



**Internship Report
On
Marketing Strategy of Damex Digital Ltd**

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***“Internship Report on Marketing Strategy
of Damex Digital Ltd”***

Letter of Transmittal

Dewan Golam Yazdani
Assistant Professor
Department of Business Administration
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Daffodil International University

Subject: Submission of Internship Report on “Marketing strategy of Damex Digital”.

Honorable Sir,

I have successfully completed my internship program in Damex Digital Ltd digital agency and I am submitting my internship report titled, “Marketing strategy of Damex Digital Ltd” which was assigned to me as a part of my BBA program. This report includes a detailed explanation from the sight of my experiences that I’ve learned and practically gone through during this internship period.

I would like to express my gratitude to my supervisor for your kind supervision. I tried my best & hope that the report has been completed as per your expectations.

Sincerely,

Masruba Sharmin Pushpa

Masruba Sharmin Pushpa

ID: 183-11-1173

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Batch: 51

Bachelor of Business Administration

Faculty of Business & Entrepreneurship

Declaration

I am Masruba Sharmin Pushpa, the student of Bachelor of Business Administration, bearing ID: 183-11-1173, Major in Marketing from Daffodil International University (DIU). I do hereby solemnly declare that the internship report on “Marketing strategy of Damex Digital Ltd,” has been authentically prepared by me. While preparing this internship report, I didn’t breach any copyright act intentionally.

I am further declaring that I did not submit this report anywhere for awarding any degree, diploma or certificate.

Masruba Sharmin Pushpa

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Certificate of Approval

This is to certify that Masruba Sharmin Pushpa, ID NO: 183-11-1173. Major in Marketing, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University (DIU) has successfully completed her internship program under my supervision.

Her internship report on “**Marketing strategy of Damex Digital Ltd**” is accepted for consideration.

I wish her total success in life.



Dewan Golam Yazdani
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Acknowledgement

This report is the outcome of both direct and indirect people who worked with me to finish the report with enthusiasm. Without their help, I never would have progressed this far. Most significantly, I give thanks to Almighty Allah for providing me the strength, boldness, and courage to persevere through numerous challenges in order to complete my BBA coursework and for giving me the chance to work as an intern at Damex Digital Ltd, one of the biggest advertising agencies in the nation. Similarly, I would like to express my gratitude to my parents for their unwavering support throughout my career.

Next, I'd like to thank my esteemed academic advisor and teacher, Dewan Golam Yazdani, an assistant professor in the department of business administration at Daffodil International University. His patient oversight and direction allowed me to successfully complete my internship report.

A token of gratitude also goes out to my Damex Digital Ltd supervisor Shakhawat Ullah Badhon, Founder & Project Manager who helped me to learn the operation of Digital marketing besides marketing of Damex Digital Ltd. Also, my special thanks to Safiul Bashar Sabbir, Founder of Damex Digital Ltd. In addition, I should get a chance to extend my appreciation to my colleagues at Damex Digital, who have upheld me in my work and have given me an extraordinary and amazing experience.

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Executive Summary

This report provides a brief description of the services, website design methodologies, and marketing strategies used by Damex Digital Ltd.

Chapter 1: The context, objectives, and area of investigation of the study—the marketing strategies used by Damex Digital Ltd. Yet, the objective has placed a focus on industry best practices. Also included above are the strategies I used to write the report. These are, respectively, primary and secondary sources.

Chapter 2: An overview of Damex Digital Ltd's past, corporate history, mission, ideals, and many other factors are given. As I worked as an intern at Damex Digital, I focused mostly on how digital marketing agencies operate throughout the entire report.

Chapter 3: I discussed my job and my responsibilities here. The Damex Digital workspace is ideal for young professionals to launch their careers. Damex Digital has many areas and learning opportunities. Again, they have some limitations and issues. So, I made some suggestions to improve my work experience.

Chapter 4: It mainly covers Damex Digital Ltd's marketing mix, promotion mix, segmentation, targeting, and positioning. This report reviews Damex Digital's marketing strategy and analyzes its current marketing system to see if it is meeting its goals. To do this, 4 P's for Damex Digital and a brief description of the segmentation fundamentals, marketing, promotion mix, and other strategies Damex Digital currently uses.

Chapter 5: Is about Damex Digital's website design strategy. This chapter also covers all the key points that make Damex Digital unique. Several tests and analyzes were also conducted to analyze the usability of the Damex Digital website.

Finally, in **Chapter 6:** Based on my trends and observations, I have given some study findings, recommendations, and conclusions.

