

Internship Report on
Digital Marketing Activities of CSR Axis Ltd.



By RIEA SAHA

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Internship Report on
Digital Marketing Activities of CSR Axis Ltd.

Submitted to:

Dr. Mirza Mohammad Didarul Alam

Associate Professor

Submitted by:

Riea Saha

111 171 235

Marketing Major

Spring 2021

School of Business and Economics



United international university

22nd June 2022

Letter of transmittal

24 June 2022

Dr. Mirza Mohammad Didarul Alam

Associate Professor

School of Business and Economics

United International University

United City, Madani Avenue, Badda, Dhaka-1213

Subject: Submission of Internship Report on- "Digital Marketing Activities of CSR Axis Limited".

Sir,

With due respect, I want to inform you that I have concluded the Internship of 12 weeks from June 20th, 2021 to September 22nd, 2021 at CSR Axis Limited.

This report intends to provide an insight into the dynamics and procedures that contributes to my organization's learning. This report reflects my working experience at CSR Axis. The office environment, organizational behavior, and also the knowledge I gathered also contribute while working there as an intern. Although I have attempted to depict my work involvement by comparing other concerns.

I hope this report will meet your expectations. Once again, I am ready to provide you with an explanation if it's required on any significant matter. Thank you for guiding me throughout the internship.

Sincerely,

Riea Saha

ID: 111 171 235

Certification of similarity index

Declaration of the student

I have declared that the internship report titled “Digital Marketing Activities of “CSR Axis Limited” has made after three months of internship. This report has never been submitted before for any academic reason. The information stated here is additionally collected and organized by myself. Any distortion or modification of facts or material in this paper is solely my responsibility. Finally, this report is presented to the School of Business & Economics Department of United International University for partial fulfillment of the Bachelor of Business Administration degree.

Riea Saha

ID: 111 171 235

Batch: 171 BBA

The major area of concentration: Marketing.

School of Business & Economics

United International University

Acknowledgment

In the beginning, I would like to express my gratefulness to the Almighty for the blessing & good health during the pandemic that make me able to complete this report on time.

I am grateful to my honorable Supervisor Dr. Mirza Mohammad Didarul Alam sir for his valuable suggestion, inspiration, and kind support that was very important during this pandemic.

I like to express my sincere gratitude to thank my honorable Organization Supervisor Sadia Tasneem & Senior Brand Executive Lutfur Rahman. They have helped me by giving instructions on how I can do better. I like to thank them for being motivating and helping me throughout the Internship.

I would also like to thank Adel Rahman sir & Mamun sir, Head of the marketing department. They always keep monitoring my work & also taught me a few things by correcting my mistakes from day one. I also like to mention CSR Axis as a whole because they allowed me to do an internship and kept supporting me. From starting days, the executives & designers team always supervise me to complete my regular task.

Last but not the least, I like to thank my family members for encouraging me as well. Even if I am thankful to some of my university seniors for their help & guidance to make this report better. I would like to take this chance to express my sincere gratitude to this individual. This internship would not be possible without all of their continuous support.

.....

Riea Saha

ID: 111 171 235

Abstract/ Executive summary

I have enjoyed my first working experience at CSR Axis Ltd. I always try to adapt to the new environment and interact with other employees cordially from the beginning.

This report describes my working activities and my learning experience as a digital marketing intern for the last three months. I have mentioned the backstory behind the agency formation and its purposes. I have also described the culture and core values of the agency in the overview & history section. Although I have given a brief industry overview to create a snap on the market what exactly it looks like and where it stands for. In the industry overview, I also showed the prospect of this industry with factual and statistical data.

I also write about my day-to-day work and my contribution to the agency. I learned so many things but I like to highlight what I learn on how to provide an insight into strategic marketing planning & campaign planning. Even I also learn how to make proposals for clients and make preparation for shoots. During that time, I worked responsibly & did my assigned job. The impacts of my activities were also mentioned here. I tried to show the lessons I have learned from this internship and its achievements or benefits. My interaction with my supervisors and coworkers was very mesmerizing as well. The report includes details about my interactions with people in different activities. I have also faced a few difficulties in the agency and the differences between my expectations versus reality. But this organization has an influence on my career and even in the future.

Lastly, I tried to conclude the report by mentioning all the benefits I got through the internship. I have addressed all the references and the figures & tables have been attached to the report.

Table of contents for Internship Report

Table of Contents

Letter of transmittal	iii
Certification of similarity index	iv
Declaration of the student	v
Acknowledgment	vi
Abstract/ Executive summary	vii
Table of contents for Internship Report	viii
Lists of Figure	x
List of Abbreviation	xi
CHAPTER I: INTRODUCTION	1
1.1 Background of the Report	2
1.2 Objectives of the Report	2
1.2.1 Broad Objective	2
1.2.2 Specific Objective	2
1.3 Motivation of the Report	3
1.4 Scope and limitations of the Report	3
1.4.1 Scope of the Report	3
1.4.2 Limitations of the Report	3
CHAPTER II: COMPANY AND INDUSTRY PREVIEW	4
2.1 Company Analysis	5
2.1.1 Overview and history	5
2.1.2 Trend and growth	6
2.1.3 Customer Mix	8
2.1.4 Service Mix	9
2.1.5 Operations	10

