

Internship Report On

"Driving Brand Awareness and Engagement: Internship as a Sales and Social Media Executive at Drone House BD, a Sub Brand of Ashora Group".

Prepared by

MD. Abu Zahid Jakaria Partho

ID:192-10-2107

Batch:48

Department of English

Faculty of Humanities and Social Science

This report is prepared for partial fulfillment of the requirement for
B.A. in English

Under the Supervision of

Ms. Mahinur Akther

Lecturer

Department of English

Faculty of Humanities and Social Science



Daffodil
International
University

Declaration

This dissertation, entitled "Driving Brand Awareness and Engagement: Internship as a Social Media Executive at Drone House BD had been lawfully written by me, MD. Abu Zahid Jakaria Partho, ID: 192-10-2107, Department of English, Daffodil International University (DIU). I also confirm that I have not submitted this report to any institution in order to earn a degree, diploma, or certificate.

Partho

MD. Abu Zahid Jakaria Partho
ID: 192-10-2107
Batch: 48
Department of English
Faculty of Humanities and Social Science
Daffodil International University

Certificate of Supervisor

It gives me great pleasure to confirm that the project paper "Driving Brand Awareness and Engagement: Internship as a Social Media Executive at Drone House BD, a Sub Brand of Ashora Group" has been submitted to the English Department at Daffodil International University by MD. Abu Zahid Jakaria Partho bearing ID: 192-10-2107. He successfully finished his internship at the 'Drone House BD' store as a Sales and Social Media Executive while working under my supervision to fulfil the requirements of his "Project Paper with Internship" course (Course Code-ENG431) for the B.A. in English programme. The report has never before been submitted for citations or academic distinction.



Ms. Mahinur Akther
Lecturer
Department of English
Faculty of Humanities and Social Science
Daffodil International University

Acknowledgement

I want to start by thanking the Almighty Allah for being my ongoing companion and guidance throughout my efforts. I was able to do my job effectively since the Almighty enables everything for me.

Secondly, I would like to thank my supervisor, Ms. Mahinur Akhter, for her excellent advice and the time she spent getting to know me. Her advice, assistance, and encouragement have been vital to me during this challenging time. Her support at every level and her proper guidance allowed me to successfully complete my task.

CEO MD. Anowar Hossain and Managing Director Mosharraf Hossain Russel in particular deserve special mention for their generosity in blending me into their team and giving their time, knowledge, and experience to me. They have been a true source of inspiration for me because of their dedication to creating a great work atmosphere, encouraging teamwork, and offering outstanding client service.

Finally, I want to thank my family, friends, and acquaintances for their unwavering support and helpful suggestions during my internship. They have put their confidence and faith in me, which inspired me to complete my internship successfully and contributed to my professional and personal development.

Executive Summary

My experience as a Social Media Executive at Drone House BD, an associate of the prominent Ashora Group, is described in this internship. The report covers my duties, successes, and accomplishments from the internship, with an emphasis on how I used social media to promote the company I work for, interact with the target audience, and increase sales.

Throughout the internship, I was successful in creating and putting into practice an effective social media strategy that supported the goals of the company. I significantly boosted the brand's social media following and enhanced engagement rates by producing engaging content, monitoring social media accounts, and encouraging community involvement. These actions immediately increased brand recognition and produced leads, which resulted in significant revenue growth over the internship term. The study highlights the value of social media for modern company, showing how good social media management may improve sales performance in addition to brand recognition and customer engagement. We were able to reach a larger audience, advertise new items, and increase sales by using successfully social media connections.

The study additionally points out the need to improve skills like analytical thinking, social media management, content production, and social media management. These abilities were refined using practical application and communication with the marketing team, which helped me grow professionally all over my internship. It is recommended that Drone House BD keep putting social media marketing at the top of the list of priorities as a vital method of generating sales growth in given the facts and experiences described in this study. The business can also look for further ways to combine social media with sales efforts, such introducing social commerce abilities or launching targeted advertising campaigns to promote immediate purchases.

