Digital Marketing Strategies of Codecony

Internship Report

Digital Marketing Strategies of Codecony

Submitted to

Dr. Md. Shariful Alam

Professor

School of Business & Economics

Submitted By

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Major: Marketing

Trimester: Spring 2024

School of Business and Economics

United international university

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Letter of Transmittal

December 26, 2024

Dr. Md. Shariful Alam

Professor

School of Business & Economic

United International University

Subject: Submission of Academic Internship Report on Digital Marketing Strategies of Codecony.

Sir,

I am pleased to submit my internship report titled "*Digital Marketing Strategies of Codecony*." This report has been prepared as part of the requirements for the Bachelor of Business Administration (BBA) program at United International University. It focuses on the digital marketing strategies used by Codecony, a growing website and app development company in Bangladesh, and discusses their impact on the industry.

This report will be helpful and informative for the faculty and students of the BBA department. It aims to provide a better understanding of how digital marketing contributes to the success of businesses in the website and app development field.

Thank you for your guidance and support during the preparation of this report. I would appreciate any feedback or suggestions you may have.

Sincerely,

Redwan Ahmed

ID: 111 181 041

Major: Marketing

Bachelor of Business Administration

United International University

Declaration of the Student

I, Redwan Ahmed, declare that the internship report titled "*Digital Marketing Strategies of Codecony*" has been prepared as a part of the requirement for the Bachelor of Business Administration (BBA) program at United International University. This report has not been submitted to any other university or institution for any degree or certification.

I confirm that the content of this report is completely original, based on my research and experiences during my internship at Codecony. I have adhered to the highest standards of academic integrity while preparing this report, and no part of it has been copied from any other source.

I take full responsibility for the content and accuracy of this report and affirm that it has been prepared to the best of my ability.

Sincerely,

Redwan Ahmed
ID: 111 181 041
Major: Marketing

Bachelor of Business Administration
United International University

Acknowledgment

I am grateful to everyone who supported me in completing this academic internship report titled "*Digital Marketing Strategies of Codecony.*" This report, prepared as part of the Bachelor of Business Administration (BBA) program at United International University, highlights the digital marketing strategies used by Codecony.

I sincerely thank my academic supervisor, **Dr. Md. Shariful Alam**, Professor, School of Business and Economics, United International University, for his guidance, encouragement, and support throughout my internship. His advice was invaluable in shaping this report.

I also thank the management and employees of Codecony for allowing me to intern at their organization. Special thanks to **Md. Solaiman Hossain**, CTO of Codecony, for his assistance during my internship, which helped me gather essential information for this report.

I am thankful to everyone who contributed directly or indirectly to the completion of this report. This internship has been a valuable learning experience, and I am truly thankful for it.

Table of Contents for Internship

Executive Summary

Codecony is a fast-growing website and app development company based in Bangladesh. Since starting in 2022, it has gained trust for delivering affordable and customized digital solutions to startups, small businesses, and large companies, both in Bangladesh and internationally.

This report focuses on how Codecony uses modern technologies like Laravel, WordPress, and mobile app frameworks to create high-quality websites and apps. The company develops business websites, e-commerce platforms, and mobile apps for e-commerce businesses and the healthcare and education industries.

During my internship, I got practical experience in digital marketing, contributing to tasks like blog writing, SEO, client acquisition, and website analytics. I used my academic knowledge in areas like branding and market research to support the marketing team.

Codecony follows a strong marketing strategy to build brand awareness, attract customers, and retain them. It uses tools like SEO, social media, and Google Analytics to grow its online presence. Despite its strengths, such as affordable pricing and innovative solutions, the company faces challenges like high marketing costs and strong competition.

To overcome these challenges and ensure sustainable growth, Codecony should promote its unique features and offer value-added services to reduce reliance on discounts. It can also use advanced technologies like AI and web analytics together to create more personalized marketing strategies.

These steps will help Codecony differentiate itself in the market and achieve long-term success in website and app development.

CHAPTER I: INTRODUCTION

1.1 Introduction of the Report:

The website and app development industry is growing rapidly as businesses worldwide are increasingly relying on digital platforms to reach more customers. In Bangladesh, this trend is even more noticeable as the demand for websites and mobile apps continues to rise. With a population of over 160 million and increasing internet and smartphone usage, the market for website development is expanding quickly. E-CAB reports that Bangladesh's digital industry has been growing well, and businesses are seeing the need to build a strong online presence to stay competitive.

During my internship at Codecony, a growing website and app development company from Bangladesh, I had the opportunity to gain real-world experience in this fast-growing industry. Codecony helps businesses create user-friendly websites and mobile apps, empowering them to compete effectively in the digital world. By focusing on quality, innovation, and customer satisfaction, the company has managed to grow in a tough market.

This report is based on my experience working in the marketing department at Codecony. It highlights the digital marketing strategies I learned and applied during my internship, such as SEO, social media management, and personalized marketing. The report also examines the challenges Codecony faces in areas like customer acquisition, brand differentiation, and marketing costs and provides recommendations for overcoming these challenges.

Through this report, I aim to show how digital marketing contributes to the success of a website and app development company like Codecony. It also emphasizes the importance of adapting to market trends and using innovative strategies to stay competitive in the evolving digital world.

1.2 Objectives of the Study:

1.2.1 Broad Objective:

The primary purpose of this internship report is to fulfill the requirements for the Bachelor of Business Administration (BBA) degree under the School of Business at United International University.

The report also focuses on understanding the digital marketing strategies used by Codecony and provides ideas to improve its growth and position in the tech services industry.

1.2.2 Specific Objectives:

- To study how a tech service provider markets and delivers their services.
- To analyze Codecony's strengths, weaknesses, opportunities, and threats (SWOT).
- To understand what is needed to enhance its growth and strengthen its position in the tech services industry.

