



Rohto Mentholatum (Bangladesh) Limited

**DIGITAL MARKETING ACTIVITIES PERFORMED BY 'ROHTO
MENTHOLATUM BANGLADESH LIMITED: AN INTENSIVE STUDY
THROUGH MARKETING DIVISION**



**A REPORT COMPLETED AS A PARTIAL REQUIREMENT FOR THE
BBA INTERNSHIP**

ENTITLED

**“DIGITAL MARKETING ACTIVITIES PERFORMED BY 'ROHTO
MENTHOLATUM BANGLADESH LIMITED: AN INTENSIVE STUDY
THROUGH MARKETING DIVISION”**

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Letter of Transmittal

May 13, 2019

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Subject: Submission of Internship Report.

Sir,

With due respect I would like to submit my Internship Report titled **Digital Marketing Activities Performed by Rohto Mentholatum (Bangladesh) Limited: An Intensive Study Through Marketing Division**. I completed my internship at Rohto Mentholatum (Bangladesh) Limited and I tried my level best to perform all the duties assigned by them. This report is a conclusion of my 6 months internship and I sincerely hope that it would be able to fulfill your expectations.

I have put my sincere effort to make this report informative and effective by maintaining all your instructions. I am thankful to you for your kind support and supervision for preparing this report. It will be great pleasure for me to answer any clarification if any queries arise.

Sincerely yours,

Sharmin Jahan

ID - 111 151 396

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Acknowledgement

First of all I'm thankful to all mighty ALLAH for the wellbeing and healthiness that were very much necessary to finish this report. After that fore mostly, I would like to state my genuine appreciation to my supervisor Sarkar Rafij Ahmed Ratan, Assistant Professor, School of Business & Economics, United International University for the incessant support of my BBA Internship Report, for his broad motivation, tolerance, gigantic knowledge, and enthusiasm. His direction helped me a lot in all the time of investigate and writing of this Internship Report. I literally could not able to imagine having a better supervisor and adviser for this study.

Hereby my truthful thanks also go for my supervisor A S M Nur E Elahi, Manager, Marketing Department, Rohto Mentholatum (Bangladesh) Ltd. I am grateful to him for his supervision and cooperation. Moreover I would like to express appreciation to my colleagues for their valuable time and information which help me a lot deal with my Internship Report.

Lastly but foremost, I am very much grateful and thankful towards my family who supported me mentally and spiritually throughout my life.

Thank you.

Executive Summary

Digital Marketing plan proposes an effective, economical, practical and inclusive improvement to the Rohto's current presence. The deep analysis in this report will demonstrate that the Rohto's current social media presence is packed of potential. Depending on that, Rohto-Mentholatum (Bangladesh) Limited should more focus on expanding its following marketing on Email Marketing, Online Advertising, Facebook Campaign, YouTube Ads, Google Ads and others digital marketing techniques. Here in this report we will see that these platforms in particular offer the prospect to build up high quality content in an attractive and significant way. Besides that, this report will demonstrate the total involvement of digital marketing for their customer engagement on digital media. This report will provide a complete justification about Digital marketing and how it causes beneficial aspects for Rohto-Mentholatum (Bangladesh) Limited. Here in this report we will also know about the main products that Rohto-Mentholatum (Bangladesh) Limited brought up for the country and how they maintain in the digitalization field to get the audience awareness. It also discuss about the responsibilities and participations that I have taken for this company. Finally this report shows the dissimilarities of digital marketing and traditional marketing and the revolution that brought by Rohto-Mentholatum (Bangladesh) Limited through involving the digital marketing.

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1. Introduction

Media rebellion is most noticeable fact in the area of marketing. Presently, marketing can't be considered as a "consumer-haunt". Nowadays, the marketing and advertising role is to satisfy the customer's interest through significant contents and transparent. Development in the importance of digital marketing in business enterprises results from an increasing number of Internet clients, hence giving an ideal spot of marketing activities. Frequently referred to as 'web based marketing', 'online application marketing' or 'internet marketing', digital marketing has achieved regards over the past decade. Among the appearance of social networks, digital marketing now also boasts of a new branch of social media marketing.

Here in Bangladesh, the recently rising ideas of "Digital Marketing" has taken the country further than the customary thoughts of marketing viewpoints and so, modern thinking, creative initiative and inclusive mind-set are absolutely enviable. The digital age has offer the Bangladeshi marketers with energizing better approaches to find out about the thing and track consumers and to create the product and service modified to individual consumer requirements. Regardless of the fact that the term 'Digital Marketing' was composed during the 1990s, but presently in Bangladesh its total use and significance has increase just in recent times. As innovation progressed quickly in the course of recent decades, digital media turned out to be widespread to the point that anyone could get to data whenever, from anyplace.

Companies like Rohto-Mentholatum (Bangladesh) Limited, that comprehend the power of digital capabilities, which facilitate interactive relationships between a brand and a consumer, and also which will keep on executing digital marketing into their strategies, may diminish the costs of service, logistics coordination's, and increment the financial plan for activity in another bureau of the organization. For Rohto-Mentholatum (Bangladesh) Limited, Digital Marketing convey through technological aspects has brought a new wave of advertising, communication and relationship structuring tools-ranging from the online advertising, cell phone, video sharing tools and video activities to web widget and online social network. In basic terms for the company, digital marketing implies a remarkable and creative idea about the marketing systems through the digital channels to advancing their

products or brands by the resources of at least one type of electronic media that goes even the method further than messaging.

However, the standards of the digital marketing vary from the traditional one as it includes the utilization of channels and techniques that empower an association to examine marketing efforts and comprehend what is working or not - usually in real time. Basically traditional marketing is comprehended as any activities consisting in flow of services and goods, from the producer to the ultimate receiver, whereas digital marketing is seen through its technical possibilities, combining advertising of services/products with their social media, digital distribution and Internet transactions.

1.1 Origin of the Report

The reason for creating this report is this being part of my B.B.A curriculum identified as Internship. The organization where I completed my internship is Rohto-Mentholatum (Bangladesh) Limited Japanese based multinational subsidiary of Rohto Pharmaceutical Co. Ltd. During the Internship I learned about the real implementation of marketing strategies. In this internship I worked with products like Oxy, Acnes, LipIce, HadaLabo, Perfecta and Sunplay. All the while learning about the process and impact of digital platforms and how it influences consumers which in turn not only profits the organization but the country as a whole. This report has been drafted on the overall concept of how Rohto Bangladesh implies its Digital Marketing in Bangladesh. The title of the report is ***“Digital Marketing activities performed By Rohto-Mentholatum (Bangladesh) Limited: An Intensive Study through Marketing Division”***

1.2 Purpose of the Study

In the past the only way to reach potential customers was the use of Traditional Marketing. However with the advent of digital platforms a new marketing tool has made its way called Digital Marketing. This has changed the rules of marketing strategies. Now customers are more involved by communicating with marketers and provide necessary feedback. The total field of marketing strategies has adapted and changed a lot with the use of Digital Marketing. The reason of this report is to do an in-depth analysis of Rohto Bangladesh's marketing strategies and generate a better perspective to how it interacts with its customers.