Overall, this internship has given me valuable knowledge about the changing world of social media marketing and how much it affects sales results. The report provides as an extensive review of my time while internship at Drone House BD, showing the achievements and contributions I made over the time.

Table of Contents

Declaration.....	ii
Certificate of the supervisor.....	iii
Acknowledgement.....	iv
Executive Summary.....	v
Chapter 1 Introduction.....	1-5
1.1 Introduction to the Report.....	1
1.2 The objectives of the internship.....	1-2
1.3 Company Overview.....	2
1.4 Scope of Work.....	2-3
1.5 Products of Drone House BD.....	3
1.6 Product Process and Costing.....	4
1.7 Mission and Vission.....	4
1.8 Expected Learning Outcomes.....	5
Chapter 2 Literature Review.....	6-8
2.1 Consumer interaction.....	6
2.2 Generosity as a Brand Differentiator.....	6
2.3 Training and Development in Communication Skills.....	7
2.4 Activated Perception in Marketing Communications.....	7
2.5 Consideration of Audience Characteristics.....	7
2.6 Training and Guidance.....	7
2.7 Social Media as a Communication Channel.....	8
2.8 Customer Satisfaction and Feedback.....	8
2.9 Leveraging Technology for Communication.....	8
Chapter 3 Methodology.....	9
Chapter 4 Personal Experience.....	10-12
Chapter 5 Findings, Limitations and Recommendations.....	13-14
Chapter 6 Conclusion.....	15
Chapter 7 References.....	16
Chapter 8 Appendices.....	17
8.1 Photographs with Organization.....	17

Chapter 01

Introduction

1.1 Introduction to the Report

I completed my four years of study at Daffodil International University (DIU) to obtain my bachelor's degree in English. Now I've completed the rest of the practical part from the Drone House BD, a Sub Brand of Ashora Group. This practical part will be assessed by my respected academic supervisor. So according to my practical experience, I created this report and submitted it to my supervisor.

This internship report gives an extensive overview of the time that I working as a social media executive at Drone House BD. The report defines tasks performed, abilities acquired, successes attained, and contributions made during the internship. It tries to show the importance and effect of social media marketing in boosting brand awareness, promoting engagement, and generating profit.

The objective of this report is to provide a thorough analysis of the internship, highlighting the information that was received and how it was applied in practical to the field of social media marketing. It shows the progress of the professional career and the contributions made during the internship. The study begins with a backgrounder on the business, outlining Ashora Group as a well-known company and highlight Drone House BD as a sub-brand that focuses in drones for both commercial and recreational usage. After that, it will go with the duties and goals of the position of a social media executive while emphasising the main areas of concentration for the internship.

The report will also highlight Drone House BD's social media presence, successes and achievements, such as the rise in followers, higher engagement levels, effective campaign execution, and raised awareness of the brand. Additionally, it will discuss how important skills like content creation, social media management, analytics, and creativity are growing.

1.2 The objectives of the internship

This internship report's major aim is to present the experiences that occurred during the internship. The objective of this report is to summarize the duties, completed tasks, skills, and achievements. The report aims to give a thorough and useful overview of the experience and serving as a useful instrument for sharing knowledge, evaluation, and professional evaluation.

1. To describe and record the experience It serves as an overview of the completed tasks and achievements earned during the internship.
2. To provides opportunity for evaluation of one's own progress and reflection on the internship experience It offers a chance to evaluate the abilities, information, and lessons acquired during the internship.

3. To highlight the attempts and successes in boosting the brand's online visibility, promoting participation, and advertising services and products through social media platforms.
4. It serves as an instrument for sharing information from the internship experience to others who may find the new perspectives beneficial. It offers helpful details and practical examples of successful social media marketing techniques that may be used in related situations.
5. Depending on the institution or programme, the internship report could count as a course requirement and meet the criteria for evaluation and rating the internship experience.
6. To utilize the academic knowledge gained from studying English, the internship involved applying effective communication skills and language proficiency in social media marketing. The understanding of English grammar, syntax, and vocabulary contributed to the creation of high-quality content that resonated with the target audience.

