

Internship report on experience in digital marketing operations: a journey of growth and learning at ihover Communication

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

Internship report on experience in digital marketing operations: a journey of growth and learning at ihover Communication

SUBMITTED TO

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DATE OF SUBMISSION: 09 July, 2025

Letter of transmittal

09 July, 2025

Dr. Saad Hasan

Associate Professor

School of Business & Economics (SoBE)

United International University

Subject: **Submission of the Internship Report**

Dear Sir:

I am pleased to submit the Internship report on experience in digital marketing operations: a journey of growth and learning at ihover Communication for your kind perusal. The largest benefit for me has been your instruction, which I truly appreciate.

I followed your and my company's supervisor's guidance while writing this report.

The experience of working with iHover Communication has been incredible. I think the skills and information I picked up from my internship will help me greatly in my future professional endeavors. I sincerely hope you will look over this report and offer your wise comments. If my report gave you a better understanding of the problem and relevant information, I would be extremely happy.

Sincerely,

Tarannum Alam

ID- 111 192 006

Program: BBA

Major: Supply Chain Management

Certification of Similarity Index

This is to certify that this internship report is a result of work carried out under my supervision. I confirm that the report adheres to the necessary quality and academic standards prescribed by United International University (UIU). Additionally, I verify that the report's similarity index, as per the plagiarism detection report, is within the permissible limit set by the university, ensuring the work is free from plagiarism.

Supervisor's Name: Dr. Saad Hasan

Signature:

Date:

Declaration of the student

I, Tarannum Alam, acknowledge my personal accountability. Before being used in the study, every piece of data in this report was gathered and examined. Every single fact in the study is accurate and pertinent. All information is included with proper authorization and approval. Furthermore, no content is shared or directly duplicated from another website without giving due credit to the original author. Furthermore, the report has not been submitted for any other purposes anywhere.

Sincerely,

Tarannum Alam

ID- 111 192 006

Program: BBA

Major: Supply Chain Management

Acknowledgment

I would like to express my gratitude to Almighty Allah for providing me with the strength and capacity to complete all the BBA courses and for allowing me to submit my report on time. This publication is the result of a great deal of research and work that took up the entire attention of multiple persons. Without their direction, assistance, cooperation, and navigations, this report would not have been possible.

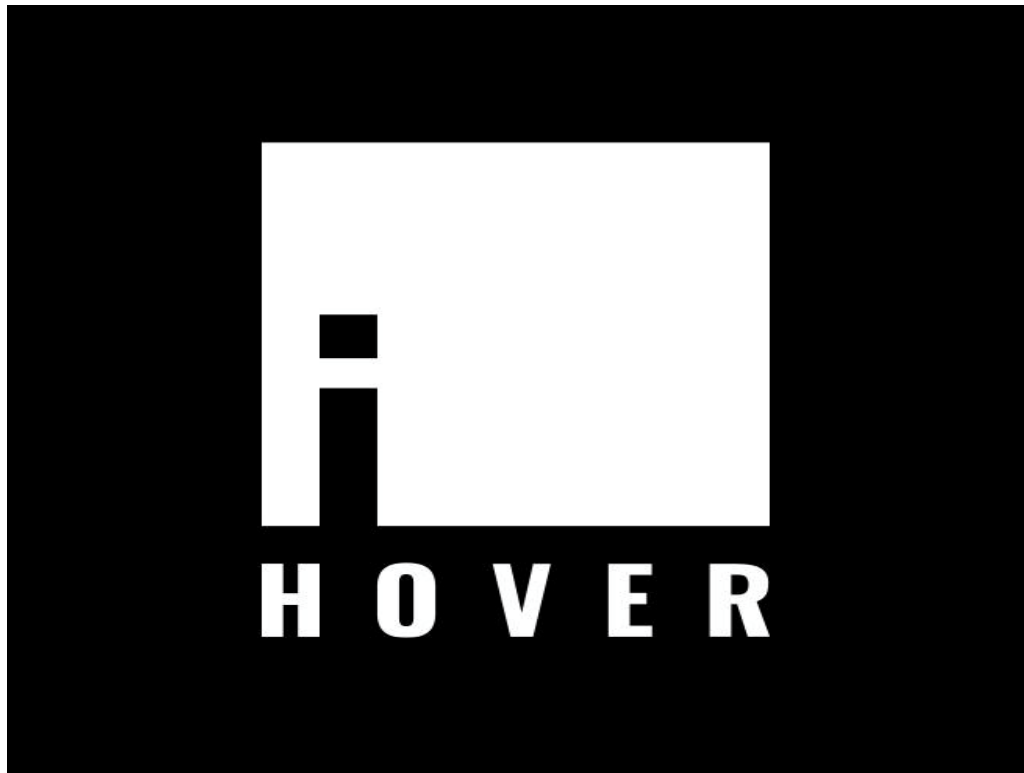
I express my gratitude to all those who helped with the compilation of this report. For his assistance with my internship report from the start, I would especially want to thank Dr. Saad Hasan, Associate Professor, Department of School of Business & Economics (SoBE), my supervisor at United International University (UIU). As I was writing my report, I received frequent guidance and comments from my esteemed supervisor. This report would not have been possible without his help.

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Chapter 1: Introduction

Based in Bangladesh, iHover Communication is a progressive, rapidly expanding digital-first integrated marketing firm that is making a name for itself in the cutthroat marketing and advertising market there. iHover was founded with the audacious goal of revolutionizing how companies interact with consumers in a world that is becoming more and more digital. The company is committed to developing creative, strategic, and effective marketing solutions that not only increase brand awareness but also foster long-term company growth. The agency specializes in combining cutting-edge digital technologies, data-driven decision-making, and creative storytelling to create customized campaigns that appeal to contemporary audiences on a variety of platforms. Fundamentally, iHover is guided by a philosophy of innovation, teamwork, and impact, holding that audacious concepts, in-depth knowledge of the market, and faultless execution produce remarkable marketing results. The company presents itself as a springboard for innovative ideas, continuously questioning antiquated methods and working to establish new standards in both traditional and digital marketing. iHover provides end-to-end solutions that satisfy the changing demands of brands in the

