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An Analysis of the Marketing Strategies of Backspace International Ltd

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Date of Submission: July 16, 2025

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“An Analysis of the Marketing Strategies of Backspace International Ltd.”



Letter of Transmittal

Date: 16/07/25

Mohammed Masum Iqbal, PhD

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “An Analysis of the Marketing Strategies of Backspace International Ltd”

Respected Sir,

As a requirement for Daffodil International University's Bachelor of Business Administration (BBA) program, I am happy to submit my internship report, "An Analysis of the Marketing Strategies of Backspace International Ltd."

I had the chance to investigate the company's marketing strategies, examine its marketing mix, and pinpoint issues with its promotional tactics while I was an intern at Backspace International Ltd. My observations, learnings, and analytical conclusions about the business marketing strategies are all included in this report.

I sincerely appreciate all your help and advice during this process. I was able to finish this report using a methodical approach thanks to your insightful advice. I genuinely hope this report lives up to your expectations.

Thank you for your time and consideration.

Sincerely yours,



Chirantan Sarkar Pranta

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Program: BBA, Major in Marketing

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Certificate of Approval

This is to certify that Chirantan Sarkar Pranta, a **Bachelor of Business Administration (BBA)** student with a major in Marketing at Daffodil International University, has written and submitted the internship report "**An Analysis of the Marketing Strategies of Backspace International Ltd.**" His student ID is 203-11-6584. This report is part of what is needed to get a BBA degree.

The report is recommended for submission and acceptance.



Mohammed Masum Iqbal, PhD
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Declaration

I, **Chirantan Sarkar Pranta**, Student ID: **203-11-6584**, hereby declare that the internship report titled “**An Analysis of the Marketing Strategies of Backspace International Ltd**” is my own work, completed during my internship at Backspace International Ltd. This report has been prepared as part of the requirements for the Bachelor of Business Administration (BBA) program at Daffodil International University.

I affirm that the content of this report is entirely based on my internship experience, and it has not been submitted, in whole or in part, for any other academic purpose or degree.

Sincerely yours,



Chirantan Sarkar Pranta

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Program: BBA, Major in Marketing

Department of Business Administration

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Acknowledgment

First and foremost, I would like to express my sincere gratitude to Almighty, whose blessings and guidance have enabled me to successfully complete this internship and prepare this report.

I am deeply thankful to my parents and family for their constant love, encouragement, and support throughout my academic journey. Their unwavering faith in me has been a source of strength in every step of my life.

I would like to extend my heartfelt thanks to Professor Mohammed Masum Iqbal, my supervisor, for his invaluable guidance, constant support, and insightful feedback throughout the course of my internship. His expertise and encouragement have played a pivotal role in shaping the completion of this report.

I would like to express my gratitude to my internship supervisor at Backspace International Ltd. for allowing me to intern with such an adept team of professionals. I was able to acquire very specific lessons in the field of marketing thanks to the advice and patience of my direct supervisor and the valuable experience that my colleagues shared with me. I appreciate the trust they all placed in me, which allowed me to undertake several projects that provided me with lessons in the errors I made that helped me grow into a better marketer.

I want to express my gratitude to the management and coworkers at Backspace International Ltd. for their assistance, encouragement, and the knowledge they imparted to me. Thanks to their convivial workplace, I was able to deepen my understanding of the inner workings of the business world.

Lastly, I wish to express my gratitude to my friends for being a constant source of support and encouragement. They have helped me immensely by providing good advice and maintaining a positive outlook about this whole situation. I know that I can always count on them, and that gives me the strength to push through.

Executive Summary

This project report titled An Assessment of Marketing Tactics of Backspace International Ltd is a study of the marketing activities of Backspace International Ltd amidst the burgeoning competition of the digital service industry in Bangladesh. Backspace International Ltd is an emerging company based in Bangladesh offering digital marketing, virtual assistance, creative design as well as IT services. This report aims to explore whether the company adopts basic marketing activities segmentation, targeting and positioning (STP) to attract its diverse client base ranging from local startups to international SMEs and even personal brands. Ultimately, the project shows that the company's Unique Selling Propositions (USPs) for itself as a new and growing company in a competitive environment are its affordability, services around the clock, availability of well-trained remote teams and an active online presence. At the same time, the company is facing various strategic issues apart from expansion and development plans such as high employee attrition rate, low brand recognition in physical regional market, excessive dependency on outbound markets and inability to retain clients as projects are time bound ventures. To address the strategic issues, the project recommends strategic improvements such as brand positioning relative to coherent brand visuals and messages; inbound marketing improvements relative to SEO, content-centric and thought leadership centric marketing; customer relationship management improvements relative to feedback loops, loyalty initiatives as well as personalized follow ups post project delivery.

