



Internship Report

On

Paid online advertisement optimisation at UpoharBD.com

Submitted to

Adiba Naoshin

Lecturer

BRAC Business School

Submitted by

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Submission Date: 06/12/2017



Letter of Transmittal

December 06, 2017

To

Adiba Naoshin

Lecturer

BRAC Business School

BRAC University

Subject: **Submission of Internship report.**

Dear Miss,

It is my immense pleasure to submit to you my internship report on '**Paid online advertisement optimisation at UpoharBD.com**'. It is a great pleasure for me to submit to you the report on my experiences and learning from my internship at UpoharBD. Being a student of marketing concentration, I always felt the significance of having some practical exercise of what I have learnt in theory. During my internship I felt this need even more as I faced the practical dimensions of the real business world. I am grateful that you gave me all the support and guidance I needed in this course.

I sincerely believe that you will find it very informative and useful. I earnestly hope that, the report will fulfill your demands and expectations.

Yours Sincerely,

Sumit Kumar Saha

ID: 13304108

BRAC Business School

BRAC University

Acknowledgement

At the very outset, I would like to thank to the Almighty for special blessing in completing the report. There are also a few people who really deserve to be thanked for making this report a success. Without their support this report could never have been completed.

First of all I would like to thank UpoharBD authority to give me the opportunity for internship program. I am also grateful to my internship supervisor Ms. Adiba Naoshin for her continuous guidance henceforth. Her guidance has been of extreme help to me.

I am also very much thankful to my fellow colleagues of UpoharBD who have been very supportive and gave me their valuable time and enough information to successfully make this report.

Last but not the least, I want to thank Mr. Syed Mahmudur Rahman, Director of Business Development, UpoharBD who helped me a lot during my internship period. I learnt a lot things about digital marketing and it's implementation from him.

Executive Summary

UpoharBD is one of the oldest and leading online gift stores in Bangladesh. People from all over the world can purchase gifts and sent to their dear ones by UpoharBD. In this report, I included the methods video content creation for promotion and other purpose. I mentioned how to create ad campaigns video and display ad campaigns for website traffic gain, awareness creation and sells purpose. In this report, I have discussed the process of successful digital marketing plan. I have prepared this report into four major chapters. Firstly, I discussed about the background and origin of the report. The second chapter is about the company related information, the business operation model of the company and my responsibilities for the organization. The third chapter is about my working process, content creation, promotional planning and implementation and analyzing the data founded from the promotion and other research. The last chapter is about my learning and recommendation for the business.

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1. Introduction

In this digital era, e-commerce businesses has added some new criteria in their business portfolio which is different from anything they did before. Everything started to change analog to digital in this era. The buying behavior of consumes has changed. Now customers feels more comfortable buying product from online rather than purchasing product from physical store. Consumers prefer online shopping because it's easier for them, but it became harder for the e-commerce businesses. Before digital era people went to the nearest shop with the reasonable price for shopping. But now in this digital era people purchase from that online store which provide better service, which is reliable and have a reasonable price. E-commerce businesses now trying to understand consumer's needs by researching consumer psychology.

Digital marking is the most important part of any e-commerce business. Advertising wrong products to the wrong customer is both waste of time and money. All digital marketers should have enough knowledge on how to use digital marketing tools and platform. They should create their own technique which will drive traffic and engagement from the customer who need the service or product they have. Digital marketing channels are more popular than the traditional methods of marketing as they are offering more accurate targeting then the traditions marketing methods.

UpoharBD (Upoharbd.com) has made a milestone of success in online shop concentrated on Dhaka, Sylhet and Chittagong region people. UpoharBD uses different platforms to promote their products. Here in my report I have discussed about digital marketing using Google AdWords. I created various contents for promotion and created campaign during my internship period. I have added the process of those content creation and campaign creation for promotion and how I analyzed the data.

1.1 Objective of the project

There are two objectives of internship program. Those are:

- o Broad objective and
- o Specific objective.

These two types of objectives are as follows:

Broad Objective:

The broad objective of this internship program is to gain organizational experience in the professional world by applying the learning of last four years through all the academic courses.

Specific Objective:

There are several objectives for this internship program. This report was designed to accomplish some specific objectives. The specific objectives of internship program are given below:

- Accomplish the educational requirement
- Analyze the data of UpoharBD.com.
- Create videos for promotion
- Manage YouTube channel
- Design contents for promotion
- Create campaigns in Google AdWords
- Find new keywords for promotion using Google keywords Planner

1.2 Methodology

I collected the data for this report from various sources. The sources are mentioned below-

Primary Source: The data I presented in the report, mainly they are based on primary data. I have collected all the information by directly working on it. Most of the data based on the content and advertisement campaign I created for UpoharBD.

Secondary Information: The only secondary data have on this report, are the information about the UpoharBD itself and the some detail information about different options of AdWords. The secondary data sources are:

- www.upoharbd.com
- www.facebook.com/UpoharBD
- adwords.google.com
- Google search

1.3 Scope

I did the analyses by researching the data I got from the advertisement campaigns. While preparing this report, I had an opportunity to gain deep knowledge about the e-commerce websites, digital marketing methods, digital marketing website, data analysis, Google analytics, Facebook promotion, Google AdWords etc. From this report the readers get to learn many things about online promotion methods, the process of promotion and analysis of the result. People can use their learning from this report to promote other organization business.

1.4 Limitations

Even though I tried to give my best to make my learning from this internship as much as I can, but because of some unavoidable reasons, I felt limited in some area. The major reasons were-

Classified information: Because of the organizational confidentiality, there was some data which was hard to collect. The authority doesn't share much information which is important to them.

Shortage of time period: In this digital era, things are changing so fast, it's hard to learn all about it in a short period type. There are so many platform for advertisements, if anyone need to learn all about it, it will need an huge amount of time which is not possible in such a short time period.

2. Organization Overview: UpoharBD

UpoharBD is one of the oldest and leading online gift stores in Bangladesh. When they started their journey in 2003, it was a small flower shop in Dhaka. They are delivering gifts to customer since then. This online gift store was initiated in 2005. They are now serving thousands of customers worldwide to send gift to their friends and families in Bangladesh. Now the customers can order from USA, Australia, UK, Canada, Saudi Arabia, Qatar, Bangladesh, European and Middle Eastern countries and Asian countries to deliver their gifts in Bangladesh.

The customers can order cake, flowers, chocolates, food items, gift packages to send gifts to their family from overseas. They provide gift and flower delivery service to all cities in Bangladesh. Their service is available on Friday and during other holidays too. After getting tremendous response from the customers, they has expanded their branches in Bangladesh. Their first branch was in Dhaka. Now they expended their branches in Chittagong and Sylhet. They are providing free delivery service in Dhaka, Chittagong and Sylhet as they have their branches in these cities. They are well known for their professional and extraordinary service.

Because of their good customer service, quality of the products and maintaining customer's special request makes them different than the other online shop and service provider in Bangladesh. There are more than 40 categories and various kinds of products available in the website. Products of many famous food and lifestyle brands are available in UpoharBD.com for example, Aarong, Mr Baker, Bonoful, Coopers, Glazed, Cats Eye, Star Kabab, Four Season, Pizza Hut, BFC, Kings Confectionary, Uniliver, branded perfumes and many more.

Upoharbd.com have easy online ordering process, almost 24/7 customer service, several types of payment gateway for those people who are leaving outside of Bangladesh. The main target customer of UpoharBD was the Bangladeshi people leaving overseas till the first half of 2016. But the number of local consumers are significantly increasing from July 2016.

2.1 UpoharBD's Website (www.upoharbd.com)

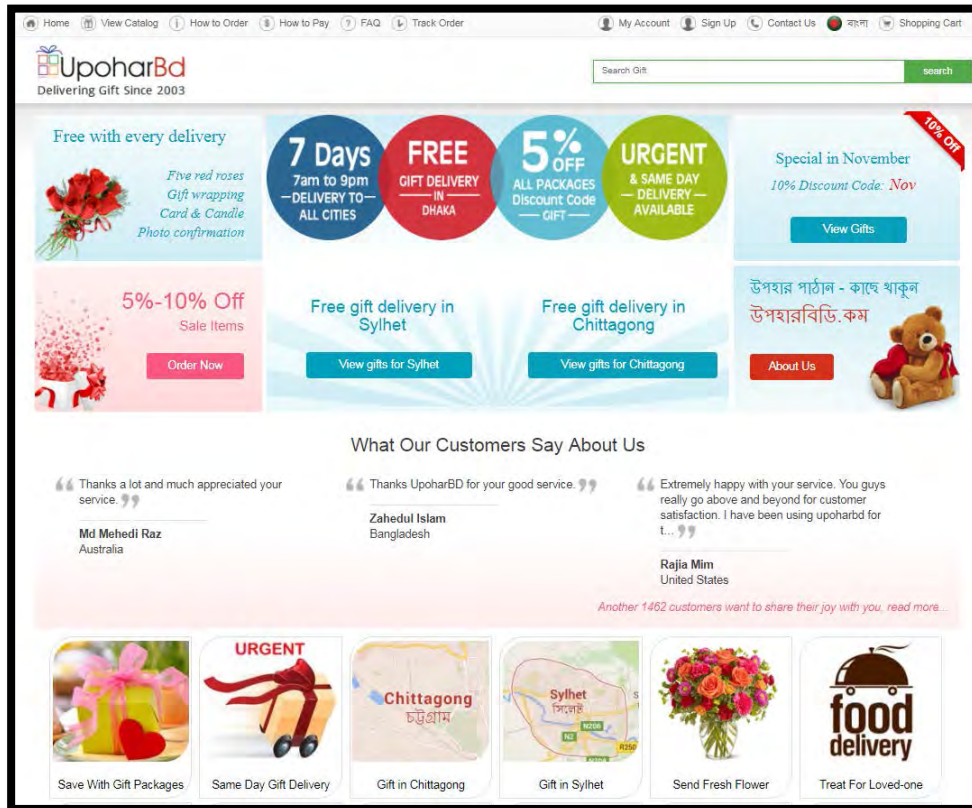


Figure 1: Home page of UpoharBD (Device: Desktop)

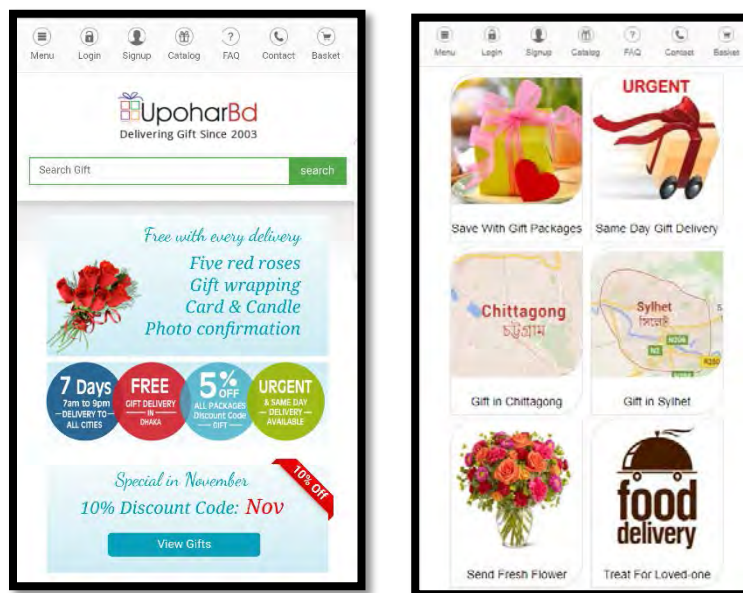


Figure 2: Home page of UpoharBD (Device: Mobile Phone)