intricate, quick-paced market of today thanks to a highly qualified and varied team of strategists, designers, developers, digital media specialists, and storytellers. Digital marketing, motion graphics, animated and static banners, 3D modeling, TV commercials (TVCs), online video content (OVC), audiovisual production, documentaries, press ads, point-of-sale materials (POSM), website development, and public relations (PR) campaigns are just a few of its many services, which make it a one-stop shop for all marketing and communication requirements. Each campaign is not only aesthetically pleasing but also strategically aligned with the client's business objectives and consumer behavior trends thanks to iHover's unwavering focus on innovation, quality, and relevance. Focusing mostly on national and regional brands in Bangladesh, iHover has established solid alliances with well-known companies like Godrej Bangladesh, Robi Axiata Limited, BRAC Microfinance, and HIT, among others. These partnerships show that the agency can use targeted and affordable digital channels to carry out large-scale, high-impact campaigns that successfully reach younger, digital-native audiences. The distinctive strength of iHover is its capacity to combine contemporary digital tools with traditional brand values, producing creative, scalable, and quantifiable communication strategies. In order to establish itself as a strategic partner for long-term brand success rather than merely a service provider, iHover as an organization keeps investing in team building, creative excellence, and emerging technologies. As it truly embodies its mission to propel brands forward with never-before-seen speed, accuracy, and creativity, iHover provides a dynamic environment that fosters learning, leadership, and boundless creative potential for interns, professionals, and clients alike.

1.1 Purpose of the Report

Documenting, analyzing, and reflecting on the practical knowledge, experiences, and skills I gained during my internship at iHover Communication—a digital-first integrated marketing agency based in Bangladesh—is the primary goal of this internship report. This report aims to make a connection between the theoretical understanding I have gained from my business and marketing coursework and the real-world professional experience I have gained. This internship provided practical insights into the workings of a fast-paced marketing agency through participation in live projects, digital campaigns, and other operational duties. It made it possible for me to use ideas like audience targeting, campaign planning, digital tool use, content performance analysis, and client coordination in a work setting.

With an emphasis on how digital platforms and data-driven strategies are used to generate brand visibility, customer engagement, and market growth, this report also evaluates and assesses the functional role of a Digital Marketing Operation Intern within a full-service agency. It outlines the main duties I was given, such as creating content, keeping an eye on social media, reporting campaign results, and helping with ad operations. By examining how different departments—creative, media, design, and client service—cooperate to produce integrated campaigns, the report also seeks to demonstrate the collaborative nature of the digital marketing process.

Additionally, by providing a real-world case study of how marketing strategies are applied in Bangladesh, especially in a digital-first setting, this report seeks to advance academic learning. It offers information on consumer behavior, market trends, and how firms like iHover are adapting to the changing demands of their clients and end users through innovation, technology, and storytelling. As a result of this experience, I now have a better understanding of platform dynamics (like Facebook Ads, YouTube, and Google Display), current marketing practices, and the value of metrics and analytics in campaign decision-making.

Reflecting on my own professional and personal growth during the internship is another goal of this report. It comprises an assessment of my areas of strength and growth, as well as my capacity for meeting deadlines, communication skills, and workplace

culture adaptation. By recording these elements, this report seeks to provide a comprehensive picture of how the internship has improved my preparedness for a future in the advertising and marketing sector.

In the end, this report is written as a requirement for my undergraduate degree and attempts to give the university faculty a thorough, truthful, and organized account of my internship experience. It functions as a record of my development, successes, and contributions during my tenure at iHover Communication as well as an academic deliverable.

1.2 Objective of the Report

With an emphasis on the operational activities, digital marketing strategies, and professional duties I undertook as a Digital Marketing Operation Intern, this report's main goal is to give a thorough account of the hands-on experience I obtained during my internship at iHover Communication. In addition to meeting undergraduate program requirements, the report will be used as an analytical tool to show how theoretical marketing concepts are applied to actual business operations.

Analyzing a digital-first integrated marketing agency's workflow, structure, and strategic processes is one of the main goals. Another is to comprehend how these agencies operate within Bangladesh's changing marketing ecosystem. In doing so, the report aims to assess the professional handling of digital tools, content strategy, market research, campaign analytics, and consumer engagement.

Providing specifics about the tasks I was given during my internship, including campaign support, digital content planning, keyword and competitor analysis, social media monitoring, and reporting, is another important goal. To determine how individual contributions enhance team results and client satisfaction, these tasks are assessed in light of the agency's larger marketing objectives.

iHover Communication's organizational culture and work environment are also the focus of this report, which emphasizes how internal communication, teamwork, creativity, and strategic alignment all contribute to client success. Gaining an understanding of these dynamics helps one better understand the responsibilities, difficulties, and demands of a modern marketing career.

The report is also intended to gauge my growth both professionally and personally throughout the internship. It looks for ways to improve both my hard and soft skills, such as my ability to communicate, manage my time, be flexible, solve problems, pay attention to detail, and be proficient with digital marketing tools and platforms. These observations aid in evaluating how well the internship equipped me for my future career.

The report's other goal is to offer critical analysis and constructive criticism of the internship experience, pointing out the advantages and disadvantages of my position

and outlining possible directions for future development for the internship program as well as for me.

Last but not least, this report aims to give upcoming interns, academics, and business professionals a helpful reference guide that highlights the advantages of practical experience in the field of digital marketing, especially in the Bangladeshi context

In order to provide a comprehensive 360-degree learning experience, investigate how various departments creative, strategy, media buying, production, content, and analytics cooperate and contribute to integrated marketing campaigns.

1. Application of Industry Tools and Technology

To understand and document the practical use of industry-standard digital tools (e.g., Meta Business Suite, Google Ads, Canva, Excel for reporting, scheduling tools like Trello or Notion) and how these tools are used to manage and optimize digital marketing operations in a real-time business environment.

2. Learning Real Client Handling Techniques

To observe how client needs are identified, interpreted, and served through campaigns, and to experience how communication and feedback loops work between the client, client servicing team, and creative departments.

3. Understanding Cross-Functional Collaboration

To explore how different departments (creative, strategy, media buying, production, content, analytics) collaborate and contribute to integrated marketing campaigns—offering a full 360-degree learning experience.

