INTERNSHIP REPORT

OF

EFFECTIVENESS OF DIGITAL MARKETING IN BANGLADESH

OF

UNIFOX DIGITAL MEDIA



Internship report

On

Effectiveness of Digital Marketing in Bangladesh of Unifox Digital Media

Prepared For:

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Program-BBA

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Department of Business Administration

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Date of Submission: 09th January, 2023

LETTER OF TRANSMITTAL

09 January, 2023

Prof. Abul Kalam
Dean Faculty of Business
Sonargaon University (SU)

Subject: Submission of Internship report. 'Effectiveness of Digital Marketing in Bangladesh'

Dear Sir,

I am presenting you with this report on **"Effectiveness of Digital Marketing in Bangladesh".** This Report has been prepared with the intent of completing the requirement of the internship stage in The BBA program. I would like to express my gratitude towards my supervisor and all the people who helped me gather all the necessary information which was vital for this report. I hope the report will uphold the standards of a well-organized and informed report and properly convey the scenario of digital Marketing and its Effectiveness in the Country Based on my Research at Unifox Digital Media. I would like to request you to accept my report for further evaluation.

Thank you. Sincerely,

Morshed Alam
ID-BBA1701010011
Major: Marketing
Program: BBA
Department of Business Administration
Sonargaon University (SU)

CERTIFICATE OF SUPERVISOR

This is to certify that the report paper **"Effectiveness of Digital Marketing in Bangladesh"** has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by Morshed Alam, bearing ID: BBA1701010011 under my supervision. The report or the information will not be used for any other purposes.

……

Prof. Abul Kalam
Dean, Faculty of Business
Department of Business Administration
Sonargaon University (SU)

STUDENT DECLARATION

I am Morshed Alam, a student of Bachelor of Business Administration, ID: BBA1701010011 from Sonargaon University would like to solemnly declare here that this report on **"Effectiveness of Digital Marketing in Bangladesh"** has been authentically prepared by me. While preparing this report, I didn't breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

Sincerely Yours

Morshed Alam
ID: BBA1701010011
Program: BBA
Major: Marketing
Department of Business Administration

LETTER OF AUTHORIZATION

To

CEO / Admin

Unifox Digital Media

Subject : Internship Program

Dear Sir,

It is pleasure for us to inform you that Sonargaon University (SU) offers various academic programs at both graduate and undergraduate levels. In partial fulfillment of the BBA degree, the student needs to be attached to a business organization as an internee for a period of 3(three) months. It will half the student to acquire experimental learning by being exposed to the practical aspects of business operations.

Certified that this project report titled **"Effectiveness of Digital Marketing in Bangladesh"** is the bonafide work of **Morshed Alam** bearing ID: **BBA1701010011**, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Warm regards,

……

Prof. Abul Kalam

Dean, Faculty of Business

Department of Business Administration

Sonargaon University (SU)

ACKNOWLEDGEMENT

This report has reached its completion due to the joint effort made by many individuals. As such, I have to express my gratitude to everyone involved.

First of all I would like to thank my supervisor **Prof. Abul Kalam** for the moral support from the onset and throughout and providing me with the necessary guidance and information needed to complete this report.

I am also very thankful to Unifox Digital Media for letting me do my internship at their Organization. The learning and hands on experience I gained during my time there has allowed me to have newer and more refined perspectives about the knowledge I had received in my Courses at Sonargaon University.

Finally, I would have to thank my friends who also supported me during the preparation of this Report.

EXECUTIVE SUMMARY

The following internship report is a reflection of my work at Unifox Digital Media and my understanding of the digital marketing industry and how it functions. Experience that helped me grasp a basic idea on how digital agencies function in Bangladesh. The report initially contains a brief introduction of Unifox and some of the services it provides. Afterwards, the significance of the study is mentioned along with the services Unifox provides. The Effectiveness of Digital Marketing in Bangladesh is then thoroughly discussed from the way Digital Marketing works to how Smartphones have been a dominating factor in the growth of Digital Marketing in Bangladesh. Some of the recent trends of Digital Marketing are then discussed followed by the digital presence of Telecom Industries in Bangladesh. The report has been integrated with a lot of data tables that verify the significance of digital marketing in our Country. However, like every other industry, digital marketing has some flaws as well, as a result, some recommendations have been provided as well. The report has been made in a very short time and some of the data provided on the report may not be accurate by the time it is evaluated as we know digital analytics literally change every day. In spite of all that, I believe this report has enough reasons to appreciate the effectiveness of Digital Marketing in Bangladesh.

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CHAPTER -1

INTRODUCTION

Chapter 1: The Project

By definition, digital marketing is simply promotion of products or brands through any form of Electronic media. The basic difference between digital marketing and traditional marketing is That digital marketing needs involvement of channels and methods that allows organization to measure and analyze applied marketing campaigns on the internet. One of the unique features of digital marketing is that it triggers engagement between the product/service and customers through the digital media. Such two-way communication between brands and consumers requires some form of end-user action in order to analyze the effectiveness of the applied campaign. For example, a facebook page of a certain brand posts a creative on an issue that some consumers are offended by, as a result, the advertisers are now aware of the limitations that particular post offers.

With the expansion of smartphones usage, social network and easy access to internet, the digital marketing industry has grown at an exponential speed. This growth has served as a testament to the sudden increase in the number of digital agencies in this rapidly growing economy.

Bangladesh's recent increase in GDP per capita has paved the way for an increase in the level of internet usage. The low media age and the growth of the telecom sector have also contributed to the cause. Even though Bangladesh is still inferior to countries like Malaysia and Hong Kong when it comes technological advancement, the internet penetration is still relatively high in the South Asian region. To be specific, the number of Facebook users has been growing and is expected to improve in coming years.

