



Inspiring Excellence

Internship Report

"Content Marketing Report on Webpers Limited"

Submitted to:

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“Content Marketing Report on Webpers Limited”

LETTER OF TRANSMITTAL

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To

Rahma Akhter

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Mam,

I have successfully completed my internship program in Webpers Limited. During this period of three months I have got some unique opportunities to go through some fruitful job experiences. Those experiences enabled me to bridge the gap between classroom learning and real life situations to a great extent. Now as a mandatory part of this internship program, I am submitting my internship report entitled **“Content Marketing Report on Webpers Limited”**

I hope my effort would live up to your satisfaction. I will be available at any time convenient to you, for clarification of any point of this report.

Sincerely Yours

Omar Sharif Rafsan

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BRAC Business School.

Acknowledgement

At the beginning, I would like to thank great almighty ALLAH for giving me the opportunity and strength to fulfill my internship and report. Without ALLAH's divine blessing it was never possible for me.

And a very special thanks and gratitude goes to my internship advisor Mrs. Rahma Akhter Mam. Without her help, consideration, supervision and direction, I would not be able to come this far.

I convey my thanks to Webpers Limited for giving me the chance to do my internship there. Despite of being one of the prominent agency in Bangladesh they choose me, and taught me many important aspects of digital marketing.

Thanks to my Creative supervisor Nazmun Nahar Mayeesha or guiding me in right path and teaching me how to take right decisions despite of being so busy.

I recognize this internship program as a milestone of my career. I will use these learnings in best possible way to make my career stronger.

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Executive Summary:

The internship report “content marketing report on Webpers Limited” is initiated as a requirement of BBA Program of BRAC University. The report is based on the working experience at Webpers limited.

The report will provide a clear indication about the activities and works I have done there and the learnings and experiences I had during my internship period. This report will also give a thorough idea about content marketing, its significance and its future in our country.

This report is divided into two chapters and second chapter contains six parts.

At the First chapter, there is a brief on company profile, about Webpers, their achievements, clients and their services.

Second chapter is basically the body part of the report. The second chapter contains:

- **Introduction:** I started this part by giving a brief introduction to content marketing and the importance of it. Then I talked about rationale of the report where I stated why this report is important to me.
- **Objectives:** Then I give a short summary of my objectives while doing my internship.
- **Literature Review:** In this part, I tried to enlighten the research I have done on content marketing. Here I upheld the opinions of famous content marketers and experts and the important points of content marketing which has been written in various authentic sites.
- **Activity Undertake:** Here I talked about my experiences while working at webpers and the framework of Webpers working process.
- **Findings:** In this part, I wrote about the facts which I found out while doing my internship at webpers. The lacking and the strong points webpers had.
- **Recommendation:** At this part of the report I recommended Webpers some strategies as per my understanding and I have a very short difference between Bangladesh and India’s digital market industry to uphold the dues of Bangladesh Government toward the industry.
- **Conclusion:** At this part I gave a summary statement of overall report and then short discussion on the potential possibilities of digital marketing and Webpers Limited.

Chapter 1: Company Background

Company Over View:

About Webpers:

Webpers is one of the prominent 360 digital marketing & software development company of Bangladesh which started its journey in 2009 by launching first ever-digital communication for Lux- Bangladesh with the objective, “Powering Global e-needs.”. Webpers is proudly in partnership with 4C insights (global partner of Facebook Inc.), infosim, Google Asia Pacific. We have a long list of loyal and satisfied clients which will be given below.

Mission:

Webpers mission is to give business the power of digital platform to realize their full potential.

Vision:

Webpers is a result-oriented creative & digital agency who wants to help any business by providing innovative & effective integrated digital marketing and web solutions which will help them grow and realize their true potential.

