

Report On
**The Impact of Digital Marketing in Building Customer
Relationship and Brand Promotion**
In the context of WAVEMAKER Bangladesh

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelors of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Dr. Suman Paul Chowdhury

Assistant Professor,

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BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on 'The Impact of Digital Marketing in Building Customer Relationship and Brand Promotion'.

Dear Sir,

I would like to thank you for the guidance and support you have provided, It is a great pleasure for me to submit my internship report on '**The Impact of Digital Marketing in Building Customer Relationship and Brand Promotion at Wavemaker Bangladesh**'. This internship report was assigned to me as a compulsory requirement of the course Internship (BUS 400). During the process of preparing the report, I had the chance of experiencing and discovering my potentiality. This internship report allowed me to apply my theoretical knowledge, details, and communication skills, which will help me in my future professional career. I have found the experiences regarding the report quite valuable and interesting. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. I am ready for any further clarification.

I hope this report will help up to the level of your satisfaction and open to provide any clarification on this report. Thank you for giving me the opportunity and I earnestly hope that, the report will fulfill your demands and expectations.

Sincerely yours,

Sanzeeda Islam Khan

15104127

BRAC Business School

BRAC University

Date: January 9, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Wavemaker Bangladesh and Sanzeeda Islam Khan. Sanzeeda is seeking experience and training from Wavemaker Bangladesh and in the process may be exposed to Confidential Information (as defined below). The Agreement is intended to prevent the unauthorized disclosure of Confidential Information.

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c) Waiver. The failure to exercise any right provided in this Agreement shall not be a waiver prior to subsequent rights.

Company:

_____ (Signature)

Md. Ashraful Islam

Title: Digital Media Executive

Date:

Intern:

Sanzeeda Islam Khan

Title: Digital Marketing Intern

Date:

Acknowledgement

First, I would like to thank almighty Allah, and who help me during preparing my internship report and without their proper support I could have failed to do it. Preparing an internship report is difficult to work. Proper guidance and support make my work easy.

Then I would like to convey my gratitude to Dr. Suman Paul Chowdhury, Assistant Professor, BRAC Business School of BRAC University, for his enormous support, guideline, and true advice to write my internship report. For preparing this report, I have taken the help of some people who have played a vital role in the completion of the report. With due respect and honor, I would like to thank those people sincerely.

I am also very much thankful to my fellow mentors and coworker of Wavemaker Bangladesh who has been very supportive and gave me their valuable time and enough information to successfully make this report.

Special thanks to my supervisor Ashraful Islam, Digital Executive of WAVEMAKER Bangladesh for helping me to understand digital media and how it works for brands. I would like to thank Mr. Hasan Faruque (Director) and Md Mahfuz Ul Islam (Assistant Media Manager) without their proper guidance, it would not have been possible for me to continue and then end up with a successful internship.

Lastly, the newfound knowledge during my internship will be sharpening the skills for my better career.

Sanzeeda Islam Khan

15104127

BRAC Business School

Executive Summary

My internship report is based on the impact of digital marketing and brand promotion. In this report, I am going to write down about how a company dealing, interacting with clients and also how social media marketing is helping the brands to meet their goals. This report contains the organization's overview, background, an overview on the topic and its activities as well as the responsibilities I have been given to handle and the challenges I have faced during the internship period. Moreover, various creative content published in various official pages and also customer generation with campaigns that promote the brand and also impact on reach customers, in my report I'm going to discuss all my experience.

Digital marketing is an extensive selection of service, product, and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio. Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable, and interactive.

Now a day's people can reach out to each other immediately with the blessing of technology. Advertising today has become very different from what it used to be years back. By the time advertising strategy and people, lifestyle has changed a lot by mobile or on a laptop for browsing social media, app or other digital media channels. Big companies are adapting to this change and trying to bring a balance between traditional and digital advertising. Marketing through social media or the internet could be a good weapon to beat the other competitors for any company.

Lastly, this report contains a discussion on the effectiveness of digital marketing plans executed by WAVEMAKER Bangladesh.

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Chapter 1: Introduction

1.1: Introduction

Digital marketing is viewed as the eventual fate of advertising for the forthcoming age. Be that as it may, finding the viable digital marketing strategy that works and suits for the individual business is tough.

Digital marketing is considered as most creative mechanism for organizations to advertise their products or services focusing on worldwide market. Local businesses can be effectively changed over into global by simply developing and hosting site into the web servers. Any business can get a proper e-marketing business model from the list of B2B, B2C, C2C and so on. E-marketing also known as digital marketing, i-marketing, web-marketing, online marketing, or internet marketing is the marketing of goods and services over the internet which is commonly known as digital marketing. Computerized innovation has opened new channels for selling items. It gives the consumer a formerly incomprehensible amount and nature of data in an effectively open structure. Consumers can sort items dependent on any ideal quality: cost, dietary benefit, usefulness, or mix of characteristics, for example, price/value. Buyers can utilize it to acquire outsider supports and assessments, or they can take advantage of the experience of different past clients. Digital technology has placed the client in control, making a principal move in the elements of promoting (Yoram Wind, 2001). The internet advertising is worth of billions of dollars and its developing at quicker pace. Many driving organizations have encountered monstrous lift in this deals and profitability by coordinating powerful digital marketing strategy. In this focused online market, solid online presence is compulsory for each business organizations. Pity the poor organizations that neglect to see the new changing marketing pattern or do not play by the new rules.

1.2: Origin of the report

In order to give a student the practical experience, a course is set aside in the four years of Bachelors Program so that, the student can get an overview of working in real life, the cultures of the companies, the working environment, etc. This helps the student to develop themselves as well as to prepare themselves to work after completing their bachelors degree. In the same way, the Bachelors of Business Administration of BRAC University has set aside a pre-requisite course named Internship, which is usually done in the last semester of the degree in order to attain the degree.

