

Report On

Significance Of information Explanation in Digital Marketing -
X – Integrated Marketing Agency

Submitted by

Sadia Afroze

ID- 18104071

An Internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

BRAC Business School

BRAC University

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Declaration –

It is officially declared that

1. I completed my degree at BRAC University and filed the internship report entirely on my own initiative.
2. Unless specifically cited in this report with accurate and comprehensive referencing, no content that has already been published or authored by a third party is used in this study.
3. No material that has been approved or submitted for any other degree at a university or other institution is included in this report.
4. All significant aid providers have been acknowledged.

Dr. Syed Mahbubur Rahman

Associate Professor

Supervisor's Full Name & Signature:

Sadia Afroze

ID- 18104071

Student's Full Name & Signature:

Letter of Transmittal

Date:

Dr. Syed Mahbubur Rahman

Associate Professor

BRAC Business School

BRAC University.

66 Mohakhali, Dhaka – 1212

Subject – Internship Report Submission

Dear Sir,

This is my pleasure to introduce my entry level position and share details about an associate – influencer Marketing at X – integrated Marketing Agency.

I have done my best to conclude the report with the pertinent information and suggestions in a meaningful and through manner.

I trust that the report will fulfill expectations.

Sincerely yours,

Sadia Afroze

ID- 18104071

BRAC Business School

BRAC University

Non – Disclosure Agreement

Sadia Afroze, a student at BRAC Business School, BRAC University and X- Integrated Marketing Agency have agreed to strictly prohibited against disclosure any of the firm's confidential information.

Sadia Afroze

ID- 18104071

BRAC Business School

BRAC University.

Acknowledgment

To start, I would like to precise my appreciation to my regarded faculty member, Dr. Syed Mahbubur Rahman - for his unwavering support in providing me with the desired counsel and data to finish this internship report.

Second, I would like to thank my internship supervisor and also my team leader for all his help, his help, counting educating me the essentials of my assignments and calmly appearing me, each require details, rectifying me when I am off- base. I am thankful to X Integrated Marketing Agency, its management, and especially my team management for helping me with this internship report by proposing me different opportunities.

Executive Summary

This report is about my journey in X – Integrated Marketing Agency where I had finished my internship report. I have gained knowledge about advanced promoting and other viewpoints of promoting. The way of promoting has changed extremely in this way my accentuation on this report will be on understanding client behavioral in X – Integrated Marketing Agency. In this time digitalization and innovation, Individuals are associated through social media. As we can see that a part of media and other channels are worked through social media. With the assistance about promoting, doing different campaigns clients can presently be effortlessly come to and has more affect present a day. As client are giving several assignments based on different brands. In digital age – internet is helping us to become more simpler for companies to understand and communicate with their customers.

Keywords - Social Media, Annotation, Digital marketing.

Table of contents

Declaration.....	i
Letter of transmittal.....	ii
Non- Disclosure Agreement.....	iv
Acknowledgement.....	v
Executive Summary.....	vi
Table of Contents.....	vii
List of Tables.....	ix
List of Acronyms.....	x
Chapter 1: Overview of Internship.....	1
1.1 Student Information.....	
1.2 Internship Information.....	
1.1.2 Internship Details.....	
1.2.2 Internship Company Supervisor’s Information.....	
1.2.3 Job Description	
1.3 Internship Outcomes.....	
1.3.1 Contribution to the company.....	
1.3.2 Benefits of Internship.....	
1.3.3 Problems Confronted.....	
1.3.4 Recommendations.....	

Table of contents –

Chapter 2: Organizational Section.....	
2.1 Introduction.....	
2.1.1 Methodology.....	
2.1.2 Limitations.....	
2.2 Overview of the Company.....	
2.3 Management Practices.....	
2.3.1 Management Stuff.....	
2.3.2 Leadership.....	
2.3.3 Management Responsibilities.....	
2.4 Marketing Practices.....	
2.4.1 Four Ps in X Integrated Marketing Agency.....	
2.4.2 Marketing Strategy X – Integrated Marketing Agency.....	
2.5 Financial & Accounting	
2.6 Operations Management & Information System.....	
2.7 Industry & Complete Analysis.....	
2.7.1 SWOT analysis	
2.7.2 Porter’s Analysis	
2.8 Summary and Conclusion.....	