1.3 Objective of the Study

To recognize the current situation of digital marketing and customers approaching towards the digital marketing campaigns in Rohto-Mentholatum (Bangladesh) Limited and discover the solutions on how to make it more established in this environment. There are some specific objectives shown below:

- To classify the challenges of Digital Marketing.
- To signify the steps that are essential for digitalized the marketing department.
- To categorize the constraints of digital marketing in Rohto.
- To evaluate the present scenario of digital marketing performed in Rohto.
- To get the breach of basic strategy on digitalized the marketing in Rohto.
- To discover different limitations and provide methods for digital marketing.
- To disclose the tactical digital marketing method and different types of policy & their execution and calculating responsibilities.

1.4 Limitations of the Study

There were some limitations while making this report. Some of these limitations are stated below:

1. Time was the crucial obstacle for making this report. Some more time was needed to notice and observe the actual condition, the working methods and everything.
2. As an intern I do not handle all of the digital marketing activities of the company. So it was a bit difficult for me to write up about the whole digital marketing activities.
3. Privacy was another issue. Company never wants to disclose each and everything outside. Though my seniors helped and cooperated with me so much to make this report more informative, but since I am not a permanent employee here, there were some obligations to disclose every confidential things to me.

2. Methodology

In this section, this will provide a brief introduction to the different kinds of methods. These different kinds of methods for the investigate will also be rationalized as since they will be applied to extract out the pertinent, valid and accurate data in order to get prepared with the aims of the project that were previously set before. Also mitigating the research method used to collect the exact data to achieve the research objectives within its limitations.

2.1 Sources of Data for this Report

Before the deciding of choosing a research method and plan, it is needed to understand the background information on different kind of methodologies. Basically in this report there are two kinds of methodology based research which are Primary sources of Data and Secondary sources of Data with different purposes.

2.1.1 Primary Sources of Data

Primary Data refers to the first hand data congregated by the researcher itself which will be real time data. This report is made from daily internship work experience. Other than that this report is made from the information provided by -

- A S M Nur E Elahi, Marketing Manager
- Washi Nasrullah Bin Sharif, Brand Executive
- Dawan Nazrul Bappe, Associate Manager, Graphic and Visualization
- Kazi Persa Zerine, Executive, Talent Acquisition and OD.

2.1.2 Secondary Source of Data

Secondary data refers to a data which is collected by someone who is someone other than the user. As this report is a descriptive report and made based on the daily experience so the internal records and internet data search is used for the discussion of some topics.

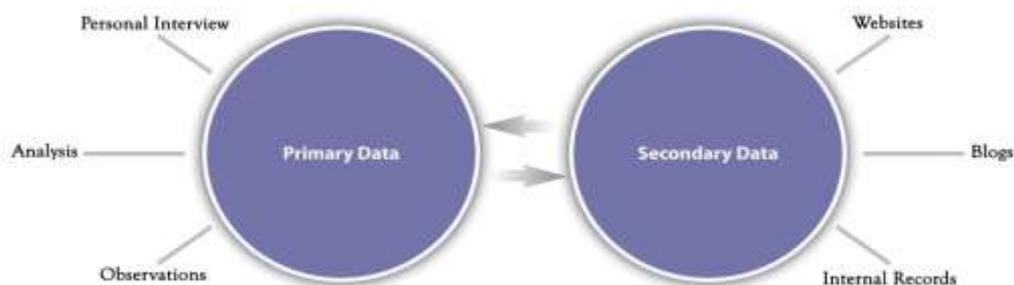


Figure 1 - Sources of Primary and Secondary Data for this report

2.2 Data Processing and Analysis

Data processing is generally the collection and manipulation of items of data to produce meaningful information. Data analysis is the process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision making. Data processing and analysis is very important in terms of report making. An effective report mostly depends on it. Proper working procedure helps to capture the right things during the study periods and finally fulfills the objectives of the report. As it is mentioned before that it is a descriptive report so this report did not need any market research. Internet data search is mostly used to explain the theoretical perspective of the terms. And other data were processed from daily work experiences and with the help of the seniors in the office.

3. Company Profile

3.1 Brief History

Rohto-Mentholatum (Bangladesh) Limited Japanese based multinational subsidiary of Rohto Pharmaceutical Co. Ltd, headquartered in Japan. Rohto just celebrated its 120 years anniversary of establishment. At the beginning it started as a pharmaceutical company but over the years it evolved to a healthcare company. Its tagline 'never say never' is the spirit to produce everything that helps people to be in good health. Rohto's eye drop is the most popular in Japan. Rohto developed it in 1909. Till now the eye drop dominate the market with over 40% of total market share in Japan. Eye care became a daily routine in Japan which is originally created by Rohto. Rohto started its skin care business in early 70's. The miracle about the company is, it is still running by the fourth generation from the same founding Yamada family. Rohto started its journey from 1899. In Japan it is very popular for its products. Rohto started its journey in Bangladesh in 2010 to give the 'Happy Surprises' to their customers. Now Rohto has presence in 150 countries with subsidiaries and distributions.



Figure 2 - Rohto Headquarter

3.1.1 Mission

Rohto's mission is to delighting customers not only by ensuring satisfaction also delivering more than they expect from our products.

3.1.2 Logo

The logo is used to represent the company but it has its own meaning too. The blue color represents the intelligence and trustworthiness of Rohto. The letter 'o' jumping in the mid-air represents that Rohto is ready to leap into a successful future. And the red line represents the enthusiastic dedication by every Rohto member. The logo represents the integrity of Rohto to the customer, people and society.