Webpers’s core value is to serve clients and their priority is to learn about client’s business first to give effective solution. Webpers is result oriented. Webpers believe- ***“Creative is great but tangible results are even better. We strive for both.”***

Webpers Service:

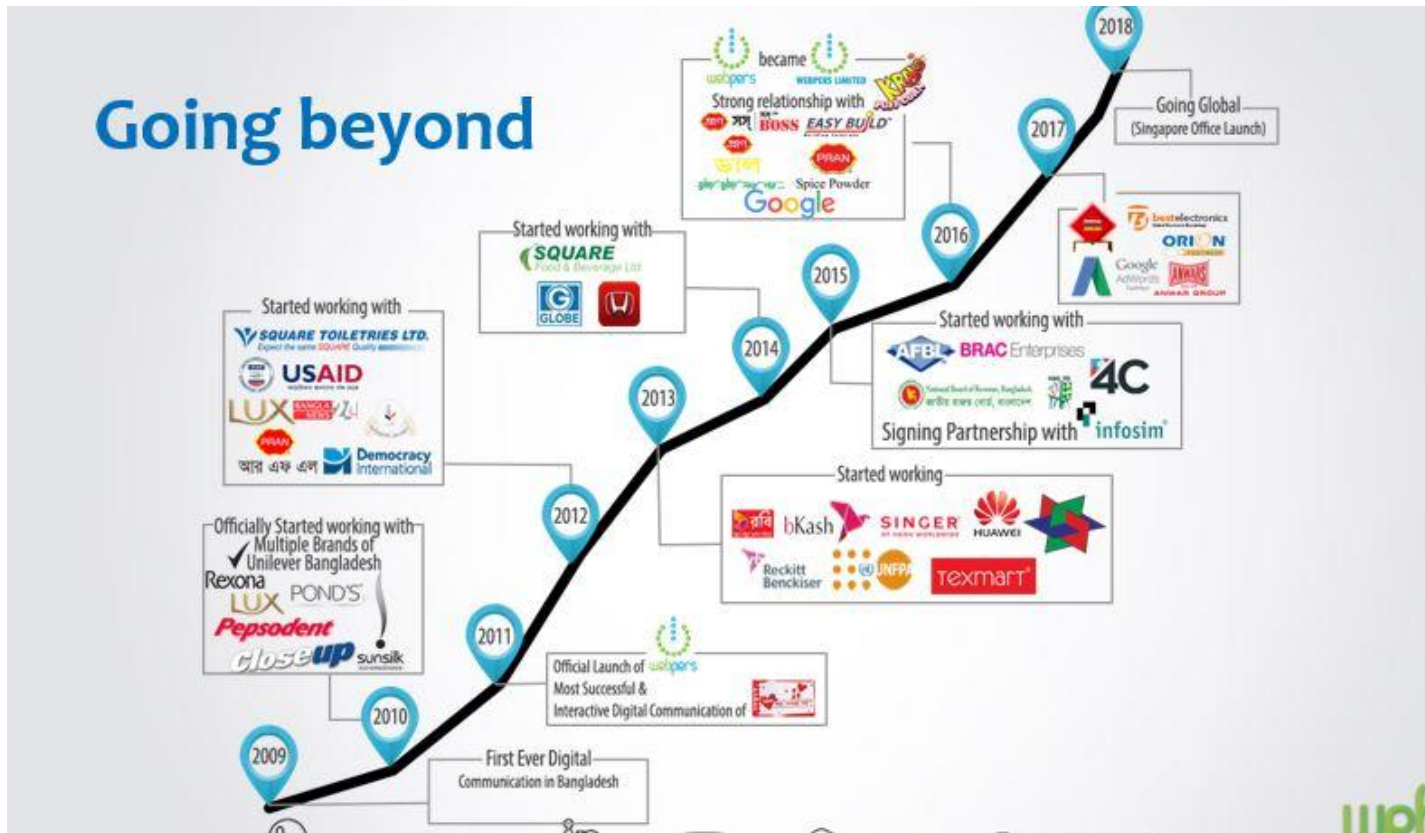
Services Webpers provides to valuable customers:



Journey of webpers:

With the target of “going beyond” Webpers started its colorful journey at 2009. After the beginning a lot of clients Webpers has to serve. In this picture we can see an overview of the clients Webpers has served till now.

Webpers won gold award at “Digital Marketing Summit 2017 Bangladesh”



Clients of Webpers:

This is a static view of the clients till now Webpers has worked with. A lot of more has been added to this long list which is not in this static.



Webpers Abroad:

Webpers is currently operating in various countries around the world and developing a foreign market strategy. As the part of company strategy, currently, Webpers working as outsourcing partner in the foreign market so that relationship between Webpers and client grow reliable and trustworthy.

Chapter 2: Body Part

Introductory Part:

Introduction to content marketing:

Content marketing is a marketing approach which basically generates and distributes powerful, relevant and consistent contents to attract audience and ultimately to drive profitable consumer action.

