



“An Evaluation of the Marketing Strategies of Intellier Limited”

Submitted To:

Dr. Mohammad Shibli Shahriar
Professor & Director, MBA Program
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Submitted By:

Kamrul Hasan Sihab
ID: 212-11-1273
Program: BBA (Major in Marketing)
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

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“An Evaluation of the Marketing Strategies of Intellier Limited”

LETTER OF TRANSMITTAL

Date: September, 2025

To

Dr. Mohammad Shibli Shahriar
Professor & Director, MBA Program
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “**An Evaluation of the Marketing Strategies of Intellier Limited**”

Honorable Sir,

It is a great honor for me, I Kamrul Hasan Sihab, to submit the internship report titled “**An Evaluation of the Marketing Strategies of Intellier Limited**”. This report has been prepared as a requirement for the completion of the BBA program. I have given my best effort to compile all the relevant information, experiences, and insights gained during my internship at **Intellier Limited**.

I sincerely hope this report meets your expectations and requirements.

Sincerely,



Kamrul Hasan Sihab

ID: 212-11-1273

Program: BBA (Major in Marketing)
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

LETTER OF APPROVAL

This is to certify that the internship report entitled “**An Evaluation of the Marketing Strategies of Intellier Limited**” has been prepared by Kamrul Hasan Sihab, ID: 212-11-1273, as part of the requirements for the Bachelor of Business Administration (BBA) Program, Major in Marketing, under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

The report is an original work carried out under my supervision and is hereby recommended for submission.



Dr. Mohammad Shibli Shahriar

Professor & Director, MBA Program

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

E-mail: shibli@daffodilvarsity.edu.bd

DECLARATION

I am Kamrul Hasan Sihab, a student of the Department of Business Administration, bearing ID: **212-11-1273**, Major in Marketing, at Daffodil International University (DIU), do hereby sincerely declare that the internship report entitled **“An Evaluation of the Marketing Strategies of Intellier Limited”** has been authentically prepared by me.

While preparing this internship report, I have not intentionally violated any copyright laws or academic integrity policies.

I further declare that this report has not been submitted anywhere else for the purpose of obtaining any degree, diploma, or certificate.



Kamrul Hasan Sihab

ID: 212-11-1273

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

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In the first instance, I would like to Thank Almighty Allah for giving me energy, patience and all possible efforts in order to accomplish my internship report. I am also genuinely grateful to my family who have been supporting, encouraging and blessing me in all walking of success of life. I am grateful to Professor, my internship supervisor. Dr. Mohammad Shibli Shahriar, for his precious supervision, constructive comments and continuous effort to supervise me throughout the report. His knowledge and guidance helped us to understand it all in a way that made sense.

I am grateful to for giving me the chance to work as a Marketing Intern at Intellier Limited. I am appreciative of the valuable coaching, materials and inspiration provided in my traineeship that greatly enriched my learning process.



Kamrul Hasan Sihab

ID: 212-11-1273

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Daffodil International University

EXECUTIVE SUMMARY

Internship Report The primary purpose of this report to the marketing strategy used by Intellier Limited a technology-driven company, which offers IT solutions services to business clients. The paper investigates the company's marketing strategy, problems and digital marketing effectiveness in terms of its business success. The main purpose of this paper is to examine the marketing strategy that operates within a technology-based industry otherwise known as the beehive market model which Intellier applies to popularize its services.

Over the course of this internship, I have been involved in several roles including: market research, supporting the SEO and SEM teams alongside aiding in content creation for social media such as LinkedIn and Facebook. These have given me hands-on experience in digital marketing in IT sector, where I learnt how 'creativity' and 'strategy' integrate to market its services at Intellier.

This report gives details of my contribution to Intellier, the work I had to carry out, and the expertise gained and problems encountered. It includes some of the most important things you will need to learn that associate what happens in the classroom and what actually happens within marketing technology. There are also suggestions for possible marketing strategies improvements and resolution of those issues is added to the future actions' recommendation.

I gained so much from the internship in terms of technical and personal development. It has given me knowledge about digital marketing techniques, creating content and analyzing the market or campaign performance. The experience gave me the opportunity to enhance my communication and teamwork skills by working closely with different teams in the company.

Table Of Contents

“An Evaluation of the Marketing Strategies of Intellier Limited”	i
LETTER OF TRANSMITTAL	iii
LETTER OF APPROVAL	iv
DECLARATION	v
ACKNOWLEDGEMENT	vi
EXECUTIVE SUMMARY	vii
CHAPTER ONE:	1
1.1 Background of the Study	2
1.2 Statement of the Problem	2
1.3 Objectives of the Study	3
1.4 Methodology of the Study	3
CHAPTER TWO:	5
2.1 Company Profile	6
2.2 Mission	6
2.3 Vision	7
2.4 Core Values	7
2.5 Services Offered	8
2.6 History and Current Operations	8
CHAPTER THREE:	10
3.1 Role and Responsibilities	11
3.2 Rationale of the Roles and Responsibilities	11
3.3 Examples of Tasks Completed	12
CHAPTER FOUR:	14
4.1 Important Learnings	15
4.2 Connection with Academia	15
4.3 Example of Experience and Personal Growth	17
CHAPTER FIVE:	18
5.1 Critical Evaluation of the Internship Experience	19
5.2 Major Findings and Observations	19
5.3 Key Challenges Faced During the Internship	20
5.4 Recommendations and Next Steps	21
CHAPTER SIX:	22
CHAPTER SEVEN:	24
7.1 The Effect of the Internship	25