2.1.6	SWOT analysis.....	11
2.2	Industry analysis	12
2.2.1	Specification of the industry.....	12
2.2.2	Size, trend, and maturity of the industry.....	13
2.2.3	External economic factors	16
2.2.4	Technological Factors.....	18
2.2.5	Barriers to entry	18
2.2.6	Supplier Power	19
2.2.7	Buyer Power.....	19
2.2.8	Industry rivalry	20
CHAPTER IV: INTERNSHIP EXPERIENCE.....		21
4.1	Position, duties, and responsibilities.....	22
4.2	Training.....	22
4.3	Contribution to departmental functions	23
4.4	Evaluation	23
4.5	Skills applied	24
4.6	New skills developed.....	25
4.7	Application of academic knowledge	25
CHAPTER V: CONCLUSIONS AND KEY FACTS.....		26
5.1	Recommendations for improving departmental operations	27
5.2	Key understanding	27
5.3	Conclusion	28
References		28

Lists of Figure

FIGURE 1: YEARLY SERVICE GROWTH	8
FIGURE 2: CSR AXIS CLIENT'S PORTFOLIO.....	9
FIGURE 3: SWOT ANALYSIS	12
FIGURE 4: DIGITAL MEDIA AUDIENCE	13
FIGURE 5: SIZE OF SOCIAL MEDIA AUDIENCE.....	14
FIGURE 6: AUDIENCE GROWTH QUARTERLY	16

List of Abbreviation

PR = Public Relation

CSR = Company Social Responsibility

B2B = Business to Business

OVC = Online Video Commercials

SEO = Search Engine Optimization

CRM = Customer Relationship Management

IMC = Integrated Marketing Communication

TVC = Television Commercial

KPI = Key Performance Indicator

CHAPTER I: INTRODUCTION

1.1 Background of the Report

This report is a description of the job experience I gained throughout my internship's final three months. It is, nonetheless, a requirement for finishing the BBA program. The most important goal of the internship program is to expose students to the business environment so that they can relate to and translate hypothetical notions into real-world experiences. I was able to work as an intern in the marketing and CRM department of CSR Axis Ltd. Even though they urged me to take part in many ongoing initiatives. This report demonstrates how much I could remember and contribute to the organization. It also displays the ability to become engrossed in a variety of undertakings and to complete the allotted work with uncommon commitment. This report also includes information on the company's clientele and marketing strategies, as well as the influence of product and service sales.

1.2 Objectives of the Report

1.2.1 Broad Objective

The overall goal of this research is to give readers an understanding of the marketing tactics and campaigns used by marketing agencies in a developing nation like Bangladesh.

1.2.2 Specific Objective

Several particular objectives must be met to achieve this general goal:

- ✓ To have a better understanding of CSR Axis Ltd.'s digital marketing tactics.
- ✓ To have a better understanding of the campaigns and other operations by working with clients.
- ✓ To acquire knowledge into how to enhance online offerings in comparison to its demographic market competitors.

1.3 Motivation of the Report

I believe the workplace environment and tasks were unfamiliar to me. However, I began to like my work and discovered something creative that I had always wanted to accomplish. Even though the company and its workers were sups, I received a lot of encouragement.

My coworkers assisted me in gathering data and information that will aid me in completing this report. Our team's passion at work was a great source of motivation, and it was the driving force for the meticulous authoring of this report on all of the themes.

1.4 Scope and limitations of the Report

1.4.1 Scope of the Report

The marketing department of CSR Axis Ltd is the only subject of this report because they oversaw my learning as a rookie. As a result of my professional experience, I was able to complete this report.

The major focus was on their digital marketing services, which they provide directly to other businesses. In general, they assess the data using KPIs about the monthly goal.

1.4.2 Limitations of the Report

I had to face some limitations during the making of this report -

- Limited access to the company's prior activities.
- The confidentiality of the organization's policies has been protected.
- The internship period was insufficient for learning about a firm like CSR Axis.
- Required data-gathering proved difficult due to key personnel's reluctance.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

CSR Axis Limited, a digital marketing firm based in Dhaka, Bangladesh, was founded in 2014. The company provides internet services to help people communicate more effectively. It uses a variety of methods, strategies, and online technologies to assist a company in achieving its marketing and sales objectives. It believes in creating relevant digital content that produces effective outcomes for its clients. It provides a clever digital solution for resolving branding formulae for businesses. They assist other businesses in reaching and engaging their target clients.

Three young business entrepreneurs founded the office in November 2014. They began as a specialist public relations and corporate social responsibility (CSR) commerce development firm. Later on, they expanded their focus to include all three-sixty facets of advertising, with a particular emphasis on social media. They began planning and executing computerized advertising strategies at a time when other business visionaries and larger corporations were struggling. That is, they began delivering digital services to other firms as a service company (B2B). This company works with a team of roughly 15 dedicated employees and is one of the industry's most promising newcomers.

