

Internship Report on
WebAble Digital: Experience of a Business Development Executive





Inspiring Excellence

Internship Report on
Webable Digital: Experience of a Business Development Executive

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LETTER OF TRANSMITTAL

12th April, 2018

Mr. K.M. Nafiul Haque
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BRAC Business School
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Subject: Webable Digital: Experience of a Business Development Executive

Dear Sir,

This is to extend my gratitude for the opportunity to complete my Internship at WebAble Digital and with immense pleasure, I have documented my experiences in this report. This Internship Program has given me the privilege to enjoy valuable experiences in the field of Digital Marketing, and it has given me the scope to work with notable institutions such as Bangladesh Brand Forum.

My journey in WebAble has been incredible which has given me the opportunity to work with seasoned designers and marketers. My time with them has given me a great amount of knowledge and I have enclosed those learnings in this report, as per your requirements. I hope this report has covered all the essential details prompted by the course and I would be happy to clarify any queries that may arise.

Sincerely,

Maliha Farzana

LETTER OF ENDORSEMENTS BY THE SUPERVISOR FACULTY

This is to certify that Maliha Farzana, ID: 12204080, BBA Program, BRAC Business School, BRAC University has done this report on “Webable Digital: Experience of a Business Development Executive” for the purpose of completing BBA internship program. I accept this report as a final internship report.

I wish every success and prosperity of her career and life.

Mr. K.M. Nafiul Haque
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I would also want to express my gratitude to the business development executives I have worked with for their precious input in my report. Without their insight, I might not have had enough information to back up my studies and produce this report.

Lastly, I would sincerely like to thank all my faculty members who have made a very significant contribution to whatever achievement I have had on this brief time period. They were my guidance and have provided me with sufficient business know-how which I'm able to now attempt first hand.

EXECUTIVE SUMMARY

The information age has revolutionized how marketing is conducted in the modern world. From what used to be advertisements in TVs, radios, local newspapers and pamphlets, marketing has evolved to the palm of the hands on smartphones and to the workstations on offices. This revolution has only been possible due to the fast-paced technological changes in the recent times and humanity's collective enthusiasm to explore the unknown. With the technological changes, the world upgraded and it is only usual for marketing, which is one of the core activities of businesses, to follow the suit. As technological transformation happened, humanity dissolved into a new world of advancement; social media sites and smartphones surfaced, changing the world into something that was never seen before. With social media and smartphones, emerged digital marketing. Targeted marketing to customers has never been apter. Digital marketing meant business could market their product better and customers had an incredibly vast number of products and services to choose from. The digital revolution has reached such a monumental dimension that today almost 53% of the world population is connected to the internet. Therefore, it is only usual for marketing to exploit these figures to change the marketing dynamics of the companies. In my internship journey, I have made an ardent effort to understand how digital marketing agencies work and add value to their client's business. The nature of my work has allowed me to observe WebAble from the inside and gain an understanding of the whole process, starting from getting a new client up until a tailor-made marketing plan is prepared for them. In my report, I have tried to outline my observations in detail.

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ORGANIZATION OVERVIEW

WebAble Digital is an integrated communication agency founded in the year 2013. It is the pioneer of digital marketing in Bangladesh. WebAble believes in providing innovative solutions to its clients through game-changing ideas, creatives, and technology. It believes that brands should be defined by bold ideas and experiences and that good branding does not just leave an impression but helps generate business growth as well. WebAble digital has made an impact in reshaping the journeys of its clients through simplicity, integrated and data-driven strategies and mode of communication. The number of diversified services provided by WebAble includes- mobile marketing, planning, strategy development, video production, integrated marketing, community management, social media marketing, media buying and planning, customer analytic, research, creative consultancy, event activation etc. WebAble works with its clients to identify the problems they are facing and developing innovative and effective solutions to bring an impact in their performances. At present, WebAble has introduced three different verticals:

A-Cubed: It is specialized in media buying and planning. A-cubed is responsible for buying digital media for Ad placements.

Boro Agency: It is responsible for all the BTL activations. Boro agency works for arranging engaging activations for its clients.