7.2 Relevance to Academic Learning	25
7.3 Organizational Impact	26
7.4 Lessons Learned	26
7.5 Skill Development	27
References	28

CHAPTER ONE:

Introduction

1.1 Background of the Study

It has completely transformed the digital marketing landscape in the last decade, with tech firms at the forefront of utilizing digital channels to engage consumers. (Source: File photo) And with established IT businesses such as Intellier Limited providing market leading solutions, there has never been a more crucial time for the up and comers to embrace new marketing techniques in a rapidly changing digital landscape. Although digital marketing fact-based and has multiple platforms which allow companies to tailor-make their approach for smaller targeted groups.

Intellier Limited is a software construction, IT consulting and digital transformation company. During the course of my internship I. got first hand understanding on how a company uses various marketing strategies such as content creation, SEO, SEM and social media marketing for channelizing traffic for its services. The aim of this paper is to study these strategies and discuss any recommendations for their enhancement in order to help the company remain competitive in a rapidly changing technological landscape.

This article will analyze it's marketing strategies, and prove how they are using creativity, data analytics and digital tools to develop substantial interactions with their clients. The outcome of this study is intended to enlighten technology firms on what would be the most effective marketing strategies for their industry.

1.2 Statement of the Problem

As successful as Intellier Limited is in the digital world, where it has developed a great brand and product offering, it seems to experience marketing challenges. The biggest problem is that content scheduling is non-consistent and it hampers your ability to keep your target audience engaged. Although they are focused on organic reach via social media like LinkedIn and Facebook, they haven't experimented with paid advertising which could possibly bring more visibility and engagement to a wider audience.

What is more, there is no evidence of a proper customer segmentation. Intellier's clients come from a wide range of industries, however the company does not specifically focus on IT needs within particular markets. However, this generic approach is likely to have limitations because it can lead companies to fail to engage effectively with individual industry sectors and market messages that reflect their differing requirements.

The internal communication between teams (marketing, sales etc.) can also be inefficient at times, and this results in slower execution of campaigns and a not so cohesive client outreach. These issues lead to lost opportunities for marketing impact, and sub-optimal returns from marketing.

This report is aimed to investigate the root causes of such marketing issues and make practical recommendations for Intellier Limited on how they can develop their marketing process. It is doing this to also investigate how the creation of content might be improved upon and tailored to its target customers, as well as how internal communications can be facilitated for smarter campaign execution.

1.3 Objectives of the Study

The main objective of the study is:

- To evaluate the marketing strategies of Intellier Limited.

The specific objective of the study are as follows:

Specific Objectives:

1. To analyze the marketing activities and strategies of Intellier Limited.
2. To evaluate the effectiveness of these marketing activities and strategies.

1.4 Methodology of the Study

This study employs both **primary** and **secondary research** methods to provide a well-rounded evaluation of Intellier Limited's marketing strategies.

Primary Research:

- **Data from Internship:** The primary data source of this paper emerged from my personal involvement in the marketing department of Intellier. I have worked around the block in the Intellier, working on different marketing requirement from market research to social media content writing also in addition I supported SMO/SEM as well helping out the team on campaign analysis. These around the block experiences gave me insights into how the company had been doing marketing. I saw marketing techniques implemented from how to generate proposals, and then monitor the number of people engage on social media and convert the number into the company website with Google Analyse and several other analytical devices.
- **Informal interviews** were held with the marketing, sales and technical team, which are the department where I have worked, to acquire qualitative data on their setbacks while trying to adapt to other marketing strategies.

Secondary Research:

- **Company Reports:** The secondary sources were the internal company reports of Intellier Report, marketing analytics (Google Analytics) and campaign performance data. These records were a look into the company's prior marketing efforts and what they had produced.
- **Industry Trends:** In order to put this in perspective, I also searched industry publications, articles and case studies on DM for the IT market. This allowed them to benchmark their marketing performance against theirs and others in the marketplace a lot more.
- **Competitive Analysis:** I also therefore looked at the competition marketing strategies of Intellier Competitors in the IT solutions with Industry. This benchmark simply showed how other companies are using digital marketing and the tools they were doing to targeted their markets.

A combination of primary and secondary research methods is used for presenting the detailed analysis on Intellier Limited marketing Strategy.

CHAPTER TWO:

Company Overview

2.1 Company Profile

Intellier Limited We are a creative IT company that is making notable waves in the technology world. Intellier, is specialized in delivering innovative solutions in multiple industries with a strong emphasis on helping organizations take full advantage of technology. Whether for startups or multinationals, Intellier provides custom solutions to help businesses grow smarter, faster and greener.

