



ASIATIC MARKETING COMMUNICATIONS LIMITED

Internship Report

Submitted to

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Letter of Transmittal

4th September, 2021

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Subject: Submission of report on “ASIATIC MARKETING COMMUNICATIONS LIMITED”

Dear Sir,

This is my immense pleasure to present our internship report on “**Asiatic MCL**”, which I was assigned by your good self.

I have tried our best to prepare the report with necessary and suggested proposals. I did all the activities in a concise and comprehensive manner. I hope that this report will fulfill the expectation.

Sincerely yours

Md. Faisal Alam Dipto

ID NO: 111 161 124



Acknowledgement

In the grace of almighty Allah, I have completed this Report writing. I would like to thank our Course teacher “Mohammad Tohidul Islam Miya” by providing important classes and his important notes which has helped us to complete this report writing. This report's final result necessitated a great deal of guidance and assistance from a wide number of individuals. All I've achieved has been made possible by such encouragement and assistance.

I'd like to express my gratitude to Didarul Alam Khan, Associate Director of AMCL, for supervising and educating me about digital marketing.

Sincerely
Md. Faisal Alam Dipto

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Executive Summary

I produced a report on my experiences during my internship at Asiatic Marketing Communications Limited. The first chapter provides a quick introduction to the company, the second chapter covers my job duties and tasks, and the third chapter contains the difficulties I had while working at Asiatic Marketing Communications Limited and how I investigated them using relevant theories.

Chapter 1: Introduction

There is no doubt that in this age of rapid change in needs and demands, it is impossible for a business to thrive and succeed without adequate marketing. Marketing is a big term with a lot of definitions. Advertising, in general, refers to the commercials we see or the offers or deals we receive in our daily lives. However, from a business perspective, marketing entails even more.

Understanding consumer needs and satisfying those needs by delivering services and products are all part of marketing. People nowadays spend the majority of their time on their cellphones or computers. Anything these days can be done with a computer, from reading newspapers and books to buying groceries. This technological advancement, or more precisely, the introduction of new media, raises the question of whether companies should prioritize digital or traditional marketing. In the real world, a company must find the right balance between traditional and digital marketing media to achieve the best results.

Since advertising has become so broad, companies are now outsourcing some of the functions needed to execute proper advertising to advertising agencies, in part so that agencies can use their knowledge and resources more effectively to perform functions like increasing brand recognition or appealing to a larger audience.

1.1 Company Profile

53 years ago, Asiatic 3sixty began its journey as East Asiatic. Terms like branding and advertising was almost non-existent back in the days. Aly Zaker, the current owner and chairman of Asiatic 3sixty, was appointed as an English copywriter in Dhaka for East Asiatic. After liberation war, the government decided to sell the organization and Aly Zaker bought it. He decided to change the name to Asiatic Marketing Communications Ltd. which started functioning as an advertising agency.

The Chairman soon realized after founding Asiatic Marketing Communications Ltd. that many other full activities such as creative department, media department, production department are needed to complete ads. The chairman agreed to make separate entities of each of these necessary departments. Asiatic 3sixty was created by all these independent entities.

The company is handled by a group of extremely bright and responsible individuals who are in charge of all aspects of the business and are actively contributing to its growth. The company's top executives occupy the role, and they are the ones who hire qualified employees for open positions. Ali Zaker was here for the Chainman duty, however after the demise of our great chairman, Asaduzzaman Noor has taken over. He is the company's current Chairman. Sara Zaker currently serves as the company's Co-Chairperson. Neville Ferdous Hasan is here in the capacity of managing director. Farooq Shams, who is a Vice President in the Group Strategic Director, is also present. Rashika Osman, AVP of Clinical Servicing and Business Director, is also present. Mostafa Monwar Al-Azim also works as an AVP in the Creative Department. As a Group Creative Director, ASM Tanvir Hassan is here. In the Community Engagement sector Fouzia Karim is holding the position as an Associate Director. As we work in a group my immediate boss who is the team leader of our team called Farhan Islam Prangon. The folks in charge of this organization do an excellent job of accurately describing the role and duties to all of the employees. We can witness the company's progress in a very short period as a consequence of the wonderful leadership, and we hope that it will continue to provide the greatest service in the future.

1.2 Vision and Mission

Vision

To develop a culture of work that encourages us to be curious, to remain hungry and inspired, to generate exceptional ideas that people would love to spend time with.

Mission

Keep evolving in size and dimension and provide full solutions in an ever-changing world to your connectivity needs.