Ether Tech: It is basically the technological wing of WebAble. Ether tech is responsible for developing interactive Apps and Websites to help clients reach their clients. One of its most effective product is Chatleads which is an automated chatbot.

All these verticals interact and share resources, using each of their strengths and specialties to each other's' advantage and therefore achieve the company's overall goal effectively.

The company, albeit small, has worked with clients and some of the noteworthy clients include Yellow, Aarong from the lifestyle industry, Scan Cement, Ruby cement, Shah Cement in the cement industry, Ajkerdeal and shohoj.com from the e-commerce site. Besides WebAble has successfully organized and conducted the entire session of TEDx 2017. WebAble has emerged to be one of the most successful marketing agencies over the years and with strong perseverance and hard work they aim to extend their reach even outside the country and provide service to international clients.

REPORT

Introduction:

This report is being prepared to delineate an in-depth analysis of the students' organizational affiliation internship program as the end of term paper for BUS400. This report aims to narrate the experience of an intern in an internship program and the learning cycle that an internship offers. It has been presented on the basis of gaining an understanding of the “**Experience of a Business Development Executive**”. The report was compiled under the guidance of Mr. K.M. Nafiul Haque, Associate Professor at BRAC Business School, BRAC University.

Background:

To support and endorse my internship program, I had the opportunity to work as a business development executive at WebAble Digital Limited. My work at WebAble largely revolved around potential clientele and making efforts to lead them to the path of digital marketing. I also had the responsibility of following up on existing client portfolio and refining their marketing strategy. I had the privilege of working with big corporations such as Concord Real Estate, one of the leading real estate companies in the country. I believe I have learned a great deal watching how Concord conducts its business and turns the dreams for a home for millions into reality. I will also be outlining the detailed nature of my work as the report progresses.

Broad objective:

The broad objective of this report and the internship as a whole is to look into the role of business development executive and how a business development executive helps the growing needs of both customers and businesses.

Specific Objective:

The objectives of this report are:

- To get an overall view of WebAble Digital and how it conducts its business.
- To understand the role of business development executive.
- To discuss what works are performed by a business development executive.
- To illustrate the constraints of a business development executive in his/her daily regime.

LITERATURE REVIEW

Chaffey (2012) and Jobber (2012) have interchangeably used e-marketing, digital marketing and internet marketing. They described digital marketing as “the application of digital technologies that form channels to market and to achieve corporate goals through meeting and exceeding customer needs better than the competition”. E-marketing is a term which refers to the use of technology (telecommunications and Internet-based) to achieve marketing objectives and bring customer and supplier closer together. They have also mentioned in their books that only this term has become popular due to the inclusion of a wider range of digital and network

communication technologies, including mobile phones and digital television, in the pursuit of marketing objectives. The widening application of digital technologies suggests that marketers should extend their thinking beyond the Internet to encompass all the platforms that permit a firm to do business electronically.

Raghunandan, H. & Nagtode, P. (2014) describe digital channels, which are rendered and accessed via desktops, tablets, mobile, smartphones, and gaming consoles and can effectively deliver personalized content and promotions. With the increased use of the web, social media, and mobility, organizations are leveraging digital channels for wider and more effective customer reach, by launching multiple global and region-specific campaigns. This digital adoption helps provide cost-effective, consistent personalized customer messaging as compared to traditional marketing such as print, television, direct mail and so on. Organizations are leveraging digital marketing methods for successful marketing strategy implementation inbound marketing through publishing content online in the form of portals, podcasts, e-journals, online campaigns, social media marketing, search services; and outbound marketing including email marketing, RSS (Really Simple Syndication) feeds and others.

Traditional marketing focuses on consumer attitude information and mass-marketing tactics, while digital marketing use information obtained from data collection methods from actual consumer purchases to provide insights into consumer behavior (Mulhern, 2009). The digital nature of the data provides significant insight almost instantaneously compared to other marketing research methods used in traditional channels and allowed marketers to reach consumers with advertising data and picture content without regard to the current physical location of the consumer or the specific time of day (Malhotra, 2010). Even though Digital advertising methods are relatively new compared to the more established traditional advertising methods, the introduction and propagation of the Internet have steadily increased the use of digital advertising by marketers. A study recently found that marketing managers measure online and offline advertisements differently (Cheong et al., 2010). Compared to 1994 findings, the 2010 study shows how offline media advertisements focus primarily on reach and frequency, while online media focuses primarily on click-through-rates, unique visitors to a page, number of page views, and ad impressions to make media evaluations (Cheong et al., 2010).

