

**“Enhancing Tourist Flow through Social Media Buying: Initiatives by
Urban Vally – A Digital Marketing Agency”**

Submitted to

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Submission Date:

AN INTERNSHIP REPORT ON

“Enhancing Tourist Flow through Social Media Buying: Initiatives by
Urban Vally – A Digital Marketing Agency”

Letter of Transmittal

Date: 04/08/2025

Mst. Khadijatul Kobra

Assistant Professor

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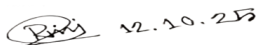
Subject: Submission of Internship Report

With due respect, I express my gratitude for giving me the opportunity for the completion of my report on "Enhancing Tourist Flow through Social Media Buying: Initiatives by Urban Valy – A Digital Marketing Agency," to fulfill a requirement for my BTHM degree at Daffodil International University.

This report is based on my incredible six-month journey at Urban Valy, a digital marketing agency that specializes in tourism campaigns. In this report, I have worked with both primary and secondary data which I have cited in the paper by maintaining proper guideline. Moreover, I have endeavored my best to complete the report with all the credential data and references with significant comprehensive way.

Thank you so much for your support and guidance during this internship. I'd truly appreciate your feedback on what I've presented here. With respect and appreciation

Kind regards,

Handwritten signature of Ashraf Ahmed Rizvi, dated 12.10.25.

Ashraf Ahmed Rizvi

ID: 153-43-208

Bachelor of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

I'm happy to confirm that the internship report, "**Enhancing Tourist Flow through Social Media Buying: Initiatives by Urban Valy – A Digital Marketing Agency**," submitted by **Ashraf Ahmed Rizvi** (ID: 153-43-208), has been approved. Ashraf, a student in the Department of Tourism & Hospitality Management at Daffodil International University, wrote this report to fulfill part of the requirements for his BTHM degree.

I've personally gone through and verified all the contents of the report. The observations and findings are based directly on Ashraf's time at **Urban Valy**, a digital marketing agency, where he was heavily involved in executing campaigns, buying media, and developing digital strategies for tourism clients.

This work was completed under proper supervision and guidance. The report's overall quality and analysis genuinely reflect the practical experience and learning objectives of the program. It's a true and authentic representation of his internship activities and accomplishments.

Khadija 12/10/25

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism & Hospitality Management

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Executive Summary

This internship report looks at how travel and people interact with it impact the industry. It is based on my six-month internship at Urban Valley, a digital marketing agency in tourism promotion. The main objective of this particular internship was to understand how digital media buying and digital media planning works in the real industry of Bangladesh through digital media. During my internship, I was actively involved in every step of the campaign, from paid media buying and audience targeting to strategy and content planning. I used platforms like Facebook, Instagram and Google Ads to connect with potential tourists and promote various tourism products and services. My work focused on selling destinations, generating new leads and encouraging direct bookings using engaging content and targeted marketing.

In today's society, it becomes even more difficult when a service or product is not always clear or transparent to its target audience. During my internship, I closely monitored key marketing metrics such as click-through rate (CTR), conversion rate, reach, and cost per click (CPC) to understand how our campaigns were performing. We also had to work on how to better coordinate our overall campaigns. This is why understanding how media planning, buying, and marketing can be fundamentally effective for businesses to spread their name. There are many elements that go into a well-planned advertisement and media work. In this report, I have tried my best to explain and explain in detail how I learned and understood at least the basics of how media buying and media planning work. Hopefully, I will become a more skilled and efficient person in this fi

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Chapter 1

Introduction

1. Introduction

Urban Valy is a modern and innovative digital marketing agency dedicated to helping businesses and brands grow in the ever-evolving digital space. In today's competitive market, simply being online is not enough. Brands need smart strategies, engaging content, and a strong digital presence to connect with their target audience, and that's exactly where Urban Valy excels.

Our company offers a variety of services, including content marketing, which includes social media management, graphic design, and video production. We specialize in digital advertising on platforms like **Facebook, Instagram, and Google Ads**, as well as website development, search engine optimization (SEO), and brand consulting. Urban Valley has a significant partnership with Jajbar Express, a travel and tourism company in Bangladesh.

As their digital marketing partner, Urban Valley handles everything from creating engaging travel content to running social media management and paid advertising campaigns and increasing engagement with customers online. The talented digital marketers, content producers, designers, and analytics that make up Urban Valy's team collaborate to produce excellent and significant outcomes. The agency constantly adapts to new trends and technologies, making sure that their clients always stay ahead in the digital game.

What sets Urban Valy apart is its client-focused approach. They don't just deliver services—they become a creative partner in the growth journey of each business. Whether you're a new entrepreneur or an established company looking to strengthen your online presence, Urban Valy provides reliable, scalable, and innovative solutions tailored just for you.

In a world where digital presence is everything, Urban Valy stands as a trusted name to build, grow, and elevate your brand in the digital landscape

1.2 Background of the report

Every BTHM student must complete an accredited internship as part of the program. As a student of the Bachelor of Tourism and Hospitality Management program at "Daffodil International University", after completing 124 courses, their study period is transferred to "Urban Valy" as an intern. Urban Valy, a digital marketing agency, specializes in helping tourism businesses improve their online visibility and customer engagement. This report is based on a six-month internship at Urban Valy, offering practical insights into social media campaign planning and execution. It highlights how digital marketing strategies impact consumer behavior and contribute to business growth in a competitive hospitality industry.

1.3 Scope of the Study:

This report focuses on the application of social media marketing strategies within the tourism and hospitality industry, based on practical experience gained during a six-month internship at Urban Valy, a digital marketing agency. It covers various aspects of digital campaign management, including content creation, audience targeting, budget allocation, and performance analysis. The report examines key social media platforms such as Facebook and Instagram to understand how they drive brand awareness and customer engagement for tourism clients. While it primarily emphasizes campaign-based marketing activities, the report also addresses operational challenges faced during execution and suggests improvements. The scope is limited to digital marketing efforts aimed at enhancing visibility and increasing bookings for tourism businesses, providing insights into the evolving role of social media in shaping modern tourism marketing.

1.4 Objectives of the Study

1.4.1 Broad Statement:

The primary goal of this study is to understand how social media marketing is applied within the tourism and hospitality industry and then identify the challenges and offer solutions for promoting services, increasing brand awareness, and engaging customers effectively.

1.4.2 Specific Objectives:

To achieve this, the study focuses on several key objectives:

1. To explore the social media marketing activities carried out by Urban Valy for its tourism clients.
2. To identify challenges encountered during the execution of digital campaigns, including communication and content-related issues.
3. To suggest some ways to improve campaign efficiency and outcomes.