1.3 Company Overview

ASHORA Group is a multi-faceted company that started business in Bangladesh on January 1, 2008. ASHORA Group has established itself as a prominent participant in various sectors of the economy through its numerous business activities. Their collective interests include consultancy, construction, IT support, Drone House BD, e-commerce, BPO, defence equipment supply, and EPC-based projects.

As part of its moral duty to reduce social and economic inequalities, Ashora Group gets to work on a range of social issues in Bangladesh. Additionally, members of this group engage in a number of charitable activities out of a sense of social responsibility, such as distributing blankets to the homeless during the winter and food to the underprivileged during COVID-19.

A renowned sub-brand of the Ashora Group, Drone House BD focuses in the production, marketing, and maintenance of drones for business as well as personal usage.

Overall, Drone House BD aims to dominate the drone market by offering innovative, dependable solutions that serve a range of industries. Drone House BD is a company that is dedicated to customer satisfaction, technical development, and market growth. It is working to define the drone industry's future in Bangladesh and globally.

1.4 Scope of Work

The scope of the Social Media Executive's role at Drone House BD was instrumental in supporting the overall marketing and branding strategies of the company. This encompassed a range of key responsibilities aimed at driving brand visibility, customer engagement, and ultimately, sales growth.

1.4.1 Social Media Management

One of the key areas scope of the work is managing the social media accounts of Drone House BD. This involved creating and curating engaging content, scheduling and publishing posts, responding to comments and messages, and monitoring the overall performance of the social media platforms. I utilized platforms such as Facebook, Instagram, Twitter, and YouTube to connect with the audience, build brand awareness, and foster a positive brand image.

1.4.2 Content Creation

The creation of content is a further significant aspect. creating engaging and visually pleasing material, including written articles, videos, and graphics, in order to pull and draw the target audience. Creativity, market research, and knowledge of the brand's identity and audience were all required to do success.

1.4.3 Analytics and Reporting

It refers to the chance to use social media analytical instruments to examine important data like reach, engagement, rates of clicks, and conversion rates. With the use of these insights, they were able to produce reports, spot trends, and develop social media strategy while allowing informed choice-making. Analysing the data also made it possible to measure the success of various campaigns and adjust strategies as needed.

They actively contributed to improving the brand's online visibility, raising engagement levels, and eventually boosting earnings through engaging in these areas of work.

1.5 Products of Drone House BD

Production of drones for both business and recreational uses is Drone House BD's area of competence. Drones with cutting-edge technology and creative capabilities are among their product options. These drones are made to take amazing aerial pictures and motion pictures, conduct aerial inspections, help with mapping and agriculture, and offer security and surveillance solutions.

Drone House BD provides drones with high-resolution cameras and stabilizing systems for photographers and videographers who are interested in making seamless and professional-quality video. These drones enable users to take breath-taking aerial pictures and explore imaginative narrative options.

They equip drones with high-resolution cameras, infrared thermal technology, and real-time video communication capabilities for security and surveillance uses. These drones provide a flexible and effective way to monitor huge regions, improve situational awareness, and ensure the protection and safety of vital infrastructure.

1.6 Product Process and Costing

At Drone House BD, the product process and costing are important steps in ensuring the production, pricing, and profitability of their drones.

Drone House BD focuses on creating drones that meet customer needs. They conduct research and development to stay updated with market trends and incorporate innovative features that enhance the performance and user experience of their drones. Drone House BD starts manufacturing when the drone design is finished. They use an easier process to produce drones more quickly while maintaining a high level of quality. They test their drones on a regular basis to ensure that they meet the strict rules and high standards of this industry.