Marketing on social media is favorable for companies who already have a very well-known brand image, but smaller businesses should gradually include social media into their marketing mix, owing to the pervasive nature of it, suggests Holly Paquette from the University of Rhode Island (1 in 13 of the world's population were Facebook users in 2013). She highlights the need for studies on how successful small businesses could really be with digital marketing but is hopeful that even with their tighter budget, small businesses could redefine marketing tactics on social media. "Anyone who's not engaged in some form of social media is [making] a mistake in today's world given the volume of people [who have] embraced and utilize social media", she aptly quotes Matthew Le Veque, Assoc. Professor of Professional Practice in Public Relations at the University of Southern California.

McKinsey's 5th research on tens of thousands of consumers in both developed and emerging markets around the globe in the telecoms, media and technology sector (TMT) has revealed six

major ongoing consumer trends that are compelling a shift to digital and reshaping TMT and related industries (Ewan Duncan, 2014). These 6 shifts are device shift – from PCs to mobile/touch devices, communications shift – from voice to data and video, content shift – from bundled to fragmented, social shift – from growth to monetization, video shift – from programmed to user-driven and retail shift – from channel to experience.

Bostanshirin (2014) highlighted the lack of face-to-face contact problem. She noted that Internet transactions involve no embodied, personal interaction, which is why some customers consider electronic modes of providing customer service impersonal and enjoy shopping in a physical store. They prefer to talk to store personnel in a face to face manner, touch the product with their hands, and meet with other customers. A virtual marketplace cannot provide for this function. Specifically speaking: "For the types of products that rely heavily on building personal relationship between buyers and sellers such as the selling of life insurance, and the type of products that requires physical examination, Internet marketing maybe less appropriate" (Kiang and Chi, 2001:159). Rotchanakitumnuai & Speece (2003) have emphasized the lack of personal contact in online transactions. Among other things, they refer to Asian cultures in which personal relationships are of great importance and that the success of financial deals online is not guaranteed.

ACTIVITIES UNDERTAKEN

Work-Related Activities

During my internship period, I have worked as a Business Development Executive at WebAble Digital Limited. I have been a part of WebAble since December 2017. My core responsibilities include the following:

My primary job responsibility is to manage potential clients' databases. This involves: Approaching the potential clients·

- Setting up and then attending introductory and follow up meetings with clients.
- Introducing WebAble Digital to the client through multimedia presentation with specifics of the services we offer.
- Confer and gain an understanding of the client's desired type of marketing plan;
- Discuss the understandings from the meeting with planning team and conduct brainstorming session to come up with marketing ideas and designs;
- Assign strategic planners into specific projects;
- Oversee and monitor the work of the strategic planners meticulously;
- Correct, modify or revise the plans as necessary based on the client's requirement.
- In addition to above, my implied responsibilities also include:
- Researching on the background, state of affairs and competitive analysis of the client before the introductory meeting;
- Prepare budget plans for the specific clients; and
- Negotiate and settle the budgets

Additionally, I also have to deal with the existing client portfolio while conducting client audit. In a client audit, the client opens up on their likes and dislikes about the services and the campaigns. Consequently, in-house collaborative discussions are arranged to thrive for bridging the scopes of improvement. To ensure the whole process operates smoothly, I am also required to give constant feedback to the client executives.

Most importantly, my job is to ensure that there is a constant communication flow between the clients and client executive teams. For achieving this, I have to interconnect every information of the clients ensuring that they get the real-time updated information and aware the brands regarding that very information and queries.

Organization-Wide Activities:

Apart from direct Business Development responsibilities, I was given a project called Center for Digital Transformation (CfDT). For which I had the following responsibilities:

- Advertise the event on social media
- Make direct sales call to interested participants
- Create the database of interested participants
- Sell tickets via phone
- Manage the customer database
- Keep an account for their Bkash details
- Filter out customers who are coming/paid in excel files,
- Send confirmation Email to those who has already paid and will join the session.