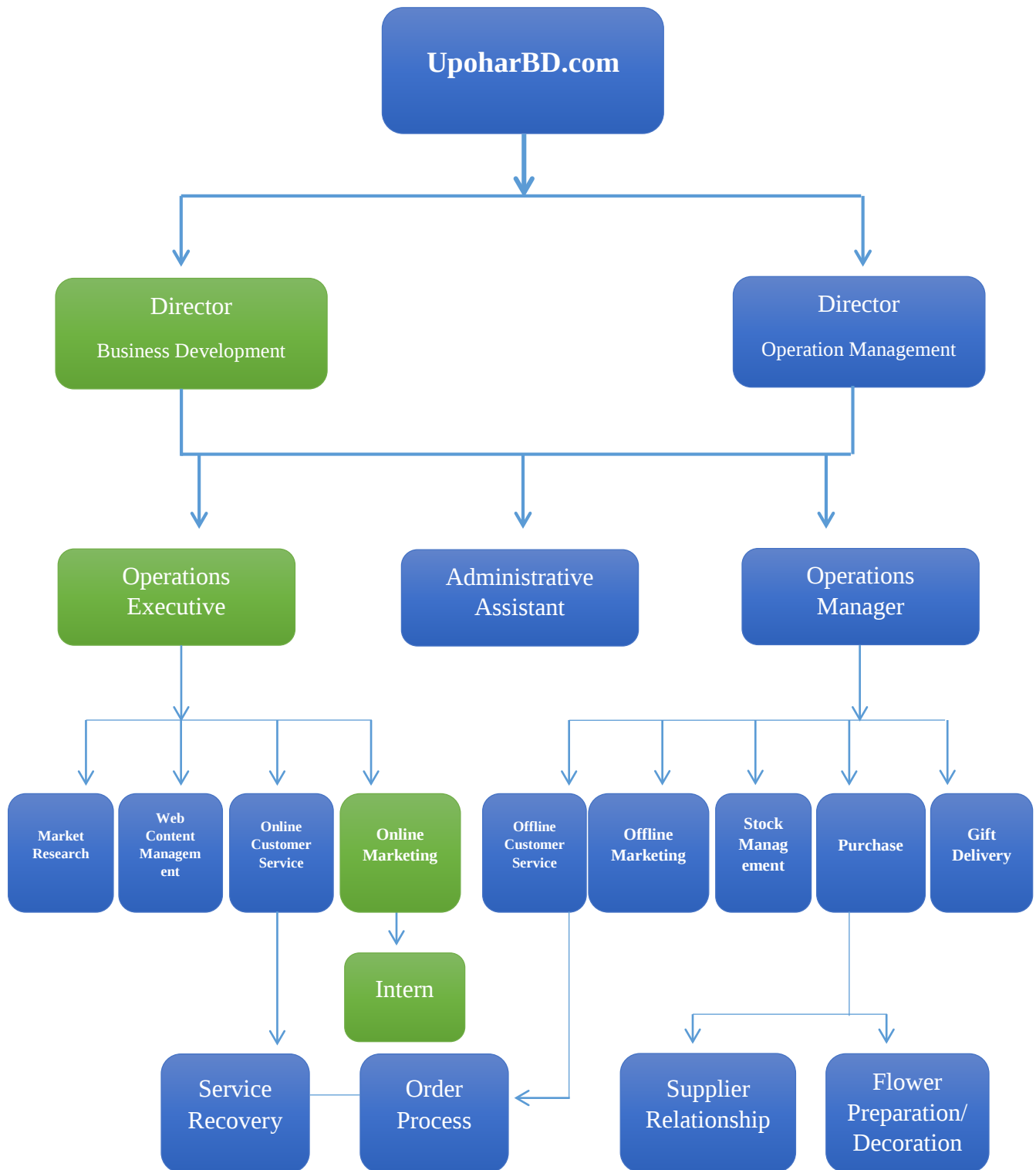
2.2 Market and Competitor analysis

I have done some market research and I have found that there are some websites what are giving similar kind of service as UpoharBD. List of those sites are given below.

- www.arnimgift.com
- www.bdgift.com
- www.utshob.com
- www.giftmela.co
- www.giftzhaat.com
- www.giftbd.com
- www.giftportalbd.com
- www.bangladeshgiftshop.com
- www.upohar2me.com
- www.deshigreetings.com

But these sites are not as successful as UpoharBD. UpoharBD is well known because of their good quality product and better service than these sites. Some of these websites copied the user interface of the UpoharBD website. Some of these even copied the name and tagline of UpoharBD so that the customer of UpoharBD become confuse and order from their website. But as their product quality and service are not good as UpoharBD, so the customers always returned to the UpoharBD.

2.3 UpoharBD's Business Operation Model



2.4 Responsibilities at UpoharBD

I did my major in both E-Business and Marketing, but E-Business is the area of my interest for working. It was a great opportunity for me to work for UpoharBD. My on-site supervisor was the Director of Operation Management Ashrafuzzaman Khan. I have worked under Operations Executive as an Intern for Online Marketing. My job responsibilities are described below.

Online Marketing: My main responsibilities was creating campaign for promotion. I had to create video and image contents for promotion. I had to create a campaign plan for few months. After getting the approval from the organization, I created several campaigns according to the plan. After getting the results of one campaign I had to analyze the data and plan new campaign settings for the next campaign.

3. Intern Task Description

Throughout this three month, I was assigned for developing promotional contents for various campaigns. I worked on various campaign throughout these 3 months. Now I am going to describe all of them one by one.

3.1 Video Promotion Campaign

In this digital era, video marketing became more important than it was before. Now people don't want to spend time reading texts from advertisement. They like to watch a video rather than reading information from the advertisement. With an attractive video the online businesses can get more customers than before. During my internship period I had plans for three video campaign. One campaign on birthday, one campaign on anniversary and another campaign on wedding gifts. But I started with one video which represent the main theme of UpoharBD.

3.1.1 Video content creation

UpoharBD needed as white board animation video which in now very popular nowadays. There are few ways to create a whiteboard animation video.

1. **Videoscribe**: This is one of the most popular way to create white board animation video. This one is a desktop application. we have to install it in a computer then create videos using it.
2. **RawShorts**: This is also of the most popular way to create white board animation video. They have several templates in their library. You can select one which is more related to your theme, then you can customize it. You can use this one from their website.
3. **Explee**: This one is also popular as online whiteboard animation creator. You have to use it online visiting their website.

I used VideoScribe to create the whiteboard animation video, as this one is the most popular to make whiteboard animation video, they offer more customizations than the others and I can use it offline too. Although the edited project files are being uploaded on cloud when we save it. So even if we lost the project file of the video for some reason we can easily collect it from the cloud. We can also upload the created video directly on YouTube, Facebook etc.

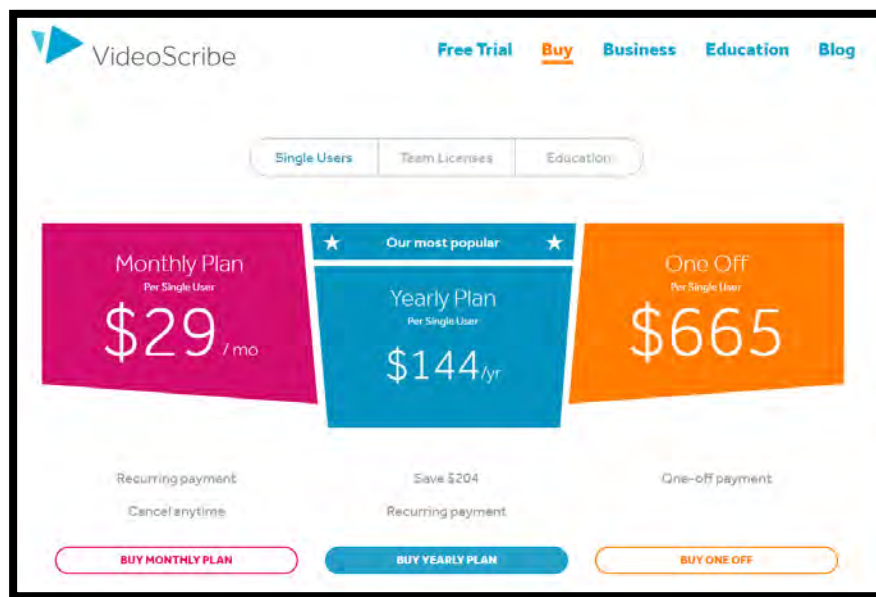


Figure 3: Purchase plans of VideoScribe

As it is a premium software, I used the trial version for understanding the settings and interface. Then UpoharBD bought the software for one moth subscription for \$29.

The video creation process is described below.

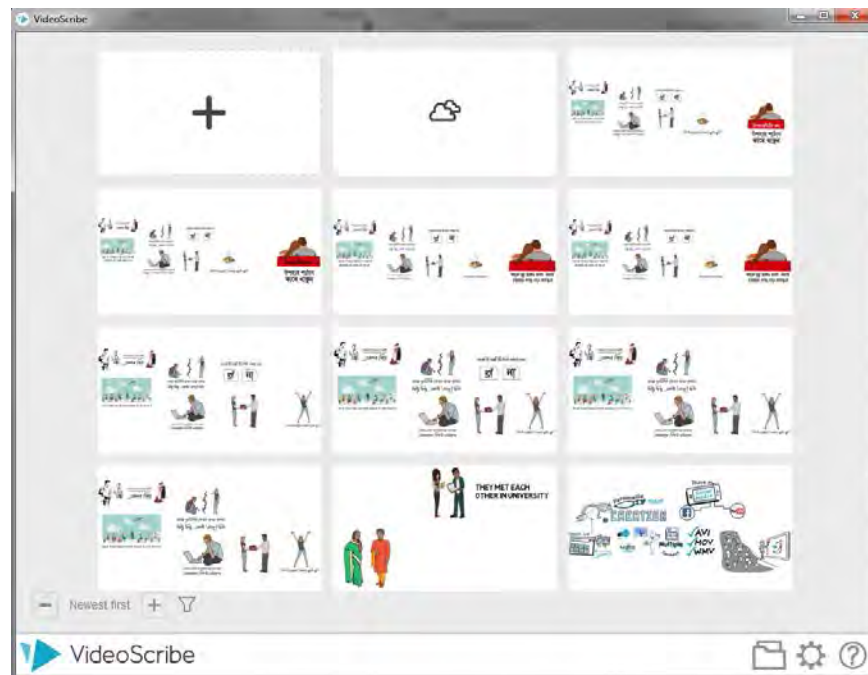


Figure 4: Homepage of VideoScribe

In the homepage of VideoScribe, we can see that there are few thumbnails of the video project I created before. If I want to edit any previous video, I can just click on the thumbnail and project file of that campaign will open. If I want to create a new video project, I can click on the (+) plus button. The cloud symbol stands for the projects I saved in the online cloud server.



Figure 5: VideoScribe Editing interface

In figure 5 we can see then, on the top of the image, there are several icons. By clicking the save icon we can save the project file. By clicking the image icon, we add images or character in the video project. By clicking the text icon we can add text in the video. By clicking the chart icon, we can add different type of chart bar to explain the video. By clicking the music icon, we can add music in the project. By clicking the mic icon we can do voiceover in the video. If we click on the page icon we will find option for change the background. If we click on the hand icon, we can select the hand which will be on the video according to our choice. As you can see there are some characters in the figure 5. The right one is selected. After selecting it we can make it large small or rotate the image according to our choice. On the bottom of the figure 5, there are some thumbnails of individual character and text. This is the order of the video objects. Here we can select which one comes after which one.

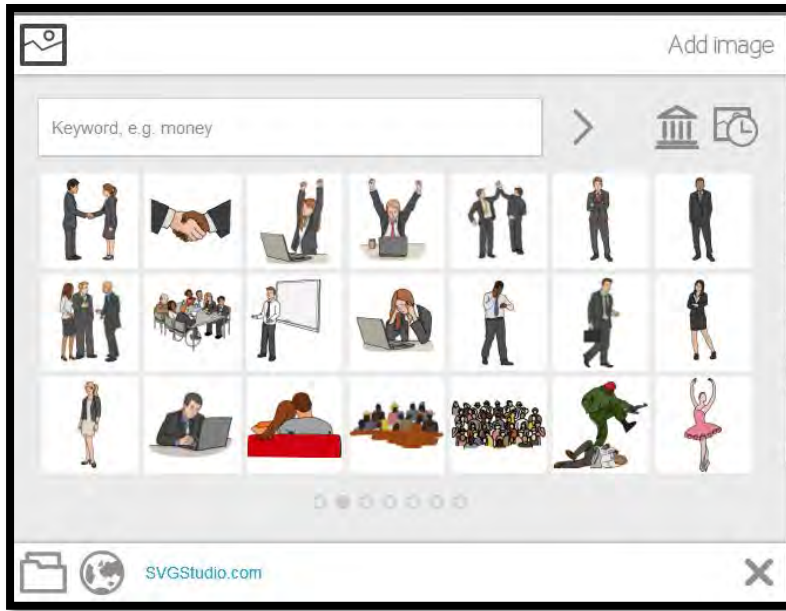


Figure 6: Character collection of VideoScribe

Here we can see some character collections of VideoScribe. There are many kinds of characters available. We can use the one according to our choice.

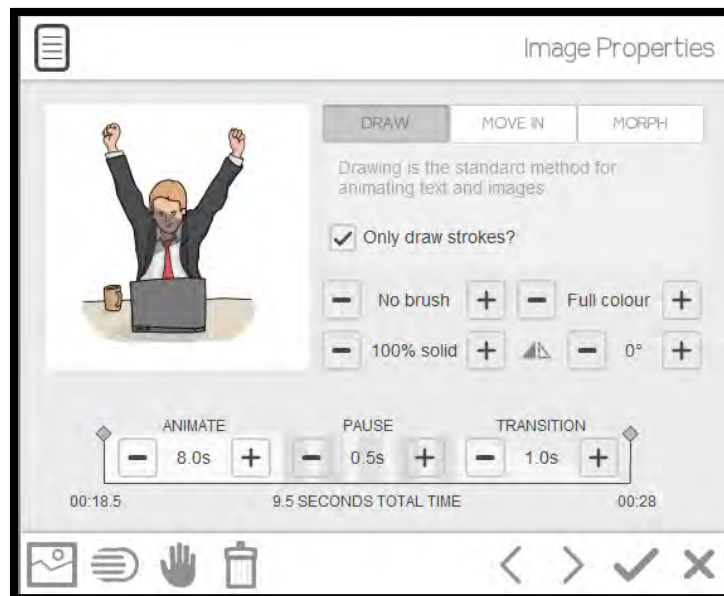


Figure 7: Image properties tool of VideoScribe

In figure 7 you can see that there are some customize options available. Using this tool, we can customize the animation of one single thing. We can customize the time duration, the animation style, the color etc.



Figure 8: Export option of VideoScribe.

This is the exposed window of VideoScribe. After editing the whole video we need to export it. VideoScribe have options for exporting the video on YouTube, Facebook, and PowerPoint directly. We can also just export the video version and save it. The Final video is the 7th version of the video. After I designed the first one, there was some suggestion for changes from UpoharBD. After the 5th version of the video, we showed that video to some people. Based on their suggestion I made the 7th version of the video.

