

Internship Report

on

**“Digital Marketing Activities for Tertiary Education in Bangladesh”**



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## Letter of Transmittal

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**Subject: Submission of Internship Report.**

Sir,

With due attention, I would like to present my Internship Report entitled "**Digital Marketing Activities for Tertiary Education in Bangladesh**". I finished my internship at the Center for Information Technology (CITS), United International University and attempted with utmost to fulfill all the tasks which were allotted. This report concludes my three-month internship and I sincerely hope it can meet your expectations.

I placed my proper effort to make this report informative and efficient and I am grateful to you for your kind support and guidance in preparing this report and for your encouragement. If any questions take place, it will be my wonderful pleasure to respond to any clarification.

Sincerely yours,

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## Acknowledgement

Due to the collaborative efforts of many individuals, this report has been finalized. I must convey my acknowledgment to all associates with the completion of the report.

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Last but not least, I am very thankful to my family who has supported me mentally and spiritually.

## **Executive Summary**

Digital Marketing state offers an efficient, cost effective, realistic and supportive improvement to the existing presence of the tertiary education level of Bangladesh. An in-depth study in this report will illustrate the existing appearance of tertiary educational institution's digital marketing is full of possibilities. Consequently, tertiary educational institutions should concentrate more on enhancing its email marketing, online advertising, Facebook campaign, YouTube ads, Google Ads and other digital marketing methods. In this study we will see that these platforms offer the possibility of creating high-quality content in an appealing and meaningful manner. This study will also show the full participation of digital advertising in their digital media client engagement. This study is embedded with a full reasoning for Digital Marketing and how multiple educational institutions have useful elements to it. Finally, this study reveals the differences between digital marketing and traditional marketing as well as the changes introduced by the tertiary educational institutions of Bangladesh through digital marketing involvement.

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# **Chapter 1.0 Introduction**



## 1. Introduction

In the area of marketing, media revolution is much more noticeable. Marketing can not currently be classified as a "customer haunt." Presently, the feature of promotion and marketing is to uphold the value of the consumer via meaningful and effective substance. Advancement in the value of digital marketing of educational institutions comes from a vast amount of Internet users, thus providing an optimal marketing place. Digital marketing has accomplished considerations over the previous decade, often referred to as ' internet-based marketing, ' ' online form marketing ' or ' internet marketing. ' Digital marketing also overlays a unit of social marketing in the presence of social media platforms. Nowadays in Bangladesh, the rapidly emerging "Digital Marketing" concepts have taken the nation beyond the ordinary marketing viewpoints, creating contemporary thinking, artistic initiative and integrated thinking are totally exceptional. The digital revolution has provided better approaches for Bangladeshi marketers to discover about the situation and monitor consumers and to generate the altered services and products for individual customer requirements. Despite reality that the word ' Digital Marketing ' was formed during the 1990s, its overall use and impact in Bangladesh has recently enhanced. As technology has advanced rapidly over the past centuries, digital media has introduced to be extensive to the extent that anybody can get information from anywhere. Tertiary educational organizations in Bangladesh, capable of understanding the strength of digital capacities, facilitating interactive interactions between a service and a customer, as well as continuing to execute digital marketing in their initiatives, may reduce service expenses, coordinate logistics, and increase the long term plan for activity in overall educational sector. Digital Marketing has introduced a new phase of marketing, interaction and communication formulating instruments for tertiary educational institutions in Bangladesh via technological elements, extending from digital advertising, mobile phone, video streaming instruments and video events to web apps and games and social media networks. Digital marketing, in fundamental contexts for the business, means a notable and innovative concept about marketing processes via digital channels to advance their services through the capital of at least one form of electronic media which extends beyond sms to the procedure. Digital marketing criteria differ from the conventional one because it involves the use of platforms and methods that encourage an institution to investigate marketing attempts and

understand what works or not-generally in live time. Generally conventional marketing is recognized as any activity involving the transition of services and products from manufacturer to the final consumer, although digital marketing can be seen through its technological opportunities, mixing promotion of services / products to social networks, digital distribution and web transactions.

