

# **Digital Marketing Ecosystem & Digital Transformation of Bangladesh Marketing Industry.**



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Ms. Mahreen Mamoon

Lecturer

BRAC Business School, BRAC University.

**Subject:** Letter of Transmittal for Internship Report.

Dear Madam,

I am pleased to submit my internship report at Next Motion as per requirement. The topic of the report is

**“Digital Marketing Ecosystem & Digital Transformation of Bangladesh Marketing Industry”.**

I have been working as an Intern at Next Motion during my organization attachment period for 16 weeks. During this period of time, I have performed the role of a Client Servicing Executive and have been a part of many digital campaigns. Working with international & local brands has given me the opportunity to learn about them from a close perspective.

I sincerely hope that I will be able to fulfil the objectives and requirements of my internship successfully through the submission of this report. I have put in my best effort to contribute towards the successful completion of this report. I also thank you for your guidance, support and time and should you require any elaboration on any issue, I shall be glad to oblige.

Sincerely,

Shah Mohd Sadnan Sakib

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BRAC Business School

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## **Acknowledgement**

I would like to express sincere gratitude to a few people for their support and help with the report. Firstly, I am thankful to my faculty adviser, Ms. Mahreen Mamoon for guiding me throughout my internship period. Her interest in advertising also encouraged me to make extraordinary efforts and learn about social media and its prospects and apply it on-hand.

I would also like to thank Mr. Kashif Pasha, my coordinator at work, for his constant support and guidance in writing the paper. It would not have been possible without him teaching me at work and bringing out the best I can deliver. In addition, I would like to thank my colleagues for sharing their knowledge and expertise which has been a great support in all my endeavors.

I would also like to express my gratitude to the Key Account Managers I have worked with for their valuable input in my report. Without their insight, I would not have had sufficient data to back up my studies.

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## **Executive Summary**

Digital Marketing World includes generally three sorts or locales of Digital Media which are: Blogs, Search Engine Optimization (SEO) or Marketing and Social Media. Among these, Techcrunch is the greatest blog for an advancement talk; Google is the universes most used web searcher and Facebook is the biggest online networking correspondence stage.

As of May 2014, there are 12 Million dynamic portable web-based social networking (Facebook) accounts in the nation which gives Brands near 25% of the Active Internet populace to converse with. Given that Digital is the fundamental media with two-way unique correspondence potential results, the open entryways are enormous for brands. Agreeable correct moment over the latest 10 minutes, there are practically 20+ new Bangladeshis imagined, 60 new Facebook customers established and 120 new adaptable supporters added to the base; that is the way by which rapidly the automated change is going ahead in Bangladesh.

Content development and Digital Media showcasing are the most surely understood organizations that mechanized associations offer at the present time. Content has reliably been the focal point of a correspondence, making it outstanding among other organizations. Since Facebook is for all intents and purposes synonymous with the web in Bangladesh, associations place intensely in managing and building up their quality on the stage.

Digital media buying empowers associations to strategize propelled substance to ensure most noteworthy adequacy. Web based publicizing is progressively getting stature as video stages develop. Masters ensure that the necessities of this kind of advancement are extremely not exactly the same as that of normal media.

While a basic piece of tasks is automated to the point that human effort is constrained, the period of substance is still personality heightened. Starting from conveying declarations to first rate accounts, creative ability and effort are basic parts. There is so far a genuine nonappearance of automated publicizing specialists in Bangladesh. This ought to be fulfilled to utilize the greatest limit of the media.



# 1) INTRODUCTION



Advertising in business is a type of advertising correspondence used to support, influence, or control a crowd of people to take or keep on taking some action. Most usually, the coveted outcome is to drive consumer behavior as for a business advertising. Advertising is defined by Richard F. Taflinger as “Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”

Advertising is ordinarily done by a third party known as an advertising agency. An advertising agency is an administration based business devoted to making, arranging, and taking care of publicizing for its customers. An advertisement organization is free from the customer and gives an outside perspective to the exertion of offering the customer's items or administrations. An agency can likewise deal with overall marketing and branding strategies and sales promotions for its clients. Types of ad agencies are

- Full service agencies
- Creative agencies
- Specialized agencies
- In-house agencies
- Digital agencies or new media agencies

This report is completely discussing about digital or new media agencies also the digital transformation of Bangladesh Marketing Industry.

Now the trend has changed and Digital media has taken the place of television which was the most popular medium for Marketer to promote, spread awareness and generate leads for their products. Main reason for this change was

- Traditional Medias are expensive. Traditional media are 10 times more expensive than digital marketing channels.
- Marketers do not get instant feedback and reports about who saw or heard an ad, and took action in traditional media.

Digital marketing, on the other hand, offers wide range of area where focused, quantifiable, and collaborative marketing promotion are done to the product and service to reach out the customers in an affordable pricing.

### **Digital Media Marketing or Digital Marketing**

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more popular as an effective way to create a relationship with the consumer that has depth and relevance. The main theme of digital marketing is to advertise the brands by different media but in a digital platform. It is encapsulated by a wide range of product, service and brand showcasing strategies where internet is utilized as a fundamental tool for promotion. It also includes mobile, TV and radio as a promotional platform. Search engine optimization (SEO), link building, search engine marketing (SEM) are considered as digital marketing techniques. It likewise reaches out to non-Internet channels such as cell phones (SMS and MMS), callback and on-hold ring tone social media marketing, e-books and some other type of advanced media. As indicated by the Digital Marketing Institute, Digital Marketing is the utilization of electronic channels to advance or market product and services to buyers and organizations.

### **Next Motion**

Next Motion is a digital marketing agency with a total of 63 offices in 37 markets worldwide. The agency is a wholly owned by Impress Group and also a sister concern of Unitrend Limited. IMG Consultants is a sister concern of Unitrend Limited & Next Motion. A leading reputation management company, working with high-profile individuals, businesses and brands to help them achieve and maintain a positive presence to the stakeholders. We provide strategic approach and significant executions related to building positive image, creating favorable condition and garnering goodwill for the clients Image management is about creating or improving your personal or company or brand's reputation. At IMG, the team works to create and execute results-driven integrated strategies for our clients.

