

Internship Report

On

***“Digital Marketing Practices by the Inpace
Management Limited***

***A hands-on initiative for Integrated Marketing
Approach”***

Submitted to

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Assistant Professor, SoBE.

Submitted by

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United International University
QUEST FOR EXCELLENCE

Letter of Transmittal

May 15, 2018

To

Sarkar Rafij Ahmed Ratan

Colleague Professor

Joined International University

Subject: Submission of Internship Report.

Dear Sir,

I'm glad to present the temporary job report on the theme you've doled out me which is ""Digital Marketing Practices by the Inpace Management Limited. A hands-on activity for Integrated Marketing Approach". While setting up this report I attempted my dimension best to ensure every one of the things to cover and endeavored to adhere to the guidelines of my course educator and office instructor. The whole report depends on the down to earth learning I have from most recent multi month while taking a shot at inpace the executives administration. That working learning encourages me to turn into an effective worker and causes me for having extraordinary profession ahead.

I will be thankful on the off chance that you get this report and I will glad to reply on the off chance that you have any inquiry in regards to this report

Expressing gratitude toward you

Truly

Rubayet Hossain Khan

Acknowledgment

Above all else, I want to offer my thanks to my teacher, Mr. Sarkar Rafij Ahmed Ratan, Faculty of School of Business and Economics, at United International University, who has made me fit and helped me all through the finish of my temporary job report on "A Report on the Digital Marketing Practices by the Inpace Management Limited hands-on activity for Integrated Marketing Approach". I was ceaselessly guided under his watch to finish this report.

To complete this report for the most part require rules from number of individuals , and along these lines I might want to offer my appreciative gratitude to various individuals who causes me all through the undertaking . I additionally might want to thank to the experts just as my associates of Inpace Communication for allowing me the chance to do my temporary position at their famous organization. The experience and information that I picked up while working there has been of extraordinary help in understanding the key components identified with my examination just as the survival at the corporate world. I would really appreciate to one of the senior administrators, Mr. Mohiuddin Fayaz, for his rules and recommendations all through my entry level position venture.

At last, I am exceptionally lucky to have my loved ones who has given unprejudiced help and backing in the planning of this report with their help and give wellsprings of data. Their assistance were really unparalleled.

Executive Summary

Inpace Communication Bangladesh was established in the year 1997. It has been notable for being the most reliably innovative organization in Bangladesh. They have been giving administrations of an elevated expectation with regards to quality just as an incentive for cash for clients throughout the previous 20 years. Their unparalleled endeavors in structure client connections have made them fit for overseeing exchanges that satisfy the needs and fulfillment dimensions of their customers in a noteworthy degree. They regulate each hierarchical plan in an unexpected way, regardless of the size or spending which makes their administrations more novel than others. The adaptability of aptitudes and experience among the representatives at Inpace is the thing that makes them not another face in the group. Building client connections is the fundamental moto of Inpace. The organization claims, 'We tune in and continually re-address the consistently changing requirements of our clients to guarantee that we are constantly on top of things'. The general information gathering of the exploration was done efficiently as per the supervision of my examination facilitator.

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INTRODUCTION

Inpace Correspondences Bangladesh, found #601, Concord Tower, 113 Kazi nazrul islam Dhaka 1000, is an association that works with advanced advertising administration, occasion the executives and give coordination's bolsters. This association set up in 1997 and endeavors to concentrate on innovation based help. The explanation for setting up this was making Bangladesh all the more innovatively propelled giving the expression, 'Computerized Bangladesh' its value. As far back as its foundation, this association prepared in excess of 270 experts. Inpace fundamentally centered around tech-based help identified with different multinational brands, for example, Cisco, HP, and Dell and so forth. In general, Inpace Bangladesh includes for the most part of 41 staff devoted to regulating, arranging, and circulating just as on the general exercises of the majority of its focuses.