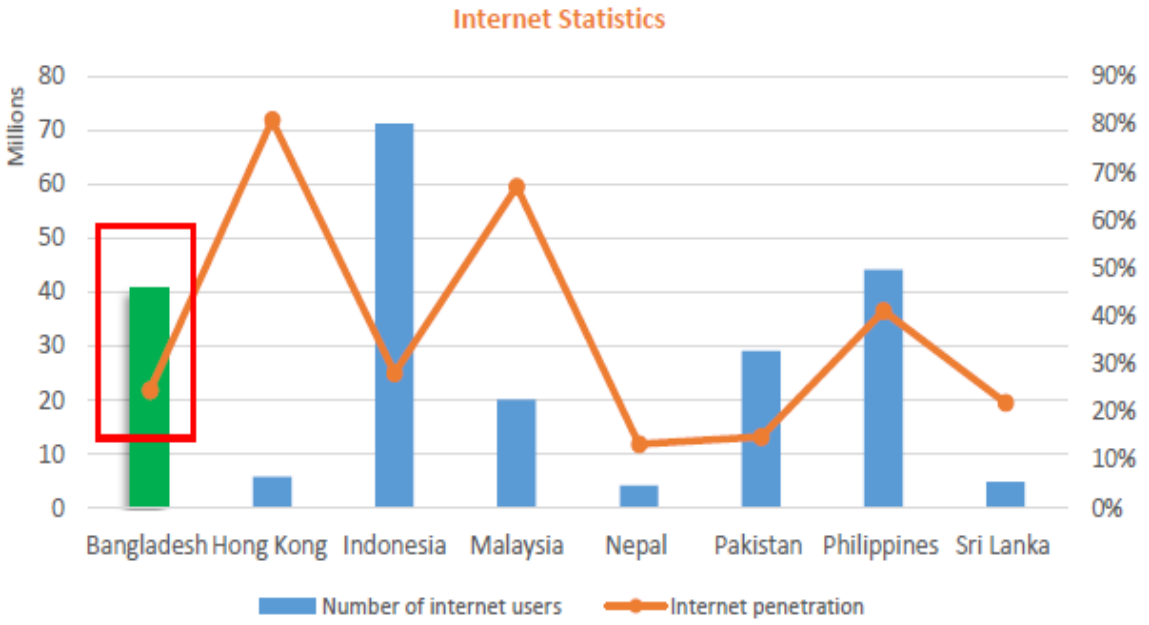


Table 2 : Internet Statistics

To measure the effectiveness of Digital Marketing in Bangladesh, it is imperative that we look at the major industries that dictate her economy and the role of digital marketing in those industries. The telecom industry and the FMCG are the top two industries that need to be discussed here in order to measure the impact of this new form of marketing. Currently, all the MNCs and local giants belonging to this industry have a digital media platform and have invested a significant amount of capital in the digital marketing sector in order to reach out to their target groups. In this report, a clear understanding of digital marketing's effective can be measured as analytics on facebook pages, YouTube channels and other digital media platforms will be provided.

11 Objective of the study

The objective of the study is to look for information that leads to the verification of effectiveness of digital marketing in Bangladesh. The report include all likely related topics such as social media communication and marketing of firms globally and locally in Bangladesh through social much emphasis has been given to the telecom industry as well as comparison of social media other medium of communication and companies that are making it big through social media marketing. Primary information is obtained from digital analytics and personal observation. Conversely, internet text books will be major source of secondary information. However, wise social media marketing are shown in the report.

1.2 Literature Review

Digital marketing: According to Wikipedia, Digital Marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers and retain them.The key objective is to promote brands, build preference and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

Social Media: According to Wikipedia, Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Social Media Marketing: refers to the process of gaining website traffic or attention through social media sites.

PTAT: The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's timeline, liking, commenting on or sharing one of your Page posts,

answering a question you posted, responding to one of your events, mentioning your Page, tagging your Page in a photo or checking in at your location.

Lifetime Total Likes: Lifetime The total number of people who have liked your Page.

Reach: The number of people who have seen any content associated with your Page.

Page Engaged Users: The number of people who engaged with your Page. Engagement includes any click or story created.

Reach of page posts: The number of people who saw any of your Page posts.

1.3 Methodology

This report was written based on the information gained from both primary and secondary data.

Primary Data Sources

This report is mainly based on the primary data, which has been collected from observations through interactions with colleagues and people who directly involved with from Unifox Digital Media.

Secondary Data Sources:

• Unifox Digital Media's Internal Reports

•Aticles, journals and websites.

1.4 Limitations of the study

While writing this report, I had to come across many limitations. Some of them include:

- Lack of readily available data in terms of digital marketing

- Due to the lack of time I was unable to provide more data to the whole report

CHAPTER – 2

THE ORGANIZATION

Chapter 2: The organization

Unifox Digital is an Online Marketing and Software development agency located in the heart of Bangladesh, and boasts to be the only agency in South Asia that blends the best of the old and The new media. With the internet playing a more vital role than ever in marketing today, Unifox Helps businesses leverage their marketing strategies on the web while simultaneously blending Core transitional marketing methods ensuring long-term success.

2.1 History

Unifox was founded in early 2014 with a view to attaom excellence in full digital agency service providing a diverse range of technology services across different industries. The charismatic CEO of Unifox Digital, Shourav Islam, was successful in availing the license for Google Adsense Partner Program, which put Bangladesh in the world map in terms of recognition from Google.

2.2 Mission

The mission of Unifox is to transform the client's idea into a viable business and empower it with their cutting-edge online marketing tools and techniques.

2.3 Vision

Their vision is to be the leader in Southeast Asia for online search and Social Media Marketing and implement fully integrated digital marketing campaigns that drive industry-leading results for their valued clients and partners.

2.4 About Unifox

Unifox is an online marketing agency operating in various countries, including Australian and Singapore, backed by a team of experts. Unifox Digital Media, with the certified partnership of the Google Advertisement engine at their disposal, helps local online publishers to earn money though targeted advertisement. Led by Shourav Islam, he says “Google AdSense is a free, simple way for all online publishers to earn money with targeted Google ads. And for those who are already doing it, we can advise how better to make use of their website.” Unifox is currently working with Bangladesh’s largest and first online news portal bdnews24.com, as well as with manyo other online publishers including ATN, Nayadiganta and Natunbarta.

