

Internship report
on
Effectiveness of Digital Marketing of DigiSkiller Agency

Submitted By

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An internship report submitted to the BRAC Business School in partial
fulfillment of the requirements for the degree of BBA

BRAC Business School

BRAC University

December 2024

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Nishat Nabila

ID : 17204034

Supervisor's Full Name & Signature:

Ms. Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

LETTER OF TRANSMITTAL

Ms. Afsana Akhtar
Assistant Professor
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Madam,

I am pleased to present the report on the "Effectiveness of Digital Marketing of DigiSkiller Agency". This report has been meticulously prepared to fulfill the requirements of the internship stage in the BBA program.

I want to express my gratitude to my supervisor and all those who assisted me in gathering the vital information for this report. I trust that the report maintains the standards of being well-organized and informative, effectively portraying the scenario of digital marketing and its impact on the country based on my research and internship experience at DigiSkiller Agency.

I kindly request that you accept my report for further evaluation.

Sincerely yours,
Nishat Nabila
ID: 17204034
Brac Business School
Brac University
Date: August 19th, 2024.

Non-Disclosure Agreement

This agreement is made and entered into by and between DIGISKILLER and the undersigned student at BRAC University.

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Acknowledgment

This report has been successfully completed thanks to the collaborative efforts of numerous individuals. Therefore, I would like to express my sincere gratitude to all those involved.

First and foremost, I would like to extend my heartfelt appreciation to my supervisor, Ms. Afsana Akhtar, for her unwavering support and continuous guidance throughout the process. Her moral support and provision of necessary guidance and information were instrumental in the successful completion of this report.

Furthermore, I am immensely grateful to DigiSkiller Agency for granting me the opportunity to undertake my internship at their esteemed organization. The invaluable learning experiences and practical knowledge I acquired during my time there have significantly enhanced my understanding and perspectives on the subjects I had studied at BRAC University.

Lastly, I would like to thank my friends who stood by me and provided their support during the preparation of this report. Their encouragement and assistance were truly invaluable.

Executive Summary

This internship report reflects my experience at DigiSkiller Agency and my understanding of the digital marketing industry and its operations. Throughout the four-month period, I was treated as a full-time employee and gained valuable insights into how digital agencies function in Bangladesh.

The report begins with a brief introduction of DigiSkiller Agency and an overview of the services it offers. It then highlights the importance of the study and discusses the various services provided by DigiSkiller Agency. A comprehensive analysis of the effectiveness of digital marketing in Bangladesh follows, covering topics such as the functioning of digital marketing and the significant role of smartphones in its growth. Recent trends in digital marketing are also explored, along with the digital presence of marketing industries in Bangladesh. The report includes several data tables that support the importance of digital marketing in our country. Additionally, recommendations are provided to address the flaws inherent in the digital marketing industry.

It is important to note that this report was completed within a short timeframe, and some of the data may not be entirely accurate at the time of evaluation due to the ever-changing nature of digital analytics. However, despite these limitations, I believe this report presents sufficient evidence to acknowledge the effectiveness of digital marketing in Bangladesh.

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List of Acronyms

CEO - Chief Executive Officer
SEO - Search Engine Optimization
PPC - Pay-Per-Click Marketing
GDP - Gross Domestic Product
FMCG - Fast-Moving Consumer Goods
SMM - Social Media Marketing
ROI - Return on Investment
KPI - Key Performance Indicators
ATL - Above the Line
BTL - Below the Line
CCPA - California Consumer Privacy Act
GDPR - General Data Protection Regulation

Chapter 1: The organization

DigiSkiller Agency Digital is a premier Online Marketing agency situated in the heart of Bangladesh. It prides itself on being the sole agency in South Asia that seamlessly combines traditional and modern media practices. In today's marketing landscape, where the internet plays a crucial role, DigiSkiller Agency assists businesses in optimizing their online marketing strategies while integrating traditional marketing techniques for sustained success.

1.1 History

Established in early 2014, DigiSkiller Agency aimed to excel in providing comprehensive digital agency services encompassing a wide array of technology solutions across diverse sectors. The dynamic CEO of Digiskiller, successfully obtained the license for the Google AdSense Partner Program, placing Bangladesh on the global map for recognition by Google.

1.2 Mission

DigiSkiller Agency's mission is to translate clients' concepts into viable businesses by equipping them with cutting-edge online marketing tools and strategies.

1.3 Vision

The agency aspires to lead Southeast Asia in online search and Social Media Marketing, executing fully integrated digital marketing campaigns that deliver top-notch results for their esteemed clients and partners.

1.4 About DigiSkiller Agency

DigiSkiller Agency operates as an online marketing firm in multiple countries, supported by a team of seasoned professionals. With Google Advertisement engine certification, the agency aids local online publishers in generating revenue through targeted advertisements. Digiskiller's CEO, the driving force behind the agency, emphasizes the benefits of Google AdSense for online publishers and offers guidance on maximizing website potential. Currently collaborating with Bangladesh's prominent online news portal bdnews24.com, DigiSkiller Agency also partners with various other online publishers.

1.5 Services offered

Facebook Marketing Services

Undoubtedly, Facebook stands as the most efficient and well-known social media platform. With the introduction of its new Ad platform, organizations can now initiate meaningful conversations with their target audience and achieve significant advancements in their branding and lead generation campaigns. Consequently, DigiSkiller Agency provides a comprehensive range of Facebook Marketing Services, enabling businesses to harness the potential of social media while entrusting the marketing aspect to the experts.

Mobile Web Development

The landscape of Internet browsing is rapidly evolving. With the widespread use of smartphones worldwide, businesses now need to have mobile-friendly websites. Traditional websites often do not perform well on mobile devices. DigiSkiller Agency specializes in creating flawless mobile websites that perform effectively across various mobile devices and operating systems.

Search Engine Optimization (SEO)

A company's online marketing success is often determined by its search engine ranking. A high organic ranking with relevant keywords and phrases can attract targeted leads. Research shows that traffic from search engines often leads to high conversion rates. DigiSkiller Agency covers all aspects of SEO to ensure our clients rank high in search results.

Search Advertising (Pay-per-Click Marketing)

Pay-per-click advertising is a rapidly growing field. Search advertising can have an immediate impact on a business. However, it involves paid traffic, and if not managed properly, clients could lose money. Our PPC services help clients bid the lowest amount for top advertising positions on competitive keywords. We monitor their accounts to ensure they achieve success without overspending.

Social Media Marketing

Social media marketing is currently a dominant force in the digital world. It provides a spam-free, user-friendly platform for businesses. The social media experts at DigiSkiller Agency help build relationships with the audience, leading to a loyal following that generates testimonials, recommendations, and word-of-mouth marketing.