Figure 3 - ROHTO-Mentholatum Bangladesh Limited Logo

3.2 Organizational Hierarchy

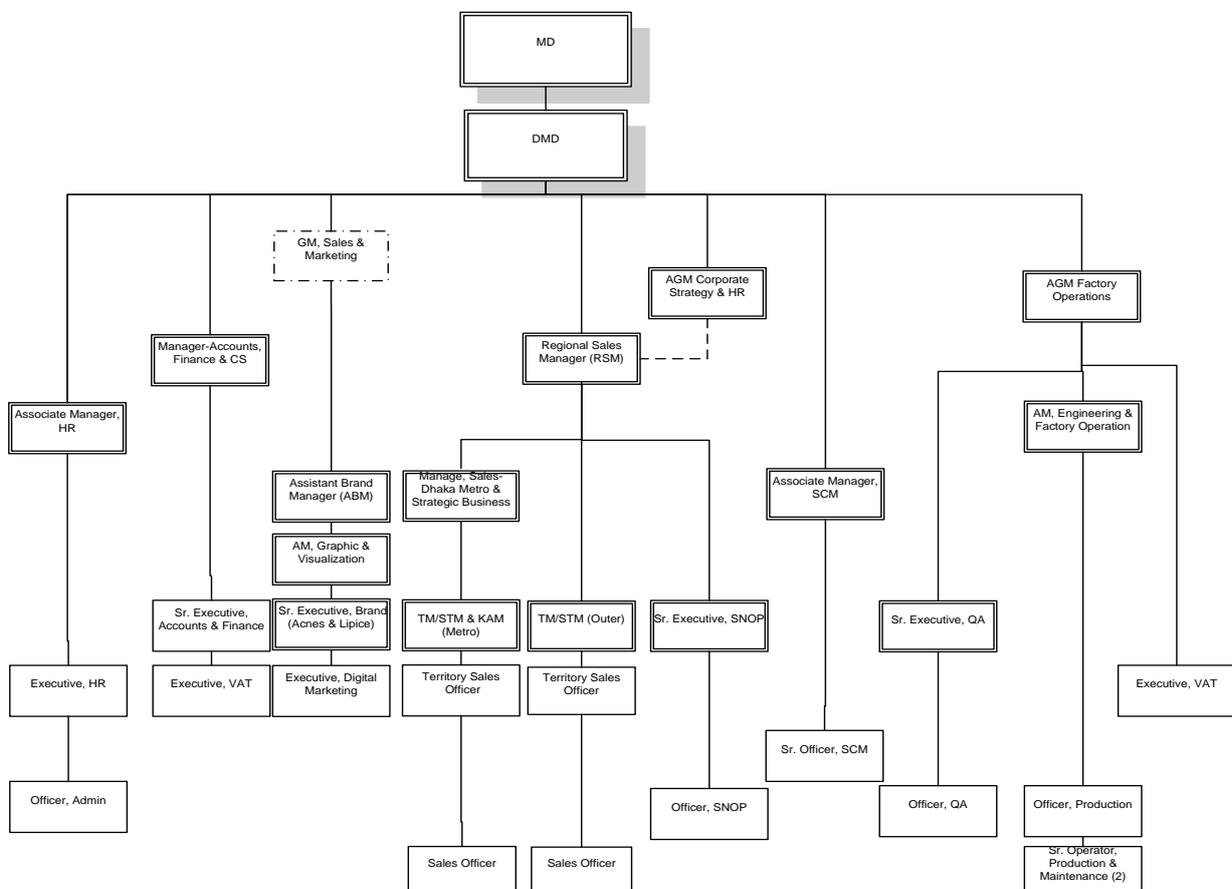


Figure 4 - Organogram of Rohto Mentholatum (Bangladesh) Limited

3.3 List of Brands Available in Bangladesh

Currently Oxy, Acnes, Lipice are available in Bangladesh. And HadaLabo, Perfecta, Sunplay are available in Rohto Premium Outlet. Rohto is planning to launch their worldwide famous HadaLabo brand officially in Bangladesh very soon. HadaLabo is the number 1 in basic cosmetics category in Japan.



Figure 5 - Oxy, Acnes and Lipice Logo

3.3.1 Acnes

Acnes are an internationally medicated number 1 brand of Japan in Bangladesh for the ultimate pimple solutions. Salicylic Acid & Isopropylmethylphenol enriched Acnes kills' bacteria & prevents the skin from Pimple. Acnes offer 3 Step Solution to prevent and cure pimple and Post-Acne Solution to take care of the skin from pimple scar & convert the face with perfect look. It has a complete range of products which is shown below.



Figure 6 - Products of Acnes Brand

3.3.2 OXY

The brand OXY is a premium men's skincare brand in Bangladesh under licensed by Rohto Pharmaceuticals Co. Ltd. Osaka, Japan. OXY has been Japan's number 1 face wash brand for many years. The brand has the maximum presence & awareness in the Bangladeshi market from its beginning in 2009 and so far this brand has kept the promise to deliver the best values for the consumers. In Bangladesh, OXY is marketed by Rohto-Mentholatum (Bangladesh) Ltd.



Figure 7 - Products of OXY Brand

3.3.3 LipIce

LipIce is an internationally recognized lip care brand. It is the number 1 lip care brand in Japan and available in Bangladesh, distributed by ROHTO- MENTHOLAUM (BANGLADESH) LIMITED. LipIce is manufactured in ROHTO- MENTHOLATUM (VIETNAM) CO. LTD. under the license of ROHTO PHARMACEUTICAL CO. LTD. Osaka, Japan. In Bangladesh market, LipIce is available in three different categories - LipIce Lip Balm, LipIce Sheer Color, and LipIce Sheer Color Q.



Figure 8 - Products of LipIce Brand

3.3.4 Worldwide Other Popular Products



Figure 9 - Worldwide Popular Products of Different Brands of Rohto

4. The Job and the Digital Marketing Activities

4.1 Job Responsibilities as an Intern

The job that I was offered was in Marketing Department at Rohto Mentholatum (Bangladesh) Ltd. My core task was responding the official pages of the three main brands, Acnes, Lipice, Oxy. Other than that I had to assist the whole marketing department. I had to work with my marketing team. According to their policy, it was actually a three months internship at first, but on the 3rd month of my internship they extended my internship period to 6 months with mutual agreement. I worked under Akila Jahan, who is an executive of Digital marketing for one month. Then she left the job. After that I was assigned under Nur E Elahi who is the marketing manager of Rohto. After the first three months, that means from April the company started to provide me the on the job training in Digital Marketing. Mr. Washi NB Sharif (Brand executive) used to give 1 hour training in every working day. Here I stated some of my responsibilities; I used to do at Rohto:

- **Brainstorming:** We had to run several campaigns during the special occasions like, Women's day, International mother language day, Independence Day, Pohela Boishakh etc. For running those campaigns we had to share our ideas with our managers. Our one of the most successful campaign during my internship was women's day campaign - '**A tribute to Men behind every Women**'. The promotional advertisement for that campaign was based on my story. I wrote that story then our marketing manager liked and selected for the campaign. I had to share my views and ideas with my team for the yearlong marketing planning, since our financial year starts from April at Rohto as per as Japanese policy. They liked my ideas and selected some of those for future marketing.



