



INTERNSHIP REPORT



Managing B2B Customer Journey in Digital Era: A Hands-on Practice with Prospect Engine

Submitted To:

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Letter of Transmittal

27th September, 2023

Dr. Sarker Rafij Ahmed Ratan
Associate Professor,
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United International University

Subject: Submission of the internship report.

Dear Sir,

It is a great pleasure for me to submit my Report on “**Managing B2B Customer Journey in Digital Era: A Hands-on Practice with Prospect Engine:**”

I have tried my utmost best to prepare this report in order to fulfil the required standard. It certainly has been a great opportunity for me to write on this paper and be able to actualize my theoretical knowledge in the practicum arena.

I would be honoured if you go through my report and find it worth the genuine effort I put in this report while preparing it.

Sincerely yours,

Md. Foyjur Rahman Priam
ID: 111 182 010
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Student Declaration

I am Md. Foyjur Rahman Priam, a student of Bachelor of Business Administration (BBA), at the School of Business Economics at United International University. I Hereby solemnly declare that I have carried out the work presented in this Internship report and has not been previously submitted to any other University, College, or any Organization

I hereby assure you that the work I have presented does not breach any existing copyright acts. It contains no materials previously published or written by any other person that has been accepted for the degree in UIU or any other educational institution except the quotations and references which have been duly acknowledged. It has not been prepared for any other purpose, reward, or presentation.

Acknowledgment

First of all, I would like to express my heartiest gratitude towards Allah for giving me the strength to complete the report successfully in due time. The successful completion of this report is the outcome of the contribution of several people to whom I am grateful, and I want to thank them from the bottom of my heart.

I would like to express my heartfelt gratitude to my honorable academic supervisor, **Dr. Sarker Rafij Ahmed Ratan**, Associate Professor, School of Business and Economics, for his constant support and encouragement to complete this report appropriately. He devoted his valuable time to guiding me on the right path for conducting this research. With his directions and active supervision, it was possible to complete this report appropriately.

I would like to express my gratitude to **Prospect Engine** for allowing me to complete my internship program at their organization, gathering information, and helping me in every possible way in preparing the internship report. They also taught me professionalism and how to deal with customers.

My endless thanks to **Sudarshan Shaha (Sales Manager)** for being patient and supporting me during my internship. Finally, my sincere gratitude and appreciation to the **UIU** authority for arranging this internship program for students. It makes students capable of doing official tasks before entering the corporate world.

Executive Summary

I had the chance to work at Prospect Engine during the last stage of the BBA program's final year in order to gain practical experience with sales activities under the topic **“Managing B2B Customer Journey in Digital Era: A Hands-on Practice with Prospect Engine:”** This report's major objective is to learn Prospect Engine's best strategies for increasing sales. I have prepared this report based on a three-month internship program that I have successfully completed from Prospect Engine. As part of my BBA curriculum, I had to begin an internship on 1st June 2023. As an intern, I had the chance to learn firsthand how the marketing agency system operates. My experience was extremely different from my theoretical understanding.

I have used both primary and secondary sources to gather the data for this study. I specifically targeted the Prospect Engine sales staff for this study. I have added what I have learned from the internship in the section about the department and job assignment.

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Chapter I: Introduction Part

1.1 Background of the Report:

Businesses have seen a significant change in the way they interact with their B2B clients as a result of the ever-changing digital world. The customer journey has changed as a result of Technology and the internet, and businesses must change to survive in this dynamic market. This research goes into the specifics of managing the B2B customer experience. It offers a practical look at the Prospect Engine, a vital tool for modern companies trying to make their way through the challenges of the digital world. The importance of client interaction has become more important to the success of B2B businesses as the lines between the physical and digital worlds continue to converge. Customers nowadays are more knowledgeable, picky, and connected than ever before. Businesses need to grasp these evolving dynamics in order to stay competitive and relevant, and they need to actively modify their consumer interactions in order to create long-lasting partnerships. A fundamental change in how B2B businesses handle consumer interaction may be seen in the Prospect Engine. This study provides a thorough manual for utilizing its potential, enabling companies to develop specialized tactics that appeal to their target market. By examining real-world examples and best practices, we hope to provide businesses with the knowledge and skills they need to succeed in the digital era.