3.1.2 Video Promotion on Facebook

After creating the video I uploaded it first on Facebook. Our main plan was, promote the video on YouTube using AdWords. But before running the advertisement on AdWords, we wanted to get an idea how people will respond to the video. So we first promoted the video on Facebook.

Link of the video: <https://www.facebook.com/UpoharBD/videos/10154838902718414/>

UpoharBD spent A\$3 (Australian dollar) for the promotion of this video on Facebook. The result of the advertisement is given below.

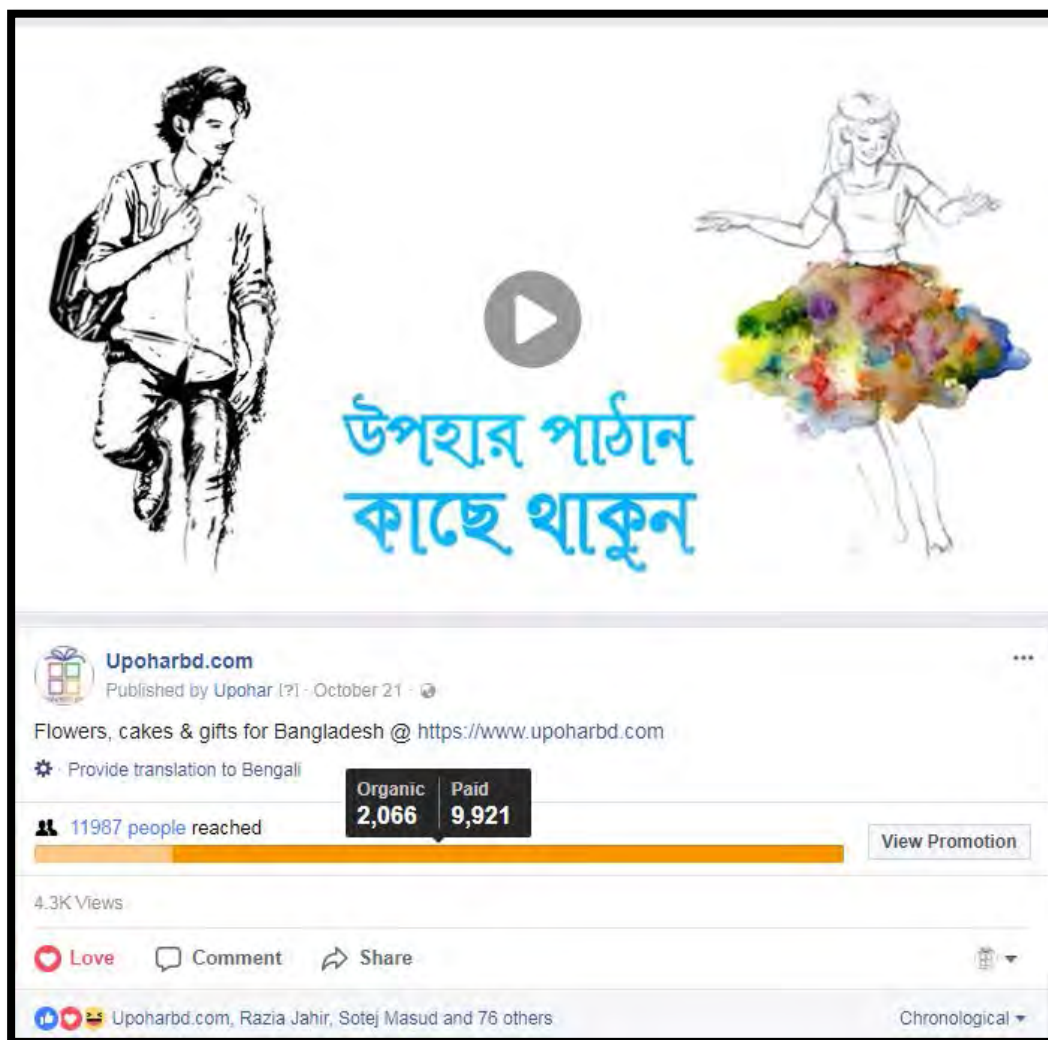


Figure 9: 1st video Facebook after advertising

Here we can see that, the video was reached to 11987 people. 2066 was organic reach, which reached to the people of liked the UpoharBD page. The other 9921 reach we got by spending \$3. The video got total 4.3k views.

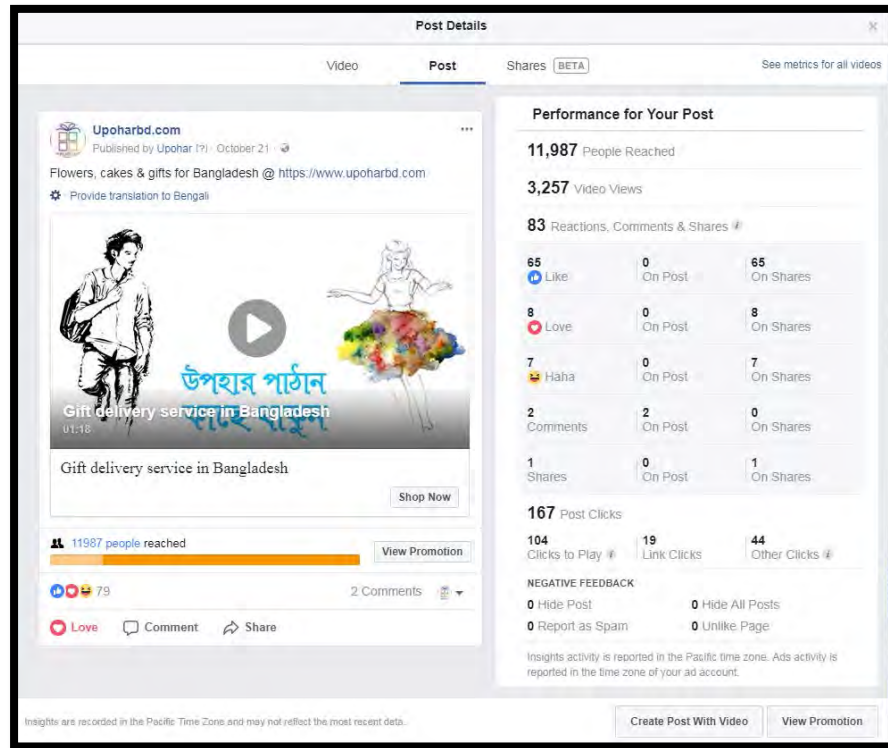


Figure 10: Post details of the video promotion on Facebook

Here we can see that we got total 3,257 video views from the promotion. We got total 65 likes, 15 other reactions, 2 comments and one shares. The post was clicked 167 time total. 104 times people clicked the video to play. So the other views we got from the people who didn't click, but the video was played automatically. We got total 19 link clicks, which people clicked to visit our website. We got 44 other clicks as well. So from this promotion 19 people was interested to visit the website.

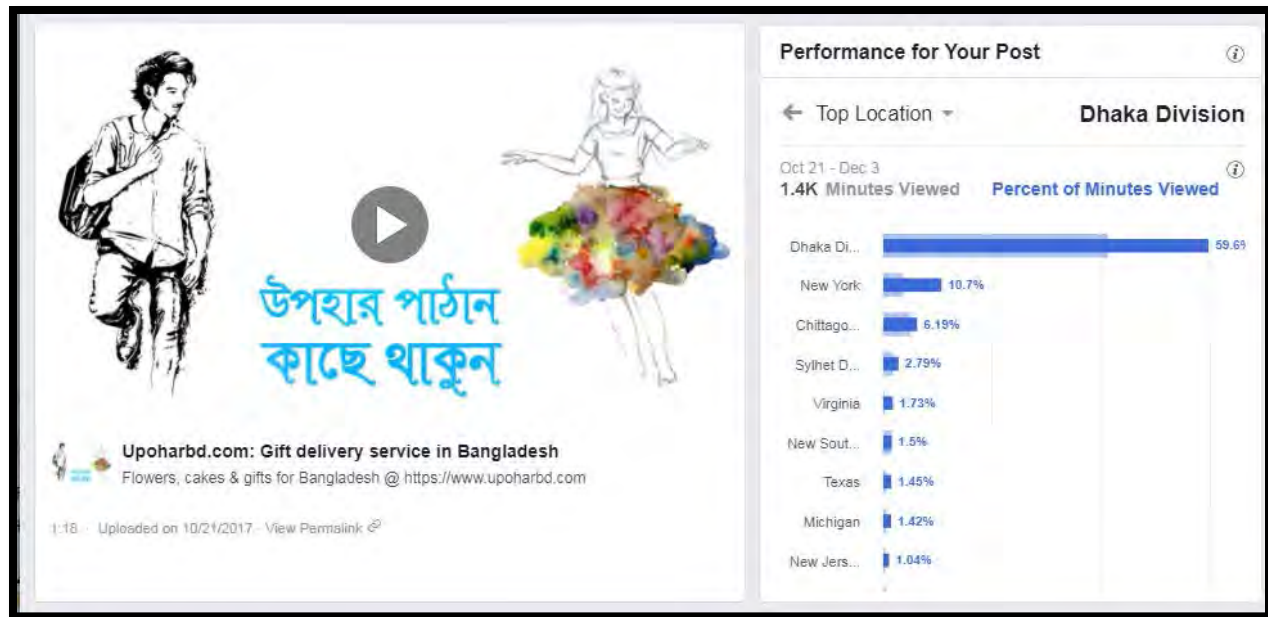


Figure 11: Top location of the video views on Facebook

In figure 10, we can see that 59.6% views we got from Dhaka Division, 10.7% views from New York, 6.19% views from Chittagong and other views from Sylhet Division and other foreign cities. As UpoharBD get most of the orders from United States, so 10.7% views from New York and 8% views from other cities of United States will help us attract more customer. Sometimes people who live overseas, relative of those people see our promoted products and ask them to send it. From the last half of 2016, UpoharBD started to get products from Bangladesh too. So the viewers from Bangladesh will help us to get some sales too.

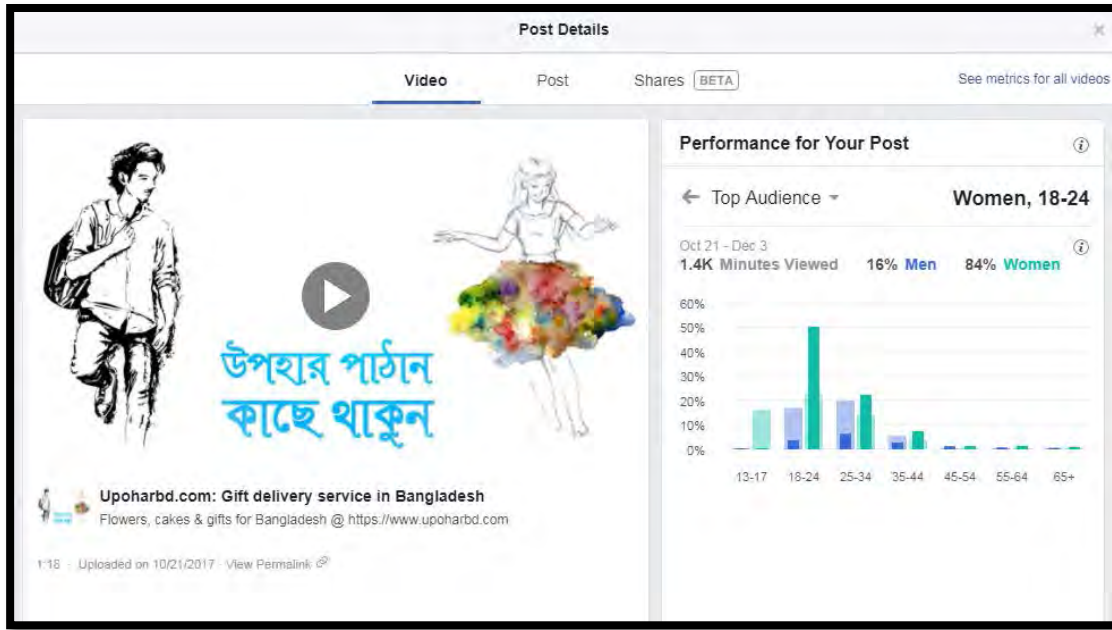


Figure 12: Top Audience of the video on Facebook

Here we can see that, the video was viewed for total 1.4k Minutes. 84% of these viewer was women and 16% men. Women of (18-24) age range watched the most and man of (25-34) watched the most. From our previous experience, we know that most of our wires are made and age of most of our buyers are more than 25. Here we got most of the views from 25 to 34 age male people, which is good for us.

