

Internship Report
On
Marketing Practices of Creative Agencies- A Case Study
on KINATIVE

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.

Submitted To
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Date of Submission: May 27, 2022



Marketing Practices of Creative Agencies-A Case Study on KINATIVE

Letter of Transmittal

May 27, 2022

Md. Kaium Hossain
Assistant Professor,
School of Business and Economics
United International University

Subject: Submission of Internship Report.

Dear Sir,

I am submitting my internship report, which is titled "**Marketing Practices of Creative Agencies- A Case Study on KINATIVE**" for your consideration which is a prerequisite for the Bachelor of Business Administration degree, and it contributes toward the degree completion requirement.

About the digital marketing practices of KINATIVE for their digital marketing services for separate industries of Bangladesh have analyzed in this study of the report. Hopefully, this report will fulfill your needs. I would be grateful if you would accept my internship report with valuable consideration.



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Declaration of the Student

I, **Tanjimul Shah Shefan**, hereby declare that the intern report is my original work, except for quotations and citations that have been properly acknowledged. The report on **“Marketing Practices of Creative Agencies - A Case Study on KINATIVE”** has been prepared for my internship program. I also declare that this report has not been submitted previously or concurrently for any other degree at United International University or other institutions.



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Acknowledgement

My heartfelt gratitude goes out to Allah for giving me the strength and capacity to finish and submit my internship report on time. I would also like to express my gratitude to **Md. Kaium Hossain**, Assistant Professor, School of Business and Economics, United International University, for his excellent advice and encouragement on my academic path so far. Without his assistance, assistance, and involvement, I would not have been able to complete the report on time while still ensuring that it was accurate. In addition, I am grateful that I had the opportunity to collaborate on my writing together.

Finally, I would like to express my gratitude to all of the KINATIVE staff members, particularly the marketing teams, for their time and effort spent participating in the interview sessions.

Executive Summary

Digital marketing is booming in Bangladesh both to a fast-rising population of internet users and low-cost tactics. Companies in Bangladesh are increasingly engaging third parties content providers to market their goods on social media platforms. The advertising budgets of small firms are often constrained compared to those of giant corporations, who may often afford to spend millions on advertising campaigns. Using digital platforms for PR and marketing is more cost-effective than traditional methods. This report has been prepared to fulfill the internship program, a requirement to complete the BBA program. This report consists of chapters titled introduction, organizational profile, methodology, analysis and findings, and recommendations and conclusion. KINATIVE is a start-up ideation and innovation agency. The report's primary purpose is to know the marketing practices of creative agency KINATIVE. Both primary and secondary data were used in this exploratory type of study. Findings highlighted that new customers are more prioritized than existing customers, optimizing digital marketing budgets and continuously developing and upgrading digital marketing tactics. Consequently, the creative agency KINATIVE faces several obstacles to gaining competitive advantages in the digital marketing business. All of these obstacles have been identified in this report with proper explanation and evidence. KINATIVE should prioritize serving current and future online clients to maintain a competitive advantage. They should keep in touch with social media platforms and modern technologies regularly. Taking the recommendation could enable KINATIVE to gain a competitive edge in the Bangladeshi digital marketing business. As a result, the report will give readers an inside look at Bangladesh's fast-growing creative industry.

Key Words: Digital Marketing; Creative Agency; KINATIVE; Bangladesh.

Table of Contents

Executive Summary	iv
-------------------------	----

Chapter 01: Introduction

1.1 Introduction of the Report	2
1.2 Origin of the Report	2
1.3 Objectives of the Report.....	2
1.3.1 Primary Objective.....	2
1.3.2 Specific Objectives	2
1.4 Limitations of the Report	3

Chapter 02: Organization Profile

2.1 Take a look at KINATIVE	5
2.1.1 KINATIVE Creative Agency	5
2.1.2 KINATIVE Preneur Lab	5
2.1.3 KINATIVE IT	5
2.2 Mission, Vision and Core Values of KINATIVE	6
2.2.1 Mission	6
2.2.2 Vision.....	6
2.2.3 Core Values	7
2.3 Products and Services.....	8
2.3.1 Digital Marketing & Consultancy	8
2.3.2 Web and App Development	8
2.3.3 Branding and Identify Design.....	8
2.3.4 Animation and Video Production.....	8
2.3.5 Search Engine Optimization.....	8
2.3.6 Digital Ads and Analytics.....	9
2.4 Top Clients	9
2.5 Organization Chart	10
2.6 Operational Activities of KINATIVE	10
2.7 SWOT Analysis of KINATIVE	11

Chapter 03: Methodology

3.1 Methodology of the Report	14
-------------------------------------	----

3.1.1	Introduction	14
3.1.2	Research Design	14
3.1.3	Data Collection Methods	14

Chapter 04: Analysis and Findings

4.1	Traditional Marketing and Digital Marketing	17
4.2	Segmentation.....	21
4.2.1	Geographic Segmentation.....	21
4.3	Target Customers	22
4.4	Positioning.....	23
4.5	Digital Marketing Strategies and Practices for Separate Industry by KINATIVE ...	23
4.5.1	For Educational Industry (BUET IWFM)	24
4.5.2	For Artificial Intelligent Research Company (MONON AI)	25
4.5.3	Super Shop E- Commerce Platform (NURTAJ)	25
4.5.4	Leather Based Lifestyle Brand (Apache Lifestyle)	26
4.5.5	Fine Dining Restaurant (Sector Seven)	26
4.5.6	Training Institution Industry (UY LAB)	27
4.5.7	E- Commerce Solution (Fully Custom Design)	28
4.5.8	Animation and Motion Graphics in Online Platforms.....	28
4.6	Advantages of KINATIVE’s Digital Marketing that Brings to the Growth of their Clients.....	29
4.6.1	Keeping up with the latest products or services	29
4.6.2	Grater Engagement	29
4.6.3	Detailed Descriptions of the products and services that being offered	29
4.6.4	24/7 Shopping.....	29
4.6.5	Share Contents and Boosting of the Products and Services for Increasing Customer Traffic Flow	30
4.6.6	Enables Instant Purchase (Increasing Sales Growth)	31
4.7	Findings.....	31
4.7.1	Rather of Concentrating on Existing Customers, New Customers are prioritized	31
4.7.2	Optimizing Digital Marketing Budgets and ROI	31
4.7.3	Maintaining a Competitive Edge in an Ever-Changing Industry	31

Chapter 05: Recommendations and Conclusion

5.1	Recommendations	34
-----	-----------------------	----

5.1.1	Developing Customer Centric Model.....	34
5.1.2	Explaining the Clients about the Advanced Digital Marketing Tools and Campaigns with the Proper Way.....	34
5.1.3	Keeping Touch with Social Media Platforms&Modern Technologies Regularly	36
5.2	Conclusion and Recommendations	36
	References	37
	Appendix	38
	Internship Completion Letter	38

CHAPTER 01

INTRODUCTION

1.1 Introduction of the Report

Digital marketing is booming in Bangladesh both to a fast-rising population of internet users and low-cost tactics. A growing number of companies are increasingly making investments in various types of digital media, including Face book, Instagram, YouTube, and more. With its capacity to generate more quality leads, increase revenue, and improve profitability and sustainability, internet marketing has been the preferred marketing approach in recent years. Digital marketing, on the other hand, needs a new set of skills and strategies to succeed. One-way communication is being used by certain corporations on social media, neglecting the point of being social. In many circumstances, you can see that advertising to the incorrect audience diminishes the purpose of social media, as you have seen. In Bangladesh, there are many digital marketing agencies and they are doing their businesses on various sectors and industries in the Bangladesh and all around the world. KINATIVE marketing agency is one of these listed digital marketing agencies. The main purpose of the report is to know about their marketing strategies and practices of KINATIVE.

