

An Internship Report on “*Cuebites’s digital branding and portfolio strategy for startups and small companies*”

By,

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ID: 19304023

A thesis submitted to the Department of BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

Department: BBS

BRAC University

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Letter of Transmittal

5 April, 2023

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

With due respect, in partial fulfillment of my BBA program requirements, I am submitting my internship report on the subject of "A study on Cuebites digital branding".

The report that follows is the outcome of my investigation and analysis, carried out by Cuebites Limited's requirements and your advice. In addition to being thorough, I am hoping this report will be educational.

In addition to my academic background, writing this internship report has allowed me to research how business analysts and marketers use digital marketing to improve companies. I am confident that the basic principles I have gained from this course will be extremely useful to me in the future. I sincerely appreciate your unwavering support.

I have done everything in my power to ensure that this report is well-presented, worthwhile to read, and as accurate as possible. I believe that you will find my report acceptable and take a look at it.

Sincerely Yours,

Name: Noor Mohammad Nasim

ID: 19304023

Major: Marketing

Department: BRAC Business School

BRAC University

Certificate of Supervisor

This certifies that Noor Mohammad Nasim completed the internship report under my supervision. “Digital branding and portfolio strategy for new and small businesses: A study on Cuebites digital branding” submitted to BRAC Business School of BRAC University in fulfillment of the requirements for the conferment of a Bachelor of Business Administration degree. This report was prepared with great earnestness and obedience by Noor Mohammad Nasim and to the finest of my understanding.

Signature of the Supervisor

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

Declaration of Authorship

I, Noor Mohammad Nasim, a BBA student majoring in marketing at BRAC University, hereby declare that the material of this internship report is unique and was never submitted in complete or in a component to be reviewed for a different diploma or credentials in this or any other university, with the exception to particular refers to the accomplishments of other individuals. Apart as noted explicitly in the text, everything in this internship report is the product of my effort and does not represent the results of work completed in cooperation.

Signature of student

Name: Noor Mohammad Nasim

ID: 19304023

Major: Marketing

Department: BRAC Business School

BRAC University

Acknowledgment

I want to start by giving thanks to Allah the Almighty for everything. Upon the completion of my internship at Cuebites, I finished this report with the assistance of the All-Powerful Allah, educators, and coworkers. Assistance from a variety of sources is necessary when researching a particular topic, and I am grateful to those who are aware of my work and who have consistently offered their assistance.

I am grateful to my supervisor, Md. Hasan Maksud Chowdhury, an assistant professor in the BRAC University, for his invaluable time, advice, and unwavering encouragement during the preparation of this internship report.

I am thankful for S.M. Hossain, the Head of Marketing. Likewise, I would like to sincerely thank Senior Manager Sadman Rafid for being such a helpful boss throughout my internship. Additionally, I would like to express my gratitude to Md. Barakat Sharif, the junior project manager, Asif Chowdhury, the assistant manager, and Rashed Hasan Sakib, the senior project manager, for their unwavering leadership and assistance. Without their ongoing assistance, preparing this report would have been difficult. I express my gratitude to all elders, colleagues, and Cuebites clients who volunteered their precious time to complete this questionnaire.

Finally, I would like to express my gratitude to BRAC University for including this opportunity in our curriculum, which allowed us to integrate real-world job experiences with our academic studies. I have made a sincere effort to finish this report. Any advice you can give on this would be very much appreciated.

Executive Summary

This internship report, "Digital Branding and Portfolio Strategy for New and Small Businesses: A Study on Cuebites Digital Branding," offers Cuebite as a case study to highlight the significance of digital marketing and portfolio development in the current business environment. The study concludes that portfolio development and digital marketing are crucial elements of a winning business strategy and provides suggestions for organizations trying to enhance their portfolio management and digital marketing initiatives.

A thorough digital branding makeover was necessary for Cuebites, a small company providing specialized offerings, in order to boost its exposure and gain a competitive advantage in a congested sector. The paper describes the tactics used to create a consistent online brand and draw in a larger clientele, such as audience segmentation, content production, social media interaction, and market research.

The internship underscored the significance of crafting a compelling brand narrative, establishing a coherent visual identity, and utilizing digital channels to effectively connect with intended consumers. Important responsibilities included creating a content marketing plan, optimizing Cuebites website for search engines (SEO), reviewing their current online presence, and refining campaigns employing statistical analysis of data.

A thorough assessment of the literature and a survey of digital marketers from a range of sectors served as the foundation for this study. We used regression analysis and descriptive statistics to examine the answers to questionnaires.

The study's conclusions imply that consumer behavior and brand recognition are significantly impacted by digital marketing. The best digital marketing techniques were discovered to be social networking, email marketing, and search engine optimization (SEO). Additionally, the survey discovered that businesses that spend money on digital marketing see faster increases in revenue than those that don't.

This research shed light on the difficulties small firms confront in building an effective online presence, especially in light of their resource constraints. This study clarified the challenges small businesses have in creating a strong online presence, particularly given their limited funding.

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Chapter 1: Internship Overview

1.1 Student Details

Name: Noor Mohammad Nasim

Student ID: 19304023

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Department: BRAC Business School

1.2 Internship Details

1.2.1 Duration, Company Name, Department

Duration: 3 months ()

Company Name: Cuebites Digital Limited

Department: Business Development

Address:

1.2.2 Supervisor's Information

Supervisor's Name: Sabian Istiak

Supervisor's Role: Creative Lead

1.2.3 Job Scope – Description of Duties & Responsibilities

The following tasks were given to me for producing leads and sales in the sales department:

- **Lead Qualification:** This procedure entails screening the qualifying potential to learn more about them and determine whether the agency's services will be beneficial to them.

- **Contract negotiations:** In order to determine the asset's price and the terms of the contract, discuss with the clients when it is appropriate to reach a decision and what the service will entail.
- **Building and Sustaining Client Relationships:** Develop and offer better answers to customers' requests in order to satisfy them well and address all of their questions and problems regarding business relationships.
- **Develop Sales Proposals:** It is imperative to create unique sales offers for every customer, in which the agency details the particular services it provides, their costs, and the benefits the customer may expect from collaborating with the agency.
- **Facilitate Sales Meetings:** Making appointments to speak with potential customers over the phone and in sales meetings to find out about their present marketing objectives, services they make available, and any questions they may have about the offerings.
- **Discover New Sales Opportunities:** Find out about potential markets and firms that might need the assistance of an agency; consequently, look for clients and prospects.
For example, cold calling new clients over the phone, cold mailing them with emails to introduce the firm and its offerings, and using social media to reach out to them
- **Closing deals:** In order to properly bargain when selling, one must make sure that the customers honour their purchase agreements and properly execute all relevant paperwork.

1.3 Internship Outcomes:

1.3.1 Student's Contribution to the Company

During my three months as an intern at Cuebites Digital, I completed a variety of planning activities to accomplish my work obligations. Let me start by giving you a quick rundown of these activities:

- I helped the sales leaders to have a smooth interaction process with the clients.
- I helped them to provide improved solutions to the clients.
- I helped them to discover new sales prospects.

1.3.2 Student's Benefits

This internship program benefited me by providing valuable insight and knowledge for my future career:

- The internship helped to develop my communication and excel skills
- I was able to find out my shortcomings and where I need to improve.
- It also helped to develop my professional skills and job prospects.

1.3.3 Challenges Faced During Internship

As a new staff member I faced some difficulties during the internship:

1. I had difficulties understanding the department's major process due to my limitation or lack of knowledge in this field.
2. Maintaining time or punctuality was another challenge for me.
3. Communicating with the client or to maintain consistency in the participation in meetings was also challenging.

