Internship Report On

"Client Service Executive of

Valiant 360 Solution"

valiant
360° SOLUTIONS

Internship Report On

Client Service Executive of

Valiant 360 Solution

Prepared For:

Ahmed Imran Kabir

Adjunct Lecturer

School of Business and Economics

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Prepared By:

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Major in MIS

School of Business and Economics

United International University

Submission Date: 08.09.2021

Letter of Transmittal

Date: 03.09.2021

To

Ahmed Imran Kabir

Adjunct Lecturer

School of Business and Economics

United International University

Subject: Submission of Internship Report on Client Service Executive of Valiant 360 Solution.

Dear Sir,

It is a great pleasure to submit my internship report which is based on "Client Service Executive of Valiant 360 Solution "under your superintendence. As per the requirement of Bachelor of Business Administration (BBA), I have completed the Internship in Valiant 360 Solution. This report is basically an On-site Job experience basis.

Throughout the report, I have tried to provide accurate information and tried to follow your suggestion that you have suggested. Also, I tried to give my level best to make this report informative. I sincerely believe that this report would satisfy and meet the requirements.

I am very thankful to you for your cooperation during completing this report.

Thank you.

Sincerely yours,

Mazharul Islam

ID: 111161098

School of Business and Economics

United International University

INTERN MONTHLY PROGRESS REPORT
INTERNSHIP PROGRAM
Fall/Spring/Summer (2021)
School of Business and Economics
United international University

Student Name: Mazharul Islam	Institutional Supervisor: Saiful Islam
Student ID #: 111 16 1 098	Institution Name Valiant 360 Solution
Major: Management Information System	Academic Supervisor: Ahmed Imran Kabir

Activities undertaken during the month

Date	Dept.:	Activity:
4-2-21	Client Servicing	Contacting and interaction with clients over phone and mail.
1-3-21	Client Servicing	Metting with Clients physically and Regular activities
1-4-21	Strategy and planning	Gretting feed backs from Clients and pass to the creative team.
3-5-21	Client servicing	Signing deal with clients and regular activities
31-5-21	Client Servidon	Complething of internship successfully

Institutional Supervisor's

Date: 2-6-2021   Time: 8:00 PM

Additional Comments

Mazharul. has potential enpertise in communication and consistency. He will be a great asset for any organization. With all the very best for his Future.

Supervisor Signature: ....   Date: 2-6-2021

Student Signature: Mazharul Islam   Date: 02-06-2021

Declaration

I hereby declare that the internship report presented with titled "Client Service of Executive of Valiant 360 Solution" is prepared by me after the completion of three months' work at Valiant 360 Solution, Banani, Dhaka.

I also declare that the report is prepared for my academic requirement, not for any other purposes.

Name: Mazharul Islam

ID: 111161098

BBA

Major in MIS

United International University

Acknowledgement

Executive Summary

This report is based on valiant 360 Solution's Client Service Executive. I worked as a Client Service Executive there because it is a marketing agency and consulting firm. They cater to various types of customers. I collaborated closely with the clients, gathered their requirements, and provided a brief to the concerned Strategy and Creative department.

Initially, I dealt with clients over the phone. Following that, I attended a variety of meetings, both at the office and at the client's location. It was a job that had to be done on the spot. As a result, I was also involved in some official activities during my internship.

I did my best to describe my job at Valiant 360 Solution in this report. My experience was a little difficult, but it was a pleasant working environment. I've come to meet with various types of activities.

Table of Content

Chapter – 4: Operational Strategy

Chapter – 5: Conclusion &Recommendation

Chapter-1
(Introduction)

As my topic is about, Client service executive of Valiant 360 Solution, so my main work was there to deal with clients. Sometimes it becomes so difficult to manage those clients perfectly. Mainly clients provide their requirements to me, which I used to pass to the concern team. Then they prepared client's desired solution and sent it to the clients. Clients used to confirmed it or give a feedback through me for any correction.

1.1 Background

I have prepared this report based on my work experience at Valiant 360 Solution. I attended office on a regular basis. I also work from home due to the Covid-19 lockdown.

1.2 Objective

- To measure the overall work activities at Valiant 360 Solution.
- To measure work process of a Marketing/Consultancy Agency.
- To know how an agency work for its clients activity.
- To know about Client Serving.
- Get the knowledge and experience by working on this report.

1.3 Limitations

There is a limitation for Covid-19 pandemic situation, Government announce the strict lockdown and that is the reason the clients tried mostly work on Google meet.

Agency work time frame a bit different than traditional 9-5 Job. Working hours are different.

Sometimes, I had to work late hours of night to serve the clients requirements.