2.9 Recommendations.....

Chapter 3: Internship Main Part: “Significance Of information Explanation in Digital Marketing”

3.1 Introduction.....

3.1.1 Background.....

3.1.2 Literature review.....

3.1.3 Broad Objectives.....

3.2 Significance

3.3 Methodology.....

3.4 Findings.....

3.5 Summary & Conclusion.....

3.6 Recommendations.....

References.....

Chapter One – Overview of Internship

1.1 Information about student

Name – Sadia Afroze

ID- 18104071

Program – BRAC Business School

Major – CIM (Computer Information Management)

Minor- E- business.

1.2 Internship Information

1.2.1 Internship Details

Period: From March – May, 2022.

Company Name: X- Integrated Marketing Agency

Department: Influence Marketing

Address: House 40, Road 20, New DOHS, Mohakhali, Dhaka.

1.2.2 Internship Company Supervisor's Information:

Supervisor's Name: Tahsin Ahmed

Position: Executive

Email: Tahsin.ahmed0091@gmail.com

Phone: +08801799781228

1.2.3 Job Description:

At first when I joined my entry level position was nothing diverse as my work was comparative to what I have been doing for past 1 year long time in X- Integrated Marketing Agency. My work as an associate was to supply the benefit to our client. Managing daily administrative tasks to ensure that my works run smoothly. As we know conducting market research to identify the new needs and opportunities. Gathering all the consumer behavior data. After this they are able

to understand the extensive details of marketing which will provide better reliable sources to analyze market research.

As an Associate my commitment was to get all the queries of all my clients for understanding the nature of substance. This was not continuously simple. Every time I had to be revived with each of its equalizations some time recently my move begun. For us it was more important to think before taking any steps further. We need to work one of the primary things we have to do work with the annotation team. The platform we used is called “Dotcom”. It was developed by our business director. This platform is used to crawls data from different social media platform in order to analyze about the engagement and also the response of those common people. Many brands use this service in order to understand the feedback, response, and the value in market with competitors.

1.3 Internship Outcomes:

1.3.1 Contribution to the company:

Since, I have been working for at X- Integrated Marketing agency for more than 1 year. I will share the experience that I have been doing here. I would like to start with Banglalink. It was my first task. After that I worked with Robi, Daraz and BAT. For Banglalink I have propelled them exceptionally to begin with TikTok campaign in June. The campaign was victory. In Robi the “Ara Chatgaiya Uthshob” was held in CTG where the influencer enactment was my portion. Choosing the right influencer was portion of my work. Daraz “Shopamania” campaign, the influencer choice and enactment was exceptionally smooth. It was a 3-4 min video for each influencer utilizing one of the items from Daraz. Lastly, BAT item “Vuse” underwriting was a bit of a challenge since a nicotine base item cannot be publicize freely. We chose the Instagram story. Shockingly the calculation of Instagram story made a difference to reach more individuals than our desires.

1.3.2 Benefits of Internship:

In this current situation and work advertise. I feel privileged to have worked at X- Integrated Marketing Agency for so long, which was almost my choice. Working here has increased learning practically to the peak. I was able to understand the market like Robi, Daraz and BAT.

Presently I have a clear significant information approximately the mission leader's duties and regard for it, information around promoting and what may well be the issues within the organization. From the very first moment I worked here, I get to know how team works. I have got help from my seniors. I have gathered information about market. In the field work I have also experienced how to handle different kinds of clients and their demand for creating new methods. I am sharing some point:

- Job experience
- Field research experience
- Access to variety of tasks and departments.
- Become a potential employee and understand the ability to adjust among people.
- How to gather data and secure good references with recommendations.