1.4 Recommendation

Giving my experience during my internship at Cuebites, several key factors are needed to be addressed, in my opinion:

- a) The internship had an allowance of 5,000/=, this amount I feel should be increased given the workload. An allowance of 10,000/= should suffice and should be industry standard.
- b) Assigning more complex projects to interns, provided they are capable, is essential for their professional growth. It offers valuable real-world experience that goes beyond textbook knowledge, which often doesn't fully align with industry-specific challenges. By engaging with such tasks, interns can learn to navigate unexpected issues, developing adaptability and problem-solving skills crucial for success in the workplace.

Chapter 2: Organisation Part

2.1 Company Overview

Cuebites is basically an Australian company that focuses on creating marketing plans for startup businesses. In order to assist new businesses and smaller enterprises in building their brands, connecting with their target market, and expanding their clientele, the organisation provides a variety of offerings.

Cuebites' capacity to create specialised marketing programmes that are matched to the particular requirements of every customer is one of its main advantages.

They employ a thorough marketing strategy that includes studies to learn more about the market they are targeting, competitors, and current market conditions for the customer. A strategic approach comprising a variety of marketing techniques, including commercials, brand awareness, social media promotional activities, digital marketing, and public affairs, is then created using the data gathered.

In order to assist entrepreneurs in creating a compelling brand image and language that appeals to their target market, Cuebites additionally provides branding assistance. With regard to branding-related duties, they can assist customers with logo creation and communications. Cuebites provides advertising and promotional activities as well as mentoring and advice to assist entrepreneurs and small-business owners advance their expertise in areas including client service, corporate strategy, and leadership positions.

All things considered, Cuebites is a vibrant and forward-thinking organisation committed to assisting new companies and small companies in thriving in a cutthroat industry. They are an ideal collaborator for startups trying to build their brand and expand their clientele because of their all-encompassing technique for advertising, promotion, and counselling.

2.1.1 Motto

“Helping your business to Grow-Evolve-Thrive”

2.1.2 Vision

Cuebites goal is to assist companies in reaching their target market, building a distinctive and powerful brand uniqueness, and accomplishing their target through practical and inventive approaches.

2.1.3 Mission

Cuebites ensures that its customised service aligns with the customer's objectives and company goals by utilising their careful engineering and customer-focused approach.

2.1.4. Logo



2.2 Company Capabilities

2.2.1 Branding and Brand Identity Design

“Helping your business to Grow-Evolve-Thrive”

They can help with anything from designing the logo of a business to producing style guidelines! To make the business visible and recognizable, a top-notch group of brand design specialists will guide you during the process.

2.2.2 Marketing and Social Media

One can count on Cuebites's team of marketing professionals and consultants to develop business-performance-enhancing marketing plans and initiatives. In order to help a company's revenue soar, they will also incorporate autonomous gateways into their approach to marketing.

2.2.3 Website Design and Development

Nearly each individual has an online presence in this quickly developing digital age. However, Not all of them are actually in good working order. Cuebites work with companies to create an online personality to earn the company, whether that means creating a the WordPress platform or e-commerce platform or constructing an internet program.

2.2.4 Motion Graphics

It might be challenging to navigate the linked universe. On the other hand, one can use graphics with motion to help convey one's points of view. Beginning with scriptwriting and storyboarding to full-fledged animated film production, Cuebites provides a comprehensive variety of visual effects solutions.

2.3 Services offered by Cuebites

2.3.1 Branding & Strategy

Branding Process



Research



Discover



Create



Implement

❖ Research

Begin the procedure with a great deal of investigation and study to generate original concepts.

❖ Discover

Cuebites is able to identify concepts that are worth exploring with the team through its goal-driven exploration discussions.

❖ Create

Through the exploration session, they develop resilient identities and tactics.

❖ Implement

Lastly, they start creating moments that people will remember in order to engage them with a company.

2.3.2 Marketing Practices

The Digital Marketing Mix

Product

- Digital marketing,
- Web development,
- Video creation,
- SEO
- Brand identification, brand logos
- Graphic design

Price

Digital

- SEO-\$1000/Month
- Online Ad Buys- (5¢ – \$3)/Click
- Social Media Marketing- \$1 Per 10,000 People Reach
- Email Marketing- 0.0015¢/Email

Traditional

- Broadcast Media- \$10,000/Month
- Magazine Ad Buys- \$10,000/Quarter

- Newspaper Ad Buys- \$10,000/Per Full Page
- Direct Mail- \$3/Mail

Place

Digital

- Adobe
- Figma
- Canva
- Premiere Pro
- Photoshop

Development

- Angular .JS
- Next-Js, Node-Js
- Postgress
- Microsoft .Net
- MongoDB
- Power-BI
- Rest-API

Marketing

- Active Campaign
- ahrefs
- Facebook Business
- Google Analytics
- Hubspot
- Semrush

Web

- AWS
- Azure
- Elementor

- Shopify
- Webflow
- Wordpress
- Wp Bakery

Promotion

- Digital advertising
- Email marketing
- Revenue Focused Campaigns
- Social media marketing

Marketing Process



Research



Strategize



Develop



Optimize

❖ **Research**

At Cuebites, research is the first step in all things where they research the company, its competition, and the industry the company operates in.

❖ **Strategize**

Then, using the knowledge we have gained from their investigation, they develop tactics.

❖ **Develop**

Creating advertising campaigns that add value and guarantee effortless communication is the following stage.

❖ **Optimise**

To get the greatest results, the campaigns undergo ongoing refinement.

2.3.3 Motion

1. Script Development

Every type of advertising and branding in order action revolves around storytelling. What draws buyers to the brand and goods are compelling narratives. Regardless of whether one starts from blank or modifying a previously written text, they can assist by adding, changing, and improving the aspects of the story and the way one would like to convey it.

2 . Storyboarding

Throughout an animated film or graphic task storyboards set the foundation. A animated form or animated video's visual flow is mapped out using storyboards. Storyboards serve as the framework for memorable narratives and Cuebites can assist one in crafting compelling narratives. In addition, if one would like, they may create the storyboard themes.

3. Explainer Videos

Didactic films aid in the comprehension of one brand's narrative or offering by the target audience. When an item, service, or option needs to be described, they will create instructional videos with animation that are distinctive and captivating.

4. Motion Graphics and Animation

Any storytelling will have depth thanks to interactive graphics, which also enable one to present a story in an eye-catching and visually appealing style using characters that are animated, formatting, and images. Their motion design crew is skilled in creating any type of motion graphic that one's business requires. Together, they can produce visually stunning and compelling video clips with animations

2.3.4 Web Design & Development



Responsive and Swift



Maximum Usability



Information Architecture

Responsive and Swift

Their websites are responsive and easily adjust to any size screen.

Maximum Usability

They quickly iterate the websites several times to make sure they are as usable as possible.

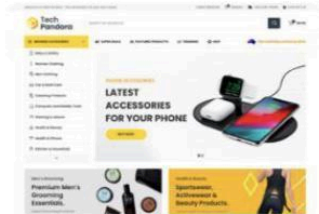
Information Architecture

The basis for a website that is easy to use is laid by their careful informational architectural design team.

Types of websites:



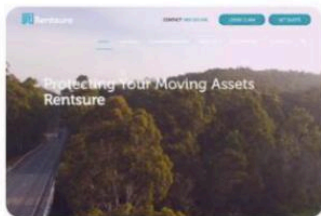
Shop



E-Commerce



Business/Corporate



SaaS



Portfolio



Company

- ❖ Shop
- ❖ E-commerce
- ❖ Business/corporate
- ❖ SaaS
- ❖ Portfolio
- ❖ Company

2.4 Industry & Competitive Analysis

2.4.1 SWOT

Strengths

- Cuebites is good at developing unique marketing solutions for each client that are exactly adapted to the needs of the client in question.
- It's a dynamic and innovative company that is dedicated to helping startups and other small enterprises succeed.
- They are the ideal partner for ambitious start-ups because of their comprehensive approach toward marketing and branding as well as their consulting services.

