

Report On
An Exposure to the Real-life Work Experience
at *Astute Horse*

By

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An internship report submitted to the Department of English and Humanities in partial fulfillment of the requirements for the degree of Bachelors of Arts in English

Department of English and Humanities

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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.

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Abstract

In the era of digitalization, the importance of digital marketing has increased from one year to another. As part of the marketing strategy it is highly practiced by organizations, companies and businesses of any type and any size. Given that digital marketing requires the high attention on social platforms, the success or the failure of the company's online communication depends to a significant extent on the quality of its content marketing. In this context, besides promoting a high quality of the content marketing, the digital marketers must undertake an analysis of the target in order to adapt their content and to choose the right way of promoting it. This report defines the concept of digital marketing and its importance that it has within the marketing policies, as well as the impact of content marketing on digital platform.

Glossary

Panopticon	The panopticon is a disciplinary concept brought to life in the form of a central observation tower placed within a circle of prison cells. From the tower, a guard can see every cell and inmate, but the inmates can't see into the tower. Prisoners will never know whether they are being watched.
Mediascape	The term “mediascape”, coined by Arjun Appadurai (1990), refers to the electronic and print media in “global cultural flows”. For Appadurai, mediascape indexes the electronic capabilities of production and dissemination, as well as the images of the world created by these media

Approval

The report titled “An Exposure to the Real-life Work Experience at *Astute Horse*” submitted by Munzarein Binte Masood (16103051) of Spring 2020 has been accepted as satisfactory in partial fulfilment of the requirement for the degree of Bachelor of Arts in English and Humanities on

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Table of Contents

Error! Bookmark not defined.

1.1 Introduction.....	8
1.2 History Of Digital Marketing Error! Bookmark not defined.	
1.3 Digital Marketing Strategies Error! Bookmark not defined.	
1.4 Digital marketing practices in Bangladesh Error! Bookmark not defined.	
1.5 Scope and Objective Error! Bookmark not defined.	
CHAPTER 2- Company Profile Error! Bookmark not defined.	
2.1 Company History, Goals and Awards	16
2.2 Clients of Astute Horse Error! Bookmark not defined.	
Chapter 3 – My Work duties and Experience Error! Bookmark not defined.	
3.1 Image Text and Caption for Facebook: Error! Bookmark not defined.	
3.3 Writing Blogs and Articles: Error! Bookmark not defined.	
3.4 Making Monthly Plans: Error! Bookmark not defined.	
3.5 Making Storyboards : Error! Bookmark not defined.	
3.6 Background Research and Research Paper:	25
CHAPTER 4- Impact of Digital Marketing on Business.....	26
4.1 Low Cost Barrier:	27
4.2 Scalability:	28
Increase in Brand Awareness:	28
Encourage Innovation:	29
Customers and Audience:	29
impact:	29
CHAPTER 5- Impact on Digital Marketing during COVID19 Error! Bookmark not defined.	
5.1 Rise of E-Commerce Error! Bookmark not defined.	
5.2 Reduction in Revenue and Cash Flow Error! Bookmark not defined.	
5.3 Reduction in Marketing Expenses Error! Bookmark not defined.	
5.4 Increase in Productivity Error! Bookmark not defined.	
5.5 Continuation of “Work-from-Home” Error! Bookmark not defined.	
5.6 Bottom line Error! Bookmark not defined.	
CHAPTER 6- Integration of Theories Error! Bookmark not defined.	
6.1 Copywriting Error! Bookmark not defined.	
6.2 Editing Error! Bookmark not defined.	
6.3 Translation Studies Error! Bookmark not defined.	

6.4 Globalisation and The Media**Error! Bookmark not defined.**

CHAPTER 7**Error! Bookmark not defined.**

7.1 Observation**Error! Bookmark not defined.**

7.2 Recommendation**Error! Bookmark not defined.**

CHAPTER 8 Conclusion**Error! Bookmark not defined.**

Work Cited**Error! Bookmark not defined.**

Appendix**Error! Bookmark not defined.**

Chapter 1

Introduction

1.1 Introduction

Marketing is all about connecting with the audience in the right place, at the right time. That means, to connect with the audience one needs to grab their attention where they are already spending their time. With how accessible the internet is today digital marketing is just another one of those new, fancy buzzwords we often get to hear. It refers to any online marketing efforts or assets. Basically it is any form of marketing products or services that involves electronic devices. Nowadays businesses leverage digital channels such as search engines, social media, email and websites to connect with current and prospective consumers. Digital marketing encompasses all marketing efforts that use an electronic device or the internet.

1.2 History of Digital Marketing

In the 1990s, the term ‘Digital Marketing’ was first coined. In the 2000s, with increasing numbers of internet users and the birth of smartphone, Android and iPhone, customers for the first time began searching products and making decisions about their needs online, instead of consulting a salesperson. Digital Marketing First popularized as a term in the early 2000’s, it has actually been around much longer. Here is a pic of the first digital marketer in history:



Guglielmo Giovanni Maria Marconi, 1st Marquis of Marconi FRSA, an Italian inventor and electrical engineer is known for his pioneering work on long-distance radio transmission. In 1896 he was the first human to demonstrate a, “public transmission of wireless signals.” In the picture Marconi demonstrating apparatus he used in his first long distance radio transmissions in the 1890s. In the picture, the transmitter is at right, the receiver with paper tape recorder at left. Shortly after his little demonstration in England, more signals were transmitted across open water. Besides, while it would take another 10 years for the radio to reach the general public, it sure did not take the creators long to realize they could utilize it to sell anything. That is how Digital marketing strategy was born.

1.3 Digital Marketing Strategies

At this stage, digital marketing is vital for business and brand awareness. It seems like every other brand has a website. If they do not, they at least have a social media presence or digital ad strategy. Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands. It is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time. From the website itself to a business's online branding assets - digital advertising, email marketing, online brochures, and beyond - there is a spectrum of tactics that fall under the umbrella of digital marketing.