Social Media Management Clients

Social Media Marketing is currently dominating the digital scenario. Social Media Marketing currently seems like a reasonable option for a spam free, people friendly platform. The social media experts from Digiskiller help create such a relationship with the audience that allows an organization to own a set of followers triggering testimonials, recommendations and word of mouth.

1.5 Organizational Chart

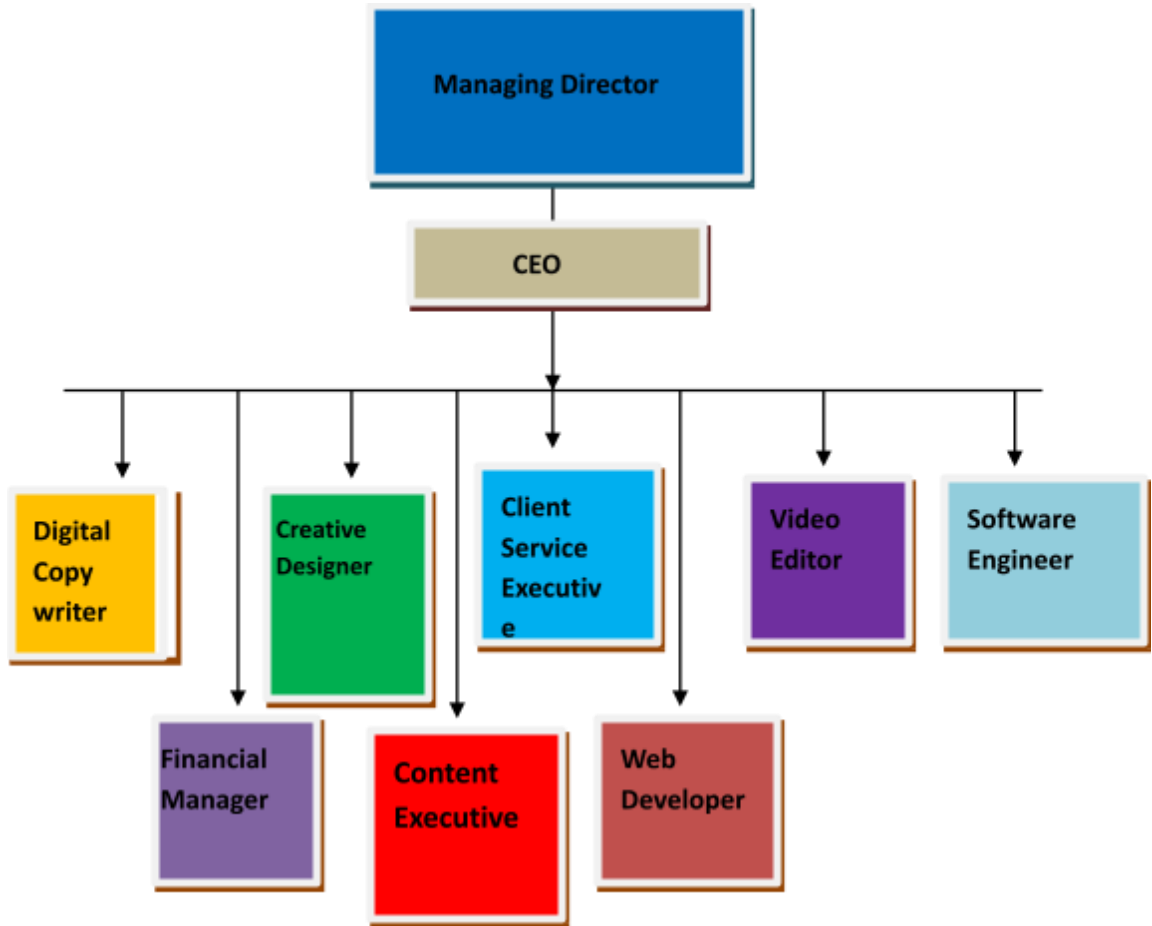


Fig 1 : Organizational Chart

Chapter 2 : The Project

Digital marketing is the promotion of products or brands through electronic media. Unlike traditional marketing, digital marketing involves channels and methods that allow organizations to measure and analyze marketing campaigns online. A key aspect of digital marketing is the engagement it fosters between the product/service and customers through digital media. This two-way communication requires end-user action to assess campaign effectiveness. For instance, if a brand's Facebook post offends some consumers, the advertisers can learn from the limitations of that particular post.

The digital marketing industry has experienced rapid growth due to increased smartphone usage, social network popularity, and internet accessibility. This growth reflects the rise of digital agencies in the expanding economy. Bangladesh's rising GDP per capita has led to higher internet usage, supported by a young population growth. While Bangladesh may lag behind countries like Malaysia and Hong Kong in technological advancement, internet penetration in the South Asian region remains relatively high, with a growing number of Facebook users expected in the future.

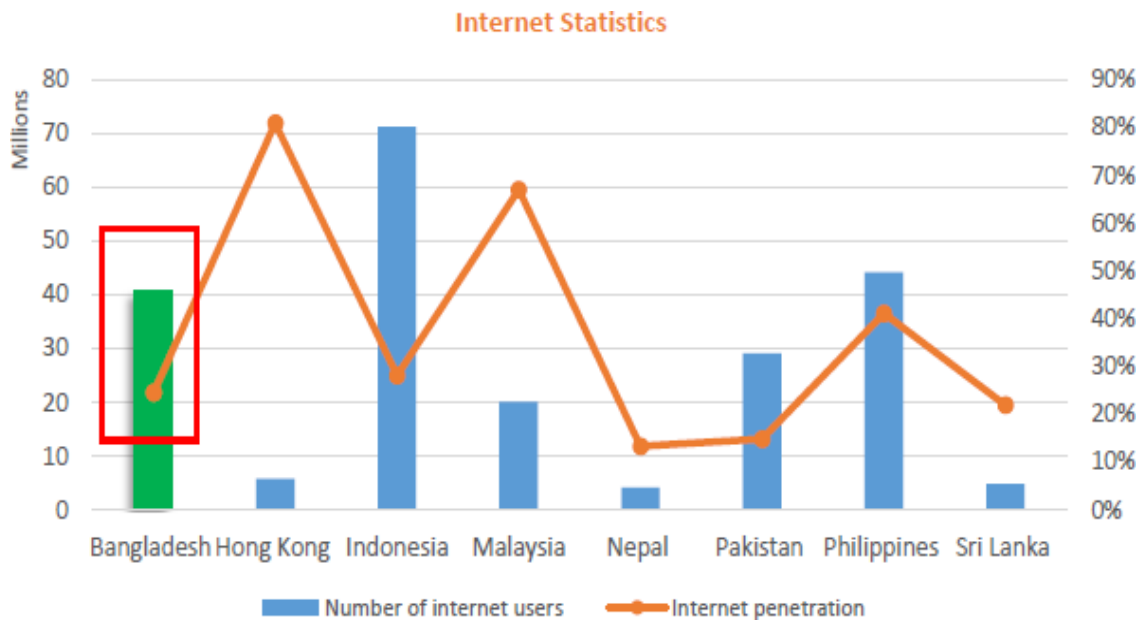


Table 1: Internet Statistics

In order to assess the effectiveness of Digital Marketing in Bangladesh, it is crucial to examine the key industries that drive its economy and the role of digital marketing within those industries. Specifically, the telecom industry and the FMCG sector are of utmost importance when evaluating the impact of this innovative marketing approach. Presently, both multinational corporations (MNCs) and local giants in these industries have embraced digital media platforms and made significant investments in the digital marketing sector to effectively engage with their target audiences. This report will provide a comprehensive analysis of digital marketing's effectiveness by offering insights from analytics gathered on Facebook pages, YouTube channels, and other digital media platforms.