Weaknesses

- Internal challenges such as lack of knowledge in a certain field, limited resources sometimes can be a potential hinderance.
- Offering similar services as competitors in some cases dilutes the uniqueness of the brand.
- To guarantee a greatest return on investment, determining what are the perfect matches are meant for customers as well as employees is another challenge.

Opportunities

- Digital marketing is becoming more and more popular in Bangladesh which is a wealth opportunity for Cuebites to achieve its vision.

- The active sizable young population of Bangladesh in social media platform will help the company to reach a broader target audience more in future to create a global footprint.
- Digital marketing job roles in Bangladesh are diverse that provide workplace for many people.

Threats

- Minimal use of high-speed internet and restricted internet accessibility in all over Bangladesh.
- Uncertainty of the political environment of Bangladesh
- Competitors like top digital marketing agencies in Bangladesh such as HYPE Dhaka, Best SEO Bd, American Best IT Ltd etc.
- The changes in consumer preference.

2.4.2 Porter's Five Forces

1. Supplier Bargaining Power:

The advertising services such as Google, Facebook and other platforms are mainly the suppliers who have the control over optimization of digital ads and they have high negotiation power.

2. Buyer Bargaining Power:

In the digital marketing industry, the buyer power is comparatively low from the supplier power because the buyers are basically divided into advertisers and brands. For instance, a global company like Unilever can choose different platforms to put their large amount of advertisements. Also many advertisers have less understanding on how digital advertising optimises.

3. Threat of New Entrants:

New technologies & advertising platforms brings new competitive pressures. For instance, new platforms like TikTok started carrying out the advertising business which is challenging for social media & traditional ads.

4. Threat of Substitutes:

The substitutes of Cuebites include content and social marketing, traditional marketing etc. For example, brands started collaborating with social media influencers to promote their brand these days.

5. Rivalry Among Existing Competitors:

Competitors like HYPE Dhaka, Best SEO Bd etc and the social media platforms can attract customers with their precise advertising services.

2.4.3 PESTEL Analysis

Political

- The current disturbing political situation of Bangladesh
- Unstable Government

Economic

- Exchange rates
- Economical condition of Bangladesh

Social

- Post pandemic changes in lifestyle
- Client's buying pattern & attitude
- Social media influencers

- Ethical issues

Technology

- Incentive level of innovation
- Technological changes & awareness

Environment

- Weather & Climate changes
- Environmental Policies

Legal

- Copyrights & patent laws
- Employment Laws
- Consumer Protection Laws

2.5 Recommendation

During my internship, I observed a few things about the company's presence that should be improved. So, Some recommendations are suggested below:

1. Increasing a company's website's exposure on search engines like Google, search engine optimization, or SEO, helps prospective clients find the company more easily when they look for similar goods or services. Cuebites can raise their website's position on search results pages by making more investment in SEO. Make use of on-page optimisation strategies and keyword research to make certain their content is relevant to the queries of their intended audience.
2. Cuebites should promote unique content more frequently on the popular social media channels operated in Bangladesh to capture the audience's attention and build lasting connections to help them compete with their competitors.

3. They should become sponsor on popular events for example, sport events like cricket matches, award functions etc to create brand awareness.

Chapter 3: Project Part

3.1 Introduction/ Background of the Study

While developing internal skills is important for company achievement, some companies prefer to delegate their marketing. Digital advertising and portfolio planning are now essential, particularly for small and startup enterprises, given the rise of social networking sites and online channels. This research will examine the significance of these tactics, as well as the advantages and difficulties they provide.

Establishing and preserving a distinctive online persona for a brand is known as digital branding. In the present digital landscape preservation and startups and smaller companies must have an effective online presence in order to draw clients and contend with more established brands.

Handling the service or good that a business provides through recruitment and advancement is part of a portfolio strategy. Concentrating on specialised goods can assist small and emerging firms stand out from rivals and win over customers, particularly in times of resource constraints.

Controlling an organisation's assortment of products, offerings, or business divisions to guarantee its competitiveness and financial performance is known as business portfolio management. Building an assortment of investments that can withstand volatility in the markets is the aim. According to Bower and Christensen (1995), the portfolio's diversity

balances distinct risk histories and revenue margins throughout numerous firms, reducing danger and boosting earnings.

There is a dependency between marketing and the development of business portfolios. Whereas brand management makes certain that every company in the portfolio maintains its profitability and competitiveness, marketing finds market possibilities and consumer demands for guiding the formation of the portfolio. They support a company's long-term viability and overall achievement when combined.

Impacts of Digital Marketing

Digital marketing and technological advancements have grown alongside. The first email was sent by Ray Tomlinson in 1971, which set the stage for device-to-device file transfer. Businesses were able to handle vast volumes of consumer data by the 1980s thanks to computerised storing, that led to a change from listed wholesalers to databases for marketing and an improvement in information about consumers tracking. The procedure was still ineffective, though. CRM software, which integrates products like advertising, revenue generation, and support, became crucial in marketing in the 1990s with the advent of desktop machines and server/client architectures. Businesses were also able to prioritise client interaction and update demands by using e-CRM software to collect large amounts for online information about consumers thanks to the Website.

Impacts of Small Business

The results of the study assumed that everybody involved ran a small company. The business was meant to be possessed entirely or, possibly, in an agreement with a single individual. Additionally excluded were prospective shareholders who own a company for the purpose of investing but do not oversee its day-to-day management or who co-manage an enterprise with a different party. Whilst it might have affected the results, participants in the study who had

held management positions in small, medium, or large companies prior to launching their own small firm were not excluded from the experiment.

3.2 Literature Review

3.2.1 Problem Statement

Given their inexperience in the industry, entrepreneurs with startups frequently have trouble with marketing as well as strategic thinking. Typical marketing mistakes include inadequate stakeholder relationship administration, inadequate merchandise and service regulations, underutilization of technology, inadequate market concentration, inadequate organisation for digital advertising, and trouble spotting emerging possibilities.

3.2.2 Objectives of the Report

Broad Objective:

In order to achieve profitable growth and long-term viability the main goal of this research is to identify and evaluate the business approaches and portfolio development procedures for small and new enterprises.

Specific objective:

1. To determine the methods by which Cuebites creates digital marketing and business plans for startups and small enterprises.
2. To ascertain methods for increasing the business's sustainability.
3. To learn about the difficulties faced by startups and small companies.

4. To ascertain strategies for overcoming those obstacles.

3.2.3 Significance of the Study

A solid internet presence is essential for startups in the digital age. Through platforms like search engine results pages, social networking sites, and email, digital advertising enables them to establish a connection with their target audience and draw in new clients.

Organisations that understand digital advertising can use data and analytics to improve strategy and spur growth while successfully promoting their brand, engaging clients, and increasing revenue. Gaining a solid reputation and competing in an industry that is full of competitors requires a comprehension of digital marketing.

3.2.4 Scope of study

The study will concentrate on how Cuebites creates digital promotional materials and company plans especially for startups and small enterprises. Without addressing financial and product approaches, the main focus will be on digital marketing strategies in the larger framework of marketing and business strategies. With a focus on digital marketing tactics, the paper will offer a thorough review of marketing.

