

An Evaluation of the Digital Marketing Activities of Color Clipping Ltd.

Internship Report

On

An Evaluation of the Digital Marketing Activities of Color Clipping Ltd.

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Letter of Transmittal

September 16, 2023

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
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Subject: Submission of Internship Report on “An Evaluation of the Digital Marketing Activities of Color Clipping Ltd.”

Dear Sir,

It is my immense pleasure to present the internship report titled “An Evaluation of the Digital Marketing Activities of Color Clipping Ltd.,” which was assigned to me as a partial requirement for the competition for the Master of Business Administration degree. Working with a reputed Bangladeshi organization and obtaining a detailed understanding of digital marketing activities is a privilege. I made every effort to prepare this report as useful and practical as possible by following your cordial guidelines.

I appreciate your kind assistance and gentle cooperation throughout my work on this report. Please take some time to go through the report and evaluate my progress. I would be grateful to you.

Sincerely,



Shakil Ahmed

ID: 213-12-126

Program: MBA (Executive)

Major in Digital Marketing

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Letter of Approval

This is to certify that the internship report entitled An Evaluation of the Digital Marketing Activities of Color Clipping Limited is prepared by Shakil Ahmed, ID No.213-12-126, as a requirement of the M.B.A (Executive) program under the Department of Business Administration and the Faculty of Business & Entrepreneurship at Daffodil International University.

The report is recommended for submission and acceptance.

I wish him every success in life.



.....

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

Firstly, I would like to thank Almighty Allah for His blessings in accomplishing my internship study on time. From the bottom of my heart, I am grateful to my academic supervisor, Professor Dr. Mohammed Masum Iqbal, for his kind support, guidance, constructive supervision, instructions, and advice and for inspiring me to complete my report. I am also deeply indebted to him for his scholarly and positive suggestion, which became a remarkable assist in preparing this report on " An Evaluation of the Digital Marketing Activities of Color Clipping Ltd."

Sincere gratitude to all the superb people of Daffodil International University. I especially appreciate my teachers and classmates.

Executive Summary

The primary purpose for selecting this topic for the entire study is to learn and share about the digital marketing activities and challenges of an ITES (Information Technology Enabled Services) provider in the global market. An effective marketing strategy is essential for every business or organization. Due to working at color clipping, my internship report evaluates the company's overall digital marketing activities. Color Clipping Ltd. is a graphics design-based ITES provider that started its journey in 2010 in Bangladesh. Generally, the company offers all photo editing services, including clipping paths, ghost mannequins, photo retouching, eCommerce photo editing, etc., worldwide. They started their business in Bangladesh with a partner office in London, UK. Color Clipping Ltd. provides services to more than 70 countries with more than 4,000 clients (Website, Color Clipping Ltd., 2023). In this study, it has been analyzed to get a clear understanding of the company's market segmentation, target market, and positioning strategy, as well as the challenges in digital marketing and how they implemented the 4 Ps of the marketing mix in the ITES industry all around the world. Based on the findings, some recommendations are provided that make logical sense to put into action to strengthen Color Clipping's existing market position through digital marketing implementations in the global market.

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CHAPTER 01: INTRODUCTION

1.1 Introduction of the Study

Each business or organization must develop and implement an effective and successful marketing strategy to generate sales and profitability. Customer views towards marketing are changing daily, especially since the pandemic. People's demands, desires, and customer traits are changing. Every business must use strategic management tools or marketing strategies to sustain their organization's reproductive success and competitiveness in the marketplace, reach the global market widely, and adapt to this shift. Marketing strategies and activities play a significant role in the growth of any organization or business. Working with Color Clipping Ltd., a photo editing services provider, helped prepare my internship study to evaluate their online marketing strategies and activities.

1.2 Origin of the Study

As a partial requirement for the degree fulfillment of the Masters of Business Administration (MBA) from Daffodil International University, the internship program is vital for all students. The key objective of this effective program is to introduce students to practical world work experiences. Therefore, my internship course supervisor, Dr. Mohammed Masum Iqbal, Professor at Daffodil International University, allowed me to prepare my internship study based on An Evaluation of the Digital Marketing Activities of Color Clipping Limited. This outcome is based on my job activities, the company's online marketing implementations at Color Clipping, and the requirements of completing the MBA program from Daffodil International University.

