

# "Analysis of Project Management Strategies and Efficiency at Exista Digital"



Submitted To:

Professor Dr. Mohammed Masum Iqbal

Dean

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## Letter of Transmittal

Date: 14-12-2024

To  
Professor Dr. Mohammed Masum Iqbal  
Dean  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

Subject: Submission of internship report on "**Analysis of Project Management Strategies and Efficiency at Exista Digital** "

Dear Sir,

With due respect, I am pleased to submit my internship report titled "Analysis of Project Management Strategies and Efficiency at Exista Digital". Thus, it was possible to gain practical experience and acquire all information about digital marketing and all the project management activities.

Therefore, I kindly request you to approve my internship report. It was such a pleasure for me to work on this report under your supervision.

Sincerely Yours,



.....

Md Arshad Hossain Fahim  
ID No: 222-14-507  
Program: MBA,  
Major: Digital Marketing  
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## Declaration

I, Md Arshad Hossain Fahim, a student in the Masters of Business Administration (MBA) program bearing ID: 222-14-507, majoring in Digital Marketing from Daffodil International University would like to declare here that this report has been prepared after five months of internship at

“Exista Digital”. The report is solely for academic requirements and has not been submitted in part or full elsewhere for any other degree and this report is prepared under the supervision of Professor Dr. Mohammed Masum Iqbal, Dean, Daffodil International University



.....

Md. Arshad Hossain Fahim

ID No: 222-14-507

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## Letter of approval

I hereby confirm that Md Arshad Hossain Fahim, ID Number 222-14-507 is a regular student of the Master of Business Administration (MBA) Program under the Department of Business Administration, Daffodil International University & has successfully completed his internship at Exista Digital. Under my guidance, he has finalized her internship report on "**Analysis of Project Management Strategies and Efficiency at Exista Digital**"

I wish him happiness, good health, and every success in his life



.....  
Professor Dr. Mohammed Masum Iqbal  
Dean  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

## **Acknowledgment**

First and foremost, I thank Almighty Allah, who gave me the strength and opportunity to accomplish work on this internship report. I am confident that without His will, none of my achievements would have been possible.

I am very thankful to my internship supervisor, Professor Dr. Mohammed Masum Iqbal, who has been a great source of assistance and provided me with useful suggestions during the internship period. What He has offered has helped in both my development and this report.

My gratitude also goes to the concerned divisions of the “Exista Digital” team. More precisely, Md Muzahidul Islam, Co-Founder & CCO, and Abdul Wali Yeash, Marketing Operation Executive. Their involvement helped me to gain experience and understanding of the organizational strategies which assisted me greatly in this coursework.

I also appreciate the Faculty of Business & Entrepreneurship at Daffodil International University for providing me with their theoretical assistance as well as helping me get this internship.

Finally, I thank my family and friends for their unwavering support during this process.

## **Executive summary**

I carried out my internship at Exista Digital where I played the role of project management trainee. In the course of my MBA, I have prepared this report titled “Analysis of Project Management Strategies and Efficiency at Exista Digital” – this is because I had a reason to take up this topic as it relates to the topic I underwent and the skills I was honing during my attachment.

Exista Digital is a service-oriented organization that has taken up the task of providing digital marketing as well as IT services to some of the household names and evolving companies in Bangladesh. From my side, I also strived to assist in the management of numerous digital marketing undertakings during my internship program as a project management trainee. In this case, I was working with the team, helping with a few tasks, and making sure that everything went as planned. Other aspects of my work were SEO-related, including website SEO audits, website UI/UX analysis content research, and content writing for the primary goal of increasing the website’s and its pages’ search position within search engine results.

The first section of the report provides the context of the study by offering an introduction. The subsequent section focuses on Exista Digital, highlighting its significance in the digital marketing and IT services sector in Bangladesh. Exista Digital has established itself as a key player by offering a range of services to well-known and growing businesses.

The next section will explore the literature on project management practices within digital marketing organizations, emphasizing how effective management techniques enhance the coordination and execution of projects.

I also evaluated the changes Exista Digital implemented in its project management practices in response to evolving industry trends. The last section of this report presents my conclusions regarding effective project management strategies and provides recommendations and the present-day management situation of Exista Digital.