Figure 10 - Screenshot of Promotional Advertisement of Women's Day Campaign

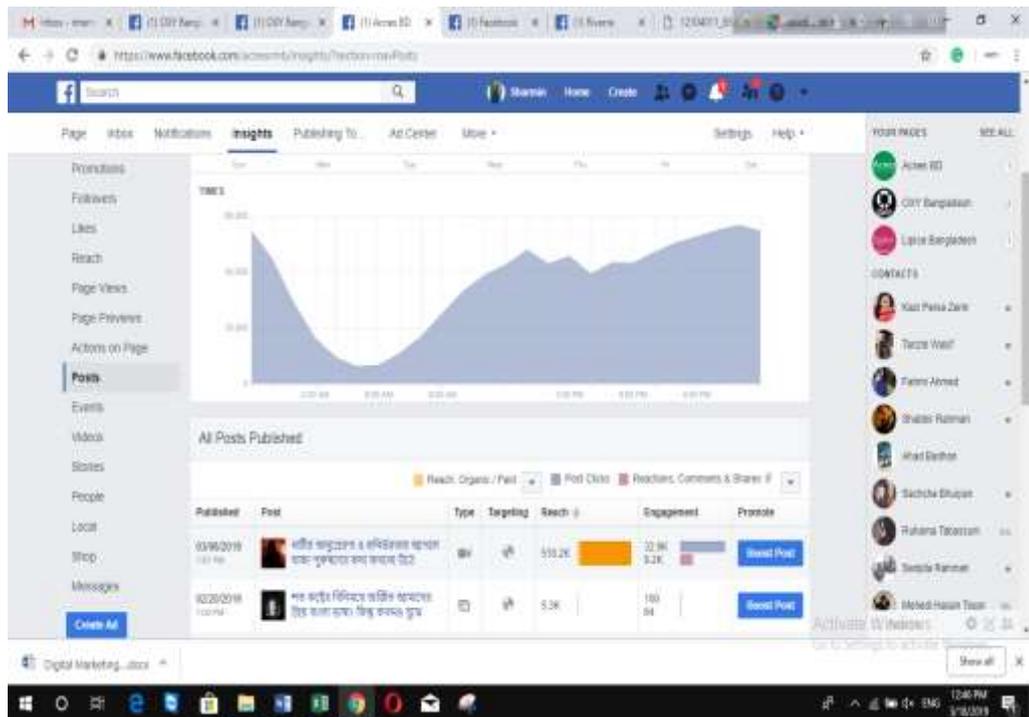


Figure 11 - Increased Page Engagement during the Women's Day Campaign

- **Campaign Running:** I used run the campaign in the Official Facebook page with the brand executive. Through the ad manager I select my campaign objective, target group, fix up the budget, schedule the campaign time and run the campaign. The process of setting up a campaign will be discussed in chapter 4.
- **Responding Page:** I used to respond the official pages of three main brands of Rohto-OXY, ACNES, and LIPICE. I handle the customers query, complains on the page. The customers usually wanted to know about the features of the product, what to use for their skin problem, availability of the product, how to use the product, product price etc. I had to response only on my working hours. Sometimes they complain about some issues and I had to manage them with my logic.
- **Telemarketing:** Beside the page response, I used to do the telemarketing also. I assisted the customers by sharing the features, usage of our products. Sometimes, customers failed to understand how to use a product properly, at that time I used to give them the right direction through the phone calls. I informed the customers about the product availability. I had to communicate with the territory sales officers and sales officers to keep updated about the visibility of the product. It was not easy for me from the day 1 but day by day I became used to do the job.

- **Updating the Product Availability Database:** Another job was to update the product availability database. There was a database from where I got to know where the customers will get the authentic products of Rohto. When customers wanted to know that from where they will get our authentic products, I asked them about their location and then suggest them about a nearest shop from where they will find our authentic products. If there is no data regarding that location in the database then I used to call the designated sales officer for that territory to collect the shop name of that area and provide those shop names to the customers. After that I update the information with the customer name, product name, territory, shop names so that next time I can manage to give the information about that area easily to the customers.
- **Submitting the Monthly Consumer Feedback Report:** It was another responsibility that I had to submit a monthly consumer feedback report to Washi Nasrullah Bin Sharif, Brand Executive. I note down every query, view of the customers towards our product, needs, demands, suggestions and based on those I used to make the monthly consumer feedback report. Here is a consumer feedback form. We had similar forms for Oxy and Lipice also. I am going to attach the acnes consumer feed form here:

Questions that the Customers Asked Frequently (most FAQs are placed in the ordinal form)		
Is there any product that we don't have, but the customers are looking for?		
Which skin solution was most frequently asked for in this month?		
Product Feedback		
Any Good Comments?	Any Bad Comments?	Anything Else?
Creamy Wash		
Oil Control Cleanser		
Pure White Face wash		
Sealing Gel		
Scar Care Gel		
Vitamin Cleanser		
25+ Facial Wash		
25+ Facial Serum		
C10		
Any Special Discussion Happening in the Page? (anything else worth mentioning)		
Action Need to take		

Table 1 - Example of Feedback Form

➤ **Market Visit:** I also did the market visit. Market visit is very much important to see the actual condition of the market. We talked with the sales officers, retailers about the demand of the customers, suggestions from retailers, cytometers, and sales officers. We ensured the visibility of our product in an outlet and whether our sales officers did those properly. We also took information about our competitors from the retailers and sales officers. We observed and compared our product with our competitors. We tried to find out the weakness and strength of our product and the competitors also. After that we took some pictures of our product visibility in an outlet for reporting to the head office. After the market visit we had to participate a meeting with every employees of head office and had to share our findings and suggestions. Here I going to attach some of the pictures of our product visibility in the outlets:



Figure 12 - Product Visibility in the Outlets

- **Updating the FAQ for the Page:** There is a FAQ file for making the response fastest and easier. But every time when a customer comes up with new query or new suggestions, the FAQ file needs to be updated. I did this besides responding to the customers regularly.
- **Preparing Presentation for the Team and Manager:** I often used to make power point slides for presentation for the marketing team and manager.
- **Some Other Works:** Beside all of my regular tasks, I prepared questionnaire for customer survey, collected information about the competitors product for a specific product, provided the information about the interested dealers to the sales department, participated in the campaign shoot and many more. After every campaign, sorting out the winners list, communicating with them, sending them the gifts these works had to done by me for the different campaigns. I enjoyed my work very much specially for the friendly environment that I got from my workplace. We used to help each other in every possible way.

4.2 What is digital marketing?

Digital marketing is mainly the way of marketing of products and service using technologies. It can be done by using internet, mobile or any other digital medium. The concept of digital marketing developed in 1990s and 2000s. It has changed the way of using the technology for marketing by the brands and business. As people are prefers digital devices rather than going into a physical shop, digital marketing becoming more prevalent and efficient. Digital marketing methods such as search engine optimization(SEO), Search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, email direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-internet channels that provide digital media, for example - mobile phone sms and mms.

Here is a quick rundown of the most common digital marketing tactics:

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 common way of increasing the optimization of a website rank in a search engine. Mostly, websites, blogs, info graphics can be benefitted by SEO.

Pay per Click (PPC): It is also known as paid search. It allows paying for top slots on search engine result pages. PPC can also be used for paid ads in Facebook, tweets promotion on Twitter, sponsoring message on LinkedIn.

Social Media: Over the last few years social media marketing became very much popular. Business and brand managing their brand image and communicate with their consumer through Facebook, Instagram, Twitter, Pinterest, and YouTube.

Online Advertising: It is not like the PPC. It is the process of buying a space of a popular website, paying the website owner for the same.

4.3 Digital Marketing Activities Performed by Rohto Mentholatum (Bangladesh) Ltd

Digital marketing is the online way to promote the services or business in online. At a high state, digital marketing alludes to promoting conveyed through digital channels, for example, search engines, sites, social media, email, and mobile applications. It became very popular and effective for business nowadays. Rohto is currently performing some digital marketing activities and those are stated below:

4.3.1 Facebook Campaign

- **Page Management:** There are some ways to manage Facebook pages. One can access our Facebook pages through six roles. Those are- administrator, editor, moderator, advertiser, analyst, and jobs manager. An admin can manage everything on the page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles. An editor can send messages and publish as

the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page. A moderator can send messages as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights and respond to Instagram comments from the Page. An advertiser can see which admin created a post or comment, create ads and view insights. An analyst can see which admin created a post or comment and view insights. A job manager can publish and manage jobs, view and manage applications, and create ads.