A brief overview of this project is given below.

CfDT is a platform for people to empower and facilitate digital transformation. Through this platform, leaders from the public sector, development sector and CXOs of companies can connect and collaborate with entrepreneurs, creators of technology, policy makers and subject matter experts passionate about solving problems. CfDT is a platform for people interested in ideas, innovations, tools, training programs and research that empower and facilitate digital transformation.

Centre for Digital Transformation (CfDT) introduced six comprehensive training sessions this January 2018. An international growth marketer and analytics expert, Malinda Senanayake, conducted a session on Data-driven Digital Media Strategy, Improving UX with Behavioral Psychology, Online Campaign Management with Analytics, Data-driven E-commerce Strategies, Growth Hacking with Facebook Marketing and Data-driven Digital Marketing. 3 hours long sessions took place on January 12, 13, 19 and 20 of 2018.

A total of 163 professionals from 44 different companies participated in the training programs. This included people from renowned companies like Unilever, Grameenphone, Robi, Aarong, Pran RFL, Rancon Motors, SSL Wireless, British Council, Rahimafrooz, Bikroy.com, and many others. Digital marketing agencies and e-commerce companies also attended the training programs: Magnito Digital, Zero Gravity, Pickaboo, AjkerDeal.com, Mindshare, X Solutions.

CfDT also co-hosted a workshop on “Data-driven Digital Strategy” with Bangladesh Brand Forum and a roundtable on “Analytics for Public Good” with The Daily Star. The trainer also conducted dedicated training programs for e-commerce companies: AjkerDeal.com and Bagdoom.com.

As we are going through the era of digital transformation with very limited resources, we have to learn to prioritize our challenges by adopting transparent and agile, data-driven approach to bridge the gap between policy and implementation. CfDT is the platform where leaders from the public sector, development sector, and private sector can connect and collaborate with entrepreneurs, creators of technology, and subject matter experts who are passionate about solving problems.

CONSTRAINTS AND PROPOSED COURSE OF ACTION

The journey of my internship was a tale of mixed experiences. While I have garnered the opportunity to learn from the leaders of one of the leading digital agencies of the companies, often I have found myself questioning the criticality and the effect of digital marketing. Much to my awe, my questioning mind was content by the end of my internship. Bangladesh, recently announced as a developing nation, has always had its teething troubles with welcoming and familiarizing with technology.

One of the major problems I have faced during my role as business development executive is convincing the client on the effectiveness of digital marketing and how it can make an apparent contribution to a company’s revenue stream using digital marketing. This is primarily because the strategic apex of contemporary companies is dominated by senior citizens. It is a well-established fact that ageing population has troubles coping with technological advancements due to the lack of their mobility. As such, I have often been questioned quite critically on how digital marketing is better than the classic marketing. I have always tried to convey the idea that digital marketing is a dominating branch of the concept of marketing and it only takes marketing forward and beyond, rather than replace it. But the trouble is how hard the senior clients find to accept and rely on the magic of digital marketing. In this case, I have always felt a number-based approach would help the cause where we can statistically represent how digital marketing has helped up the sales of a company citing past clients and their numbers. However, this can be impracticable in most of the instances, since WebAble does not possess high level of data storing and processing capabilities to give meaning to the numbers. Client confidentiality also restricts us from quoting a specific clients name and their incremental sales ever since effective digital media was procured.

In addition to acknowledging the advancement of digital marketing, the struggles of a large proportion of our intended stakeholders with digital media and devices have also has baffled me in certain instances. Since our work revolves around Facebook, Instagram and other social media, a thorough understanding of these platforms is a must. But more often than not, the clients do not completely understand how the platforms work and require a very fundamental discussion on the knits and bits of the platforms rather than a discussion on the actual marketing

techniques. To minimize this problem, I have suggested that we prepare a standard presentation on the insides of social media, how it works and how it can contribute to the revenue stream of a company and run it down for new clients in the introductory meeting. Thus, before the client understands the impact we can have on their overall marketing stature, they will get a good grasp of digital media and digital marketing.

