Internship Report

ON

"Business Development through Digital Marketing"

Prepared For

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COOKIEJAR

Date of Submission

December 14, 2017

Letter of Transmittal

14th December, 2017

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66 Mohakhali, Dhaka- 1212

Subject: Submission of the internship report on **"Business Development through Digital Marketing"**

Dear Sir,

It is a great pleasure for me to present my internship report titled "*Business Development through Digital Marketing*" authorized under your observation, as a requirement to complete BUS400 course.

The report has been completed by the knowledge that I gathered from my job. I tried my level best to complete this report as accurate as possible. I hope this report will provide you an idea about the importance of digital marketing and its necessity to develop a business.

I am thankful to you for your great supervision while preparing this report. If any question arises in your mind, it will be a great pleasure for me to clarify you regarding this report.

Sincerely Yours,

…………………………

Yeasinur Rahman Rony
ID: 13104065
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Acknowledgement

First of all, I would to like to thank the Almighty Allah for giving the strength and good health to complete this report under different work pressure.

Secondly, I deeply thank my internship supervisor Mr. Zaheed Husein Mohammad Al-Din for his tremendous support and supervision. His guidelines showed me a clear way to complete this report more accurately.

I am very much grateful to my supervisors of Cookie Jar, Mr. Asif Sahriar Mithun (Senior Executive, Key accounts) and Mr. Shakhawat Zaman Tushar (Executive, Ad and Media operations) for their unforgettable guidelines, mentoring and cooperation throughout the entire time period.

Lastly, I would like to thank all of the Cookie Jar employees for their support and teamwork and my fellow mates of BRAC Business School for providing me required information, advice and support to complete this report.

Executive Summary

I am Yeasinur Rahman Rony (13104065) of BRAC University. I have done my internship from Cookie Jar, a leading agency of Bangladesh. My internship was under the client service department. Throughout the time, I worked with different clients of the country. This report explains the importance of digital marketing to develop a business properly. Moreover, the report will help the reader to get an idea about the concept of digital marketing, their working methods and challenges they faces while developing a business.

Title of the internship report is "Business Development through Digital Marketing" and objective of the internship report is to discover a convenient way to reach their customers and create brand awareness among them.

Now a customer is more dependable to the information. Availability of internet is the main reason behind it. People search in web or social media before taking the final purchase decision. Moreover, the advertisement on digital platform helps a buyer to gather more information that they seek. This report will discuss a convenient way to reach customers and create brand awareness among them. Besides, the paper will find out the behavior of their target customers and set a roadmap to build a wonderful relationship which will help them to build a loyal group of customers. To conclude, this report is providing an impression to adopt digital platform to build a sustainable brand position and stand in the market.

Contents

Title of the Study

Business development through Digital Marketing

Rationale of the Study

In this digital era, each and every one is being digital. Doing business is also very competitive in the market. Main purpose of this study is to find out the key factors of digital marketing to improve a business model and being modest in the market.

As a student of marketing and e-commerce, this paper will help me to find out the insights that have a great impact to develop a business. Moreover, it will be a great helpline for an entrepreneur who is planning to run a business in near future.

Though BRAC University is specialized for its Business school, this paper will guide their future student to get a brief idea about digital marketing and its key factors. It will motivate them to start their career as a Digital marketer. On the other hand, BRAC University can establish their presence in digital platform which will help them to reach their students or potential students in a convenient way. Foreign students also will get benefited from it.

Objectives of the study

This internship report has two objectives.

1. Broad Objective
2. Specific Objective

Broad Objective: The broad objective of the report is to meet organizational challenges; values and practical involvement which can be define with four years of learning and gathered knowledge.

Specific Objective: Main objective of the study is to discover a convenient way to reach their customers and create brand awareness among them. Besides, the paper will find out the behavior of their target customers and set a roadmap to build a wonderful relationship which will help them to build a loyal group of customers. Furthermore, it will describe dealers and retailer's behavior which will help them to boost up their sells.

Methodology of the study

All of the data of this report is collected from two different sources. The sources are given below:

1. **Primary Data**: The information and data I have used in this report are collected from the experience that I gathered in my 4 months of internship.
2. **Secondary Data**: All of the secondary data I have collected from the official website of cookie jar, Asiatic 3sixty, Facebook fan pages, different publications and websites. I also took some help from my seniors who already did their internship from cookie jar. Their guideline and collected information is also reflected in the report.