At present, as of late inpace increment their administrations in the various commercial centers. By this time the organization additionally centered around its special exercises and it likewise distributed numerous interior productions in which the exercises of the association are covered. It has likewise been taking a shot at to turn into a stage to reduce the boundary between the_rustic and the urban individuals by giving the offices with respect to technological advancement. Moreover, research and scholarly establishments, firms and other worldwide associations have approached to influence a commitment in taking care of any kind of issues which is going about as a hindrance to present day innovation in this nation.

Inpace have got rewarded with different national and worldwide acknowledgment. The principle benefits that Inpace is prestigious for are: Event Management, Human Resource Management, Project the executives, Providing coordination support, Computer Graphics and DTP, Market Communication, Brand Management, Media Consultancy and administrations, Public Relations and Corporate Promotions. Business promoting allows your business to manufacture its client base by taking your message straightforwardly to consumers. It allows you to control that message, regardless of whether you expect to inform the general population about your organization's presence, instruct shoppers about your contributions, fabricates your image character or shows where your competitors fail to measure up.

Promoting essentially is finished by the publicizing office. They are an outsider. An advertising office is an organization whose business is to create advertisements for different organizations or associations. Kinds of promotion offices are

- Branding Agency
- PR and open connection organization
- Digital center organization
- Traditional promoting office

This report is absolutely giving about the Digital promoting side of advertising offices. In the ongoing past, Television was the most prominent standard for Marketers to advance, victory

mindfulness and produce indications for their items but now the pattern has changed and Digital promoting is the primary focal point of doing publicizing. The Main explanation behind this change was

- Traditional strategies are so exorbitant lately instead of advanced techniques. You could burn through a huge number of dollar yet at last, the yield may not excessively much viable
- Traditional showcasing channels can't give moment criticism and you can't follow your sells legitimately.

Computerized advertising, then again, signifies to promoting frameworks that grant associations to perceive how a battle is carrying on continuously, for example, what is being watched, how frequently, to what extent, just as different figures, for example, deals transformations

Research Objectives

The fundamental goal of this report is to break down Digital Marketing Practices by Inpace Management Limited. Their principle center is to address the consistently changing mechanical necessities of their clients and to decrease each hindrance in giving innovative progression to their customers. Inpace the board administration is a universal association that is working with tech items to make life simpler. Different goals are as per the following:

- Increase the business income of the association
- Improve brand attention to the association
- Analyzing how they are helping the Bangladesh Government in making 'Computerized Bangladesh.

- Analyzing the employee work framework.

Research Methodology

I have utilized Primary and Secondary information for setting up this report.

Primary Data :

I have gathered Primary information by talking about with the representatives, my collaborators and customers. I've done direct verbal correspondence with the customers of Inpace Communication to think about their sentiments and fulfillment toward the items and administrations.

Secondary Data :

I have gathered the optional information from the yearly report of Inpace Communication, from online articles and sites, periodical explanation of Inpace Communication, customer records, narrative files, preparing materials and some related scholastic books, for example, "The Art of Digital Marketing", "The New Rules for Marketing and PR" and so on.

Digital Media Marketing or Digital Marketing

The term 'digital marketing' was first used during the 1990s. During the 2000s and the 2010s, computerized advertising built up some additional advantages to the organization to interface much adequately than previously.

People groups constantly referenced computerized promoting as 'web-based advertising' or 'web showcasing' yet it's wrong. Advanced showcasing pivots the Internet, which depicts why individuals will in general trust that computerized promoting and Internet advertising are synonymous. In any case, they are desperate. Web promoting diminishes under the class of advanced showcasing. Web promoting incorporates computerized showcasing administrations, for example, site design improvement, show publicizing, and email advertising.