Drone House BD evaluates the cost of manufacturing, R&D investments, marketing and distribution expenses, as well as real profit margins, on a number of factors. In order to set pricing that are both competitive and attractive they carefully investigate the market and its competitors. To determine the profitability of their products, they perform a strict cost investigation. They take into consideration both direct and indirect costs, such as marketing and administrative expenses, as well as costs related to manufacturing and supplies. They can make accurate choices to save expenses due to this investigation.

They believes in continuously improving their product process and costing. They gather customer feedback, monitor market trends, and stay updated with technology advancements to enhance their products and cost structures. This helps them stay competitive, satisfy customers, and drive business growth.

1.7 Mission and Vision

Mission

Drone House BD's mission is to provide innovative and reliable aerial solutions that empower individuals, businesses, and industries. They aim to revolutionize the drone industry by delivering cutting-edge technology and exceptional customer service to meet diverse needs.

Vision

They envisions a world where aerial technology transforms industries and enhances lives. They strive to be a global leader, pushing the boundaries of drone innovation and making a positive impact on society.

By living up to their mission, vision, Drone House BD aims to make a difference in the drone industry and serve their customers and communities with excellence.

1.8 Expected Learning Outcomes

It highlights the skills, knowledge, and experiences that the intern aims to acquire and develop during the internship period. It may involve content development, social media management, analytics, marketing planning, and effective communication skills. It provides the foundation for personal and professional development through the internship experience.

Chapter 02

Literature Review

A critical and detailed analysis of prior research and studies on a particular topic is called a literature review. In order to identify important themes, theories, and conclusions connected to the research question or topic of interest, it requires analyzing and interpreting a variety of sources. A literature review's goals are to contextualize the study, present a theoretical framework, and point out any gaps or areas for further study.

2.1 Consumer interaction

Effective customer communication is essential for establishing long-term relationships, increasing customer satisfaction, and boosting brand loyalty. This refers to customers and companies exchanging information, ideas, and feedback.

It uses numerous methods such as social media, email, live chat, phone calls, and meetings in person. It's important to communicate with customers in a quick and efficient way, answering their questions, giving them information about the products, and responding to any problems or worries they may have. It is useful to build trust, manage expectations, and deliver outstanding customer service using simple, straightforward interaction. (Constantinides, E., & Fountain, 2008, p. 231-244)

Communication that is on time is also essential. A dedication to customer satisfaction is shown by quickly responding to questions and comments from customers. Organizations need to prioritize timely communication to ensure a pleasant client experience, whether it be through social media platforms, email answers, or customer service channels.

Overall, effective customer communication consists of experiences that are quick, customized, clear, and proactive with the aim of building relationships, fulfilling clients' expectations, and encouraging loyalty. It is essential to improving the overall customer experience and increasing a company's performance in a competitive sector.

2.2 Generosity as a Brand Differentiator

A company may stand out from its competitors by being generous. Generosity can be an effective marketing differentiator. Giving back to the community, generous collaborations, and other acts of kindness may improve customer perceptions of a company and build a strong brand image. Brands can increase customer loyalty, draw in new clients, and improve their reputation by showing a dedication to social concerns and having a beneficial influence. Generosity-driven marketing strategies increase client trust and support by creating goodwill and compliments in addition to serving the betterment of the community. (Scott, D. M., & Nowak, M. L., 2019).

2.3 Training and Development in Communication Skills:

Training and development programs play an essential role in improving a company's employees communication abilities. With the help of these programs, employees will be better able to express themselves clearly, listen carefully, and interact with others. Employees may learn critical communication skills including clarity, empathy, active listening, and conflict resolution through workshops, seminars, and role-playing exercises. Investing in communication training promotes customer experiences, increases productivity overall, and promotes a collaborative and inclusive work environment. (Hargie, O., & Tourish, D., 2020).