In other words, content marketing is like story telling because people are attracted to storytelling and it is easy to grab attention of people by telling stories. Content marketing is now playing a game changing role in the world of marketing. It has become the leading marketing technique in marketing communication. Nowadays people are more smart, educated and conscious which makes people more information driven. And content marketing is the fast driven and has most unique ways to provide and distribute contents in an attractive way. So big companies are now being more focused on content marketing day by day.

Importance of Content Marketing:

Content marketing is important because not just because it works for building trust, generating leads, and cultivating customer loyalty, but because it has become the new normal from the [consumer side](#).

It is helping customer to interact with Brands and Brands have the opportunity to get to know about customer's demands, needs and satisfaction level. According to market insider content marketing generates 3 times as many leads as outbound marketing, drives six times higher conversion rates, and has the potential for a 7.8-fold boost in web traffic. In another journal world's one of the tippets content marketer [Julia McCoy](#) said that content marketing costs 62% less cost than outbound marketing. She also mentioned that 88% of B2B marketers nowadays use content marketing in their strategy. The number is getting higher day by day. From the discussion of the paragraph above we can have a glimpse of idea how content marketing is ruling the world.

Rationale of the Report:

In my academic program I have to do an internship within a company which is related to my field of study where I can evaluate the learning I have from my University courses and

I can also figure out my lacking, my strengths. I can develop my skills and expertise as a professional with necessary efficiencies.

Therefore, I tried to develop a which is entitled as “Content Marketing Report on Webpers Limited the Report is” where I have described the learnings I have gathered from Webpers and the importance of content marketing which will be supervised and approved by the professional panel of BRAC University.

Moreover, I choose this because I believe digital marketing is a huge potential platform and I believe content marketing is the future of B2B and B2C marketing. Eventually it will take over all the traditional marketing tactics and I am very keen to learn this fast-paced technology based strategy for my bright future. And this report is important to me because when I was making this report I had to go through many journals and literatures on digital marketing and content marketing, which helped me to enlarge my views and opened some new way of thinking for marketing.

On the other hand, I was involved in drama, script writing, acting and making Commercials when I was a student. From those days I have a believe that I can be a very good content maker in my professional career and now I am working on it. This is important for me because I am building my career in a path where I believe I have passion to do something great.

Objectives:

The objective from the very beginning of my internship was I have to prove myself as a great content marketer. I wanted to promote myself as a valuable asset for the company. With that target in mind I have worked at Webpers. And to attain that goal I had some specific objectives, which are

- Creating outstanding contents to attract target customers.
- Providing important information's to users.
- Understanding our clients' needs and wants and make plans on the basis of their target.
- Communicating with clients continuously to know if they need anything more.
- Helping Brands with query management

Literature Review:

This write up is a result of the thorough research on the websites, blogs and online communities article on the content marketing. In this part of the report the discussion is

focused on the aspects and significance of the digital content marketing which is told, recommended and advised by the expert content marketers, researchers.

Content marketing is a very old theory which is now marketers using as a new marketing approach with some renovation. [John Deere](#) is the first pioneer of content marketing according to track maven marketing blog. The company launched a magazine named 'Furrow' where it provided information's and tips to the farmer for better farming. In 1900, Michelin, a French car company developed a 400-page publication book offering drivers tips on auto maintenance and information on hotels and travelling. The owners of the company André and Edouard Michelin [quoted](#), "This Guide was born with the century, and it will last every bit as long." That was the time when the content marketing was evolving. But with the globalization, the radical changes in technology and human lifestyle, and of course because of the influence of internet the content marketing is changing very rapidly. THEREFORE, defining content marketing has been challenging as its meaning changing depending on the context. [According to \(Du Plessis 2015; Zahay 2014\)](#), Marketers are increasingly adopting content marketing to replace interruptive advertising and to attract more attention to the brand. On the other hand, Liu and Huang said content marketing is a standard marketing strategy as it uses modest pulling but not pushing techniques to attract customers.

On the other article, [Dr. Rashad and Wong](#) discussed about the content marketing as a new trend of marketing practices. In this article they stated that, content marketing can be defined as a mainframe course of action where an organization identify, evaluate and satisfy customer demand to earn revenue with the use of digital content distributed through e-channels. The authors stated that as most of the customers nowadays have access to internet consumption of online content is becoming a common habit. Authors stated 6 strategies to implement for successful online content marketing. They are Localization of contents, Personalization of contents according to consumer's demands. Emotional contents, diversified contents for preventing boredom, co-creation with consumers and building trust and finally being honest and ethical.