Chapter-2
(Company Overview)

2.1 Profile

Valiant 360 Solution is an independent company based in Dhaka which focuses on providing all-round digital services to companies engaged in different types of businesses. Founded on 2019, a company that handles national clients on a frequent basis for projects which are mainly concerned with creating digital footprints for businesses, companies and organizations. We have already had remarkable success in working with clients.

It is a full service digital marketing agency that specializes in creating and promoting brands across the digital landscape, our digital marketing specialists are completely dedicated to its client's brand welfare. Their services extend 24/7 across 365 days a year and they are relentless in their approaches to offering the best possible services to its clients.

2.2 Vision

HELP COMPANIES GROWAND THRIVE IN A DIGITAL WORLD

2.3 Mission

- Providing ATL, BTL and DTL Marketing Solutions.
- Creating Strong Brand Identity and Presence.
- Excellence of solution of the latest technology.
- Produce quick and well organized customer service.
- Stable and sustained development.

2.4 Organization Structure

The Organization hierarchy follows as the structure of Private Ltd. Company. There are several divisions like Creative, Strategy, Buying, Client service, Business development, Communication and PR. Also Activation and collaboration department are available at Valiant.

The details are shown in the table below;

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                          Managing
                          Director
          ┌─────────────────┼─────────────────┐
    Department         Department         Department
       Head               Head               Head
    ┌─────┴─────┐          │                  │
  Senior     Senior      Senior            Seenior
 Executive  Executive   Executive         Executive
  ┌───┴───┐  ┌───┴───┐   ┌───┴───┐         ┌───┴───┐
Executive Executive Executive Executive Executive Executive Executive Executive
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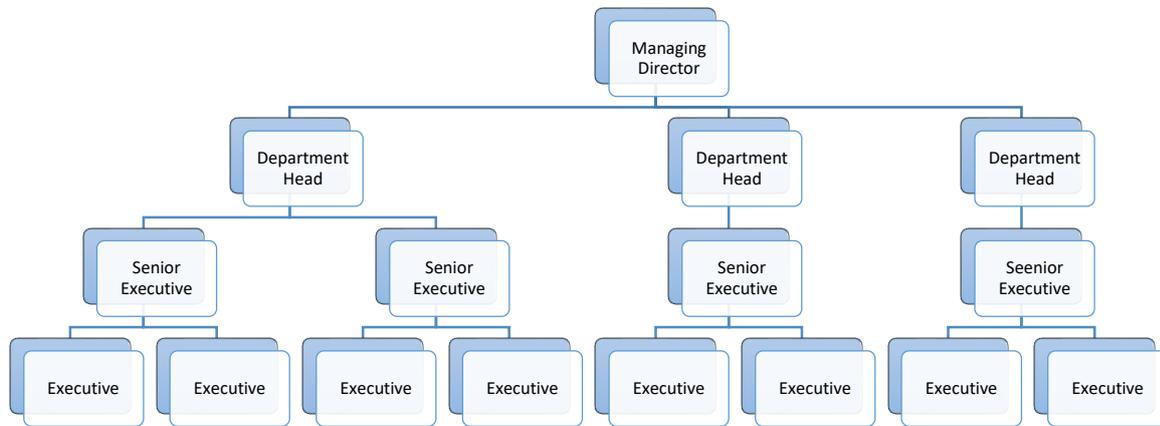
All the executives directly reports to their senior executive. Senior executive along with executives work together, as a team with their respective department head. Department heads directly report to Managing Director. MD also keeps a close vigilance among all the subordinates under him.

Chapter-3
(Methodology)

3.1 Work and Observe

As, I have worked there, I observed very closely their working process. Services provided by Valiant 360 Solution are diversified. They do Social Media Marketing, Activation of Digital Campaign, E-mail Marketing, and Media Buying and so on.

3.2 Service Description

They offer a multitude of digital marketing services for their clients that can ensure them run successful marketing campaigns they can guarantee that you Clients see reflections of their marketing campaigns on Clients day to day business affairs. Plus, maintaining all the digital services of any modern day business is a hassle, their services will not only open up this campaigns for clients, but we will also co-ordinate with clients marketing team for contents and maintain.

DIGITAL STRATEGY & PLANNING

SOCIAL MEDIA MARKETING

PPC ADVERTISING CAMPAIGNS

DISPLAY ADVERTISING

EMAIL MARKETING

SEARCH ENGINE OPTIMZATION (SEO)

Digital Strategy and Planning

What is Digital Marketing? In short, Digital Marketing is the use of any electronic media to advertise the brands, goods, services or events, but it takes more than just digital marketing to be effective. Today's agency has to be a 360° relationship builder. That is what Valiant does, build loyal followers.

How? Most agencies just "sell stuff" so your cost of acquisition never comes down (more money in their pockets). Eventually, your costs remain constant, your marketing effectiveness declines and you move on to another agency.

