

Internship Report

On

"Digital Marketing Strategies to Boost E-Commerce Sales: An Internship Report of Rongobuy Private Limited"

By

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ID: 22264007

An internship report submitted to the BRAC Business School in partial
fulfilment of the requirements for the degree of
Master of Business Administration (MBA)

BRAC Business School

BRAC University

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Declaration

It is hereby declared that:

- ✓ This report is solely on the basis of my own work experience as I pursued my degree at BRAC University.
- ✓ In the report, no substance has been published or written by a third party within the last year, unless that publication is duly credited and with full and correct reference.
- ✓ The report is not presented or accepted for any other degree or certification at any other university or institution.
- ✓ All the main sources of help that were utilised in the preparation of this report have been duly recognised.

Student's Full Name & Signature:

Md. Rabiul Hossain

Supervisor's Full Name & Signature:

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Assistant Professor

BRAC Business School

BRAC University

Letter of Transmittal

Iftekhar Ul Karim, PhD

Assistant Professor

BRAC Business School

BRAC University

Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka 1212

Subject: Submission of Internship Report.

Dear Sir,

It is my great honour to present my internship report, titled 'Digital Marketing Strategies to Boost E-Commerce Sales: An Internship Report of Rongobuy Private Limited.' The given report has been conducted as required, partially, to the degree of Master of Business Administration (MBA) at BRAC University.

This report is based on my field learning and experiences during my internship at Rongobuy Private Limited, where I served in the Digital Marketing Department. It reveals my main roles, the skills I have gained, the difficulties I have faced, and the results I have obtained. Moreover, it will introduce a discussion of the company's digital marketing activities and how they will help boost sales in e-commerce.

I am very hopeful that you will find this report satisfactory and helpful as an academic document.

It is with your constant guidance and support that I am thankful for preparing this report.

Sincerely,

Md. Rabiul Hossain

ID: 22264007

MBA Program, BRAC University

Acknowledgement

First and foremost, I would like to express my gratitude to the Almighty for the courage and endurance I have been given to complete my internship program and prepare this report.

I would like to extend my sincere gratitude to my academic supervisor, Dr. Iftekhar Ul Karim, Assistant Professor at BRAC Business School, who provided invaluable assistance, offered constructive feedback, and encouraged me to write this report. His documentation, which supports, has played a significant role in the quality of this work.

I would also like to extend a big thank you to Md. Hafizur Rahman, the Director of Marketing at Rongobuy Private Limited, gave me the opportunity to become a Digital Marketing Intern. He has helped me learn a great deal through his leadership and the collaboration of my colleagues.

I would also like to thank the team members at Rongobuy Private Limited for their assistance, sharing of knowledge, and creation of a facilitative learning atmosphere during my internship.

Lastly, I would like to thank my family and peers, who provided me with constant encouragement, patience, and moral support; without their support, I would not have been able to complete this report.

Executive Summary

This report aims to discuss the results and learning experience of the internship program at Rongobuy Private Limited, which is undertaken as a requirement of the MBA degree course at BRAC University. The report, titled "Digital Marketing Strategies to Boost E-Commerce Sales," identifies the main activities, plans, obstacles, and successes of digital marketing operations on one of the leading e-commerce platforms.

The internship, which took place between November 20, 2024, and February 27, 2025, was conducted under the guidance of Md. Hafizur Rahman, Director of Marketing. My responsibilities included social media management, content creation, market research, campaign execution, competitor analysis, and performance analysis using analytical tools. These tasks provided hands-on experience with leading digital marketing instruments such as SEO, PPC, email automation, and Google Analytics.

Rongobuy's digital marketing strategy focused on content marketing, social media promotions, email campaigns, and paid advertisements to attract and retain customers, strengthen brand awareness, and increase sales. During the internship, social media engagement improved by roughly 25%, while sales conversion rose by approximately 12% due to targeted campaigns and optimized advertisements. In contrast, the company faced challenges such as budget constraints that limited ad reach and campaign participation rates below 40% in some seasonal promotions, emphasizing the need for better audience segmentation and creative refinement.

Based on these insights, three key recommendations are proposed:

1. Prioritize data-driven content planning to align campaign messaging with target audience interests.
2. Reallocate promotional budgets toward the highest-performing digital channels identified through analytics.
3. Implement continuous A/B testing to refine ad performance and maximize engagement efficiency.

Overall, the internship provided a meaningful integration of academic learning and professional practice, offering real-world exposure to digital marketing operations and strengthening the technical, analytical, and collaborative competencies required for a successful marketing career.

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Chapter 1

Overview of Internship

1.1 Student Information

Name: Md. Rabiul Hossain

ID: 22264007

Program: MBA

Major: Marketing

1.2 Internship Information

1.2.1 Period

20 November 2024 to February 27 2025

Company Name: Rongobuy Private Limited

Department: Digital Marketing

Address: 149/A (3rd Floor), Baitus Sharaf Jame Masjid Complex Kazi Nazrul Islam Avenue,
Bijoy Sarani, Dhaka 1215

1.2.2 Internship Company Supervisor Information

Name: MD Hafizur Rahman

Designation: Director, Marketing

1.2.3 Job Scope

Job Description

- **Content creation:** Create and edit content for social media, blogs, and landing pages
- **Social media management:** Grow social media channels by creating content, scheduling posts, and analyzing engagement
- **Marketing strategy:** Develop and execute marketing strategies and campaigns
- **Market research:** Identify trends and growth opportunities through market research
- **Administrative tasks:** Help with daily tasks like filing, making reports, sending documents, and drafting emails
- **Research competitors:** Research competitors to gain insights

- **Work within brand guidelines:** Be brand aware and work within brand guidelines
- **Collaborate with colleagues:** Build relationships with colleagues at all levels to gather content
- **Work under pressure:** Be able to work to deadlines and under pressure effectively

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

My work at Rongobuy Private Limited was as a marketing intern, where I contributed to the company in seven significant ways, mainly by boosting its marketing reach and customer interaction. I was responsible for supporting the marketing team in planning and implementing online campaigns to drive visibility and sales. Helping to manage social networks, write engaging posts, evaluate feedback, and contact followers to offer exclusive deals.

Moreover, I performed the market analysis through observation of similar market characteristics and identification of new growth opportunities in the e-commerce sector. This helped the company to modify its marketing approaches and develop a competitive edge. According to the research mentioned above, I also helped the team create promotional content, such as blog posts, email newsletters, and advertisements, which further generated traffic to the site and turned potential leads into customers. Another aspect of my activity was monitoring and reporting the success of marketing campaigns through analytics tools, which enabled us to make informed decisions on the further strategy. The focus of my work in the company was to enhance relations and market penetration through specific targeted marketing methods. I strategiesiven me practical knowledge about digital marketing and an understanding of what a marketing team is like to operate in a rapid environment.

1.3.2 Benefits to the Student

The internship experience provided me with insights into the digital marketing and e-commerce industry at Rongobuy Private Limited. During my stay, I improved my content creation, market research and management skills on social media, which are critical in print marketing. I collaborated with the marketing team to observe the results of the behind-the-scenes work, which informed and sold the product, driving brand awareness and sales. Analytics tools, campaign performances, and marketing strategies of my SEO. This has helped me understand how various marketing activities can be influenced, allowing the strategy to be narrowed down for better

outcomes. I also gained insight into customer engagement, learning to craft content that resonates with the audience and converts readers into clients.

Working alongside a team and contributing to real projects significantly improved my communication and teamwork skills. It also gave me an understanding of how an e-commerce business operates daily, which was an invaluable experience as I look towards my future career. In summary, the internship was significant in developing my initial skills in marketing.

1.3.3 Problems faced during the Internship Period

I have faced some issues, but they were part of the learning process during my internship at Rongobuy Private Limited. Digital marketing is a fast-paced industry, and one of the biggest challenges I have had to overcome was to fit in quickly. Having simultaneous tasks could be overwhelming when trying to manage deadlines and the quality of work. There were times when I found it hard to prioritize tasks and plan them since the launch of campaigns was usually within proximity and had to be adjusted quickly based on performance metrics.

Understanding the depth of market analytics was another challenge. I struggled to understand how the data could be analyzed and leveraged to use insight. Into a steep learning curve, my colleagues helped me understand analytics tools and how to work with them.

Well, I started having some issues with content on social media. Getting that content aligned with the brand's voice and resonating with the target audience while serving that company's marketing goals is a challenge. Eventually, I got better at ramming my content to fit these goals.

Even though there were many challenges, I learned a lot and worked on my time management, data analysis, and content creation skills during my internship.

1.3.4 Recommendations on Future Internships

- ✓ This recommendation will allow interns to have a thorough and structured onboarding process and help them become familiar with the company's operations, culture, and tools.
- ✓ At the start of the internship, provide well-defined tasks and objectives to minimize confusion and guide interns to the most important places to focus their time.
- ✓ The intern leads are responsible for having a mentor who will train the interns, explain processes in the company, and provide feedback to the interns to improve and develop their skills.
- ✓ Interns should receive in-depth training on how to use marketing and data analytics tools to ensure they can report on the performance of a campaign effectively.

- ✓ Encourage cross-department work early so interns can see the bigger picture of e-commerce operations.
- ✓ Schedule regular check-ins and performance reviews to evaluate your progress individually as well as that of team members, discuss obstacles, and encourage.
- ✓ Delegate some work to interns and provide them with the opportunity to make decisions, then train up their problem-solving and leadership skills.

Chapter 2

Company Overview at a Glance

2.1 Background

Rongobuy Private Limited is one of the most favored online shopping platforms in Bangladesh, offering a vast array of goods and services. The company's vision was to revolutionize the way people shop by providing a convenient, reliable, and easily accessible online shopping experience for consumers in Bangladesh. With good customer satisfaction and quality delivery of products, Rongobuy has gained a position as one of the largest companies in the competitive e-commerce market within a relatively short time. The platform offers a diverse range of products, including electronics, fashion, home goods, beauty items, and groceries, catering to the varied needs of its customers. It is either the latest and trendy gadgets, hot apparel, or the essentials of life, but Rongobuy has it. The great diversity in the range of products offered by Rongobuy makes it a one-stop place for all lifestyle needs, whereby customers are guaranteed to get what they want. Rongobuy boasts of being more than just an online marketplace. The company actively innovates its platform, which is convenient to use, as a consumer can find the product they need with ease. The simplicity of the interface and the clearly structured categories contribute to improving the shopping experience, providing customers with a smooth and hassle-free process of browsing through the product range and completing checkout.

There are also numerous payment systems that the platform supports, which makes transactions secure and convenient for a substantial number of customers. As smartphone and internet use in Bangladesh continue to grow, Rongobuy is leveraging this digital shift to make its platform accessible to both mobile and desktop users. The emphasis on mobile commerce (m-commerce) has enabled the company to access a market of mobile-first customers whose market is growing at a rapid rate. Besides having an e-commerce platform, Rongobuy also focuses on customer relationships through vigorous social media and online marketing campaigns. The company is applying modern marketing strategies like search engine optimization (SEO), pay-per-click (PPC) advertisements and email marketing to reach more users. Here at Rongobuy, we promise to provide you with high-quality products from around the world and local suppliers. Every product listed on our site has been tested in some way. Thanks to their direct line connection with manufacturers and the factory has its own purchasing/sales/ production team, Rongobuy has a good supply chain to be able to feed into customers in time. The business pricing policy, in the form of competitive

prices and bulk orders with occasional discounts, will ensure business retention. Apart from the items it offers for sale, Rongobuy promotes good customer service as a way of building long-lasting business relationships. The firm also emphasises this part as post-sale services, ensuring a good after-sales experience for the customers. It could involve handling product returns, responding to product enquiries and providing advice. It's not like there will be a shortage of customer service reps at Rongobuy. In a wide sense, Rongobuy Private Limited is considered one of the pillars of the ready-made Bangladesh e-commerce. With such changes and new technologies, Rongobuy can remain competitive in the fiercely contested e-commerce landscape. The company's commitment to the satisfaction of its customers, a broad product range, and new services will lead the way for further expansion over the next few years.

