Internship Report (BUS400)

On

"How SOFTWIND TECH Helps to Expand Brand Image"

A Perspective on SOFTWIND TECH Digital Marketing Agency

Prepared For

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Letter of Transmittal

August 19, 2017

Mr. Zaheed Husein Mohammad Al-Din

Senior Lecturer,

BRAC Business School,

BRAC University

Subject: Submission of intern report on "How SOFTWIND TECH Helps to Expand Brand Image"

Dear Sir,

It's my great pleasure to submit my internship report entitled "How SOFTWIND TECH Helps to Expand Brand Image" to you. As per the requirement I have successfully done my internship in SOFTWIND TECH which is a known digital marketing agency. I have tried to exert all the knowledge that I gathered from my courses and mostly from my work experience.

Working on this report was a great learning experience for me as I got to learn the difference between theoretical and real-life work or practical work. I have tried my level best to make it meaningful as much as possible.

I'm very thankful to your supervision and your valuable advices. I would like to take this opportunity to thank you for all support and guidelines that you provided me and also grateful all those people who provided me the important information. I hope you will find the report to be objective, systematic and reliable.

Sincerely Yours

Sayeda Kaniz Fatema

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BRAC Business School

BRAC University

Acknowledgement

At first, I would like to express my gratitude to the Almighty who has given the opportunity to go through the total process of internship and this report. This report is an accrual of many people's efforts so that I'm obliged and appreciate their opinion, suggestion, instructions and their kindness. I would like to take this opportunity to thank all of them.

Firstly, I want to sincerely thank my internship adviser, Mr. Zaheed Husein Mohammad Al-Din

Senior Lecturer, BRAC University for giving me the opportunity to do my report under his supervision and for his unending support and providing the necessary help for the completion of this report. Thank you sir for believing me that I could do this and thanks for your encouragement. Your guidance, advice and helpful nature throughout the paper it would have been near impossible to complete this so smoothly and in the allocated time.

I would like to thank Sajana Ahmed (Executive, Social Media Strategist) for knowing me all the basic idea and giving me the proper guideline about digital marketing. I have done my whole internship period under her and really grateful to her for a big time for helping me in my each and every step of work at the office.

I would thank all the people at SOFTWIND TECH for being helpful and supportive. Without them it would not possible for me to complete this difficult task. I got all necessary guidelines, cooperation and advice from them to complete this complicated task.

Executive summary

SOFTWIND TECH is one of the leading digital marketing agencies in Bangladesh. I'm so happy that I have done my internship here. Throughout my internship period I have learned lot of things from here. I had been working different clients who are very popular in Bangladesh. I have worked with PRAN, CBL Munchee Bangladesh, ACI, and Newzealand Dairy BD and so on but my main client was PRAN and CBL Munchee Bangladesh. So in my internship report I am trying to explain the importance of digital marketing, their duties and responsibilities to clients and consumers and focusing also how digital marketing agency can crate and expanded brand image.

Title of the Internship Report is "How SOFTWIND TECH Helps to Expand Brand Image" and objectives of the Internship are to understand the requirement of clients, formulating strategies for clients, executing those strategies to achieve their brand objectives.

SFTWIND TECH has started their journey from 2012 and within few years they became a leading digital marketing agency in Bangladesh because of their quality of work. As a result they worked with Robi and Airtel on the other hand currently they have worked with PRAN, ACI, CBL, Newzealand Dairy Bangladesh, Sajeeb Group, Olympic, Hemous,Sheba and so on.

I'm really grateful because they offered me internship opportunities and give me the task included the Digital marketing-related issues e.g. how to communicate with the clients, how to make contents and write copies, how to design post, managing plans, how to attend clients, how to promote ads, how to make brands reports, etc. so that I can learn these basic issues regarding Digital Marketing. All the combination of my task is really helpful to expand any brand images. I would add the last line SOFTWIND TECH is a place of work and so flexible and the most flexible and learning workplace to work.

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Chapter 1

INTRODUCTION

In general marketing are activities of a company associated with buying and selling a product or service. It includes creating the product or service concept, identifying who is likely to purchase it, promoting it and moving it through the proper selling channels. The main focus point is advertising, selling and delivering products to people. Advertising is a communication process with the users and it's always presents the information so that people are aware and get the information. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc.), radio, internet, direct selling, billboards, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people (endorsements). Advertising agency can be full service agency, creative agency, specialized agency, in house agency and Digital marketing agency.

Now days this maximum works are done by digital marketing agency. Digital marketing agency is the different from the traditional market agency in that they are typically focused on results-based marketing in the digital world.