4. Using Strategic Thinking to Plan Campaigns

to obtain firsthand knowledge of the process of bridging the gap between strategy and action by converting strategic objectives into innovative concepts and execution plans for digital platforms.

5. Management of Time and Resources

to see how organizations manage their time and resources, set priorities for critical tasks, and adhere to deadlines during hectic campaign lifecycles—skills that are essential in the field but not evident in textbooks.

6. Being exposed to professional communication and internal meetings to develop workplace etiquette and comprehend internal agency workflow by learning how daily stand-ups, brainstorming sessions, client briefings, and status update meetings are carried out.



Chapter 2: Company Profile

Company Overview:

iHover, is an emerging digital first marketing agency based in Bangladesh, blending strategic thinking, creativity, and digital tools to propel brands forward with innovative solutions. Mission: To serve as a launchpad of ideas, combining industry expertise with a dynamic, multi-skilled team to deliver impactful marketing strategies that move brands at an unprecedented pace. Vision: To challenge stereotypes and establish iHover as a leading creative force in Bangladesh's marketing landscape, fostering growth through cutting-edge digital and traditional campaigns. Key Services: As a digital first agency, iHover specializes in digital marketing, motion graphics, animated and static banners, 3D modeling, TV commercials (TVC) and online video content (OVC), audio-visual production, documentaries, press ads, point-of-sale materials (POSM), website development, and PR campaigns. Market Focus: Targets regional businesses in Bangladesh, with a strong emphasis on major local brands such as Godrej Bangladesh, Robi, BRAC Microfinance, and HIT, leveraging digital platforms to reach younger audiences and cost-effective marketing channels.

Statement of Mission

To act as a springboard for creative marketing concepts by fusing industry knowledge with a vibrant, multi-talented workforce, producing effective and goal-oriented tactics that support brands' expansion with unparalleled speed and originality.

Statement of Vision

To dispel long-standing advertising stereotypes and become a major creative force in Bangladeshi marketing by enabling brands via integrated communication, digital innovation, and strategic thinking.

Fundamental Principles

Innovation: Constantly pushing the limits of strategy and creativity.

Agility: The ability to quickly adapt in a digital world that moves quickly.

Collaboration: interdisciplinary, cross-functional teamwork.

Delivering quantifiable outcomes and enduring brand value is known as client-centricity.

Integrity: Openness, responsibility, and moral communication techniques.

Key Services

As a **360-degree communication agency**, iHover offers a broad suite of digital and traditional marketing services tailored to meet the specific needs of each client:

- Digital Marketing Campaigns
- Motion Graphics & Animation (2D/3D)
- Animated and Static Banners
- 3D Modeling & Visualization
- TV Commercials (TVCs) & Online Video Content (OVCs)
- Audio-Visual Production & Documentaries
- Press Advertisements & Print Design
- POSM (Point-of-Sale Materials) Development

- Website Design & Development
- Public Relations (PR) & Brand Communication Strategy

2.0 Customers and Market Attention

iHover Communication delivers high-impact, affordable digital solutions to national and regional brands across Bangladesh. By combining creativity, strategy, and market insight, we help our clients grow their digital presence, engage audiences, and achieve measurable results. We build long-term partnerships based on trust, innovation, and consistent performance.

Those companies include Kazi & Kazi Tea, Godrej Bangladesh, Robi Axiata Limited, and HIT Bangladesh.

Kazi & Kazi Tea

One of our most valued clients in the premium organic food sector. We provide end-to-end digital support including social media management, online order handling, creative direction, advertising, and content production such as photoshoots and video editing.

Godrej Bangladesh

A leading name in personal care and hygiene. We support Godrej with digital marketing strategies, social media campaigns, creative video content, localized communication, and audience engagement across digital platforms.

Robi Careers

Robi Career serves as the official talent engagement and recruitment platform for Robi Axiata Limited, one of Bangladesh's leading telecommunications companies. They are dedicated to showcasing Robi's dynamic work culture, career opportunities, and employee experiences. Our team handles digital content creation, motion graphics, paid media campaigns, and app promotions to enhance Robi's career service and provide job opportunities among the youngsters.

HIT Bangladesh (Insecticide Brand)

A trusted brand in home hygiene and pest control. We execute awareness campaigns, seasonal ad strategies, motion visuals, and localized content to help educate and protect households across the country.

2.1 Kazi and Kazi.



KK
KAZI & KAZI TEA

তারুণ্যে ভরপুর প্রতিটি চুমুক

কাজী অ্যান্ড কাজী অর্গ্যানিক গ্রিন টি'তে রয়েছে দুর্লভ ভেষজ গুণ এবং অ্যান্টি-অক্সিড্যান্ট। যা, ক্যান্সার ও হৃদরোগ প্রতিরোধ করতে এবং মস্তিষ্কে সতেজ রাখতে সাহায্য করে। শরীরকে রাখে মেদহীন, সতেজ ও চিরসবুজ।

আন্তর্জাতিকভাবে স্বীকৃত বাংলাদেশের প্রথম ও একমাত্র ১০০% অর্গ্যানিক চা

GREEN TEA
Flattened, rounded with silvery and gray scales. A light brew with a refreshing, cooling quality.

ORTHODOX GREEN TEA
A mild and refreshing green tea with the alluring aroma of fresh garden. Slightly sweet floral flavor.

JASMINE GREEN TEA
A mild and refreshing green tea with the alluring aroma of fresh garden. Slightly sweet floral flavor.

100% Organic

iHover

Work Experience on Kazi & Kazi Tea-Key Insight

One of the most rewarding and multifaceted aspects of my internship at iHover Communication has been working on the Kazi & Kazi Tea account. This project provided a rare chance to support a high-end organic brand that prioritizes sustainability, health, and

lifestyle—a market that necessitates not only marketing but also audience engagement and storytelling.



My primary responsibilities as a digital operations intern were managing social media, placing online orders, publishing content, and coordinating advertising. The true benefit, however, was being fully engaged in an innovative, productive team setting. Every frame and edit were designed to reflect the brand's purity, natural origins, and minimalist luxury. I had the opportunity to watch and help with professional product photoshoots, video production, and visual storytelling.