1.2 Objective of the Report:

This Report's main goal is to give readers a thorough grasp of how to manage the B2B customer experience in the digital age, with an emphasis on actual implementation utilizing the Prospect Engine. These goals are specifically what this Report attempts to accomplish:

- ❖ To educate decision-makers, business experts, and marketers on the changing B2B customer engagement landscape in the digital age and the importance of adjusting to these changes.

- ❖ To emphasize the crucial role that Technology, particularly the Prospect Engine, has had in transforming B2B client interactions and journeys.
- ❖ To instruct readers on how to use the Prospect Engine in their B2B customer engagement project in a realistic, actionable manner.
- ❖ To demonstrate the principles and tactics mentioned, real-world case studies and scenarios demonstrating effective Prospect Engine implementation will be used.
- ❖ To provide decision-makers with the knowledge and insights they need to make educated decisions about the Prospect Engine's adoption and integration into their B2B marketing and sales strategy.
- ❖ To provide tips, best practices, and key takeaways for improving B2B customer journeys and building stronger client connections in the digital era.
- ❖ To identify typical issues and problems that organizations have when putting technology-driven customer interaction initiatives into practice and to offer ways to solve them.

1.3 Scope of the Report:

This Report has been presented on internship work involvement at Prospect Engine. This study will focus on the Strategy to increase sales through digital marketing at Prospect Engine. During my internship, I worked in the sales department, and it was an excellent opportunity for me to work with the experts and get a genuine sales experience in a marketing agency. Moreover, this research is based and prepared on my practical work experience and observation while working at Prospect Engine. As an intern, I got the chance to communicate with clients and learn about customers' experience and acceptance of services offered by Prospect Engine.

1.4 Limitation of the Report:

As an intern, I had limited access to the intricate processes of information management. My understanding of how information is processed from one stage to another is currently quite limited. However, I recognize the significance of this field and its substantial impact on any organization. With time, I am committed to acquiring a deeper understanding. One notable challenge I encountered was the absence of insight into how our competitors extract and utilize information, not only for their benefit but also in a manner that influences the competitive landscape of our industry.

1.5 Definition of the Report:

The Report titled "Managing B2B Customer Journey in the Digital Era: A Hands-on Practice with Prospect Engine" explores the complexities of successfully managing the journey of business-to-business (B2B) customers within the context of the current digital landscape. It offers a thorough analysis of tactics, procedures, and useful methods for improving B2B customer engagements and encounters utilizing the Prospect Engine platform.

This Report provides a comprehensive overview of how businesses may adjust to the possibilities and difficulties presented by the digital era for B2B customer relationship management. An in-depth discussion is given on the value of customer-centric practices, data-driven insights, and Technology's crucial part in determining the B2B customer journey. Additionally, it offers readers a straightforward and practical implementation path for Prospect Engine, a practical strategy created to improve client engagement, loyalty, and general business success.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

Background of the organization:

Bangladesh is an emerging nation with lots of prospects. There is an increasing demand for businesses to contribute to the development of the nation as education and professional abilities continue to advance. Bangladesh is willing to assist startups and young businesspeople in advancing the country because of this. Prospect Engine is one such startup; it debuted in December 2020. Prospect Engine concentrates on producing leads for companies, both domestically and internationally. It was developed at a time when many people were losing their work due to the Covid-19 outbreak. Motivated individuals decided to form their businesses with the goal of diversifying their clientele beyond their local market. Prospect Engine has worked with 50 clients so far and is continuing to expand steadily.


Rokibul Hasan, the founder of Prospect Engine, previously known as Acell. Co wanted to create his path in life and build a name for himself. With determination and hard work, he has been successful. The company currently has around 25 employees and plans to expand further to meet the needs of its clients. Although Prospect Engine has a short history, it has the potential to grow. In 2023, the company will undergo expansion, hiring more team members with diverse skill sets to tackle new challenges. Like many other startups in the country, Prospect Engine hopes to capitalize on Bangladesh's development and establish a strong reputation by providing excellent service to its customers.