"We aim to be the last resort marketing solution for determining enterprises," says CSR Axis. CSR Axis admires its quality and selects only those who can successfully integrate into it. They feel that if there is a larger goal and the team works together, it can be accomplished. The agency's management fosters a culture of collaboration, which results in delighted clients. Employees are empowered, and they understand that their opinions are appreciated and respected here. The company strives to establish an environment in which everyone believes that their contribution is valued for its relevance rather than its monetary worth.

The core values of the organization are-

1. Maintaining a high level of quality at all times
2. Online service that is available 24 hours a day, 5 days a week
3. Cost-effective pricing
4. Client satisfaction
5. Effectiveness of service

2.1.2 Trend and growth

The commercial center has evolved into a social gathering place in the digital age. With a mission statement like "Assisting customers to reach their most ambitious marketing goal and strategic communication objectives via tactical advice, innovative solutions, and prompt responsive services," CSR Axis is dedicated to its clients.

With multichannel and single-channel showcasing, they connect with customers and try to increase engagement through websites, blogs, social media, and more. Omni channel promotion alludes to showcasing that gives a consistent client encounter over channels and gadgets all through their lifecycle. The results of digital marketing are dramatic. SEO moreover claims a transformation rate of 14.6 percent, which is significantly higher than the 1.7 percent change rate that conventional outbound strategies convey.

Trend

In Bangladesh, digital marketing has grown in popularity. In Bangladesh, there are a large number of people who utilize the internet. People in cities are extremely tech-savvy. According to the Bangladesh Media Transmission Administrative & Communication (BTRC), more than 90 million people in Bangladesh now use the internet. Recognizing that a big number of people use the internet daily, many companies have changed their marketing strategies and shifted their attention to digital marketing.

The digital marketing sector is steadily expanding. Top businesses are becoming more aware of digital marketing trends.

According to marketing formulae, the key difficulty is to make the appropriate offer at the right time and in the right location. Most individuals nowadays spend their time on social media, reading news pages, and blogs, and conducting searches online when necessary. Customers may examine the items and learn more about the company's services thanks to digital marketing, which helps to bring firms together on the same platforms. Without a doubt, CSR Axis has been actively providing digital marketing services in line with the trend of other organizations over the last few years.

Growth

Businesses are looking for ways to diversify their revenue streams as technology advances, either by incorporating online components into their brick-and-mortar storefronts or by combining various digital marketing tactics to reach the lucrative online sector. Companies are investigating new channels for this advancement frame as they continue to digitize their administrations to fulfill shifting customer wants.

Every year, they strive to improve their service credibility by using new technologies. They are gaining knowledge and attempting to perform quicker and more versatility than previously in the quickly expanding marketing area. They are also improving their service competence, which is increasing organically. In the area below, I mentioned the service growth chart-

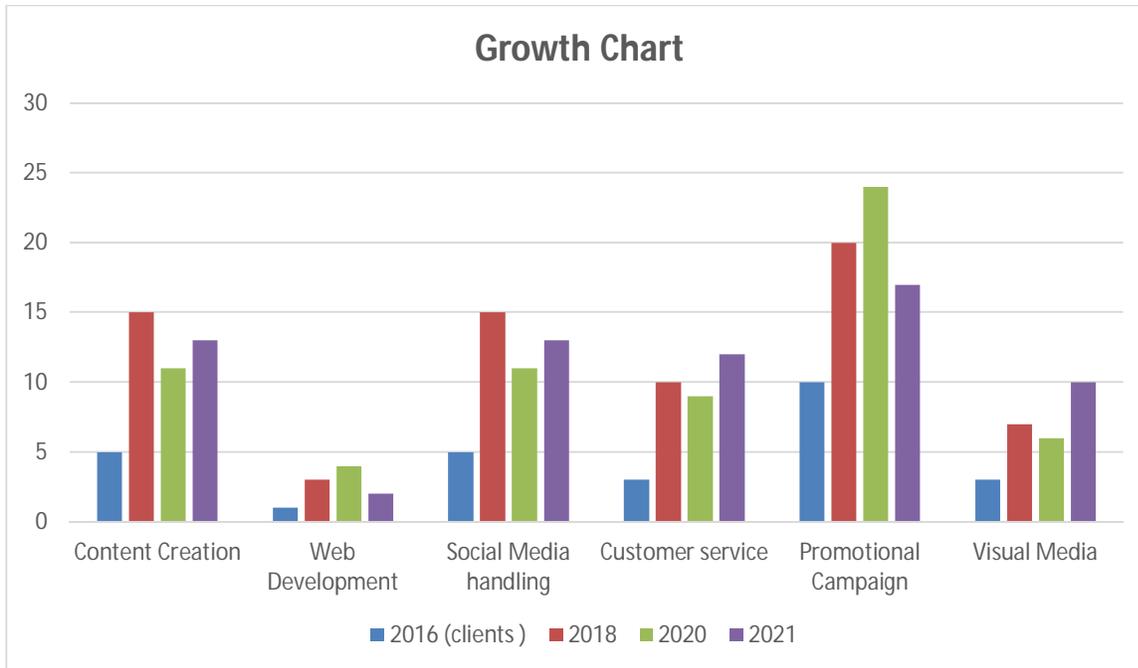


Figure 1: Yearly Service Growth

CSR Axis refused to give any raw data, such as the annual growth chart or table. They consistently track monthly KPIs and meet monthly work goals. They now serve more than ten customers and continue to expand each year by partnering with larger brands.