Every day I worked with team members who worked on brand design, video editing, and Photoshop, and I discovered that visuals are more than just pictures; they are strategic tools that inspire elegance, trust, and well-being. Additionally, I witnessed firsthand how Kazi & Kazi's brand identity is reflected in the careful selection of product packaging, angles, lighting, props, and color grading.

In addition to technical knowledge, I was introduced to strategic marketing concepts, such as how to schedule content to coincide with tea-drinking occasions (such as rainy seasons, winter mornings, or Ramadan evenings), how to write captions that strike a balance between product promotion and storytelling, and how ad targeting varies depending on platform, audience behavior, and product pricing.

Understanding the mindset of premium consumers was one of the experience's outstanding aspects. Premium organic tea necessitates emotional engagement, subtle persuasion, and education, in contrast to fast-moving goods. The team at iHover achieved

this through influencer seeding, consistent Instagram aesthetics, and excellent product storytelling. Assisting with backend tasks like media file preparation, post-performance monitoring, design team coordination, and order-related follow-up taught me professionalism and the importance of providing excellent customer service.



Key Points:

- Internship Experience at iHover for Kazi & Kazi Tea worked with a premium organic brand, requiring more storytelling than regular marketing.
- Primary duties include managing social media, placing online orders, coordinating advertising, and publishing content.
- closely monitored and assisted with content creation, videography, photoshoots, and editing.
- learned how a brand's identity is developed through imagery and narrative (particularly for luxury and health-focused products).
- recognized how engagement is influenced by captioning, seasonal content planning, and aesthetic coherence.
- observed how high-end customers react to value-based, subtle marketing that goes beyond discounts.

- I helped with scheduling Instagram posts, creating influencer content, and monitoring engagement.
- exposed to audience targeting, campaign execution, and creative strategy on a daily basis.
- discovered the significance of customer behavior, color psychology, typography, and brand tone in content.

2.2 Bangladesh's Godrej



I got the chance to work closely on projects for Godrej Bangladesh, a well-known brand in personal care, hygiene, and home goods, as an intern at iHover Communication. I actively participated in the process with my colleagues who managed the creative and promotional work, which included expert product photoshoots, videography, video editing, Photoshop photo enhancement, and visual content design. Our agency offers the brand full digital support. Whether it was for handwash, hair color, or hygiene products, they also oversaw social media posting, brand marketing, and advertising campaign planning, making sure that each campaign represented Godrej's brand identity and product focus.



In my role, I was in charge of important operational duties in my position, including managing social media, posting campaign materials online, ordering products, and helping to carry out paid advertisements on digital platforms. I frequently helped my colleagues with their work, assisting with coordination, organizing visual assets, and learning how content moves from concept to publication. I also regularly observed the creative process. I gained important insight into the workings of a digital agency through this practical experience, which included everything from ad targeting and real-time audience engagement to content production and visual storytelling.



I learned something new every day about how a big consumer brand like Godrej interacts with its audience online. I gained knowledge about how to plan product images to meet consumer expectations, how timing and captioning affect interaction, and how to optimize advertisements based on audience segmentation and platform behavior. My knowledge of cross-functional teamwork, campaign execution, and digital branding has greatly increased as a result of this internship. In addition to honing my technical, organizational, and

communication skills, working on the Godrej account helped me close the gap between theoretical marketing knowledge and actual industry practices.

Key Responsibilities

- arranged and oversaw the posting schedules for brand-consistent content on multiple digital channels.
- worked together with the creative team to make sure marketing images were labeled, arranged, and prepared for release.
- During campaign launches, I helped with backend tasks like verifying final content uploads, links, and captions.
- By keeping an eye on active posts and reporting problems or errors, I was able to help maintain a consistent digital brand presence.
- In collaboration with the account manager, I helped create content calendars and track task progress.
- Minor editing tasks, such as resizing images or formatting posts to fit platform-specific dimensions, were supported.
- took part in internal reviews and feedback cycles to guarantee the caliber of the content before it was made public.
- In order to support content optimization, basic analytics were manually tracked and used to report which posts had higher reach or interaction.
- facilitated the simplification of the media, content, and design teams' workflow

2.3 Robi Career



iHover provides a wide range of digital content and marketing services for Robi Career, one of Bangladesh's leading telecom platforms for talent and professional development. To capture events, campaigns, product images, or promotional imagery for a variety of digital platforms, professional photo shoots are held. We also offer top-notch videography that showcases goods, services, customer endorsements, and marketing initiatives.

In order to create polished, captivating content, our video editing team adds effects, transitions, music, and brand-specific components to unprocessed footage. In addition, our experts refine images using Photoshop and sophisticated photo editing techniques, retouching, eliminating unwanted elements, modifying colors, and creating visuals that complement Robi Career's brand identity.

To ensure consistent and purposeful online engagement, we regularly organize and post content on social media sites like Facebook, Instagram, LinkedIn, and YouTube. In order to improve user engagement, raise brand awareness, and encourage conversions, we also create focused marketing and advertising campaigns utilizing both paid and organic techniques.

My primary duties include scheduling posts to maintain a steady flow of content, managing Robi Career's official social media pages, and keeping an eye on audience engagement metrics like comments, messages, and reactions. I assess performance using analytics tools and make adjustments in real time based on audience feedback and behavior.



In order to place orders for advertising slots, marketing materials, and production requirements, I also work with clients and internal teams. The secret to preventing workflow delays is making sure every order is processed precisely and on schedule. I help the advertising team by helping to plan and carry out sponsored campaigns, keeping an eye on ad performance, and making recommendations for improvements.

I also manage the timely uploading of images, videos, and social media posts, maximizing reach and engagement with relevant calls to action, captivating captions, and well-chosen hashtags.

I keep developing by paying close attention to and helping with creative content creation; I'm learning how photo shoots and videography projects are planned and carried out. Under the guidance of more seasoned colleagues, I'm also developing my technical proficiency in Photoshop and video editing. I'm learning how campaigns are planned from conception to execution, including budget considerations and audience targeting, as I become more familiar with marketing strategy.