The best digital marketers have a clear representation of how each digital marketing campaign supports their overarching business goals. If you are using social media networks online content creation or email to support your marketing efforts, then you are already leveraging digital marketing. A few common digital marketing tactics include marketing automation and Search Engine Optimization (SEO). It is the process of optimizing your website to rank higher in search

engine results pages, thereby increasing the amount of organic traffic your website receives.

Moreover, content marketing denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. For a successful advertisement there should be targets to:

- ❖ Get attention
- ❖ Focus on the customer
- ❖ Stress benefits
- ❖ Differentiate your product from the competition
- ❖ Prove its case
- ❖ Establishes credibility
- ❖ Close with a call to action

1.4 Digital Marketing Practices in Bangladesh

In Bangladesh, digital marketing first introduced in the year of 2008. Since then the popularity of digital marketing reached its peak in 2012 and still has been increasing. At first time, it was very new concept in our country. Marketers were also concern if they should go for digital marketing or not. It took more time to clear the real advantages of online marketing. As of January 2018, according to the *Bangladesh Telecommunication Regulatory Commission* (BTRC) about 80 million people in Bangladesh are using the internet. Companies with sufficient foresight into the future have realised that an online platform can reach a much larger number of people, in a much shorter time span, with much higher cost efficiency. They have realised that consumer reliance on the web has enormous business potential and thus they attempt to use this phenomenon by investing in strong digital marketing campaigns.

1.5 Scope and Objective

If I say from my childhood that my only dream and passion is to become a content marketer/creator then it will be fabricated because the concept of being a content marketer was not so popular back in the time. I never dreamt of becoming a content marketer/creator.

However, when I learnt about it and obtained the opportunity of becoming one only then I seriously thought about it. There is huge opportunity in that field to explore own creativity and potentials. Also, the demand of this occupation is equally high everywhere in the era of globalization. Due to the technological advancement as well as fast internet speed, reaching and communicating with every corner of the world has become much easier and profitable when the discourse is about business world. This made the job most demanding. The work of a content creator is solely creative and exciting and this excitement touched me. That is the prime reason, I took Media & Culture as my major.

Furthermore, in order to complete my graduation, I had to do internship in any sector of media. I took this opportunity given by BRAC and made the full use of it by joining an IT and digital marketing agency *Astute Horse*. I practically utilized my knowledge that I got from my academic courses like Translation Studies (ENG465), Globalization and Media (ENG333), Research Methodology (ENG301), Editing (ENG401), Copy Writing (ENG404) and English for Print Media (ENG440). I gave my best effort in that internship period and gathered sufficient knowledge and experience. Above all, I got to know more about my ability and developed my skills accordingly.

Chapter 2

Company Profile

2.1 Company History, Goals and Awards



Astute Horse is an award winning Marketing and IT agency. The agency began its journey in 2013 in Canada primarily as marketing consulting firm focusing on the hospitality industry. It is later registered in Bangladesh. The journey began with some talented young marketing interns at State University of New York (SUNY) Potsdam and gradually moved its operation to Bangladesh. The need for IT solutions from some of the clients promoted the company to focus on developing a team of IT professionals. Today, the company offers both Marketing and IT solutions and earned a reputation of delivering quality work. The founder and CEO who brings not only academic but also industry experience in the field of marketing spanning over 28 years head *Astute Horse*. With specialized knowledge – of the hospitality industry and marketing experience from both service and manufacturing industries, he leads a team of highly dedicated, enthusiast, creative and result oriented young individuals who believe in ensuring customer satisfaction. . Many digital marketing companies do not know their target audience that makes it difficult for them to work. They work for different company and there is no connection with one another that breaks the linearity. Astute's CEO always focused on the target audience. He knows

hotels and hospitality sector is his expertise. Be it social media presence, corporate communication, developing business or marketing plans or developing business solutions, *Astute Horse* is eager to deliver the best. The team of IT and marketing professionals are constantly seeking challenges to conquer. The mission of the company is to provide optimal marketing and IT solutions. With specialized knowledge of the hospitality industry, ability to blend Marketing and IT, *Astute Horse* has received the Digitization and Marketing Award from PATA Bangladesh Chapter. *Astute Horse* is also a member of PATA.

Astute Horse's work environment is one of the best things that make the employees more productive. The ambiance, set up and the management are contemporary and friendly with regular and heavy investments in staff welfare, training and modern technology.

2.2 Clients of *Astute Horse*:

Astute Horse mostly works for hotels and hospitality industry. This is because the founder and CEO M. Shahadat Hossain, who brings not only academic but also industry experience in the field of marketing spanning over 28 years. In a country like ours there are very few well-known digital marketing companies and as a country we are mainly depended on print media. However, due to rapid spread and accessibility of internet and online platform the scenario has changed. The quote "where there is more people traffic, market your products there more" made digital marketing very important in today's Bangladesh. Also, the CEO has excellent marketing skills, which really helped the agency to grow.



Chapter 3

Work Exposure

3.1 My work duties and experience

I did ten weeks of my internship from 20th January 2020 to 30th March 2020 at Astute Horse, an IT and advertising based firm. I worked as an intern in the department of content marketing. Everyone else working in this section is designated as content creator/developer. This whole section is overseen by the head content of the company, who was also my supervisor. As an intern, I was assigned to write content articles, blogs, image text, research paper and copies for our clients. I was also assigned to create storyboard for creative videos. The diverse area of exposure has helped in exploring my potential of creative writing and analytical skills. Some of my responsibilities are explained below:

3.2 Image Text and Caption for Facebook:

In BRAC, I did a course ENG404 (Principles of Copywriting). Copywriting is the craft of writing persuasive messages that prompt people to take action. This course was mainly about writing copies for print media; copywriting for radio and television; copywriting for social media marketing; writing texts for brochures; working with graphics and layouts, writing features, review, event reports and many more. When I was working with *Astute Horse*, I had an exposure to work on Image Texts and Captions. It helped me to develop my writing skills and also challenged my creativity. It also gave me an exposure to apply my theory based knowledge in my working life.