Client Servicing

client service is an representatives work to ensure client satisfaction with an organization's product or service. They are often the primary point of contact for a client or customer. Most ordinarily, the preferred result is to drive consumer behavior with respect to a commercial proposing. Advertising is defined by Richard F. Taflinger as "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Advertising is usually done by a third party known as advertising agency. An advertising agency is a service based business committed to making, forecasting, and control advertising for its clients. An agency can also grip overall marketing and branding strategies and sales promotions for its clients. Types of ad agencies are

- Full service agencies

- Creative agencies
- Specialized agencies
- In-house agencies
- Digital agencies or new media agencies

Scope of the Internship

- 1) To understand the element in digital marketing
- 2) To understand the effectiveness of branding over digital marketing
- 3) To understand the effort behind accomplishment of brands objective through campaigns
- 4) To choose suitable media for communication through digital marketing
- 5) To maintain relationship with clients with the help of digital marketing
- 6) To understand the Target Group for different brands
- 7) Understand the consumer buying behavior of Bangladeshis in digital age.

To understanding the consumer buying behavior I did one research via an online questionnaire. Sample size of the investigation was 100. Samples for this investigation are under Bangladeshi youth and young Bangladeshis, who come under 18 to 50 year age groups.

Limitation of the Internship

- 1) The time allotment of the report is constrained
- 2) The issues with utilizing paid apparatuses for pertinent information, precedent like ComScore.
- 3) Sometimes the season of the battle is over multi month
- 4) Sufficient records and distributions just as refreshed data in some cases were not promptly accessible
- 5) Do not get appropriate access in some important site

ORGANIZATIONAL VISION

The primary vision of Inpace is to make a solid connection with the customer on the web and disconnected both by giving each sort of coordination's Administrations

ORGANIZATIONAL MISSION

The achieved data and information through research and examination can be executed to give a superior answer for marked customers in regards to incorporated showcasing and advancements.

Authoritative GOAL

- Conducting research through field work.
- Analyzing the conditions.
- Providing prompt arrangement.
- Providing long haul arrangement.
- Establishing and advancing measures.

- Training and advancement of human asset.

CORE VALUES

- Maintaining the constant standard of tech-related issues.
- Providing and utilizing authentic information while conducting the research.
- Improving IT infrastructure of the company.
- Providing proper training with necessary equipment and guidelines.

CORE COMPETITIVENESS

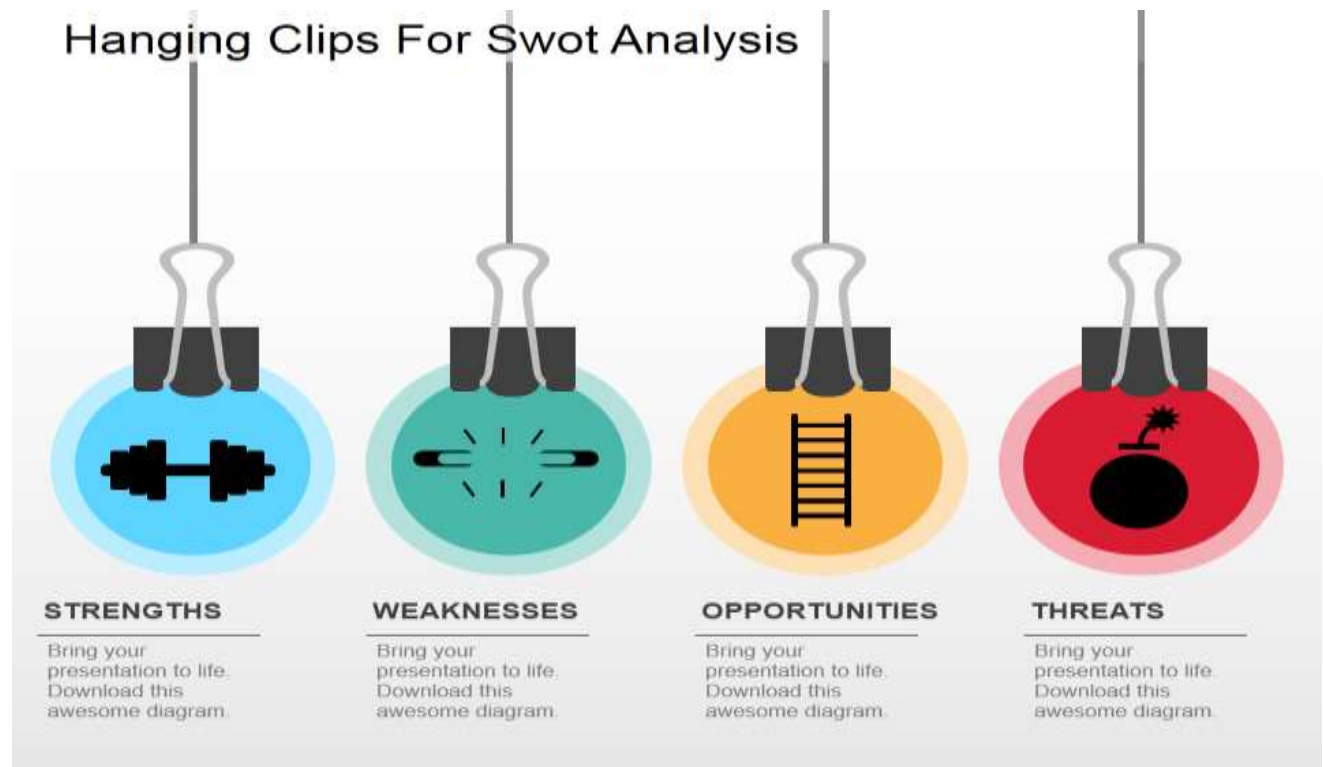
- Development.
- Professionalism.
- Resource use.