1.3 Corporate Division

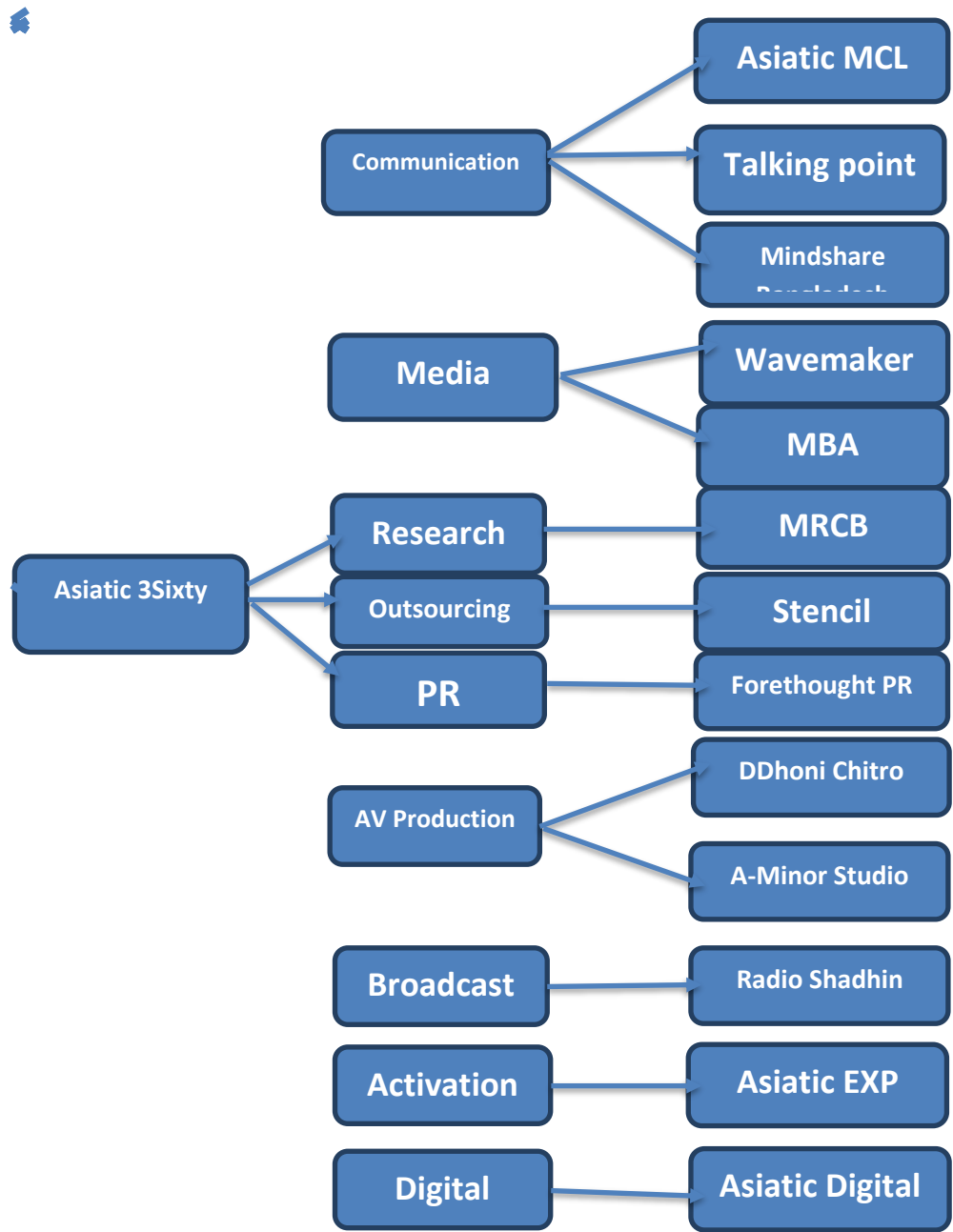


Figure 1: Corporate Divisions of Asiatic 3sixty

Asiatic 3sixty has 13 corporate divisions and every single one of them acts an independent entity. The corporate divisions of Asiatic3sixty are presented below:

Asiatic MCL: Asiatic MCL is Bangladesh's oldest and biggest contact agency. It also collaborates with the best brands, as decided by third parties, and has received the most awards of any Bangladeshi agency.

Talking Point: Talking Point is a communication organization working to create flyers, filers, danglers, pictures of billboards, commercial television, etc. To win a client's account, they go through a bid process.

Mindshare Bangladesh: By using data and science in its core phase, this unit offers services such as strategic media strategy, media investment management, event solution, product management consulting

Wavemaker: This unit aims to provide businesses with appropriate growth by offering technological solutions, leading-edge media and related content. Its key expertise is strategic media strategy, media investment management, digital marketing, content planning and growth and media PR management.

MBA: To include services such as 360 media solution, strategic media strategy and purchasing, portfolio and brand management, the MBA uses its vast expertise and capabilities. It began with only one customer (P&G) and has expanded 130 percent since then.

MRCB: In Bangladesh, MRCB has pioneered market research and provided extensive research services through both qualitative and quantitative approaches, ranging from the study's design to the final quality outcome that allows businesses to make decisions.

Stencil Bangladesh: Stencil Bangladesh is a graphic design company that offers, by outsourcing, Clipping Direction, Image Masking, Shadow & Reflection, Color Correction and a wide range of related services such as image editing and graphic design.

Forethought PR: This unit deals with the management of public relations and the media. This unit sends the target customers the right message and advertises the product or business. They use eminent social activists or celebrities to pass on the message to the general public.

Ddhoni-Chitra Limited: In the audio-visual media arena in Bangladesh, Ddhoni-Chitra Ltd. is a competent artistic and technical production house. Via a combination of its technical experience and artistic abilities, the business strives to provide quality service. Ddhoni-Chitra is the Asiatic MCL's sister concern.

Asiatic Digital: The digital marketing service provider for consumers is Asiatic Digital. It's an Asiatic 3sixty wing. It has its own personal operating operations, however, and has the freedom to operate in the business independently. Asiatic Digital's journey began in 2014. In order to

make it easier for brands to succeed and sustain in the market, Asiatic Digital was born out of necessity.

1.4 Details of Service

Asiatic 3sixty, as the name suggests, provide a 360-degree solution to businesses. A brief detail of service of the agency is given below:

- Digital Marketing Solution
- Content creation for every medium
- Media buying and Planning
- Public Relations
- Web and App Development
- Brand Building
- Event Management
- Outsourcing
- Production
- Graphic Design
- Research
- Broadcast
- Interior Designing