2.5 Services Offered

Facebook Marketing Services

Facebook is undoubtedly the most effective and renowned form of social media. As Facebook have introduced the new Ad platform, organizations are now able to trigger conversation with their target audience and attain massive boosts in their branding and lead generation campaigns. Unifox therefore, offers a full variety of Facebook Marketing Services as businesses can now benefit from the power of social media by allowing the experts handle the marketing part.

Mobile Website Design and Development

The conventional scene of web browsing is swiftly altering. Today, penetration of smartphones among the global population has opened the door to new must-have platforms for businesses that is Mobile friendly web appearance. Traditional websites often produce clunky performances when exhibited on smart-mobile devices. Unifox help companies to carve perfect mobile websites and effectively achieve the desired performance over multiple mobile devices and OS.

Search Engine Optimization (SEO)

The online marketing presence is often measured by a company's search ranking. A good Organic ranking aligned with relevant terms and phrases allows targeted leads to come into Effect. As per statistics, traffic obtained from search engines often guides to a commendable Conversion rates. Unifox covers all aspects of the SEO game & ensure our clients do everything Right to place them very high up in the search results pages.

Search Advertising (Pay-per-Click Marketing)

Pay per Click is being fast. Search advertising whirls an immediate effect on any business. But then again, its paid traffic, and if things aren't EXACTLY what they are supposed to be, clients could lose a fortune. Our PPC services ensure that the clients get to bid lowest possible amount for very high advertising positions for ultra competitive keywords, and we track their accounts to ensure they can achieve that by not losing that fortune.

Social Media Marketing

Social Media Marketing is currently dominating the digital scenario. Social Media Marketing currently seems like a reasonable option for a spam free, people friendly platform. The social media experts from Unifox help create such relationship with the audience that allows an organization to own a set of followers triggering testimonials, recommendations and word of mouth.

2.6 Adwards and Adsense Clients

Adwards



Ad Sense



2.7 Social Media Management Clients



2.8 Organizational Chart

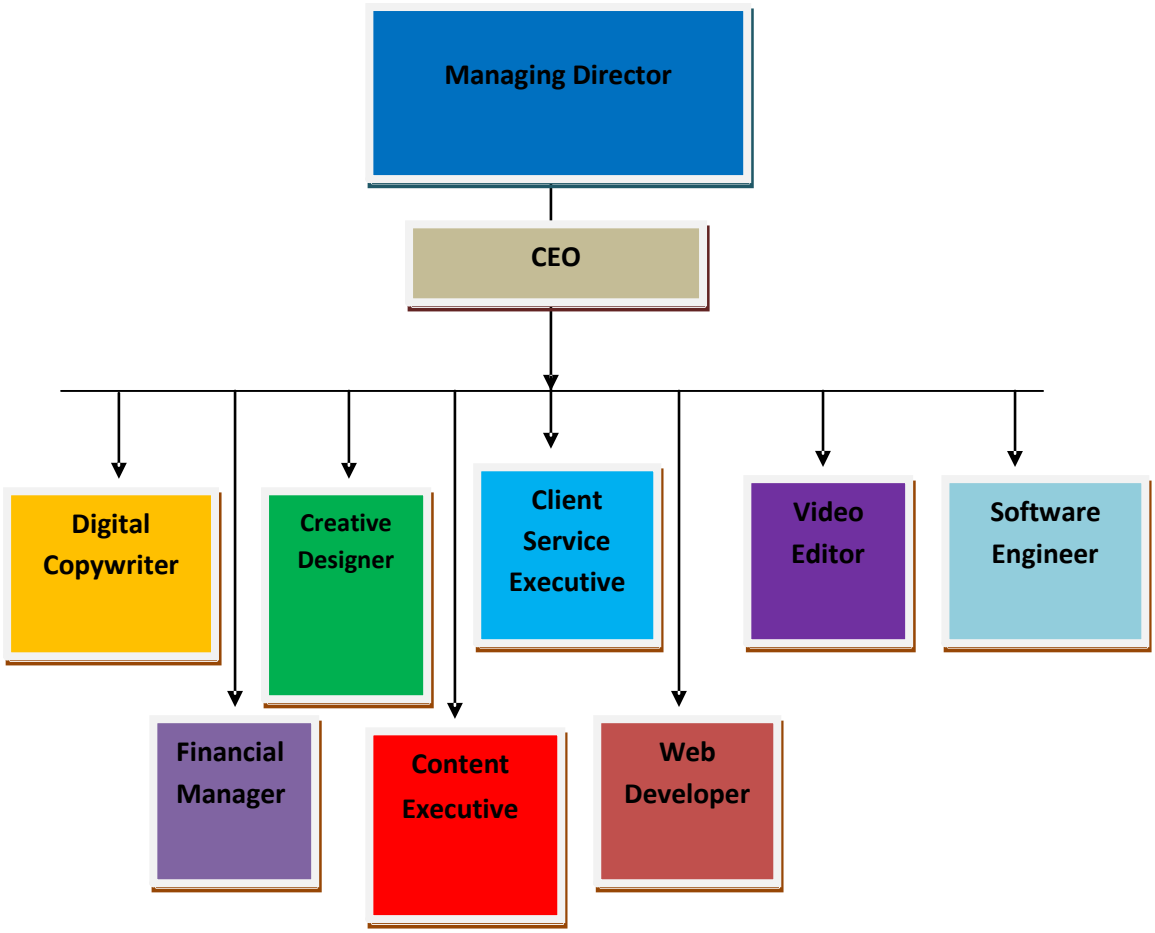


Fig 2.8 - Organizational Chart

Chapter-3 & 4

At Unifox & Effectiveness of Digital Marketing in Bangladesh

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Chapter: 3 At unifox

- Client servicing for assigned clients
- Keeping track of all the assigned accounts
- Contributing to all the business strategies in accordance with the clients brief Looking after all the social media contents
- Community Management on Social Media
- Occasional copywriting

Chapter 4: Effectiveness of Digital Marketing in Bangladesh

The effectiveness of Digital Marketing is dependent on a lot of factors. From brand communication to sales growth, all of the other factors through which we tend to scale traditional forms of marketing can be used to trace back to digital marketing as well. In order to properly evaluate the full impact of digital marketing we need to explain how digital marketing works, what are the scopes and who are industry references when it comes to Digital Marketing.