It provides custom software development, IT consulting services, cloud-based solutions and digital perform transformation. The Intellier list will respond to a variety of requirements such as corporate software products, renovation of old IT systems and reinforcement of digital workflows. Intellier has a business concept with focus on providing high qualitative, reliable and scalable services customized to every individual client.

With cutting edge technologies and agile methodology, Intellier guarantees that the solutions we provide are not only efficient, but also adaptable to the ever-changing business landscape.

The company is committed to preserving the customer's centricity focusing on long term relationships based upon trust, transparency and collaboration. Intellier's highly skilled experts work hand in glove with clients to learn their business problems, develop solutions that correspond to their businesses needs and quick translate them into ever-working solutions.

In recent years, Intellier has developed the presence in its market not only at home but also abroad. Today, the customers of the company span across many industries such as healthcare, financial services, education, retail and government. The reason is strong growth in demand for secure IT services that enable businesses to pursue the transformative technology initiatives that will allow them to evolve their customer engagement and operational efficiency in a digital transformation environment. The Company is way high, has a past in making customer adapted solutions that suit the and are interoperable customers procedures. INTLLIER was the most competent business for those who needed a digital partner with strong technical skill and domain experience.

The company selected the perfect road to attach with its fortune since the advance was on the. Quality, innovation and excellent standards are at the heart of this company which chooses to shape its future on the path where will be able to enter the digital strong.

2.2 Mission

Message from Intellier specializes in enabling businesses through the provision of tailored,

innovative and responsive IT solutions which ensure increased efficiency, ongoing business growth and long-term sustainability in a digital age.

2.3 Vision

To be a world leader in IT solutions, known for our originality, exceptional service and commitment to changing the way businesses technology.

2.4 Core Values

Intellier's values dictate how it does business, provides customer service and develops cutting-edge solutions. These values are more than just principles; they are a way of life and the philosophy that drives everything we do at Intellier. They are what the company is, to the clients, employees and partners.

Innovation: Intellier is committed to the innovation. The company is completely focused on pushing the art of what is conceived as possible, always seeking to push boundaries in new technology, process and methodology. Whether it is innovating with new software solutions, or improving those that already exist, Intellier remains focused on staying ahead of the curve which means clients always have access to the more advanced and effective technologies available.

Integrity: Intellier believes in and adheres to Integrity 100%. Honesty, transparency and integrity are important principles by which the company conducts business. When it comes to clients, partners and in house – Intellier keeps relationship with people on terms of trust, credibility and respect. The prevailing factor that governs integrity for the company is our name, over which we have worked hard to establish and maintain a Respect of honesty and accountability.

Excellence: The pursuit of excellence is in the company's DNA. Intellier Provides its best quality services to help you to reach your dream with our system and strategy. You can trust that every project, no matter how big or small, receives the same level of attention to detail and commitment to delivering meaningful results for the client's business. "Excellence" even translates to customer service, where this company takes extra measures to make sure every client is satisfied along the way.

Customer Focus: Intellier focus on their customers. It knows that no two companies are alike and therefore, they offer custom services which meet the requirements of every customer. By working closely with clients and maintaining an open dialogue, Intellier achieves solutions that are effective and fit the client's strategy. This high priority of being customer centric is what can foster lasting relationships built on trust and mutual success.

Cooperation: Cooperation is a fundamental principle in Intellier when it comes to our

relationships with each other and others. Inside the company, a collaborative culture allows for various thoughts and knowledge to intertwine into innovative solutions. Outside of the office, Intellier collaborates with clients in order to manage their expectations and provides feedback on how to help them unlock all that power! Prioritizing Collaboration at Intellier, we value collaboration amongst all team members working on a project to make sure everything is done for the common cause leading to success both for the client and our company.

2.5 Services Offered

Intellier offers end-to-end services to help organizations reinvent themselves, be efficient and gain competitive advantage in an ever-changing digital world. These services include:

Custom Software Development: Intellier specializes in custom software for companies and organizations of all kinds. Therefore, whether your business needs CRM solutions, ERP systems or to automate workflow processes etc.... Intellier' custom software allows businesses to customize everything that you need functioning for your business the way it needs too.

IT Consulting: Intellier's consulting is centered on helping business decision makers make the best IT investments. The company collaborates with clients to audit their existing IT infrastructure, evaluate where optimization is possible and develop roadmaps through digital transformation and ongoing business performance.

Cloud Intellerrrs cloud services also enable organizations to store, manage their data more effectively, and collaborate in real time cost-efficiently without maintaining large on-prem server farm. And the solutions themselves are secure, scalable, and affordable – an ideal fit for businesses in need of going digital-first.

ERP (Enterprise) Management: To make organization's business process more efficient, Intellier builds ERP solutions which automate the processes such as accounting, allocated resources and activities utilizing inventory system, HRM & customer relations. Such systems enable companies to consolidate and refine the data they use in order to make decisions.