## Table of Content

| Content                                                           | Page no   |
|-------------------------------------------------------------------|-----------|
| Cover page                                                        | I         |
| Letter of Transmittal                                             | II        |
| Declaration                                                       | III       |
| Letter of approval (with supervisor's signature)                  | IV        |
| Acknowledgment                                                    | V         |
| Executive summary                                                 | VI        |
| <b>Chapters</b>                                                   |           |
| <b>Chapter One: Introduction</b>                                  | <b>1</b>  |
| 1.1 Introduction                                                  | 1         |
| 1.2 Background of the study                                       | 1         |
| 1.3 Objectives of The Study                                       | 2         |
| 1.4 Methodology                                                   | 2         |
| 1.5 Scope of Study                                                | 2         |
| 1.6 Limitations of the Study                                      | 3         |
| <b>Chapter Two: An Overview of Exista Digital</b>                 | <b>4</b>  |
| 2.1 History of Exista Digital                                     | 4         |
| 2.3 Mission                                                       | 4         |
| 2.4 vision                                                        | 5         |
| 2.5 Core Value                                                    | 5         |
| 2.6 Services of Exista Digital                                    | 6         |
| <b>Chapter Three: Theoretical Overview</b>                        | <b>7</b>  |
| 3.1 Project Management                                            | 7         |
| <b>3.1.2 Project Management Principles</b>                        | <b>7</b>  |
| 3.2 Core Components of Project Management                         | 9         |
| <b>3.2.1 Limits of Project Management:</b>                        | <b>9</b>  |
| 3.3 Project Management in Digital Marketing Agencies              | 10        |
| <b>3.3.1 Introduction to Digital Marketing Project Management</b> | <b>10</b> |
| <b>3.3.2 Digital Marketing Project Plan</b>                       | <b>11</b> |
| 3.4 Challenges in Managing Digital Marketing Projects             | 12        |
| 3.5 Digital Marketing Agencies' Project Management Tools          | 14        |
| 3.6 Evaluating Project Efficiency: Essential Metrics              | 16        |
| 3.7 Improving Client Communication in Digital Marketing Agencies  | 17        |

|                                                         |           |
|---------------------------------------------------------|-----------|
| <b>3.7.1 Ways to improve communication with clients</b> | <b>17</b> |
| <b>Chapter Four: Findings &amp; Analysis</b>            | <b>19</b> |
| 4.1 Findings                                            | 19        |
| 4.2 Recommendations                                     | 21        |
| 4.3 Conclusion                                          | 22        |
| 4.4 Reference                                           | 23        |

# **Chapter One**

## **Introduction**

### **1.1 Introduction**

Digital marketing has revolutionized the way businesses operate, allowing them to reach broader audiences, engage customers more effectively, and adapt to changing market dynamics. In Bangladesh, many organizations have embraced this shift, and Exista Digital is one of the agencies actively providing digital marketing and IT services. The organization focuses on using relevant and useful information in its programs.

During my internship at Exista Digital, I held the position of project management trainee, where I was involved in coordinating various digital marketing projects. This included tasks like Facebook marketing, content writing, optimization, and SEO analysis for clients' websites, as well as generating new ideas for clients' social media.

The topic of this paper, "Analysis of Project Management Strategies and Efficiency at Exista Digital," builds on what I learned during my internship about project management at Exista Digital. This report aims to explore how Exista Digital manages its projects, hires new team members, and maintains operations.

Additionally, this paper will discuss the challenges Exista Digital faces and the solutions they implement, along with the improvements they have made in their project management practices overall.

### **1.2 Background of the study**

The preparation of this report is a partial fulfillment of the requirements for the MBA program at Daffodil International University. For the sake of the curriculum, students are required to complete a one-month internship in a relevant sector.

I had the opportune and informative experience of doing an internship with Exista Digital by working in Mohammadpur Dhaka. This practical experience enabled me to how the project management of a digital marketing agency can to be and how digital marketing agency faces on a daily basis.

I am grateful to my supervisor, Dr. Mohammed Masum Iqbal, Professor, whose advice and consent on the topic, "Analysis of Project Management Strategies and Efficiency at Exista Digital has made this research paper possible

### 1.3 Objectives of the Study

However, the main focus of the upcoming report is to critically evaluate and analyze how Exista Digital runs its operations in general. This involves a detailed exploration of the following specific objectives:

- ❖ Explore digital marketing activities
- ❖ Assisting others with their activities related to management
- ❖ Evaluate how the agency runs its activities.
- ❖ Examine the friendly and collaborative workplace culture.
- ❖ Understand internal project management processes.