This report is all about all about digital marketing agencies. Digital marketing is defined as "marketing that makes use of electronic devices such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks".

BACKGROUND OF THE STUDY

There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the marketing trend has changed and Digital media has taken its place. Main reasons for these traditional marketing channels fail to provide instant feedback. Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing is a broad term that describes a set of marketing processes that captures all available digital channels to promote a product or service or build a digital brand. The channels that make up digital marketing include: Web sites, Social media platforms, Banner placement, email marketing, mobile marketing, SEO, pay per click campaigns, Web TV, SMS, billboards and anything else with a digital foundation. Internet marketing is a subset of digital marketing. The concept of digital marketing is a new one in Bangladesh; nevertheless it is grabbing people's attention day by day. So, Bangladesh in respect of digital marketing is a newcomer in the global marketing attitude. Though the growth rate of internet is a phenomenon for the last couple of years in Bangladesh, the real taste of digitalization is signified with the approach of 3G technology as the term digital comes to the light in the 2014 and the year 2015 has become the talk of the day. Digital advertising starts its journey on the year 1990 in Bangladesh and is capable of capturing the market with this short span of time and promotes the brand globally. Therefore, digital marketing is undoubtedly one of the key buzzwords in the today's business world. Unlike traditional forms of marketing, it involves strategies designed to engage consumers and drive brand conversation on various digital channels, ranging from email to mobile applications. Now a days we see a lot of digital marketing agency like Asiatic, Magnito Bangladesh, Ogilvy & Mather ,Web able ,SOFETWIND TECH etc. in our country and they doing excellent job. As the same purpose SOFTWIND TECH has started their journey and now they worked with some local and international brands.

Objective of the study

General objective

The general objective of making this report is mainly to fulfill the Bachelor of Business Administration (B.B.A) degree requirement under the faculty of BRAC Business School, BRAC University. The other objectives to identify some accurate points of brand attendance digital marketing and brand communication of global and local market.

Specific Objective:

➢ To study digital media and its impact on marketing and brand communication.
➢ Importance of digital marketing and compare to other medium of brand communication.
➢ To know how to digital market are operating and dealing with clients
➢ To analyze the performance of SOFTWIND TECH digital marketing campaigns
➢ To know how digital markets are recruiting employees

Methodology

The report is based on primary and secondary data.

Primary data:

The primary sources are:

- ➢ Face to face interview with the supervisor and some of the specialist of social media team.
- ➢ Social and online media users perceptions
- ➢ Different social media tools face book, brand, contest etc.
- ➢ SOFTWIND TECH annual report
- ➢ SOFTWIND TECH internal documents and publication

Secondary data:

Like primary data secondary data is also major stream of information for this report.

The sources of secondary data are:

- ➢ Internet
- ➢ Social network sites
- ➢ Websites
- ➢ Other sources

Limitation of the Report

During preparing the report I had to face some problems and those problems were:

- One of the major limitations is the shortage of internship period. Since three month is not enough to know everything of a department.
- I could not apply all my theoretical knowledge. To observe the whole corporation activates and come up with a fruitful results require huge amount of time, so it's really a curtail limitation of the study.
- Some data were insufficient and unreliable.

Chapter 2

Organizational overview

About the SOFTWIND TECH:

SOFTWIND TECH is proud to be Google certified partner. They are a team of web design, web development, and web research. SOFTWIND TECH's mission is to solve challenging technical problems in partnership with its clients. SOFTWIND TECH understands the business needs of its clients, and how technology can be used as a tool to make modern businesses more profitable. SOFTWIND TECH Ltd organization based in Dhaka (Bangladesh).

They are a team of experts with 4+ years of experience in:
Website Design & Development, Mobile application, Motion application & games, Augmented reality Facebook application ,SEO and Social Media Marketing.

Their expertise includes:
• Front End: Html, CSS, JavaScript, jQuery, Ajax
• Backend: PHP, ASP
• Frontend frameworks: Bootstrap
• Frameworks: Laravael, Codeigniter, Zend Frameworks
• CMS : Wordpress, Joomla, Drupal
• Database: MySql, Sqlite, Oracle, MSSql
• Word press theme development

Service Descriptions

Website Design and development:

The visage of any website represents their brand reputation. Softwind Tech has that ability to develop, adapt and fully integrate technology around the brand image and a client's unique goal is what sets them apart.

Facebook Application:

They build apps on the Web, Facebook, iOS and Android platforms that provides extraordinary user experience and brand elevation. Facebook apps are effective to create a buzz among the users.