1.3 Methodology of the Study:

Both qualitative and quantitative methods were used to study the topic and gather the necessary information. The information was collected in the following ways:

Primary Sources:

- Interviews with Codecony's employees, direct observation of processes, and discussions with the marketing team.

Secondary Sources:

- Analysis of Codecony's website, industry-related journals, and relevant articles.

1.4 Motivation of the Study:

Technology is becoming more important for businesses. Many companies now depend on websites and mobile apps to reach their customers. The tech services industry is growing quickly, especially in Bangladesh, as businesses want better and easier digital solutions. During my internship at Codecony, I saw how a company helps businesses with these needs, which inspired me to study how they create and promote their services in a competitive market.

Codecony, as a website and app development company, plays an important role in supporting businesses with their digital needs. This internship allowed me to learn about the challenges and strategies involved in promoting such services. My main motivation was to understand how effective digital marketing can help a company improve its position, grow its brand, and achieve long-term success.

This report also gave me a chance to connect what I studied in my BBA program with real-life work. I wanted to see how companies like Codecony use marketing tools and ideas to face competition and grow in the digital industry. Through this report, I hope to provide insights and recommendations that can benefit both Codecony and other businesses in their future growth.

1.5 Scope and Limitation of the Report:

This report provides a complete overview of how Codecony uses digital marketing strategies to run its business. It covers different areas like personalized marketing, promotional strategies, customer acquisition, and brand differentiation. Additionally, it covers how these strategies help Codecony grow and stay competitive in the tech service industry.

However, there are some limitations to this study. First, the report mainly looks at Codecony and may not fully show how other companies in the same industry use digital marketing. Second, the availability of data and information is limited, which may affect how deeply some areas can be analyzed. Lastly, since the tech services industry is

constantly changing, the findings and suggestions in this report might need to be updated in the future to stay significant.

Though there are some limitations, this report focuses on providing practical insights and recommendations for marketers and tech professionals to improve their strategies and make smarter decisions.

1.6 Definition of Key Terms:

Several key terms are important to understand when discussing the digital marketing strategies and practices for Codecony:

1) Search Engine Optimization (SEO):

SEO is all about improving a website's visibility on search engines like Google. Through changes to content, structure, and technical features, SEO boosts a site's rank on search engine results pages (SERPs). The primary purpose is to drive more organic (unpaid) traffic by ranking higher for the right keywords.

2) Content Marketing:

Content marketing is making and sharing helpful content through blogs, videos, and pictures to get people interested. It helps build trust, so they choose the company's products or services.

3) Social Media Marketing:

Social media marketing is the use of platforms like Facebook, Instagram, LinkedIn, and Twitter to promote a business. Social media helps companies develop customer relationships, enhance brand visibility, increase user interaction, and draw traffic to their websites.

4) Pay-Per-Click Advertising (PPC):

PPC is a digital marketing model; in this marketing model, companies pay when someone clicks their ad on a search engine like Google. These ads appear in search

results based on the company's targeted keywords. By using PPC, companies can get traffic to their website immediately and sell their service or product.

CHAPTER 02: COMPANY & INDUSTRY PREVIEW

2.1 About Codecony:

Codecony is a growing company based in Bangladesh that specializes in mobile app and website development. Since its founding in 2022, the company has quickly become a key player in the tech industry. Codecony provides innovative solutions to businesses looking to build and grow their online presence.

The company was started by a group of experienced entrepreneurs who saw the increasing demand for reliable e-commerce platforms. They set out to offer high-quality technology solutions that could help businesses in Bangladesh and beyond. Over time, Codecony has expanded its services to meet the needs of different industries like

retail, fashion, electronics, and more. With its focus on quality and customer satisfaction, Codecony is becoming a trusted name in the tech services industry.

Codecony's strength lies in delivering customized mobile apps and websites that are not only attractive but also easy to use and fast. Their development process is focused on understanding client needs, market trends, and the latest technologies, ensuring top-quality results for every project.

With a strong belief in digital innovation, Codecony continuously invests in technology and stays updated with industry advancements. This dedication has helped the company become a trusted partner for businesses seeking growth and success through technology.

2.2 Mission, Vision, and Core Values:

Vision:

"Building bridges between ideas and technology, we envision a world where every business harnesses the power of digital platforms to realize their full potential."

Mission:

"To provide businesses with innovative, high-quality, and user-friendly website and app development solutions that drive growth, enhance digital presence, and deliver exceptional user experiences. We are committed to exceeding client expectations, With a relentless focus on quality, integrity, and customer satisfaction in the digital era."

Core Values:

- Customer Focus: Prioritizing client needs and delivering customized solutions that meet expectations.
- Innovation: Embracing the latest technologies and methodologies to stay ahead in the rapidly evolving digital world.
- Integrity: Operating with honesty, transparency, and ethical standards to create trust and credibility in business.
- Collaboration: Building strong partnerships with clients, stakeholders, and the tech community to foster mutual growth.
- Excellence: Committing to the highest standards of quality in every project and service, ensuring optimal outcomes.
- Reliability: Deliver websites and apps that are robust, secure, and consistently high-performing, ensuring unwavering reliability for users and can adapt to future changing demands.