These were about the association's main goal, vision, objectives and center aggressiveness.

Each association attempts their dimension best to accomplish the mission, vision and objectives. The statement of purpose is the impression of the more extensive goal of Inpace Communication. The vision articulation fills in as the image of how Inpace will accomplish the objectives over the long haul. These are essential to know any association obviously.

SWOT Analysis:

Hanging Clips For Swot Analysis



STRENGTH:

- Simple to point and contact more gathering of people at an economy cost.
- Campaigns can be essentially adjusted and made more focused according to our business necessities.
- As the world is increasingly reliant on the web, it benefits the business to spread out and interface with the general population on a more noteworthy scale.
- Saves a ton of cash as identified with the old-style way of showcasing as it is cheap and efficient.
- Being known as a brand has turned out to be much quiet.
- Advertising of independent venture is financially savvy.

- Businesspersons get it exceptionally helpful as they needn't bother with a tremendous spending plan for this and it gives them a gigantic stage to make a blemish on the computerized world.

WEAKNESS:

- An errand to achieve the populace which is as yet not expending the web.
- Keeping pace with new patterns and innovation.
- Need of profound comprehension of changing human conduct and necessities.
- If your image or item isn't vindicating the clients need, at that point the easygoing of getting terrible reactions in open is high, which thusly may harm the notoriety.
- Data Analysis is as yet an incredible concern and not very many individuals are master in it as relatively few can understand what information really says.

OPPORTUNITY:

- Increasingly work for the adolescent as this field is simply rising and various specialists are less.
- Growth the span of your image, along these lines, prompting a straight benefit.
- If advanced showcasing comes wherever in a total way it will help the nation itself to create computerized which implies the fundamental lump of our populace will begin driving a real existence which will be smoother and quicker.
- It will help our Bangladesh Government Organizations to end up computerized world.
- All the activities from railroads, open association and so forth will turn out to be faster and compliment.
- The pressing of significant and individual information of the administration associations will be simple and defended.
- The Dream of making "Computerized Bangladesh" can turn out to be genuine.

THREAT:

- If it doesn't work perfectly sometimes the back fire harmful ness is much higher
- Due to ever moving trends of different marketing spaces and ever moving rules of search engine for improving the content, continuous awareness is required, which is very difficult.
- The data security is a big thread. Because the security system of Bangladesh in not up to the mark.
- The data input might be wrong and the error finding might be hard.
- Gradually it is overwhelming all the traditional ways of marketing, which eventually might even lead to Television being left as the only source of old-style marketing.