1.3 Objectives of the Study

The objectives of the study are as follows:

- i. To identify the marketing strategies of Color Clipping Ltd;
- ii. To analyze the digital marketing activities of Color Clipping Ltd;
- iii. To identify the problems related to the digital marketing operations of Color Clipping Ltd;
- iv. To make some recommendations to solve the problems;

1.4 Scope of the Study

The study is titled "An Evaluation of the Digital Marketing Activities of Color Clipping Limited." This study will examine how Color Clipping implements marketing strategies in the global market to reach its destination by overcoming related challenges. In the study, all digital marketing activities including strategy, action plan, insight analysis, projection, etc. are explained. Global market and consumer behavior are shown widely here. It is covered the demand and potential business opportunities for the photo editing industry through digital marketing attempts and activities in every corner of the world.

1.5 Limitations of the Study

There are some limitations to completing the study. Since Color Clipping usually does digital marketing and changes daily, it took a lot of work to include accurate data. Because of some sudden algorithm changes in different applications like Google, Facebook, and LinkedIn, it is tough to put data from insight analysis perfectly. Also, there is a confidential business issue, so some information and data may be inaccurate.

1.6 Methodology of the Study

An initial overview of the data collection and analysis used to prepare this study is as follows:

1.6.1 Nature of the Study

The following study is mainly descriptive; some numeric values are included to show the projection only. The study is more related to the present marketing outputs and business status. Trend analysis is also considered to evaluate and describe the overall digital marketing strategies and activities of Color Clipping Limited. A few modalities have been applied to analyze and represent data.

1.6.2 Sources of Data Collection

Secondary Sources of Data Collection: Official website and social platforms of Color Clipping as well as published different portals and journals are mainly the sources of data collection here.

1.6.3 Method of Data Collection

The method is conducted as follows:

Secondary Sources:

- a) Official website and social platforms of Color Clipping Ltd.
- b) Published different online journals and articles related to the ITES and graphics sector's digital marketing activities and initiatives.

1.7 Definition of Key Terms

- a) **ITES:** It includes Information Technology Enabled Services which means the services related to using information technology.
- b) **Marketing and Sales:** Marketing is all about using tactics and strategies to create, promote, and distribute a product or service to targeted customers. When a marketer attempts actions and operations aimed at selling or marketing a product or service to their prospects, it is referred to as sales.
- c) **Segmentation, Targeting, and Positioning (STP):** Segmentation is a process of identifying distinguishing and common points among consumers in the market, which helps to create far more appropriate and suitable marketing strategies. A target market is a group of people who have been determined to share specific demographics with the people who are most likely to purchase a company's product or service. Market positioning refers to the performance to influence customer perceptions of a brand in comparison to competitors.
- d) **Marketing Mix Strategy:** A marketing mix is a group of flexible, tactical marketing strategies used by businesses to elicit the desired response from their target market. A company can only influence the demand for its products in this way. It can be used as a planning and execution tool for marketing.
- e) **USP:** USP includes Unique Selling Point, a marketing statement that differentiates a brand from its competitors in the industry or market. It is also called the strength points which are unique for that particular company.

CHAPTER 02: ORGANIZATION BEHAVIOR

2.1 About the Company

Color Clipping is a leading photography post-production service provider registered in Bangladesh with a partner office in London, UK. It provides photo editing and retouching crafted with advanced technology by a team of experts. The specialty services are Jewelry Retouching, Photo Retouching, Image Editing, E-commerce Image Editing, Product Photo Editing, Headshot

Retouching, Real Estate Image Editing, Mannequin, Clipping Path, and Background Removing. Color Clipping has been consistently expanding its excellence throughout the decade since 2010. Being a registered company in Bangladesh and a member of the Bangladesh Association of Software and Information Services (BASIS), it has been acknowledged by numerous clients worldwide. Color Clipping primarily serves retailers (large), e-commerce, agencies, photographers, and business owners. (Website, Color Clipping Ltd., 2023)

2.1.1 Vision, Mission & Core Values

Color Clipping aims to help clients with photo editing projects from start to finish within the deadline as an in-house post-production team.