According to [Sarah Mitchel \(2009\)](#), "*Too many marketers mistakenly rely on the same metrics regardless of #content's purpose*",

She stated that [developing content marketing strategy](#) with pre-defined objectives and producing high quality contents are important. Then after implementing measuring the results and refine strategy is also important.

On the other article Robert Bose discussed about the alternative approaches on content marketing, he gave more importance of buyer persona. He stated a theory, "[Jobs to be Done](#)"

Here is the summary of theory:

- Defining target
- Discovering the "jobs to be done", where the tactic is to deliver interesting things to consumers like peace of mind or saving their time rather than giving information on tools.
- Deciding strong point.
- Differentiating content approach.
- Documentation of the customer's journey for future planning.

Finally, after the thorough research and expert's opinion I can say that content marketing has an important role to play in the market and it has potential risks also with an infinite number of possibilities if a marketer is not updating himself with the new trends, new tools of the technology as it is a fast paced and information based marketing approach.

Activities Undertake:

Job Responsibilities:

My role:

As per the rule of BRAC University I must have to do my internship for 3 months' period of time and I did my internship at Webpers Limited. The Bangladesh office of Webpers is at Uttara Sector 5, Road2/5. I joined here as a content executive, but I also had to work as a query manager and a lot of time client service executive. I worked for 3 brands initially but I also had to assist other with ideas and client for more 2 brands. In addition, I had to make whole content and campaign plan and business pitch for 3 more brands after joining the Webpers

My Contribution to Webpers:

1. Generating Ideas:

As a content executive, my first and foremost duty was to generate ideas for contents and campaigns. I have to make 12-15 contents for every brand in a month. Here is the procedure of my work cycle:

Brands gives us the product lists and requirement they want in the contents. Then I have to brainstorm for appropriate and attractive contents for the brands. After generating content ideas, I had to make the content with the help of assigned graphic designer and submit it for the in house approval. Then if it gets approved then it goes to the client for approval and if client likes it then it is prepared for publishing. And if it doesn't get approval from in-house or client I have to make contents again with new idea. For example, I work for Braver. I have to make contents for next calendar month in previous month. Braver Brand sent their requirements of the contents at the very beginning, then I generate ideas how I

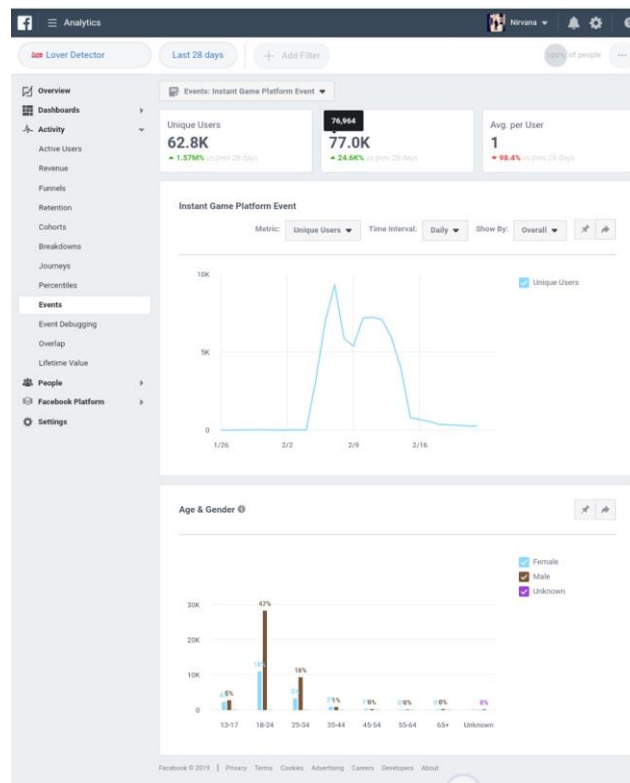
can communicate the brand's message. After implementation of the idea in content I sent it to the client for approval.

There are some special cases, when we have to make special contents for urgent basis. For instance, when Ayyub Bacchus died and when Bangladesh won football tournament I had to make special contents for urgent basis.