Additionally, the report recommends investing in internal employee branding to lower turnover and investigating local partnerships to increase trust in the domestic market.

The study also looks at Backspace's use of the marketing mix—product (services), price, place, and promotion—to draw in and keep customers around the world. Digital platforms like Upwork, Fiverr, and LinkedIn are important avenues for service delivery and outreach. The credibility of the brand is further enhanced by promotions via online campaigns, customer endorsements, and performance portfolios.

I

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Chapter 01

Introduction of the Report

1.1: Introduction

The marketing tactics of Backspace International Ltd., a digital service provider of design, IT, marketing, and virtual help, are examined in this report. It seeks to comprehend how the business employs a range of marketing strategies to draw in customers, establish its reputation, and stay competitive in both domestic and foreign markets.

Marketing is essential for any company, especially a service provider like Backspace, since awareness, credibility, and intentions all lead to business growth. Therefore, this report examines companies segmentation, targeting, and positioning (STP) as well as current marketing challenges of brand awareness and underwhelming client retention for this new agency. This report is generated from the author's experience interning at the company and being present for everything from marketing efforts to following up with clients daily.

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1.2: Background of the Study

Digital marketer, graphic designer, IT support. Virtual assistance is just one of the many services offered by Backspace International Ltd, a Bangladesh-based company that is a digital service provider. The digital platform mainly targeted freelancers for its services, and it has quickly expanded its presence worldwide through Fiverr, Upwork, and LinkedIn. The firm was established to offer remote professional services to customers globally.

As the demand for remote work and digital outsourcing increases, businesses such as Backspace are encountering stiff competition from both local and overseas service providers. In this highly challenging context, the implementation of strategic marketing has been recognized as essential not only for increasing visibility but also for attracting new clients, stand against current ones, and securing the long-term development of the company.

The research is focused on the method Backspace implements a variety of marketing tools like pricing strategies, social media, branding, and client communication to successfully position itself in the international digital marketplace. The paper also deciphered how digital service companies operate and create the market in today's fast-changing business atmosphere based on my internship experience.

1.3: Objectives of the Study

The objective of the study is written as follows:

- To identify the marketing strategies of Backspace International Ltd.
- To analyze the components of the marketing mix (7Ps) of Backspace International Ltd.
- To identify the problems related to the marketing strategies of Backspace International Ltd.
- To make some recommendations to solve the problems.

1.4: Scope of the Study

This study focuses on analyzing the marketing strategies of **Backspace International Ltd**, a digital service company that offers virtual assistance, graphic design, IT support, and digital marketing solutions. It examines significant elements of the marketing mix of the business, including service provisions, price policy, online delivery means, and marketing opportunities across different social platforms. It also examines the key challenges facing Backspace regarding their marketing such as poor brand perception, loss of customers, and increasing market rivalry in the international market of digital services. My personal experience and observations during the internship form the core of the present analysis where I decided to focus on the analysis of the marketing strategies applied in such websites as LinkedIn, Fiverr, and Upwork.

1.5: Methodology of the Study

This work rests mainly on discussing observation and personal experience in the marketing field as a result of my being an intern at Backspace International Ltd. All through the internship, I was practically included with the company in daily marketing activities that gave me an insight to real world application of marketing functions of the company. The data was collected through practical assignments, informal chat with colleagues, guidance of my internship supervisor, analysis of marketing materials and internal documents shared by the company. The paper is based on direct exposure and the use of marketing concepts observed at the internship experience as opposed to form research study tools such as surveys or guided interviews.

1.6: Sources of Data Collection

The data of this report was collected from primary and secondary sources.

Primary Data

- Observations made during various tasks and activities at Backspace International Ltd.
- Direct contacts and conversations with staff and management at the organization.
- Comments and advice from the internship supervisor.
- Participation in activities like marketing such as client communication, promotional planning, and service promotions.

Secondary Data

- Internal documents and reports shared by the company, including marketing plans and promotional content.
- Various reports and publications related to the **digital service and outsourcing sector**.
- Articles, books, and online resources focused on **digital marketing strategies**, remote work, and global freelancing platforms.