1.3.3 Problem Confronted:

For a long time, I had to work from home during the pandemic time. At that time, it was very tricky to begin with. One of those time where the primary reason was stack shedding and web association issues. As I had to work from my PC, I have faced some issues. Not the electricity but the control went out. It was troublesome to preserve the reaction time amid that time as the other individual might not become effectively. One of the problems I faced how to inquiry with the clients. But after some time, I was able to solve this problem. To reply to clients, we utilize a system named Info360. This system helped to understand very quickly. In the pandemic, there was another problem which is fixing any issues in my PC. I have to contact with the IT department to help me reading this issue. Other than these, in the pandemic there was less staffing with also occurred problems. The work load was a bit higher. Even we have to work after the office hours to finish the work. At last, it was a bit of hard to take any leave but I managed to do that.

1.3.4 Recommendations:

I can provide some recommendations below:

- First, Internship exercise may be more closely tied to corporate work for better understanding among employees.
- The should create productivity zones for the wellness of their organization.
- To build more collaboration spaces for better results.
- Training plans ought to be carried on time.
- Those who work from home should get better help so that they can get improvise their work.
- At last, their environment can be friendlier and everybody ought to communicate to find out the problems they occurred.

Chapter 2: Organization Section

2.1 Introduction: Within the field of trade, showcasing has an imperative part, keeping this in intellect and the current situation. X- Integrated Marketing Agency has started their business as its operations dealing with Digital Marketing and other viewpoints of showcasing. At this time X- Integrated Marketing Agency has created its place among the best recognized organization of the nation and in the market place. It has integrated communication among the modern age in our time. They are spreading their agencies to different multiple mediums.

Objectives:

- Understand each of the aspects of the organization's activity.
- Learn how to taken care of client in front.
- Understanding the trade within the agency.
- Measure the circumstances among its competitors.
- Get new ideas for better work structures.

2.1.1 Methodology:

- Info360
- Dotcom
- Social Media Platforms
- Website
- Smash board Software

2.1.2 Limitations:

The environment of the organization was exceptionally friendly and everyone was accommodating. Considering my passage level position, there was less amount of information available. For this reason, I could not add any more data to my work.

2.2 Overview of the company:

Within the year 2017, X- Integrated Marketing Agency started its journey. This was accomplished by combining two distinct associations, MADLY and Strategeek Digital. By providing various online tools, advertising, and some content creation, X - Integrated Marketing Agency influences its clients to investigate social and computerized marketing. The company can currently provide its clients the greatest deals across several digital marketing disciplines. This organizations are modern within the trade, the working environments about these two different associations has achieved many works. Their goal is to ensure the clients brand engagements with their customers. They created a better relationship among the client to earn their trust. They have created a game changing business to make better future goals.

This agency is creating new ways to promote advertisements, promoting videos and many others. There are many more other clients like Apex, Aarong, Samsung, Banglalink, and Robi. When some of these brands face problems regarding promoting their business, they provide business solutions that helps to promote business in a better way.

The key services which are provided by the organization are given below:

- Digital marketing campaigns.
- Social Media Query Management
- Data Analytics
- Advertising
- Social Media Marketing

2.3 Management Practices:

2.3.1 Top Management:

Tahsin Saeed: CEO & MD

The foundation of the organization's achievements and accomplishments is Mr. Tahsin Saeed. More than 100+ employees respect his decisions. He is leading more than 20 years for promoting different ventures in every other way. This is how he believes to achieve every goal in his life.

Drabir Alam: COO in the agency.

This gentleman is known as one the pioneers in advanced advertising industry in Bangladesh. His experience in advertising is way beyond. He always imagines one-step ahead of the organization and executes all tasks effectively.

Obidur Rahman: Group business director.

Mr. Obidur Rahman is leading one of the Query Management Team where many employees' individuals who are giving the best service. His involvement in this organization is more than 9 years.

