



“Digital marketing services of Bitspearhead Limited”

Sakib Ahmed

WINDOWS USER

BITSPEARHEAD LIMITED

Internship Report on
“Digital marketing services of Bitspearhead Limited”

Submitted To:

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Subject: Submission of the report on “Digital marketing services of Bitspearhead Limited”

Sir,

With due respect, I have much honor to present my report on “Digital marketing services of Bitspearhead Limited”. I am submitting my report of my 3 months internship in Bitspearhead Limited Bangladesh. By preparing this report I had learned a lot of new things and inside of digital marketing. The information that I had gathered from is very valuable to me and it will be helpful to my entire life. I had done a lot of hard work to prepare this report, I hope this will help me to full fill me degree requirement.

So, I there for pray and hope that you will help me with proper guidance to prepare this report.

Your obedient student,

.....

Sakib Ahmed

ID: 111142212

ACKNOWLEDGEMENT

First, I want to give my gratitude to my Almighty Allah to keeping me mentally, physically well to prepare this internship report and also want to thank my mother to keep in her prayers.

I also want to give my heartfelt gratitude to my supervisor Mohammad Tohidul Islam Miya,

Assistant Professor, United International University. He also inspired me to prepare this internship report on 'Digital Marketing on Bitspearhead Limited'. He helped me in many ways, he provided me a guideline and a book of whole digital marketing concept and shared me many real-life case studies of different digital marketing agency to develop my knowledge.

I am also indebted to thank my immediate line manager Mahmudul Islam (SR. Executive Platform Management) and Tasmia Alom (SR. Executive, Human Resource), Tanvir Hasem (Country Sales Manager), for giving me an amazing working environment and cooperation. They had provided the many information about our organization, our suppliers, our ^{partners} and our clients. I had visited a lot of Company with our sales team to learn in-depth knowledge about digital marketing, in these months I had worked with our operation team and run so many campaigns like Pohela Boishakh Campaign, EID Campaign, and World Cup Campaign etc.

I had worked really hard in these months as Operation Trainee, Now In this month I had got permanent job in Bitspearhead Limited. My responsibility has become changed as before I had worked in operation team, now I am more closely working with sales team, both knowledge has helped me to prepare this report. I got support from every employee in Bitspearhead and I express my gratitude to all of them. Their valuable contribution is what made this report possible.

Executive Summery

Bitspearhead (the authorized reseller of YAHOO!) started its journey from 9th May, 2016 and since then has been pioneering massive disruption and innovation in the digital arena through their myriad product solutions. We are 70% inventory owner of ESPN CRICinfo, Cricbuzz, IMO, Beauty-plus and True caller, Share-it, Viber. We are working with Sizmek DSP, Sizmek Tracker and Yahoo/ Verizon.

Our work is mainly communicating with brands and inform them that we have direct ad space in ESPN CRICinfo, Cricbuzz, IMO, Beauty-plus and True caller, Share-it, Viber. We are working with Sizmek DSP, Sizmek Tracker and Yahoo/ Verizon. We are the direct publisher in Bangladesh so client don't need to bid so price don't fluctuate, we have a fixed rate of advertisement space and some primium inventory like pop up ad on ESPN & Cricbuzz which Google DSP cannot provide. Then we provide them a media buying plan for client and upon the approval, the client will send all required creatives and other campaign execution related information. After getting all the campaign materials we send them to the counter-team which is SVG (Seventy-Nine Media) in India. According to the plan, SVG will contact with Publisher (Such as ESPN cricinfo, Cricbuzz) and Publisher will publish our ad on their app/website.

I have worked here as a trainee (operation) for four months, from February 2019 to May 2019. My key roles are: preparing strategies for new campaigns, monitoring, reporting & analyzing results, connecting with respective regional platform teams, coordinating with sales team to find new prospects, and maintaining relationship with clients etc.

Now from June 2019, I am working as an Executive Sales & Operation Management. My key roles are: managing client's digital media campaign, communication with brand managers, onboarding new clients, developing digital media campaign strategies, and monitoring digital buying outcomes etc.

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Chapter-1

Introduction

Background

This report is the internship report which have to prepare by every student of university who have taken internship program to complete their BBA program. A student has to join an office as an intern after completing all courses, although internship program is a course but it is quite different from other courses, students have to attend interview like job interview to join a firm as an intern. Here students will get practical knowledge about the real-life corporate world, this knowledge is quite different from theoretical knowledge. Actually, the knowledge we gather during university life is actually a half away from practical life, these three or four months which known as ' Internship program' this program is taken when a student is in his/her last stage of BBA degree.

In Bitspearhead I was joined as an operation trainee for 3 months where I got practical knowledge of digital marketing, I got the topic of 'Digital Marketing of Bitspearhead Limited' by Mohammad Tohidul Islam Miya, Assistant Professor of School of Business & Economics, United International University.

Objective of this Report

Primary Objective: Internship program is one of the vital prerequisites of completing BBA program, this is the primary objective to prepare this internship report for completing BBA program from the Business & Economics Program of United International University.

Secondary Objectives:

1. To describe total overview of Bitspearhead Limited
2. To learn functions of Bitspearhead Limited
3. To learn a basic knowledge of Digital Marketing
4. To identify problems of Bitspearhead Limited
5. To recommend some solution to a Digital Marketing Company.

Methodology

Methodology combines all the activities that required to conduct the study and generate into the report. I had collected primary and secondary data.

Primary Data:

1. Discussing with my colleagues
2. Daily new tasks that I had got from my Line Manager
3. One to one conversation with my colleagues

Secondary Data:

1. The internship report that I had taken from United International University
 2. Different features and document published by Yahoo India, Verizon America, Sizmek Global and other published documentary about Digital Marketing on Google.
 3. E Commerce book by Laudon 2017 edition
 4. Official Website of Bitspearhead Limited
-

Limitations

There are some limitations that I had faced for preparing this report.

1. 2019 is one of the major turning points of my life, I had joined office this year and my younger sister got married in this year so that I had faced so many personal problems.
 2. The study is prepared on the basis of Bitspearhead Limited, overall digital marketing is a huge thing to cover.
 3. Some data was very confidential and they did not disclose to employees who are in their provision period.
 4. Lack of time as I am a full-time employee, organization I didn't get much time to prepare this report in office and in home I did not get much time too.
-

Chapter-2

Analysis of the Industry

Specification of Digital Marketing Industry

In general marketing means creating value for any product or services. Advertising in business is a part of marketing. Advertisement is a paid Marketing Communication that use to communicate, encourage, manipulate about the product and services.

Most of the local company's advertisement is done by third party which is known as agency. An advertising agency is an organization which is based on service and do media planning, creating advertisement and media buying and publishing those content on different advertisement Medias.

In-house advertisement agency is becoming popular in recent years most of the companies have pretty much advisement campaigns on the whole year. It's expensive to hire a tired party agency who charges service charge as well as a specific percentage of agency charge.

Example: Pram has more than 1300 brands and they launch four brand in every quarter and discontinue those brands which are not doing well in business. They have to publish hundreds content everyday so it's expensive for Pran to depend on third party. They have launched O&Z Solution to plan, create publish their content on media.

Television was one of the most popular media of providing advertisement in 90's TV advertisements spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was traditional methods are expensive compared to digital marketing channels, in traditional media you have to spend a lot to get awareness of people. In Bangladesh TV channels charges on minute's basis of Advertisements.

Traditional marketing channels cannot provide instant feedback and reports about who saw or heard an ad, and we cannot take action by watching advertisement in Television.

In digital marketing, advertising has become more specific and real time basis. It is the combination of marketing methods that is performing in real time where can we select the campaign time, audience time and the interest of those people whom we are targeting by our campaign. It is possible to Target those who needs the product or service by specific targeting parameters. In targeting option we have Income level targeting, Location targeting, Time Targeting, Gender Targeting, Interest targeting etc. We even can frequency capping: Such as in ESPN every person is capped that a person can't see the advertisement more than 4 time.