Reason for Choosing Inpace for Internship:

There dependably remains motivation to pick a specific association to fill in as an assistant or representative. Some favor it to be work area based or some lean toward it to be all the more cordial. In my temporary job, it was a blend of both work area based occupation and excursion.

It's been an extraordinary chance to fill in as an assistant in Inpacebd Bangladesh. The organization has helped me to build my abilities of examination and has additionally allowed me the chance to experience the cutting edge innovation accessible in the nation. The advantages and professionals of current innovation is a privilege to every single man and lady in the nation. I have dependably been particularly curious about working with the exploration of why the general population withdrew with innovation line ought to get the best possible offices. My tendency towards working for advancement of individuals have driven me pick this tech-based organization. Inpace is a very representative driven association. The focus fills in as a rule to help the representatives working over yonder. Inpace is the most secure and secure spot for work. I felt much agreeable while working over yonder. The general workplace was very much adorned and inviting.

Inpace has been actualizing following ten noteworthy projects in its working regions.

1. Management Consulting
2. Human Resource Management
3. Project Management
4. Event Management
5. Computer Graphics and DTP

6. Market Communications
7. Brand Management
8. Media Consultancy and Services
9. Public Relations
10. Corporate Promotions

Inpace is worried about the general improvement of the innovation among all demography of individuals in Bangladesh. The research exercises led in the inside were very useful for me for my future research learning. I did my entry level position in Inpace Communications to include myself in such a task of guaranteeing the straightforwardness and solace of innovation and making myself gifted all through the procedure of research and analysis. Inpace dependably attempts to make a reasonable situation for its workers and customers since they trust that innovation is what's to come. Also, in general Inpace is associated with the improvement of society by giving better offices and administrations accommodating for the general population. From the earliest starting point of college life I have been intrigued to work in advanced advertising and for occasion the board firm. Inpace has given me the extension to work the inventive field and offer my insight for the workplace. Another motivation to pick Inpace Communications is to accumulate the involvement in development sector and after that attempt to execute in the experience for further work. I was always very much curious to investigate the undertakings which don't uncover before individuals effectively. I observed Inpace to be the most ideal method for investigating the general population who can take a significant part in the general public however they linger behind on account of some social conditions.

The Work Assignment/ Narratives of the Tasks

Convention Title: Digital Marketing Practices by the Inpace Management Limited : A hands-on activity for Integrated Marketing Approach

Computerized Marketing exercises included the procedure of advancing and advertising brands taking the statistic arrangement of the populace in Bangladesh through web-based showcasing thought in a characterized geographic zone. The incorporated promoting framework included a wide range of plans that upgraded the general brand acknowledgment inside a particular period.

The convention has not been gotten from any action. The convention of the exploration incorporates the accompanying:

- The look into need region is to moderate the hazard and weakness and keep up impartial frameworks.
- The two research stages are advancements and incorporated advertising.
- The effect of the examination is foreseen to have on Knowledge Production, Capacity Building, Informing Policy and IT upgrades.
- This convention identifies with the thousand years advancement objectives of computerized showcasing, promoting data frameworks, supportability, upgrades in the IT area and expanding brand acknowledgment.

These conventions identify with certain approaches of Inpace which the representatives and assistants should be pursued. Besides, the senior chiefs and research directions will teach their

subordinates to work under the conventions with the goal that the exploration procedure has to experience any disarray or misjudging. The conventions resemble examples both for the workers and facilitators. The conventions should be kept up in the work area based research process as well as in the field work.

Timing:

I had been working with Inpace for 96 days from 01th October to 30th January , 2018, on hours from 10.00 am to 7.00 pm.