2.1 Objective of the study

The study aims to gather data that will help confirm the efficacy of digital marketing in Bangladesh. The report covers various relevant topics including social media communication and marketing strategies of both global and local firms in Bangladesh. Special attention is paid to the telecom industry, as well as comparisons between social media and other communication mediums.

The primary data is collected from digital analytics and personal observations, while secondary information will mainly come from internet, textbooks. Additionally, the report will showcase company-specific social media marketing strategies.

Porter's Five Forces Model Analysis for the Effectiveness of Digital Marketing for DigiSkiller Agency -

Porter's Five Forces Model is a strategic management tool that helps analyze the competitive forces in an industry environment. Applying this model to DigiSkiller Agencies digital marketing effectiveness can provide insights into its competitive position and the effectiveness of its digital marketing strategies.

1. Threat of New Entrants:

- **Digital Marketing Expertise Barrier:** The threat of new entrants into the digital marketing space is moderate. However, DigiSkiller Agency has established expertise in digital marketing, making it difficult for new entrants to compete effectively without significant investments in resources and capabilities.
- **Brand Recognition Barrier:** DigiSkiller Agencies' strong brand recognition and reputation in the digital marketing industry act as barriers to new entrants. Clients are more likely to trust established agencies with a proven track record of success.

2. Bargaining Power of Buyers:

- **Client Dependency:** DigiSkiller Agencies bargaining power is influenced by the dependency of clients on its digital marketing services. As digital marketing becomes increasingly essential for businesses, clients may have limited alternatives, thus reducing their bargaining power.
- **Quality of Service:** The effectiveness of DigiSkiller Agencies' digital marketing strategies and the quality of its services directly impact its bargaining power. Satisfied clients are less likely to switch to competitors, enhancing DigiSkiller's bargaining power.

3. Bargaining Power of Suppliers:

- **Platform Dependence:** DigiSkinner Agency relies on various digital marketing platforms such as social media, search engines, and email service providers. The bargaining power of these suppliers is moderate, but DigiSkinner can mitigate this by maintaining good relationships and diversifying its platform usage.
- **Technological Dependence:** Suppliers of digital marketing tools and technologies hold some bargaining power. However, DigiSkinner Agency can reduce this power by investing in developing its in-house technologies and tools.

4. Threat of Substitutes:

- **Traditional Marketing Channels:** The threat of substitutes such as traditional marketing channels (TV, radio, print) is decreasing as businesses increasingly shift their marketing budgets towards digital channels. DigiSkinner Agencies' focus on digital marketing makes it well-positioned to capitalize on this trend.
- **In-House Marketing Teams:** Some businesses may choose to develop in-house marketing teams instead of outsourcing to agencies like DigiSkinner. However, the specialized expertise and resources offered by DigiSkinner mitigate this threat.

5. Intensity of Competitive Rivalry:

- **Industry Competition:** The digital marketing industry is highly competitive, with many agencies competing for market share. DigiSkinner Agency faces competition from both large established agencies and smaller niche players.
- **Differentiation Strategy:** DigiSkinner's differentiation strategy, including its focus on data-driven insights, creativity, and personalized solutions, helps it stand out in the crowded digital marketing landscape, reducing the intensity of rivalry.

Conclusion:

DigiSkinner Agency's strategic position within the digital marketing industry is affirmed by the analysis of Porter's Five Forces. Through the utilization of its extensive knowledge, strong brand reputation, and unique approach, DigiSkinner is able to effectively address competitive challenges and optimize the impact of its digital marketing tactics. Nevertheless, continuous

vigilance and adaptability to the evolving digital marketing environment are imperative to sustain its competitive edge.

2.2.Literature Review

Introduction:

In today's business environment, digital marketing has become an essential tool for companies to effectively reach and engage with their target audience. DigiSkiller Agency, like many other businesses, has adopted digital marketing strategies to improve its online presence, reach, and engagement. This review aims to investigate the effectiveness of the digital marketing strategies implemented by DigiSkiller Agency.

Digital Marketing Strategies:

Digital marketing comprises various strategies such as search engine optimization (SEO), social media marketing (SMM), content marketing, email marketing, and pay-per-click (PPC) advertising. According to Chaffey and Ellis-Chadwick (2019), the success of digital marketing campaigns relies on the seamless integration of these strategies to accomplish specific business goals.

Impact of SEO:

SEO plays a vital role in boosting the online visibility and search engine ranking of DigiSkiller Agency. Research conducted by Li and Kannan (2014) indicates that higher search engine rankings result in increased website traffic and enhanced brand visibility. By optimizing its website and content for relevant keywords, DigiSkiller Agency can attract more organic traffic and effectively generate leads.

Social Media Marketing:

Social media platforms offer DigiSkiller Agency an opportunity to interact with its target audience on a more personal level. As noted by Mangold and Faulds (2009), social media marketing can improve brand awareness, customer loyalty, and brand equity. Through the creation of engaging content and regular interaction with followers, DigiSkiller Agency can establish a robust social media presence and cultivate meaningful relationships with its audience.

Content Marketing:

Content marketing involves the creation and dissemination of valuable, relevant content to attract and retain a clearly defined audience. According to Pulizzi and Barrett (2015), content marketing can assist DigiSkiller Agency in establishing itself as a thought leader, building trust with its audience.

2.2 Methodology

This report was written based on the information gained from both primary and secondary data. This report is mainly based on the primary data, which has been collected from observations through interactions with colleagues and people who are directly involved with DigiSkiller Agency.

Secondary Data Sources:

- Own observations and experiences
- Articles, journals and websites.

2.3 Limitations of the study

While writing this report, I had to come across many limitations. Some of them include:

- Lack of readily available data in terms of digital marketing
- Due to the lack of time I was unable to provide more data to the whole report
- The internship proposal is conducted based on several secondary data which were rather inefficient or unreliable.