1.2 Origin of the Report

An internship report is required to complete the BBA program. The primary goal of this internship is to provide the student with "on-the-job" experience/exposure and an opportunity to apply theoretical knowledge in real-world business situations. The report, titled "Marketing Practices of Creative Agencies - A Case Study on KINATIVE," is based on my internship work experiences. I prepared my internship report under the supervision and guidance of Md. Kaium Hossain, Assistant Professor School of Business and Economics at United International University.

1.3 Objectives of the Report

The objectives of this report are divided into two parts. The following is the sequence of activities:

1.3.1 Primary Objective

- To know about the digital marketing practices of KINATIVE.

1.3.2 Specific Objectives

- To know about the business profile of KINATIVE.
- To identify the strengths, weakness, opportunities and threats of KINATIVE
- To analyze the segmentation, target market and positioning strategy of KINATIVE.

- To analyze the application of digital marketing strategies for separate industries in Bangladesh by KINATIVE.
- To find out the lack of digital marketing strategies and activities of KINATIVE.
- To provide some recommendations on the marketing practices of KINATIVE.

1.4 Limitations of the Report

- Even a three-month study of the division's activities is insufficient to have a complete knowledge of what the division performs. Insufficient time for a complete study. Despite the many obstacles, I made every effort to deliver the report on time.
- It was difficult to acquire thorough information as a new firm, due to the organization's constraints and limitations.

CHAPTER 02

ORGANIZATION PROFILE

2.1 Take a Look at KINATIVE

Innovating and experimenting with new and inventive ideas is the mission of KINATIVE, a start-up Ideation and innovation agency. For the time being, KINATIVE is divided into three primary sections:

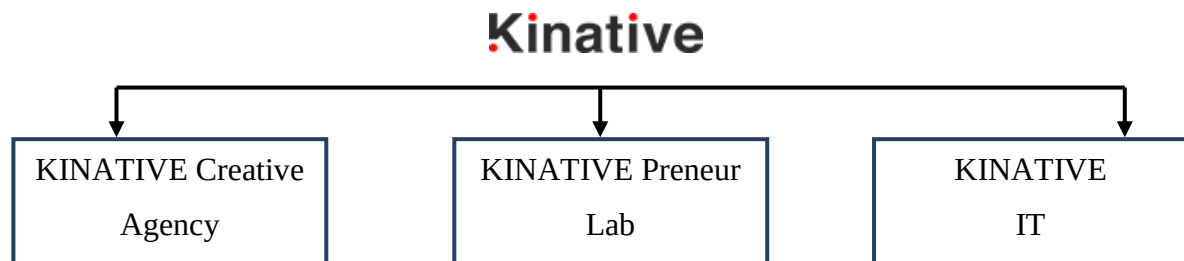


Figure 2.1: Business Portfolio of KINATIVE

KINATIVE, they launched their firm in 2015 and have been able to maintain consistent growth. In the following years, they intend to come up with new innovations that will have a great impact on the global community.

2.1.1 KINATIVE Creative Agency

When it comes to solving your business's difficulties, KINATIVE creative agency is a full-service creative agency that delivers strategic, creative, and technology solutions.

2.1.2 KINATIVE Preneur Lab

The KINATIVE Preneur Lab is a place where they develop their own goods and test out new concepts and approaches. They are currently working on two new items that are expected to be released in the near future.

2.1.3 KINATIVE IT

Custom software is developed in response to the specific needs of the customer. Multiple successful software projects have been completed by their team.

2.2 Mission, Vision and Core Values of KINATIVE

As the world all-around changes, so does the level of competition. A profitable organization is one that is able to anticipate the future, understand the patterns and forces that will influence their business in years to come, and act fast so that they may be ready for what is ahead. Today is the day to start preparing for tomorrow. That's what they're aiming towards with their vision. It provides a long-term goal for their firm and a "Guide" to help them succeed with their marketing partners.

2.2.1 Mission

They promised to clients was that they would provide extraordinary value to the organization by using our one-of-a-kind combination of talent, responsibility, and excitement to generate more profitable leads and sales for organizations that serve their local communities:

- Contributing to the development of the company via a variety of levels of expertise.
- Contributing to the economic and social fabric by holding the door open and producing revenue.
- Loyal and dependable assistance for every capital earned.

2.2.2 Vision

Their vision lays the foundation for their Roadmap and guides every aspect of their organization by illustrating the tasks they must do in order to maintain their commitment to sustainable, high-quality growth.

- Workforce development: They would want to provide employees with the opportunity to provide exceptional value to the market.
- Portfolio: Delivers a world-class, inventive, and one-of-a-kind service that creates revenues and provides complete customer pleasure for every penny spent.
- Contribution - They would want to make a positive contribution to the competitive market in order to achieve success for their team, their nation, and their customers.
- Profits: They concentrate in building long-term relationships with our clients in order to ensure that their profits continue to flow as a result of our innovative and original ideas and assistance.

- Profitability: Establish business as a financially successful, dynamic, and rapidly moving organization.

2.2.3 Core Values

In order to run their firm with the utmost honesty, appreciation and refined competence possible, they are steadfastly committed. As a result of these core beliefs, they strive to achieve their objectives via constant improvement, agility, and a drive to go above and beyond for clients they serve.

Their attributes contribute to their actions to some level and give insight into how they conduct themselves at work.

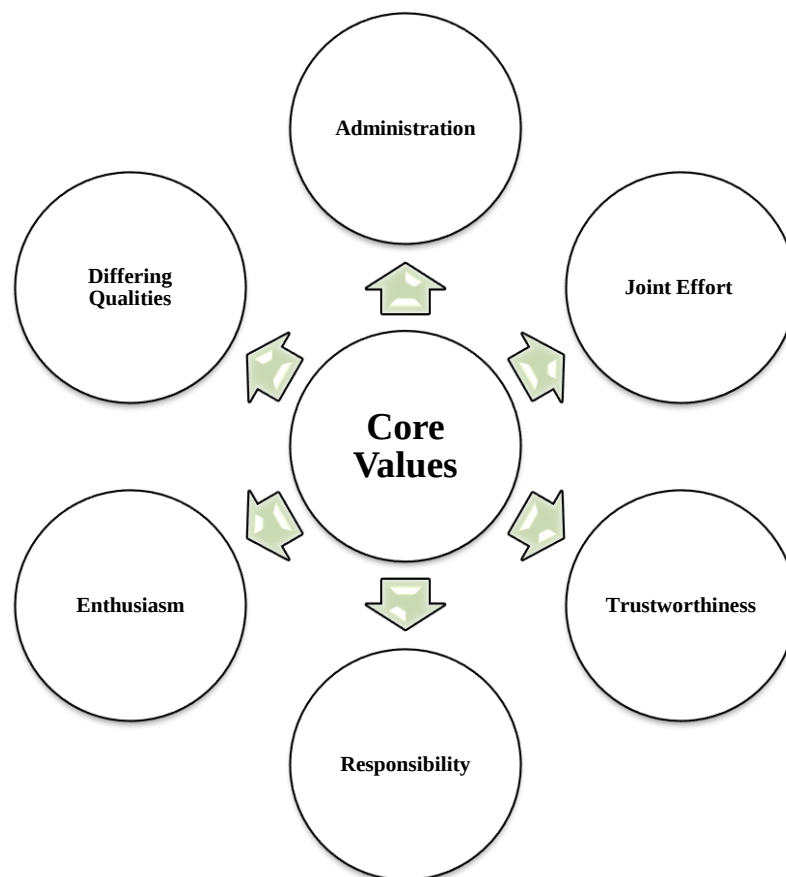


Figure 2.2: Core Values of KINATIVE

2.3 Products and Services

KINATIVE, they offer a comprehensive 360 Degree digital solution to satisfy all of their clients' digital requirements. They have a development attitude in their organization. As a result, the primary objective of all of their services is the expansion and automation of clients' organization and business.