3.2.5 Methodology

In order to provide a thorough examination of the subject, the study uses a mixed-methods approach, integrating qualitative and quantitative research approaches. By collecting both the breadth of individual experiences and the more general tendencies in the data, this double methodology guarantees a complete investigation. In addition to containing certain analytical aspects to study links between various variables and provide insights into the causes underlying these trends, the research is mostly descriptive in nature, with the goal of outlining major traits and patterns found in the data.

The study uses a range of techniques that enable both direct observation and participant input in order to collect primary data. Real-time, unfiltered responses and behaviours are captured through in-person observations. The researcher can comprehend the situation and spot possible difficulties or advantages that could go unnoticed using other data collection techniques thanks to this direct observation.

The study also employs structured questionnaires that are intended to get standardised data from a bigger population. These surveys contain closed-ended questions, which provide respondents predetermined choices and guarantee that the information gathered is reliable and easily measurable. When collecting quantitative data, the use of closed-ended questions is very beneficial since it enables statistical analysis, which includes trend detection and response classification. The survey aims to comprehend respondents' attitudes, views, and opinions about various HRIS software, including usability, functionality, and overall satisfaction, by asking these questions.

The procedure of gathering data also includes impromptu interviews. Participants get the chance to contribute insights and expound on their ideas in these casual, conversational interviews, which may not be possible with just organised surveys. The study is enhanced by these qualitative insights, which provide a more thorough grasp of the respondents' opinions. The study's capacity to combine data is improved by the mix of questionnaires and spontaneous interviews, guaranteeing depth as well as breadth in the analysis.

The research uses stratified sampling, a sampling strategy that guarantees inclusion from a range of demographic subgroups. When individuals can be separated into discrete groups that may differ in important aspects, such job positions or experience with HRIS systems, stratified sampling is especially helpful. 65 people make up the sample size, chosen from a variety of groupings to guarantee response diversity and enhance the findings' generalisability. Participants from various departments, industries, and organisational levels will be included in the sample.

The whole survey instrument, or questionnaire, will be added at the conclusion of the publication to ensure transparency and provide readers a chance to examine the precise questions that were asked of the participants. This openness guarantees that future scholars will be able to comprehend and duplicate the methods.

The study uses secondary data from other sources in addition to the primary data gathered through interviews, questionnaires, and observations. Numerous internet publications and websites, research articles from platforms such as Google Scholar, and pertinent academic journals offer a multitude of theoretical ideas and background information that bolster the study's conclusions. These outside sources aid in placing the primary data in context, enabling the researcher to expand on prior study, contrast findings, and bolster the reliability of the findings.

By integrating qualitative and quantitative methodologies, the study aims to provide a full and comprehensive insight. It will address both specific user experiences and more general trends that can guide future development and deployment strategies.

3.2.6 Limitations

One of the primary constraints on a corporation is the requirement that its employees follow time limits. Each sector is growing larger and larger, and to suit the shifting requirements of the marketplace, fresh attributes continually get introduced. After conducting this research, it was determined that three months was insufficient to fully grasp all the possible sectors of digital branding and portfolio strategy for new or small businesses.

3.2.7 Findings & Analysis

While digital marketing is a crucial component of contemporary marketing strategy, it also comes with a number of obstacles that call for ongoing exploration and adaptation. Digital marketers have a great deal of challenge due to the ever-evolving industry and the regular emergence of new technology and trends. It is essential to be apprised of updates from the industry, meetings, and professional perspectives in order to triumph over this.

Overwhelming amounts of data present another difficulty. Large volumes of data can be gathered by marketers, but it can be difficult to analyse and use this data efficiently. Key performance indicators, also known as KPIs, that are in line with corporate objectives can assist marketers in making more informed choices based on data.

A further challenge is the proliferation of ad blockers, which obscure traditional advertisements. Marketers should concentrate on producing helpful and intriguing content in order to deal with this. Some strategies that can successfully reach the target demographic and get around blocking ads include sponsored content, influencer advertisements, and native advertising.

Finally, a rising lack of consumer trust stems from issues with privacy as well as numerous breaches of data. In order to give people access to their data, marketers must be open and honest about how they gather it, including explicit privacy rules and utilising sign-up mechanisms.

To sum up, digital marketing poses a number of obstacles, but they can be overcome by remaining knowledgeable, concentrating on important metrics, producing worthwhile content, and being open about data practices—all of which will result in effective marketing efforts.

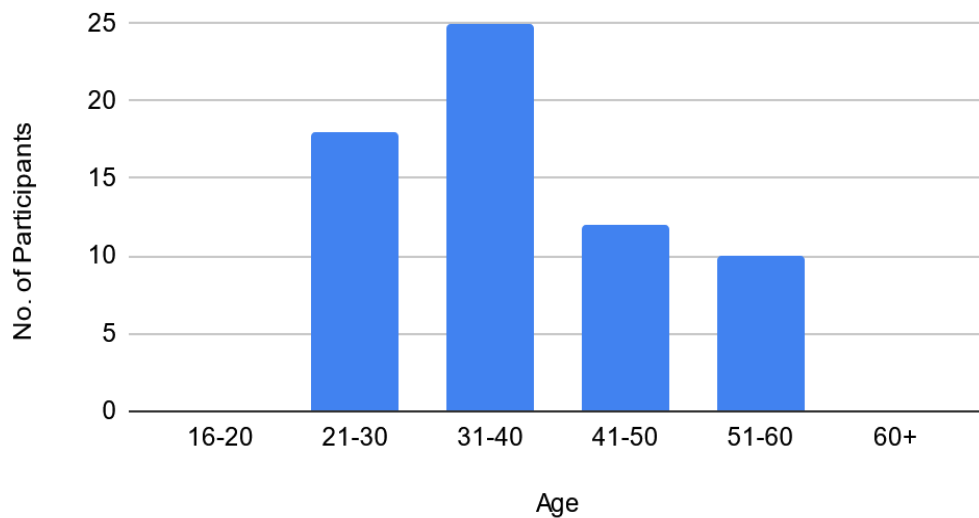
3.2.7.1 Data Analysis

The interview was conducted between 65 individuals (among them 41 persons were Male & 24 persons were female) who were connected to the following study topic, either through direct or indirect means. The participants' understanding of the questions was assured by repeating and delivering it in a more easy way where it was necessary.

1. What is your age?

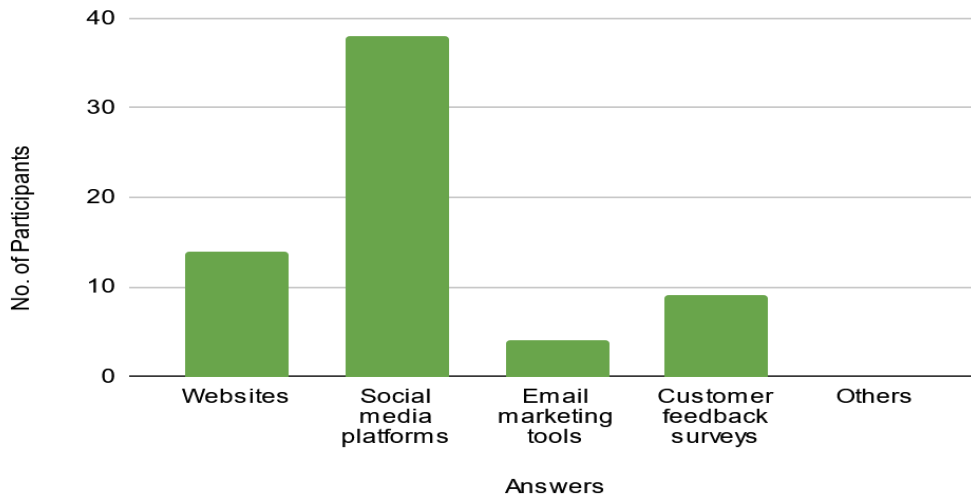
Ans: The ages of the participants were asked in this question. Everyone of them was above 20. Most of them were from the age of 31 to 40 (which was 25) and the second majority

group was 21 to 30 (which was 18). There were 12 respondents from the age group of 41 to 50 and 10 respondents from the age group of 51 to 60.