2.1.1 Customer-Centric Approach

The company has a customer experience strategy that focuses on the customer experience in Rongobuy Private Limited. The e-commerce portal has modeled its work on customer satisfaction, ensuring that every aspect of the shopping process is easy, efficient, and pleasant. It is easy to use, with a customer-friendly interface that enables customers to access thousands of products in various categories, including electronics, fashion, and household items, among others. The mobile app and the site are simplified to allow users to get what they need within the shortest time possible, whether they are searching for a product or browsing similar categories. The website, which is also designed so that online shopping is easier than other e-commerce sites, adds to a hassle-free & clean shopping experience for new-age customers. Except for the force majeure, Rongobuy offers timely service and streamlined follow-up. Realizing that punctual supply is one of the key factors to bring customer satisfaction, we developed a systematic logistics network so that the export of the product can be managed without delay. By virtue of outstanding in-stock management and exquisite logistics, we can assure that customers will receive perfect goods on time. "This time, the promise that it will be delivered is not only what pleases, but that it actually is delivered — and in a way that underlines what customers now value about the brand. The above is the quality service and fast shipment, good customer service, which is our company Rongobuy's long-term common practice; Customer satisfaction is the need for products. Telephonic and live Web chat are possible, as is email support, ranging from weak to strong means of support for customers who come across any trouble. For any kind of question and answer to buy any product our company

always here for our beloved customer. And this will cause only because our company has it's own good relation with customer. And this helps to earn customer trust and return.

Also, Rongobuy focuses on the customer experience by collecting feedback and improving products to enhance the value of our products for the customers. Customer reviews and questions are regularly answered; it also conducts research to improve its service towards the customers. This customer-centric approach could be applied to develop long-term relationships with patrons that generate loyalty and repeat purchases. Rongobuy focused on customer satisfaction by offering an easy browsing consumer interface, quick and fast delivery, quality products & superior customer service within e-commerce in Bangladesh. Focusing on customer value proposition and delight through the purchase journey has helped the company evolve.

2.1.2 Digital Transformation

Rongobuy Private Limited has realised the importance of digital transformation as one of the ways to stay competitive and tackle the evolving needs of customers in the dynamic e-commerce industry. The company recognises the growing importance of technology to the efficiency of its work, to reach more people and even more towards customer experience in general. Rongobuy has also invested in new technologies and a robust digital strategy that has made the company one of the most successful in the e-commerce arena in Bangladesh. Being an old and well-known company with a long history of operations in the online world is one reason Rongobuy wanted to go fully digital. The company also has a new, streamlined role on its mobile app that allows you to shop as needed or if you need to run errands. The site was designed around the concept of being mobile-friendly, so it should perform well over various devices such as desktops, tablets and smartphones. The back and forth of these resources constantly saves you user experience, traffic and conversion. The products they're after are increasingly easy to find. Shopping is no longer just a breeze and is most convenient with various online shops able to fill everyone's shopping needs for clothes, but most importantly, in terms of style, there is always something that people who are too willing to wear any type of cloth would not be disappointed. The business utilises search engine optimisation (SEO) to implement changes to a website's presence in the natural or "organic" search results, thereby producing higher volumes of traffic that are more relevant to the site. It's corporate strategy Media runs such a simple role within the corporation's plan, particularly in how it influences SIA, yet Jang is applying social media so that you can get in touch with his / her customers, such as Facebook, Myspace, Instagram and Twitter. Self-service ads, marketing and

interactive content have helped Rongobuy develop a loyal user base that, in several cases, has linked it up with clients in the future — of course, in connection with a continent away and without losing sight of the one nearby.

And of course, the digital transformation of Rongobuy is also impossible without the analysis of big data. The most advanced data mining is employed by the company to unlock valuable customer behaviours, interests and buying preferences. This information could inform Rongobuy's ability to recommend products, price their services and run targeted marketing initiatives based on each client's needs. This knowledge sharing leads to higher customer satisfaction due to being offered the best-suited products that have a high likelihood of purchase by the given customers, i.e., products with more likely sales. The other form of investment that Rongobuy has undertaken is the automation systems, which facilitate easy operation. This includes automation of inventory control, order control and customer communication. In these respects, Rongobuy has increased its efficiency, minimised mistakes, and also minimised the time spent in processing with minimal manual work. Automation allows the company to grow its operations within a short period, address customer demands promptly, process orders on time, and eventually achieve better customer satisfaction. Mobile-first strategies are also associated with the digital transformation of the company. As mobile commerce gains more and more popularity, Rongobuy has been keen to ensure that its mobile platform is optimised in such a way that it offers a convenient shopping experience. Customers' convenience is also reinforced with some characteristics such as one-click buying, safe payment gateways and order tracking to make shopping with mobile gadgets simple and convenient. Overall, the digital transformation process implementation not only allowed Rongobuy to improve its internal operations but also allowed the company to provide its customers with a superior shopping experience. Rongobuy, with the assistance of the latest technology and effective digital marketing habits, is sustaining its growing customer base of people with a tech-driven mindset and ensuring that its operations are performed on a high level.

2.1.3 Product Diversification

The main cause of the success of Rongobuy Private Limited in the context of the competitive e-commerce industry in Bangladesh is the high extent of its product diversification, which provides a wide variety of products in different categories. This will allow the company to cater to many customers' demands, with a diversity of customers due to increased market penetration and sales volume. One of the most important points of targeting the products offered by Rongobuy is

lifestyle products. The category includes a mix of products that are supposed to enhance daily life, such as fashion, beauty, accessories, and wellness products. Rongobuy has a wide target market and sells an assortment of goods that cater to various diversities, including clothing, footwear, bags and personal care products, which attract young adults who want dresses that are fashionable and families who want convenient and yet stylish products. Other products, such as wellness products, fitness equipment, and health products, as well as personal hygiene products, have also gained relevance, particularly at a time when individuals have become health-conscious. In addition to lifestyle products, Rongobuy has also been distributing electronics by making massive investments and comes with a range of gadgets and tech equipment. These things can range from Smartphones, laptops and tablets to home appliances to game consoles and smart homes. The Company has privileged access to the consumer electronics demand, which has grown in Bangladesh. The catalog of Rongobuy diversified to be used by technology enthusiasts who wanted to experience cutting-edge technologies. Rongobuy also has another major product diversification layout, that is, home. The products offered by the company include furniture, kitchenware and bedding, decorating and storage solutions due to the need to have quality and affordable household products. Rongobuy sells an assortment of products that address the variety of tastes and limited economic capabilities of various customers, who prefer to furnish their homes using the newest trendy pieces of furniture or purchase the required kitchenware. The company is also engaged in selling environmentally friendly domestic products, which take advantage of the growing consumerist approach to environmental priorities. The focus on quality and variety of products is the key attribute of Rongobuy, as manifested in its collaborations with both the leaders of international brands and reliable partners within the nation. The company offers a diverse range of established, internationally recognized brands and local products, allowing it to cater to a broad price range, from inexpensive to high-end products to premium offerings. Would enable the company to service a wide range of customers, while also benefiting the local economy by providing local manufacturers and artisans with an avenue to market their products to a wider market. The logistics and supply chain management of the company are essential in the provision of various products to the business at the right time. Through good relationships with suppliers, Rongobuy can ensure that its stock is well-maintained and ready to deliver the same immediately. The company's inventory management systems are designed to ensure that stocks are constantly replenished and

readily available to customers, thereby reducing delays in delivering products to consumers and enhancing customer satisfaction.

2.2 Management Practices

Rongobuy Private Limited has positioned itself to excel in growth and operational success through sound management practices that they have attained through making choices that make them efficient, easily scalable and adaptable in the competitive e-commerce environment. The management philosophy of the company is based on employee empowerment, effective operations, and maximum customer satisfaction. This holistic approach to management has contributed to the company's development and its ability to maintain a competitive advantage in the market. One of the major management practices of Rongobuy is a customer-centric approach. The management strongly emphasises the customer needs and satisfaction, and it is encompassed in every aspect of business. Customer satisfaction is paramount in the leadership of Rongobuy, through the choice of its products and even after they have been purchased. The company has continuously gathered feedback through surveys, as well as customer reviews, and examined the feedback to improve its services, tackle the issues early on, and constantly improve its services to meet the expectations of its clients.

As far as the organisational structure is concerned, the structure of Rongobuy is relatively flattened, which is why the working environment is quite collaborative, as each person can contribute to the process, suggest ideas and solutions to problems, and disregard the position in the organisational hierarchy. Such an organisation encourages creativity, sensitivity, and inter-team dialogue, which makes the decision-making process faster. The management allows departments to work in cooperation, thus ensuring that projects are implemented well in every department, such as sales, marketing, logistics, and customer services. The management is also highly involved in the day-to-day activities and also offers correspondence with the company's aims as well as the workings of the department. All the remaining management functions are the development of employees and performance management. Rongobuy is also an investor in human resources, where employees are under constant training and development initiatives to enable them with skills and capabilities that help them meet the requirements of a rapidly expanding digital landscape. And the organisation is definitely passionate about it, way beyond being a mobile-first performance management tool where their contribution and output can continually be rated by employees. Rongobuy can extract a committed staff, sense and worth into the actual comments. Rongobuy also explains how

decision-making may be data-driven. To perform an excellent strategic planning, the firm gathers and examines information provided by numerous diverse points of view - sales statistics, client conduct, and sales trends. Reports of the performances of the products help the management to monitor them and even negotiate about expansion into some areas of the market. The practice is quite handy as the ideal helps the company to satisfy the needs of the market and dominate the competitors. Financial management of Rongobuy is healthy in all monetary transactions and operations through close tie-ups with Suppliers of Goods, which provide favorable terms to operate and make it easy to buy. This will be profitable and competitive for the customers. They said the management team would also look to ensure the company had sufficient working capital to finance its business, marketing activities and investment in technology. The finance team operates closely with the sales and marketing department in order to align promotional expenditures with the company's objectives, so that business resources are used efficiently. Therefore, there is much technological implementation in the running of Rongobuy. The organization further invests much in the current fads in e-commerce: automated tools, AI-integrated analytics and CRM systems simplify processes and enhance the human factor while providing data for the enterprise. Much of the way we ensured to keep up with this fast-changing digital environment is via our adaptable stack.

2.3 Marketing Practices

The private limited company “Rongobuy” is geared to change the scenario of e-commerce in Bangladesh through some genius marketing, which would not only result in exposure but also an increased level of consumer interaction and loyalty. The startup aims to employ new digital marketing practices and a new consumer for the products, and use these high-end advertising channels that are becoming more affordable to reach a greater pool of expected potential customers in order to persuade consumers and keep the products at an approachable level. The following will be the key goals that Rongobuy ought to fix as a result of employing marketing.

Digital Marketing Focus

Rongobuy's primary marketing channel is technology-based, the so-called internet systems, to reach consumers. Open Zanat, however, often depends on various social media platforms such as Facebook and Instagram — among the largest in Bangladesh — to market its products and converse with customers. It will also provide Rongobuy social media to an army of ecommerce consumers, and more and more techie population, again, we have generally younger leading it.

One can also use fun ads to let potential fans know when new books are coming out or on sale. These, along with social media (SEO) search engine optimisation and pay-per-click (PPC), form the foundation of Rongobuy's digital push. That's the shorthand for search engine optimization, and what it means is that when customers type similar keywords to seek out the company's products, they can find those offerings on the company's website. "PPC campaigns and other services including Google Ads, this specifically allows targeted traffic to visit the site," so those who do have an immediate interest related to what anyone offers find that they've visited and located what they're looking for sooner (Almestarihi et al., 2024). Another highly significant online marketing tool that Rongobuy uses is email marketing. Customers also receive individualized offers, discounts and product suggestions directly sent into their email inboxes. This feature can also amuse the consumers and improve their skills to shop with attractive deals, evocative of non-bought products in abandoned carts and arrived provocation.