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Chapter - 01
Introduction

1.1 Origin of the Study

According to the BBA program requirements, students are required to complete an internship at the end of the BBA program. The main purpose of this internship program is to ensure that students gain insight into work experience relevant to their major. From October 1, 2022 to December 31, 2022, I completed a three-month internship at “Damex Digital Ltd” a digital marketing agency. It is one of the digital marketing agencies in Bangladesh. During the internship, Shakhawat Ullah Badhon, Founder & Project Manager at Damex Digital Ltd, was my supervisor. This Damex Digital Ltd Marketing Strategy Report has been produced to meet the requirements of the BBA program. While writing this report, I gained hands-on experience with the operational processes of a digital marketing agency. My internship at Damex Digital was an exceptional experience.

1.2 Objectives of the Study

The main purpose of this report is to analyze the marketing strategy of Damex Digital Ltd. However, the purpose of this study is somewhat broader. The purpose of the research can be summarized as follows:

Specific Purposes:

- To analyze the website design strategy of Damex Digital.
- To analyze the social media marketing strategy of Damex Digital.
- To identify weaknesses in Damex Digital’s marketing strategy.
- To make some suggestions based on the results.

1.3 Scope of the Study

The marketing and website design strategies of Damex Digital are the main topics of this report. It was produced using primary information collected from blogs, websites, and other external sources run by Damex Digital. Also, it helps anyone interested in Damex Digital to quickly learn as much for future research needs.

1.4 Methodology of the Study Primary Sources

- Practical work experience at Damex Digital.
- Direct conversation with executives, officers, and employees.
- Self-observation while working with promotional activities.

Secondary Sources

- Damex Digital website, Damex Digital.com and other websites.
- Articles and Journals are also used as major sources.

1.5 Limitations of the Study

While preparing this report I faced some problems and limitations which have been encountered which are as follows:

- The main limitations of the study are a lack of recent, pertinent information.
- Damex Digital prohibits sharing confidential and internal information with parties outside the company.
- Less experience in writing reports for internships.
- Due to fiscal and time limitations, a thorough study was not feasible because study is being undertaken for academic purposes.

Chapter - 02

Overview of Damex Digital

2.1 Introduction of the company

In 2020, Safiul Bashir Sabbir & Shakhawat Ullah Badhon, founders of Damex Digital decided to help business organizations all over the world with digital marketing services. Shakhawat Ullah Badhon & Safiul Bashir Sabbir have many years of experience in digital marketing. So, by utilizing their experience they wanted to establish a big platform for digital marketing. That's why they founded the organization Damex Digital Ltd. Damex Digital is a Canada-based Digital Marketing Agency that focuses on providing custom high-end Digital Marketing solutions to small and medium businesses in North America and Europe. Damex Digital Ltd has been providing outstanding digital marketing services to clients since its launch. The company is complimented for providing better quality products and services to its clients. Today, Damex Digital is a top digital marketing agency throughout the international market.

Actually, Damex Digital Ltd wants their clients to find every digital marketing service from them. So, they have designed their organization according to that. They have introduced different marketing strategies gradually in their organization including Search Engine Optimization, Content Marketing, Web Design, Web Development, and so on. Damex Digital is constantly innovating and expanding its services to better meet the needs of its clients.

Shakhawat Ullah Badhon has more than 6 years of experience in digital marketing and he is now one of the finest digital marketing professionals.

Damex Digital was founded as a digital marketing company.

There are some brands Damex Digital worked with and their partners including –



2.2 Damex Digital Ltd

Damex Digital Ltd services are digital marketing, conversion rate optimization, search engine optimization, content writing, web design, web development, software development, social media management, kijiji ads, content marketing, graphic design, and YouTube SEO. Damex Digital's headquarter is located in Oakville, Ontario, Canada.

Damex Digital provides its service in North America and Europe and also in Bangladesh. The whole website is managed by Damex Digital's special marketing team. All product lines of Damex Digital.com are available on the website. While most of the marketing agencies in Bangladesh are focusing on the local market, Damex Digital is crossing the local borders.

Though Damex Digital is a recognized brand in Canada, Damex Digital is still under development and trying to find out new ways for improving the online experience in Bangladesh and other foreign countries.

2.3 Damex Digital timeline in a nutshell

2020 – Stepped into the online marketing world and launched their official Damex Digital site and started offering our marketing service internationally, and professionally.

2021 – Started offering Pay-Per-Click (PPC) advertising & graphic design services.

2022 – Launched Damex Digital's main office in Bangladesh and gave the services to the clients of the country.

2.4 SWOT Analysis of Damex Digital Ltd

Strengths	Weaknesses
<ul style="list-style-type: none"> i) Providing high-quality digital marketing services ii) Quick response and friendly community. iii) Unique selling techniques. iv) High growth. v) Strong service channel. vi) Giving services at a low price. vii) Strong teamwork. 	<ul style="list-style-type: none"> i) Low branding. ii) Range of manpower is not wide. iii) Poor traffic to the website. iv) Poor mobile optimization v) Having hassle maintaining employees.
Opportunities	Threats
<ul style="list-style-type: none"> i) Expansion of business in the international market. ii) Introducing new trends in the marketing sector. iii) Online transactions and also innovative marketing strategies. iv) New technology optimization. 	<ul style="list-style-type: none"> i) New standard websites. ii) More competitors entering the market. iii) Low employment. iv) Political instability.