Cybersecurity Services: In an increasingly digital world, businesses are equally concerned with cybersecurity. Intellier provides cybersecurity services to help prevent unauthorized access to client's data, protect IT systems from cyber attackers and enable business to continue operating in the face of new security threats.

2.6 History and Current Operations

Intellier Limited founded in: 2018 to transform the business and technology landscape by offering cutting-edge IT solutions. This small consulting company has evolved in response to customers' needs for cutting edge tech solutions at a time when the digital challenge for businesses is growing.

The company's goal was to assist businesses in creating new business processes, IT capabilities and solutions that they had not yet ever developed which would be disruptive in the digital realm.

Intellier's creation with the aim to get an uphill gain by offering tailor-made IT to his customers, that... Not just selling the products, they formed a long-term relationship with the customers as they knew their customer's business and the team gave individual attention to each customer they had. This one-to-one lesson holder has worked best in the tech world to make Intellier stand-out in amid IT services competition. With the expansion, the company takes its move further into more complex software service segments of the Cloud computing, and Enterprise Resource Planning and digital transformation in an integration called Intellier. This has made the company the early bird catch the worm situation as they have always been ahead of the curve and scaled up their business fast, which has played a significant role in this application as well. With the out-of-box thinking and product evolution which attracted its customers from the rapidly expanding industries of health, finance, education, and government sectors.

Intellier has become a genuinely international business model with several enterprises in a different continent. It brought together a crew of industry-leading experts in software engineers, IT resources personnel, data scientists, and project managers who clubbed together their knowledge to generate useful knowledge. This has helped make Intellier come to be able to provide the whole spectrum of services, from made to order software development to digitalization matters, and cloud-supported solutions. Intellier's ambition for years of its formation and integration has been to render companies with the necessary tools and technology enterprises can use to be able to claim a higher level of success in the competition. In fact, Grammarly removed most of Intellier's energy in research and development or the R&D movement with the and the aim to keep experimenting inventions and evolving their services as they're prove beating! This R&D movement and focus on quality imply that intellier's services are not just on the line supervise opponent; they are always and active, with this effect businesses achieve a larger ROI and are not forced to close as the evolving tech world keeps taking you to speed every day. Intellier grows a full-on digital marketing strategy to blow the company's brand and register vast potential customers all over the world apart from the services. Fill This form. The company leverages social media, Content Marketing, SEO and SEM among others to create an online presence and market its service offerings to a global audience.

In the future, Intellier is poised for expansion. The company remains committed to innovation, building relationships with customers and pushing the limits of what's possible. Whether it's helping businesses undergoing digital transformation, creating simple applications that streamline operations – Intellier are the people to help our clients realize their business objectives in a digital age.

CHAPTER THREE:

Internship Role and Responsibilities

3.1 Role and Responsibilities

I did my industrial attachment at Intellier Limited where I was seconded in the Marketing Department where I was responsible for supporting digital marketing activities and strategies. The above-mentioned position has given me the opportunity to apply my theoretical knowledge of marketing covered in various subjects within the field of a technology company through an internship. I was to produce content in the form of chores that would be used as tools for promoting the company's services and product name.

My main role was creating FB and Linked In content and scheduling. These channels were key to Intellier's strategy of acquiring new leads and customers. I wrote social media status and witty responses, helped to schedule publication of everything.

Other than content creation, I worked very closely with the SEO and SEM teams to improve Intellier's website and online campaigns. That then helped them with the keyword research, their traffic pattern and also engagement metrics that really lead to the online presence of a big company forwarding. I also helped execute and tune up the company's Google Ads campaigns, finding ways to streamline things there as well and making sure that the content was read by the right people.

My other primary responsibility was to support the marketing research efforts where I imparted upon them category trends, competitive category and their potential audiences behavior. This research influenced the company's marketing efforts and business decisions, allowing the marketing to follow market demand and customer taste.

I aided in creation of marketing pitches and presentations to potential clients. This included collaborating with other teams to identify what customers wanted and needed, build solutions specific to them, as well as educating the same about how Intellier could help them. I also helped out the team with campaign successes and compiled social media engagement reports and making company-wide digital marketing efficiencies.

3.2 Rationale of the Roles and Responsibilities

It is highly significant to our marketing operation in its entirety and the role stands I was offered. As a small business in a competitive industry, Intellier relied on successful marketing to reach out to new prospects and grow the company. I was also assisting in efforts leading towards these objectives and got some awesome exposure to how marketing campaigns are operated at a tech-focused company.

The work that I did there as a content creator, and social media manager was critical for this company as the audience that Intellier had needed to stay engaged with their products. If you are regularly putting up exciting content on social media (LinkedIn or Facebook for example) it can go a long way to giving you thought leadership, as well as tapping into prospective clients. Online presence Really, not necessarily be present This day and age, in this digital age of technology where everybody has become so competitive for the attention of everyone who sets their or his foot on social media.

Working with our in-house SEO and SEM team also helped ensure that Intellier's website, as well as its online ad campaigns were search engine friendly to allow their site continues grow organic traffic and generate qualified leads. SEO and SEM are literally the lifeblood for businesses in terms of their marketing mix today because the vast majority of online buying decisions begin with a search.

Additionally, evaluating market and competition was important to get a deep insight into competitive landscape and user's behavior. I assisted the marketing team in creating more effective and targeted marketing campaigns by gathering/reviewing data. Furthermore, putting together marketing proposals and presentations of prospective clients was also a major aspect of the intern task. This gave me the chance to meet with clients and witness how marketing strategies were transformed into actual plans for acquiring, then retaining customers.

Reflecting upon my placement and the responsibilities I undertook, those roles were not limited to Intellier's marketing objectives but equally significantly influenced the success of an emerging technology company therefore dishing out experience which I needed for future work opportunities.

3.3 Examples of Tasks Completed

- **Social Media:**

I created appealing social media posts for Facebook and LinkedIn, ensuring the language resonated with the Intellier target audience. I collaborated with design personnel to develop beautiful posts in line with the company's brand and marketing objectives.

I even had posts scheduled so all my accounts looked active — it's important to maintain a presence for audience engagement and brand awareness.

- **SEO and SEM Optimization:**

I helped the SEO team by researching keywords on tools like Google Keyword Planner to find words that would help Intellier's content appear higher in search results.

I assisted in tracking of site traffic with Google analytics, reviewed and analyzed performance of SEO Campaigns, areas for improvement to increased visibility on Website, optimized lead

generation.

- **Market Research:**

I researched trends in the industry, new technologies on the horizon and the competition, providing marketing with valuable data to make informed decisions.

I also assisted in the definition of target audience segments and analyzed their behaviors to direct marketing strategies in position.

- **Support on marketing Proposals and Client Presentations:**

I developed marketing proposals and client presentations, which detailed content that was accommodative to specific requirements of clients where customized solutions were provided to solve various business problems through Intellier's service offering.

I also helped to compile reports on performance of previous campaigns and contributed to showing the impact efforts how effective the company's marketing had been.

- **Performance Tracking and Reporting:**

I worked on monitoring and evaluating social media engagement and website traffic in order to measure marketing campaign performance. This entailed examining KPIs like click-through rates, conversion rates, and engagement levels to measure success and further iterate on improvements. I also helped to create weekly and monthly campaign performance reports, delivering it to the marketing team with actionable insights.

CHAPTER FOUR:

Key Learnings and Experience

4.1 Important Learnings

This is the learning aspect I took out of that experience; the part was learning. The most important bits to me were as follows:

In digital marketing: I got to know what tools to use for specific activities. For instance, I had used the tools during my research at the company, from the use of Google Analytics for tracking traffic and campaigns, Google ads, and business suite on Facebook. The experience of parsing data and using it for better marketing success is of utmost importance, even as you are developing companies' online presence.

Content Creation and Strategy: The other lesson I learned in content creation at the company was the importance of talking to your reader. A lesson on contributing to social media posts, blogs, and marketing collateral about one approach not highly effective as the way you write on LinkedIn should not apply to Facebook. I learned to write content that will keep people engaged and help contribute to the company's broader marketing objectives.

SEO and SEM: Another digital marketing lesson learned this far has been the SEO and SEM at the company. Everything from keyword research to the on-page optimization process helped me to know more about paid search, your website, and the results you get as the owner. Monitoring and measuring how effective your SEO campaigns are is an in vital training I look forward to using in the future.

Market Research and Client Engagement: As a part of my role at market research, I was able to source trends in the industry, customer patterns as well break down the competitors. This work offered valuable information about the company's 'target mom' and helped to inform their marketing strategies. I also recognized the value of being able to talk with clients and prospects, how that could develop a relationship and more effectively position marketing in what they need.

Collaboration and Working with Others: In my experience, collaboration is important at the workplace. Working closely with other teams (Marketing, Sales and Technical) also gave me the opportunity to have look at a company's face from inside. I was trained on how to do a good job with other teams, share knowledge and ensure that marketing is tied into the company goals.

4.2 Connection with Academia

My internship at Intellier Limited caters for an ideal avenue to implement my knowledge acquired

during academic background in marketing. The following are the main links between my academic modules studied to date and my management of the work undertaken:

- **Consumer behavior:** My theoretical knowledge about consumer behavior learnt in Marketing, guided the way I thought whilst producing content. I could also work in concepts like motivators or just psychological factors when designing social media content towards prospective clients, especially on targeting industry needs specifically.
- **No Reprint:** Marketing Communications I really feel that the concepts of IMC (Integrated marketing communications) learnt in class taught me through example on how to have a similar look and feel for all marketing platforms if Intellier decides to use them. I witnessed how different marketing communication channels, including advertising, public relations (PR), direct marketing and social media, can be integrated to provide a consolidated message which speaks directly to its potential customers.
- **Digital Marketing Concepts:** The strategies I learnt in digital marketing SEO/SEM content etc was directly used by me for helping my school's SEO team. Knowing the school theory behind these strategies enabled me to support its practices such as doing keyword research, writing search friendly content and reporting on SEO results using tools like Google Analytics.
- **Segmentation, Targeting and positioning (STP):** The academic definitions of segmentation, targeting and positioning (STP) were essential when interpreting market research data to support the refinement of more targeted marketing communication campaigns. I want you to start applying S-T-P models to determining where the marketing needs to be, in terms of specific sectors and how Intellier's services should be positioned so they speak to those sectors.
- **Branding Strategies:** I learnt how important brand consistency and positioning are from the topics on Brand Management. It was especially helpful when writing content to support Intellier's branding and messaging in digital media. I learnt to write and design content which express the companies value proposition in positioned clearly.
- **Marketing Metrics and Analytics:** The principles that I learned about in marketing metrics, such as KPI (key performance indicators) and ROI (return on investment), were easily applied to my job of monitoring social media engagement and website performance. Knowing the importance of data analysis, I was able to pour over marketing success and drive campaigns accordingly based on performance measures.
- **Strategic Marketing:** I learned more about how businesses, such as your business

Intellier, use strategic marketing to grow and achieve its goals. In examining the competitive analysis proposition and market positioning process, I learnt how academic strategies may be linked with actual execution such as how to determine target markets for a product as well updating marketing strategies through competitive pressure.

4.3 Example of Experience and Personal Growth

One of my best experiences during the internship was writing a strategic planning for how to create a SOC campaign for a new software product they wanted to launch at Intellier. For this project, I was in charge of: create engaging posts research the most appropriate hashtags for the post schedule Soon following. This assignment permitted me to implement theories of social media marketing that I have learned in an academic sense and use them to gain hands-on experience managing and completing a campaign.

I also discovered loads about how analytics is absolutely key in judging campaign success. By studying the engagement data—likes, shares, comments and clicks to their websites—I was able to discover how one might measure the impact of various types of content. It deepened my comprehension of data-driven marketing, and how to read performance reports and make a step forward.

Personally, this internship has taught me a lot about time management and organization. I learned how of juggle many tasks, faces deadlines and work with multiple teams to become more efficient and adaptive in the workplace. I also developed confidence in expressing my thoughts and, presenting data to the members of my team, so it improved me over all in interpersonal skills and communication. These instances of character development will certainly contribute to my future in marketing.

CHAPTER FIVE:

Critique and Reflections

5.1 Critical Evaluation of the Internship Experience

I learnt a great deal from the intern position at Intellier Limited and was very fortunate to have been able to 'test' my marketing skills in a commercial environment. Over the course of the internship, I learned how complicated marketing can be in tech, particularly for a company like Intellier that is in a very crowded space. But of course, like every lesson it didn't come without its drawbacks and way to do better next time.

One of the benefits of this internship was discovering the world of digital tools and methods for marketing programs. I was able to apply with the likes of Google Analytics, Facebook Business Suite and Google Ads; tools as important for in the operation of a successful digital marketing campaign. These were resources that allowed me to watch, grow my campaigns maximize them and become data based which was a huge part of where I learned.

One of the benefits was that I got to explore a lot, stuff like content creation for social media, SEO/SEM optimization, market research etc. What I've been able to do, and what was so interesting about all of this, is thinking how all these things fit together into a single market strategy and how I can push pretty hard on each of those bits. It was the aggregated culture of these teams at Intellier that taught me how much importance should be given to learnings from cross-team jungle in order to deliver marketing successes.

As far the internship goes I do feel like there could have been a little bit more structure and guidance on things. Although I was assigned different tasks and responsibilities, however sometimes it would have been better for me if I got a little more structure in terms of guidance and task assigning to finish my job optimally. Certain tasks (especially of early internship) were at times unclear and took some adaptation time. Perhaps more structured feedback from my superiors could have sped up my learning and made me navigate the tasks at hand with more ease.

Apart from these few hiccups, I think the internship really set me up well for digital marketing and being exposed to what digital marketing in a tech company looks like has been great—both on personal as well as professional level.

5.2 Major Findings and Observations

Intellier Limited - Marketing Analysis Essay During my internship period I garnered a few lessons that would guide me in knowing how well the company's marketing efforts are doing and whether it needs to benefit from or better them. The key findings are:

Strong Digital Presence but Space for Paid Marketing Expansion: Intellier has developed a

strong social media presence and website. But it is worth noting that the reliance on organic reach by the brand may be higher, and a more aggressive push in paid wouldn't hurt. Facebook Ads, LinkedIn Ads, and Google Ads may be options for a wider audience and more targeted leads as well due to high competition within tech.

Quality of Content: It becomes quite apparent that Intellier could write good enough content however sometimes their social post quantity does fluctuate. It's important to post consistently in order to keep the audience engaged, and a stricter editorial calendar would engage inform in a more focused way.