1.7: Method of Data Collection

The information that I was going to use in this study was gathered based on direct observation of what was happening at Backspace International Ltd. (where I had the opportunity to do my internship) and informal interviews with the employees and the head of my internship program. To improve comprehension of marketing strategies in the digital services industry, secondary data was also acquired from industry reports, articles, and internet sources.

1.8: Target Population

The management and staff of Backspace International Ltd. are the study's target population, especially those working in customer relationship management, marketing, and sales. These people are in crucial positions to influence the making and executing of the company's marketing strategies. Moreover, the study takes into account clients the company already has and those it could potentially attract—both commercial and individual—that are in the market for a range of digital services, like virtual assistance, graphic arts, IT support, and online marketing.

1.9: Sample Size

The sample comprises 17 employees and includes not only senior management but also those actively engaged in decision-making and strategy implementation, such as marketing and sales staff. To this core group of informants, I layered what my supervisory team offered in the way of secure and insightful intelligence about the organization. And better yet, I amplified that core group with conversations I had with key clients that the organization serves. Altogether, I maintained a statistically reliable sampling frame by virtue of the range and depth of the conversation.

1.10 : Sampling Method

For this investigation, a form of non-probability sampling called purposive sampling was used. This technique allowed the deliberate selection of Backspace International Ltd. employees who are intimately involved with the company's marketing initiatives and strategic decision-making. Participants were chosen based on their positions, backgrounds, and levels of familiarity with the business' marketing strategies. This method ensured that the insights gleaned from the participants could be used to judge how well Backspace's marketing maneuvers are working.

1.11 : Limitations of the Study

- **Limited Access to Internal Data:** Even during the internship, I could not access all internal marketing data and documentation because some of the company strategies and operations were and still are confidential.
- **Time Constraints:** As the internship was done in a short time, both the range and the depth of the analysis were reduced.
- **Subjectivity in Observations:** A significant part of the information is derived from non-official talks and personal observations, which may harbor bias.
- **Small Sample Size:** The subset of marketing-related personnel and management was the only group involved in the study; it may not properly reflect the opinions or methods of the entire company.
- **No Direct Client Input:** Insights into clients' perspectives regarding marketing strategies remained limited due to the absence of primary client data in the study.

Chapter 02

Overview of Backspace International Ltd.

2.1: Introduction of the Company

Backspace International Ltd. is a MediTech company located in Bangladesh.

They offer a wide array of digital services like virtual assistance, digital marketing, graphic design, IT services, video production and animation. Backspace operates from Dhaka and has a global outlook serving clients across the world through LinkedIn, Upwork, and Fiverr.

What sets Backspace apart is their integrated approach to business, which unifies multiple niche brands into one ecosystem. These include tailored visual industry solutions, explainer animations, content marketing, e-commerce product videos, among others. Backspace has built a reputation as a creative-strategic partner with leading digital enterprises and global companies like Amazon, LG, Whirlpool, and many others.

Backspace is proud of maintaining a team-based culture with an openness that sparks creativity and continuous improvement. They value business agility, strong client partnerships, flexibility, and fostering enduring relationships while striving to deliver high-quality scalable solutions that meet the interminable business demands in a competitive digital arena. They remain steadfast to their mission of automating work processes to make work smarter and simpler.



2.2: Mission and Vision of Backspace International Ltd.

2.2.1 : Mission

It is Backspace International Ltd. Vision to simplify and enhance digital working by providing high-quality, creative, and technology-driven solutions. Through services like digital marketing, animation, video production, and virtual assistants and is committed to helping brands and companies to engage with audiences. Backspace strives to give its customers a relaxing and enjoyable experience that will leave them feeling heard and understood. Service platform and a team whose members use your products and services. Oriented, inclusive culture.

2.2.2 : Vision

Backspace International Ltd. wants to lead the MediaTech sector globally by combining technology, strategy, and creativity to promote digital transformation. The company wants to continue upending conventional outsourcing models, develop enduring international alliances, and grow its network of niche brands. Backspace can target niche markets with customized visual and marketing solutions, including e-learning platforms, startup founders, and Amazon sellers, thanks to this strategic ecosystem.

.

2.3: Objectives of Backspace International Ltd.