2.5 Mission & Vision Statement Mission

The mission of Damex Digital is to help small and medium organizations or businesses with a minimal budget to grow their businesses and meet their marketing goals and partner with customers to provide innovative and effective integrated brand marketing and public relations solutions.

Vision

The vision is to be the leading provider of tech-enabled and digital marketing services in the North American region and also in Bangladesh and become a top agency offering online marketing strategies and delivering results-oriented marketing campaigns that enhance our client's sales and foster their growth.

2.6 Values

- Integrity
- Innovation
- Inclusiveness
- Effectiveness

2.7 Products offering in Damex Digital Website

Damex Digital services are graphic design, content writing, SEO, web design, web development, software development, social media management, kijiji ads, YouTube SEO, and more.

The main 4 services are:

1. SEO service
2. Content service
3. Graphic design services
4. Web design and development Services

SEO service	Content service	Graphic Design services	Web design and development
<ul style="list-style-type: none"> • Local SEO • Technical SEO • Link Building service • On-Page SEO • Website SEO Audit • Competitor Analysis 	<ul style="list-style-type: none"> • Technical Content Writing • Blog & Article Writing • Website Content • Ghost Writing • Product Description 	<ul style="list-style-type: none"> • Logo Design • Print Design • Illustration service • Brand Style • Guidelines 	<ul style="list-style-type: none"> • API Development • Front-End Design & Development • Technical Strategy & Roadmapping • Android & iOS App Development • Web App Development • WordPress Theme Customization

Figure 1- Product Offering of Damex Digital

2.8 Work Process of Damex Digital

Damex Digital was created with the intention of bringing about positive changes, mostly for IT support personnel. They achieved this by highlighting several important elements that were lacking. They are working capital, marketing assistance, and an opportunity for skill development. To overcome all those lacking areas Damex Digital follows-

- They secure product development through product design and support,
- As well as quality and marketability,
- They provide effective marketing communication.
- Finally, Damex Digital conducts its company in a manner that may offer improved customer service.

Chapter - 03
Job Description & Responsibilities

3.1 Description of the Job

During my internship period I assisted in activities related to SEO under the guidance and supervision of Shakhawat Ullah Badhon, Founder & Project Manager, Damex Digital Ltd. SEO is a core team that helps the clients of Damex Digital on the search engine optimization of their project or company. Damex Digital site has an experience that matches the brand. On the very first day, I was briefed about the operational process of digital marketing, SEO services, Social, and all my responsibilities. Digital marketing has many parts, I mainly learn SEO, Content writing, and making Landing pages. Their task is to maintain and improve the user experience and smoothen the digital experience.

Beside Digital marketing I got a chance to work with other teams. After working with this dynamic team, I got a practical learning experience also with the operation of Ad agency business and how it works.

3.2 Specific Responsibilities of the job

I was assigned to the following tasks during the internship period-

- SEO optimization for client projects.
- Qualified lead check for SEO other competitors' keywords.
- Making landing pages for clients' projects or company websites.
- Off-page and On-page SEO.
- Find out the best keywords for company SEO.
- Checked the keyword's stability by using the software.
- Working with sales funnels.
- Writing the best content for Damex's Clients' projects
- Connect with the lead in multiple channels.
- Preparing a marketing strategy plan for social media marketing.
- Communicated with clients.
- Preparing daily & weekly reports of work.

3.3 Different aspect of the job

Though I was in the Marketing team, I had to actively participate in the execution of the marketing, choosing products for monthly model shoots, Web Management team, SEO team, and Graphics team. Over these three months, I had the opportunity to further develop my skills & abilities. Besides, I sharpened my technical skill in Microsoft Word, Excel, SEO toolbar, Google Business, etc.

3.4 Critical Observation & Recommendation

Regardless of being a well-performing organization, there were a couple of limits that hampered some of my activities eventually. I've listed my opinions just for the suggestions below-

- Lack of Manpower- The main team of Damex Digital Ltd, where I worked during my internship, is in charge of digital marketing. There are just five members of this team. In comparison to the burden, the number is lower. The work is progressing quite slowly as a result. Due to their workload, they must operate primarily outside of normal business hours. In this team, more employees are needed.
- Lack of quality computers and other hardware- I used my own desktop at work during my internship period. Also, the internal server that we used to manage the backend of the Damex Digital website runs slowly. All of those issues make operations difficult to manage and increase the amount of time needed to execute tasks. They need to upgrade the systems in order for the digital marketing company to operate effectively.