Target Customer Strategy

Rongobuy is another on the list to implement end-to-end consumption development. The company markets its products within the electronics, fashion, home goods and beauty. It would guarantee that the company will have something that appeals to the entire type of customers, such as teens buying cool clothes, families buying blankets and picture frames. Rongobuy employs segmentation of customers, analysis of behavior and focus on a customer base. It is acting as a tool that Rongobuy is using to direct it to both lower and higher price category envelopes of buyers according to the factors such as past orders, browsing, interest level, etc. This is a globalized approach to marketing that targets individual customer groups using custom advertisements and offers to enhance CTR and the lifecycle.

Customer Loyalty Programs

Rongobuy is a marketing soul of customer first. The company has a host of loyalty programs, all structured to give rise to repeat sales and repeat relationships (Muzaki et al., 2020). Those could be higher discount sales, coupons, offers and exclusives that are used to reintroduce the learners who visit the platform as a means to shop more towards those new products. It might be a percentage discount off the next purchase once you have bought something of a particular price, or timed vouchers, such as on birthdays. Rongobuy has its own membership for repeat customers, and the members are provided with specialist offers, such as early access to sales. Not only do those contribute to boosting retention, but they also contribute to aiming at higher consumer

retention (there is nothing to sneeze at either, especially in the overpopulated and hyper-competitive climate of current e-commerce).

Targeting and Positioning Strategy

Rongobuy uses the communication strategy of targeting and positioning to deliver value back to the consumer in terms of price and quality. The company will be promoted as a high-value brand. And at the very bottom of the barrel, to the hot premium, local and international brands, Rongobuy has uncovered a few good things that almost look too good to be true. At this price, which is as affordable as possible, Rongobuy is an attractive value brand and a brand that is extremely popular with customers. That low-cost and quality buy will elevate the company's image, confidence in their psyche, and assist the two to reach a total level of customer satisfaction, along with the sales.

Marketing Channels

Rongobuy uses both online and offline sales to reach as many individuals as possible. The company has its own site and mobile application as its main sales channels, where customers have a convenient, secure, and efficient online shopping experience. The site will be fully desktop or mobile-friendly, so that consumers can use it at any time and place to shop. Affiliate marketing is also integrated into the business model of Rongobuy, where promoters (Bloggers, Influencers) sell the company's products to their own audience. The collaborations also increase the number of people the company accesses, and create confidence in its prospective customers: When the time to decide on what products to purchase comes, people will trust the influencers they follow more.

Advertising and Promotional Strategies

Rongobuy will never leave without helping you sniff around those slashed-price holiday specials and flash deals that it will save you off the street prices it lists you otherwise. These offers are also timed to coincide with big shopping seasons such as Eid, Pohela Boishakh and Black Friday, to help boost the company's top line when it matters most. Marketing of these offers will also include digital and print ads. Rongobuy will direct millions more prospective customers from the web and Google Ads online and offline, Adverts on Social media ads and SMS marketing to visit the site in promos. Rongobuy knows how to make its sales feel urgent and exclusive, and that in turn made them a great traffic driver for conversions.

Content Marketing

A good content marketing by Rongobuy in this strategy. The company does blogs, reviews of products and video showing off their product in action to educate consumers with their customer

why their brand is better than other brands, as it explains what makes the products beneficial and demonstrates how to use them while guiding that consumer toward making a purchase. It's content that can drive traffic to a website, but also, in its own right, it's an act of trust-building with users — they now have something positive to read about before deciding to purchase.

2.4 Financial Performance

Full access draft is a document of the creation, and as mentioned above, Rongobuy Private Limited has performed quite well in terms of growth, efficiency and profitability due to the competitive environment in the e-commerce industry. Some Key Business Indicators, such as Revenue, Profit Margin, Cost Structure and Capital to revenue ratio, are made accessible to the investors in order to appreciate how well or poorly the company is performing. When you account for those, it should be obvious what stage this company is running at, or targeting as its reasonable level of growth.

Revenue and Profitability

Annual revenue has continued to climb at Rongobuy, as it grows its number of customers and the range of goods. The company collects most of its revenue by selling articles across categories to consumers, including electronics, fashion and home furnishings, as well as cosmetics. It has a positive gross profit margin, so it must be good at sourcing quality products for low prices and selling them for a reasonable markup. The intelligent upgrading of expenses to the firm also complements the increase in net profit, with the sole exception of the decrease in the operating expenses, including the marketing and logistical facilities and technical infrastructures.

Cost Structure

Thus, the firm has invested much in inventory space, logistics and technology; its cost structure is skewed towards operations. So, the most significant expense is to get the inventory; next, you spend on advertising/marketing your brand. Logistics and delivery are also a part of the business, which highlights the importance of making any digital handshake as smooth as possible. The firm is making attempts to cut as many of those expenses as it can to remain profitable without ruining the experience of the customers.

Operational Efficiency

Rongobuy has invested heavily in new technology, which can assist in streamlining operations and further enriching customer experience. The company has digit-first-based construction, ordering and inventory-management tools, enabling the company to conduct a high number of orders with

greater efficiency. The company also automates most of its business, which has helped it to maintain low costs and complete work faster.

Capital Efficiency

Rongobuy has been a superb investor in both operations and technology in capital placement. Big investors and bank loans have also been supportive, allowing it to get really big, really fast. It is doing so by investing its capital, extending the reach and improving the service of its products.

Financial Ratios

Table 1: Financial Ratios

Financial Metric	2020	2021	2022	2023	2024
Revenue (BDT Crore)	50	80	120	150	200
Net Profit (BDT Crore)	5	10	15	20	25
Gross Profit Margin	20%	22%	24%	25%	27%
Operating Expense Ratio	15%	18%	19%	17%	16%
Return on Assets (ROA)	6%	8%	9%	10%	12%

Over the last few years, Rongobuy Private Limited has been recording impressive financial performance in terms of steady sales and profitability year in year out. It has a robust cost framework, and it is also extremely well controlled regarding what it puts into technology and how it handles its customers. This results in higher efficiency of the operation. Good money results indicate the company has a bright future because it likely has good cash flows to put into its business and generate capital for under-rated investments. Longer term, the fact that it has been able to build up its business at lightspeed and low cost should ensure the company remains healthy and grows no matter what happens in retail.

2.5 Operation Management and Information System Practices and Supply Chain Management (SCM)

Rongobuy Private Limited Management and Information System Practices Operations of Rongobuy Private Limited; operation management is one means whereby the Company creates products. The Company has had a huge amount of investment in technology and automation, both for production and delivery of its products. By taking the inventory stock control, order process management, and real-time data analysis as the main research points, Rongobuy may be able to maintain its competitive edge in the fast-expanding online business market. Efficiency and scalability as Rongobuy's working strategy has always been the cornerstone. The product can also

be implemented with a complete stock control system, so it is always current. By managing inventory efficiently and making predictions, Roserong can maintain popular products in stock to avoid stockouts and angry customers. The software further assists the Company to optimize warehousing operations, including faster order fulfillment and on-time delivery order processing. Another important area of operational efficiency in the Rongenuity system is order management. The Company has a method of selling an advertisement on the vehicle, from customer purchase through order packing and delivery. The auto-system has enabled the Company to handle many orders within a limited space of time and therefore allows for the delivery of goods in an orderly manner, back to the Transaction. With the productivity in this Transaction, we worked with logistics carriers to make sure your ITS result was completed on time and kept your customers satisfied. Rongobuy is a company that relies on information systems in running business, marketing services and customer service. The Company's CRM (Customer Relationship Management) is a key tool to track customer touch points and provide personal service. This CRM will enable Rongobuy to understand the preferences, likes and dislikes of the customers and their buying habits, such that it can send personalised offers and recommendations, thereby accelerate sales as well as ensuring customer loyalty. Enterprise Resource Planning (ERP) is software which integrates all aspects of the business, such as finance, sales and inventory. With ERP, anyone has no concerns about resource allocation, finance reports or data-based decisions either. With the integration of these applications, Rongobuy plans to utilize its IT capacity to optimize the networking of procurement and customer services.

Rongobuy's SCM is anticipated to support the just-in-time delivery of products and optimal value chain performance. The Company works with local manufacturers and global brands to ensure they merchandise their products. "Factories we have a good relationship with, customers have a good reputation with us so all the time we get an order to produce," he told The Times. The Company uses predictive modeling and data analysis to forecast demand and supply in the logistics process of the supply chain. With a full image of the purchasing behaviour and patterns, Rongobuy can manage its stocks better, so there's no waste of goods due to overstocking or understocking. Besides that, the actual live tracking systems offer something else – an opportunity for the Company to stand near a point of order delivery clearly and understandably, where both customers (and management) know about them. Factor: The RGs' logistics in SCM are very significant. The

start-up partners with individual deliverers and courier services to get products into customers' hands as quickly as possible.

It also offers last-mile opportunities to build relationships with the end customer, such as inner-city high-population-density areas. Limited, which has been able to maintain itself surprisingly with a series of revenue and profit increases. It is well-costed, it is extremely well operated, and the visibility, magic transformation of its investor technology customer, Booking, into massive operational leverage is very visible. Financial health could be taken to mean that the company has a good balance sheet, and there is a possibility that it will survive the short term or long term. It may also mean, perhaps, that this company is not going away, and, provided it manages the capital allocation wisely, it still has plenty of growth runway ahead. It will be scaled at a high return, which will produce a still market-rate value.

2.6 Industry and Competitive Analysis

2.6.1 Porter's Five Forces Analysis

It is a highly abstract Porter's five forces model, and a process of comprehending what competition in an industry is like. An example of such a model being run against Rongobuy Telecommunications Ltd., one of the largest e-commerce companies in Bangladesh, would assist us in gaining an understanding of where a company fits into an industry such as e-commerce, which I have not observed elsewhere. Analysis of these five forces would help a company understand the strengths and weaknesses present in the current situation, including an understanding of its competitiveness: potential entrants, substitute products or services available on the market, bargaining power of buyers (customers), bargaining power of suppliers and competitive rivalry.

1. Threat of New Entrants

The e-commerce business in Bangladesh has evolved rapidly, with many new entrants joining the market. Although it is relatively easy to enter the digital space, and one can easily create an online presence due to the low barriers to entry, brand recognition and customer loyalty that Rongobuy has established over the years are strong competitive advantages. Nonetheless, the market is promising, and as the trend of mobile-first shopping and digital payment solutions continues to grow, there are still opportunities for new competitors to confront Rongobuy. New businesses can also distinguish themselves by catering to niche markets, specializing in products or by initiating

aggressive pricing. Thus, the threat of new entrants is moderate, though Rongobuy must constantly be innovative and remain in the marketplace.

Many small platforms have entered Bangladesh's e-commerce sector due to low barriers to initial capital and a supportive digital policy. For instance, it has been reported that many micro and small firms have entered the online retailing business in recent years (Islam et al., 2022).

2. Bargaining Power of Suppliers

The products of Rongobuy are supplied by an amalgamation of local producers and international brands, which allows the company to gain access to a wide variety of products. The supplier's bargaining power is also moderate, considering the company has numerous suppliers locally and globally. The availability of multiple suppliers reduces the company's dependency on any one supplier, as Rongobuy can negotiate more favorable prices and conditions. In some niche or specialized products, however, the suppliers can be more powerful, especially when they are in high demand or have high product lines. Nevertheless, the mass production and variety of products offered by Rongobuy generally offset the bargaining power of suppliers.

The costs of suppliers (especially for imported supply) are under pressure due to tariffs and logistics. The e-commerce firms in Bangladesh often suffer from long import lead time along with high freight/distribution costs, which raises the supplier margin pressure (Islam et al., 2022).

3. Bargaining Power of Buyers

The buyer power in the e-commerce business is usually high, and the same applies to Rongobuy. Information is readily available to online consumers, enabling them to compare prices, product quality, and delivery services across different e-commerce sites. This has rendered the element of price sensitivity a vital aspect in consumer decision-making. Buyers have the option to move to rival platforms quickly, thereby increasing pressure on Rongobuy to offer competitive prices, attractive promotions, and exceptional customer service. Moreover, the increasing number of customer reviews and ratings contributes to the further empowerment of the buyers as they can easily find out about the feedback of products in question that they are considering.