1.5 Methodology

This research employs a descriptive methodology to analyze Urban Valy's media buying operations. Primary data was collected through semi-structured interviews with five key team members (three media buyers and two performance analysts) and quantitative analysis of campaign performance metrics from January to December 2023. Secondary data included industry benchmark reports from Google and Meta. The study focused on fifteen representative campaigns, selected through purposive sampling to include both high and low performers. Data was analyzed using Google Analytics 4 for cross-platform performance tracking, supplemented by Excel for budget allocation trends and Data Studio for visualization. All interviewee responses were anonymized (coded as MB1-MB3 for media buyers and PA1-PA2 for analysts), and client data was aggregated to maintain confidentiality. This mixed-methods approach provided both quantitative performance insights and qualitative understanding of operational challenges, offering a comprehensive evaluation of Urban Valy's media buying effectiveness.

Secondary Sources:

- Documents and data from my superior and other senior staff.
- “Urban Valy” official website
- Fact sheet, prospectus, and company brochure
- Print media and other mass media content about this establishment.
- Social media, online travel agencies, and websites. There are websites for other well-known travel agencies in Bangladesh.

1.6 Limitations of the Study

It is not without limitations. The research is based solely on the internship experience at Urban Valy, which may not reflect practices across the entire industry. Only a few campaigns and clients were addressed during the internship due to time constraints.

1. Since the study just draws from the intern's experience at Urban Valy, it could not be representative of the whole travel and tourism marketing sector.
2. Time limitations restricted the study to a small number of carefully chosen clients and projects, so limiting the scope of campaign analysis
3. Data gathering relied on informal observation and internal resources, potentially lacking standardization or external validation.
4. Access to confidential information, including marketing budgets and customer comments, was restricted.
5. Other crucial digital tools like SEO, email marketing, and influencer partnerships are not covered in the report; it solely concentrates on social media marketing.

Chapter 2

Overview

2.1 Company Profile

Urban Valy is a cutting-edge digital marketing firm that focuses on offering businesses creative internet marketing solutions, particularly in the travel and hotel industry. **Urban Valy** was started with a clear mission: to help traditional businesses succeed in the digital world. The agency offers a wide range of services, including brand strategy, digital advertising, content creation, and social media marketing. They are known for their innovative approach, data-driven campaigns, and personalized plans that are always designed to meet a client's specific goals. A big part of what sets them apart is their ability to create engaging content and run highly targeted campaigns on platforms like **Facebook, Instagram, and YouTube**. With a young and dynamic team, Urban Valley is committed to delivering real results and helping their clients achieve long-term growth in today's competitive digital landscape. They have had great success working with partners like **Jajabor Express**, helping travel agencies grow their clientele and enhance their online presence.

2.2 Introduction

Urban Valley is an innovative digital marketing firm focused on helping businesses, especially in the travel and hospitality industries, succeed online. They offer a variety of services to digitalize campaigns today — including content creation, branding, paid advertising, and social media marketing. What really sets them apart is their ability to create and manage great custom marketing programs to reach specific audiences on social media sites like Facebook, Instagram, and YouTube. They manage complete digital marketing campaigns for several key clients, including travel agency Jajabor Express. They combine data and creativity to produce real, measurable results. In a highly competitive industry, the firm works to help clients expand their digital footprint, connect with customers in meaningful ways, and achieve long-term growth.

2.3 Mission Statement

Urban Vally is focused on becoming the leading advertising agency in Bangladesh, providing the best creative strategies and a deep understanding of the local culture. This mission statement further strengthens Mediacom's vision and determination to be a pioneer in advertising in Bangladesh. Creative strategies are implemented to ensure client satisfaction. The team needs a deep understanding to improve the effectiveness of the company.

2.4 Vision Statement

Urban Vally inspires brands to their maximum potential through establishing meaningful relations across Bangladeshi consumers. Help brands and companies succeed and thrive in their respective fields by providing services to them effectively. Maintaining a good footing in the local market. By focusing on Bangladeshi consumers, Urban Vally is able to find clients and brands to work along with more easily. Additionally, getting more eyes on the company becomes easier through local networks.

2.5 Company Overview

Urban Valley has separate teams, each with their own purpose. These include business development, client services, creative development team, operations, HR and accounts. Each team is responsible for taking care of their specific tasks. For example, the business team looks for more opportunities with clients and customers. It provides a wide range of services, including social media management, digital advertising, content creation, branding and performance analysis. The marketing team is responsible for preparing advertisements and content for each requirement or job received. The HR team is responsible for hiring and promoting (or demotion) each employee according to their performance. By coordinating between each of these teams involved, they are able to maintain maximum output in the shortest possible time. Urban Valley's team of talented marketing experts creates effective campaigns with a blend of technology, creativity and industry knowledge that deliver measurable results.

