



## **Internship Report**

**On**

**“An Evaluation of Marketing Strategies of Innovative IT Solutions Ltd”**

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**Date of Submission: 30.11.2025**

## Letter of Submission

**30<sup>th</sup> November 2025**

Professor Dr. Mohammad Shibli Shahriar  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

**Subject: Submission of Internship Report on “An Evaluation of Marketing Strategies of Innovative IT Solutions Ltd”**

**Dear Sir,**

With all due respect, I would like to submit my internship report, "An Evaluation of Marketing Strategies of Innovative IT Solutions Ltd," for your review and evaluation. I had to write this report as part of my Bachelor of Business Administration (BBA) program at Daffodil International University. I got useful information and insights during my internship at Innovative IT Solutions Ltd. I used this report to look at the company's marketing strategies. I really appreciate all the help and advice you gave me during my internship.

Thank you very much for your time and consideration.



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Sincerely Yours,

Samia Bintu Kabir

ID: 213-11-1348

Program: BBA (Major in Marketing)

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## Acknowledgment

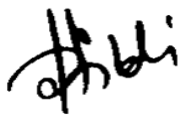
First of all, I want to thank Allah for giving me the strength and chance to finish both my internship and this report.

I want to thank my supervisor, Professor Dr. Mohammad Shibli Shahriar, from the bottom of my heart for all the help and advice he gave me during the internship and writing of the report.

I also want to thank the management and staff at Innovative IT Solutions Ltd for welcoming me and giving me such a great internship opportunity. Thanks a lot, to my on-site supervisor and the marketing team for their help and guidance. Lastly, I want to thank my parents, family, and friends for always being there for me.

## Certificate of Approval

The certification that the internship report was prepared by **Samia Binta Kabir (ID: 213-11-1348)** who is a student of the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University is that the internship report is titled '**An Evaluation of Marketing Strategies of Innovative IT Solutions Ltd**'. It was developed when the author was under my guidance as part of the demands of the Bachelor of Business Administration (BBA) degree with Marketing Major and was developed based on her internship experience at the Innovative IT Solutions Ltd. I would approve to submit this report after reading it keenly.



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Professor Dr. Mohammad Shibli Shahriar  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

## Declaration

I, **Samia Binta Kabir (ID: 213-11-1348)**, a student of Bachelor of Business Administration (Major in Marketing) at Daffodil International University, hereby declare that the internship report entitled “**An Evaluation of Marketing Strategies of Innovative IT Solutions Ltd**” is entirely my own work. In preparing this report, I have followed the academic, ethical, and institutional guidelines of Daffodil International University strictly.

I also confirm that no other university or institution has received this report for academic credit or certification.



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**Sincerely Yours,**

Samia Binta Kabir

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Program: BBA (Major in Marketing)

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## Executive Summary

This paper analyzes the marketing strategies of Innovative IT Solutions Ltd, including the avenues through which it uses various digital platforms to communicate with and attract customers. The research examines how the company is planning, doing and checking their marketing activities by revealing what are the strengths they have, what are weaknesses they had and threats could happen.

Firsthand data was received from personal observation, communication with clients, the tracking of past campaigns, the CRM use, and interactions with employees during the internship month. Secondary data collection has been done from the official website, company records as well as previous academic literature.

This report indicates that company already actively uses Facebook, LinkedIn, Google Ads and email to drive awareness and leads. The agency possesses great accounts management excellent client communication emphasis, a fantastic social presence and creative space on working farm. However, it had a few downsides such as dependency on the manual workflows, low automation support, documentations were a mixed bag and limited analytics.

Insights however point out that, while brand awareness is top – investment in middle & bottom of the funnel consideration, conversion & retention is key, to build more structured, data-informed processes. Key takeaways: The report ends with some recommendations including in relation to automation, more relevant content strategy and a re-structured internal collaboration as well as a more systematic campaign evaluation approach.

Overall, the report provides a solid insight into the relative strength of the company branding today whilst also identifying avenues for creating competitive advantage and sustainable demand growth in future.

## Table of Contents

Title Name	Page No.
<b>Letter of Submission</b>	i
<b>Acknowledgement</b>	ii
<b>Certificate of Approval</b>	iii
<b>Declaration</b>	iv
<b>Executive Summary</b>	v
<b><u>Chapter 1: Introduction</u></b>	
1.1 Introduction	1
1.2 Background of the Study	2
1.3 Objectives of the Study	2
1.4 Methodology of the Study	3
1.5 Limitations of the Study	3
<b><u>Chapter 2: Organization Overview</u></b>	
2.1 About Innovative IT Solutions Ltd	5
2.2 Organizational Overview and Vision	5
2.3 Description of Products and Services	6
2.4 Current Products and Service Offerings	7
<b><u>Chapter 3: Internship Roles and Responsibilities</u></b>	
3.1 Areas of Work during Internship	10
3.2 Examples of Tasks and Contributions	11
<b><u>Chapter 4: Key Learnings and Experiences</u></b>	
4.1 Key Observations and Lessons Learned	13
4.2 Connection with Academic Knowledge	14
4.2.1 Marketing Mix (4Ps) Evaluation	14
4.2.2 Segmentation–Targeting–Positioning (STP) Analysis	14
4.2.3 Understanding Consumer Behavior	15
4.2.4 Digital Marketing Funnel Analysis	15
4.2.5 Use of Business Communication Principles	16
4.3 Personal Growth through the Internship	17
<b><u>Chapter 5: Critique and Reflections</u></b>	

5.1 Critical Evaluation of the Organization	18
<b><u>Chapter 6: Conclusion</u></b>	
6.1 Conclusion	20
<b><u>Chapter 7: Implications and Recommendations</u></b>	
7.1 Implications	21
7.2 Recommendations and Future Directions	22
References	23

# Chapter 1: Introduction

## 1.1 Introduction

The IT sector is seeing a boom altogether so companies need to be smart and flexible with their marketing strategies if they want to keep up with this rat race. With the rise of new technology, fierce competition as well as changing customer requirements & expectations, IT companies couldn't rely only on traditional marketing for their business. Online-offline mix, supported by strong digital channels is an absolute must for brand visibility, leads generation and long-term customer relationship management. The fact is today most prospects begin their research on the internet. These days most customers start their investigations online, which is why digital presence has become such a key driver of trust and engagement.

The IT sector in Bangladesh is booming with the flourishing of latest technologies and time to time increasing demand for software development, digital marketing, business automation etc. In this context, Innovative IT Solutions Ltd is a provider of web development solutions, tailor made software services, digital marketing and professional IT training. Analyzing its marketing plans offers the opportunity to appreciate how abstract marketing theories become implemented in real business scenarios in an emergent technology company.

## 1.2 Background of the Study

Innovative IT Solutions Ltd are moving in an ever-changing competitive technological sector, the manner in which it markets itself will directly affect how many customers it draws in, how much its services are used and to what degree the reputation of the company is built. The company offers a range of technologies and software solutions that other businesses can use to integrate digital tools streamlining and digitizing operations to increase efficiency. The environment of Bangladesh is a developing economy and therefore requires good marketing strategies, as well as strong online activity to grow and prosper in the future. Application development, online platforms, digital promotion, and systems integration are all emerging spheres of consumption and the opportunity cost of sales execution through a well-designed, data-driven, client-facing marketing program has never been higher. This is a one-step fully integrated and optimized marketing system that will be instrumental for the company as it

develops these offers and drills deeper into a broader range of markets to maintain its competitive edge and attract new customers.

### **1.3 Objectives of the Study**

**Broad Objective:** The prime objective of the study is to evaluate marketing operations and strategies of Innovative IT Solutions Ltd.

**Specific Objective:** The specific objectives of the study are as follows-

1. To analyze marketing activities applied by Innovative IT Solutions Ltd.
2. To investigate how the company's digital marketing channels are performing.
3. To find out the challenges and problems faced in their current marketing strategies.
4. To suggest ways to improve their marketing efforts for better brand recognition and to attract more customers.

### **1.4 Methodology of the Study**

This report presents the information gathered from both primary and secondary sources throughout the internship in Innovative IT Solutions Ltd. The main purpose was to evaluate the extent to which the company applies modern marketing concepts and techniques; theoretically and practically how effective these are in achieving its business objectives.

**i) Nature of the study:** The study is a descriptive type of research based on the marketing strategies and general performance of digital marketing channels of Innovative IT Solutions Ltd. The case was developed through field visiting, employee's networking and internship learning-by-doing.

#### **ii) Sources of Data:**

##### **Primary Data:**

- ❖ Direct observation of daily marketing operations and campaign activities.
- ❖ In-person interaction with employees, managers and customers.
- ❖ Hands on experience having worked in digital marketing, social media management and customer engagement activities.

## Secondary Data:

- ❖ Information taken from Innovative IT Solutions Ltd official website and social media.
- ❖ Reports, marketing materials and internal documents of the company that I was exposed to during the internship.
- ❖ Books, journals and articles on-line of interest.

**iii) Data Collection Procedure:** The data presented in this report has primarily been collected through personal hands-on experience during the internship at Innovative IT Solutions Limited. Data was collected through a couple of qualitative data collection methods, which lent themselves to offering an inside feed into how the organization implemented marketing and they weren't usual survey or structured questionnaire.

**iv) Data Analysis Method:** The data obtained was analyzed by use of simple descriptive analysis. The reports of campaign performance were revisited to isolate general trends in reach, engagement and audience reactions. CRM records were analyzed in order to investigate customer interaction processes and to assess the performance of service delivery. The social media findings comprised qualitative analysis of post reach, reactions and follower growth. In general, the approach was geared toward identifying trends, not employing statistical analysis and helped provide practical insight into the effectiveness of the existing marketing strategy.

## 1.4 Limitations of the Study

The prime focus of this report was to evaluate Innovative IT Solutions Ltd service management and marketing. However, several limitations were encountered during the internship and data collection process.

- Access to detailed client information and internal reports was restricted due to the company's confidentiality policy on client analytics, financial data, and strategic plans.
- The internship period of three months was too short to observe all marketing campaigns and long-term strategic outcomes.
- The study focused only on the Marketing and Service Administration Department and excluded other areas like software development and finance.

- As an intern, my only responsibility was to help with duties like campaign monitoring, client communication, and report preparation; I was not allowed to participate in strategic choices.
- Some marketing performance data and reports were unavailable, which reduced the depth of the analysis.

# Chapter 2: Organization Overview

## 2.1 About Innovative IT Solutions Ltd

Here is one of the best rated IT service provider ICT service provider companies in Bangladesh, Innovative IT Solutions Ltd is offering diversified tech services and client-oriented solutions. Listen, this initiative began in 2021 and in a very short span of time it has grown to a massive proportion to rank as one of the largest pillars towards the digital evolution of the country by servicing over 250 clients in different industries. Innovative IT Solutions Ltd is the best company in the field of Web & Mobile Application Development, Software Solution Development, Digital Marketing Services, IT Consulting Services and Professional IT Training. It ensures quality, innovation and customer satisfaction in all its services, thereby sustaining long term relations with its customers. The company has worked with industry specialists and professionals to solve complex problems across multiple sectors by tapping into sustainable technology and innovative practices to optimize operational efficiency for customers through a long history of successful projects. Innovative IT Solutions Ltd has built a reputation for reliability and excellence through careful attention to constant innovation, excellent services, and superior customer support. As such, this emphasis on value is just an extension of the digital transformation journey for businesses in Bangladesh and with the rest of the world; aligning with our national ambition of a technologically advancing economy.

## 2.2 Organizational Overview and Vision

The organizational structure of Innovative IT Solutions Ltd helps it focuses on service quality and innovation. IT is structured into key functions, notably the Marketing & Service Administration Department and Project Development/Management Department who closely coordinate with each other on the delivery of its services and solutions. Marketing & Service Administration is the hub between clients and the technical project teams where mutual understanding of the needs between the clients and the projects shall take place so that what is delivered from the projects meets clients' expectations. Additionally, this department keeps in touch with the clients after the product has been delivered with follow-up phone calls, offers

assistance, and gets feedback other than what is part of the product development cycle to make improvements, as needed. The company works predominantly on cross-functional coordination. Fairly often, marketing and administration scope out to the software position builders, designers and assist division doing work as troubleshooting quickly and getting hold of the satisfactory wishes' fulfilment to the client.

The company vision states "to deliver high quality, value-added it solutions which change the way people work". It is dedicated to uniform procedures, contemporary project management tools, and a solutions-oriented mindset. For instance, if we take Marketing & Service Administration team, here, they use a CRM software integrated with a digital collaboration platform to track project status with respect to client queries & problems in real-time. Innovative IT Solutions Ltd has a very good internal communication and their top management takes decision in time so that marketing activities can be aligned with the respective project implementation and customer service. The firm specializes in handling complicated processes, maintaining trusted relationships with their customers as well as keeping up with the latest in technological developments. These skills build the foundation of the reputed name of Innovative IT Solutions Ltd. and the steppingstone to more success in the competitive IT sector of Bangladesh.

## 2.3 Description of Products and Services

Innovative IT Solutions Ltd. Established to provide a comprehensive range of new products and services addressing the next generation of enterprise requirements in this new digital world. These could be classified as:

- ✚ **Software Development:** The companies create customized software that adapts to different industries. For example, they can be management systems for hospitals, schools, restaurants and pharmacies. The software products developed will help you manage your business optimally by increasing the efficiency of the inner processes and the quality of your servicing.
- ✚ **Web and Mobile Application Development:** Innovative IT Solutions Ltd. is a dynamic web and mobile application service provider, developing user-friendly web and mobile apps. From e-commerce platform creation and corporate sites to mobile apps, the services depend on the client requirements. Our solution is focused on

providing perfect user experience with purposeful design to help our clients connect with their customers online.

- ✚ **Digital Marketing Services:** The company provides digital marketing services. These services entail obvious ones such as an SEO, social media marketing, content creation, online ads campaigns, and email campaigns, etc. These services help to gain online visibility for businesses, attract and engage potential customers, achieve a memorable presence, and uphold brand reputation in the digital realm.
- ✚ **IT Consulting and System Integration:** Consulting and System Integration IT Solutions Ltd provides consulting services to organizations to help them choose the right technology solutions and implement them successfully, including integration of new software or any system to the client's infrastructure. It will allow for optimizing technology investments for performance, scalability, and longevity with the least impact on day-to-day operations.
- ✚ **IT Training and Development:** The company runs a training center providing various professional courses on IT, such as graphics design, web development, digital marketing, office application software, freelancing skills, etc. in line with its vision to develop the tech community. therefore, this is something Innovative IT solutions Ltd, makes a contribution towards training IT skilled personals in the region that it provides its services.
- ✚ **Hardware and Networking Solutions:** In some cases, the company additionally offers hardware solutions like CCTV and networking services along with sales and servicing of computer accessories. This would add to their IT services and enable it to provide the clients with an integrated solution for software and essential hardware tools required for IT infrastructure as per the service list mentioned. And with these different services, Innovative IT Solutions Ltd. compares itself to a one-stop shop IT partner that can help companies with many IT-related solutions.
- ✚ **Graphic Design Services:** The Company provides professional graphic design in support of its marketing efforts. The entire gambit from logo design to marketing collateral design to even UI/UX design for apps is included here. These creative services assist the clients with branding and running successful marketing campaigns like advertisement designs for social media. Innovative IT Solutions Ltd is both filling critical needs in the market and staying competitive by continuously developing and improving such a wide range of services. This scope of services from the company facilitates cross selling of services; a software client may also contribute to digital

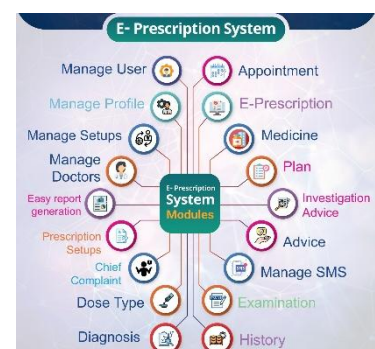
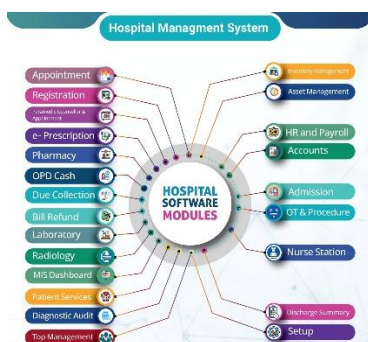
marketing, and hence deepen relationships with clients and develop integrated solutions.

## 2.4 Current Products and Services Offerings

The below list describes a portfolio of ready-made software products and ongoing service offerings that Innovative IT Solutions Ltd provides for common business needs:

**Ready-Made Software Products:** The company has developed off-the-shelf software systems such as:

- ✓ Pharmacy Management System (PMS) – a solution for managing pharmacy operations.
- ✓ Restaurant Management System - Software for order management, billing, and inventory within restaurants.
- ✓ Hospital Management System (HMS) – a comprehensive system for hospital administration and patient records.
- ✓ Education Management System, EMS-a platform that handles the operations of the academic institutions.
- ✓ Point of Sale (POS) System: for the management of retail transactions and inventory.
- ✓ Diagnostic Management System (DMS) – a system for medical diagnostic center operations.
- ✓ E-Prescription System: an electronic prescription and medical record solution.



# Chapter 3: Internship Role and Responsibilities

## 3.1 Areas of Work during Internship

Coming directly to the deeper end of day-to-day life in a busy marketing team — my internship in the Marketing & Service Administration Department at Innovative IT Solutions Ltd was not just another text book project. One of them was registering all the queries coming in and pouring them into our CRM to follow up on every lead or question. I tracked results in campaigns performed out of our social channels and helped in post writing

I researched who was our next audience and carried out basic market research in order to understand possible customer segments so our campaigns can be more targeted. And that meant collaborating all the time with project managers, designers, and someone from support staff to share schedules and feedback from clients, so everyone was on the same page.

A key aspect of my job was also customer service. I fielded support tickets, easy ones I could handle myself (or at least take off the plate of the tech team) if possible; more complex ones got passed to our development team as soon as I could get them over there.) Chances are, it boiled down to collecting and crunching data on performance – pulling from CRM and social platforms regularly to keep track of what this campaign reached in a week, how many leads it generated this week and how many conversions.

After a campaign ended, I'd put together summary decks with take-aways on what did or didn't work in the performance reports on engagement and demographically who responded what way to this so it would inform future planning. Lastly, I'd train associates to get the most out of our CRM and marketing tools by showing them how to leverage features that automated tracking and reporting. The combination of these roles enabled me to see the way a real business adopts, operationalizes and evaluates marketing initiatives from first hand which was not possible for me to understand from books or training materials on online courses.

## 3.2 Explanation of Roles and Activities

Every role I allocated with respect to goals of Innovative IT Solutions Ltd while doing the internship taught me something new. Among the main responsibilities were:

- ❖ **Customer Queries:** Updating the CRM and swift replies, ensured no potential customer was lost through the cracks. And, it actually did reaffirm that open and transparent communication makes you relationship material.
- ❖ **Exposure to Digital Marketing:** I learnt how channels can much more effectively work together to attract and service customers by being very active on social media, adjusting email marketing, and measuring SEO. With tracking metrics we were then able to be granular about what works.
- ❖ **Audience Research:** Schools, Businesses, or individuals had all of their messages prepped towards the right audience, making sure marketing theory turned into practice.
- ❖ **Cross-team Coordination:** Cross-team coordination involved marketing connecting with sales, development and support teams to avoid confusion and delay. It demonstrated how the collaboration is an integral part of making a project a seamless delivery.
- ❖ **Data & Reporting:** Analyzing results of campaigns showed me to depend on numbers for making decisions. By looking at these reports with the team, we saw that changes were made based on data instead of blind guessing.
- ❖ **CRM and tool usage:** Knowledge of how the rest of our software worked made everyday tasks easier, and by sharing with colleagues, it allowed everyone to stay well-ordered and uniform.

## 3.3 Sample Tasks and Contributions

Throughout my internship, there were several projects that illustrated how my activities were in-line with Innovative IT Solutions Ltd marketing goals and assisted in reinforcing my learning.

My initial responsibilities included helping with the planning of a Facebook ad campaign for a new type of software. Worked on the content calendar, and learned how they use A/B testing and hyper-targeting of their audience to optimize their ads. Those were a very good exercise in understanding how the methods at play with modern marketing reach an audience.

I sent and promoted a standard email blast along with social media and aggregated the stats open rates, clicks, likes, shares, and a sign-up to a product demo but via product push. We had a good number of signups by just putting together the numbers side by side and we were able to tell which channel peaked the most interest. B2B inquiries increased via LinkedIn posts whereas Facebook had a larger reach yet lower conversion.

There were several times we had to push our postings back due to graphics not being ready in time, or clients asking for changes at the last minute, and without an auto-scheduler, we sometimes had to resort to manual postings. Some days, we got an overwhelming number of messages from our customers all at the same time and it broke our small team. Tracking these bottlenecks revealed specific areas where processes could be improved (e.g., needing to work better with the design team or having repetitive tasks automated).

I found out that another IT company is doing webinars for lead generation, during a competitor analysis. I suggested that he test out comparable content-marketing strategies the same ones I had used to leverage our visibility and attract clients by hosting free webinars or posting videos of how-to-guides. I didn't have to implement new strategies, but the idea was brought up in a team meeting where it was positively received.

Another minor task I did was rewording our follow-up email template for new inquiries. I took my supervisor's implicit suggestion in his comment "I like a less-hedged statement here" and tightened the language and made it pop more. This new template was adopted at a larger scale and made it easier to ensure our replies to inquiries were consistent, professional and well-tuned which in turn improved our conversion rate for leads but also honed my communication abilities.

It provided me with a more intimate understanding of the different phases of how marketing campaigns are strategized, executed, and honed over time. From planning an advertisement to analyzing results to troubleshooting a hiccup to proposing a new idea, each task connected to the broader goal of reaching the audience and evolving Innovative IT Solutions Ltd's marketing efforts.

# Chapter 4: Key Learnings and Experiences

## 4.1 Key Observations and Lessons Learned

Innovative IT Solutions Ltd provided me the opportunity to know the inside and out of the marketing department and I gained experiences to last a life time. Being exposed to different campaigns allowed me to see the diversity of these digital channels and how they can complement each other in the best way. I learned that watch the progress of performance so closely to know which platforms work for awareness and which one is for inquiry. The customer journey is fed at various points by a combination of social posts, emails, and content marketing. Everything needs to be aligned.

One more thing that I learned from my job was the need to keep pace with new marketing practices. Things like search engine optimization, targeted advertising and marketing automation came to life in practice and conveyed how businesses need to always be experimenting and evolving in order to have any chance of staying visible in a crowded marketplace. The department also emphasized to me that we must work together. I quickly discovered that making successful campaigns required close teamwork between designers, developers and marketing and how easily they could be delayed or have their effectiveness blunted by poor communication.

Content creation and management enabled us to learn what sticks with the users. As I was actually writing the posts and interacting with people, it struck me how what works in messaging is to be aligned with your audience's interest and how attention can break through to response. I began to appreciate the pressure that the team was under changing consumer tastes, tight budgets, that sort of thing. Let's be real, figuring out how to deal with those pressures is what equipped me with my problem-solving skills. While working with the rules around approvals and confidentiality, I was reminded of professional and ethical standards.

All combined, these scenarios made for a pretty comprehensive look into corporate marketing! Whether it was writing up the content, communicating clearly about what actions were needed,

doing the teamwork on notes and preparation run-throughs, or analyzing the data to make things happen, the role was perfect preparation for an eventual career working in marketing and business development.

## **4.2 Connection with Academic Knowledge**

Internship was a great aid to relate the learning from the BBA Marketing program to the actual practice. The below mentioned scenarios from my internship at Innovative IT Solutions Ltd. directly implemented understanding of numerous concepts and frameworks learnt in class.

### **4.2.1 Marketing Mix (4Ps) Evaluation**

During my coursework, I was introduced to the 4Ps: Product, Price, Promotion, and Place. I was able to observe how these ideas would be applied in a business-to-business setting while I was an intern at Innovative IT Solutions Ltd. The 4Ps of the company's marketing mix also support day-to-day operations but require strategic refinement. The product portfolio is quite varied: from ready-made software and custom development to website solutions, mobile apps, digital marketing services, and IT training. However, there is hardly any proper documentation, UI/UX differs from product to product, competitor comparison or value-based demonstration is practically zero. Price remains flexible and is negotiated; good for clients, but there are no structured tiers, transparent packages, or benchmark-based pricing models, which may create confusion around perceived value. As far as place is concerned, this is a company which sells its services totally through digital channels, with low website traffic, not optimized landing pages, and with no partnerships for resellers or affiliates. SEO and content distribution are also scarce. Promotion relies highly on Facebook, LinkedIn, and Google Ads. Strong points are that social platforms are active, and inquiry handling is good. However, weaknesses in the form of irregular scheduling of content, limited automation, absence of retargeting, weak email marketing, very low A/B testing, and poor SEO reduce promotional effectiveness. In a nutshell, all 4Ps are present but strategically unoptimized. Improvements in areas like better documentation, proper pricing structure, analytics on promotion, and improvements in distribution channels will yield better performance.

### **4.2.2 Segmentation–Targeting–Positioning (STP) Analysis**

Innovative IT Solutions Ltd applies basic Segmentation–Targeting–Positioning principles. Yet, the effect of these strategies is considerably different depending on the industries and audience

behavior. Unofficially, it segregates markets into four large segments: educational institutions in need for EMS and e-learning tools, health care establishments or diagnostic centers that require HMS and DMS; SMEs / retail businesses with POS, promotional services while corporate clients who prefer customized software solutions. Although these segments have few overlaps, the approach is not insight-based because customer behavior, industry size, digital maturity, or buyer readiness is not consistently in-depth researched. This thereby limits the company from sending very targeted marketing messages or doing an efficient resource allocation. The target strategy covers mainly digital outreach through Facebook, LinkedIn, and direct engagement. From practical observation, Facebook tends to produce high amount of reach with low quality leads, whereas LinkedIn generally brings in more qualified B2B inquiries. Email reach has average open-rates because there is no re-targeting, pixel tracking, leads are not segmented for further workflows or persona-based targeting that filters out people's attention. Position-wise, it is the cheapest customized and dependable IT solution provider company. While client response enhances the identification, the lack of consistent message from brand owners and inability to use their products by those applying.

#### **4.2.3 Understanding Consumer Behavior**

I learned B2B consumer behavior through direct interaction with clients and leads. I observed that client decisions depend on issues like budget constraints, relevance of the IT solution, trust in the expertise of the company, and after-sales support. In academic terms, these refer to understanding the buyer decision process and organizational buying behavior. For example, one potential client took longer to commit because multiple stakeholders were present, namely the IT managers, finance, top management, reflecting the complex decision-making unit in B2B purchases that I had earlier learned in theory. That gave me greater insight into how to adapt a sales strategy to accommodate the unique requirements of all stakeholders.

#### **4.2.4 Digital Marketing Funnel Analysis**

The analysis of the company through Digital Marketing Funnel shows a clear pattern in its movement through the stages: Awareness, Interest, Consideration, Conversion, and Retention. Awareness is relatively high via Facebook boosts, LinkedIn communication and even some paid campaigns but completely lacking organically due to infrequent posting, low SEO and absence of educational content (compared to competitors leveraging webinars and tutorials).

Interest is somewhat plateaued, with 80% of posts being salesy (as opposed to gray matter); storytelling is non-existent, and want-demon videos or case studies are superficial. A lot of studio websites will have beautiful portfolios or downloadable brochures, but these deliver less than persuasive proof in the consideration stage, as do comparison tables, well-structured email nurturing or any other attempt to give the reader more than they hoped to find in the first place.

This reduces buyer confidence which is especially important in case of B2B customers who cannot make a decision without evidence. Since gunpowder, conversion almost relied on manual follow-up via CRM, Messenger, and call, it becomes a bottleneck on busy days. Without follow up automation, landing page optimization, retargeting ads, or even basic lead qualification, major drop-offs happen at this stage. Much of the approach to reduce churn is to neither take timely measures to stay in touch but there is no formal retention program-not even loyalty program or upgrades or customer lifecycle tracking. So to summaries, the top of funnel is high on awareness but the bottom of funnel, as leads show interest in and consideration for your product becomes thick with prospects before the purchase, simply for the lack of automation, compelling contents and unified analytics. Ideally, get stronger up the funnel-based strategies leading to higher marketing efficacy and business results.

#### **4.2.5 Use of Business Communication Principles**

I practiced the concepts of good business communication while writing proposals, follow-up e-mails, and marketing copies. Being clear, concise, and professional are not textbook ideals but actual factors that dictated how our clients heard our communication. In practice, one academic concept which rang through was the AIDA model for writing eye-catching marketing messages: Attention, Interest, Desire, Action. Even writing an email, I had this mentality how the subject line would catch their attention, how the body of the email message would create interest and desire to use our services and eventually drive the client to take action and book a meeting with us. Strategic Marketing and Management: Through the marketing and business development team, I learned about the strategic decision-making process. I have witnessed guidance in strategic planning from the company making the decisions on what new services to provide or what industries to target next. This tied back to what I was exposed to in my academics in terms of SWOT and competitive strategy. In fact, I attended one meeting concerning the landscape of competition between IT companies in Bangladesh relating to big picture things data like statistics on the IT Industry in Bangladesh growth. The team some what informally talked about their strengths, weaknesses, opportunities, and threats, which is very

much like a SWOT function. Even if the term was not used, it helped confirm the real-world applicability of those academic models to view how strategic tools like these were put to use.

To sum up, while everything I learnt subsequently seemed like a cakewalk for me in front of tasks/assignments that my seniors set before me, a lot of that was because of the fact that I already had a solid foundation in the form of my academic learning; and vice versa — the academic concepts had begun making sense after looking at their practical implementation during my intern. The interaction of academic concepts and practical applications has deepened my understanding and better equipped me for future professional positions.

### **4.3 Growth from the Internship**

While fulfilling an academic requirement, my internship at Innovative IT Solutions Ltd served to develop me as human being as well as a future marketing professional. It actually did help me become a little bit more organized, disciplined and responsible, as I was experiencing the real office-life. My multitasking and time management skills improved as I was responsible for communication with clients, adhering to campaign timelines, and meeting deadlines. I also felt more prepared for the marketing workplace as I began to use different tools across the marketing stack, from CRM software to perform basic data analysis and social media scheduling platforms.

I mean a lot during this time my communication and confidence grew. Initially, I used to write emails and make calls under strict supervision, but with time, I was doing them all by myself. Every day was spent with clients and colleagues and I learnt how to keep my language formal, how to communicate in an effective manner and how to speak with more confidence. Being a part of team and client meetings – sometimes just listening in, sometimes pitching in helped me understand how to write an idea and to ask the real questions. Although classroom experiences are important, this one felt more real and drastic.

It has also improved my problem solving and adaptability skills. I faced many situations that made me learn to breathe deep and work through it — when there were mistakes in the communication of a campaign or when the client needed something different from what was agreed. Information, discussions with the team and solutions provided, as fast as possible, were the basic rules from that point on. Instead of being afraid of mistakes, I started recognising

these mistakes as means to learn. The environment helped my work ethic even more. I got immediate about work, really conscious of what I did at the office and more enthusiastic with taking the first step to get things done without waiting to be told.

And most importantly this internship made me clearer about the career interests that I have. Turns out, I like digital marketing, managing client relations and planning campaigns. Those little moments of satisfaction when a campaign goes live, or when I can answer a client query they all felt like a sign that I was on the right track. I got confidence and a direction from the guidance and feedback from my supervisors. In total, this experience changed my perspective, sharpened my skills, raised my confidence, and gave me a better idea of the type of marketeer I want to be.

# Chapter 5: Critique and Reflections

## 5.1 Critical Evaluation of the Organization

This report aims to describe and analyze the dynamics of Innovative IT Solutions Ltd here-in referred to as the organization, specifically Marketing and Business Development area which I experienced during my course of internship. Overall, there is a systematic functioning and appropriate employment of digital tools, though every organization has its scope for improvement.