According to *The Rise of E-Commerce in Bangladesh and Its Expansion* (2023), consumers in Bangladesh care about price and have many platforms to choose from. Bangladesh has recently been ranked 46th in the world for e-commerce. This reflects moderate market maturity and consumer choice in Bangladesh (Rahman, 2023).

Porter's Five Forces Analysis for Rongobuy

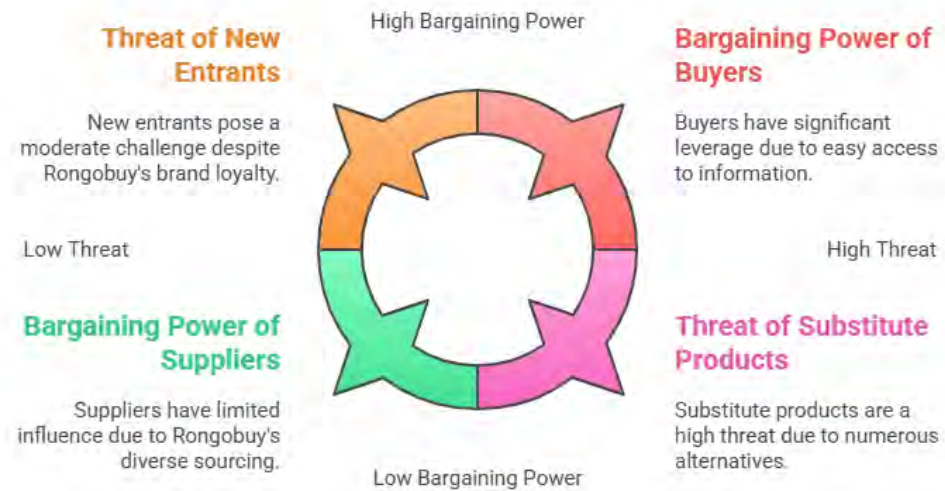


Figure 1: Porter's Five Forces Analysis of Rongobuy

4. Threat of Substitute Products

The threat from substitute products is moderate to high in the e-commerce industry due to the numerous online platforms offering similar products. Finding substitute products in competitors such as Daraz, Chaldal, and Pickaboo is easy since Rongobuy has a wide range of goods such as electronics, fashion, home goods and beauty products. The growing use of mobile applications and other online shopping platforms further intensifies this threat. Nevertheless, Rongobuy can minimize the threat of substitutes through the presence of a wide range of high-quality products, a smooth shopping process with quick delivery services, convenient returns, and excellent customer service.

Offline retail is still a good substitute in Bangladesh. Especially in the rural areas. Islam (2022) observes that a good number of consumers prefer to go to traditional markets instead of online shopping for issues of trust and lack of infrastructure (Islam et al., 2022).

5. Industry Rivalry

Bangladesh has a high level of competition in the e-commerce sector, with many large, well-established players, including Daraz, Chaldal, and Pathao, as well as smaller niche ones. This intense competition has led to price wars, consistent promotions, and continuous innovation. Business firms would have to provide better services and products regularly to their customers so as to remain at the top of the market. In the case of Rongobuy, the industry competition is high, and the company needs to address the issue of strengthening its brand loyalty, diversifying its product line and enhancing the speed of delivery and customer service. Such differentiating capacities by means of excellent digital marketing, personalized services and customer-oriented strategies will play a vital role in ensuring that it remains competitive in the market. According to the Five Forces analysis by Porter, despite the fact that Rongobuy Private Limited is a powerful company, the bargaining power of suppliers is low, and the threat of new entrants is moderate; the company must overcome the high competition and buyer bargaining power. Its ability to differentiate itself in a saturated market, its desire to keep offering outstanding customer service, and its innovativeness in reaction to the changing consumer demands will determine the success of the company. It is by dealing with these competitive forces successfully that Rongobuy can continue to lead the market in the rising Bangladeshi e-commerce industry.

Consumer shopping behavior is changing due to competition of e-commerce firms in Bangladesh. According to Development dimensions of E-Commerce in Bangladesh (2018), there are many platforms which compete fiercely over discounts, logistics, and customer acquisition (Hossin et al., 2018).

2.6.2 SWOT Analysis

The tool that may help to gain a clearer insight into the strengths, weaknesses, opportunities and threats is known as the SWOT analysis. In the case of Rongobuy Private Limited, an eTailer in Bangladesh, these are essential considerations in the process of planning a strategy for the company, which would not only expand but also survive and thrive in such a vibrant online business industry. The SWOT Rongobuy analysis is as follows:

Strengths

Rongobuy is a long-time market leader in the Bangladesh E-commerce Industry. The unremitting brand promotion and efficient functioning of the internet system have produced an extremely high number of users of old friends to cement the group of customers. Consequently, purchasers have received their own exclusive products and viewed everything the company has to offer; it not only

sells electronics, but also fashion and home products. Then add to that the product mix, and you have a balanced business position, a business that is efficient and capable of winning customers of all types. Its competitive prices and product offering appeal to both the price-sensitive segment and upmarket customers. In Rongobuy, we follow the competitive excellence and become a perfect professional player in this field. In this way, Rongobuy could serve different readers and would also have been on the market for competition. Another advantage of Rongobuy is its simplicity. A company website and user-friendly mobile app for the customers to place their orders will, of course, exist. Mobile-optimised platform with a smartphone user's version. Especially in a market where customers are rapidly adjusting to m-commerce. Customer retention is the core competency in Rongobuy, and it encourages customer loyalty programs. It successfully re-markets to its users through various incentives such as discounts, vouchers, offer promotions, etc., so that they not only become repeat customers but also form the company's long-lasting relationship with its brands.

Thanks to Bangladesh's growing digital infrastructure, Rongobuy has a very strong base. As of 2021, there are more than 74 million internet users. Almost the entire country has mobile broadband coverage. Thus, this makes it convenient to shop online. With the helping hand of the government "Digital Bangladesh" project, ICT access has been facilitated and the use of digital payment has been encouraged. As a result, the e-commerce platform has been directly benefitted like Rongobuy (Islam et al., 2022).

Weaknesses

While the business has been prospering, third-party logistics is Rongobuy's bugbear. Evening Standard Delivery is currently available thanks to our partners at third-party delivery companies, such as the ones listed above (please note that there might be delays or complications in logistics whilst we work out the kinks and figure out what would be better options for our consumers). Since the delivery partner is as important, it is imperative to manage that partner really well, ensuring there are no hiccups in the process of delivering stuff, especially when customers have a tough ask. Rongobuy's other drawbacks include its general overall lack of internationality. While achieving terrific growth in the domestic market, there has been no smooth sailing in the overseas market; for this reason, prospects of seeking expansion from customers in other countries and working toward conquering the overseas market are blocked. It is a huge growth potential, particularly during a time when global e-commerce is experiencing leaps and bounds. It is

unpredictable in its costs, too, and makes an impact on the bottom line of the business. In the marketplace of dating and in the e-commerce market, which is even more competitive and in which Rongobuy also has its share, there is a large piece of cake waiting to be shared by them, the very price-sensitive potential users. And it puts pressure on the company to find some way to close that gap in prices — one way would be for it to cut into its profit margin. And its price sensitive, so Rongobuy can't simply hike prices to the moon without driving business away. Some of the services offered by Rongobuy are irredeemable, such as other shortcomings. Yes, the retailer could do with targeted marketing, but by giving people recommendations based on taste, you unleash a world of enhanced specificity and personalised response to your customers – a personal relationship post purchase. An individualised customer shopping experience will accomplish higher satisfaction and brand loyalty.

Due to a lack of trust from customers and security of payment issues customers are unable to shop online in Bangladesh. Because of the refunds and the concern for the data security, many shoppers prefer cash-on-delivery. It further adds to the handling cost of the firms. Rongobuy's operational inefficiencies hinder its ability to maintain profitability and customer loyalty (Islam et al., 2022).

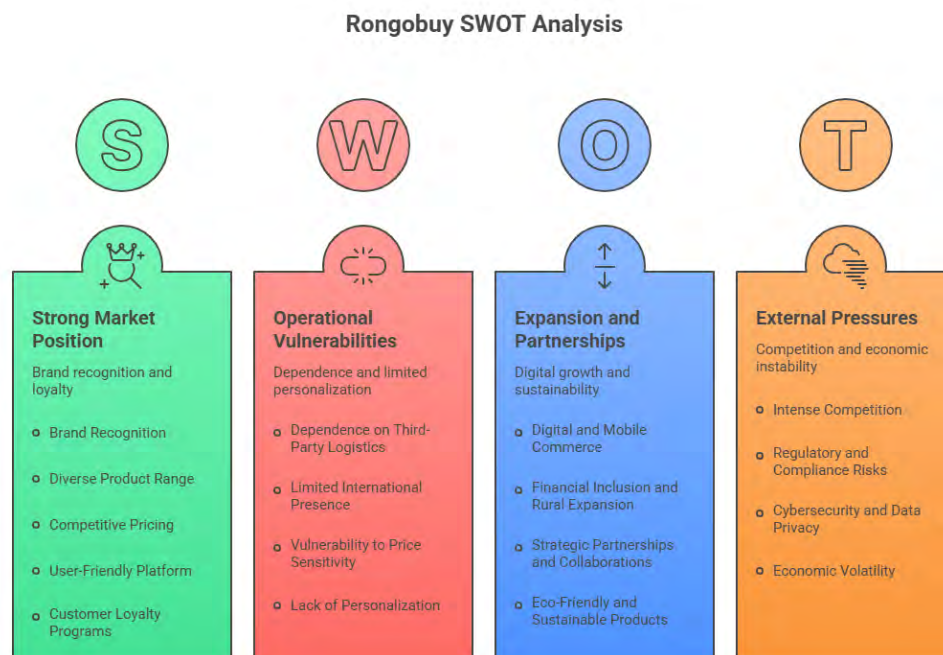


Figure 2: SWOT Analysis of Rongobuy

Opportunities

Around 55% is an average rate of Rongobuy, so the mobile & digital commerce scope in Rongobuy is huge here, because this country has very good utility for smartphones, and people have been getting internet access in recent days in Bangladesh. By being in the mobile-first world of commerce and benefiting from a superior digital payment ecosystem, Rongobuy is well-positioned to provide an outstanding shopping experience for an upscale segment of online shoppers." Financial Inclusion and rural penetration have been other major areas of opportunity for the company. Murad thinks that's not the end of what Rongobuy might achieve; he expects it to easily exploit a potentially massive market in Bangladesh, much of which remains underbanked with access to just basic banking services. It offers an easy method for rural people to pay and expands its products into the rural market. And that could help the company benefit from customers who are shopping online more than before — and whose access to physical shops remains curtailed. The partnerships & alliances are for the purpose of extending Rongobuy. Rongobuy will seek to access partners from fintech industries, international and local brands and logistics capacity suppliers in order to infuse innovation into their products or service portfolio, increase distribution channels or scale up business. Cooperation with a fintech company, in particular, may stimulate the general acceptance of payment systems and the purchasing experience.

Unold could offer product alternatives that are eco-friendly, as the demand for these products is increasing. This may be a small aspect that can distinguish the company from others and create a base of consumers who are sensitive to the environment. However, more environmentally-conscious consumers will soon begin to notice a green label such as Rongobuy as well.

More than half of Bangladesh's online sales is now being controlled by mobile-commerce transactions thanks to cheap smartphones and digital wallets. Rongobuy uses app-based marketing and personalized offers so that they can target the youth. Growing fintech partnerships also create an opportunity to ensure faster, safer checkouts and enhanced customer retention (Islam et al., 2022).