Words hold a lot of power, especially for businesses today, and even more in the digital space. Our customers are bombarded with advertisements of products and services, which means their attention span is limited and precious. Copywriting, or more precisely, well-written copywriting,

is essential to convince the target customer that a product offering will solve their need and offer them value. Harnessing strong copywriting can lead to commercial success. However, copywriting has to be written solely with the audience in mind. When we see posts of celebrities or popular accounts on Facebook and they receive thousands of likes and hundreds of comments in a very short span of time, sometimes without even saying a word. That is because they have millions of followers around the world. However, newly launched brands and businesses do not have that celebrity factor and cannot get the same level of engagement by merely “showing up” with a post. Facebook is an incredibly visual platform, with the potential audience of 2.19 billion monthly active Facebook users. It is primarily based on photos and some video posts.

A strong visual component may capture your audience’s attention but it will not drive conversions. That is why a well-crafted caption with a clear message and a precise Image Text can make a significant impact on Facebook marketing. The caption allows taking the visual message of the photo several steps further.

In *Astute Horse*, we try to create interaction with our customer by making attractive social media posts. We highlight a brand’s unique identity and a consistent personality that appeals to the audience. However, this differentiation does not just come from the colors, the logo or the layout- it also comes from the craft of copies, the taglines, and the captions. When I first joined the company, I was asked to write ten copies for Royal Park’s Valentine’s Day special Facebook posts on their bakery items and buffet dinner. Every copy has word limit of five words thus it was very challenging for me to be precise and express everything in few words. Although, knowledge from academic courses such as, Copywriting and Editing helped me to generate good copies. Seven of my copies got approved by my supervisor in my first attempt. Some of them are, “Love is like a box of cookies”, “Sugarcoat your love with cupcakes”, “Celebrate your

Valentine with a melody of love”, “This Valentines, Bake her Happy” etc. Bellow I am mentioning the caption I wrote for the restaurant along with the post that was created:

“This Valentine’s Day show the sweetness of your love with Royal Park Residence Hotel’s cakes, assorted cupcakes and cookies to your special one.”

“Celebrate Valentine’s night with your loved ones at Royal Park Residence.

We have arranged an amazing buffet dinner with 50+ items for only BDT 1400/-net.”

“Let Royal Parks Residence’s food be the reason for binding our loved ones with you. We have some of the tastiest desserts items for your loved ones. We have also arranged dinner buffet.”

Subsequently, on regular basis I need to write copies and caption for our different clients including Restaurants, Beauty parlors, Hotels and Bank. The second week of my internship was on February and it is a month full of festivals. Therefore, I was assigned on projects based on Valentine’s Day, Pohela Falgun and International Mother Language Day. I have written several copies for the Valentine’s Day and one of my copies, “Bake Her Happy” got selected as the tagline for the Valentine promotion of Royal Park Hotel. Moreover, I had to write few copies for *Total Care Salon Bangladesh*. They are, “Treat your feet.”, “Relax & Rejuvenate”, “Let your hair do the talking” etc. Along with copies every Facebook posts required captions as well. They are mentioned below:

“ ‘I love how prickly your legs feel’ – said no one ever

So, Get waxed. Visit our premium Total Care Salon Bangladesh.”

“To improve your zest for life, fill it with Vit C. Glow & Grow.

Visit Total Care Salon Bangladesh and get an hour of pampering.”

“Keratin Treatment is a chemical process that smooth and nourishes frizzy and damaged hair. Many mistakenly associate it with hair straightening process. However, both are very different from one another. Keratin Treatment dives into the hair follicle and infuse porous areas with keratin, which is essential hair nutrition. As a result, your hair looks healthier and manageable.

Check out Total Care Salon Bangladesh and get our finest services.”

“In the world full of temporary things inner beauty and love is perpetual. This Valentine, enhance in beauty and spread love. Celebrate the special day with the premium services of Total Care Salon Bangladesh. Wishing you a very Happy Valentine’s day.”

3.3 Writing Blogs and Articles:

Blog is a regularly updated website or web page, typically one run by an individual or small group. Blogs are generally written in an informal or conversational style. In *Astute Horse*, I wrote a blog on *High Tea* as well as contributed to the monthly newsletter of Royal Park Hotel. Royal Park Residence will introduce a new branch of hospitality, *High Tea*, to honor womanhood on 8th March 2020. Therefore, it requires a massive promotion through digital marketing. Apparently, writing blog requires systematic research on a specific topic. Therefore, my academic knowledge on writing reports and research paper gave me a decent guideline to complete my work. I struggled writing the newsletter as I was not familiar with the writing style

of a newsletter. However, with the help of my supervisor I successfully wrote a fine piece of work. I am attaching a drive link of my newsletter below:

https://drive.google.com/file/d/1zGGyfmmcr-I_7Aodkl1AsELFB44s_82b/view?usp=sharing

My very first blog has been published on their website and to read more about the blog click on the following link:

<https://royalparkdhaka.com/a-perk-me-up-between-lunch-and-dinner/>

I have also managed to write another blog subsequently for our another client *Hotel Grand Park*. Since, the hotel is situated in Barishal, I was assigned to write about a prominent personality of Barishal. I chose to write about A.K. Fazlul Huq popularly known as “Sher-e- Bangla”. To read more about the whole blog click on the following link:

<http://hotelgrandparkbarisal.com/what-to-do/sher-e-bagla-a-k-fazlul-huq/>

There were few rules of writing blogs that I had to keep in mind. I was asked to incorporate the necessary details while maintaining consistency and flow of transition within and between paragraphs, within a given range of 400-500 words. Since, too wordy blogs never attracts audience.