### 1.4 Methodology

This study is entirely experience-based. Data was collected through personal experiences, direct observations, and discussions. Key information was gathered by:

1. Asking questions about the management system to relevant personnel.
2. Conducting meetings with the co-founder of the company to exchange questions and answers.
3. Analyzing day-to-day operations based on firsthand involvement and observations within the organization.
4. Using google form to gather information about how project management activities has been conducted.

### 1.5 Scope of Study

During my internship at Exista Digital, I had the opportunity to conduct a study during my Three-month internship. The topic selected for this report is “**Analysis of Project Management and Operations of Exista Digital.**” The report contains detailed information on how Exista Digital manages its projects and operations, as well as insights gathered while working in a project-management trainee role. It explores the processes and performance of Exista Digital's project management system. In addition to this main topic, other areas covered include:

- General information and a brief history of Exista Digital.
- Key factors impacting project efficiency and client satisfaction.
- Some recommendation to improve Exista Digital’s project management

## 1.6 Limitations of the Study

The team at Exista Digital, including the co-founder and staff, were highly cooperative throughout my three-month internship. However, several factors affected the depth and quality of this report:

- The analysis is largely based on personal experiences and conversations, rather than extensive quantitative data. While this provides useful perspectives, the absence of detailed empirical data restricts the overall depth of the evaluation.
- Due to confidentiality requirements, certain crucial operational details—particularly regarding client management and internal processes—were not fully shared by the employees, as they are bound by company policy to protect sensitive information.
- The fast-paced and ever-evolving nature of the digital marketing sector made it challenging to keep track of all the shifts in project management methods and client-handling practices during the internship.
- Despite these constraints, the report delivers valuable insights into the project management and operational methods employed by Exista Digital.

# Chapter 02

## An overview of Exista Digital

### 2.1 History of Exista Digital:

Exista Digital was founded in 2021 as a new company, separate from ICT Hub, to meet the rising demand for digital marketing services during the COVID-19 pandemic. While ICT Hub, a software company, struggled due to business closures, a new trend emerged where people began selling products through Facebook and contactless delivery. Seeing this opportunity, Exista Digital was created to help these Facebook-based businesses grow by offering creative marketing solutions.

At first, Exista Digital provided monthly social media content to help small businesses engage with customers and increase sales. As the company grew, it expanded its services to offer more personalized and effective marketing strategies for businesses. Their diverse team brings unique ideas, allowing them to connect with different audiences and deliver real results.

Exista Digital is committed to staying updated with the latest marketing trends. They offer a complete range of services, from strategy creation to promotion, ensuring long-term growth for their clients. The company values clear communication and works closely with clients to meet their specific needs.

Today, Exista Digital is a one-stop solution for businesses looking to improve their online presence. With a focus on creativity, innovation, and customer satisfaction, they help businesses succeed in the fast-changing world of digital marketing.

### 2.2 Mission:

The mission of Exista Digital is digital marketing for businesses, which is both creative and custom-made to connect businesses with their target audiences. This inclusive marketing approach is deliberate and works in hope of the continuous changes of the industry and the sustainability of the client's businesses. And in such ways – each client attains certain, timely, measurable results, and most importantly, positive, lasting effects for their business.

## **2.3 Vision:**

Our objective is to establish ourselves as the leading provider of digital marketing solutions and services in Bangladesh. We will focus on researching and offering ideal solutions for our customers' digital marketing needs, to promote their business growth and expansion throughout time. In the future, we aim to do more than just service our clients; we want to transform digital marketing and the way companies engage with their customers.

## **2.4 Core Value:**

### **1. Creativity and Innovation**

Out-of-the-box thinking is encouraged. Our team perpetually looks for additional ways to enhance and optimize your business's online presence. We keep up with these trends so you don't have to.

### **2. Client-First Focus**

Your success equals our success. We pay great attention to what you need and develop solutions that meet your company objectives. We're here to bring your vision to reality.

### **3. Clear communication and transparency.**

We feel that being honest is the best policy. We keep you updated throughout the project, ensuring that there are no surprises. We are always upfront about what we do and how we do it.

### **4. Lifelong Learning**

The digital realm evolves at a swift pace, and as an organization, we are determined to stay abreast of developments. Our staff is always acquiring new competencies and new instruments so that we can always ensure quality service provision to you.