At Valiant, we help you connect with everyone, everywhere on every device to foster a lasting relationship to create trust and familiarity. Our goal is to lower your long-term acquisition cost because we want to cultivate a long-term relationship with you.

Customer Worth

Before you can ask whether your marketing money are working for you, the question of how much a customer is worth to you has to be answered. How much is each of your customer's worth to you? What do they cost to acquire? What is their lifetime spend. Most business owners go through professional life asking, "Did I have enough customers to make my bottom line profitable?"

What we ask is, "How can I make my existing customer base more profitable and expand my customer base using the most cost-effective means possible?" We have to understand the cost of acquiring a new customer and the value of retaining the existing customer. That is how we measure whether our marketing dollars are working for us or against us.

The Digital Marketing World

The goal of people in the digital marketing world is to sell services – search engine optimization (SEO), website services, and social media marketing (SMM), email marketing, build sales funnels and then fill them with leads. These are all viable and valuable services, but if they are being done by separate vendors, then how do you measure the value of each and where does the benefit of cross-pollination register? The old way is that value is measured in whether or not the prospect purchases, but there is no effective measurement of how each touch point impacted the prospect's signup process. This means you can't really assign a real cost to that customer.

At Valiant, we do things differently. When we do a full-press campaign including any of the channels listed above, we cross them into each of the channels and build the value based on participation in each. In other words, we don't stop at just tracking a user in one channel, we incorporate them into all channels. This has a tendency to "blend" the prospect and lower the cost of acquisition significantly. With a lower acquisition cost, you have a higher margin at the bottom line simple.

You are creating a relationship across multiple touch points and devices. The more exposure, the better the retention rate. Digital marketing is a race – a sprint and a marathon. The better the retention rate, the lower the acquisition cost of the remaining prospects and, again, the higher the margin at the bottom line.

There are many more digital marketing channels than we can list here and we can help you with every single one of them. If you don't see it listed, just ask and we will provide you the information you are looking for. Remember too that there are simple, single channel campaigns. This is typically where our new clients start out.

Automation

Engage with your consumers 24 hours per day, seven days per week, 365 days per year. Everything from selling goods or services is handled.

- Parlance (Chatbot)
- Automation of Sales
- Marketing Automation

Campaigns

The best method of digital marketing is decided by your objective.

- Email and Lead Marketing
- Social Media and Paid marketing
- Sales Funnels and Landing Pages

Optimization & Ranking

You win when you align with what people have been looking for..

- SEO (Search Engine Optimization)
- VSEO (Video SEO)
- Keyword Evaluation as well as Ranking

Website

Your new location is your website, and this must work as hard as you do.

- Website Development and Implementation
- Website Security
- Website Content and Funnels

App, Software & Data

We assist you in defining the problem and developing the optimal situation.

- App Development
- Data Management & SaaS
- Analytics and Data Sciences

Integration & Production

When you need something unique, look no further than our "other" section.

- Data Analysis & Process
- Synthesis of audio and video
- Advising on Block Chain

Scale & Grow

Why do so many people find it so tough to do if it isn't rocket science?

- Business Discussion
- Advisory Services
- Planning & Strategy

Business Intelligence

If you know what your customers want, you'll be able to assist customers..

- Collecting Data and Description
- Processes & Data Analysis
- Recommendations and Forecasts

Execution

If you don't execute and measure your results, your plan is worthless.

- Development of Sales Representatives
- Measurement of Outcomes
- Personnel in Responsible of Implementation

Social media marketing

The announcement is the first step in social media marketing. Organizations were using social media to market their products in order to increase traffic to their websites and, ultimately, purchases. However, social media has grown into much more than a platform for product promotion

In today's world, businesses use social media in a range of methods. For example, a firm that wants to know what other people are saying about their brand on social media would watch the conversation and respond to relevant statements (social media listening and engagement). A company should be able to know how it's doing on social media might use an analytics tool to check at its reach, engagement, and deals (social media analytics). An organization that takes to achieve a specific group of clients might purchase highly targeted social media marketing (social media advertising).

As an entire, these are generally also known as social media management.