Apart from blogs, I was also assigned to write article on a given topic “Significance of Search Engine Optimization (SEO) in the field of Digital Marketing”. This particular topic required background research as it was completely a new topic for me. However, due to my academic training on writing research paper I have successfully managed to submit a well-organized write-up. Moreover, I had to write another article on Greek food titled *Souvlaki VS Kebab*. To read the

article, click the link given

<https://drive.google.com/file/d/1AmqLeOSP8DPnYexUzjYLjzzrGG4tEiBo/view?usp=sharing>

3.4 Making Monthly Plans:

In Astute Horse, monthly plan for every client mainly consist of an outline of our client's digital marketing contents of the following month. The outline contains the number of posts along with the image text and caption. In the outline the date and day of the post is also need to mention according to when it is scheduled. Per month we must provide 8-10 posts. Monthly Plan makes it easier to execute the work properly. When the marketing team gives the plan to the content team, the content team immediately makes an outline and starts working on the necessary content for posts. After the content team is done writing the copy and caption, it goes to the design team. The design team creates posts as instruction given by the content team. The work is chronological, so the plan makes it easier to execute. The design team knows on what to work and how. The marketing team knows what to post on which date. We usually keep 2 to 3 months plans in hand, if needed, we change it accordingly.

Royal Park Facebook Post- February 2020

Product	Date	Image Text	Comments
1. Chef's Special (Sweet Cake (Haloowas))	2 nd February (Sunday)	Sweet Cake (Haloowas)	
2. Valentines Bakery Post	4 th February (Tuesday)	This Valentines, Bake her Happy.	Ready from advertisement
3. Valentines Dinner Post	6 th February (Thursday)	Celebrate your Valentine with a melody of love.	Ready from advertisement
4. Valentines Bakery and Dinner (GIF)	8 th February (Saturday)	Spellbound your special one with our magical taste.	
5. Valentines Bakery Post	10 th February (Monday)	Sugarcoat your love with cupcakes.	Use Picture of cupcakes
6. Valentines Dinner Post	12 th February (Wednesday)	Dine till your heart's fullest.	
7. Valentine's Day	14 th February (Sunday)		
8. Standard Twin Sharing Room Post	20 th February (Thursday)	Make your trip Memorable one.	
9. Standard Single Room (Video)	22 nd February (Saturday)	Refined with Elegance and Luxury.	
10. Superior Room Post	25 th February (Tuesday)	Step out of your comfort zone & step into actual comfort.	
11. The Royal Boardroom Post	27 th February (Thursday)	*An Ideal Place for corporate Meetings.	Put the name Underneath.

Picture: Monthly Plan Layout

As monthly plan required image texts, captions, sourced pictures and suitable date and time.

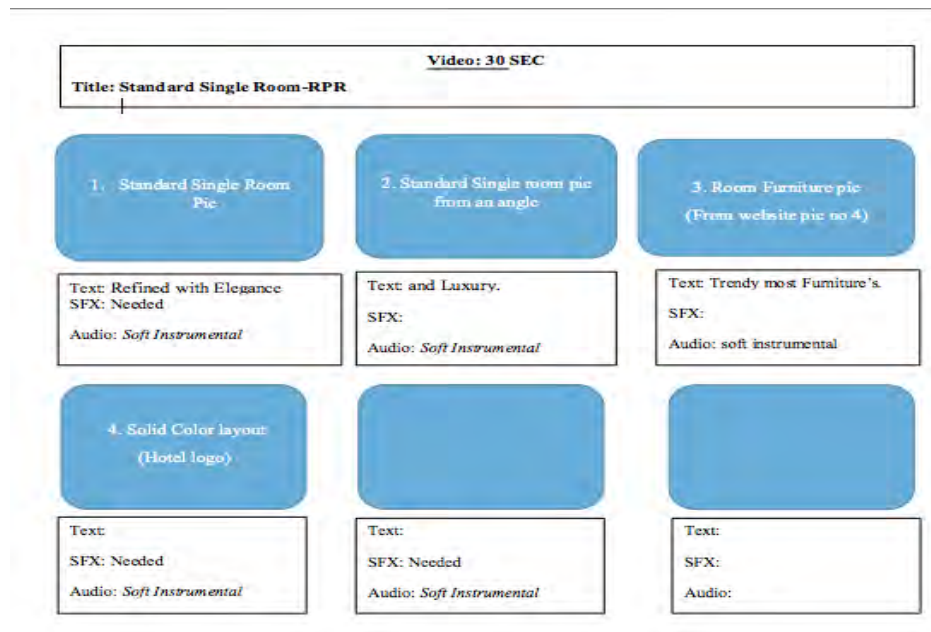
Few of my copies for *Total Care Salon Bangladesh* are, “Treat your feet.”, “Relax & Rejuvenate”, “Let your hair do the talking” etc. As a new addition we have added monthly hacks section for *Total Care Salon Bangladesh*. Every month we will provide a skin care hacks suitable based on weather, occasion or season. For instance, as 2020 is a leap year, we provided hack/tip for smoother and softer lips.

3.5 Making Storyboard:

Another fun work to do is making “Storyboard” for videos. But the question might come, what is a storyboard? With written content becoming less effective as time goes on, we are already creating video content as a part of your marketing strategy. A storyboard is a series of sketches

that represent the individual shots planned for a video. They often include directions for camera angle, lighting, and transitions, along with copies. Just like all good writers begin their articles with outlines, good marketers begin their videos with a storyboard. It is a graphic representation of how the video will unfold, shot by shot. To be more specific, a storyboard is the roadmap while in making a video. By planning the video, we know exactly which shot is to be created after what. Storyboards are like a dress rehearsal for the real video. It is easier to make corrections in the storyboard for simpler understanding.