## **1.1 Origin of the report**

The objective for preparing the report is the component of the researcher's B.B.A degree completion recognized as internship. United International University is the institution whereby the internship has been accomplished by the researcher. This internship interval has enhanced the researcher's ideology about practical marketing practices execution in digital marketing of tertiary educational institutions in Bangladesh. In this period the researcher practiced with dealing Facebook page queries about admission details and other notices. The learning period about the method and effect of digital media and how it affects customers, which in short benefits not only the institutions but the entire nation. This report on the general idea was drawn up of how tertiary educational institutions in Bangladesh implies its Digital Marketing. The title of the report is "Digital Marketing Activities for Tertiary Education in Bangladesh"

## **1.2 Purpose of the study**

Conventional marketing has been the only way to access prospective clients in the past. Furthermore, a modern marketing platform termed Digital Marketing has produced its path with the emergence of digital platforms. This has altered the marketing strategy guidelines. Now, by interacting with marketers and presenting needed feedback, clients are more engaged. Through the practice of Digital Marketing, the overall sector of marketing techniques has modified and altered a bunch. The reason for this study is to analyze the marketing campaigns and how it communicates with the existing and prospective consumers of tertiary educational institutions in Bangladesh.

## **1.3 Objective of the study**

To acknowledge the present scenario of digital marketing activities and attracting consumers to digital marketing practices in Bangladesh's tertiary educational sector establishments and finding alternatives about how to create it more sustainable in this area.

Some particular aims are given below:

- ✓ To assess the existing digital marketing situation in tertiary educational institutions in Bangladesh.
- ✓ To characterize digital marketing difficulties.

- ✓ To indicate the digital activities necessary for the promotional aspects.
  
- ✓ To classify the limitations of Digital Marketing activities for tertiary educational institutions in Bangladesh.
  
- ✓ To propagate the strategic digital marketing approaches and various policy forms of tertiary educational institutions in Bangladesh.

#### **1.4 Limitations of the study**

During the preparation of this report, there were several constraints which have been outlined below:

1. Being an intern, the researcher was not dealing with all the digital marketing operations. Therefore, identifying about the entire digital marketing activity was a bit hard for the researcher.
  
2. Another problem was confidentiality. Institutions never intends to reveal everything. Even though the researcher's seniors have assisted and collaborated much to create this report utmost fruitful, but as the researcher is not a permanent worker here, there have been some commitments to reveal all private information.
  
3. Time was the key barrier towards this study. The working tactics and almost everything had to be realised and examined a little longer.

## **Chapter 2.0: Methodology**

## **2 Methodology**

In this segment, it will provide a concise overview to the various types of Digital Marketing techniques. These distinct types of investigation techniques will be justified to obtain the relevant, accurate and precise information to be processed with the aims of the subsequently defined plan. Also allaying the methodology used to obtain accurate information within its boundaries to attain the research purposes.

### **2.1 Data sources of this Report**

It is essential to know the background data on distinct types of strategies before selecting a research method and schedule. There are generally two types of analysis-based studies in this study and that are primary data and secondary data with distinct purposes.

#### **2.1.1 Primary data sources**

Primary data infers the researcher's own collection of information, which is genuine-time data. This report is based on the experience of regular internship work. Some sources of information are:

- Mohammad Moinus Samad Khan, General Manager (IT), CITS, UIU
- G.M. Monjur Morshed Mridha, Senior Software Analyst, CITS, UIU
- S.M. Jabid Hasan, Sr. Web Developer, CITS, UIU

### **2.1.2 Secondary data sources**

Secondary data relates to information that is already collected by anybody and which can be used for further research. Since this study is a descriptive report, internet information are used to discuss most topics. Observing multiple websites and social media platform are the key sources of secondary data for this report.

## **2.2 Data collection and analysis**

Data processing usually involves acquiring and manipulating data components to generate significant information. Analysis of data is the method of checking, cleaning, converting and developing data in order to discover helpful information, to inform findings and to support decision. In terms of reporting, data analysis and evaluation is very essential. It mostly relies on an efficient report. For better working method; it helps to catch the right information during the phases of research and ultimately meets the study's aims. As stated before, this is a descriptive report, and there was no need for market research in this study. Internet information search is generally used to clarify the terminology's theoretical viewpoint.

## **Chapter 3.0: Brief about Digital Marketing**



### 3 Brief about Digital Marketing

Digital marketing is primarily the manner of goods and services are marketed using technology. Using the internet, cell phone or any other digital media can do this. In the 1990s and 2000s, the idea of digital marketing evolved.

It has altered the manner of brands and businesses use the technology for advertising. Digital marketing is becoming ever more common and effective as individuals prefer digital equipment instead of moving into a conventional store.

Digital techniques of marketing like Search Engine Optimization(SEO), Search Engine Marketing (SEM), Influencer Marketing, Content Marketing, Content Automation, Campaign Marketing, e-commerce marketing, data-driven marketing, Social Media Optimization, Social Media Marketing, Email Marketing, e-books, and Display Advertising are getting more popular in enhancing technology.