Threats

The only risk that Rongobuy will encounter is stiff competition with other domestic e-commerce websites in our country. Chaldal, Daraz, and Pickaboo are already some of the heavyweights in the industry. The thing is: a company like Rongobuy may continue having these businesses

hanging in the balance by remaining innovative and not reducing their creative budget (or whatever) to nothingness. The variable has to generate and introduce new stuff into the market and serve more customers with a cost attached to it, straining the profit margins, regardless of the constraints of regulation and compliance. These are the amended e-commerce regulations on digital payments, e-transactions and taxation. Should this happen, unless it is mandated by law or by the bylaws, it may deny Rongobuy the opportunity to affirm its business under current tax regulations and statutes and may lead to other expenditures, delays or even the commencement of litigation. With the expansion of Rongobuy's business, it is becoming more and more important to keep information security and privacy. The firm deals with an enormous amount of sensitive client data, and any possibility for a data breach could undermine its reputation as well as subject the company to liability and financial risk. To prevent this threat, robust security is needed as well as compliance with the privacy laws. Secondly, the buying capacity of the consumers in this study and Bangladesh may overall further be slashed under a poor economic situation in Bangladesh, such as inflation or fluctuation in currencies. Unstable finance could also lead to an increase in disposable income, but for non-essential products, sales merely on Rongobuy would likely go up and down or perhaps even capsize. Further, supply chains can equally be upset by political change or financial change in the cost of operating to receive higher returns on the company's dollar investment.

Due to infrastructure gaps and unreliable logistics, e-commerce operations continue to suffer. Delivery delays and weak regulatory enforcement can undermine customer confidence, while fierce competition from Daraz and Chaldal drives price pressure. Rongobuy must invest in logistics reliability and quality of customer service to keep up with advantage (Hossin et al., 2018).

2.7 Conclusion

Rongobuy Private Limited has been able to make its mark among the online shopping stores in Bangladesh for good quality products at a low price, along with customer care. The pluses are its strong brand, wide product offering (the best is a qualified one), accessible online platform and well-above-average client retention rate that supports solid market activity. Nevertheless, it still has serious issues with third-party logistics dependency (multi-logistics operation) and weak international coverage and price elasticity exposure. Rongobuy has numerous opportunities to sell to them and leverage them as its strengths and weaknesses, such as the massive success of

exploiting new segments using mobile commerce in business collaboration with fintechs. Against this backdrop of challenges and opportunities, Rongobuy is also attempting to sell additional products other than smartphone models, grow into the countryside and give users customized online shopping experiences. Creativity can become the new competitive advantage in the coming years, in an age in which digital plays are about complexity and speed. The threats, murderous competition, throttling regulation and cyber threats that could be used to fray its competitive position all speak in favor of good advice. However, Rongobuy paid back with its strategic ideas of three-level customer satisfaction, internet marketing and lean operation that gave it its possible development perspectives. With the road ahead of us, we will soon be at the top to lead not only from within the e-commerce domain in Bangladesh but also globally across other growth verticals.

Chapter 3

"Digital Marketing Strategies to Boost E-Commerce Sales: An Internship Report of Rongobuy Private Limited"

3.1 Introduction

3.1.1 Overview of the Internship

The internship at Rongobuy Private Limited was based on practical knowledge of the use of digital marketing strategies that could be used to increase e-commerce sales. The primary purpose of working as an intern in the sphere of digital marketing was to acquire a practical experience of working in the sphere of e-commerce that is incomparably agile and attain a positive experience of applying the theoretical knowledge obtained in the course of education to the practice of business activities. The internship enabled me to work with knowledgeable marketing experts and assist in making digital marketing campaigns directed towards gaining more online traffic and sales to Rongobuy. The position not only made me knowledgeable regarding digital marketing tools and techniques but also improved my competence related to content creation, SMM, SEO, e-mail marketing, and performance analytics. The reason why I have set my career objectives in working on a profession in digital marketing, more precisely on e-commerce, and this internship literally met my career objectives because I was able to learn with and from industry professionals, in this case, in the company and contributed positively in the company accomplishments.

3.1.2 Company Background

Rongobuy Private Limited is a major electronic commerce company in Bangladesh, and it supplies diverse products of different categories like electronics, home appliances, fashion products and also beauty products. The company has developed a vast market share in the online retail industry with the facility that allows customers to shop in the comfort of their homes through having a user-friendly platform. Rongobuy is a company with a customer-oriented philosophy where high-quality products, prices, and delivery services are offered. The mission of the company is to transform online shopping in Bangladesh by setting off a unique, delightful and straightforward online shopping experience for customers. Rongobuy is a privately held company with an increasing number of customers and a growing market presence, and it will likely keep exploiting digital technologies to obtain a greater competitive advantage in a busy e-commerce environment. The market behaviour of the Rongobuy in the Bangladesh market has covered the major cities, although the interest now is more inclined to the small townships and the rural market. The

company believes in online marketing plans to increase brand awareness, encourage people to visit its website and translate visits into sales. Being a market player in Bangladesh's e-commerce market, Rongobuy keeps up with the digital trends to satisfy the needs of customers and outrun competitors.

3.1.3 Internship Objectives

The primary objectives of this internship were to:

- **Understand Digital Marketing Strategies:** The internship provided a wonderful opportunity to familiarize myself with and apply digital marketing concepts, including SEO, content marketing, social media management, and paid promotion campaigns. I sought to understand how these strategies can be implemented to enhance online presence and drive sales. I also needed to bridge the gap between theory and reality in industrial exposure by observing and listening to real-life campaigns.
- **Contribute to Increasing E-Commerce Sales:** A key component of my work was to streamline the planning and execution of marketing campaigns, aiming to drive sales growth at Rongobuy. These included assistance in promoting the material and verifying social media and web traffic statistics. My goals and objectives were to increase the company's sales by establishing the effectiveness of digital marketing strategies in attracting and retaining customers.
- **Enhance Digital Marketing Skills:** To improve my skills in digital marketing and e-commerce, I revisited some of the tools I previously used, including Google Analytics, SEO, social media scheduler tools, and email marketing tools. The internship was also designed to provide the technical expertise necessary for a successful career in digital marketing.
- **Collaborate with Marketing Professionals:** The internship provides the intern with the opportunity to work alongside an experienced tea marketing professional. To gain a deeper understanding of how e-commerce companies plan and implement marketing solutions to acquire, attract, and retain consumers, I planned to study the issue further by collaborating with my coworkers and observing their perspectives.

3.1.4 Methodology

This report makes use of both primary source and secondary source for data collection.

I collected first-hand data while I was observing and participating in Rongobuy Private Limited internship. By doing digital marketing jobs like content writing, social media management, and campaign analysis, I gathered information. By regularly meeting with the marketing supervisor and the rest of the team, I was able to gain practical experience on campaign planning and campaign performance analysis.

We collected previously published data from company documents, web statistics, social media insights and online sources. This validated more practical findings and made researchers better understand the performance of Rongobuy marketing compare with industry practices.

The evaluation included qualitative methods (observation, interviews, content evaluation) together with quantitative methods (review of digital analytics, campaign metrics, engagement data). By employing both methods, the findings presented in this report are based on evidence and can thus be verified. Furthermore, they accurately reflect the marketing performance of real brands in the e-commerce sector.

3.2 Role and Responsibilities

3.2.1 Position and Team

My current job as an intern at Rongobuy Private Limited allowed me to work as a Digital Marketing Intern in the Marketing Department. There were other professionals representing different areas of digital marketing in the team of which I was a member, including social media, content, analytics, and email marketing teams. Digital marketing was the central role of the department since it was able to build and execute marketing strategies that would bring traffic to the web and make more e-commerce sales.

The primary task that I was to perform was to help the digital marketing team carry out the campaigns, measure the performance, and write the content that would fit the marketing goals of the company. I was in constant communication with the members of my team, such as the Social Media Manager, Content Marketing Specialist, and Data Analysts. We collectively helped in the identification of digital marketing campaigns to be used on different online platforms to interact with customers in order to increase sales to Rongobuy.

3.2.2 Day-to-Day Tasks

1. Assisting with Social Media Campaigns:

One of my most important duties was to help in planning, designing, and implementing social media campaigns on networks such as Facebook, Instagram, and LinkedIn. I engaged in

formulating promotional materials that would be consistent with the objectives of the company and also make the materials enjoyable and corresponding to the needs of the target group. I took part in:

- **Content Creation:** The caption, photo posts and video clips would be developed with which the audience could identify themselves.
- **Schedule and Posting:** Post to the social media management apps at the most optimal time to engage.
- **Tracking Campaigns:** This will help to monitor the success of a campaign based on the number of likes, shares, comments and overall reach.
- **Community Engagement:** Helping the community by responding to their inquiries and remarks directed towards our customers in a professional and timely manner on social media.

2. Analyzing Website Traffic and Engagement:

I also needed to know how the site was performing currently, in terms of traffic, user behaviour and conversion. This was necessary for tracking the effectiveness of our online marketing programs. I tried to work with the data analysts:

- **Track Site Visits:** You are able to monitor the volume of visitors, the top-most viewed pages and bounce rate with tools such as Google Analytics.
- **User Behaviours Analysis:** This will be the behaviour of the users, including the length of time a user has spent on the site, the landing page and the exit point of your site.
- **Reporting:** The candidates will report monthly and weekly on web resource browsing trends, campaigning, and user behaviour during collaborative use.

3. Creating Content for Online Promotions:

The major part of the focus was community content, for which I could have created a lot of different kinds of target-specific content for marketing the products and services of Rongobuy. This included:

- **Product Description:** Writing a precise and catchy description of the products that are available on the site & Promotional Ads, so that the text is convincing and flows according to the brand style.
- **Promotional Posts:** Creating posts that are about promotions you're running, i.e., discounts, seasonal offers, etc. These included banner ads, email newsletters and social media posts.

- **Blogs and Articles:** Helping in the development of blogs and articles that tried to educate the customers about the products that we were providing and giving some tips and guides that would be valuable in our category of products.
- **Visual Content Development:** Together with the design crew, I worked on creating visually engaging banners, graphics and video content to be used online during campaigns. I offered my vision of how the content had to be presented and helped edit photos and videos on such platforms as Canva and Adobe Photoshop.

4. Email Marketing Campaigns:

Though I did not have to concentrate on SEO only, I was able to help with the email marketing campaigns. I was involved in writing the email to give to the customers advising them or promoting products at discounted prices or when new products come into the store. The activities I had were:

- **Email copywriting:** Creation of powerful subject lines and email copy that would attract the recipients and prime them to act on that email.
- **Email Layouts:** Collaboration with the design team to make sure the design of the email would be aesthetically made and responsive and would not conflict with our branding.
- **List Segmentation:** Assisting in the segmentation of the email lists to approach various customer groups depending on their shifts and past engagement with the brand.
- **Email Campaigns:** I helped assess the effectiveness of the email campaign after the campaign had been sent by measuring the open rates of the emails, the click-through rates and the conversions to enhance future campaigns.

5. Collaborating on Product Launches and Promotions:

Sales were made possible through product launches and special promotions, and I was not left behind in the process of launching new products and seasonal sales. I had to do the following:

- **Developing Campaigns:** Assisted with the development of a marketing plan for launching new products through social media, email, and the site.
- **Communication with Teams:** I liaised with other departments, including design, delivery, and customer care, to make sure that the product launch and promotion ran smoothly.

3.2.3 Skills Gained

- **Copywriting/Content Creation:**

The development of content creation was one of the most significant skills that I could step up during my internship. I also got to know how to write simple, catchy and persuasive materials

suited to various platforms. Whether it was the social media posts, the product writing or the email campaign, I learned extensively on ways of writing content that resonated with the brands and target customers of the company and instigated conversions.

- **Social Media Marketing:**

I also got practical experience towards social media marketing, and I even helped in campaigns done on different platforms. I have become familiar with the information on how to write posts relevant to the target audience, post them at the most appropriate time, and follow each campaign. I also became more knowledgeable about the means of using various platforms, in particular, Facebook and Instagram, to foster brand awareness and sales.

- **Reporting and Analysis:**

The skills that I acquired in my internship provided me with hands-on experience with Google Analytics and other data analysis software, thus teaching me how to quantify the effectiveness of an online marketing campaign. I was taught to monitor the main parameters, such as the activity of visitors to the site, the bounce rate, conversions, user activity, etc., and based on it, make confident decisions about the actions of future campaigns. This capability has played a vital role in making me appreciate the concept of data-driven marketing.