2.3.2 Leadership:

X- Integrated Marketing Agency is known as one of the foremost fruitful offices within the commerce. This has been able due to its administration and leadership. Those who work there can give ideas to evolve and also can work freely. Different kinds of projects are given to prove their employees are better. They make less progression and everybody can communicate with everybody effectively when required. In an environment like this helps to work more friendlier way by bringing out imaginative thoughts.

2.3.3 Management Responsibilities:

The top administration and other people are continuously dynamic and express in overseeing the full operation of inquiry Administration group controlled by Mr. Porag Obayed. He manages the whole team, account supervisors like Ms Fahmida Shams, Ms. Anika Tabassum. They work restlessly to manage clients, arranging all kind of data. This team make sure operation keeps their agents energized by keeping them elevated to improved position. In numerous events, they direct the specialists and arrange meetings on the off chance that any have to be give direction. In the pandemic, they provided better helping hand to those who were unable to understand their work. They assembled these meetings to enhance the prosecution and create professionalism and group work. In all the circumstances, the board works courteously with the backing of all the representatives to supply benefits to the customer.

X is recognised on of the top place to work. They have many clients to work. Organizations like Banglalink, Robi, Daraz, BAT, Nagad etc. The make sure to get sensible data are strictly maintained.

2.4 Marketing Practices:

2.4.1 Four PS of X – Integrated Marketing Agency:

Product: As I have worked as an associate, I have used software like dotKom to provide services like Banglalink, Robi, Bkash, BAT and others. They collect information through different kind data from Facebook posts, and annotate the information based on customer's all basic info. This software made to keep data at simple range starting from customers age, location, the types of emotion with their comments.

Price: Deciding the price is an inside matter for the organization. But as we learned that few data may be unveiled. It is expected that the annotator will be paid 100 BDT per hour and least explanation rate is 100 to include paid. In expansion to these, IT staff individuals are mindful for paying the working costs of program like dotcom. We are incapable to get any extra point by point data due to secrecy.

Place: The office is in Mohakhali DOHS. In the same building there are different department with different teams. They are able to work at any crisis, Individuals are allowed to work from domestic. As a result, we kept up a tall level of benefits and our efficiency remained consistent.

Promotion: The organization places more of an accentuation on advancing its client and acting as an open relations firm. Our business director Mr. Porag Obayed regularly comments that there are time imperatives on our work at agency. We offer our client most noteworthy administrations and arrangements and we depend on their positive proposals to spread the word approximately our trade. So, our most important task is to make sure our customers are quite happy which wins us and helps in our advancement.

2.4.2 Marketing of X – Integrated Marketing Agency:

I have mention some more marketing 4ps which are given below and described:

People: In X – Integrated Marketing Agency there are some sequence that has to be followed.

- Campaign Arranging Team: The first one helps to concentrate on planning and execution of different campaigns. They center on how to reach most of their clients and increment brand acknowledgement. This is one the team I have worked with.
- Client and Benefit Management: This group employments distinctive publicizing to manage organizational clients. Their strategies are to make connection with customer to promote the brand.
- Creative Group: This group help to post all the portion on client's online media stage. As we can see some promotional videos like a static post.
- Query Managing Group: This group help to understand the service for the customers of different brands. The main task of these group is to take care of the customer and find out their queries.

Principle: In X, they believes in work. Their idea is to main the time and work accurately. By doing campaign and another task it was an employee's duty to serve properly. For this they moreover keep up sound striped sum which is one of the driving remuneration sums in this commerce. Those who worked the amount they representative are given BDT 100 per hour on every day. Other than these facilities they also provide lunch and snack every day. They recruit student who can stand for better understanding and skills. A lot student is able to run their daily life by earning from these organization. The youth gets help to proof their ability.

Process: As we giving benefits to our clients, there a gather of keeping up this quality. The also gather comprises of Asif Iqbal, Tahsin Ahmed & many others. They work to give every

information accordingly time to time and also the changes. In this agency they also give us some training to keep our work quality better.