With a mission of "enhancing perfection," it not only makes the work perfect but also makes those who work for them.

They are working as a team in a friendly environment. They count every team member on the same level without any form of discrimination. It all starts with devotion, and the company's slogan is "Devoted to Deliver Perfection."

(Website, Color Clipping Ltd., 2023)

2.1.2 About the Team

In the beginning, the CEO of Color Clipping, Zakir Hossain, started freelancing with photo retouching from home to become self-dependent while studying at university. Now Color Clipping Ltd. operates its business with energetic teams including a production team, marketing team, support team, and web & Operation team. It has also Human Resource, Admin, and Accounts teams. Every team performs its responsibilities accordingly. It has 100+ members currently.

(Website, Color Clipping Ltd., 2023)

2.1.3 Work Process

Color Clipping has a very smooth work process. Customers feel very comfortable and easy to place orders. The company has a very smart customer portal where they can put their orders easily.

At the time of placing orders, customers get invoices within a short time and they make the payments in advance. After that, the support team receives the orders and forwards them to the production manager. The production manager arranges and assigns tasks accordingly. By following a priority basis, all tasks are delivered timely. The total process maintains through its own online portal which is very secure and updated.

2.1.4 USP (Unique Selling Point)

The Unique Selling Points of Color Clipping Ltd. are mainly Customized Editing, Easy Dashboard, and Instant Support. Besides, it provides quality outputs with on-time delivery. (Website, Color Clipping Ltd., 2023)

CHAPTER 03: ANALYSIS & FINDINGS

3.1 Situation Analysis

3.1.1 Company's Present Situation

Color Clipping Ltd. serves its services mainly in the USA, UK, Australia, Germany, Italy, France, and some countries. The primary operation and production activities are operated from Bangladesh by using digital scopes. All marketing activities are communicated digitally. So, the website of the company is the main platform for marketing. Other social media platforms are also channels of marketing. Since the customers and prospects are active and used to finding their vendors online, it is the opportunity to grab the market share gradually.

3.1.2 Market Overview

Color Clipping Ltd. aims to expand its business in North America and Canada widely. E-commerce companies are the main target group and day by day the market is growing rapidly

especially starting from the time of COVID-19. In the eCommerce market of North America, revenue is projected to reach US\$1,115.00bn in 2023. With an annual growth rate of 11.56% from 2023 to 2027, resulting in a projected market volume of US\$1,727.00bn by 2027. (Statista, Statista/eCommerce, 2023)

3.1.3 Consumer Behavior

Due to digital transformation, consumer behavior is changing daily. The demand for photo editing apps has increased because consumers want to make sure that their photos look their best before sharing them online. As a result, during the past several years, there has been a sharp rise in the number of downloads for photo editing apps. The photo editor app market size is to expand from US\$ 318.2 million in 2023 to US\$ 572.3 million by 2033. (Insights, 2023). Currently, more than 90% of people use the internet in the USA and it is growing day by day. (Statista, Statista/User, 2023)

3.2 SWOT Analysis

SWOT states Strengths, Weaknesses, Opportunities, and Threats. A SWOT analysis helps an organization identify its strong points. These are the key success factors, and the company gets competitive advantages from them. Through the analysis, the organization's weak points are identified, which assists in taking initiatives to fix them. Besides, external factors, opportunities, and threats are noticed by experiencing the analysis. These outcomes help to implement the actions for the betterment of the company. The SWOT Analysis of Color Clipping is listed below:

3.2.1 Strengths

- Color Clipping ensures quality services consistently.
- It has in-house trained designers.
- It has special Jewelry Retouching experts.
- Color Clipping has an instant support team and it ensures on-time delivery.

- It has its own customer portal and a secure payment system.

3.2.2 Weaknesses

- Color Clipping operates its production with a less automated system.
- Less capacity of delivery due to less automation.

3.2.3 Opportunities

- Since the company has a jewelry production team, it can capture the jewelry retouching market.
- Color Clipping can expand its services globally because it has a global existence.
- The E-commerce market is growing and the demand for photo editing is increasing.

3.2.4 Threats

- The prices of the services are decreasing rapidly.
- Many competitors are using AI (Artificial Intelligence) to mobilize production capacity.
- A bad reputation exists regarding South Asian companies.