Limitations

Time limitation: Time is a big factor to make this paper more acceptable. However, I will make a start to make this paper as effective as possible

Confidentiality: This is one of the major limitations that reflected in the paper. I could not provide some of details information because of confidential issues.

Digital Marketing

According to American Marketing Association, Marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.(American Marketing Association , 2017)

Advertising agencies operate different advertising campaigns of their clients. It basically provides services to clients which includes planning and handling advertising operations of the clients. An agency is sovereign from its clients and presents their views and plans to accelerate sales of their clients. Sometimes an agency control overall market strategies, branding and sales promotion of a client. They are different types of marketing agencies. They are:

1. Full Service Marketing Agency
2. Advertising agency
3. Digital Agency
4. PR Marketing Agency
5. Media Planning and Buying Agency

This report will broadly discuss about the services provided by Digital agencies which helps to develop a business and being competitive in the market. As digital marketing more convenient rather than traditional marketing most of the businesses are showing their interest for ensuring their presence in online. Digital marketing could be a great solution for them to develop their USP, brand value, customer relation and marketing strategies.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.(SAS Institute Inc., 2017)

Peoples often think internet marketing and digital marketing are synonymous to one another. But this concept is very wrong. Internet marketing is described as a category of digital marketing which includes various services like email marketing, searches engine optimization and so on.

Asiatic 3sixty

In 15th March 1966 Asiatic started its journey named as East Asiatic. On that time they provided their service to the basic business for example jute mills. After few years of their operations they changed their name as Asiatic 3sixty and became the most successful and biggest integrated marketing agency in Bangladesh. At present they provide 360 marketing solutions to their different local and multinational clients.

Asiatic started a partnership with an international agency named J. Walter Thompson. The agency was re-launched again by dropping the J. Walter Thompson to JWT in 2005. It brought many innovations in advertising industry as being a part of Asiatic family and oldest agency of the country. It has nearly 10,000 employee and 200 officers in 90 countries which give JWT a recognition as the fourth greatest marketing agency all over the world. It is serving over 1200 clients. This association brings a remarkable success in the organization as a wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The Various organization of Asiatic 3sixty

Asiatic JWT

This is the subsidiary of JWT worldwide in Bangladesh. It provides creative and marketing related support to the organization. There are two sub-division of Asiatic JWT. They work together to construct more effective campaigns.

Asiatic Marketing Communication Ltd. (AMCL)

This is the wing that makes the greater part of the advancing communication quality for the customers; the materials might be anything heading off to a banner print brilliant to an entire ATL business. This wing basically works with the ATL communication of the customers and offers the greater part of the innovative help to the different wings and the organization of which gives the supporter a 360-recognition commercial center plan. One of the genuine help fundamentals started from AEML itself since it required all the imaginative substances of the customers for the BTL correspondence and Activation bundles that it required.

Asiatic Social Limited

Social Marketing Communication wing of the Asiatic JWT that basically address social promoting and social issues and all things considered works with stand-out NGO"s (Non-Governmental affiliation), the administration and distinctive social exhibiting associations to offer advancing answers for social problems.

Group M

This sub-work involves three extraordinary work environments to be exact: Asiatic Mindshare, Maxus and Media edge, all of which has just a solitary fundamental limit which to an outstanding certificate more prominent itself in nature and is enormously undertaking media buying. Media buying is the procurement of the best situation and cost of a bit of media reach interior of any given media. The basic mission of media purchasing exists in the exchanges of cost and capacity to guarantee the best result might be secured.

Asiatic Events Marketing Limited

This is under the road promoting and showcasing arrangements wing of Asiatic 3sixty and offers the enormous order and BTL offering answers for its clients.

MRC-Mode

This is the research wing of Asiatic 3sixty and it traces investigate outlines business, ask around systems to acknowledge the client with the majority of the key, appropriate and needed data completely and in a direct shape which permits the customers basic paperwork and presentation of communication strategy.

Forethought PR

This is the sub-unit that arranges open association and media management. This division guarantees that the ideal message is outperformed by the media. Moreover, it encourages in communications not by means of the customary methods but rather as an option through the reputation and administration. This office proceeds with touch with individuals and nonentities who rely on a vital component in a large portion of the general population, whichever social branches they have a region with and ensures that they pass on the correct message by means of appearances, presentations and so on.