1.3: Objective of the report

This report has been readied thinking about various objectives. The objectives are-

- To apply my insight that I have accumulated from "digital marketing" course into the report
- To give the review of society's perception about the significance of digital marketing.
- To extend the aspects of digital marketing in globalized world
- To analyze the discoveries on premise of the research
- To encourage digital marketing with an expected positive view from business society

1.4: Methodology of the study

Research Method

Research was finished by gathering data from general individuals to know the impression of the general public about digital marketing.

Source of Data

Primary Sources

This study was basically based on primary data that was gathered through direct study. To achieve this, a questionnaire was made that contained mainly closed-ended questions. The

study was directed on 30 individuals. Half of the study was directed on students and rest half was led on the individuals who are working in a digital marketing department.

Secondary sources

Little information and other necessary data were gathered from the internet, books by different writers and from the internet.

1.5: Scope of the study

There are lots of scopes of the study. From this study, as a business student, we can comprehend the significance of marketing in business. By utilizing digital marketing method appropriately a small company can acquire a great deal of benefit. This study is useful for any sort of media purchasing association. From this study, we will see how digitalization can expand their benefit, how they can target progressively potential client, and how they can make a brand value in consumer mind with a short period of time.

1.6: Limitation of the study

The time limitation bounded the study mostly on the information gathered in Dhaka zone. In addition, it was not possible to get all necessary data in regards to digital marketing aspects. Digital is a broad term to be analyzed let alone combined with globalization. Because of the area confinement overview, the outcome probably won't be a projection of the impression of the entire world. The result of the study would thus be able to be regarded exploratory, and may not be treated as total for the entire society.

1.7: Theoretical Background

Digital Marketing

Digital marketing means the term of doing marketing utilizing digital channels, more specifically through digital tools and technology, for example, search engines, websites, email, social media, mobile applications, TV and more.

Digital market strategy

Digital marketing strategy is the series of activities that assist you with accomplishing your organization objectives through carefully selected online marketing channels.

Paid search

Paid search, or pay-per-click (PPC) advertising, generally means to the "sponsored result" on the top or side of a search engine results page (SERP). Companies only pay when their advertisement is clicked. Companies can customize PPC promotions to show up when certain search terms are entered, making advertisements that are focused to a specific audience.

PPC advertisements are flexible, visible, and above all, effective for a different types of organizations. There are contextual advertisements—advertisements that show up when an individual is looking for a specific keyword or term.

Search Engine Optimization

Search Engine Optimization (SEO) is the process of optimizing content, technical set-up, and reach of the company's website with the goal that their pages show up at the top of a search engine result for a particular set of keyword terms. Eventually, the objective is to draw in guests to the site when they scan for items, services, or information related to that business.

SEO can nearly be seen as a set of best practices for good digital marketing. It upholds the requirement for a well constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and people to recommend different organizations by connecting to that specific site or referencing it in online networking posts.

Content Marketing

Great content is the fuel that drives the digital marketing activities of a company. It is a key pillar of present day SEO. Moreover, it causes organizations to get noticed via social media. Making clever content that is not promotional in nature, rather teaches and motivates, is tough but worth the effort. Offering content that is relevant to the business's audience assists that, they with considering it to be a significant source of information. In addition, resourceful content makes it less likely that they will tune out from that content and business.

Social Media Marketing

Individuals aren't simply watching cat videos and posting selfies via social media nowadays. Many depend on social networks to find, explore, and teach themselves about a brand before engaging with that organization. For marketers, it's insufficient to simply post on Facebook and Twitter accounts. Organizations should also weave into social elements into every aspect of their marketing and create more peer-to-peer sharing opportunities. The more audiences need to draw in with the content, the more likely it is that they will need to share it. This at last prompts them turning into a client. Furthermore, to really sweeten the deal, they will ideally impact their companions to become clients, as well.

Email Marketing

Email has been around for over two decades, and it's not going anyplace at any point in the near future. It's as yet the speediest furthermore, most direct approach to arrive at clients with important information. The explanation is simple: Consumers are very attached to their emails. Yet, great marketers realize that an extraordinary email will do. Effective email campaign must be engaging, relevant, informative, and entertaining.

Mobile Marketing

As cell phones become an increasingly basic piece of our lives, it's essential that marketers see how to successfully convey on this one of a kind and extremely personal channel. Cell phones are kept in the pockets, sit beside the beds, and are checked always throughout the day. This makes marketing on mobile very significant yet much nuanced.

From SMS and MMS to in-application marketing, there are numerous ways to market on cell phones, so finding the right strategy for specific business is critical. Beyond the systems to convey the message, organizations additionally need to consider coordination of their marketing over digital channels and ensure mobile is a piece of that blend.

Marketing Automation

Marketing automation is an essential stage that ties all the digital marketing together. Without it, everything will resemble an incomplete riddle with an essential missing piece. Marketing automation software streamlines and computerizes marketing tasks and work processes. Above all, it quantifies the outcomes and ROI of the digital campaigns, helping organizations to increase revenue faster.

At the point, when utilized adequately, marketing automation will assist organizations with much-needed insight into which programs are working and which are not. It will give the metrics needed to speak confidently about digital marketing's impact on the bottom line.

Brand

A brand is a name, term, structure, image or anything that distinguishes one vendor's goods or services as distinct from those of different dealers.

1.8: Relationship between digital marketing in building customer relationship and brand promotion

In modern days, people use digital tools in almost every case. This makes the digital marketer easy to engage people as they are already spending most of the time in the virtual world. Nowadays, social media, etc has become a great place to advertise brands, interact with customers and selling the products. Through this, companies are getting all the required information first hand which they might require for analyzing. Also, companies are creating and promoting brands and engaging customers to the extent. Customers are buying products and services from around the world through internet, which is expanding the market for the business. As a result, businesses can now compete globally.