### **5. Teamwork and Collaboration**

We get along well in teamwork. All the various members of the organizational structure have varied ideas and experiences that contribute positively to making our services for the customers more efficient and effective.

### **6. Long-Term Growth**

In the end, all that counts are the results. All our actions are aimed at business development, user activity growth, and achievement of the overall goals.

## **2.5 Services of Exista Digital**

1. Social Media Marketing
2. Media Buying
3. Web Design & Development
4. Content Marketing
5. F Commerce
6. PPC Marketing
7. Search Engine Optimization

# Chapter 3

## Theoretical Background

### 3.1 Project Management

The process of arranging, organizing, and handling work to meet a certain objective within a predetermined cost and time schedule is known as project management. To successfully finish a project, it involves managing expectations, deadlines, and resources. Project management is mainly focused on guiding a project from concept to completion while ensuring its objectives are efficiently met.

#### 3.1.2 Project Management principles:

1. **Project Structure:** Without a structural approach a project tends to be failed. This kind of approach is essential to manage projects successfully. This includes:
  - **Project's target:** Clearly defining "what needs to be achieved" in the project. Targets are broken down into manageable tasks or work packages, which are allocated to exact team members.
  - **Timeline:** A project must follow a planned timeline. Tools like Gantt charts or flow diagrams help visualize task order and progress and help take necessary steps if any delays arise.
  - **Milestones:** we need to monitor progress to identify critical stages of the project, such as deadlines or checkpoints to keep in touch with everything.
2. **Definition Phase:** During this stage, the project's goals, limits, and scope are described in detail. It ensures that every team member knows the project's objectives and boundaries, giving a strong basis for future progress.
3. **Clear Goals:** All projects require quantifiable and precise goals. These goals provide team members with focus and direction, as well as the necessary information to communicate what they must do and how success will be measured.

4. **Transparency:** Staying attention takes continual interaction and communication. Everyone is kept informed and misunderstandings or missed deadlines are avoided using regular updates on the project's status, and meetings are held to make things clearer.
5. **Risk Recognition:** It's very important to identify and point out the risks early on. By planning backup plans, a proactive approach to risk management makes sure that mistakes and errors are resolved before they make things worse.
6. **Managing Conflicts:** Flexibility is key to navigating unexpected changes in a digital marketing project handling. Whether it's adjusting the timeline reallocating resources, or updating the advertising strategy, the ability to adapt ensures that the project stays on course. It is an important skill set of every digital marketing manager ever.
7. **Duty of the Project Manager:** The project manager watches over the entire operation, ensuring that tasks are completed, resources are allocated properly, clients are okay with every step of the task, and any challenges are addressed.
8. **Project Success:** A successful project satisfies all important clients and business owners, accomplishes its initial goals, and is delivered on schedule and within price. It helps build confidence in clients and more project orders offered to the company.

## **3.2 Core Components of Project Management**

### **3.2.1 Limits of Project Management:**

In project management, three key components, often referred to as the “triple constraints,” are crucial to the success of any project: time, scope, and cost. These three factors are connected in such a way that adjusting one element can affect the others like a domino. Managing these constraints correctly is essential for completing a project on time, within the limit of budget, and according to the planned result. Let's talk about the three components.

#### **1. Time:**

It includes the deadlines and duration required to complete tasks. Project managers are responsible for ensuring that all phases of the project progress according to schedule. Delays in one task can disrupt the overall project, so time management is critical.

#### **2. Scope:**

It outlines the project's results. Before the project starts, a clearly defined scope ensures that all clients are on the same page about the goals. Changes in scope, sometimes known as "scope creep," can happen when new tasks are added without the necessary approval. Both time and money may be greatly impacted by this, necessitating a longer timeline or a larger budget. In digital marketing scope of opportunity is everything, and missing out on the opportunity just because scope creep happened is very damaging for marketing agencies and businesses.

#### **3. Cost**

Cost includes the budget required to complete the project. This includes monetary resources and the labor, materials, and tools needed to execute the project. If a project exceeds its budget, the project manager may have to adjust the time or reduce the scope to bring costs back under control. But most of the time clients can cause this kind of problem unintentionally by intervening in the project plan. And increase the cost of the task or outcome.

## 3.3 Project Management in Digital Marketing Agencies

In digital marketing, project management plays a crucial role in ensuring campaigns are executed perfectly, meeting both client expectations and business goals. Agencies like Exista Digital, which handle multiple clients and projects frequently, require structured project management approaches to maintain workflow, balance resources, and deliver quality results on time.