New and emergent client segmentation opportunities: With some presence on a wide-range of verticals-type clients, Intellier could get more focused in its client segmentation. By building industry-specific campaigns (healthcare, finance at least down to the CPC level), Intellier could better address the particular needs of different sectors for an even stronger narrative.

No data analytics yet: The company already possess tools such as Google Analytics or a social media metrics tool but is not taking full advantage of the sophisticated analysis of data in order to drive marketing decision making. For example, they may use A/B testing more frequently to improve the efficacy of campaigns. Furthermore, they could pull a tighter lever on their content strategy and customer targeting if they leveraged more data – funneling them to an increase in conversion rates.

Inter-department Cooperation Strength: The biggest strength that I saw was how well all came together marketing, sales and technical handled this. This relationship provided improved sales and marketing coordination as marketing was linked to the sales objectives and technical capabilities in place. This type of collaboration fosters more integration, creating better marketing and effecting the positive change to get in front of the right audience and accomplish what a company has set out to achieve.

5.3 Key Challenges Faced During the Internship

I have encountered a number of challenges in the course of my internship which I consider as good learning experiences that promote both personal and professional growth:

- **Juggling Multiple Tasks at Once:** One of the first hurdles was multi-tasking between creating social media content, helping with SEO and doing market research. It was a wonderful learning experience in time management and organization but it took some time to get used to the pace of the work, and to be efficient.
- **Uncertainty of task handover:** In the beginning of my internship, there were times that I didn't quite have a clear idea as to how much something had to be done for me which

caused some confusion and setbacks. But that was not a problem after I got used to the way teams worked. I think if I was conditioning a bit more or had clearer task instructions, it would not have been such an issue.

- **Taming the Fast Flow:** As a tech-centric progressive company, Intellier needed to speed up and get ahead of industry trends and competitive pressures too. What it also meant was that I had to be able to adapt and had to - when other things became important - change course rapidly. It was at times difficult, but also one of the most rewarding parts of my internship because it taught me to stay flexible and proactive.

5.4 Recommendations and Next Steps

From what I have observed and experienced during the internship; I can recommend a few ways in which Intellier Limited may be able to enhance its marketing practices in the future:

- **Invest in Paid Ads:** Increasing the budget for paid ad campaigns, like Google Ads and on social media channels can potentially grow brand awareness and generate more qualified leads. More emphasis on retargeting ads could also prompt former website visitors to become customers.
- **Use Content Calendar:** In order to maintain regular posting and receive better audience engagement, the use of a content calendar can simplify social media management process as well be timely with posts. This would also prevent erratic content schedules and ensure consistent publication of work across media.
- **Segment Clients Better:** Intellier can refine their customer segments and market campaigns to particular industries. This would enable the company to create more salient messages and serve different industries in a improved way.
- **Improve Data Analysis:** A/B testing on one hand and other advance data analytics technologies and strategies could be some of the ways that Intellier in their quest to optimize its marketing strategies. If it were to get even more granular in the data details, the company could discover exactly which marketing tactics are most effective and be able to tweak those campaigns for best performance.
- **Make Onboarding and Task Delegation Easier:** By offering more obvious onboarding materials and task delegation processes, future interns and new team members will be able to adapt to the marketing department faster. Better time management may improve productivity overall.

CHAPTER SIX:

Conclusion

The internship at Intellier Limited has been an extremely rewarding experience and it has enabled me to have opportunity to use knowledge that I had obtained through marketing studies in a proper business circumstance. While serving as a marketing intern, I dabbled in the many elements of digital marketing- content creation, social media management, SEO/SEM and market research. These undertakings have contributed substantially to the development of my professional aptitude and knowledge about how a technology-based firm operates in a marketing sense.

“I’ve been able to work on a bunch of different types of marketing projects from day one, that have all allowed me to make an impact on the business. By producing and helping on content creation & digital campaigns I personally got some valuable hands-on experience of how to do marketing digitally where tools like Google Analytics, Google Ads, Facebook Business Suite were used for measuring and optimizing the performance. I could work on more practical data driven marketing and the value of metrics for increasing productivity/progress was my learning.

I learned a ton about working cross-functionally in the internship too. I worked with the marketing, sales and technical teams and it was a chance to see how different departments put their heads together to produce strong pieces of marketing that aligns with your objectives across all avenues. That was the best way for me to illustrate the importance of communication, team spirit and every department working together in unison for an effective marketing strategy.

The puzzles I had to solve in my pipeline again help me out a lot - work on several tasks here and there, tight deadlines and prioritization. And I learned a lot about time management in relation to getting a job.

One of the most important lessons I learned during my internship is strategic marketing. During my time with Intellier, what I learned is that marketing success isn't about designing and running content campaigns – it's about understanding how the market works, crunching numbers and aligning your marketing strategies with your business goals. This internship has solidified my understanding of marketing theories and tactics as well as how to apply them to real-world business situations.