- **Email Marketing:**

Though email marketing was not part of my main job, I acquired good experience on how to develop an email campaign. I was taught copywriting in email marketing, creating engaging designs, and testing email campaign performance. I also got to know about segmentation and what it means to personalize the contents of the email depending on the preferences and behaviours of the customers.

- **Project Management and Teamwork:**

During the internship period, I had an opportunity to collaborate with different departments, including content creators, data analysts, and designers. It was a valuable experience that enhanced my skills in teamwork, communication and project management. I also got to learn how to multitask, work with cross-functional teams and see to it that deadlines were met.

- **Creative Design Abilities:**

With the help of the design team, I developed my creativity in designing as I became better at using Canva and Photoshop Adobe programs to design. I obtained the knowledge of producing attractive images that fit the marketing needs and capture the attention of the audience. Regardless of whether

I was creating banners, graphics, or promotional photos, I got to know more about visual storytelling.

The digital marketing in the e-commerce category was clearly understood when I worked as an intern at Rongobuy Private Limited. Engaging in practical activities in social media marketing, content production, data processing, email marketing, and product advertising, I acquired a wide range of skills that will help me tremendously in future work. Not only did the experience of working with a carefully selected talented team and assisting in the marketing activities of the company enhance my education, but it also provided me with hands-on experience on the importance of digital marketing in boosting e-commerce businesses.

3.3 Digital Marketing Strategies

Rongobuy Private Limited has effectively adopted a wide assortment of digital marketing strategies to stimulate its online business and enhance its customer interaction. As part of its digital marketing strategy, the company leverages SEO (Search Engine Optimization), content marketing, social media marketing, email marketing, and paid advertising as its primary components (Ahmed Shaban & Zeebaree, 2025). These strategies will focus on increasing accountability, generating traffic to the platform, and cultivating strong customer relationships.

- **Overview of Digital Marketing at Rongobuy:** The proposed digital marketing of Rongobuy Private Limited is an all-inclusive program, which is aimed at enhancing the online reputation, win new buyers, and drive more sales in one of the competitive e-commerce environments in Bangladesh. To meet these objectives, the company uses content marketing, social media marketing, email marketing, and SEO along with paid advertising. Rongobuy regularly creates and libraries product guides, blogs, videos, and infographics through content marketing that inform audience as well as entertain, therefore, enhancing search visibility and customer belief. Its social media marketing activities spread throughout Facebook, Instagram, and LinkedIn, in which the company creates awareness of the brand, posts offers, and engages in the process of interactive commenting, messaging, and live campaigns. Email market is carried out strategically to sustain a personal communication with the potential customers, and recurrent customers by providing their targeted offers, updates and Loyalty deals. Moreover, organic traffic is stimulated by the use of SEO of the firm, i.e., the optimization of keywords, on-page optimization and link-building activities, whereas the paid advertisement with the help of

Google Ads and sponsored campaigns in social networks bring specified audience groups closer to the company and revise the conversion rates. The combined digital marketing will help Rongobuy to synchronize its promotional efforts with the consumer behavior to achieve stable improvements to the brand awareness as well as customer acquisition.

- ❖ **Content Marketing:** Rongobuy utilizes content marketing as part of its strategy to enhance communication with both potential and existing customers. The firm develops and shares a diverse range of content, including blogs, videos, infographics, and product descriptions, across numerous digital platforms. Articles and blogs on the company website are constantly updated, providing valuable information organized by product categories, expert tips, reviews, and the latest e-commerce trends. Such content will not only attract natural traffic to the site but also help develop trust with customers, as they will receive valuable and relevant information. Another effective form of content that can be utilized to engage customers and present the benefits of a product interactively is video content, particularly product demonstrations and tutorials. People using Rongobuy find a certain degree of success in cross-channeling content, ensuring they reach a broader audience and drive traffic back to their web portal. It satisfies the digitization needs and aligns with customer interests and search trends, enabling customers to find what they are looking for easily. This increases the relevance and success of digital marketing.

- ❖ **Social Media Marketing:** As a key aspect of brand recognition and promotion, social media marketing is essential for Rongobuy to focus on its target audience, drive sales, and increase brand awareness. The company actively works with various social media platforms, including Facebook, Instagram, and LinkedIn, using these services to communicate with customers, educate them about new product changes, and provide them with special offers. Platforms have varying purposes. Instagram is a tool for sharing beautiful pictures, Facebook is a tool for community and customer relationships, and LinkedIn is a B2B tool for brand positioning.

Another application of these sites by Rongobuy is the launch of targeted campaigns aimed at a certain group of customers using paid advertisements. The updates on social media will be scheduled at the most appropriate time to enable maximum exposure. Data analytics are used to pay significant attention to the performance in order to streamline campaigns and make them more productive. In addition, feedback and customer comments are

followed up closely to deal with any questions immediately, show dedication and always hope that people want to buy their product one more time.

- ❖ **Email Marketing:** Email marketing is another great way that Rongobuy adds to customer relationships and turns them into customers. The firm will do targeted mailings to potential and current consumers. Through such emails, suggestions, personal discounts, special offers, and reminders about incomplete shopping carts are usually provided. Rongobuy can segment its mailing list based on customer behavior, purchase history, and customization, ensuring that only highly relevant mailings are sent to the audience, which are likely to convert. Moreover, Rongobuy also provides email newsletters as a means of sending updates to customers about new products, seasonal offers or discounts. These emails must be pleasant-looking, catchy and include some form of layout with pictures so it will appear more attractive, and we will ensure that the open rate goes up considerably.
- ❖ **Paid Advertising:** Advertising also played an important role in the online marketing model of Rongobuy, where ads are bought to attract immediate web traffic to the site and raise brand awareness. Also, the association places Pay-Per-Click (PPC) advertisements in Google Ads and social networks, such as Facebook and Instagram. The same applies to keywords, interests and demographics, say, as Ad Rongobuy will track the most promising customers. Using PPC Campaigns, Rongobuy will be able to monitor the performance of ads in real time and implement the required adjustments to the campaign in order to optimize spending on advertisements. It will enable the company to maximize ROI and, in terms of audience reach, too. And customers can also retarget and place new ads that remind those same people what they said earlier, and invite them to appear on the web page again and purchase something.

3.4 Comparison of Rongobuy's Digital Marketing Practices with Industry Leaders: Daraz and Chaldal

The selection of digital marketing strategies has been a major step taken by Rongobuy Private Limited, a future e-commerce company in Bangladesh. However, compared to other industry giants like Daraz and Chaldal, there are some aspects that it should strengthen in its strategy to make more sales through e-commerce and become a more efficient market player. This comparative analysis encompasses several key areas of digital marketing, including SEO, social media interaction, content marketing, email marketing, and paid advertising.

- **SEO and Visibility**

By adopting search engine optimisation, Rongobuy has become more visible on search engines and, as a result, it has been receiving more organic traffic, particularly in key product lines. SEO is a highly effective element in terms of internet presence, as it can generate considerable traffic without the need for constant advertising expenses (Ahmed Shaban & Zeebaree, 2025; Ologunebi & Taiwo, 2023).

Daraz: as a market leader, makes significant investments in SEO and content marketing to ensure its visibility on search engines. Daraz also utilises a broader product portfolio and increased competition by combining the best practices of SEO in categories, product descriptions, and images. They can be seen as the top Google results for multiple products because they have achieved such a high domain authority through years of regular Internet presence.

Chaldal: Chaldal is a similar business, as it is also aimed at hyper-local SEO and is optimised to search terms relevant to urban residents who require home deliveries of groceries. The long-tail keywords related to delivery-specific services are also included in Chaldal's SEO strategy, allowing them to target a niche.

Although Rongobuy has been able to improve its online presence through SEO, Daraz and Chaldal can afford more long-term investments in their SEO optimisation, which entails creating content and using larger keywords. Rongobuy can compete with such giants by focusing on localised SEO and diversifying its content marketing approach.

Social Media Marketing and Customer Engagement

Rongobuy's social media marketing strategy targets specific demographics and directs users to the site, encouraging interaction through various social networks, including Facebook and Instagram (Kalemaj, 2023). It is an opportunity to promote specifically and to communicate directly with customers.

Daraz: Daraz has competed seriously with some of the top e-commerce giants and has one of the largest advertising campaigns on Facebook, Instagram and YouTube. They will also invest in Facebook ads and work with influencers to reach their broad customer base. In addition, Daraz shoots video commercials and visual content that appeals to its younger audience.

Chaldal: Chaldal engages social media for marketing and community, providing cooking shows, product offers and more to attract and reassure customers. They are concentrating on social media to satisfy and educate their customers, especially regarding food. Rongobuy trends' social media

habits are pretty neat, but Daraz and Chaldal do serve better engagement strategies through native sponsoring and generating content. They may also look into using micro-influencers and make their efforts more interactive with the use of polls, contests and so on.”

- **Email Marketing and Personalization**

Rongobuy’s email marketing is personalised and specialises in disseminating product recommendations, offers, and cart-abandonment messages (Jayanna B M & Dr. Sureshramana Mayya, 2025). In fact, when it comes to converting leads into buying customers, segmenting your email marketing campaign has also made this process a lot easier.

- **Daraz:** Age is more advanced in email marketing, with automated workflows, personalised recommendations and cart abandonment emails. This Brand has been implementing AI-powered email marketing platforms that take segmentation to a whole other level by evaluating user behaviour, bringing in open rates and conversions.
- **Chaldal:** Chaldal uses personalised and data-driven email marketing, with timely offers based on customers’ purchase history. They also utilise location-based email targeting, where they send customers offers according to their proximity to grocery shopping. Despite the trend of email campaigns used by Rongobuy, hyper-localisation of Chald and the AI-based personalisation of the emails, they are very competitive in terms of offering highly personalised content. Rongobuy can also enhance email marketing by leveraging more sophisticated segmentation and machine learning, leading to increased customer behavior and more conversions.

- **Paid Advertising and Budget Allocation**

The use of a small budget for paid advertising limits the effectiveness of Rongobuy's campaigns. The company utilises Google Ads and social media ads, and it adjusts campaigns based on performance factors (Almestarihi et al., 2024; Ekbote, 2023).

Daraz: Among the largest advertisers in paid advertising in Bangladesh is Daraz, which allocates a substantial amount of money to PPC campaigns on Google, Facebook, Instagram, and YouTube. Their advertising plan will consist of retargeting advertisements, display advertisements, and time-of-year advertisements to ensure permanency.

Chaldal: The advertisement campaigns of Chaldal are primarily focused on low-cost, high-impact streams, with a strong emphasis on Google Ads and Facebook. They are strategic about hyper-

targeted advertising, and in many cases, it is offering a discount or event-based promotion of grocery delivery.

Rongobuy faces challenges with paid advertising due to its limited budget. Daraz and Chaldal can allocate substantial budgets for extensive campaigns and retargeting, achieving high returns. Rongobuy can consider the strategies of cheaper advertising (retargeting) or engage in collaboration with influencers to use the available resources to the maximum.

- **Conversion Rate Optimization (CRO)**

Poor traffic conversion is a major problem affecting businesses, particularly in converting site visits into actual purchases (Di Fatta et al., 2018). The product page could be improved in terms of product presentation and checkout process.

Daraz: Daraz simplified its user experience and checkout process to streamline the purchasing experience and reduce friction. They use improved methods, such as exit-intent pop-ups, payment methods, and simplified checkout, to maximize conversions.

Chaldal: Chaldal also focuses on simplifying the shopping process, particularly through a mobile-first approach. Their site and application are also designed for quick and convenient ordering, as well as urgent grocery orders. To increase its conversion rates, Rongobuy should consider enhancing the checkout experience, providing more payment options, and providing smoother and more reliable product pages, like those of such giants of the industry as Daraz and Chaldal.

3.5 Key Digital Marketing Tools Used

During my internship at Rongobuy Private Limited, I utilized various primary digital marketing tools to help the firm enhance its online presence, track performance, and drive sales promotion. The instruments enabled the marketing team to make informed decisions based on data, execute campaigns effectively, and maximize customer interactions.