### 3.3.1 Introduction to Digital Marketing Project Management

Digital marketing teams usually face tight deadlines while managing multiple campaigns. They must alter daily operations besides creative campaigns to keep their audience engaged and deliver successful results. Digital marketing project management provides the necessary structure, ensuring that projects run smoothly from theory to finish. Basic activities in Digital Marketing Project Management are:

1. **Documenting Meetings and Project Status:** Project managers need to track the progress of the project by documenting meetings, tasks, and milestones.
2. **Organizing and Assigning Responsibilities:** Assigning tasks to the right team members helps avoid confusion and keeps the project on track and sometimes the most effective execution happens.
3. **Setting and Monitoring Campaign Budgets:** Ensuring the project stays within budget is essential for profitability and client satisfaction. It helps agencies not to spend too much financial resources so that the project starts to mismatch with its target and client plan.
4. **Maintaining Timelines:** Managing the timeline of tasks ensures that deadlines are met and targets like campaigns, advertising, product launching on websites, etc.
5. **Quality Assurance:** Ensuring that all deliverables meet the required standards is critical for client satisfaction.
6. **Report Creation and Feedback:** Detailed reporting of project outcomes helps inform clients and allows for changes to future campaigns. And it helps the client to understand if all the work is happening according to plan.

### 3.3.2 Digital Marketing Project Plan

To successfully perform digital marketing projects, having a well-documented plan is essential. The plan provides clarity on goals, timelines, and the resources needed for effective execution. In order to Develop a Digital Marketing Project Plan we need to follow some steps, those are:

1. **Define Digital Marketing Project Goals:** Goals may include boosting brand awareness, increasing CTA through engaging content, creating an impression for a brand through ads, increasing website traffic, or improving conversion rates etc. Ensuring these are aligned with business objectives is key to project success.
2. **Prioritize Projects:** Determine which projects are the most important based on their impact and timing. High-priority projects may include product launches or critical awareness campaigns. This also depends on submitting tasks and client requirements.
3. **Project Requirements:** develop a strategy, and give instruction to the skills individual for each project to help in efficient resource allocation and planning.
4. **Create a Timeline:** Break down each project into smaller tasks, assign due dates, and allocate responsibilities to team members.

## 3.4 Challenges in Managing Digital Marketing Projects

Managing projects in digital marketing agencies can be challenging, particularly in a fast-paced and continuously changing environment and trends. Understanding these obstacles is essential for delivering successful campaigns while maintaining strong client relationships.

### 1. Client-Centric Expectations

Adopting a customer-centric approach is vital but challenging. Clients often expect personalized campaigns that provide to their unique needs. With rapidly changing consumer behavior, marketers must frequently adapt strategies to keep up with these evolving expectations while maintaining a competitive edge. concerns include:

- **Personalization:** 52% of customers want personalized offers, making campaign planning more complex.
- **Client Trust:** Only 48% of clients feel confident in companies, with many feeling like they are treated impersonally. Establishing trust through clear communication and tailored solutions is essential.

### 2. Creating Engaging Content

One of the biggest challenges facing digital marketers is creating content that attracts attention. It might be difficult to continuously provide interesting content for various audiences given the growing usage of audio, video, and interactive media. To make sure that their efforts resonate with the correct audience, marketers must find a balance between being innovative and remaining current. Maintaining audience engagement requires being up to date with developments, such as the growing popularity of short films.

### 3. Privacy and Data Regulations

Keeping up with changing privacy laws and data rules is another big challenge. Regulations like the General Data Protection Regulation (GDPR) and the removal of third-party cookies mean digital marketers need to make sure their data practices follow the law. Being open about how data is used is crucial, as 86% of consumers want more transparency, yet only 27% fully understand current practices.

#### **4. Mobile Optimization**

As over half of internet traffic now comes from mobile devices, it's crucial to optimize projects for mobile users. More and more customers are browsing and shopping on their smartphones and tablets, so marketers need to provide smooth, user-friendly experiences across all devices. With mobile app usage increasing, especially after the pandemic, having mobile-friendly websites and ad campaigns is more important than ever.

