

Significance of Digital Advertising in Today's World

By

Afroza Begum Lamiya

ID-18103024

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Department of English and Humanities

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Declaration

It is hereby declared that

1. The report submitted is my 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 have acknowledged all main sources of help.

Afroza Begum Lamiya

Student ID: 18103024

Approval

The internship report titled “Significance of Digital Advertising in Today’s World” submitted by Afroza Begum Lamiya, I’d-18103024, of Summer’2022 has been accepted as satisfactory in partial fulfilment of the requirement for the degree of Bachelors of Arts in English.

Examining Committee:

Supervisor: Rukhsana Rahim Chowdhury

Senior Lecturer, Department of English and Humanities

BRAC University

Professor Firdous Azim

Professor and Chairperson, Department of English and Humanities

BRAC University

Acknowledgement

Eternally grateful to the Almighty, Allah for making life livable amidst everything.

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Dedication

To the family I am living for.

Executive Summary

This report is an overview of my internship at X Solutions Ltd. This company is an integrated marketing agency that helps clients promote their brands through advertisements. I worked in the departments of social media management and copywriting. This internship offered me the opportunity to learn about different skills that are required and different tools that are needed in digital marketing. In this era of electronic technology, digital platforms of different organisations are operated through their social media units. In order to discuss the significance of digital marketing in today's world, the report will observe how X Solutions Ltd. contributes to the shaping of community management through digital marketing and use of social media.

Keywords: Clients, digital marketing, social media, advertisement, electronic technology.

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Introduction

Digital marketing creates brand awareness through digital advertisement. In today's world, the importance of digital marketing is growing faster every single day. Digital advertisement mostly take place through social medias, but it also includes device options which is MMS and SMS. While promoting a brand through digital channels, digital marketing helps create a potential bond between clients and customers. Nowadays, this marketing form is the most popular form for promoting brands. Digital marketing is basically a system to create, process, communicate and deliver through various digital platforms.

In this world of technologies online platforms, social media, digital channels, anything related to technology can be used as a medium of digital marketing. This way brands are able to deliver their message to a larger audience. Moreover, we can state that digital marketing works like a brand organizer. Through the digital channels, advertisement agency advertises their client product and service based on the information given. In present time more than the need, it has become an essential technique to advertise the products and goods of any brand on digital platforms. The importance of digital marketing is that, this system allows brands to engage with their prospect. Not to mention digital marketing is cost-effective compare to other outbound method. One of the prime reason digital marketing is proving successful because of, the numbers of online customers are increasing rapidly in our country. Since the use of technology has become easier for people.

Digital marketing uses various promotional techniques through their digital technologies. In order to achieve best marketing result, promotion for brands, articles on relevant product, as well as animation are used to engage with customers. Following amazing strategies like video content, google ads, search engine, email marketing, delivering message on mobile phones are

proving efficient for digital marketing. The main object to write this report is to identify the significant of digital marketing in today's world. However its benefitting brands on long run for successful outcome.

1.1 Brief History of X integrated Marketing Agency

X-Integrated Marketing Agency began its operation in 2017. This agency is a promoting advertisement agency made from the consequences between two association named MADLY and Strategeek Digital. X integrated marketing agency is now carries individual identity. But in market MADLY and Strategeek Digital worked wonderfully while ensuring credible services. But in 2017, two associations merged in market in the name of X Solutions Ltd for better outcome in corporate industry.

Strategeek Digital was created by eight friends from Institute of Business Administration of University of Dhaka in 2010. This agency very fast escalated for their fast reply and inexpensive service with such amazing team mates. In a very short period of time they got the chance to grab the opportunity to work for local and foreign companies like Robi, Arong, Apex and Airtel. For their amazing and promising service they were also awarded with "World's most socially devoted team" by Socialbakers. That lead to grow further and eventually they merged with MADLY and later on created X Solutions Ltd. X Solutions was doing amazing in market and promising in their client service activity. In 2018 and 2019, consecutively two years X Solutions Ltd got the award of "100% socially devoted" for Robi and Airtel customer service. The main objective of this agency is to provide promising service to the clients and to create a great brand value. Besides having this particular agency, the owners also own two more agencies. They are IKIGAI and ICE9. These agencies are mostly for experimental work. IKIGAI has received a Spkie Asia and Reddot Award which are both international awards.

From managing online queries 24\7, making ads, creating content, TVC, animations – X Solutions is doing it all. However, suggesting the best for clients, giving trend updates are also a part of their creating ‘Brand Value’ management. It also researches and develops cutting edge marketing solutions that involve mobile apps, augmented reality, gesture tracking etc. After emerging X Solutions is covering every part of digital marketing services for their client.

1.2 Departments

In order to be an all-in-one digital marketing service, X Solutions Ltd took care of all the departments needed for the utmost betterment to give promising service. The key services and departments provided are given below:

- Social Media Management
- Copywriting
- Advertising
- Social Media Query Management
- Data Analytics
- Digital Marketing Campaigns

With the aim of achieving the fast solutions to stay upfront on trend, they have created teams for thorough inspections as well. Here in X-Integrated Marketing Agency there are four divisions that provide different types of assistance.

- Query Management Team
- Creative Team
- Campaign Planning Team
- Client And Service Management Team

1.3 Clients

At this moment, X Solutions Ltd. Is working with prominent brands. These brands are well known in market. Their biggest clients are now the telecom operator Robi Axiata Limited and Samsung device and electronics. In their amazing client service history, they won ten awards in Comward Bangladesh in the year of 2018. Even though it had been only a year since the two associations emerged and created X Solutions Ltd. But in a very little time, this advertisement agency made its name with their excellent client service in market. In addition, X Solutions Limited was also awarded with three awards in the Sword Meeting place of Bangladesh in 2017 and the most revenue providing agency 2019. Here is a list of clients working with X- Integrated Marketing Agency-

- Robi Axiata Limited
- Samsung Device And Electronics.
- EBL Banking
- Shohoz
- IDLC Banking
- Carnival Internet Connection
- Airtel Mobile Operator
- Ghoori learning
- British American Tobacco (BAT)
- Buy Here Now

There are also quite a few brands that X is currently pitching to join their agency as clients.

Internship Activities

I was hired as an intern at X Solutions Ltd from 1st January to 1st April. I was fortunate enough to work in two of their departments that helped me explore my interests. Over this period of time, I learnt some important aspects to work in a corporate environment, that I believe I will carry with myself for lifetime. I gave my best in this work period and gathered some distinguished skills and experience. The whole process was a meaningful journey for me. The best outcome from this internship was that I got the chance to implement my learning from media courses. My interest was always related to media, as well as copywriting. And working in this advertisement agency, getting a chance to work on both departments gave me the golden opportunity to explore an extensive field. Throughout my internship, I was involved in several kinds of work withing QMT (Query Management Team) and Copywriting department. The whole process of internship holds out hope for pursuing my interest in related field.

2.1 My Task As Junior Engagement Officer

The post junior engagement officer includes managing social media for designated accounts. I was given two accounts to work consistently and a third one for data entry. My responsibility was to provide service to our customers based on the client manifestation. My tasks primarily given by my team supervisor, Sehrin Safna. And team excutive Farzana eshita used to describe the process of work. Here's how I conduct the work assigned for me as a junior engagement officer.

- **Smashboard Operating:** X Solutions Ltd came up with this amazing platform for gathering messages, comments from various social media sources in one board. It makes the customer service experience very fast and unique as well. I

was assigned, daily on five to six hours shift for replying queries coming from customers. This platform is a highly efficient dashboard for providing instant replies to the customers. This platform has amazing features for keeping past history record as well. So, if by chance any mistake was done, it could have been prevented right after. I was working for Samsung and Buy Here Now social media management board. Whenever a customer makes query, it directly lands on Smashboard, and I had to reply that on my shift time within 15 to 5 min difference respectively. It helped me as an agent to be able to fulfill the demand by our clients. I was able to successfully working on this software in my internship period.

- **Manage Customers:** I think this was the hardest between the whole process of internship. Since a customers mood used to change now and then. Moreover, since the communication was based on messages only, understanding the mood or make the customer understand the process was bit too hard. Since not everyone is capable of handling receiving message in the same tone. In this case I had to be very careful with words, I had to sound lot more generous than usual when I was facing that the customer is heating up for not being able to understand. While working on customer queries I had to take care of this part very well. Understanding customer psychology and giving replies that to fast enough was challenging.
- **Template Writing:** The main purpose for writing template was to simplify the replies for customers for better understanding. From the client end we used to get the basic information like price, product details, offer-promotions such things. But

how do we have to communicate based on that, was entirely on agents – my allocated post. I had to keep changing the template now and then for make it easy for customers. I made the templates based on the complains, frequent queries and suggestions I got in my shift time. So that it could lead to quality replies and brew up a better conversation within agent-customer. I would say template writing was a complex job. Since I had to translate those replies in two different language as well- In Bangla and English. In order give customer the suitable reply in fastest way within the allocated time.

- **Client-Agent Associate:** After a month of working in this department and giving my best, I was given the permission to directly talk with our clients if any confusion arises. Before that my medium to talk with clients was through my team executive. But by the time with my enthusiasm, I proved myself to be able to communicate with clients and understand their needs for better outcome with customer service. Later on, I was added in social media groups with client service. Eventually, maintaining a good relation with clients and proceed with my work according to that was a task as well.

Also giving hourly report every-time I had to sit for shift. Making a whole day report to inform my supervisor was a part of my internship journey as well.

2.2 Experience As A Copywriter:

My task in copywriting department was much less comparing to QMT (Query Management Team) I worked on. Yet this is the department which one's task I could relate more with my educational assessment. I was able to use my knowledge that I have gathered from the media courses with my work here. I was assigned to the following tasks:

- Translating different types of articles for brand promotions From Bangla to English and English to Bangla. The first task I was given, was to translate an article that is set to publish from Samsung brand. It was a very anxious moment as well as happening moment for me. Since from the very little I am using Samsung device consistently and now working for a brand that I have been using from over 8years now felt nostalgic. However, it made me very nervous. But my supervisor was very helpful to assist me with the translation. Along with my own knowledge that I have gathered from university course, with the supervision of my supervisor. I also translated an article of Buy Here Now- 24\7 delivery service company. It was not published but it was used in-office for other agents to understand clear.
- Research for new ideas, coming up with innovation and creative ideas was an constant part of copywriting. Since copywriting department handles all the wordy work for brands that helps their customer to understand and have clear vision about the product of service any brand is offering. Coming up with catchy yet relative ideas was a brainstorming moment for me.
- Furthermore, writing an opinion-based (Op-ed) article was a column for the office. I got to work for that as well. It was the most refreshing task of the whole internship process. Since in this one article I was able to write freely with only my thoughts.
- Video translating was a tough job. Since a video of 1 hour up content has so much information in it. And thoroughly translating that takes so many hours. I was given to translating a promotional video where the product demonstration was in

it. It took me almost a day, since I had to research by myself to understand the product and then to translate the process.

- Supervising the past contents publishing from the brands, comparing and checking with my writing ones was an important part. Since a brand follows a pattern, and just to translate or improvise was not enough. I had to be careful to keep the pattern intact with the touch of newness.

Incorporating Theories

While pursuing my subject in media studies, I learned different theories which proved very helpful in this internship journey. I was happy and excited to be able to incorporate the theories I read throughout my undergraduate journey and finally being able to make use of it here. The literally thoughts helped me to work efficiently in my internship journey. Here are the theories I was able to relate with my tasks given.

3.1 Cultural Theory:

Culture is a dynamic construct that changes over time through generations. This is absolutely a socially constructed phenomenon. I could relate my work with the essence of John Berger's article "Way of seeing." Which basically explains how we get attracted to a product even when we are not in need for it. I was working under Samsung brand. Samsung device and electronics gives offer now and then. Like making customer wanting to buy an air condition in winter too. For an example I helped in a piece that published from Samsung official page regarding the promotion of AC in winter. The campaign goes "Make yourself feel warm with the hottest deal on AC in this cold season." Following by several promotion, and offers related to it. In winter the air condition is not a necessary thing. Yet advertisement company uses offer, attractive promotions to make people wanting to buy an air condition in off season for that product like winter. I experienced that this kind of marketing are made out of people's "way of seeing" nature. Moreover, I was able to related with Raymond Williams "Advertisement: The Magic System." As I gathered the experience while working that customer can be targeted through the influence, magic a publicity holds. However, while working on such pieces of article I often imagined how publicity turns consumption into a substitute of democracy. However, Publicity is working like putting a mask on people's choice.

As I read in ENG 331: Cultural Theories and Practices that how an article, advertisement can influence people to feel in need to buy a product- while for real they might not even be in need for that. Also, as I have read that “the way publicity makes people dissatisfied about their life, is the success of capitalism.” Capitalism focuses on make people realize what they don’t have and how much they can have. Even when it is not necessary. Also, while working in my internship program, in EID campaign I noticed posts about promotion on product, offers and offs are posted almost every hour. The strategy to use attract people to buy products through cultural events, cultural event related particular publicity is what gets to them. Cause consistently seeing such amazing products that might or might not be in need, they fall for the influence and ends up buying. Through the lens of advertisements, we are living in a developing word that impose a false standard of what is and what is not desirable. And this particular aspect is what I related mostly while coming up with ideas to promote a product.

3.2 Translation Theories:

Translating is one of the frequent tasks I was assigned to. For both of the department I worked for, translation was almost the first thing to do. The difficult challenge was to translating English preview of a product, or a promotional notice into Bangla. Since I had to keep in mind that this will be directed to attract audience, I had to be very careful while using eye catching words. I could not just translate it as it was. Because then it would not have worked. Also working on news article and an advertisement article is quite different. In news article I was told to keep it subtle where in advertisement the translation had to be catchy. So that it could draw the general audience attention just by reading it. Therefore, I had to use local Bangla words like- দুর্দান্ত, দারুন, সেরা, চরম, ঝাঙ্কাস while translating to grab attention of our Bangla language directed audience.

In advertisement business free translation are encouraged to use rather than literal translation. Since an advertisement is made purposely to grab attention. And with subtle words it is hard to get the larger number of audiences. However, in vice versa situation when I had to translate a free local Bangla piece in English, it was difficult due to the fact that I cannot express those in English in such fun humorous way. There I have used the tactics of not translating word-to-word since most of the time in word-to-word translation the meaning gets lost.

Most of my translation related work was on Samsung and Buy Here Now's offers and promotional pieces. Since, in these offer and promotional work I had to be accurate along with keeping the exact meaning. Which is why I had very limited words to work with. However, I had to do direct translation in these promotional pieces. Adaption is done when cultural references need to be altered to become relevant. For an example while communicate in an upcoming offer the adaptation of following sentence has been done as "অফারটি সম্পর্কিত সকল আপডেট খুব শীঘ্রই রিভিল করা হবে। এই বিষয়ে সকল তথ্য জানতে আমাদের পেইজে চোখ রাখার অনুরোধ জানাচ্ছি।" Which is the translation of "All the information regarding this offer will be revealed very soon. Requesting you to keep an eye on our page so that you do not miss any updates on the offer." Also, the most frequent use was borrowing word in order to keep the meaning intact of those promotional and offer leaflets. I frequently had to use words like – অর্ডার, ভিজিট, ইউজারদের, ইনস্ট্যান্ট ক্যাশব্যাক, সার্ভারটি, শেয়ার, অফিসিয়াল and many more.

3.3 Editing:

This particular task was less stressful compare to any other. In my internship program, I was assigned to read few articles and go through them by each line to check if there is any spelling mistake, missing of punction or could there be a way to make the sentence more fruitful in-front

of the audience. Also, editing was not a component job in this agency. But I was happy to be able to take part with the editing team to learn things which can help me in future platforms. For the editing section, I mostly did it out of my personal interest as an intern. When I used to see there is a scope to get some knowledge from editing department, I did not wanted to lose that opportunity. Experiencing the textual content I read in ENG 401: Editing course, in practical was interesting to me. I learned things like how idiom and phrases with keyword should be separated with commas, also heading can never include a contact number. There are things we read in theory and practicing it in practical gives a very different horizon to our ability to grab. Also, going through my superior's way to edit any pieces before publishing helped to learn important things that I can make use of in future.

3.4 Globalisation:

The first and prior thing I experienced while working in my internship period was realizing the generalization and toxic culture aspect in advertising, marketing department. Even though the brand I was working on Samsung. Which has device and electronics product. I have seen for device advertisement, men playing video games or being excited with the amazing features while women are portrayed using camera only. Here the generalization of men and women being interest in particular thing felt mainstream to me. Moreover, while working an offer released in February called the "Dubai offer" of Samsung- there was a lottery session. Where bike was announced as a winning gift. There I have witnessed, a girl standing in-front of the bike. Which felt very unnecessary and showed even the bike was a gift. To make it look attractive they have used a female figure. This is an example of toxic culture that I have learnt in ENG 331:

Globalisation And Media Practice.

Significance Of Digital Marketing

Digital marketing is the ultimate platform to reach a brand to its peak. From the day one of my internship journey, I showed my utmost interest in this advertisement agency. Working in a field helped me realize that I am passionate to work in platform that gives me the opportunity to stay engaged with today's world. Even though the journey of my internship was stressful yet I would like to pursue working in this sector. Being completely new to the world of advertisement, I feared that I would be lost. But working in X Solutions Ltd helped me overcome the fear and showed me the exciting path of digital marketing. I will carry this amazing roller coaster like experience to develop my skills. Surely digital marketing is the future of world and here our country is definitely is proceeding towards that. In last 10 years the growing numbers of marketing agency to promote digital marketing is unbelievable. To help the marketing sector, along with enhancing our economy digital platforms are proving as wonders.

4.1 Observations:

While working as an intern in X Solutions, at the beginning I was anxious about the environment. Since this was my first corporate job, getting to know the work environment and mixing up with was a challenge. But as the day passed by, I realized how friendly the environment was. My supervisor and team leader always looked out for me. The best thing is that I never felt ignored in my work. Upon facing any confusion, I was able to talk with them and sought it out. Their approach towards me made me very confident in my work. I consider myself as an introverted person. From that perspective when I had an environment where I felt safe sharing- I guess this helped me to grow as a person as well. Not to mention, this friendly space made me more interest to find out about brands in details. Nevertheless, I feel there were some demerits too for having such friendly environment. Such as there were quite a few days when

rather than work everything else was happening. For which reason we were unable to meet deadlines on time. Also, there were times when I felt it was too much for a person to take but I could not say it out loud because of their over friendly approach. Even though it hampered some days, mostly I had a satisfactory experience.

4.2 Recommendations:

I believe even if it is a great award winning advertisement agency, there is always room for betterment. From what I experienced that keeping few things as a routine can make the whole work lot better than it is now.

- The first thing would be the company should not take so many projects at one time. Because it puts a lot pressure on agents and interns to handle too many accounts in one shift.
- After client feedback, except one to one session. Calling for a meeting is more efficient I feel. Even though a mistake is done by one person, everyone should be aware of the mistake to avoid facing in future.
- I feel like Routine session and work management should be conducted by every company. For an example an effective seminar can be arranged once in two weeks.
- Most important one I felt is while giving home shift, providing a work station should be first thing to consider. Since one employee has to work on different accounts, keeping five and more tabs open while working. It would be efficient if the company can provide this facility.

I believe all the mentioned suggestion would be nothing but a good outcome to follow for X Solutions Ltd.

Conclusion

Digital marketing is proving effective for brands to connect with its potential customer. As the world is progressing towards electronics media and internet marketing. Digital marketing is running successfully because of cost efficiency. Rather than printing on paper and making leaflets, using social platform is eco-friendly as well. Moreover, digital marketing can build a good and trustable relation between customer and brands. According to statistics, digital marketing platforms are growing rapidly. In past two years, it has proven more successful.

My internship journey in X Solutions Ltd was interesting. I will forever be grateful to my supervisor and team leader for teaching me the tricks to stand out confidently with my position. I was able to learn quite a few things since they assigned me with different tasks. The valuable knowledge I received in these twelve weeks from X solutions Ltd, I will carry this as a great lesson. I believe as the world is welcoming new ideas, we should upgrade our ideas concept according to the trends. Digital marketing is surely what the future holds for brands and services to run successfully in the industry. From the experience I gathered from working in this advertisement agency, I wish to work on this and make better outcome out of it in future job sector. I was happy to explore my interests through this internship journey. The best outcome of this internship was to be able to progress with an open mind and get a platform to share my creative senses. I believe, I can utilize these skills in future.