- Continuous Improvement: Fostering a culture of learning and adaptability to consistently enhance capabilities and offerings.
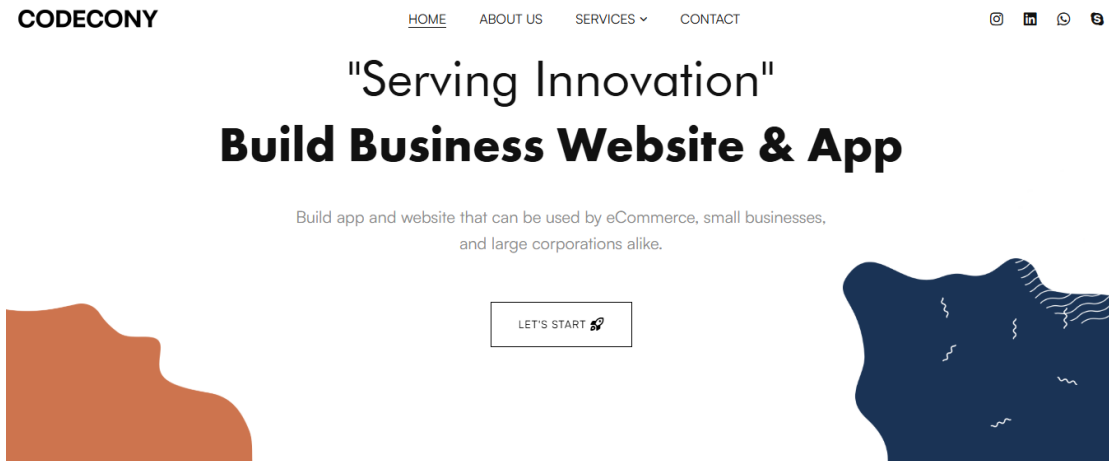
2.3 Products and Services:

Codecony offers various services to help businesses grow their digital presence. Here are some of the key offerings:

Services

a) E-Commerce Website Development:
- Specializes in creating secure and scalable e-commerce websites.
- Incorporation of the latest technologies and best practices in web development.
- Continuous support and maintenance to ensure optimal performance.

b) Mobile App Development:
- Develop mobile applications for Android and iOS platforms.
- Focus on user experience (UX) and user interface (UI) design.
- Integration with third-party services.

c) QA Test:
- Provides comprehensive QA testing services for websites, mobile apps, and SaaS platforms.

- Turn software from prototype to final product.

d) Business Website Development (WordPress, Wix, Laravel):

- Offers development services using popular platforms like WordPress, Wix, and Laravel.
- Delivers websites of varying complexity, from simple to feature-rich platforms.

e) PSD to HTML Conversion:

- Converts Photoshop design files (PSD) into responsive HTML websites.
- Ensures optimization for performance and user experience across all devices.

f) Maintenance and Support:
  - Ongoing technical support and maintenance for websites and apps.
  - Regular updates and security enhancements.
  - Resolute support teams to handle client queries and issues promptly.

Codecony helps businesses create strong online platforms, engage with customers, and grow their business in the digital world. Through a combination of innovative technology, expert knowledge, and a customer-first approach, Codecony continues to drive the digital transformation of businesses in Bangladesh and beyond.

2.4 Growth:

Established in 2022, Codecony has shown remarkable growth in a short period. With a dedicated team of just 20 employees, the company has already served over 400 businesses across diverse industries.

Codecony's rapid expansion highlights its strong commitment to delivering high-quality, customized solutions and building lasting client relationships. Its impressive progress reflects its position as a fast-growing company in the competitive tech services industry.

2.5 Business Operations:

Codecony runs its business with a focus on simple and smooth processes, ensuring clear communication and proper project management. By using modern tools and platforms, the company provides efficient services and keeps strong relationships with clients.

Client Interaction and Project Management

Clients can easily contact Codecony through email, phone, WhatsApp, or the website's contact form. They can ask questions, request prices, and check their project progress anytime, making the process clear and convenient.

Codecony uses Notion, a project management tool, to organize tasks and manage work. Every client gets a dedicated project manager who is their main point of contact. The project manager keeps in touch with the client and ensures everything runs smoothly. For example, if a client wants to change their project details or report an issue, they can directly do that with their project manager.

2.6 Segmentation, Targeting, and Positioning (STP):

SEGMENTATION   TARGETING   POSITIONING
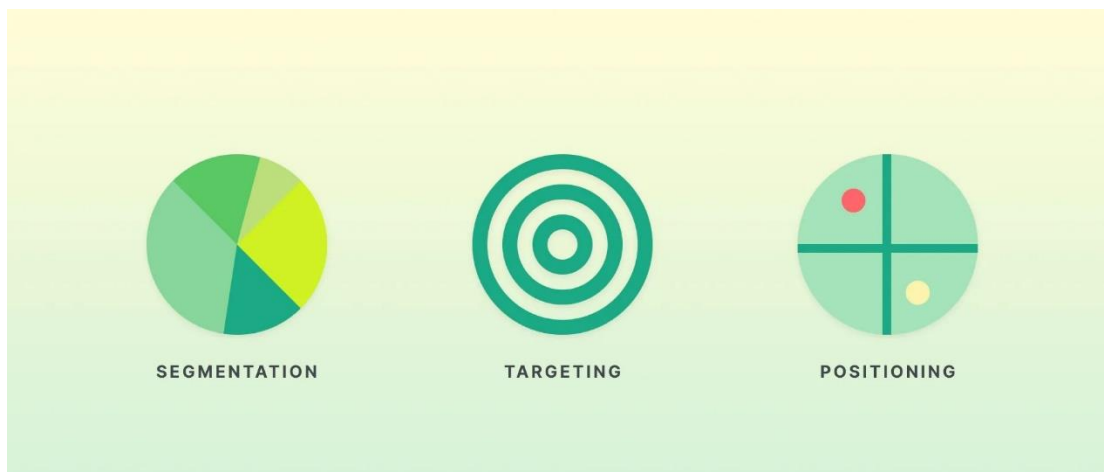
Segmentation

Codecony identifies its ideal customers by dividing the market into specific segments:

a) Demographic Segmentation:

- Business Size: Startups and small-to-medium enterprises (SMEs).
- Industry: E-commerce (online stores), healthcare (telemedicine platforms), and education (e-learning platforms).

b) Geographic Segmentation:

- Domestic Market: E-commerce, healthcare, and education institutes in Bangladesh looking for affordable, localized solutions.
- International Market: E-commerce, healthcare, and education institutes from North America and Europe outsourcing projects for cost-effective and reliable digital solutions.

c) Behavioral Segmentation:

- Technology-Oriented Businesses: Companies that keep up with the latest technologies and require scalable, high-performance digital solutions.

d) Psychographic Segmentation:

- Early Adopters: Businesses eager to adopt advanced features like AI, AR, and cloud solutions to maintain a competitive edge.
- Cost-Conscious Clients: E-commerce, healthcare, and education institutes prioritize affordability while ensuring high-quality services.