Digital Marketing Bangladesh

Digital marketing in advertisement sector has experience continues growth. Before that industry faced the dominance of print media and satellite channel. Although the need of street paintings or bill board has been declined. Apart from old traditional marketing, digital marketing involves with strategy driven tactics identifies the target segment of a product. In digital marketing we can identifies the customers based of their age, gender, location, interest, income level etc., even in niche marketing we can target IMEI numbers of hyper targeting .It's a solution to advertise the product or services on different platform such as YouTube, Facebook etc.

Due to increase of mobile phone transection, the ecommerce based companies are getting huge advantage, EBay, Amazon, Ali Baba has become one of the most Traditional industries are also switching to the e-commerce based selling as well as traditional stores.

In Bangladesh after 2014 we are using ecommerce sites such as Daraz.com, Prioshop.com, Chaldal.com and Bikroy.com etc. in huge number. Online payment facilities by banks also helps to boosts the online digital marketing.

Patao, UBer, Food panda, Chaldal.com, Shohoz.com, Truck lagbe, sheba.xyz is actively using digital platform for their advertisement. Now we cannot see a video without watching a TVC before it starts.

Traditional companies are moving to digital platforms. Now we can to even think a company having social media account or website.

E-Currier services has also faceted companies sell their products on digital platforms. Digital platforms like IMO, Viber, and True Caller are generating profits by allowing Google advertisement services on their apps.

The features of digital marketing are developing step by step. Most of the organizations are focusing digital platforms to advertise their products such as Shazgoj.com only does advertise their website/ App on digital platforms such YouTube, Facebook, Beauty plus, Ucam perfect and other beauty related app.

There are more advantage then traditional advertising platforms such as it's less costly as we have niche targeting option in Digital marketing we can find right ROI in digital marketing, we can run campaign on our objective basis, we can run regular banner campaign for regular brand awareness, we can have lead generation campaign for sell based campaign or precooking campaign, we can have cost per activation or cost per sell campaign on digital marketing. That's why companies are moving towards digital platforms.

Digital Marketing atmosphere in Bangladesh

The total population in Bangladesh is over 167.2 million from this number 157.2 million people has mobile subscription .From 157.2 million users 55% of the mobile users have internet connection the number is around 91.82 million among them 34 million people uses social media platform daily and among them 32 million people use their smartphone for their social media account .



When people using the internet, they unconsciously help to grow the annual digital growth in Bangladesh.

Chapter-3

Analysis of the organization

Customer

Customers are the major concern of all kinds of business whatever the business model is Business to Business model or the Business to direct customer model. We have to make customer satisfied by our product or service.

Need address of customers

Bitspearhead has developed their business model on Business to Business or Business to Brand basis. We the advertisement solution for brands. Brands are usually depending on agencies where Brands are developing advertising ideas and agencies are creating creative for bands. Brands decide where they should promote the advertisement. Then agency buys advertisement space on Television, Newspaper, Event or Digital platforms. For digital media buying Brands have to depend on different Publisher or agencies for advertisement, we came out with a solution with several Advertisement platforms They are IMO, ESPN Crickinfo, Crickbuzz, Share-it, True caller, Beauty Plus, Verizon DSP and Sizmek DSP services where we can provide advertisement (Brand Awareness campaign), Engagement advertisement (Cost per click campaign), Cost per installment Campaign, Cost per lead Campaign, Cost per sales Campaign. So, bands don't have to so many different agencies for full filling their need, we came out with an easy solution for them.



Value Proposition

In our country advertisement is still depends on offline basis most of the local organizations depends on traditional media. Although some of the organizations are started spending on digital but most of the sending of digital go to Facebook and Google.

When Google and facebook the dominant market player other direct platforms like: Yahoo, Prothomalo, Espncricinfo.com, Bikory.com etc. has losing their customer base on advertisement sales.

Advertisement agencies are forcing Brands to spend on facbook and google instead of publishing their advertisement on direct media buying platforms so Brands has become helpless and now they are spending in a huge number now on facebook or Google in force driven way. They were searching a solution to get rid of dominance of facebook and google's huge advertisement cost and they want to try direct platform to get some new feel in digital advertisement.

Biitspearhead Limited has come out some product solution to make customer free from dominance of huge advertisement costing in Google and facebook and provide them a new feel in advertisement though some direct advertisement solutions.

We are the exclusive official representative of world-renowned brands like YAHOO, ESPNcrinfo, Cricbuzz, iMO, Shareit, Truecaller and also Verizon DSP. Being an official representative of top global

provider, we have some unique capability and uncompromised authentic execution are our key competitive advantage let me give you some brief of our key platform.

Yahoo! In Bangladesh, Yahoo is in number 5 position in terms of most visited website. It has premium audience of more than 17 million users in Bangladesh. This platform has the capability of serving more than 200 Million impressions in a month. It's more than 1.7 Million active Users on Mail reacts to different brands and their purchasing behavior on yahoo properties helping brands to reach and engage to their target market.

ESPNcrinfo: As Bangladesh is Cricket crazy nation, ESPNcrinfo serves the best brand visibility into its platform. We ensure highest number Share of Voice through its regular good number of audiences. Its audience is spending more than 264 Million minutes every month.

iMO Messenger: iMO Messenger is considered as 1st largest Messenger app in Bangladesh. Time to time, iMO replaced Whatsapp and Viber from our country. iMO is serving more than 18 Million unique users per month from Bangladesh and this platform can serve over 30 million impressions in a day. Its Native advertisement capability ensures maximum brand visibility to its targeted audience.

Also, SHAREit, Beauty App, Truecaller, Sizmek and Verizon DSP are the other ad platforms that we are serving. For years, we have developed different industries for better brand engagement in the digital arena.

Revenue Model

Our pricing strategy: We are the direct publisher of Yahoo.com, ESPN Crickinfo, Crickbuzz (App), Beauty plus, Share-it, True caller, IMO, Verizon Dsp and Sizmek DSP in Bangladesh.

We do not charge any commission from brands like agencies. We book a bulk amount of advertisement space from Yahoo, IMO, Share-it, True caller, Beauty Plus, ESPN circkinfo and Crickbuzz and we resell the advertisement at higher price space to band and agencies.

We have a fixed CPM rate and we not try to cross the margin because after that Bitspearhead have to face loss for under margin selling.

Our review model:

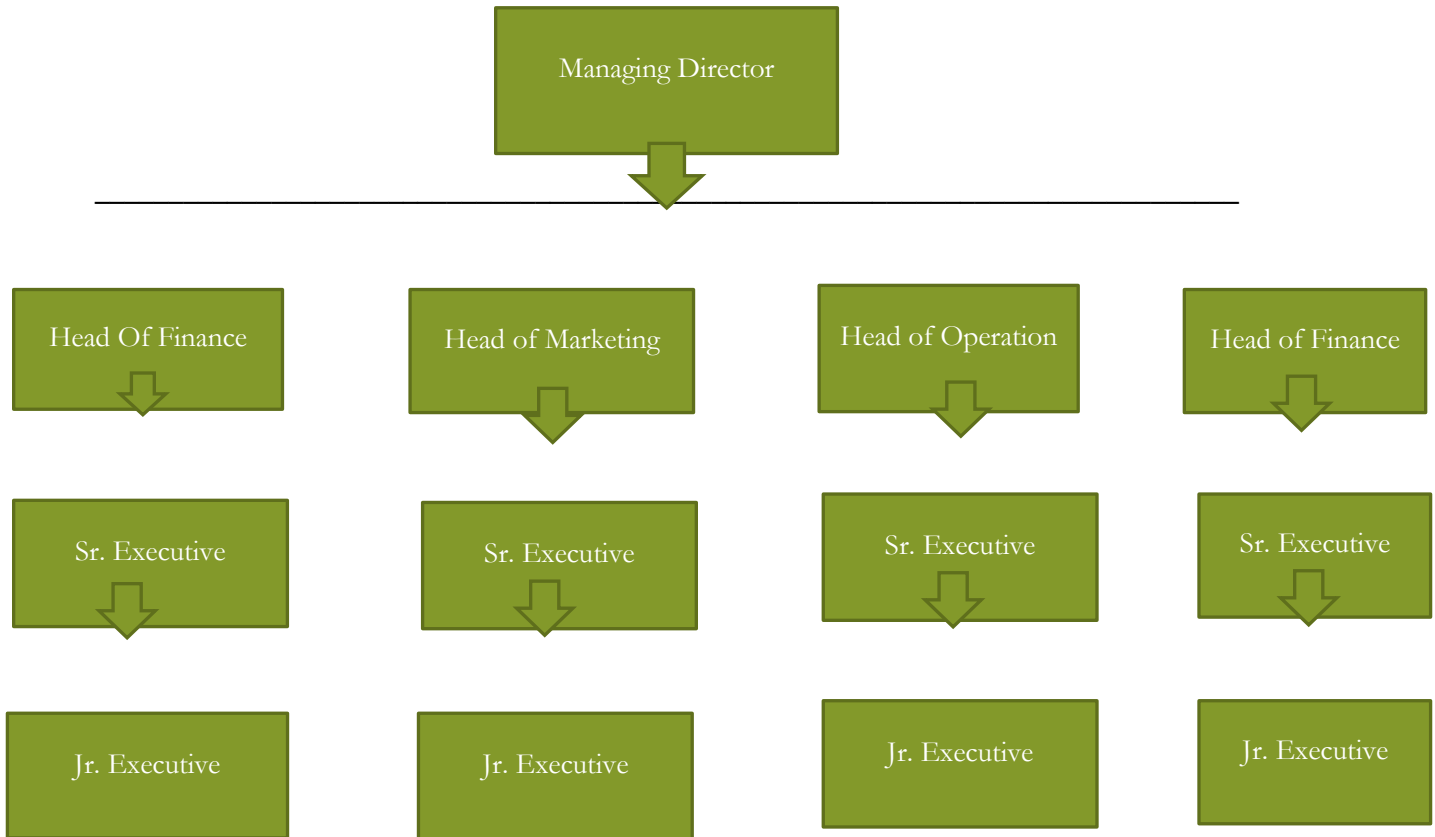
- 1) Buying cost
- 2) Our percentage
- 3) Our expenses (All kind of operation and execution Cost of our Company)

Total Price of the service

There is always an exception case here is the story of that: Pran is a leading organization who spend huge amount in every advertisement media in Bangladesh. We were trying to onboard pran for a long time but it did not happen as our advertisement space is premium then local direct publishers such as prothomalo.com or Bikory.com so our price is high. We arranged a meeting with IMO team India and we have given them a special rate this contract is given for 6 months with Team IMO and Pran.

Management Team

Our management structure is discussed here:



We are following this structure in our organization. This is one of most common organization hierarchy models.

In our organization Our Managing director is Radi Chowdury and Tanvir Hasem Bhuiyan is the head of Marketing or sales, Senior Executive of sales is SF. Hossain Shantu and Junir Executive of Sales is Sakib Ahmed (Me). Our operation head is Mahmudul Islam. Our Finance Head is Wahid-U-Zaman. Our Human Resource head is Tasmia Alam.

Organizational Development

Human resource policy of organizational development is different from organization to organization, here it is discussed.

Our Permanence policy

In every organization there is 3 month of provision period for each employee. They have to full fill their KPI's and responsibly according to month to month. In every month he or she have an observation meeting, here his or her performance will be reviewed. An employee can be retained or terminated after this 3 month of provision period. In some cases, provision period can be extended based on the HR review.

Our Salary Structure

Basic

House rent allowance

Transportation allowance

Heath allowance

Gross Salary

Bonus: Bonus is given two Eid which is half of Gross salary. Bonus is given to only permanent employees.

Special Performance Bonus: Special performance bonus is given to sales team members after full filing 100% or above target achievement.

Increment of Salary: It's totally based on our Managing director's decision. An employee has to constantly meet their KPI's and Have to improve overall companies' position. Then he/she can apply to the HR for his or her salary increment. HR will let the managing director know after reviewing the employee's overall performance. If the Mnagng director becomes satisfies by the performance of the employee, the employee get increment.

Promotion: There is a half yearly review of all employee's overall performance. Here all employee's performance is reviewed by HR and our Managing director, after reviewing their performance. Some of the employee gets promotion along with reward.

Leave: The employee shall be entitled to 10 casual leaves (Paid), 14 sick leaves (paid) and 21 days of government holidays. The employees will also be entitled to 14 casual leaves.

Termination: For provision period, the employer may terminate the agreement and employ's employment at any time by giving one-month notice period writing or payment of one month's salary.

For permeant employ's 3 month of notice period is given.

Company

For a company's overall marketing strategy development, we have to focus on marketing mix by E. Jerome McCarthy, – price, promotion, product and place (distribution) – which constitute the most common variables used in constructing a marketing mix.

The marketing mix of Bitspearhead Limited is discussed here.

Product

Bitspearhead (the authorized reseller of YAHOO!) started its journey from 9th May, 2016 and since then has been pioneering to cause massive disruption and innovation in the digital arena through their myriad product solutions.

We are 70% inventory owner of ESPN CRICinfo, Crickbuzz, IMO, Beauty-plus and True caller, Share-it, Viver. We are working with Sizmek DSP, Sizmek Tracker and Yahoo/ Verizon.

ESPN Crickinfo & CRICKBUZZ: We redefine the screen advertisement and bringing brands “Alive” through 3D advertisement, GIFs, video ad, static ad or even interactive game in JAVA format. We also can provide pop up ad.

IMO, Viber: Here we go for brand awareness IMO is widely used in rural are and people of middle income use it for CPM campaign we will charge for each view.

Imo is for B & C category of people targeting, currently 15 million Bangladeshi people are using IMO and it has become second largest voice call & video calling app after messenger.

Viber is used very less in Bangladesh but it has upper middle class and Higher-class people we can go for CPM campaign. Both ad platform has static ad (only image).

Share it and Beauty plus: Share it also used widely in Bangladesh but most of the clients are young, we can promote youth products through share it. Beauty plus is also a popular app used by girls. We can have beauty products advertisement for women trough beauty plus. Both app provide static ad content.

True caller: We can provide full road block for 7 days on all ad unit of True caller, True caller has sophisticated consumers. Brand can provide in all ad properties of true caller by taking 7 days road block service.

We can provide advertisement service on client's objective it they want Brand Awareness then we can go for CPM campaign when we will charge by consumer view, if they want Brand's Conversation, we can go for CPA consumer per action click, they want conversion on sell we can charge for Lead conversion where we will place a pixel on clients landing page on advertisement space .We can count how many person buy the product or service.

We are not agency we are the direct reseller of this ad platform: ESPN CRICinfo, Crickbuzz, IMO, Beauty-plus and True caller, Share-it, Viver. So, we don't charge any percentage we directly sell the ad space to the brands.

Sizmek: We have on bordered Sizmek tracker so that we can track the impression, lead, click amount more accurately. We provide tracker service to brands where they can track accurately, there is transparency between us and our clients.

Verizon/ Yahoo: We provide cutting edge optimization and razor-sharp targeting by Yahoo's Gemini Ad Platform.

Yahoo is owned by Verizon media. Verizon has restructured to better organize as a company for the future of the market, shifting from a focus on Telco to an expanded technology company. We streamlined the organization into three business units: Verizon Consumer, Verizon Business and Verizon Media units. These business units all share the same brand equity of Trust and Innovation.

It is a great news for us we are going to launch Sizmek DSP service, it has AI enabled bidding service where we can buy the ad space of any platform from such as: Google, Facebook or any platform in any OS Windows, IOS etc.

We have launched Verizon DSP service in June 2019.

At Verizon DSP, we can go for predictive marketing through Verizon DSP's data. Predictive marketing is a marketing technique that involves using data analytics to determine which marketing strategies and actions have the highest probability of succeeding. It has a place in the marketing technology landscape, as companies make use of general business data, marketing and sales activity data, and mathematical algorithms to match patterns and determine the best-fit criteria for their next marketing actions. Companies that utilize this strategy strive to make data-driven decisions to yield better results.