4.1 Digital Marketing Scene in Bangladesh

The Digital marketing scene in Bangladesh is rapidly becoming one of the prioritized forms of marketing among the big telecoms and FMCGs. Even though, the traditional form of marketing still dominates the advertising scene as millions are spent on TV and Print Ads, Digital platforms are also given almost equal amount of attention. As companies realize that a huge chunk of their consumers spent most of their time online, therefore, the average amount of capital invested by companies on this form of marketing will only start to increase.

The content genre in Digital Marketing comes mainly in four forms. An illustration is shown below:

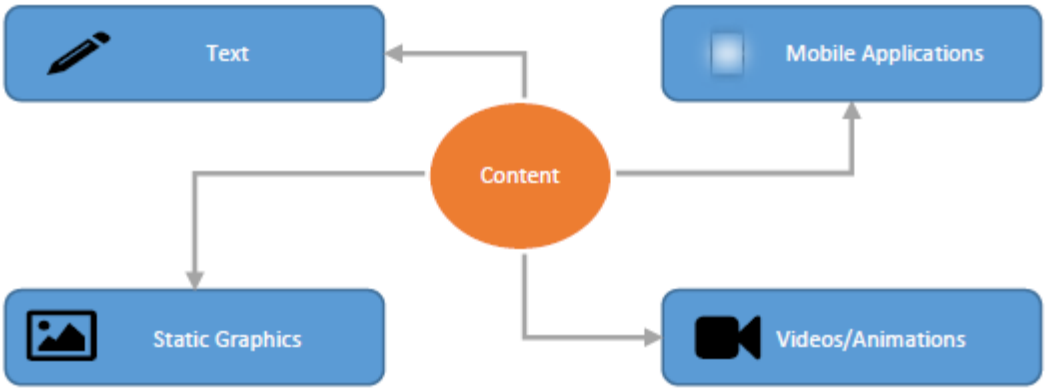


Fig 4.1(i): Content Genre

As per the above image, the contents in digital marketing usually come in any of the four forms mentioned. Static images come in handy and easy to share as it takes less time to create. We are familiar to static images in the form of infographic or memes. Videos or animations trigger more consumers as people are more attracted to motion. Even after its high efficiency, brands do not use video contents as much as static or text owing to the high cost of production. The text contents offer the minimum appeal and consumers generally want to avoid the hassle of reading just text. Mobile Apps on the other hand is a content platform where all the mentioned content type can be provided and help convey the brand communication.

When it comes to services provided by the agencies in our country, they tend to divide them into certain categories. Some agencies provide 360 solutions whereas there are few who charge on certain specification of a service.

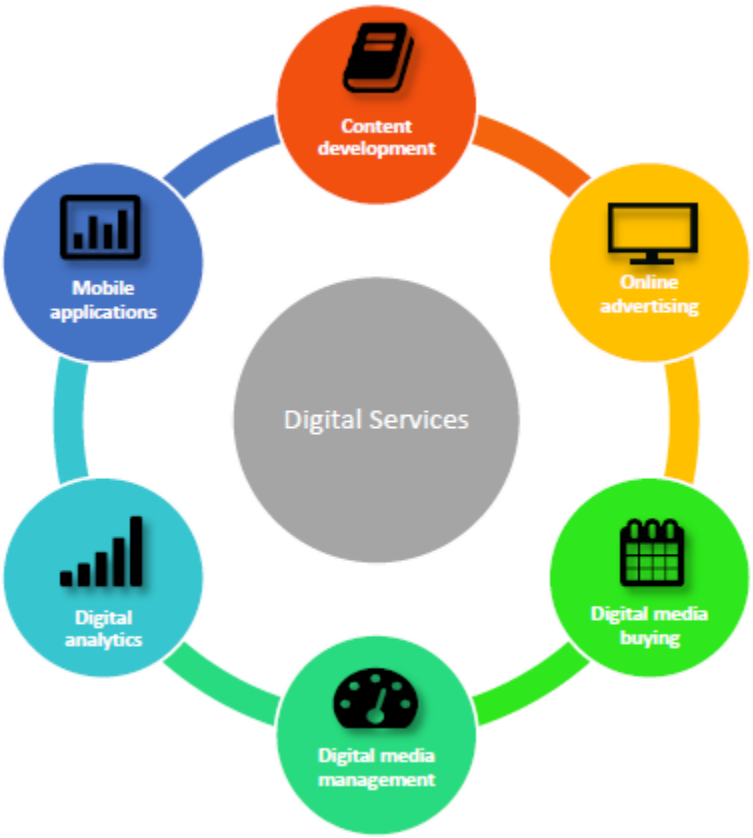


Fig 4.1 (ii): Service Type

Content being the centre of all forms of communication, therefore agencies spend a lot of time on this particular sector. On the other hand Media buying helps organization in strategizing their online content.

4.2 Digital Media Analytics

Analytics are an important tool to measure the effectiveness of a digital campaign. Up until now, brands had not paid much attention to the analytics of well designed campaigns; however, in recent times it has started to become an important factor as it allows companies to realize to what extent their campaigns are successful. From using Google analytics, Facebook analytics to using

popular websites such as socialbaker.com have allowed the companies to finally measure the effectiveness of their digital campaigns.