2.6 Organization Structure:

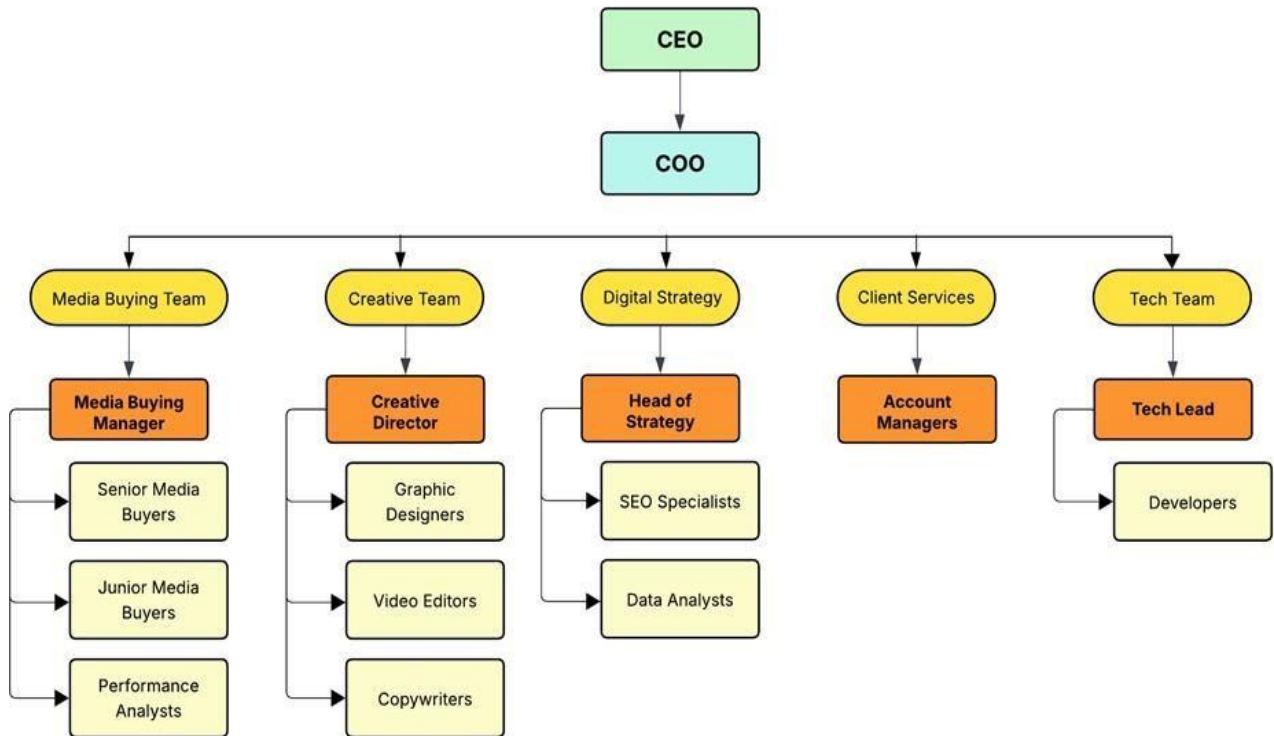


Figure 1: Organization Structure.

Source: Company Plan of Urban Vally

2.7 Key Milestones of Urban Valy (Since 2012)

- **2012 - Establishment:**

Urban Valy was founded with the mission to help businesses transition into the digital world through innovative marketing strategies.

- **2014 – Expansion of Services:**

Serving clients from a variety of industries, the firm broadened its services to include digital advertising, social media management, and content production.

- **2016 – First Major Tourism Client On boarded:**

Urban Valy entered the tourist marketing industry when it started collaborating with travel and tourism businesses.

- **2021, 1st Feb – Partnership with Jajabor Express:**

The company formed a key partnership with Jajabor Express, providing full-service digital marketing support.

- **2022 – Digital Campaign Recognition:**

Several campaigns managed by Urban Valy received recognition for innovation and effectiveness during the COVID-19 shift to online engagement.

- **2022 – Team & Client Growth:**

Urban Valy strengthened its position in the digital marketing industry by greatly growing its clientele and internal staff.

Chapter 3

Overview

3. Literature Review

The Evolution of Tourism Marketing in the Digital Era

Digital technology has completely changed the way tourism is marketed. Old methods like print ads, brochures, and travel agents are now being supported—or even replaced—by digital channels that are faster, cheaper, and driven by real data. Experts like Kotler and Keller have pointed out that digital marketing allows companies to connect with their audience in real-time, personalize their messages, and better analyze how well campaigns are performing. In the tourism industry, where people's choices are heavily influenced by great visuals, engaging stories, and recommendations, digital marketing is the perfect link between potential travelers and destinations. That's exactly where Urban Valy, a Dhaka-based agency, has found its place. They've adapted to this changing landscape by combining digital tools with powerful storytelling to attract both local and international travelers.

The Role of Social Media and Influencer Marketing

Social media platforms like Facebook, Instagram, YouTube, and TikTok have become essential tools in tourism marketing. These platforms allow businesses to target audiences based on demographics, behavior, and interests while offering rich media formats like photos, videos, and stories. Xiang and Gretzel (2010) highlight the role of user-generated content in building trust among potential travelers, as people tend to value peer experiences over advertisements. Urban Valy uses Meta Ads (Facebook and Instagram) to run carousel ads, reels, and targeted promotions that visually engage the audience. Influencer marketing also plays a key role, as tourism is an experience-based product and influencers can present authentic and relatable narratives that inspire travel decisions.

Video Marketing, TikTok, and Google Ads

Video marketing has emerged as a powerful format in the tourism sector. YouTube, the world's second-largest search engine, allows for storytelling that emotionally connects viewers with

destinations. Hollensen (2015) notes that travel videos significantly influence decision-making, as visuals often leave a stronger impression than text. Urban Valy leverages YouTube Ads and TikTok short videos to capture the attention of young, tech-savvy audiences. TikTok, in example, has transformed travel promotion by introducing viral challenges, location samples, and creative reels. More than 40% of Gen Z users use on TikTok to find travel destinations, per Statista (2023). Furthermore, Urban Valy uses Google Ads for search engine marketing (SEM), targeting customers who are actively looking for travel services and places, which results in increased conversion rates.

Content Marketing, SEO, and Email Strategy

The key to digital tourism promotion is search engine optimization (SEO) and content marketing. To attract visitors, it is necessary to post blog entries, travel guides, itineraries, and client testimonials. On the other hand, great content that builds your authority and earns the trust of your audience helps Urban Valley rank high for important terms like “Best Tour Packages in Bangladesh.” **Email** marketing is another important part of theirs, allowing them to quickly connect with current and potential customers. Challenges, Theoretical Support, and Strategies Even with all its potential, digital marketing in the travel industry has some downsides. As experts like Gretel point out, staying relevant in a crowded digital world and retaining people’s trust requires real creativity and strategic thinking. We also rely on a few marketing models – such as the 4Ps, Integrated Marketing (IMC), and the AIDA model. These frameworks help us ensure.

Challenges, Theoretical Support, and Strategic Integration

Despite all the potential, there are some downsides to digital marketing in the travel industry. Companies need to be careful, such as ad fatigue, frequent algorithm updates, and the constant challenge of generic content. As experts like Gretzel point out, staying relevant or maintaining people’s trust in a crowded digital space requires real creative thinking. To address these issues, Urban Valley uses analytics, campaign testing, and some good content creation. They also believe in established marketing frameworks like the 4Ps, Integrated Marketing Communications (IMC), and AIDA. These concepts support every digital move they make to improve the overall customer experience.

Chapter 4

Discussion, Analysis

4. Evolution of Media Buying

Experts are pointing to a major shift from manual advertising to automated approaches. These days, the emphasis is on programmatic advertising, which uses artificial intelligence to automatically optimize bids and easily reach the right people with customized ads. These advanced tools from Urban Valley show that they are keeping up with everything in the market, making advertising more precise and productive.

Current Workflow Analysis:

- Step-by-step breakdown of campaign planning → execution → reporting.

4.1 Planning

4.2 Execution

4.3 Reporting

4.1 Facebook Ads Campaign Planning (Paid)

Using Meta's advertising system, a Facebook ad campaign is created to market goods, services, or brands. Specific goals, including traffic, awareness, or conversions, are chosen for each campaign to direct the distribution of ads. A defined target audience is reached through demographics, interests, or behaviors that are chosen during setup. Ads are placed across Facebook, Instagram, Messenger, and Audience Network. Performance is tracked and optimized by Meta's algorithm in real-time. By using creative visuals, engaging copy, and strategic placements, business goals are supported through a structured campaign setup.