2.4 Activated Perception in Marketing Communications

The psychological process through which customers interpret and perceive marketing communications are referred to as activated perception. Activated perception in marketing communications is to attract clients' attention, engaging their senses, and generating memorable experiences. Marketers can influence clients' perceptions and make a lasting effect by using strategies such as narrative, emotional appeal, and sensory inputs. Activated perception is crucial in defining brand perceptions, influencing customer conduct, and promoting customer engagement and loyalty. (Ambler, T., & Hollier, S., 2004).

2.5 Consideration of Audience Characteristics

To maintain efficient communication among several customers, it is important to take into consideration all of their special qualities. How people like to receive and absorb information can be strongly influenced by factors including age, cultural background, language ability, technical intelligent, and accessibility requirements. Organizations can change their communication strategies and channels to fit with these audience characteristics by knowing them. This may include using accessible formats, providing content in many languages, or using platforms that appeal to certain audiences. Companies may improve the effectiveness of communication by taking audience characteristics consideration to make sure that messages are successfully expressed, accepted, and connect with their intended recipients.

2.6 Training and Guidance

The success of employees within a company and their professional growth are greatly influenced by training and mentoring. Employees get the information, skills, and resources need to successfully carry out their duties through organized training programs and continuing supervision. Employees have the chance to grow in their knowledge, develop new skills, and keep up with market trends due to training programs. On the other side, guidance provides support, mentoring, and feedback to help employees overcome obstacles, make wise choices, and realize their full potential. Companies may empower employees, improve morale, and promote a culture of ongoing learning and development by investing in training and guidance.

2.7 Social Media as a Communication Channel

Social media platforms turned into important options for businesses to interact to successfully connect with their target audiences. These online communities, including Facebook, Twitter, Instagram, and LinkedIn, provide opportunities to exchange knowledge, engage with clients, and increase brand recognition. Businesses may actively engage in conversations, reply to customer queries and feedback, and post information about products, services, or market trends using social media. Real-time communication made possible by social media allows companies to quickly respond to client issues and maintain their excellent image. Organizations can build stronger relationships with their audience, encourage participation, and improve brand awareness in the world of technology by using social media as a communication channel.

2.8 Customer Satisfaction and Feedback

Customer satisfaction and feedback are crucial aspects of business success. Customer satisfaction refers to the level of satisfaction to which customers are satisfied with a company's product, service, and overall experience. It is important for businesses to understand and fulfil customer expectations in order to establish long-lasting relationships and increase customer loyalty. Gathering customer feedback through surveys, reviews, and direct interactions allows businesses to gain valuable insights into their strengths, weaknesses, and areas for improvement. By actively listening to customer feedback and taking appropriate actions, businesses can enhance their products, services, and processes to better align with customer needs and preferences. Prioritizing customer satisfaction and feedback leads to increased customer loyalty, positive word-of-mouth referrals, and improved overall business performance.

2.9 Leveraging Technology for Communication

Leveraging various technological tools and platforms to improve the quality and effectiveness of communication activities is known as "leveraging technology for communication." Technology is extremely significant in today's digital age for connecting people, businesses, and organizations across many times and places.

People and companies may profit from abilities like instant messaging, video conferencing, email, social networking, and teamwork tools by using technology for communication. Real-time interactions are made possible by these technologies, which also make it possible to share huge amounts of information quickly and securely.

Technology also offers options regarding customization and personalization, allowing people to select the best channels and formats for their need. In order to increase the impact and effectiveness of communications, it also makes it possible to include visual elements like photographs, videos, and interactive information. (Ambler, T., & Hollier, S. 2004).

People and companies may overcome time and distance limitations, accelerate communication procedures, encourage interaction, and ultimately produce better results in their personal and professional efforts by accepting and using technology for communication.

Chapter 03

Methodology

This part of my internship report will describe the methods that I employed throughout my internship as a Sales and Social Media Executive at Drone House BD. I will specifically discuss how my four years of B.A. in English, along with additional courses like Art of Living and Employability 360°, helped me improve my ability to interact and deal with customers, while courses like Second Language Acquisition improved my overall performance.