- **SEO (Search Engine Optimization)**

SEO is an essential aspect of Rongobuy's marketing strategy to enable it to get more organic traffic from search engine services (Ologunbe & Taiwo, 2023). By telling the internet search engines to make it easy for people to find Rongobuy listings on a site like Google, Rongobuy can try to ensure that its offers and services are easier to find by potential customers. The organisation concentrates on keyword search, on-page search optimisation (i.e. meta tag and heading creation and content optimisation), and off-page search optimisation in terms of link-building tactics. This would enable Rongobuy to come out top on the search engine results page (SERP) by high listing in the list of

search returns made by the search engines, depending on the word or term searched. The company also tracks its performance using Google Analytics and other SEO tools to determine how well its SEO strategies are working, as well as what areas need improvement (Mohaimin, 2025).

- **Google Analytics**

This search engine optimisation (SEO) converts into additional FREE traffic as the search engines are one of the key components in our digital marketing strategies. The possibility of teaching the search engines to scan and oh so easily find sites like Google will enable Rongobuy products and services to get to its prospective clients. The company provides keyword search, on-page search optimisation (meta tag development, displaying headings and optimising content) and off-page search optimisation (development of linking). The optimum of this type is to ensure that Rongobuy will be listed on top in appropriate search words or searches, which can help Rongobuy get its rank at SERPs (search engine result pages) and hence appear first. The company also uses Google Analytics and other search engine optimisation software to measure the performance of its search engine optimisation strategy and areas for improvement.

- **Social Media Management Tools**

Software that assisted in managing social media to maximise business efficiencies at Rongobuy as well (Hootsuite, Buffer). Using these tools, we created and scheduled posts for various social media platforms, including Facebook, Instagram and LinkedIn. Both Hootsuite and Buffer allowed us to schedule posts to ensure that they went up at the most ideal time, when users were more likely to see them. They helped us have a kind of rhythm to how we were posting, which looked good after having an ongoing social media presence for Rongobuy. It is also possible to have post-performance analysis, with likes, shares, comments, and total reach, which can enable us to trace the development of each campaign. Using this information, we will be able to see what type of content would be most attractive to our target audience and optimize our approach with this information. The interactions between customers and clients were also monitored through social media management. As customers send messages and/or comments via direct messages, we can respond quickly, which in turn improves our relationship with those who follow us.

- **Email Marketing Platforms**

Mailchimp and Constant Contact were the Email Marketing Platforms involved in the execution of certain email campaigns. These services enabled us to create and publish personalized newsletters to potential and repeat customers, significantly enhancing sales conversion and

customer retention. The email campaigns contained updates about the products, promotions, and seasonal deals, as well as abandoned cart alerts. Under Mailchimp, we would segment our email list based on customer behavior, past purchasing patterns, and areas of interest (Jayanna B M & Dr. Sureshramana Mayya, 2025). Each customer would receive personalized mailings tailored to their specific interests. The degree of personalization increased the likelihood of customers responding to the email and making a purchase. Also, the platforms offered detailed analytics regarding open rates, click-through rates, and conversion rates, and they have helped us to identify the success of every email campaign. Subject lines, content layouts and mail sending schedules can then be tested to pinpoint the most effective methods of encouraging customer action. And to add, tools like Mailchimp and Constant Contact could also be easily paired with other products and websites to better analyse the campaign results, while discovering new areas of improvement for your future email marketing campaigns.

The world of the internet demands these marketing tools as we work to generate traffic, customer engagement and online sales.

Thanks to the strength of data and automation, the company was able to optimize its marketing strategy, reach the correct audience, and track success in real-time (Salhab, 2024).

3.6 Results and Achievements

The effect of employing digital marketing during my internship period at Rongobuy Private Limited was a huge increase in sales expansion, customer pulling and brand recognition. The company was also able to track performance and optimise the campaigns, thanks to these tools used during the campaign: Google Analytics, social media management tools, and email marketing tools.

- **Sales Growth**

One of the most evident achievements of my internship was the increase in sales and conversion rates, which was made possible by the methods of the digital marketing team. The company's sales performance was fair and stable as compared to the period when the company was trying to introduce digital marketing campaigns. However, the sales line demonstrated a clear increase after the adoption of the SEO strategies, the optimization of the product pages, and the introduction of the corresponding PPC campaigns involving Google Ads and social media.



Figure 3: Impact of Digital Marketing on Sales Growth

Visit counts were also reported to be high in Google Analytics and reportedly increased nearly 30 percent as the site continued to climb the ranks due to its on-page optimization improving. Due to this increase in traffic, the conversions had also risen to such an extent that they had doubled during the internship. Part of that was in the form of paid social media advertising, which brands used to target potential customers and get sales. And, since it was implemented in the promotional season, they experienced an unbelievable increase of 25% which is another confirmation of the digital marketing revenue.

- **Customer Engagement**

Their digital marketing strategies also resulted in the level of communication with their customers being greatly improved. It appears that we are posting more on our social media, specifically on Facebook and Instagram. The average number of likes, comments and shares was 40 percent more than what was achieved at the beginning of the campaign. Such bursts of activity were only a part of a content strategy that incorporated interactivity, promotions and UGC. The employees would regularly get comments and feedback on the customers and would have therefore formed an impression of the brand Rongobuy as good naturally. By then, the peak in web traffic was yet to completely subside. As an effective content marketing and SEO strategy that would market Rongobuy blog posts and product pages, almost 20 percent more site visits would occur. Analysis of user behaviour showed that time on wee served has gone up by 10 percent as the catalyst to

learning more about the audience, hence proving that the content has already hooked people and must have been somehow pertinent to the audience.

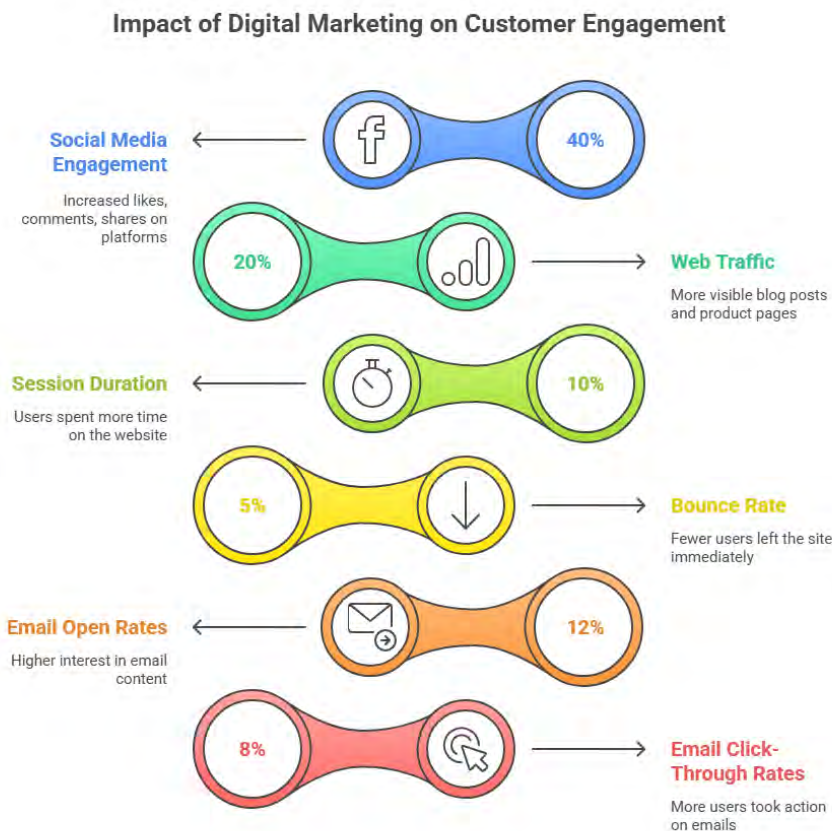


Figure 4: Impact of Digital Marketing on Customer Engagement

Customers were communicated with using email campaigns. Rongobuy has employed features such as Mailchimp to filter away its mailing list surgically, such that each customer gets content that is of interest to him or her, depending on what he or she is interested in and how they interact with the company. This brought about a lift in the open rates on such emails of 12%, and a lift in the click-through rate (stock) of 8%. This was once again being proven by the email marketing, every month, now that people have time, and they are interested in what Rongobuy is offering them in those emails (offers or new and special items).

- **Brand Recognition**

The online marketing strategies applied by Rongobuy had a significant and positive impact on increasing its visibility and recognition in the market. The use of social media was more selective,

and the posts were more frequently interesting, which led to the development of brand awareness, especially among the younger generations that are more technologically advanced. The paid social media advertisements, personalised to target specific demographic sections, played a role in increasing brand awareness, resulting in a higher number of followers on Facebook and Instagram. Another step taken to improve brand visibility was that the company's social media page gained 35% more followers during the internship.

Additionally, the use of SEO enabled Rongobuy to emerge at the top of Google search results for several product types. Consequently, the enhancement of the company profile in organic search listings prompted it to be referred by search engines to a large extent, accounting for approximately 25 percent of the increase in search traffic. This exposure not only brought more traffic to the site but also helped the company establish a better position as a trusted online selling platform, which was crucial for gaining the trust of new clients.

3.7 Challenges and Solutions

Challenges

❖ Low Engagement on Social Media Campaigns

The main cause of the little insight into certain social media campaigns was the absence of a strong and appealing call-to-action (CTA). These posts lacked alignment with the interests and needs of the audience hence resulting in a decline in likes, shares, and comments. Moreover, the content was at times too general, and the tricks to engage people to pay attention or to participate were lacking.

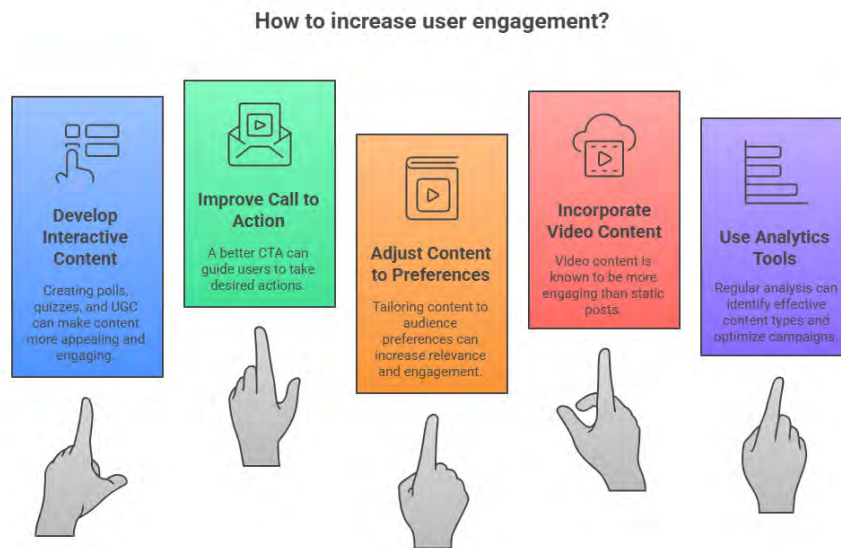


Figure 5: How to increase user engagement?

To compensate for this, Rongobuy should start generating visual, interesting content such as polls, quizzes and UGC (user-generated content). You can develop a better CTA and tweak the content to be more in sync with what your target audience wants, and is likely to engage based on such need. Video inclusion would also increase interaction rates due to the fact that videos attract more users on the platform than just a post. If analytics tools are regularly scheduled in and used to discover the best types of content and when they should be shifted around, then engagement rates will grow.

❖ **Limited Budget for Paid Advertising**

The extreme constraint of the paid advertising budget has actually been a challenge since the budget has not enabled us to carry out a colossal campaign with the highest keywords to obtain authentic leaps. That budget limitation led to narrow campaigns being run that never reached the intended consumer, and therefore could not match the other market giants.