### **Client Servicing**

Client servicing is the heart part of this project. A client servicing is the substance of an advertising agency. Obligations of client servicing incorporate understanding the customer's needs and desires. Actually, the advertising procedure starts with the client servicing individual visiting the potential customer for a brief. His activity is to chase for new business and be a scaffold between the agency and the client.

Key obligations of client servicing are managing internal work process and creating solid associations with clients. Different responsibilities incorporate liaising with the customers on all parts of marketing communications, briefing agency departments, presenting proposals to clients, managing advertising spend budget, keeping clients up-to-date on their own and competitive activity, occasionally negotiating with media on client's behalf and approaching prospective clients whose accounts are under review.

### **Scope of the Internship**

To understand the effectiveness of branding through digital media & understand the effort behind fulfilment of brands objective through campaigns. Learning to choose appropriate media for communication. Maintaining relationship with clients. Also get idea about how to choose the target group for different brands.

### **Methodology**

For accomplishing this internship, I used one methodologies. Which is working as a client servicing executive in Next Motion.

### **Client servicing**

Analysis the industry and digital media for clients, formulating strategies and executing them based on the objectives of client. This whole process consist of 18 steps,

- **Brief:** Brief given by the client based on their ojective.
- **Pitch Presentation:** Presentation made by the Next Motion for client based on the brief, by analyzing the industry and digital media needed by client. This method is mostly used for new clients.
- **Proposal:** Proposal given by Next Motion including campaign objective, target market, strategy, approaches, estimated cost and outputs.
- **Review:** Reviewing the proposal of Next Motion by clients.
- **Revised negotiation:** If clients have any problem with proposal, Next Motion will amend the proposal according to clients demand & do negotiation.
- **Final proposal:** Proposal which finally put forward to clients by Next Motion.
- **Approved:** Clients approves the final proposal according to the discussion.
- **Estimate Signed:** It's a contract between client and Next Motion.
- **Release Order:** Order which submitted to vendors for media buying and placing ads.

- **Creative:** Executing the idea or plans of campaigns in to final formats like banner, websites, Facebook post...Etc.
- **Run Campaign:** Starting the campaign by placing ads banners, videos, Facebook contest, Facebook page managing ...Etc.
- **Reports:** Reports submitted by which vendors to next motion, based on the running campaigns of clients.
- **Compile:** After getting all reports from vendors, Next Motion will compile those reports which will be submitted to the clients.
- **Optimization:** Necessary changes in the campaign for improving the effectiveness and to achieve objectives.
- **End:** End of the Campaign after achieving the objective.
- **Review of Campaign:** Evaluating campaign based on standard and actual performance of campaign. It will help to understand what Next Motion planned and what achieved.
- **Bills:** Bill submitted from vendor to Next Motion and Next Motion to client including service tax and commission.
- **Payment:** Payment of bill by client to Next Motion and then to vendor by Next Motion after deducting the commission and tax and other additional charges as per discussion.

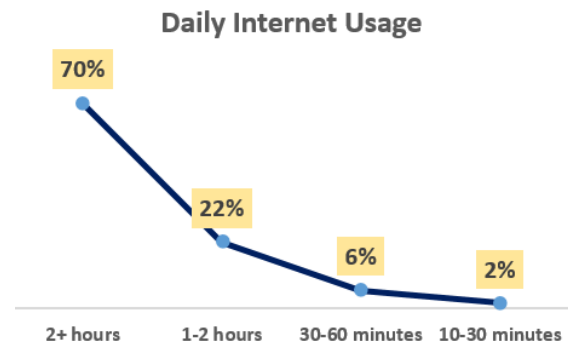
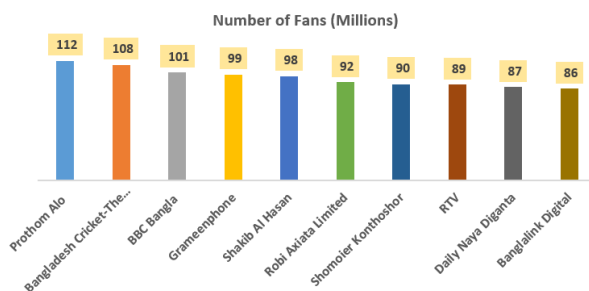
### **Limitation of the Internship**

The time of campaign for some client is more than three months, in that case I missed half of the activity done by Next Motion. Agencies mostly works with paid tools like social baker, ComScore which the interns do not have direct authorization. Also the time span for the project is very limited

## 2) INDUSTRY ANALYSIS

The quantity of internet users in Bangladesh has expanded exponentially in the most recent 3 years standing at 66.3 Mln as of October-2016, a 24% hop from the earlier year (source BTRC) and as the net of web consideration builds, and so does the purchaser's spending and buy design on the web. Facebook is the essential wellspring of web understanding for most and Google is secondary. Digital marketing in Bangladesh is hence highly concentrated in social media, primarily on Facebook. Among the main ten mainstream pages on Facebook, three are of telecommunication administrators, two are of cricketers and the rest are publications. Likewise, consumer presence in social media, chatting applications and search are also equally representative of the digital presence of brands. Most consumers spend at least 2+ hours online either through mobile or other tech and their internet usage also varies throughout the day in surges. Mobile internet usage is close to 95% of all internet usage (BTRC) and brands have strongly bolstered their mobile marketing strategies.

Internet usage on mobile constitute a significant percentage of the total internet usage in Bangladesh. Most users use Facebook exponentially throughout the day followed by chat apps like WhatsApp, Viber and Imo.



## Presence of brands on digital media

While large and known brands have increased their spending on digital, small to medium businesses and startups are also seeing the potential of digital advertisements. Even small brands with a budget of around \$50 or less are capable of carrying out digital advertisements on Facebook. Local and small businesses are focusing majority of their spending on digital where relevant to get the best ROI out of their digital marketing investments. Industries like E-commerce and tech companies will play an important role for digital drive within the next few years according to Light Castle research findings. The spenders in the digital marketing industry can be categorized into four segments:

**Financial and NBFIs:** These spenders are new to the market and are highly conservative in terms of spending. They are usually medium to large companies who are just testing out the waters in the digital marketing segment. They'll slowly increase spending as the industry matures and their spending is optimized allowing for higher ROI.