**Channels of Social Media marketing.**

Advantages of Social Media Marketing –

- Increased Brand Awareness: Social networking is one of the most cost-effective digital marketing channels for spreading joy and increasing your company's reputation. Because you will be in contact with a broad range of potential clients, executing a social media strategy will significantly increase your brand's popularity.
- More Inbound Traffic: If you do not promote your business on social media, your entering traffic will be limited to your usual clients. People who are familiar with your brand are likely to be targeted for the same access that you already rank for. If you do not use social media as part of your marketing outreach, you will have a lot of problems engaging with people outside of your devoted client base. Every piece of content you publish offers another opportunity to gain a new client, and the entire social media profile you promote as part of your marketing mix acts as an entrance to your website. Social media is being used by people from various areas of life, and their backgrounds and behaviors are different.
- Improved Search Engine Rankings: Although using social media to advertise your company will help you get some website traffic, you will need to put in more effort to achieve significant results. Improved page rankings and increase in traffic to your company's website are both depend on search engine optimization. Despite the fact that social networking does not appear to improve search engine results, according to Social Media Examiner, approximately 58 percent of businessmen who have used social media for a year or more have seen an image in search engine rankings.
- Higher Conversion Rates: As a result of increased visibility, your organization will have more conversion opportunities. Every blog post, photograph, video, or remark you make has the potential to drive traffic to your company's website. Social media marketing allows your organization to generate a great first impression by including a humanization component.

- <u>Better Customer Satisfaction:</u> Social media is a networking and communication platform. Giving your organization a voice on such platforms is crucial for humanizing it. When customers post comments on your pages, they love to receive a specific response rather than an automated response.
- <u>Improved Brand Loyalty:</u> Improving a loyal customer base is one of the key goals of all businesses. Because consumer pleasure and brand loyalty are inextricably linked, it might be tough to stay in touch with clients on a regular basis and develop a connection. The products and advertising campaigns of your organization are not the first things you may promote on social media. These staging are set eyes on clients as a service channel via where they may connect without deviation with the company.
- <u>More Brand Authority:</u> Customer satisfaction and brand loyalty are crucial in establishing your company's authority, but it all gets down to communication. Customers gain the trust in your company when they see it on social media, specifically when you respond to them all and post original material.
- <u>Cost-Effective:</u> It may be the most profitable appearance of promoting the campaign in social media marketing. Nearly all social networking platforms allow you to sign up and create a profile for free, and paid promotions that you wish to invest in are, to some extent, too expensive when compared to other marketing strategies. Being cost-effective is beneficial since it allows you to achieve a higher return on investment and allocate more resources to other marketing and business demands. Start simple to acquire a notion of what to comprehend if you decide to use paid social media advertising. Set up your line as you gain expertise and strive to just save money.
- <u>Gain Marketplace Insights:</u> One of the most valuable benefits of internet marketing is market knowledge. What better method to learn about your customers' ideas and desires than to speak with them directly? You may see client interests and idea by keep track of motion on your profiles, something you might not be alert of if your company did not have a social media occupation. Using social media as a insert to traditional research can help you gather information that will work with you better know your market.
- <u>Thought Leadership:</u> Sharing smart and well-written social media content is a fantastic way to promote yourselves as an authority and thought leader in your field. There is no such thing as a one-size-fits-all approach to being a thought leader; it takes hard work that can be aided by internet networking tools. Make use of social media platforms and grow your presence to identify yourself as an authority.

Facebook

Almost two and seven billion users in the whole world. Facebook is eyeful much when it came to social media marketing channels. The site is famous with everyone from younger to older. The organization can sign up for business pages, build groups, and even host any type of events. Besides the site offers many appearance pasturing from targeted promoting to live broadcasting to grow up your social media marketing.
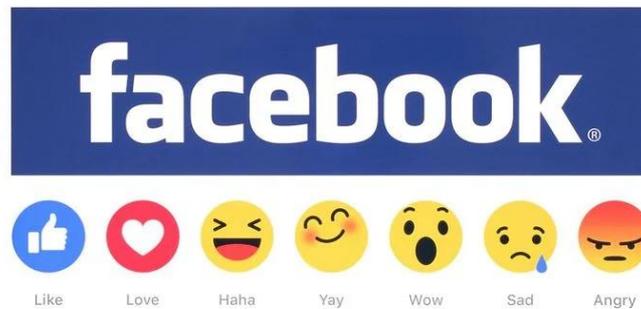
Instagram

A prominently-locate social media stage, Instagram is primarily utilized as a versatile application. It grant clients post photographs, brief recordings, live streams, and stories that vanish at the conclusion of everyday. The application has almost one and half billion active clients. The client basically could be a little more youthful than the Facebook. In any case, as social media stages go, the esteem of mentor showcasing is a lot higher on this channel. With mentors on Instagram, you will ambition your gathering of people with the proper sort of substance.

YouTube

In the event that you make video substance for your commerce, at that point you likely as of now utilize YouTube. You'll be able to transfer your claim recordings, share them on other destinations, make playlists and indeed associated with other clients on the video social media stage. YouTube have almost two and half billion month to month logged-in clients. Indeed wider see recordings with no account. With a outspread and changed client base, pursuit posting valuable video substance for example how-to's or showings can use YouTube as a portion of their social media promoting technique.