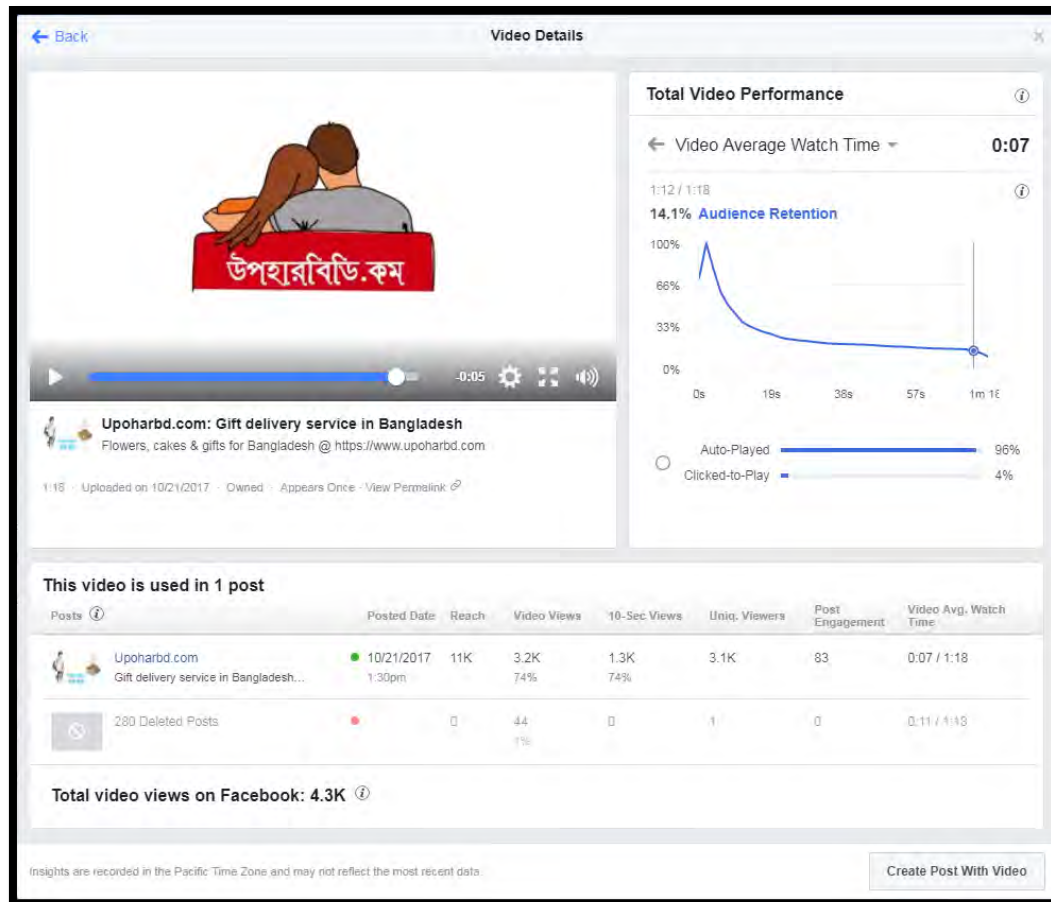


Figure 12: Video average watch time of the Promoted Video on Facebook

In Figure 12, we can see that the average video watch time is 0:07 second. 14.1% of total viewers watched the video till the end. As most of the people don't like advertisement people start to skip the video as soon as they can. Not all the viewers can be our target customer. So the people who felt that they are related to the advertisement, they watched the video till the end.

3.1.3 YouTube Video Promotion

Video Upload

After getting the results from Facebook advertisement, I had to upload the video on YouTube as our planning. I needed the access to UpoharBD YouTube Channel. When UpoharBD created their YouTube channel, it was a personal account. The personal account cannot be accessed by another person other than the owner. Multiple people can manage the channel from the Google account,

is the channel linked to a brand account. So we needed to move the YouTube channel to a brand account. To create the brand account, we have to create an on 'Google+', 'Google My Business'. After converting the personal account to a brand account, we are able to add me as a manager.

After I got the access, I uploaded the video on YouTube.

Our Main plan for the main advertisement video was there will be a question end of the video. The question was if people want to send a free gift or not? There were two options; 'Yes' and 'No'. If people click on 'yes' they will land on the website of UpoharBD. If they will click on 'No', they will land on our YouTube channel from the video.



Figure 13: Scene of the end of our planned video

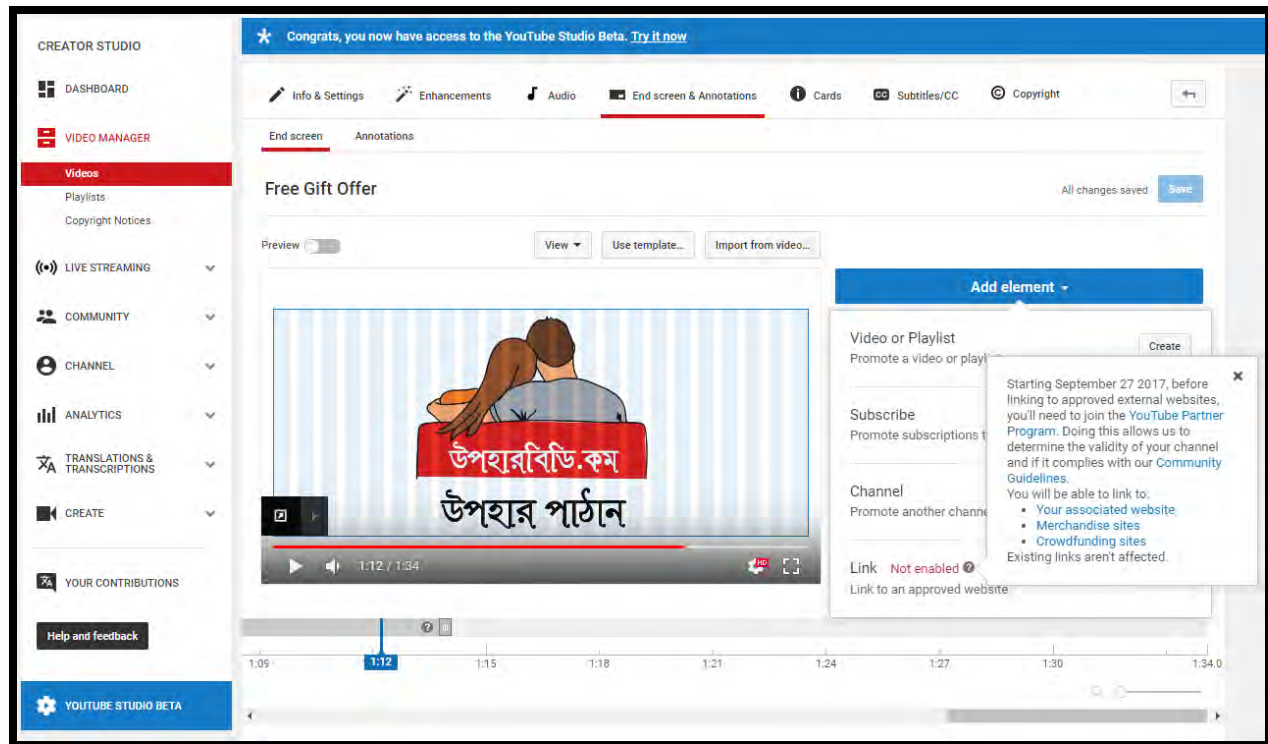


Figure 14: End Screen & Annotations tool in YouTube

When I was trying to add the options for our Advertisement at the end of the video using 'End Screen & Annotations' tool on YouTube channel creator studio, I found out that YouTube changed their rules from September 27, 2017. The rule was, I need to join YouTube partner program. Doing this will allows them to determine the validity of our channel and if it complies with their Community Guidelines.

If we do this, we will be able to link to:

- ☐ Our associated website
- ☐ Merchandise sites
- ☐ Crowd funding sites

So I contacted to the director about this issue and we decided to join YouTube partner program. Then we found out a requirement of YouTube partner program is, we need 10000 public channel views in UpoharBD channel, which we didn't have that time. So we had to change the plan for the

advertisement. So I change the end of the video. At the end of the video we mentioned that they can send free gift by visiting our website and using our provided discount code.

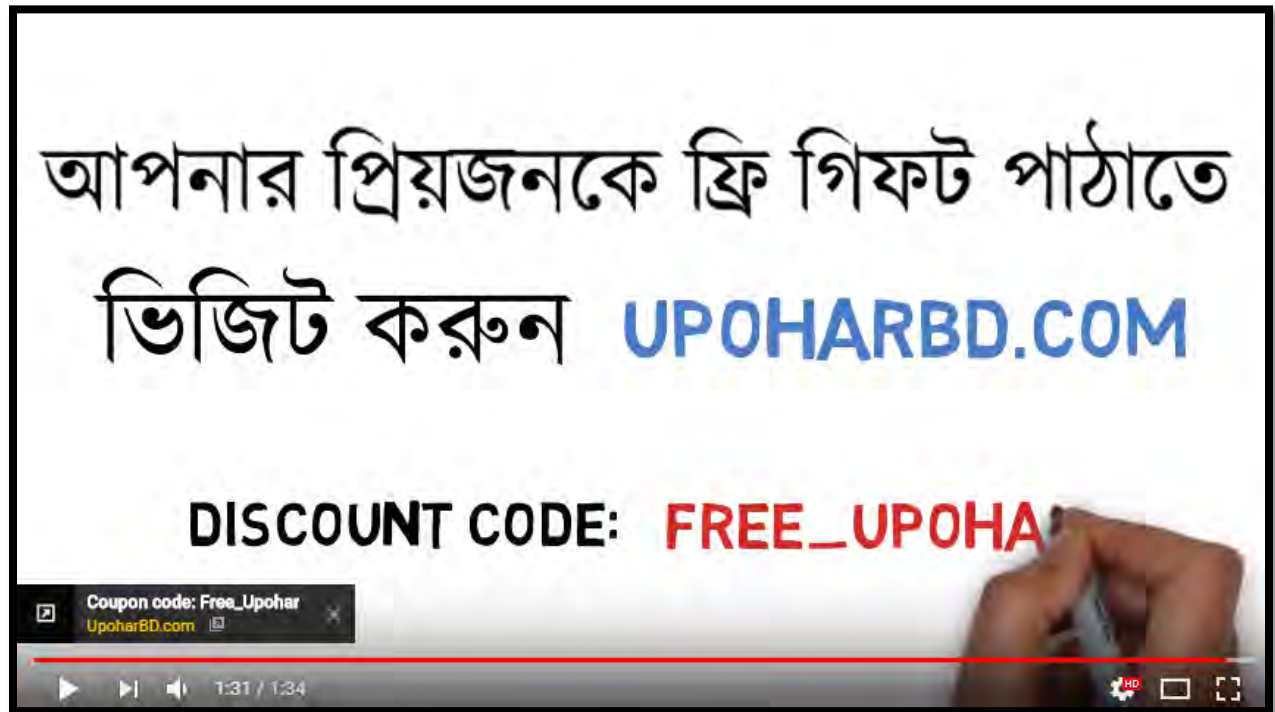


Figure 15: Final YouTube video ending scene

YouTube link of the Advertisement: <https://www.youtube.com/watch?v=-wBFJPouajw&t>

Campaign Creation

After uploading the video, we created a campaign on AdWords. The steps of creating that campaign on AdWords is described below.

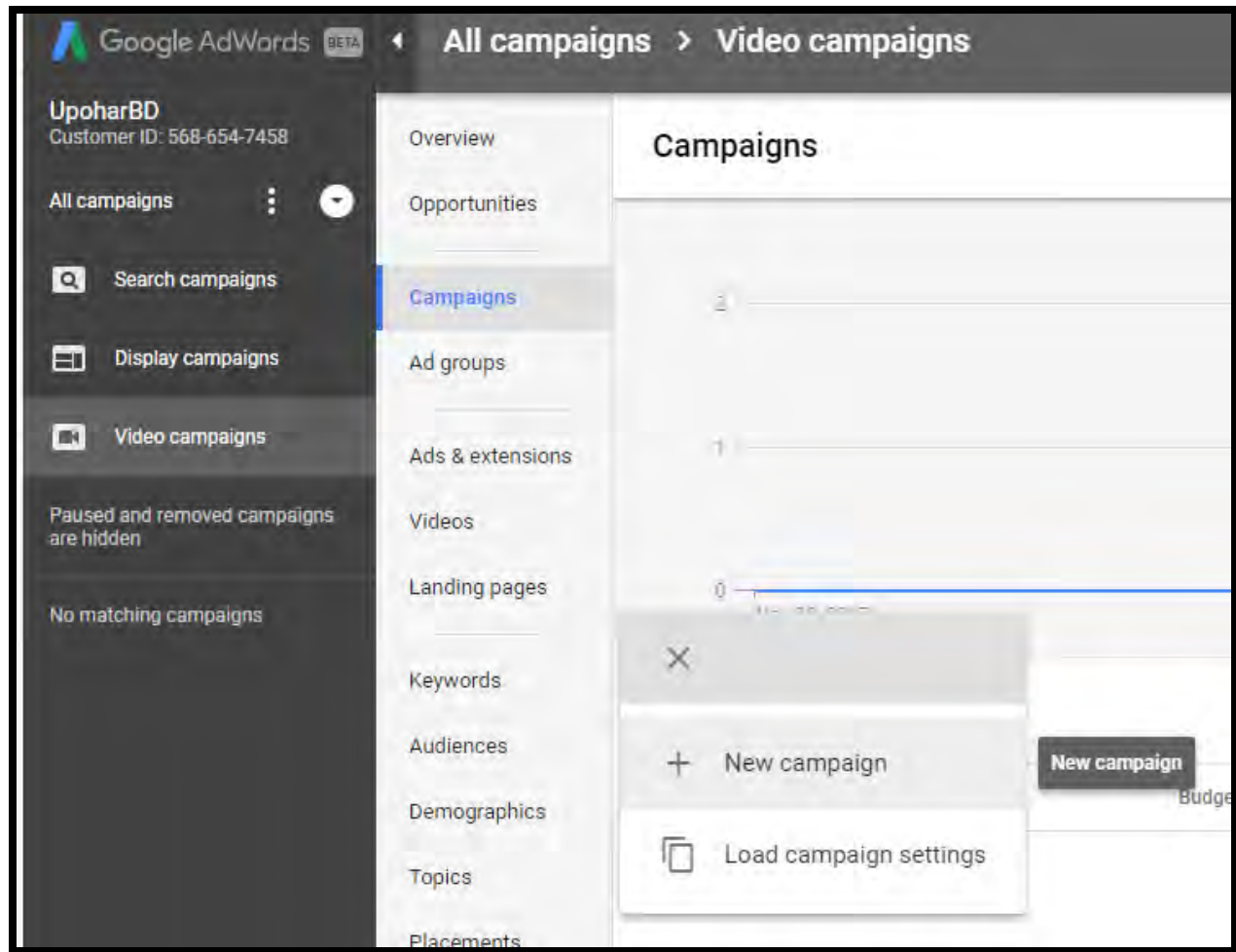


Figure 16: Option of new campaign on AdWords

This is 1st step of creating the new campaign. We can click on 'New Campaign' or Load Campaign Settings'. If we click on new campaign, we have select options from the campaign settings. If we click on "Load Campaign Settings", we will able to load previous campaign settings in the new campaign. I selected the 'New Campaign' option.