My career in digital marketing and social media management, two highly sought-after abilities in today's labor market, is progressing thanks to this practical experience. Having worked on the entire content creation cycle photos, videos, and graphics I now understand

multimedia marketing better. Working with a well-known client like Robi Career gives my resume legitimacy, and collaborating with marketing and creative teams has improved my problem-solving and teamwork abilities, equipping me to thrive in fast-paced digital environments.



Key Responsibility

- Keep an eye on Robi Career's official social media pages every day to make sure all posted content complies with the brand's visual, verbal, and tone standards.
- To keep a steady and polished online presence, plan and schedule frequent posts on social media sites like Facebook, Instagram, LinkedIn, and YouTube.
- To create a devoted and lively community around Robi Career, actively interact with followers by answering their messages, comments, and questions.
- In order to guarantee prompt and precise order placements for campaign materials, digital assets, and ad slot reservations, coordinate with internal teams and clients.
- Help the marketing team start and run promotional advertising campaigns, keeping an eye on results and making recommendations for improvements.
- Examine performance information and social media insights to evaluate the effectiveness of campaigns and offer practical suggestions for future enhancements.

- Work closely with content producers, video editors, and graphic designers to make sure marketing materials live up to Robi Career's high standards.
- Participate in the content creation process and pick up tips from seasoned team members to keep improving your knowledge of digital tools, design, and social media.

2.4 Insecticides with HIT



During my internship at IHover Communication, I had the opportunity to contribute to the digital execution of projects for HIT, a leading household insecticide brand focused on safety and hygiene. Unlike typical lifestyle or beauty brands, HIT's content demanded urgency, awareness, and bold messaging to connect with consumers facing everyday pest problems. My teammates focused on building visually impactful assets, including real-life simulations through photoshoots, high-intensity video clips, and sharp, edited visuals that delivered clear messages in seconds. I closely supported these efforts by managing

the day-to-day digital rollout of content—ensuring that posts were not only timely but also aligned with HIT’s tone of protection and effectiveness.

I was responsible for more than just uploading content. I worked with several teams to create media assets, check the accuracy of posts, monitor version changes, and help publish sponsored ads on different social media channels. I stayed actively involved in the entire content lifecycle, from brief to execution, even though I frequently worked behind the scenes. I also saw how HIT's campaigns used strategic ad targeting, calls to action, and images with a lot of contrast to create an impact. I learned a lot about brand psychology from this, particularly how product positioning shifts when working with safety-focused, functional products rather than ones that are driven by emotions. I now have a better understanding of digital storytelling in time-sensitive, performance-driven campaigns thanks to my experience.

Key Responsibilities

- Content that was planned and organized with an emphasis on pest control awareness and home safety messaging.
- Before uploading, visual assets (spray images, warning symbols, and taglines) were checked to make sure they adhered to brand safety regulations.
- Helped with layout testing for YouTube, Instagram, and Facebook ad formats as part of the campaign preparation process.
- In order to guarantee quick turnaround on revisions for active ad sets, I communicated with creative leads.
- Participated in internal planning meetings where the messaging strategy, urgency, and tone of the ads were discussed.
- Categorized digital folders according to product SKU, campaign timeline, and pest type (e.g., cockroach, mosquito).

- During real-time campaign monitoring, publishing errors and misplacements were flagged.
- For internal reporting, I helped with entry-level analytics by noting bounce rates or low engagement times.

2.5 Culture & Team

With a vibrant team of designers, marketers, strategists, animators, media planners, and developers, iHover offers a collaborative work environment. The organization is a great place to work for both interns and growth-oriented professionals because it promotes an environment of open communication, ongoing learning, and creative freedom. Workers are urged to contribute, take on challenges, and think for themselves.

Technological Proficiency

- iHover blends technology and creativity to make data-driven decisions by:
- Tools for monitoring social media in real time
- Analytics for performance (Google Analytics, Meta Business Suite)
- Platforms for content scheduling and automation
- SEM and SEO tactics
- Tools for programmatic ad buying
- The Reasons iHover Is Unique
- combines strategic clarity with digital innovation.
- robust clientele of elite Bangladeshis

- provides content in a variety of media formats, including print, TV, digital, and POSM.
- A young, nimble group that is aware of contemporary audiences

2.6 Prospects for the Future

iHover is dedicated to staying ahead of the curve as digital transformation speeds up across industries by implementing cutting-edge technologies, improving campaign personalization, and growing its service portfolio. In addition to dominating the Bangladeshi market, the agency hopes to establish itself as a regional center for integrated brand communication and digital marketing innovation.

1. History of the Founding and Leadership

Details about the founders or key leadership group, including their goals, education, and marketing or related industry experience.

2. Departments and Organizational Structure

An explanation of the internal organizational structure of iHover, including the divisions of Strategy, Creative, Media Buying, Content Production, Client Servicing, Analytics, and Technology.

3. Initiatives for Corporate Social Responsibility (CSR)

any community involvement initiatives or social impact projects that iHover leads or supports.

Initiatives to support regional causes or encourage environmentally friendly marketing techniques.

4. Innovation Culture and Technology Adoption

Utilizing platforms for marketing automation, data analytics, and artificial intelligence helps iHover establish itself as a tech-savvy firm. Recent examples of creative campaigns or technologies that have been tested include influencer marketing platforms, programmatic advertising, and augmented reality advertisements. Spending on educating staff members about new digital tools and platforms.

5. Customer satisfaction and quality assurance frameworks and procedures in place to guarantee consistent client satisfaction and high-quality output. Protocols for client reviews, quality control checkpoints, and feedback loops. Rates of client retention or endorsements highlighting achievements.

6. Competitive Advantage and Market Positioning

How iHover sets itself apart from other South Asian and Bangladeshi agencies. Its areas of expertise or specialization (e.g., integrated offline-online strategies, youth-oriented digital campaigns).

7. Honors and Accolades

Any accolades, certifications, or awards the business or its members have received from the industry. Involvement in panels, workshops, or conferences devoted to marketing. Membership in marketing associations or professional bodies.