Chapter - 04

Marketing Strategy of Damex

Digital

4.1 Marketing Mix of Damex Digital

Damex Digital Ltd is a digital marketing agency company in Canada and UK based. They're pretty careful in making their marketing strategies. The marketing mix (4P) of Damex Digital is explained below-



Figure 2: Marketing Mix of Damex Digital

4.2 STP of Damex Digital (Segmentation, Targeting, Positioning)

STP is the acronym for Segmentation, Targeting, and Positioning - a three-step model in that we segment our market, then target our customers and then position our offering to each segment. Damex Digital Ltd has been well focused to follow this strategy of STP. Those are given below-
Market Segmentation-

Damex Digital Ltd has its product lines and they are pretty conscious about market segmentation. To reach the target customer they introduced the following segmentations-

- Demographic Segmentation- Damex Digital has divided the market into several groups on the basis of common needs. They made a large variety of products to satisfy each and every segment. They have segmented their market according to information such as age, gender, occupation, orientation, marital status, a measure of cash past buy and so on. This information helps them in concluding who might want these services and make the services based on needs.
- Geographic Segmentation- Now Damex Digital focuses on the local market of Bangladesh and also others abroad where there is a demand for SEO and Web development and their services. Besides they build their brand image in Canada and UK for a strong base. Damex Digital is situated in major cities and towns internationally and locally too.
- Behavioral Segmentation- Damex Digital has also made segmentation over customers' attitudes toward their products, purchase behavior on different occasions, the loyalty of the customer, status, readiness stage, etc. Damex Digital gives offers on different occasions like Black Friday, Christmas, and other seasonal occasions where they introduce new products for the customer and build brand awareness.
- Psychographic Segmentation- Damex Digital market is divided based on the customer's lifestyle, interests, and social standing. By emphasizing the goals, personalities, and lifestyles they market the goods of their target market. They also provide their services in a range of pricing points to fulfill the customer's demands.

Targeting-

Targeting related to company objectives for those companies that create and offer products to specific segments are selected as a targeting function. After the segmentation, Damex Digital identified its target market. Its target audience includes upper- to middle-class individuals, young people, and even foreigners from various parts of the world.

Positioning-

The last step in the STP model is positioning. It means creating a superior image in the mind of customers through good services. Damex Digital appeals to its target market through high-quality products and services, and effective marketing offers. They try to make the brand association to the mind of their customers so that they can get the brand image.

4.3 Industry Competitive Analysis

Damex Digital Ltd. is a beginner company so as a beginner they have some competitors in the marketplace. Thus, Damex Digital is a Canada and UK-based company that makes its brand image in Canadian cities and UK main area cities. There are so many IT companies that give the same services but Damex Digital gives low-price and high-quality services that make the company better than other competitors. In the rank of Clutch site, Damex Digital is the top-rated digital marketing company in their area and services. This survey there mentioned the focus of the company including the service lines of Damex Digital Ltd.

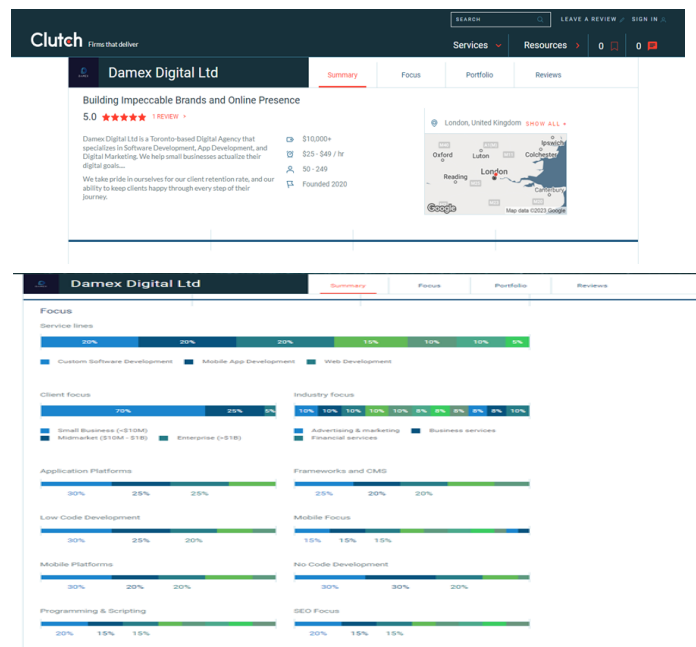


Figure 3: Clutch announced top best marketing agency.

4.4 Unique Selling Proposition (USP)

Damex Digital is mainly a digital marketing & search engine optimization organization holding most of the market share and leading the digital marketing industry in Canada and the UK. It's become possible for their unique selling proposition. Those are-

- High digital product offering.
- Trendy and unique services and products.
- Focusing is the brand value.
- Specialist marketing expertise.
- Indigenous customs and values.
- Excellent environment.
- Quality full products.

4.5 Damex Digital Promotional Mix

The combination of marketing methods including advertising, sales, public relations, and direct marketing to achieve a specific marketing goal are introduced in the promotional mix. It is a part of the marketing mix. Damex Digital Ltd. effectively used promotional tools to build its brand equity.