In Astute Horse, during my third two weeks I was assigned to make storyboard for videos. In beginning of the first week our client *Total Care Salon Bangladesh* required few storyboards for videos and GIF. Another client *Royal Park Residence Hotel* also required storyboards for their various buffet series. Each of the Buffet series looked-for videos for their digital screen. However, caption of a storyboard is very different from caption of any image. The storyboard caption is similar with the copies of images. The caption has to be written in four to five words. Few of my storyboard captions are, “Relish Authentic Thai Dinner Buffet”, “Freshly served”, “Pasta, La Vista”, “Seize the Bite”, “End your meal with the taste of goodness”.



Picture: Storyboard

Since, I worked for hotels and restaurants, the videos were very short. Most of the videos were of 30-35 seconds. The storyboard needs to be very short and precise. It has all the details about selecting image, copy text and flow of the video. Below, I am giving a sample storyboard I have made for the hotel *Royal Park Residence* for their Buffet series promotion:

3.6 Background Research and Research Paper:

On my fourth two weeks I was assigned to work on a new project based on web developing. Astute Horse wants to build its own Hotel booking site. Therefore, I was introduced with a new dimensional work. Fortunately, my supervisor guided me throughout the entire work process. In the first day, I was given two hotels to do a background research. These Hotels were *Royal Park Residence Hotel* and *Lake Castle*. Then, the web developer team provided an outline of the work and a list of required information. The outline includes hotel name, hotel description, hotel type, contact details, room type, room numbers, hotel policy, property amenities, room description etc.

I am attaching a drive link of one of my research work:

<https://drive.google.com/file/d/1GBGILH64Vy-jDEt10u62wwr1NFWJjjwa/view?usp=sharing>

The biggest hurdle for me was the time management. I was asked to complete two hotels per day. It was very challenging to finish two hotels a day with all required information in it.

However, with hurdle came hidden strength I discovered about myself. Even though the work seemed very complicated and monotonous I perfectly managed to submit it on time. I have never thought that I can work on web developing area but with the proper guideline I did it. The second day I was again assigned with two more hotels named *Hotel Ocean Palace* and *Long Beach Hotel*. Other than these four hotels I had also worked on *Hotel Castle Salam*, *Grand Palace*, *The Palace resort* and *The Tiger Garden Int. Hotel*. I was asked to work from scratch: from hotel's location to Hotel's room type and description. Few of the websites were really helpful in terms of gathering information such as *Bookin.com*, *Expedia.com*, *Trip Advisor*, *Trivago* etc.

Simultaneously, my supervisor assigned me a researched based project on "Career Guide for English Major" and it is prepared for English major students of the University of Dhaka. This project includes, Jobs that are available for English major students, soft skills required to obtain a job in this competitive market and part time jobs to increase experience and exposure. Every segment requires supporting facts and data.

Chapter 4

Impact of Digital Marketing on Business

We are a society driven by digital technology. The entire world is going digital. There are countries where the population does not have modern facilities available, but own smartphones. Thus, it is no surprise about the impact of digital marketing for a brand and business. Digital

marketing allows targeting ideal audiences and personalizing marketing messages to the perfect buyer. With a website or mobile app, a brand able to reach the global audience. Also, it can have multimedia connections with the customers over the Internet regardless of their physical location for a minor investment.

The compendium of digital marketing services includes:

- ❖ Search Engine Optimization (SEO)
- ❖ Content Marketing
- ❖ Social media marketing
- ❖ Pay-per-click
- ❖ Affiliate marketing
- ❖ Native advertising
- ❖ Marketing automation
- ❖ Email marketing
- ❖ Online PR
- ❖ Inbound marketing

4.1 Low Cost Barrier

Digital marketing gives a number of platforms to increase online presence. This strategy does not need geographical restrictions. Unlike traditional marketing, where marketing targets a particular geographical region and any attempt to reach to the global audience would cost a fortune. The cost of reaching global audiences via traditional marketing can be prohibitive for a lot of businesses and companies. However, digital marketing plan is a more cost-effective way for a

business to reach the target audience at a lower cost. Even, some creative digital advertising and digital marketing campaigns cost a fraction of the cost of traditional marketing. It also allows companies to reach the right audience at a much lower cost. It continues to provide lucrative opportunities for companies regardless of their size. Besides, in order to build a strong marketing strategy that positions them on a global scale it is thereby significantly increasing the market competition.

4.2 Scalability

Scalability, that digital marketing provides, is the reason why it has surpassed traditional marketing. Marketers cannot measure how many people have viewed their television ads or looked at their company's billboards. However, digital marketing offers comprehensive reports along with precise numbers that help companies determine how their strategies are performing and what needs to be modified. By analysing data from Google Analytics or social media, this information also can be used to determine what resonates with the customers. By offering measurable results, digital marketing allows marketers to streamline their processes and focus on the areas that are providing desirable results.

4.3 Increase in Brand Awareness

Digital marketing help to level the playing field and enable small or medium businesses to compete with the big players of the industry. It makes social platforms a natural place to connect with highly targeted potential buyers. This can increase the brand awareness that a brand deserves. Many online platform users have said that they have come across new products on this social media networking site. It means that the customers do not just connect with brands that they already know about but also with the new ones that they discover on social media platforms.

Furthermore, I would like to relate it with Arjun Appadurai's *Mediascape and Globalization*.

The term Mediascape was introduced by Appadurai in the year 1990. It refers to the world that is presented through the mass media.

4.4 Encourage Innovation

This new landscape has forced brands to be groundbreaking using new ways to reach out and engage with their customers. In the face of disrupters, many sectors have had to be creative and take initiatives that enable them to compete in the market. Take the financial sector for examples, faced with stiff competition from PayPal, Google Wallet, Bkash and Nagad financial institutions needed new ways to engage with and influence customers. However, with the help of digital platforms, major players in the industry such as HSBC and City Bank are embracing the new world of digital in order to serve their customers better. A stroke of genius for HSBC is proved when they developed next generation digital and mobile banking services.

4.5 Engage Customers and Audience

Social media platforms are an opportunity for brands to directly interact with customers and vice versa. Traditional media was a one-way road when it came to communication. Now social media allows for a dialogue between the brand and its audience. If a brand wants followers to be engaged, it is essential to stay active and answer the comments and questions on the brand's social media posts in an appropriate and professional manner.