Chapter 3: Job Description

3.1 Job Title: Internship (Full-Time employee)

3.2 Job Responsibility:

- Assist with Social Media Management:
 - Make content for social media and plan when to share it on other sites, such as Facebook, Instagram, LinkedIn, and Twitter.
 - Keep an eye out for mentions, messages, and comments on social media platforms, and interact with the public as required.
 - Help in creating social media content schedules and plans to enhance engagement and brand recognition.
- Content Creation and Blog Management:
 - Help with the creation of interesting and pertinent content

for the agency's website, blog, and social media pages.

- To increase the exposure of your blog and website on search engines, do keyword research and optimization.
- Help with the upkeep and upgrading of the agency's website, which includes case studies, landing pages, and blog articles.
- Email Marketing Support:
 - Utilizing email marketing tools, and assisting in the development and design of email campaigns.
 - Sort email lists according to different target audiences and help with the creation of customized email content.
 - In order to maximize campaign effectiveness, track email campaign performance and help with email marketing analytics analysis.
- Search Engine Optimization (SEO) Support:
 - Help with keyword research and analysis to find areas where website exposure and ranking can be increased.
 - Help with the content, meta tags, and image optimization of websites to raise their search engine rating.
 - Using Google Analytics and other SEO tools, keep an eye on website traffic, rankings, and other SEO indicators.
- PPC Advertising Support:
 - Help with the setup and administration of pay-per-click (PPC) advertising campaigns on websites like Facebook Ads and Google Ads.
 - Track and evaluate the results of PPC campaigns, taking note of ROI, conversion rates, and click-through rates.
 - Help in PPC campaign optimization to raise performance and accomplish customer objectives.
- Analytics and Reporting:
 - Help gather and evaluate digital marketing data from several sources, such as email marketing metrics, social media insights, and website analytics.
 - Create frequent reports using key performance indicators

(KPIs) to monitor how well digital marketing initiatives are working.

- Create frequent reports using key performance indicators (KPIs) to monitor how well digital marketing initiatives are working. Help find patterns, trends, and insights to guide upcoming campaigns and marketing plans.

Chapter 4: Effectiveness of Digital Marketing in Bangladesh

The success of digital marketing depends on a number of variables, from increased revenue to brand communication. These metrics, which are frequently employed to assess conventional marketing strategies, are equally applicable to digital marketing. Investigating digital marketing's workings, extent, and major participants in the market is crucial to comprehend its effects.

4.1 Digital Marketing Scene in Bangladesh

The FMCG and big telecom firms in Bangladesh are leading the way in digital marketing. While TV and print advertisements continue to account for a sizable portion of advertising spending in the traditional marketing sector, digital channels are increasingly garnering a lot of attention. The increasing awareness among businesses that a significant section of their target market is engaged on the Internet is predicted to cause a steady increase in the amount of money allocated to digital marketing.

Within digital marketing, there are four primary sorts of content genres. Below is an example:

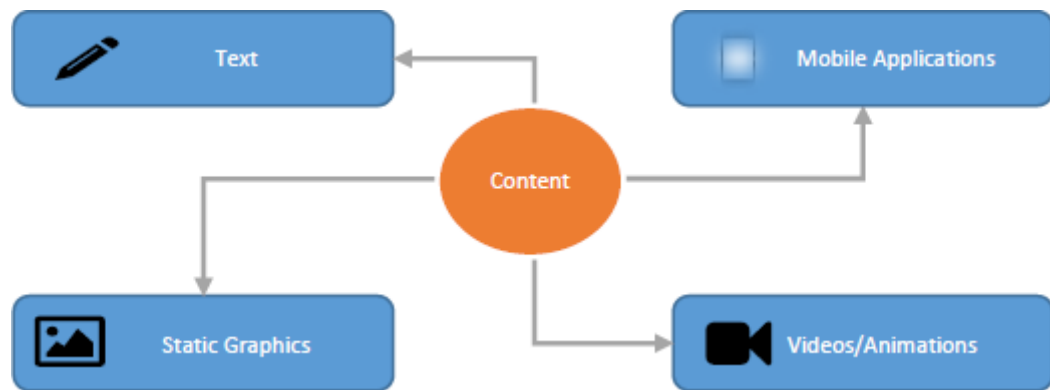


Fig 2: Content Genre

Four types of digital marketing material can be identified based on the following image. Static photos take less time to create and are convenient to share. Infographics and memes are two examples of static pictures that we are accustomed to. Because they move, customers are more drawn to videos and animations. However, because producing video content is expensive, marketers tend to employ text or static material instead. The least appealing content is text since most people would rather not read plain text. However, mobile applications function as a platform for content where any kind of material may be offered to successfully communicate brand messaging.

When it comes to the services that our nation's agencies offer, they typically divide them into distinct groups. While some companies base their fees on certain service requirements, others provide all-inclusive 360-degree solutions.



Fig 3 : Service Type

Since content is the foundation of all communication, agencies dedicate a significant amount of effort to this area. However, media buying aids businesses in planning their web content strategy.

4.2 Digital Media Analytics

Analytics are essential for assessing a digital campaign's effectiveness. Analyzing carefully thought-out campaigns was not a top priority for marketers in the past, but it is now a crucial component for businesses to determine the success of their initiatives. Employing tools such as Facebook analytics, Google analytics, and socialbaker.com has allowed businesses to precisely evaluate the success of their digital marketing initiatives.

Type of action	Viewed a post	Clicked on a post, without a necessary interaction	Interacted with content to create an outcome
Impression	✓		
Click	✓	✓	
Acquisition	✓	✓	✓

Table 2 : Action Specification

Peak internet post traffic - Nowadays, brands know when to release a creative since different target audiences have varying internet schedules. An example of this can be found below:

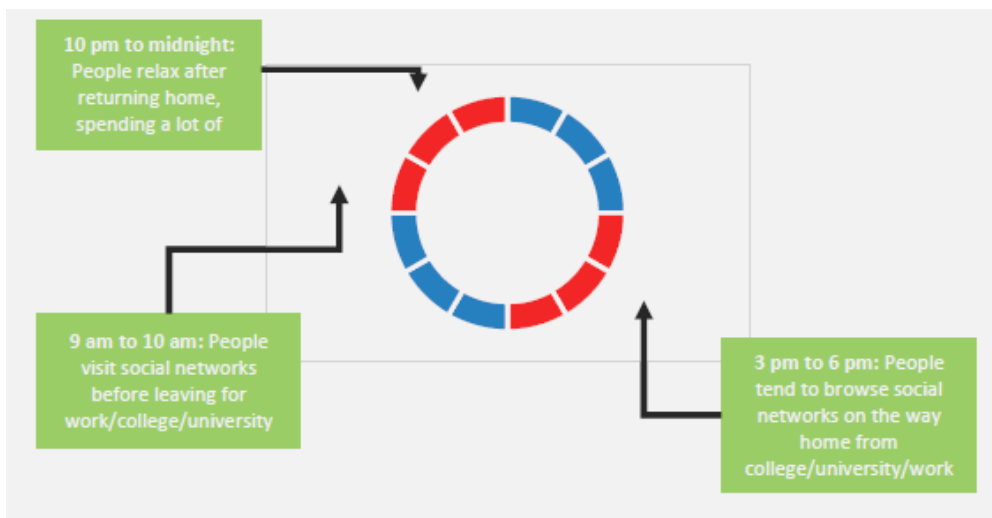


Fig 4 : Peak Traffic

4.3 Recent Trends of Digital Media in Bangladesh

The digital world has expanded due to technological advancements, thus being tech-aware is crucial. Digital media achieved more strides in the advertising domain in 2015 than it did the year before. There are now new avenues for creative brand promotion in the digital sphere. There have been considerable advancements in digital media, indicating a bright future.

Rise of Digital Mobile Video Advertising -

A relatively new development in the world of digital marketing is video advertising, which offers a different viewpoint. This kind of advertising is frequently seen on a variety of websites, such as news portals, e-commerce sites, Facebook, YouTube, and others. When positioned well, these video advertisements are impossible to ignore because they easily grab the attention of the audience. These advertisements are short—usually between 10 and 20 seconds—but they do a good job of getting their point across. Additionally, they work with tablets and smartphones, appearing on the screen without any trouble when a user enters the site, guaranteeing optimal exposure.



Organizing Facebook Contest -

Facebook Contest Organization

Brands in Bangladesh have recently demonstrated a stronger interest in holding competitions to interact with their Facebook audience. The photo competition is the most well-liked and has drawn the most entries out of all of these. During the Cricket World Cup, there have also been quiz and dubsmash video competitions, which have all received a fantastic response. It's clear that contests have become a really effective way to advertise your website and company online.

E-commerce Growth

E-commerce expansion is a relatively new and growing phenomenon, especially in Bangladesh. Looking back over the last four or five years, e-commerce was not as popular. This is explained by the absence of technical assistance and the steady rise in e-commerce platforms' legitimacy. One of the main things that has given people confidence and encouraged them to rely more on e-commerce is the availability of a faultless delivery system. Additionally, this change has been influenced by shifting demographics, as people—including women—are now busier at work and have less time for conventional shopping. Moreover, some online retailers bring genuine goods into Bangladesh and sell them to clients there.



Naive Advertising Taking the Market -

Online advertising is all that naive advertising is. It fits the advertisement's shape and purpose. Native advertising comes in a variety of forms, including naive search engine, naive twitter, naive news feed, naive advertorial, and naive video commercials. The amount of ignorant advertising has increased dramatically in recent years.



Increase in Smartphone penetration -

E-Marketer projects that mobile penetration will increase from 61.1% to 69.4% of the global population. Accessible cell phones at the lower end of the market are now increasingly common thanks to companies like Symphony, Walton, and Firefox. This indicates that a subset of early adopters in the rural population are interested in checking out Facebook because internet data plans are getting more affordable by the day. More people will visit Facebook via mobile devices as a result of their curiosity about posting pictures on the social media site and then connecting with friends, and family, or keeping tabs on their employers' activities.

Preference towards Facebook Pages over Websites -

Twelve million Bangladeshi Facebook users look for a company, eatery, or brand to get a fast synopsis and additional information. Customers may read comments and see what other people are saying on social media because it is a conversational medium. The website only goes one way. Thus, companies keep spending money on Facebook pages and engagement while also experimenting with other social media platforms like Twitter and Instagram. Facebook allows for real-time conversations to occur swiftly, giving marketers the chance to respond to customer requirements more quickly and affordably than in the past.

Other Social Media Platforms Emergence in the local market -

Other platforms like Pinterest, Instagram, and Twitter are starting to appear. Using hashtags to promote "photo contests" on Instagram is a brilliant idea. Twitter is a useful tool for announcing new product releases, raising awareness, and increasing sales with customers who follow you all day long.

It's brief, snappy, and simple to engage the audience in. Pinterest is a useful platform for sharing resources. Links and articles get lost on Twitter, Facebook, and Instagram due to the volume of changes, even if many people forget this. To ensure that your most valuable resources or material are not forgotten by your audience, Pinterest is the ideal board on which to post anything. Companies can set up "lifestyle or fashion" boards that their customers can follow.

4.4 Advantages of Digital Marketing in Bangladesh

Reaching Target Market

Reaching particular target groups is not a given when advertising is shown on a mainstream marketing platform. For instance, viewers of various ages watch an advertisement for Airtel on television. Furthermore, because traditional marketing is one-way communication, customers cannot see what they want to see. This is where the uniqueness of digital marketing lies. To reach the correct target audience, brands may now be pickier and include denominating variables like age, sex, and region.

Digital marketing affords firms the flexibility and technological breakthroughs to tailor content to specific target audiences, hence improving conversion rates. Furthermore, digital marketing is a user-friendly platform that lets customers view exactly the content they want to see, which helps firms build a devoted fan base.

Cost Effective

A digital marketing campaign can be launched for a lot less money than a traditional marketing effort. For as low as five US dollars, for instance, a Facebook company page can be promoted. This means that at a cost that would have required traditional marketing to reach 1000 individuals—up to 17 times the initial cost of digital campaigns—businesses can now reach 1000 people thanks to digital marketing.

Small and medium-sized businesses typically lack large marketing budgets, but one of the great things about digital marketing is that it creates an even playing field where everyone has an equal opportunity to compete. Small businesses can easily compete with large corporations in terms of message delivery if their content is sufficiently inventive.

Expandability

In theory, digital marketing can potentially reach 160 million people, which is the entire population of the nation. Due to the lack of the logistical constraints associated with traditional forms of marketing, digital media has such a broad reach. As of right now, the telecom companies' 3G network reaches the majority of the nation's landmass, and with the introduction of 4G, the network will only get stronger. As technological advancements continue, marketers will fully capitalize on the expandable aspects of digital media.

4.5 Reasons Digital Marketing Can Overtake Traditional Marketing

Growing Activity of Social Networking Sites -

There are already around 4 million active Facebook users in Bangladesh, and the number is rising every second. To reach the selected target demographic, a

lot of marketing is therefore done on social media platforms like Facebook and many more. Facebook sites for telecoms, such as Airtel Buzz, Robi, Grameenphone, Kaymu.com, and others are becoming increasingly popular and creating a lot of noise. Because consumers spend a significant amount of time on social media these days, posts and pages with captivating content are quickly liked and shared, expanding their brand's reach. Such contact is made possible by digital marketing, which generates a sizable amount of return on investment. The fact that more products are being sold every day as a result of digital influence may play a significant role in elevating digital marketing above all other conventional types of advertising.