Nayantara Communication

This is different media period unit and office for the Asiatic 3sixty and makes all the different media parts that the AMCL or AEML or some other division requires. They're the general population who shoot, modify and make different media presentation, which may be as a show, advertisement. This working environment is also related of Sesame Street Inc. in Bangladesh and correspondences enlightening histories and entertainments in Bangladesh.

Cookie Jar

Asiatic 360 Marketing Ltd is digital marketing agency which focused on serving its clients to meet their business goals and help them to collect effective market correspondence frameworks. It is one of the biggest organizations of Bangladesh. In this period of digitalization, Basic communication is changing into digital communication where Cookie Jar plays an important role. It started its operation on 2012 but in 2013 they started their operation for Facebook with the prominent client Airtel Buzz. Now it has become a biggest digital agency with a turnover of 1corer taka.

Mission

"Help client-partner to achieve their business and development objectives by providing specific solutions to their communication needs."

Vision

"Is to become the agency of choice of as an innovative, client-focused and socially committed service provider"

Departments

Cookie Jar has four different departments to operate their operations. Digital Client Service department is the most active and important of them. They are responsible to maintain the affiliation with the clients and also coordinate with the executives. The creative department accomplishes the necessities of the client's requirements and other departments make certain horizontal functionality of the organization. Other brief details of the departments are given below:

HR Department

This department is fully operated from Asiatic 3sixty. The head of HR department **SmitaAparna** coordinates with Cookie Jar for all staffing, hiring, educating employees and development process.

Client Service Department

Client service is the most important department. They are responsible to maintain the connection with the clients and correspond about all their requirements. Their main concern is to understand the client briefs properly and deliver the work according to that. They work together with all other departments to properly provide the promised services to their clients.

Creative and Operation Department

These people are the creative resource of the organization. When they get a brief from the client, they do the ideation and plan to execute those creative ideas. They do ideation, visualization and provide all the creative works according to clients need. They make sure to create the creative more attractive and engaging which will bring a great result for clients.

Planning Department

This department is the core builder of every success story. They design every campaign, contest and executing plan. They develop all the strategies with the affiliation with other departments and follow the course of actions.

Finance Department

Finance department of Cookie Jar is operating like other business organizations. They calculate all the expenses, create monthly reports and examine client's bill. They also do the budgeting for online promotion campaigns and digital communication campaigns.

Services provide by Cookie Jar LTD

Content Management
They manage the contents for social media. It includes images, videos, gif, link creation and other contents. They are also responsible for providing articles, post and creative copies of a content.

Development
Cookie Jar always believes in "innovation". Our group of developers works effectively and delivers proper solutions. From a simple landing page to an extensive three dimensional browser game, we are capable of delivering them all.

Online Advertising
We are continually ensuring that our contents are sufficient to enhance the significance of the timetable of the general people the minute they run over it. In Addition, then again we have the 'difference maker' which we call Media Campaign Management. With this mystical power we can foreordain who we would like to see our contents, when, how frequently, in which touch focuses, and everything.

Relationship Management
We jump at the chance to consider ourselves the voice of the brands we work for. We guarantee that we comprehend what our customers are about, totally; and do the normal chatting with the clients in a way that would not just acquire and keep up generosity for our customers, yet additionally drive business changes from the fulfilled clients.

Campaign Management
We run a few sorts of campaigns with a specific target to get more reactions, engagement, impression and reach. We keep up the campaign with our own techniques. These battles can be rivalries organized to connect with online clients and give better brand understanding.

Description about Job

Client Servicing

I did my internship under this department. Main responsibility of this department is analyzing the industry and digital media for clients, formulating strategies and executing them based on the objectives of client. This whole process consist of 18 steps,

Brief: Client provides the brief according to their market objective and goals.

Pitch Presentation: We made the pitch presentation for the clients. It includes analyzing the industry and digital market place. Pitch is done for new clients

Proposal: Proposal is proposed by the cookie jar team which includes campaign objective, target market, strategy, approaches, estimated cost and outputs.

Review: Clients review the proposal that is proposed by Cookie Jar team.

Revised negotiation: Clients could have some suggestions about the proposal. It reviews in this stage and then done the final negotiation.

Final proposal: This is the final document which is sent to the client from us.

Approved: We need an approval of that final proposal. When they approve the proposal, it indicates to work forward with them.