4.6 Negative Impact

It is easy to think, "What could possibly go wrong with online advertising?" Well, while the benefits are easy to see, another important consideration when going digital with a marketing

plan is the negative impact of digital marketing. When more people are seeing digital marketing content, there is always a fear that the wrong message could be perceived. If marketers are not conscious of what is going on around them, it is easy to put out a message that can be misinterpreted. For example, consider the #metoo movement.

If a marketer was unaware of the movement and ran a banner ad on Facebook with some humor about something be considered sexist and it could be the death of that company. While that might sound severe, consider the line, “Once it’s been on the internet, it’s out there forever.” Once an ad has run that can be affiliated with a company and is interpreted in an offensive manner, it is out there and never to be withdrawn.

While there are always some drawbacks with any marketing strategy, the impact of digital marketing on businesses has overall been a positive one. With more access to a broader audience, digital marketing illuminates businesses in ways that once were impossible. Not to mention about saving business time, money and bringing in new customers like never before.

Chapter 5

The Impact on Digital Marketing during COVID-19

I believe the impact of COVID-19 on global, regional, and marketing and advertising stems from a human response to a completely unique zeitgeist. Marketers and customers are facing uncertainty about health, society and economic stability with no immediate end in sight. Marketers are torn between the need to support their brands while remaining aware of the appropriate messaging and action needed during this unprecedented time. Behavioral shifts such

as working remotely, spending more time indoors, researching real-time news, juggling kids at home, adapting to homeschooling, avoiding crowded areas and focusing on health first, all had significant impacts on advertising and marketing efforts.

The coronavirus crisis is yet to be solved. Hence, the lift of the shutdown is still far from reality. However due to this prolonged period of shutdown, the current business landscape is going through some drastic transformations, be it marketing, finance, HR, or operations, every function of a business is experiencing a paradigm shift. Digital marketing expenditures have significantly increased over this year. Despite reduced marketing budgets due to the spread of COVID-19, digital marketing channels are still dominating.

5.1 Rise of e-commerce

Since people are quarantined in their home, all activities including all business operations have gone online. Quite naturally, at this stage, this shift is only going to continue for a long period. Consequently, businesses are bound to shift their operation online. Thus, there will be a rapid rise of work in website design, e-commerce development, content marketing, SEO operation and overall digital marketing activities.

5.2 Reduction in revenue and cash flow

Revenues are being seriously affected simply due to the number of clients has gone down significantly. Restaurants, salons, boutiques, hotels, Telecom Company, who used to do digital marketing previously, have cancelled it already. As a result, the agencies simply do not have a large enough clientele to serve in the first place. On an average, each agency is seeing a hit of around 30-40% of revenue drop, be it from cancelling campaigns or retail businesses closing

down or from reduced client activities in general. What is concerning about this issue is that this phenomenon is eventually leading to a lot of salary cuts, layoffs, or furloughs in pretty much every agency since they simply would not be able to support all their employees amidst all these number cuts.

5.3 Reduction in marketing expenses

Expanding on the preceding point, due to the cut in revenue and to sustain profitability, the agencies will undoubtedly have to cut down of expenses as well. Also, a fair portion of that cut will be made from their marketing expenses. Due to the overall economic recession that the world is going to face, the digital brands are likely to cut the budget down to mitigate the losses. Retainers and campaign budgets are likely to be greatly affected by this pandemic. A "More for less" approach might set in.

5.4 Increase in productivity

Initially there was hesitation as to the implementation of 'work-from-home'. However, surprisingly, remote working has been found to be raising productivity. In fact, according to an article published in *Bloomberg*, the average working day has increased by two to three hours worldwide. In addition, remote working has successfully eliminated all the distractions of workplace which has resulted in sharp increase of productivity.

5.5 Continuation of 'Work-from-Home'

Building up on the previous point, what this added productivity means for the future is that even when the shutdown gets lifted, advertising agencies or digital marketing agencies will still

continue to avail online tools to communicate, collaborate and deliver their tasks from home. The hesitation to implement ‘work from home’ that was prevalent before is not going to be a concern anymore. Hence, agencies will not lose the chance to utilize this opportunity to maintain high productivity even when the pandemic is over.

5.6 Bottom Line

In the post pandemic era, the digital marketing scenario is going to change. The big corporates or multi-national companies will work on boosting their sales with push marketing, while the medium and small agencies might reap the benefits of digital marketing. The pandemic period is an eye opener for all the organizations that digital marketing is the future of marketing with increased usage of digital platforms around the world. Therefore, for the remaining pandemic period or further, the digital marketing agencies need to adjust themselves with the dynamics, limitations and opportunities of the existing situation because failing to adjust will only cause demise.

Chapter 6

Integration of theories with my Internship Assignments

The media courses that I have completed during my academic years at BRAC University have helped me to work in a more efficient manner at the *Astute Horse*. As a student of English and Humanities department, I have done Editing (ENG401), Copywriting (ENG404), Print media (ENG440), Translation Studies (ENG465), Globalization and other courses.

6.1 Copywriting

As an intern at Astute Horse, copywriting was an essential skill that I had implemented. . In my academic course ENG404, Copywriting is the skill of choosing the right words and technique of arranging them smartly to promote business, product, service, idea. Therefore, it should be persuasive enough to be instantly attention grabbing. Leigh Henson in an article mentioned, “The technical copywriter's responsibility is to know the intended reader, the products or services being promoted, and the competition. In this way, the writer can position a product according to the greatest rational appeal, matching distinct product features, functions, and benefits to the reader's interests and needs (4)”. Copywriting has different elements such as heading, body copy, jingles, tagline, script etc. I was mostly working on taglines and blogs. Taglines are usually used for literary products to reinforce and strengthen the audience's memory of a literary product. For example, “Bake them Happy,’ for advertising assorted cookies, valentine cake and pastry. Thus, tagline tells the gist of the products for marketing purpose. Like, a slogan, it should be small and eye-catching.