Vision:

Our vision is "To become Malaysia's number one B2B Lead Generation & LinkedIn Marketing Agency."

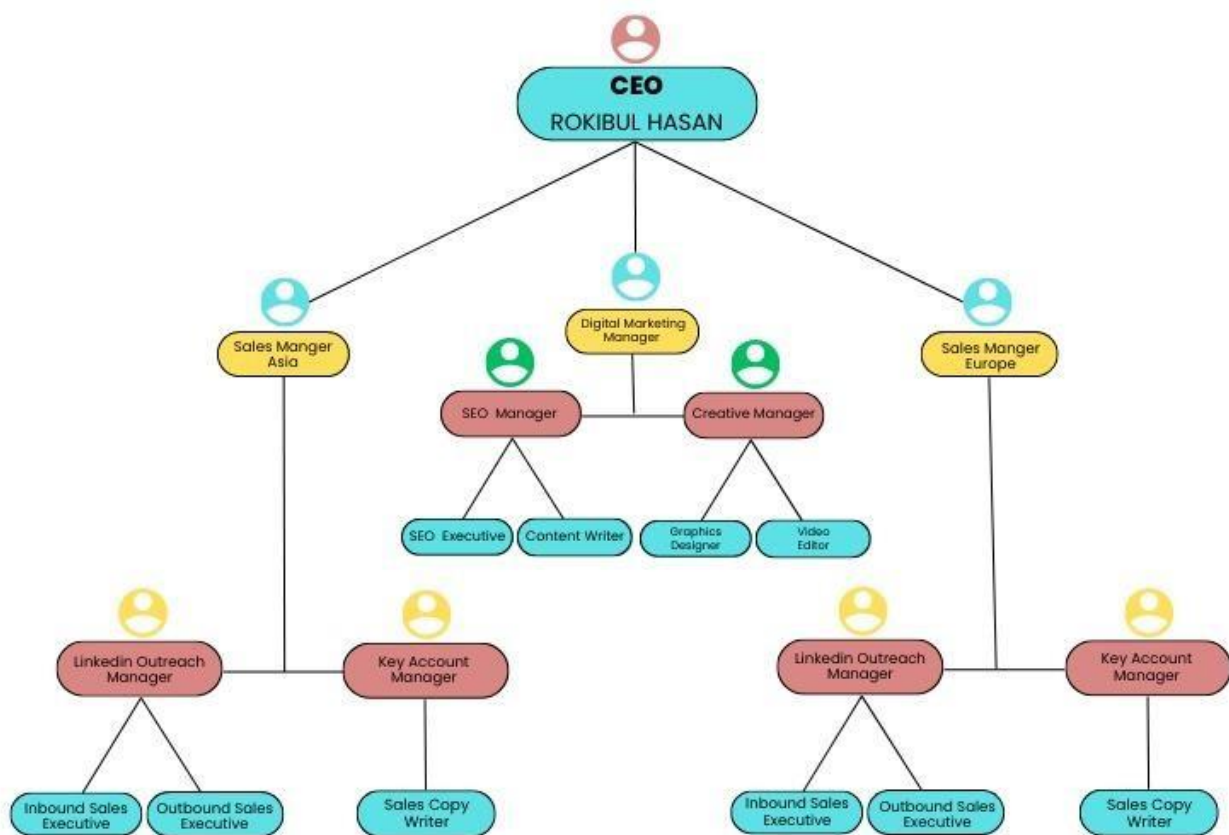
Mission:

People are becoming more passive in the e-commerce market. Prospect Engine's mission is to provide international e-commerce business consultation to ensure each business's development, sustain in the market by accelerating their sales, and do branding and highly personalized service for them.