➤ **Ads Manager:** Ads manager is all in one tool for creating ads, managing when and where the ad will run, tracking the campaigns performances by following up the insights. It is a powerful ad management tool. Rohto does their campaign management by using ads manager. Ad manager is mainly designed for the advertisers. Here are some ads manager activities shown below:

- **Types of activities** - In the ads manager campaign parameters can be selected, like objectives and the audiences. Also it can be possible to manage the creative work by uploading ad creative, write ad copy and review how the ad is performing.

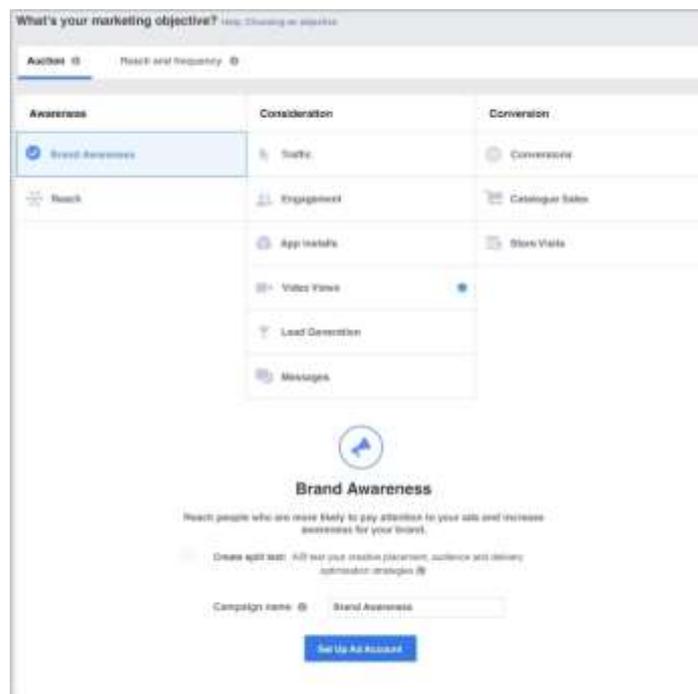


Figure 13 - Selecting Marketing Objectives

- **Review and Adjust the Campaigns:** Ads Manager makes it easy to edit the budget, audience, placement options and creative – including editing multiple ads in bulk. Rohto can always pause, copy or re-launch their ad campaigns at any time.
- **Real Time Reporting:** Reporting tool of ads manager can help to see if the ads are driving to their intended goal. By spotting trend over time we can easily identify the areas to adjust, like the image, audience and budget for improving the campaign performance.
- **Guided Creation:** Guided creation uses a step by step wizard to walk an advertiser through the steps an advertiser would take to launch a common campaign. This step can be done by using quick creation.
- **Quick Creation:** It is a good choice for the early advertiser. Quick advertiser gives the freedom to the advertiser to set up the campaign, ad set and as elements in any order.

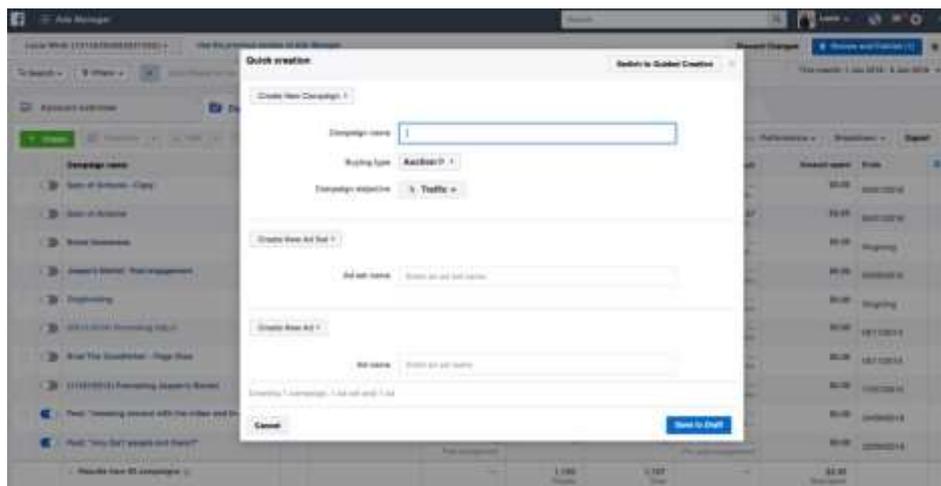


Figure 14 - Quick Creation

- **Query Management:** Rohto gets so many queries from the consumers through the paid or organic posts. All of them are answered very carefully through the comment section and inbox. Rohto has its own FAQ file and the answering session is being managed with the help of it. Brand query management is very much important for the brand image. It helps the customers to know the brand better.

- **Audience Insight:** If anybody knows how to use the audience insights then it is the most powerful analytical tool at his disposal. Audience insights are completely free to use by accessing the ads manager. Facebook gathers the data about its users likes, age group, gender, location, purchase behavior, activity, and what device they use. And all of that information can be used for running a marketing campaign.

What Facebook Knows

The social network gathers all sorts of data from its users, such as age, friends and interests, but it also collects information outside its website.



Figure 15 - Information that Facebook knows about its Users

Even the audiences can be selected by the advertisers. Advertisers can gain the insights on these characteristics -

- ❖ **Demographics:** It includes the age, gender, relationship status, education level, job role.
- ❖ **Page likes:** It shows the page size and the number of audience likes my page.
- ❖ **Location:** It includes the top cities, countries and languages of our selected audiences in comparison to the entire Facebook population in our country.
- ❖ **Activity:** Activity shows the median number of actions our audience has taken over the last 30 days. It includes the page likes, comments, post likes, shares and many more.