LinkedIn

The foremost prevalent business-oriented social organizing location, LinkedIn is extraordinary for business visionaries looking to promote their proficient systems or reach out to business to business clients. The location grant common posts, long-form substance, and indeed work postings. Almost seven hundred and six plus million clients, LinkedIn can be valuable for developing your arrange, contracting, or sharing skill with another experts. LinkedIn is above all helpful for new companies searching for brand acknowledgment as portion of their promoting endeavors. In case it is to draw in venture or ability, a startup can do one and the other with the correct substance on this social media stage.

Snapchat

Known primarily for being well known with a youthful gathering of people, Snapchat has more than three hundred and fifty million clients every month. The client share share photographs, brief recordings or content messages with another clients easily. That content is as it were visiable for twenty four hours. The manageable social media stage can be valuable for take up brand mindfulness among youngsters as distribute of your showcasing campaign. As showcasing on social media stages goes, make as well as any doubt to see the location and the substance for some time recently you can subscribe in advertisements.

Twitter

Twitter is a shorter way blogging of other social media position that give permission clients to post discuss the messages, photographs, joins and other sorts of social media. There are almost three hundred and fifty million active users. Guys and those between thirty-five to sixty-five years old are most active. After all it is not as shown as numerous other social media aim, Twitter is ordinarily best for those who share the information's, for example news release or B2B businesses. Twitter could be a strong social media stage for beginning discussions, but you have got to be within the right numerator to take advantages on it.
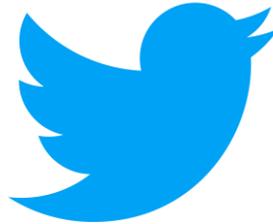
Viber

By Viber you can send writings, make phone call and also share photos with other users. It also offers a best part called open chats so that organization and celebrities can share messages with more widespread groups of onlookers. There are almost two hundred and sixty million active users. It is also another strong social media showcasing alternative for companies with youthful, global shoppers.

Foursquare

For convenient businesses, Foursquare can help to assistance nearby clients to discover and check in at your location. You will get special offers or promotion to active clients. Highlights like check-ins and crowd aren't as well-known as they once were. In any case, there are around fifty million users active, it is still a valuable social media promoting the app for nearest shops and restaurant to craving found.

Scribd

Scribd is an open dividing stage so that creators can fulfill to share e-books, sound books, comics and others record with many groups of onlookers. After all this can be more of a notability location, there is no huge amount of client base. But it can offer to assist creators to share content and interface with their goal of gathering the users in a fanciful way.

Meetup

Meetup could be a location where it lets individuals make and communicated bunches to share events and meetings in a specific range. The user will able to use the location to pick up captivated in unusual events or begin bunches. There are almost thirty-five million Meetup users, the most amount of which are grown-up females. Businesses with this goal to gathering many users can utilize it to promote in-person occasions or make strong bunches.

Goodreads

For producers and book reader, Goodreads could be an area where clients can find books, take off audits and associated with many clients. There are almost ninety million users around the world. The producers can make their profile pages, advance their books, and lock in with experiment.

Behance

A portfolio section for creators and creative business people, Behance lets you grandstand your optic work. Clients can find also another craftsmen and author through their portfolios. As a result, it may help to assist businesses discover architects for working together. There are almost ten million individuals, the apps offers a little but it focused how to gather clients.

Bloglovin'

For bloggers, Bloglovin' is a stage where the user can make a profile for themself and their web journal (or blogs). They will be able to make a point collocation and take after with their clients to find substance and get their web journal found by pertinent peruses. There are almost sixteen million clients. It's too specified prevalent with females and study of way of life blogs.

Facebook Marketplace

Facebook is another creation, Facebook market place offers a easy way for the particular to purchase and offer goods nearby. It's apparently not following to be the most social media marketing channels for surroundings businesses. In other case, on the off chance that you have a little shop like an old collection store, you will chart items when you are prepared to move and interface with others by means of Facebook. In the occurrence that you give back a good involvement, you will actually gather a few redoing trade.

Facebook Messenger

In condition of the basis that Facebook Flag-bearer dive beneath the Facebook umbrella, it is basically the possessive of social media channel at this point. Brands that need to put through more accurate target users can download the app and respond to client request or deals along.

PPC Advertising

PPC is for pay-per-click, it represents web advertising in which sponsors are paid a fee each time one of their advertisements is clicked. To begin with, it's a technique of purchasing visitors to your location instead of trying to "earn" visitors naturally. For example, one of the most popular types of PPC is nowadays automotive advertising. It allows marketers to offer for advertising strategy in a searching engine's sponsored links when somebody searches for a keyword related to their business. For example, if we are using the keyword "PPC software" in our marketing, this might appear in an intensely competitive location on the Google results page. We should pay the search engine a minor fee every time our advertisement is clicked, attracting a visitor to our site. When PPC is functioning correctly, the cost is minimal; however, the value of the visit is higher than the cost. To put it differently, suppose we pay three dollars for a tap but receive a three-hundred dollar press, we have made a really good profit.