1.5 Operational Details

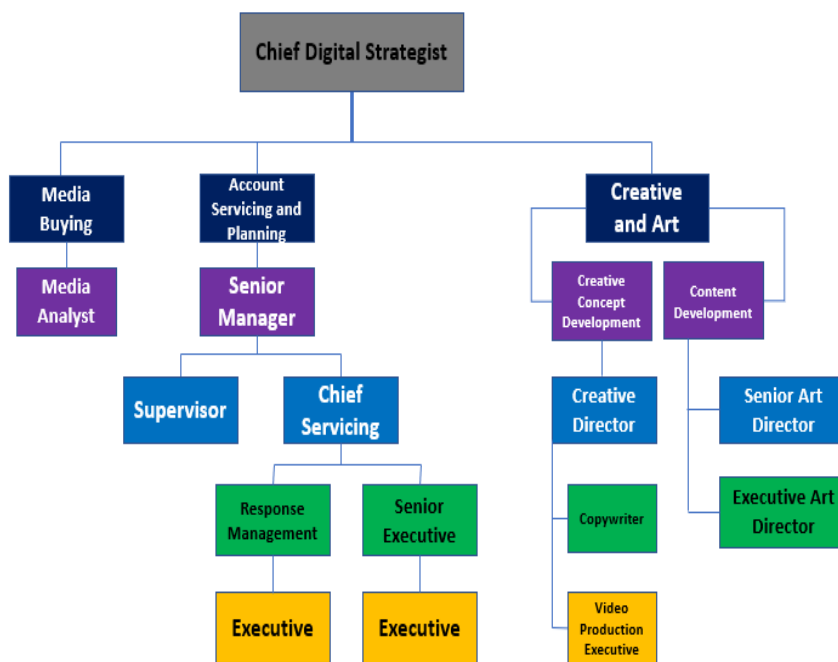


Figure 2: Operational Details

The tree mostly demonstrates the progress in the position. I'm currently employed as an executive. If I'm promoted, I'll be a senior executive. It is an immediate promotion from my current position, and the promotion system here operates in a step-by-step manner. For example, chief servicing will be the next promoted position from a senior executive. After that, the job of senior management becomes available, and by following the stages, one can become the sector's head. The employees' experience and qualifications are used to determine the position. For the promotion system, almost every sector functions in the same way. The above tree shows the position and strategy of the company.

1.6 Market Insight

Marico: Marico is a very popular brand all over the world. Marico Bangladesh also has so many products in Bangladesh. Products like Parachute Advanced Aloe Vera, LIVOB Bangladesh, Nuhar Naturals Joba Amla Bangladesh, Parachute Natural, Nihar 5Seeds Hair Oil, Parachute Advanced Beliphool, Parachute Skin pure, Parachute Advanced Extra Care, Just for Baby Bangladesh. In our company we handle and control all this product through Facebook Pages. Customers basically comment about the product's quality, price, purity etc. Almost all of the questions we get about the quality and price and also about offers. Sometimes the products give offers like buy one get one free or extra amount of the products. The customers ask questions about the offers most and validity. For Parachute oil and other oil products, we get questions about the quality of the products and offers. The customers do not always ask related questions; there are so many off topic questions and comments we frequently get in the comment section. We usually try to reply to them politely and sometimes try to make them understand about the products. There are also some comments which are very rude and they also use bad language like slang. We usually hide those negative and rude comments.

Unilever: Another famous brand Unilever. This brand is most popular for it's so many products in Bangladesh. As this brand owns a lot of products like soap and energy drinks. Some products of this brand are Boost Bangladesh, Horlicks, Mother Horlicks, Junior Horlicks, Horlicks Women's Plus, Glaxose-D Bangladesh. We control the comments and texts of these pages in our company. Like the previous brand the questions are almost the same for all these products for this brand but this brand is much more popular so that we get more comments for this brand. Here the products like Horlicks and Women's Horlicks, Mother Horlicks the questions for these products are all about it's quality and effect. Some people also ask about the side effects. Mother Horlicks gets most of the questions and queries about it's quality, effeteness and side effects. We always try to give them useful and exact answers for their questions. Some people comment about the price of the product as Mother Horlicks is quite expensive.

Pepsico: All the questions and comments are taken care of very closely and with care. Another Brand which is famously known for it's Soft drinks like Mirinda Bangladesh, Tragicana Frutz Bangladesh, 7UP Bangladesh and the brand is called Pepsico. This brand mostly gets comments and questions about the offers and price of the products. For 7UP there are some offers they run so customers ask for the offers and its validity and application. Here also we sometimes get negative and rude comments and we mostly hide those comments. If there is any misunderstanding or confusion about the products that are shown by the question, we always try to convince them and try to make them understand about the product. All the products have pages in social media and we basically handle the comments and questions which are asked by the customers. We do our best to make the customer satisfied by our answers about the products.

Nestlé: Our one of the most important clients is Nestlé. We provide Community Management services to quench the thirst of customers' never-ending questions, thoughts, and opinions about a company. Community management aids in understanding what the public is thinking, how

they are responding to a specific campaign promotion, and so on. Whatever questions a customer may have about a specific brand, our dedicated team is available to help 24 hours a day, 7 days a week. We also give them services of brand building, media, graphic design, and research.

Singer: Our other brand is Singer. We mainly handle their Facebook page. Like someone complaining or someone wanting to buy. We take the information and send it to the company. Mainly we build the contact between customer and company.

Brac: There we provide them Facebook pages services. We take information from clients and send it to the bank.

BAT: BAT is our new customer. We built a page for them and we also looked at their LinkedIn page.

1.7 Competitor Insight

In Bangladesh, there are a plethora of advertising and marketing firms, and almost all of their services are similar. Although the services provided are similar, some of them provide more and are well-known for their activities and the manner in which they perform their duties. Some of the famous companies in Bangladesh which I considered as competitors for ASIATIC 360 are Grey Bangladesh, Magnito Digital, Beatnik, Backspace.

Grey: Grey Advertising Bangladesh Ltd is one of the most well-known and up-to-date media firms in Bangladesh. They provide services such as developing inventions, managing social pages for various well-known brands, and providing services to product clients. Coca-Cola, Uber, Pran, Apex, Indian Oil, and Grameen Phone are among the company's customers.

Magnito Digital: Magnito Digital is another Bangladesh's biggest digital agency, with a team of more than 90 employees, to put it simply. They provide services on an unprecedented scale. It is a go-to agency for handling digital goods and services because we have established leading brands in the digital field. Some of their clients are Fresh, Hero, Hatil, Mgi, Nestle. All of this product's social media's pages are controlled by this company.

Beatnik: Beatnik is a smart creative agency headquartered in Bangladesh's capital, Dhaka. It is a seasoned community of strategists, programmers, and coders devoted to supplying companies with one-of-a-kind solutions. It supports companies and brands in creating and executing effective concepts. The mostly famous clients of Beatnik group's are Bengal Meat, Banglalink, Unilever, BKash, British American Tobacco.