Backspace International Ltd. is committed to becoming a leading provider of digital solutions that bridge the gap between creativity and technology. The company's key objectives are:

- ✓ **Delivering High-Quality Services:** To offer efficient, reliable, and cost-effective digital marketing, design, and support services tailored to the needs of online and international clients.
- ✓ **Client-Centered Approach:** To ensure client satisfaction by offering personalized, value-driven solutions and maintaining consistent communication, timely delivery, and attention to detail across all service areas.

- ✓ **Expanding Global Reach:** To strengthen the company's presence in international markets by leveraging freelancing platforms, building long-term partnerships, and continuously growing its portfolio of niche brands and services. through platform-based marketing campaigns and performance-driven brand strategies.
- ✓ **Fostering Innovation and Creativity:** To stay ahead in the competitive digital space by embracing emerging technologies, creative trends, and strategic experimentation in service delivery.
- ✓ **Building a Collaborative Work Culture:** To promote a team-driven, inclusive environment that supports talent development, creativity, and professional growth within the organization.
- ✓ **Sustainable and Scalable Growth:** To implement long-term strategies that drive business scalability, operational efficiency, and brand recognition, while adapting to the evolving demands of the global digital economy.

2.4: Government Affiliation

Backspace International Ltd. maintains alignment with government policies and collaborates with various public institutions, particularly in the areas of youth development, digital training, and IT-enabled service promotion. While not directly involved in logistics or C&F operations, the company supports government-aligned initiatives in the following areas:

- **ICT Division & BASIS:** Backspace aligns with national digital goals by participating in tech fairs and collaborating with organizations like BASIS to promote digital entrepreneurship in Bangladesh.
- **Training & Youth Development Initiatives:** The company has partnered or expressed interest in working with educational institutions and public training programs to provide upskilling in areas like graphic design, freelancing, and digital marketing.
- **Regulatory Compliance):** As a registered business entity operating in digital services, Backspace ensures compliance with the relevant trade licenses, tax policies, and online service guidelines under Bangladesh's ICT framework.

2.5: International Partnerships

Backspace International Ltd. operates within the legal and regulatory framework of Bangladesh's ICT and outsourcing sectors. As a digital service provider with international clients and freelance operations, the company maintains affiliations and compliance with key government agencies to support smooth and transparent business operations. These included