B.A. in English: My four years of studying in English provided myself with a strong basis in critical thinking, linguistic ability, and communication. These skills allowed me to communicate with customers and others in the sales and social media fields in an efficient manner. I was able to create interesting and engaging material for social media platforms due to my skill with language behaviors and writing skills, which contributed to increasing brand awareness and interact with customers.

Art of Living and Employability 360: The courses in Art of Living and Employability 360 were extremely important for enhancing my communication and interpersonal skills. I acquired actual stress-reduction skills that helped me maintain calmness and deal with demanding circumstances when working with clients. The classes also provided insights into teamwork, problem-solving, and professional manners, all of which were helpful in creating excellent relationships with clients while working with the marketing team to reach targets for sales.

Second Language Acquisition: My knowledge of how people learn and acquire languages has been improved by my course on second language acquisition. This understanding was crucial for helping me respond to various audiences and serve a wide range of customers. By adjusting my language and content to appeal to different target groups, I was able to engage customers and increase sales.

I was able to apply a well-rounded approach to sales and social media management during my internship at Drone House BD by relying on the understanding and skills I had acquired from my academic background and additional courses. These educational experiences provided me with the understanding and skills I required to succeed in the practical aspects of my area of work and successfully manage relationships with customers, at last helping with the growth and achievement of the company.

Chapter 04

Personal Experience

4.1 My experience as a Sales Executive

I am going to discuss about my personal experience working as a Sales and Social Media Executive at Drone House BD for six days in the following part of my internship report. Each day will be thoroughly recorded, highlighting the duties I performed, the issues I faced, and the outcomes I acquired.

4.1.1 Day 1: March 5th, 2023

On my first day, I worked with the marketing team to create informative captions for social media. Using different social media platforms, I also promptly and correctly responded queries and comments from clients. End of the day, I had successfully raised the number of engagements and received positive comments from customers on social media.

4.1.2 Day 5: March 10th, 2023

On that day, I focused on market research to identify potential clients and competition in the drone industry. I used many online tools and resources to learn about customer preferences, competitive strategies, and market trends. This information was very important for assisting to build our social media content strategy. I also joined a brainstorming session with the marketing team to generate good concepts for future promotions. By the end of the day, I had finished an extensive market report that provided helpful data for future decisions.

4.1.3 Day 9: March 14th, 2023

I spent the whole day working with the team to develop engaging posts and articles about drones and their many uses. I completed extensive studies to make sure the information was accurate and timely. To make the content better for search engine optimization (SEO), I also included appropriate keywords and meta tags. In order to keep a consistent company presence, I created social media posts over a range of sources. When everything had been concluded, the content production team made excellent feedback as their posts significantly increased website traffic and user interaction.

4.1.4 Day 13: March 18th, 2023

This day was given over to measuring and evaluating social media performance. I evaluated our social media initiatives' reach, engagement, and outcomes using analytical tools. I noted areas for

development and suggested strategies for improving performance. I made data-driven decisions to improve our content strategy and target particular audience segments based on the data. In addition, I created a thorough report describing the important Key performance indicators and offering helpful insights for next efforts.



4.1.4 Using analytical tools to evaluate the reach, engagement, and outcomes of social media initiatives.

4.1.5 Day 17: March 22th, 2023

I worked with the sales team to create special deals and promotional offers for our items. I produced eye-catching visuals and marketing materials, which were shared on social media sites to increase sales. I kept monitoring on how many people responded and answers to make sure that customers' queries and problems were quickly addressed. The sales and social media teams' worked together significantly increased earnings and customer satisfaction.



4.1.5: Use appealing photographs to create special deals and promotional offers for the items.