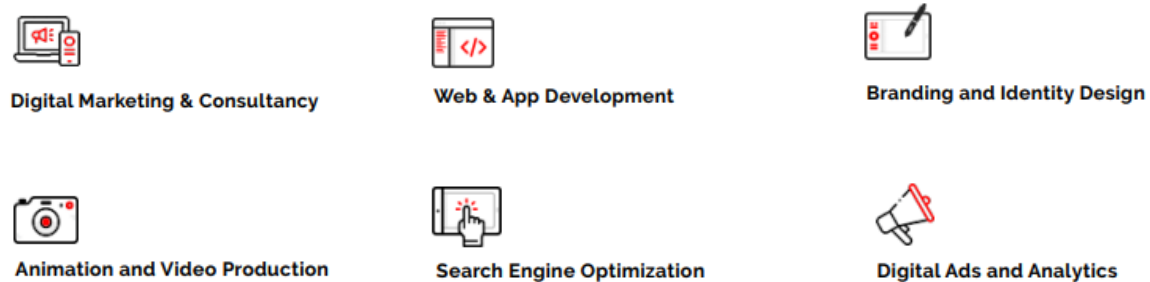


Figure 2.3: Products and Services of KINATIVE

2.3.1 Digital Marketing & Consultancy

Your product or service will reach the appropriate audience at the right moment with their assistance. In order to help you reach your company objectives, they provide you with effective content and strategies.

2.3.2 Web and App Development

Their work enables organizations to build one-of-a-kind user experiences that engage, fascinate, and produce results. Every organization has a unique user experience, which they build for them.

2.3.3 Branding and Identify Design

They design brand identities that communicate a clear message to the target audience, allowing the company to gain trust and stay one step ahead of the competition.

2.3.4 Animation and Video Production

The use of animation and video to communicate your message is easier than ever before in this day and age. They make visually appealing pieces of art that effectively communicate your idea to the public.

2.3.5 Search Engine Optimization

Your brand will have front-row seats in every search engine platform available due to the efforts of their skilled SEO professionals. These strategies are also used to significantly improve your ranking.

2.3.6 Digital Ads and Analytics

They ensure that your target audience's attention is captured and then enhanced with analytics by designing beautiful advertising with the correct message/offer and a clear call-to-action.

2.4 Top Clients

From start-ups to big corporate company they have served clients from diverse industries. They have worked with over 100+ clients. Here are some mention able clients.



Figure 2.4: Top Clients of KINATIVE

2.5 Organization Chart

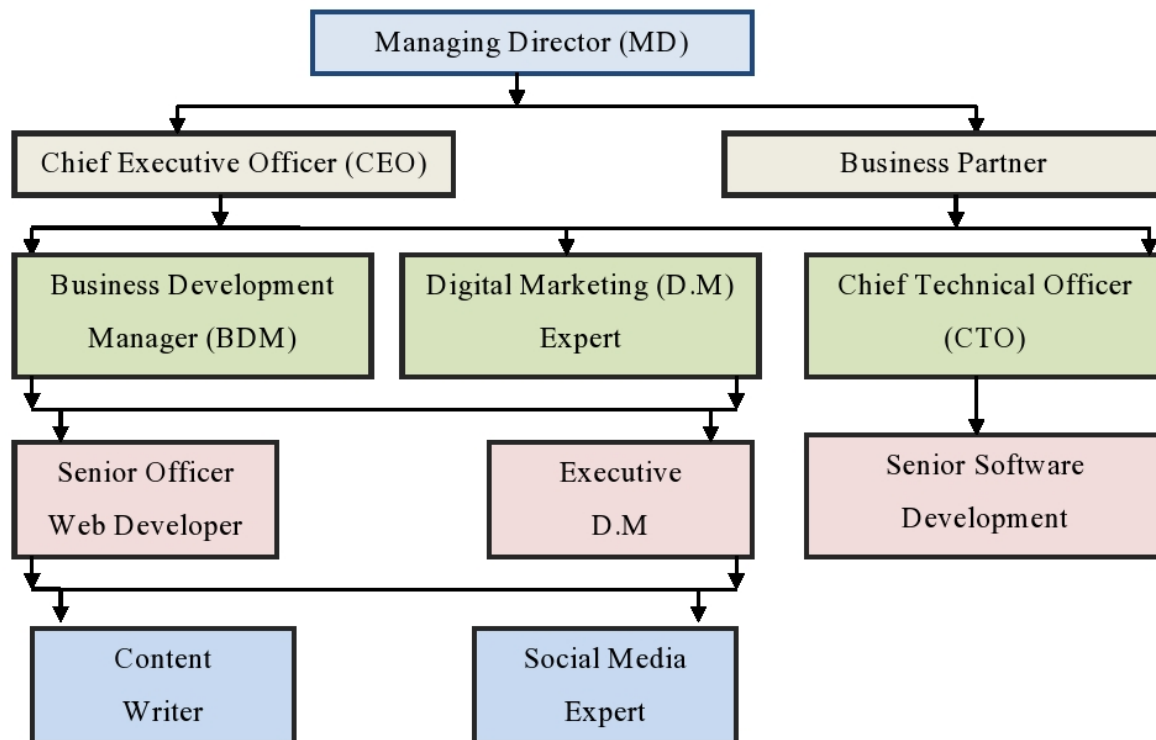


Figure 2.5: Organogram of KINATIVE

2.6 Operational Activities of KINATIVE

KINATIVE, they assist businesses in evaluating, strategizing, and implementing data, analytics, and marketing-technology strategies. With the goal of assisting their clients in transforming digital commerce, they have assembled a world-class team of digital and growth professionals. Together, they are bringing together exceptional commerce and operational skills with the KINATIVE complete stack of marketing and technology services in order to hyper-personalize and hyper-scale the transition to digital commerce. Their digital marketing firm and its customers in Bangladesh will benefit from this purchase because it gives them a strategic, cultural, and competitive edge, and it will position us to be leaders in the digital race.

It is their mission to put together a complete digital commerce solution, which comprises a top digital native-growth team, customization capabilities, a suite of cutting-edge technology and analytics to power the whole customer value experience, from strategy and design to activation and conversion. KINATIVE use their first-hand knowledge to assist businesses

meet the new challenges of marketing in the digital age by using new strategies, technologies, data, and analytics.

To be more specific, they work closely with clients to:

- Develop and execute ideas and tactics that will increase customer acquisition, value, engagement, and loyalty, as well as customer retention.
- Digital technology-solution selections, screening process, and vendor trade-offs are all guided by this document.
- Explain the implications of various operating give ideas, such as roles, structures of the organization, and methods of digital marketing operations.

2.7 SWOT Analysis of KINATIVE



An in-depth SWOT analysis is used to evaluate the business environment in order to make strategic decisions about the organization's future direction. The SWOT Analysis (strengthen, weaknesses, threats and opportunities) of KINATIVE are mentioned below:

a. Strengthens

- KINATIVE, their greatest asset is the combined intellectual capacity of everyone on their team. Digital marketing experts with a wide range of expertise in a variety of niches are at the heart of their team, which includes creative, result-oriented, and highly competent individuals.
- They provide services that are quantifiable, result-driven, and led by best practices in the industry, apart from the synergy that exists among their carefully picked digital marketing professionals.

b. Weaknesses

- The fact that KINATIVE is a new digital marketing business in Bangladesh, may take some time for them to break into the market and achieve acceptability, particularly among high-profile customers, and is likely their biggest shortcoming.
- Additionally, it may not be able to spend as much time and resources as they would want marketing their marketing agency in the mass press (such as on television and radio) as they would like.

c. Opportunities

- Many individuals and businesses have a strong online presence, and the number of people who regularly use social media platforms like Twitter, Face book, and Instagram, as well as their own smart phones and other mobile devices, means that there are plenty of opportunities for digital marketing agencies as well as for KINATIVE.
- In the digital marketing field, KINATIVE, they are prepared to take advantage of each opportunity that presents itself on any industry or business sector of Bangladesh.

d. Threats

- Economic downturns are one of the biggest challenges that they are likely to encounter. People's capacity to purchase and spend is directly impacted by the state of the economy. There's also the possibility that KINATIVE's target market may see the rise of a digital marketing agency or perhaps a social media marketing company that follows a similar business model.