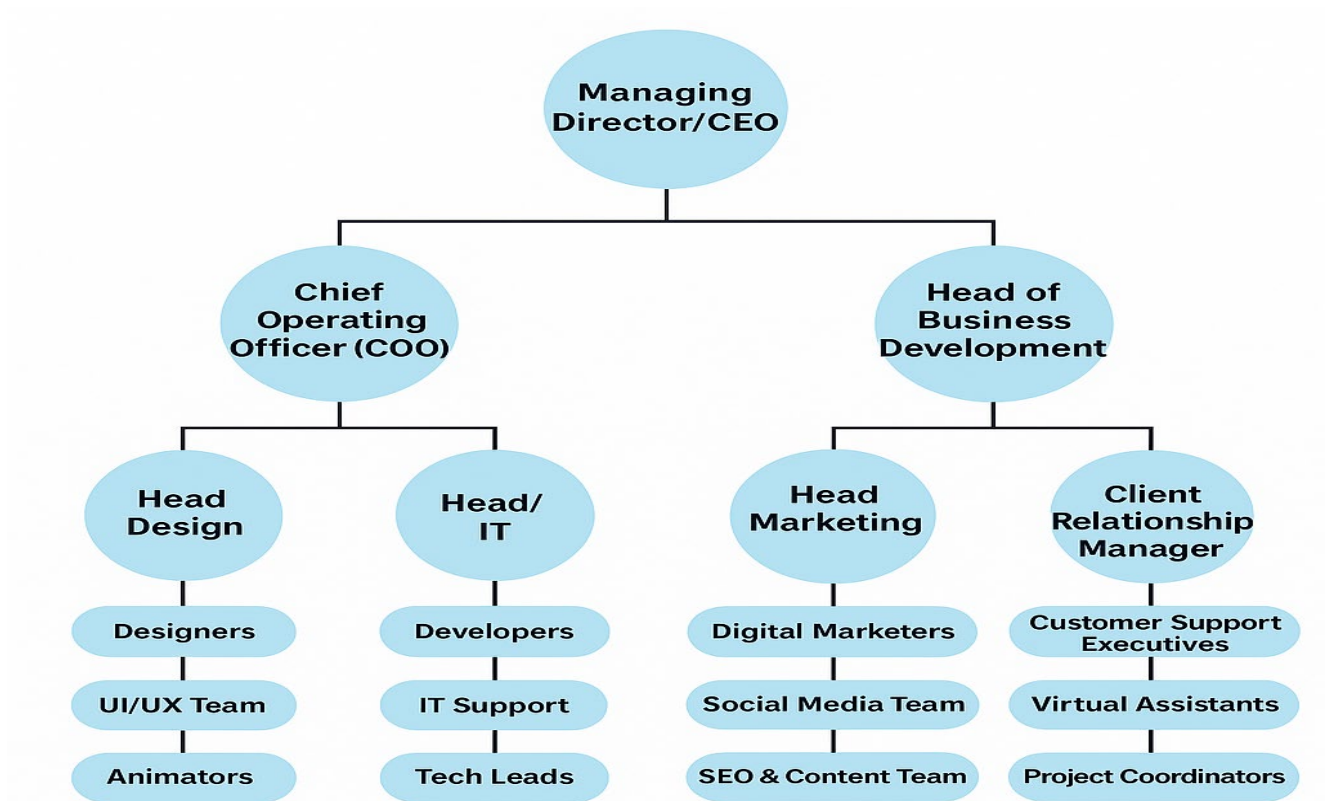
- **Bangladesh Hi-Tech Park Authority (BHTPA):** By maintaining ties with the BHTPA, which supports ICT-based startups and outsourcing companies, Backspace supports national initiatives for digital transformation and innovation.
- **Bangladesh Investment Development Authority (BIDA):** The company adheres to BIDA's guidelines when exploring business development opportunities and potential collaborations involving foreign clients and partnerships.
- **Bangladesh Telecommunication Regulatory Commission (BTRC):** Backspace complies with BTRC's rules for internet-based services and online marketing strategies to guarantee moral and lawful use of digital platforms and communication channels.
- **ICT Division – Government of Bangladesh:** The expansion of digital service businesses is encouraged by national digital economy policies, skill-development initiatives, and tech-based projects led by the ICT Division, all of which Backspace supports and benefits from.
- **National Board of Revenue (NBR):** Under the NBR's supervision, Backspace complies with applicable tax and VAT laws as a company that conducts business both domestically and abroad.

2.6: Infrastructural Strength

As a cutting-edge MediaTech and digital services provider, Backspace International Ltd. has built a strong organizational and digital infrastructure to support its business operations. Its infrastructure facilitates smooth worldwide service delivery in domains such as IT support, digital marketing, creative design, and virtual assistance. Among the main elements of its infrastructure strength are:

- **Tech-Enabled Work Environment:** Backspace already boasts a robust cloud environment which enables seamless communication, project management and remote cooperation between teams and clients across the globe.
- **Dedicated Workspaces & Studios:** While the business does big up its remote working plan, it still retains physical office buildings and creative studios in Bangladesh which are kitted out with the necessary equipment for team collaboration, client meetings and content generation.
- **Advanced Software Infrastructure:** The company is also a whiz at workflows, campaigns, and client interaction with industry standard tools and platforms at the ready (Adobe Creative Suite, HubSpot, Trello, Slack, Figma).
- **Cybersecurity & Data Management:** Client data is protected by tough security measures, encrypted communication and secure cloud storage - crucial when dealing with sensitive projects around the world.
- **Talent Network & Skilled Teams:** Internal training programs and continuous learning initiatives mean that Backspace has built a team of experts who are leaders in their fields – from copywriting to digital marketing, graphic design to IT and administrative support.
- **Global Freelance Platforms Integration:** Top freelance platforms such as Fiverr, Upwork, LinkedIn already seamlessly overlying in the framework of the accent are using this for client acquisitions, sharing portfolio and reaching out to international clients.

2.7: Organogram Chart of Backspace International Ltd.



2.8: Why Clients Choose Backspace International Ltd.

Backspace International Ltd. was established in 2019 and with rapid expansion is best described as the provider of high quality, innovative, and customer-centric digital services. It offers a variety of services including digital marketing services, graphic design, IT support and virtual assistance. We're new, but we've quickly made a name for ourselves as one of the most trusted names in digital services worldwide. Read on to understand why clients choose Backspace International Ltd:

- **Modern Expertise:** With a team of skilled professionals, Backspace delivers innovative digital solutions tailored to meet client needs in today's fast-paced online environment.
- **Comprehensive Services:** The company offers end-to-end support in virtual assistance, branding, design, marketing, and IT, making it a one-stop solution for digital service needs.
- **Platform Versatility:** Backspace operates effectively across global freelancing platforms such as Fiverr, Upwork, and LinkedIn, enabling access to a broad and diverse client base.
- **Customer-Centric Approach:** The company focuses on understanding each client's unique requirements, providing customized solutions, timely communication, and responsive support.
- **Commitment to Quality:** Backspace means you always get output you can be proud of, whatever the project. NOTES Be consistent and professional in all service areas.
- **Tech-Driven Operations:** The business offers efficient, accountable and, where possible, perverse solutions. them cloud-based tools and modern design software, for You the experience with scalable solutions and modern design software and agile project management techniques.
- **Global Collaboration:** Despite being based in Bangladesh, Backspace serves clients worldwide and adapts to international standards of communication, design, and delivery.

- **Brand Trust & Growth:** In the crowded field of digital services, Backspace, a division of Ironstone Careers & Training, has launched a program that says it will train people with no experience and little computer savvy.

2.9: How Backspace International Ltd. Maintains Quality

Backspace International Ltd. ensures quality service for all of its online services using state-of-the-art technology, well-defined quality assurance processes, and a consumer-centric approach. Reliability, creativity, and client gratification are among the core values that the company treasures throughout its entire range of digital services, such as virtual assistance, graphic design, IT support, and online marketing. Here are some of the keyways Backspace ensures the quality of its services:

➤ **Skilled & Creative Workforce:**

Bespoke employs and trains professional staff with domain expertise in fields like design, technology, or marketing. To ensure the highest service quality, the team is encouraged to stay informed about the latest technologies, trends, and client engagement techniques.

➤ **Client-Centric Workflows:**

The company utilizes project workflows that are specific to the requirements of each customer. Providing customized solutions that meet corporate objectives and reflect brand identity.

➤ **Strict Quality Control Checks:**

Prior to delivery, every piece of work is subjected to multiple rounds of inspection and revision with team leaders and QA reviewers to ensure its correctness, originality, and appropriateness.

➤ **Use of Modern Tools & Technology:**

Backspace employs state-of-the-art digital technology, like Trello, Google Workspace, Adobe Creative Suite, and CRM, to monitor progress, speed up task management, and encourage team cooperation.

➤ **Continuous Feedback & Improvement:**

Client opinions are gathered at every level, and the input is used in future initiatives to strengthen communication, streamline systems, and exceed client expectations.

➤ **Performance Metrics & KPIs:**

The organization regularly reviews its staff's performance using internal KPIs such as task completion ratio, client revision ratio, and delivery time to enhance dependability and quality.

➤ **Transparency & Professional Ethics:**

Ethical conduct, open communication, and honest reporting, especially while using online platforms like LinkedIn, Upwork, and Fiverr, all aid in fostering trust and transparency with customers across the world.

➤ **On-Time Delivery Guarantee:**

Deadlines are taken seriously at Backspace. Timelines for projects are carefully planned and tracked to ensure that all products are delivered on time or early, which helps maintain reliability and consistency.

➤ **Innovation and Adaptability:**

The firm continuously develops its equipment, reworks service models, and refines branding strategies to provide creative, value-added results to stay competitive in the dynamic digital era.

2.10: Core Values for the Customer

Customer satisfaction is at the heart of everything Backspace International Ltd. undertakes. The business follows a set of basic principles that guide its interaction with clients and determine the quality of services delivered. By ensuring that clients get the optimum possible service, these essential values foster long-term relationships, trust, and loyalty. Some of the key customer-focused core values include:

- **Commitment to Excellence:** The organization endeavors to deliver outstanding service at every point, making sure all the customers' requirements are attended to with utmost quality, precision, and speed.
- **Reliability and Timeliness:** Backspace International Ltd. ensures reliable

service and timely delivery, ensuring that all shipments are managed and delivered by the specified time limits, meeting the expectations of their clients.

- **Customer-Centric Approach:** It is a prime concern of the company to understand and fulfill the individual requirements of every customer. It offers tailor-made solutions and is sufficiently agile to adapt itself to the changing requirements of its customers.
- **Transparency and Integrity:** At each stage of the process, Backspace International Ltd. aims to be honest, transparent, and clear with clients, providing unequivocal communication and straightforward service.
- **Innovation and Efficiency:** The company enhances operating effectiveness by introducing innovative technology and innovative solutions, ensuring that customers benefit from streamlined processes and reduced costs.
- **Personalized Customer Support:** To ensure smooth operations and resolve any problems clients might have during the logistics process, the company provides dedicated customer service, along with personal assistance and guidance.
- **Ethical Business Practices:** Backspace International Ltd. operates its business with the highest integrity and fairness, ensuring that all its dealings with partners, suppliers, and customers are morally and professionally conducted.
- **Flexibility and Adaptability:** With the dynamic nature of international commerce, the company is versatile and poised to deliver scalable solutions and expert services to serve the evolving requirements of its clientele.
- **Long-Term Relationship Building:** By continually exceeding service expectations, going the extra mile for customers, and helping them to be successful in the global market, the company is dedicated to building long-lasting relationships with its clients.

Chapter 03

Marketing Strategies of Backspace International Ltd.

3.1 : Marketing Strategies of Backspace International Ltd.

Backspace International Ltd. Employs a digitally centered marketing strategy positioning itself as an innovative, reliable, and readily accessible service provider. Innovation, platform optimization, and international client engagement form the pillars of their marketing strategy. The key strategies include:

❖ **Niche Branding Strategy**

Under its umbrella, Backspace operates several micro-brands, each of which targets a specific market, for example, social media content, explainer animations, or product videos for e-commerce. Specialization allows for enhanced client targeting and more focused marketing.

❖ **Inbound Marketing Approach**

Through sharing educational materials, releasing client case studies, and displaying portfolios, the company employs content-based marketing. This strategy positions Backspace as a thought leader in the field and attracts new clients organically.

❖ **Platform-Based Client Acquisition**

Having a presence on global freelance platforms such as Fiverr, Upwork, and LinkedIn is a fundamental strategic principle. Optimized profiles, strategically positioned gigs, and high-quality service provision yield inbound leads and repeat client business.

❖ **Global Orientation**

While headquartered in Bangladesh, Backspace targets international markets, particularly the U.S., U.K., and Canada. This strategy not only broadens revenue opportunities but also strengthens its brand presence in higher-paying markets.

❖ **Customer Relationship Focus**

The company emphasizes building long-term client relationships. They offer tailored service packages, dedicated account managers, and follow-up services to encourage repeat business and client retention.

❖ **Collaborative Work Culture as Strategy**

Internally, the company fosters a culture of innovation and teamwork. This supports its external strategies by ensuring quick adaptation to trends and client needs, thereby enhancing service delivery and satisfaction.

3.2: Marketing Mix of Backspace International Ltd.

Backspace International Ltd. employs a strategic 7Ps marketing mix to strengthen its position in the global digital service industry. By effectively managing its Product, Price, Place, Promotion, People, Process, and Physical Evidence, the company ensures service excellence, client satisfaction, and long-term business growth.

3.2.1 : Product

Backspace International Ltd. offers a diverse portfolio of digital services, tailored to meet the needs of businesses and entrepreneurs in both the local and global markets. The company specializes in providing creative, technical, and virtual solutions that support business growth, digital transformation, and online presence.

Core Services:

Virtual Assistance

- Administrative support such as email handling, data entry, scheduling, and client communication
- Specialized assistance for e-commerce stores, Amazon/Shopify product listings, and CRM management
- Multitasking support for entrepreneurs and small businesses seeking remote team solutions

Graphic Design & Branding

- Logo design, social media post design, banners, business cards, and brochures
- Brand identity packages for startups and SMEs
- UI/UX design for websites and apps

Digital Marketing

- Social media management and content planning
- Facebook/Instagram ad campaign setup and management
- SEO (Search Engine Optimization) for websites and blogs
- Email marketing setup and strategy (Mailchimp, Klaviyo, etc.)