A lot is going into making a great PPC campaign, from inspecting and choosing the right slogan to organizing those slogans into well-organized campaigns and publicity bundles to creating change-optimized PPC landing pages. By charging them less for advertisement clicks, search engines commit promoters who can make significant, particularly focused on pay-per-click campaigns.

Display Advertising

Show promoting alludes to the method of promoting a item or benefit through visuals like pictures and recordings on systems of distributer websites such as the Google Show Organize and Facebook etc.

Show advertisements are set on important third-party websites within the shape of the pennant, picture, and content advertisements. Show publicizing is beautiful much a cover

term that incorporates each visual ad placed on an online, site, in any case, it can be isolated into three fundamental categories: Site situation promoting: In this sort of show promoting, the advertiser/marketer chooses the site they would like to run their show advertisements on. Contextual publicizing:

In this sort of show publicizing, systems put advertisements on important websites, for illustration appearing an advertisement for dog food on a pet appropriation website. Remarketing: Remarketing show advertisements that show up before clients who have been on your site or post-click landing page but have cleared out without completing the important transformation goal.

Whereas that time, display advertising has advanced and developed particular types, along with these –

- **Traditional Display Ads:** Landscape, square, and skyscraper picture sizes are the most common advertise sizes include with display advertising. These publicity's are often image-based with so many text, and they are found on internet.
- **Responsive Display Ads:** The ad-platform algorithm employs various text headlines, statement, and graphics to area, size and eastern an ad in different combinations. For the selected audience, the stage count the best-performing format.
- **Retargeting Display Ads:** When a display ad is viewed to users who have log in the online property – mainly a specific page or series of pages – within a particular time frame but have not yet act the needful action, this is known as retargeting (or remarketing). Retargeting display advertising have a borderless way to deliver the customized content to the audience.
- **Native Ads:** Native display publicity are made and viewed in the same way as the website's, Email's, and others content. Native advertisements appear on many websites as promoted or recommended material, but the Native Ads do not look like ads at all.
- **Social Ads:** These are publicity's that might see on social media sites for example Facebook and LinkedIn. They are a mix of content and graphics with a call to action, similar to responsive display ads.
- **Discovery Ads:** Discovery ads are one kind of native ad which employs machine learning to present picture assets in the best way for the users. YouTube search results, Watch Next, Gmail social and publicity tabs, and Google Discover results all have in Discovery advertising.

SMS marketing

SMS marketing (brief message benefit showcasing) could be a method that employments permission-based text informing to extend limited time messages. To get material message specials, unused thing upgrades or more information, clients are ordinarily requisite to pick into a robotized frame by texting and starting brief code.

Email marketing

Mail showcasing may be a frame of promoting where one employments commercial emails to construct connections and offer items or administrations to their audience. An viable mail program will assist you keep your gathering of people educated and engaged together with your brand and its advertising. Too, it'll assist you turn window-shoppers into clients and one-time buyers into steadfast brand advocates. In spite of the truth that mail showcasing has been around for a long time, it proceeds to produce an noteworthy return on speculation for thousands of marketers around the world making it one of the foremost viable advanced channels.

Search Engine Optimization

SEO, or Search Engine Optimization, is the method of optimizing website to urge focused on activity by positioning in look motors. In case you'll rank profoundly in look motors like Google for your target key expressions, you'll be able to induce more clicks. In reality, thinks about appear that the majority of clicks to a page go to the result that's positioning within the to begin with few positions. Sometime recently look motors got to be prevalent, individuals utilize to induce data by perusing daily papers, looking in phone books, and looking through other offline sources. Look motors revolutionized how individuals discover data and Google alone gets over 3.5 billion looks each day. So as more individuals turn to Google and other look motors to discover items and administrations, it's crucial to rank exceedingly for pertinent terms.

On-Page Search Engine Optimization –

- Content
- Title, description, images
- Page formatting
- Categorization
- Sitemap
- URL structuring
- Internal links
- Keywords research
- Tag hierarchy (h1-h6)
- Robots txt

Off-Page Search Engine Optimization –

- Link building
- Social media, Facebook fan page, twitter, Google Plus, Pinterest etc
- Directory submissions
- Search engine submission like Google, Yahoo, Bing
- Article submission
- Classified add
- Social bookmarking
- Submit site in directory
- Blog comment
- Yellow pages submission

Website maintenance

Website maintenance is the method of checking to see whether your site is solid and performing well. It's around keeping up with security overhauls, new substance, empowering activity development, and making beyond any doubt your site guests are upbeat. Site support administrations are an fundamental fixing for locks in and holding your clients, hence reinforcing your trade. Whether your commerce is small or large-sized, you're attending to require site upkeep. But what is it? How to preserve an online? site What are the major benefits? Let's investigate the subject in more detail and reply to all pertinent questions. Think of websites as something that must be oiled routinely. For the purpose of this article, let's compare them to a car. Your car needs a legitimate month to month upkeep to guarantee that it'll get you where you need. You bought it, and presently you must keep it well-maintained and appealing, so it's continuously up and running.