Targeting

Codecony focuses on customer groups where it can provide the most value:

a) Primary Target Market:

- E-commerce, healthcare, and education institutes in Bangladesh need customized websites, e-commerce websites, and mobile apps to build or expand their digital presence.

b) Secondary Target Market:

- E-commerce, healthcare, and education institutes from North America and Europe seeking advanced services like mobile app development, QA testing, and feature-rich integrations.

Positioning

Codecony is a reliable partner for businesses seeking affordable, innovative, and customized digital solutions. By using modern technologies and focusing on customer satisfaction, the company ensures long-term relationships with its clients.

Value Proposition:
- Affordability: Competitive pricing without compromising on quality.
- Customization: Tailored solutions to meet each client's unique requirements.
- End-to-End Services: Comprehensive support, from design to deployment and maintenance.

Unique Selling Proposition (USP):
- Expertise in advanced technologies like Laravel, WordPress, and mobile app frameworks.

Positioning Statement:

"Codecony delivers innovative, affordable, and user-friendly website and app development solutions, helping businesses grow and succeed in the digital world."

2.7 Customer-Centric Marketing Strategy:

Codecony focuses on building strong relationships with clients through brand awareness, customer acquisition, and retention.

a) Brand Awareness:

Codecony prioritizes building a strong digital presence to ensure its brand is recognized among its target audience. The company uses social media, blogs, and search engine optimization (SEO) to promote its services. By sharing good-quality informative content and examples of successful projects, Codecony builds trust and a strong reputation.

b) Customer Acquisition:

To attract new clients, Codecony runs paid advertising campaigns on Google Ads, Facebook, and LinkedIn, offering competitive service packages. They also participate in tech expos and industry events to build networks and connections. The company also focuses on personalized email campaigns for potential clients. Additionally, Codecony's well-designed website acts as a key acquisition tool, providing detailed service descriptions and easy contact options to convert visitors into clients.

c) Customer Retention:

Keeping existing customers happy is very important to Codecony. They maintain strong relationships by providing consistent quality services and excellent customer support. Codecony offers after-project services like regular maintenance, updates, and consultations. The company also collects customer feedback to improve its services. They also have loyalty programs and discounts for repeat clients to keep customers happy and sell to them again.

2.8 Service Mix Strategy:

Codecony offers a variety of products and services to help businesses build or improve their online presence. Their services include creating custom eCommerce platforms, developing mobile apps, and designing websites to meet the needs of different industries.

Service Mix Strategy

Product

Codecony's service offering includes a wide range of custom solutions to cater to the specific needs of businesses.

- Custom Website Development: Codecony provides bespoke website development services, from corporate websites to personal blogs and e-commerce platforms, designed to be responsive and user-friendly.
- Mobile App Development: Codecony develops both iOS and Android mobile apps, focusing on intuitive UI/UX and seamless functionality to engage users.
- E-Commerce Solutions: Codecony specializes in building tailored e-commerce platforms with secure payment gateways, customizable product catalogs, and user-friendly checkout processes.
- PSD to HTML, WordPress, and Laravel Development: Codecony converts PSD designs into fully functional websites and provides specialized WordPress and Laravel development for custom solutions.
- QA Testing: Codecony offers comprehensive QA testing for websites, apps, and SaaS platforms, ensuring that every project meets the highest standards of quality and performance.
- Maintenance and Support: Codecony provides ongoing maintenance and support to keep websites and apps up-to-date, secure, and performing optimally after launch.

Price

Codecony's pricing strategy is project-based, aligning with the value and quality of the services offered.

- Project-Based Pricing: For specific projects like website development or app building, Codecony sets prices based on the scope and complexity of the work involved. Typically, they charge around $5,000 for a custom e-commerce website and $10,000 for a mobile app. However, the price can vary, going higher or lower based on the customer's feature preferences and project requirements.

Place

Codecony ensures that its services are accessible globally, enabling businesses from any location to benefit from its solutions.

- Online Presence: All of Codecony's services are easily accessible through their website, where clients can view service offerings, manage their accounts, track project progress, and communicate with the team.
- Global Reach: Codecony works with clients from various regions, ensuring its services are available to businesses worldwide and that it is backed by a solid online presence.

Promotion

Codecony's promotion strategy focuses on increasing brand awareness and attracting new clients.

- Digital Marketing: Codecony uses strong digital marketing strategies, like SEO, social media marketing, search engine ads, and email campaigns, to drive traffic to its website and convert visitors into clients.
- Content Marketing: Codecony regularly creates blogs, case studies, and other content to engage potential clients, show its expertise, and demonstrate thought leadership in web and app development.
- Referral Programs: Codecony encourages happy clients to refer new customers by offering rewards for successful referrals to help grow its client base.

People

Codecony focuses on hiring and training skilled professionals to deliver top-quality services.
- In-House Team: Codecony has a talented team of developers, designers, testers, and project managers. They work together to create high-quality websites and apps.

- Client-Centric Approach: Clients are part of every step. Codecony provides regular updates, custom solutions, and support after project delivery to keep clients happy.
- Training and Growth: The team gets regular training to learn new tools and trends, helping them stay updated and deliver better results.