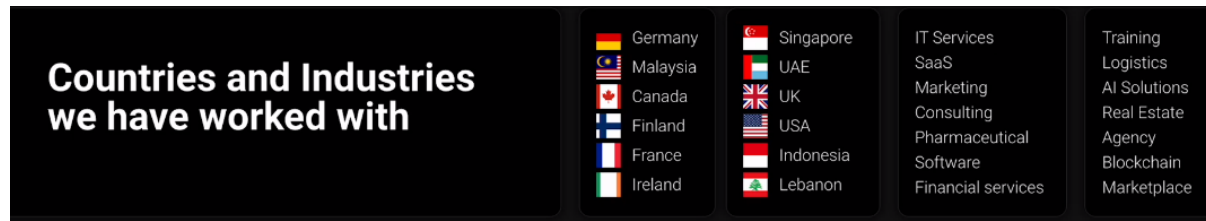
Corporate Profile	
Name of the organization	Prospect Engine
Logo	 The logo for Prospect Engine, featuring a stylized 'P' icon followed by the text 'PROSPECT ENGINE' in a bold, sans-serif font.
Managing Director and CEO	MD Rokibul Hasan
Type of Company	Marketing & Sales Development Services
Date of Incorporation	25 December 2020
Corporate Head Office	House 2, Road 12/A, Sector 10, Dhaka 1230
Contact No	+8801309007333
E-mail	info@prospectengine.com

2.1.1 Organizational Structure

ORGANIZATION HIERARCHY OF PROSPECT ENGINE



2.1.2 Customer mix



Prospect Engine works with Different customers from different countries. And works with various industries like IT service, SAAS, marketing, consulting, pharmaceutical, software, and financial service.

2.1.3 Product mix

LinkedIn Marketing

- Prospect Engine uses data from hundreds of outbound B2B Campaigns to send proven, personalized messages to your dream clients on LinkedIn - getting positive responses straight to your inbox.
- Outbound Campaign Strategy
- Market Research Reporting
- Lead Research & Validation
- Campaign Management
- Email Deliverability Monitoring
- Copywriting
- Weekly Reporting
- Sales & Marketing Strategy Mentoring

Cold Email Outreach

We painstakingly build lists full of prospects that are hyper-relevant to your service. For small companies without salespeople, we fill out your top of the funnel, so at best, you are just handling meetings, and at worst, you are talking to warm leads all day.

- Manual Lead Research

- Email Deliverability Monitoring
- Hand Crafted Lead Targeting
- Lead Research & Validation
- Campaign Management
- Unlimited Copy Edits
- Weekly Reporting

Personal Branding

Personal branding gets a bad rap. But it should not. Building something that wins great clients, attracts employees, and accelerates your business's growth.

- LinkedIn profile optimization
- Social Media Posts
- Hashtags & Keyword Research
- Post boosting by sharing in different relevant groups
- static images or Video based on post criteria

SEO

Our team of SEO freaks believes in human-first search engine optimization Strategies. With our search engine optimization services, you get a custom strategy, world-class Technology, and an elite SEO team.

- ❖ Keywords Optimization
- ❖ Page Optimization
- ❖ Blog Posts (1k Words to 2k Words)
- ❖ Web 2.0 Backlinks (500 Words)
- ❖ Link building
- ❖ Monthly reporting
- ❖ Interactions
- industry-specific expert writers
- Blog articles that truly solve problems

2.1.4 Operations

Prospect Engine does not give any financial information (ROA, ROE) to any employee or outsider due to company confidentiality.

2.1.5 SWOT Analysis



Strength:

Although the journey of the Prospect Engine may have been brief, its network is now vast. Therefore, the Prospect Engine provides services to hundreds of customers in various countries according to their demands.

Weakness:

The weakness of the prospect engine is the constraint of time. Dealing with time differences across different countries poses a challenge to achieving outreach. Additionally, network issues can also hinder communication due to network-related problems occasionally.

Opportunity:

The opportunity of the Prospect Engine lies in the fact that, since they are working with various countries worldwide, they are providing ideas. Thus, they are gaining access to even more valuable ideas. The Prospect Engine easily collaborates to create its own set of tools.