Growing Popularity of YouTube Channels -

Fast internet is now easily accessible to both providers and customers because it is now less expensive than ever to accommodate an internet connection. The general public can now access alternative media that are just as exciting as social media thanks to this ease of access. For instance, pre-roll and interstitial adverts are now visible whenever a video is being viewed on YouTube, thanks to the platform's rapid development in both user base and number of YouTubers. This has elevated digital advertising to unprecedented heights.

The rising estimation of Digital Media -

With an estimated 24.5% internet penetration and a user base of over 40 million, marketers have no choice but to invest in digital media. The market will only expand at this rate as more agencies prepare to enter this sector. The market share of the digital advertising sector was 5% in 2015; it is expected to reach 10% in 2016 and 17% in 2017.

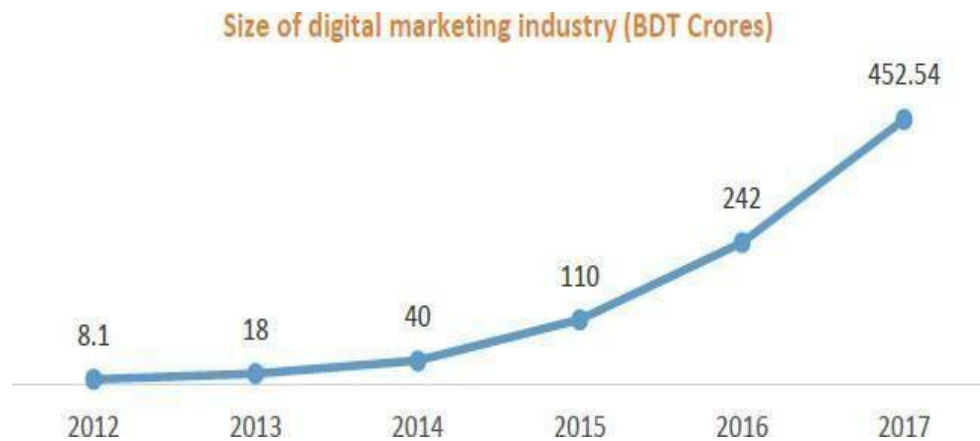


Fig 5 : Size of Digital Marketing Industry

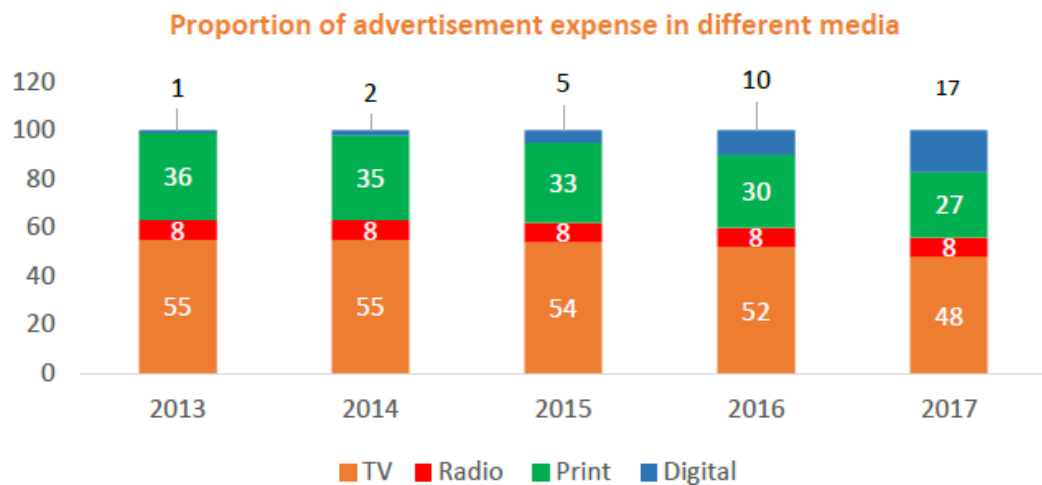


Fig 6 : Proportion of Advertisement Expenses

Year	TV	Radio	Print	Digital
2013	55	8	36	1
2014	55	8	35	2
2015	54	8	33	5
2016	52	8	30	10
2017	48	8	27	17

Table 3 : Media Share

The radio pattern suggests that it has a steady fan base, while mainstream advertising in print and television media is expected to decline as people become less interested in those forms of media. The internet provided access to every TV show that had attracted a sizable audience, reducing the revenue attraction of television.

At the moment, the growth of digital marketing is exponential. The advertising and marketing sector is valued at approximately BDT 2,000 crore, while the digital marketing industry is projected to reach nearly 500 crore in size by 2017.

4.6 Digital presence of Telecom industry in Bangladesh Grameen Phone's facebook page & Youtube analysis



Upon doing an analysis of Grameenphone's social media activity, it is evident that the company primarily concentrates on posts relating to events, contests, and social life. For instance, they shared several postings about Eid, World Heart Day, how to get back together with friends while on vacation, and a post celebrating the birthday of a well-known artist. They connect with and interact with their target market group through these kinds of posts.



Grameenphone is quite popular on YouTube, much like Facebook, because of the wide variety of video content they provide. You might discover interactive films for anything from sports to drama to comedy to music—all of the genres that today's teenagers often go toward. Furthermore, this astute presence isn't confined to a single medium. Additionally, Grameenphone has a sibling channel called Bondhu Garage that focuses on youth trends and exudes an ultra-modern vibe.





Robi Axiata's Facebook & YouTube channel Analysis



Their tagline, "Jole utho apon shoktite," nicely complements Robi's social media posts. Their Instagram and Facebook postings are about eventful, offerings, contest-related, or Bangladesh cricket team-focused. They post frequently on Facebook; occasionally, they share many posts in a single day. Looking through their page, we can notice a number of Eid #cowfieposts and inspirational material about the BD cricket team. These were quite engaging, as evidenced by the positive feedback they received from their target audience.