Chapter 2: Wavemaker at a glance



2.1: Background of the organization

WAVEMAKER is one of the world's largest media agency which was previously known as MEC, providing media services for their clients from 2002. WAVEMAKER Bangladesh started its journey from 9th January 2018 and previously it was known as MAXUS Bangladesh (A global media consultant firm operated in Bangladesh from 2005, under GroupM). Globally WAVEMAKER operates in 90 countries, with 19 offices along with a creative workforce of 8600 people and with 38 billion dollars of yearly billings. Their main concern is "Media, Content, and Technology". In Bangladesh, this agency is owned by the domestic giant communication service company, ASIATIC 3SIXTY. Now within 1 year, WAVEMAKER Bangladesh became one of the fastest growing media agency.

This agency recognizes that in today's ever faster and complex landscape, its clients want an agency that can help them navigate and lead the brilliant opportunity of branding and promotion that it creates for its customers. WAVEMAKER Bangladesh embraces technology and innovation, supports its clients to move forward by bringing them solutions that are simple, creative, attractive, effective, and efficient that will deliver both tangible and intangible benefits to their business. WAVEMAKER Bangladesh believes that -"The Real opportunity for media, via our leading change philosophy, is to be human in a digital world".

2.2: Parent Company and Affiliation

Asiatic 3Sixty

WAVEMAKER Bangladesh is a concern of Asiatic 3Sixty. In 1966, Asiatic associated with one of the oldest global agencies in the world, with 150 years' experience in the marketing communications & that has grown to be the fourth largest international communication group. Asiatic 3Sixty has more than 36 companies under one umbrella to serve the clients and provide services such as communication, public relation, research, experimental marketing, audio-

visual production, media buying, printing, outsourcing, broadcasting, and digital Page 7 marketing. Overall, Asiatic 3Sixty has got 890 people in all of the wings and has the honor of being one of the most desired companies in the country. Asiatic is one of the leading companies in our country.

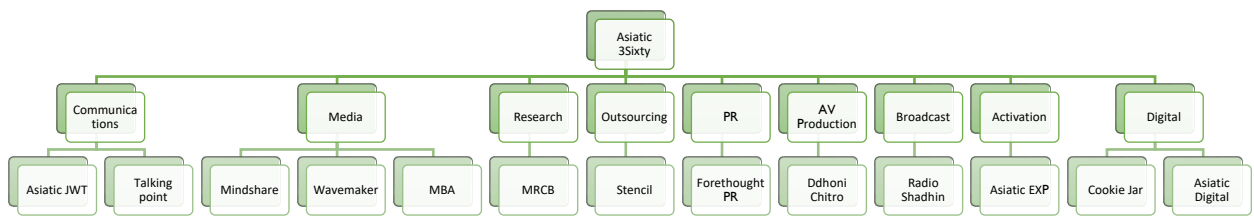


Figure 1: Hierarchy of Asiatic 3Sixty

2.3: The vision of WAVEMAKER Bangladesh

At WAVEMAKER Bangladesh, we recognize that in today's ever faster and complex landscape, our clients want an agency that can help them navigate and lead the brilliant opportunity this change creates. We embrace technology and innovation, challenging our clients to move forward while remaining grounded by bringing them solutions that are simple, creative, effective, and efficient - and that will deliver tangible benefit to their business. We believe that the real opportunity for media, via our leading change philosophy, is to be human in a digital world.

2.4: The mission of the WAVEMAKER Bangladesh

The agency provides media management services including Media and communications strategy, Media planning and buying, Digital marketing, Sports and Entertainment Marketing,

Digital media management, data analytics and marketing Return on Investment (ROI) evaluation. Advertising and Promotion- these two are the main objective of WAVEMAKER Bangladesh. The company helps to build consumer awareness and popularity. When people think of a product or service category, they only recall some limited number of brands. WAVEMAKER Bangladesh aims to communicate a brand's promises and benefits in such a way so that the brand is always in the top of mind of the customers Adaptive Marketing and Original Thinking can be used to describe the Mission Statement of WAVEMAKER Bangladesh. Since the initiation in 2008 as the first pure-play media buying agency, WAVEMAKER Bangladesh (previously MAXUS) has sought to innovate and stimulate the communication marketplace and always focused on new ways to connect brands with consumers. The combination of science, scale, and innovation surrounds the organization from top to bottom. To succeed in the fast-changing market place, the company believes that, brands and business both needs to be adaptive and innovative. WAVEMAKER Bangladesh always seeks out for the opportunity in the change and brings together a diversity of talent, experience, and combine people with different skills and knowledge; and by doing so WAVEMAKER Bangladesh helps its clients to build commercial and cultural success.

2.5: Organizational Structure of WAVEMAKER Bangladesh



WAVEMAKER Bangladesh is a simple Flat structured organization. No middle manager is present in between executives and managers, which is why any employee can report to the manager at any time. As a result, clarity between the instructions is more and the employees feel valuable as their opinion is always considered regardless their position. As an intern, I am working under Ashraful Islam, Digital Media Executive and my supervisor at WAVEMAKER Bangladesh. It is a wonderful opportunity for me to learn more about digital marketing.

2.6: Board of Directors

- Managing Director (GroupM) - Morshed Alam
- Director (WAVEMAKER Bangladesh) - Hasan Faruque
- Assistant Media Manager - Md. Mahfuz Ul Islam
- Assistant Media Manager - Faraiba Farnan Tabina

2.7: Products and Services

WAVEMAKER products and services listed below:

- ✚ Media Strategy and planning
- ✚ Media buying and investment
- ✚ Digital media strategy, planning and buying
- ✚ Outdoor media management
- ✚ Marketing Communication strategy and planning
- ✚ Overall Media Management for brands
- ✚ Event and Entertainment marketing
- ✚ Media investment evaluation

Digital

Digital Media is the fastest growing media worldwide and in Bangladesh. The scenario becoming more dynamically successful than it was before. In Bangladesh, more than 100 million people are connected to the internet. Digital Marketing is making strong relationships between brands and consumers. WAVEMAKER Bangladesh (previously MAXUS) is one of the Digital Marketing brands in Bangladesh.