BACKSPACE: BACKSPACE is the creation of a group of people who have been collaborating with foreign partners from all over the world for many years in order to promote their brands, businesses, and affiliations through social media platforms. It officially began operations as a corporation in 2016. Prior to that, the company's core founders served and gained expertise by partnering with clients such as Amazon, eBay, Walmart, and others. The business began as a review website for affiliate marketers with partners. The organization then began creating promotional digital content for its e-commerce partners over time. The organization now aims to provide superior technical capabilities to its partners.

1.8 Marketing Strategies

Asiatic 3sixty handles all aspects of communication, from brand identity to comprehensive digital solutions, from ad space purchases to experimental operations.

Strategic planning, marketing strategy, market analysis, 3D modeling, production, copywriting and scripting, graphic design, and brand building are some of the services we provide. Using strategy and approaches, brand building creates visibility, establishes a business, and promotes it. In other words, brand building is the process of maximizing brand value through advertisements and promotional campaigns. Since branding is the company's visual voice, it is a critical feature of the business. The aim of brand building is to give the business a distinct picture. Strategic planning is the practice of recording and defining a small business's trajectory by evaluating both where you are and where you want to go. The strategic plan is a place where you can write down your purpose, vision, and principles, as well as your long-term objectives and action plans for achieving them. A well-written strategic plan will play a vital role in the growth and success of your small company because it guides you and your staff about how to respond to opportunities and challenges. Despite the benefits of developing a growth strategy, a growing number of small business owners are struggling to focus on their long-term goals.

Marketing communication refers to the methods used by businesses to communicate messages to consumers about the goods and brands they sell, either consciously or indirectly, in order to convince them to buy. In other terms, marketing communication refers to the various mediums that a business uses to communicate information about its products and services to consumers. The marketer employs marketing engagement tools to raise brand awareness among prospective buyers, which ensures that an impression of the brand is formed in their minds, assisting them in making a buying decision.

Customers can select readily available and low-cost goods and services, according to the simple proposition of the manufacturing concept. As a result, the primary focus in industry is to produce as many units as possible. By focusing on manufacturing large numbers, such a company hopes to maximize profits by taking advantage of economies of scale.

Graphic design is the process of visually translating content, an idea, or a message using a variety of graphic elements, such as colors, curves, typographic characters, images, or sketches, to produce a communicative or cultural object. Graphic design is now omnipresent in our everyday lives, even in areas where no one wants to see it, despite the fact that it is first and foremost an architectural practice. Graphic design is no longer only for graphic designers, graphic developers, digital graphic designers, or even artists: due to the numerous resources available to help you develop your simple graphic designs, it is becoming more accessible to all. Surrounding yourself with artists, on the other hand, is not in vain, since they will prove to be the best partners for dictating the company's editorial line in terms of graphic design.

3D modeling is a computer graphics technique for creating a three-dimensional graphical image of some structure or surface. An artist manipulates points in virtual space called vertices with special software to create a mesh: a set of vertices that make up an object. By deforming the mesh or otherwise manipulating vertices, these 3D objects can be formed automatically or manually. Video games, movies, design, animation, engineering, and marketing advertisement are also examples of where 3D models are used.

Our offerings are priced according to their quantity and efficiency. If our company just handles the website, the price which be considered poor in comparison to other industries such as managing a product's page and even having a demand for the same product. We sometimes manage not just accounts, but also the complete promotion of products through social media, using our 3D modeling and graphic design services. The cost varies and is determined by the job that we do on each commodity. The higher the price, the more work and commitment required. We may also promote any product. This concept encompasses marketing, creating a niche for the commodity, and making it demandable in the market.

Chapter 2: Job Responsibilities

I was assigned to the Asiatic Marketing Communications Department of Community Engagement (CE) Limited Limited (AMCL). I served as an intern for community engagement and my job was to respond to the user questions using the commengine and facebook Business Manager app names. I've been practicing with 4 specific brands, which are:

1. Marico
2. GlaxoSmithKline (GSK)
3. PepsiCo
4. মনের যত্ন মোবাইলে (BRAC)

I performed the following tasks for the above-mentioned brands:

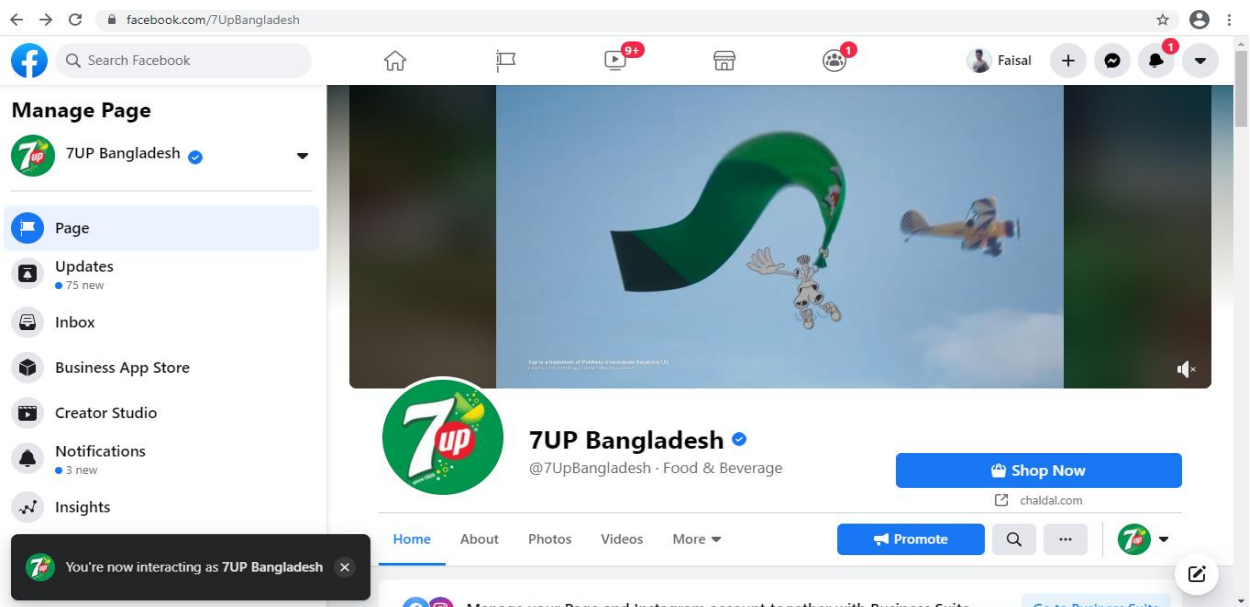
- Replying to client questions and using feedback,
- Maintaining a 100% response rate across all social pages,
- Giving customers solutions regarding the use of different consumables through Facebook,
- Making social reports daily, weekly and annual,
- Collection, sorting and submission of contest entries kept by the companies mentioned above from Twitter,
- Contest Race, control and wrap up