CHAPTER 03

METHODOLOGY

3.1 Methodology of the Report

3.1.1 Introduction

The term "research methodology" relates to the "how" that is actually conducted in any specific research study. To be more specific, it refers to the manner in which a researcher plans and organizes an experiment in such a way as to assure that it will provide valid and trustworthy data that will meet the purposes and objectives of the research (Warren, 2020). The qualitative method was employed for this research since it is exploratory in nature and the subject and objective of the research are still up in the air. Qualitative research is the most suitable way of research for this research since it gives opportunities to understand about the lack of digital marketing activities of KINATIVE for the expansion of their growth. Researchers benefit greatly from qualitative research since it provides an excess of detailed information and allows for a wide range of options in terms of how phenomena may be analyzed (Carson, 2001). In one definition of qualitative research, "the study of phenomena's nature," such as quality, manifestation, and context, is referred to as "qualitative" (Philipsen H, 2004).

3.1.2 Research Design

The report is exploratory in nature. Any marketing or strategic plan should include exploratory research. Rather than collecting statistically precise data, it focuses on the discovery of new ideas and insights. It is most typically used to clarify company concerns, possible growth areas, and alternate courses of action.

3.1.3 Data Collection Methods

There were two separate sets of data consistent with the research and analysis. There is a lot of information here:

a) Primary Sources

Primary data may also be gathered in the following ways:

- Conversation and discussion with the employees of KINATIVE.
- An in-depth observation of the development of digital marketing operations in KINATIVE.

b) Secondary Sources

Secondary data may also be gathered in the following ways:

- Journals, Books and articles which are related to the concept of digital marketing activities in Bangladesh.
- Annual Report and the website of KINATIVE.

CHAPTER 04

ANALYSIS AND FINDINGS

4.1 Traditional Marketing and Digital Marketing

a. Definition of Marketing

The practice of drawing the attention of prospective customers to the goods and services that you provide is known as marketing. The term "process" comes up rather often throughout this discussion. Marketing encompasses a wide range of activities, including market research, promotion, sales, and the exchange of information about a company's goods or services (Philip Kotler, 2017-2018).

b. Comparison between Traditional Marketing and Digital Marketing

In terms of marketing, traditional marketing is the most well-known. When a firm advertises its products or services through traditional methods, it means using methods that aren't digital. Digital marketing, on the other hand, is the promotion of items or services to customers via the use of digital platforms (Afrina Yasmin, 2015).

Traditional Marketing	Digital Marketing
Among the more traditional forms of advertising include newspapers, television, radio, and direct mail as well as telephone.	Online advertising, social networking, email marketing, affiliate marketing, search engine optimization, text messaging, and pay-per-click are all examples of digital marketing.
There is no attempt to engage the audience in any way.	There is interaction amongst the audience members.
Getting an accurate assessment on the results is not difficult.	The outcomes are mostly quantifiable.
Advertisement campaigns are methodically developed over an extended period of time.	Advertising campaigns are designed to run for a certain length of time.
Process that is costly and time consuming.	A reasonably affordable and rapid technique of promoting the items or services
Traditional marketing tactics might be	It is possible to celebrate the success of

considered successful if the organization is able to reach significant targeted audiences.	digital marketing techniques if the firm is able to reach a specified number of local audience members.
For an extended period of time, one campaign is successful.	Campaigns may be updated quickly and simply, and new ideas can be included into any campaign at any time.
Limited consumers reach as a result of a small number of available customer solutions.	By using diverse consumer solutions, companies are able to reach a wider audience.
A year-round exposure of 24/7 is not feasible.	It is possible to get exposure all year round, 24 hours a day.
There is no possibility of becoming viral.	There is possibility of becoming viral.
Conversation that only goes one way.	Conversation that is two-way.
Responses are only available during working hours.	Responses or comments may be received at any moment.

Table 4.1: Comparison between Traditional Marketing and Digital Marketing

c. Various Elements of Digital Marketing

In digital marketing, a variety of factors worked together to make the complete outcome. There are no boundaries when it comes to smart appliances. The following is a list of the most essential aspects of digital marketing:

- **Online Marketing:** Digital marketing focuses heavily on online advertising. Advertising a firm's goods or services on the internet is also defined as online advertising. Advertising on the internet allows businesses to target their customers with the most relevant information and adverts. In order to provide free information to customers or users, publishers post information about their goods or services on their own web pages. Ads should be more effective and relevant if they are to be placed online by advertisers. The corporation is in complete command of both its financial resources and its timeliness due to online advertising.

- **Email Marketing:** Sending an email to a present or potential consumer to inform them of a company's activity is referred to as email marketing. It is used to convey advertisements, customer loyalty and promote brand, build trust with customers, and create brand exposure via direct digital marketing channels. This part of digital marketing may be used by any company to advertise its goods and services. It's a bargain in comparison to other types of media exposure, such as advertising. Products and services may grab customers' full attention if they are presented in an appealing combination of images, text, and links.
- **Social Media Marketing:** Marketing via social media is becoming an increasingly important part of the digital marketing landscape. Computers may be used to create, communicate, and share ideas, information, and pictures about a company's goods or services. Users of social networking websites devote the majority of their online time, according to Nielsen. These include Face book, Twitter, LinkedIn, and Google+. Companies may use Face book to advertise product and service events, conduct promotions that follow Face book policies, and discover new markets. A corporation may boost brand recognition and exposure by using Twitter. A company's products and services will get the best exposure possible thanks to this strategy. LinkedIn is a social networking site for professionals where they may share information and network with one another. Professionals may check a company's goods and services on LinkedIn if the page is designed properly by the company. Google+ is also a more effective social media network than Face book and Twitter. It is a social media network that also acts as an authoring tool by connecting online content to its creator.
- **Affiliate Marketing:** Performance-based marketing (PBM) includes affiliate marketing. For each new customer or visitor that an affiliate brings to a company's website, the affiliate is paid a commission. Merchants, networks, publishers, and customers make up the industry's four primary actors. They are referred to collectively as "retailers," "brands," and "affiliates," respectively. To keep up with the increasing complexity of the marketplace, new actors have emerged, including affiliate management agencies, super affiliates, and specialty third-party vendors (STVs). When it comes to affiliate marketing, there are two methods to consider: Alternatively, a company may sign up to be a partner in another company's affiliate network, which it can do in two ways. In order to participate in an affiliate program, a company's owner must pay affiliates a commission for each lead or sale they bring to the company's website. Affiliates who can access

potential market are the primary purpose of the company here. As an example, an e-zone publisher may be a suitable affiliate since its readers are always looking for new information. Offering your product or service via a "reliable" business has the potential to draw in potential customers who may otherwise be unaware of your existence.

- **Search Engine Optimization (SEO):** To improve a website's exposure in search engine "natural" or unpaid ("organic") results, search engine optimization (SEO) is used. Websites that appear often in search results tend to get more visitors because of this. Search engine optimization campaigns may target a broad variety of search categories, from picture searches and local searches to academic and news searches.
- **Pay per Click (PPC):** Pay-per-click marketing employs search engine advertising to drive visitors to your website instead of "creating" particular clicks organically. Marketing and searchers both benefit from pay-per-click. In terms of cost and effectiveness, it is the best way to market a company's products and services.