Estimate Signed: It's a contract between client and Cookie Jar.

Release Order: Order which submitted to vendors for buying space and placing ads

Creative: Executing the idea or plans of campaigns in to final formats like banner, websites etc.

Run Campaign: Starting the campaign by placing ads banners, videos, face book contest, Facebook page managing etc.

Reports: We collect report from operation department.

Compile: After getting all reports from them, we compile those reports for submit to clients.

Optimization: Making changes in the campaign for improving the effectiveness and to achieve objectives.

End: End of the Campaign after achieving the objective.

Review of Campaign: Assessing effort in view of standard and real execution of campaigns. It will figure out what we arranged and what really happened.

Bills: Bill submitted to client including service tax and commission and bill is made by operation and finance department based on our given information.

Payment: After deducting the commission and tax, client send the payment of bill.

Core Responsibilities

Initially, Intern's main liability is to handle the consumers of assigned Brands through digitally, like on face book. We typically do not perform all of the responsibilities to client service department. Mainly I am handling four different brands, "Energypac Electronics Limited", "Reconncet", "Financial Express" and "Lucy Oliva Olive Oil".

Responsibilities of the job

Writing copies

As an intern of digital agency, first thing I had to learn about content which is representing by appropriate copies. Copies are two types. They are: i) Post Copy and ii) Creative Copy.

Post copy

Those related inscription which will offer it to make comprehend the client what we need to let them know through the post. Post copy should be short yet extremely to the point. Not more than two/three lines.

Creative copy

Those related copies which will offer it to make comprehend the audience what we need to let them know through the post. The dissimilarity amongst post and imaginative copies is post copy is given like photograph subtitle and creative copy is given on the photograph. Creative Copies should be short yet exceptionally to the point. Not more than one/two lines.

Doing ideation

I had to recommend feasible answer for the new upcoming designs and propose diverse special thoughts that may help their deals. Those ideas convert into creative post which ensures the projected customer engagement.

Brief to creative

We require make to make innovative for our each forthcoming post. The pictures we have seen in various pages for various purposes those are called creative. We have resourceful groups for influencing creative however we need to make them what is thought what will picture what ought to be foundation and ought to be the fitting text style and so on.

Power Point presentation

I had to make power point presentation for each ideation where we have to represent the ideas. What is the idea is about, what should the idea, what will be kind of the post and class, and with an example picture to visualize the creative.

Meeting Minutes

When a meeting happens, I have to write down all the events planning, discussions, important points, innovative ideas and executing plans. After the meeting, my responsibility was to email all of those key points to persons who attended the meeting.

Making report

We have to do the monthly report for every client. It was one of my responsibilities to analyze all the data, collect all the information and makes the report properly. My supervisor verifies the report and provided data properly before sending it to the clients.

Taking feedback

Taking feedback from the client and senior colleagues are also a responsibility of mine. When we prepare a creative, we take some feedback from them to understand the effectiveness of that content. Sometimes they suggest changes which help to prepare the content more engaging.

Client Servicing

I had to do the client servicing too. I had to reply the messages from the customers and gave reply to the every comment of customers did on the post. I found some important insight from all those queries which I can relate in future research activities and understand similar kind of target audiences. Sometimes we get some irrelevant queries and rude behavior through comments and message but it is our responsibility to manage our anger and get the most desired output.

Uploading post

I had to upload and schedule a post to my assigned post. This is important to check post copy, pictures and scheduled time properly.

Business Development Process through Digital Marketing

There should have an objective why the business wants to introduce them in the digital platform. The objective would be to create a nation or international growth of their brand image, introduce new product line, and develop new brand image or position targeting the proper target customers.

When they are specified about their objectives they need to do some basic research on the existing digital firms who are providing digital services to their clients. It could be done internally but there are some limitations. It needs a huge investment to setup a digital facility for own. The maintenance cost is also high. On the other hand, digital agencies are promised to provide a great service to their clients according to the agreements. Before choosing an agency a business should analyze their performance, ideas and capabilities to promote their brand properly. When they call for a pitch, they should properly brief the agency about the main objective of the organization. They will come up with a proper idea which will run for a specific period of time.

As an agency their responsibility is to provide their clients a proper service according to the agreement. They offer different core facilities and other offers which will help their clients to develop a strong brand image in the market and fulfill all of the other objectives.