Threat:

The trait of the Prospect Engine is that it works according to the client's requirements. In many cases, if they cannot fulfill the requirements within the given time, they move on.

2.2 Industry Analysis:

Specification of the industry:

Digital marketing: The digital marketing sector represents the dynamic convergence of Technology and advertising, firmly situated within the academic realm. Within this ever-evolving landscape, a complex integration of strategies, tools, and platforms comes together to shape the methodologies by which brands establish connections with their online audience. Comprised of a variety of components, such as SEO, social media advertising, email marketing campaigns, and content production, this sector consistently redefines the foundational frameworks governing brand communication and audience engagement in the digital era. As Technology progresses, this industry undergoes parallel development, ensuring that the digital discourse between brands and consumers maintains a trajectory characterized by both innovation and significance within the academic domain.

2.2.1 Size, Trend, & Maturity Of The Industry

1. Size:

Bangladesh's large population (over 160 million) and rising standard of living have led to a quickly expanding consumer market. The need for marketing services has increased as a result of this drawing both domestic and foreign brands.

Digital advertising and marketing have become more prevalent in Bangladesh as a result of the expansion of digital platforms, particularly social media like Facebook. Internet usage will hit 50% by 2021, creating a sizable opportunity for online advertising.

2. Trend:

Digital marketing: Similar to many other nations, Bangladesh has seen a rise in the use of digital marketing. Brands are devoting a sizeable percentage of their marketing spend to digital platforms as more individuals have access to smartphones and the internet.

E-commerce: As a result of the e-commerce sector's rapid expansion, more businesses are making investments in online advertising and marketing plans.

Localized Content: Because the nation has a diversified culture and distinct regional identities, there has been a tendency toward producing localized content to appeal to various customer bases there.

Influencer Marketing: As is the case internationally, influencer marketing is expanding in Bangladesh as well. For product endorsements and promotions, brands work with regional celebrities and influencers, particularly on social media sites like Facebook, Instagram, and YouTube.

3. Maturity.

Bangladesh's marketing sector is still developing, particularly outside the country's capital, Dhaka. There is a fusion of conventional and contemporary marketing strategies in use. Even though the field of digital marketing is expanding, conventional types of advertising like TV, radio, and billboards continue to be quite effective. In the area of marketing, institutionalized training and capacity-building are becoming more and more popular. To meet the needs of the sector, institutions are expanding their offerings of courses and training programs. The entrance of multinational corporations and exposure to international best practices is also aiding the development of the marketing sector in Bangladesh.

2.2.2 External Economic Factors:

The functioning and success of digital marketing agencies are highly influenced by external economic considerations. When businesses cut expenses as a result of economic downturns or recessions, marketing budgets may be reduced, which will immediately affect the revenues of agencies. Payment systems may be impacted by currency fluctuations, particularly for businesses serving clients from other countries. While unemployment rates may have an impact on the availability and cost of the personnel pool, inflation can raise operational costs. Online habits and conversion rates can be influenced by consumer purchasing power and confidence, necessitating strategy revisions. Last but not least, a region's technology infrastructure and investment might determine the marketing tools and digital reach that are available. For any agency's strategic planning, it is essential to comprehend these economic processes.

2.2.3 Technological factors

Technological considerations greatly influence the Strategy and results of digital marketing agencies. The quick developments in AI and machine learning impact ad targeting and customization. Web design goals and user experience techniques have changed as a result of the rise of mobile devices. Content optimization and promotion strategies are continually being redefined by changing algorithms on social media platforms and search engines. Data analytics tool advancements improve the breadth and precision of campaign

tracking. The emergence of new communication channels and tools necessitates flexibility and ongoing education. Additionally, data processing procedures are governed by cybersecurity concerns. In general, keeping up with technology developments is essential for a digital marketing business to remain relevant and successful.