Furthermore, digital marketing today expands to non-internet platforms, such as cell phone sms and mms, which provide digital media.

Here's a brief look at the most popular strategies of digital marketing:

- **Email Marketing:** Email is used to communicate with the audiences by the companies. It is one of the oldest tactics of digital marketing.
- **Search Engine Optimization (SEO):** It is the widespread way in which a website rank throughout a search engine can be optimized. For the most part, SEO can facilitate websites, Blog and forums, info graphics.

- Pay per Click (PPC): It's also referred to as pay search. It facilitates the search engine outcome pages to pay for top positions. PPC can be used in Facebook for paid advertisements, Tweet advertisement on Twitter, LinkedIn sponsoring message.
- Social Media: Social media marketing has become very prominent over the past couple of years. Through Facebook, Instagram, Twitter, Pinterest, and YouTube, business and brand manage their brand image and interact with their consumer.c
- Online Advertising: It is not the same as the PPC. This is the approach of purchasing a renowned website place, paying for the same to the website proprietor.

**Chapter 4.0: Digital Marketing activities  
performed by tertiary educational  
institutions in Bangladesh**

## 4. Digital Marketing activities performed by tertiary educational institutions in Bangladesh

Digital marketing is perhaps the digital way of promoting services or products via online. For instances, search engines, social media, sites, email, and mobile apps, digital marketing refers to advertising transmitted through digital medium.

Tertiary educational institutions in Bangladesh are presently carrying out a number of digital marketing operations, as shown below.

### 4.1 Facebook Campaign

**Page Management:** There are multiple techniques to manage Facebook pages. An individual can access the Facebook pages via six identities. These are- administrator, moderator, editor, analyst, jobs manager, and advertiser.



Admin of individual institution's page are managing everything on the page.

They can send texts and post as the Page, react to and delete remarks on the Page. Posting advertisements tells which admin developed a post or message.

Editors of particular page are providing text sms and publishing them as the Page.React and erase remarks on the page are another activity performed by the editors of Facebook Page of tertiary educational institutions in Bangladesh.

Moderators of pages are reacting and erasing remarks on the page. Also they are providing promotional messages and publishing important posts of promotions of tertiary educational institutions in Bangladesh.

**Ads Manager:** Ads manager is the effective instrument to create ads, maintain when and where the ad will operate, track the performance of campaigns by monitoring perspectives. It is a strong instrument for managing ads. Educational institutions in tertiary level do their campaign with help of



ads manager. Couple of ads manager activities performed by the tertiary educational institutions in Bangladesh are given below:

- Types of activities: Parameters such as goals and viewers can be preferred in the ads manager campaign. This creative job can also be managed by uploading ad creative, writing ad copies and reviewing how the ad is being performed.
- Campaign review and adjustment: Ads Manager prepares budget, audience, positioning and creative editing including editing various ads in large quantities. At any moment, tertiary educational institutions in Bangladesh can pause duplicate or re-launch its ad campaigns.

- Real Time observation and reporting: Ads manager reporting instrument can assist determine if the ads are moving towards their desired purpose. By detecting the overall trend, the tertiary educational institutions in Bangladesh can readily recognize the regions to be adjusted, such as picture, viewer and schedule to improve the efficiency of the campaign.

**Management of different queries :** Tertiary educational institutions in Bangladesh gets multiple queries from targeted consumers via paid or unpaid posts. Most of the queries are replied very carefully via the comment box and message reply. Tertiary educational institutions in Bangladesh have own FAQ option and the answering session is managed with support of the tool. For the brand image, brand query administrators is very essential. It enables the brand to understand the clients better.

**Insight of the audience:** If anyone understands the appropriate using ideas of the public insight, it will be the most strong analytical device. By accessing the ads manager, audience insights are generally free to apply. Facebook collects information about the customers they want, age range, sexuality, place, conduct of purchase, behavior, and what instrument they use. It is possible to use all that data to run a advertising campaign.

Digital Marketers of tertiary educational institutions in Bangladesh can gain an understanding into these features-

- Demographics: It involves the age, sexuality, status of partnership, level of education, role of employment.
- Activity: Activity demonstrates the audience's average amount of actions over the past 30 days. It involves the preference of the page, posting likes, comments, shares, etc.

- Page likes: It indicates the size of the page and the amount of audience a particular page can target.
- 
- Location: It involves the chosen viewers of the top areas, nations and languages compared to other country's whole Facebook population.