4.1.6 Day 20: March 25th, 2023

On my last day, I gave the management team a summary of my internship experience and the results I had achieved. I proved a growth in social media customers, higher engagement levels, and the beneficial effect on sales. Additionally, I discussed findings from market research and customer experiences, highlighting the significance of adjusting our strategy to changing client demands. My efforts were honored and the management team was pleased with the outcomes of the internship.

I acquired significant practical experience in sales and social media management throughout these six working days. I acquired an extensive knowledge of the market, improved my abilities in content development and customer connection, and saw personally how successful social media strategies affect sales results.

Chapter 05

Findings, Limitations and Recommendations

5.1 Findings

Based on the internship experience, several key findings emerged regarding the company's social media activities. Firstly, the social media platforms employed by the company, such as Facebook, Twitter, and Instagram, demonstrated a significant reach and engagement with the target audience. Secondly, content that incorporated visually appealing graphics, interactive videos, and concise, informative captions resonated most with the audience. Thirdly, actively engaging with the audience by promptly responding to comments and messages positively influenced brand perception and customer satisfaction. Fourthly, collaborations with influencers and strategic partnerships proved to be effective in expanding the company's reach and attracting new followers.

However, certain limitations were identified, including limited resources and budget constraints, reliance on organic reach, insufficient dedicated social media personnel, lack of a comprehensive social media strategy, and challenges in accurately tracking conversions. To address these limitations, recommendations were proposed, such as allocating a dedicated budget, developing a comprehensive social media strategy, establishing a content calendar, considering additional social media personnel, and implementing systems to track conversions and measure the impact of social media efforts on business outcomes. These findings provide valuable insights into the company's social media activities, highlighting both areas of success and opportunities for improvement.

5.2 Limitations

The internship experience resulted to the identification of a number of restrictions that might affect the company's marketing and communication plans. First off, it might be difficult to carry out complete communication plans and purchase advanced communication technologies due to restricted resources and financial restrictions. Secondly, the lack of employees who are entirely committed to communication management may cause delays in responding queries and resolving client issues. Moreover, a lack of a clear communication strategy or content time could result in inconsistent messages and make it challenging to connect communication efforts with business objectives. Again, it is difficult to determine the return on investment (ROI) and make data-driven decisions since it is impossible to easily monitor and evaluate the impact of communication efforts on desired outcomes. Last but not least, other factors like shifting market dynamics or competition may affect how successful marketing efforts represent. To find areas for improvement and create plans to go around them, these limitations should be taken into consideration.

5.3 Recommendations

Based on the internship experience, several recommendations were proposed to address the identified limitations and enhance the company's communication efforts.

Firstly, allocating a dedicated budget for communication activities would enable the company to invest in advanced communication tools, targeted advertising, and professional development opportunities for the communication team.

Secondly, hiring additional personnel or outsourcing certain communication tasks can help ensure prompt and effective communication with customers and stakeholders.

Thirdly, developing comprehensive communication strategy and content calendar will provide a roadmap for consistent messaging and aligning communication efforts with organizational goals.

Fourthly, implementing robust tracking and analytics systems will enable the company to measure the impact of communication initiatives, track conversions, and make data-driven decisions to optimize communication efforts.

Lastly, regularly evaluating the effectiveness of communication strategies, considering industry trends, and adapting to changing market dynamics will ensure ongoing improvement and relevance in the company's communication practices. By implementing these recommendations, the company can enhance its communication effectiveness, strengthen relationships with customers and stakeholders, and achieve its communication objectives.

Chapter 06

Conclusion

In conclusion, this internship as a Social Media Executive at Drone House BD has been incredibly beneficial to me. It provided practical experience and allowed me to use the knowledge. My understanding of social media marketing increased as an outcome of working on social media efforts, creating interesting content, and tracking outcomes metrics. Future possibilities for employment have been made possible by the chance to meet and engage with business experts.