This report will describe all the facilities provided by a digital agency to develop a business. This includes maintain a fan page or website, query management, regular posts, campaigns, targeted advertising, and analytics.

Maintain a Page or Website

A fan page or a website is the easiest way to know about a business. Everyday millions of people searches for different business or service facilities in the web. They take a look or analyze by themselves by that result. So it is the first to do exist in the web so that a user can find the business easily. A digital agency offers their clients to create a fan page or a website according to their requirements. They also maintain the whole activities operated in online. They collect require information from their client which helps them to continue the maintenance process. They offer different outlooks for a website which is user friendly and help them to explore the website properly and let them know more about the facilities provided by the business.

Query Management

When a customer visits a website or a page, they might have some queries in their mind. It could be regarding the products, business or other facilities. An agency take care all of them by providing real time solutions. They keep updating the client about their customer's perception, problem and requirements of improvement to the business. Through this a business easily learns their problem, deficiency and gets a chance to solve those problems which make their customers pleased.
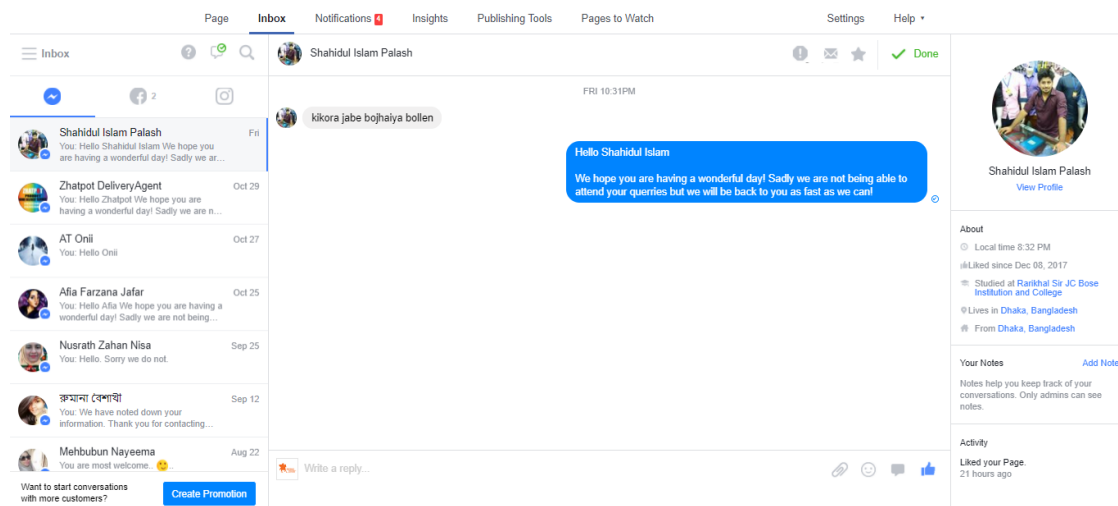
Regular Post

This is the most frequent activity that is done by an agency. They get the proper brief from a client and do the ideation to make a proper content calendar. When they prepare the content calendar, they send it to their clients for approval. Based on the approved post, they post each creative in the fan page or the website. That post may represent product offerings, sales promotions, outlets locations, new arrival products, brand engagement, special events and so on. There are different types of posts. They are: i) image ii) gif iii) video iv) link

Campaigns

It drives focused on a special occasion or an event. Main motive of the campaign is to engage more audience to the page or website. Each campaign has different modality to get most engagement. After the campaign digital marketer analyzes the data which describe the success of the campaign. A campaign could be an efficient way to drive sales. It bumps again and again in consumers mind and drive them to take final decision.