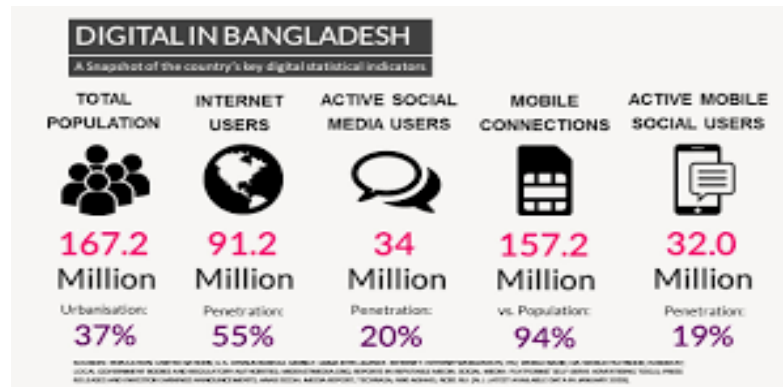
8. Development Benchmarks and Upcoming Growth Strategies. Important growth indicators since the beginning, such as client base expansion, revenue benchmarks, or team size growth.

Plans for geographic expansion—entering foreign markets or focusing on other areas of Bangladesh. There are plans to launch new service lines or technological advancements soon.

9. Inclusion and Diversity in the Workplace. Procedures and policies that support inclusion, equity, and diversity within the organization. Efforts to promote employee well-being, youth empowerment, and gender parity.

10. Signature campaigns or case studies brief summaries of noteworthy iHover campaigns that exhibit impact and creative excellence. Obstacles encountered, tactics used, and quantifiable results.

Chapter 3: Industry Analysis: Digital Marketing & Advertising in Bangladesh



3.1 Overview of the Market

Due to rising smartphone usage, internet penetration, and digital literacy, Bangladesh's digital marketing industry has grown significantly over the last ten years. Today, over 130 million people in Bangladesh have internet access, and social media sites like Facebook, YouTube, and Instagram are the most popular places to interact online. As a result, businesses now prioritize reach and engagement through online platforms, moving brand communication away from traditional formats and toward digital-first strategies.

Due to their affordability, accurate targeting, and quantifiable results, digital platforms are currently receiving a larger share of advertising budgets. Bangladesh is now one of the digital marketing hotspots in South Asia with the fastest rate of growth. Businesses of all sizes, from startups to large conglomerates, are spending money on digital marketing to connect with younger, tech-savvy consumers. By providing a wide range of digital services, such as photoshoots, videography, video editing, Photoshop-based photo editing, social media content creation, marketing strategy, and advertising campaigns, agencies like iHover Communication help to bring about this change.

I've been actively involved in this ecosystem as an intern at iHover, helping with duties like managing social media, placing orders, digital advertising, and posting content online for well-known brands. These duties give me the opportunity to

directly assist and watch as digital strategies are put into practice and optimized in real time, guaranteeing consistent delivery across all channels.

3.2 Digital-First Approach and Industry Trends

Several revolutionary trends are influencing Bangladesh's digital marketing sector:

- With the rise of social media and influencer campaigns, high-performing, audience-targeted content has supplanted more conventional media like print and television.
- Online and offline tactics are combined in omnichannel marketing to produce cohesive brand experiences.
- With short-form content (such as reels and YouTube Shorts) emerging as the most effective way to capture consumers' attention, video dominance has significantly increased.
- Using analytics and artificial intelligence (AI), data-driven marketing optimizes targeting, personalizes content, and increases conversions.
- There is a growing need for performance-driven digital advertisements due to the growth of e-commerce and funnel marketing.
- Campaign design is guided by the mobile-first strategy, which uses content that is especially suited for smartphone viewing and app integration.

3.3 Prospects

There are encouraging prospects in Bangladesh's digital marketing market:

- As more small businesses embrace digital strategies, the growth of the SME sector presents opportunities for agencies.
- More than half of the population is highly engaged online due to youth-centric demographics, which creates a demand for dynamic and new content.
- With a growing focus on Bangla-language and culturally relevant content, content localization is crucial.

With its marketing services and creative capabilities, iHover is well-positioned to take advantage of these opportunities. I have practical experience with audience-specific engagement techniques and localized strategies thanks to my exposure to campaign advertising and backend content delivery.

3.4 Difficulties

The industry still faces significant obstacles in spite of its expansion:

- Campaign quality is impacted by digital skill gaps, particularly for smaller companies.
- Marketers must modify their strategies to comply with new laws and ethical standards due to privacy regulations.
- More competition necessitates innovation and service differentiation.
- Complete rural penetration is hampered by infrastructure problems like inconsistent internet quality.
- ROI measurement remains difficult, especially when attempting to connect online and offline sales.

Working within time, connectivity, or resource constraints while maintaining accurate execution and post-monitoring is a common part of my job in order placement and campaign posting.

3.5 The Competitive Environment

The digital marketing environment in Bangladesh consists of:

- full-service firms that provide complete creative, marketing, and media solutions, such as iHover and Grey Advertising.
- specialized companies that only deal with social media, video content, or SEO.
- Boutique agencies and freelancers serving local or specialized clients.

Agencies are under increasing pressure to produce high-caliber work supported by innovative ideas, technological know-how, and quantifiable results. I see this balance in action at iHover, where teams oversee everything from video shoots to the final execution of ads, and I assist with backend tasks like content placement and social media management.



3.6 Outlook for the Future

Over the next ten years, it is anticipated that Bangladesh's digital advertising market will expand gradually:

- The digital audience will grow as a result of more affordable mobile plans and wider internet access.
- More money will be spent by agencies on localized content production, influencer interaction, and omnichannel marketing.
- Professionals with expertise in data, content, media, and technology will be more in demand.
- Cross-border initiatives and regional growth will reshape agency tactics.
- As regulatory frameworks develop, platform compliance and ethical data use will become necessary.

My internship at iHover, where I help coordinate digital campaigns, has equipped me with the skills I need to adjust to this shifting environment, comprehend industry standards, and develop into a future expert in digital marketing.

3.7 New and Undiscovered Elements of the Bangladeshi Digital Marketing Industry Analysis



1. A change in the preferences for micro-content and consumer behavior

Reels, Tik-Tok, and YouTube Shorts are examples of short, relatable content that Bangladeshi users now prefer over lengthy, well-produced advertisements. I have direct experience with how these formats promote quicker engagement because of my work managing social media and uploading content. The trend toward simple, scroll-stopping visuals is also reflected in the Photoshop and video editing work done by our team.