#### **5. Managing Omnichannel Strategies**

Using an omnichannel marketing strategy is crucial but may be difficult. Marketers must ensure that their messaging are consistent across several channels, such as social media, websites, emails, apps, and third-party services. At the same time, they must personalize these communications to each consumer. Balancing efforts across numerous channels while creating a seamless, consistent client experience complicates the management process.

## 3.5 Digital Marketing Agencies' Project Management Tools

Digital marketing firms regularly handle complicated projects that need effective management in order to achieve deadlines and customer expectations. Several project management technologies are designed to assist agencies in streamlining processes, managing teams, and ensuring effective communication.

In 2024, the leading project management solutions for digital marketing companies are ClickUp, Zoho Projects, Teamwork.com, Hive, Notion, and Asana.

- **ClickUp** is widely regarded as a comprehensive platform that integrates task management, goal tracking, and workflow automation in a unified environment.
- **Zoho Projects** stands out for its seamless integration with other Zoho products, making it ideal for agencies already using the Zoho ecosystem.
- **Teamwork.com** is particularly known for helping agencies manage client-related projects, offering features that streamline communication and tracking specific to client needs.
- **Hive** is built for collaboration, allowing teams to communicate and collaborate on tasks in real time with features like messaging and document sharing.
- **Notion** is a highly customizable workspace that allows agencies to adapt the tool to their specific project management needs, offering flexibility in how tasks and data are organized.
- **Asana** is recognized for its ability to facilitate collaboration across different departments, making it suitable for larger agencies that require cross-team coordination.

A table is given to understand the Advantages of Project Management Tools for Digital Marketing Teams and how they help marketing teams to do their job easily

| Advantage                                   | Explanation                                                                                                                                             | Examples                           |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| <b>All-in-One Solution</b>                  | Provides a comprehensive platform for managing tasks, communication, and client needs, reducing the need for multiple tools and improving productivity. | <b>ClickUp, Zoho Projects</b>      |
| <b>Task and Time Management</b>             | Features like task assignments, checklists, and time tracking help teams stay on schedule and work efficiently.                                         | <b>Most tools</b>                  |
| <b>Workflow Automation</b>                  | Automates repetitive tasks, helping teams streamline their processes and reduce manual effort.                                                          | <b>Click-Up, Asana</b>             |
| <b>Improved Collaboration</b>               | Real-time collaboration features such as direct messaging and document sharing make teamwork more effective.                                            | <b>Hive, Teamwork.com</b>          |
| <b>Customization Options</b>                | Allows teams to customize project spaces to meet specific workflow and project demands.                                                                 | <b>Notion</b>                      |
| <b>Client Access and Billing</b>            | Offers client portals and billing features, making invoicing easier and improving transparency with clients.                                            | <b>Teamwork.com, Zoho Projects</b> |
| <b>Marketing Templates and Integrations</b> | Provides ready-made marketing templates and integrates with marketing tools like HubSpot and Mailchimp for easier campaign management.                  | <b>ClickUp, Hive</b>               |

**Table 1:** Advantages of Project Management Tools for Digital Marketing Team

## 3.6 Evaluating Project Efficiency: Essential Metrics

In project management, metrics play a vital role in tracking progress, resource utilization, and the overall success of a project.

| Metric Type                  | Metric Name                        | Purpose/Description                                                                       | Indicator                         |
|------------------------------|------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------|
| Schedule Metrics             | Actual Schedule Performance (ASP)  | Tracks project progress compared to the planned timeline.                                 | Timeliness of the project         |
|                              | Schedule Variance (SV)             | Measures the difference between scheduled and actual progress.                            | Positive/negative variance        |
|                              | Schedule Performance Index (SPI)   | The ratio of earned value (EV) to planned value (PV); less than 1 shows delay.            | Schedule efficiency               |
| Cost Metrics                 | Actual Cost Performance (ACP)      | Monitors actual expenses against the project budget over a specific period.               | Budget compliance                 |
|                              | Cost Variance (CV)                 | Shows the gap between budgeted and actual costs; negative means overspending.             | Financial variance                |
|                              | Cost Performance Index (CPI)       | The ratio of earned value (EV) to actual cost (AC); less than 1 indicates budget overrun. | Cost efficiency                   |
| Quality Metrics              | Defect Density                     | Measures the number of defects in deliverables over time.                                 | Product/service quality           |
|                              | Customer Satisfaction Score (CSAT) | Tracks customer satisfaction with project outcomes.                                       | Customer approval level           |
| Scope Metrics                | Scope Creep                        | Tracks unplanned changes in project scope that can affect time and costs.                 | Control of project scope          |
| Resource Utilization Metrics | Resource Utilization Rate          | Measures the percentage of resources being used productively.                             | Effective resource deployment     |
|                              | Capacity Utilization               | Assesses the balance between resource overuse and underuse.                               | Resource optimization             |
| Risk Metrics                 | Risk Exposure                      | Quantifies the likelihood and impact of potential risks.                                  | Risk probability and impact       |
|                              | Risk Impact                        | Measures the consequences of risks on project objectives.                                 | Potential effect on project goals |