Targeted Advertising

Digital platform is the best way to target proper customer to boost up the sales and create brand value. There are different ad objectives which help an advertiser to get the right audience. It can be optimized by demographic options, interest, geographical locations and so on.
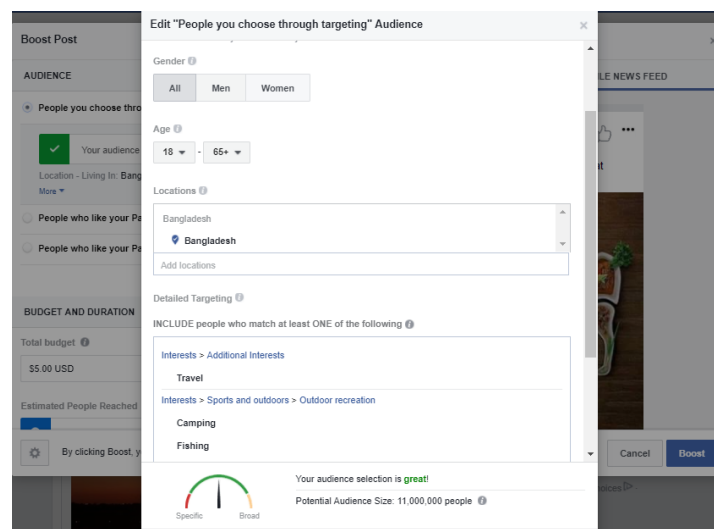
Analysis of data

In every end of the month or a campaign they get some specific data about engaged clients. It is very easy to analyze those data by different tools and properly understand the customer insights. Those insights provide a proper condition about a market and the digital marketer finds more effective strategies according to those insights. This process helps the business to improve their services and facilities which provide them an advantage to become competitive in the market.
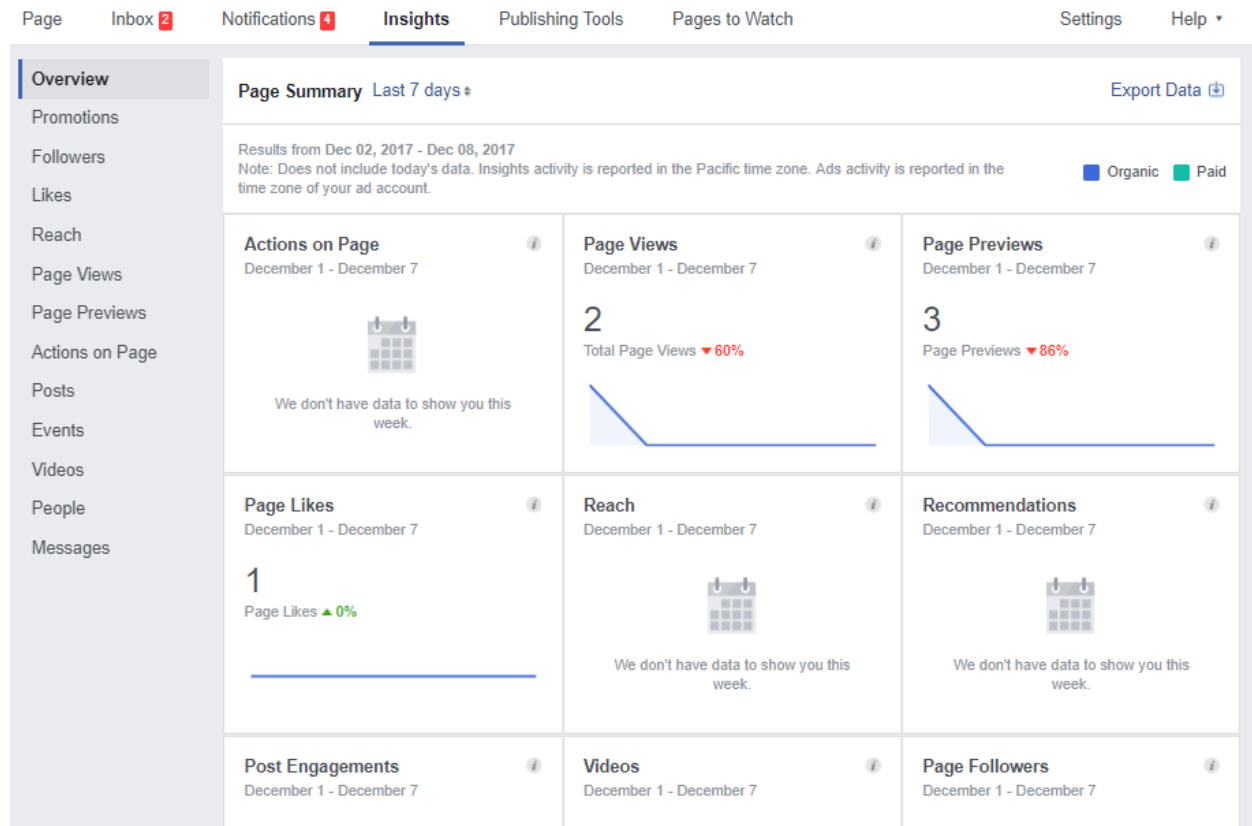
Benefits of Digital Platform