2. Growth of the Influencer and Creator Economy

Influencers now collaborate with agencies to develop content strategies, so they are more than just marketers. I assist in this process by arranging deliverables for sponsored campaigns, scheduling influencer posts, and placing ad orders. Once published, micro-influencer content frequently outperforms conventional celebrity endorsements.

3. Content Localization for Regional Outreach

To increase trust, brands are now creating campaigns in regional dialects like Sylheti and Chattertonian. I assist with uploading and overseeing localized content, ensuring that post text and images adhere to regional preferences. In the meantime, through

photo shoots and video production, our creative team makes sure that visual storytelling is in line with cultural cues.

4. Private & Dark Social Sharing Channels

Nowadays, a lot of interaction takes place in private through closed Facebook groups, WhatsApp, and Messenger. I assist in keeping an eye on back-end activity and campaign links that are shared privately while the number of public likes declines. When deciding where and when to post, this covert interaction is crucial.

5. Algorithm Dependency & Platform Instability

Platforms like Facebook frequently decrease the reach of organic posts due to frequent algorithm changes. In order to help our team, respond quickly, I work on modifying post timing, testing out ad placements, and reporting when content performs poorly. This has an impact on our budget allocation and paid advertising strategy planning as well.

6. Burnout and Ad Fatigue

Urban users have had enough of template-style, repetitive advertisements. These days, at iHover, we use gamified content or video series to develop more interactive, narrative-based campaigns. In order to keep audiences interested, I assist in managing timelines, format checks, and post-sequencing.

7. Digital Misunderstanding and Trust Issues

Some users are unable to discern between authentic content and fraudulent advertisements. Every campaign I share has high-quality images, transparent captions, and brand disclaimers. To preserve the credibility of our clients, our photo and video editing teams always keep a polished tone.

8. New Low-Cost Models for Small Brands

Modular pricing, such as monthly creative bundles, influencer kits, or one-time ad packs, is now preferred by small businesses. By ordering campaigns, setting up deliverables, and making sure the assets are uploaded on schedule and in the right format, I assist in coordinating these.

9. The Growth of Social Impact Initiatives

More companies now endorse causes like women's empowerment, hygiene, and mental health. I've assisted in posting and monitoring the results of these campaigns, learning how audiences can feel more emotionally connected when sensitive messaging and appropriate content handling (timing, visuals, tone) are used.

10. Remote Service Delivery & Export Potential

International clients from the Middle East, Malaysia, and India are now served by agencies such as iHover. I've assisted with cross-border projects' online posting and advertising efforts, ensuring that the visual content (created by our creative team) satisfies regional and international standards.

Chapter 4: Digital Marketing Operation

The term digital marketing operation describes the whole backend procedure that makes sure digital campaigns function properly, from planning to carrying them out. It links strategic planning with real-world execution. You directly support the digital marketing engine in your role as the manager of social media handling, advertising, online posting, and order placement. Setting objectives, determining target markets, and choosing the appropriate platforms like Facebook, Instagram, or Tik-Tok are the first steps in any campaign. The work of your team, including photo shoots, videography, video editing, Photoshop, and photo editing, is crucial to creating engaging and creative content. By using tools like Meta Business Suite to schedule posts, write captions, choose hashtags, and ensure that the content is timely and pertinent, you play a crucial role.



Daily or monthly budgeting, ad format selection, performance monitoring, and campaign adjustments are all necessary for successful advertising campaigns. Order placement in your line of work is closely related to the success of advertisements, assisting in converting consumer interest into actual sales. Using programs like Google Analytics, Excel, and Meta Ads Manager, you also assist in performance monitoring. Efficiency also depends on working with creative teams, managing ad expenses, retargeting previous visitors, and A/B testing various ad versions. Workflow tools like Notion or Trello are used to coordinate all of this, and managers provide regular approvals to ensure that everything stays on brand. All things considered, your input is

crucial to ensuring that campaigns and content are not only expertly created but also sent to the appropriate audience at the appropriate time.

Key Points of Digital Marketing Operation

1. Management of Social Media Content

Using tools like Meta Business Suite, manage daily posting, captions, hashtags, and timing on social media sites like Facebook and Instagram to guarantee engagement and consistency.

2. Planning a Strategic Campaign

Establish campaign objectives, pick the appropriate target market, pick platforms (YouTube, Facebook, and Tik-Tok), and choose ad formats in accordance with marketing goals.

3. Innovative Cooperation

Collaborate closely with teams in charge of Photoshop, video editing, and photo shoots to create excellent content that aligns with the campaign's theme.

4. Automation of Online Posting and Scheduling

To guarantee timely postings during events, sales campaigns, or product launches, schedule content using automation tools.

5. Implementation of Digital Advertising

Decide on ad types (carousel, image, or video), set budgets, and track campaigns' impressions, clicks, and conversions.

6. Targeting and Retargeting Audiences

Re-engage individuals who have already interacted with your advertisements or posts by creating custom or lookalike audiences based on their demographics and behaviors.

7. Order Assistance & Monitoring

Track customer interest, place orders promptly, and guarantee prompt service delivery to turn ad leads into actual sales.

8. Analytics and Performance Tracking

To monitor campaign performance (CTR, reach, and conversions) and enhance outcomes, use Excel, Google Analytics, or Meta Ads Manager.

9. Task Management & Workflow

To assign duties, keep track of assignments, and ensure effective team coordination for quicker delivery, use tools like Trello or Notion.

4.1 Real-World Experience at iHover Communication

In particular, I concentrated on social media management, advertising, online posting, and order placement during my internship at iHover Communication. I worked closely with creative teams that handled graphic design, video editing, and photo shoots to make sure that the content was delivered on schedule and in line with campaign objectives. In addition, I oversaw posting schedules, kept an eye on ad performance, addressed audience interaction, assisted with order tracking, and communicated with clients. I gained a comprehensive understanding of how campaigns are planned, executed, improved, and reported in an actual agency setting thanks to this practical experience.

Key point

1. Implementing a Social Media Campaign

oversaw the daily Facebook and Instagram posting schedules. worked with the content team to manage online posting, utilizing Meta Business Suite to ensure timely uploads and post approvals.