Community Management

One of the most important parts of media management is the listing audience. So the WAVEMAKER provides Community Management services, quenching the thirst of customers' endless queries, observations, and opinions regarding a brand. Community Management helps to know what the audience is thinking, how they are reacting to a particular campaign promotion and more.

Content

Content is the heart of any campaign of WAVEMAKER Bangladesh. Through careful planning and buying, they make sure the content reaches the right audience the right time and they also provide creative ideas to their clients.

Research

It requires additional effort to keep the clients happy. Research services include designing and implementing the study, analyzing collected data and producing quality results to their clients. WAVEMAKER Bangladesh shares global Digital Marketing trends with the clients to help them to endure in the market.

Media planning

Every company wants to get the highest investment return from its marketing investment. WAVEMAKER Bangladesh provides strategic media plans for its clients; so that the companies can get the height of people at the lowest cost possible.

Sponsorship

Sponsorship is an investment in the endure market. Organizations and many events expect sponsorship from large companies. WAVEMAKER Bangladesh manages the best sponsorship deals for its clients and helps both parties to achieve the best response.

Investment management

WAVEMAKER continuously monitors the overall performance of their client companies, so that a campaign and their ideas get the best return and satisfied customers as well.

Traditional media management

WAVEMAKER Bangladesh not only provides digital media buying and planning services to its clients, but also it provides traditional media buying and planning. For example: Newspapers, Radio, and TV.

Econometric modeling

WAVEMAKER Bangladesh analyzes current business trends and markets to understand the future possible market trends and shares the derived so that they can reach more customers.

2.8: Clients of WAVEMAKER Bangladesh

With a very good image, WAVEMAKER Bangladesh has been serving the following clients for years:

1. Nestle Bangladesh Ltd.
2. Niloy Motors Limited (Hero)

3. L'OREAL Bangladesh Ltd.
4. Asian Consumer Care Ltd (DABUR Bangladesh)
5. Garnier Bangladesh
6. IDLC Finance
7. Akij Ceramics
8. Akij Cement
9. iPay
10. Dannone (Shakti+)
11. Huawei Technologies (Bangladesh) Ltd.

2.9: Office Location

WAVEMAKER Bangladesh

Millennium Castle (12th floor)

House#47, Road#27, Block-A, Banani, Dhaka-1213

Chapter-3: Internship Experience

3.1: Activities Undertaken

During my internship program, I was assigned to four official Facebook page (Hero Bangladesh, Amaar Hero, Dabur Honey Bangladesh and RED Paste Bangladesh) where my responsibilities were online query management, maintaining communication with the customers, notify them about our latest products, providing product-related information to the customers and helping them by giving proper information and suggestions. There also campaign monitoring and communication with audience/participants, keeping records about complains and customer queries. Along with these, every week my supervisor Ashraful Islam used to monitor my weekly activities and I had to report him about my works.

I joined WAVEMAKER Bangladesh on 2nd September 2019 and since then, I worked on various campaigns and worked on many other activities of the company.

Community Management

Community Management brings life to an online brand. Community management is often used interchangeably with social media management. Community management, at its core, is about relationships and how your brand seizes opportunities to interact with your community in public online spaces. Community management helps to understand customers' needs and demands, their expectations from the brand, product-related complains about the brand by commenting on the social media posts, or sending messages to the official page of the brand, so that, the brand can take necessary initiatives based on customer's requirements.

In my internship period, I was performing the tasks of a community manager as I was assigned to look after the official Facebook pages Hero Bangladesh, Amaar Hero, Dabur Honey Bangladesh, and RED Paste Bangladesh. I was responsible for answering inbox and comment.

Hero Bangladesh and Amaar Hero

Hero is an Indian bike brand, which is currently providing its bike in Bangladesh. Hero Bangladesh and Amaar Hero are the two official pages for this company for Bangladesh. There were few customer queries I was dealing with everyday regarding Hero Bangladesh, Amaar Hero are:

- Price of bikes
- Availability of an EMI facility
- EMI monthly cost and downpayment
- Customer service helpline
- Showroom address
- Availability of an EMI area or location
- Bikes pictures, mileage, parts
- Customers complain

For Hero Bangladesh, I had communicated with customers and answer queries about price, EMI availability, location, downpayment, helpline, etc. Additionally, I had communicated with those customers, who had problems with Hero bike sales, parts, and services, noted down the problems and notify customer service to solve their problem. Along with these, I had to manage a complaint sheet, make a weekly report about whether the complaints were communicated and solved or not and get information about product price, campaign, and EMI related information.

Dabur Honey Bangladesh and RED Paste Bangladesh

Dabur Honey Bangladesh and RED Paste Bangladesh are the two famous brands of Dabur serving honey and herbal paste. For these two pages I had to deal with few customer queries:

- Price of a specific product

- Benefits of products
- Availability of a product and where to find them
- Identify product authenticity
- Customer service helpline

Customer perception, brand awareness, and interest depend on the timely response of a brand community manager. It also helps to grow brand value.



Figure 2: Amaar Hero communication



Figure 3: Dabur Bangladesh

Campaign Management

As the main objective of digital marketing is to reach the consumers as much as we can, it is important to make the advertisement visible for mass people on the internet, so setting up Google and Facebook Campaigns properly is another important way to engage people and reach most of the potential customers. Mainly campaigns are run to understand and find out

information about customers and their involvement or behavior towards a brand, as 80% of people of overall internet users are using Facebook and involved with social media platforms. In case of running any campaign, selecting the objectives for that campaign come first. A digital executive (who is responsible for digital branding activities) has to understand the campaign objectives first and then he needs to design the campaign plan.