The marketing department is tasked with planning centralized PR campaigns for promotional work.

Damex Digital uses the following elements for their promotional mix-

Advertising- At the beginning, Damex Digital has been using some digital marketing methods. Such as putting high keyword search, managing the social platforms for promotions, posters, land page work, etc.

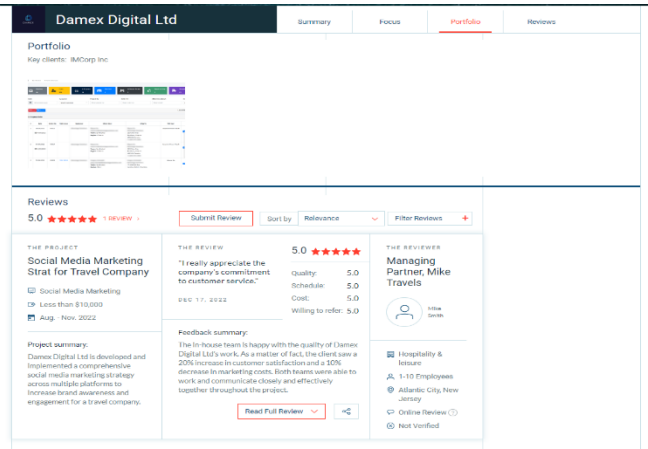


Figure 4: Damex Digital reviews on the Clutch.

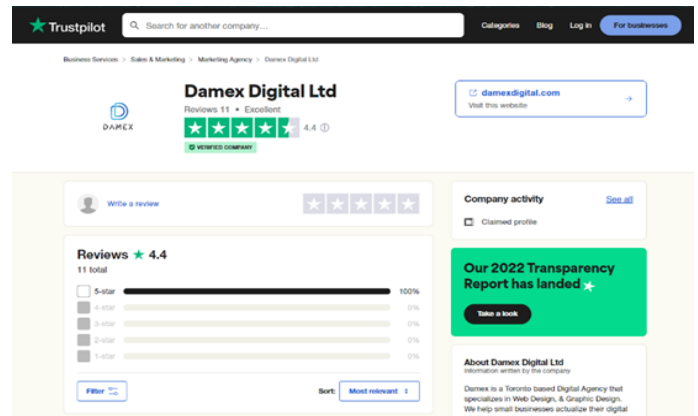


Figure 5: Trustpilot ratings of Damex Digital

Interactive/Internet Marketing- With the trend Damex Digital has also adopted internet marketing which is obviously less costly and easy to reach potential customers. Since 2020 they have started e-commerce and f-commerce, Instagram platform, LinkedIn and many more. These platforms induced their promotional activities in internet marketing.



Figure 6: Upwork platform of Damex Digital.

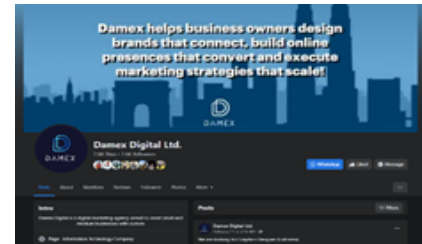


Figure 7: F-commerce of Damex Digital

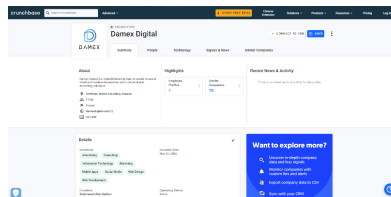


Figure 8: Crunchbase profile of Damex Digital

Sales Promotion- Damex Digital Ltd. tries to launch its new products or services on the basis of different occasions. By this, they can boost their sales smoothly. They have campaigned for different occasions like black Friday, Christmas, Canada Day, etc. Besides, Damex Digital offers reward points for their loyal or regular customers. Also, they give big discounts for first purchasers and also a free trial to grab the customer's attention and safe purchases.

4.6 Social media advertisement strategy

For advertisement strategy, social media is a great platform nowadays. For an online platform company, the online sector is a big friend of all times. This is a trendy advertising strategy that helps us to reach your target audience easily at a low cost and we can provide our online services to them with a personalized experience. Damex Digital works with social media platforms to promote their products and offers through Facebook, Instagram, LinkedIn, Twitter, email marketing, etc.

As Damex Digital Ltd. is an online base marketing company they are mostly trying to make their image of the brand in the online sector so that they can get their target customers. They are very active on the social side because they don't want to miss any chance to get customers from a particular platform. Damex Digital makes its social side more efficient so that it can catch the eye of the customers.