**FMCGs and Telco's:** These are the largest spenders in the industry with a significant amount of time already spent in the industry. These are large companies with enough resources to invest heavily on digital marketing and have enough maturity to optimize their spending.

**Online and Digital Businesses:** These are primarily online based services with high concentrations of small to medium sized companies who rely heavily on digital media as a form of marketing.

**Food and Lifestyle:** These businesses are mainly aspirants, and majority of the fragmented spenders in Bangladesh lie in this segment. These are small to medium businesses and services that utilize digital marketing heavily for their promotion. The difference between these businesses and online and digital is that they are not solely dependent on digital marketing, nor are they only based online. Mostly food and fashion industries fall under this segment.

## 3) Company Profile



Next Motion is an agency (based in Dhaka, Bangladesh) that provides solutions in digital communication, strategy and advertising. Driven by our client’s business goals corresponding to the target audience and the unique brand’s needs. Our digital marketing services include SEO, PPC, content creation, design and development, digital marketing strategy, website design, social media marketing, email marketing and overall online marketing. We work with businesses across sectors, from startups through to PLC’s

**Overview of Next Motion**

<b>Agency Name</b>	Next Motion
<b>Established</b>	2017
<b>Key Person</b>	<ul style="list-style-type: none"> <li>• Faridur Reza Sagar</li> <li>• Intekhab Mahmud</li> <li>• Taslim Ahmed</li> <li>• Mohd. Kashif</li> </ul>
<b>Operation Area</b>	<ul style="list-style-type: none"> <li>• Bangladesh</li> <li>• Canada</li> </ul>
<b>Top Clients</b>	<ul style="list-style-type: none"> <li>• Berzer</li> <li>• Marico</li> <li>• Rupayan Group</li> <li>• Anwar Landmark</li> <li>• City Bank</li> <li>• Nestlé Nutrition</li> </ul>
<b>Employees</b>	<ul style="list-style-type: none"> <li>• 20</li> </ul>

## **Service:**

### Online Strategy

Next Motion was founded to help companies establish and expand their digital brands. We work with clients to develop comprehensive digital marketing strategies that include long-term marketing roadmaps to achieve business objectives.

### Display Marketing

Our expert team can help you to generate more business by advertise local and international display ad platforms. We can optimize campaign to drive maximum conversions and great ROI.

### Paid Search

Paid Search is a great way to drive traffic to a site from search engines. Our strategic approach includes keyword analysis, rule-based bid management, and regular optimization to keep your paid campaign driving relevant traffic to your site

### Digital Content and Video

Branded content and media is fast becoming the best way to drive awareness and conversions online. Our team can help you create content that delivers value and relevance with a great ROI, whether it's a blog post, press release, or video.

### Social Media

Social Media platforms represent an opportunity to establish brand identity and interact with the public. We help improve social media's impact on revenue, through strategic communication, community building & reputation management.

### Search Engine Optimization

Our team of web developers pride themselves on delivering industry leading results on time and on budget. Our team of SEO experts have worked with clients in a variety of industries. These include global brands such as Cheapflights, Crestron, and Digital Gurus to help their websites rank highly for competitive and relevant search terms.

## **Approach & Philosophy:**

### **Approach:**

We are Digital Narrators, thinkers, tinkers and Cloud Developers

### **Philosophy:**

Our Mission is to empower our clients through technology. We promise to connect you with your customers by understanding your vision, and giving you a voice in the digital world.

- **Relatability:** To relate is to understand, make connections, and identify with. We strive to understand our clients unique stories and visions so that we can successfully relate to their customers, staff and key stakeholders.
- **Simplicity:** To make something simple is not always easy, as it requires a complete understanding. We endeavor to combine our experience and creativity to produce simple, seamless and enjoyable experiences.

## **Focus on Customer Retention**

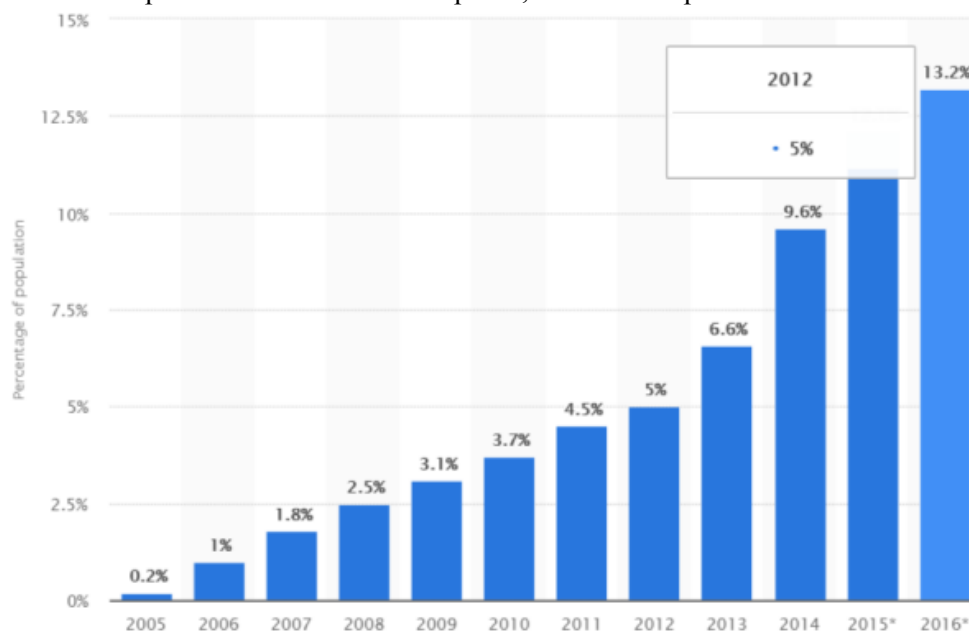
At Next Motion, we strive to make every client happy and go out of our way to execute each task to the client's utmost satisfaction. Our success is based off their satisfaction and success.

### **We Get Our Clients Results!**

Next Motion clients see results because we complete our tasks, execute strategies and stay up to date on where our customer and their competition stand online regularly. Our results give you great Return on Investment.