2.1.3 Customer Mix

Customer mix, as we all know, is a foundation for increasing customer lifetime value. This is necessary not just to sell a single service, but also to maintain the customer's loyalty to future services. CSR Axis is a service provider that offers its services to other businesses that have a high demand in the market. Because they provide digital services, their target consumers are enterprises that seek to digitize their operations.

INDUSTRY WISE CLIENT PORTFOLIO



Figure 2: CSR Axis Client's portfolio

With the support of improved technology, young entrepreneurs in our nation are exploring new startup firms. Even though new and established businesses such as restaurants, parlors, industrial firms, banks, and medicines prefer to be found online and have their website. CSR Axis provides a variety of services to help its clients succeed in the online marketplace, including site construction, SEO, online promotion, social media marketing, customer care, content production, campaign management, cloud marketing, and more. Digital marketing services help businesses build their brands, reach out to people online, and offer products and services to them. As a result, CSR Axis focuses on all enterprises that need to join online channels.

2.1.4 Service Mix

CSR Axis is a digital marketing business that specializes in B2B online services. They stick to their basic ideals and provide top-notch services with the greatest honesty. CSR Axis develops targeted programs that reach out to the right people and get the most mileage out of companies. CSR Axis offers social media management, content development, CRM, online promotion services, social media campaigning, cloud computing, event photography, influencer campaigning, OVC creation, and other services as a package.

CSR Axis helps its companies establish brands and get their products in front of buyers. CSR Axis is also in charge of administering the social media accounts of Bangladeshi politicians and celebrities. To meet monthly marketing goals or customers' objectives, they organize OVC sessions, product photography, and influencer campaigns. In the previous six years, the firm has worked with more than 50 businesses. This time, they're in charge of Drobbo, C House Milano, Twelve, Time Out, and Mirage-the multi-cuisine restaurant, Anwar cement, and five other clients' pages.

2.1.5 Operations

In today's rapidly evolving advertising sector, digital marketing is the fastest-growing force. CSR Axis is implementing a growth strategy to position brands in the right place at the right time and in the right way.

They begin by analyzing the client's wants and requests, after which they provide a monthly plan with some demo work tailored to the client's specifications. If the clients enjoy the work and express their readiness to collaborate, they will begin to work together.

Second, daily content planning is done by brand executives, and the designer's team participates in content generation. They should take the next steps after receiving approval from top brand executives and clients. They monitor customer responses and collect consumer orders for specific client pages once again.

Third, they schedule sessions or product photography for specific customers every month. To improve brand recognition, they also host monthly sales campaigns or promotional events.

Fourth, after each month, HR prepares monthly reports for clients on brand growth and consumer reach.

In addition, schedule customer meetings, manage company finances, and pay staff salaries, among other things. The HR department keeps track of all the work that executives and designers undertake. They also help with budgeting for shoots and advertisements.

2.1.6 SWOT analysis

The widespread use of digital media will eventually supersede more traditional marketing systems entirely. On cutting-edge correspondence, the fourth technology revolution is gaining traction. For both marketers and consumers, advanced communication and advertising channels are faster, more diverse, functional, and simplified. Let's do a SWOT analysis using a graph.