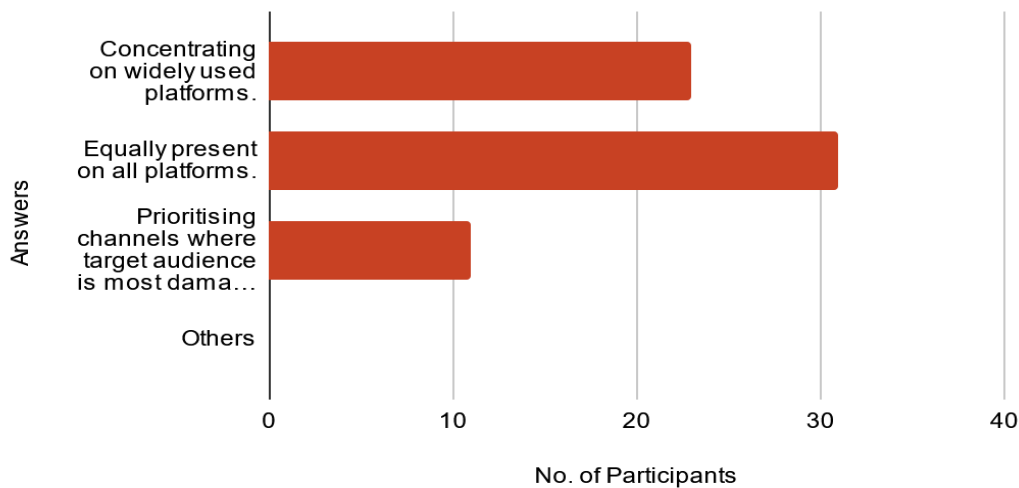
2. Which digital tool are you using to examine the online performance of your brand?

Ans: Almost half of the respondents (38) said social media is the most desirable platform to examine their brand performance and they use it because it makes things easier for them. 14 of the respondents use websites and 9 of them use customer feedback surveys. Only a few portion (4 respondents) use email marketing.



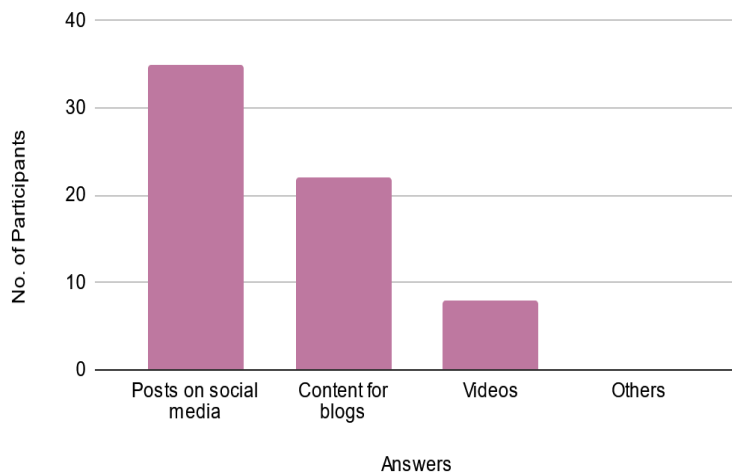
3. How do you rank the importance of your brand's visibility across various digital channels?

Ans: 31 of the respondents are equally present on all platforms where 23 of the respondents concentrate on widely used digital platforms based on the brand popularity on each channel. 11 participants said they prioritise the channels where the target audience is most damaged.



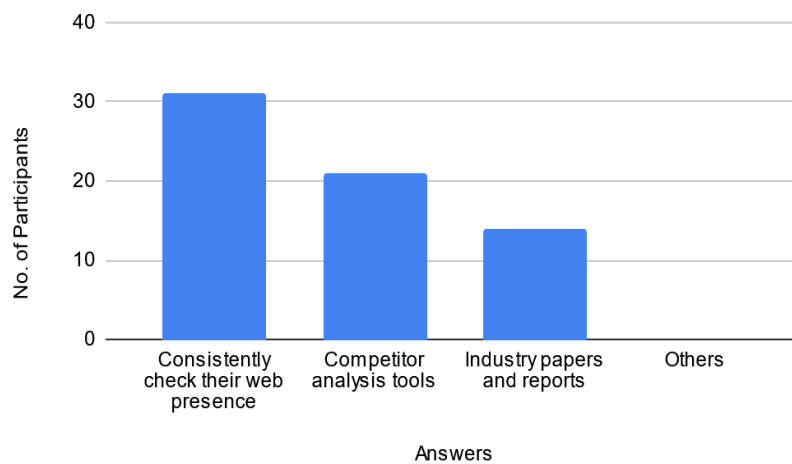
4. In terms of your brand's visibility on the internet, what kind of content works best for you?

Ans: About 35 of the participants prefer posting on social media and 22 went for content blogging. 8 of the respondents prefer videos.



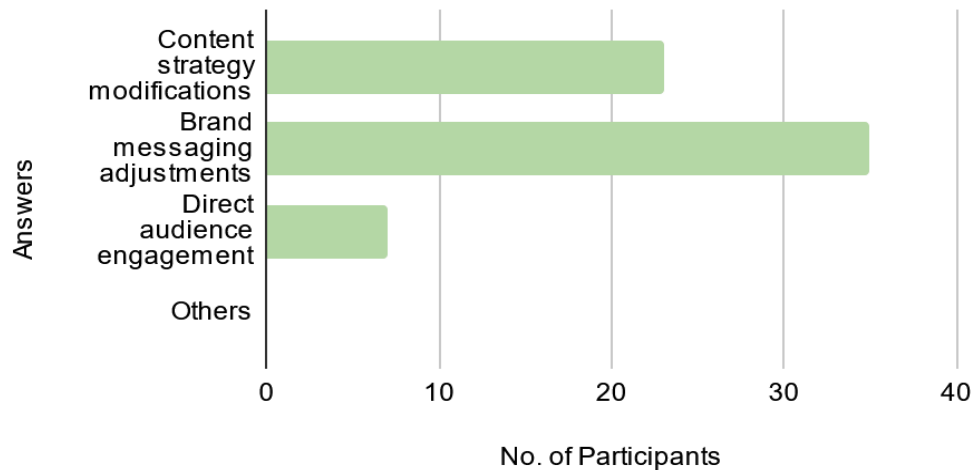
5. How can you remain up to date on the digital branding tactics used by your rivals?

Ans: 30 respondents said they consistently check their web presence. 21 of the respondents use the competitor analysis tools. A number of 14 participants keep eye on industry papers and reports.