Website Hosting:

It can be complex and time consuming to choose a suitable website hosting provider for any website of yours. You'll have to compare a number of features, limits and policies. Nonetheless, it's worth the effort to avoid unreliable companies that won't meet your needs. Vogue Web Services offers exceptional web hosting services at an affordable rate. We offer quality service and support 24 hours a day, 7 days a week, and 365 days a year. They also offer 99.9% uptime. We offer a free web hosting package with no ads.

Search Engine Optimization:

SEO Consultation, Target Oriented Content Providing, On Page SEO, Online Product Selling, Consultation, Local SEO, Video SEO, Mobile SEO Link Building ,Online Reputation Management

E-commerce:

The implementation of effective e-commerce strategies helps your business sell its products in the online sector. To facilitate this process, our experts at Vogue Web Services will be happy to utilize an array of proven e-commerce techniques, including the incorporation of an online shop. By implementing effective e-commerce techniques, we'll help your company maximize profits by adding online sales to the revenue you're generating from the offline sector.

Augmented reality:

Softwind Tech has included AR into our tools of trade to provide our customers access to the next gen of reality. We intend to make the user delve deep into the augmented experience.

Website Maintenance:

Having a great website is about more than simply putting together unique, brand-building pages that emphasize your distinct identity and the great value of your goods and services. It's about ensuring that everything on your website is up-to-date and optimizing so that you retain your current viewership while simultaneously attracting the attention of prospective clients. With this web service, they will ensure that your site is almost always up and running. Moreover, they will make sure that their client's links are working, their content is updated, and their images are optimizing.

Background of the organization

SOFTWIND TECH is an interactive marketing communication firm dedicated to serving their clients to meet their business objectives and effective market communication practices. It is the leading agency of the country and mainly prioritizes for digital marketing agency. It started its operation in digital marketing in October, 2012. The Chairman name is Shafiqul Alam Vuiya and our CEO is MD Moinur Chowdhury.

From the very beginning SOFTWIND TECH worked for website making. Their first client was Stander Chartered bank and Banglalink Telecom. They were making websites for this brand.

In 2013 they started to make mobile phone applications for Banglalink. Banglalink was their main large client on that time and they successfully worked with them. As a result after finished the contract between Banglalink they got the offer to work with ROBI and Airtel and still they look after all digital program on Robi and Airtel like maintained their website, their apps, banners, content, creative even making online video for them. On that time they made another app for Sun silk.

In 2016 SOFTWIND TECH open a new window that is Aliened .This team works surprisingly and do many things like they have a technology team, hardware and software team, application team, game team etc. and the interesting part is they consider it as Game Fun. Basically they making different kind of games by VR, augmented reality and consider it as a fun fact. On the other hand in 2016 this team made some hardware and embaric system design. In 2017 they are now planning for industrial technology.

Vision

The main purpose or the vision is to introduce the real fact of digital market in Bangladesh

Mission

Their current mission is finding out the more engaging way, specific and targeted brand, expanding more brands and 360 holistic of digital marketing.

Departments of SOFTWIND TECH

HR Department:

HR department is coordinates with all recruitments, hiring, training and development process. They recruiting new employees is there concern, Compensation, employee benefit, leave and service rules program and up gradation, Placement and performance appraisal of employees.

Interactive marketing team:

The main responsibilities of this team is planning, developing, managing and executing initiatives to grow market share through finding new customers and increasing loyalty among existing customers. Identifying new user channels to increase engagement is another typical job duty for the interactive marketing team.

Information Technology:

Information technology (IT) has become a vital and integral part of every business plan. This team managed data like store digital versions of documents on servers and storage devices.

Android developer team:

An Android developer is responsible for developing applications for devices powered by the Android operating system.

Web and mobile app development:

Team-based web/mobile development is challenging. This team worked with various group. Like project manager, product owner, analyst team.

Finance Department:

The finance department of SOFTWIND TECH functions like finance department from any other business organization. They do budgeting for any digital communication campaign and contest as well as for online promotion and advertisement campaign.

Content team:

Content marketing team, it's important to create a structure that works for your unique business. Content team has content manager. This person is responsible for developing the primary content marketing strategy and ensuring that each of the other team members fulfill their parts as needed. Content writer generates the content like web, copy, blog post, article; social media post pr any other component of the content strategy. Then content editor ensure the quality and consistency of the content.

Client service:

This is the most important to any organization to handling the client. The member of this team maintain the good relationship with the clients and communicate about all their needs They make sure that the clients are always happy by coordinating with the team regarding the needs of the clients and do all the creative thinking and also the research needed for them.