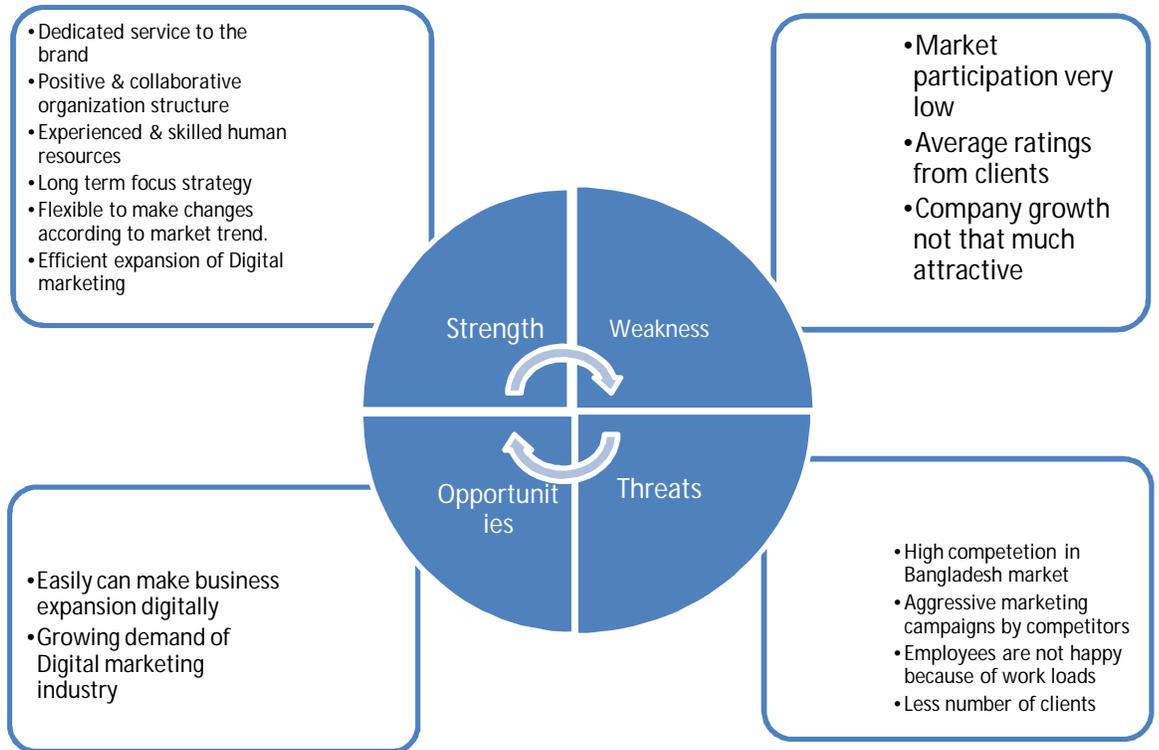


Figure 3:Swot Analysis

2.2 Industry analysis

2.2.1 Specification of the industry

The digital marketing business is gaining traction in Bangladesh, thanks to the rapid growth of internet connection and social networking. This development trend has been pressing for a long time, and this time it is doing a fantastic job. The number of agencies is rapidly increasing, and the advertising industry is rapidly contributing to sophisticated marketing.

Digital Media is the industry's unifying movement because it is less expensive, more productive, more scalable, with the fastest-growing reach. Only 2% of the advertising budget is allocated to advanced marketing. Everything is accessible through

sophisticated media, from locating home tutors to hairdressing services, laundry services, household support, or taking a CNG-bike ride. Those that rely on e-commerce or Facebook to run their enterprises spend hundreds of dollars promoting their pages' services. On e-commerce and F-commerce, there are already over 50,000 local business accounts. They advertise for between five and one hundred bucks every day. According to this projection, daily usage would exceed one crore taka. This would amount to more than 100 crore taka per month, according to experts.

This section focuses on assessing the current state and prospects of Bangladesh's digital marketing business.

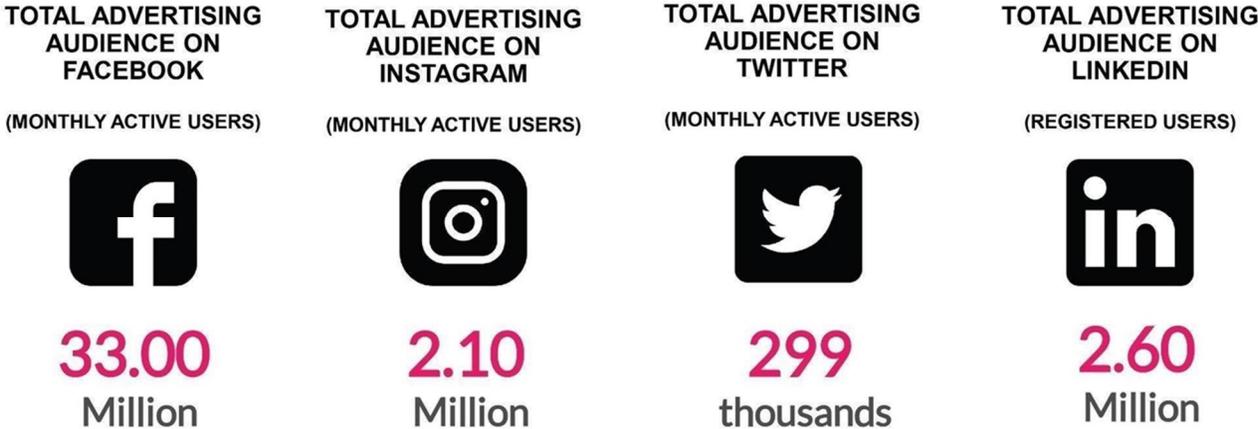


Figure 4: Digital Media Audience

2.2.2 Size, trend, and maturity of the industry

Size

Bangladesh has 36.00 million social media users in January 2020. Between April 2019 and January 2020, the number of social media users in Bangladesh increased by 3.0 million (+9.1%). In Bangladesh, internet penetration was at 41% in January 2020.

Trend

Due to the rapidly changing business landscape, digital marketing has evolved from a supplementary ability to an essential component. Promoting patterns have progressed over time all around the world. Needless to say, with the rising need for digital information inside the display, the number of job vacancies for young people has increased, a demand that has accelerated due to the coronavirus epidemic.

Digital marketing refers to any marketing activity that takes place on the internet. It refers to the process of making digital material available on the internet for advertising, product offers, and services. Content marketing, social media marketing, search engine optimization, influencer and affiliate marketing, site development, and other forms of digital marketing are often used nowadays.



Figure 5: Size of Social Media Audience

E-commerce sales skyrocketed, people spent an inordinate amount of time on social media, and video conferencing became the standard. This has resulted in a significant shift in the way companies interact with their customers. Here are a few important patterns to keep in mind.