We provide native advertisement on Yahoo news portal and their different partner's page such as Adobe, Flickr, and Tumbler etc. We can have different type of campaign through Verizon DSP where we can bid any ad space on any platform from Google, Facebook etc. they are:

1. Cost per click campaign on Yahoo properties or its partner's property.
 2. Cost per view campaign on bidding properties on Google, Facebook or other platforms and property both in App & Website.
 3. Cost per complete view of Video
 4. Cost per installation of app & app engagement.
 5. Cost per lead or sell campaign.
-

Price

The overall pricing of our services is given here.

Yahoo! Gemini		
Properties	Billing basis	Offer Cost
Native	CPC	\$0.06
ESPNcricinfo		
Properties	Billing basis	Offer Cost
Leaderboard (Web)	CPM	\$1.92
MPU (Web)	CPM	\$1.92
Overlay (Web)	CPM	\$6.60
Standard Banner (APP & WAP)	CPM	\$1.92
MPU (APP & WAP)	CPM	\$1.92
Interstitial (APP & WAP)	CPM	\$6.48
Cricbuzz		
Properties	Billing basis	Offer Cost
Standard Banner (APP & WAP)	CPM	\$2.40
MPU (APP & WAP)	CPM	\$2.88
IMO Messenger		
Properties	Billing basis	Offer Cost
Native MPU (APP)	CPM	\$1.92
ShareIT		
Properties	Billing basis	Offer Cost
Home Page Banner (APP)	CPM (min \$350)	\$1.80
Splash Screen (APP Launch)	CPM (min \$350)	\$2.16
Radar Banner (APP)	CPM (min \$350)	\$1.56
BeautyPlus		
Properties	Billing basis	Offer Cost
Top Banner (APP)	CPM	\$3.60
Splash Screen (APP Launch)	CPM	\$5.40
TrueCaller		
Properties	Billing basis	Min Budget
Roadblock	CPM	\$4,700
AfterCall Screen, Call View, Inbox, Notification		

For Verizon and Sizemek: App installment campaign, Cost per lead campaign, Cost per view campaign, Cost per click campaign or Just impression campaign. We actually fix a meeting with the brand team of

different brands with Team Sizmek and Verizon by direct or Skype call. Sizmek team and Verizon team provides them the rate of service and by this way we charge the brands.

Sizmek team and Verizon team provides them the rate of service and by this way we charge the brands.

Place (Channels used to reach the customer)

Reaching customer is a challenging thing for a sales person like me because I am a very fresh graduate and don't know how to communicate with brand managers and fix a meeting with them. The strategies that I use to reach the Brands and agencies.

Calling over phone: Most of the cases we need to reach customers thorough phone the steps are:

1. Calling to the given number of the company in their website or facebook wall: I do call to the number which is given by the company's website or facebook and try to collect the number of the brand manager or person who manages the digital media buying.
2. Calling to brand managers and fix a meeting: I do call the brand managers and try to fix meeting over phone.

Visiting companies and try to collect the contact information and try to set an appointment: In most cases by calling over phone does not help us to fix a meeting , we have to visit the company and try to meet the brand managers or collect the brand managers number after that we have to call them and fix a meeting .

Attending seminars and marketing related events: Attending seminars and marketing related events helps us to connect with different agencies and concern person who does the advertising of a company. Marketing related events are helpful for us to learn about the current digital marketing scenario and it also helps us to connect with Brand managers and Agencies easily.

Promotion (Acquisition Strategy & Retention Strategy)

Promotional activities are quite different from regular companies as we are not a regular company, we cannot promote our products, and we cannot run advertisement companies in different media. We have different technique of promotional activity they are:

Acquisition Strategy: We the employees are promoter of Bitspearhead Limited, we visit many marketing related events arranged by different companies and agencies it helps us connect more with the digital advertisement market. Here we exchange our cards and collect the Brand managers and agency people's numbers after collecting the contact information we do visit the brands and agencies. This way we acquire customers.

Retention strategies: We do provide gifts to brand managers or agencies when do visit them gifts are not dowry, they a goody from Yahoo: T-shirt, Pens, Pads, and Water Jug etc.

We do provide special rate of our services to some of the loyal companies and it's a part of our retention activities.

We trough party such as After Eid Greetings party for our loyal customer in convention halls.

We arrange coffee meetings for informal meeting with brands.

We do maintain a good relationship with them after providing services, visiting in their home or attending their family function also a part of retention strategy.

Chapter-4

Industry Analysis

About the industry

Advertising industry is always very competitive, if we do not have good quality of service and competitive advantages we cannot sustain in long run. We do have many competitors, some competitors are direct, and some competitors are indirect. Our competitors are given below:

Direct competitors: Direct competitors those who provide same or product or services as we serve different platforms so we do have different competitors. Google and Facebook the major competitors of us. Agencies who has the direct publishing ability to the app or Website we work with are also the direct competitors of us.

Indirect competitors: Indirect competitors are competitors who satisfying customer's need in a different way. Indirect competitors, Television advertisement, Event activity, Bill board and Banners, Newspaper advertisement, Posters, Magazine etc. are the major competitors of us.

Now we can talk about each plat forms direct and indirect competitors:

Yahoo: For yahoo.com we are only direct publishers in Bangladesh do not have direct competitors we have indirect competitors like Google DSP in digital, TVC in Television or Banner ads in road.

ESPN Crick info And Crickbuzz: We are direct publisher of ESPN crickinfo and crickbuzz we do not have any direct publisher competitor in Market, we have indirect competitors like Google DSP in digital, TVC in Television or Banner ads in road.

IMO: IMO is the most popular app and has huge inventory we are not the only publisher we have a direct competitor here. Ad Play is an agency who already got a deal with IMO they are direct publisher of IMO too. Our in direct competitors are Viver, Whatsapp and Messenger's direct advertisement publishers.

Share-it: Share it is the platform which is extremely popular in young generation and rural areas they do use share-it a lot, as it is not popular in mainstream customer base, we are only publisher of Share-it. We do not have any competitors in here but we can post advertisement trough Google in android platforms.

True caller: We do not have any competitor in true caller we are the only publisher, although we can post ad trough Google but when we provide advertisement in True caller we do have 24 hours inventory for 7 days in a campaign for whole Bangladesh so Google cannot post their advertisement in Truecaller at that time, we can post advertisement trough Google only when any kind of 7 days road block campaign is not live.

Beauty plus: We are the direct publisher of Beauty Plus we do not have any direct competitors but we have indirect competitors like Ucam perfect beauty app for female, Candy camera for female.

Verizn DSP and Sizmek DSP: Both are competitors to each other as they are offering same type of service, we do consider which platform can give us service in less expensive way. They have direct competitors like Google DSP, Facebook, Windows and amazon's inventory.

Compleitive Advantage

Compleitive advantage makes a company more sustainable in this competitive market. As Bitspearhead is currently doing amazing in Digital market we have some competitive advantage too, they are:

Implication of third-party tracker for more transparency: We did implement Sizmek tracker wich is a third-party tracker of Impression, click, app installation number, lead or sell counting. We do make a account for each customer in Sizmek's live dash board and they can see how much Impression, click, app installation number, lead or sell happened. So total transparency insured as it is a paid service customer have to pay to get this service.

Regular reporting: we do send report in every 3 day and share regular screenshots to customers that their campaigns are live.

Full reports with different measurement criteria: Most company do share only three or four measurement criteria. We do share every days Impression, clicks, unique clicks, Click trough rate, Page views rates, Video view 10%, 20%,30%, 50%, 80% and above.

Informal relationship with customers: Relationship buildup is the major issue in digital advertisement industry, we do maintain good relationship with customers with visiting them regularly, providing them gifts, inviting them for party or attending their internal programs etc.