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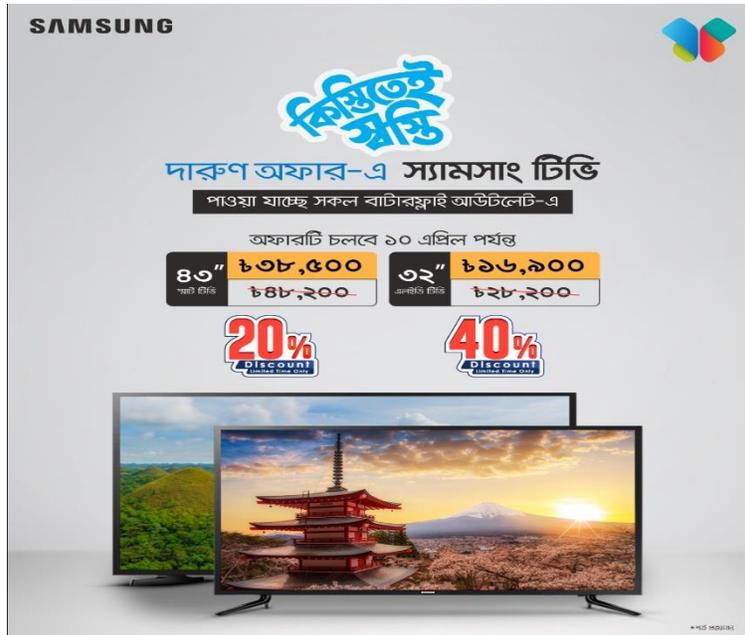
Appendix

Here are some posts that I was involved with during my work at X Solutions Ltd.



(Caption: এবার সার্চ করেই জিতে নিতে পারেন দারুণ সব গিফট! 'Galaxy A03 offer' লিখে Google-এ সার্চ করুন আর কमेंট-এ স্ক্রিনশট দিন। সৌভাগ্যবান বিজয়ীরা পাবেন Samsung-এর পক্ষ থেকে ফ্রি গিফট!)

Promotional campaign made for Samsung Bangladesh.



SAMSUNG

কিন্ডিতেই স্বাস্থি

দারুণ অফার-এ স্যামসাং টিভি

পাওয়া যাবে সকল বাটারফ্লাই আউটলেট-এ

অফারটি চলবে ১০ এপ্রিল পর্যন্ত

৪৩"	৳৩৮,৫০০	৳১৬,৯০০
৳৪৮,২০০	৳২৮,২০০	

২০% এপিগুন্ড

৪০% এপিগুন্ড

৳১৫ ৳১৫০০

(Caption: বাটারফ্লাই স্টোর থেকে ৪০% পর্যন্ত ক্যাশব্যাক-এ স্যামসাং টিভি কেনার এখনই সময়। সাথে থাকছে সহজ কিস্তি সুবিধা। তাই দেরি না করে আপনার পছন্দের স্যামসাং টিভি কিনতে এখনই ভিজিট করুন নিকটস্থ বাটারফ্লাই স্টোর।)



(Caption: Dive into the world of your favorite books with the Galaxy Tab A, now available with Tk. 5,000 off.)



(Caption: A writer is nothing without his essentials; a pen, a copy, and a cup of warm coffee.)



(Caption: Boost your energy level in your late night work sessions.)



(Caption: Wrap yourself in delicious choices 24/7. Wrapper is now available on Buy Here Now to satisfy your hunger cravings all day and night.)



(Caption: ১৭ই মার্চ ২০২০, জাতির পিতার জন্মশতবার্ষিকী। পিতার প্রতি আমাদের বিনম্র শ্রদ্ধাঞ্জলি। #জয় বাংলা #জয় বঙ্গবন্ধু)



দীপাবলির আলোর মতোই
উজ্জ্বল হোক সকলের জীবন
শুভ
দীপাবলি

(Caption: দীপাবলির আলোয় সবার জীবন ভরে উঠুক আনন্দ ও উল্লাসে। শুভ দীপাবলি!)