- Videos from a live feed as well as influencer content
- Brands should do more goodwill and purpose-driven missions.
- Precedence to improve the client experience
- a focus on long-term sustainability
- Inclusivity will be a major criterion.
- The use of voice and visual search has increased.
- Content that is simple to consume

These patterns are followed by digital marketers, who incorporate them into their tactics. They rely on digital marketing as a trustworthy, powerful, quantifiable, and user-friendly medium, and as firms increasingly explore the internet market, more positions are available than ever before to satisfy these demands.

Maturity of the Industry

Bangladesh's digital marketing business is growing at a rapid pace as more people learn to use the internet. Because of the growth in handy trades, the industry has grown significantly; an estimated 70 billion takas are traded using cell phones each month.

Bangladesh has 60 million web connections and is the tenth largest mobile phone user country in the world. With the growing use of mobile phones, online access, and long-term casual communication in Bangladesh is improving. Regardless, traditional displaying methods are thus far away, with a strong concentration on TV ads, declarations, and day-to-day newspaper adverts. Over the next decade, the market situation has been set up to alter. Bangladeshi enterprises' optional cash flow is steadily growing, thanks to a stable GDP per capital venture. The expanding ability to acquire 3G/4G phones and PCs is the primary cause of the E-commerce access range's

consistent expansion. While traditional media continues to prevail among more affluent socioeconomic groups, advanced media is becoming more common among the younger generation.

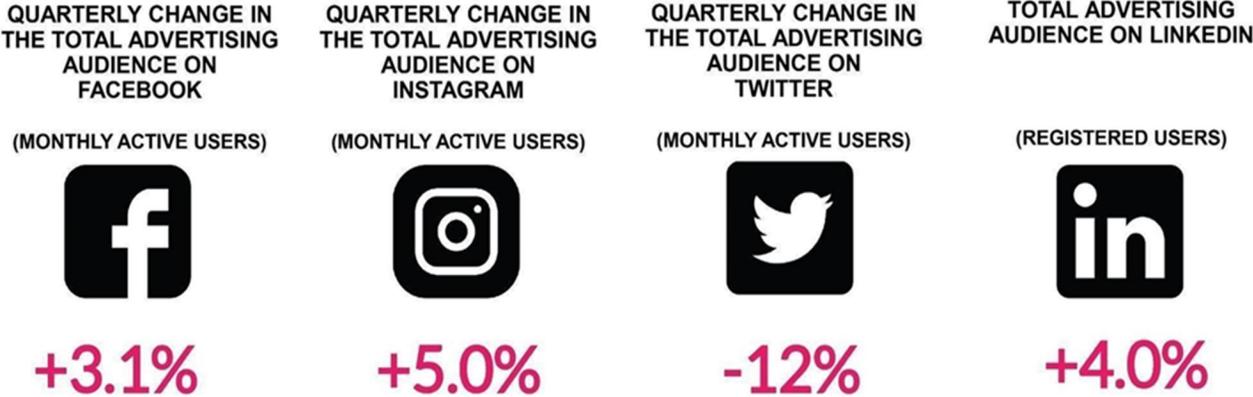


Figure 6: Audience Growth Quarterly

2.2.3 External economic factors

Interest rates, tax rates, legislation, methods, remuneration, and administrative exercises are all financial factors that impact the economy. These elements are not immediately connected to commerce, but they do influence the future value of the endeavor.

The most difficult aspect of expanding digital marketing in Bangladesh is laying the groundwork. The most significant problem, on the other hand, motivates all of the ecosystem's important stakeholders to collaborate. The ideal situation is to bring all partners together on the same platform, including the government, business, advertising agencies, media, and innovation players, to face all problems together and make ideas a reality.

The digital transition is well underway, and organizations are attempting to remain one step ahead of the competition or at the very least keep up with it. This shift is also taking

place, even among industries that have been slow to accept new technologies in the past. External economic considerations associated with the CSR Axis include:

- In a way, market economic stability is an opportunity.
- The sector has a close relationship with the rapid expansion and development of networking technologies.
- Agency operations are being hampered by a lack of skillsets, technical advancements, and less creative personnel.
- Inflation and taxes have an impact on organizations, although they are often manageable.
- Occasionally, a strike by a broadband firm or a political strike disrupts the operations of digital agencies.
- It's extremely difficult to manage a business during a pandemic, and it hurts the sector. For a long period, events, campaigns, and commercial shootings have been halted.

2.2.4 Technological Factors

The need for tech-savvy digital marketers has been steadily increasing as organizations in Bangladesh continue to integrate current innovation into their commerce operations. The sophisticated media and advertising sector might be a positive benefit of technological advancements. Human beings have been given the ability to perform things they could never have imagined in the past thanks to innovation. Businesses have found it easier to achieve constant motion thanks to innovation. It demonstrates improvements by personalizing and immersing individuals in marketing. For marketers, more cooperation is required, as well as a greater emphasis on culture. And it's not fair that 30 percent of people will prefer advancement above creative energy since the interaction between brands and individuals has altered.