Finally, my internship at Intellier Limited has allowed me to immeasurable knowledge which I consider as a great opportunity to develop myself as a marketing practitioner. Now I have got an overview of the marketing methodologies in IT industry and how can companies leverage digital marketing to improve its brand presence, interact with customers and grow. This experience has firmed up my interest in marketing, and I believe that I am well-equipped to pursue a career with a better theoretical and practical foundation of what it is like to be in marketing.

CHAPTER SEVEN:

Implications

7.1 The Effect of the Internship

My attachment with Intellier Limited has been a curdling factor for my self-improvement. Firstly, to enable me to bring back something practical in the field of Marketing as I know how it is taught academically and have a practical experience on how its strategies are implemented, executed and improved upon through technology. I was exposed to the nitty gritty of working closely with marketing, sales and technical team members gave me an even better understanding for how blindly complex a marketing campaign can be on surface level and does everyone need to throw in their bit to get it right.

It also reminded me about the power of data-driven marketing and how analytics plays a role in decision-making. Using tools such as: Google Analytics, Facebook Business Suite & Google Ads allowed me to get hands on experience measuring the success of a campaign and refining strategy based off performance metrics. Not only will this affect the style of my future marketing struggles, it will also increase my level of critical and analytical thinking towards such marketing results.

7.2 Relevance to Academic Learning

This internship was a great way to apply what I have learnt in classroom about marketing into more realistic assignments. It is easy to see the link between market research, consumer behavior and digital marketing strategy when you just do it – literally. Not only were segmentation, targeting and positioning covered in the classroom but they were also put into practice when students developed marketing communications campaign strategies for Intellier's services.

Also, the internship has given an in depth look at Integrated Marketing Communications (IMC). Having to work with marketing, and even other parts of the organization, around what our messaging would be on different platforms helped me realize how important it is for messages to be aligned across channels — whether that's social, digital ads or content marketing programs. The in-the-trenches experience has taught me the importance of integrating communication channels for consistent brand messaging.

Order over all the internship has bridged my education in marketing and some digital tools, analytics etc (from MBA) into actual application. I am not worthless value addition that I get from my academics is the real-world exposure of learning these tools and strategies thus using them over some real time data also helped me relate when the few concepts related to marketing were put into place in terms of business.

7.3 Organizational Impact

The trainee experience has been a good one for Intellier Limited, and helped support the marketing team on some significant projects. Participating in creating content, market researching new technologies and tracking said campaigns led me to more involved marketing strategies. Through contributing to social content and digital campaigns, I helped make the company more visible on platforms including LinkedIn and Facebook, resulting in increased engagement and possible lead generation.

Furthermore, my collaboration with the SEO and SEM teams also contributed to optimization of company's presence in the internet, with access to data that could enhance further the optimization process of digital campaigns. Analyzing web traffic data and social media activity, I was able to assist the team to pinpoint areas for growth and this allowed the company to be more strategic with their marketing.

I was also able to give my team very important mindshare in the behavior of target customers, and map out competitive landscape which assisted in client segmentation and campaign accomplishment strategies. These findings helped move -focus away from the more general types of businesses to engage that were provided on an industry basis, and enabled marketing efforts to become more closely aligned with customer need.

7.4 Lessons Learned

Here are some of the valuable lessons I learned in marketing during my internship:

- **The Power of Data-Driven Decisions:** I learned the importance of using data to assess whether the marketing campaign was successful. Whether it's data from social media, a website or SEO, it is the foundation of every successful digital marketing strategy.
- **Flexibility & Adaptability:** Working in tech is fast-paced and that nature taught me to be flexible while remaining open to changing priorities and new challenges. I came to understand that being adaptable and able to adjust quickly with new facts on the ground is a key asset in marketing.
- **Cross Division Cooperation:** I learned how important it is to work across divisions. Developing this concept around the marketing, sales and tech teams proved how a focus on integrating strategies and communication between these three functions can drive a more successful approach to marketing.
- **Communication and Time Management:** Learning to juggle work FOR multiple people,

with deadlines taught me true time management. I also realized the importance of communicating effectively with team members to ensure success on projects.

7.5 Skill Development

I learnt many skills that will assist me in my next career as a marketing executive when I was employed by Intellier Limited:

- **Digital Marketing Tools:** I have developed a deeper technical knowledge of popular tools to track, analyze and optimize marketing efforts including Google Analytics, AdWords & Facebook Business Suite.
- **Creating and Strategy Content:** I have advanced in creating engaging content, formatted with different platforms as LinkedIn or Facebook and special the company website. I also became versed in creating and executing content strategies that tie into larger marketing objectives.
- **Market Research:** I learned how to conduct market research including trend-spotting, competitor analysis and customer behavior – all skills that help inform a targeted marketing strategy.
- **Search Engine Optimization (SEO) and Search Engine Marketing (SEM):** Working with the SEO/ SEM team, I gained practical knowledge of creating Google-friendly website content, keyword research, and analyzing campaign performance which are significant in digital marketing.
- **Analytical Skills:** I was able to develop my analytical skills when I worked with marketing campaigns data processing that in turn enabled me to analyze campaign performance, spot weak points and based on analysis propose solid data-driven recommendations.

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