2. Campaign:

Among my contribution to Webpers, one of the most excited part was planning and running a campaign for brands base on trendy occasions. From many campaign one of remarkable was “PRAN DAAL presents Apni Kemon Lover” which was a valentine day base campaign for the brand PRAN. When I was given authority to work on the product my goal was to interact with young viewer to let them know about the product and that is how I designed the simple but funny application based game over social media (Facebook). We already input some witty things about being a lover, so when viewers simply clicked and played the game, they got an automated result that showed what kind of a lover he was. I actually supervised the campaign from writing it through to advertisement, the campaign turned out to be a huge success. More than Sixty thousand people played the game and more than 47% of viewer was between age group 18-24.



Later we selected 13 couple as a winner on the process and invited them on a dinner with a celebrity. For the advertisement of the campaign I separately wrote 4

TVC script which was made and uploaded on Facebook and other social networks. Here is the link to my scripted TVC.

<https://www.facebook.com/PranSnacksTime/videos/780068742350895/>

3. Team Work:

In digital marketing agency team work is important. And team Webpers is a team which is based on the mutual trust, respect and dependencies on each other. So we have to be very careful about our team work. As I am a content maker there were a lot of other sectors were dependent on me. If I don't make contents in time, then Client service member cannot submit the content in time which creates bad reputation for my agency. If sometimes client don't understand the meaning of the content it is my duty to clear the way of the message conveyed by the content. Moreover, if I don't make my contents perfectly graphic designer would have nothing to do at that assigned time which is a loss of Human resource and productivity of Company. So I have to work with a strong collaboration with graphic designer, client service executive and sometimes client.

4. Query Management:

Sometimes I had to answer customer's questions when there is a huge rush on my brand's page or any type of quiz and competition is going on through online. For example, when there was an engagement focused content on Best Electronics there was a huge rush on the page that I had to work as a query manager.

5. Business Pitch:

When we get new leads or new prospects we have to make a business pitch, content and campaign plans for the prospects. At first we collect their requirements. We conduct a meeting and not down important facts and their goals. We had to make a timeline like 6 months or 1 year then we gave them the marketing plan for one year, "Why we do it, how we do it". Then we made a pitch

for giving presentation on our proposal and after the pitch we collect feedback on the samples and marketing model we have made for them. Then we submit proposal and budget for our work module. I made 3 business pitches while I was working there. I made pitch for vision, Bashundhara and King Brand Cement.

6. Campaign Plan:

As a digital agency webpers have to make campaigns for various brands. There are a lot of examples like S=sometimes for promoting brands through any special days, or organizing events, social welfares for engaging consumers, making OVC, doing activations on special days, making funny attractive videos, trolls for engagement or organizing tournaments online/offline for increase brand awareness and engagement. For campaign planning we conduct a session, where we brain storms and produce ideas, then we all stick to a feasible attractive plan after brainstorming session. The we make plans how it is going to be executed. We plan pre-hype engagement contents, then we go for main campaigns. Sometimes we make OVC for campaigns and launch “Call to Action” for audiences. I was involved in planning of very large size campaigns developed by webpers. Such as Snacks Time Bangladesh’s children day campaign and Braver’s national level badminton championship campaign.

7. Day to day work:

I had to supervise graphic designers regularly so that they can deliver their works within time and also to guide them through their designing process so that they don’t get off the track. I had to help my creative supervisor and other team members whenever they need me. I had to browse online in the famous marketing groups for new ideas. I had to watch creative international ads and campaigns for generating ideas for them.

8. Attending In-house and Client meeting:

I had to attend almost every in-house and client meeting for giving and getting feedbacks. Meetings were basically important for me because there I can evaluate myself, how good I was and I got new challenges from clients to fulfill.

8. Other Activities:

In webpers we also had to make contents for self-marketing. Webpers did many campaigns like that and in future webpers will also build some content for itself. Currently I am working on a web series for Webpers to make it in near future.

Webpers gives importance on co-curricular activities besides official works. Webpers arranges short on long tours and picnics on a regular basis. I have attended 2 of the tours. Celebrating an employee's birthday is very common in Webpers. Webpers bears all the costs for tour or celebrating any team member's birthday.

9. In house presentation:

Every week we had a session where we had been given a topic and we had to do research on the particular ads, orcs, campaign for that particular topics and select best 5 of those contents and giving a presentation why those are the best contents, why is the relatable, what is the authenticity and purpose of those ads. This helped me a lot for brainstorming and it enlarged my point of view. For instance, I gave my first in house presentation on "Men's day".

