

Report On
Digital Marketing Strategy of Interactive Cares

By
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An internship report submitted to the “BRAC Business School” in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration(BBA)

BRAC Business School
BRAC University
October, 2021

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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.

Student's Full Name & Signature:

Afrin Sultana Rumu

16104038

Supervisor's Full Name & Signature:

Ms. Mahreen Mamoon

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Ms. Mahreen Mamoon

Assistant Professor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission on “Digital Marketing Strategy of Interactive Cares”

Dear Madam,

This is my pleasure to display my entry-level position as Business Growth and Sales and Marketing Intern at “Interactive Cares,” which your direction appointed me. I am glad to submit my internship report on “Digital Marketing Strategy of Interactive Cares” under your precious supervision.

I have attempted to finish the report with the essential data and recommended proposition in as practical, compact, and comprehensive manner as possible.

I want to thank you for your help and support and to express my gratitude to you. It was a great experience working under you. I would be happy to answer any kind of questions if you need some help understanding my research.

Sincerely yours,

Afrin Sultana Rumu

ID: 16104038

BRAC Business School

BRAC University

Date: October 10, 2021

Non-Disclosure Agreement

I have gained confidential information during the internship period at “Interactive Cares,” which should not be released. Moreover, I am a faithful person who preserves the confidentiality of any information that is restricted to reveal to anyone during the internship period and after the internship period.

Intern’s Full name and signature:

Afrin Sultana Rumu

Organization’s supervisor’s full name and signature:

Rare Al Samir
CEO, Interactive Cares

Acknowledgement

This report focuses on the Digital marketing strategies of "Interactive Cares". First, I am so thankful to Almighty Allah for blessing me with this three-month internship process and successful report. Secondly, I would like to thank my respectable supervisor, Ms. Mahreen Mamoon, for giving me her valuable time and providing proper guidance and continuous support to complete the report.

Besides, I would like to express my gratitude to "Interactive Cares" for giving me a chance to do my internship at their company. Moreover, the contribution of my parents and family members is also worthy in completing this report. My onsite supervisor Rare Al Samir and all colleagues deserve special thanks for providing me with such a professional experience and delivering me the information needed to complete the report.

Lastly, my heartfelt thanks go to all faculty who have helped to fulfil my university journey.

Executive Summary

Online Educational service has become a vital part of this digital era. Because of COVID19, most of the students prefer online education rather than offline. It is a time-consuming and flexible study environment for any student. As most people prefer online educational services, Ed-tech companies are growing day by day, and there are many competitors. A proper digital marketing strategy is needed in educational services to make a good position in this competitive market. For that reason, it is very crucial to implement effective digital marketing strategies for "Interactive Cares" than the other educational services. In my report, the digital marketing strategies of "Interactive Cares" will be emphasized particularly.

There are many educational services in Bangladesh, such as 10-minute school, Bohubrihi, Ghuri learning, and many more. Because of that, if the digital marketing strategy is not strong enough to create an obvious difference among all the educational services, it will be very difficult for "Interactive Cares" to compete. Though they are already using various digital marketing strategies, there are some improvements still to be done. By implementing a proper digital marketing strategy, they will achieve their goals and gain more success.

Keywords: online educational service, digital marketing strategy, start-up company.

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Figure 21: Respondents’ opinion

List of Acronyms

B2B	Business to Business
CEO	Chief Executive Officer
OVC	Online Video Communications
SEO	Search Engine Optimisation
CSR	Corporate Social Responsibility

Glossary

Organogram	Organization's structure in a graphical format.
Ed-Tech	Buying and selling educational services through the internet.

Chapter 1

Interview Overview

1.1 Student Information:

Name: Afrin Sultana Rumu

ID: 16104038

Program: BBA

Major:

1. Marketing
2. Human Resource Management

1.2 Internship Information:

1.2.1 Period, Company Name, Department, Address:

Duration: 26 June 2021- 26 October 2021(Total 4 months)

Company Name: Interactive Cares

Department: Marketing

Address: 46 Science Laboratory, New Elephant Road, Dhaka 1205

1.2.2 Internship Company Supervisor's Information:

Name: Rare Al Samir

Designation: CEO of Interactive Cares

Note: Rare Al Samir, CEO of Interactive Cares, has been helpful during the internship period. He introduced me to the work culture of Interactive Cares. I got to learn many things from him. He taught me how to work as a team, write helpful content, and multitask at a time. We did not have any executives in the Marketing department. At first, I was so afraid of how I could manage the whole task. But our CEO helped us and taught the whole task so nicely that I did not face any difficulties during my work.

1.2.3 Job Scope - Job Description/ Duties/ Responsibilities

It was an excellent opportunity for me that I got a chance to do my internship program in Interactive Cares. Being an intern, I was assigned to a lot of tasks. With the help of my seniors, colleagues, and my supervisor, it was easy for me to complete all the tasks correctly. I worked for almost three months, and I was involved with two departments. For the first month, I was in the Business Growth & Sales department and Marketing department. After a month I was fully moved to the marketing department. I got to learn many things from those two departments. Now, I will be giving a list of the work that I have done under the Business Growth and Sales department:

- Increase Sales opportunities with the existing and new customers to sell our online educational courses.
- Daily contact with the customers to know their requirements
- Calling tasks where I had to call the new and existing customers to sell more educational courses.
- I was making lists of potential clients.
- Email marketing
- Convincing people to buy courses through Facebook

It was a great experience to do these tasks because I learned how to convince clients to buy several things modern. Besides, I have done work with the Marketing department, and I was later fully moved to the Marketing department. It was an excellent opportunity for me because I could focus on one department properly. I had a wide range of responsibilities in the Marketing department. These are:

- Design new social media ideas
- Monitor related and competitor social media platforms for getting new ideas and making creative plans.
- Write social media posts
- Creating marketing content
- Assist Graphic Designing, Content Writing, and Video Editing team
- Report the results of marketing initiatives to the CEO
- Prepare promotional presentation
- Managing the whole marketing team and assign tasks to the new interns
- Researching consumer satisfaction and needs

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company:

These were my contributions to Interactive Cares as an Intern:

- Majoring in Marketing allowed me to implement my academic knowledge into my work field. I understood the tasks very quickly because of my academic background, and I did a competitive analysis correctly and created creative marketing content.
- Majoring in Human Resource management also allowed me to manage the team properly. We did not have any executives in the marketing department, and our team was not up to the mark of their performance. Then I implemented my Human Resource Management knowledge to create a format to divide the work among the team members equally to do their work correctly and help achieve its goal.
- I used my leadership skills to motivate our team members, and in the end, the output was up to the mark.

1.3.2 Benefits to the student:

I learned many valuable things and gathered knowledge from this internship. Some of the benefits from my internship are given below:

- I got a chance to improve my communication skills by communicating with the costumes during the Business Growth and sales department.
- This internship program broadened my current skills and added additional job opportunities for me.
- It was a virtual internship, and during this pandemic, it was easy for me to do work from home.
- Increase my critical thinking skills
- I learned to use various software and tools to make beautiful and creative designs.
- Interactive Cares also provide me with all the educational courses and give me lifetime access. The courses are- Digital Marketing Career path, IELTS Preparation, Spoken English, Microsoft Excel, etc.
- Networking is one of the best benefits I have gotten from Interactive Cares.
- In most cases, interns do not learn properly and apply their knowledge in the work field. Nevertheless, from Interactive Cares, I got the chance to learn many things and apply them in my workplace.

1.3.3 Problems/ Difficulties during internship period:

From this internship program, I got to learn many things. However, I also had to face some challenges and difficulties. The difficulties I faced are given below:

- In the marketing department, we did not have any executives, and because of that, I could not find enough professional guidance.
- Before joining the company, they told me that I had to work from 8 PM to 12 AM, four hours in total. However, things got changed, and I had to increase my working hours from four hours to five hours; and because of this sudden change, I had to reschedule my tasks and put in the extra effort.
- I had to collect much internal information about the company to write my internship report, which was not easy because it is a growing startup and does not have enough documentation.

1.3.4 Recommendations:

I want to add some recommendations for Interactive Cares for its growth and development. These are:

- The first recommendation to Interactive Cares, based on my experience, is to train the employee before giving any tasks to them.
- The working hours should be decreased.
- To increase productivity, they should hire an Executive for the marketing department.
- Moreover, Interactive cares' should focus more on SEO to increase the quality and quantity of traffic to their website. It will help the website to work faster.
- The company should pay their interns, which will motivate the interns more to work properly.