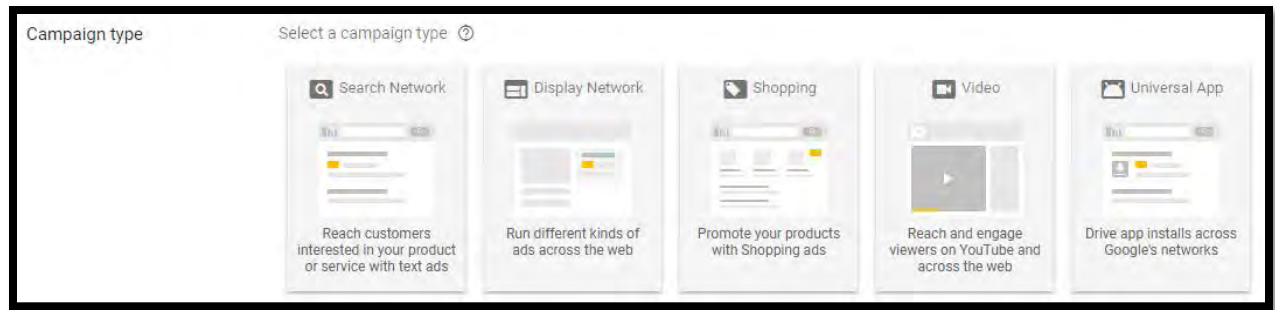


Figure 17: Options for Campaign type on AdWords

The I found the options for selecting campaign type. If I select the 'search network' option, the ad will show on the search result, when will search for the product we have. If I select the 'display network' option, the ad will show on various website across the web to the people who are interested. If I select the 'shopping' option, the ad will show as product with shopping ads. If I select the 'video' option, the ad will show on YouTube and across the web. And the Universal app option is for app installation type of ads. As we want to promote our video, I selected the video option.

Campaign type Select a campaign type

Select the single goal that would make this campaign successful to you

☒ Product and brand consideration
☐ Brand awareness and reach

Encourage people to consider your products or brand

The **product and brand consideration** goal recommends settings and features designed to get more people to consider buying your products and services.

- Influence potential customers when they're researching or shopping for products in your product category
- Engage with people who've demonstrated interest in your brand
- Encourage people to consider your brand or products in the future

[Create your campaign without a goal](#)

Campaign subtype

☐ Standard consideration - Drive views, engagements and consideration
 Get people considering your brand through video ads designed to drive interactions and engagements. [Learn more](#)

☒ Shopping - Encourage people to consider your products and shop from your online store
 Promote relevant products alongside your video ads to encourage viewers to learn about your products and shop on your website. A Google Merchant Center account is required. [Learn more](#)

Merchant Center account
 Select a linked account with products to advertise in this campaign

Figure18: Options for goal selection on AdWords

Then we have to select a single goal for the campaign. There was two options, 'product and brand consideration' and 'brand awareness and reach'.

The product and brand consideration goal recommends settings and features designed to get more people to consider buying our products and services. It will influence potential customers when they're researching or shopping for products in our product category, Engage with people who've demonstrated interest in our brand and encourage people to consider our brand or products in the future.

The brand awareness and reach goal recommends settings and features to help me build brand recognition. This ad will reach a wide audience while using your budget efficiently, increase

awareness among relevant audiences our brand message is likely to resonate with and use diverse ad formats designed to get people to recognize and remember our brand.

As our campaign goal is to make people visit our website and buying our product and service, I selected the 'Product and brand consideration' option and 'Shopping' as campaign subtype.

Campaign name	Youtube Ad Campaign 1	▼
Campaign subtype	Shopping	
Merchant	6937038 - UpoharBD	
Product filter	None - use all products	▼
Campaign status	● Enabled	▼
Goal	No goal selected	
Budget	A\$5.00/day	▼

Figure 19: Setting of Video Campaign

As this one is my first campaign, I was unaware of all the settings. The interface of the Adwords changed recently, so I wasn't able to learn from any tutorial in YouTube. So I selected the options I thought the best at the time. I named the campaign name 'Youtube Ad Campaign 1'. I didn't use any product filter. And the budget was A\$5 per day. I created the campaign for 5 days duration.

Networks	☐ YouTube search results Ads can appear next to search results on YouTube. You can use video discovery ads only.	▲
	☒ YouTube videos Ads can appear on YouTube videos, channel pages, and the YouTube homepage. You can use in-stream and video discovery ads.	
	☐ Video partners on the Display Network ⓘ	

Figure 20: Options for video ad promotion places

I selected 'YouTube videos' as option for the networks. As most of the people ignore YouTube search results advertisement, so I didn't select that one.

Languages

All languages

Locations

Select locations to target

☐ All countries and territories
 ☐ Australia
 ☒ Enter another location

Targeted locations (3)

United States country	262,000,000	×
United Kingdom country	50,400,000	×
Australia country	15,600,000	×

Enter a location to target or exclude
 [Advanced search](#)

CANCEL

SAVE

Bidding strategy

Maximum CPV

Devices

All eligible devices (computers, mobile, and tablet)

Frequency capping

None

Content exclusions

Standard content filter is enabled

Figure 21: Location Settings on AdWords

I didn't see any specific language for this ad campaign. As most of our customers are from United States, United Kingdom, and Australia, so I selected location only for these three countries. 'Maximum CPV was selected as bidding strategy. And all the device are selected as eligible devices.

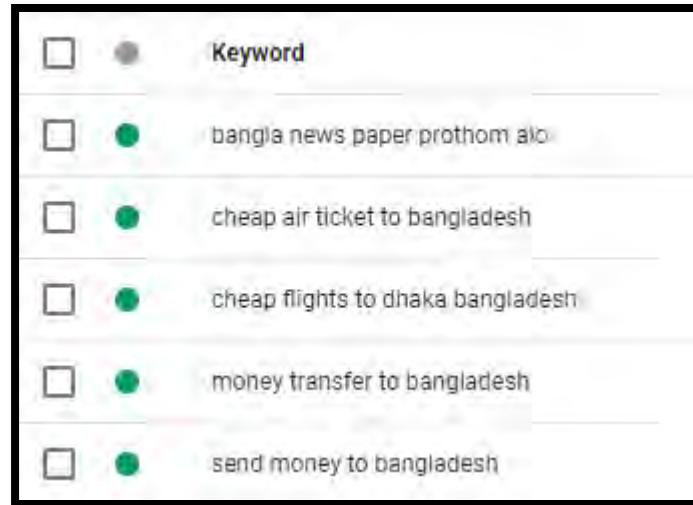


Figure 22: Keywords for campaign

Then I have to add some keywords. When people will search something related to my keywords, the ad will be showed to them. There are many people live in these countries. But my target customer is only for Bangladeshi people overseas. So I added some keywords –

- ☐ bangla news paper prothom alo
- ☐ cheap air ticket to Bangladesh
- ☐ cheap flights to dhaka Bangladesh
- ☐ money transfer to Bangladesh
- ☐ send money to Bangladesh

If people search for ‘bangla news paper prothom alo’, that means they have someone in Bangladesh they care about. If people search for “cheap air ticket to Bangladesh” and ‘cheap flights to dhaka Bangladesh’, that means they are planning to come back or visit Bangladesh, which means they have something or someone in Bangladesh they care about. If people search for ‘money transfer to Bangladesh’ and ‘send money to Bangladesh’ that means they need to send money to someone in Bangladesh they care about. All these kinds of people are the target customer of UpoharBD. So I selected these keywords.

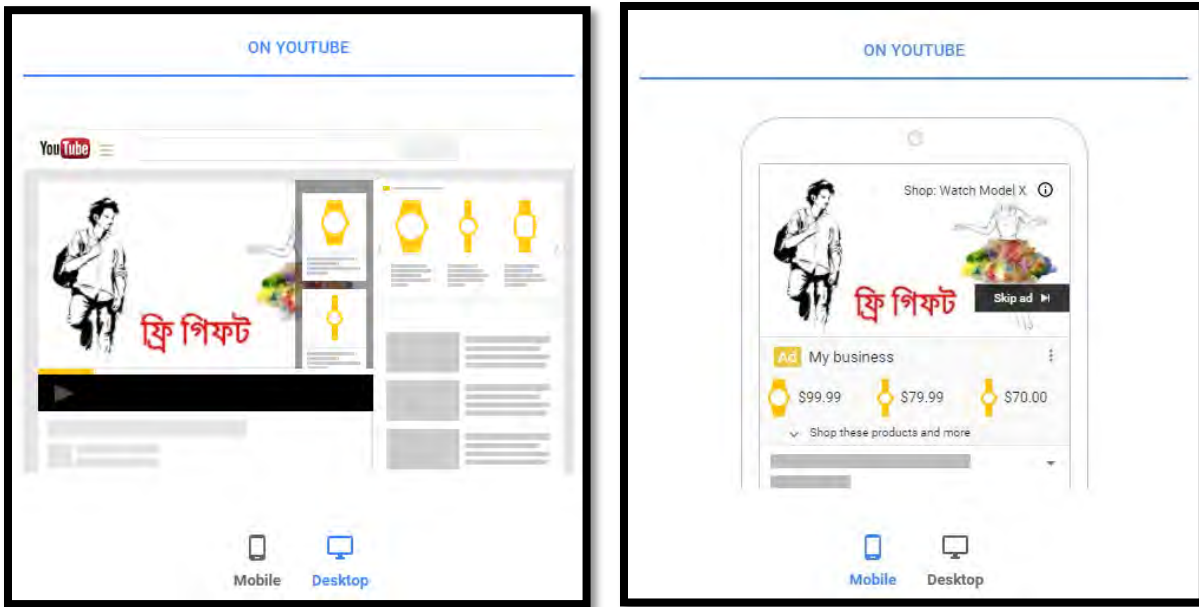


Figure 23: Ad preview on Desktop and Mobile mode

Unfortunately this campaign was disapproved because of unavailability of the video in some countries as per AdWords rules. When I planned for the advertisement, the plan was something else. But because of some limitations of YouTube and AdWords, the advertisement was changed. So we drop the idea of video advertisement, and I started working on next AdWords campaign planning.

3.2 Display Advertisement Campaign

3.2.2 Pilot Advertisement

Pilot advertisement is one of the most important part of any marketing promotional plan. Using pilot advertisement we can learn about the customer behavior. From a pilot advertisement campaign, we can we can analysis the data and make decisions for the next campaign.

Requirements for the pilot advertisement campaign:

Objective: Increase the sale of a seasonal product.

Product: Hilsa Fish

Product link: <https://www.upoharbd.com/groceries-and-bazar/hilsa-fish>

Condition: No discount message. Use emotional message to increase sales.

Duration: 7 Days

Target Customer: Bangladeshi leaving in USA, UK, Canada, Australia, Europe (Italy, Netherlands, Germany, France, and Sweden)

Budget: A\$175

Campaign and Budget Planing:

As our objective is promotion in few countries this time and we have total A\$175 budget, so I decided to create 5 different campaigns, so that I can analysis the data after promotion easily.