## 4) BANGLADESH & INTERNET POPULATION

Nearly half of Bangladesh’s population currently uses internet, according to the Global Digital Report. Since January 2017, the volume of internet users has jumped by 29%, said the report by ‘we are Social and Hootsuite’. By the end of the last year, the total number of Bangladeshi internet users stood at 81.66 million and of them, 76.22 million were active mobile internet users. The report said that the total number of mobile phone connections stood at 137.2 million by the end of 2017, which means that 83% of Bangladesh’s population has mobile connections. The global internet users have now passed the 4 billion mark, according to the report. “Well over half of the world’s population now uses the internet and a quarter of a billion new users came online for the first time during the past 12 months. “Much of this growth in internet users has been driven by more affordable smartphones and mobile data plans,” said the report.



Internet penetration rate in Bangladesh from 2005 to 2016

The number of active internet users in Bangladesh increased by 14.04 lakh to 8.45 crore at the end of March this year from 8.31 crore at the end of February this year. Of the internet users, mobile internet users increased 12.94 lakh to 7.88 crore in March from 7.75 crore a month ago, while broadband users increased by 1.09 lakh to 56.69 lakh in March from 55.6 lakh in February, says the monthly report of Bangladesh Telecommunication Regulatory Commission.

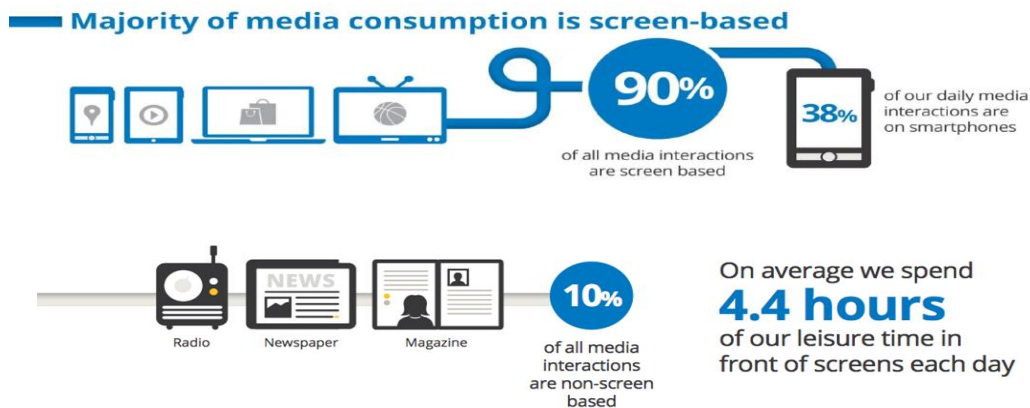
Number of WiMAX subscribers increased by 1,000 to 87,000 in March this year from 86,000 in February.

The Global System for Mobile Communications, an association of mobile phone operators and manufacturers across the country, in a recent report stated that the country's total unique mobile phone subscribers number was 8.5 crore at the end of December 2017, while the number of unique internet users was 3.38 crore at the end of last year.

According to BTRC officials, the commission treats a mobile phone number active when the number was found active once within a period of three months.

### **Media Consumption of Bangladesh's**

On an average consumers are spending 6.10 hours in media per day. In traditional media Bangladesh audience spend only 195 min or 3.15 hours. If we see the breakup it will be 86min in television, 37 min in newspaper and 30 min in radio. Remaining 4.55 hours or 214 min in new media or digital media. Break up of new media will be like 102 min in mobile, 79min in online and 33 min in tablets.



From a marketers view digital platform is very important because customers have more presence in digital media. Customers are spending more time on digital, so it is easy to catch customers in digital platform, more than that spending digital is much cost effective while comparing with traditional.

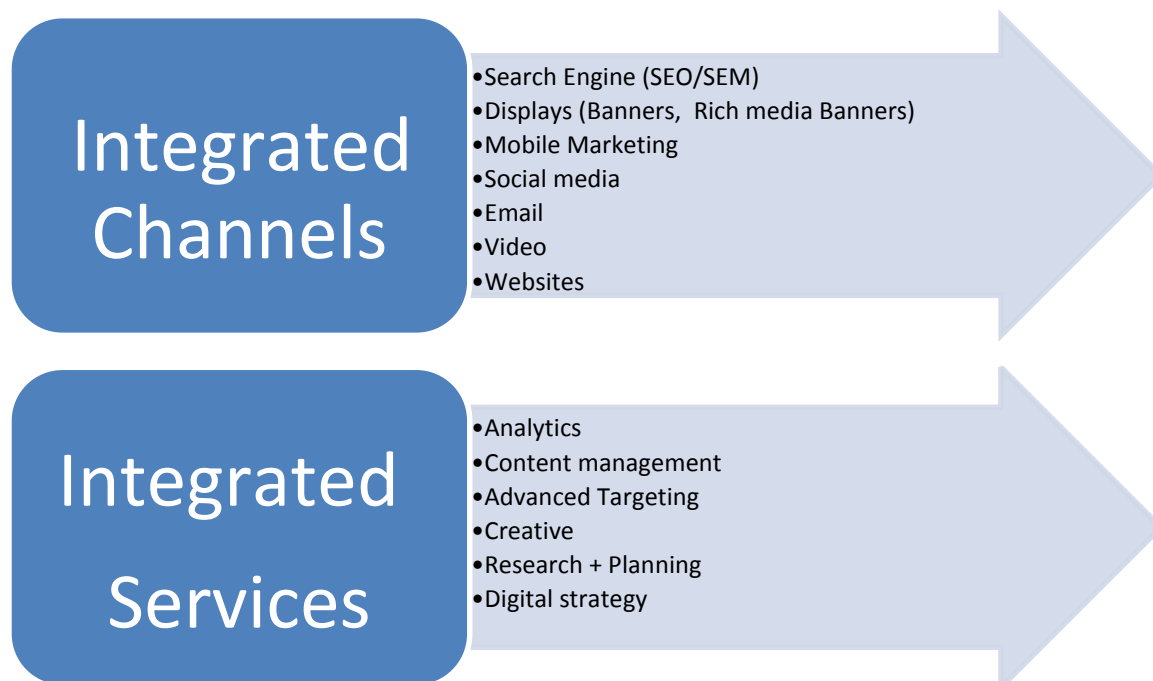
## 5) Digital Marketing

## Digital Marketing

Digital marketing is the promotion of business, organization or brand using online channels such as the Internet, mobile devices, television and radio where creative online advertising, video, podcasts and other such methods to communicate brands message. Internet marketing plays a huge part in any digital marketing strategy and is becoming the core of many organizations overall marketing strategies, particularly with regard to social media and viral marketing.