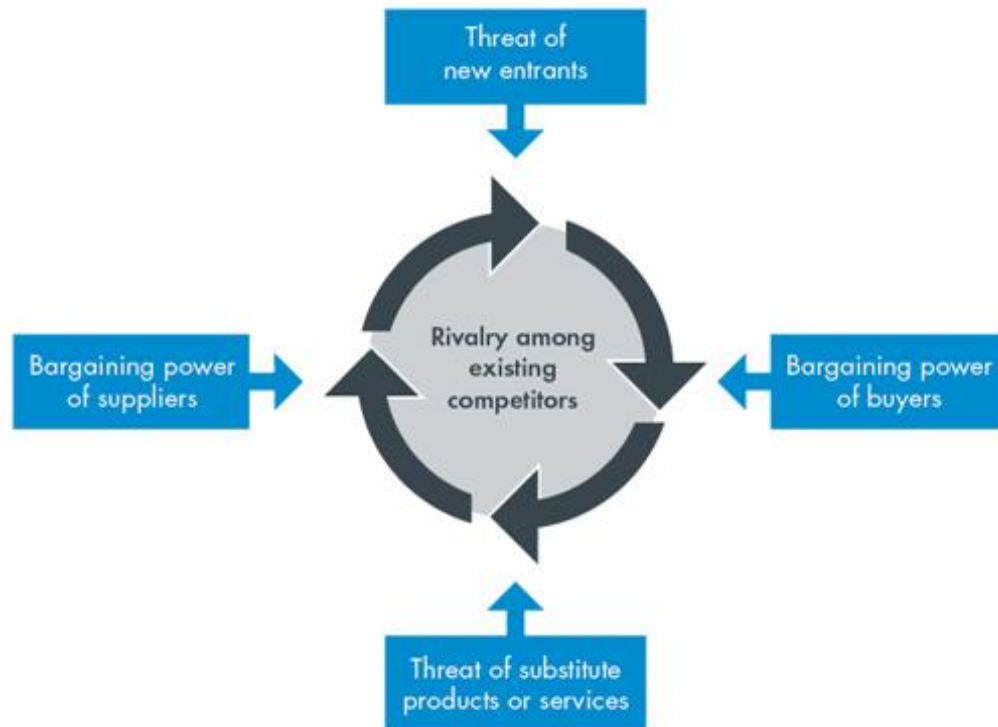
Fixed CPM rate: We have a fixed CPM rate for each and every advertisement platform as bidding trough Google can charge huge in special occasion like EId time when everyone want to post in IMO, Share it or ESPN in that time as huge bidding and completion is happening Google make the price huge and in here we do a favor to the companies as we the direct publisher and our CPM rate is less expensive then Google.

No fraud: We do not manipulate in our reporting; we do not charge high as we have fixed CPM rate, we do share the rate to every client of us.



Compleitive advantage

Five forces of competition



Michael Porter's five forces framework is a tool which helps analyze the competitive environment of a business. Almost every company faces this problem. The five forces are described here:

1. Threat of new entrants: Profitable companies who have been running successful business in a country they dominate the full industry. New entrance of similar companies may become a threat to the existing companies. For this reason, the existing companies don't let the new companies to enter the market; they follow some steps which make the new companies face some difficulties.

Government policies are some cases sanctioned to monopolies. That's why new companies face new problems to follow the government rules. Example: Bitspearhead has to follow 15% VAT rule as our service is for digital products as well as we have to add extra 15% price when we send the money to our mother company which is in India; we have to pay 15% extra VAT to the government as we are following foreign business strategies too.

Customer loyalty goes to the existing companies; that's why new companies face difficulties. Example: We are very new in this industry; we need to explain to the big corporate houses as Yahoo has existence in this market and we have introduced it.

2. Threat of Substitutes: A substitute is a product that has different technology to solve the same need of customer. Example: Tea and Coffee are different product but this two product can remove someone's stress.

For Bitspearhead there are many agencies who are working for ATL or BTL are substitute competitors as we are only focused on digital platform.

We have direct substitutes such as Facebook, Google as they are digital platform and can target the same customers through their targeting options.

Although we are offering less price then competitors companies are facing switching cost as the agencies have already become official agencies and have long term relationship with them.

3. Bargaining power of customers: The bargaining power of customers have become a huge treat for small companies as we are competing already established companies who has high relativity. Customers often ask for tree trail or less CPM for test campaign. We have to face loss in cases of onboarding new campaigns.
 4. Bargaining power of suppliers: As we are working under SVG media, we have to face extreme bargaining situation. Example: We have to pay 15% vat as we are working with foreign customers extra then 15% of government tax. We have to pay 30% of the service. We have less profit margin as the SVG don't consider less profit and even have to arrange free trail for customers for long run business and the costs bear by Bitspearhead.
 5. Competitive rivalry: As we are working in this industry in 2016 we have some direct competitors in some cases they can charge less than us as they don't have any via like SVG media in our case. They directly communicated with IMO and charge less price then us. They contact our existing clients of IMO such as Pran & Walton and offered less CPM than us and tried to get the business
-

Chapter 5

Internship experience

I am currently working as an Executive, Sales & Account management at Bitspearhead Bangladesh Limited.

Before this job I had worked as Operation Trainee for three months in the same Company Bitspearhead Limited. I had worked really hard in these months as Operation Trainee, Now in May, 2019 I had got permanent job in Bitspearhead Limited. My responsibility has become changed as before I had worked in operation team, now I am more closely working with sales team. My both job responsibilities are written below.

As a Sales & Account Management Executive my key responsibilities:

Managing client's digital media campaign:

Pre-campaign (Collecting client's info)

Budget: At first, I have to think about the company's budget. Based on company's financial strength I do prepare proposed media plan for them. Actually, our company try to maintain a long-term relationship with customer so that both customer's company and our company can grow together.

Product type: Based on the client's product type we do prepare media plan for them. Example: Kumarika (A female based FMCG producer company) was selling hair oil previously, recently they have launched a Soap with same brand name Kumarika we propose them to do their campaign on Beauty plus which is a female based app and with this campaign they have got a huge visibility for their product.

Target customers: Target Customers is a target segment or clients of the product or service, most of the time brands do awareness campaign to attract new customers but base of the customer is same. Example: Lux is a women centric product by Unilever they want total brand awareness for B and C category people so we run a campaign for IMO which is the most used messenger app in Bangladesh and which is used mostly B and C category of people and we did a awareness campaign of LUX in IMO on the other hand Dove which is a premium Soap product by Unilever they want to attract A and B category of people and for this we run Viber campaign by targeting women segment of Viber .

Target location: We can target location of a campaign such as Hungry naki want to do a CPI (Cost per Installment) campaign only in Dhaka and Metro area was targeted.

After collecting client's info, sakib decides on:

Suitable campaign type:

Impression (CPM campaign): CPM campaign is one of most commonly used campaign type of brands. It is totally for brand awareness no engagement and no conversion are generated here. It means cost per thousand impression we do charge our client.

CPC campaign: CPC campaign is one step forward from CPM campaign CPC campaign means cost per click we charge only when the customer clicks the advertisement and stays on the landing page for 10 seconds.

CPI campaign (Installation campaign): Cost per installation on mobile android app. This is the most popular campaigns we are running as most of the companies have launched their own app to purchase their product and services and we try to install their app on their clients smartphone for this we use our Yahoo's inventories, Google's advertisement space by Sizmek and Verizon media's DSP service then we show the company's advertisement to the clients and in the advertisement we show then to install the app of the Company. Like we are running Evaly's app installment campaign on Sizmek DSP and Verizon DSP service.

CPL campaign: Cost per lead campaign is possible by Yahoo's advertisement platforms and Sizmek DSP and Verizon DSP's advertisement platforms. These advertisements have a special offer and the client has to input their name, address and phone number in some case home address to get the offer and by this way we collect lead and delivered to the client and we charge on per lead collection

CPE: Cost per engagement campaign or cost per sell campaign. It is one of the most expensive formats of Campaign it is offered by Verizon DSP and Sizmek DSP services and available for those company who try to sell their products by E-commerce website. We have not run any kind of campaign like this as it is a test campaign, we are offering some clients like Walton E-commerce website, Othoba.com to run a test campaign with us through Sizmek or Verizon DSP.