I used CommEngine (Comment Engine), facebook business manager and facebook business manager to carry out the provided tasks page manager for facebook. These instruments are built in a manner that enables the user to understand key items such as customer questions, calculation and awareness of the effect and efficiency of the campaigns on digital.

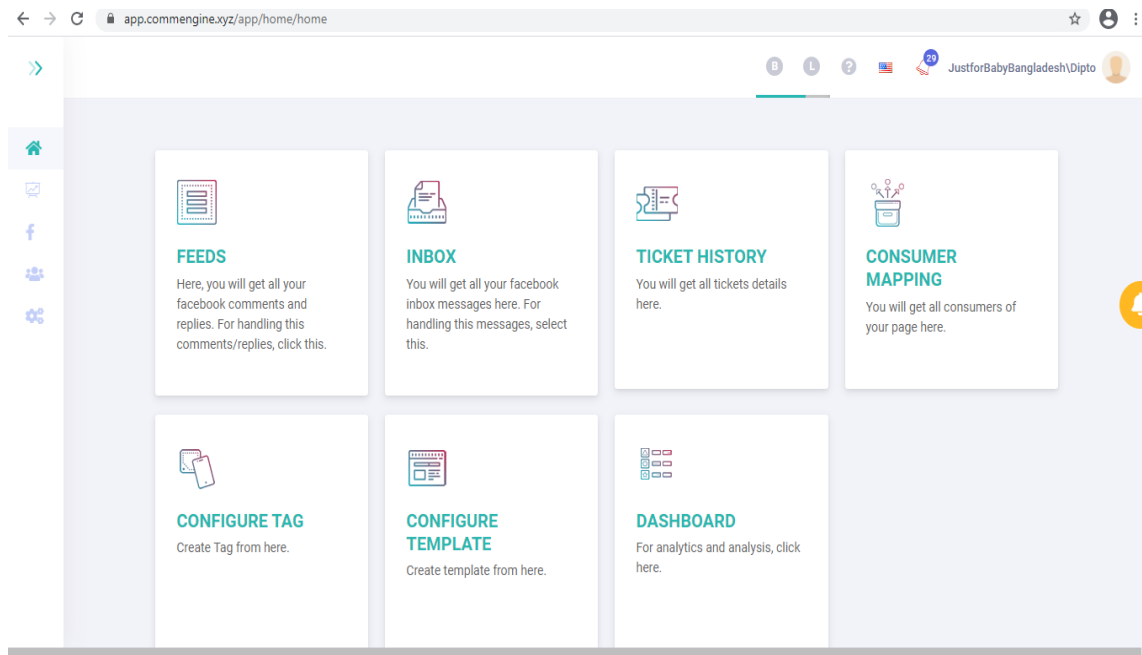
I had access to Marico, GSK, and PepsiCo and official Facebook pages during the internship time. The Facebook Page Manager and CommEngine are outlined below:



Picture 1: CSR Activity of AMCL

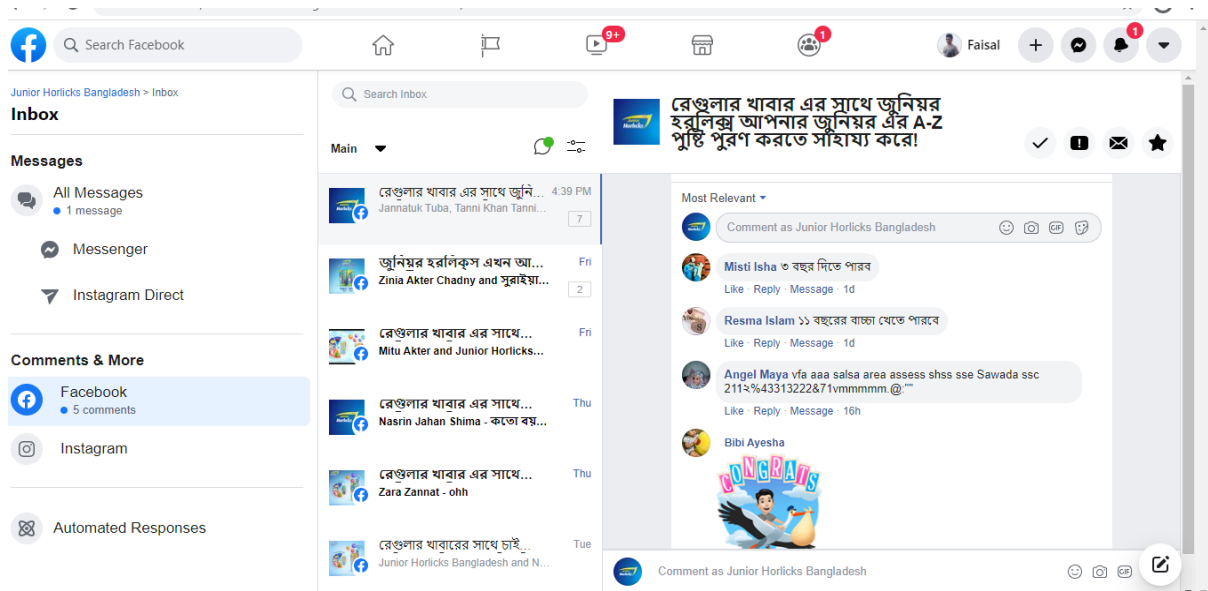


Picture 2: Facebook Page Manager Interface

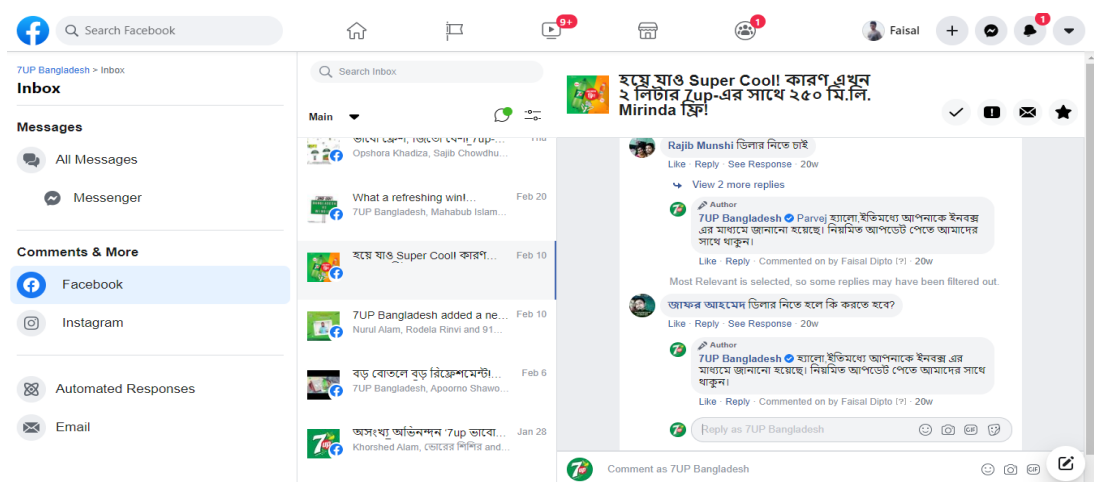


Picture 3: Interface of CommEngine (Comment Engine)

I was assigned to respond to customer comments on various queries on the official Facebook pages, such as how to use a certain product, the ingredients used, the price, etc.

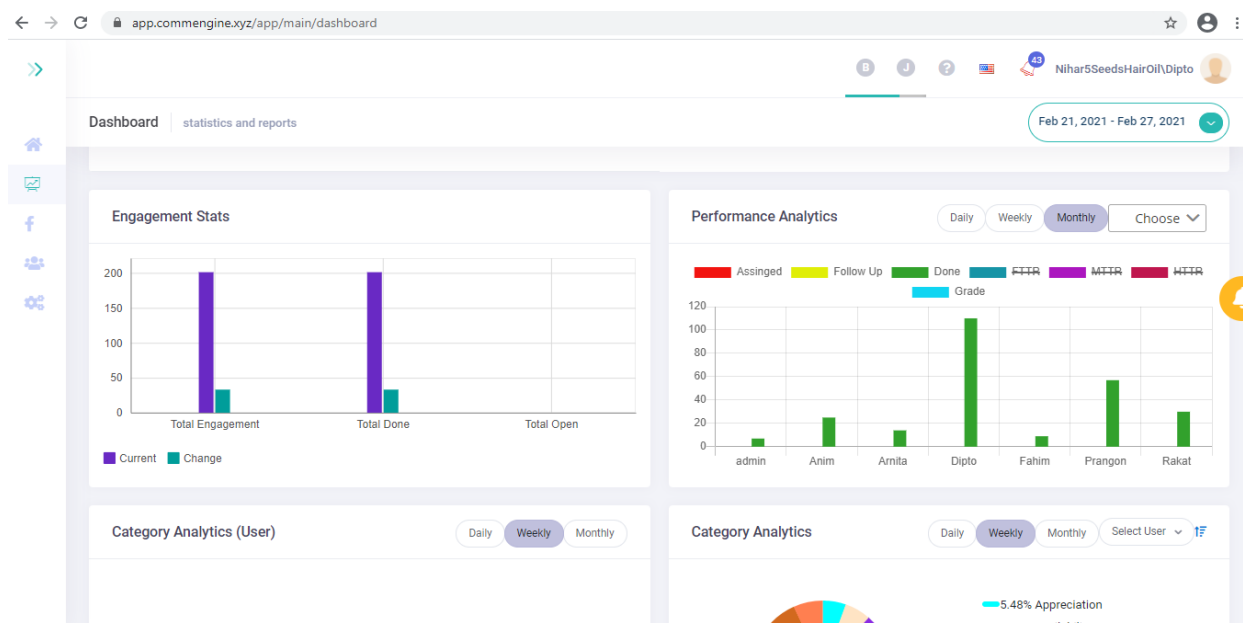


Picture 4: Replying to Comments in Facebook Business Manager



Picture 5: CommEngine Output

The next move was to take note of customer feelings and create an analysis report using CommEngine. To create this report, I had to tag the queries with the most important and appropriate topic, and then create the report based on that. CommEngine offers Social ROIs and statistical data such as total interaction on a daily, weekly, and monthly basis.