Digital marketing ecosystem is not only limited with internet marketing and social media marketing. Digital marketing ecosystem consists of internet marketing and social media marketing where it is considered as a channels for communication. Digital ecosystem consist of integrating channels and integrating services.

## Digital Ecosystem





## **Search Engine**

Search engine optimization (SEO) is the art of getting a website to work better with search engines (like Google, Bing & Yahoo), and to look for achievable, profitable, ranking opportunities through keyword research. It is a quest for increased visibility in search engines via relevant copy, quality links, domain trust, social popularity and search engine connectivity.

Search engine marketing (SEM) is a broader term than SEO, and is used to encompass different options available to use a search engine's technology, including paid ads. SEM is often used to describe acts associated with researching, submitting and positioning a website within search engines. It includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.

## **Displays**

Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content. Normal banners, Rich media banner, Interstitials and pops are example of displays.

## **Mobile Marketing**

Mobile marketing is used in reference to any marketing efforts on or with a mobile device. It involves planning, creating, and implementing a mix of initiatives to bring together sellers and buyers via mobile devices. Mobile ads, Mobile websites, Apps and Games are some of examples for mobile marketing.

## **Social Media Marketing**

Social Media refers to any software tool that enables and encourages engagement in conversation or sharing. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google + and blogs. Now all day's social media become platform for marketer to make conversation with customers. Brands are now engaging customers through social media.

## **Email Marketing**

Email Marketing is a type of direct marketing that involves sending personalized, targeted messages to a specific audience. Email Marketing is easy to use, low cost, and effective. Most of the B2B business in present era is following email marketing, but in B2C also email marketing is productive.

## **Video**

Marketers are currently utilizing video to make mindful of brands and sharing the experience of different clients. YouTube advertisements are excessively well known in video promotions. In web based life stages likewise brands are sharing video.

## **Analysis**

Analysis is the act of assessing information, and the procedure by which an organization touches base at a most invaluable choice. Here advertiser examination the incorporate channel to comprehend the adequacy of correspondence. Analysis might be founded on quantities of guest or like in social media pages...Etc.

## **Content Management**

After analysis the coordinate channels advertiser can ready to comprehend the issues with current substance. Later he can deal with the substance to build the engagement rate, content might be content in banners, images or sites.

## **Advanced Targeting**

Advanced Targeting are systems including the sending of focused messages to a particular gathering of people. It is utilized to expand the viability of a promoting effort. Conduct focusing on is likewise a piece of cutting edge focusing, here advertiser can focus on the client in view of their past conduct in on the web. Advertiser can place promotions in other page where client is going.

## **Creative**

Creative is the imaginative segment of an ad or site. It more often than excludes a picture and copy present in promotions or site. Advertiser can make those substance alluring to clients. Advertiser will once in a while change the whole outline of sites, apps...Etc.

## **Research and Planning**

Advertiser will do some research to comprehend the conduct, taste and inclination to clients in computerized stage. This exploration might do by utilizing paid-instruments like ComScore...Etc. Through this exploration advertiser can understanding where T.G is available or what T.G would do in on the web. After research advertiser will design new battles in view of those exploration reports. These battles are more successful to achieve the T.G appropriately.

## **Digital Strategy**

Digital strategy is the way toward indicating an organizations vision, objectives, opportunities and activities with a specific end goal to augment the business benefits through advanced media. Methodology will be distinctive for each brand, it will base on the brand goal and target bunches intrigue. It is real an arrangement figured by the advertiser to investigate the chances. System might be here and now or long haul, yet it should be fit with showcase circumstances.

## **Types of Digital Marketing**

In normal outbound marketing, we will use pull and push marketing strategy. Like that in digital marketing also pull and push are types.

In push marketing the advertiser communicates something specific without the beneficiary currently looking for the substance, for example, show publicizing on sites and news websites. Email, content informing and web nourishes with redid substance can likewise be classed as push advanced showcasing when the beneficiary has not effectively looked for the advertising message. Push advertising enables you to focus on your socioeconomics and utilize your showcasing dollars to elevate your item to the general population you know are keen on what you need to offer. A push promoting effort can be more costly with regards to forthright costs, so you truly should make certain that your advertising will contact the correct individuals at the ideal time. Conduct focusing on is great case for push computerized advertising.

In Pull computerized promoting incorporates blogging, email showcasing, internet based life, data illustrations and different types of visual informing and website streamlining (SEO). A draw promoting effort additionally incorporates advertising or different methods for contacting potential or effectively acknowledged clients who you need to keep locked in. While a force showcasing effort can be more affordable to begin, you will acquire costs in different ways. For instance, on the off chance that you are running an internet based life battle, you should employ somebody to deal with your web based life and react to individuals who leave remarks or make inquiries. Web based life gets individuals talking and that majorly affects deals. Draw promoting likewise requires a more prominent interest in time, however it gives you greater capacity to engage your clients and teach them about your organization.

### AIDMA as AISAS in Digital Era

AIDMA widely accepted model describing the psychological process leading up to the consumer's decision to purchase a product. This model is similar to AIDA model. The AIDMA Model was first advocated by Roland Hall, an American economist, around 1920.

According to this model, there are five key processes: Attention, in which the consumer first notices the product or advertisement, followed by Interest, Desire, Memory, and Action. This model has been used extensively in the advertising and marketing industries.



**AISAS** is a process model of consumers purchasing activities in the Internet age. AISAS is a consumption behavior model that has been advocated by Dentsu since 2004. It was developed to observe behaviors based on the understanding that the Internet has become prevalent, and that consumers now have access to environments in which they can obtain and transmit information themselves.

In this model, the key processes are: Attention, in which the consumer first notices the product or advertisement, followed by Interest. After this, the consumer Searches for information, and then makes a purchase (Action), after which information is shared with others. In comparison to "AIDMA," the psychological process has become more compact, and the Action process has expanded.