Duties and Responsibilities

My obligations were to look into information identified with market investigation, make some computerized limited time exercises, target clients and executing and observing special exercises of the focused on territory all through web based promoting. In my exploration, I overviewed the region of Gulshan 1, Gulshan 2, Dhanmondi, Dhaka. Subjects of my examination were organization administrators, laborers from various parts and ordinary individuals from the age gathering of 18-50 years of age. There were two thousand respondents, who were overviewed by five hundred every day. They were receptive to the poll and yet, they should have been comprehended the inquiries and questions with tolerance. Ways of Accomplishing the Assignments:

As a researcher it turned into much difficult task for me to continue the files work. Yet the hard work made me accomplish my research.

Amid the achievement of my work, I utilized four information gathering modules that were included. Each one in turn amid the quarterly visits. The information gathering modules

involved the points on advancements, brand acknowledgment, computerized showcasing, and so forth. I needed to fix arrangements to meet the organization officials. As the greater part of the respondents utilized to remain occupied in work or in other occupations, I needed to think about a couple of days to ensure their quality amid the review. In the wake of fixing the time I needed to make the mapping of the regions by dividing them into squares dependent on demography. After that, I needed to pretest the information accumulation instrument. The financial registration and observation information gathering instruments had been utilized for pretesting. Versatile gadgets were additionally utilized for information accumulation. At that point when it came that the information gathering process I utilized an ID number for every individual and this was accomplished for cross-sectional study for connecting the records. Every day I used to finish 500 individuals and used to present the finished work to the director consistently. The chief exchanged the information from the memory card to his/her workstation and played out the fundamental checking. The boss used to convey this information to the Field Research Coordinator/Computer Programmer at the focal office of Inpace for further altering and refreshing the ace database. This period of information accumulation took around 3 months.

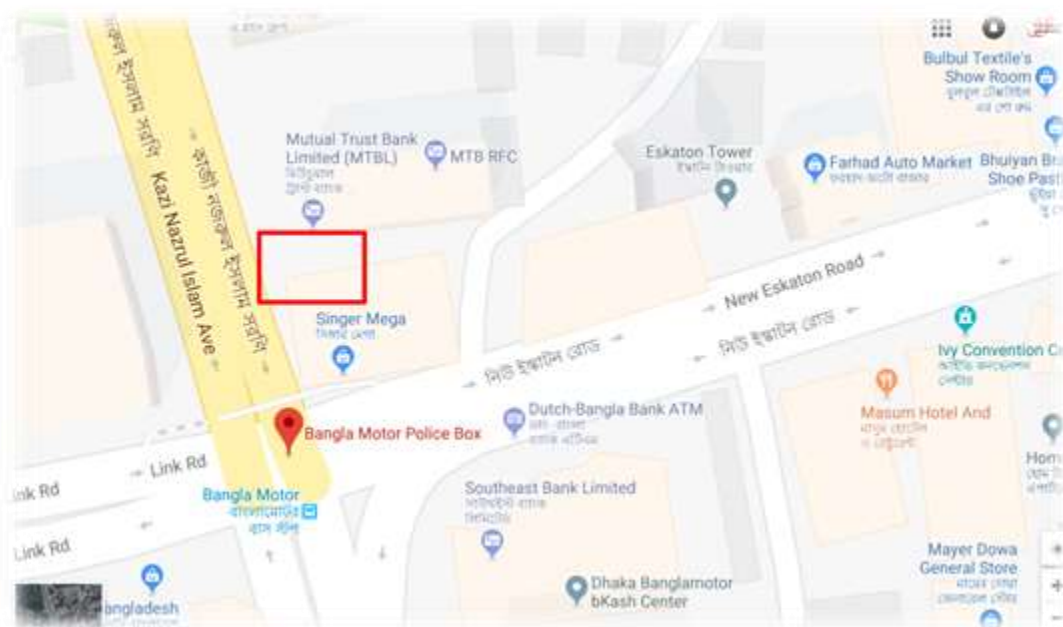
As a scientist, I needed to keep up the success rate all through the overview. The quality control body contained two sorts. They were nearby and focal. These bodies will visit the chose family to check the information quality all the time. Both these control was guaranteed by our

exploration venture facilitator and us the fieldwork specialists. Actually, I was sufficiently blessed to have full help from my organizer.