Findings:

After doing my internship I found a lot of positive things and some sectors where webpers can improve.

I am showing my finding by applying GAP model below.

Type	Client Expectation	Client Perception	GAP Model
Delivery On-time	Clients expect the delivery of contents to be on the time, sometimes even before the time line spite of how tiny timeline they have provide to Webpers	Client who works with Webpers have this experience that generally webpers don't miss deadlines unless there is something unavoidable.	In reality, Webpers fulfill all the deadlines approximately 90 % time.

Creative Ideas	All Clients always wants every content out of the box, best among others and every content will generate sales.	Most of the time client gets very attractive and standard level contents. One out of fifteen they get out of the box content.	Webpers always think about the betterment of the contents also because of its own reputation not just because clients will like it. But many clients don't understand every content cannot be the best content.
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Input by Webpers	Clients always wants more	Clients think that webpers is not giving their 100 % though end of the day they are satisfied.	Webpers delivers the best service as per it's capacity,
Innovation	There are some clients who expects better and innovative contents for their brands.	Webpers always tend to do innovative contents for them, but they	Clients are satisfied at the end of the day with contents. As long they are not

		can do much better next time.	satisfied Webpers works on it.
Query Management	Always expect extra effort for special events and mostly query management.	Webpers is not so strong at query management and their creativity lacks if they make contents on urgent basis.	Webpers should concentrate more on query management and more content executive is needed for urgent basis creative.
Copyright	Client always expect that their content will be protected and copyrighted by webpers.	Webpers is very sincere about the copywriting of contents and they feel secure about what they are paying for.	Webpers has always been able to keep their reputation high in this issue.
Digital Platforms and marketing tools	Client always expect webpers will use the fullest of every marketing tools available and maintain the social platform very well.	Webpers is well aware about the maintenance of platforms but Webpers is not eager to use every tools in every content.	Clients are satisfied with the maintenance of platforms but some clients are not satisfied with the usage of marketing tools
Pricing and Charges	Webpers will charge to be directly proportional to the quality of the work produced only.	Some Client thinks that webpers charges high.	The amount is fixed for same type contents. The charges varies from type to type of content.

Recommendation:

The digital marketing agency is almost a new concept in Bangladesh. This business is now growing and we have a lot of potentials because of having a very large market, but most of the Brands especially local Brands are not well aware of how it works, how to use digital tools and dos and don'ts of digital marketing.

- As being one of the prominent and oldest marketing agencies Webpers have some responsibilities toward their clients to educate them well about digital marketing.
- Webpers should give clients a thorough knowledge on using platforms and tools carefully. Webpers have to make clients understand that it is not good to use every platform everywhere for every advertising and creating a content cannot always directly generate sales.
- Webpers have to be more conscious about query management as it is an important aspect of digital marketing where Brands interact with consumers.
- Webpers should be more aggressive about creating new clients.
- Webpers should increase its focus to build up interpersonal relationships with Brand managers which will increase the probability of doing business for long-term.
- Webpers should have some in-house training or counseling for increasing the understanding and effectiveness of the team members as it is very important because here we have to work as a team. If the co-ordination hampers once then it is difficult to get back the rhythm of work.
- Webpers should more focus on its own marketing more. Webpers should promote their achievement in advertising world more frequently.

India which is our neighbor country is now well aware of the potential of digital marketing. And their government is keen to develop this sector. The advertising industry of India is projected to be the second fastest growing advertising market in Asia after China (IBEF). The government of India and Canada already signed an audio-visual co-production deal for increasing the exchange of art and culture. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent.

Government of Bangladesh should take necessary steps like investing, signing agreements with other countries to encourage exchange of their cultures, trends and art and giving necessary supports to the agencies for the growth of this potential market.

Conclusion:

From preparing the business pitch to execution the quantity of passion, dedication, hard work and the after sell service the entire Webpers team plunks for developing the final contents is incredible. This is the key factor for Webpers thriving for “Going beyond”. Webpers is now targeting for the excellence as the success period is already achieved by Webpers. Webpers is not into just giving marketing services to their clients anymore it wants to achieve reputation internationally and the team is working hard to achieve it. Webpers is an agency which is more focused into building a name rather than doing business.

I believe if Webpers limited follows the recommendation I have offered for the betterment of their company, probably they will exceed all the competitors they have in Bangladesh.

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