Mobile App and Game development

Mobile app development is the creation of program planning to run on various gadgets and improve to needful advantage of those content's one of a type highlights and material. The sorts of portable apps that engineers which is organize local apps, crossover apps and HTML5 apps. Due to the explosive ubiquity of keep phones and tablets, so many application improvement is a gradually well-known medium of computer program creation. This productive and developing industry has drag in businesses from every corner of the commercial area as buyers withdraw themselves from desktop computing and turn into their portable gadgets and gear.

The creation of so many applications have roots in current program advancement. The conclusion result, that may be, if computer program aiming to fulfill the exceptional highlights and equipment of different gadgets. Cutting side savvy phones are made with Bluetooth, NFC, gyroscopic sensors, GPS and cameras. They can be fulfill for virtual or

grown reality, standardized identification filtering, and so many. Various apps right to exploit the total run of keen phone highlights, which have the less demanding than done.

Web development

Web development is the framework and support of websites; it's the work that happens behind the scenes to develop web site which is extraordinary, work quickly and perform well with a same client experience.

Web engineers, or 'devs', do this by employing a mixture of coding dialects. The dialects they fulfill depends on the sorts of assignments they are achieving and the stages on which they are working.

Web improvement endowment are in tall request around the world and well paid as well as making advancement in incredible career alternative. It is one of the most straightforward achievable higher paid areas as you are doing not require an accepted college degree to ended up qualified. The field of web publicity is by and large broken down into front-end (the user-facing side) and back-end (the server side). Let's explore into the details.

Front-End and Back-End Development

A front-end developer takes care of layout, design and interactivity using HTML, CSS and JavaScript. They take a concept from the drawing board and make it a reality.

What you see and how you use it, for example the visual aspect of the website, the drop down menus and the text, all are brought together by the front-end development, who writes a series of programmers to fix and formation the elements, make them look great and add correlative. These programmers are run through a browser.

The backend developer engineers what is monitoring on behind the scenes. This is where the information is recorded, and without it, the frontend would be nothing. The server that hosts the website, an application for running it, and a database to store all the data make up the backend of the web.

Computer programmers are being used by the backend developer to verify that the server, application, and database all operate together properly. This type of need would be to analyze a company's requirements and supply professional programming solutions. They use a range of server-side languages, also including PHP, Ruby, Python, and Java, to perform all of this amazing work.

Front End

- Markup and web languages such as HTML, CSS and Javascript
- Asynchronous requests and Ajax
- Specialized web editing software
- Image editing
- Accessibility
- Cross-browser issues
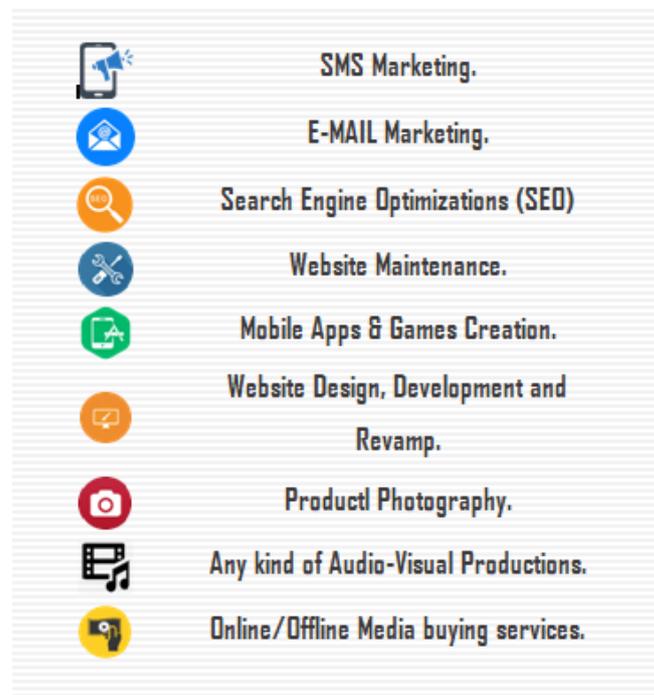- Search engine optimisation

Back End

- Programming and scripting such as Python, Ruby and/or Perl
- Server architecture
- Database administration
- Scalability
- Security
- Data transformation
- Backup

Full-Stack Development

If a customer requires both frontend and backend development, you might want to consider becoming a Full-Stack Developer.