2. Coordination of Content with Creative Teams

Before publishing, I made sure that all visuals (banners, reels, and advertisements) complied with platform and brand requirements by closely collaborating with the teams in charge of photo and video editing and Photoshop.

3. Campaign Monitoring in Real Time

tracked metrics like reach, engagement, CPM, CTR, and CPC to assess the effectiveness of live advertising (for companies like Godrej and BRAC) and take appropriate action.

4. Placing Orders and Managing Ad Leads

In order to help turn ad leads into actual orders and sales, I tracked campaign customer responses and made sure to follow up promptly.

5. Calendar of Content and Scheduling

kept a monthly content calendar and ensured that planned posts coincided with product launches, holidays, and promotions. posts that are scheduled before holidays or during periods of low engagement.

6. Listening on social media and Analyzing Comments

evaluated audience feedback and comments to gauge public opinion, monitored the most popular posts, and offered recommendations to the content team to increase engagement in the future.

7. Reporting on Performance

Using programs like Google Analytics and Excel, I produced daily and weekly reports that gave supervisors information on ad performance, page growth, and video views.

8. Troubleshooting Campaigns and Handling Ad Rejections

learned how to correct content and adhere to platform policies after dealing with Facebook ad rejections. Posts were promptly modified in response to last-minute content changes or urgent client feedback.

9. Task Management & Digital Tools

learned how to plan campaigns, track tasks, and provide creative support using Canva, Trello, Notion, Meta Ads Manager, and Google Ads.

10. Collaboration & Interaction

participated fully in the client service team's weekly meetings. Campaign updates were exchanged, conversations were recorded, and the media, strategy, and creative teams worked together seamlessly.

Chapter 5: Internship Experience

I had the chance to finish a practical internship at iHover Communication, a vibrant and quickly expanding digital-first integrated marketing agency situated in Dhaka, Bangladesh, as part of my academic program. For three months, I worked as a Digital Marketing Operation Intern. This internship gave me invaluable exposure to the dynamic and rapidly changing field of digital marketing and helped close the gap between theoretical classroom knowledge and practical application.

I was supervised by seasoned media planners, creatives, and digital strategists at iHover. I was able to pick up new skills and make a significant contribution to client campaigns thanks to the agency's transparent, cooperative, and deadline-driven culture. I worked in a variety of departments, with a special emphasis on paid advertising, content management, social media management, and cross-functional cooperation.



I was directly involved in a number of digital marketing operational facets. These included managing posting schedules, supporting the publication of creative content, helping to carry out campaigns, and keeping track of performance metrics. I regularly worked with the creative team to match visuals with campaign objectives and brand guidelines because the company specializes in photoshoots, videography, video editing, photo editing, advertising, and social media marketing.

5.1 Technical Skills Learned

- Managing digital advertising campaigns, from strategy and execution to monitoring and reporting results
- Fundamental SEO techniques, such as content tagging and keyword research
- Examining and evaluating social media performance indicators
- Creating performance reports with illustrations and narrative
- knowledge of programs such as Google Ads, Trello, Notion, Canva, and Meta Business Suite

5.2 Soft Skills Acquired

- Effective time and task management under duress
- collaborating with the client service and creative teams
- Professional correspondence catered to client and internal requirements
- Paying close attention to details when posting on social media and setting up ads
- Adapting quickly to changes in campaigns

Key Responsibilities

- Managing and Scheduling on social media
Using Meta Business Suite, I oversaw daily social media posting schedules, making sure they matched campaign timelines and creative assets.
- Coordination of Content and Online Posting
collaborated with creative teams (participated in graphic design, video editing, and photo shoots) to publish authorized content with interesting hashtags and captions.

- **Support for Ad Campaigns**
assisted with paid advertising duties like audience targeting, performance monitoring, and addressing Meta ad rejections.
- **Tracking Orders from Ad Engagements**
In order to guarantee correct order placement and client satisfaction, I assisted in tracking and following up on customer orders that were generated by advertising campaigns.
- **Monitoring and Reporting on Performance**
gathered information on conversions, reach, engagement, and CTR; created comprehensible reports using Google Sheets and Meta tools for evaluation.

Chapter 6: Conclusion

I was able to make the connection between academic theory and real-world business application during my internship at iHover Communication, which changed my life. I learned a great deal about Bangladesh's dynamic, data-driven, and inventive modern marketing ecosystem while working as a Digital Marketing Operation Intern at a leading digital-first marketing company.

I have a distinct viewpoint on the planning, execution, analysis, and optimization of digital campaigns because of iHover's commitment to strategic excellence, innovation, and agility. The agency's ability to serve upscale clients like Godrej Bangladesh, Robi, Kazi & Kazi, and HIT while upholding high standards in quality, speed, and creativity demonstrates its growing leadership in Bangladesh's advertising and communication landscape.

I was given tasks to complete during my internship that helped me advance both professionally and personally. Apart from aiding strategic operations, I also actively participated in social media management, overseeing posting schedules, evaluating content drafts, and guaranteeing precise and punctual uploads on sites like Facebook and Instagram.

I also helped with order placement by monitoring incoming inquiries and ad-generated leads and ensuring that they were effectively followed up with to promote conversion.

My communication, time management, and problem-solving abilities improved as a result of working under pressure to meet deadlines and real client expectations. In the meantime, I improved my technical skills by working directly with industry-standard tools like SEO platforms, Google Analytics, Canva, and Meta Ads Manager.

I learned from this internship that data-driven storytelling, audience comprehension, timely content delivery, and continuous performance evaluation are the cornerstones of effective digital marketing. I saw firsthand how technical execution and strategic planning combine to produce effective campaigns in a cutthroat industry.

Moreover, working at iHover allowed me to witness the ongoing transformation of Bangladesh's digital landscape with increasing emphasis on video content, influencer marketing, regional targeting, and real-time analytics. My understanding of how digital marketing is reshaping brand communication, both locally and globally, has grown stronger.

In conclusion, this internship has not only equipped me with vital professional knowledge and skills but also solidified my passion for a long-term career in digital marketing. The structured environment, challenges overcome, and impactful projects I contributed to at iHover Communication have become a cornerstone in my academic and career journey.

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