**Table-2.** An Overview of Essential Metrics for Project Efficiency.

These measurable indicators offer clear insights into whether a project is moving in the right direction or if changes are needed to improve efficiency. Table 2 is an overview of some essential metrics of Project Efficiency. The table highlights several crucial metrics that help track performance across these categories.

## **3.7 Improving Client Communication in Digital Marketing Agencies**

Client communication is critical to the success of project management, particularly in digital marketing organizations. To ensure the whole project execution, it is necessary to develop strong, honest connections with clients, understand their needs, and properly manage expectations. It is the cornerstone of building trust, aligning expectations, and delivering successful campaigns. For digital marketing agencies, maintaining clarity and transparency throughout the project ensures that clients remain informed and satisfied. Regular updates, clear reporting, holding meetings whenever possible, and active listening help prevent miscommunication and enable the agency to meet client expectations more effectively.

### **3.7.1 Ways to improve communication with clients**

#### **1. Understanding Client Needs**

Conducting a thorough needs analysis is critical to understanding the client's wants and adjusting the project accordingly. Listening to client feedback and concerns helps agencies tailor their services to fit specific business goals. Gathering and joining client's requirements ensures that all aspects of the project meet the client's expectations and enhance overall satisfaction.

#### **2. Setting Clear Goals and Expectations**

Establishing clear, measurable goals and communicating timelines and deliverables ensure all parties are aligned. This reduces ambiguity and ensures that both the client and agency understand the desired outcomes. Regular updates on project progress and early communication of potential challenges or delays help manage client expectations and foster trust.

### **3. Transparent Reporting**

Transparent reporting builds trust with clients. Utilizing real-time reporting tools can provide clients with continuous access to campaign performance data. Accompanying reports with detailed explanations highlights both successes and areas for improvement, fostering a sense of accountability and trust between the agency and the client.

### **4. Active Feedback Mechanisms**

Establishing a feedback loop where clients feel comfortable sharing their thoughts helps improve project delivery. Incorporating client suggestions and addressing concerns early in the process avoids potential issues and keeps projects on track. Regular check-ins ensure both parties remain aligned, promoting collaboration and transparency.

### **5. Utilizing Communication Tools**

Implementing centralized communication platforms, such as project management software, streamlines interactions between the agency and the client. This ensures that all communications are documented and easily accessible. Tools for real-time collaboration, such as video conferencing and instant messaging, facilitate immediate feedback and enhance the overall effectiveness of communication, especially in remote or fast-paced environments.

Managing client expectations is key to avoiding conflicts and ensuring successful outcomes. By setting realistic timelines and being proactive in communicating any changes or challenges, agencies can maintain client alignment and avoid surprises. Regular communication helps ensure that client goals are understood and that progress is communicated.

# **Chapter 4**

## **Findings & Analysis**

### **4.1 Findings**

Therefore, from the project management strategies and performance analysis of Exista Digital, I have come up with the following findings. The following presents a summary of the key findings that have been made in study:

#### **Exista Digital's Agile Project Management**

Exista Digital employs the Agile methodology, which promotes flexibility and adaptability in handling projects by breaking projects into phases and emphasizes collaboration and improvement. This repetitive approach allows the team to adjust quickly to client feedback and evolving requirements. While Agile works well for complex and fast-changing projects, for smaller or simpler projects, it can lead to inefficiencies. At Exista Digital The frequent check-ins and updates required by Agile sometime consumed a lot of time that caused not finish tasks in time.

#### **Exista Digital's Communication Overload**

Exista Digital uses platform Click Up to facilitate team communication and task management. These tools keep the team organized and ensure that project updates are easily accessible. However, the constant stream of messages, notifications, and task updates resulted in communication overload, which almost caused everyone to avoid using Click Up.