These changes are shown how presences in digital are important for brands. Brands can able to create awareness and internet without digital. But it will not lead to action in current scenario. Customers need more information in present era; they are information seeker and always search for best deal. Brands can't sustain without digital media.

### **Advantages of Digital Marketing**

Digital Advertising is progressively an intrinsic budgetary segment of numerous associations today. Associations of all sizes utilize the medium to advance their items and administrations. So well, for what reason do as such numerous associations utilize the medium? Basically, it is because of the various points of interest that web based publicizing offers. These are examined in the sections ahead.

Reach - The capacity of the online medium to focus on a specific statistic of clients is one of the best points of interest of computerized publicizing. Likewise, the topographical reach of the online medium is far more prominent than that of customary media. It's not just practical to accomplish a more extensive geographic territory yet the promotions can likewise be focused to the coveted gathering of people. For instance, if a promoter is enthused about offering his or her items focused to a specific statistic of individuals, it is very conceivable through web based publicizing. Computerized publicizing has developed to the degree that web distributors, media offices and sponsors themselves know the ideal ways and sites for a specific classification of items or administrations.

Estimation - With different apparatuses getting to be accessible, following adequacy of promotion battles is getting to be conceivable today. As it were, estimating Return of Investment (ROI) is progressively conceivable today. Associations that were beforehand hesitant to spend on the web, now understand that the online medium offers intends to lighten any such feelings of dread. In addition, when legitimately outlined internet promoting efforts produce the coveted outcomes, sponsors are additionally urged to keep publicizing on the web.

Intelligent and Engagement - The Internet is apparently the most intuitive and drawing in medium among different others. Intelligent battles have turned into a standard with the intensity of the online medium. One such notice worth saying is the crusade by Ax where the end client could change the grin of a lady as he/she got a kick out of the chance to i.e. in an intuitive structure

Time - Through the Internet, a sponsor can achieve a coveted target gathering or statistic in a significantly shorter time span. For instance, if a publicist needs to design a type of snare showcasing, the online medium can be a compelling methods for accomplishing it. Indeed, even generally i.e. for general promoting efforts, the aggregate time important to finish a web based publicizing effort is not as much as that of customary publicizing strategies.

Cost - When contrasted with customary types of publicizing, computerized promoting is less expensive. Different installment models are accessible between the promoters and distributors. Numerous a period, sponsors are charged just when guests tap on their advertisements.

The different installment models are examined in detail in the following area.

### **Some of the Basic Terms in Digital Marketing**

#### ➤ Impression

An impression measures the number of times an ad is seen, also it is clicked on or not.

One impression is counted each time an ad displays.

#### ➤ Page View

Viewing the page is known as page view. It's only counted when the page is loaded.

#### ➤ Conversion

The percentage of people whose activity can be tracked while clicking on an ad or visiting a website to actually purchasing a product or service. A high conversion rate indicates that the link, ad or site was successful

#### ➤ Inbound link

Link connecting to your website from a different website.

#### ➤ Profiling

To build a picture of a target customer based on information from various sources including customer transactions completed forms and demographic data.

#### ➤ Unique Visitor

Unique IP address accessing a website.

#### ➤ Landing Page

A custom we page designed to convert visitor into leads or sales. Email, banner ads and even offline outbound marketing campaigns drive traffic to a landing page to capture information or trigger a sale. Landing page is also called as destination page or splash page.

## Types of ads

- **Above The Fold:** Above the fold refer to banners ads which are displayed at the top of a web page.
- **Rich- media:** Online ads that contain motion, sounds or video are termed as rich media ads
- **Interstitial Ads:** Ads that appears between web pages.
- **Banner Ads:** Embedding an ad into a web page- known as a click through due to interactive actions where the consumers clicks and is taken to the banner ad's company websites
- **Pop-up:** Ads that displays in a browser window either in the front or behind the current browser window.

## Monetary term in Digital Marketing

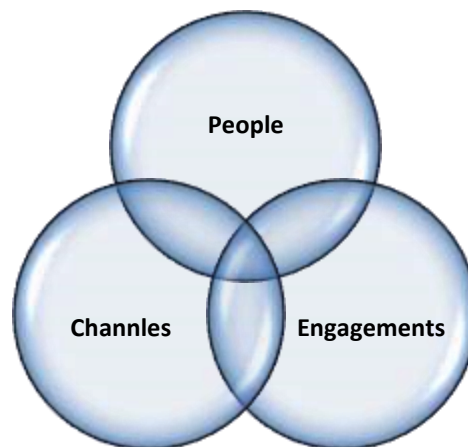
- **Cost –Per- Action (CPA):** Cost of advertising based on a visitor taking some specifically defined action in response to an ad. “Action” include such thing as a sales, transaction, a customer acquisition or a click
- **Cost- Per -Click (CPC):** Cost of advertising based on the number of clicks received.
- **Cost- Per-Thousand (CPM):** The standard unit for buying or selling Internet advertising. The thousand stands for ‘thousand advertising impression or views’.
- **Pay- Per- Impression:** Online advertising where an advertiser pays a pre-agreed price each time a user clicks on their advertisement. The cost for the click is often negotiated through auction, with ad placement determined by the relative size of the bid, as well as other factors.
- **Pay-Per-Lead:** Paying to acquire leads from an outside party at a set rate or amount per lead

## **Branding in Digital Era**

Before doing this internship, I believed marketer is responsible for building a brand or marketer is a custodian for a brand. But while doing internship, I understood marketer is not a custodian, he is a person who guides a product to become a brand.

Today, brand custodians are the connected users who exist across digital platforms. They are multifaceted. They are the publishers, circulators, ambassadors, instigators and at the same time they are the custodians as well. Their digitally connected existence has power, credibility, influence, depth, and reach. Their digital messaging has the velocity, acceleration, and momentum required to impact brands. Yet brands and their default custodians continue to live blissfully in an illusion about the control they exercise over their brand.

Brand is an enabler in the current age. It is the participants, the brand conversations and the platforms that amplify the brand and drive the brand philosophy. Businesses need to, therefore, understand the consumers and the evolving digital sphere better and continue to build brands within the digitally connected ecosystem by focusing on the following 3 elements.