Type of action	Viewed a post	Clicked on a post, without a necessary interaction	Interacted with content to create an outcome
Impression	✓		
Click	✓	✓	
Acquisition	✓	✓	✓

Table 4.2(i) Action Specification

Peak traffic for online posts

Brands have now figured out when is the best time to launch a creative as different target groups have different schedule of coming online. One such illustration is mentioned below :

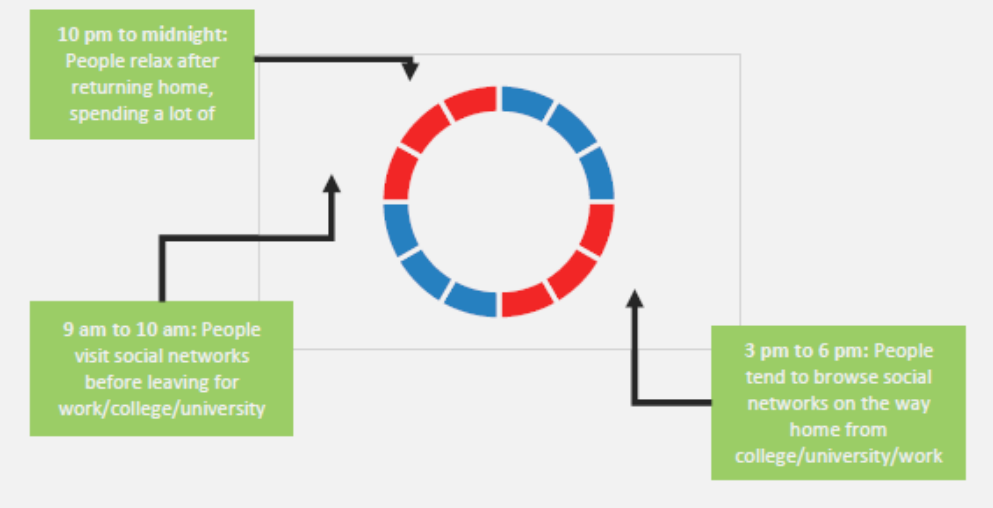


Fig 4.2 (ii) Peak Traffic

4.3 Recent Trends of Digital Media in Bangladesh

Being Digital means being technologically advance. So, as the technology always brings progress so the digital world grows along with it. With the upcoming technology the digital media also brings up its own advancement in the field of advertisement. That's why in the year 2015, the digital media progression is a step ahead from the year 2014. New things are coming

up and becoming a new form to promote your brand in the digital world. Among all there are some noticeable improvement happened around us in the digital media those are:

Rise of Digital Mobile Video Advertising

Video advertising is a new addition to the digital marketing world. It adds an extra flavour to the field of marketing. This form of advertising has been used in different websites, especially in the news portal, e- commerce site, in YouTube, Face book and so on. It has been placed in such a way that the viewer will watch it unknowingly and they cannot ignore it. By the time they find a way to ignore they will get the related message. These kinds of video advertising are very short in nature, generally is it 10 to 20 seconds. But with this limited time it leaves the maximum effect. Even it is effective in Smartphone and tab as well. While opening a site it pop up on the screen and there is no way to ignore it.



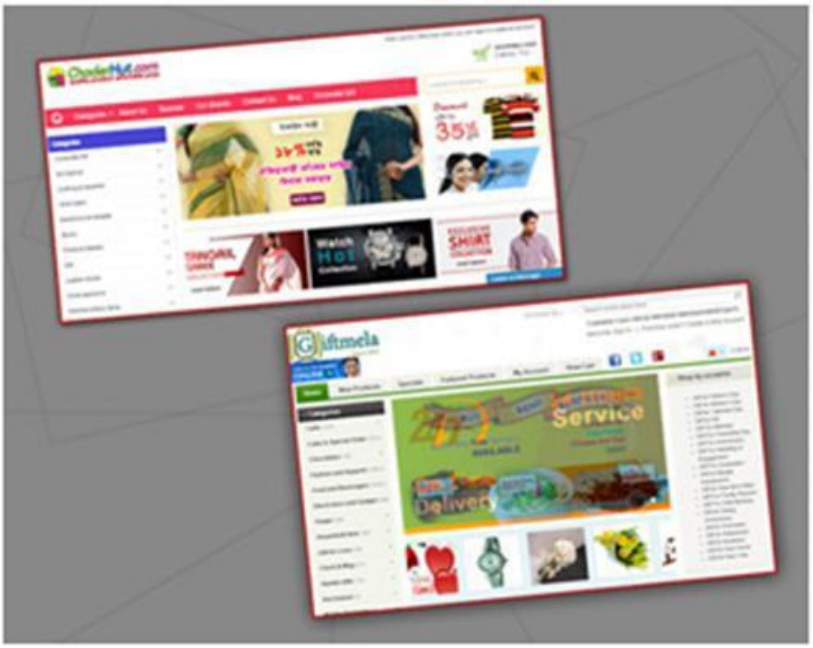
Organizing Facebook Contest

This year the brands of Bangladesh have become more involved into contest ideas. For engaging more audience into the Facebook page of the brands, they are organizing different contests. Especially the photo contest has become most popular which got a large number of audience

response. Even dubs mash video contests were there. Few quiz contest during the world Cup cricket has got a great response. So, the contest has becoming one of the great ideas to promote your page and brand in the digital world.

E-commerce Growth:

E – commerce growth is more of a recent issue, especially in Bangladesh. If we think about 2 to three years back, e – commerce were not that popular. The reason behind is the technical support and increasing credibility of e-commerce. Perfect delivery system is one of the reason why people are relying more on e- commerce. Especially the demographic change people are busier now even females are also working at offices which results not getting time for shopping. Even some e-commerce sites import original products from abroad and sell it to the customers in Bangladesh



Naive Advertising Taking the Market

Naive advertising is nothing but a form of online advertising. It matches the form and function of the advertising. There are different types of naive advertising like Naive Search Engine Ads, Naive Twitter Ads, Naive News Feed ads, Naive advertorial ads, Naive video Ads. In recent years, the rate of naive advertising is growing rapidly.