3.3 Marketing Strategy

3.3.1 Objectives

As a part of the marketing goal, the primary objective of the company is to increase sales by converting more customers through digital marketing activities.

3.3.2 Goals

The company has specific marketing goals to capture the market. The marketing goals are the following:

- All service pages (16) will be ranked within 10 on the Google search engine with the service keywords by December 2023.
- By the year 2023, organic visitors to the website must be a total of 50,000.
- Facebook and LinkedIn page followers will be 3,000 by December 2023.

3.3.3 Segmentation

Market segmentation is really a crucial part of marketing. Color Clipping has a specific segmentation in its marketing plan. It has the following segmentation to create consumer groups to target:

Market Segmentation of Color Clipping Ltd.			
Geographic	Demographic	Psychographic	Behavioral
North America USA Canada Australia United Kingdom Germany France Italy Sweden Austria	Gender: Male & Female Age: 25-50 Occupation or job status: Individual: Photographers Company: eCommerce, Studio, Agencies	Trendy and Fashion concerns Mid and Upper Class	Tech Lovers Pet Lovers Innovations seekers

	<p>Contact Persons: Photographers, Creative Directors, eCommerce Managers, Marketing Managers, Studio Owners, Directors</p>		
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Table: 3.1

3.3.4 Targeting

Color Clipping has a specific target segmentation with photo editing services including clipping path, headshot retouching, ghost mannequin, photo retouching, etc. To reach the goals, the target strategies are like:

Target strategy 01: Through digital marketing, Color Clipping follows the marketing steps starting from the awareness stage to the lead generation stage to grab the attention of the market. Creating a vast and unique awareness of the brand is the first targeting of the company to the targeted audiences.

Target Strategy 02: Color Clipping targets to rank the targeted keywords by publishing unique and engaging content on its website as well as other social platforms on a regular basis.

Target Strategy 03: Through posting attractive and unique content on Facebook and LinkedIn, targeted follower numbers must be achieved gradually.

Target Strategy 04: Color Clipping works to get sales more by converting the visitors from prospects to clients.

3.3.5 Positioning

Color Clipping, a photo editing services provider, challenges creating a premium position in customers' minds about the company and services. Alongside the challenge, positioning is unavoidable segmentation to achieve the goal from the market.

Present Positioning status is: "known as a standard photo editor to the market"

To ensure the position as a "Photo Editing Specialist" in potential customers' minds, Color Clipping should follow the below strategies.

- Ensuring digital presence as a premium service provider in the photo editing industry.
- Highlighting as a specialist in jewelry retouching in the potential customers' minds.
- Focusing to ensure quality and hassle-free services.
- Position itself as an expert in photo editing services.

3.4 Marketing Mix Strategy

The marketing mix, sometimes known as the four Ps, meaning Product, Price, Place, and Promotion, was initially proposed by Jerome McCarthy (1960) and is a significant factor in developing and implementing marketing strategies.

Below are the various components of the marketing mix in the context of Color Clipping Ltd.

3.4.1 Product

In terms of business type, the products that Color Clipping offers are actually services. In a variety of ways, digital marketing may contribute to service enhancement. Online marketing allows market researchers to assess the needs of customers, and the feedback they provide may be utilized to improve existing services or develop new ones. In this case, Color Clipping offers services, including clipping paths, product photo editing, background removal, jewelry retouching, real estate photo editing, etc., to its targeted customers. The company has expertise in jewelry retouching, which is its vital service. They are trying to ensure quality delivery with a decent

turnaround time for all their target customers. The customers get the benefits and services with satisfaction, and smiling in the face is the company's main priority. Color Clipping Ltd. has satisfied them by adequately meeting their needs and requirements.

3.4.2 Prices

Color Clipping Ltd. has an in-house production team to process the services. They can process the work orders with their own required platforms and resources so that the company can offer the services at affordable prices with the highest quality. Color Clipping also has an IT team to develop and implement the work automation, which impacts considering the best prices. As they maintain a very high quality, they do not have room to discount.

3.4.3 Place

Services of Color Clipping are available all over the world, in addition to establishing a professional photo editing industry. The main goal of the company is to be able to deliver quality services anywhere in the globe at affordable prices.

