monitoring will help to know where customers are unhappy of their services.
- They do not have a marketing team. So they should build a proper marketing team.

**5. Conclusion:**

In a nutshell, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at Trivooz. Needless to say, the technical aspects of the work I've done are not flawless and could be improved provided enough time. As someone with no prior experience whatsoever I believe my time spent in research and discovering a new marketing strategy. Two main things that I've learned the importance of our time-management skills and self-motivation.

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**Appendix (survey questions)**

Questionnaire: TRIVOOZ  
Client Satisfaction Survey

Dear Respondent:

As part of our BBA program, I am conducting a survey to know clients' satisfaction of TRIVOOZ. Your responses will be extremely valuable for the successful completion of my program. Please spend a few minutes of your valuable time to fill up the questionnaire, as per the instructions given. Thank you very much for contributing to this survey with your participation. We sincerely appreciate your kind cooperation and support. Thank you

1. Trivooz is very sincere about the deadline

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

2. Payment process of Trivooz is satisfactory

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

3. Service of Trivooz is satisfying

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

4. You will knock Trivooz again for another service

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

5. Do you have any suggestions for Trivooz?

Name:

Date:

Designation: