

Report On
Guerilla Marketing in BD: Functionality & Challenges

By

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ID 18204020

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
December, 2022

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Declaration

It is hereby declared that

1. The internship 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.

Student's Full Name & Signature:



Izaz Ahmed Fuad
Student ID- 18204020

Supervisor's Full Name & Signature:

Ms. Tania Akter
Senior Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Tania Akter
Senior Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on Guerilla Marketing

I am pleased to present my internship report for your review. The report details my experiences and learning during my internship at X-Integrated Marketing Agency from October, 2022 to December, 2022.

Throughout the internship, I was given the opportunity to work on various projects and tasks, which allowed me to gain valuable hands-on experience and develop my skills in stress management, public speaking and work-life balance. I am grateful for the guidance and support provided by my supervisors and colleagues at X-Integrated Marketing Agency, who contributed to my professional development.

I hope that the report accurately reflects my experiences and the knowledge I have gained during my time at X-Integrated Marketing Agency. I am confident that this internship has prepared me for future endeavors in my career and I am grateful for the opportunity to have completed it.

Thank you for your time and consideration.

Sincerely,
Izaz Ahmed Fuad
Student ID - 18204020
BRAC Business School
BRAC University
Date: December 19, 2022

Non-Disclosure Agreement

This Non-Disclosure Agreement is entered into on [Date] by and between Izaz Ahmed Fuad, "Disclosing Party" and X-Integrated Marketing Agency "Receiving Party".

The Disclosing Party is an intern at X-Integrated Marketing Agency and has created an internship report detailing their experiences and learning during their internship at the company. The Receiving Party has expressed interest in reviewing the Confidential Information for the purpose of providing feedback and guidance.

In consideration of the Receiving Party's review of the Confidential Information, the Disclosing Party and Receiving Party hereby agree to enter into a confidential relationship concerning the disclosure of certain proprietary and confidential information ("Bikoshito Bangladesh").

Definition of Confidential Information. For purposes of this Agreement, "Bikoshito Bangladesh" shall include all information or material that has or could have commercial value or other utility in the business in which the Disclosing Party is engaged. If Confidential Information is in written form, the Disclosing Party shall label or stamp the materials with the word "Confidential" or some similar warning. If Confidential Information is transmitted orally, the Disclosing Party shall promptly write it down and label or stamp it with the word "Confidential" or some similar warning.

Exclusions from Confidential Information. Receiving Party's obligations under this Agreement do not extend to information that is: (a) publicly known at the time of disclosure or subsequently becomes publicly known through no fault of the Receiving Party; (b) discovered or created by the Receiving Party before disclosure by Disclosing Party; (c) learned by the Receiving Party through legitimate means other than from the Disclosing Party or Disclosing Party's representatives; or (d) is approved for release by written authorization of the Disclosing Party.

Obligations of Receiving Party. The Receiving Party shall hold and maintain the Confidential Information in strictest confidence for the sole and exclusive benefit of the Disclosing Party. The Receiving Party shall carefully restrict access to Confidential Information to employees, contractors and third parties as is required to achieve the purposes for which the Confidential Information is disclosed. The Receiving Party shall require those persons to sign a nondisclosure restriction at least as protective as those in this Agreement. The Receiving Party shall not, without the express written approval of the Disclosing Party, use for Receiving Party's benefit, publish, copy, or otherwise disclose to others, or permit the use by others for their benefit or to the detriment of the Disclosing Party, any Confidential Information. The Receiving Party shall not copy or reverse engineer any product or publication that embodies the Confidential Information. The Receiving Party shall return to the Disclosing Party any records, notes, and other written, printed, or tangible materials in its possession pertaining to Confidential Information immediately if Disclosing Party requests it. The Receiving Party shall not remove any proprietary rights notice of the Disclosing Party from any materials.

Relationships. Nothing contained in this Agreement shall be deemed to constitute either party a partner, joint venture or employee of the other party for any purpose.

Severability. If a court finds any provision of this Agreement invalid or unenforceable, the remainder of this Agreement shall be interpreted so as best to affect the intent of the parties.

Integration. This Agreement expresses the complete understanding of the parties with respect to the subject matter and supersedes all prior proposals, agreements, representations, and understandings. This Agreement may not be amended except in writing signed by both parties

Acknowledgement

Respected Ms. Tania Akter & Mr. Asif Iqbal,

I am writing to express my sincere gratitude for your guidance and support during my internship at X-Integrated Marketing Agency. Your expertise and encouragement have been invaluable in helping me complete my internship report on Guerilla Marketing.

I am grateful for the opportunity to have worked with such knowledgeable and dedicated professionals. Your guidance and mentorship have helped me gain valuable hands-on experience and develop my skills in marketing. I am confident that the skills and knowledge I have gained during my time at X-Integrated Marketing Agency will be invaluable in my future endeavors.

Thank you again for your support and guidance. I am deeply grateful for the opportunity to have completed this internship under your supervision.

Sincerely,

Izaz Ahmed Fuad

Executive Summary

The purpose of this report is to document the experiences and learning gained during an internship at X-Integrated Marketing Agency from October, 2022 to December, 2022. During the internship, the focus was on the application of Guerilla Marketing techniques and strategies.

Throughout the internship, I was given the opportunity to work on various projects and tasks, including client servicing and execution. This hands-on experience allowed me to gain practical knowledge and develop skills in client servicing and execution.

I was also fortunate to work with experienced professionals, who provided guidance and support throughout the internship. This supervision was crucial in helping the intern understand the various elements of Guerilla Marketing and how to effectively apply them.

Overall, the internship was a valuable learning experience that has prepared me for future endeavors in marketing. I am is grateful for the opportunity to have completed the internship at X-Integrated Marketing Agency and is confident that the knowledge and skills gained will be beneficial in their future career.

Keywords: Guerilla Marketing; Social media; Influencer Marketing

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	vi
Executive Summary	vii
Table of Contents	viii
List of Tables	x
List of Figures.....	x
List of Pictures.....	x
List of Acronyms	xi
Glossary	xii
Chapter 1 Overview of Internship.....	1
1.1 Student Information:	1
1.2 Internship Information:	1
1.3 Internship Information:	2
Chapter 2	10
Organization Part	10
2.1 Introduction.....	10
2.2 Overview of the Company	11
2.3 Management Practices:	12

2.4 Marketing Practices	17
2.5 Financial Performance and Accounting Practices	20
2.6 Operations Management and Information System Practices	20
2.7 Industry and Competitive Analysis.....	21
2.8 Summary and Conclusion	24
2.9 Recommendations.....	25
Chapter 3	27
Guerilla Marketing in BD: Functionality & Challenges	27
3.1 Introduction.....	27
3.2 Methodology	28
3.3 Findings & Analysis	29
3.4 Summary and Conclusion	39
3.5 Recommendations/Implications.....	39
References.....	41
Appendix A.....	43

List of Tables

Table 1.1 List of Campaigns.....	6
Table 2 SWOT Analysis of X.....	23

List of Figures

Figure 1 XBS Ideation Hubs.....	15
Figure 2 <i>Organizational chain of command of XBS</i>	15
Figure 3 The 4Ps of MKT.....	18
Figure 4 Porter’s Five Forces Model	21

List of Pictures

Picture 1	12
Picture 2	13
Picture 3	13
Picture 4	13
Picture 5	14
Picture 6	14
Picture 7	36
Picture 8	38
Picture 9	38

List of Acronyms

QMT	Query Management Team
XBS	X Business Solution
CMS	Community Management Service

Glossary

Guerrilla marketing is a marketing strategy that uses unconventional and low-cost tactics to promote a product or service. It involves creating unexpected and creative marketing campaigns that are designed to grab the attention of consumers and generate buzz about a brand. Here is a glossary of common terms related to guerrilla marketing:

Buzz marketing: A marketing strategy that relies on creating word-of-mouth and viral marketing to promote a product or service.

Viral marketing: A marketing strategy that involves creating content that is designed to be shared and spread quickly through social media and other online platforms.

Street marketing: A type of guerrilla marketing that involves marketing campaigns that take place on the streets, such as handing out flyers or performing stunts.

Ambient marketing: A type of guerrilla marketing that involves marketing campaigns that use the environment as a backdrop or canvas for the message, such as by creating murals or installing installations in public places.

experiential marketing: A type of guerrilla marketing that involves creating immersive and interactive experiences for consumers, such as events or pop-up shops.

Stealth marketing: A type of guerrilla marketing that involves marketing campaigns that are not immediately obvious to the consumer, such as product placements in movies or TV shows.

Word-of-mouth marketing: A marketing strategy that relies on customers spreading the word about a product or service through their social networks and personal connections.

Niche marketing: A marketing strategy that targets a specific, narrow market segment, rather than a broad, general audience.

Alternative marketing: A marketing strategy that uses unconventional tactics and channels to reach consumers, such as social media, online influencers, or interactive experiences.

Chapter 1

Overview of Internship

1.1 Student Information:

Name: Izaz Ahmed Fuad

ID: 18204020

Program: BBA

Major: Marketing

Minor: Computer Information Management (CIM)

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

Internship Period: Oct 1,2022 - Dec 31, 2022

Company Name: X-Integrated Marketing Agency

Department: X Business Solution

Division: Influencer Marketing

Address: House- 40, Road- 20, DOHS Mohakhali, Dhaka- 1206

1.2.2 Internship Company Supervisor's Information: Name and Position

Name: Asif Iqbal

Position: Group Account Manager

1.2.3 Job Scope – Job Description

1. Work with the Client service team.
2. Perform online research work
3. Assist in creative deliverables
4. Assist in preparing report
5. Assist the query management team
6. Any other tasks as required by the team
7. Keen to learn
8. Excellent communication skills in both Bengali and English
9. Proficient in Word, Excel, and PowerPoint

1.3 Internship Information:

1.3.1 Student's contribution to the company

Being a marketing agency X-Integrated has a lot of workloads. Someone being proactive will enjoy the work a lot. There are many difficulties that come across work but with the support of the team members, it gets easier with time. I as an intern was supposed to have a very less amount of workload according to the job descriptions. But went beyond the limits and tried to prove my worth by maintaining the tasks mentioned below:

- **Handle several clients at the same time**

The company has several big clients like- Robi, Airtel, Samsung, Banglalink, Brac, 7up, Daraz, Unilever, British American Tobacco, and Buy Here Now. There are 2 teams assigned to look

after all the clients mentioned above. My team handles Robi, Samsung, Brac, Daraz, British American Tobacco, and Buy Here Now. Handling several clients comes with many challenges and to overcome is the main goal of a client service employee.

- **Taking project briefs from clients**

As I work in the Client Service Intern position, one of my primary responsibilities is to understand the project brief on a particular campaign properly. For example, If Robi has to launch a campaign on 16th December, they will contact me first. Then I will set a meeting with the personnel from Robi. They will brief me about the campaign and their requirements from my company.

- **Handing over the project brief to the planning team**

After receiving a proper brief from the client, I have to transfer the job to the planning team. Their job is to provide a solid plan that will be able to meet the client's requirements. In this process, they take help from my team when they need to suggest influencers. For example, Samsung needs a full-proof plan for their upcoming phone so that they can build awareness in social media. The planning team will share different activities in their plan to build vast awareness in social media regarding the phone. Different influencers will showcase the phone, tech reviewers will review it and make it a piece of attention to everyone present on social media.

- **Collecting the plan and reviewing it with all the teams**

When the plan is ready, the influencer marketing team along with the planning, Query management, and community management teams will sit down together and try to input more ideas into the plan. If any idea seems to be overpromising, the teams will drop it by voting. Then the director will look into the plan and give feedback to the planning team.

- **Presenting the plan**

When the plan is ready to go and is approved by the director of influencer marketing, I have to pitch the plan to the client and answer all their queries. The planning team is also present in the meetings so that they can explain the ideas in a better way if the client is not able to understand my explanation.

- **Collect the final plan from the Client**

After the presentation and plan submission, the client reviews the plan and provides a modified plan from their end. The plan is followed by the influencer marketing team. For example, Daraz reviews the plan for the 11.11 campaign and sends us a final plan which includes the activity for the particular campaign.

- **Assign influencers & KOLs for the campaign**

The plan that includes the activities, also includes an amount budget for the campaign. Then I have to hire influencers for different activities within the allocated budget.

- **Execute the campaign within the deadline**

When I start hiring influencers, the main execution part starts from there. I have to brief all the influencers separately regarding the campaign and discuss the activity and deadline. I have to make sure that influencers are submitting the content within the given deadlines. Sometimes there are very strict deadlines that are very tough to maintain. For that, I have to communicate properly with the client so that they can manage all the paperwork from their end accordingly. For example, In the month of October, I had to onboard 50 influencers within 6 hours of time for a campaign.

- **Present report to client**

After all the activities are done, I collect all the data from social media and put them in an excel file and then transfer them into a PowerPoint and make the data presentable. In the presentation, we explain if we have been able to meet the client's requirements. If yes, then how and why? If not, we explain the difficulties during the campaign.

- **Collect bills from the Client**

After the presentation of the campaign result is done, I have to contact the client and present the total expenditure of the campaign.

- **Distribute payment to the influencers & KOLs**

Upon receiving the payment, I send the influencers their remunerations for the particular campaign. In this part, I have to work with the finance department as the amount of money is very large sometimes and the payment comes from the company's bank account.

- **Keep track of campaign costing, revenue & profit**

I have to maintain a google sheet with my Manager, Director, and CEO of the company where I note all the costing and revenue of the different campaigns in different months. There I keep track of the profit gained from my team in different campaigns done in different months.

This is the summary that shows my contribution to the company in the last 3 months as an intern:

Name of Month	Campaign Name
October	Robi Tamim Iqbal's TVC share, Bikoshito Bangladesh
November	Dua pathan bKash e, Noakhali Fans meetup, Robi 25th Years Anniversary, Robi Game Hero Team Manager, R Venture 3, Robi BD APPS, Robi Football FAN FILTER & AR JUGGLE, ROBI ELITE Chefs Table Activation
December	Robi Elite Partner Program

Table 1.1 List of Campaigns

1.3.2 Benefits to the student

The company has been providing a few facilities throughout the few months I have been working here. Some of them are

- **Subsidized Lunch:** The company provides a subsidized lunch facility where the employees only have to provide BDT1500 per month. The rest of the amount is provided by the company.
- **Afternoon snacks:** The company also provides afternoon snacks for free to all of the employees.
- **Food cost for extra hours:** If anyone is working extra hours outside office hours, the office pays BDT200 for the person's dinner. For example, I worked till 11:30 pm on 24th November. The office provided me with BDT200 for the dinner.
- **Convenience cost for campaign visits:** Sometimes I have to visit several places inside and outside Dhaka for campaign activation. Office bares the cost of traveling then.
- **Leniency for urgency related to education:** Whenever I have to visit the university to attend a meeting with an advisor, the office lets me go most of the time.
- **On-time Salary:** Every month salary is disbursed on time to the bank account opened by the company.

1.3.3 Problems/Difficulties (faced during the internship period)

Working at X-Integrated Marketing Agency is very much enjoyable but there are a few problems I faced during the internship period. They are:

- **Food quality of Lunch & Snacks:** The quality of the subsidized lunch and afternoon snacks is not up to the mark. Though the lunch is given at a very low cost, it is very disappointing to see cockroaches roaming around the kitchen in the daytime.
- **Food cost budget:** There is BDT200 food cost allocated per person for a day. But nowadays, due to inflation, it is impossible to find dinner at BDT200. If I spend more than BDT200, I have to spend that from my side.
- **Convenience bill:** After submission of the convenience bill, the finance department takes 1 month to process it and provide the money. I had to go several times to them for the bill.
- **Small workforce:** The workforce is very less in the department. In my team, only I and my manager have to manage 3 different clients and more than 10 campaigns in a week. The amount of workload is unimaginable at the company.
- **Extra hours:** When I am working extra hours, I am not benign rewarded in any way. No extra payment for the extra hours, even the food cost is very much limited.

- **Weekends:** I have to work on weekends. After getting into this company, I don't remember when was the last time I spent a weekend without work. This gets frustrating over time and doesn't let me gain energy for the upcoming weekdays.

1.3.4 Recommendations (to the company on future internships)

I loved working at X-Integrated Marketing Agency and thus I would love to share my opinion so that it becomes more enjoyable for future employees.

- Increase workforce.
- Making the accounts & finance department more active.
- No work on weekends.

There is not much to say in this section because the company is so good that I couldn't do so.

Chapter 2

Organization Part

2.1 Introduction

2.1.1 Company Introduction

In the era of digital marketing, creating awareness has become more important than generating sales. There are so many brands out in the market but we know very few of them. This is just because of the lack of awareness creation. If the consumer doesn't know about the product/service, they won't be able to purchase it. For this, awareness needs to be created. This is where X-Integrated Marketing Agency comes in. They provide several digital business solutions to make the process of marketing easier for the brands existing in the market.

2.1.1 Objective

- Learn about X-Integrated Marketing Agency's activities in detail
- Analyze the company's special features
- Analyze the position of X-Integrated Marketing Agency in the industry
- Position of X-Integrated Marketing Agency compared to the competitors
- A summary of the work culture
- A summary of the chain of command and workflow

2.1.2 Methodology

- CMS team
- QMT

- DOTKOM
- Production team
- Planning team
- Execution team

2.1.3 Challenges

- No data on the web to present
- No financial data to present
- No active website to show portfolio

2.2 Overview of the Company

In 2017, X-Integrated Marketing Agency was born when MADLY and Strategeek Digital merged into one. Since then, X-Integrated Marketing Agency is serving its clients with various business solutions on both offline and online platforms. Now, X-Integrated Marketing Agency is one of the best in its area. The company specializes in every sector of business solutions. They have the biggest clients in the market like- Banglalink, Robi, Airtel, Unilever, Samsung, City Bank, bKash, Lyfe, British American Tobacco, Daraz, and many more like these (X, 2017).

A for Action and V2 are prominent group partners of X-Integrated Marketing Agency. A for Action is renowned for its BTL and Experiential marketing skills. On the other hand, V2 is renowned for business automation and data analytics. X-Integrated Marketing Agency is basically the mother company of A for Action and V2(X, 2017).

Social media marketing is looked after by X business solutions. X Business Solutions looks after the whole digital part of the marketing services (X, 2017). They provide various types of services. They are

- Influencer Marketing
- Content Marketing
- Listening Center
- Community Management
- QMT
- Chat Bots

2.3 Management Practices:

2.3.1 The masterminds

TAHSIN SAEED

Chief Executive Officer & Managing Director

Mr. Tahsin Saeed is one of the founders and the chief executive officer of X-Integrated Marketing Agency. Mr. Saeed has led many ventures successfully in the past 20 years and is leading the family of X-Integrated Marketing Agency successfully. He is known as the captain of the ship.



Picture 1

DRABIR ALAM

COO & Director

Mr. Drabir Alam has been serving the industry for the past 15 years with his creative mind. He is the COO & Director of X-Integrated Marketing Agency. He is also the CEO of V2, the business automation and data analytics partner of X-Integrated Marketing Agency. He is known as the think tank.



Picture 2

MASUDUL AMIN RINTU

CHIEF INTEGRATION OFFICER

Mr. Rintu has served brands like Robi in his 14 years of career. He has been Maintaining all of X-Integrated Marketing Agency, V2, and A for Action. He is serving all these 3 companies for the past three and a half years. That's why he is called the Integration Harmonizer.



Picture 3

RASEL MAHMUD

EXECUTIVE CREATIVE DIRECTOR

Mr. Mahmud is serving the company with his 12 years of expertise in the industry and moving forward with an amazing example of creative work. He is our creative Storyteller.



Picture 4

RAQUIB CHOWDHURY
GROUP CREATIVE DIRECTOR

Mr. Chowdhury is the creative director of X-Integrated Marketing Agency. He has been contributing his exemplary ideas in various campaigns and made the company reach its true destination. We call him the innovation driver.



Picture 5

OBIDUR RAHMAN
GROUP BUSINESS DIRECTOR

Mr. Obaidur Rahman is a creative mind with a lot of passion for business. This person is full of enthusiasm and ideation. He is a risk taker. He has been serving X with his experience for the past 13 years. He is known as the Business Scientist.



Picture 6

2.3.2 Leadership style

X-Integrated Marketing Agency is being one of the prominent marketing agencies currently because of its participative leadership style. All of the employees are encouraged to participate in the company's decision making and because of this for a single problem, there are hundreds of solutions and no problem slows down the operation. There are weekly meetings where all the teams sit together and discuss their problems to move forward. Every

employee presents their thoughts and is praised for them. The company organizes quarterly tours for the refreshment of the employees to keep the creative minds away from monotony.

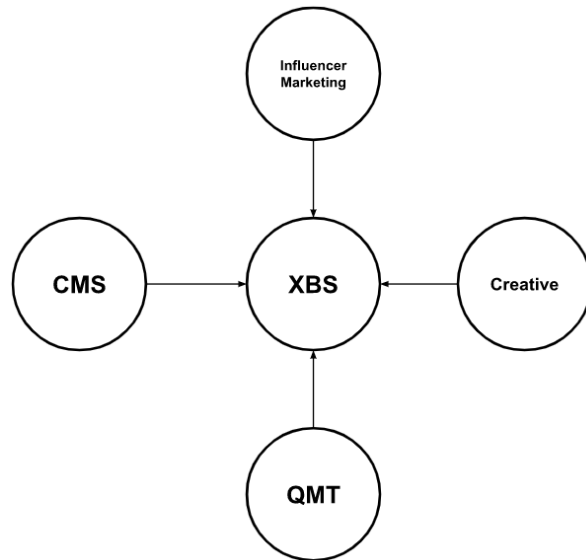


Figure 1 XBS Ideation Hubs

2.3.3 Management Responsibilities

The top management of X Business Solutions starts with Mr. Obaidur Rahman, the Business Scientist. He looks after the QMT, CMS, and Influencer marketing team. He is all day busy with making new strategies and finding new business scopes. He has assigned Group account managers for each team and Senior executives and Executives under them. All the teams work

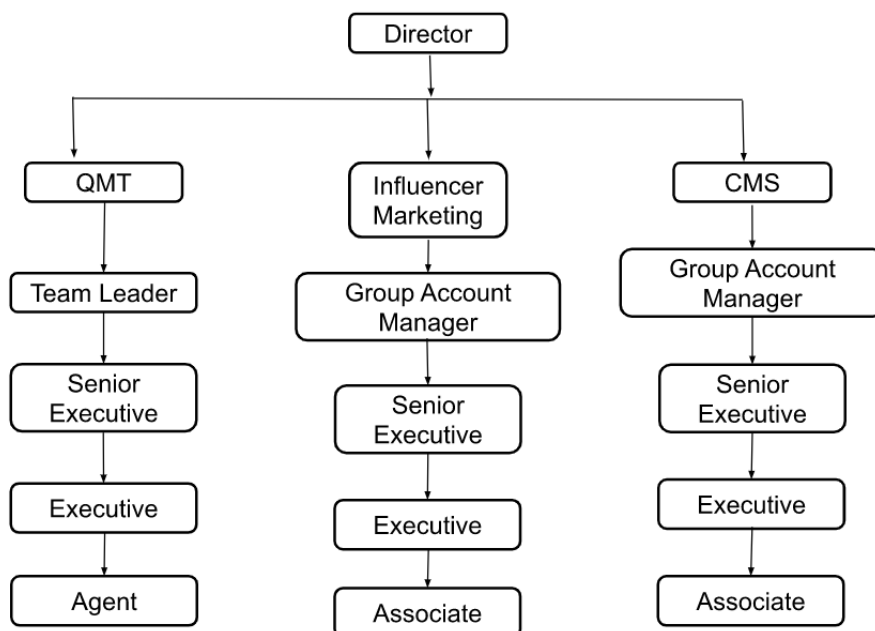


Figure 2 Organizational chain of command of XBS

together to move forward and make the company a better place to work. Here is the organizational chart presented below:

In the influencer marketing team, there are two group account managers who are Mehrin Safna and Asif Iqbal. In the team of Asif Iqbal, there is only Mr. Iqbal and I work. In the team of Ms. Safna, There are 2 senior executives and 1 associate.

2.4 Marketing Practices

2.4.1 4 Ps of X-Integrated Marketing Agency

It is necessary to maintain the four Ps of marketing to operate a company with the same flow as the competitors in the market. In this part of the report, the four Ps of X-Integrated Marketing Agency:

Product

Working in the influencer marketing team X-Integrated Marketing Agency has given me the opportunity to understand the process of Digital marketing in the modern era. It is much more complicated as a service inside compared to how it looks from the outside. X Business Solutions provide business and campaign ideas to renowned brands of BD. When it comes to social media marketing, brands need influencers or key opinion leaders to reach the target market. This is where X Business Solutions comes in. They use their resources and provide services to different brands for various campaigns.

Price

Due to company policies, the pricing of the services provided by X Business Solutions is not to be disclosed. But the company is providing the service with a very less amount of charge. That is why it has all the big brands such as Robi, Airtel, BAT, 7up, and many more with it.

Place

X-Integrated Marketing Agency is located at DOHS Mohakhali. It is a perfect location for a work environment to be needed for creative minds. Many more organizations like- 10-minute school and Havas Digital have also located nearby the office. The work environment is very employee friendly and all the teams which are related to each other work together at a round table. By this, the most amount of productivity is ensured and monotony is also kept away from the employees.



Figure 3 The 4Ps of MKT

Promotion

X-Integrated Marketing Agency doesn't promote itself to others. The record-breaking portfolio of the company represents itself to the brands and their approach to working with us. Ultimately, the word of mouth does our promotion to the clients and new business opportunities arrive.

2.4.2 The other Ps of Marketing

People

The company has four types of employees working in four different sectors:

- Planning Team:** Anything that starts with a good plan, has the highest rate of success. And so, the planning team always makes sure that the client is impressed with the ideation and going forward plan of a particular campaign. Creative minds are always thinking of something that will bring benefit to the client.

- **Creative team:** The creative team is busy making new content and demonstrating new concepts of content to impress existing and potential clients. These creative minds are not considerate when it comes to the quality of the content of a product. Most of the members working in this team are young minds who have loads of ideas in their heads.
- **Query Management Team:** This team is responsible for answering queries from the client's end. They are handling the account of Robi for the last 7 years. Our Director Mr. Rahman says, "This is record-breaking. No other agency has the reputation of handling a single account for such a long period of time."
- **Client Servicing Team:** This team is always trying to create a balance between all the teams and the client. This is the most difficult and complicated part of the process where the team members have to think of everyone's benefit so that every team is in a win-win situation.

Performance

Hard work and dedication always bring in rewards. For X-Integrated Marketing Agency, it has been a regular practice to gain such rewards. X-Integrated marketing Agency got many

recognitions in form of awards. Such as this year, in 2022, X won 5 Bronze and 1 Silver category award in Commwards 2022 (*BBF Digital, 2022*).

2.5 Financial Performance and Accounting Practices

The company's Finance and Accounts department handles all the transactions done in X-Integrated Marketing Agency, V2 and A for action. They use their own software to maintain the transactions of these three companies. Their core task is to do

- Salary disbursement
- Maintaining Expenditures
- Calculate profit
- Maintain revenue stream
- Income Tax evaluation of the employee

This department's information is very sensitive to be shared and so I couldn't bring out any other information rather than the ones mentioned above.

2.6 Operations Management and Information System Practices

2.6.1 Operation Management

The human resource department is responsible for all the operational tasks in the company. In the human resource department, there is a Human Resource Manager, Mr. Shamsul Arefin, then Mirza Shams, Senior Executive of the HR Department, and Adnan Hossain, Executive of the HR Department. These three brilliant minds work together so that the company's operations run smoothly. They also do tasks like- Providing appointment and release letters, hiring new

employees, evaluating current employees, distributing credentials to the employees, and making sure employees are working comfortably in the organization.

2.6.2 Information System Practices

As a digital marketing agency, X maintains a high-profile database and has a proficient IT department that makes sure that every employee in the company is virtually safe while working. They also maintain the servers used for our products(ZeroCium, DotKom). Their presence in the IT sector gives relief to the company employees.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis of X-Integrated Marketing Agency

Industry Rival

When it comes to working as an agency, companies like X don't like to call anyone rivals. They might have competitors at some stage but there are no rivals in the marketing agency business. There are many big agencies like- Grey Advertising Ltd., Aisatic360, Bitopi, and Magnito Digital. X has worked with every one of them till now and is giving a tough fight when pitching ideas in front of brands and winning them.

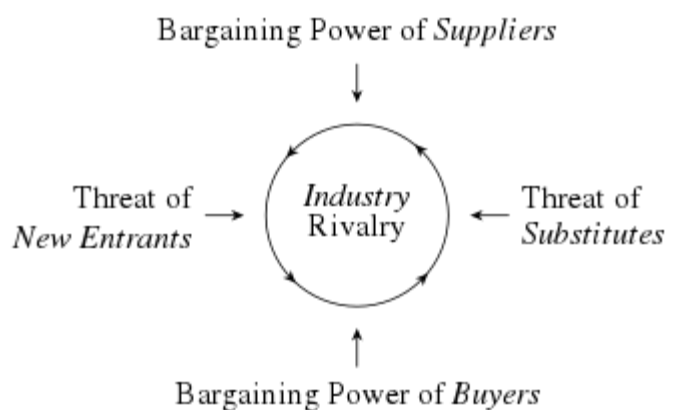


Figure 4 Porter's Five Forces Model

Threat of new entrants

There are many new marketing agencies coming into the industry and doing as well as X. X is always one step ahead of everyone so that they never lose clients. X is working with many new agencies in the market like- Glee digital. Whenever we need their specialization in our project/campaigns we hire them as a supporting team and work together to achieve the goal. This is how X is handling the threat of new entrants.

Threat of Substitutes

There are many agencies that are providing the same services as X. But many are not able to provide a such low cost as X. In this case, X is always ahead of the substitutes.

Bargaining power of buyers

The buyer is the client in the case of X. The clients give us a tight budget and within that budget, we have to make the work done. This is a very challenging job from X-Integrated Marketing Agency's end. Sometimes, there are campaigns where X can't even make any profit. But X always keeps running the campaigns so that the clients stick to the company.

Bargaining power of suppliers

The suppliers are the agencies who are working with X in different campaigns as a helping hand. As the employees of X already have enough experience in all the sectors of marketing, the suppliers here cannot charge the company(X) extra. Thus, X is also ahead in the case of the bargaining power of suppliers which indicates that the bargaining power of suppliers is very low as there are many agencies ready to work with X.

2.7.2 SWOT Analysis of X-Integrated Marketing Agency

The SWOT analysis of X-Integrated Marketing Agency has been shown below compared to the existing marketing agencies in the industry:

Strengths(S)	Better Work Culture Skilled & Efficient Workforce Handles most of the large brands of BD
Weaknesses(W)	Less amount of workforce Not enough office space Slower growth
Opportunities(O)	Association with new brands Hiring more fresh minds Investing in different sectors
Threats(T)	Inflation affecting existing Brands

Table 2 SWOT Analysis of X

Strengths

X-Integrated Marketing Agency's one of the biggest strengths is its work environment. Besides, having a skilled and efficient workforce adds an advantage. The company also handles most of the big brands operating in Bangladesh.

Weaknesses

The workforce is very skillful and efficient but is very less in amount compared to the workload. There is not enough space in the office to roam around or for refreshments. Even the employees working here have a very slow growth according to their contribution.

Opportunities

There are a lot of opportunities for X in the future. They can associate with different new brands to expand their business. More opportunities could be opened if they would hire freshly graduated students in the company. They would contribute with their fresh mindset of marketing in the company. Investing in different sectors would lessen the amount of risk for the company.

Threats

Currently, the strategies X is following, can not be harmful to the company in any way. The only thing that can harm the company is the current inflation going on in the country. Due to inflation, brands will get a less revenue stream and that will impact the company as there will be fewer campaigns.

2.8 Summary and Conclusion

X-Integrated Marketing Agency is a full-service marketing agency that provides a range of services to help businesses and organizations promote their products or services and reach their target audiences. These services include market research, advertising, public relations, social media management, content marketing, website design and development, and more.

In conclusion, working at X-Integrated Marketing Agency can be a rewarding and dynamic experience, as you will have the opportunity to work on a variety of marketing campaigns and projects for a diverse range of clients. You will learn about the latest marketing strategies and techniques, and have the opportunity to develop your skills and knowledge in a wide range of areas. Overall, an internship at X-Integrated Marketing Agency can be a valuable and educational experience, and can provide a strong foundation for a career in marketing or a related field.

2.9 Recommendations

- **Invest in ongoing training and professional development for team members:** In the rapidly changing world of marketing, it is important to stay up-to-date with the latest trends and best practices. Providing ongoing training and professional development opportunities for team members will help ensure that the agency is able to deliver high-quality work to clients.
- **Emphasize the importance of data and analytics:** In today's digital world, data and analytics play a crucial role in the success of marketing campaigns. Encouraging the use of data and analytics, and investing in the necessary tools and resources, will help the agency make more informed decisions and deliver better results for clients.
- **Foster a culture of collaboration and teamwork:** Marketing is a team sport, and it is important for the agency to foster a culture of collaboration and teamwork. Encouraging open communication and actively promoting collaboration will help the agency work more efficiently and effectively.
- **Focus on building long-term client relationships:** Building long-term relationships with clients is key to the success of any marketing agency. By consistently delivering

high-quality work and going above and beyond to meet clients' needs, the agency can build a strong reputation and long-lasting partnerships.

- **Continuously seek out new business opportunities:** In order to grow and succeed, it is important for the agency to continuously seek out new business opportunities. This can involve networking, attending industry events, and staying up-to-date with industry trends and developments.

Chapter 3

Guerilla Marketing in BD: Functionality & Challenges

3.1 Introduction

3.1.1 Background

Guerilla Marketing is not a new concept in the modern world. It is also known as Subtle Marketing in some parts of the world. Guerilla Marketing is a marketing tactic using which a company introduces a new product or service to its customers in the form of a surprise (*What Is Guerrilla Marketing? Definition, Examples, and History, 2020*). Guerilla Marketing is not similar to regular marketing. This includes a budget of less amount, relies on the customer's word of mouth, depends on personal interaction, and so on. X-Integrated Marketing Agency also organizes many Guerilla marketing campaigns. They have organized one recently in the digital platform. The most important part of Guerilla Marketing is, it heavily relies on the word of mouth of the customers who are experiencing the technique applied by the marketers. X, with its heavily talented group of employees, are able to do this with ease with the strong network of CHUMBOK. This sort of marketing contains very low or zero cost at times. If the number of customers is very niche, Guerilla Marketing works at full capacity. For example, Pathao and Cineplex launched the Joker campaign which was launched for the fans of Joker (*Raihan, 2019*). But for mass marketing, the Guerilla Marketing technique is not feasible.

3.1.2 Objectives

Broad Objective

The core objective of this project is to understand the process of guerrilla marketing in digital platforms and to find out the challenges from the perspective of Bangladesh.

Specific Objectives

- Target market's response to the actions taken under guerilla marketing
- How successful guerilla marketing is in digital platforms
- Finding the hindrances while operating in Bangladeshi social media

3.1.3 Significance

This research has been carried out so that the change in customer's behavior can be detected and the change in customer's attitude towards the brand can be analyzed. With examples of a recent campaign, I will show the impact of a guerrilla marketing campaign on Social Media platforms and the audience's reaction to it. It is very important to find out if guerilla marketing actually works on the target market.

3.2 Methodology

During the analysis of the report, various types of data have been collected. I have partially used survey data and have also shown a true guerilla marketing campaign conducted by my team. This will be a mixture of Quantitative, Descriptive, and Analytical research.

Primary data

I have used some primary data that was collected online via Google form and ran some experiments on random samples.

Secondary data

I have also used some secondary data which was collected from the Query Management Team and Customer Engagement Department of X-Integrated Marketing Agency to analyze customer satisfaction after applying Guerilla Marketing on Digital platforms such as social

media. These data are collected by using various tools which the director of the company has invented. I have also collected data from articles found online.

Literature review

Consumers nowadays get bored very easily. It is very difficult to keep them interested in what they are seeing. The way of advertising is getting old and people are losing their interest on them. The audience always wants something new and interesting. People are so bored of advertisements that they don't want to see advertisements anymore. Whenever an advertisement arrives, people simply change the channel. One innovative way of turning this boredom into something very interesting is Guerilla Marketing (*Hossain, 2011*). Guerilla marketing is done in an unconventional way so that people's attention can be drawn. In this way of marketing, people are not bored when they observe the whole process. Instead, people find it more interesting (*Ahmad et al., 2014*). Nowadays, besides offline marketing, organizations also have to do social media marketing. It has become an important part of marketing as it is generating sales through online communication. The information that customers find on the internet seem to be more interesting to them and as a result, they buy those products which results in increased sales. Sales can also be generated by creating trends, showing attractive products, being up to date with the latest trends, etc(*Hartono et al., 2022*).

3.3 Findings & Analysis

The concept of guerilla marketing is not new but it became a new concept when social media was connected. Nowadays, social media marketing doesn't only contain advertisements, it has memes, and news articles which are basically mediums of guerilla marketing. When in social media, it is needed to create a presence on the platform. Especially, for business purposes, awareness is needed to be created (*Sutevski, 2022*). For this, the below-mentioned factors are very much important:

- The perfect strategy
- Proper distribution
- Ensuring online presence
- Gaining interactive customers
- Adding value to the service
- Engaging with the customers
- Being relevant to the customers
- Keeping consistency on the above-mentioned factors

The perfect strategy

Every business starts with a good planning and it grows with better strategies. That is why, a business plan with executable strategies is needed. In the era of modern technology, people have been using social media in day-to-day life and made it a part of their daily activities. This is where business strategies should focus in to make advertisements on social media so that people can enjoy contents of the social media and advertisement is also done with that.

Proper distribution

In case someone is opening a startup, it is very important to divide the work load among all the members of the organization. Every startup has a lot of responsibilities to be fulfilled and it is very important to make sure that responsibilities are being distributed properly among all the members. This is how the workforce becomes more efficient and innovation has a place to take. New marketing strategies could popup from such workforce.

Ensuring online presence

Being in digital platforms doesn't only mean to have a website or portfolio. It is also necessary to have a good presence in social media. For example, having a facebook page or a youtube channel where all the updates about the organization can be found. Nowadays, it is very hard to find a company or organization which doesn't have a presence on social media.

Gaining interactive customers

There are several ways to get connected with the customers. To gain customer satisfaction, an organization needs to find out how the customer feels about when it comes to communication. As mentioned above, many of the people have made social media a part of their daily routine. So social media can be a strong platform for building communication with customers. In this way, new customers can be found and existing customer's issues can be solved as per their requirements.

Adding value to the service

An organization which provides value added services are always one step ahead of their competitors. Customers always want to return to the company for such values. This is a very important part of the strategy making decision where the company needs to understand the customers' needs properly.

Engaging with the customers

By communicating with the customers in social media will allow the company to engage more with the customers. For example, many customers do comment in the company's Facebook

page posts. The organization should actively participate in these sorts of activities and interact with the customers. This is how the company will portray a good image among the existing and potential customers.

Being relevant to the customers

Meeting the customer's expectation is definitely important and a very tough job to do. Analyzing the customers' demand and making strategies accordingly can bring advantage for the company. The organization needs to act in a way so that the customer thinks that the organization cares about the customer's preferences and is working to improve accordingly.

Keeping consistency on the above-mentioned factors

Trying to maintain several techniques to gain customer satisfaction and building up a position so that the marketing campaigns of strategies work is not an easy task. But it is more challenging to find a way to keep up with the customers and being consistent while providing such values. If not, the customers will become dissatisfied and move towards the competition in the market. Such activities create awareness about the organization and also adds up good reputation to the brand image.

When awareness creation is a question, guerilla marketing should not be left behind. Guerilla marketing is placed in many campaigns in Bangladesh. And the campaigns were based on online platforms along with some offline partners integrated. It was 4th October, 2019. Joker was released in cineplex along with all the countries in the world. Pathao partnered with

Cineplex and pathao food men dressed as the joker character. They delivered food and did a giveaway for the movie (*Tribune, 2019*). This took guerilla marketing to a whole new level.

A survey was done among 52 people to know about their perception on Guerilla marketing. The results were astonishing that most of the people know about Guerilla marketing and almost half of the people think that they have witnessed Guerilla Marketing. There were five questions regarding the topic and the results are shown and explained below:

Survey Questionnaire

- Do you understand what Guerilla Marketing is?
- Have you ever understood after observing a campaign that it is a guerilla marketing campaign?
- Which of the below mentioned brand's campaign seem to be very visible to you?
- Do you like the concept of guerilla marketing?
- Which brand's campaign is this? (With a picture reference)

Survey result

A polar interrogative was done in the starting of the form where the sample was asked if they know about Guerilla

Marketing or not. 88.5%

of the respondents

answered positive and

the rest responded “No”.

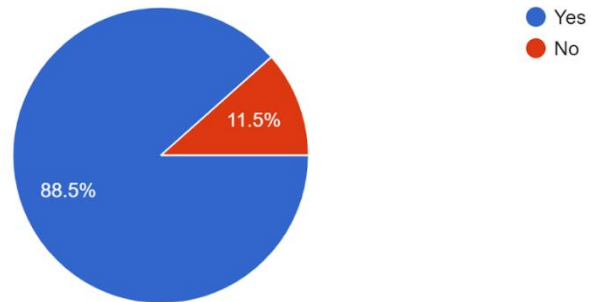
It proves that many

know about the concept

of Guerilla Marketing.

Do you understand what Guerilla Marketing is?

52 responses



Survey result 1

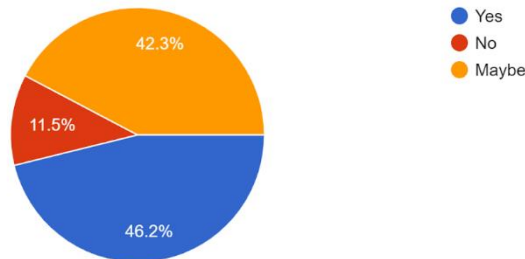
The question has been able to find out how many people are aware of Guerilla marketing.

This question was to understand if the customers know how a guerilla marketing looks like or if they can identify if the campaign is a guerilla marketing campaign. The results we found out from this question's answer were very much interesting. Here, almost half of the respondents think that they know about the concept of guerrilla marketing and they understand by observing a campaign if it is done with guerilla marketing concept or not. Here, the marketer fails as a guerilla marketer. Because the basic requirement for a guerrilla marketing campaign is to stay in people's mind with being detected and be the word of mouth. 11.5% of the respondents responded that they don't understand by observing a campaign if it is a guerilla marketing

campaign or not and the rest are confused about it which indicates that they can't identify it. Here the percentage of people not being able to detect a guerilla marketing campaign are larger in number.

This is a positive insight for marketers. But the

Have you ever understand after observing a campaign that it is a guerilla marketing campaign?
52 responses



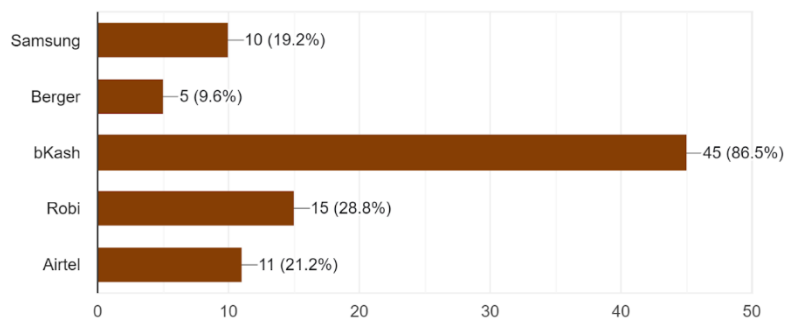
Survey result 2

other portion who understand are also very large in number.