3.4.4 Promotion

Promotion refers to the communication between the products or services and customers appropriately. It includes reaching the target audience with the right message or information about the products or services at the right time. Promotion encompasses campaigns, ad publishing, public relations, and an overall media strategy for introducing the product or service. In this connection, Color Clipping is doing many promotional activities, mainly digitally. Specifically, the primary promotional objectives of the company are listed below:

- To face the competition and be the market leader in the photo editing industry.
- Communicate with the target customers and prospects.
- To expand and introduce the business with services over the world.
- To establish strong existence online.
- To gain maximum sales revenue and profit.
- To enhance and sustain the brand in the industry.

3.5 Promotional Activities

To reach and ensure the objectives, Color Clipping performs some promotional activities regularly. Since the company focuses its promotion online, all activities refer to digital platforms including Google, Facebook, LinkedIn, etc. These activities are discussed in detail below.

3.5.1 Organic Marketing

Organic marketing is a strategy to generate traffic for a business organically rather than using paid methods. It is a stable method to sustain the brand in the industry or marketplace. Color Clipping Limited primarily focuses on organic marketing to promote its services to targeted traffic. In this case, the company mainly conducts this strategy in two ways. One is Search Engine Optimization, and another is Content Marketing.

3.5.2 Search Engine Optimization (SEO)

Search Engine Optimization, or SEO, is the process of improving a website's position to increase its rank in search engines, including Google, Bing, Yahoo, and other search engines where people search for products, services, and additional information on particular topics. Google is the popular search engine with over 80% market share. (Forsey, 2023). Color Clipping is working to rank its website on Google. The SEO team of the company is now working to rank the sixteen service pages, focusing primarily on sixteen keywords. A word or group of words that an internet user enters into a search engine is referred to as a keyword in digital marketing. Let's see the progress and position of the last four months. According to the company's internal report, it has been shared. So it might have some incorrect numbers.

Service Keywords	Pages/Primary	Rank Position on Google				Total Organic Traffic Number on Website			
		Jan, 2023	Feb, 2023	Mar, 2023	Apr, 2023	Jan, 2023	Feb, 2023	Mar, 2023	Apr, 2023

Shadow Making Service	2	2	1	1				
School Photo Retouching	13	11	10	10				
Real Estate Photo Editing Service	39	37	25	25				
Product Photo Editing Service	33	31	34	33				
Photo Retouching Services	49	37	26	26				
Newborn Photo Editing Service	5	5	6	5				
Jewelry Retouching Service	10	8	7	7				
Image Recoloring Service	1	1	1	1				
Image Masking Service	5	5	8	1				
Image Background Removal Service	23	22	21	21	2020	2377	2929	2961
Headshot Retouching Service	4	4	4	5				
Ghost Mannequin Service	53	29	30	30				
Food Photo Retouching	8	8	8	10				
E-commerce Image Editing Service	34	24	25	26				
Best Clipping Path Service	28	31	31	31				
Beauty Retouching Services	8	7	7	6				

Table: 3.2

3.5.3 Content Marketing

Content Marketing is a very popular and stable marketing concept for the digital marketing process. Content includes Texts, Images, Videos, Animations, Motion Videos, Blogs, Articles, etc. To attract and engage the targeted audiences, these contents are made with considering the company's strong points and products or services mainly, and posted on different related digital platforms on a consistent basis. Color Clipping Ltd. performs this content marketing very strongly. The company mainly posts different content on its website and social pages. It is a summary of content marketing Color Clipping does shared below.

Media	Content Particular	Qty. (Monthly)
Website	Blog	3
Social Media	Article	50
	Text	
	Image	
	Motion Video	

Table: 3.3

3.5.4 Social Media Activities

Color Clipping follows trends always in terms of its marketing strategy. Nowadays social media marketing is an effective concept though the prospects of this industry are not that much active in social media. There are some activities done by Color clipping shared below.

Social Media	Content-Type	Qty. (Monthly)
LinkedIn	Article	3
	Static Image	8
	Motion Video	2
Facebook	Text	2
	Static Image	8
	Motion Video	2
Instagram	Images	10
Behance	Images	10
Twitter	Text	5

Table: 3.4

3.5.5 Paid Campaign

In terms of digital marketing, sometimes it is needed to do paid marketing for reaching the target group widely. Color Clipping does this kind of paid campaign especially Search Engine Marketing. In this photo editing industry, paid campaign on Google is very much effective. That's why Color Clipping performs this campaign on a regular basis along with organic marketing. There is a paid campaign budget Color Clipping uses shared below.