Process

Codecony follows efficient and streamlined processes to deliver high-quality results on time.

- Requirement Gathering: Codecony collaborates with clients to understand their needs, document project goals, and analyze feasibility, ensuring a clear and tailored plan.
- Planning: Codecony creates a detailed roadmap, selects the best technologies (e.g., Laravel, Flutter), and assigns skilled teams to deliver efficient solutions.
- Design: Using tools like Figma, Codecony crafts user-friendly designs, shares prototypes with clients, and refines based on feedback to ensure alignment.
- Development: Codecony builds responsive front-end designs and robust back-end systems and integrates APIs and payment gateways, ensuring seamless functionality.
- Testing: The team rigorously tests the product for performance, compatibility, and usability, fixing issues to deliver a flawless solution.
- Deployment: Codecony launches websites or apps on live servers or app stores, ensuring smooth functionality and client satisfaction.
- Maintenance: Codecony provides ongoing support, updates, and performance monitoring to ensure long-term reliability and client success.
- Client Feedback Integration: Codecony actively seeks client feedback to ensure that all services are continuously improved and aligned with client goals.

This streamlined process ensures Codecony delivers high-quality, scalable digital solutions tailored to client needs.

Physical Evidence

Codecony's physical evidence includes tangible and visible elements that reflect its commitment to quality, professionalism, and technical expertise, helping build trust and credibility with clients.

- Portfolio: Codecony presents a well-organized portfolio on its website, showcasing successful projects in website development, mobile apps, and e-commerce platforms to highlight its expertise.
- Client Testimonials: Codecony features customer feedback and success stories on its website and other promotional materials, providing a glimpse into the satisfaction and positive outcomes experienced by its clients.

By aligning its service mix with client needs, Codecony ensures that it consistently delivers high-quality, innovative digital solutions. Its strategic approach to pricing, service delivery, and client engagement has helped it grow rapidly and gain recognition in the global market.

2.9 SWOT Analysis:

SWOT analysis of Codecony reveals its key strengths that have played a vital role in gaining its market share. Codecony has become a well-known name in Bangladesh for providing e-commerce website and app solutions because of its skills and ability to work with advanced technology. Here is the SWOT analysis of Codecony's operations and marketing strategies:

Strengths:

- Innovative Solutions: Codecony delivers modern website and app solutions using advanced solutions like JavaScript, React, Swift, Laravel, and WordPress. They create user-friendly designs, ensuring websites and apps are visually appealing and easy to use, enhancing the overall user experience.

- Customer-Centric Focus: Codecony listens carefully to client requirements and creates solutions based on their specific needs. The team makes sure to stay updated with trends, conducting market research to provide custom solutions that meet client expectations and provide real value to end-users.

- Digital Expertise: Codecony's team is skilled in various digital tools and platforms. They use SEO strategies, Google Analytics, and digital marketing techniques to help clients improve their online visibility. Their expertise extends from building

responsive websites to developing mobile apps that are fast, secure, and easy to navigate.

Weaknesses:

Although Codecony has several strengths, it also faces some challenges that could affect its growth and competitiveness in the e-commerce solutions sector:

- Limited Brand Differentiation: Codecony faces tough competition in the crowded website and app development market. Without a unique brand identity, it's hard to stand out from other companies offering similar services.
- Technological Constraints: Codecony faces challenges in using the latest technologies like Artificial Intelligence (AI) or machine learning due to limited resources and technical infrastructure. This impacts their ability to offer advanced features and keep up with competitors who are adopting newer technologies.
- Brand Recognition and Trust: Being a new company, Codecony struggles to build trust and recognition, especially in international markets.
- High Customer Acquisition Costs: Codecony spends a lot on digital marketing to attract new clients, especially with rising advertising costs. This increases the overall cost of getting new customers.
- Limited Personalization and Targeting: Although Codecony collects customer data, they are not using it effectively for personalized marketing.

Opportunities:

Codecony works in a growing e-commerce website and app development market, with many chances for growth:

- Expanding Product Offerings: Codecony can integrate emerging technologies like Augmented Reality (AR) in e-commerce platforms or add AI-powered

analytics for data-driven insights. This expansion can open new revenue channels and meet the growing demands of modern businesses.

Threats:

Several threats Codecony faces that could affect its position in the market.

- High Competition: The website and app development market is super competitive, with lots of companies, both big and small, offering similar services. Codecony has to compete with bigger companies that have more resources and a strong presence globally, which makes it tough to stand out and keep clients, especially with some competitors offering low prices and using aggressive marketing.
- Technological Disruptions: New technologies like Augmented Reality (AR), Artificial Intelligence (AI), and Machine Learning are rapidly transforming website and app development. If Codecony doesn't stay updated with these advancements, it risks falling behind. However, adopting these technologies requires significant investment in training and tools, which is a challenge for the company.

If Codecony focuses on utilizing its strengths, working on its weaknesses, grabbing new opportunities, and dealing with threats effectively, it can keep growing in the industry.