Increase in Smart phone penetration

Global population of mobile penetration is predicted to rise from 61.1% to 69.4 according to e Marketer. Companies like Symphony, Walton and Firefox have made smartphones in the lower end of the market more accessible. This means there is a group of early adopters in the rural demographic who is curious to try out Facebook as internet data packages are becoming cheaper every day. Their curiosity on Facebook to post photos and then connect with friends, family or keep up with what their bosses are doing, will drive more users on Facebook platform via Mobile.

Preference towards Facebook pages over Websites

12 million users on Facebook from Bangladesh search for the business, restaurant or brand to have a quick overview to know more. Because social media is a conversational platform, consumers can also read comments and see what others are saying. Website is a one-way street. So brands continue to invest in the Facebook page and engagement as also try out other social media assets like Twitter, Instagram too. Conversations in real-time can take place on Facebook real quick which is an opportunity for brands to quickly address consumer ‟s needs cheaper and faster than before.

Other Social Media Platforms emergence in local market

We do see emergence of other platforms such as Twitter, Instagram and Pinterest. Instagram is a great way to promote "photo contests" with hashtags. Twitter is a good way to make announcements on product releases, awareness and drive sales with consumers who follow throughout the day. It ' s quick , short and easy with to connect with audience. Pinterest is a good resource sharing board. Though many people forget, links and articles get lost in twitter, facebook and instagram as there are so many updates. Pinterest is the perfect board where you can pin things so your greatest resources or content you want to share with your audience don't get lost. Brands can create "fashion or lifestyle" boards where consumers can follow too.

4.4 Advantages of Digital Marketing in Bangladesh

Reaching Target Market

When an advertisement is broadcasted on a mainstream marketing platform it does not guarantee reach towards specific target groups. For example, an Airtel Ad advertised on Television is viewed by audience belonging to all ages. Moroever, traditional form of marketing being one way communication does not allow the consumers to see what they want to see. This is where Digital marketing comes with a difference. Brands can now be choosier and can put in denominating factors such as age, sex, location in order to cater to the right target group. With the flexibility and technological innovations attached to digital marketing, brands are able to modify content in accordance with the target group and thus attain better conversion rates. Additionally, digital marketing is a consumer friendly platform, allowing the consumers to see only what they desire, thus creating a rather loyal fan following from the brands perspective.

Cost Effective

The cost of putting out a digital marketing campaign is comparatively way less than a traditional marketing campaign. For example, a facebook business page can be boosted for as little as 5 US Dollars. This means that means Digital Marketing allows business to reach 1000 people at a cost that would have taken traditional marketing as high as 17 times the original price held for digital campaigns. The small and medium enterprises usually donot have a heavy marketing budget at their disposal, but the beauty of digital marketing is that it plays on a level field and gives everyone an equal chance of competing. If the contents of small businesses are creative enough, it can easily take on the likes of big companies in terms of making the message across.

Expandability

Digital Marketing theoretically has the means to approximately reach out to the total population of the country that is 160 million people. Such is the reach because digital media is not limited by the logistical obstacles that come with traditional forms of marketing. As we know, the 2G network provided by the telecoms covers most of the geographical location of the country and the network is going to get better with the emergence of 3G. As technology progresses with time, brands are going to take full advantage of such expandable factors associated with digital media.

4.5 Reasons Digital Marketing can overtake Traditional Marketing

Growing activity of Social Networking Sites

Bangladesh currently possesses close 4 million active facebook users and that number is increasing every single second. As a result, a lot of marketing is being used on social media sites such as facebook and many others to reach the chosen target group. Telecom pages such as Airtel Buzz, Robi, Grameenphone, Kaymu.com etc are making a lot of noise as their popularity on facebook is growing day by day. As social media now occupies a noteworthy period of consumer's time, therefore catchy content are instantly liked and shared reflecting the brand reach of these posts and pages. Digital Marketing facilitates such interaction which in return creates a significant number of ROI. As more products are sold everyday due to the digital influence, this could be an important factor that takes digital marketing on top of all other traditional forms of marketing.

Growing Popularity of YouTube Channels

As accommodating an internet connection is now cheaper than ever, both provider and customer can now easily get access to fast internet. Such easy access has allowed the mass population to avail other forms of media that are as fascinating as social media. For example, the growth of YouTube users and also a huge number of YouTubers have taken digital advertising to new lengths as now Pre-roll ads, ads in between etc are seen whenever a video is being played on this platform.

The rising estimation of Digital Media

As the estimation of internet penetration is about 24.5% and user pool that is more than 40 million, there is no alternative for brands than to invest digitally. At this rate, the market will only grow bigger with new agencies lined up to join this industry. Currently, digital advertising industry market share stand at 5% in 2015, and will stand at 10% in 2016 and 17% in 2017.