Creative design:

Their works are so interesting. They give the reality to any content. This is the good example of how does creative designer works actually-

August 18

Copy : lets go travel

Caption: এই ঈদের ছুটিতে বেড়িয়ে পড়ুন ঘুরতে.

Chapter 3

SOFTWINDTECH DIGITAL

SOFTWIND TECH is a Digital Marketing Agency that offering comprehensive and innovative digital marketing strategy, solution & coaching for their clients and brands to start winning gold.

They understand the standard of online advertising and social media management and puts the latest and most advanced technologies in digital and conventional marketing at your brand's disposal which ensures your success.

Their Current advertising tools include Search Engine Marketing, YouTube Marketing, Social Media Engagement, Word of Mouth Marketing, SEO, Web Analytics, Conversion Optimization, Facebook, Android and IPhone application, Interactive Marketing and many more. With all these facts in mind, they made a commitment to revolutionize their businesses performance that includes data driven marketing, conversion and user experience.

SOFTWIND TECH is a leading digital marketing agency that offers holistic results driven marketing solution to businesses worldwide.

Its main mission is to assist in building winning brands that outperform the competition in the digital arena. They serve as a part of your team by fully integrating our marketing strategies with your business goals to create a specialized and effective internet marketing strategy and campaign.

They are successfully managing Social Media Marketing for different brands. They usually maintain their Facebook page regularly with contents and different kind of creative such as: Static, GIF, Flixel, Carousal etc.

SOFTWIND TECH always try to follow the latest social trend for their brands. They do community managements for the brands.

Moreover, they also create engaging campaigns for brands on occasions which help brands to create huge social media crowd and increase brand affinity. Overall SOFTWINDTECH ensure 360° social media solution to build a strong business for the brands with forward and creative thinking.

CLIENTS OF SOFTWIND TECH

Recruitment process

- They post available jobs on their company websites. Job applicants can search for jobs, review job listings and apply for jobs online.

- They may post open positions on LinkedIn, the professional networking site.

- Circulation of opening for social media strategist is circulated among the different departments, daily newspaper and online job sites like BDjobs also.

- Once the CV is collected, it is screened for the best candidates and they are called for interview.

- The interview process isn't a matter of getting called for a job interview, interviewing and getting a job offer. With many cases it is complex and may involve multiple interviews.

- After overview of each step in the hiring process, including applying for jobs, interviewing, employment testing, background checks, and job offers, along with tips and advice for each step in the hiring process.

As an intern I also faced the same recruitment process in here.

Chapter 4

Description of the job

As I did my major in Marketing and Human Resource management, I got an opportunity to work in digital of SOFTWIND TECH Social media team where I gained and learned several digital marketing practices. Being on social media strategy department my duties were working on some specific brand and giving all support digitally especially my focus was on their face book pages. My internship period was 4 months. This time I have come across with different tasks and activities that are conducted by the team Social Media Strategist Department for Facebook brand pages such as PRAN UP, PRAN Peanut Bar, PRAN Chutney, CBL, Diploma, Red Cow nitrified milk powder, Shape up etc. but my client was PRAN and CBL.

Content Management:

Individuals may think that settings up social media profile are exceptionally simple thing to do but they did not know that it is harder to discover trade returns from. Content management is such abilities which will offer assistance to make an adjust among and locked in group of onlookers, a developing community, and trade benefits.

Online Advertising:

Great content and plan are as it was compelling to the right individuals. We have a specialized publicizing group to discover out the right clients and content to communicate and get the leading result in terms of returning sum.

Client Servicing:

Client servicing implied not fair locked in with individuals. You should to conversation with them to know them, talk to them, giggle with them, grin at them and get to know them superior. These will make a great connection with the clients and technology makes a difference us to remain at the beat of the discussion.

Campaign Design:

Our campaigns are designed to deliver results. They integrate into your existing platforms and communication and generate tractable business results.

I did my internship under the social media Strategist team. The main responsibility of this team is analyzing the industry and digital media for clients, formulating strategies and executing them based on the objectives of client. Here are some processing steps:

Brief: Brief given by the client based on their marketing objective.

Pitch Presentation: Presentation made by us for client based on the brief, by analyzing industry and digital media. Mostly used for new clients.

Proposal: Proposal put forward by SOFTWIND TECH including campaign objective, target market, strategy, approaches, estimated cost and outputs.

Revised negotiation: We need to revised negotiation if clients have any problem with proposal, I need to rewrite the proposal and make negotiation.

Approved: Final proposal need to get approval from client. Then the contract signed by SOFTWIND TECH and the client.