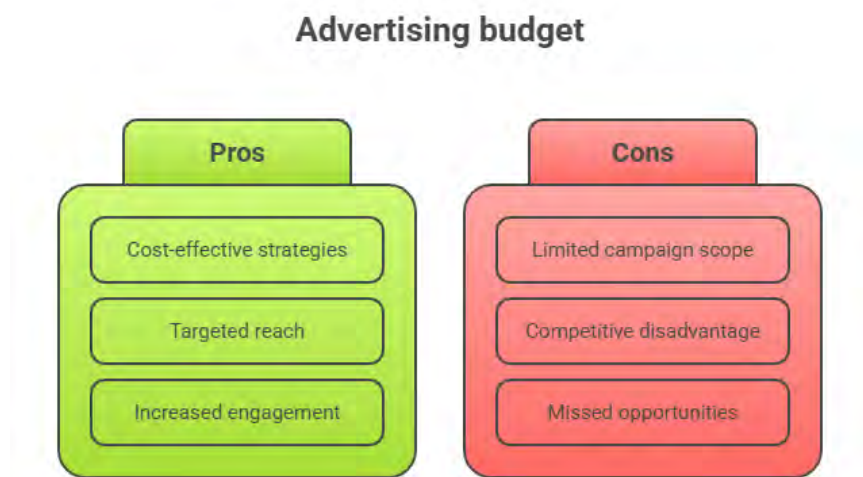


Figure 6: Advertising budget

To conceal this absence, Rongobuy needs to explore less expensive and cost-efficient options, like SEO and organic social media, which do not demand substantial amounts of funds but will earn them substantial traffic volumes. In addition, social media retargeting could be used to assist users cost-effectively in case they are not yet able to convert visitors into users. On the same note, connections with influencers or affiliates (including micro-influencers) can also be utilized to assist in extending that reach, provided they do not have a substantial advertising budget at their disposal.

❖ **Content Alignment Issues**

A whole lot of social stuff was done with Rongobuy, blogs, and email marketing, but there were things that did not go down right with our audience. To a great extent, this disconnect was determined by the mere virtue of the fact that they were not producing the same content that users were seeking out, or even doing so, they were not responsive enough with their promotional content. And the voice and tone they were using were not exactly making listeners jump through the air, so no one was engaged much.

Content Alignment Hinders Customer Engagement



Figure 7: Content Alignment Hinders Customer Engagement

Even Rongobuy can rely on surveys and feedback, as well as other social media monitoring techniques, to elicit more intimate preferences of users. Moreover, the most effective message to different types of customers can be developed by testing the campaigns and promotion posts of their email marketers with the help of A/B methodology, which can influence successful projects and increase traffic.

❖ Difficulty in Tracking Marketing ROI

The fact that tracking was a limited mechanism and data stored on various platforms were fragmented meant that it was sometimes hard to measure the ROI of some marketing campaigns. This caused challenges in the analysis of the effectiveness of the campaigns and the streamlining process of future activities.



Figure 8: Enhancing Marketing ROI Tracking

Implementing a unified marketing analytics platform that aggregates information from all channels, such as social media, email marketing, and PPC, will help track performance. Clear KPIs should be established for each campaign, with key metrics like customer acquisition cost (CAC) and customer lifetime value (LTV) focusing on ROI. This approach will make it easier to track performance effectively.

❖ **Difficulty in Managing Multiple Marketing Channels**

Without a centralised approach to managing various marketing channels (social media, email, paid ads, etc.), managing these channels separately often resulted in unsynchronised campaigns. This deficiency led to the fact that the lack of cross-channel integration became the cause of the missed opportunity to establish a connected, multichannel customer experience.

Streamlining Marketing Channels for Customer Engagement

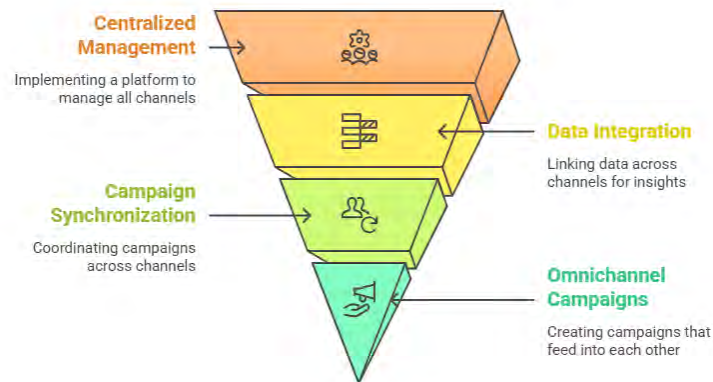


Figure 9: Streamlining Marketing Channels for Customer Engagement

By using a multi-channel marketing platform that can link data and campaigns across the systems, it can help simplify all the efforts. Producing forms of omnichannel campaigns in which social media, email, and other paid advertisements can feed one another to funnel the customer down the sales ladder will help create a more persistent campaign.

❖ Customer Retention Challenges

Even though new customers were being attracted, a challenge was experienced in terms of customer retention. This may be ascribed to low post-purchase interaction as well as the absence of personal repeat contact after the initial purchase.

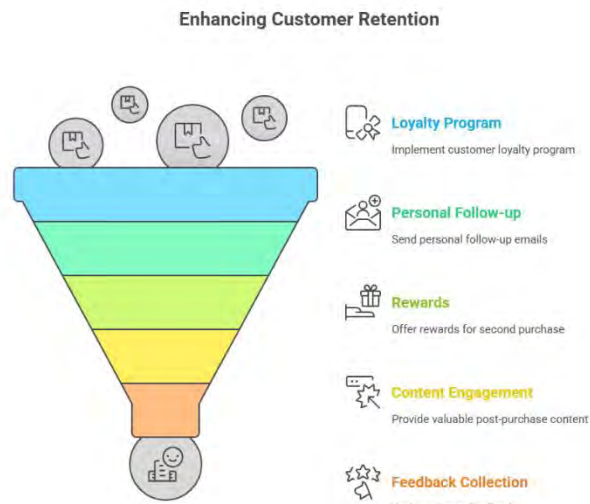


Figure 10: Enhancing Customer Retention

To increase customer retention, it would make sense to create a customer loyalty program, use personal follow-up emails, and provide rewards to customers when they make a second purchase. Also, connecting with customers through valuable content even after their purchase and seeking out their feedback will ensure there is a continuation of the relationship.

❖ **Inadequate Testing of Digital Marketing Campaigns**

Several digital marketing campaigns were initiated without the appropriate testing of the content, messages, or to whom the message is being sent. This contributed to unoptimal performance since optimisation of the campaigns was not complete prior to launch.

Inadequate Digital Marketing Campaign Testing

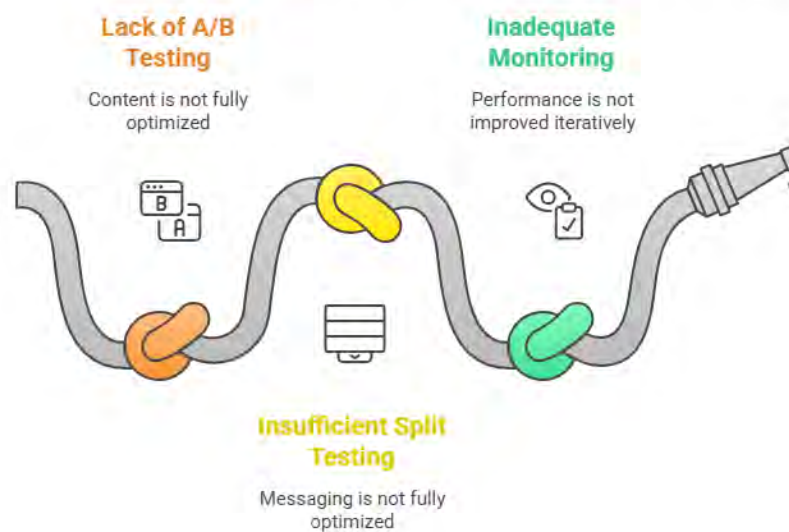


Figure 11: Inadequate Digital Marketing Campaign Testing

Conducting A/B testing and sets of split testing prior to launching any key campaigns will minimise the risk of the campaign being under-optimised. When the campaign performance is regularly monitored and iteratively improved, it will give a chance to have a more successful marketing in the future.

Solutions

- **Low Engagement on Social Media Campaigns**

Rongobuy needs to consider making its content more interactive in order to attract more engagement; thus, more polls, quizzes, and user-generated content should be produced. The clarity of a call-to-action (CTA) will increase by improving it, as well as aligning the content with the interests and needs of the target audience, which will also contribute to the increase in interactions. Adding video content, which has been shown to perform better when it comes to engagement, can also increase the amount of user interaction. Using analytics on a regular basis to gauge performance and refining the content strategy accordingly will also enhance the rate of engagement.

- **Limited Budget for Paid Advertising**

Since it did not have a large budget to fund paid advertising, Rongobuy must focus on less expensive forms of promoting the product, such as SEO and organic social media promotion, which do not cost much but help in attracting a lot of traffic. The previous visitors can be targeted with retargeting advertisements on social media, where they can be converted into paying customers without incurring unnecessary costs. Moreover, working with micro-influencers or affiliates could be used to expand the exposure at a lesser cost than conventional paid advertising.

- **Content Alignment Issues**

One recommendation that could help Rongobuy address content alignment problems is to undertake regular surveys, customer satisfaction surveys, and social media to be aware of the needs and interests of the target customers. A/B testing of promotional posts and email campaigns will allow the company to know which content or message best reaches the customer segments (Jayanna B M & Dr. Sureshramana Mayya, 2025; Salhab, 2024). This will help the marketing team to generate more valuable and enlightening content.

- **Difficulty in Tracking Marketing ROI**

Building a consolidated data system about marketing and analytics would enable Rongobuy to centralise data on all of its marketing channels, including social media, email marketing, and PPC campaigns. Having defined KPIs for every campaign will give this campaign measurable goals, such as customer acquisition cost (CAC) and a return on investment (ROI) (Almestarihi et al., 2024). Frequent reporting and analysis with such tools as Google Analytics will assist in streamlining the marketing efforts and measuring the success of campaigns on the spot.

- **Difficulty in Managing Multiple Marketing Channels**

By utilising a multi-channel marketing platform incorporating data and campaigns on various marketing channels (social media, email, paid ads), it will be easier to manage. When incorporating Rongobuy into the sales funnel, by designing omnichannel campaigns where all marketing channels will work in tandem to push customers through the sales funnel, the company will be able to provide customers with a more coherent and streamlined customer experience. This will also help in aligning marketing initiatives to have consistency in marketing in order to add to a homogenous approach.

3.8 Conclusion

My internship experience at Rongobuy Private Limited was an eye-opener, and it actually opened me up to digital marketing and e-commerce. As I have experienced during my work in the

company, there is a plethora of digital marketing tactics (such as SEO, content marketing, social media campaigns, email marketing, and paid advertising) that may be employed in the near future to not only push sales in e-commerce but also to boost customer interest. I have worked with Google Analytics and other applications, and I have a good understanding of all the social sites, which demonstrated how well my campaigns performed, so I could adjust what was not performing and change strategies to perform better. It is like an internship, what I learned(Well, that is not as easy) about how to create a marketing campaign when resources are limited and how significant it is to the right audience, which is that somebody can be converted, right? It also enlightened me about some other things about digital marketing, and I am now much more willing to work in the field of digital marketing than even e-commerce.

My experience and observations at Rongobuy make me recommend some strategies that may be further applied to boost e-commerce sales. To begin with, it will be essential to continue investing in SEO, which will help attract more organic traffic and enhance a site's profile on search engines. Additionally, I recommend increasing the number of personalized email marketing campaigns that utilize data-driven insights to send timely offers that have a higher chance of matching customers' interests. The subsequent use of video content through social media platforms and websites could also increase customer involvement and conversion rate, as videos are more interactive and can be easily shared. Finally, as mobile commerce expands, the mobile shopping experience must be streamlined to reach an even greater number of mobile-first consumers.

In the future, the expertise and knowledge I acquired during this internship will be beneficial in my future employment. I intend to use what I have learned about engaging customers, creating the content, and analyzing data when I enter the digital marketing market. I want to further develop my skills in creating effective digital marketing campaigns that utilize analytics to optimize strategies and drive sales. The experience has strengthened my career objective as a digital marketing specialist in e-commerce, and I am eager to apply these abilities in my future practices.

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