Damex Digital follows the given strategy in social media marketing-



Figure 09: Social Media Strategy of Damex Digital

Chapter - 05
Website Design Strategy of
Damex Digital

5.1 UI/UX Design Strategy of Damex Digital website

In 2020, Damex Digital Ltd. launched its website with its aim. They were focused on the quality of the website and its design. In the last 2 years, they improved on their site and made it easy and flexible for customers' understanding. The website link www.damexdigital.com can be easily browsed from PC, tablet, and mobile devices. Over time they've focused on improving the website interface by well-positioning banners, high home page design, user-friendly navigation, service page, well details of services, smooth checkout, contact page etc.

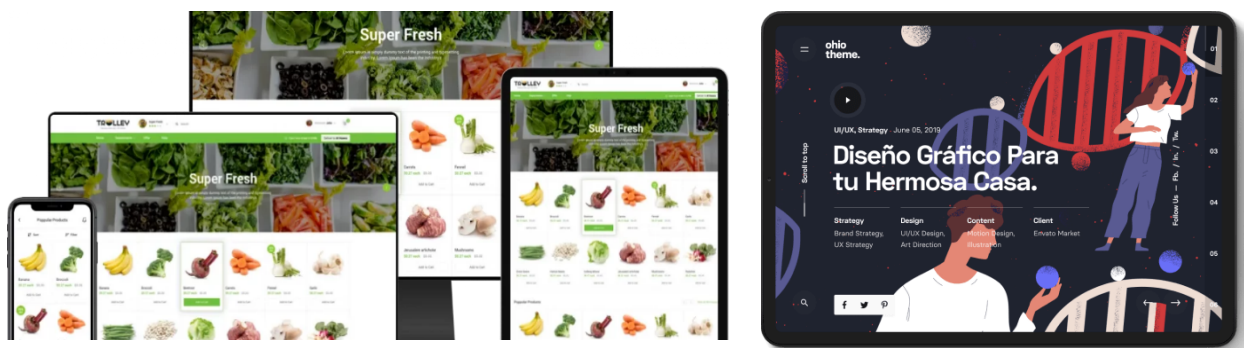
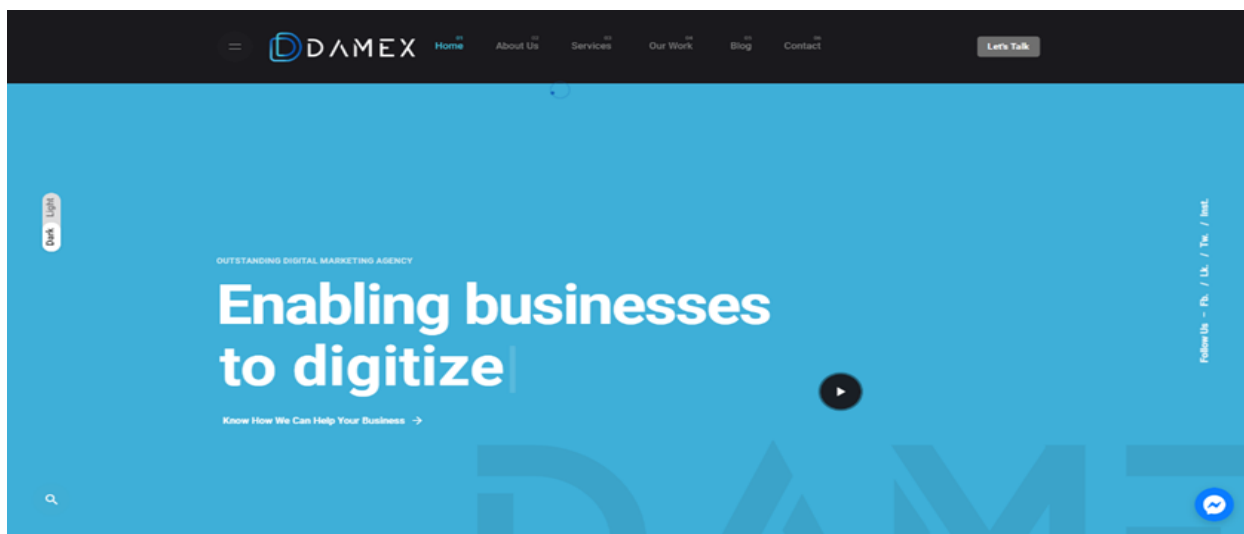


Figure 10: UI/UX design of Damex Digital website and their working sites.

Damex Digital homepage have the following sections that makes the website unique and user-friendly-

- Home page- On the home page they input a full survey of company information, services, portfolio, etc.
- Page post section- In post sections, they manage the banner or poster, and landing pages to beautify with full of service information.
- Revenue generated - In this section, they show all revenues and clients they work.
- Case studies- SEO featured case studies in this section.
- Blog- In this section featured digital marketing-related blogs.
- Services- This section represents Damex Digital's services and they separate the sections with details of works.
- About us- In this section clients can know about Damex Digital who they are, how they can give services and more details.
- Client reviews - All ideal customers are listed here with their separate lovely comments and reviews.
- Contact us form – In this section, they put an easy communication click so that customers can connect easily with the Damex Digital team.