Creative: Executing the idea or plans of campaigns in to final formats like banner, websites...Etc.
Run Campaign: Starting the campaign by placing ads banners, videos, face book contest, Face book page managing.Etc.

Bills: Bill submitted to client including service tax and commission and bill is made by Operation and finance department based on our given information.

Payment: Payment of bill by client to us after deducting the commission and tax.

Responsibilities and description of the job

I did so many different duties and responsibilities that are conducted by the departments. Like

- ➢ Understood the brand theme
- ➢ Collecting online pictures for face book post
- ➢ Writing copy and caption for face book post
- ➢ Delivering face book post creative to our creative department
- ➢ Checking brand insights
- ➢ Giving reply to customers comment on face book post
- ➢ Planning different ideas for different contest in face book brand pages

I was also assigned to work with client communication team as per my performance.

This part includes all the responsibilities and detailed description of the job I had to do during my internship period:

Copy writing:

I'm working in a Digital marketing agency and worked there for diverse brands. I had to write copies for among brands. Copies need to be short but very to the point.
.

Doing ideation:

I had proposed conceivable arrangement for the new and upcoming plans and propose diverse limited time thoughts that might offer assistance to boost their deals. I had to share promotional and communication ideas for the different campaign that was for Eid and mothers day. The thought I shared for challenge, customary post, eye wellbeing, locks in post, campaigns, etc. It made a difference to boost Face book page and made a difference to make client engagements.

Power point presentation:

I had to make power point introduction for each ideation .What is the arrange is almost, what will be the concept, what will be sort of the post and category, and with a test picture to imagine the imaginative everything I include my presentation.

Example of my some works:
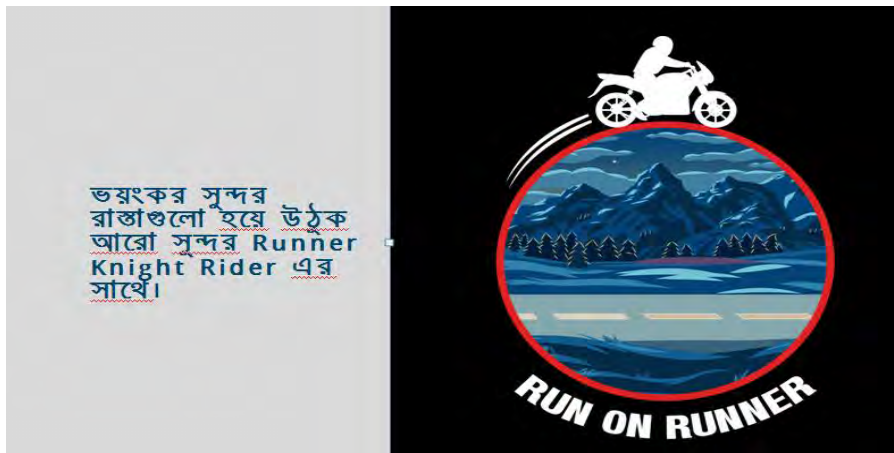
We will make a fictional video for Call to action and create a hype

In the video, there will be a emotional inspiring story a girl who started her journey with bike.
In the story, the girl everyday go to university by public bus where she regularly have bad experiences, get teased. She feels insulted, demotivated and started missing classes. As a result gets bad academic result as well. So the father of the girl surprises her with a Bike. The bike boost the confidence of the girl. The girl again get motivated and run for her dreams.

Making report:

I had to make the every month report and had to check it by my supervisor before sending to clients. We can know the post information from that report. We can know the engagement rate of every post and how much customers reach. Page information like total page like, total engaged users, total reach, and this information we can get from the monthly reports.

Feedback:

I had to take the feedback from clients and from my seniors and boss for each creative is it affirms or not? Have they any recommendation or not? In the event that they have any at that point I had to tell the creative team to alter on that way

.**Query management**:

 Sometimes I had to do the query management too. I had to reply the messages from the customers and gave reply to the every comment customers did on the post. From those I learned how to handle the customers and what are their insight and expectation from the brand.
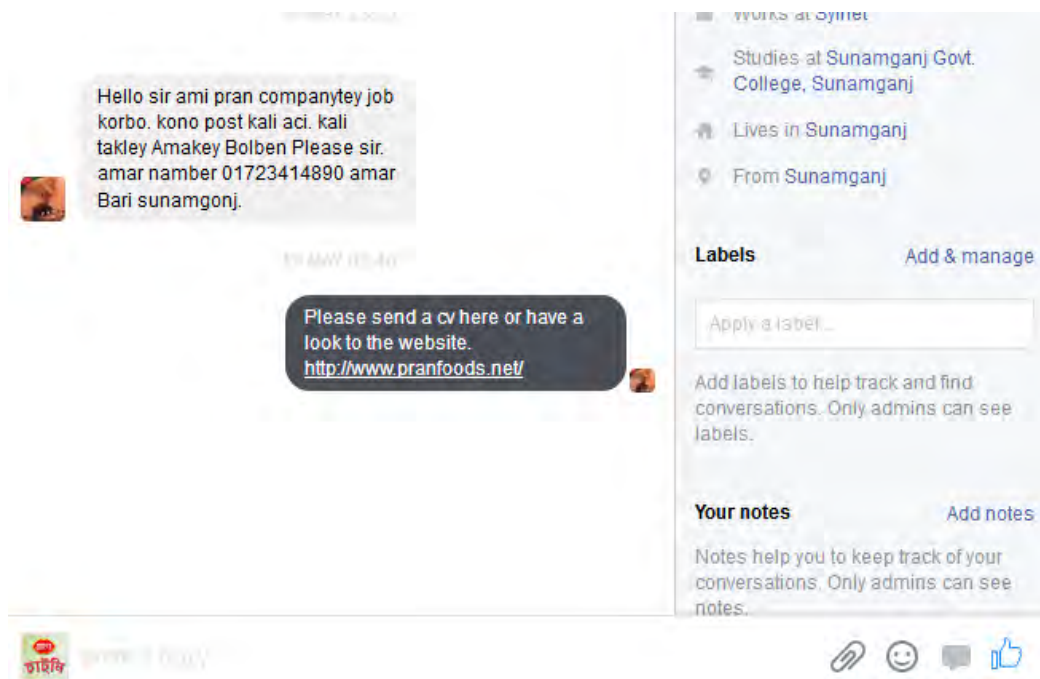
Uploading post:

I had uploaded all the post on the page timeline and scheduled other day's post so that people can see our posts.

Brand guideline:

I had to make the brand guideline for the brand. For PRAN UP monthly i need to give 30 posts, PRAN Chutney 20 post, PRAN Peanut Bar 20 post and for CBL Munchee Bangladesh 15 post. I maintain the brand theme and their guideline.

Sending Email:

I had to send business to some important personnel email, example: Every day I had to mail the client so that they can see those orders timely to the customers. Other creative related email I had to do on that time. Employees were too busy in that time, sending email timely and without fault made their task easy.

Making Calendar:

I had to make the monthly calendar for every brand so that I can easily schedule the post.

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
					1	2 **Product/ brand post**
3 **Engagement post** Quiz/fun/so on	4	5 **Special day** World environment day	6	7 **Product/ brand post**	8 **Engagement post**	9 **Special day** Johnny deep
10 **Health tips**	11	12 **What a ….**	13 **Product/ brand post**	14 **Old is gold**	15	16 **What a road**
17 **Engagement post**	18 **Special day** Fathers day	19	20 **Brand/ product**	21 Movie Despicable me 3	22	23 **Special day** Shobe kadar
24 **Special day** Lionel Messi	25	26 চাঁদ রাত	27 Eid	28 Eid	29 **Engagement post**	30

Brainstorming:

When we get any brief for pitch we do start brainstorming .it's a most important task to generate exceptional ideas for different brands and campaign. We had to find out the best digital marketing campaign using a game or app for the brand. Bedsides this we make video also.

Team work:

SOFTWIND TECH always works as a team. So team work is really very significant which needs good working relationship. Intra relationship as well as Inter relationship is really important in an

organization which I understood nicely working here at SOFTWIND TECH relationship with other team was a good challenge for me. I made a good relationship inside my departments and other departments within very short time which I personally believe is the result of my communication skill where want to thank BRAC University.

Day to day operation:

As an Intern, there were some day to day tasks like in accounts management, creative department and most importantly in the digital platform. Inter-departmental follow up of ongoing campaign, upcoming campaigns, monitoring the projects etc. are most remarkable among the day to day tasks.

Follow Up:

I delivered my work to creative team and following up daily. Follow up was done so that designer can deliver their works within the dead line also keep it them to track the brief. Regular communication with creative team helps me to increasing my communication skills.