## **People**

The digital age has democratized individuals. They are no longer passive consumers, but active and creative participants. They expect and believe in the co-creation of an experience, thereby evolving from consumers to users. They are becoming the most credible and reliable source of the true picture of a brand.

Consumers are beginning to seek a relationship of fair exchange between themselves and the businesses where each contributes and everyone gains. Individuals are seeking a multidimensional relationship that provides them with more than just the brand product/service.

The fair exchange relationship is also offering new opportunities to the business to build more human connections. Businesses will have to become receptive to this new age definition of relationship that consumers seek. They may do well to go a step ahead and create an environment that is receptive to this fair relationship.

## **Channels**

With consumers evolving into users and participating in co-creation, it is important for brands to offer those channels and platforms that allow them to participate in this process. Users are seeking channels that offer them more than just digital promotional activities; they want channels that allow them the freedom to be publishers of content, information and data, that give them control over what content they produce and consume, that allow them to co-create brand experience.

The channels also need to be device agnostic. Users are adapting to the usage of different devices throughout the day to execute tasks at hand. They might use a smartphone or tablet to complete functional tasks etc. while on the move, but they use a PC for heavy content creation and research. According to a google research, 90 percent of people move between devices to accomplish a task, with virtually all of them completing their task in one day.

Businesses and brands need to accept that it is the consumer who has become a more credible publisher by virtue of their access to a device which is always on and active. Creating an environment of device agnostic platforms and channels that allow co-creation of content between brands and consumers will address this shift.

## **Engagement**

It is tied in with making a window with enhanced attention regarding impacting in influence behavior and motivations with each business looking at the chance to draw in clients, it is basic to center on commitment by expanding brand salience and influencing buyer behavior and choice. Brands ought to have the capacity to delineate client's voyage to comprehend where they can include esteem and make a chance to draw in them. Brands need to comprehend that commitment isn't tied in with pushing item messages; it is tied in with catching the creative ability and the consideration of the client. It is tied in with planning a normally captivating knowledge. Organizations need to comprehend that computerized condition isn't about innovation however about consideration, where the buyer is at the center, equipped with powers more than ever. Organizations and brands should, in this way, center around drawing an obvious conclusion and understand that now, in the advanced age, it is about co-owning a brand.

## 6) CLIENT SERVICING

Client Service Executive acts as the bridge between the client and the agency. CS executive will speak to client to get a brief understand the clients demand. Also, Client servicing executive studies the market for the product or service for which the advertisement is being made, analyze market dynamics, target customers, their needs and behavioral patterns, the competing product, buying patterns of customers and various other market related factors.

### **Responsibilities of a Client Servicing Executive**

Handling queries for clients is one of the core responsibilities of client servicing executive. Communicating with clients and make desired changes. Client servicing executive should have in depth knowledge about client's products, culture, brand and positioning in the market. It is must for a client servicing executive to have excellent communication skills which increases the comfort levels of the client. From generating business and billing from the client, Client servicing executive must ensure that client stays with the agency for a longer period.

### **Attributes of Client Servicing Executive**

- Coordinating with all the departments in the agency and clients, Also keeping calm & cool attitude under pressure
- Good managerial, presentation and exceptional communication skills
- Should spend ample amount of time with the client, fulfilling their needs and requirements.
- Attend meetings with the clients when there is a need and jot down the brief of the session.
- It is must for a Client servicing executive to be well groomed and properly attired.

Client services managers connect an agency's creative efforts with advertisers' needs, from leading a first meeting on a new account to researching media outlets for a campaign. They maintain relationships with executives of client businesses oversee the agency's account team across all disciplines and develop strategies for clients. In short, the client services manager is accountable for all aspects of the delivery of work to the client. Every day is different for client services managers, but routine tasks include updating status reports for clients, receiving creative changes from clients, relaying those changes to creative staff and supervising the account's finances.

**Steps in involved in doing client servicing is given below.**

- **Brief:** An agency will begin only after receiving the brief form potential clients. Potential customers are really intrigued to do some communication activities.

They will forward their brief to a few offices. Brief will contain points of interest like,

- Name of the brand
- Name of the item
- Objectives of brand
- Background of brand
- Target gathering of the brand
- Challenges of the brands
- Duration of campaigns
- Desired result
- Budget of the battle
- Creative necessity

**Pitch Presentation:** Presentation made by organization to client in light of the brief sent by them. Pitch introduction resembles a medicine for the clients, this presentation will give thoughts regarding business sector to clients and procedures what mark need to embraces. Client will see the pitch presentation. If the client is happy with the pitch, they select that organization for their future correspondence process. Pitch presentation contain following points of interest.

- Objectives of brand, promoting and correspondence
- Analysis of industry in view of market size, difficulties and opportunities. For these offices will utilize look into reports of inquiring about agencies.

- Introduction of advanced media and Bangladesh. It incorporates Internet populace of Bangladesh, Social media and presence of Bangladesh population...etc.
- Analysis industry in digital. This incorporates competitor analysis.
- Strategies will finish in view of targets and prerequisites of brand the client. Strategies for every customer are unique.

**Proposal:** Above specified two stage are for new clients. Essentially proposition and contribute are comparative nature yet o purpose is different. Proposal is for existing client, if existing customer required to begin another crusade agency will forward proposition to clients. Proposition set forward by organization contains

- Campaign objective
  - Target showcase
  - Strategy
  - Approaches
  - Estimated cost
  - Outputs
- Review: Client will audit the proposal set forward by organization. Customers will analyze the effect of campaign in view of the cost, reach and result. On the off chance that customer isn't happy with the proposition they will illuminate the agency.
  - Revised arrangement: If customers have any issue with proposition, office will investigation the proposition and revises the proposition in view of the interest of the clients. This proposal is completely not quite the same as the last proposal. Generally customer will like this proposition.

- Final proposition: Proposal which at last set forward to customers by office, this should be more viable and appealing to the customer. In the majority of the cases customers will like first proposition itself. It will max-to-max go for a survey as it were.
  
- Approved: Proposal or pitch need to get endorsement from client, at that point no one but offices can capable advance by beginning the imaginative works or other advance.
  