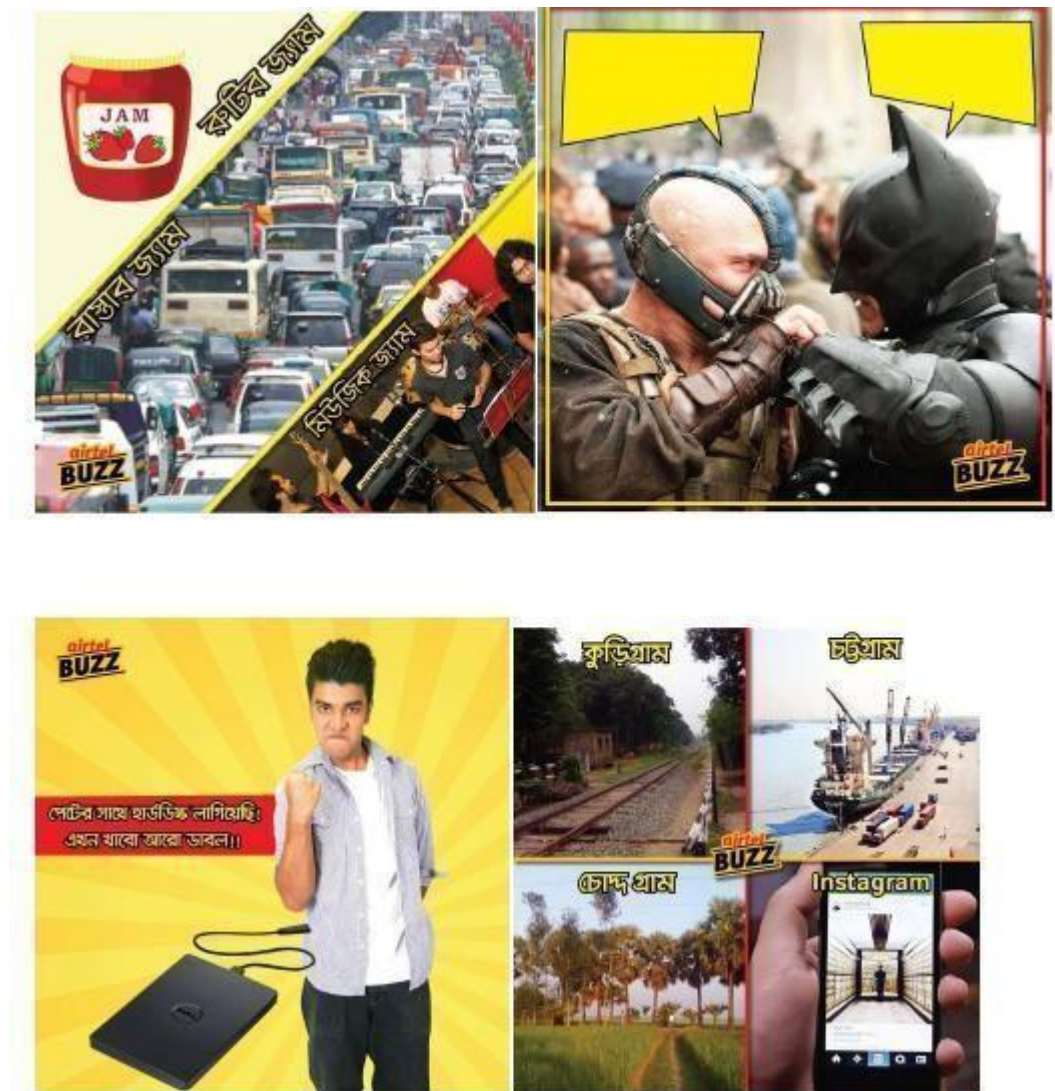
Robi's partnership with the Bangladesh Cricket Team has led to an abundance of cricket-related videos; yet, their unique selling point on YouTube continues to be the in-studio performances by different musicians. Robi, in association with Radio Foorti, frequently provides live studio sessions on YouTube with popular bands or musicians. Although Robi's commercial material may be found in most videos, their differentiation from rivals on YouTube comes from their music-focused content.



Airtel's Facebook page & YouTube channel Analysis

In the majority of their social media posts, Airtel Bangladesh has chosen to link itself with humorous or satirical content. Airtel Buzz, the company's Facebook page, frequently shares humorous stuff in the form of memes, puns, and "Fill in the captions." In addition to sharing images of their latest promotions, the majority of Airtel's humorous and lighthearted posts garner a sizable amount of likes for their Facebook page, which in turn sparks a great

deal of interaction with their customers.



In the meantime, Airtel's YouTube video content is rather similar to that of Facebook. It's enough to say that the YouTube channel Airtel Buzz does not feature videos that highlight the Airtel telecom network. Instead, the channel features a variety of interesting and entertaining content, including Airtel Buzz Studio, Satirical Comedy Drama "Ki Obostha," and occasion-based stand-alone comedy-drama shows like "Vitamin T." Customers are reminded of the Airtel Buzz emblem, which appears in the corner of every video, that Airtel supports such enjoyable content.

Adoring stuff that fits in nicely with their target audience—the youth. Additionally, Airtel's partnership with well-known YouTuber Salman Muqtadir has aided in targeting their brand material to the right audience.

Facebook Page Statistics

Page Performance Indicator						
Likes	4,800,042	5,287,430	4,229,071	4,999,711	96,815	181,616
Posts Per Day	6.62	2.7	5.1	2.6	0.41	0.55
Engagement Rate	8.75%	12.10%	12.74%	9.93%	3.58%	0.4%
Likes, Comments & Shares per post	11,468	53,444	25,085	30,594	263	1,051

Fig 7 : Competitive Analysis

4.6 Reflection on the telecom industry's presence on Digital Platforms

Based on the study above, it is evident that virtually every large telecom company is well-represented on all digital channels, particularly Facebook and YouTube. The commitment major telecom companies have shown to these platforms is indicative of the significance they place on the emerging digital era. It's enough to state that these telecom companies are not making investments in the digital sphere merely for show, as evidenced by the excellent upkeep of integrated marketing communication across all of these

digital channels. For instance, Grameenphone's actions in the ATL and BTL markets are also mirrored on their digital platform. With this kind of coordinated marketing, these businesses are aware that their sector is driven by consumers and that, in the event that those customers adopt digital technology, so will they. Telecoms now have distinct advertisements for the digital arena only.

Through these initiatives, businesses are able to serve their online customers while also receiving real-time feedback on how they are doing in comparison to their rivals. Since digital is, as we all know, a two-way medium for communication, businesses can now quickly identify trends and design their campaigns appropriately. Because everything is available for all customers to view and evaluate, telecommunications companies are increasingly more cautious about how they present themselves online. Digital platforms are now seeing the same level of competition as mainstream marketing, which has made the digital marketing landscape more dynamic and cutthroat than it has ever been.

SWOT Analysis

SWOT Analysis of the Effectiveness of Digital Marketing for DigiSkinner Agency

Strengths:

1. Digital marketing expertise: DigiSkinner Agency employs a group of seasoned digital marketers with knowledge of a range of digital marketing techniques, such as search engine optimization (SEO), social media marketing, content marketing, email marketing, and pay-per-click advertising.
2. Strong Brand Reputation: In the field of digital marketing, DigiSkinner Agency has established a solid reputation for itself, which helps draw in and keep customers.
3. Strategy : DigiSkinner Agency employs a data-driven strategy in its digital marketing, utilizing insights and analytics to optimize campaigns and maximize return on investment for its clientele.