2.2.4 Barriers to Entry:

There are many obstacles to starting a digital marketing company like a prospect engine. Initial capital is required for equipment, software, and potential employees. The dynamic nature of the sector necessitates ongoing platform and algorithmic modification. In a crowded market, newly founded agencies compete with long-standing rivals for the trust of clients. It's crucial to keep up with regulations, especially those pertaining to data privacy. Finding and keeping skilled talent is another ongoing challenge. Finally, because of the constant change in the digital sphere, agencies must be flexible, sensitive, and always prepared for the next change, which makes entry and sustainability for newcomers challenging.

2.2.5 Supplier Power:

The role of suppliers depends on planning within an industry. However, in the digital marketing industry, the role of suppliers is very limited.

2.2.6 Buyer Power

Clients possess the capacity to influence the decision-making process within companies like Prospect Engine. They have the capability to enhance the perceived value of products or services in the media. Clients are empowered to seek value for themselves actively. Prospect Engine collaborates with clients from various countries. When these clients choose to work with companies from their own country instead of Prospect Engine, it demonstrates their buyer power.

2.2.7 Threat of Substitutes

In Bangladesh, there are numerous digital marketing agencies similar to Prospect Engine, such as Genex, Excel Co, and others. Even in our neighbouring country, India, this industry is quite prevalent. Furthermore, many foreign countries are outsourcing all their B2B work with the help of numerous freelancers.

2.2.8 Industry Rivalry:

Firms of a similar nature exhibit a proclivity for engendering competitive dynamics akin to Prospect Engine. Rivalry burgeons as a consequence of the potential for advancement and innovative endeavours. These agencies engage in competition by implementing inventive strategies, often at reduced expenditure. Enhanced quality, diminished costs, and novel innovations ensue as outcomes of this rivalry.

CHAPTER III: INTERNSHIP EXPERIENCE

3.1 Position, duties, and responsibilities:

During this 3-month internship period, I was assigned to perform these responsibilities-

- Data filtering and studying on client's background.
- Running sales campaign
- Writing copywriting for sales templates books will be published by Prospect Engine.
- Data maintenance
- Inbound sales
- Giving training to the new interns.

3.2 Training:

Sudarshan bhai, the Head of Sales, has trained me and made everything very easy to understand. He has taught me how to convince prospects, how to bring prospects to meetings, and how to retrieve data and separate it from bad data.

3.3 Skills Applied:

Over the past three months, I have:

- 1) Utilized my communication skills to engage prospects for meetings.
- 2) Communicated with individuals from various countries, considering their time zones.
- 3) Maintained a formal demeanor and behavior.

3.4 New Skills developed

I have learned a lot and gained many skills there:

1. I've learned how to effectively filter data to find valuable clients.
2. I've gained proficiency in using Sales Navigator on LinkedIn to extract data from different countries.
3. I've learned how to do personal branding.
4. I've learned how to send cold messages to prospects using LinkedIn.
5. I've learned how to professionally optimize a LinkedIn profile, among other things

3.5 Application of academic knowledge

Here are the skills I have applied from my academic knowledge:

- 1) How to target customers in different markets effectively
- 2) How to establish a personal brand effortlessly.
- 3) How to promote and sell our products in the international market.
- 4) How to convincingly persuade various prospects.
- 5) How to deliver a professional report presentation at the end of the day.

CHAPTER IV: Managing B2B Customer Journey in Digital Era

4.1 B2B Customer Journey:

The B2B customer journey has transformed from a straight path to a complex network of interactions and touchpoints in the dynamic world of the digital age. The days of a simple handshake to close a trade are long gone. In order to interact with their customers, firms today must traverse a confusing array of internet platforms, data analytics, and automated procedures. In this environment, managing the B2B client journey demands not only a grasp of conventional relationship-building strategies but also a command of digital tools and tactics. If this journey is skilfully planned, it can lead to improved customer experiences, increased loyalty, and a competitive advantage in the market.