Marketing Practices of KINATIVE

Throughout this part, I've covered over the fundamental marketing strategies and practices of **KINATIVE**, such as the STP Process (Segmentation, Targeting, and Positioning), as well as the tools and implementation of digital marketing strategies.

4.2 Segmentation

Segmentation is a word used in marketing to describe the act of splitting a large population into smaller groups with comparable desires and demands. As a competitive advantage, performance enhancement, and profit maximization tool, companies use market segmentation. The following stages should be included in every company's strategy:

- Market segmentation and consumer profiling are essential in order to better understand the demands and desires of customers.
- • Focus your efforts on subgroups of individuals who have distinct requirements, goals, and preferences.
- • Create and implement effective' marketing mixes' based on market research for each target market segment.

Segmentation makes economic sense since multiple future demand functions may be projected because of market diversity. These four primary categories may be broken down into subcategories with distinct implementations. According to KINATIVE, the only way they divided the market was by geography:

4.2.1 Geographic Segmentation

Separation of the market based on location is the method. As a rule of thumb, markets can be split down to a localized level.

There are many businesses and industries in Bangladesh that KINATIVE can provide with access to world-class multi-media and digital marketing services in order to aid in the creation of a Digital Bangladesh.

4.3 Target Customers

For example, age, gender, income, education, lifestyle, social position, social class, and other variables may all be used to segment a market into smaller groups. Selecting a small number of categories to approach potential clients is the outcome of identifying segmentation. The term market targeting refers to the process of identifying, then conducting an evaluation of, and finally selecting target market groups for marketing purposes.

When it comes to corporations' target markets, the majority of the time, they are made up of consumers with similar characteristics (such as age or location) and who are deemed the most likely to acquire a company's products or represent the most profitable segments to service.

KINATIVE is focusing on more distinct groups of customers that have the spending capacity on digital marketing & consultancy services. These are listed below:

Target Customers (Industry/ Business)			
01.	Restaurant Industry	06.	Education Industry
02.	Gymnasium Industry	07.	Print and Publishing
03.	Construction Industry	08.	Healthcare Industry
04.	E commerce Industry	09.	Tech Companies
05.	Start Up Companies	And Many More	

Table 4.2: Target Customers of KINATIVE

4.4 Positioning

"Market positioning" refers to how a customer perceives a brand or product in relation to its rivals in the context of marketing and business strategy. Market positioning is the process through which a brand or product's image or identity is built up in order for others to view it in a certain way.

Every organization, in this age of digital transformation, needs the appropriate strategy in order to develop digitally. In order to provide the best answer for your business's digital development, they are at



KINATIVE combine strategy, marketing, and innovation to provide the best solution possible. On every assignment, KINATIVE, they are certain that they'll obtain the greatest outcome. For the best results, a reasonable budget is essential. With a little investment, their customer may expect a big return. Their experts are devoted to meeting the needs of clients and going above and beyond their expectations. In order to make a project a success, they, as a team, insist on treating it as our own when a client turns over the reins of a project to them and as a result of their steadfast commitment to giving value above maximizing profits. An exhaustive investigation of your image, item, and market; a plan of action for an outstanding brand procedure; and a compelling storey online are all part of the process. They make sure that your online business is accessible to everyone by making everything responsive. One of the most remarkable things about them is their digital computerized action plan, which employs a community-oriented approach to transform inventive ideas into successful online organizations. It's possible that your rivals may use a variety of tactics to undermine your company's position. Their professionals are also well-versed in environmental threats, both theoretically and practically, and they have all the necessary strategies to keep you safe while still allowing you to succeed.

4.5 Digital Marketing Strategies and Practices for Separate Industry by KINATIVE

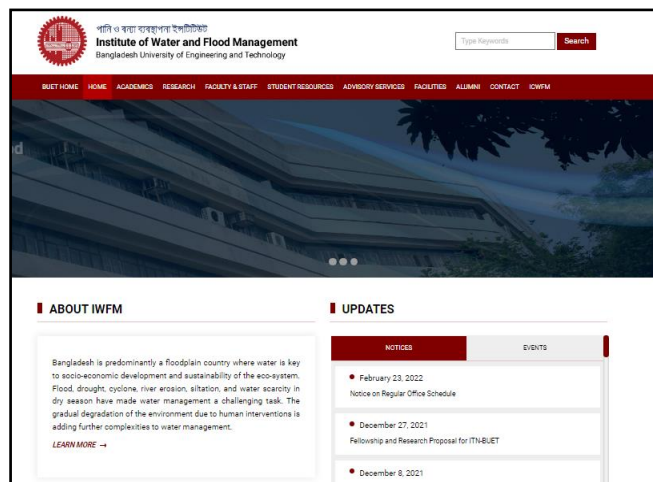
KINATIVE, they provide 360 degree digital solution to meet your every digital need. They have a growth mindset. So the main goal behind all of their services is your business growth and automation.

Some of their digital marketing strategies, activities and practices for separate industry of Bangladesh are listed and detailed below:

4.5.1 For Educational Industry (BUET IWFM)

a) Website Redesign, Development and Content Management

The previous website of the institution was outdated and not up to the mark. KINATIVE, they took the redesign process to create an 18 page fully dynamic and responsive website with minimal but impressive design and a content management system. They automated the process of teacher's profile creation. They also did photo shoots to provide better quality image in the website.



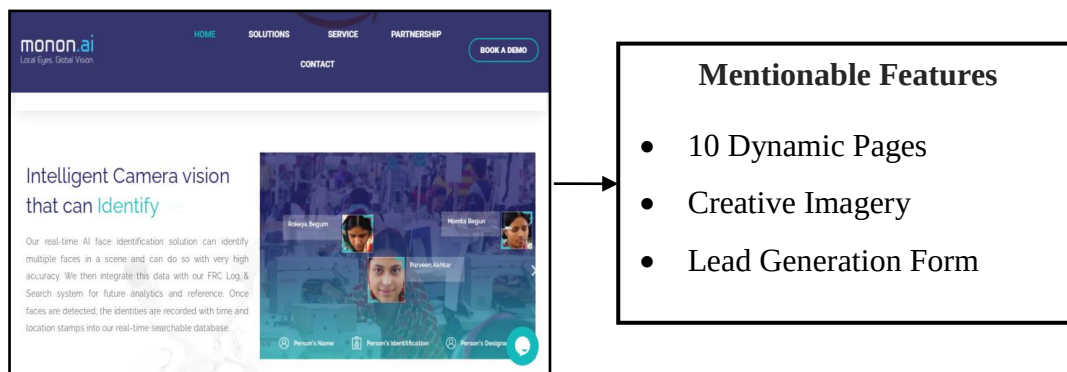
Mentionable Features

- 18 Dynamic Pages
- Teacher Profile Automation System
- File Authentication System
- Event Management System

4.5.2 For Artificial Intelligent Research Company (MONON AI)

a) Web Development

One of the leading Artificial Intelligence Research Company of Bangladesh, Monon AI, needed to revamp its website to present the solutions to not only the local but also the global audience. The challenge was to describe the artificial intelligence based product concepts in a very simplified way so that the target audience can get a grasp. This project is done under the KINATIVE.