The nature of my work required a very substantial amount of brainstorming and frequent interactive sessions with my teammates and colleagues from other departments. This would mean a pile of workload that I was very passionate for and an urgency to meet deadlines. To meet deadlines and provide better services, I had to frequently overstay at the office and put in my heart and soul for sealing the deal with a potential client. Even though I was fervent towards working directly with clients and top heads of WebAble, this often meant taking on more responsibilities and toiling harder than I would have normally imagined. To add to that, I have felt that since WebAble is a relatively new player in the market, it has troubles in standardizing the work responsibilities of each position. The manner of work is often haphazard and very often includes cross-divisional activities. The absence of a systematic way to complete any assignment often meant that there were no prior references of how a similar work was conducted to take guidance from. In my opinion, if the work responsibilities were more specific and adhered to, better efficiency could be achieved from the employees. I have also felt that the hierarchy and chain of command were not clearly drawn out which also caused issues in reporting.

PERSONAL DEVELOPMENT & LESSONS LEARNT

I firmly believe the internship program was life-changing for me. It has taught me to push barriers that I did not know existed with strength I did not know I had. The hectic workload coupled with the professional judgment involved in the tasks I carried out day-in and day-out have really shaped me up as a better individual. I also feel that the regular presentations I have given to the potential clientele have boosted my confidence. The achievements of closing clients and impressing my superiors have illuminated a different individual in me, where I fixate my goals and strive hard to achieve them. In the course of my internship, I was regularly handed out tight deadlines to finish my work and then switching to another responsibility that had similar strict deadlines. Initially, I struggled, sometimes failed. But the clichéd saying ‘failure is the pillar of successes kept me going. Eventually, when I started getting a grasp of how to synchronize between tasks to meet tight deadlines of multiple work, I started loving the workload. Much to my own wonder, I had the realization that I was passionate for heavy workload that challenged my abilities. I strongly believe WebAble has helped me by pushing my limits, exposing a part of me that I did not know existed.

Implications of Report to the Organization

In this internship report, I have realistically narrated the work responsibilities of an intern at WebAble Digital. I have also documented the process and compared my findings with reviewing the relevant literature. In addition, I have shared the constraints I have faced in the course of my internship. I believe the internship report will assist the strategic apex of WebAble to view the company from an amateur set of eyes that will give them a fresh perspective on the company. They can review the processes I have jotted down and identify any scope for improvement to streamline how the company conducts its business. In addition, they may also go through the constraints and challenges and work on them to assist future interns in minimizing the challenges. I believe WebAble will find this report as helpful as I have found WebAble, during my internship program.

Implications of Report to the University

I have prepared the internship report with candid and fresh perspective and focused on the practical experiences that I have faced, rather than having a tradition methodical approach. I am of the impression that this report provides an open view into the internship life and all that it has to offer, along with the constraints and challenges faced in the process. Also given how successful WebAble has been in a relatively short span of time, I believe my internship report will help understand their source of success. WebAble specializes in a relatively untapped area of the economy and I feel this report will help view the organization from an insider perspective. I have also integrated my learnings from different respected faculties into the report to ensure that the theoretical areas are covered. Therefore, I believe this report will help enrich the array of reports that BRAC University preserves. I also believe prospective interns can read through the reports and prepare themselves for the journey of a lifetime, where real world and teachings from the books intertwine.

Conclusion

To summarize, WebAble Digital is a marketing communication agency that focuses mainly on giving their clients a complete marketing solution. Over the course of this report, I have locked two clients on my won with months of creative support and media buying plan. In the process, I have gone through the basic stages: The Project Brief, Design Thought Process and Execution. The constraints and challenges I have faced during my internship, such as work overloads, working late nights in the office have also been covered, as well as my learnings. Over the course of these four months, I have experienced and learned a great deal regarding Digital marketing, communication process, teamwork and a great deal of how much communication flow in an organization is important and working in a real-life job environment. I am very grateful for the opportunity to work in this industry and have enjoyed my time at WebAble immensely. This Internship Program has given me an idea of what working as a professional is like in a real-life work environment, and it was indeed an ideal way to bridge the gap between University and the upcoming professional life ahead of us.

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APPENDICES

Figure 1. Content creation by Wevable Digital