4.2 Important

The B2B landscape has changed due to the advent of digital technology, which has increased the significance of managing customer journeys well. Businesses are confronted with a wide range of digital touchpoints as they move more and more of their operations online; each one offers insightful data on customer preferences and habits. For a consistent and powerful brand narrative to be achieved, navigating this complex network becomes essential. A fragmented or perplexing digital experience can discourage potential partnerships in the B2B space, where decision-making frequently involves a number of stakeholders. Personalization, fuelled by powerful data analytics, has moved from being a luxury to being the expected standard.

B2B customers today need specialized interactions that speak to their particular problems and requirements. Businesses must combine digital efficiency and meaningful connection because the expanse of the digital world also carries concerns of information overload. Effective management of B2B customer journeys in the digital age is really about more than just maximizing

interactions—it's also about establishing lasting relationships, maintaining trust, and assuring sustainable business success.

4.3 Challenges:

Managing B2B client journeys brings unique problems in the digital age. Companies are dealing with an overwhelming number of digital touchpoints as the domain of business engagement increases. Retaining consistency across various channels can be difficult because each demands different techniques while retaining a consistent brand message. With the explosion of data generated by these interactions, sorting through it to extract useful insights necessitates advanced analytical tools and experience, risking data paralysis. Personalization, although necessary, brings complications; developing personalised experiences without violating data privacy conventions is a tightrope dance. The rapid pace of technological progress exacerbates these issues. Businesses must stay nimble, always upgrading their strategy to embrace the most up-to-date digital technologies, or risk becoming outdated. At the same time, they confront the issue of maintaining the human touch in an increasingly computerized world. While digital technologies improve productivity, they may also depersonalize conversations, which can be harmful in the B2B arena where trust and relationship-building are essential. In conclusion, although the digital world provides opportunity for enhanced B2B customer engagement, it also introduces a slew of new problems that firms must master in order to assure meaningful and productive interactions.

4.4 Future Prospect:

In the digital era, the future of managing B2B client journeys promises unparalleled breakthroughs and opportunities. Businesses may anticipate increasingly more detailed insights into client habits and preferences as Technology evolves through advanced analytics and AI. This will enable hyper-personalized interaction techniques, perhaps predicting client demands before they are expressed. Augmented and virtual reality have the potential to reshape interactive encounters by providing immersive product demos and virtual meetings that span geographical divides. Furthermore, blockchain integration has

the potential to change confidence in digital transactions by assuring transparency and security. However, these developments necessitate the necessity for organizations to be nimble, always adjusting in order to remain relevant.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1. Recommendations for Improving Departmental operations

Suggesting improvements for the organization is challenging within the limited duration of my internship. However, drawing from my observations and the survey analysis, I can offer some suggestions to enhance Prospect Engine's sales growth. The following recommendations are followed:

1. There is a significant relationship between LinkedIn outreach and increased sales. So, Prospect Engine should focus and invest more time and manpower in LinkedIn outreach to increase sales and develop their business.
2. We need to make our website easier to find on the internet by improving its SEO. When people search for things online, our site should show up so they know we're here and want to use our services.
3. Pay-per-click advertising and increased sales have a strong correlation. As a result, Prospect Engine can utilize it to drive traffic to websites where an advertiser pays a publisher when the ad is clicked. As a result, their sales will rise.
4. There is a significant relationship between Data Analytics and Optimization and Increase Sales. As a result, Prospect Engine should focus on Data Analytics and Optimization to find more qualified leads.
5. There is a significant relationship between CRM and Increase Sales. As a result, Prospect Engine should focus on CRM to maintain good relations with existing customers and communicate with new customers.

5.2. Conclusion:

Every student who wants to graduate should take the practical course and complete an internship. This stage of learning provides a wealth of knowledge because it blends theory and application. Being able to complete my internship at Prospect Engine and conduct simple research on "**Managing B2B Customer Journey in Digital Era: A Hands-on practice with Prospect Engine**" was a fantastic

opportunity. I was able to learn about several issues with their sales division., I gained a lot of experience. My internship gave me a chance to work on crucial tasks for the company, which helped me gain confidence and develop the necessary abilities. I believe that Prospect Engine is making the right choices to increase sales while taking all the study's findings into account.

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