**Re-marketing:** Re-market the items or service from their prior operations to the public that tertiary educational institutions received. It is a strong approach to communicate with the audience who may not be purchasing immediately. It helps raise the audience's understanding of the brand.

**Facebook Content:** By making it fascinating and appealing, the developer is publishing the posts. Video or picture can become the content. Content must be exciting and appealing to its spectators, and then target customer will attempt to interact via the post.

Tertiary educational institutions in Bangladesh have their own designated team. This team continuously try for appealing posts and designed to capture the attention of their target clients.

## 4.2 Promotions in YouTube

In-stream is a semi-roll ad shown at the first part of the post. Now it's a day that promoting the brand is very common and efficient medium.

If any individuals view any video ads on YouTube; this media will provide a handsome payment to every digital channel of tertiary educational institutions in Bangladesh. A research suggests that YouTube views 73 percent of streamed video up to end.



YouTube contains various kinds of advertisements, such as non-skip-capable / pre roll advertisements, real view advertisements, and bumper advertisements. All these advertisements are practiced by the most of the tertiary educational institutions in Bangladesh.

Bumper ads are ads that can not be skipped for until 6 to 7 seconds. If the audience continues the video, it becomes a mixture of skip-capable and bumper advertisements. This sort of advertisements are platformed by desktop and cell phones.

It is possible to start non-skipable advertisements before, middle or after the primary video. To begin or reboot the footage, audience must watch un-skipable advertisements. Cell phone and desktop gadgets are the un-skipable video source.

True view advertisements are the most conventional ad form. Youtube only pay for the advertisements in the event of real view advertisements when the audience actually sees or communicates via the video. Users must watch the ad for a minimum of 30 seconds. Two kinds of True view advertisements are available. One form is a YouTube video invention ad that shows up in the right-hand slide bar on only the associated video. The other one is in stream advertisements that appear on YouTube before anyone start the video to be played.



### **4.2.1 Management of YouTube Channel**

YouTube channel has become much popular in past years. Increasing brand value alongside Facebook is also another powerful platform. To operate and maintain a YouTube channel; the tertiary educational institutions in Bangladesh have to do 3 separate tasks –

- Optimization of channel
- Operation of channel and
- Promotion via YouTube.

Tertiary educational institutions in Bangladesh uses the utmost helpful web browser to optimize the YouTube videos and the channel's development. Identifying the best method to optimize the station is essential as they can drive via their videos much more than traffic. Replying to the comments correctly is a crucial component of handling the YouTube channel, speaking to consumer queries and identifying and reviewing the videos for greater promotions. And lastly, it is very important to maximize the marketing of a website by including the ad management service. Tertiary educational institutions in Bangladesh generate the views of their YouTube channel and manage the optimized campaign through their YouTube advertising. Eventually, maximizing a website's advertising by including the promotion management service is very essential. Most of the tertiary educational institutions in Bangladesh generates the opinions of their YouTube channel via their YouTube marketing manages the optimized campaign.

## 4.2.2 YouTube Ad Targeting

To target the correct individuals; advertisers need to understand who they're trying to target and what they're looking on YouTube because then advertisers can insert the ad on their display. Tertiary educational institutions in Bangladesh have developed multiple YouTube ads; to understand them everyone need to look at many of things:



**Content Keywords:** Keywords of content will position advertisements based on the corresponding search terms. This is one of the most considerable choices for attacking. In order to select a search term, publishers must do a lot of search term testing and study. Tertiary educational institutions in Bangladesh usually use ‘University of Bangladesh’, ‘University Admission’, ‘University Campus’ as their search terms in order to ad targeting.

There are four kinds of main search words and they are:

- i. Exact Match - It will help viewers to meet the destination by using a particular term to check for offering from the publishers.
- ii. Broad Match - Whenever viewers search via any comparable sentence, synonyms, antonyms, singular-plural, distinct form linked to the term the content providers bid, it will activate them and display their content or channel.
- iii. Modified Broad Match-The modified broad match is more fairly specific than broad match. Content providers add a (+) mark prior to the actual term as well as the site triggers the term and displays the viewers' content.
- iv. Phrase Match- Phrase match is much more focused than broad match, but far more adaptable than accurate match. If the content maker uses a quotation (".....") to enter the term, then a sentence match will be obtainable.

## 4.3 Google Ads



In return for payment via Google ads, advertisers can exhibit their advertisements, product display, service offerings and video content. This is a digital advertising system that Google has developed.