1. Regular Campaign

During my internship period, my supervisor Ashraful Islam helped me to learn about Google ads and Facebook campaigns. So here are some easy steps to create a campaign on Facebook Campaign with images, links, and complete text formatting, which also contains the plain-text version. Regular campaigns are the most common type among all campaigns. Those regular posts where mention all product-related posts are the regular campaign. Amaar Hero usually posts EMI related posts, so that their regular post is all about EMI.



Figure 4:Amaar Hero post

2. Quiz Campaign

Proper advertising through Facebook helps a brand to optimize value, engage activities, and measure the performance and effectiveness of a campaign.

This was my first professional digital campaign after joining WAVEMAKER Bangladesh as an Intern. This was a huge experience and learning for me. It was a contest related campaign.

The campaign was posted on 31st May 2019 and where the participant was asked to answer the question about cricket by commenting under the campaign post on the official Facebook page.



Figure 6: Quiz Campaign



Figure 5: Quiz Campaign 2

3. RTM activities and post

Real-time marketing (RTM) is the ability to engage with your customers or fans instantly based on real-time information- like their actions and behavior, changes to your data or external news or events, on special occasions or incidents, those posts are RTM posts. During my internship,

it often happened that, more than 200 comments had to be replied by me on one day when there was any campaign post placed.

ঈদ মানে যোরাঘুরি আর জম্পেশ খাওয়া দাওয়া। মিষ্টি খাবার ছাড়া ঈদ ভাবাই যায় না। এই ঈদে মিষ্টি খাবার-এ ব্যবহার করুন ডাবর হানি। আর ঈদেও থাকুন একদম ফিট।



Figure 7: RTM posts

Creating Campaigns and Ads through Google Ad Words

In addition to that, I have also learned about creating campaigns and ads through Google Ad Words. Campaigns are run to know and gather more information about customers and how much they engage themselves in such campaigns, which might benefit their lifestyles. In WAVEMAKER Bangladesh, I got the opportunity to learn some easy steps to create ads and campaigns on Google, with the help of Google Ad Words.

Vehicle	Medium
 	
  	

Figure 8: Google Ad Words

Creating Campaigns and Ads through Google Ad Words steps are:

- Select Campaign Type and Name
- Choose the Geographic Location
- Choose bid strategy and set the budget
- Ignore the Ad Extensions section for now
- Create first Ad group and write the first Ad
- Insert keywords into the keyword field in account
- Set maximum pay-per-click
- Review everything
- Enter billing information

Competitor Analysis

During the internship program, I have also learned about competitor analysis. In this time, I had to analyze many competitors analysis of various firms for WAVEMAKER Bangladesh. For making competitor analysis we had to make an excel file, where the company name, total engagement, total post, etc. are written there. We calculate posts according to the client requirement, calculate total engagement, people reach and we make PowerPoint slide for

competitor analysis based on the excel file and others information. This competitor analysis and PowerPoint slides help to know more about the competitor and their strategy. The tasks are:

- How many posts they shared weekly, monthly or yearly
- How many people like, comment and shared their posts
- Calculating the total of people's engagement
- What type of post they usually posted
- Know about their total likes and followers, etc.

Campaign Ideation

Generating new ideas for new campaigns were another task that I had to do. Campaign ideas are challenges that organizations set to engage their network on a specific set of questions. These can be about future product releases, company sustainability, cost savings ideation, and ways to better align to the overall mission. Ideation is the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic element of thought that can be visual, concrete, or abstract. Ideation comprises all stages of a thought cycle, from innovation to development, to actualization. During my internship period, I had to work on it as well. For generating new ideas, there are three steps. Organizations must be prepared to manage each step and have the appropriate people and processes in place.

Step 1-Generation

Step 2-Selection

Step 3- Implementation

Commengine

During the internship, I had to cope up with a new site through which I used to reply the comments and inbox, named Commengine. It is software, which helps the company to track their positive comments, negative comments and the complaints. Through this app, the company would get a picture about their performance and would also get a market analysis or in which area they can improve themselves. However, the software was a bit complicated to operate and used to take a lot of time.

3.2: Challenges faced during Internship

Internet Problem

In this digital era of the fastest growing technology, internet connection, and speed have to be high for performing best without zero error in the network. But the desktop I used for managing the Facebook pages, faces continuous internet connection errors in the very first place. For this reason, I could not manage and keep tracks of all the queries before and sit idle for a long time keeping myself waiting for the connection to come back. But now this problem has been solved by our IT management. However, the internet connection and speed both should be improved more and built super-fast in structure by the company as quickly as possible.

Keeping Synchronization during Campaigns

When the Facebook campaigns are boosted and promoted with a high number of budgets, the rate of post engagement of the customers grow high as well. Therefore, I had faced countless problems during various campaigns. Keeping track of all customers and sending them a message and replying to their comments was undoubtedly a difficult task for me to do this all alone. I had to work on weekends as well so that not a single customer can get angry. Yet, I missed some of the replies. Lastly generated lots of customer complaints on the page I managed. However, I would suggest Wavemaker Bangladesh build automatic customer-

responsive software so that the software can keep track of those participants' messages and send them code numbers instantly during the upcoming campaigns itself.

Fake Facebook profile

While managing the official Facebook page, I came across so many fake Facebook accounts from which people used to give so many undesirable comments and messages which had to be hidden by me as soon as I find those messages or comments on the page that can harm the brand anyway. This needs to be stopped to keep the page and brand away from negative mind people. So that it helps to keep records about potential customers.

Product Unavailability

I had to communicate the message to the customers that they can avail our products. But some of the major products had been out of stock for a longer period. In Hero Bangladesh page, I had faced the problem with EMI related. Due to the unavailability of EMI in many places, I had to deal with those customers who wanted EMI in those areas. Hence Hero Bangladesh marketing management has to be more careful and responsive about this matter, so that their brand is not harmed in the future for product and EMI unavailability complaint issues and also it has to make sure about those issues.