I created one campaign for US, one campaign for UK, one campaign for Australia, One campaign for Canada and one campaign for European countries. (Italy, Netherlands, Germany, France, and Sweden)

Country	Daily Budget	Total Days	Campaign cost
United States (US)	\$5	7	\$35
United Kingdom (UK)	\$5	7	\$35
Australia (AU)	\$5	7	\$35
Canada (CA)	\$5	7	\$35
Europe (EU)	\$5	7	\$35
		Total Cost	\$175

Figure 24: Campaign and Budget plan for Pilot Campaign

Campaign Creation

Goal Selection

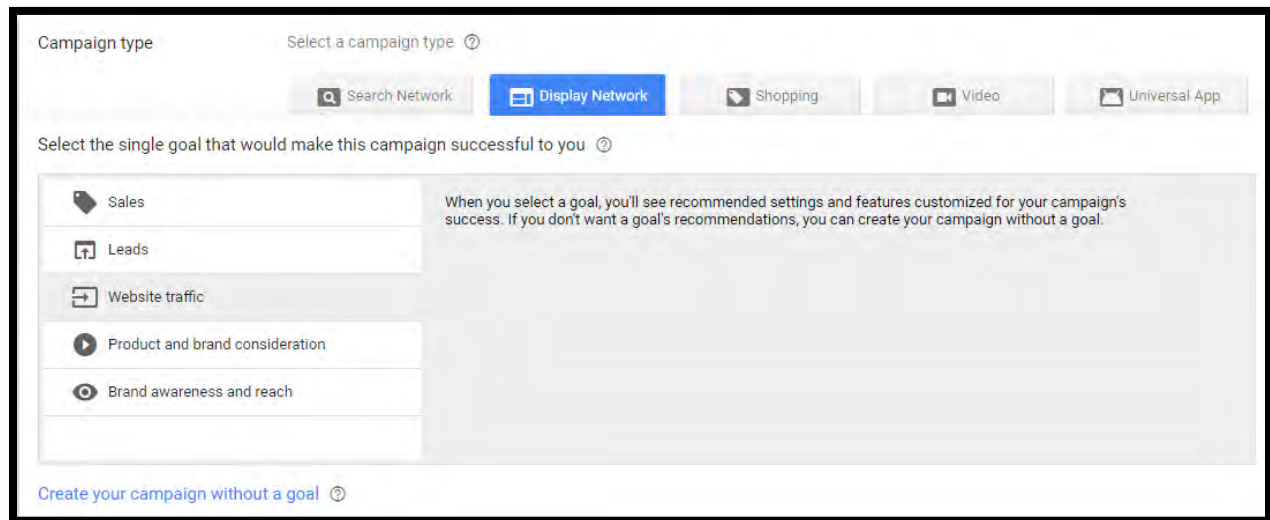


Figure 25: Goal options for display Network

As this campaign is related to 'Display network' type of campaign, so I selected 'Display network'. There are 5 goal options under 'Display Network'. Those goal details are described below.

- **Sales:** The sales goal recommends settings and features to help us reach customers who are ready to act.
 - Reach people while they're actively browsing, researching, or comparing the products and services we sell
 - Optimize your campaign's performance with automated bidding and targeting
 - Show visually striking ads to people when they're most likely to buy

- **Leads:** The leads goal recommends settings and features to help us get leads for our business to pursue.
 - Collect email addresses, newsletter signups, or other relevant contact information from people interested in our business
 - Optimize our campaign's performance with automated bidding and targeting
 - Show visually striking ads to people when they're most likely to express interest in our business

- **Website Traffic:** The website traffic goal recommends settings and features to help us drive interested customers to our website.
 - Drive new customers to our website to explore your product or service
 - Build a list of site visitors we can later reconnect with
 - Optimize our campaign's performance with automated bidding, targeting, and ad creation

- **Product and brand consideration:** The product and brand consideration goal recommends settings and features to inspire people to choose our brand.
 - Create visually appealing ads for our audience to engage with
 - Optimize our campaign's performance with automated bidding, targeting, and ad creation
 - Choose to pay only when people interact with our ads

- **Brand awareness and reach:** The brand awareness and reach goal recommends settings and features to help us build brand recognition.
 - Attract new customers and capture their attention with compelling image ads
 - Increase awareness among people who are most likely to be interested in our brand
 - Choose to pay only when our ad is viewed

As our target is sells, I selected the sells option.

Keyword Selection

I used the keywords I used in our video campaign

- bangla news paper prothom alo
- cheap air ticket to Bangladesh
- cheap flights to dhaka Bangladesh
- money transfer to Bangladesh
- send money to Bangladesh

Ad Creation:

To create responsive ad on AdWords, we need Image, Logo, Short headline, Long Headline, Description, Business Name and Final URL.

I designed the image using Photoshop.

Short headline and Long Headline for this campaign was ‘প্রিয়জনের জন্য ইলিশ মাছ’

Description was ‘Surprise loved-one in Bangladesh with a tasty gift’

And Final URL was
‘<https://www.upoharbd.com/groceries-and-bazar/hilsa-fish>’

The screenshot shows the Google Ads creation interface for the 'Ilish sell AU > Ilish' campaign. The 'Ad assets' section includes an 'Image' (a fish) and a 'Logo (optional)' (UpoharBD.com). The 'Short headline' is 'প্রিয়জনের জন্য ইলিশ মাছ' (23 / 25 characters). The 'Long headline' is 'প্রিয়জনের জন্য ইলিশ মাছ' (23 / 90 characters). The 'Description' is 'Surprise loved-one in Bangladesh with a tasty gift' (50 / 90 characters). The 'Business name' is 'UpoharBD.com' (12 / 25 characters). The 'Final URL' is 'https://www.upoharbd.com/groceries-and-bazar/hilsa-fish'.

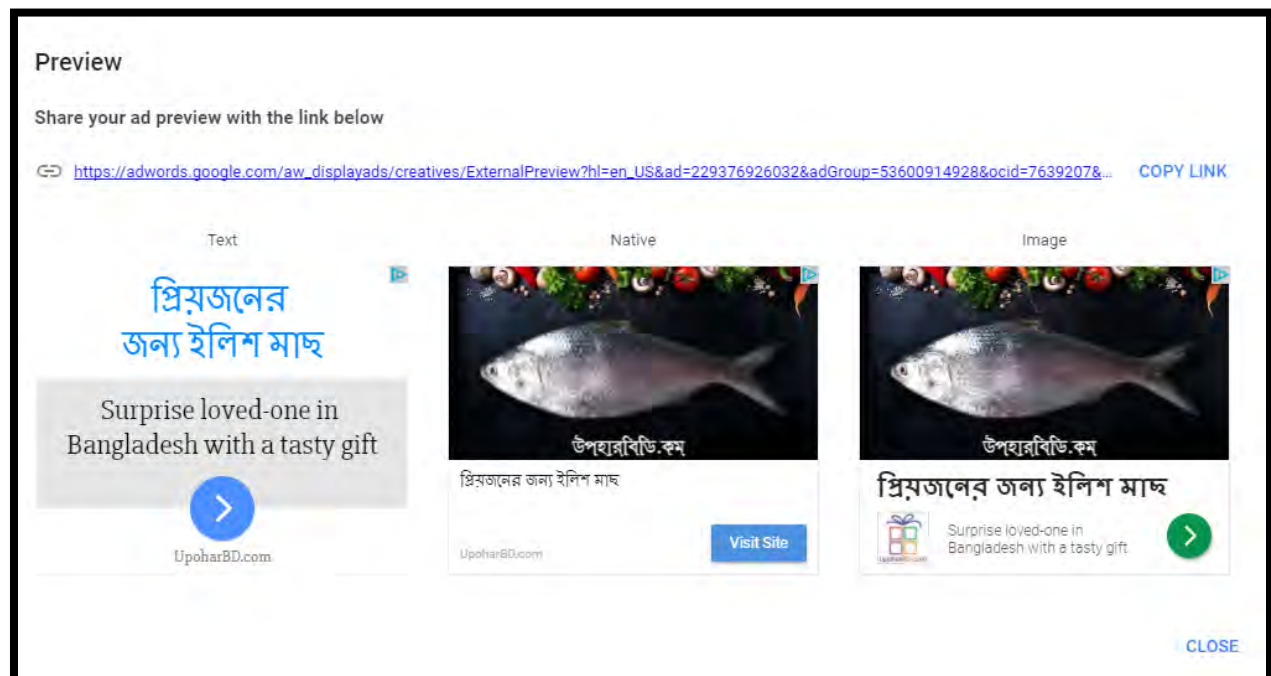


Figure 27: Final ad preview of Hilsha Fish sell Campaign

Bidding Strategy: Bidding is how we pay for people to interact with our ads. A sufficient bid and a good Quality Score will earn our ad a higher rank in ad auctions. AdWords offers several bid strategies that are tailored to different types of campaigns. Depending on which networks our campaign is targeting, and whether we want to focus on getting clicks, impressions, conversions, or views we can determine which strategy is best for us. There are few types of bidding strategy available in AdWords.

1) Automated Bid Strategy

- a) Target CPA
- b) Maximize Clicks
- c) Viewable CPM

2) Manual Bid Strategy

- a) Manual CPC

Target CPA: With "Target CPA", AdWords automatically sets bids to help get as many conversions as possible at the target cost-per-acquisition (CPA) we set. Some conversions may cost more or less than our target.

Maximize Clicks: With "Maximize clicks", AdWords automatically sets our bids to help get as many clicks as possible within our budget. A maximum CPC bid limit caps each cost-per-click bid. This could limit the clicks on our ad. The strategy we select here will be applied to this campaign only.

Viewable CPM: This one focuses on viewable impressions.

Manual CPC: With "Manual CPC" bidding, we can set our own maximum cost-per-click (CPC) for our ads.

I selected the 'Maximize Clicks' option because we need to know which one is best CPC bid for us. We can use the data we will get from here for the next campaign budget planning.

Language: For this campaign I selected English and Bengali as language because most of the Bangladeshi people only know these two languages. So this will differ from the other people.

Ad rotation: I selected the ‘Optimize: Prefer Best performing ads’ because the other setting are not recommended by the AdWords.

Figure 28: ‘Location Options’ Setting on AdWords

Location Options: I selected the “People in, or who show interest in, your targeted locations” option as target and “People in, or who show interest in, your excluded locations” as Exclude. Both of these are recommended by the AdWords and these are the best options according to me.

3.2.2 Ad Performance Analysis

After the end of the campaign, I got the results. Now I will analysis the campaign.

Campaign	Budget	Status	Bid strategy type	Clicks	Impr.	CTR	Avg. CPC	Cost
Ilish sell AU	A\$5.00/day	Paused	Maximize clicks	300	54,462	0.55%	A\$0.11	A\$32.13
Ilish sell CA	A\$5.00/day	Paused	Maximize clicks	274	31,793	0.86%	A\$0.11	A\$29.47
Ilish sell EU	A\$5.00/day	Paused	Maximize clicks	731	39,667	1.84%	A\$0.04	A\$32.05
Ilish sell UK	A\$5.00/day	Paused	Maximize clicks	528	29,600	1.78%	A\$0.05	A\$28.98
Ilish sell US	A\$5.00/day	Paused	Maximize clicks	817	61,727	1.32%	A\$0.04	A\$32.13

Figure 29: Pilot Campaign end results

Here we can see that the budget and other settings was same of all the country. The cost is almost same. As our budget was \$35 for per campaign, so every campaign cost is under budget. But there are some noticeable differences between the countries in terms of Clicks, Impression, CTR, and Avg. CPC. I will explain the difference below.

Clicks: When someone clicks our ad, it's counted here. So we got total 2,650 clicks. 300 from AU, 274 from CA, 731 from EU, 528 from UK and 817 from US. So we get almost half of the clicked on AU and CA rather than EU, UK and US.

Impression: An impression is counted each time our ad is served on Google's ad networks, such as on Google.com, YouTube, or other publisher websites and apps. Impressions help us understand how often our ad is being seen. We got 54,462 impression from AU, 31,793 impression from CA, 39,667 impression from EU, 29,600 impression from UK and 61,727 impression from US.

CTR: Clickthrough rate (CTR) measures how often people click our ad after it's shown to them, which can help us understand the effectiveness of our ad. CTR is calculated by dividing the number of clicks our ad receives by the number of times our ad is shown. Here the CTR is 0.55% for AU, 0.86% for CA, 1.84% for EU, 1.78% for UK and 1.32% for US. So we can see that the ads worked really well in EU, UK and US.

Avg. CPC: Average cost-per-click (CPC) is the amount we have paid for our ad divided by its total clicks. The Average CPC is A\$0.11 for AU, A\$0.11 for CA, A\$0.04 for EU, A\$0.05 for UK and A\$0.04 for US.

Keywords:

☐	Keyword	Ad group	Status	Max. CPC	Campaign type	Clicks	Imps.	CTR	Avg. CPC	Cost
☐	send money to bangladesh	iran	Campaign paused	auto: A\$0.01	Display	0	0	0.00%	A\$0.00	A\$0.00
☐	money transfer to bangladesh	iran	Campaign paused	auto: A\$0.01	Display	0	0	0.00%	A\$0.00	A\$0.00
☐	cheap flights to dhaka bangladesh	iran	Campaign paused	auto: A\$0.01	Display	0	0	0.00%	A\$0.00	A\$0.00
☐	cheap air ticket to bangladesh	iran	Campaign paused	auto: A\$0.01	Display	0	0	0.00%	A\$0.00	A\$0.00
☐	bangla news paper prothom alo	iran	Campaign paused	auto: A\$0.01	Display	398	21,675	1.84%	A\$0.05	A\$18.12
Total: Display/Video keywords						398	21,675	1.84%	A\$0.05	A\$18.12

Figure 30: Keyword work result for Pilot Campaign

Here we can see that only the “Bangla news paper prothom alo” keyword worked. The others keyword didn’t work.

Learning:

Here we can see that the campaign for Europe, United Kingdom and United States worked better than Australia and Canada. But only click doesn’t mean the person will buy our product. So based on previous sales experience from the various countries, I will plan for the next budget. As most of

our customers are from United States, so we will invest more on the next campaign on United States than the other countries. Australia is 2nd in terms of getting order from the countries. So we will invest more on the next campaign on Australia than the other countries, that we can get more sales.

3.2.3 Ad Planning

From the Pilot campaign I learnt how to make a campaign and to analyze those to make decision for the future. Now I have some idea of the Average CPC price of different country. So I can create budget plan using experience from the previous campaign. Cake is one of the most sold product of UpoharBD. So I planned to create the next campaign on Cake.