6.2 Editing

Editing was also an essential skill that I had implemented. I completed a course on editing, which indeed developed my editing skills for digital marketing and enhanced my knowledge. There are many aspects of this course which had a far-reaching impact on my internship experience. Firstly, as I was assigned to write blogs for websites, writing a compelling headline as well as body paragraph was a daily job of mine. Every week I had to write at least two blogs that had to have attractive headlines. Thus, I followed the six basic rules of writing headlines given by Martin Gibson. According to the rules, I had to research about the topic before writing a rough headline. Then I chose specific, meaningful words that go well with an action verb. I also tried to

keep the word limit under 7-10 and used to start over whenever I am stuck. Some of the blogs that I wrote are in the appendix section. Secondly, as writing blogs are constantly improving, there is no specific format of writing blogs. However, I had to maintain word limit of 500 words. I followed some editing instructions for the blogs that I had learned in the course. I often used bullets and lists while writing features though I did not face the need of writing subheads as the blogs used to be very short. I always divided the articles into multiple short paragraphs with adequate space between them. Besides, the links were in blue. These were done so that the blogs look lighter and easier to read.

6.3 Translation Studies

The learning from my translations studies course came in hand while translating the Bengali instructions into Facebook captions or image copies. Even though we mostly work with English content, however, at times of Bengali New Year or Language Movement Day we had to write contents in both in Bengali and English. Since I had an English educational background, the task of translation was always given to me from the beginning of my internship. I did my translations according to the sense for sense translation theory. Sense for sense translation is of the free kind which allows the sense of the original content to be translated. It produces aesthetically pleasing and creative text. Besides, I strictly follow Dolet's five principles of translation. First, I understand the tone of the source or event. If it is a serious event, then I use a serious and formal tone in the translated news as well. Then, I try to avoid word for word translation format. Thirdly, I avoid complicated words and translate the word in a simplified manner. Finally, I assemble words adequately to form a meaningful sentence structure.

6.4 Globalisation and The Media

The globalisation and the media helped me understand the media's role in the progress of globalisation by the book. In contrast, my internship experience gave me a chance to observe it in reality. There are many theories of globalisation that I could relate with digital marketing once I started to work there. I tried to find if any cultural homogenisation and hybridisation were happening through digital marketing worldwide which are two of the essential theories of globalisation. Globalisation is intimately interconnected with the media. Globalisation growth has significantly accelerated with the growth and advancement of media technologies in aspects of TV, movies, marketing, advertisement, web etc. Also, I have seen my works through the eyes of Michel Foucault's "The Eye of Power". The idea behind Foucault's theory of power structures is that power is what makes society what it is. Power exists everywhere and it is not a structure rather an overarching influence that exists in society. Using the term power, Foucault identifies that the concept of power is accepted in society through the idea that within knowledge lays the truth. He has been hugely influential in shaping the understanding of power and gives the idea that power is everywhere. Not to forget media has the power to make everything viral or shape the society. Media is somehow influencing people's minds and thought processes. Moreover, the overarching theme of Foucault's power is the establishment of truth and for brands we can say it is about building a narrative. For example, over the year Nike did a narrative preaching which is "Just Do It". In the late 1980s, Nike created the "Just Do It." campaign. "Just Do It." was short and simple yet encapsulated everything people felt when they were exercising, doing sport, walking or jogging and people still feel that feeling today. Don't want to run five miles? Just Do It. Don't want walk up four flights of stairs? Just Do It. It's a slogan we can all relate to: the drive to push ourselves beyond our limits.

Again, I would like to relate my work experience with Panopticon. Jeremy Bentham, an English philosopher and social theorist in the mid-1700s, invented a social control mechanism that would become a comprehensive symbol for modern authority and discipline in the western world: a prison system called the *Panopticon*. The word “Panopticon” came from two different words where the word “pan” means “all” and “opticon” means “to observe”. Michel Foucault expanded the idea of the panopticon into a symbol of social control that extends into everyday life for all citizens, not just those in the prison system. Foucault also shows that somebody is viewing every person in any organization. Panopticon is a system that has control over individuals. Now we can call the entire social media platforms as panopticon as these are used to observe people. Astute works as a media buyer to analyse the target group through different social media platforms. It works as panopticon because the media buyer chooses a target group through a bulk of data on social media. After that when someone from the target group visits the brand page, his online traffic movement reaches to the media buyer of the agency. When someone used to visit the brand page our media team could trace their online movements for 28 days and based on that specific ads were shown to them. What I have realized that media team has the power to monitor ones’ social persona. Also, now-a-days agencies create apps to get better data pool so that in future it will be helpful to share ads with the target group.

Chapter 7

7.1 Observation

During these ten weeks internship, I faced lot of difficulties also gained practical knowledge. It was my very first step to the field of employment thus I was scared and nervous. I never had the practical work experience. Gradually, I started to build confidence while working with my team. The environment of Astute is very comfortable and lively with enthusiastic people. Being an intern and a newcomer I never felt out cast, they always asked for my opinion, even if I correct any of their mistakes they always appreciated it. This approach was so motivating that helped me to grow interest in my work. The company also focuses on employee's personal needs by allowing space for recreation. I could listen to songs or play games if I need any break. However, there are some downsides too, which hamper the overall workflow. As the environment is very lively and friendly it also creates problem to deliver work on time. Sometimes we failed to meet several deadlines for spending too much time relaxing. Therefore the quality of output does not turn out as planned. Also, the consequence of giving too many responsibilities on one person hampers the service quality.