Full-stackers are responsible for both the front-end and back-end of a site, and they should know how the web works at all levels in order to determine how the client- and server-sides will interact. Naturally, since there is more to learn, getting to this level of proficiency will take longer.

3.3 More Services

📱	SMS Marketing.
✉️	E-MAIL Marketing.
🔍	Search Engine Optimizations (SEO)
🛠️	Website Maintenance.
📱	Mobile Apps & Games Creation.
🖥️	Website Design, Development and Revamp.
📷	Productl Photography.
🎞️	Any kind of Audio-Visual Productions.
👆	Online/Offline Media buying services.

Product photography

Product photography may be a shape of commercial photography that has the objective of displaying a item within the best conceivable photographic representation. Extraordinary item photography takes into cautious thought the instruments of appropriate lighting, foundation materials, and sharp camera center with legitimate profundity of field, beneficial camera points and cautious altering.

Proficient ecommerce photography makes a difference clients superior select between equal items. Hence, dealers of products are best prompted to utilize proficient item photos in arrange to compete within the commercial center of 2021. There are too a few modern sorts of item photos that were not accessible until exceptionally as of late that indeed way better offer assistance buyers separate between items.

Audio visual production

Audio visual generation pros introduce, screen and keep up sound and video gear, counting speakers, mouthpieces, video screens and projection screens. These masters are now and then alluded to as sound visual gear specialists or sound video pros.

Media buying

Media buying is the act to obtaining genuine bequest or stock where publicity may be put. In television purchasing, repository of variables must be considered, such as time, space, rates, lead request, and so many thing. The expense of a tv media purchase will depend

on the specifics of the publicizing campaign, such as whether it'll show up in a one city, areal, or nationwide. On the online, site this cost for media buys would be decided by components such as where the publicity will be set on the page, how countable pages of the site the advertisement will show up on, how large the advertisement will be, how many days the advertisement will run for, how many activity the site gets, and the website's user statistics. The more introduction the promoter is anticipated to get, the more costly the media purchase will more often than not be. A media purchase is different from earned media and claimed media in that it is earned.

Sometime recently a media purchase happens, media buyers must perform investigate to optimize the return on venture on their client's promoting budget. They will look at the target group of onlookers for a item and decide which scene or combination of scenes will best serve it. For case, they may utilize statistic and geographic investigate related to the item to optimize their media purchase. An advertiser's budget moreover may direct when an advertisement ought to run and where it ought to be put. For case, greater budgets can cruel get to territorial or national markets. Littler budgets may cruel nearby daily papers or radio. Once the correct setting has been chosen, a media buyer will approach whoever claims the required opening or space to arrange a cost, timing, and the rest of the bargain.

A few important angles of the media purchasing handle incorporate separate relations between media buyers, media organizers, and channel proprietors. From broadcast appointment is narrow, media buyers have to cultivate relations to set up the foremost convenient conduct and timing. Also, media buyers have to keep side by side of changes into the commercial area. As the communications commerce changes, wonder on what is the leading prospect for announcement must be challenged often. It was an awesome layout final year may not be the case this year, based on difference in a media publication's ignominy. At last, media buyers ought to be able to make dignity for promoting clients by finding or making bargains.

Chapter-4
(Operational Strategy)

4.1 Operational Strategy

Creating Static posts. Making Dynamic key visuals. Writing copy for relevant Statics. Making Strategy for activities. Online and offline media buying for clients. Product photography services if necessary. Managing queries on a roster basis for clients. Daily Basis page maintains.

4.2 Operational Channel

- Facebook
- Instagram
- Twitter
- Bulk SMS
- E-mail
- LinkedIn
- Website
- Application

Chapter-5
(Conclusion & Recommendation)

5.1 Conclusion

The purpose of this report is to realize the work style of an agency by adoration their clients. In spite of so many limitations, in a way the report is successfully done and gain its intention. By this report, I had so many limitations as well as one of the reason was pandemic situation itself a limitation. It was too much difficult to meeting with the clients. Also working late hours at night is a bit toughest thing. But the working environment of the agencies are very cheerful and nice. Creative team and Strategy team work with fun and joy. Clients feedbacks are sometime become time killing which is put every team member in pressure.

5.2 Recommendations

After working with them, I can suggest some recommendations to develop their working system which is very important for the agencies. They are-

Required much strong and durable communication with the clients.

When clients make late to give feedback, they should provide more options at the starting to choose and trigger clients first.

Working hours should be changed for Campaign times specially. It's very tough to work whole night long.