4.5.3 Super Shop E- Commerce Platform (NURTAJ)

a) Digital Marketing, Animation & Campaign

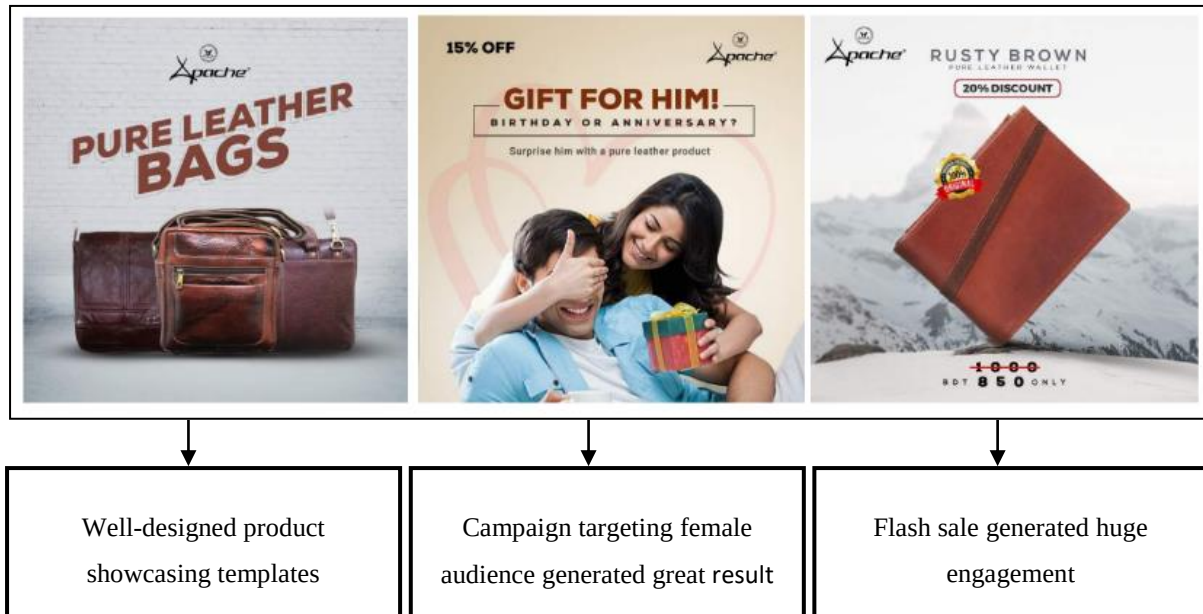
Nurtaj is a renowned super shop based in Narayanganj that started its E-commerce journey with a dream of full Bangladesh coverage. They have a goal to be one of the prominent multi-vendor e-commerce platforms of Bangladesh. KINATIVE, they took it seriously and besides online sales push they also focused on Branding. They are continuously launching campaigns to make the platform familiar.



4.5.4 Leather Based Lifestyle Brand (Apache Lifestyle)

a) Digital Marketing + Animation + Campaign

Apache Lifestyle, an exporter and importer of premium leather goods wanted to launch its own brand and step into the retail world. KINATIVE, they launched the Brand online and through continuous campaigns, offers and promotions we managed to get sales immediately. Now they are trying to create a trusted Brand out of the company.



4.5.5 Fine Dining Restaurant (Sector Seven)

a) Digital Marketing + Animation + Campaign + Photo shoot + Video-grapy

Sector7 Restaurant and Party Center is renowned in the Uttara sector for its great interior and fine dining quality food. But the social media presence was never up to the mark. Our primary goal was to uplift the social media presence by premium high quality contents. Besides that, we launched regular campaigns to increase the engagement and brand awareness.



Area targeted campaigns to introduce new customers

Special Days based campaigns

High quality photo shoots and creative design

4.5.6 Training Institution Industry (UY LAB)

a) Digital Marketing and Animation

During the pandemic, the leading training institution faced a drop in lead generation and student registration rate. KINATIVE, they implemented forced marketing for both online and offline batches with regular engaging contents with creative copy and discount offers to push sale and there was an increase in the overall result.



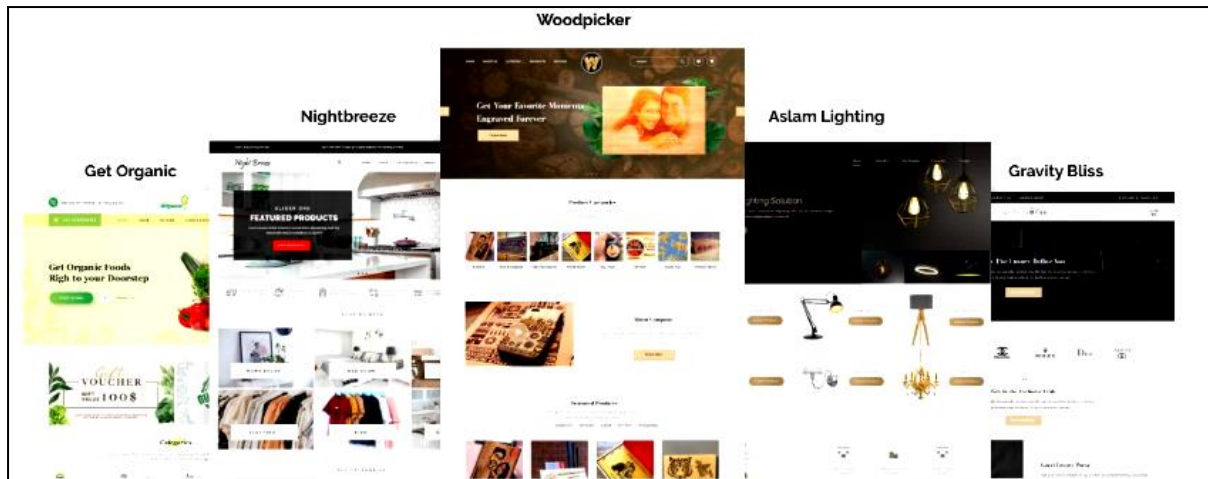
Arranging offline free classes to attract students

Showing the outcome of courses in creative way

Offer Based Creative Design

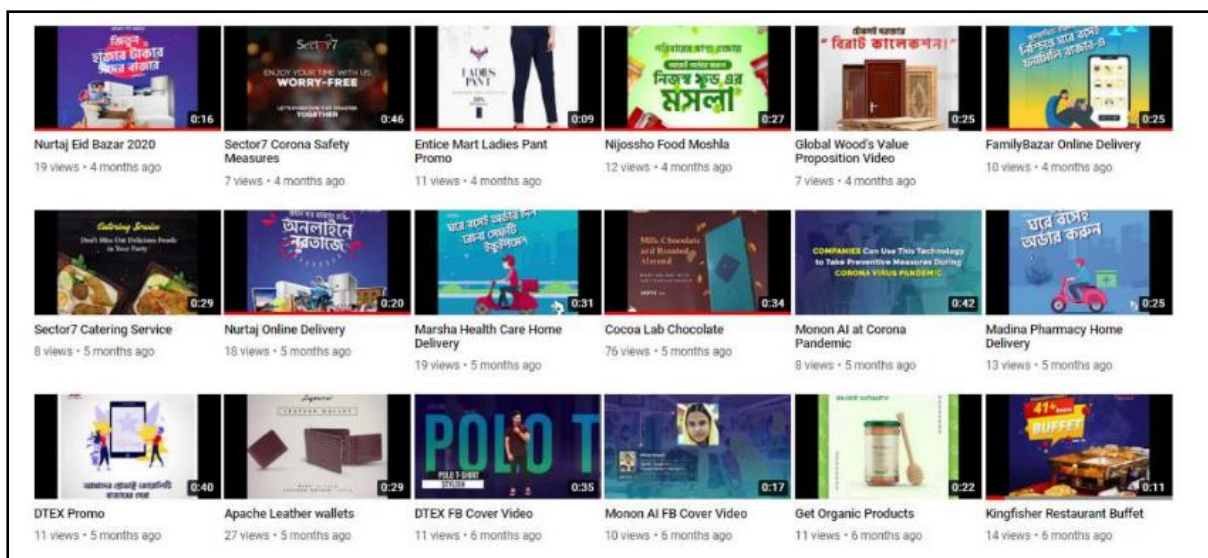
4.5.7 E- Commerce Solution (Fully Custom Design)

So far KINATIVE, they have created over 100+ Custom designed ecommerce website for clients from home and abroad. Every business is unique and we believe that the ecommerce websites for the businesses should be unique too. They don't use any rebuild theme. They create the design from scratch and develop the site following industry standard process.