5.2 Web usability of Damex Digital

Web usability means the ease of browsing a website. It depends on the SEO generating, UI/UX design quality, page load times, viewer usability, security, privacy, etc.

A website is a main attraction for an online sector company to reach the customer easily. A suitable website can attract more viewers and can convert them into clients. The usability success of the website is the percentage of visitors or customers who take the desired action. We ran several usability tests through several measurement tools and techniques. Website tests about the page speed, help us to analyze the performance of the website. The site should always be stable, and easy to use. The home page should clearly be about the services, offers work information, etc. The website has to be always running with a server on that the page is built otherwise the page visitors may also leave the site if they face trouble in the site. Therefore, websites need to be continuously updated to improve their performance.



Figure 11: Damex Digital website testing on GTmetrix Grade

According to the GTmetrix Grade which is a part of the google page speed findings site the grade of Damex Digital page is 52 which is pretty good. The structure of the page score is 81 and the web vitals are 2.3s per second. This result is not stable because Google updates the data every second. The performance is average compared to other agencies' websites in the company sector.

Damex Digital has a good search engine optimization (SEO) system on its website so that it can reach the viewer so fast and easily to findings in google. SEO means the search system that optimizes with on-page and off-page keywords and content that will be shown up when someone wants the particular services.

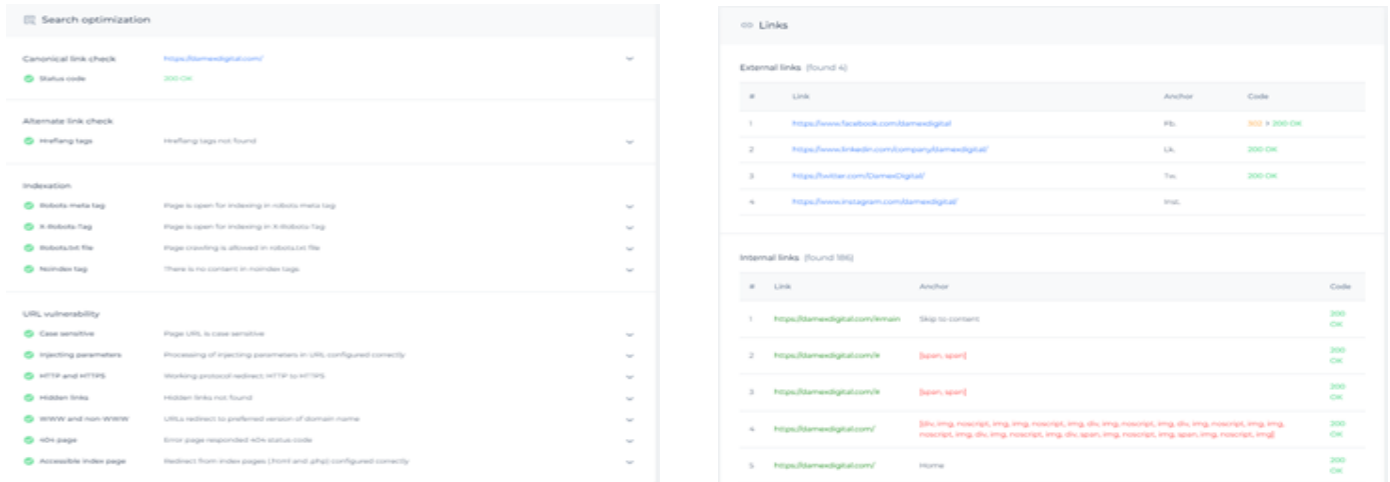


Figure 12: SEO on Damex Digital website.

As Damex Digital is a Canada and UK-based company the traffic analysis of November to January is a good rank and this rate is going up and is betting the other competitor. Most of the visitors are from Canada and UK and also some from Bangladesh too.



Figure 13: Traffic Analysis to Damex Digital.com

Chapter - 06
Social Media Strategies

6.1 Social Media Strategy for Damex Digital

As an intern at Damex Digital, I had the opportunity to learn firsthand the importance of social media in the digital marketing landscape. They took a comprehensive approach to social media marketing, recognizing its potential to reach and engage with their target audience in a powerful way. Here are some key takeaways from my experience working on their social media strategy:

Define the goals: Damex Digital's social media goals included increasing brand awareness, generating leads, and driving sales for their digital marketing services. By setting these goals early on, they were able to develop a focused and effective social media strategy.

Identify the target audience: As an intern, I was able to help Damex Digital define their target audience by researching the types of businesses and organizations that were most likely to benefit from their services. They were then able to tailor their social media efforts to these specific audiences, creating content that resonated with them and engaging with them in a way that felt authentic and meaningful.

Choose the right platforms: Damex Digital recognized that not all social media platforms are created equal. They were intentional in their selection of social media platforms, focusing on those that were most relevant to their target audience. Platforms like LinkedIn and Twitter proved particularly effective for them, allowing them to connect with potential clients and showcase their expertise in digital marketing.