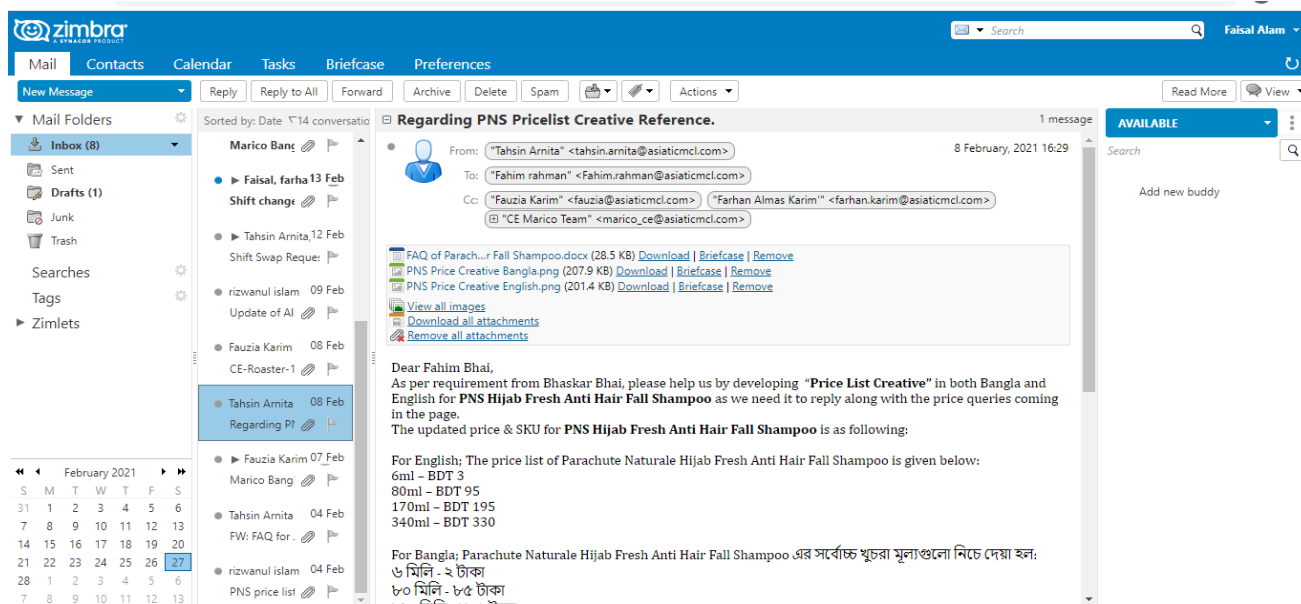


Picture 6: Classified Data in Excel

For each individual product using Excel, I grouped the social responses into different sub-categories using sentiment (positive and negative) and other factors. After that, the confidential data is put into Excel and PowerPoint to summarize and then sent by mail to the clients concerned.

Date	Facebook User	Message	Issue Tag	Sub Category
2020-11-13	Selina Akil	Can I order 60 ml here?	Availability	Neutral
2020-11-13	Shohomina Akter Shadhobe	Is bio oil in stock?	Availability	Neutral
2020-11-08	Khondokar Alif Laila	Bio oil 60 ml ta order korte chai	Availability	Neutral
2020-11-07	Pritha Jannat	AMI BOI OIL TA NITE CACCHILAM	Availability	Neutral
2020-11-06	Naima Sultana		Others	Neutral
2020-11-05	Naima Sultana	Apnra savar er zirani te cash on delivery den?	Availability	Neutral
2020-11-04	Rifah Nanzibah Aaka	I wanna order 125 ml bio oil is it available	Availability	Neutral
2020-11-04	Manisha Hossain	Thanks for your interest. Bio-Oil is now available in your nearest drug stores, leading cosmetics stores, Super Shops, Departmental Stores and Retail Outlets like: Shwapno (ACI), Agora, Meena Bazar, Pran Daily Shopping, Prince Bazar. You can also purchase from online: Chaldal(Inside Dhaka Metro)- http://bit.do/fJTWM Daraz(All Over Bangladesh)- http://bit.do/fJTWU Shajgoj(All Over Bangladesh)- http://bit.do/fJTWZ	Availability	Neutral
2020-11-04	Tasfia Sanjida	Thanks for your interest. Bio-Oil is now available in your nearest drug stores, leading cosmetics stores, Super Shops, Departmental Stores and Retail Outlets like: Shwapno (ACI), Agora, Meena Bazar, Pran Daily Shopping, Prince Bazar. You can also purchase from online: Chaldal(Inside Dhaka Metro)- http://bit.do/fJTWM Daraz(All Over Bangladesh)- http://bit.do/fJTWU	Availability	Neutral

Picture 7: Summarized Data in Excel



The screenshot shows an email client interface with a blue header. The main content is an email titled "Regarding PNS Pricelist Creative Reference." dated 8 February, 2021, 16:29. The email is from Tahsin Armita and is addressed to Fahim rahman, Fauzia Karim, Farhan Almas Karim, and CE Marico Team. The email body contains a request for a "Price List Creative" for PNS Hijab Fresh Anti Hair Fall Shampoo in both Bangla and English. It lists updated prices and SKUs for different sizes (6ml, 80ml, 170ml, 340ml) in BDT. The email also includes several attachments: "FAQ of Parach...r Fall Shampoo.docx", "PNS Price Creative Bangla.png", and "PNS Price Creative English.png". A calendar view is visible on the left side of the interface.

Picture 8: Forwarding Data to Concerned Companies

Functions of the Department

The primary involvement of the target audience through social media platforms via daily interaction is the CE department's responsibility. Without everyday touch, it is difficult to generate interest in the keep in mind the target customers and follow them to the point of actual product purchase to increase from the sales. There are also several questions and suggestions after purchase, which the customers ask and give provide. These are really important for the customer and points of change to be better understood. Thus, in order to achieve customer satisfaction, regular interaction is required. In fact, this department it emphasizes and ensures that customers realize that their voices are heard and valued.