2.10 Specification of Web & App Development Industry

In recent years, the website and mobile app development industry has grown rapidly due to rising internet usage, increased smartphone adoption, and evolving customer needs. Various important factors shape the functioning and expansion of this industry. They are,

a) Increasing Internet Reach:

Internet access is spreading quickly around the world, especially in developing countries. This has created more demand for websites and apps as businesses want to connect

with online users. With faster internet technologies like 5G, companies are focusing on building platforms that provide smooth and fast user experiences.

b) Need for Customized Solutions

Every business has its own goals and needs, so they want websites and apps that match their specific requirements. For instance, an online store might need features like product filters and payment gateways, while a healthcare app may require appointment booking and video consultation. Tailored solutions help businesses serve their customers better.

c) Expanding E-commerce Market:
- The e-commerce market continues to grow globally, driven by changing consumer behaviors and the shift to online shopping. As businesses focus on creating seamless online shopping experiences, they increasingly require custom-developed websites and apps to meet consumer expectations.

d) Globalization and Outsourcing:
- As companies seek to reduce costs and scale rapidly, many are outsourcing their web and app development needs to regions with skilled talent at competitive rates. This has resulted in global growth in the outsourcing market for development services.
- Development hubs in countries like India, Eastern Europe, and Latin America are seeing an increase in demand as businesses worldwide look to leverage cost-effective solutions for custom development.

e) Use of Advanced Technologies

New technologies are shaping the industry. Artificial Intelligence (AI) is used for chatbots, personalized recommendations, and smart search. Augmented Reality (AR) and Virtual Reality (VR) bring interactive features, like letting customers "try" furniture in their homes before buying. Blockchain helps secure online payments, and cloud technology makes data storage easier.

f) Global Business Opportunities

Many industries now depend on websites and apps, from retail to healthcare. Businesses are outsourcing development work to countries like Bangladesh, where skilled developers offer quality work at affordable rates.

g) Supportive Government and Industry Initiatives:
- Governments and industry organizations around the world are investing in digital infrastructure and providing incentives for tech innovation.

The web and app development industry needs to stay updated, deliver high-quality services, and meet customer demands. Companies in this space must focus on innovation, security, and customization to succeed in a competitive market.

2.11 Size, Trend, and Maturity:

The website and app development industry is growing rapidly as more people rely on technology in their daily lives, increasing the demand for websites and mobile apps. Here is an overview of the industry's size, trends, and development:

Market Size: The website and app development industry has seen substantial growth in recent years, with the global market for web development valued at around USD 65 billion in 2023. The global mobile application market reached a value of around USD 227 billion in 2023, and it is expected to reach USD 745.06 billion by 2032. This growth is driven by the increasing shift towards digital platforms across various sectors, including e-commerce, healthcare, finance, and education. The rise of mobile technology has been a key factor as mobile-first strategies become essential for businesses aiming to reach a broader market. With over 6 billion smartphone users worldwide, mobile apps have become a critical tool for businesses to enhance user engagement and drive sales.

Trend: The current trend driving the growth of the web and app development industry is the shift towards cloud-based solutions. Businesses are increasingly adopting cloud technologies for their scalability, flexibility, and cost-effectiveness. This shift is fueling demand for web and app development services that integrate cloud infrastructures. In

addition, technologies like artificial intelligence and machine learning are making it possible to create more innovative and data-driven apps that offer personalized user experiences. These technologies are becoming integral to web and app solutions, further driving the industry's expansion. The ongoing growth of the e-commerce sector, particularly post-COVID-19, has further contributed to the rise in demand for custom-built websites and mobile applications.

Maturity: Although the web and app development industry is expanding quickly, it is still in the early stages compared to more developed markets. Challenges such as limited infrastructure, the need for advanced technologies, and regulatory issues affect its growth. However, various stakeholders, including the government and industry leaders, are working together to overcome these challenges and help the industry mature.

2.12 Porter's Five Forces of Codecony:

Porter's Five Forces model helps analyze the competition in the website and app development industry. Applying it to Codecony's position reveals key opportunities and threats, helping the company to develop strategies that strengthen its competitive edge and ensure long-term growth.

a) Threat of New Entrants (Moderate to High)

The website and app development industry generally has a moderate to high threat of new entrants. Barriers to entry, such as the need for specialized technical skills and investment in infrastructure, are relatively low, allowing new players to enter the market quickly.

However, Codecony, with its proven expertise, established reputation, and competitive pricing, can leverage its experience to create brand loyalty and a solid customer base, making it harder for new entrants to disrupt the market.

Furthermore, new companies must differentiate themselves with advanced technological capabilities, such as integrating AI, cloud services, or offering exceptional customer service, areas where Codecony has made significant strides.

b) Bargaining Power of Suppliers (Low)

In the web and app development sector, suppliers are primarily those providing technology platforms, development tools, and frameworks (such as coding languages, hosting services, and cloud infrastructure). The bargaining power of these suppliers is relatively low since there are many alternatives available for these tools, such as open-source solutions and cloud providers like AWS, Google Cloud, and Microsoft Azure.

Codecony has the flexibility to choose among these options to keep costs competitive. However, as the demand for cutting-edge technologies like AI integration and machine learning increases, there may be a shift in supplier power toward those offering specialized solutions.

c) Bargaining Power of Buyers (High)

In the website and app development industry, buyers have high bargaining power. As the market becomes more competitive, clients have many options to choose from when looking for web and app development services. They can easily compare services, prices, and delivery times, which forces companies like Codecony to offer high-quality services at reasonable prices. To deal with this, Codecony sets itself apart by providing custom, high-performance solutions, excellent customer support, and expertise in areas like e-commerce and healthcare. These strengths help Codecony keep its clients, even with the strong bargaining power of buyers.

d) Threat from Substitutes in the Market (High)

The threat of substitutes in the website and app development industry is high, especially with the availability of low-code and no-code platforms that enable businesses to build their websites and apps without the need for advanced technical expertise. These

platforms offer a more affordable and faster alternative, especially for smaller businesses or startups.

However, Codecony mitigates this threat by offering custom, complex, and scalable solutions that no-code platforms cannot match, especially for businesses requiring high customization, integration, and long-term support.

e) Competitive Rivalry within the Industry (High)

Competition in the web and app development industry is intense, with numerous established players and emerging firms offering similar services. Companies must differentiate themselves through innovation, service quality, and client relationships. Codecony stands out by providing end-to-end solutions tailored to specific industries, such as e-commerce and fintech, leveraging the latest technologies like AI and cloud computing. By targeting specific niches and providing outstanding customer experiences, Codecony has successfully built a loyal client base and remained competitive, even with strong competition.