Build strategies according to Data and Analytics

Marketer can easily build some effective plans with the help of collected data. They can find each and every behavior of the audience by analytics. It easier for them to come up with a successful strategy which reflects customer insights. They can understand customer preferences and influence them to engage more which ultimately helps to boost sale.
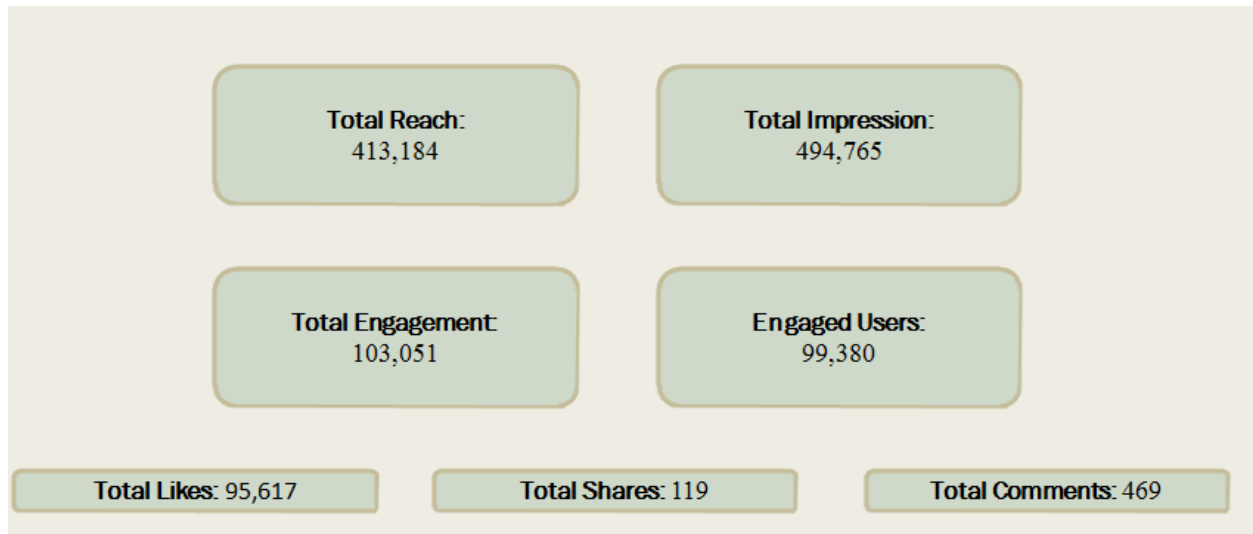
Content Performance

It is easy to understand that content's performance is satisfactory or not. It shows each and every data that is collected from the post. It indicates different insights which help a marketer to prepare more engaging posts.

Cost Effective

Digital marketing is much more convenient than traditional marketing. When a business does advertisements and promotional activities, it takes too much cost in traditional media. It is also very hard to track the output. On the other hand, digital need a less amount of investment rather the traditional method. Moreover, it is also easy to track each and every action done by an audience.

Know About Competitors

Many businesses are coming into the digital platform. They are also operating campaigns by using various channels. It is very simple for them to identify the competitors, investigate their strategies and plan accordingly to compete with them.

Lead Generation

Lead generation is the process of attracting and converting strangers and prospects into someone who has indicated interest is you company's product or service (Kolowich, 2017). When a customer shows any interest to a specific product, they can be found through lead and drive them to do the final purchase. There are different processes to generate the lead. The whole lead generation process is showing in the chart below

Conclusion

There are so many possibilities for a business to reveal success through digital platform. It is a challenge to understand the digital platform first and after understanding it properly they should plan to enter the market. This report will provide them a guideline of the properties of digital marketing and its facilities. Digital marketing correspondence is basic to make the present brands fruitful and reach locally as well as universally. Once more, this report is finished with a great deal of confinements and impediments. On account of such a large number of individuals who helped me doing this report.

Recommendation

All together for the business to have more development, brands need to put in more cash in this segment with the goal that organization thoughts are not hampered because of spending confinements. It is frequently observed among offices that inventive thought on computerized stages are put on hold because of absence of spending plan.

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