The third question was about how people see a brand very frequently in their everyday life through marketing campaigns. Respondents were given 5 famous brands in Bangladesh. They selected bKash as the most popular brand or the the brand they see around them very frequently.

The graph shows that 86.5% of the respondents voted for bKash. We can see many bKash

Which of the below mentioned brand's campaign seem to be very visible to you?
52 responses

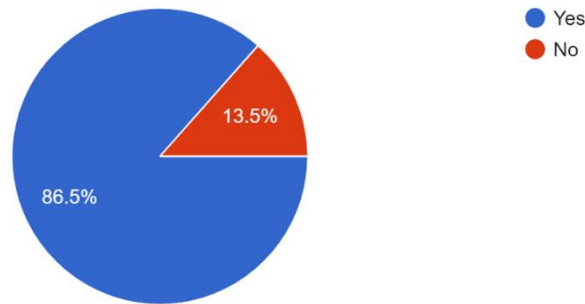


Survey result 3

banners in every corner of the country we go. Specially in Dhaka, the branding of bKash seems to be unbeatable. The responds already show that how people are indirectly influenced by a brand's guerilla marketing strategies but do not realize it.

The next question was if the respondents like the concept of guerilla marketing. 86.5% of them

Do you like the concept of guerilla marketing?
52 responses



Survey result 4

responded positive. This is a positive indication for the marketers because the awareness building gets very strong with guerilla marketing campaigns and these campaigns are low in terms of costing. The

rest of the respondents said they don't know about the concept of guerilla marketing.

Last but not least, respondents were given a cover photo of a campaign and asked which brand's campaign it can be. It is very interesting that people responded to different brands and the least number of votes were given to the brand which launched the campaign.

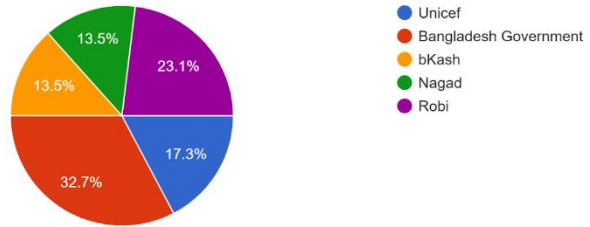


Picture 7

In the graph, we can see that 32.7% of the respondents said that it is a campaign of Bangladesh Government. 23.1% of the respondents said it is a campaign of Robi. 17.3% of the respondents voted for UNICEF.

Interestingly, 13.5% votes were casted for both bKash and Nagad. Whereas the photo had the color of Nagad (Red) and the brand name of bKash (Bikoshito).

Which brand's campaign is this?
52 responses



Survey result 5

A Guerilla Marketing by XBS

On October 10, 2022, a team went to Bangla bandha with a cyclist. I was one of the members of that team. The cyclist was determined that he will go from Bangla bandha Zero Point, Tetulia to Teknaf Zero Point. This was a journey total of 1000 kilometers. The team had to complete the journey within 10 days. Every day, they had to travel around 100 kilometers to complete the challenge. The team's target was to aware people so that they do not harm the environment. During the whole ride, our motto was to promote green energy and promote cashless transactions.

On the very first day of the ride, we started with the aim to complete 140 kilometers. Throughout the way did many interesting activities where we planted trees, and played football with the children on a school field. At the end of the day, we stopped at Saidpur for rest. Just like this, we spent 5 days of our journey to Dhaka and promoted how humans are destroying nature and harming the environment. Our rider, Provat Chowdhury had visited a school at Tangail, on the way to Dhaka. He planted some trees with the students on the school ground and encouraged them to plant more trees. The students were very happy to have him and were celebrating with him.



Picture 8

After finishing the ride through North Bengal, we started our journey toward the endpoint. Throughout the journey, we promoted how beautiful Bangladesh is and how we can save nature by being careful. By promoting the beautiful nature of the country's south part, we reached our destination Teknaf Zero Point. We completed 1000 kilometers of cashless rides and promoted nature safety. We kept posting from our Facebook page regarding the update during the ride. Our rider used to go live during the day and promote natural beauty. He also used to post pictures of the ride during the daytime and video content was posted every day after the ride ended. That content was the final content of the day. It included all the significant events of the day.



Picture 9

Everyone thought this is a cycling campaign. But in reality, it was a Guerilla Marketing campaign. You would be astonished that it was a campaign of the renowned brand bKash. Nobody understood that bKash is sponsoring the whole tour but saw that being cashless meant using bKash as every single transaction was made by bKash. This campaign has led the concept of Guerilla marketing to another level of sophistication. The creative minds working behind it are to be praised. According to our statistics, this content reached to 30 million people.

This is how, in our everyday life, guerilla marketing is taking place and doing its magic without even the audience realizing it.

3.4 Summary and Conclusion

The importance of Guerilla marketing can be understood by this paper. The paper depicts that guerilla marketing is the only way when people don't get bored and don't ignore the advertisements. Instead, they enjoy the advertisements while they are portrayed with guerilla marketing. Guerilla marketing is the future of digital advertising. Because even when influencers or content creators do brand endorsement, the audience simply skips that part, even the whole content. But if the same thing is portrayed in the style of guerilla marketing, people will watch it with interest. To conclude, Guerilla marketing is very important for future marketers to be successful, especially in the context of Bangladesh where people find brand endorsements a negative aspect.

3.5 Recommendations/Implications

- Brand managers should be fully aware of the concept of Guerilla marketing
- Regular branded content style should be changed

- Brands should come forward to understand what people want from them and act accordingly

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Appendix A.

[Google form](#) used during the survey

Can you spot a Guerilla Marketing Campaign?

This survey is done for research purpose. I am conducting a research for my internship report. I intend to publish the research as a paper later on. Your support is highly appreciated.

ibrahim.ahmed.ahmed@brac.edu.bd (not shared) [Switch account](#)

* Required

Name *

Your answer

Do you understand what Guerilla Marketing is? *

Yes
 No

Have you ever understand after observing a campaign that it is a guerilla marketing campaign? *

Yes
 No
 Maybe


Which of the below mentioned brands campaign seem to be very viable to you? *

Samsung
 Burger
 Oriskhan
 Robi
 Airtel

Do you like the concept of guerilla marketing? *

Yes
 No

Which brand's campaign is this? *



Unicef
 Bangladesh Government
 Oriskhan
 Haged
 Robi

Submit Page 1 of 1 Clear form

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Google Forms

Pictures from the Cycling campaign of