CPCV Campaign: Cost per complete view campaign. Cost per complete view campaign are run for online rich media video type of content for brand awareness. We run the video advertisement of the company on different website or app by Sizmek and Verizon DSP, we charge only when the customer sees 30 seconds of the advertisement.

Suitable platform based selected campaign type:

For CPM – ESPN, Crickbuzz, Imo, Truecaller roadblock, Beauty plus

For CPC – Yahoo, Imo, VerizonDSP

For CPI – Sizmek/Amazon advertising DSP and Verizon DSP

For CPL- Sizmek/Amazon advertising DSP and Verizon DSP

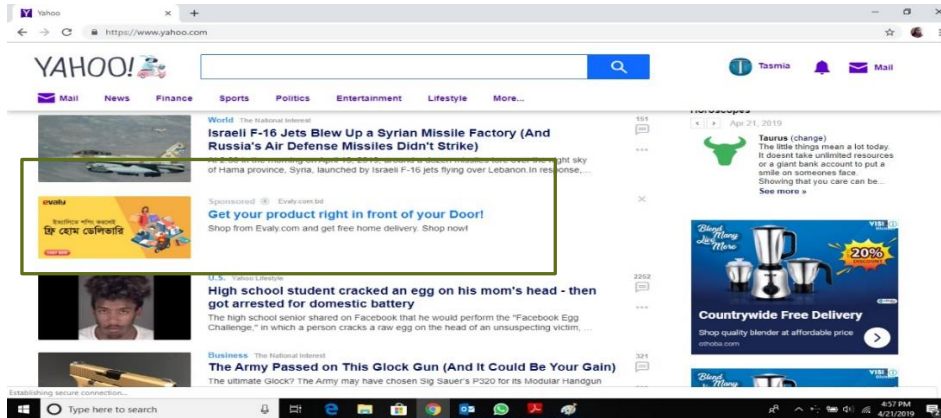
For CPE - Sizmek/Amazon advertising DSP and Verizon DSP

During Campaign

Ad Placement (Choices depend on Platform decision)

For Yahoo:

Native: Native ads comes out when anyone going through some content or news and sees this type of contents these are created by our Yahoo team idea and it looks like the real contents or news but sponsored by different brands. These native advertisements cannot remove by advertisement blocker.

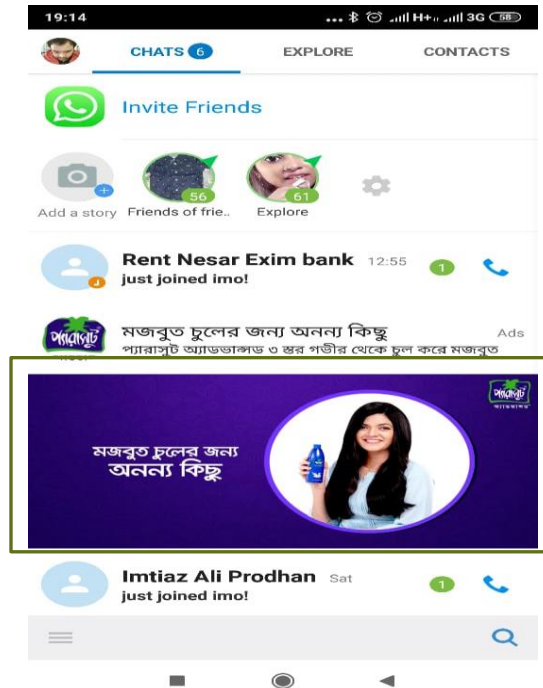


Banner advertisement on native newsfeed on Yahoo

Banner advertisement: Banner advertisement is also possible in Yahoo inventory and these advertisement goes through content and the advertisements are removable by ad blocker.

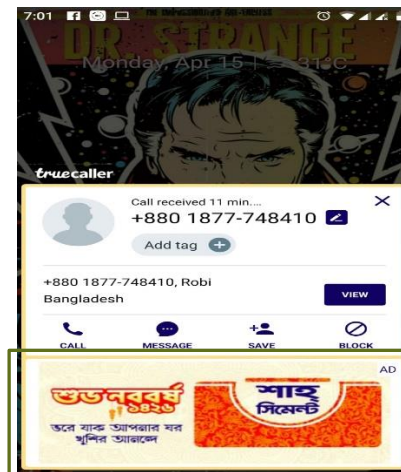
For Imo:

Call list native banner is the only advertisement space in imo we sell .It can be sold in pure impression basis where we charge a specific amount on 1000 views and it can also be sold on cost per click also we charge only when the customer clicks the advertisement and goes to the landing page of the advertisement and stays there for more than 10 seconds.



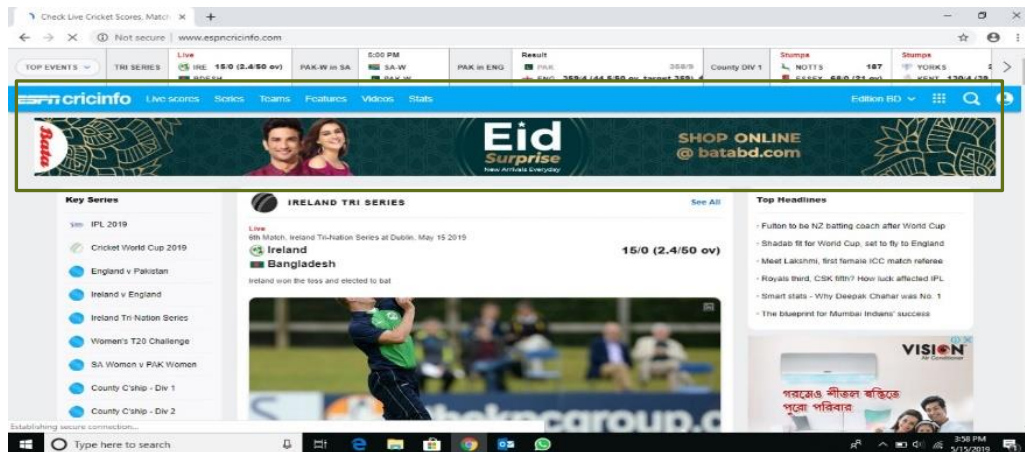
(Imo Advertisement)

For true caller: For true caller we have different rate at it have to be sold for 7 days for a specific company's campaign. The campaign will take over all the advertisement inventory (call list native banner, calling banner, spam notification banner, missed call banner etc.) for 7 days.



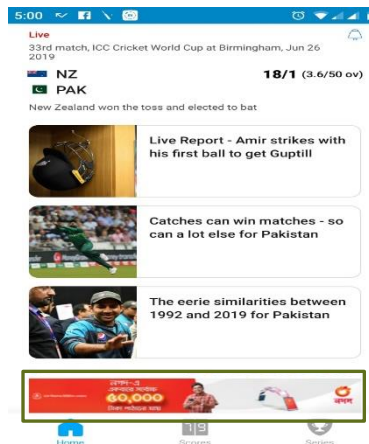
(True caller advertisement)

For ESPN Cricinfo: For ESPN crickinfo we have 3 different option to sell they are website on Desktop, Mobile website on Smartphone browser and app inventory .There different charges for these different option's advertisement inventory and we try to sell combination of all inventory to the clients then the average cost of the advertisement inventory become lower than some specific advertisement inventory. The advertisement inventories are sold in Cost per 1000 impression basis. The advertisement inventories are Leaderboard and desktop MPU for desktop, standard banner and mobile mid page unit for app and web version for ESPN crickinfo.



(ESPN Cricinfo advertisement)

Crickbuzz: Crickbuzz is extremely popular app and we only sell the app space inventory. They are standard banner for Mobile app and Mobile mid page inventory for both Android and IOS devise.