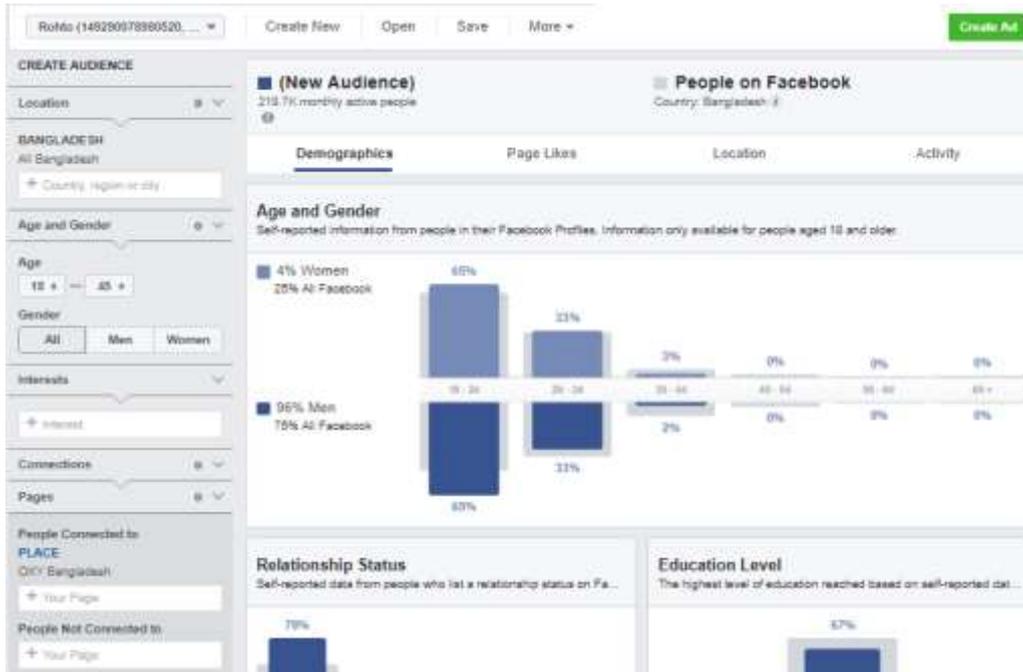


Figure 16 - OXY Demographics Insights

- **Facebook Content:** Business should upload their post by making it interesting and attractive. The content can be video or image. Content should be attractive and interesting to its viewers, only then they will try to communicate through the post. Rohto has their own creative team; they make and design attractive posts to grab the attention of their target customers.
- **Facebook Shop and E-Commerce Integration:** It helps to make the sales faster. A brand can do the integration between their Facebook page and an e-commerce site. By this integration customer can easily access to the site from where they can buy the product by clicking the picture on that page.

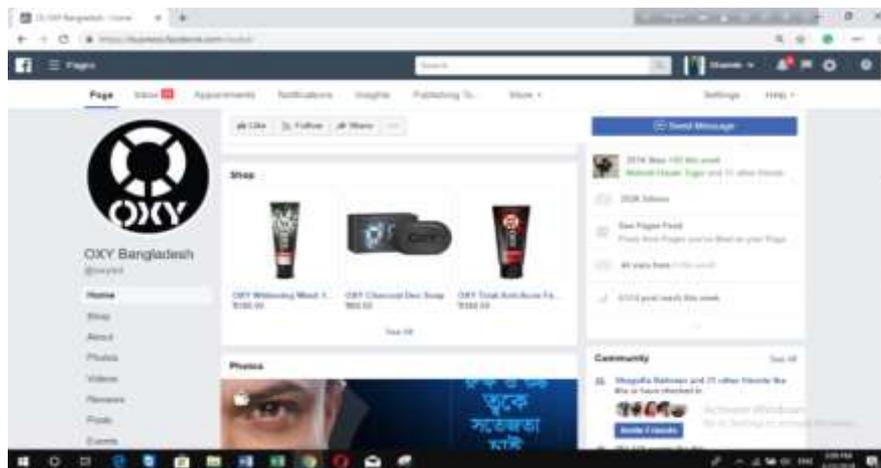


Figure 17 - Facebook Shop

- **Re marketing:** Re market the product or service to the audience whom Rohto got from their previous activities. It is a sharp way to connect with their audience who may not have immediate purchase. It helps to increase the brand awareness to the audiences.

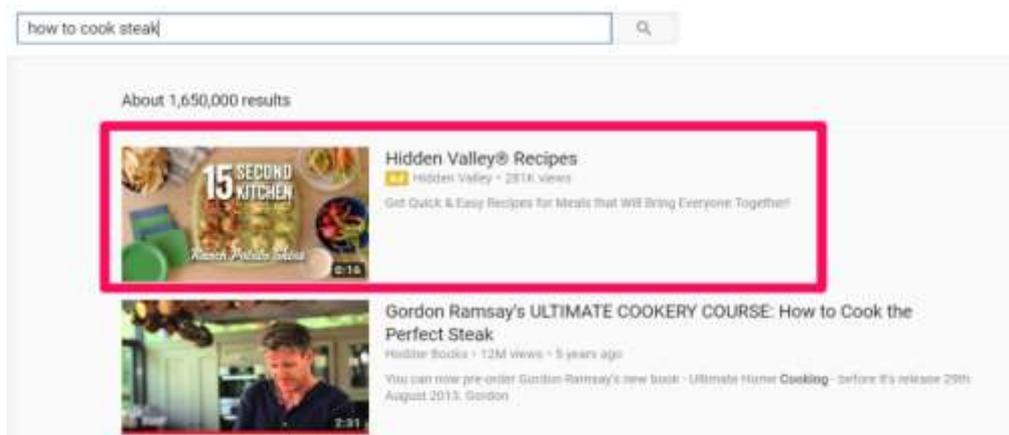
4.3.2 YouTube Ads

In-stream is a pre-roll ad shown at the start of video content. Now a day's it is very popular and effective medium to promote the brand. Rohto will pay only when people watch their video ads on YouTube. A study says that 72% streamed video on YouTube are watched to the end. There are different types of ad in YouTube, such as, non-skip able / preroll ads, true view ads, and bumper ads.

Non- skip able ads can play before, after or during the main video. Un- skip able ads must be watched to start or re start the video. The platforms of the un- skip able videos are desktop and mobile device.

True view ads are the most standard type of ads. In case of true view ads we only pay for the ads when audience actually watch or interact through the video. The users have to view the ad at least 30 seconds. There are two types of True view ads. One type is a video discovery YouTube ad which appears on the related video in the right hand slide bar. Another one is in stream ads which appear before starting the video they have selected on YouTube.

Bumper ads are the non-skip able ads up to 6 seconds. If the video is continued by the viewer then this will become a combination of skip able and bumper ads. Desktop and mobile phones are the platform of this type of ads.



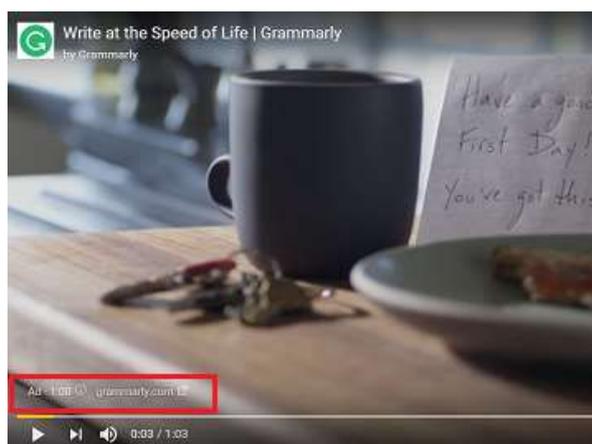
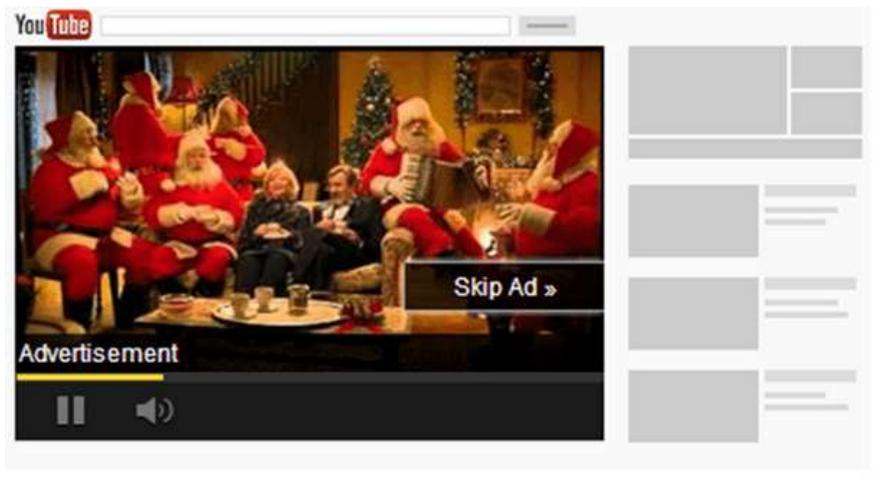