In conclusion, considering the competitive forces in the web and app development industry, Codecony can continue to succeed by using its skills, providing unique solutions, and building strong relationships with its customers.

CHAPTER 03: INTERNSHIP EXPERIENCES

3.1 Internship Experience at Codecony:

I worked as a Digital Marketing Intern at Codecony. My internship was a valuable learning experience that gave me practical exposure to digital marketing in the mobile application and website development industry. At Codecony, I worked closely with a skilled team, enhancing my understanding of industry practices. This chapter covers my key roles, training experiences, contributions to the marketing team, use of academic knowledge, and the professional growth I achieved during this period.

3.1.1 Responsibilities and Duties:

I managed several tasks at Codecony, including:

- **Market Research:**

Research to find out about market trends, what customers prefer, and how competitors are working in the app and website development field.

- **Optimize Websites for SEO:**

Manage the website's blog and consistently post relevant, high-quality articles to maintain and improve Google rankings. This included conducting keyword research to identify trending topics, optimizing content with targeted keywords, and ensuring proper formatting for readability and SEO.

- **Client Acquisition:**

Research and find potential clients for Codecony's services. Reach out to them through emails and social media to introduce Codecony and convert leads into clients.

- **Web Analytics Monitor:**
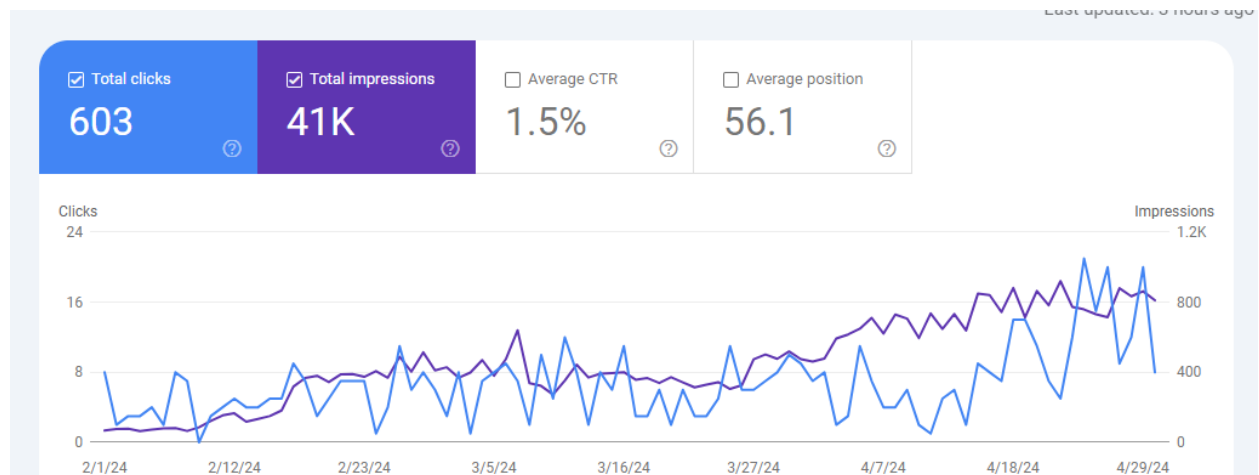
Monitor website performance with Google Analytics and Google Search Console. Collect data, such as traffic and user behavior, to assess the effectiveness of marketing campaigns and identify areas for improvement.

3.1.2 Training from Codecony:

While I was an intern at Codecony, I gained hands-on experience in various areas of Digital Marketing, which helped me develop practical skills and knowledge despite facing academic challenges. The training included:

- **Search Engine Optimization (SEO):**

Learned ways to improve website rankings, including keyword research, develop optimize content, optimizing on-page content, and building high-quality links.

- **Social Media Management:**

Gained a comprehensive understanding of how social media platforms function, including the creation of engaging content, analysis of performance metrics, and effective client engagement through messages.

- **Content Marketing:**

Learned how to create engaging content for blogs, social media posts, and email campaigns designed to attract and retain customers.

- **Email Marketing:**

Learned how to research and identify potential clients, as well as conduct targeted email campaigns to establish connections and generate leads.

- **Web Analytics:**

Learned to use Google Analytics and Google Search Console to analyze website performance and gather insights into user interactions.

- **Digital Marketing Tools:**

Gained practical experience with SEMrush for SEO, Canva for content design, and Mailchimp for email automation.

This training strengthened my understanding of digital marketing strategies and prepared me for professional challenges, emphasizing my ability to grow and adapt in a competitive field.

3.1.3 Contributions to Codecony:

I contributed to the Marketing Department of Codecony with different tasks and learned how to apply my marketing knowledge to real-world projects. The key contributions I made:

- **SEO:**

I helped improve the company's website by researching keywords, making changes to the website to improve its search engine ranking, and helping with link-building to attract more visitors.

- **Social Media Content:**

I helped create and publish posts for social media platforms, making sure they matched Codecony's brand. I also helped track how well the posts performed and improved future posts for more engagement.

- **Email Campaigns:**

I helped with email marketing by finding potential clients and creating targeted email campaigns.

- **Analyzing Data:**

I monitored the website's performance using Google Analytics and Google Search Console. This helped me identify areas that needed improvement and report those findings to the team.

While working on these tasks, I not only learned more about digital marketing but also helped the company with its marketing goals.

3.1.4 Academic Skills Applied:

At UIU, my marketing studies gave me a solid foundation and helped me to apply theoretical knowledge to practical tasks in the Digital Marketing Department. I used the following academic skills:

- **Branding:**

At UIU, I learned how important branding is for making a business stand out. During my internship at Codecony, I used that branding Knowledge to help keep the company's image consistent across different online platforms. This included ensuring the company's visual identity, tone of voice, and messaging aligned with its mission and values. I helped create content that highlighted Codecony's skills in website and app development, which helped strengthen its reputation as a reliable and innovative service provider in the digital market.