My employment record has been greatly enhanced by this internship, which has improved my chances for related employment opportunities. Additionally, this experience has helped me learn more about myself and my skills as addition to improving my professional career. Overall, the internship has been valuable that has helped me grow both personally and provided me understanding of the profession.

It provides as an in-depth review of the experience, highlighting achievements, skills gained, and institutional contributions. It emphasizes the importance of actual usage, ongoing education, and ability to adapt in the ever-evolving arena of social media marketing.

Chapter 07

References

Consumer interaction:

Constantinides, E., & Fountain, S. J. (2008). *Web 2.0: Conceptual foundations and marketing issues*. *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 231-244.
doi:10.1057/palgrave.ddmp.4350092

Generosity as a Brand Differentiator:

Scott, D. M., & Nowak, M. L. (2019). *The new rules of marketing and PR: How to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly (6th ed.)*. Wiley.

Training and Development in Communication Skills:

Hargie, O., & Tourish, D. (2020). *Handbook of communication auditing (2nd ed.)*. Routledge.

Activated Perception in Marketing Communications:

Ambler, T., & Hollier, S. (2004). *Marketing with integrity: Ethics and the service-dominant logic for marketing*. *Journal of the Academy of Marketing Science*, 32(4), 410-419.
doi:10.1177/0092070304269134

Leveraging Technology for Communication:

Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing (3rd ed.)*. Sage Publications.

Chapter 8

Appendices

8.1 Photographs with clients



8.1 Dealing with the customer and selling the product.

Recommendation Letter



Faculty of Humanities
and Social Science

Ref : Internship Placement//222

Date:18-02-2023

Social Media Executive

Ashora Group

Address: West Nakhhalpara, House-42,Rd-19, Dhaka-1230

Subject: Request for Internship Placement

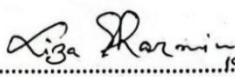
Dear Sir,

We are happy to inform you that the Department of English at Daffodil International University (DIU) has been offering BA in English and in partial fulfillment of the requirement for the BA in English Degree, students are required to be placed in relevant organizations as interns to gather professional experience. The duration of the Internship is three months.

I would like to draw your kind attention that: **Md. Abu Zahid Jakaria Partho, ID Number: 192-10-2107** has completed 117 credit hours in 39 courses from the Department of English. It would be highly appreciated if you could kindly allow him as an Intern at your esteemed organization.

Please feel free to contact me for further information if required.

With the best regards,


.....18.2.2023

Dr. Liza Sharmin
Associate Professor and Head
Department of English
Daffodil International University
Email: headenglish@daffodilvarsity.edu.bd



Daffodil International University: Daffodil Smart City, Ashulia, Dhaka, Bangladesh
Tel: +88 02 9138234-5, 48111639, 48111670, 01847140094, 01713493051, 01713493141, 01811458841, 01841493050
E-mail: info@daffodilvarsity.edu.bd, Fax: +88 02 9131947 www.daffodilvarsity.edu.bd

Internship Certificate

Drone House BD

Office Address: House -West Nakhhalpara, House-42, Rd-19, Dhaka 1230
Phone No: +8801970-760644, 02-48950269, Website : Ashoragroup.com

Ref: Internship /222

Date: 01-05-2023

TO WHOM IT MAY CONCERN

This is to certify that, MD. Abu Zahid Jakaria Partho, a student of B.A. (Hons.) in English, Daffodil International University has successfully completed his internship at Drone House BD, a Sub Brand of Ashora Group. Abu Zahid Jakaria Partho worked as an intern from March to April and showed a high level of commitment, dedication, and enthusiasm throughout his internship period. He demonstrated excellent communication and teamwork skills, and was always willing to take on new challenges and learn new skills. We are pleased to present this certificate of internship to Abu Zahid Jakaria Partho as recognition of his successful completion of the internship program at Drone House BD.

M.H Russel
15.05.2023

MD. MOSHARRAF HOSSAIN RUSSEL
Managing Director
Drone House BD, Ashora Group