Campaign	Country	Duration	Click Target	Avg. CPC	Total Cost
Birthday Cake	EU	7 Days	150	\$0.04	\$6.00
Birthday Cake	UK	7 Days	100	\$0.05	\$5.00
Birthday Cake	AU	7 Days	100	\$0.11	\$11.00
Birthday Cake	ME	7 Days	100	Unknown	\$7.00
Birthday Cake	US	7 Days	250	\$0.04	\$10.00
Photo Cake	EU	7 Days	150	\$0.04	\$6.00
Photo Cake	UK	7 Days	100	\$0.05	\$5.00
Photo Cake	AU	7 Days	100	\$ 0.11	\$11.00
Photo Cake	ME	7 Days	100	Unknown	\$7.00
Photo Cake	US	7 Days	250	\$0.04	\$10.00
Total CT			1400	Total Cost	\$78.00

Figure 31: Budget planning for the next campaign

Two types of cakes are most popular on UpoharBD. One is Birthday Cake, and another one is Photo Cake. I planned to design the photo cake ad such way, so it represent the anniversary cake too.

I proposed my budget and campaign planning to the director and he approved it with making some changes.

Campaign	Country	Duration	Click Target	Avg. CPC	Total Cost	Daily budget	Weekly budget
Birthday Cake	EU	7 Days	150	\$ 0.04	\$ 6.00	\$ 1.00	\$ 7.00
Birthday Cake	UK	7 Days	100	\$ 0.05	\$ 5.00	\$ 1.00	\$ 7.00
Birthday Cake	AU	7 Days	100	\$ 0.11	\$ 11.00	\$ 2.00	\$ 14.00
Birthday Cake	ME	7 Days	100	Unknown	\$ 7.00	\$ 1.00	\$ 7.00
Birthday Cake	US	7 Days	250	\$ 0.04	\$ 10.00	\$ 2.00	\$ 14.00
Photo Cake	EU	7 Days	150	\$ 0.04	\$ 6.00	\$ 1.00	\$ 7.00
Photo Cake	UK	7 Days	100	\$ 0.05	\$ 5.00	\$ 1.00	\$ 7.00
Photo Cake	AU	7 Days	100	\$ 0.11	\$ 11.00	\$ 2.00	\$ 14.00
Photo Cake	ME	7 Days	100	Unknown	\$ 7.00	\$ 1.00	\$ 7.00
Photo Cake	US	7 Days	250	\$ 0.04	\$ 10.00	\$ 2.00	\$ 14.00
		Total CT	1400	Total Cost	\$ 78.00		\$ 98.00
					Proposed		Approved

Figure 32: Budget approval for next campaign

After getting approval, I started to work on the campaigns. This time I was working on total 10 campaigns. Five campaigns on photo cake and five campaigns on Birthday cake.

3.2.4 Ad Setup

Keyword Selection:

From the pilot campaign, I found that from the five keyword selection, only one worked. So I have to find some new keywords for the new campaign. I used Google keyword planner to find some new keywords, which are popular and use by our target customer.

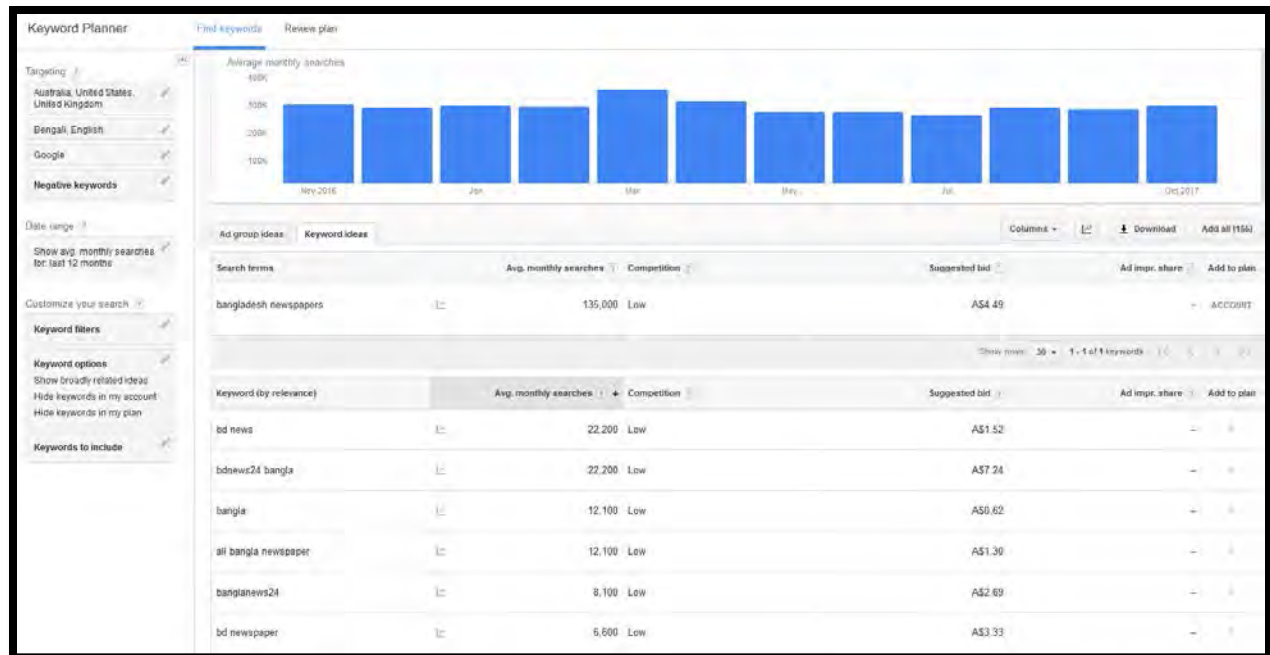


Figure 33: Google Keyword Planner Tool

By using Google keyword planner, I found some new keywords. Those are, ‘Bangla natok 2017’, ‘Bangla new natok’, ‘bdnews24’. I had one working keyword from the pilot campaign which was ‘bangla news paper prothom alo’. So I used these 4 new keywords for this new campaign.

I set the other setting as our pilot campaign.

Ad Creation: I designed the ad for the Birthday cake and photo cake campaigns using Photoshop. I attached the ads below.

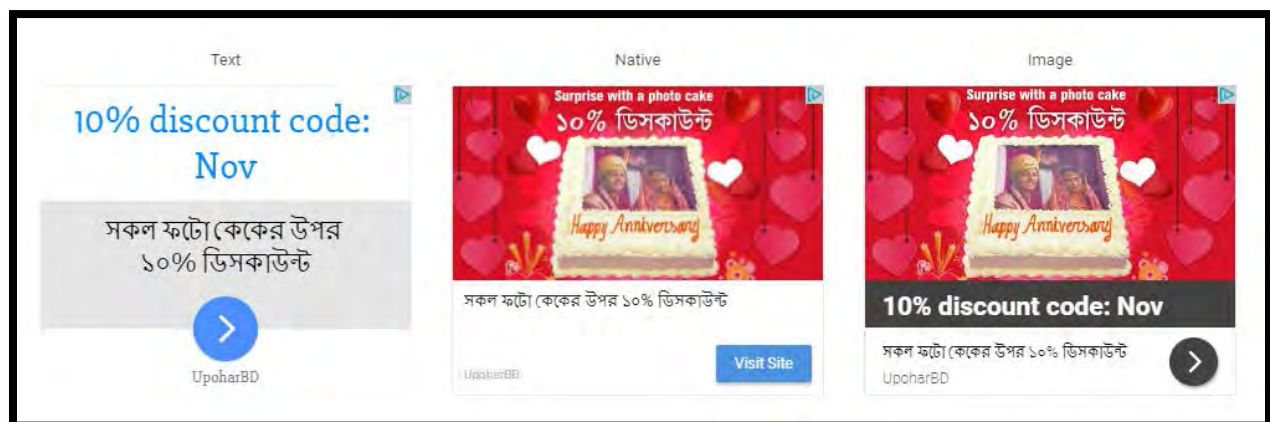


Figure 34: Photo Cake Ad

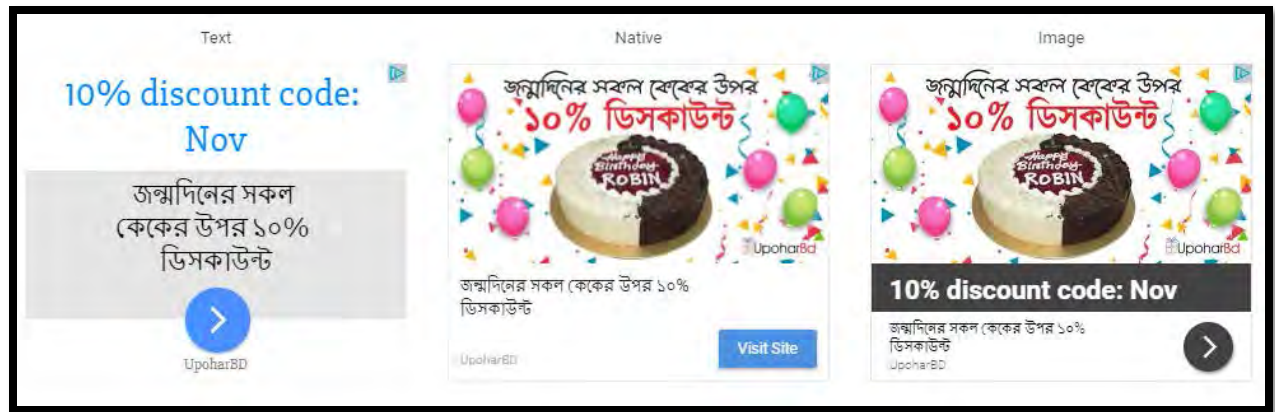


Figure 35: Birthday Cake Ad

3.2.4 Ad Performance Monitoring

After the end of the campaign, I got the results. Now I will analysis the campaign.

Find campaigns												
☐		Campaign	Budget	Status	Bid strategy type	Campaign type	Bid strategy	Imps	Interactions	Interaction rate	Avg. cost	Cost
☐		Birthday Cake AU	A\$2.00/day	Eligible	Maximize clicks	Display	—	14,350	109 clicks	0.76%	A\$0.10	A\$11.38
☐		Birthday Cake EU	A\$1.00/day	Eligible	Maximize clicks	Display	—	6,404	137 clicks	2.11%	A\$0.04	A\$5.96
☐		Birthday Cake ME	A\$1.00/day	Eligible	Maximize clicks	Display	—	7,720	149 clicks	1.93%	A\$0.04	A\$5.47
☐		Birthday Cake UK	A\$1.00/day	Eligible	Maximize clicks	Display	—	4,415	70 clicks	1.59%	A\$0.08	A\$5.48
☐		Birthday Cake US	A\$2.00/day	Eligible	Maximize clicks	Display	—	12,743	111 clicks	0.87%	A\$0.11	A\$11.70
☐		Photo Cake AU	A\$2.00/day	Eligible	Maximize clicks	Display	—	14,465	104 clicks	0.72%	A\$0.11	A\$11.32
☐		Photo Cake EU	A\$1.00/day	Eligible	Maximize clicks	Display	—	8,961	119 clicks	1.71%	A\$0.05	A\$5.70
☐		Photo Cake ME	A\$1.00/day	Eligible	Maximize clicks	Display	—	14,752	168 clicks	1.14%	A\$0.04	A\$6.00
☐		Photo Cake UK	A\$1.00/day	Eligible	Maximize clicks	Display	—	8,703	168 clicks	1.24%	A\$0.06	A\$6.08
☐		Photo Cake US	A\$2.00/day	Eligible	Maximize clicks	Display	—	7,779	112 clicks	1.44%	A\$0.10	A\$11.50
Total: Campaigns								98,366	1,187 clicks	1.21%	A\$0.07	A\$80.61
Total: Account								98,351	1,186 clicks	1.21%	A\$0.07	A\$80.57
Total: Display								98,366	1,187 clicks	1.21%	A\$0.07	A\$80.61

Figure 36: Ad Performance of Main Campaign

After getting the ad performance result, I analyzed the data with our pre-planned budget. Here is the comparison between the expected result and actual result.

Campaign	Country	Duration	Click Target	Avg. CPC	Total Cost	Daily budget	Weekly budget	Click achieved	Cost
Birthday Cake	EU	7 Days	150	\$ 0.04	\$ 6.00	\$ 1.00	\$ 7.00	136	\$ 5.95
Birthday Cake	UK	7 Days	100	\$ 0.05	\$ 5.00	\$ 1.00	\$ 7.00	89	\$ 6.46
Birthday Cake	AU	7 Days	100	\$ 0.11	\$ 11.00	\$ 2.00	\$ 14.00	130	\$ 13.00
Birthday Cake	ME	7 Days	100	Unknown	\$ 7.00	\$ 1.00	\$ 7.00	149	\$ 5.47
Birthday Cake	US	7 Days	250	\$ 0.04	\$ 10.00	\$ 2.00	\$ 14.00	113	\$ 11.79
Photo Cake	EU	7 Days	150	\$ 0.04	\$ 6.00	\$ 1.00	\$ 7.00	119	\$ 5.70
Photo Cake	UK	7 Days	100	\$ 0.05	\$ 5.00	\$ 1.00	\$ 7.00	108	\$ 6.08
Photo Cake	AU	7 Days	100	\$ 0.11	\$ 11.00	\$ 2.00	\$ 14.00	114	\$ 12.00
Photo Cake	ME	7 Days	100	Unknown	\$ 7.00	\$ 1.00	\$ 7.00	170	\$ 6.02
Photo Cake	US	7 Days	250	\$ 0.04	\$ 10.00	\$ 2.00	\$ 14.00	113	\$ 11.54
		Total CT	1400	Total Cost	\$ 78.00		\$ 98.00	1241	\$ 84.01

Figure 37: Comparison between the expected result and actual result

Here we can see that, we got more clicks than our expectations, in Birthday cake Australia, Birthday cake Middle East, Photo Cake United Kingdom, Photo Cake Middle east and Photo cake Australia campaign. But we got less clicks than our expectations on the other campaign. Overall we got 159 clicks less than our expectations with paying \$8 more than our budget.