Unsatisfied customers

Every day we had to deal with unsatisfied and unhappy customers. Deal with angry or unhappy clients as part of our roles and it's never easy. But if we know what to say and, more importantly, how to say it, we may be able to save the situation. We can even end up with a better relationship with our clients than we had before.

Lack of technical knowledge

When executing a task, a lack of technical knowledge may lead an operator to react inappropriately to a situation, again due to incorrect analysis from incomplete or incorrect

technical knowledge. Be a diligent learner and be prepared for all the tips and tricks whenever I got from my colleagues, especially from seniors and supervisors. Watch YouTube tutorial videos regarding the hacks of PPT, Excel, etc.

Adapting to work pressure

Follow and teach tips and tricks from senior colleagues, and my two fellow workers help me how they talk to people; what to say and what not to clients.

3.3: Red Light Events

Red Light Event means sensitive errors and most occurred problems that can hamper organizations' image and performance. Not many serious problems occur in the organization. I talked to my Department's Assistant Media Manager- Md. Mahfuz Ul Islam and my supervisor Ashraful Islam about the matter and they had given a short idea on it.

Time commitment

If fail or miss to reply all query deliver on time, impact my overall work. In job life, time management is most important. For failing to turn up any work on time, might mean that the project might not be implemented, which will make the client unhappy, which will impact all over the company reputations.

Communication

Talking with issue I had realized, the importance of communicating effectively with clients and customers. Wavemaker Bangladesh is a marketing agency, which is why communication plays an important role in this organization. I got to learn the importance of communicating properly with both clients and customers; whether the situation is bad or anything communication is very important.

Technical Skills

Technical skills are important for several reasons. They can help you work more efficiently, boost your confidence and make you more valuable candidate for employers. The importance of technical knowledge is much higher than bookish knowledge. Employees with a technical skill are often better at multitasking in a challenging and complex role and this digital platform, everything depends on technology, so that each and everything impacts on the work and it also can hamper the organization.

3.4: Learned from the Internship Program

The main reason behind the internship program is that students can implement the learning from the books into the practical world. I started to work on the digital media marketing platform at Wavemaker Bangladesh. I learned that there are many other skills needed to be a good marketer. To complete the task given by the office, I have learned some new things. Those things are:

- ✓ Planning and executing overall digital media content
- ✓ Plan for campaign and contents within budgets given by the clients
- ✓ Evaluating performance of the campaigns and ads.
- ✓ Generating ideas for making promotional ads and creative content.
- ✓ Managing customer complaints and other brand-related queries through social media.
- ✓ Using Google Ad Words and schedule Facebook content for final upload.
- ✓ Creating brand awareness among people, a loyal customer, and make the clients satisfied.
- ✓ Ad firms not only do promotional activities but also arranged sponsorship and event management.
- ✓ Companies' or clients can assign one or more ad firms for their promotional activities.

- ✓ Wavemaker Bangladesh is one of the subsidiary companies of GroupM and partnered by Asiatic 3Sixty.
- ✓ The service charge of any agency can be two types: 1. Fee-based and 2. Commission based.
- ✓ Wavemaker Bangladesh has access to advertise and promote the brand in every possible medium.
- ✓ In this social media platforms, Wavemaker Bangladesh got huge success in Community Management of garnier, Akij and Hero Bangladesh.
- ✓ For Google and YouTube advertisement, Wavemaker Bangladesh utilizes the Google Ad Words keyword tool.
- ✓ For Facebook and Instagram promotion, Facebook Advert is available.
- ✓ Wavemaker Bangladesh also can get demographic data on Facebook through Audience Insights.
- ✓ From the Google Analytics Dashboard, Wavemaker Bangladesh can get the overall performances of the brand and the web page visitors.
- ✓ From Facebook Analytic Dashboard, brand performance and Facebook user's response can be allotted.
- ✓ On Facebook videos, there are in-stream ads, bumer ads. On the other hand, there are static post ads like desktop news feed ads, multi-image newsfeed ads, GIF ads.
- ✓ How to make a competitor analysis.
- ✓ How to make a PowerPoint slide for competitor analysis.
- ✓ How to calculate engagement and people reach for companies and competitors.

**Chapter-4: Digital marketing, Customer Relationship and Brand
Promotion**

Digital Marketing is considered as most creative medium for businesses to promote their products or services focusing on worldwide market. Local businesses can be effectively changed over into global by simply developing and hosting website into the web servers. Any business can get an appropriate e-marketing business model from the list of B2B, B2C, C2C and so forth. E-marketing also known as digital marketing, i-marketing, web-marketing, online marketing, or internet marketing is the marketing of products and services over the internet which is also known as digital marketing. Digital technology has opened new channels for selling items. It gives the consumer a formerly inconceivable amount and nature of data in an easily accessible form. Consumers can sort products based on any ideal characteristic: cost, healthy benefit, usefulness, or blend of properties such as price/value. Consumers can utilize it to acquire outsider supports and assessments, or they can take advantage of the experience of different past clients. Digital technology has placed the client in control, making a shift in the dynamics of marketing (Yoram Wind, 2001). The online marketing is worth of billions of dollars and its developing at quicker pace. Many driving organizations have encountered massive boost in this sales and productivity by incorporating effective digital marketing strategy. In this competitive online market, solid online presence is compulsory for each business organizations. Pity the poor organization that neglects to see the new changing showcasing pattern or does not play by the new rules.

4.1: Impacts of Digital Marketing in Customer Relationship and Brand Promotion

Digital marketing has become an essential marketing tool for any business in this era. The impact of digital marketing in building a brand image and promoting the products or services in the digital marketing platform has increased significantly nowadays. Some of the impacts on brand promotion are discussed as follows.

Strategize with the Valuable Data and Analytics

With digital marketing, one can have an idea of the accurate number of individuals who have seen their site's homepage progressively.