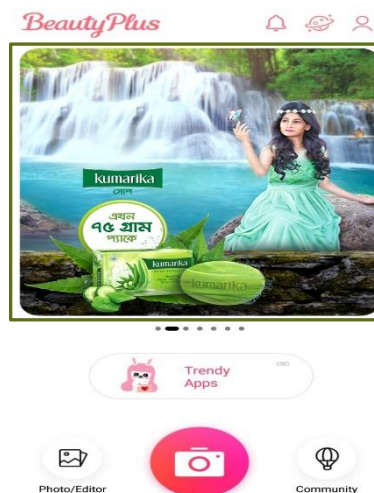
(Crickbuzz advertisement)

Share-it: Share-it is extremely popular app in Bangladesh this app is now in 2nd position in Google play store in free category position. This app has 3 inventory they are native content video and Image banners, Rader banner and Home page pop up banner.



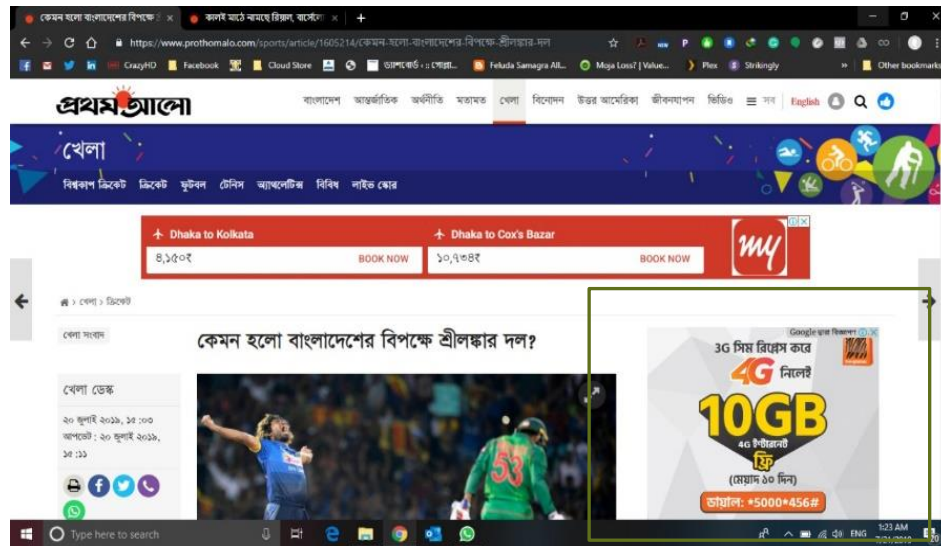
(Share-it Advertisement)

Beauty Plus: Beauty plus is a popular beauty camera app for women which enables to post edit the picture after clicking it. This is totally women centric app and we have home page banner for beauty plus app. We useally run women centric products advertisement on beauty plus such as- Kumarika hair oil and Unilever Auysh run their advertisement on Beauty Plus.



(Beauty plus Advertisement)

For Verizon and Sizmek: As Sizmek and Verizon DSP are capable of any kind of campaign we can run the advertisement in anywhere of android property and any time we want but we have to insure the website and app have the advertisement space available on that time and after then we have to bit by Sizmek and Verizon DSP to get the advertisement space and if we get the space after bidding we can post the advertisement on the website or app on that bid time.



(Banglalink Advertisement published on Prothom alo bid by Verizon)

Time Targeting:

For Yahoo: we can have specific time of a day on Yahoos inventory. The advertisement can be live on the client's choice of timing and our artificial intelligence AI-technology targeting by Yahoo.

For IMO: Imo is also targeted by time at any time of the day.

For Share-it: Share-it is also targeted on anytime of day.

For True Caller: For true caller we have 7 days minimum campaign day for one specific campaign.

ESPN Crickinfo and Cricbuzz: We cannot do time targeting on ESPN crickinfo and crickbuzz but we can do specific day targeting on these platforms.

Execution of the campaign (During the campaign)

After getting the budget we Lock the campaign and send the campaign sheet (Details) to India team to run the campaign and set a pixel for the specific campaign so that we can see the result of the specific campaigns. On my request, Finance dep't. Of bitspearhead send RO or amount of buying to Indian team.

Monitoring the campaigns (During the campaign)

Monitoring the campaigns on campaign period is one of hard task and our operation team has a strong responsibility to maintain the campaign. We have to prepare a specific account on sizmek live dashboard

They are going to answer me this type of question.

Are the campaigns going to live on the specific time?

Did we take the screenshot when the campaign goes live and shared to the clients that their campaign is running on time?

Are we sharing periodical result of the campaign to clients for regular update?

Is any complain aroused by client or they have any quarry about the execution of the campaign?

I have to ask the client if they want to share some different creative or increase the budget or decrease the budget, if they want to pause the campaign or extend the campaign time etc.

After Campaign

Reporting: After campaign we have to prepare the full report of the campaign in a report it contains

Total Impression: We have to sum all the impression on daily basis.

Total Clicks: We have to sum all the clicks of that campaign on daily basis.

CTR rate: Click trough rate of the campaign. Clicks divided by Impression into 100.

Total unique user of the campaign.

Day	APP & WAP Interstitial			APP & WAP MPU			APP & WAP Standard Banner			Total		
	Impressions	Clicks	CTR	Impressions	Clicks	CTR	Impressions	Clicks	CTR	Impressions	Clicks	CTR
25/01/2019	743	6	0.81%	34,680	16	0.05%	22,443	19	0.08%	57,866	41	0.07%
26/01/2019	1,052	9	0.86%	95,986	70	0.07%	30,895	21	0.07%	127,933	100	0.08%
28/01/2019	2,372	9	0.38%	184,019	135	0.07%	59,291	29	0.05%	245,682	173	0.07%
29/01/2019	1,202	11	0.92%	72,125	65	0.09%	31,771	14	0.04%	105,098	90	0.09%
30/01/2019	458	4	0.87%	95,243	75	0.08%	23,220	11	0.05%	118,921	90	0.08%
1/2/2019	533	3	0.56%	25,263	20	0.08%	12,913	7	0.05%	38,709	30	0.08%
2/2/2019	853	9	1.06%	71,834	78	0.11%	25,906	11	0.04%	98,593	98	0.10%
4/2/2019	1,876	16	0.85%	152,933	144	0.09%	45,790	15	0.03%	200,599	175	0.09%
6/2/2019	1,639	15	0.92%	145,234	139	0.10%	46,938	34	0.07%	193,811	188	0.10%
8/2/2019	924	6	0.65%	86,372	81	0.09%	34,973	38	0.11%	122,269	125	0.10%
Total	11,652	88	0.76%	963,689	823	0.09%	334,140	199	0.06%	1,309,481	1,110	0.08%

(A campaign report)

Billing: It is the most important factor of after campaign. We have to prepare the Billings with 15% vat as per government rule and we collect the bill within 90 days after the campaign competition. The work order that was submitted by the Brand we have to bill on that basis. We also provide them a vat calan so that they can claim the vat to government. Along with the billing we do share the printed copy of the screenshot of the campaign on our Sizmek dashboard and the screenshot of the campaign when it was live on website or mobile app for better understanding.




Work Order

Date: 19 February, 2019

To,
Mr. Saurabh Sangar
Director, Sales
SVG Media Pvt Ltd.