Some example of my works:

PRAN CHUTNEY

PRAN UP

PRAN PEANUT BAR

PRAN Peanut Bar
5 October at 12:00 · ⊙

শিক্ষক আমাদের ভাল মানুষ হিসাবে গড়ে তোলে। প্রাণ পিনাট বারের পক্ষ থেকে সকল শিক্ষককে Happy Teacher's Day

PRAN Peanut Bar
3 September · ⊙

কোরবানির পর নির্দিষ্ট স্থানে বর্জ্য ফেলো।বেশি করে পানি ঢেলে রক্তাক্ত স্থান পরিষ্কার করতে হবে এবং দুর্গন্ধ এড়াতে ব্লিচিং পাউডার ছড়িয়ে দিতে হবে।আর এভাবেই এই ঈদে পরিচ্ছন্ন রাখো তোমার এলাকা।

👍 Like   💬 Comment   ↪ Share

CBL MUNCHEE BANGLADESH

👍 Like   💬 Comment   ↪ Share

👍😆❤ Sajana Ahmed and 5.6k others   Top comments ▾

CBL Munchee, Bangladesh
21 September · ⊙

Have a fantastic Day with Choco.mo Peanut Fantasy

Purpose of the study

- I have done the report after based on different data. I have worked difficult and done a examine to make this report. This report is required to total my graduation. In the event that I did not total and yield this report to my administrator, my graduation will not be completed.

- I am doing the project on PRAN Up, PRAN Chutney, PRAN Peanut Bar and CBL which is a very famous and leading brand in our country. I have worked with that brand and I almost know everything about this brand. In the future if I want to joint as an employee there it will be helpful for me.

- I can know the limitations of those brands and I can suggest some points on which they should work on.

- I have worked as an intern at SOFTWIND TECH and I have learned so many basic things regarding digital marketing. I have learned how to work with brands and basic techniques. If I am not assigned to do this report I might not introduce with these things.

- From the overall report I have learned how to work hard and how to do research and different surveys for making any company's report. If I will work in a corporate sector, it will help me to main professionalism.

- I want to add that I have learned a lot of things while I was writing my report and I want thank my advisor Zaheed Husein sir for guiding me.

Enhance skills

This internship helped me a lot by increasing my knowledge in various ways. It actually gave me the opportunity to get the real experience and execute & practice in real life whatever I've learned from my education life.

I learned a lot of things in Adobe Photoshop including creating templates, making GIFs and also some after effects.

I learned about how to get all the data from the page and how to analyse the data to find out the required measurements to make reports.

I also learned different types of promotions that can be done on Face book using business manager and also different size and ratio measurements for different posts including Page like, GIF post, Engagement post etc.

Learned the utilize of Face book Page Analytics and too Google analytics.

My analytical skills also increased. I have learned how to deal with clients, how I need to be think about the brands.

For my research purpose i need to do lot of study. I've also learned many things regarding writing articles in the website. Like different types of articles, different ways of writing articles.

I have communicated to the audience directly. I understood their demand and what they wants from the brand. It's really help me out to understand the people psychology.

My communication skills also increased because of my team work.

Adjustment with the work place

When I was performing my internship within the office I was being treated as an employee like others in the organization I got sufficient assistance and support from my seniors specially my supervisor. They helped me each and every sector to my work and that enhanced my knowledge, skill and the power of applying of my academic knowledge in workplace.

So in fourth month internship period 1st week I got introduced with co-workers and they will give me time to understand the working environment there and get free to work properly. From the second week I was studying the working patterns, how to write copies, how to do ideation properly for the content, previous works, how to manage clients, and daily desk work. From the third week I worked for specific brands and made the full content for the brands. After the fourth week I have started to communicate with my clients and following their instruction. The last week of my internship period I handover all my works to another one.

Data collection

Primary Data collection
- **Qualitative Analysis:** These data source are the raw data which can be obtained through practical involvement and job responsibilities. The primary data were collected from the employees working over there under management level, observation, seniors.

Secondary Data collection
- These data source includes reviewing articles, internet, newspaper, interview etc. The secondary data were collected from different publication, report, journals, websites, and brochures. There are some internal information about the company which I have promised to keep it confidential

Observation and recommendation

According to my observation, some of my recommendation towards the organization are-

- Easy to identify target audience

- It's really important for a company to identify its target customer and a digital marketing agency they need this regularly and I see this task is not critical to them. From this given link, we can easily find the behavioral pattern of our targeted audience, like; their demographic, location, likings, lifestyle, activity, purchasing pattern.

- The workload is too high but the payment structures of the intern are less. Official work time is from 10.30 to 7 pm but sometimes I had to work until 10pm. So I think work hour for intern should be monitored.

- To fulfill the increasing requirements of the clients, the organization needs more manpower especially Account Management and Creative & Art department needs more people as it become extreme for the existing people to provide effective and more quality service.