Here is one of the highs that I have observed that 'Client Communication the Marketing & Service Admin' team does an excellent job of communicating with our clients on project status and campaign delivery. The emails were mostly responded to within the day, a clear indication of solid dedication to client service. They have found tools such as a content calendar, social media scheduling tools and a CRM to track leads, helpful to stay organized and ensure consistent follow up. It told me the organization does value the client experience and transparency.

At the same time, I see some room for process improvement. Many processes were still labor intensive, including updating campaign metrics into Excel, and even manually compiling our weekly report. Some of those tasks were occasionally simple tasks which dragged on for a long time relative to what they should take, or what they ought to take. Moreope existing tools for a dashboard or more automation that saves time and reduces human heir to enter the worst data. I have tracked delays on points such as slow approvals or lack of input from other departments which end up pushing campaign timelines. A project management system that also entails deadlines and reminders can help in smooth inter-departmental co-ordination.

The second is training and induction. I gained so very much from 'doing the job' and over time advice with other more senior people but not a lot in terms of formal documentation. There were no flow charts, so to me it initially felt like I wasn't quite in compliance with the process. Maybe a few light resources, like a mini how-to on everyday tasks—for example, when there is a new client, what do they have to do in CRM, etc.- would also mean new hires or interns could find their feet quicker and this would lead to greater consistency.

Innovative IT Solutions Ltd has been praised for its dedicated IT team, structured marketing practices, and the effectiveness of its client communication. As such, there are three opportunities beneath those: automation, coordination, and formalization of basic training materials. The realization of these strengths and gaps not only allowed me to better understand the organization but also to have a more enriching learning experience during my internship.

# Chapter 6: Conclusion

## 6.1 Conclusion

My internship experience in Innovative IT Solution Ltd as well another important part of my BBA program. For three months, I had boots on the ground next to the marketing team doing all of this: helping with digital campaigns, client checks, performance metrics, reports and project flow. They were not simply tasks but rather an insight of what was the link between the day to day operations of the organization and its overall vision.

Out of nowhere, everything that I had learnt in class those initial two years, crystallized. So, all those concepts of marketing strategy, CRM, data-driven decisions —they all fall into place the moment I paid the price to work. We started getting into client interactions in the CRM, how we used to go through campaign data and plan, bridging theory with practice and it all clicked.

I learned teamwork, how to better express myself, how to meet deadlines and how to cope when things invariably went wrong. Juggling multiple projects at one time helped me hone my time management and problem-solving at once. It forced me to learn new tools (on-the-fly), which made me more adaptable and also comfortable (with tech).

# Chapter 7: Implications and Recommendations

## 7.1 Implications

- During that time, I learnt about the application of theoretical concepts such as marketing concepts, CRM, data analysis in real business, and realized the significance of accessible tools and hands-on practice.
- I also personally learned that interns can do meaningful work if given clear roles and when there is clear structure to support the day-to-day needs and workflow.
- I observed the swift nature the IT solutions industry consists of, and that the key to longevity is keeping up-to-date and flexible with tools, trends, and customer needs.
- As we can see that, Accuracy, Communication & Customer Centricity are the primary keys to eradicate the mistakes, work in collaboration with other people efficiently, and make the clients happy.
- My experiences with technical and sales, I improved analytical skills, time management, teamwork with technical and sales, and adaptability to situations regarding CRM and data analysis.
- The manual processes, lapses in coordination, workload pressure, taught me quite the bit about resilience, and knowing my own limits of taking stress, to manage any future pressure better.
- This opportunity led me to infinite professional connections, mentors, and references that are still accessible to me today, and it had also made me understand the importance of good relations at work after all, it does not end with the internship.

## **7.2 Recommendations and Future Directions**

Innovative IT Solutions Ltd needs to automate its regular chores more and to structure a training program for the new entrants whether intern or a normal employee, what would also help is a short weekly meeting module across departments, and a formal feedback channel that will help in enhancing coordination and instinctive improvement between teams.

In the perspective of the academic program in Daffodil International University, more realistic inclusion of the above is a must in an analytical manner- like a capstone subject to develop further practical learning for the students through internships. The updated curriculum of the above business schools along with workshops in communication, teamwork, and time management will better equip them for the corporate world with a clearer idea of their job roles with hands on training CRM, analytics tools, and digital marketing.

Professionally, this internship has solidified my desire to pursue a marketing career, specifically in digital marketing and brand management. I will hone my competencies in areas such as data analysis, content strategy, and certifications the ones that would still be relevant and applicable. In the long run, the company is likely to grow a lot faster if these changes are implemented and the company continues to remain dynamic with respect to marketing trends. Thus, the internship was a learning experience in its own self which added to both my academic knowledge and professional experience in more ways than one with the realization that organizations can better themselves in order to survive & grow.

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