Subject: Work Order to SVG Media Pvt Ltd. for Brand Awareness Campaign of Super Star Group (**Roots**) at ESPNcricinfo Platform and for Tracking Sizmek platform

Sl.	Campaign	RO Value	Campaign Name
1.	Platform: ESPNcricinfo Campaign type: CPM Target Units: 1,410,000 Rate: USD Supply type: Desktop & Mobile Platform: Sizmek	USD 2075	Bangladesh Tour of New Zealand 3 ODIs and 3 Tests

In Words: Two Thousand and Seventy-Five US Dollar only

Campaign Start Date: 13 February, 2019
Total Campaign Days: 18
Campaign End Date: 20 March, 2019



Tanvir Hossain Bhuiyan
Sales Manager
Bitspearhead Limited

Bitspearhead Limited
Unit 401, 3rd Floor, House 13
Road 128, Gulshan-1
Dhaka- 1212
☎ +88 01619246607

Authorized Reseller of Yahoo in Bangladesh

(RO of Bitspearhead which we send to Idea team SVG media)

Communication with existing brand managers with whom we are working or worked with: My job responsibility does not goes end after onboarding existing clients that I have previously on boarded, I have to maintain a constant good relationship with the brand managers for future campaigns

On boarding new clients: On boarding new clients is the major priority of our company as most company does not have a constant budget to continue their spending on our platforms continually so that we have to search for opportunity and leads of different brands and agencies with whom we have to meet up, sending the proposal, poke and follow up to get the campaign.

Developing digital media campaign strategies:

Developing new media plan strategies helps to provide a better service to clients and get easy business from clients such as

- We approach IMO to change their service pattern from complete impression CPM basis to Click basis when we charge for 1000 views now we charge on per click basis if the customer of the brand view the advertisement million times we will not charge a single cent from them, we will charge only when the client click to advertisement and goes to landing page and stays there more than 10 seconds.
 - We approached Sizmek and Verizon to provide different flavor campaign they now providing advance type of campaigns they provided us **CPI campaign (Installation campaign):** Cost per installation on mobile android app. we show the company's advertisement to the clients and in the advertisement, we show then to install the app of the Company. Like we are running Evaly's app installment campaign on Sizmek DSP and Verizon DSP service. **CPL campaign:** Cost per lead campaign is possible by Yahoo's advertisement platforms and Sizmek DSP and Verizon DSP's advertisement platforms, we collect lead and delivered to the client and we charge on per lead collection. **CPE (Cost per engagement campaign or cost per sell campaign):** we are offering some clients like Walton E-commerce website, Othoba.com to run a test campaign for CPE campaign we charge when we can generate sale from that campaign. **CPCV Campaign (Cost per complete view campaign):** We run the video advertisement; we charge only when the customer sees 30 seconds of the advertisement.
 - Along with these creative idea developments we are thinking to launch PUBG advertisement in Bangladesh to get more opportunity for us.
 - We also maintain an informal meeting, tea party or Pizza party with our regular clients like Walton group's brand team, MindShare's digital buying team and Pran's digital buying team.
 - We also try to have internal session where we all share their ideas about developing our services and increase more sales to with innovative approaching format. We do find the existing problem about execution or internal problems and their solution. I do prepare the full meeting minutes of those meeting about the new ideas and problems solution and new tasks and rule regulation and send it our Managing director along with our HR so that we can develop our self's.
 - Monitoring digital buying outcomes: We are the middle person between the publisher and the brands who buys a bulk amount of advertisement space and sells the advertisement space to the brands. We earn the profit by selling the advertisement space by adding our profit on advertisement total cost to the brands. We have to ensure that we don't sell under our profit margin. So that we can maintain a sustainable profitability for the company.
-

As an Operation Trainee, my key responsibilities were:

- I did maintain a google excel sheet where I put the starting and ending time of the campaign. I put whom are going to send the reports and screenshots during the campaign.
 - I did take regular screenshots of the campaign and share the screenshots to the clients that their campaigns are running on time.
 - I had to monitor the regular clients the campaigns so that they can get actual impression, click, install of app, sell, lead or full video view. I have to keep sure that over or less quantity won't deliver. If over impression delivered it will create loss of our company and if less impression delivered it will be loss for client's company.
 - If any client wants to change the creative, I did change the creative by sending new creatives to the India team and adding pixel on that creative, take screen shot of new creative's campaign and inform the client that the creative is change as client's requirement.
 - I have to send regular report periodic report to the clients for transparency and fluent performance.
 - I any client wanted pause the campaign or reschedule it, I do inform it to the idea team to pause or reschedule the campaign.
 - I did prepare the full report of the campaign when it gets ends and send it to the clients.
 - Maintaining relationship with clients was very helpful for me so that now as a Sales Marketing Executive I am working with those clients with whom I have maintain good relationship when I was operation trainee.
-

Chapter 5

Recommendation

Recommendations

After working as an Executive, Account management in digital marketing field in Bitspearhead Limited. I have face many things that need to be solved. My recommendation as an Ex-Employee of Bitspearhead are:

1. Focusing on employee retention: In Bitspearhead employees especially Sales Executives get unrealistic targets to achieve which is above their capacity, so employees get demotivated and leave the organization by frustration. The company need to provide the targets that is achievable.
 2. Performance based recognition: Parformance based recognition is missing in Bitspearhead. When an employee full fills their KPI in a month they need to be provide some bonus. It's a way that every employee will feel motivated.
 3. Lack to Time maintenance: Punctuality is a virtue which is missing in Bitspearhad. Although we start our day from 10 AM in the morning. Employees cannot go to home even 7 PM most of time as because we have to work with agency and agency don't follow proper timing in delivering creative of clients , without creative of clients we can run the campaign. Even in Friday we have to work for the campaign from home.
 4. Lack of creative support: As we are direct publisher of IMO, True caller , Viber , ESPN Crickinfo , Crickbuzz and Beauty Plus we can publish the clients creative on platform anytime but we have to wait the creative which is delivered by Agency or the internal creative team of our clients. If we have the support of creative we don't have to depend on Agency or internal creative team of brands. We can work directly from our office. It will help those clients who don't have agency and own creative team.
 5. Lack of salary increment and incentives: Incentives which is very important to retain an employee in an organization .Incentives are like medical insurance, gratuity and transportation allowance important to every employees. Bitspearhead has lack of incentives and half yearly or yearly salary increment. That's why when employee gets better salary package switch the organization.
 6. Adding more products service: we are just the direct publisher of different platform like IMO, True caller , Viber , ESPN Crickinfo , Crickbuzz and Beauty Plus we need to add more services like providing logistic services or content creation by a sparate creative team in our office.
 7. Adding more employees: Bitspearhead has a set of efficient employees but each and every employees have to over perform as we have lack of employees in our office .We need a set of employees to sell our services and make Bitspearhead a more profitable company.
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Chapter-6

Conclusions

Conclusion

By completing this report I have learned many new things about the real corporate world. I had observed how digital marketing is changing this world so rapidly. How advertisement industry is depending on digital media with rapidly changing the industry of Advertisement.

Before starting the internship I was very nervous and anxious about the new phase of my life .But working in Bitspearhead had added many new experience in my life. As I was attached with digital technologies it was easy for me adjust with a Digital marketing agency. The members of Bitspearhead was really helpful and supportive, each and every one with whom I had worked was really amazing. Overall experience that I had got from Bitspearhead in internship and job As a Key Account manager, Sales had developed a strong corporate culture on me, this experience had helped me to join Bikory.com the largest market place in Bangladesh.

My major is marketing and the responsibility that I had to perform was directly related with the marketing.

In this report I had discussed my job responsibilities, the current situation of digital marketing industry. The impact of digital technology on traditional how changing the traditional advertisement industry and finally changing the overall economy of Bangladesh.

Now a day's people are more into second screen laptop or mobile phone, the dominance of television is reducing in the alarming rate. We are more into digital based content and it's easier to brand to communicate with their target audience by providing them through digital platform. Dhaka is the city which is 5th of most using internet costuming city in Asia .As internet consumption is increasing the digital advertisement spending is also increasing .

The most spending of brands go to Google's service like Youtube.com or other Google's Advertisement inventory by Google's Advertisement Publisher Google Admanager or Facebook & Instagram Advertisement Network.

The other direct publisher like Yahoo.com, ESPN.com that we are selling has less spending of local companies. As they think their audience are more compatible to Google & Facebook.

This dominance of Facebook & Google has threatening Local publishers as well as Small Direct publisher companies like Bitspearhead , so we did launched Verizon DSP and Sizemex DSP in Bangladesh so that we can also bid all the digital advertisement inventory as like Google DSP service.

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