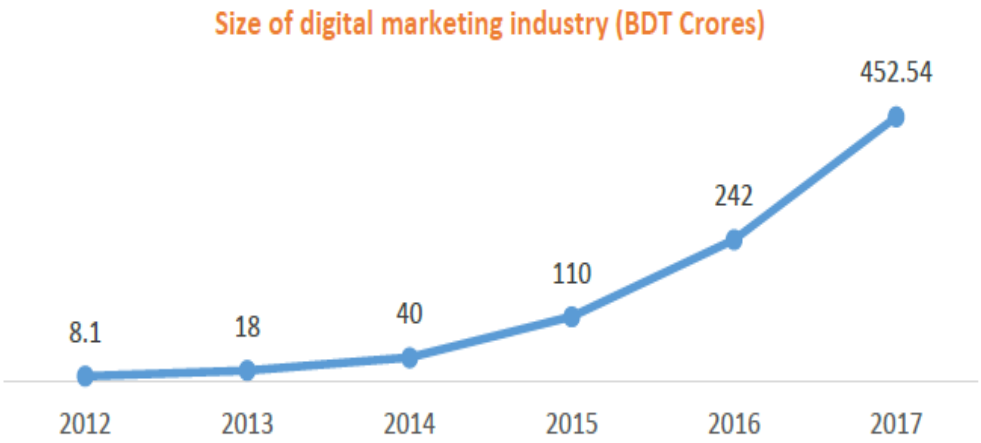


Fig 4.5(i): Size of Digital Marketing Industry

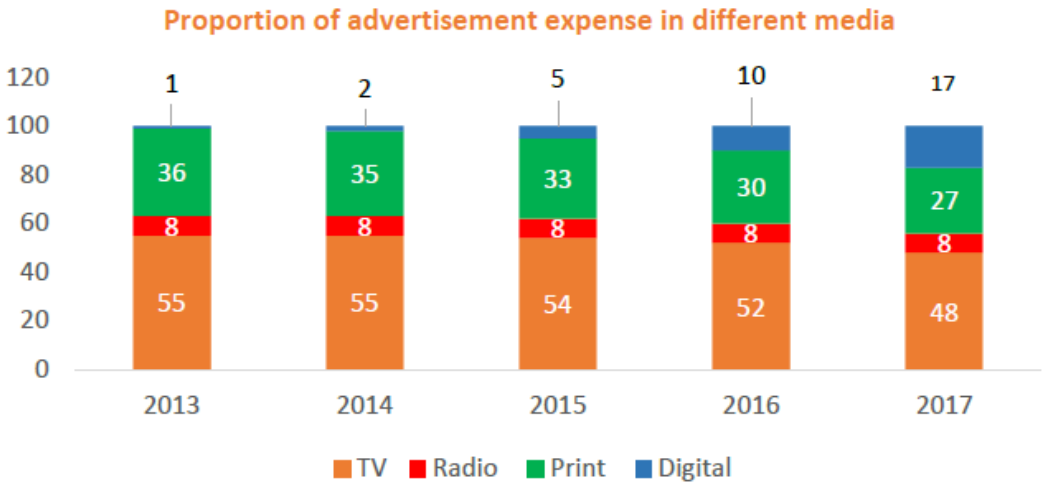


Fig 4.5 (ii): Proportion of Advertisement Expenses

Year	TV	Radio	Print	Digital
2013	55	8	36	1
2014	55	8	35	2
2015	54	8	33	5
2016	52	8	30	10
2017	48	8	27	17

Table 4.5 (iii) : Media Share

The trend in Radio implies that it has a stable fan following; however; mainstream advertising in media like TV and Print is forecasted to go down as people are less interested in those medias. All the TV programs that used to draw a huge pool of consumers, could all be found on the internet, decreasing its revenue appeal.

Currently, digital marketing is growing at an exponential rate. The size of advertising marketing is somewhere around BDT 2,000 crore and the size of digital marketing industry alone is estimated to be close to 500 crore by 2017.

4.6 Digital Presence of Telecom Industry in Bangladesh

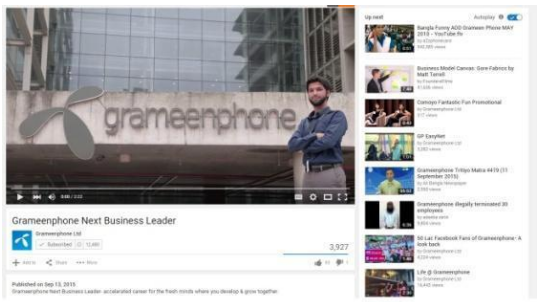
Grameen Phone's Facebook page & YouTube Analysis



After analysing Grameenphone ‟s activities on social media platforms we can state that they are mostly focusing on social life, their offerings, contest and occasion related posts. For example during Eid they shared multiple Eid based posts, Post on World Heart Day, Post on how you can reunite with your friends during vacations, Birthday post of a famous artist. Through these type of posts they relate and engage their target market group.



Similar to facebook, Grameenphone has a heavy presence on YouTube thanks to the diverse range of video content they have to offer. Be it music, drama, comedy or sports, one would find interactive videos belonging to every genre that the current youths usually flock to. And such smart presence is not only limited to one channel only. Grameenphone also has a sister channel called Bondhu Garage, which specifically caters to the trends among the youth and has a very ultra-modern vibe to it.







Robi Axiata's Facebook & YouTube channel Analysis



Robi's posts on social media platform are perfectly complementing with their tag line "Jole utho apon shoktite". Their Facebook and Instagram posts are occasions, their offers, contest or Bangladesh cricket team centric. They are very regular on Facebook at times they share multiple

posts in one day. If we go through their page we can see multiple Eid #cowfieposts and BD cricket team related inspirational content which were pretty engaging as they got good response from their target group.



Robi's recent association with the Bangladesh Cricket Team has prompted a lot of cricket based video content, however, their USP on YouTube still remains the live studio sessions featuring various musicians. Robi in collaboration with Radio Foorti, regularly streams live studio sessions on YouTube, with active bands or musicians who are adored by the masses. One would also find videos which are mostly filled with Robi's promotional content but it's the music centric content on YouTube that makes them stand out from their competitors