- Estimate Signed: It's an agreement among client and office. Subsequent to getting endorsement from customer, organization require an agreement which indicating office to work sake of customer. It is likewise know media assess. This agreement comprise of,
  - Client name and Brand name
  - Agency name
  - Start date
  - Website/Publisher points of interest where crusading will do
  - Grand Total
  - Clicks or leads which anticipated from battle
  - Commission of the organization, VAT and Service Tax
  - Signature of customer and Agency
  
- Releasing Order (R.O): After making the agreement and before beginning the crusading, organization will make Releasing Order and send to distributors/Vender. Google, Yahoo, Time of Bangladesh ...Etc are the portion of the distributor/sellers. They are otherwise called providers. Discharging request is additionally kind of agreement amongst organization and distributor, R.O validating distributor to put the advertisements in their entryways. Discharging request comprise of

- Agency name
  - Brand Name
  - Campaign Name
  - Supplier Name
  - Period of Campaign
  - Clicks anticipated
  - Total Amount of the battle
  - Term and Condition including technique of installment
  - Signature of the office and Suppliers
- Creative: In this progression innovative group will execute the thought or plans of crusades in to definite configurations of the advertisements. Advertisements might be ordinary pennants, Rich Media promotions or recordings.
  - Run Campaign: After finishing the innovative work organization will begin running the battle to contact group of onlookers. For this customer adjusting individual will send the imaginative work to the distributors. They will do the crusade for the sake of office.
  - Reports: Reports presented by which merchants to office, in view of the running efforts of customers. The whole merchant while submit answer to organization, customer adjusting individual will get these reports. Reports indicate what number of individuals tapped on the advertisements or aggregate impression acquired.
  - Compile: After getting all reports from sellers, customer adjusting individual will incorporate these reports and submit to customers. So customer likewise know what number of impression or snap they got from running the crusade.



- Optimization: If customer us not fulfilled by the crusade result. Office will roll out improvements in the battle for enhancing the viability and to accomplish destinations. Change might enhance the substance quality, changing the merchant and choosing the new vendors...etc.
- End: End of the Campaign in the wake of accomplishing the target or time term, if the customer is occupied with running with the battle office will do that.
- Review of Campaign: Evaluating effort in view of standard and real execution of crusade. It will comprehend what Next Motion arranged and what really happened. In light of this audit organization can capable enhance the future crusades.
- Bills: In this progression merchants will submit bills to office. Office will order every one of the bills in to one bill and forward to customers. Charging procedure will be once in multi month.
- Payment: Payment of bill by customer to office and afterward to seller by office in the wake of deducting the commission and duty. Assessment including VAT and administration impose.

## **Tools used**

### **1) ComScore**

ComScore is an American Internet analytics organization giving marketing data and analytics to many of the world's largest enterprises, agencies, and publishers. ComScore keeps up a gathering of clients who have programming installed on their PCs.

Advertising agencies utilize comScore items to distinguish the online substance that best achieves their intended interest groups, to outline online media designs that expand the ROI from publicizing spend and to improve crusades' span and recurrence, all while achieving a coveted target statistic.

With comScore Media Metrix, ad agencies can,

- Understand clients' online audience and rivals.
- Identify the most suitable locales for advertising campaigns
- Understand where and how spending plans can be spent generally successfully
- Evaluate advertising techniques, plans and creative executions

## **2) Google Trends**

Google Trends is an open web facility of Google Inc., in light of Google Search, which demonstrates how regularly a specific search term is entered in respect to the aggregate inquiry volume crosswise over different areas of the world, and in different dialects. The flat pivot of the primary chart speaks to time, and the vertical is the manner by which frequently a term is scanned for with respect to the aggregate number of inquiries, internationally. Underneath the primary diagram, prevalence is separated by nations, areas, urban areas and dialect. Advertiser can utilize Google Trend to know from where most elevated and low scan originate from which area for their items.

## **3) Face dominator**

It's a tool used to customize campaigns through Facebook and understand what competitors are doing.

## **4) Google Keyword Planner**

Keyword Planner resembles a workshop for building new Search Network campaign or growing existing ones. Advertiser can scan for keywords and ad group ideas, perceive how a rundown of keywords may perform, and even make another keyword list by duplicating a few arrangements of keywords together. A free AdWords tool, Keyword Planner can likewise enable you to pick focused and competitive bid also spending plans to use with campaigns.

## **5) Alexa.com**

Alexa breaks down web use from activity information sources including their own particular Alexa Toolbar clients to in the long run make movement rankings for sites. This basically decides how popular a site is. Despite the fact that these scores are exceptionally regarded in specific circles, the movement information is certainly not a delegate test of the worldwide web populace, however a broad assortment of measurements taken from Alexa Toolbar clients. [22] Another point to recall is that locales with relative low activity won't be precisely positioned by Alexa as it is hard to determine the right figure from destinations with less than 1000 guests.

## 7) Conclusion

To discuss the Digital marketing, there are different troubles that ought to be dealt with. The issues keep running from the individual to the state level. The idea of designers, another imperative part, and makers is up 'til now missing in light of lacking guideline, which qualities firms to encounter a to a great degree cumbersome planning process in numerous occasions. This makes the enlistment strategy exceptionally time and cost genuine. This won't not be excessively huge an issue now, but instead once firms wander into more staggering tasks, for instance, data examination, the cleft will end up being more apparent. Moreover, clients every now and again have a nonappearance of perception of their essentials from a propelled office, which makes an irregularity between their longing and the passed on advantage. There is in like manner an inertness among numerous people in changing from standard to Digital Media, which as often as possible prompts deficient theory into automated displaying by organization. On a state level, the inadequate power and web structure is a vital impediment close by constrained access to credit. Online arrangements are extremely limited in light of the way that controls keep the lifestyle of credit purchases and there is a nonappearance of online portion decisions. Moreover, getting territories and boosting pages require worldwide purchases which are troublesome in light of various limitations set by the Central Bank in making such trades. All these imply imperative challenges for the Digital Media industry proceeding, which the huge players are viably attempting to address. Modernized advancing is the certain possible destiny of the publicizing business. Web customers, versatile framework customers, extending lifestyle, government game plan and a pack of various components are to solidify and pushed the business into the front line of media. Associations will be sucked into the vortex of an irrefutably electronic people in the coming years, conveying rich benefits for the people who make sense of how to acquire capacity in the field.

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