With Google Analytics, business can track stats and data about their marketing website. It will let them think about-

- The number of individuals visiting the business page
- Their geographic location
- The sex, age and interests of the visitors
- How much time clients are spending on their site
- The source of traffic from different devices
- Website bounce rates
- How the traffic has changed over time
- By showing a breakdown of all this traffic information, this intelligence causes them to organize the marketing channels.
- The real-time data analysis gives a better understanding of the effectiveness of marketing strategies. With access to this data, business can likewise enhance marketing spending plan by putting resources into the well-performing marketing campaigns.

Content Performance and Lead Generation

Through digital marketing, business can measure precisely what number of individuals saw their marketing content. After that, they can gather the contact details of the individuals who download it by using forms. Furthermore, they're additionally creating qualified leads when

individuals download it. With a strong lead nurturing strategy, organization can construct better awareness and affinity for their brand. The greater engagement they get, the more Google considers their content to be worthy. Furthermore, thusly, it will boost their SEO rankings effortlessly.

Improved Conversation Rates

Converting an online customer is certainly not a tough job. All organization need to do is simply make their marketing strategy an engaging one. Targeted traffic offers greater possibilities for conversion. Unlike other types of advertising, digital marketing lets the organization have a two-path discussion with clients and leads.

Through digital marketing, business can connect with customers anytime. Rather than troubling them with various telephone calls, reaching customers online seems to be a better idea. Simply send an email and let them make a purchase and become familiar with the organization. From such interactions, significant leads can be created, which would in the end get an increase in conversion rates.

More Cost Effective than Traditional Marketing

Digital marketing saves money to an extent. This can possibly replace expensive advertising channels, for example, TV, radio, etc. With automated email marketing, business can help your leads. In this way, it will enable you to preload content and schedule it for conveying the content at important times.

Higher Revenues

Higher conversion rates can be created by successful digital marketing strategies. Thus, it will convey lots of beneficial advantages for a business in terms of better and higher incomes.

While advertising a brand:

- have a good layout that enables easy navigation
- utilize the digital platform to comprehend clients purchase patterns
- offer the suitable idea that addresses the issues of your clients
- utilize various digital marketing channels to accumulate valuable information

With better revenue growth expectancy, small and medium ventures will have better chances of growing their workforce.

Higher ROI from your Campaigns

Digital marketing companies optimize conversion rates to accomplish maximum Return on Investment (ROI) for organizations. With smarter branding and better revenues, digital marketing can get a better ROI than conventional marketing. With viable tracking and monitoring, results can be analyzed. It encourages the organizations to take vital measures as soon as possible. With digital marketing, business can create a consistent progression of targeted traffic that gets converted into sales and leads. What's more, the more the business creates this sort of traffic, the quicker they can enjoy ROI.

Compete with Large Corporations

The significance of digital marketing likewise lies in the way that it lets you contend straight on with large brands and enormous companies. From a small merchant to an enormous powerhouse, digital marketing offers a reasonable and powerful marketing tactics. Small brands can drive traffic both locally and across the country by reaching out to their target consumers.

Earn People's Trust and Build Brand Reputation

Digital Marketing influences via social media signals, social proof, and testimonials from consumers. The more solid these social signals are, the higher the trust rate it can produce from

targeted audience. Individuals would believe data about a specific brand if the information originates from the people they know. Also, when business live up to their desires, the brand reputation will turn into a web sensation. In the long run, it will open new entryways of open doors for reaching bigger markets.

Ensure Online Business Survival

Numerous individuals may come and go, yet a targeted few, not many will really make a buy. If the organization can target on the right sort of individuals who will be their potential clients, the best outcomes will, without a doubt, come. By executing brilliant strategies, such as blogging and social networking, they can speak with the intended target audience. It will assist them with gaining important criticism and bits of knowledge. With these, they can strategize and guarantee the survival of their business.

Know All About Competitors

As people say-"Keep your friends close and your enemies closer". Social media competitive analysis is a vital portion of organization's digital marketing campaign. At the point when businesses are taking part in digital marketing, they can inquire the specialists to investigate their rival's online strategies. It will assist them with capitalizing on any possible openings in a matter of seconds. They can see what they are doing to gain an upper hand and reach more buyers. Accordingly, they can figure out marketing opportunities and gain a solid upper hand.

Savings on Costs

Digital practice requires less manpower which brings about saving money on costs and furthermore requires less logistics but with the basic necessities, for example, great web availability, right labor, and awesome computing equipment.

4.2: Limitations of Digital Marketing

Despite having all the positive impact, there are some limitations in case of promoting a brand in digital marketing platform, which might be kept in mind. Some of these are discussed as follows.

Set up cost

With digital marketing, we can undoubtedly target clients all around the world through any of the strategy. However the set up cost of the site is high to get an attractive website design.

Know how to handle public reactions

Still there are numerous clients who don't know about internet facilities and go for items on store as opposed to getting it on the web. So it is hard to persuade them to purchase online.

Takes control out of hands

A few clients tend to just overlook internet advertisements which will make genuine organizations lose significant traffic. In case of social media, a single post or a tweet or any wrong claim and negative input about your product and services can demolish the organization's internet reputation for a long time.

Not be taken seriously

Digital marketing will not be paid attention to if not done expertly on the grounds that it is essential to remain reliable and professional in whatever channel the organizations are utilizing for their campaigns.

Campaigns are very easy to copy

Numerous individuals copy campaigns for fraudulent activities as they effectively duplicate trademarks and logos and give wrong and negative information about a brand, product or service to defraud clients.

Time consuming

It is easy to have past data on the internet. Keeping track of the up-to-date information is very important, which is time consuming as well.

Can get lost in the online competition

These days it has gotten hard for digital marketers to reach their target audience because of too much competition. They need to scramble hard for better position for ideal visibility of their advertising campaigns.

Online threats

At the point when it comes to online business, consumers should be cautious about deceitful exercises and from spamming. Also it is one of the major difficulties one needs to face to prevent confidential data being hacked.