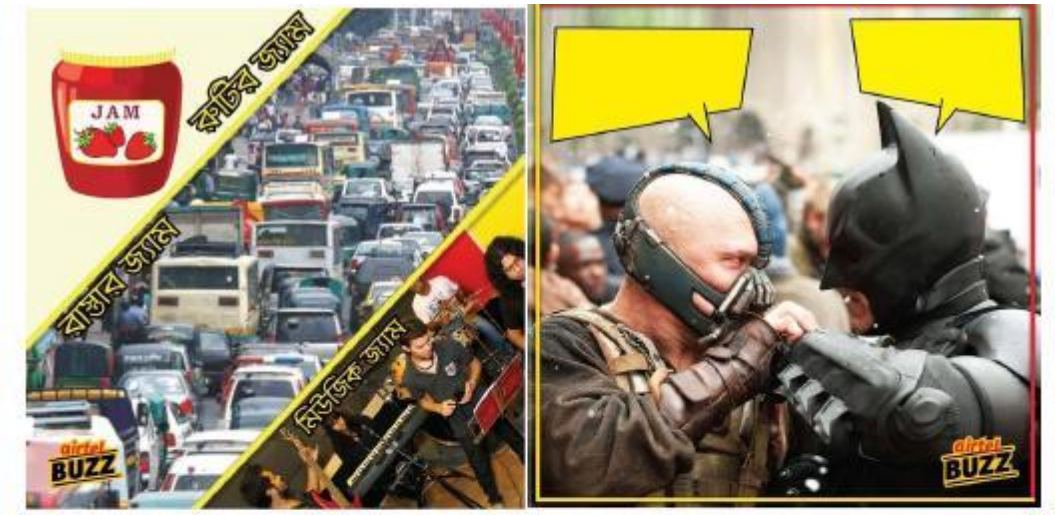




Airtel's Facebook page & YouTube channel Analysis

Airtel Bangladesh has rather decided to associate themselves with Comedy or Satire content in most of their social media posts. Airtel's facebook page, that goes by the name, Airtel Buzz, almost regularly post comedy content in the form of „Meme ", Puns or „Fill in the captions ". Apart from posting pictures of their current offers, most of Airtel "s comedy and humor-intended

post generate a healthy number of likes for their facebook page which in turn triggers a lot of engagement with their consumers.





Meanwhile, Airtel's video content available on YouTube is quite similar to its Facebook ones. Suffice to say, Airtel Buzz, the YouTube channel, is not filled with videos that emphasize on the telecom network that is Airtel, rather the channel plays host to a variety of good engaging content such as Airtel Buzz Studio, Satirical Comedy Drama „Ki Obostha ‟and the different occasion based one-off comedy drama shows such as „Vitamin T ‟. The Airtez Buzz, logo that sits at the corner of every video is a reminder to its consumers that Airtel endorses such fun

loving content which integrates well with their target market that is THE YOUTH. Moreover, Airtel's association with the famous YouTuber Salman Muqtadir, has also helped cater their brand content to the specific target.

Competitive Analysis

Facebook Page Statistics

Page Performance Indicator	banglalink	grameenphone	airtel	রবি	Citycell	TeleTalk আমাদের ফোন
Likes	4,800,042	5,287,430	4,229,071	4,999,711	96,815	181,616
Posts Per Day	6.62	2.7	5.1	2.6	0.41	0.55
Engagement Rate	8.75%	12.10%	12.74%	9.93%	3.58%	0.4%
Likes, Comments & Shares per post	11,468	53,444	25,085	30,594	263	1,051

4.7 Reflection on the telecom industry's presence on Digital Platforms

From the above analysis we can see that almost all the big telecom organizations have a major presence on all the digital platforms, specifically Facebook and YouTube. Such dedication towards these platforms reflects the importance these Telecoms are giving to the all new digital era. Suffice to say, these telecoms are not investing on the digital scene just for the sake of it, as we can see the integrated marketing communication is well maintained in all these digital platforms. For example, whatever Grameenphone is doing on the ATL and BTL scene, it is being reflected on their digital platform as well. Such aligned form of marketing means that these companies know it's a consumer driven industry and if the consumers go digital, the companies go digital too. Moroever, Telecoms now have separate campaigns for the digital scene only.

CHAPTER-5

RECOMMENDATION & CONCLUSION

Chapter 5

Recommendation

More Investment on Digital Marketing – In order for the industry to have more growth, brands need to put in more money in this sector so that agency ideas are not hampered due to budget restrictions. It is often seen among agencies that creative idea on digital platforms are put on hold due to lack of budget.

Emphasis on Video Content – Brands and agencies need to work together in increasing the number of video content on digital marketing platforms. Currently, the scenario is dominated by image and text content even though video content ensures more engagement from the consumer's end.

Digital presence on all platforms – In today's world, Brands tend to think an effective facebook page is enough to create a digital presence. However, facebook is not the only digital platform out there. Website content, YouTube channels, Twitter and Instagram etc are all needed to make an overall impression on the consumer's mind. Basically it's a consumer driven industry, the industry moves where the consumers moves.

Promoting Digital Marketeers – Digital Marketing can only grow as the people involved in it allow it to be. Agencies and brands should encourage the career prospect that is associated with the industry and encourage fresh graduates and traditional marketeer to indulge them with more knowledge of this industry. Organizations should also look to improve the paygrade that is involved with this industry, as it will only improve the growth of the very organizations in the long run.

Conclusion

In order to complete my BBA, an internship period of minimum two months at an organization is required by the curriculum, and as such, under the supervision of Unifox Digital Media and direction from my supervisor Ummul Wara Adrita I have prepared my internship report. The introduction of the report is mainly a brief history of how Unifox came into being and some of the service it provides. Furthermore, the mission, vision and the objective of the company is also included in the introduction. Unifox is a digital marketing firm providing digital service that specializes in social media marketing. In this report I mainly discussed the effectiveness of digital marketing in Bangladesh by providing datas that suggest the rising trends of digital media as well as the impact of Digital marketing in one of the most essential industries that directly influence the current economy of Bangladesh i.e. the Telecom Industry. Moreover, some of the recent trend in digital marketing is included as well.

To conclude, in today's modern age of technology and innovation, people are almost always occupied with something or the other to do. No longer do people only sit infront of the television after a day's of hard work. As people are always on the move, smartphones have now become the media to witness all the day's happening activities as content include podcasts, news and YouTube views etc. Such new drastic changes in the way people view content is a testament to the impact Digital Marketing Industry has had on people of Bangladesh.

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