- As a fully customer oriented organization the SOFTWIND TECH operates great customer service where the communication skill is one of the fundamental factors. I have achieved significant amount of knowledge about customer service and I have realized that great communication skills is the fundamental requirement of serving the customers with great service.

Chapter 5

Essential aspects of Digital Marketing

✓ People are becoming smart now days. They generally focused of the following trends.

✓ Budget, emerging market, social media growing up, mobile market taken seriously, email marketing all are the common and important aspects.

✓ Marketing effectiveness being evaluated.

✓ I think digital market is moving that stage where we can continually measure online and offline effectiveness against each other. Now min terms of marketing channels all are rated in terms of how effective they are creating sustaining and converting.

✓ Key performance indicator KPI of Return on investment.

I think people are going to more concerned with how effective all their marketing and they are going to be aggressively measured this.

Findings and impact analysis

Digital marketing communication has helped both the businesses and customers from different aspects. Now-a day, marketing departments are becoming Marketing and Communication department. According to the findings and analysis in the previous part, some key findings of the study are given below.

❖ From Bangladesh's perspective, the use of digital marketing is very growing than previous year. Generally, most people do not have an email address and they want to use their Face book because they are giving priority to face book. We should take this in very positive way for doing business in digital platform.

❖ Male and female both are the users of digital media. Like PRAN Chutney is a female brand. But I had seen the percentage of male is higher than females in social media.

❖ Social Media user base has been increased in Bangladesh. Availability of smart phones and cheap internet are the key in increasing this number. Again, Students and young generation is the huge number of the user base of Bangladeshi Social Media users.

❖ Online advertisement is really important in promoting business now a days

❖ Digital Media helps conventional media to reach more effectively.

❖ Privacy issues are really important while doing ecommerce.

Recommendation

According to the analysis and findings, there are some recommendations for the marketers based on the study

- ❖ Marketers should do something that can make the female users encouraged to use digital media which may increase the number of female user base in Bangladesh.

- ❖ The businesses that are still thinking of doing only conventional marketing should start investing in digital media and make their communications more effective.

- ❖ Now a day's people find interesting with digital marketing. Clients always try to keep the low-cost on social media marketing which is one of the reasons to failure of brand image.

- ❖ Digital marketing is a trendy concept in our country so every organization should continue providing training to the new interns.

- ❖ If a brand always using the same post then audience will get bored to see the same product post regularly. So a brand page should also post non product related post which helps consumers in different way.

- ❖ More employees needed in this specific sector .without proper knowledgeable employee a agency cannot reach their targeted goal.

Limitation

Digital marketing agency is the best way to reach the target audience and increase the brand value. Its play the vital role to expand the brand image. But During the four months' internship period, so many obstacles came in. Some of the limitations in making the report are following:

❖ Collected primary data was really hard to get correct information from people as they might not feel comfortable or provide their false feeling.

❖ To come up with fruitful require huge amount of time. So limitation of the time was another problem of this study.

❖ The internship proposal was conducted based on several secondary data which were rather not sufficient.

❖ Brands or client don't want to communicate to the target audience directly so that they choose digital marketing agency. So query management have faced problem for this.

❖ It was difficult sometimes to Understanding the new brand theme and find out their TG and their data.

❖ The authority has put restriction to use some confidential data in this report. It was an important barrier that I had faced during the report.

❖ Stress factor was one of the limitations because after doing full time office, it was tough to do report. It hindered the speed of work.

❖ As a student we are not professional enough to do an internship report. Though we all are used to assignments and final reports in each course but doing this report was a bit challenging.

Conclusion

Digital Marketing agency not only focused about the ads in page but also their main concerned point in how to develop a brand and brand image to the people. A marketer wants to use this element in an effective way to reach targeted people and build a strong brand image.

Brand always wants to show their existence over digital platform because they have so many competitors. Customer always wants to up to date. So the communication between brand and customer digital platform is really important. Digital media is the best platform to convert a product to a brand. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups

So The Experience I gained during my internship period was very valuable to me. Working in a renowned digital marketing agency like SOFTWIND TECH was a big thing to me. I'm really happy that after my undergraduate worked in such kind of agency. The office and the people were great. Every communication has count. But not only the agency it was also a big opportunity to me worked with top leading brands in Bangladesh. It was a great journey working with so many local and international brands. Digital marketing communication is essential to make a successful brand in locally and internationally. I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

Reference

http://www.basis.org.bd/index.php/members_area/member_detail/820

http://www.softwindtech.com/

https://www.elance.com/s/tanzeemzm/about/