- **Consumer Behavior:**

I used what I learned about consumer behavior to create marketing strategies that connect with customers, helping them make decisions and encouraging them to engage with the brand and purchase Codecony's service.

- **Integrated Marketing Communications (IMC):**

At UIU, I learned that it is important to have a clear and consistent marketing message across all channels. During my internship at Codecony, I applied this by ensuring that the marketing messages on the website, social media, emails, and ads were all the same and worked well together. This helped Codecony build a strong brand image and made sure that the target customers got a clear message everywhere they interacted with the company. I worked closely with different teams to make sure all marketing efforts were coordinated, making our campaigns more effective.

- **Marketing Analytics:**

I used both qualitative and quantitative methods to assess how well our marketing efforts were performing. I tracked key performance indicators (KPIs) and calculated the return on investment (ROI) to understand the impact of the campaigns. I also analyzed the data to make better decisions and improve Codecony's marketing strategies.

3.1.5 New Skills Acquired:

Throughout my internship as a Digital Marketing Intern at Codecony, I have acquired and improved many professional skills that are important for Marketing. These include:

- **Team Management:**

I collaborated with codecony's team to plan and execute marketing tasks, shared ideas, helped others, and ensured timely completion. This experience taught me the value of teamwork and effective communication.

- **Client Communication:**

I contacted clients through email to understand their needs, share updates, and collect feedback about projects. Writing clear and professional emails helped me build trust and maintain good relationships with clients.

- **SEO:**

I worked on improving the website's visibility by doing keyword research, optimizing content, and helping with link-building. These efforts brought more visitors to the website and improved its search engine ranking.

During my internship at Codecony, I used these skills to help the company and gain an understanding of digital marketing.

CHAPTER 04: FINDINGS, RECOMMENDATIONS & CONCLUSION

4.1 Findings of the Study:

Competition in the website and app development industry is high, but Codecony has established itself as a growing company. However, the company faces several marketing challenges that need attention, including reliance on discounts, lack of brand differentiation, high customer acquisition costs, and insufficient personalized marketing efforts.

a) Reliance on Discounts and Promotions

Codecony depends a lot on discounts and promotions to attract customers. While this helps boost sales quickly, it can reduce profits and make customers expect low prices all the time. Overusing discounts may make the company less valuable.

b) Brand Differentiation

Codecony faces challenges in standing out in a competitive market. The company failed to highlight what made it unique in the industry, which resulted in people seeing Codecony as just another option.

c) Customer Acquisition Costs

Customer accusation cost is high for Codecony as it is a very competitive market and lacks brand differentiation.

d) Personalization and Targeting

Codecony has customer data but struggles to use it well for personalized marketing. Without addressing target customers' pain points through tailored messages or experiences, it becomes more difficult for them to convert target customers into buyers.

4.2 Recommendations:

Codecony can overcome its challenges by focusing on strategies that minimize the use of discounts, strengthen its brand identity, reduce customer acquisition costs, and improve how it personalizes and targets customers.

a) Reducing Reliance on Discounts and Promotions

Codecony can explore alternative strategies to reduce its dependence on discounts, such as:

- Diversifying promotional campaigns to highlight unique product features or services.
- Offering value-added services, like free consultations or extended support, to attract customers without lowering prices.

b) Enhancing Brand Differentiation

To stand out in the competitive market, Codecony can:

- Analyze its strengths and competitive advantages thoroughly.
- Communicate its strengths to its target market through consistent messaging and branding.
- Invest in experiential marketing, such as hosting webinars, live demos, or interactive campaigns, to create memorable customer experiences.

c) Addressing High Customer Acquisition Costs

To manage the rising costs of acquiring new customers, Codecony should:

- Focus on the digital marketing channels that deliver the highest return on investment (ROI).
- Explore alternative channels, like partnerships, referrals, and organic traffic, to reduce dependency on paid ads.

d) Improving Personalization and Targeting

To deliver more personalized and targeted marketing campaigns, Codecony can:

- Based on demographics, preferences, and behaviors, the target market should be divided into segments.
- Implement dynamic content personalization to provide tailored recommendations and offers to customers.
- Use AI with web analytics to target more precisely.
- Use marketing automation platforms to streamline and optimize campaigns for better engagement and retention.

4.3 Conclusion:

This internship report shows both the challenges and opportunities Codecony faces as it grows in the website and app development industry. While the company has made good progress, there are important issues to solve, such as reducing dependence on discounts, standing out as a unique brand, lowering the cost of getting new customers, and improving personalized marketing.

To grow sustainably, Codecony should focus on reducing its reliance on discounts. While discounts help boost sales quickly, they can hurt profits and weaken the company's brand over time. Instead, Codecony can offer value-added services and use different types of promotions to attract customers in smarter ways.

Standing out as a unique brand is another important goal. In this crowded market, Codecony needs to focus on what makes it unique and communicate that clearly to its target customers. By improving its products, creating memorable marketing campaigns, and highlighting its strengths, the company can build stronger customer loyalty.

High costs to get new customers are also a challenge, but this can be managed by focusing on marketing channels that bring the best results, using partnerships and referrals, and targeting customers who are more likely to stay loyal. Using AI tools and

marketing automation can also help create personalized messages that attract and keep customers.

In conclusion, Codecony has many opportunities to grow in the competitive tech industry. By implementing the recommendations, such as optimizing acquisition strategies, creating a unique and recognizable brand image, using data to run targeted and personalized marketing campaigns, and integrating cutting-edge technologies like AR and AI alongside value-added offerings, the company can improve its market position and ensure long-term growth.

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