Chapter 2

The organization

2.1 Introduction



Figure 1: Logo of “Interactive Cares”

“Interactive cares' ' is the cloud and Artificial Intelligence (AI) based company which is Bangladesh’s first-ever E-learning platform. It is a virtual platform that provides academic, career, skill development, campaigns, and courses. It also provides cultural flourishing by many events. ‘Interactive cares’ was first introduced in 2017. The founder and CEO of Interactive Cares are Rare Al Samir, an Entrepreneur, Researcher, Financial Analyst, Tech Enthusiast, and Problem solver. He made this E-learning platform to provide online education, health, mental health, and legal services to the customers with the help of real-time communication. Recently Interactive Cares has around 275 thousand followers on Facebook and more than twenty thousand users on the website. This website came up with many features. For example, people can easily register and search experts for E-learning, Health, Mental health, and Legal services. Interactive Cares has many courses on their website like Academic courses, ArcGis, case solving, Complete career path which is a full-stack web development course, CV writing, Django, Graphic Design, GRE, IELTS, Interview-skills, ISSB, Java Scripts, How to open a Linkedin profile, Machine learning, SEO, Video Editing and so on. Besides, it provides many free masterclasses for those courses. They communicate with their customers directly by chat, video call, and voice all through the website. Additionally, Interactive Cares plans to add a virtual whiteboard, an automated prescription system for experts. It would be a more manageable and comfortable way for experts to give their services. This service is entirely new in Bangladesh. Using this system, experts can serve individuals or groups and write things on the whiteboard so that people can easily understand them and feel like real-life experiences. Interactive care not only provides one-to-one learning solutions but also recorded courses.

2.2 Overview of the company:

Vision:

Interactive Cares is constantly working to make online education easily accessible to enthusiastic individuals at the cheapest rate possible so that everyone can learn how to be skilful, build their careers in their respective fields. Moreover, they live the life they want. Its goal is to play a role in digitalizing the country by providing quality education by our top-notch instructors. Creating a trusted online source for people is one of the objectives they are working on.

Mission:

Interactive Cares' mission is to be the best one-stop Ed-Tech platform in Bangladesh to serve its people in their language and make them skilful enough at a minimal cost to win the competitive world.

Values:

Every core value of Interactive Cares' is very special. It has five core values which are given below:

- **Accountability:** Always fulfil the responsibilities
- **Excellence:** The quality is always good
- **Collaboration:** Working together to accomplish a goal
- **Innovation:** Encouraging originality
- **Inclusion:** Providing equal access to every employee
- **Respect:** Respecting every single individual

Strategic Objectives of Interactive Cares:

- A platform that will help the instructors to teach more effectively.
- Make effective communication between the instructor and the students.
- Develop creative learning tools.

Organizational Structure:

The organogram is very simple in Interactive Cares. The CEO is directly supervising the intern most of the time. Because of this type of support, I got to see a friendly relationship between employers and employees, which motivates the employees a lot.

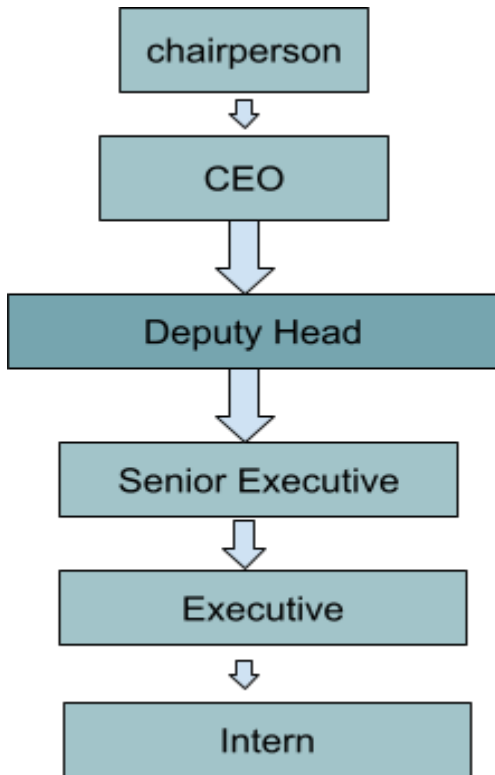


Figure 2: Organizational Structure of Interactive Cares

Services:

Interactive Cares offers many types of services. This wide range of services is being provided in one platform, which is their Website. They provide various courses like Academic courses, AR-VR, ArcGIS, AUTOCAD, Case solving, Complete career path, CV writing, Django, Graphic design, GRE, IELTS, ISSB, JAVA Script, Python, and so on.

The benefits of Interactive Cares are mentioned below:

- Online courses: Online courses for many types of students will develop their knowledge and skills.
- A rich collection to choose from: Student has the opportunity to select the form
- Masterclass: Interactive Cares offer a masterclass before launching any courses to give a short idea about the courses, free for all students.
- Live classes: Many renowned instructors take live courses that will help students increase their skills and knowledge.
- Pre-recorded courses: Pre-recorded courses are also available here.
- Various cultural events: They launch various cultural events as well.
- Competitions: They also hold many competitions



Figure 3: Interactive Cares Courses

Partners:

Interactive Cares is a partner with a2i, Bidyanondo, Jamuna TV, Kishor Alo, Light castle Partners, YSSE, BYLC, Legal Seba, Bondstein, Torun, New Age, Youth Village BD, The Financial Express, Education Entrepreneurs Society, EMK Centre, Banglalink, Bangla radio 95.2 and many more.



The
Financial Express



Achievements:

Interactive cares have achieved interactive commendation as the finalists of 'Entrepreneurship World Cup,' 'She Loves Tech' Global Startup Competition & Got recognized as the Top 20 Technology Innovators Magazine, USA. Corporate figures as Dr Abdun Noor Tushar, John Kabir, Prito Reza, Sadman Sadik, Ghulam Sumdany Don, Kingkor Ahsan, Miftah Zaman, Rafsan Sabab Khan, Mashrur Enan, Ahmad Ashkar, Ready Sheikh, Tina Jabeen & more than 50 renowned leaders have joined Interactive Cares as Judge, Guest & Speaker. Interactive Cares emerges as the country's biggest Ed-Tech platform.

Departments:

Eleven departments operate “Interactive Cares.” These are:

1. Operations
2. Marketing
3. Content writing
4. Graphic design
5. Video editing
6. Web development
7. Studio Operations
8. Sales
9. Product Development
10. Human Resources
11. Customer Services.

2.3 Management Practices:

Interactive Cares' is a startup company. Its hierarchy is very simple, and the leadership style is Democratic because the CEO and Chairperson make the company's decisions and carry all the responsibilities. However, they take other employees' suggestions. Interactive cares' human resource planning process includes the recruitment and selection process, the compensation system, the training and development, and lastly, the performance appraisal system. They also administer employee benefits. In addition, they ensure corporate discipline along with compliance. They motivate the employees, and they are very organized that helps in achieving the company's goals and objectives

The details of these planning processes are given below:

- **Recruitment and selection process:** The HR department has the responsibility to recruit and select employees. They circulate google forms where they take the first look at the employees. They focus on the qualification, work capabilities, behaviour, personalities, skills, and teamwork capabilities. After they screen the applicants who are appropriate for the job, our CEO and Chairperson also take the final interview to hire the employees among the selected candidates.
- **Compensation system:** The pay scale of the employees is determined by HR. At first, they analyze the market and employee working capabilities, skills, and performance. Based on that, they decide how much they will pay them. However, interns do not have the opportunity to make money, but there are many opportunities for employees like free courses, recommendations in LinkedIn, and certificates.

- **Training and development:** HR also takes responsibility for training the new employees. Before joining, they arrange a meeting with the employee and give them a brief idea about the company, job, culture, and the rules and regulations that every employee must maintain. The length of the training session depends on the employee's capabilities and understanding, and it can be one day to five days.
- **Performance Appraisal:** Performance appraisal is an essential thing for any organization. Interactive Cares also maintains this in a good way. HR uses many techniques to assess employee performance. Every month they also arrange a meeting to announce the best performer of the month and employees who showed their best performance and achieved specific goals. Based on the evaluation, they also got promoted.

2.4 Marketing Practices:

The Marketing department plays the most crucial part in Interactive Cares. The marketing team creates customers who generate incomes. Moreover, they guide future courses and examine whether they will give success or failure. In addition, they also do all the marketing research and make all the plans for Interactive Cares courses and events. They always do their best to increase sales. The marketing team engages in various activities, which are given below:

- **Social media marketing:** This is a digital era and social media plays a vital role in selling educational courses. The marketing team does their best to attract the audience through social media that customers will willingly buy the courses. They do Facebook marketing, Youtube marketing and also use LinkedIn to advertise their courses. There are almost three lakh followers on Facebook who regularly see the posts arranged by the marketing team.
- **Press:** Interactive Cares is one of the fastest-growing EdTech startups in Bangladesh. For its best performance and quality courses, it is featured in many renowned media like Daily star, New age, Financial express, Samakal, Business standard, and Jamuna TV. Coordinating with advertising and media experts helps to improve the marketing results.
- **Digital marketing:** Interactive Cares' uses digital marketing tools like SEO, Content marketing, Google ads for more views and to grab more customers. They also paid a significant amount on SEO that helps to rank their website in the first place and affects the website traffic. In addition, they design marketing databases, email and display advertising campaigns.

- **Communication:** The marketing team communicates and coordinates with the target audience, stakeholders, and partners to achieve their expected goals quickly.
- **Campaign plan:** The marketing team designed the campaign and managed all the contests. They also arrange various competitions and giveaways to make it successful.

2.5 Financial performance and Accounting Practices:

“Interactive Cares” is a startup company, and to maintain some privacy, they did not want to share all the financial details. The Chairperson, Account managers, and other accountants have responsibilities for all kinds of economic and accounting-related activities. They have just one year record, and according to the audit report last year, the Total Revenue was around 80 lakh Taka and the Net profit was 12 lakh. It was a massive success in a short time which “Interactive Cares” achieved. After operating expenses like payroll, utilities, rent, and depreciation, the net profit is decent for a startup company.

2.6 Operation Management and Information System Practices:

Interactive Cares Operation department is regarded as the ‘face’ of the company. Analyzing and maintaining operational data are their significant duties. The operation team directly works with people and provides the services directly as well. Moreover, they perform the primary tasks of the company. Implementing policies is their priority and displays its standards. The operation team maintains all types of formal communication. For example, they are keeping partnerships, affiliations, and sponsorships. They also conduct events, masterclass and projects, database management, and enrollments of the customers.

2.7 CSR Activity of Interactive Cares:

- Many people's lives were hampered because of the Covid-19. Many people died, and there are a lot who lost their jobs. Interactive Cares has been helping them since last year by providing financial help and giving all possible support.
- Interactive Cares also helped Bidyanondo Foundation, which is a non-profit organization. It provides them monetary assistance to motivate their noble works.

2.8 Industry and Competitive Analysis:

SWOT Analysis of Interactive Cares:

The SWOT analysis analyzes a company's Strengths, Weaknesses, opportunities, and lastly, threats. It evaluates a company's competitive position. During the internship period, I researched the SWOT analysis of Interactive Cares, which is given below:



Figure 4: SWOT Analysis

Strengths:

- “Interactive Cares” provides online educational courses at a minimal cost that the maximum number of people of Bangladesh can afford.
- It also launches a free masterclass program before launching any courses where any student can learn the basic idea of that specific course.

- who purchase the courses will get lifetime access
- The focus is on quality, not quantity.
- They provide educational services on a virtual platform, which is so flexible.
- Their operation system is so organized.
- Gives 24/7 customer support

Weaknesses:

- Their payment system is poor
- Engagement with customers is poor
- The relationship between virtual interns with each other is questionable.
- Lack of engagement with instructors and students
- The Career path courses are so lengthy

Opportunities:

- During this pandemic period, demand for online learning platforms is high.
- Collaborating and being featured in many renowned companies increase the popularity of “Interactive Cares.”
- Many educational platforms fail to satisfy their customers. But “Interactive Cares” fulfil all the needs very gently to the customers to turn them into loyal customers.

Threats:

- Strong competition because there are already many online educational platforms like 10 Minute School, Ghoori learning, Bohubrihi, Shikho, and so on.
- Customers have many options to choose from where they want to purchase.

Porter's Five Forces of Interactive Cares:

By Porter's five forces, we can quickly analyze the competitive position of any organization. I got to explore Porter's five forces during my internship period. Porter's five forces of "Interactive Cares" are described below:

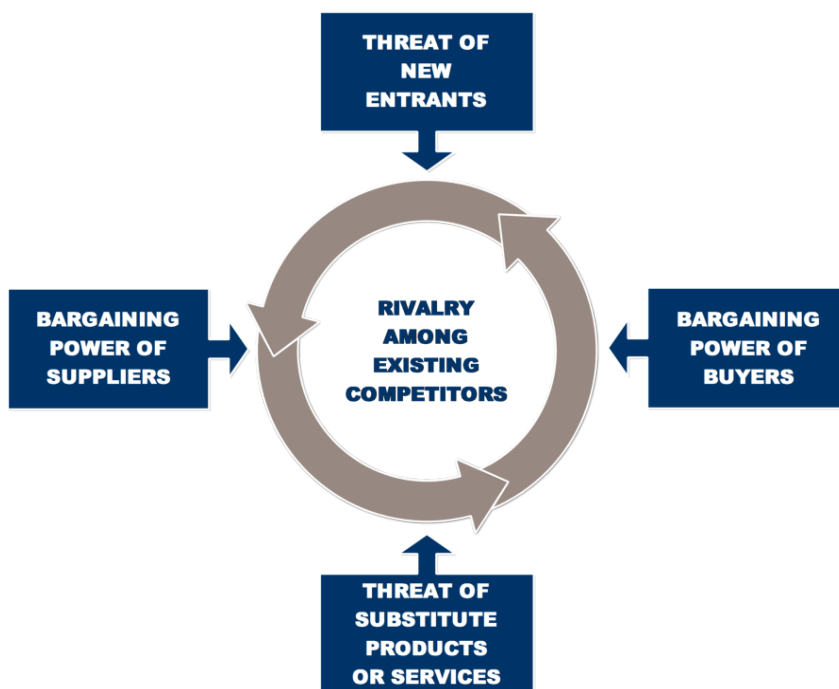


Figure 5: Porter's five forces

Threat of new entrants: High

During this Covid 19, Most of the students and guardians prefer online education to avoid the risk of this disease. Because of that, many companies are planning to create online educational platforms. Many instructors are also building their educational channels to make extra income. Thus, the threat of new entrants for "Interactive Cares" is very high.

Bargaining power of buyers: High

As there are many established online educational services like 10 Minute School, Ghoori learning, Coders Trust Bangladesh, Creative IT, Bohubrihi, Shikho, and many more, buyers have many options to choose from. They always try to find the companies where they can buy the best courses at the lowest prices. Because of that, the buyer's bargaining power is high for "Interactive Cares."

Bargaining power of suppliers: LOW

"Interactive Cares" does not have any suppliers. They choose the best instructors, and by helping them, they create attractive course packages for students. Therefore, the bargaining power of suppliers is low here.

Threat of substitutes: High

"Interactive Cares" has lots of substitutes because there are many existing ways of education. Many Facebook pages offer online tutors for students for specific subjects. In addition, people are more interested in free courses, which they can get on YouTube easily. Even though those courses are unorganized and not sufficient enough, buyers are more interested in them. Because of that, the threat of substitutes for "Interactive cares" is high.

Rivalry among existing competitors: High

As I mentioned above, many existing online educational companies provide online educational services. Every company gives its unique ideas and services to attract customers more and grab the existing customers for a long time. So, there is high competition among that educational platform. Thus, the rivalry among existing competitors for "Interactive Cares" is high.

2.9 Summary and Conclusions:

"Interactive Cares" is one of the best Ed-tech platforms in Bangladesh. This AI-based platform provides educational services at the lowest prices. It brings top-quality courses, masterclass, and cultural events. The classes are affiliated with experts. Moreover, it not only provides online courses but also recorded lectures. Many online educational platforms exist, but "Interactive Cares" gives their best services with many special discounts and promo codes. Their operations with the different departments are good, making the organization stronger day by day. However, they have some limitations as well. If they overcome limitations, they will be one of Bangladesh's most renowned and successful Edu-tech companies.

2.10 Recommendations:

“Interactive cares” needs to invest more money in recruiting the best employees for every department. This will boost up the company's performance. Moreover, they should add more campaigns to promote their services to attract more consumers. In addition, their website could be better so that people can easily understand the procedure of using it.

Chapter 3

3.1 Introduction

3.1.1 Background:

An efficient digital marketing strategy helps target a specific audience, build customer engagement, and improve customer relations. A proper digital marketing strategy can boost a brand very quickly and effectively. Digital marketing strategies include Social media marketing, Email marketing, Content marketing, Search Engine Optimization, Affiliate marketing, and many more. As "Interactive Cares" is an E-learning platform that virtually provides academic, career, skill development, and other courses, implementing these digital marketing strategies plays an important role here.

Day by day, the number of E-learning platforms are increasing. Because of that, many competitors have similar goals and audiences. To keep "Interactive Cares" in the highly competitive Bangladeshi online educational platform market, they have to follow the most effective digital marketing strategies.

Though "Interactive Cares" has its digital marketing strategies, the company faces some problems right now, like the number of customers decreasing. So, they have to change some digital marketing strategies to solve the problem and get more customers.

3.1.2 Objectives:

- How effective digital marketing strategies are to increase sales.
- Find out the effective digital marketing strategies which can increase the sales of "Interactive Cares."
- Giving some best ideas that can improve the company's digital marketing strategies.

3.1.3 Significance:

This research has highlighted the digital marketing strategy of "Interactive Cares". Other E-learning companies have already created a substantial brand value by generating and implementing effective marketing strategies, "Interactive Cares" still lacks in this sector. They used specific techniques and thought that it would bring success to the company. But the digital marketing strategies they are implementing are not fully working. This research will show how making some changes in digital marketing strategies can significantly impact and increase its sales to a great extent.

Moreover, this study will show how the new digital marketing strategies will change clients' perspectives towards the company's offerings. After this research, "Interactive Cares" will know which method will increase their sales, customer engagement, and brand value.

3.2 Methodology:

The research shows the effectiveness of digital marketing strategies of "Interactive Cares." To complete this report, first, I choose the research subject. After that, a survey is done using both primary and secondary data.

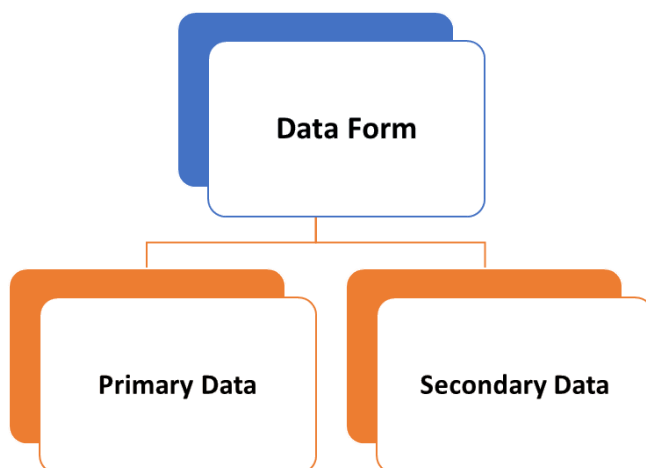


Figure 6: Primary and Secondary data

Primary Data:

- Taking part in the job during my internship period in “Interactive Cares”.
- My observation during the internship period.
- By contacting the employee from my organization
- Direct contact with the CEO and Chairperson of “Interactive Cares.”

There are almost seventy employees in our organization. We have a common platform called Zoom, where we work together and a joint messenger group for all the “Interactive Cares” members. I made the questionnaire to collect the data from the employees and CEO.

Secondary Data:

- Textbooks
- Blogs
- Newspapers
- Websites
- Official files

Method of Research: Structured Questionnaire

Sample size: 60

Method of sampling: Convenience Sampling

Limitations:

- Difficulty in having internal feature information
- Limited information on the internet
- Lack of articles and newspapers

3.3 Finding and Analysis

I have done a brief survey for this report. I surveyed to know how the "Interactive Cares" employees feel about the current digital marketing strategies. Moreover, I took an opinion regarding effective digital marketing strategies which can increase the sales of "Interactive Cares." I have asked 15 questions to know their point of view. I did this survey to make some improvements that I can give my company.

Evaluation and Outcome:

Demographic part:

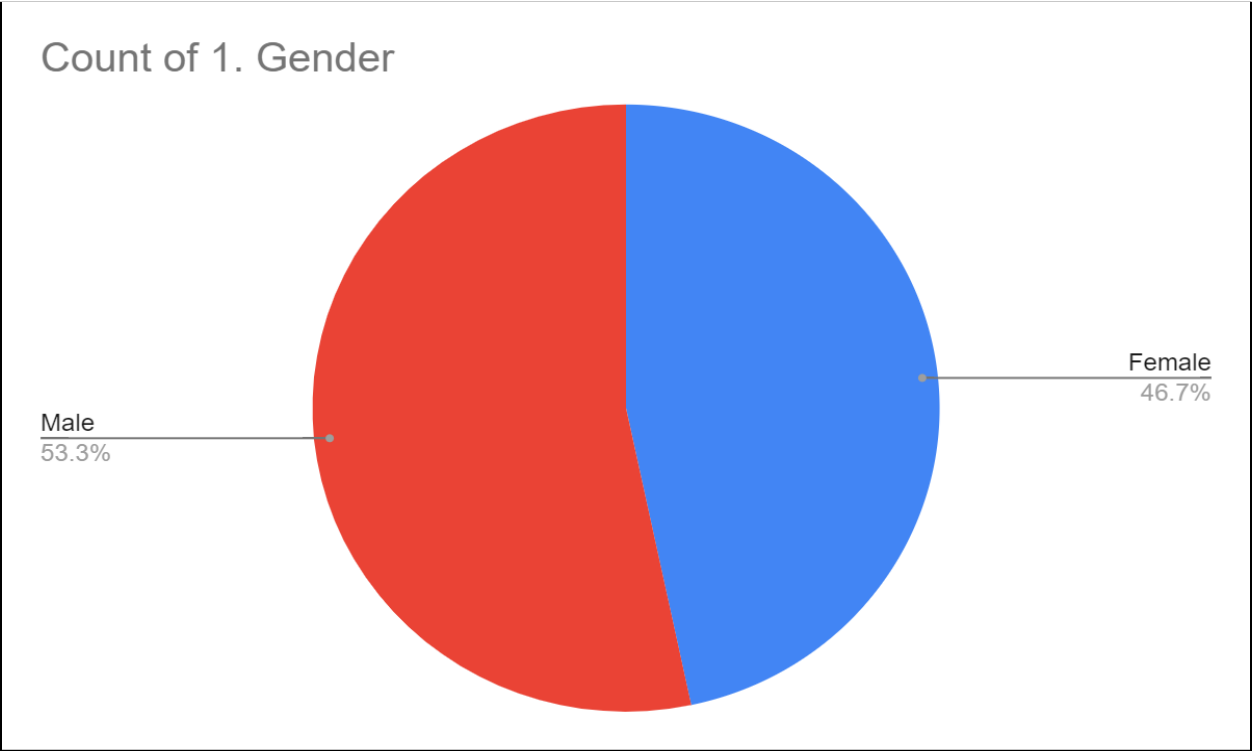


Figure 7: Responses regarding Gender

We can see from the 60 respondents that males are 53% and females are 46.7%. It is not a huge gap. Nowadays, women are equally participating in the workplace like men.

Age:

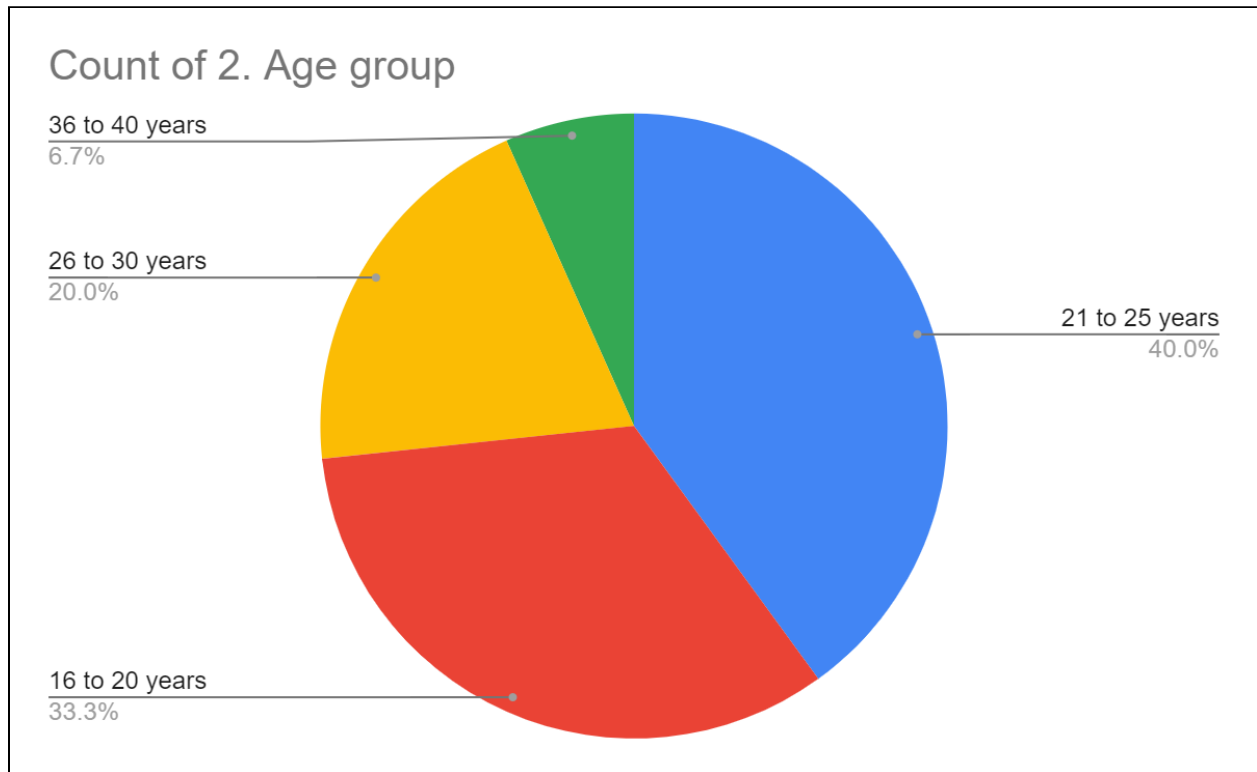


Figure 8: Responses regarding Age

In this survey, we can see that 40% of people's age group is 21 to 25 years old and know many things about the latest technology and digital marketing strategies. 33.3% of people are 16 to 20 years old, and 20% are 26 to 30 years old. And the lowest age group is 36 to 40 years old, which is 6.7%.

Profession:

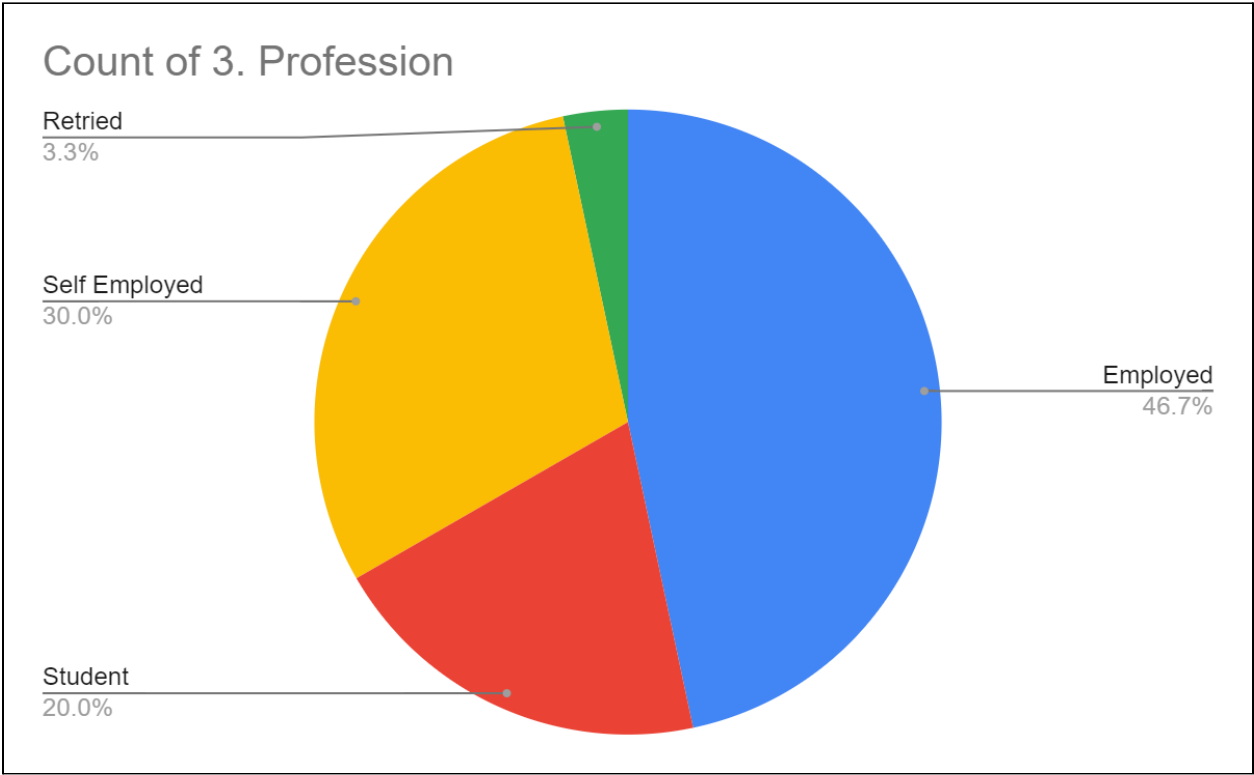


Figure 9: Percentage of respondents’ professional history

As we already know, most of the respondents are Employed which is 46.7%, and 30% of people are self-employed who are just a part of “Interactive Cares.” Lastly, we know that many students like me do internships under their supervision, which is 20%.

Income Status:

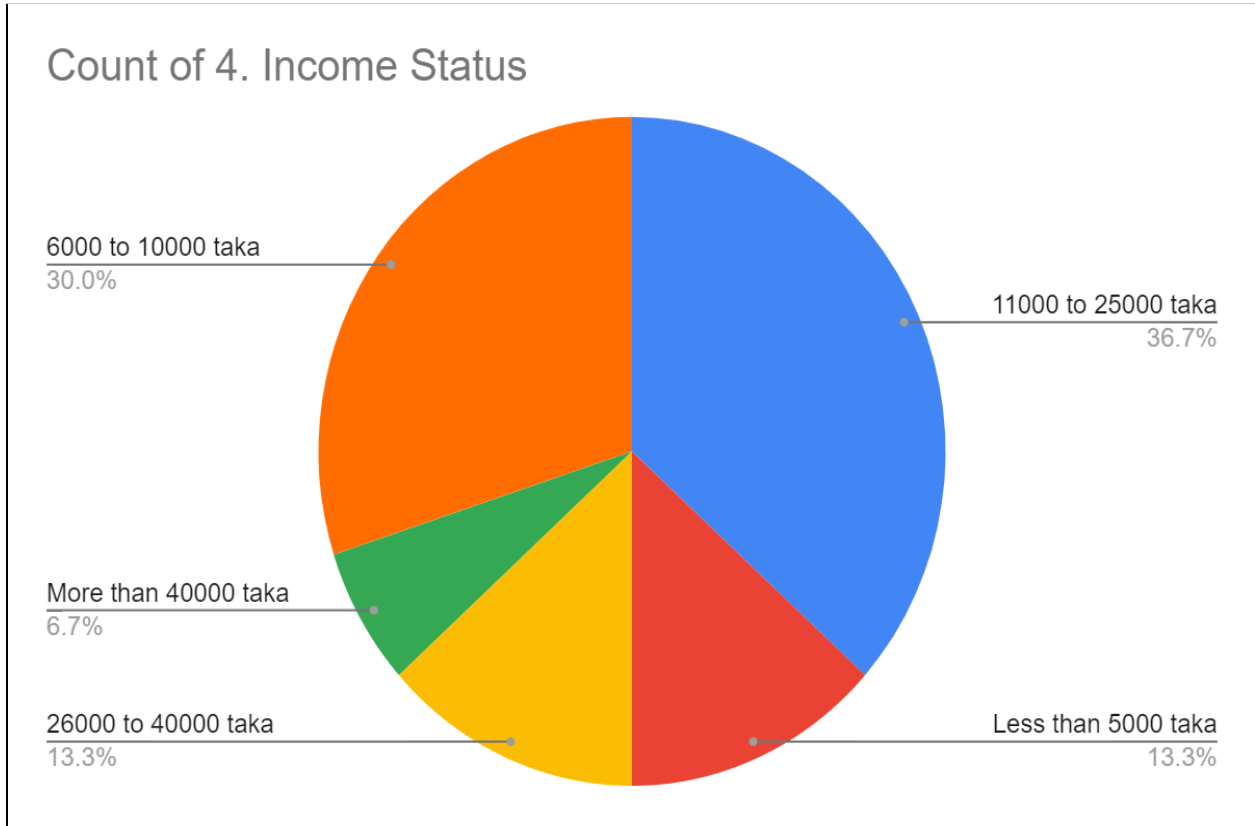


Figure 10: The surveyed people income level

From my survey, 36.7% of respondents' income status is from 11000 to 25000 Taka. We know that it is a startup company, which is why the salary is not that high. They have been working for a long time, and they know what the current digital marketing strategy of "Interactive Cares" is and how we can improve more. The lowest salary range is 6.7% which is more than 40000 taka.

Importance of digital marketing strategies and how Interactive care can implement it more to increase sales:

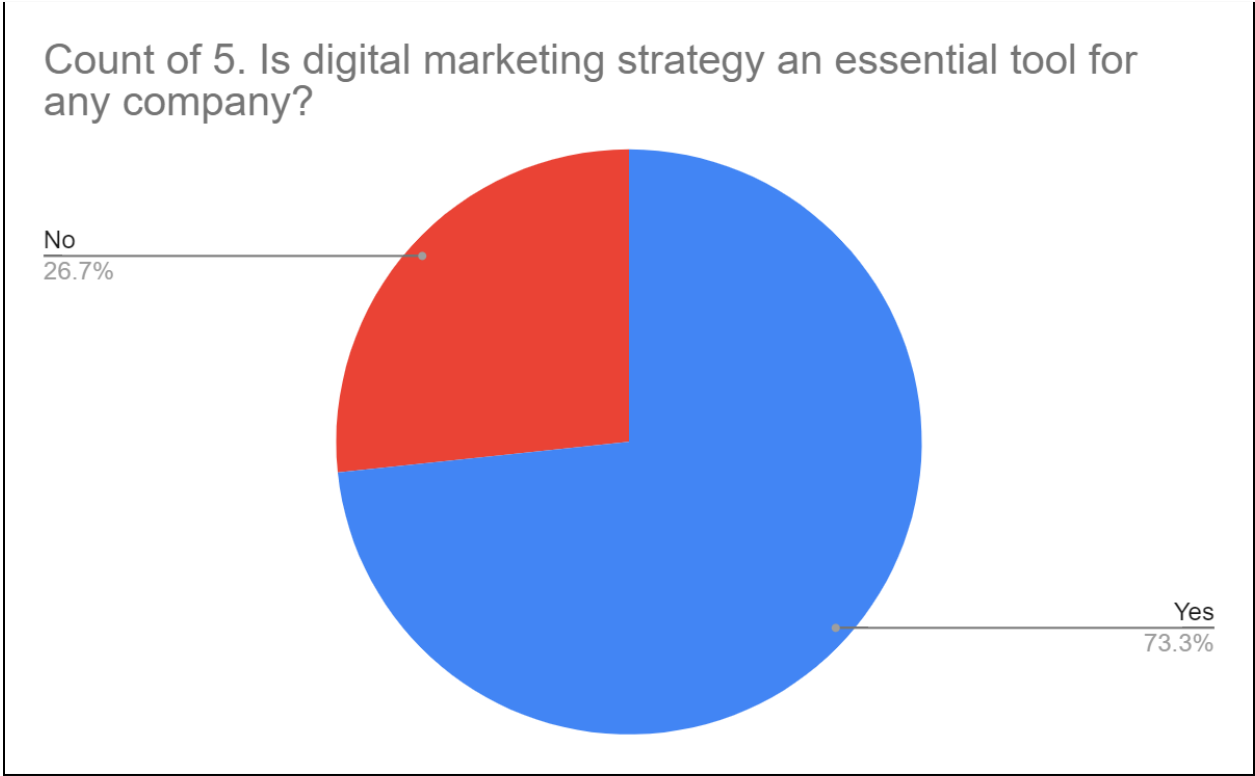


Figure 11: Respondents' opinion

73.3% of people agreed that a Digital marketing strategy is an essential tool for any company. A study shows that digital marketing strategy helps give direction, understand market share, develop a compelling value proposition, better understand customers, and avoid duplication and risks (SmartInsights, 2021). Moreover, a digital marketing strategy helps create a market technologically, and it involves Facebook marketing, YouTube marketing, SEO, Content marketing and many more.

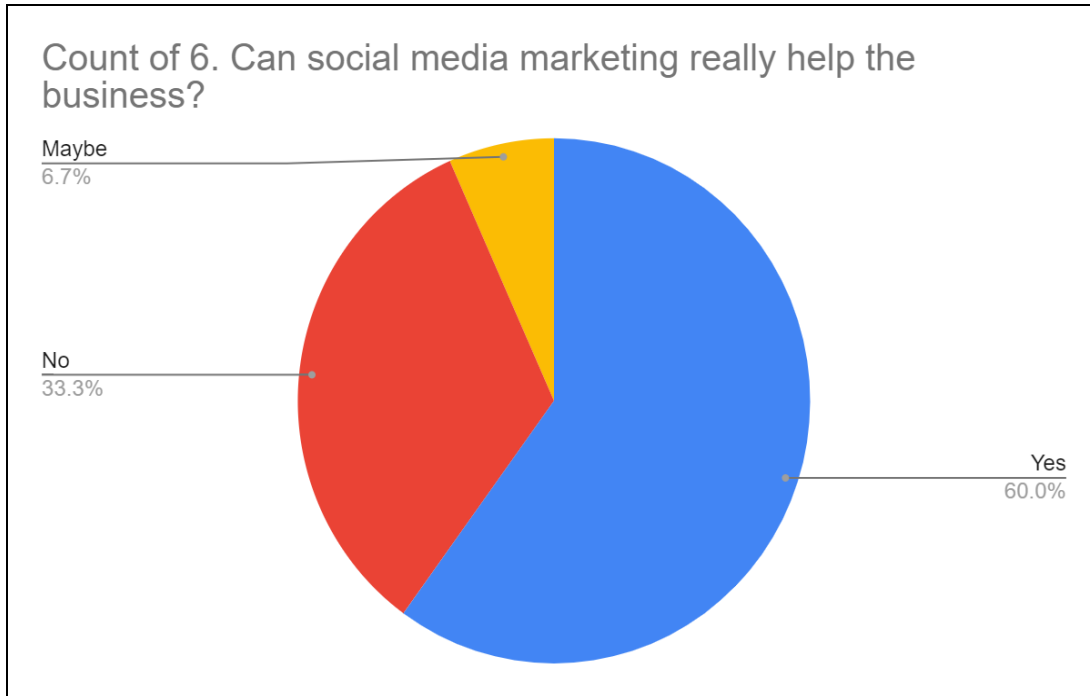


Figure 12: Respondents' opinion

60% of people on my survey agreed that Social media marketing could help the business grow. Social media is one of the most important platforms to advertise and brand and its products (Henderson, 2020). With less amount of cost, people can promote their brand and products using social media. There are many online users in Bangladesh, and an easy way to grow an audience with a small budget and learn about the competitors. Interactive Cares has a Facebook page, Group and Youtube Channel for their social media marketing. But they have to improve on some factors and invest more money and strategies to grab more customers' attention.

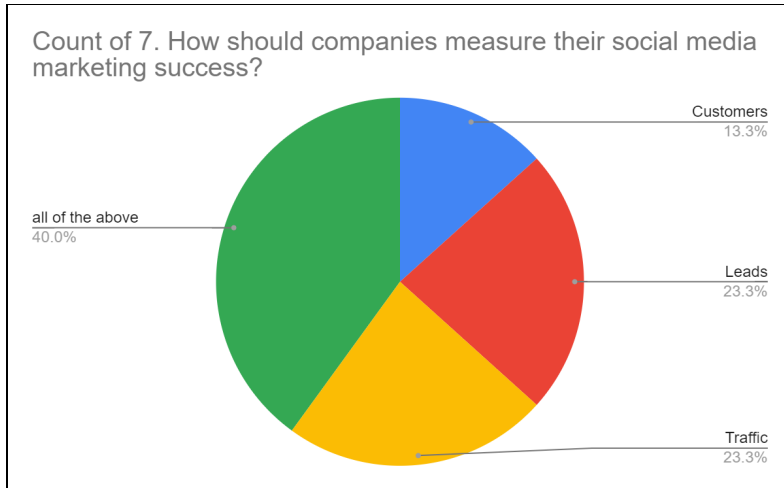


Figure 13: Respondents' opinion

According to 40% of people, Companies should measure their social media marketing success by customers, leads and traffic.

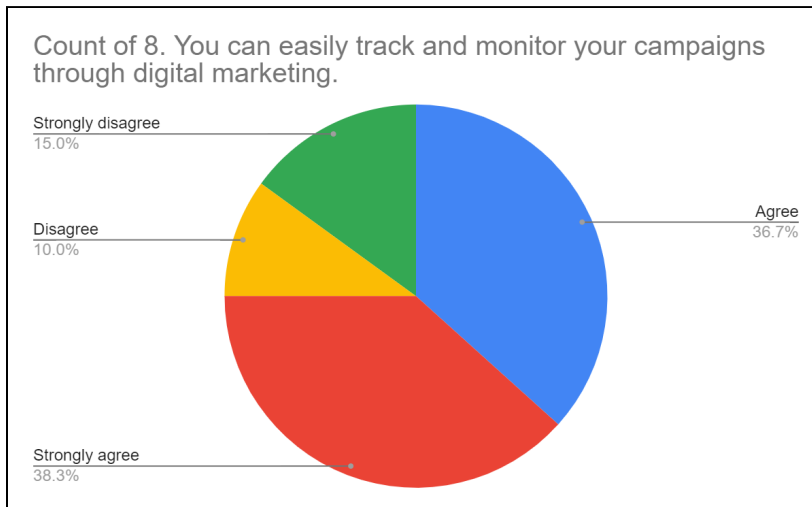


Figure 14: Respondents' opinion

The majority of the people(38.3%) strongly agreed that through Digital marketing, people could easily track and monitor their companies.

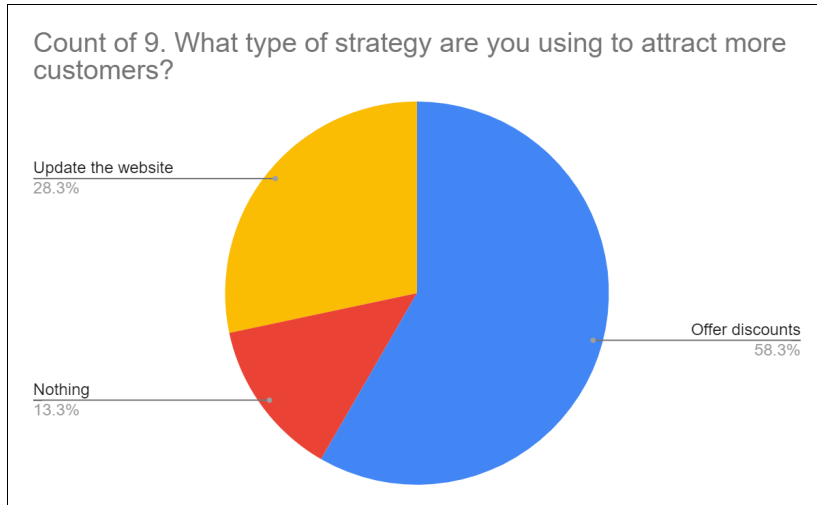


Figure 15: Respondents' opinion

Using strategies like Offer discounts helps to attract more consumers. 58.3% of people agreed with it.

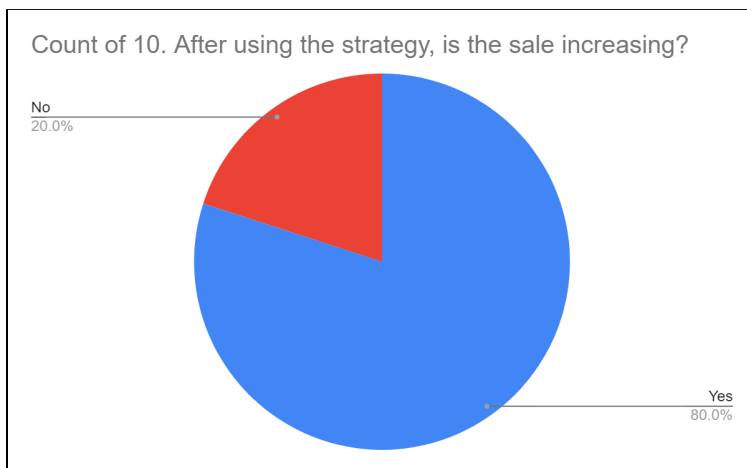


Figure 16: Respondents' opinion

Around 80% of employees of “Interactive Cares” think that sales are increasing after using the proper digital marketing strategy.

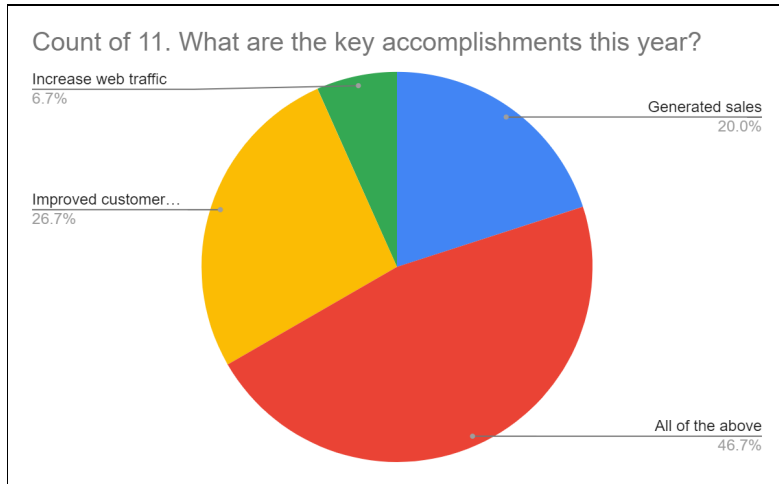


Figure 17: Respondents' opinion

According to around 46.7% of people, increased web traffic generated sales and improved customers are the key accomplishments this year.

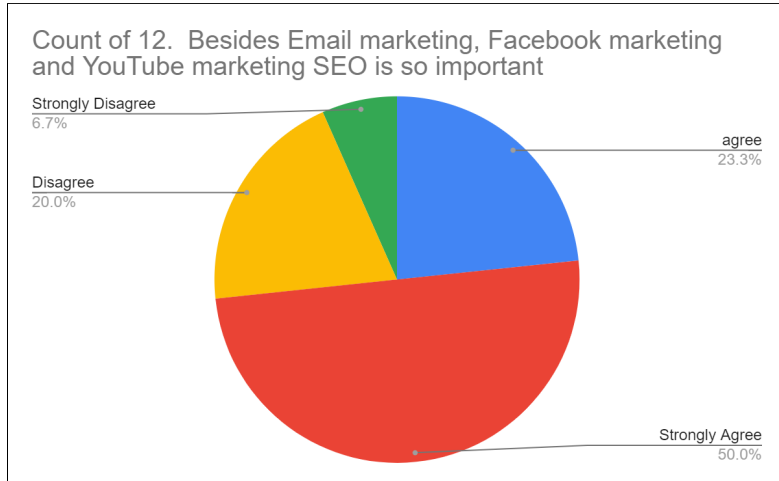


Figure 18: Respondents' opinion

Besides Email marketing, Facebook marketing and Youtube marketing and SEO is so important. 50% of people strongly agreed with this statement.

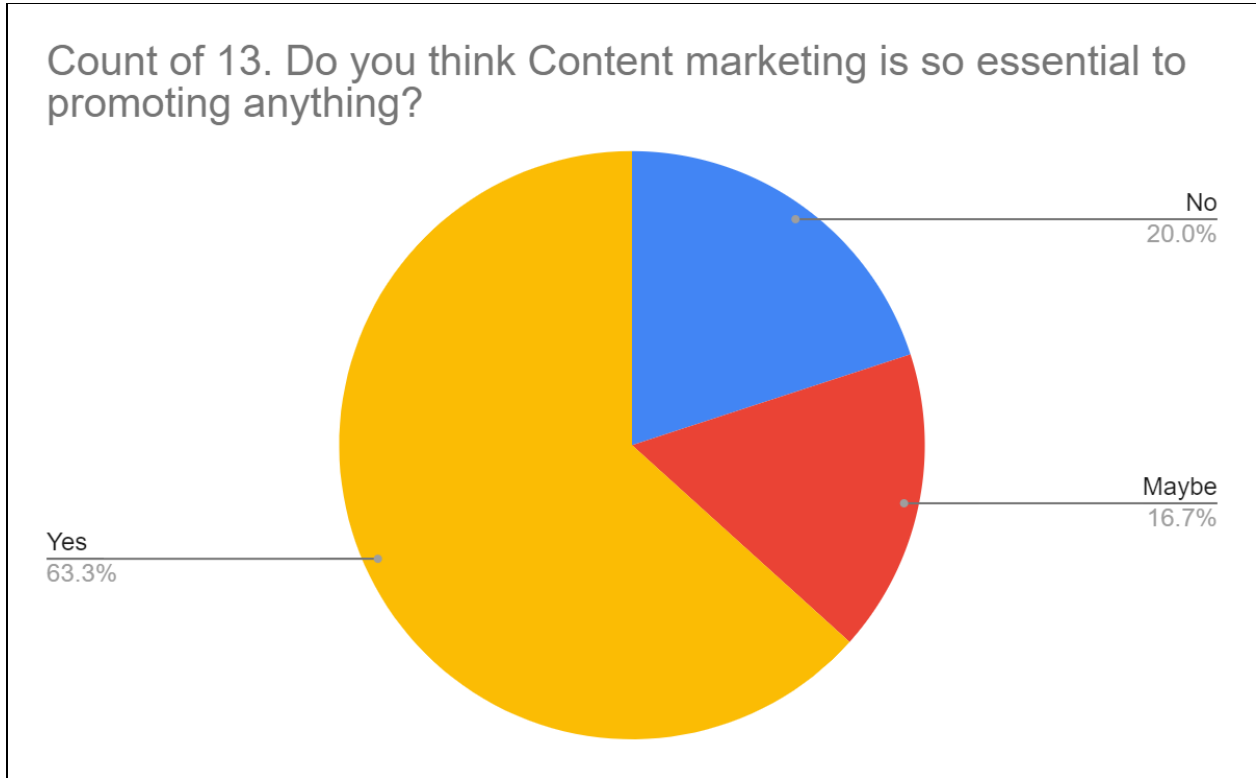


Figure 19: Respondents’ opinion

According to 63.3% of people, Content marketing is essential to promoting anything. Content marketing is one of the best methods which helps to grow audience engagements, develop brand presence and increase sales (Riserbato, 2021). It helps to get a better track on social media, generate more leads and quality content. “Interactive Cares” can quickly improve their position and sales.

Count of 14. Does interactive cares should more focus on their digital marketing strategies?

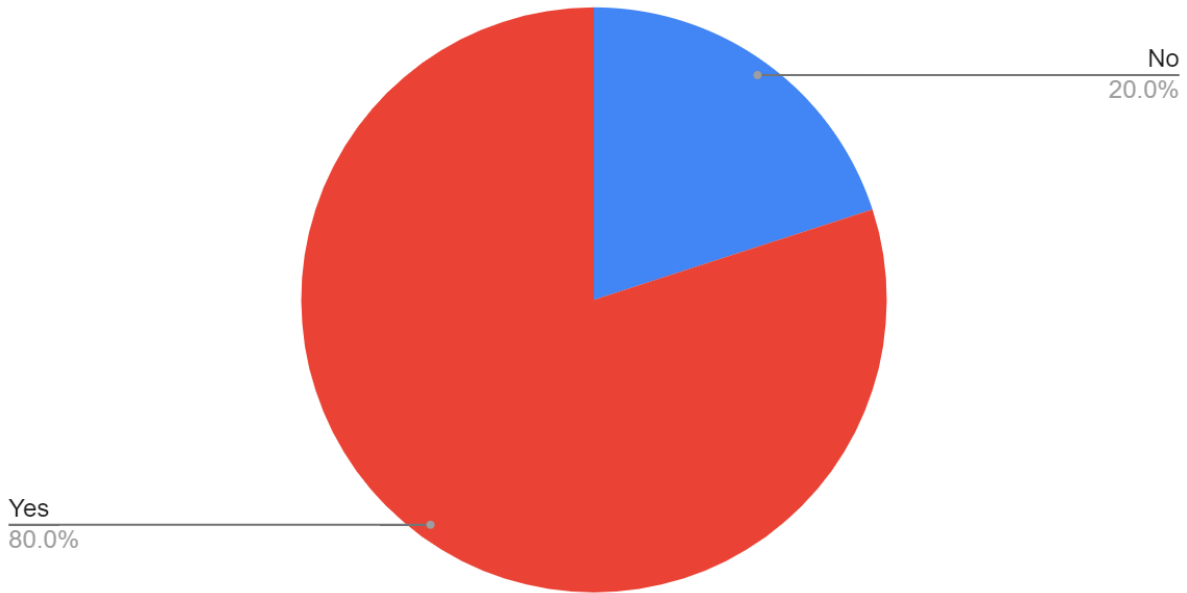


Figure 20: Respondents' opinion

80% of people in the organization think that "Interactive Cares" should focus more on their digital marketing strategies. "Interactive cares" face difficulties like decreasing sales, and many loyal customers are moved to other E-tech companies. They are using the same digital marketing strategies that they have used before. From time to time, the strategies are changing, and they should focus more on that.

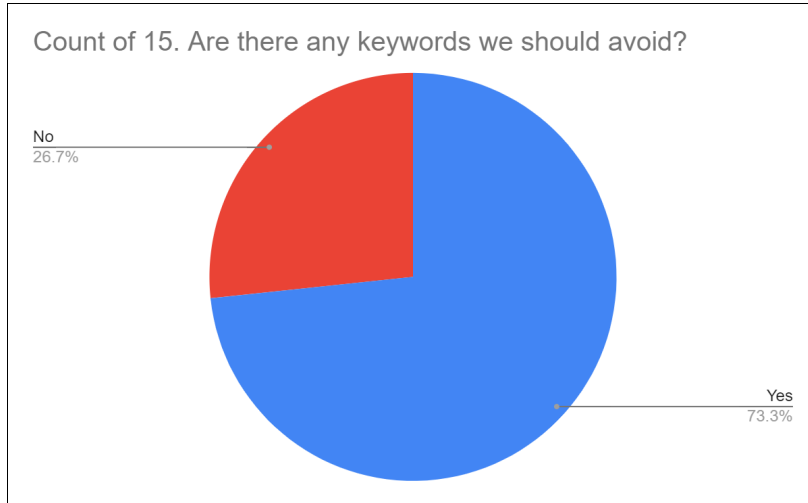


Figure 21: Respondents' opinion

Some keywords should be avoided, and 73.3% of people agreed with that. We all know that some keywords can be harmful to make good SEO, and they should be avoided.

3.4 Summary and Conclusion:

In this competitive world, it is too difficult to stay in a good position all the time. People are technologically dependent, and their demand for the best services is also increasing. To cope with that, every company is moving forward to online and Education is also moving forward to online as well.

"Interactive Cares" is one of the best Ed-tech platforms in Bangladesh, which has used its digital marketing strategies and grabbed many audiences. Though all the time, the methods do not work equally. Time by time, the strategies are moving, and they should implement new strategies to cope with the competitors and make a way more good position in this Ed-tech platform.

3.5 Recommendation:

After analyzing the whole, there are few things "Interactive Cares" still need to work a lot and take care of in its Digital Marketing Strategy. These are:

- Interactive Cares should train the interns specifically in digital marketing to learn and implement it properly.
- They should organize a digital marketing workshop to increase the learning progress.
- They should hire more experienced employees to guide junior employees.
- Along with the quantity of the posts and promotions, they should maintain the quality.
- There are many unskilled employees. They should adequately train them.
- The marketing activity should increase to increase productivity.

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Appendix

1. Gender

- Male
- Female
- Other

2. Age group

- 16 to 20 years
- 21 to 25
- 26 to 30
- 36 to 40
- More than 41 years old

3. Profession

- Employed
- Self-employed
- Retried
- Student

4. Income Status

- Less than 5000 taka
- 6000 to 10000 taka
- 11000 to 25000 taka
- 26000 to 40000 taka
- More than 40000 taka

5. Is digital marketing strategy an essential tool for any company?
 - Yes
 - No
6. Can social media marketing really help the business?
 - Yes
 - No
 - Maybe
7. How should companies measure their social media marketing success?
 - Traffic
 - Leads
 - Customers
 - All the above
8. You can easily track and monitor your campaigns through digital marketing.
 - Strongly disagree
 - Disagree
 - Agree
 - Strongly agree
9. What type of strategy are you using to attract more customers?
 - Offer discounts
 - Update the website
 - Nothing
10. After using the strategy, is the sale increasing?
 - Yes

- No

11. What are the key accomplishments this year?

- Increase web traffic
- Improved customer experience
- Generated sales
- All of the above

12. Besides Email marketing, Facebook marketing and Youtube marketing is so important.

- Strongly Disagree
- Disagree
- Agree
- Strongly agree

13. Do you think content marketing is so essential to promoting anything?

- Yes
- No
- Maybe

14. Does Interactive Cares focus more on its digital marketing strategies?

- Yes
- No

15. Are there any keywords we should avoid?

- Yes
- No