Innovative factors have a fundamental macroeconomic influence on a company's operations, products, how it delivers services, and even its markets. It should go without saying that no matter what business you're in, you should keep an eye on new factors and be prepared to react quickly to developments.

When it comes to digital marketing, business analytics and artificial intelligence are assisting businesses in gaining a better understanding of their customers through proposing search engines, predictive search, Chatbots, and other tools. These technology and tools enable businesses to provide a better experience to their customers as well as to themselves.

2.2.5 Barriers to entry

Nowadays, online companies are extremely popular, and even local firms are turning to the internet to reach their target audiences. As a result, every firm needs now give service online and have a presence on social media. Businesses may simply give their services to target clients, generate interaction, raise brand recognition, and sell products or services through online channels with the aid of digital marketers. Even though

businesses may convey their greatest bargains with clients at any time, digital marketers make it simpler every day.

The market's entrance barriers are considerable. More than 400 enterprises are currently functioning in the industry as a result of rising demand. Because there is such a strong need for internet advertising, new businesses may readily adapt to meet it. New competent young entrepreneurs are unable to enter the market due to current competition, even though small businesses are finding it increasingly difficult to survive.

2.2.6 Supplier Power

Digital marketing firms are service-based businesses. In the industry, the firms' supplier power is quite low. Demand for digital marketing services has risen in recent years, as has demand for content and site development firms. Large advertising companies, on the other hand, create distinct departments to handle digital marketing. They've already established a positive reputation in the marketplace. As a result, clients have a variety of alternatives to pick from and may choose which one provides the best experience. Although, these days, businesses are increasingly establishing in-house digital marketing departments. As a result, it is becoming more difficult for the corporation to persuade clients with less authority, and the supplier has fewer opportunities for discussions.

2.2.7 Buyer Power

In this business, buyer power is relatively considerable. At this time, technological advancements and these developing online marketplaces that are doing marketing operations are critical. Rather than a single poster, video advertising, promotional activities, or an Influencer campaign are in great demand in the market. The buying power increases when there is a lot of demand in the market.

- ✓ Buyers may have complete control over how the information is delivered, as well as what services they want and when they want them.
- ✓ If a buyer does not like a service, they have the option to reject it.
- ✓ The buyer can file a complaint.
- ✓ Buyers can add extra services to their plan at any time.
- ✓ If necessary, buyers have the option to move to a different choice for better services.

2.2.8 Industry rivalry

For the longest time, advertising firms have operated alone in the marketing sector. In the sector now, there is also a digital marketing agency. In-house digital marketing activities are also carried out by advertising firms. Digital marketing firms may also plan the shoot, create OVC, and run influencer campaigns, among other things. The level of competition in the industry is rather high, and it is becoming increasingly competitive. Again, there are a lot of firms in the field, and they're all influencing each other's marketing efforts in some way.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

So far, I believe I have made a valuable addition to the company. One of the company's main operations in question management of various brand social media accounts. I was in charge of the social media account for the allocated customer. I was in charge of response management for six customers' Facebook and Instagram profiles at the same time. Every day, it is necessary to create material for 2-3 clients, according to the monthly marketing strategy. I also need to post it after getting the client's permission.

I also helped the clients with monthly reports and social media marketing charts. Even though I need to keep track of data in Excel that has been utilized in many running campaigns. It's also used to track the success of Facebook advertising and campaigns. I was in charge of monitoring brand contests, analyzing all facts using scoring criteria, and determining the contest winner. My performance had been praised by my boss.

My work had a genuine impact and added value to the agency. I believe I was able to contribute to the creative process even as an intern. I was ecstatic to see my material being shared on clients' Facebook pages and see how it was increasing engagement with those articles. It's helped me realize how important my contributions are to the company.

4.2 Training

They did not provide formal training, but they did provide on-the-job training before the assigned duty. Executives and designers were always willing to assist me in my

learning and offer suggestions on how I may improve my performance. As an intern, I did receive some basic training in areas such as -

- They have delivered Response Management training. Learn how to approach clients as well as how to deal with difficult customers.
- They provide Order Placement Training through the internet. Learn how to utilize CRM software and make an order with accurate information utilizing the program.
- Campaign planning and branding training. Learn how to create a campaign or a contest, as well as how to use Facebook boosting to improve client involvement.
- Training in strategic marketing planning and client service design.
- Clients will be trained on how to create monthly reports so that they can see how much they have grown from the previous month about their goals.
- Training in Content Designing & understanding of designing methods.

4.3 Contribution to departmental functions

There is a Marketing department, a CRM department, and a design team at CSR Axis. More illustration architects and administrators are being hired by the office. The company's HR department keeps track of everything, and everyone works together. If necessary, the company's president may also provide guidance. The group truly thinks that coming together is only the beginning, that staying together is growth, and that working together may be a success. A group of engaging individuals might be behind each piece of work that distinguishes the client's branding. They did it via innovation and big ideas that would undoubtedly endure and leave an indelible impression. As a result, I've given as much as I can to the marketing and CRM departments.