Chapter 3: Recommendations

Proper and Practical Training Period: AMCL should design a proper training program for a particular period of time. The time and type of preparation should be planned according to the employee's particular needs. The curriculum of training should include the following:

- a. **Induction Preparation:** Induction training is a form of presentation to the new employee of the workplace and its current workers. The new employee would be helped to recognize their work duties by this basic type of instruction. It also helps to get acquainted with the ideals of the business, to learn and to feel familiar with the work atmosphere and current human resources.
- b. **Mentoring:** Mentoring is a type of employee growth process in human resources management where a new/less educated person works under a more seasoned employee to learn a lot more with practicality and to better understand the organization.
- c. **Training in the development of technical skills:** In most situations, new workers have no understanding of the resources they need to use (e.g. CommEngine, Facebook Company Manager). To get the most out of the employees, AMCL can have training in the development of technical skills so that employees do not fail with the tools when working. It would result in an employee's improved and successful performance.
- d. **Training in the creation of soft skills:** soft skills are personal qualities that decide how productive an employee communicates within and outside the organization with individuals. Soft skills are as important as technological ability. Inside the company, as described, AMCL has coordination issues where employees sometimes disagree with other employees. Training in the learning of soft skills where workers learn how to negotiate correctly, overcome a disagreement, work as a team, and uphold ethical and moral principles would be very good for AMCL.
- e. **Designing an adequate approach on human resource management:** These days, expertise is tough to find and much harder to maintain. Not being able to achieve and maintain talent or seeing a high turnover ratio in such a dynamic market may have a significant negative effect on a company. AMCL should create an effective strategy for human resource management that will consist of
 - a. A proper recruiting process for the company that would locate the right workers.
 - b. Design a pay package that is appropriate for the workers and matches the quality of the industry.
 - c. Provide monetary rewards (e.g. overtime pay, achievement bonus) as well as non-monetary incentives (e.g. flexible work schedule, work-from-home) to improve and motivate employee productivity.

- d. Along with other comprehensive preparation, cross-department training. It also brings a new challenge to reduce the monotony of work.

Chapter 4: Conclusion

There's no denying that marketing has become the face of business these days. The industry does not matter in order to survive and flourish in such a competitive world. The way companies market themselves has greatly improved. Digital marketing has become more important, and it continues to be one of the most important aspects of marketing.

As a big marketing undergraduate, it was a wonderful opportunity to work at a revered company like Asiatic Marketing Communications Limited. Working especially in the Department of Community Engagement teaches me a lot to learn how both customers and end customers work and how to interact with them. To be able to turn my understanding of philosophy into real events and to get a quick idea. The idea is about how marketing agencies work was an amazing experience and learning opportunity for me.

I've tried my best to learn and absorb as much as possible, and I'm also familiar with the complicated marketing world.

Every business has its own set of issues, and I've had my share of them during my time here. Even with all of the issues, it's a very warm and awesome experience. Apart from the marketing material, it was an entirely different kind of learning on their own to experience a new way of life and collaborate with people from all walks of life. At the end of the day, I accept that the study's recommendations would allow them to resolve some of the company's challenges and conflicts.

(In the beginning, I would mainly work on sites where all I had to do was deal with the comments. The product pages have always had a lot of comments, some of which are queries concerning the item and others of which are just odd comments. I generally responded to consumer comments and provided solutions to their questions. In this area, I also encountered several harsh and unpleasant comments. I normally keep them hidden. After some time, I began to use CommEngine. This aided me in responding to comments on Facebook Manager as well

as summarizing the data in Excel. This is how I utilized all of the data and summaries for my report, as well as all of the material.)

(The use of the Internet, mobile devices, social media, search engines, and other platforms to reach customers is known as digital marketing. In comparison to conventional marketing, some marketing professionals believe digital marketing to be a whole new undertaking that necessitates a fresh approach to clients and a new knowledge of how customers act.

In our evaluation, we have some well-known brands for whom we are now doing digital marketing in Bangladesh. However, according to the Confidential Agreement, I am unable to enroll here. Furthermore, on the off chance that you require it, that is exactly what we will perform for you. By and large, our Digital Marketing approaches have a 99.9% success record, and we are committed to providing you with the most optimal conclusion you have ever encountered. We not only build up your marketing campaign, but we also ensure the highest possible conversion rate and return on investment. Do you need to close transactions by addressing your customers' needs? Then stop wasting your time and start thinking positively. On the off chance that you require an internet stage, or you're supposed to manufacture one, you should spend resources into Digital Marketing. The truth is that the digital age is here, and businesses who fail to adapt to the Digital Marketing environment face extinction in the not-too-distant future.)

(According to operational specifics, the chief digital strategist is divided into three primary parts, each of which is further divided into portions that preserve the functions of various positions in order to achieve significant success in this field. The three primary divisions are media Buying, Account Servicing Planning, and Creative and Art.

The job of account servicing planning begins with the initial conversation with potential clients. This department's job is to meet with potential clients and persuade them to collaborate with us. If the customer expresses an interest in working with our company, the job will be separated into sections for each position. Positions like Supervisor, Chief Servicing, response Management, Senior Executive and Executive. The executive is mostly a front-line worker. They personally manage the page of a given product by responding to client queries and providing responses to their comments. There are some campaigns or offers that certain products make to their clients, and the executive handles all of the selection for these offers or campaigns. In this approach, the response manager and senior executive are also in charge of the executives' job or activities. Check and double-check that the executive's work is right. The task was communicated to the response manager and senior executive by the supervisor and chief servicing. The manner in which the work should be completed or the manner in which the client wants it to be completed are all handled by them.

Another crucial aspect of the chief digital strategist's job is creativity and art. It's all about the ads in this section. This section's key tasks include determining what type of advertisement clients want, how lengthy it should be, what the plot should be, the background, and so on. Here, the creative idea section works on ad concepts. The Content Development department is in charge of content creation. The story or topic or the theme of the advertisements. They strive

to make the topic or story more attractive and clear to all types of product buyers. They must ensure that the advertisements are appropriate, as well as digital, in order to remain relevant in today's environment. The Creative Director and Senior Art Director are in charge of the video portion, which includes the backdrop, color, editing, and sound. They choose the color scheme, background editing, and other details based on the needs of the customer, and they make every effort to make it more attractive and flawless.

Another key branch of this tree is media Buying. They analyze the media, as well as other facts and phrases relating to the media, in this section. The other sector benefits from the research and analysis since they can utilize the analytic data and knowledge to enhance their other departments to be the best in the business.

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