6. What adjustments do you make to your digital brand strategy in response to audience feedback?

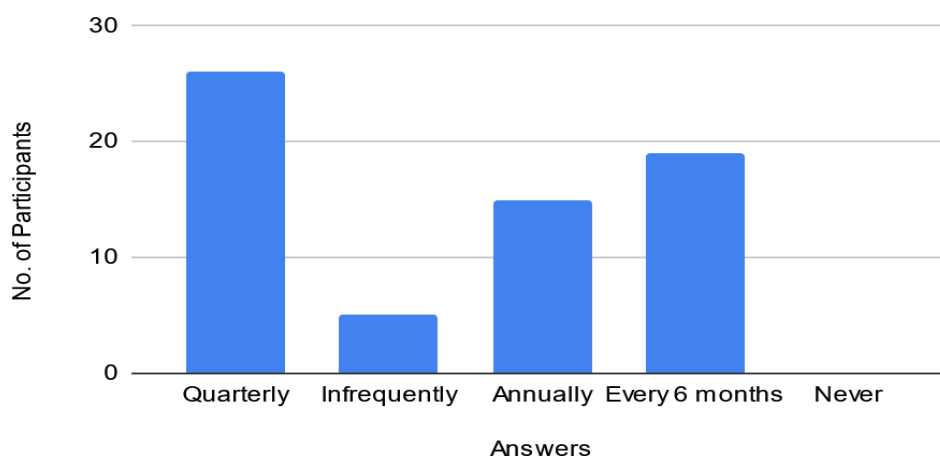
Ans: 35 of participants want to make adjustments in the Brand messaging. On the other hand, 23 of the respondents wanted to modify their content strategy. But 7 of the respondents said they wanted to get involved in Direct audience engagement



Hi

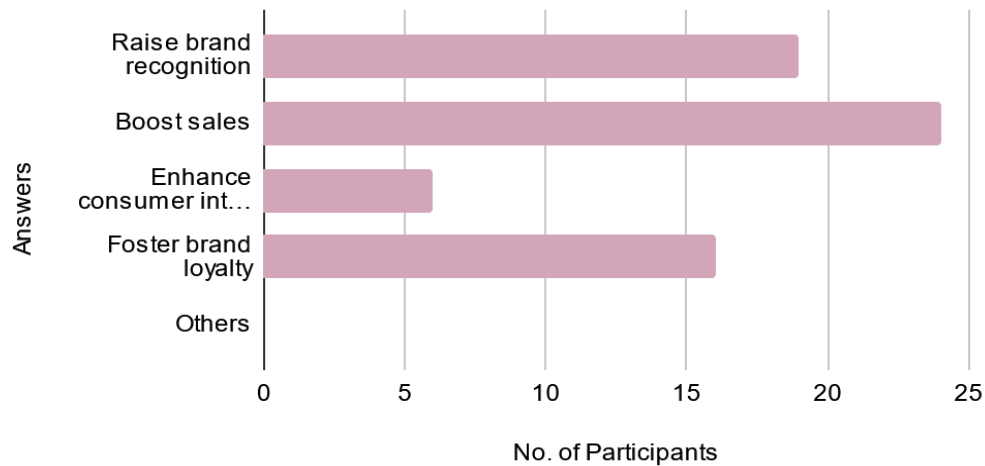
7. How frequently do you update the graphic elements of your brand on digital sites?

Ans: Most of the participants change their graphic elements quarterly which is about 26. 19 of the respondents change in every 6 months. 15 of the participants update annually and 5 participants change infrequently.



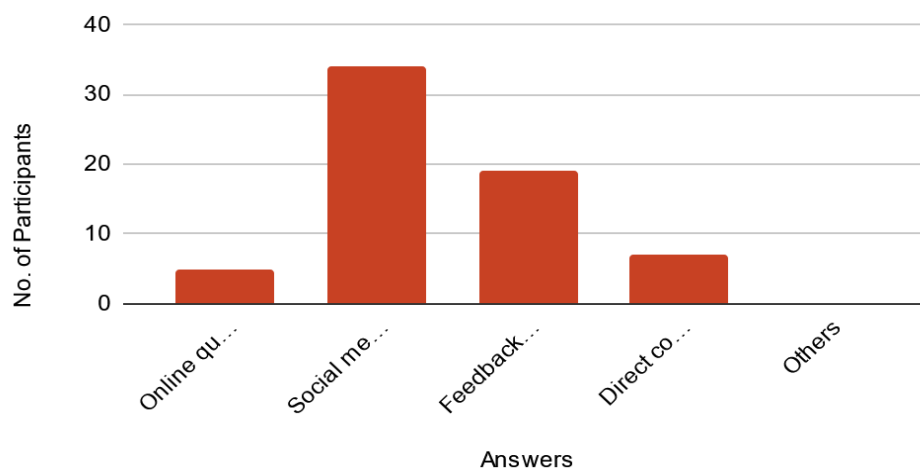
8. What is your primary objective when it comes to digital brand management?

Ans: Among the respondents, 24 of them have the main goal of boosting sales. 19 of them focus on raising brand recognition. Fostering brand loyalty is the main objective of 16 respondents and 6 participants prefer enhancing consumer interaction.



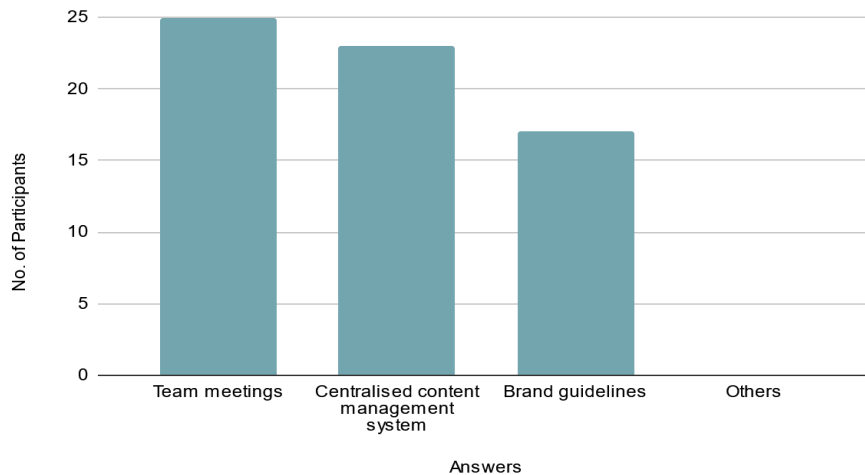
9. Which techniques do you employ to get client input regarding your online presence?

Ans: 34 of participants use social media monitoring tools and 19 of the participants take feedback from customers. Only 5 and 7 respondents use online questionnaires and Direct communication through emails and chats respectively.



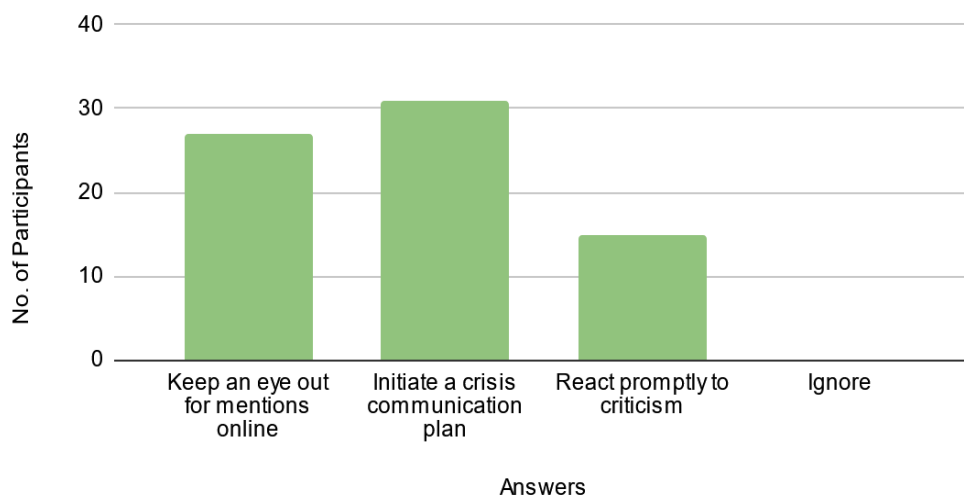
10. How do you tackle the difficulty of preserving brand coherence across many channels?