The types of Google campaigns performed by the tertiary educational institutions in Bangladesh are –

**Search Network Campaign:** Search Network initiatives generally focus on getting individuals to do something like pressing on their article or calling their company. These campaigns performed by the tertiary educational institutions in Bangladesh demonstrate advertisements to individuals who deliberately seek data.

**Display Campaign:** Product advertising can be created from image, text, video, flash and playback on the website. Google apps via banners and other ad formats are also taken by the tertiary educational institutions in Bangladesh. Usually a display ad targets individuals with particular features and seems on the aimed people's keyword outcomes. Google and Facebook have the chance to show the campaign.

Tertiary educational institutions in Bangladesh are doing these sort of campaigns on the blogs site, multiple websites and in Social Media sites. Also this is recognized as a banner is all this sort of display advertisements. It has various dimensions. Various banner dimensions cost with different manner. Advertisers conduct the traffic directly through the banners to any commerce network.



**Google Analytics:** Google Analytics is a free website provided by Google. Advertisers of tertiary educational institutions in Bangladesh gathers perspectives into finding and using their website by their customers.

In reality, for their digital marketing, they can monitor their ROI (return on investment).

## 4.4 Promotion in LinkedIn

LinkedIn is a business- and profession-oriented digital service functioning through websites and mobile applications. LinkedIn is a useful advertising medium.



To raise institutional consciousness, Advertisers of tertiary educational institutions in Bangladesh constructs relationships with the targeted audience group and then they enhance society-to-brand commitment. It can be considered as an efficient advertising media, but it is not yet that much popular in the tertiary educational sector of Bangladesh.

## **Chapter 5.0 Digital Marketing Tools used by Tertiary Educational Institutions**

## **5.0 Digital Marketing tools used by Tertiary Educational Instituton**

Following table shwos different digital marketing tools used by different educational institutions in Bangladesh. This list incorporated some private universisties in Bangladesh who are always communicated with their target audiences/stakeholders .

	Google Adwords	Facebook	Instagram	Google Analytics	LinkedIn	YouTube
North South University	✓	✓	✓	✓	✓	✓
BRAC University	✓	✓	✓	✓	✓	✓
United International University	✓	✓	✓	✓	✓	✓
Independent University, Bangladesh	✓	✓	✓	✓	✓	✓
East West University	✗	✓	✓	✓	✓	✓
Eastern University, Bangladesh	✓	✓	✗	✓	✓	✓
University of Liberal Arts Bangladesh	✓	✓	✓	✗	✓	✓

Source: Self observation through internet browsing

## **Chapter 6.0: Recommendation**



## Recommendation

The researcher recognized some shortcomings throughout the internship interval and also encountered many constraints. Therefore, the researcher recommended something at the conclusion of this report for enhancement, of purpose.

- There is a time frame for customer response in Facebook Page Manager of tertiary educational institutions . This would be great if 24-hour time frame can be created from where target customers will get the replies.
- Tertiary educational institutions of overseas cover many unique contents such as campus culture; whereas similar institutions of Bangladesh upload conventional promotional videos on YouTube.
- Google Ads of Tertiary educational institutions need to be more sophisticated.
- Significance and the execution of LinkedIn promotions need to be communicated as Facebook and YouTube.
- There are several other digital platforms that still need to be accessed by tertiary educational institutions in Bangladesh.

## **Chapter 7.0: Conclusion**

## Conclusion

This report is embedded with core digital marketing activities which are performed by tertiary educational institutions in Bangladesh. The researcher tried to illustrate all important digital marketing activities that are presently being executed by multiple tertiary educational institutions in Bangladesh.

In order to link clients with the offered services, digital marketing is very essential. In present, these digital platforms are the most efficient and cheaper than any other platforms. It is the simplest and most effective way of paying attention to users by offering their required service and driving them happy. There are several other digital operations and media that still need to be accessed, tertiary educational institutions in Bangladesh will eventually reach those sources to deal with this digital world. Marketing experts of the tertiary educational institutions in Bangladesh nowadays need to execute Digital Marketing practices more effectively to achieve their target groups, as well as to strike a balance with the institutions of overseas. Digital marketing is not only about reaching target clients, it is also about trying to retain the existing customer. It enables to create a powerful customer connection.

The researcher believes that, this study will guide everyone to understand the present scenario of digital marketing activities performed by Digital marketing is not only about reaching target clients, it is also about trying to retain the existing customer. It enables to create a powerful customer connection.

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