4. Integrated Marketing Solutions: DigiSkinner provides clients with all-inclusive digital marketing solutions that make use of various digital platforms to optimize campaign efficacy.

Weaknesses:

1. Strong Dependency on Digital Platforms: DigiSkinner is susceptible to changes in algorithms and policies because of its strong reliance on digital platforms for marketing initiatives, including Google, Facebook, and Instagram.
2. Resource-intensive: Time, labor, and technology are all major resources needed for successful digital marketing initiatives. It might be difficult for DigiSkinner to keep these resources operating at their best.
3. Dependency on customer Budgets: The revenue of DigiSkinner is closely related to customer expenditures for digital marketing. Client budget cuts or downturns in the economy may have an effect on the agency's bottom line like in the Corona and russia-ukraine war, it faces hugely economic pressure even though they had good reputation.

Opportunities:

1. Growing Need for Digital Marketing Services: DigiSkinner has a lot of room to grow as a result of the growing trend toward digital marketing. The market for digital marketing services is expanding as a result of businesses spending a greater percentage of their marketing budgets on digital platforms.
2. Extension of Service Offerings: In order to better serve its clients' changing needs, DigiSkinner can extend the range of services it offers to encompass new developments in digital marketing, such as voice search optimization, video marketing, and influencer marketing.
3. Global Reach: DigiSkinner may reach clients all over the world through digital marketing, which enables the firm to grow its clientele outside the present geographic area.

Threats:

1. **Fierce Competition:** There is fierce competition among the many agencies vying for market share in the digital marketing sector. Both bigger, more established agencies and smaller, more boutique companies compete with DigiSkiller.
2. **Technological Advancements:** DigiSkiller may find it difficult to stay on top of trends and preserve its competitive edge due to the quick speed at which technology is developing and the algorithms used by digital platforms changing.
3. **Data Privacy Laws:** Strict data privacy laws like the CCPA and GDPR may limit DigiSkiller's capacity to gather and use client data for marketing, which may have an adverse influence on the success of campaigns.

Chapter 5: Recommendation

Increased Investment in Digital Marketing: Brands must invest more in this area to support agency ideas and enable the industry to develop. Budget constraints should not be a barrier to agency creativity. Agencies frequently observe that, for budgetary reasons, innovative proposals for digital platforms are shelved.

Focus on Video Content: To increase the quantity of video content available on digital marketing platforms, brands and agencies must collaborate. Even if video content guarantees greater customer engagement, image and text material currently dominate the scene.

Digital presence across all platforms: In the modern world, brands often believe that having a successful Facebook page suffices to establish their online presence. Facebook is not the only digital platform available, though. To create a lasting impression on the mind of the customer, content from websites, YouTube channels, Twitter, Instagram, and other platforms are

required. In essence, this is a consumer-driven sector that follows the consumers wherever they go.

Encouraging Digital Marketers: The growth of digital marketing is dependent on the individuals engaged in it. It is recommended that agencies and companies support the employment opportunities in the business, as well as urge recent graduates and seasoned marketers to learn more about it. In the long term, this will only help the organizations' own growth, thus they should also aim to raise the pay grade associated with this business.

Chapter 6: Conclusion

The curriculum requires me to do an internship at an organization for a minimum of three months in order to earn my BBA. As a result, I have produced my internship report under the guidance of Ms. Afsana Akhtar, my supervisor, and DigiSkiller Agency. The report's introduction mostly gives a quick overview of the founding of DigiSkiller Agency and some of the services it offers. Additionally, the introduction contains the company's mission, vision, and objective. DigiSkiller Agency is a digital marketing company with a focus on social media marketing that offers digital services. The primary focus of this report was to examine the efficacy of digital marketing in Bangladesh. Specifically, I included information on the emerging trends in digital media and the effects of digital marketing on the telecom industry, one of the key sectors that directly affect Bangladesh's current economy. Additionally, a few of the most current developments in digital marketing are covered.

In summary, individuals in today's technologically advanced and innovative world are nearly constantly busy with something. People no longer just unwind in front of the TV after a demanding workday. Due to the fact that

people are constantly on the go, cell phones have evolved into the media of choice for seeing everything that happens throughout the day, including news, podcasts, and YouTube views. The impact that the digital marketing industry has had on Bangladeshi people is seen in the sharp changes that these people's perspectives on content have undergone.

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International Journal of Enterprise Computing and Business Systems. Vol.

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Survey

Survey Information on the Effectiveness of Digital Marketing for DigiSkiller Agency:

Client Demographics:

1. Country of Clients:

- United States: 60 clients
- United Kingdom: 15 clients
- Canada: 10 clients
- Australia: 8 clients

- Germany: 7 clients

Social Media Usage:

2. How Clients Use Social Media:

- Facebook:
 - 85% of clients use Facebook for business purposes, primarily for brand promotion, customer engagement, and lead generation.
- Instagram:
 - 70% of clients utilize Instagram to showcase their products/services visually and engage with their target audience.
- LinkedIn:
 - 60% of clients leverage LinkedIn for B2B networking, lead generation, and content sharing within their professional networks.
- Twitter:
 - 45% of clients use Twitter for real-time engagement, customer support, and brand awareness.

Success and Upwork Rating:

3. DigiSkiller's Upwork Rating:

- Upwork Rating: 4.9 out of 5 stars based on 1000+ client reviews.
- Success Rate: 100% of projects completed on time and within budget.

Competitors:

4. Competitors of DigiSkiller Agency:

- Competitor 1: DigitalMax Solutions
 - Services Offered: SEO, PPC, Social Media Marketing, Content Marketing
 - Strengths: Strong focus on SEO and PPC, extensive industry experience
 - Weaknesses: Limited expertise in content marketing and social media management
- Competitor 2: SocialBoost Agency
 - Services Offered: Social Media Marketing, Influencer Marketing, Content Creation
 - Strengths: Specialization in social media marketing, innovative

- campaigns, strong influencer partnerships
- Weaknesses: Limited expertise in SEO and PPC advertising, relatively new in the industry

Improvement Areas:

5. Areas for Improvement for DigiSkiller Agency:

- Content Marketing:
 - Enhance the quality and frequency of content creation to improve overall campaign effectiveness and engagement.
- Diversification of Platforms:
 - Explore and leverage emerging platforms such as TikTok and Snapchat to reach a wider audience and stay ahead of competitors.
- Enhanced Data Analytics:
 - Strengthen data analytics capabilities to provide deeper insights into campaign performance, audience behavior, and ROI, enabling DigiSkiller to optimize its digital marketing strategies further and deliver better results for clients.