Performance: In our nation there are some best brands which are from the top. X- Integrated Marketing Agency worked with these best brands. In 2018, the agency has created its record in COMMAND with the position as 3rd in all the correspondence workplace within the nation.

2.5 Financial & Accounting Practices:

Here, X handles money and all other incomes of the sections are provided below:

- Monthly salary stream
- Preparing monthly records
- Tally all the accounts
- Taking care of loans and other expenses
- About organizational tax evaluation and workers

This department work to give every month salary starting from junior to senior level of employees. In any organization one the main section is known as the accounting department. By taking permission from my fellow senior I have gathered this information which are confidential among X – Integrated Marketing Agency. For more details were not been able to discuss.

2.6 Operation Management & Infor System Practices:

2.6.1 Operational Management:

Human Resource Management: HRM is one of the core parts in any organization. The task that comes for HRM is to been maintained by HRM team. Starting from recruiting, running assessments, Performance management skill on employees and etc. In X – Integrated Marketing Agency Ms. Mirza Shams Is the Human Resource Executive who see these works. By

providing ID's, gathering CVs, and action letters these are some work which are done through him. He also takes responsibility to understand if the employees are able to work and going well with the environment.

2.6.2 Information Technology System: The Agency deals with digital marketing, and gripping data and technology are one of the most significant keys dealing points for the association. At first, they need information about their accounts which they have access through information management. All these accesses were given to Human Resource Management. IT team plays vital role for better service for the customers. IT team creates new way to make work easier in our day to day life. For example – Software like Info360 is one of that software.

2.7 Industry and Competitive Analysis:

2.7.1 SWOT Analysis:

Strengths

- Delivering Quality Advantages
- Creating Friendly Environment
- Great authority & Experienced

Weakness

- Low maintenance on employees
- Poor feedback on evaluation

Opportunities:

- Opportunities for fresh graduates.
- Making affiliation with best brands.

Threats:

- New entrants and rivalry.
- Scaling down on budget in the pandemic.

2.7.2 Porter's Analysis:

The Porter's five forces have showed us the feasibility of the business in the market place and with the competitors. With in porters five are the circumstances of the organization are explained. Given below:

1. Threats of new entrants: The way new era is creating technology and digital marketing, there are new organization are coming in the field every year. The market is creating competitors and distinguish them from other organizations.
2. Threat of Substitutes: Many of these client thinking will change to computerized marketing which will be costly for them. Client are liable on marketing agencies. At this point our substitutes are quite low.
3. Supplier Bargaining power: As we have seen certain software which Query Management Team uses to give good service. In the market the quantity of supplier is less.
4. Internal competition: In Dhaka, there are many known renewed agencies where competition is high. They have better work and advanced ways to deal with any problems or tasks. Broadly, balanced organization has preserved phenomenal work to establish creativity and expertise.

2.8 Summary with conclusion:

X- Integrated Marketing Agency is one of the best showcasing offices of the nation. They are showing better improvement in their work. The way they are promoting brand value is quite remarkable. New ideas are coming with many competitors. In this competitive showcase they should keep working with modern thoughts.

2.9 Recommendation:

- First to implant new advanced technology.
- Creating Performance management system with appraisal.
- Need to retain new employees and representatives.
- Hiring interns will ensure better results.

Chapter 3 Project part “Significance Of information Explanation in Digital Marketing in X- Integrated Marketing Agency”

3.1 Introduction:

3.1.1 Background:

This report was written to discover the significance of information explanation in digital marketing. I worked here as Junior Engagement officer to an Associate. My work was started from Annotation and creating best brands campaigns in digital platform. In my internship I have learned how to analyses clients and thinking about the circumstances. I have seen how my client reacts according to the situation. My work was to analyze data from various platform for the client. After that another task appears which is creating campaigns for brands like Banglalink.

In my internship, I have given proper efforts to achieve goals in the organization. And my clients had better understand which made my work faster. Therefore, I have written this report starting from my entry level till now. As we are getting tradition offline lifestyles in digital era. People working in the organization can express their thoughts with digital platforms. This platform is making major parts of marketing of a brand. In the business they are obtaining new customer for the brands in addition to their existing customers.