4.3: Impact of HRM Functions on Digital Marketing strategies in the context of Wavemaker Bangladesh

Remuneration Package: If the compensation bundle is appealing enough for making the digital content more effective then the organization can be successful in terms of digital marketing. For Wavemaker, compensation bundle, bonus for extraordinary performance and good facilities for digital marketing term motivates them to work hard for the organization.

Flat Structure Organization: If the organization have a flat organizational structure, then it is easy to generate idea for a digital marketing. Wavemaker has a flat organizational structure. In this kind of organization top administration do not force to generate idea. So Wavemaker can produce thought that supports their strategy.

Recruitment: Recruitment and selection are the most basic and noteworthy HR works in Wavemaker, the organization won't have the option to develop and prosper in the market unless

the best and the right candidate are recruited for the digital marketing type job that Wavemaker is specialized for. HRM's vital challenge is to locate the correct individuals with self-inspiration, desire to develop personally and as a whole organization and of course obviously candidates with decent knowledge about the products with which Wavemaker works and a decent sense of humor to convey the best client care in a smart and professional way.

Planning: Planning helps the HRM department of the organization outline a course for the accomplishment of its objectives. The procedure starts with checking on the present tasks of the organization and distinguishing what needs to be improved operationally in the upcoming year. From that point, planning includes imagining the outcomes the organization needs to accomplish, and deciding the steps necessary to arrive at the planned goal, achievement. Regardless of whether that is estimated in monetary terms, or objectives that incorporate being the high-rated organization in client fulfillment. Wavemaker (previously MAXUS) was awarded 'The rest of South Asia best digital agency award (Gold) in campaign' due to incredible planning and applying them enough where and when required.

Task Distribution: Task distribution seems to be very simple, there can be a group of employees, and every worker needs to do allotted assignments, while the HR manager needs to tasks according to skills, abilities, workload, and duties of employees. In real practice, acknowledgment of this thought may get challengeable since HR managers need to know genuine skills of employees, plainly comprehend their abilities, estimate workload and consider existing obligations so as to distribute and assign tasks appropriately. Organization can possibly expect a satisfactory result of work when all the works are distributed appropriately and accordingly.

Assessment: Business assessments are a crucial angle for HR managers to understand what marketable strategy should resemble, what's working the manner in which it should, and what isn't. HR managers of the company are responsible for new ideas, better approaches for doing

things which can bring advancement and good reputation of the organization, also evaluating organization's position contrasted with its opponents and how clients are accepting them as an organization is very significant and fundamental for the HR department.

Creativity: Innovation and imagination have become basic aptitudes for making progress in organizations. The requirement for creative critical thinking has emerged as increasingly more management problems require creative experiences in order to find appropriate solution. Creativity goes hand in hand with innovation. Also, there is no innovation without creativity. While creativity is the capacity to deliver new and remarkable ideas, innovation is the usage of that creativity - that is the presentation of another idea, solution, process, or product. Creativity is the main force behind innovation and the consolidation of taking a look at things from an alternate point of view and opportunity of confinements by rules and composed or unwritten standards. Stimulating creativity and exploring totally new and obscure regions before lead as result to expanding the efficiency of the organization. Encouraging the employees to think outside of the box and giving them time and resources to explore new territories for creative ideas is the way to cost-effective business solutions.

Chapter-5: Conclusion, Recommendation, and Reference

5.1: Recommendations

Due to the miscalculation of proper audience or selection of a wrong target group results in campaign failure. So, digital marketers should be more accurate in terms of target audience selection. The foremost task of the firms is media planning and buying for their respective clients. So, a successful media ad campaign is developed by fully-formed strategic media planning. In the social media world, trends are very dynamic so brands should be more dynamic and fast. Otherwise, they may lose the opportunity to hit the goal. Sometimes, advertisements or content brands or on their social media platforms does not make any sense. This creates confusion among consumers and consumers got a wrong message from the brands. It hampers a brand's reputation. In many cases, when customers communicate with the brand personnel through the message on social media platforms, and they remain unanswered it or not well answered; could create a negative impression towards a brand. So brands should stay aware of these issues. Finally, they should also focus on the pitch presentation to draw the attention of a few more new clients since retaining of clients is very difficult nowadays because of newly established agencies along with the previous competitor agencies.

5.2: Conclusion

Wavemaker Bangladesh is a wing of the world's most reputed and renowned advertising agency GroupM, which is affiliated with Asiatic 3Sixty in Bangladesh. Marketing through social media has opened a new opportunity for brands. Like other sub-branches of GroupM, Wavemaker Bangladesh also has the world's largest clients like Nestle, Hero, L'Oreal, Danone, and Dabur. In contrast, they are also serving local clients like Akij Ceramics and Akij Cement. Their persisting hard work and patience brought them the award of Best Digital Marketing Agency 2017 Gold in South Asia. This report covers the digital marketing activities of Wavemaker Bangladesh and how it is contributing to promote all over the country and create customer awareness through Facebook mainly and also Instagram. As it is easy, cost-effective,

time-consuming and very much target oriented. On the other hand from the consumer perspective, it is very time-consuming because they can learn and compare brands from anywhere, anytime. They do not need to move shop to shop to learn about products. Not only that, through social media brands can communicate with their end consumers and consumers can talk to their brand personnel's anytime. Customers can justify them any queries whenever they want, it's really helpful for them as well as brands because it helps brands to gain customer feedback. But only social media marketing or digital media promotion cannot help a brand to achieve its goal. Because still, a large number of customers felt more comfortable in traditional stuff rather than digital or social media things. So, brands should go for both social and digital media marketing, but based on the market scenario or customer they should use which serves the best, and for that, customer behavior or market study is important for brands. The internship program helped me to communicate properly with my target audience, helped me to understand the importance of different communication channels, the significance of work culture, working in a team of hundred other people, technical skills. Wavemaker Bangladesh helped me to achieve the knowledge mentioned.

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