Figure 18 - Different Types of YouTube Ads

- **YouTube Channel Management:** YouTube channel is very much popular in recent days. It is another effective medium to increase the brand awareness beside Facebook. To maintain a YouTube channel or to manage a YouTube channel one has to do 3 tasks - optimize the channel, manage the channel, and YouTube marketing. Rohto has to use the most useful browser extension so that they could optimize their videos on YouTube and the growth of the channel. It is important to identify the best way to optimize the channel so that they can drive as much as traffic through their videos. Then the channel management and Rohto do it very sincerely. Responding to the comments properly, answering the queries of customers, and hiding and reviewing the videos for better promotions are the part of the managing the YouTube channel. And lastly, it is very important to maximize the marketing of a website by including the ad management service. Rohto generate the views of their YouTube channel and manage the optimized campaign through their YouTube advertising.

- **Search Engine Optimization:** Search engine optimization (SEO) is the ever changing practice of designing web content that will rank highly in search engine result pages (SERPs). Since search engine is like the gate keeper to the contents, optimizing the website for search is very important to attract the traffic in order to grow. YouTube search engine optimization involves optimizing the channel, playlist, descriptions, and the videos themselves. Rohto optimizes their videos for search both inside and outside of the YouTube. A Key component to YouTube is harnessing the power of the videos text in the form of transcripts, closed captions and subscriptions.
- **YouTube Ad Targeting:** For targeting to the right people advertisers need to know who they are going to target and where on YouTube these people are looking so that the advertisers can place the ad on their computer screen. Let us have look at couple of things everyone must know before setting up targeting our YouTube ads:
 1. *The targeting options YouTube provide -*
 - **Content Keywords:** Content keywords will place out ads based on the relevant keywords. It is one of the most important targeting options. Advertisers have to do a lot of keyword testing and research to choose a keyword. Rohto have used 'acnes', 'pimple expert', 'men face wash' as their key words in previous ad targeting. There are four types of key words. Those are stated below:
 - i. **Exact Match** - It will allow the visitors to reach to the prospect by using a specific word for searching that the advertisers are bidding.
 - ii. **Broad Match** - Whenever visitors search by using any similar phrase, synonyms, antonyms, plural, singular form related to the word that the advertisers are bidding it will trigger them and show their content or page.



Figure 19 - Content Keywords for YouTube

iii. **Modified Broad Match-** Modified broad match is more specific than broad match. Advertisers add a (+) sign before or after the word and the site trigger that word and show their content to the visitors.

iv. **Phrase Match-** Phrase match is more targeted than broad match but more flexible than exact match. If the advertiser enter the word using a quotation (“.....”) sign then it will be eligible for a phrase match.

- **Remarketing:** YouTube remarketing can be done by two ways. One is website re marketing and another one is video remarketing. Website remarketing is to put on the Rohto’s ads in front of everyone who have visited Rohto’s website once. And video remarketing is to put on Rohto’s ads in front of those who have watched their videos. It helps to target the viewer easily.

ReMarketing: Channel or Site

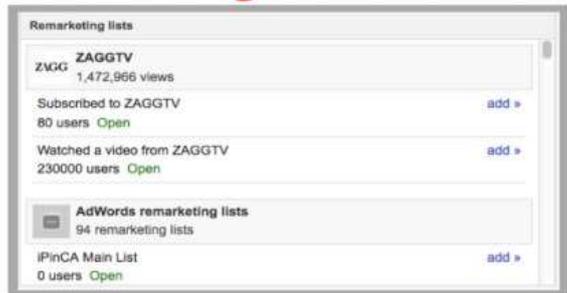


Figure 20 - Remarketing on YouTube

- **Placements:** It can be a strong targeting group if the advertisers can target it properly. It takes a lot of time to research and place the ad. The advertisers do research and identify a related video to their product and place their ad on this. For example, Rohto once targeted makeup tutorials videos for the Lipice brand.

Placements: Channel, Video or Sites



Figure 21 - Ad Placements

- **Topics and Interest:** YouTube acquires a person's watching habits. Based on those information advertisers can target the people. Their ads are shown to those people who watch the same category videos on YouTube. It does not work all the time. Sometimes it fails to capture the desired customers.



Figure 22 - Interest and Topics Content

2. *The things should be considered while creating targeting groups for YouTube ads-*

- **Demographics:** Each customer can be segmented according to the demographics. It is very much important to know the target market and segment them according to the demographics. Otherwise, Rohto may promote their men's face wash to the girls.
- **Research:** Research is unavoidable in terms of targeting. Brand should study and research their customers' choices, preferences, habits etc. Rohto do research and study before going for any advertisement. Without doing research one cannot even expect a positive result from the activity. The message can be summarized in a calculation, that is:

Right message + Right people = Right result

4.3.3 Google Ads

Advertisers can display their advertisements, service offerings, product display, and video content in exchange of payment through the Google ads. It is an online advertising platform, which is developed by Google. Rohto is not currently using such activities but they are currently planning to do this for their brands. The types of Google campaigns are -

- **Search Network Campaign:** Search Network campaigns are usually focused on getting people to take action such as clicking their ad or calling their business. These campaigns show ads to people who are actively seeking out information. When someone is intentionally seeking out a product or service like Rohto's, they are much more likely to find Rohto's ad helpful and click it.

- **Display Campaign:** Product advertisement can be given on the website, apps through banners and other ad formats, made of image, video, text, flash and, audio. A display ad usually targets people with specific characteristics and appears on the search results of the targeted people. Google and Facebook, Twitter has the display campaign opportunity. Rohto will do such

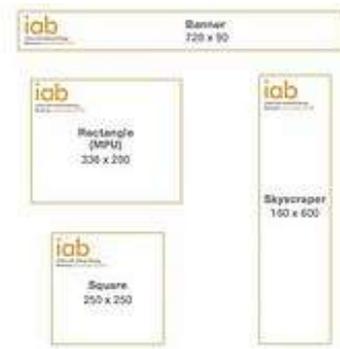


Figure 23 - Banner size for Display Campaign

campaigns on the blogs site, website and in Facebook too. Rohto is not currently running this campaign but they are planning to do such campaigns. This type of display ads are also known as banner. It has different sizes. Different sizes banner costs differently. Advertisers drive the traffic direct to their e-commerce channel by the banners.