Through research, I have found that working for X – Integrated Marketing Agency was challenging for me. I have gathered data to uncover what is digital marketing, why it is needed with annotation, how the accuracy in this platform will help us to understand our clients and how campaign should be created in digital marketing.

3.1.2 Literature review:

Digital marketing is one of the methods through which marketers utilize advanced media ways to publish their techniques in merchandise and services to consumers. In our everyday life everything is getting advanced. Its rearranged things for everybody.

Now clients have more choices as well as organizations as they are able measured in conventional promoting handle. Earlier this time, radio were essential media outlets. Magazines were advanced item. The comes of their results was most part based on expectations. Advanced way in differentiate to conventional mass media, permits one of the choices to set their target group on looks to maximize the return on their promoting spend. One can choose where the promotion can show up as well as when or who can see it.

On other hand data annotation is one the crucial stage of learning, preparing data categories and producing relevant and important output. Due to many users is gaining insight from social media comments, marketing politics and social connections has emerged as an important topic for discussing.

3.1.3 Broad Objectives:

The main discover about this report was to find out how or why this annotation data plays vital role and how creating better campaign can connect more effectively in digital marketing.

Specific Objectives:

- Identifying the part of annotation as advanced promoting medium
- Through advanced marketing learn about client thoughts.
- Collecting data and forecasting trends
- Different brands for creating campaign material.

3.2 Significance:

The world is transforming and becoming more dependent in online activities. I will demonstrate to illustrate in this report why the basic for business to utilize information explanation precisely in arrange to get their clients and business platform in digital marketing.

3.3 Methodology:

Different kinds of information were accumulated and particular inquire about the strategy was utilized to carry out this consider. The study helps to approach has been accurately connected within the current think about this. Moreover, a graphic investigation of the information accumulated will be utilized to encourage this investigate. There are two sources where they can collect data and help to improve promoting company product with better campaign.

Primary Source: X- Integrated Marketing Agency team are primary source where all the information is gathered. The significant part has placed by this agency. Dealing clients by providing better ideas for data collecting and doing campaign.

Secondary Source: From the website some information are collected from the internet which were available.

3.4 Findings

Data annotation are important in digital marketing. My research paper is based on the significance of information Explanation in digital marketing. In this report all study based on my research, observation on doing internship. I have contained marketing campaign which plays a

veritably major part in consumer purchasing opinions. They are known to strike consumer's purchase decisions and measures in a competitive industry in the market share.

3.5 Summary & Conclusion:

I learned how to operate as part of a team during my internship with the agency and to understand how digital marketing is creating its impact in our daily life. Everyday there is an amount of people who are joining social media to improve themselves. As a result, social media has a growing effect on the marketing agencies. Different organizations are hiring from these agencies to build their campaign better way to maintain their digital presence. Where, we are seeing that technologies are bringing our work easier way. Learning how to run data in a more thought-out and sophisticated way. Everyone who is working around us are more creative minds. New ways of creating advertising is needed, because of modern technology's capacity to face greater challenges. In my team I was able to work and learn very smoothly. By not only understanding business but to realize the importance of business. Starting from data annotation and many more tasks which were given to was submitted perfectly.

A brand should be worth to sell and it is also known as the financial worth of a company. It also influences the revenue to attract business and corresponds for the customer as a awareness of a good.

To conclude, I would like to add that from an engagement officer to an associate I have gathered at the concepts, achievements of my work. In X – Integrated Marketing Agency has shown by various benefits that occur in organization to develop.

3.6 Recommendation:

- More effective way to communicate with the employees.
- In this organization digital marketing and their campaign should be easy to understand the concept before creating any of these campaigns.
- In this organization they should target the age group people to notify the brands in better way.
- To prevent the risk, they should give better training methods to ensure the quality of work.
- To keep productivity high, they should not provide underpay or to make them work in break time.

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