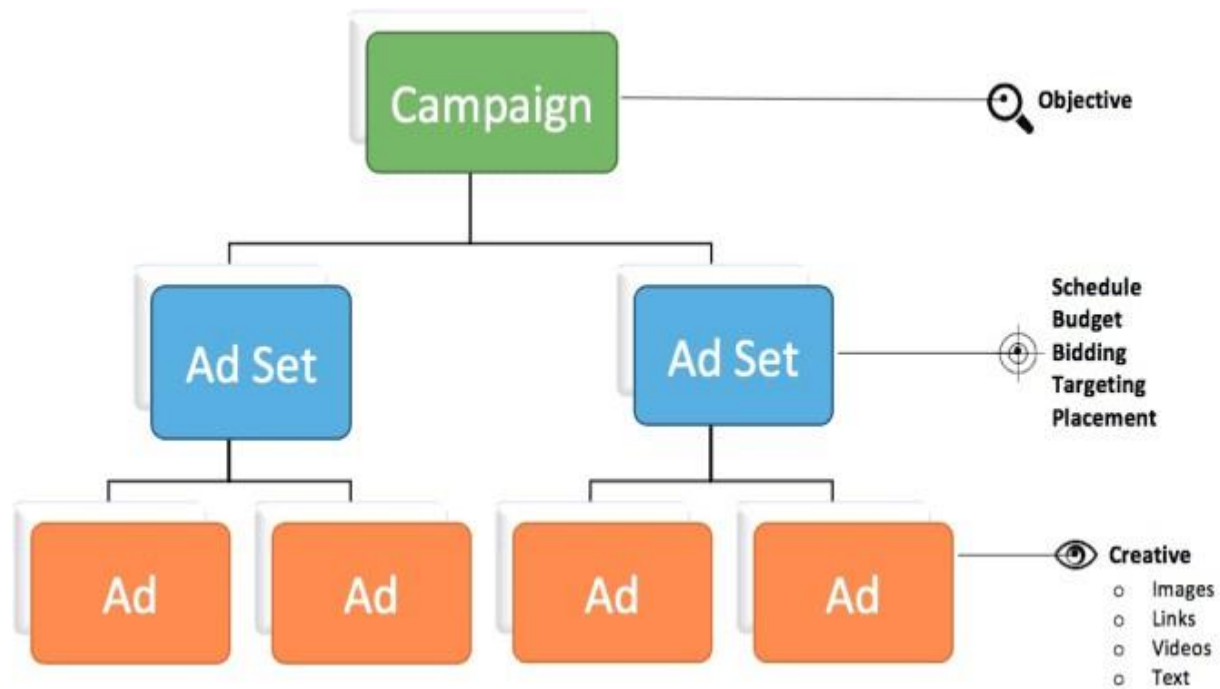


Figure 3: Campaign Planning

Source: Author's compilation

Setting Objectives: A Clear Objective Should Be Set before a Meta ad is created, a clear goal should be chosen. Facebook Meta offers three types of campaign objectives:

- Awareness: to be seen by more people
- Consideration: to be clicked or engaged with
- Conversion: to generate sales or actions

Example: For product launches, the Awareness objective should be used. For sales, the Conversion objective is best.

Defining Target Audience: The Target Audience Should Be Defined. The ad needs to be shown to the right people. Audiences can be selected in several ways:

- By age, location, gender, interests (Core Audience)
- From past visitors or customers (Custom Audience)

- By people similar to existing customers (Lookalike Audience)

Selecting Ad Placements: Ad Placements Should Be Selected. Ad locations must be chosen carefully. By default, the ad is shown across:

- Facebook. Instagram. Messenger. Audience Network & Others.
- This is called Advantage+ Placement, and it is recommended. But placements can also be selected manually, like only for Instagram Stories or Facebook Feed.

Setting Budget & Schedule:

- A Daily Budget is used when a set amount is spent each day
- A Lifetime Budget is used when a total amount is fixed for the whole campaign.
- A schedule can also be chosen for when the ad will run.
- A small daily budget, like \$5–\$50, is often recommended for beginners.

Ad Should Be Designed Carefully: This is what the audience will see. Each ad should include:

- A clear headline
- A strong call-to-action (like “Shop Now. Inbox Us”)
- An eye-catching image or video
- A short, valuable message
- Good visuals are noticed more, so clean and simple designs should be used.

Ad Performance Should Be Monitored: After the ad is launched, its performance needs to be tracked. Key results should be checked, such as:

- How many people saw the ad.
- How many clicked.
- How many converted (bought or signed up).
- Changes should be made if the ad isn't performing well.
- A/B testing can be used to compare different versions of the ad

4.2 Meta Ads **Execution** with Content Based on Funnel Stages:

In a customer's journey, every single stage plays a unique role, which means the content for each one has to be chosen and placed strategically. A successful marketing funnel is never created by chance; it's built through careful content planning, guided by an understanding of psychology, behavior, and timing.

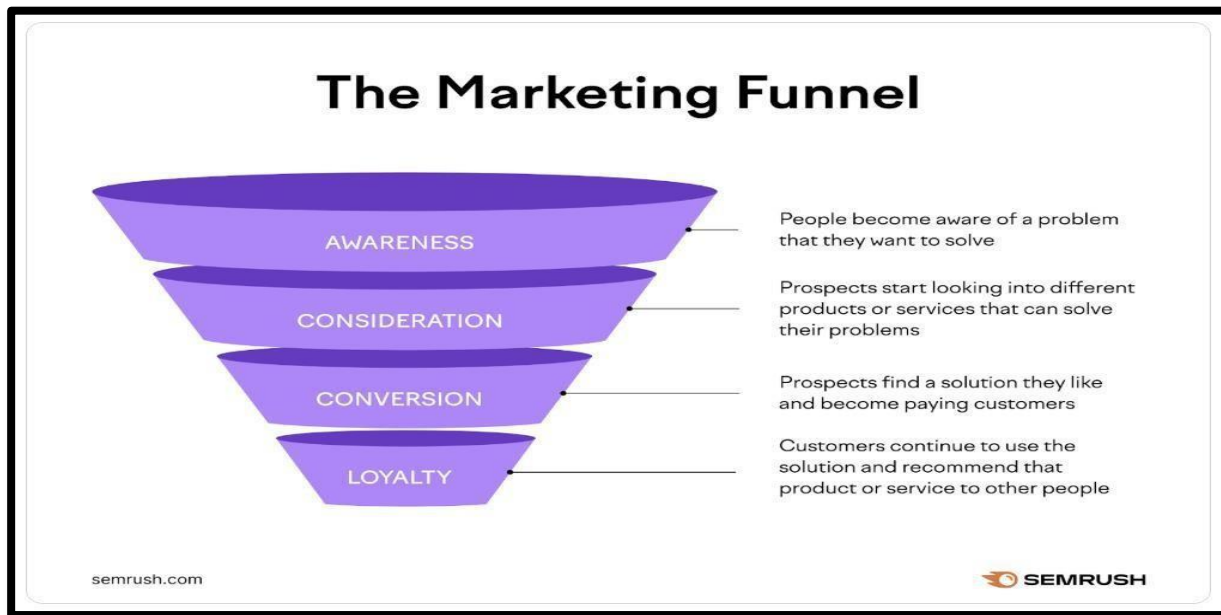


Figure 1: Audience Stage.

Source: Free Resource.

4.2.1 Process of sequencing the content:

a) Awareness Stage:

Audience Type: Cold | **Goal:** Educate & Attract At this stage, the audience has no prior connection with the brand. So, their interest is first sparked by content that addresses a pain point, aspiration, or social trigger.

Content Types Used: Short videos and reels are produced to show common problems. Educational carousels are created to offer value without selling. Brand introduction stories are told to build emotional resonance.

□ **Effect:** Trust starts to build and curiosity is activated.

b) Engagement Stage

Audience Type: Warm | **Goal:** Build Relationship & Trust Once interest is captured, the next step is to deepen the connection. The audience needs to feel that your product is reliable and the solution is proven.

Content Types Used:

- Testimonials and reviews are shared to provide social proof.
- Product demonstrations are shown to build clarity.
- Behind-the-scenes content is posted to humanize the brand.
- Quizzes, polls, and lead magnets are introduced to encourage interaction.

□ **Effect:** Interest is nurtured and familiarity is increased.

c) Conversion Stage

Audience Type: Hot | **Goal:** Trigger Decision & Action At this point, the audience knows what you do — now they need a push to act. The decision-making barrier is reduced by showing value, urgency, and benefits.

Content Types Used:

- Offer-driven posts and discount banners are promoted.
- User-generated content is reposted to boost authenticity.
- Urgency and scarcity elements are embedded (e.g., “Only 24 hours left”).
- Direct call-to-action (Shop Now, Buy Today) is emphasized.

□ **Effect:** The buying decision is encouraged, and action is taken.

d) Retargeting Stage

Audience Type: Viewed but Didn't Buy | **Goal:** Re-Engage & Recover Not every viewer converts in the first round. Those who showed interest but didn't act are retargeted with content that reminds, convinces, and offers reassurance.

Content Types Used:

- Reminder ads and video views retargeting are launched.
- FAQs and objection-handling content are posted.
- Side-by-side comparisons with competitors are shared.
- Flash offers and time-sensitive discounts are used to pull them back.

□ **Effect:** Hesitant buyers are brought back and conversions are recovered.

Final Note:

This content sequence is not random — it is structured to guide the customer from stranger to buyer using logic, psychology, and consistency. When executed properly, each content piece does its job — educating, nurturing, convincing, and closing — all without feeling like a hard sell.

4.2.2 Google Ads and its performance:

Urban Valley uses Google Ads as the most powerful digital marketing tool in the tourism sector. Google Ads allows companies to display targeted ads on Google Search Engine Results Pages (SERPs), the Google Display Network, and YouTube. Google Ads offers a versatile platform to reach target audiences through a variety of campaigns. With Google Ads, companies or advertisers can purchase ad space on Google to display campaigns on a variety of websites, platforms, or content. This pay-per-click model ensures that advertisers only pay for clicks and makes it cost-effective to generate leads and gain traffic. Advertisers choose from a variety of formats, such as Video Rich Campaigns (VRC) to increase viewership and the Google Display Network (GDN) for broad reach. In addition, search ads can be created for specific keywords, ensuring that ads are displayed when relevant search terms are executed.

Urban Valley ensures that when potential travelers search for keywords like “best tour packages in Bangladesh” or “affordable travel deals,” their clients appear at the top of search results. Display ads allow Urban Valley to prominently place their ads on other websites, which helps increase brand visibility. One of the best tools they use is Google Remarketing, which specifically targets people who have previously visited their website but haven't taken any action. Using these ads, they bring those visitors back.



Figure 2: Google Ads.

Source: Client Company Website.

4.2.3 Meta Ads (Facebook & Instagram)

Meta Ads is another digital advertising tool that helps in creating custom ads with specific target audiences (Facebook and Instagram). The audience is specifically focused on Facebook, Instagram, and Messenger. Basically, Meta Ads follows some process to launch campaigns and ads on the Meta platform. Meta Ads Manager allows creating ad campaigns with specific objectives like website traffic, lead generation, page boosting, etc. Audiences can be effectively targeted by selecting demographics, interests, and behaviors. Selecting the most appropriate ad formats, such as images, videos, animations, etc. to convey a brand's message. Budgets should be allocated strategically and geolocation targeting can be used to reach the desired audience. To ensure that their ads are as effective as possible, they use A/B testing to determine which content performs best. Urban Valley also uses lead generation ads to collect customer inquiries directly from the platforms, making it easier for them to convert into clients, ensuring that their ads are as effective as possible.

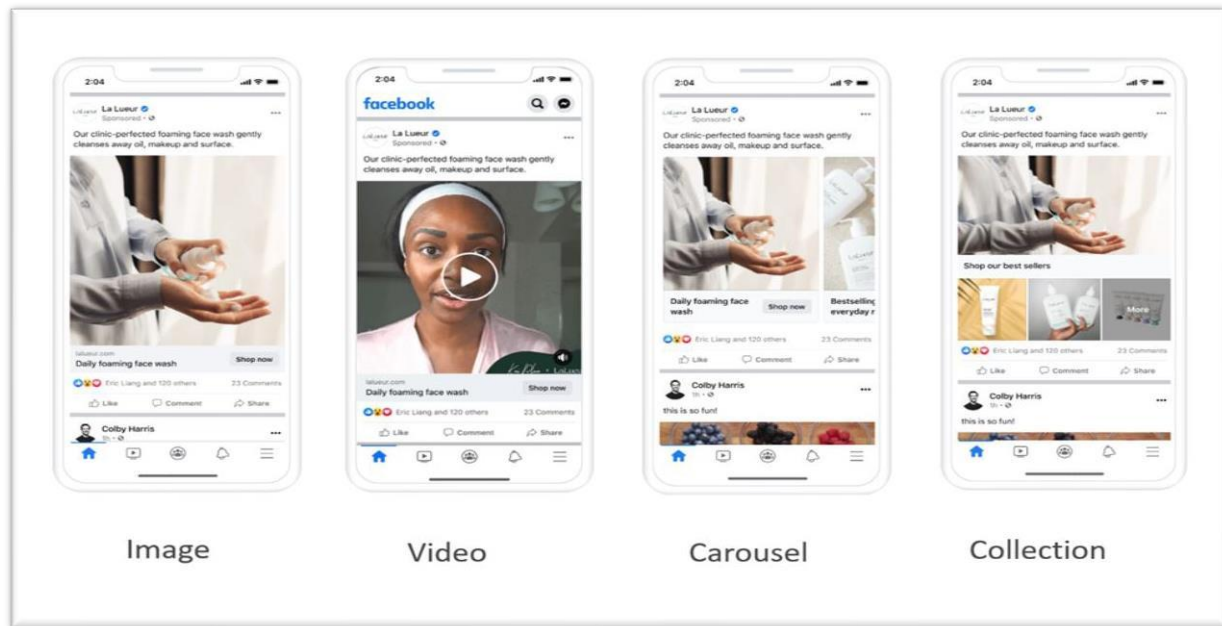


Figure 3: Meta Ads.
Source: Clients Company Website.

4.2.4 TikTok Ads

TikTok has quickly become Urban Valy's fastest-growing platform, we've found that using Spark ads with user-generated content (UGC) performs much better—about 30% better—than our standard ads. However, the platform isn't without its challenges. We've noticed that the ad costs (CPMs) are a bit higher, ranging from BDT 150-200, and there's limited ability to track conversions, which can make things a bit tricky.

Best Practices:

- Vertical video (9:16) mandatory
- First 3 seconds are critical for retention
- Hashtag challenges boost organic reach

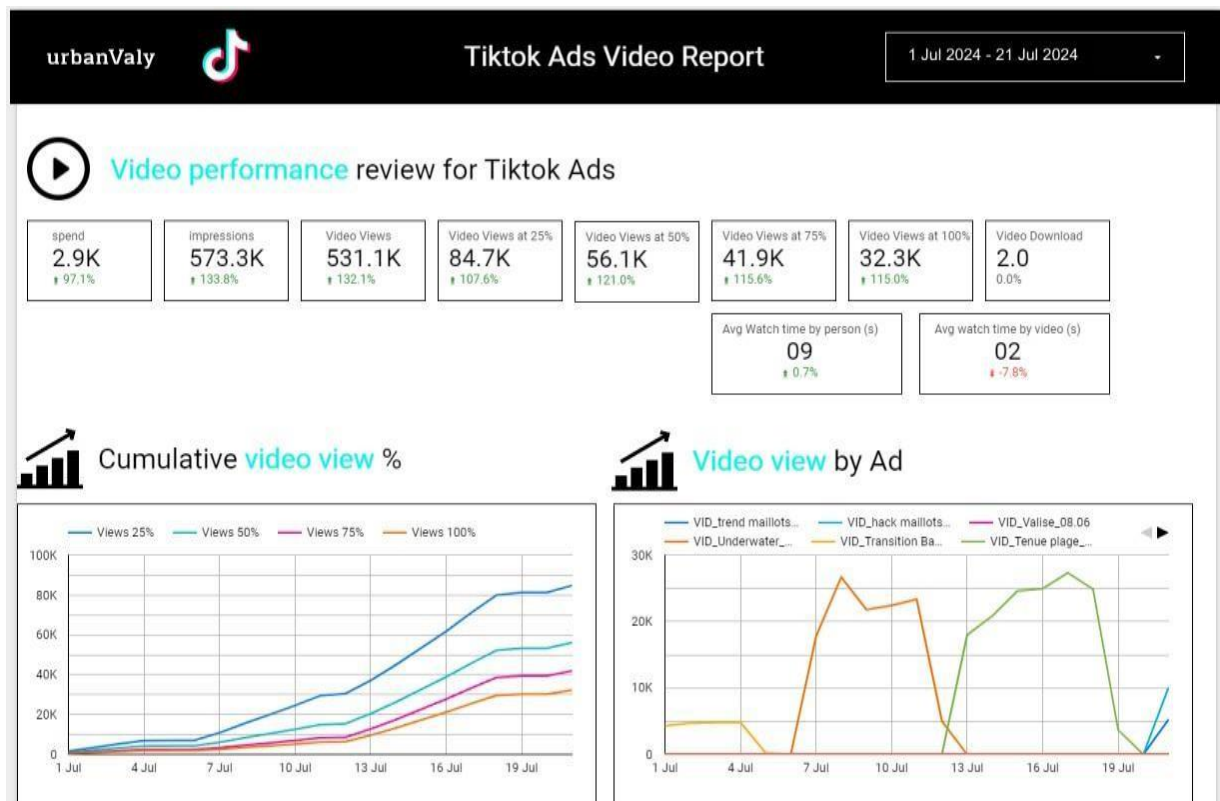


Figure 4: TikTok Ads Manager.
Source: Clients Company Website.

4.2.5 YouTube Ads

Urban Valy relies heavily on YouTube Ads to drive awareness, engagement, and interest in tourism products and destinations. YouTube, being the second-largest search engine and the most popular video-sharing platform, offers massive reach and deep audience engagement. Urban Valy creates high-quality travel videos, destination guides, and promotional content to run as skippable (TrueView) and non-skippable video ads. These ads appear before, during, or after other videos, capturing the attention of users interested in travel and adventure. The company also uses bumper ads, which are 5-second non-skippable clips, to promote quick offers or destination highlights. By targeting specific keywords, demographics, locations, and viewer behavior, Urban Valy ensures that these ads are shown to users who are likely to be interested in traveling. Additionally, they use YouTube Remarketing to reach users who have previously engaged with their travel videos or visited related websites. Performance is tracked through Google Ads Manager and YouTube Analytics, allowing the company to refine targeting and improve return on investment (ROI). With video being a preferred format for modern travelers, Urban Valy uses YouTube to deliver compelling travel stories that inspire viewers and encourage them to take action.

4.2.6 Email Marketing (Email Ads)

Urban Valy's email marketing achieves 28% open rates (industry avg: 21%) through hyper-segmentation. Automated flows (abandoned cart, welcome series) generate 35% of total email revenue. Challenges include spam filters and list fatigue.

- CTR: 3.5% (Promotional), 5.1% (Transactional)
- Conversion rate: 1.8% (Retail), 3.2% (SaaS)

Optimal send time: Weekdays 10-11 AM

4.3 Reporting

4.3.1 Defining Reporting.

Reporting is defined as the systematic process by which data and metrics from digital campaigns are collected, organized, and presented for analysis. In marketing, performance data such as impressions, clicks, reach, conversions, and cost is compiled into readable formats. These insights are generated to evaluate the impact of each campaign on business goals. For both paid and organic efforts, performance reporting is used to track progress and justify marketing investment. At Urban Vally, all campaign data was structured into detailed reports and was shared with clients and internal teams to review campaign efficiency. In this way, reporting was viewed as a tool for transparency and ongoing improvement. Therefore, the overall effectiveness of the digital strategy was consistently monitored and documented throughout the internship period

4.3.2 Functions of Reporting

Reporting is conducted by tracking key performance indicators (KPIs) using various analytics platforms such as Meta Ads Manager, Google Analytics, and TikTok Business Suite. Once a campaign is launched, real-time data is recorded and processed into graphs, charts, and summaries. These tools are programmed to filter data based on time, audience behavior, content performance, and ad spend. Reports are generated periodically and are analyzed to detect what worked well and what needs to be improved. In Urban Vally, cross-platform data was collected to compare the effectiveness of ads across Facebook, Instagram, YouTube, TikTok, and Google Ads. Data visualizations were used to highlight trends, budget distribution, and conversion rates. Thus, informed decisions were enabled through structured performance reporting.

4.3.3 Purposes of Reporting

Campaign success is evaluated through reporting.

Performance gaps are identified for corrective actions.

Future marketing efforts are improved based on insights.

Effective decision-making is ensured through regular reporting.

Content types, platforms, and targeting approaches delivering results are detected.

Budget allocation is optimized using performance data.

Engagement quality, lead generation rates, and customer interaction are observed.

Client updates and team discussions are supported for necessary revisions.

Strategic alignment between clients and the internal team is maintained.

Long-term digital growth is supported through analytical practices.

Urban Valy's current budget distribution shows:

Platform Name :	Budget
Google Ads	30%
Meta Ads (Facebook & Instagram	50%
TikTok Ads	10%
YouTube Ads	10%
Email Marketing (Email Ads)	

Table 1: Budget distribution.

Source: Author`s Compilation (Retrieved from Company Board Meeting)

4. 3.4 Target Audience:

Age Group	Impressions Share	Conversion Rate
18–24	38%	1.2%
25–34	45%	3.8%
35–50	12%	4.1%

Table 2: Target Audience.

Source: Marketing plan inside Board meeting.

Solution Proposed:

- Develop lookalike audiences from high-value 35–50 segment
- Test interest-based targeting for Gen Z (18–24)

4. 3. 5 Specific Objectives of the Analysis

In Meta Ads, specific campaign objectives are selected to ensure that each ad is delivered with a clear purpose. These objectives are categorized under awareness, consideration, and conversion stages. Based on the chosen goal, the ad content is tailored and the audience is segmented accordingly. For awareness, impressions and reach are maximized; for consideration, traffic and engagement are prioritized; and for conversion, sales and leads are targeted. The selected objective determines how the algorithm will optimize delivery and how results will be tracked. Each campaign is analyzed through performance metrics that are auto-generated by Meta’s system. In this way, ad efficiency is increased and business outcomes are strategically supported.

4. 3. 6 Performance Benchmarking

To understand the effectiveness of each advertising platform, key metrics such as Click-Through Rate (CTR), Cost Per Click (CPC), Cost Per Mille (CPM), Return on Ad Spend (ROAS), and conversion rate are compared. This benchmarking helps identify which platforms are best suited for specific goals—such as brand awareness, lead generation, or direct sales. In terms of engagement, for example, Meta Ads might perform well, but Google Ads might result in more conversions from intent-driven searches. In addition to evaluating raw performance, the purpose is to evaluate cost-effectiveness and cross-platform campaign goal alignment.

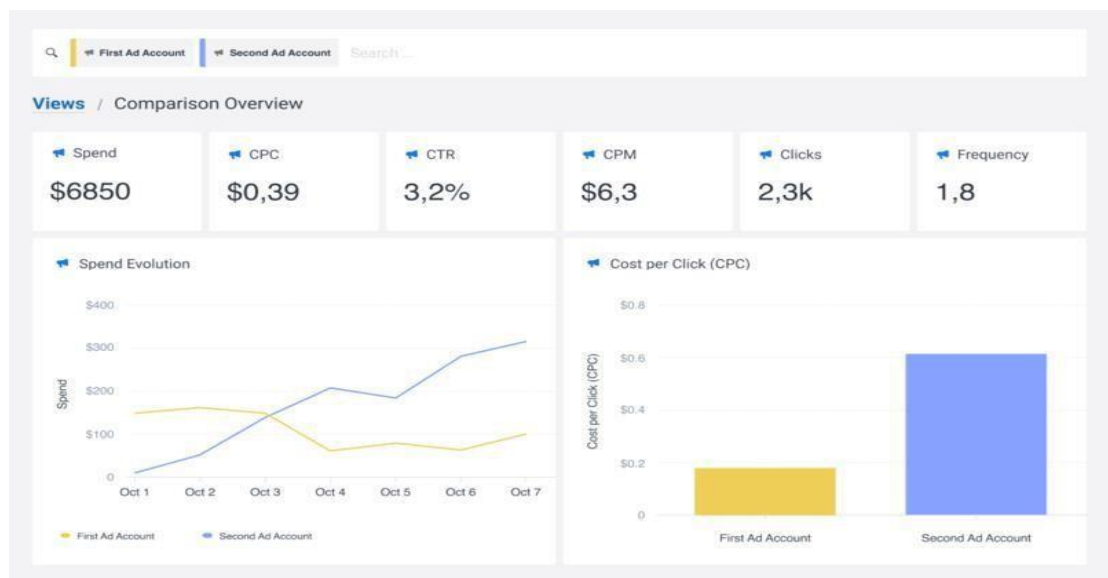


Figure 5: Ads Reports.

Source: Clients Company Website.

4.3.7 Budget Optimization

One of the main goals of this analysis is to see if our current budget is being spent on the platforms that are actually performing best. A mismatch here can lead to wasted money and missed opportunities. This part of the report will use data like ROI and CPA (Cost Per Acquisition) to figure out which platforms deserve more investment and which ones may need a budget cut. For example, if TikTok Ads are costing a lot (high CPM) but aren't leading to many conversions, they might not be the right fit for campaigns focused on sales. Ultimately, this section provides recommendations for the most effective way to allocate funds. The goal is to optimize our returns and better achieve Urban Valy's campaign objectives.