Ans: 25 of the participants frequently call for team meetings and 23 participants said they got a centralised content management system. 17 of the respondents depend on clear brand guidelines



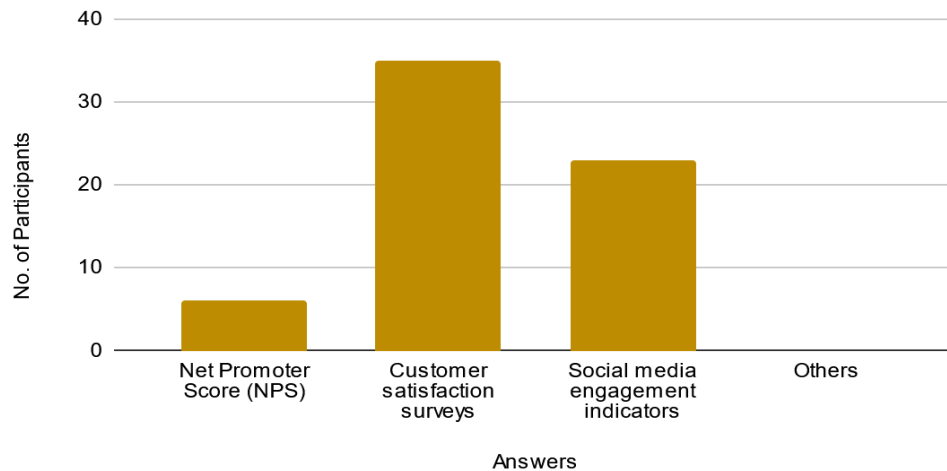
11. What precautions do you take to safeguard the internet image of your brand?

Ans: Among the respondents, 27 people said they Keep an eye out for mentions online, 23 people initiate a crisis communication plan and 15 people react promptly to criticism.



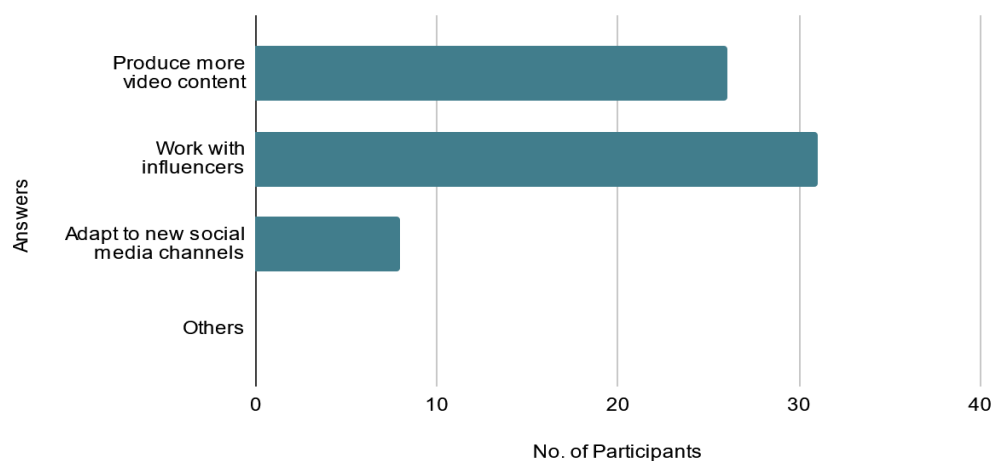
12. In what ways do you evaluate consumer happiness with the digital experience offered by your brand?

Ans: 35 of respondents said they focus on customer satisfaction surveys, 23 participants depend on social media engagement indicators and 6 participants said they use Net Promoter Score (NPS).



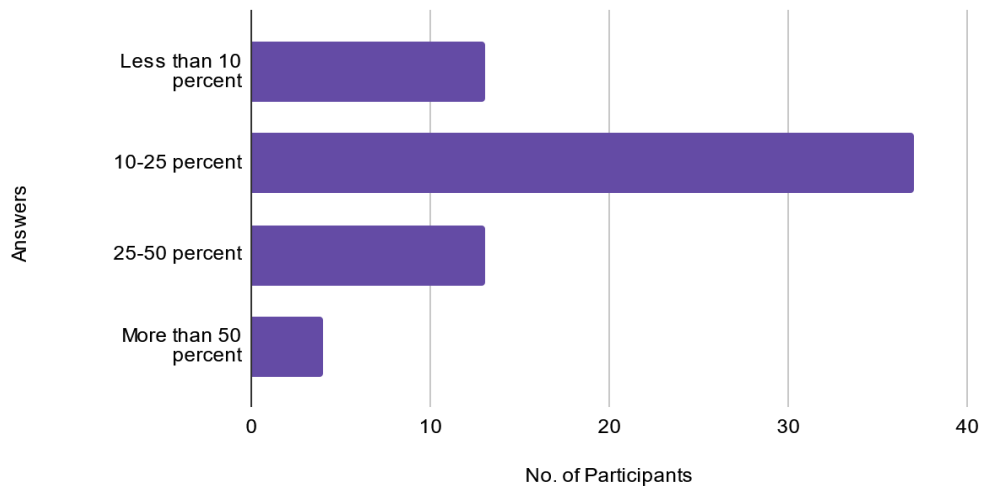
13. In the future, how do you want to broaden the reach of your digital brand?

Ans: 26 participants said they want to produce more video content where 31 participants said they want to work with influencers and it is understandable because people these days follow the influencers more. Rest of the participants say they want to adapt to new social media channels.



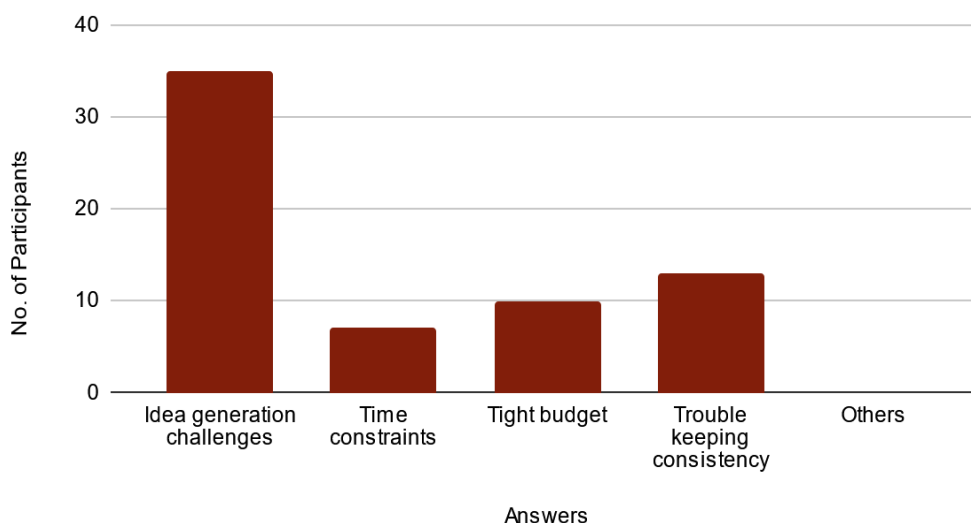
14. How much of your marketing budget is allocated to managing your digital brand?

Ans: Most of the participants spend 10-25 percent (which is 37). 13 of the respondents spend less than 10 percent and 13 of participants spend 25-50 percent. Only a number of 4 participants allocated more than 50 percent to manage their digital brand.