- **Google Analytics:** Google analytics, offered by Google is a free website. Advertisers gather the insights into how their users find and use their website. In fact they can track their return on investment for their online marketing.

4.3.4 Blogging

Blogging means the discussion about an event, situation or a topic. Rohto discuss about different topics based on the skin care, beauty care, lip care and about their company or organization.

Rohto have done two types of blogging till now. One is text blog/article and another one is video article. They post those articles on the 'Shajgoj' site.

- **Text Blog/Article:** Text blog is writing up about a topic or situation. Rohto publish their articles through the 'Shajgoj'. Those articles are about Rohto, or any product. So that the TG (Target Group) get to know about their organization and their product. Besides they wrote about the proper way of using their product, why should people use their products etcetera. So that their customers do not get confused about their products.
- **Video Article:** Rohto prefers the video article most because of their target customers. It is very easy set up the visual to the customers' mind rather than the text. So basically they make the videos about how to use the products, when to use the products and the benefits of their products.

4.3.5 Digital Influencing

Digital influencing marketing is very popular now a day. Rohto also use the beauty or lifestyle influencers for promoting their products. Rohto already collaborated with the YouTube influencers and lifestyle influencers. They worked with Ashfi Onadi (YouTube influencer), Makeup Maniac by Linda (YouTube Influencer), Tinker Jannat Meem (Lifestyle Influencer), Trishita Nowroj Farhan (Lifestyle Influencer). Their target group is now being influenced by those influencers. Basically they promote Rohto's products by giving reviews by using their channels and then their followers become influenced after seeing those reviews and purchase those. This is how it works; this is one of the effective ways.

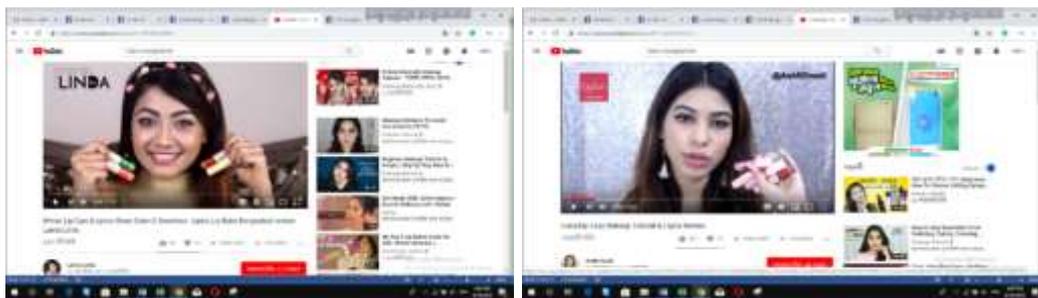


Figure 24 - YouTube Influencers doing marketing of Liplce on YouTube

4.3.6 LinkedIn

LinkedIn is a business and employment oriented service that operates via websites and mobile apps. LinkedIn is a good media for marketing. Rohto build up relationship with their target group community for increasing the brand awareness. And then they increase the engagement between the community and the brands. It could be an effective media for marketing but Rohto is not using it fully. May be they will be more involved with this media in future and can be able to utilize it.

4.4 Setting up a Campaign

Generally, in Rohto the digital marketing team follows some steps for setting up a campaign in social media. Those steps are stated below:

- **Objective selection:** At first the team selects their objective for running their campaign.

Some of their common objectives are:

- ✓ **Increasing brand awareness**
- ✓ **Reach**
- ✓ **Increasing engagement**
- ✓ **Message**
- ✓ **Conversions**

It is very important to choose the campaign objective correctly. Otherwise campaign will become unsuccessful. If anyone wants to promote their brands to the new customers then they will select the 'brand awareness'. It will help them to those who do not know their existence or to those who just know them but not their followers. But in this case if they choose 'engagement' instead of 'brand awareness' then their total campaign will be very unsuccessful. So it can be said that objective selection is the base for a making a campaign successful.

- **Audience:** After selecting the campaign objective, advertiser selects the audience. Audience should be selected as per the objective. If anyone wants to increase their brand awareness then they will select the 'create new audience'. But if they want to increase the engagement then they will select the saved audience. There is an option to choose follower list or not follower list as an audience. Rohto selects their audience according to their campaign objective.
- **Ad Format:** Then they select an ad format. Format could be text, video, audio, and picture or banner ad. Rohto will select their ad format according to the target audience and their ad objective.
- **Placement:** Next is the ad placement. There are so many options for placement- feed, instant articles, in stream videos, right column, stories, and messenger. Different placement is needed for different ad objectives. For example, if Rohto wants to increase the brand awareness they will choose Facebook and Instagram both. Recently Facebook is giving the opportunity to run the campaign in stream videos. It is the latest ad placement feature in Facebook.
- **Budget and Schedule:** There is an option to set up the budget and schedule for the ads. Advertiser can select daily budget or the lifetime budget. In case of daily budget advertiser will select their daily ad budget and Facebook will spend that budget on daily basis. . But Facebook can spend 25% more of their budget based on our success of their ad. But if they choose lifetime budget then Facebook will ask about their budget, exact schedule with date and time. And then Facebook will make an average of daily expenditure of total budget. In this schedule Facebook never exceed our total budget. It is very much important to setting up a pick hour for starting the campaign. Generally Rohto used to schedule their all ads at 7.00 PM. It helps us to reach more people.

5. Conclusion and Recommendation

5.1 Conclusion

This report is containing mainly the digital marketing activities that are performed by Rohto Mentholatum (Bangladesh) Ltd. Other than that it is also containing my job responsibilities as an intern. It was a great pleasure to me that I have done my internship in Rohto Mentholatum (Bangladesh) Ltd. I tried to describe all of the digital marketing activities that are currently being performed and also the activities that will be performed by Rohto. Digital marketing is very much important to connect the customers with the brands. Now a days it is the most effective and constant way. It is less expensive than any other activities. It is the best and easiest way to pay attention to the customers and make them happy by providing their desired service. This report is the summery of the digital marketing part of Rohto. There are some other digital activities and media yet to be touched but soon Rohto will touch those media also to cope up with this digital era. Today marketers want to use those activities to reach their target groups and Rohto wants the same. Digital marketing is not only to reach the target customers but also to retain the current purchaser. It helps to build up a strong relationship with the current customers. I believe that this report will help others to know the actual meaning of digital marketing, how does it work, and what type of activities a multinational FMCG company needs to perform.

5.2 Recommendation

During my internship period I have noticed some of the lacking and faced some obstacles. So at the end of this report there is something to recommend for the betterment of course:

- There is a time schedule for the responding to the customers. It would be great if it is possible to make a 24 hours service from where customers will be able to get the responses.
- Brand should give more priority to their customers.
- More market visit should be done.
- If possible then more contests should be arranged, at least once in a months. Because it increases the customer engagement in huge level.

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