4.4 Evaluation

In the "Three Months of Internship" Evaluation, I would state that my experience with CSR Axis was incredible; I can't express my joy in words. I had a lot of pleasure working in a variety of flexible jobs. CSR Axis has provided me with tremendous chances, and I will be eternally grateful. The learning session was energizing from start to finish. Every day, I learned something new. This learning experience was quite beneficial, and I am grateful for everything I accomplished during each job. The seniors' mentorship was hilarious; they were really helpful to me, and they didn't hesitate to teach, offer their opinions, or meet with clients ahead of me. As a result, I believe it was a priceless experience for me.

4.5 Skills applied

Throughout the internship, I attempted to put my technical knowledge to use. My ability to type, use Excel, and understand social media helped me a lot in dealing with the situation. These factors enabled me to do dynamic activities, such as-

- ❖ With content ideas, I've always strived to demonstrate my creativity. As an example, I began learning about content design by watching previous actions on the website and other pages, which was well received by everybody.
- ❖ Throughout the internship, excellent communication skills are required.
- ❖ I was able to do my assignment more quickly by providing detailed instructions.
- ❖ I also have a talent for research; I conduct excellent research on cloud computing, and my understanding of influencers has aided me in completing jobs.
- ❖ My knowledge of Microsoft Office made it simple for me to complete the monthly reports.
- ❖ Adaptability abilities helped me handle my home office, which was brand new to me, in a professional manner.

4.6 New skills developed

I've gained new abilities, which I value. New abilities such as creative thinking, problem-solving, multitasking, and so on. It also helped me improve my Bangla and English writing abilities, which would be useful in my future job-

- Workplace pressure might be beneficial in the future. I learned how to work under duress and submit work ahead of schedule.
- Since working with a fantastic marketing and creative team, my ability to operate in a group has increased.
- I learned about office work ethics, why there are no excuses, and how to deal with indifference in the workplace.
- Time management is quite crucial in the office; you cannot spend the entire day working on a single project, and you must remain enthusiastic.
- I gained a few more useful skills, such as problem-solving and creative thinking.

4.7 Application of academic knowledge

I am fortunate to have the opportunity to intern at a marketing firm. Yes, I'll be able to put my marketing experience to good use. I've used my understanding of branding, various marketing models such as communication and promotion, and courses such as business communication, organizational behavior, management theories, strategic planning, E-commerce, Service & consumer behavior, and so on. I can always connect my theoretical knowledge to my work, which allows me to put it to good use when it's needed.

I learned how to communicate with customers about products and services while working in the CRM section. On my first day at work, I was given instructions on the regulations and methods of work that I should follow. My boss provided me with the necessary resources and training to manage the answers on various sites. I knew the

essentials and saw parallels between this task and my academic course on corporate communication and customer behavior. It all came down to picking the right phrases and techniques to deal with various types of consumers.

I can also compare my service marketing & IMC course to when I first started studying strategic planning for campaigns & monthly content in the marketing department. Overall, my academic course's theoretical knowledge makes it simpler for me to deal with the new atmosphere.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

- ❖ Maintain a good work schedule to deal with job pressure and content delivery on time.
- ❖ When taking goods orders, you must be cautious.
- ❖ Organize the campaign more efficiently.
- ❖ Enhance your creative thinking to create a one-of-a-kind design
- ❖ Reduce the employee's job pressure so that he or she may work more efficiently.

5.2 Key understanding

My overall key comprehension was commendable. I believe I have completed all of the tasks assigned to me as well as learned how to evaluate the campaign's efficacy. My comprehension of a marketing agency's work plan is growing by the day.

I gained an understanding of how the entire marketing department operates, as well as the underlying competitiveness among competitors. Every marketing activity has a significant influence on branding, and discount offers have introduced a new dimension to the mix.

My knowledge of the professional environment, how to adapt to it, and how to collaborate with coworkers despite differences.

Last but not least, what is the interior image of the actual market, the department's work schedule, and the student's job procedure, which we have only read about in books? Finally, I have the opportunity to do so, and I am eternally thankful to CSR Axis Ltd.

5.3 Conclusion

It isn't about online commercials or promotional activities when it comes to digital marketing. Meaningful communication, organic involvement, and acknowledgment are increasingly important. Marketing strategy is judged not only by paid penetration but also by the number of people who believe in and become lovers of the brand, willingly spreading messages and promoting services. It should be earned by excellent product and service

References

- AD65. (February 11, 2021). Digital Marketing Trends. *Digital Marketing Trend Global & Bangladesh*, 25-30, <https://www.ad65.com/digital-marketing-trends-global-and-bangladesh/>.
- Islam, J. (8 December 2020). Digital Marketing in Bangladesh. *United News Bangladesh*, <https://unb.com.bd/category/Bangladesh/digital-marketing-in-bangladesh/61680>.
- Islam, M. J. (August 31, 2019). Digital Marketing. *The Daily Star*, <https://www.thedailystar.net/opinion/news/digital-marketing-two-thousand-crore-taka-market-1793365>.
- SIMON, S. D. (February 17, 2021). Digital Marketing Services. *Yokel Local*, <https://www.yokellocal.com/blog/what-does-a-digital-marketing-agency-do>.