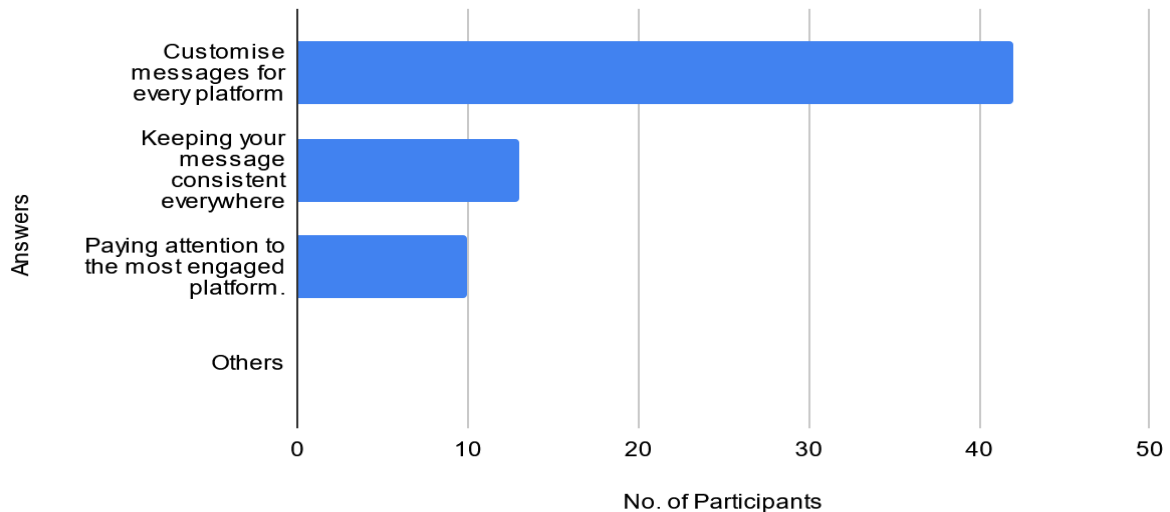
15. What difficulties do you have when producing content for your online channels?

Ans: Majority of the respondents said they face challenges with idea generation which is about 35. 7 people face time constraints, 10 individual have issues of tight budget and 13 got trouble with keeping the consistency



16. How do you arrange the messaging for your business in order of importance on various digital channels?

Ans: More than half of the respondents (42) said they set customised messages for every platform. 13 of the participants keep their message consistent everywhere and the rest of them pay attention to the most engaged platform.



There are some difficulties and advantages that digital branding and portfolio planning present for startups and small enterprises:

Difficulties:

1. Establishing a strong internet presence and brand awareness takes time.
2. Small companies frequently face resource constraints, which makes it challenging for them to compete with well-known brands.
3. It might be challenging to stand out from competitors in a competitive online industry.

Advantages:

1. With social media, businesses can engage with clients and make improvements to their products based on their input.
2. Having a solid digital branding plan makes you more visible and helps you attract new clients.
3. Small firms can compete with larger corporations by having a distinctive brand identity and offering services or goods that set them apart.
4. Prioritising quality can build a foundation of devoted clients.

Despite the difficulties small and startup companies may encounter with digital branding and portfolio approach, the continued development of prospective rewards such as higher awareness, participation, fidelity, and competitiveness advantage—make the investment justified.

3.3 Summary & Conclusion

To sum up, digital marketing is essential for establishing and promoting a company portfolio because it helps with online visibility, target audience outreach, and conversion optimization. Growth requires a deliberate approach that incorporates social media, SEO, email marketing, website optimisation, powerful branding, and audience analysis. To succeed over the long run and distinguish out from a crowded market, one must keep up with current developments and advancements.

3.4 Recommendations

To develop and advertise a business portfolio, digital marketing is crucial. The following are some excellent ways to use digital marketing strategies:

4. Channels for social media engagement and business promotion are invaluable resources. Develop an authoritative position on the websites that members of one's intended audience regularly. Make connections with the followers, post pertinent content, and engage with them on social media to foster client loyalty and raise the company's profile.
5. It is essential that one's website is built to turn visitors into clients because it is the online version of the company portfolio. Make sure the communication on the website is simple and straightforward to understand, with summons to action that are quick to find. To enhance the user experience and increase the number of conversions, make use of methods like heat mapping and A/B testing to improve the functioning and look of one's website.
6. One needs to determine who are the ideal clients first. To acquire information on the characteristics, passions, and online activities of an audience, utilise online applications such as social networking insights and Google Analytics. With the help of this data, one can adjust the marketing strategies so that they more effectively appeal to target audience and target the proper audience.
7. A distinct and recognisable brand identity makes a company stand out in a crowded market. Employ digital platforms such as email marketing and social media to spread the word about your brand's mission, key values, and differentiators. Maintaining continuity among all digital channels helps the company's audience remember and identify the brand, which in turn facilitates their ability to interact with it.
8. One very efficient technique to stay in constant contact with potential customers is through email marketing. Employ it to deliver personalised, targeted messages like updates to products, exclusive deals, or educational materials. To increase interaction and rate of conversion, customise emails to target segments of the audience with the help of digital marketing technologies like email automation and segmentation.

A company may reach a wider audience and spur business growth by using these tactics to leverage digital marketing to build and publicise its business portfolio.

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Questionnaires:

1. What is your age?

- a. 16-20
- b. 21-30
- c. 31-40
- d. 41-50
- e. 51-60
- f. More than 61

2. Which digital tool are you using to examine the online performance of your brand?

- a. Websites
- b. Social media platforms
- c. Email marketing tools
- d. Customer feedback surveys
- e. Others

3. How do you rank the importance of your brand's visibility across various digital channels?

- a. Concentrating on widely used platforms.
- b. Equally present on all platforms.
- c. Prioritising channels where target audience is most damaged

d. Others

4. In terms of your brand's visibility on the internet, what kind of content works best for you?

a. Posts on social media

b. Content for blogs

c. Videos

e. Others

5. How can you remain up to date on the digital branding tactics used by your rivals?

a. Consistently check their web presence

b. Competitor analysis tools

c. Industry papers and reports

d. Others

6. What adjustments do you make to your digital brand strategy in response to audience feedback?

a. Content strategy modifications

b. Brand messaging adjustments

c. Direct audience engagement

d. Others

7. How frequently do you update the graphic elements of your brand on digital sites?

a. Quarterly

b. Infrequently

- c. Annually
 - d. Every 6 months
 - e. Never
8. What is your primary objective when it comes to digital brand management?
- a. Raise brand recognition
 - b. Boost sales
 - c. Enhance consumer interaction;
 - d. Foster brand loyalty
 - e. Others
9. Which techniques do you employ to get client input regarding your online presence?
- a. Online questionnaires
 - b. Social media monitoring tools
 - c. Feedback from customers
 - d. Direct communication through emails and chats
 - e. Others
10. How do you tackle the difficulty of preserving brand coherence across many channels?
- a. Team meetings
 - b. Centralised content management system
 - c. Brand guidelines
 - d. Others
11. What precautions do you take to safeguard the internet image of your brand?

- a. Keep an eye out for mentions online
- b. Initiate a crisis communication plan
- c. React promptly to criticism
- d. Ignore

12. In what ways do you evaluate consumer happiness with the digital experience offered by your brand?

- a. Net Promoter Score (NPS)
- b. Customer satisfaction surveys
- c. Social media engagement indicators
- d. Others

13. In the future, how do you want to broaden the reach of your digital brand?

- a. Produce more video content
- b. Work with influencers
- c. Adapt to new social media channels
- d. Others

14. How much of your marketing budget is allocated to managing your digital brand?

- a. Less than 10 percent
- b. 10-25 percent
- c. 25-50 percent
- d. More than 50 percent

15. What difficulties do you have when producing content for your online channels?

- a. Idea generation challenges

- b. Time constraints
- c. Tight budget
- d. Trouble keeping consistency
- e. Others

16. How do you arrange the messaging for your business in order of importance on various digital channels?

- a. Customise messages for every platform
- b. Keeping your message consistent everywhere
- c. Paying attention to the most engaged platform.
- d. Others