Paid Media	Campaign Type	Campaign Objective	Monthly Budget (USD)
Google	Search Ad	Awareness	100
		Website Traffic	300
		Sales	300
		Lead Generation	300

Table: 3.5

3.6 Difficulties related to digital marketing operations

There are many corners of digital marketing and every moment it is updating. Sometimes it is difficult to catch the trends and updates. Some difficulties are shown briefly as follows:

Driving engagement with multiple channels: Digital marketers need to create and publish content that attracts and retains customers on various platforms, such as websites, social media, email, and mobile apps. Sometimes, managing all these channels is tough simultaneously.

Measuring and Evaluating Results: In digital marketing, it is necessary to track and analyze the effectiveness of the activities and evaluate them accordingly. It uses various tools and metrics, such as web analytics, cost-per-click, conversion rates, return on investment, and customer lifetime value. Due to rapid changes in digital consumer behavior, it is sometimes tough to get performance as expected.

Keeping up with the technologies and latest trends: Digital marketing is evolving daily with new trends and updated technologies that influence consumer preferences, expectations, and

satisfaction. Digital marketers must keep updated on the latest developments and innovations in their sector, such as artificial intelligence (AI), voice search, video marketing, and customization. It creates challenges in digital marketing activities.

Here, since Color Clipping focuses on the international market and performs all marketing activities digitally, sometimes the company faces some problems. Like, there is no scope for offline marketing, so the company cannot connect the customers widely. They cannot arrange a seminar or direct meeting with their clients easily. Besides, due to different limitations and restrictions of digital platforms, Color Clipping can not perform all promotions online.

CHAPTER 04: PROBLEMS & RECOMMENDATIONS

4.1 Problems Identified

Some of the major problems are identified below after reviewing the complete study and based on work experience at Color Clipping Ltd.:

1. Color Clipping has a good marketing plan I must say, but the implementation process of the plan is slow. The company often fails to ensure the prescheduled plan and it hampers to get better results.
2. There are statistics from a study done by NogenTech found that 91% of marketers are using video content in 2023 (YEC, 2023). But Color Clipping does not focus on video content marketing. They usually do text and static content marketing.
3. There is a limitation of the editing team, especially in the video-making and editing team. The management of the company is not concerned about it till now.
4. Color Clipping does Paid Campaigns on Google only. The company is ignoring different DSPs (Demand side platforms), but there are huge scopes to get traffic from this type of paid marketing. It also has a budget limit for paid marketing.

4.2 Recommendations

To solve the identified problems, some recommendations are put below, for Color Clipping Ltd. to get potential customers and develop their business by using digital marketing activities.

- To ensure the marketing plan implementation as per schedule, the team leader should be selected from every team and they will be responsible to do tasks accordingly. Besides hierarchy difficulties in the approval team should be relaxed.
- The company should focus on video content marketing and for that it should build a strong editing team as soon as possible.
- The digital marketing system is upgrading daily & people are depending on online services for saving time and money. All companies are doing digital marketing widely. So, along with organic marketing, Color Clipping should increase its budget for paid marketing to grab the market more.
- Color Clipping should arrange training for the digital marketing team on a regular basis. It enhances the efficiency of the team.
- Since the company can do only digital marketing, it should arrange different online seminars to reach the target audience more.
- For getting potential customers, Color Clipping needs to more focus on not only sales but also on creating brand awareness about their company and its services. This will help to build the trust of the customers about their brand and services.

4.3 Conclusion

Color Clipping offers premium photo editing services around the globe focusing on the US market and some countries in Europe. Along with all editing services the company is specialized in Jewelry Retouching service. Due to ensuring quality services and on-time delivery, the customers of Color Clipping are satisfied and very loyal to the company. The customer portal and the support system of the company are really strong to provide a smooth service that can make a good reputation. Though the marketing team and the online activities of Color Clipping are strong, the company should work on the weak points to get the apex outputs from the attempts.

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