4.5.8 Animation and Motion Graphics in Online Platforms

They have created almost 200+ motion graphics video. It is to say that motion graphics and animation is one of our strongest suits. They have their own you tube channel showcasing all the video goodness they have created so far.



YouTube: <https://rb.gy/ppicwu>

4.6 Advantages of KINATIVE's Digital Marketing that Brings to the Growth of their Clients



Since rapid technology advancements, digital marketing has transformed the purchasing behavior of customers. Consumers benefited from KINATIVE's digital marketing efforts in a variety of ways, as shown below:

4.6.1 Keeping up with the latest products or services

Consumers can keep up to speed on corporate information due to digital marketing tools of KINATIVE. In modern environment, a large number of consumers may use the internet from anywhere at any time, and firms are continually updating information about their goods or services.

4.6.2 Grater Engagement

Consumers may participate in KINATIVE's various activities via the use of the firm's digital marketing initiatives. Online purchases and feedback may be provided by customers who visit a company's website and read information about the items or services, as well as provide comments.

4.6.3 Detailed Descriptions of the products and services that being offered

KINATIVE's digital marketing provides consumers with clear information about the products or services they are interested in. There is a slight chance that information collected from a retailer's representative may be misconstrued. Buyers may rely on and base their purchasing choices on the wealth of product information available on the Internet.

4.6.4 24/7 Shopping

The fact that the internet is accessible at all hours of the day means that there are no limitations on when a consumer may purchase a product online. KINATIVE provides these

services to their clients that becomes easy to their consumers to purchase products and services at any time.

4.6.5 Share Contents and Boosting of the Products and Services for Increasing Customer Traffic Flow

Digital marketing provides viewers with the opportunity to spread the word about the product or service they are seeing. It is quite simple to share and get information on the attributes of a product or service from others when using digital media to do so.

A successful of this strategy of KINATIVE is shown below:

Boosting Performance Expansion – **Google Doc link** where the breakdown is given for the initial boosting performance for a certain client.

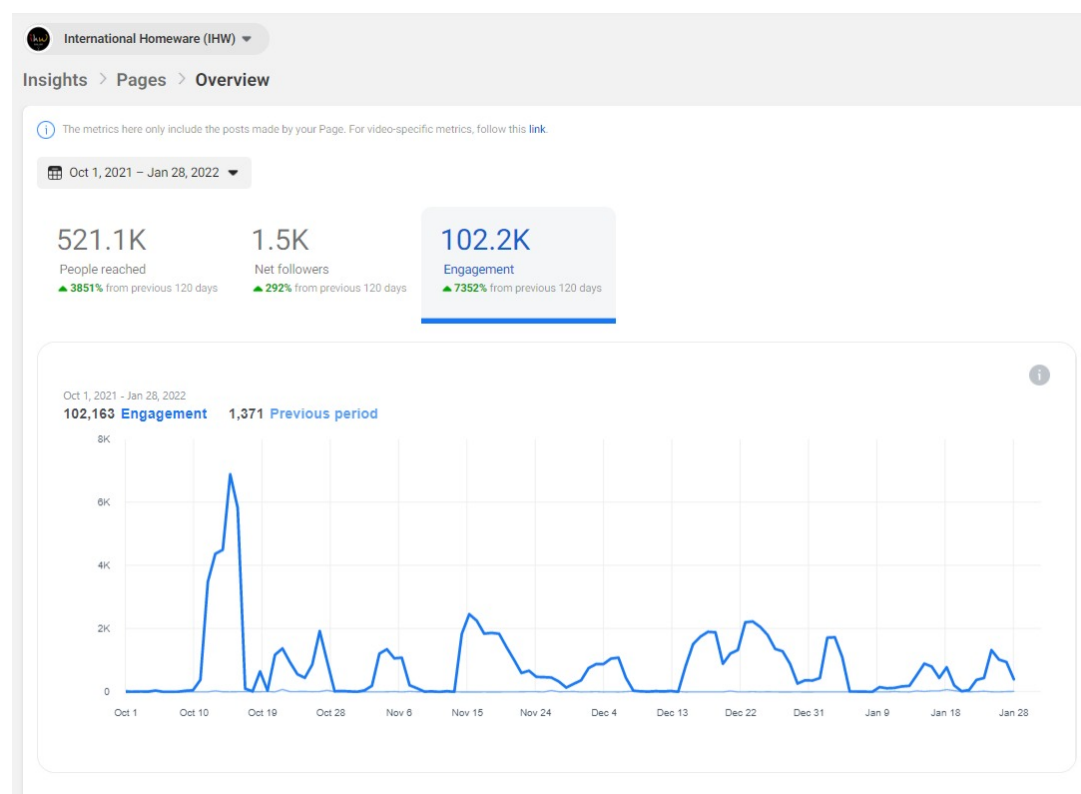


Figure 4.2: Boosting Performance Expansion By KINATIVE

Digital Marketing campaigns are pretty cost effective that large number of audiences/potential customers can be reached for particular product/service at the same time with very less expenditure. Here is a graphical Page overview for a reputed client which got hundreds of more audiences reach after boosting the necessary contents and campaigns. Along with the reach, the net followers and engagement increased noticeably at a large number.

4.6.6 Enables Instant Purchase (Increasing Sales Growth)

Customers that use traditional marketing first see the advertising and then visit a real business to acquire the items or services are referred to as "traditional marketers." Customers, on the other hand, may acquire the items or services immediately via digital marketing of KINATIVE.

4.7 Findings

According to **KINATIVE's** current condition and digital marketing operations, there are many impediments to their business growth. **KINATIVE** serves digital marketing strategies to their clients in overall the Bangladesh. The development of their firm faces several obstacles, such as the existence of many of digital marketing agency in this industry.

KINATIVE's digital marketing business is affected by the following factors:

4.7.1 Rather of Concentrating on Existing Customers, New Customers are prioritized

New customers (online) are often overlooked by **KINATIVE's** business development team when formulating sales and growth strategies for their digital marketing services.

A strong client base and recommendations are critical to company success, but it is equally crucial for businesses to discover new consumers and engage current customers by giving competitive rates and discounts to attract new customers.

When it comes to engaging existing customers and clients, KINATIVE, they aren't making any effort in the areas of R& D on digital marketing.

4.7.2 Optimizing Digital Marketing Budgets and ROI

With the development of digital channels and predictive analytic technologies, marketers are now required to optimize the marketing budgets and the ROI (Return on Investment) to best meet the business's requirements. In this case, KINATIVE faces the challenges to literate their clients about the system of implementing the digital marketing strategies. Most of the time, their clients invest minimal budget for the campaign of digital marketing but desire to get greater positive outcomes of ROI.

4.7.3 Maintaining a Competitive Edge in an Ever-Changing Industry

Digital technology is quietly but steadily altering the fabric of our existence. Whether it's the way we interact, the information individuals consume, or the way they absorb information, everything is continuously changing. Moreover, this trend is only expected to persist and

grow in the foreseeable future. The manner that product and service firms interact with their consumers online is evolving as they become more direct and interactive with their customers. This is just going to become bigger. As a result, KINATIVE sometimes has difficulty keeping up with changing the latest trends in digital marketing operations in the context of the country of Bangladesh.

CHAPTER 05

RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations

STP and digital marketing strategies of **KINATIVE** have identified several obstacles and a lack of marketing activities that might have a negative influence on the company's development and competitiveness.

Some of the recommendations are developed based on study and findings in order to support the firm in attaining and sustaining company growth in this competitive market.