7.2 Recommendations

Problems are meant to be solved and to resolve the above-mentioned problem I would like to share my experience and thoughts. Firstly, after getting any feedback from the client the team must sit together to share their ideas and give space to listen to everyone so that good blend of many ideas can turn into a great one. This will help to explore ideas as well building strong bonds. Also, the company should not take too many projects at once as it can reduce the quality of work and the clients will have a bad impression. Also, financial benefits should be improved

which will also attract and motivate the employees. Not to mention working in media sector needs passion and patience. Sometimes work becomes very stressful, creative ideas does not come at the right moment, therefore, routine sessions should be conducted on stress management that will prove to be beneficial for the company. I believe all the above-mentioned ideas will definitely bring better results for Astute Horse.

Chapter 8

8.1 Conclusion

All in all, this article aimed to discuss the aspects of digital marketing, its feature and potential value in general. It also attempted to determine the effects of digital marketing, also how COVID-19 pandemic has influenced its way. Focusing on my experience and exposure in *Astute Horse* has given me the opportunity to develop myself. Earlier I only had the academic knowledge, but from this internship experience, I have gathered the practical as well as real-world knowledge. I always had a hunger towards creativity and I feel fortunate to get the opportunity to work and gather experience as a creative person. Working as a copywriter is not an easy job as one must think of public acceptance and social cultural norms before writing a copy as it holds a brand's image. However, through creativity, the challenges can be overcome easily. Even though Astute Horse has some big competitors, its work is noteworthy. I have gained so many experiences that I tried to incorporate in this paper but there are experiences, which cannot be expressed with words. To conclude, I appreciate the guidance of my internship supervisor Noushin Binte Habib and Md. Shahadat Hossain. They are the people who helped me to learn different aspects of writing good and precise copy. I have tried as much as possible to learn from her how to work under pressure. Also, I am grateful to the whole Astute team whose support made the journey more memorable for me.

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Appendix

Below, I am attaching some of my work from January-April, 2020.

Appendix 1



Picture: *Astute Horse received Award from PATA*

Appendix 2



Picture 2: Valentine Promotion for Royal Park

Appendix 4

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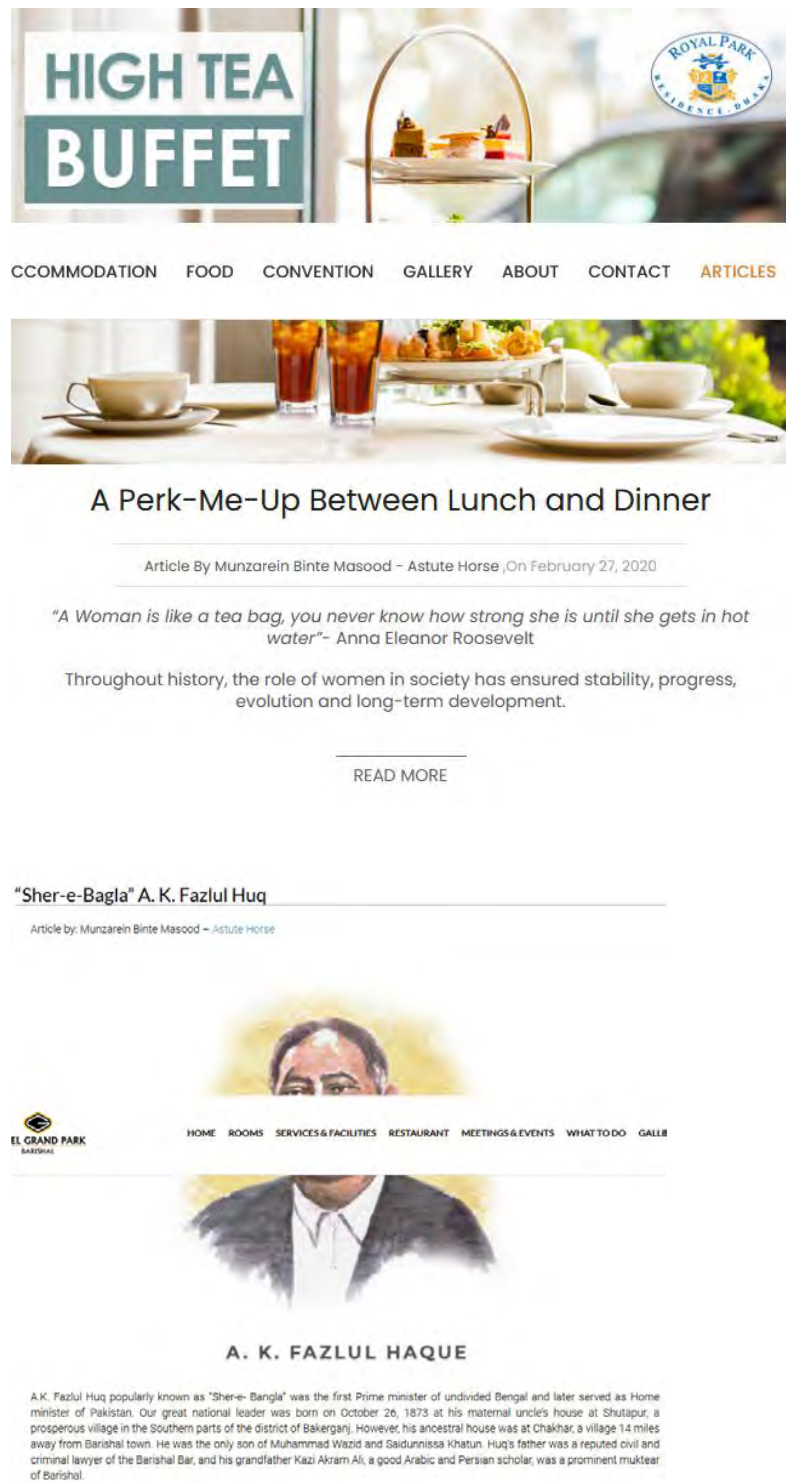
**LIP CARE
HACKS**

Exfoliate with raw Sugar
To moisturize use Almond oil
& Honey



Picture 4: Copies for Total Care Salon Bangladesh

Appendix 5



Picture 5: Articles Published in Different Websites