Major reason behind this situation is our average CPC of from our Pilot campaign. In the pilot campaign our average CPC for United State Campaign was \$0.04. This average CPC varies campaign to campaign. We used different products from previous campaign to this campaign. In previous campaign we used an image of Hilsa Fish. Maybe the clicked persons saw Hilsa fish after many years, so they attracted to click it. The sells of grocery items increased during the campaign. Hilsa fish was one of the product in the grocery items category. But here the product is Cake. There is two reasons behind this. Firstly, they see this type of picture/ad more than this Hilsa fish campaign ad. The second reason is, everyone order cake on some special day. So even if the result from this ad we don't get now, there is a chance we can get more order in future.

3.2.4 Ad Schedule Planning

After analyzing the results from other campaigns, I created an upcoming ad schedule planning. The planning for upcoming ads is given below.

ID	Campaign Name	Start Date	End Date	Channels
1	Kacchi Biryani	1 st Dec	7 th Dec	AdWords
2	Pet Bird	1 st Dec	7 th Dec	AdWords
3	Free Shipping for Chittagong and Sylhet	8 th Dec	15 th Dec	AdWords
3	Christmas & New Year	16 th Dec	31 st Dec	AdWords
4	Pitha Utshob	1 st Jan	15 th Jan	AdWords, Facebook
5	Wedding Dala	16 th Jan	31 st Jan	AdWords, Facebook
6	Valentine's Day	1 st Feb	14 th Feb	AdWords, Facebook

Figure 38: Upcoming campaign planning

The contents for the upcoming ads are already planned and I already created some of the contents of upcoming campaigns.

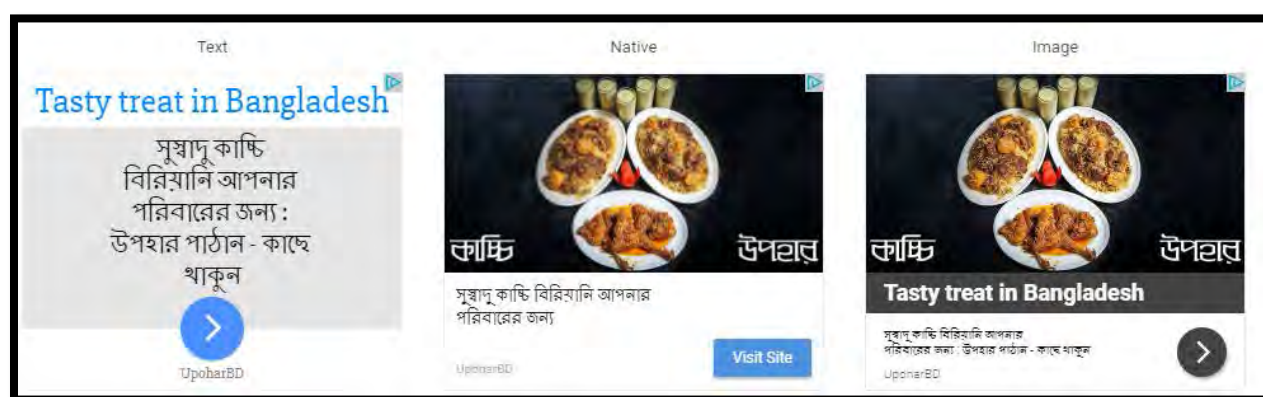


Figure 39: Creative for Kacchi Biryani Campaign



Figure 40: Creative for Pet bird Campaign

3.3 My Other Activities

Other than campaign planning, content creating, campaign implement and Ad performance monitoring I had to do some other work for UpoharBD. There was some products in the website which didn't have good looking product image which will attract customer to purchase. I had to create some product image for those products using photoshop.

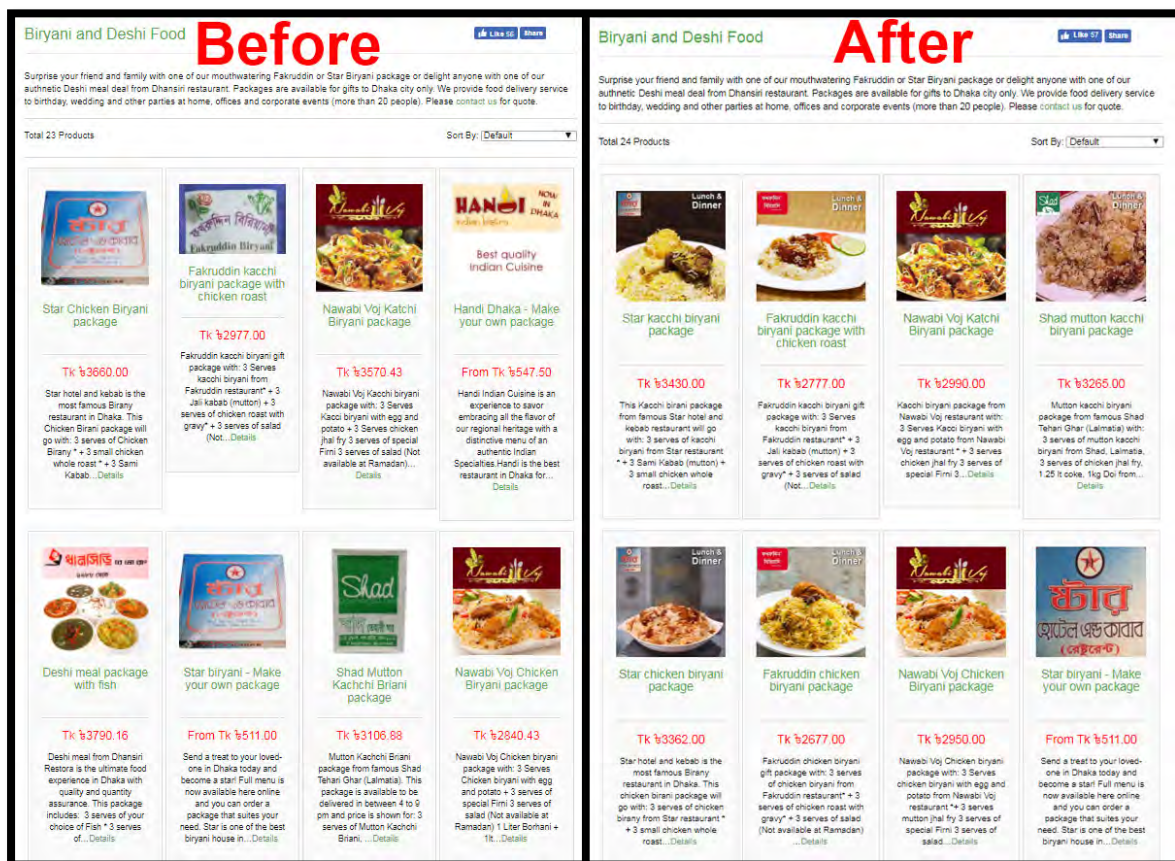


Figure 41: Updating product images

4 Challenges and Proposed Course of Action for Improvement

After researching the whole website, I found out that, there are some product which can be improved by attractive product image. It will make customer feel more interested to purchase the product.

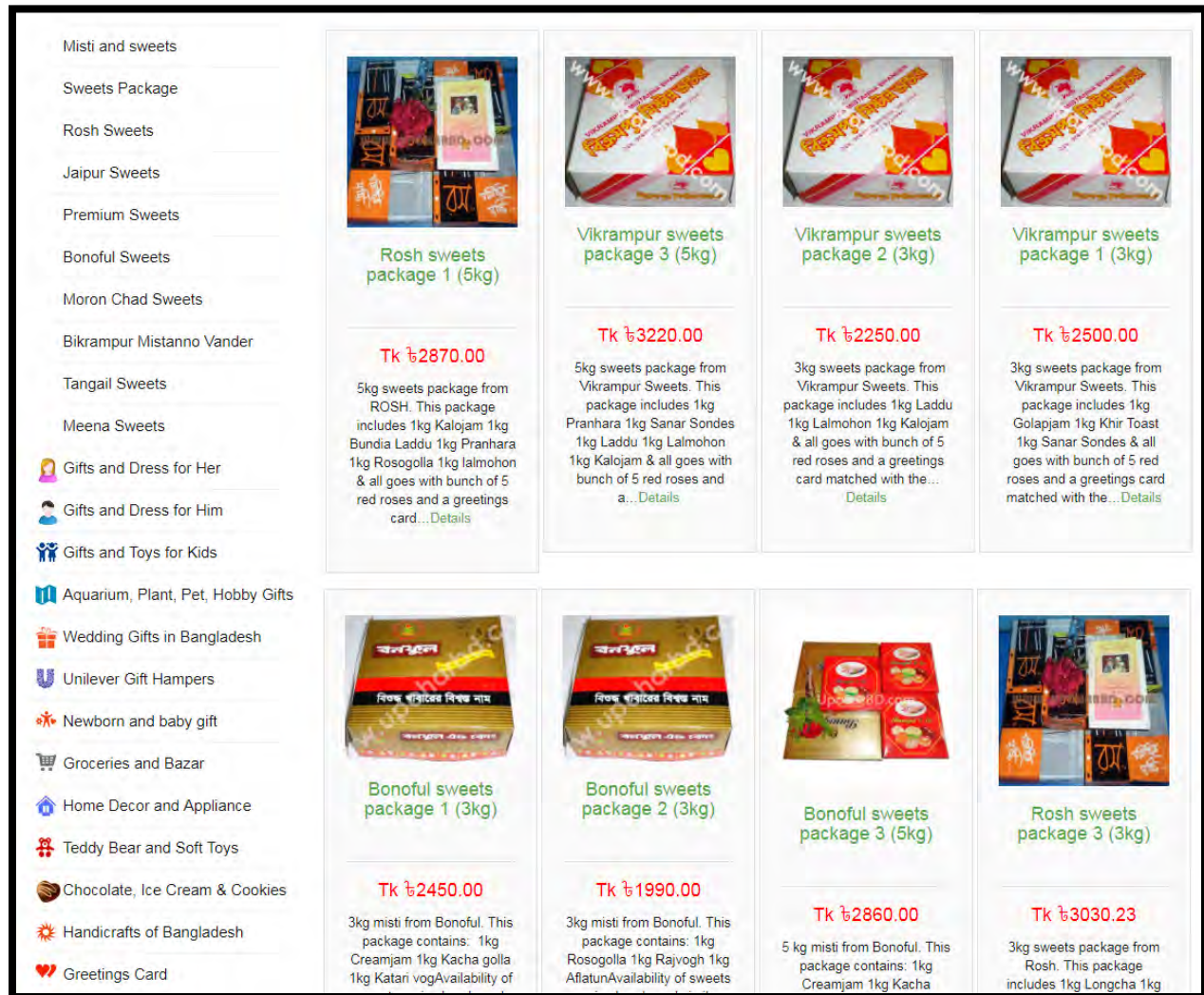


Figure 42: Example of the product image which needs to update

5 Lessons Learned from the Internship Program:

The main reason behind the internship program is that students can implement the learning from the books into the practical world. When I did my university courses, I learned about how to get things done. But when I started to work at UpoharBD, I learned that there are many other skills needed to be a good marketer. To complete the task given by the office, I had to learn some new things. Those things are –

- How to create white board animation
- How to use YouTube video for promotion
- How to use YouTube Creator Studio tool
- How to create a brand account on YouTube
- What are the requirements for the YouTube partner program
- How to use Google AdWords
- How to use Google Keywords Planner
- How to use Google Analytics
- How to create ad schedule planning
- How to setup an Ad on AdWords
- The importance of Pilot Advertisement

Along with these I had some other experience learnings too. The behavior of a person in a corporate environment, only can learn by experiencing it. I had an opportunity to train my two colleagues about AdWords. It was one kind of learning too.

6. Conclusion

UpoharBD is an example for the other online business. They are success in this field because of their products, professional service and unique and well planned business idea. Because of UpoharBD many Bangladeshi can share their love and joy with their dear ones. Working at UpoharBD as Online Marketing Intern, I had to face some challenges, but the joy of having the taste of success was motivating me. I tried to achieve my goals and objective by giving my best. There was some advertisement which wasn't successful, there was some problem created because of some small mistakes like one click. But I learned from that mistake and now I will remember it for rest of my life.

My main goal learning and second most important goal was increase the customer engagement rate and increase the number of sell. But UpoharBD gave me more than I was able to give UpoharBD.

UpoharBD gave me the most important things in anyone life and that is learning. It was a lucky to have an experienced and knowledgeable mentor like Mr. Syed Mahmudur Rahman. I have learned a lot about digital marketing from him.

7. References

UpoharBD. (n.d.). Retrieved from UpoharBD: <http://www.upoharbd.com/>

AdWords. (n.d.). Retrieved from AdWords: <https://adwords.google.com/>