The focal quality control body was being framed by us required with the task. This body was in charge of creating systems and rules to keep up the nature of the information. The organization was done on fortnightly premise to inspect the information design. The information design was then cross-checked by the exploration organizers to make the data real enough for further use.

Working Areas:

The geographical location of where the survey questionnaire was performed has been shown in the following



Interaction with customers/others:

In the field work I had to interact with the people around, mainly customers also to get the neutral information about the research process. I had to conduct in different sectors with for different respondents to learn how customers will be more encouraged to use technological products and what would make them more willing to make their life more digital. For conducting the information regarding market analysis, target customers and executing and monitoring promotional activities, I had to gather information from other members like the head of the featured brands Inpace works with. I had to collect data about their transaction and websites visits from Shulav.com, the main e-commerce website of Inpace communication.

Organization Culture:

The employee behavior is the reflection of the organization. People of the inpace try to cooperate and support to one another. As an intern I saw that whenever any employee needed any kind of support while doing their job, the higher executives of the branch made sure to have given me that support properly. At one point of my research I became anxious of the overall activities of the research process, but later on with the help of supervision of my research coordinator made all these tasks easier for me to accomplish. I realized during my internship program that the organizational culture can have a negative or positive influence in ones work. It either turns the job into an easy one or makes it difficult if the organizational culture does not have that much positivity as a whole. I was very fortunate enough to found the positivity throughout my internship.

Key Learning / Internship Experience:

The internship opened a new experience of my life with the gathering lots of skills. I learn lots of things about digital marketing and applied in real life. My experience was extraordinary. Moreover the working environment in the research center has helped me develop myself for my future career. From the very beginning of my internship days, I have got a very friendly environment. The knowledge acquired from the field work of research helped me know from the root level of the people very closely. My urge for working in the development sector helped increased more when started to go through closely into the internship works. I have learnt lots of thing which I had not earlier. My internship at Inpace helped me to know these factors.

I got the opportunity to spend time with the tech-workers as well as my fellow interns through my internship. I got to know about their experience here and learned a lot. The obstacles they had to face as working, how they overcome those hurdles and so on has helped me overcome my own difficulties very easily. They helped me when I need any information in their busy schedule. At first I had to make questionnaires. A worthy and decent relationship is very important to communicate with each other. After that I started working according to my questionnaires.

I have done lots of field work throughout my internship. I used some primary data for the research from the respondents. I only learned about this data collection method in the academic books but this time I had the real life opportunity to go through and experience the overall process of data collection. Mt main task was to collect primary data and make a strong interaction with the help of digital marketing. Data interpretation helped me more to

understand the present condition of the population's technology knowledge which is a key factor used in digital marketing.

Amid the achievement of my work, I utilized four information gathering modules that were included. Each one in turn amid the quarterly visits. The information gathering modules involved the points on advancements, brand acknowledgment, computerized showcasing, and so forth. I needed to fix arrangements to meet the organization officials. As the greater part of the respondents utilized to remain occupied in work or in other occupations, I needed to think about a couple of days to ensure their quality amid the review. In the wake of fixing the time I needed to make the mapping of the regions by dividing them into squares dependent on demography. After that, I needed to pretest the information accumulation instrument. The financial registration and observation information gathering instruments had been utilized for pretesting. Versatile gadgets were additionally utilized for information accumulation. At that point when it came that the information gathering process I utilized an ID number for every individual and this was accomplished for cross-sectional study for connecting the records. Every day I used to finish 500 individuals and used to present the finished work to the director consistently. The chief exchanged the information from the memory card to his/her workstation and played out the fundamental checking. The boss used to convey this information to the Field Research Coordinator/Computer Programmer at the focal office of Inpace for further altering and refreshing the ace database. This period of information accumulation took around 3 months.

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Appendix:



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Manager, HR

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