#### **Exista Digital's Resource Stretching**

The company has an effective system for assigning tasks based on each team member's skills and expertise, ensuring that projects benefit from specialized knowledge. However, due to limited resources, employees often find themselves juggling multiple projects at once. This multitasking can result in reduced productivity, especially and willingness to work on a specific project all together. When team members are assigned to highly specialized tasks that require focused attention, juggling multiple assignments, updating information, keep inform other etc. becomes a hassle. Prolonged resource stretching can also lead to employee burnout, which may affect overall project quality and delivery.

### **Exista Digital's Client-Centered Flexibility**

Exista Digital places great emphasis on being flexible and accommodating to client needs. Exista digital as I observed was very passionate with their client. Clients problem is Exista's problem mentality was seen for every project. "Customer is always right" phrase was used by the founder of the company to highlight what is Exista Digital's main goal is. This client-first approach helped to build and maintain strong relationships, contributing to high client satisfaction. This high level of elasticity sometimes led to challenges when clients frequently request changes and keeping up with them was very difficult and uncomfortable but at the end of the day Exista team manages to pull of result according to clients liking.

### **Exista Digital's Limited Reporting Capabilities**

ClickUp serves as a useful tool for tracking project progress and managing tasks. However, the platform's built-in reporting features do not provide in-depth performance analysis. Continuous updating click-up project profiles were very irritating, and very time-consuming for the teams and even for me. And caused a information black out.

### **Exista Digital's Client Expectation Management**

Exista Digital's main in ensuring client satisfaction and maintaining strong communication with clients. However, there is room for improvement in managing client expectations, particularly regarding project timelines and deliverables. Sometime clients don't understand the importance of information-gathering for the purpose of content development for marketing purposes, which delays projects' initial stages and causes trust issues among business owners and customer service officers of the company.

### **Exista Digital's Performance Metrics**

Exista Digital currently measures success based on metrics like meeting project deadlines, client satisfaction, and overall project completion. While these indicators provide useful insights into the company's performance, there is a need for more rough tracing. For instance, measuring task completion rates at an individual level or evaluating the profitability of each project could offer deeper insights into areas for improvement. This would allow the company to optimize resource allocation and better manage timelines to ensure efficiency across all projects.

## 4.2 Recommendations

**Simplify Project Management Tools:** For smaller projects, it might be worth using a simpler tool or only utilizing the basic features of ClickUp. This way, it can prevent task management from becoming too overwhelming or complicated for the team.

**Streamline Communication:** Reducing communication overload is essential. Setting clearer guidelines—like using Slack for urgent messages and ClickUp solely for task updates—can help keep the team focused and ensure important information isn't missed.

**Improve Resource Balancing:** To avoid overburdening team members with too many tasks at once, creating a system for tracking availability could help. A resource allocation dashboard would be ideal for making sure everyone's workload stays manageable.

**Enhance Client's Change Management:** There needs to be a more structured process when handling last-minute changes from clients. It could involve discussing the impact these changes will have on timelines upfront and adding buffer periods to house potential adjustments.

**Strengthen Reporting Systems:** Integrating more detailed reporting capabilities into ClickUp or using an additional tool could provide better insights. This would allow for tracking team productivity, resource use, and project timelines more effectively.

**Clarify Project Scope and Time Estimation:** It's important to have more in-depth discussions with clients to ensure everyone is on the same page regarding the scope of work. Using past project data could also help make time estimates more accurate, preventing unnecessary delays or misaligned expectations.

**Manage Client Expectations Better:** Setting clear expectations at the start of a project is key. Addressing potential issues like delays or budget limitations early on can help avoid frustrations and scope changes later.

**Implement More Robust Success Metrics:** Defining more specific performance indicators, like tracking team productivity or measuring the profitability of individual projects, would give a better overview of how well the company is doing overall

## 4.3. Conclusion

Exista Digital demonstrates strong project management practices, particularly in its ability to remain flexible and adaptable to client needs. The use of Agile methodology and a focus on regular communication contribute to efficient project delivery. However, there are areas that require improvement, including better resource management, enhanced reporting systems, and more structured client change management processes.

By addressing these challenges through the recommendations provided, Exista Digital can further optimize its operations, reduce inefficiencies, and continue to deliver high-quality services while maintaining strong client relationships. The proposed improvements will help the company manage its projects more effectively, allowing it to scale and continue to grow in an increasingly competitive digital marketing landscape.

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