Develop a content strategy: As an intern, I had the opportunity to help Damex Digital develop their social media content strategy. We created a content calendar that included a mix of educational and promotional content, and we focused on being consistent in our posting schedule to build engagement. We also experimented with different types of content, including graphics, videos, and blog posts.

Engage with the audience: Damex Digital recognized the importance of engaging with their audience on social media. As an intern, I helped manage their social media accounts, responding to comments and messages and actively seeking out opportunities to start conversations with their followers. This helped build a loyal following and increased engagement on their social media profiles.

Leverage paid advertising: Paid social media advertising can be a cost-effective way to reach your target audience and drive conversions. As an intern, I had the opportunity to help Damex Digital experiment with different types of ads and targeting options, ultimately finding a strategy that worked best for them.

Monitor and measure the results: Regular monitoring and measurement of social media metrics is essential to gauge the success of any social media strategy. As an intern, I helped Damex Digital track engagement, reach, and conversions, and we adjusted our strategy as needed based on our results.

In conclusion, my experience as an intern at Damex Digital taught me the importance of social media in the digital marketing landscape. Their comprehensive approach to social media marketing allowed them to connect with their target audience in a powerful way, ultimately driving results for their clients.

Chapter - 07

Findings, Recommendations & Conclusion

7.1 Major Findings of the Study

- Average Performance on Damex Digital website: After analyzing Damex Digital website we've found an average performance on the website. The page performance time is lower than other competitors. Website loading time is slow, website design should be more flexible, large layouts of banners, server issues, main reasons for lower performance on the website. Website SEO generation is poor from others and the site isn't reaching the target customers.
- Lack of promotion on Damex Digital Ltd: Damex Digital's promotional activities are done online. They don't run that many campaigns on the sites. If we compare the geographic segmentation of both online and branches, we'll find that online has a larger geographic segment because they are covering both national and international markets. Although they deliver products internationally, there are no promotional activities like campaigns for the international marketplace. On the website, they need to be promoted with a different and unique offering for engaging local and foreign customers.
- Lack of marketing strategy: The marketing strategy of Damex Digital is not that much good as others. Their brand image is average from other competitors. They just focus on Canada and UK-based countries. They should also focus on the local market and other foreign countries so that they can engage more customers.
- Less employee: Damex Digital doesn't have enough employees for the company. For this, they can be giving the best services to all customers and some of the customers are not happy with their services or work.

7.2 Recommendations

- Generating new marketing strategy: Damex Digital Ltd should maintain its mission statement to bring positive changes to its brand image. They should promote and grow engagement in the website in both local and international markets.
- Creating Marketing Mix for Local & International Market: Damex Digital Ltd should start giving the services in the local market. They should focus on the placement of their company and should reach more customers. As they focus on the international marketplace, they should go for other foreign countries so that they can get more customers. Meanwhile, they should design the products, promotions, and pricing according to their culture as well.
- Improving website performance: Damex Digital should upgrade their SEO generation to a high level so that they can reach the customers. Besides they have to work on their server work and the flexibility of the website so that the page loading time gets less time.
- Bring more Employees: Being a highly valuable organization, it needs an excessive number of employees to perform the organizational operations and activities. Damex Digital needs more employees so that they can complete their tasks easily and on time. By this they can hold their customers and make them satisfied.

7.3 Conclusion

During my internship at Damex Digital, I had the opportunity to gain valuable insights into the world of digital marketing. From website design to social media strategies, I worked on a variety of projects that helped me understand the nuances of creating effective digital marketing campaigns.

One of the key takeaways from my experience at Damex Digital was their emphasis on developing a comprehensive marketing strategy. They recognized the importance of understanding their target audience and tailoring their messaging to resonate with them. By defining clear goals, selecting the right platforms, and creating engaging content, they were able to successfully build brand awareness, generate leads, and drive sales for their clients.

Another area where Damex Digital excelled was their website design strategy. They understood the importance of creating a user-friendly and visually appealing website that showcased their expertise in digital marketing. By implementing best practices in website design, they were able to create a website that effectively communicated their value proposition and converted visitors into leads.

In addition to their marketing and website design strategies, Damex Digital also had a strong focus on social media. They recognized the potential of social media to connect with their target audience in a meaningful way, and they created a comprehensive social media strategy that included content creation, community engagement, and paid advertising.

Through my work at Damex Digital, I was able to make several recommendations for improvement. These included optimizing their website for search engines, creating more targeted and personalized content, and experimenting with new social media platforms.

Overall, my internship at Damex Digital was a valuable learning experience that provided me with practical skills and knowledge in digital marketing. I am grateful for the opportunity to have worked with such a talented and dedicated team, and I look forward to applying the lessons I learned in my future endeavors in the field.

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