4.3.8 Audience Targeting Efficiency

A target audience is a specific group defined by shared characteristics that you want to reach with your digital marketing campaign. By targeting a specific audience, you can be more specific when determining who sees your marketing content. For example, if a TikTok campaign engages well with users aged 18 to 24 but doesn't reach the 35+ group at all, that's a clear strategic gap. Audience types are groups of people who are categorized based on their behavior or intent within a particular platform. You're targeting people who already exhibit certain behaviors or intent.

4.3.9 Platform-Specific Challenges

From generating quality leads to managing multiple platforms, digital marketing challenges are many. Implement lead scoring systems to focus on high-value prospects. Make sure content is optimized with relevant keywords and clear calls to action to boost engagement and attract the right audience. Google is constantly updating its algorithm to ensure user search results are more effective. Instagram, Facebook, and Google Ads are all popular digital marketing platforms. It is important for businesses to market themselves on more than one platform to be effective. Different platforms have different management strategies.

4.3.10 Future-Readiness

Since its inception, digital marketing has changed a lot. From simple banner ads to email, the industry has evolved significantly to what it is today: complex strategies that involve social media, content marketing, and search engine optimization. By 2050, digital marketing should be more sophisticated; It will rely on technology to create highly personalized customer experiences. Future algorithms will analyze large amounts of data to tailor the experience to individual customers. Brands will be open and transparent with their customers when it comes to protecting data privacy and consumer rights.

Chapter 5

Findings, Recommendations and Conclusion

5 Major Findings:

5.1 Major Issues Identified

During my internship at Urban Valley, I noticed a few key challenges. First, we didn't have a proper workflow and our creative work was always struggling. We lacked the staff to handle multiple tasks at once. From creating new content and campaigns to keeping up with your audience and managing all aspects of your digital presence, the work ahead was sometimes overwhelming. It was sometimes difficult to get quick responses from clients.

5.1.1 Delayed feedback and approvals from clients

Waiting a long time for customer approvals and responses slows down project progress and results in missed deadlines.

5.1.2 Lack of a standardized workflow or SOP

Team members experience misunderstandings, irregular procedures, and inefficiencies when it comes to accomplishing duties consistently in the absence of SOPs.

5.1.3 Inconsistent creative directions from clients

They impede the efficient production of content and the campaign's flow by causing misunderstandings, delays, and the need for frequent updates.

5.1.4 Limited team size managing multiple projects

Because there is not enough staff to do all the jobs efficiently, it results in overwork, split attention, and decreased quality.

5.1.5 Minimal use of automation tools in operations

It reduces productivity by slowing down data analysis and content scheduling, which could be automated.

5.1.6 Short deadlines impacting content quality.

Tight timetables leave less time for planning, which results in hurried, poorer-quality content with less room for innovation.

5.1.7 Misaligned expectations between clients and team.

Misunderstandings occur, which causes discontent, a lot of changes, and delays in getting the intended marketing outcomes.

5.1.8 Limited access to advanced analytics tools.

Deep performance insights are lost in the absence of sophisticated technologies, which impacts campaign optimization and data-driven decision-making.

5.1.9 Adapting to frequent social media platform changes.

Campaign stability and performance tracking are impacted by frequent platform modifications, which need rapid learning and plan changes.

5.1.10 Complex coordination between clients and team.

It causes missing updates, delayed choices, and misunderstanding, which reduces overall workflow efficiency and customer pleasure.

5.2 Recommendations (Problem to Solution)

5.2.1 Accelerating the process from clients

A set communication timetable should be established and rigorously adhered to by both parties in order to minimize delays. Client feedback loops should be streamlined using collaborative tools so that approvals can be received within predefined timeframes.

5.2.2 Ensuring of a standardized workflow or SOP

A structured Standard Operating Procedure (SOP) must be developed and shared with the entire team. By following a unified workflow, consistent task execution can be ensured and internal confusion can be minimized.

5.2.3 Ensuring creative directions from clients

To avoid frequent content changes, a creative brief should be finalized and signed off before project initiation. All feedback should be documented formally so that unnecessary revisions can be avoided.

5.2.4 Enlarging team size managing multiple projects

Additional human resources should be recruited or freelance professionals should be onboarded during peak workloads. As a result, the quality of output can be preserved and the burden on the existing team can be reduced.

5.2.5 Maximum use of automation tools in operations

Automation tools should be integrated for scheduling, reporting, and customer segmentation. By doing so, time-consuming manual work can be eliminated and operational efficiency can be significantly improved.

5.2.6 Providing enough time to enhance

Realistic timelines should be negotiated in advance with clients so that creative planning and quality assurance can be ensured. By allowing more time, rushed execution can be avoided and originality can be preserved.

5.5.7 Aligning expectations between clients and team

Clear expectations should be set through kickoff meetings and documented briefs. When mutual understanding is established early, revisions can be reduced and project satisfaction can be increased.

5.5.8 Increasing access to advanced analytics tools

Investments should be made in industry-standard analytics platforms. When deeper insights are gained, performance optimization and audience targeting can be handled more accurately.

5.5.9 Depending on multiple platforms

Ongoing training sessions and platform update briefings should be conducted for the team. As a result, quick adaptation can be facilitated and campaign strategies can remain up-to-date.

5.5.10 Simplifying coordination between clients and team

A centralized project management system should be implemented to streamline communication. Through structured collaboration, delays can be minimized and workflow efficiency can be improved.

5.6 Conclusions

A transformative experience was gained during my internship at Urban Valy, where practical knowledge and hands-on exposure to digital marketing within the tourism and hospitality industry were provided. Active engagement was maintained in the planning, execution, and analysis of campaigns across platforms such as Google Ads, Meta Ads (Facebook & Instagram), TikTok, YouTube, and Email Marketing. Through this exposure, a deep understanding of both the operational and strategic aspects of campaign management was developed. Challenges were identified, such as platform-specific disparities in outcomes — Google and Meta had more engagement, whereas TikTok and YouTube struggled with conversion tracking and audience retention. Performance tracking was impacted by Meta's post-iOS14 update, which added more complexity. Furthermore, thorough demographic targeting, particularly for age groups over 35, was discovered to be limited. Google Analytics and Meta Pixel were found as underutilized tools, which had an impact on total marketing effectiveness.

Despite these challenges, Urban Valley has a huge opportunity to expand digitally. The team is innovative and eager to learn, which was a good place for future growth. I urged them to adopt a data-driven strategy to get better results and ensure long-term success. This included optimizing content for each platform, running regular A/B tests, conducting more detailed audience segmentation, and making greater use of automation and analytics tools. Changes in social media algorithms should be monitored daily. Overall, my internship was an invaluable experience that gave me a lot of knowledge and professional confidence. It really highlighted the importance of continuous learning and strategic innovation in digital marketing. With these important improvements, Urban Valley can achieve greater success in the digital tourism sector.

Chapter 6

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