5.1.1 Developing Customer Centric Model

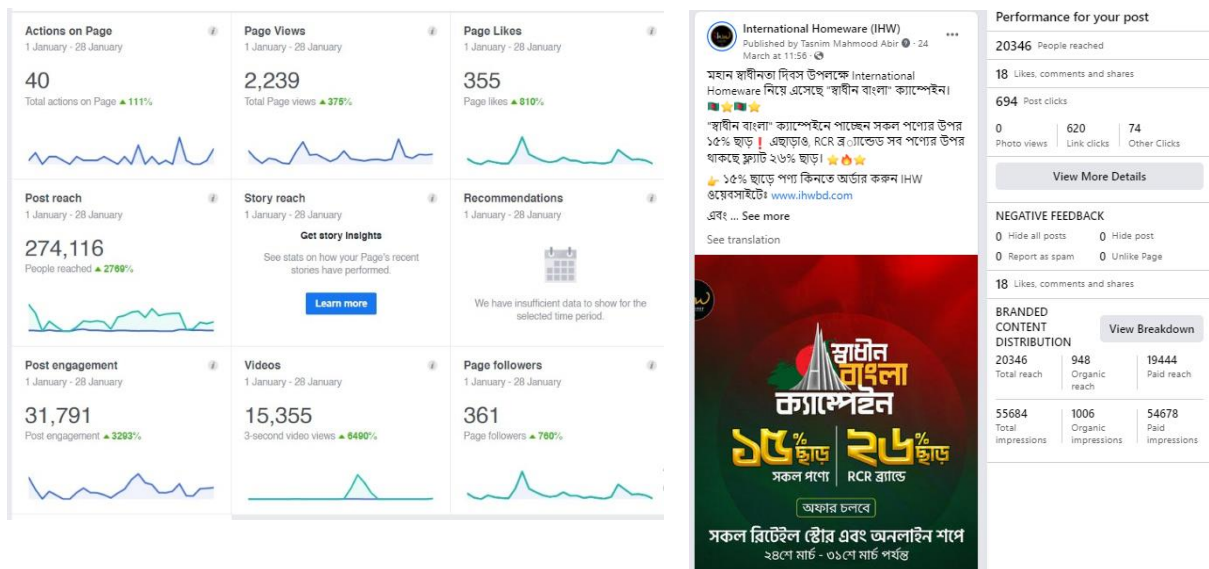
- In order to maintain a competitive advantage, **KINATIVE** should place equal importance on serving both current and future online clients. Although the digital marketing firm might focus on supporting current customers, it is crucial to remember that new customers and clients must be attracted if the company is going to expand and develop.
- Therefore, it is important to do research on the broad demographics of the market that the company wishes to target. What distinguishing features do they have? Determine what their needs are and create customer profiles that take into consideration both their current online behavior and any possible needs that may arise in the future. Machine learning and predictive analytics solutions are provided by firms like **KINATIVE** in this situation, allowing for more accurate character design.

5.1.2 Explaining the Clients about the Advanced Digital Marketing Tools and Campaigns with the Proper Way

KINATIVE, they should use advanced analytics and online analytical processing on a regular basis to their advantage. The value of each lead created by a marketing campaign may be assessed by a skilled marketer. It is needed for them to explain to their clients with proper evidence how each digital campaign affects lead generation and contributes with various techniques to reach out to their target audience in order to improve their campaigns for better results in ROI. For example:

	IHW Lunch Box ...	Extend	Off	Using ad ...	Usin...	7..	83 Post Engagements	486	498	\$0.01 Per Post Engagem...	\$0.60
	IHW Lunch Box msg		Off	Using ad ...	Usin...	7..	10 Messaging Conversations St...	1,841	1,981	\$0.21 Per Messaging Co...	\$2.09
	IHW Bakeware set		Off	Using ad ...	Usin...	7..	5 Messaging Conversations St...	1,460	1,710	\$0.48 Per Messaging Co...	\$2.42
	IHW Puja Fest Video traffic		Off	Using ad ...	Usin...	7..	578 Link Clicks	9,512	10,028	\$0.01 Per Link Click	\$3.65
	IHW Eshop Video eng 2		Off	Using ad ...	Usin...	7..	2,975 Post Engagements	4,404	4,491	\$0.001 Per Post Engagem...	\$2.24
	IHW Puja eng		Off	Using ad ...	Usin...	7..	704 Post Engagements	5,412	6,310	\$0.01 Per Post Engagem...	\$5.91
	IHW Puja Traffic		Off	Using ad ...	Usin...	7..	1,030 Link Clicks	27,623	56,155	\$0.01 Per Link Click	\$15.35
	IHW Toaster MSG		Off	Using ad ...	Usin...	7..	7 Messaging Conversations St...	2,701	3,462	\$0.58 Per Messaging Co...	\$4.06
	IHW Gas stove ...	Extend	Off	Using ad ...	Usin...	7..	41 Messaging Conversations St...	10,015	14,625	\$0.32 Per Messaging Co...	\$13.25
	IHW Coffee insta eng		Off	Using ad ...	Usin...	7..	158 Post Engagements	2,000	2,216	\$0.02 Per Post Engagem...	\$2.76
	IHW Eshop Video eng		Off	Using ad ...	Usin...	7..	23,942 Post Engagements	30,223	37,149	\$0.001 Per Post Engagem...	\$17.19
	ihw kettle carousel - msg		Off	Using ad ...	Usin...	7..	35 Messaging Conversations St...	16,823	26,116	\$0.80 Per Messaging Co...	\$28.02
	ihw kettle carousel		Off	Using ad ...	Usin...	7..	288 Link Clicks	15,408	21,299	\$0.02 Per Link Click	\$5.07
Results from 15 campaigns						7..	Multiple Conversions	114,332 People	186,040 Total	Multiple Conversions	\$102.61 Total Sp...

One set of ad campaigns are shown here which are value of more than \$100. The chart shows the delicate results of how much reach, engagement, conversions and spending that made through these campaign.



Even we can determine how the page is working whether effectively or not through the Page Insights. When a single campaign is being launched, we can also find the result immediately. The further steps are being taken based on the result that the Facebook Metrics display.

5.1.3 Keeping Touch with Social Media Platforms and Modern Technologies Regularly

KINATIVE, they should take advantage of the platforms where their target audience is most engaged and get in touch with them often. It's best to use social media monitoring tools like Hub spot to do this. The product or service might be seen as a part of the discussion when they are able to grasp what others are expressing about it and what they anticipate from it. Marketers must stay on top of the latest developments to avoid missing out on potential sales opportunities, whether it's the introduction of a new social media platform or the development of new technology to enhance a company's marketing efforts.

5.2 Conclusion

Over the past several years, there has been an explosion of interest in digital marketing. At the moment, there are around 81.66 million internet users in Bangladesh, with more than 30 million people actively engaged on social media platforms. Since 2017, there has been a 15% rise in the number of people who are active on social media. From this point of view and according to the findings of the study if KINATIVE takes the steps on their lacking of digital marketing strategies and activities, with a sort of time they can be captured the digital market of the Bangladesh as well as the growth of the sales of the agency.

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Appendix

Internship Completion Letter



To Whom it May Concern

This is to certify that Tanjimul Shah Shefan has done his internship in the Digital Marketing & Project Management department at our organization from 01/11/2021 to 01/02/2022 (3 months).

During this time period he has taken responsibility for client service, social media marketing and management, strategic planning and all other internship level tasks. He managed to perform all the required tasks with utmost sincerity.

During his tenure of service here, we observed him to be an honest diligent personality and his services were found to be satisfactory. We wish every success in his future endeavors.



Sincerely,
Tasnim Mahmood Abir
Co-founder | CEO
Kinative
01762292201
tmabir@kinative.com



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