Web & IT Support

- Website development (WordPress, Shopify, HTML/CSS)
- Landing pages, blog setup, and eCommerce integrations
- Basic tech troubleshooting, plugin configuration, and hosting support

Video Editing & Multimedia

- Promotional video editing, YouTube intros/outros, and short-form content for TikTok/Instagram Reels
- Subtitling, animation, and motion graphics
- Audio clean-up and syncing

Customized Service Packages

- Project-based or ongoing service bundles tailored to client needs
- Dedicated remote team setups for businesses seeking full-time digital support
- White-label services for agencies needing back-end fulfillment

3.2.2 : Price

Backspace International Ltd. follows a competitive pricing strategy designed to offer high-quality digital services at rates that are accessible and fair for clients across various industries. While official internal pricing structures are confidential and cannot be publicly disclosed, the company maintains transparency in client communication and ensures its service charges remain aligned with industry standards and global freelancing platforms. Backspace operates entirely online, offering services to both local and international clients through:

- Freelancing platforms like Fiverr and Upwork
- Direct outreach via LinkedIn and email
- Its official website and digital portfolio

While official internal pricing structures are confidential and cannot be publicly disclosed, the company maintains transparency in client communication and ensures its service charges remain aligned with industry standards and global freelancing platforms.

3.2.3 : Place

Backspace operates entirely online, offering services to both local and international clients through:

- Freelancing platforms like **Fiverr**, **Upwork**, **Freelancer.com**
- Direct outreach via LinkedIn and email
- Its official website and digital portfolio

This digital-first model enables global access and 24/7 communication regardless of location.



3.2.4 : Promotion

In the highly competitive digital service industry, where trust, visibility, and online reputation are key, Backspace International Ltd. uses a multi-channel marketing strategy to attract, engage, and retain clients—both locally and globally. The company focuses on a mix of organic outreach, platform marketing, and direct engagement to promote its services.

Key Promotion Strategies:

1. Platform-Based Promotion (Fiverr, Upwork, LinkedIn)

Optimized Gig Listings & Proposals

- Detailed service descriptions, keyword-focused titles, and high-rated portfolios are maintained on freelancing platforms like Fiverr and Upwork.
- Custom proposals are sent to potential clients, tailored to project needs and industry expectations.

LinkedIn Outreach & Networking

- Direct outreach to business owners, startups, and agency decision-makers via LinkedIn.
- Regular posts showcasing recent projects, client testimonials, and service updates.

2. Social Media & Content Marketing

Facebook & Instagram Ads

- Targeted ad campaigns to reach Bangladeshi entrepreneurs, e-commerce startups, and foreign clients looking for cost-effective design, VA, and marketing solutions.

Organic Content Strategy

- Educational and promotional content posted regularly on Facebook, Instagram, and LinkedIn to build brand authority.
- Portfolio reels, client success stories, and behind-the-scenes posts to showcase team efficiency.

SEO & Blogging

- The Backspace website is optimized with keywords like “virtual assistant in Bangladesh,” “remote design services,” and “affordable digital marketing agency.”

- Blog posts focused on productivity, freelancing tips, and digital business growth are used to generate traffic.

3. Email Marketing & Cold Outreach

Personalized Email Campaigns

- Cold emails sent to leads collected from LinkedIn and website forms, offering value-driven solutions with introductory offers.
- Drip email campaigns for existing or past clients highlighting new services or discounts.

4. Client Referral & Loyalty Programs

Referral Incentives

- Clients who refer to others are offered discounts on future services or a free add-on service.

Loyalty Discounts

- Long-term clients receive 5–15% discounts on bulk projects or monthly retainers.
- Special pricing is also offered to returning clients and agencies outsourcing regular work.

Backspace International Ltd.'s promotional strategy is designed to build a strong online presence, enhance client trust, and create sustainable business relationships through both digital and direct engagement.

3.2.5 : People

The team behind Backspace International Ltd. plays a crucial role in delivering high-quality digital services to clients across the globe. As a remote-first company, Backspace emphasizes team collaboration, technical expertise, and strong communication. The company also invests in continuous training and professional development to stay competitive in the fast-evolving digital industry.

Workforce Structure & Expertise:

Department	Key Responsibilities	Number of Employees
Creative Design Team	Graphic design, branding, UI/UX, and content visuals.	10+ Designers
Digital Marketing Team	Social media, SEO, paid advertising, and campaign analysis	8+ Marketers
Web & IT Development Team	Website creation, e-commerce setup, and technical support.	6+ Developers
Virtual Assistance Team	Admin tasks, e-commerce listing, client communication, and scheduling	7+ Assistants
Project & Client Management	Coordinating client communication, feedback, and project timelines	5+ Coordinators

Employee Training Programs:

- **Skill Development Workshops:**

Regular in-house sessions on tools like Adobe Creative Suite, WordPress, Trello, Canva, and Meta Ads Manager.

- **Client Communication & Soft Skills Training:**

Team members are trained in cross-cultural communication, time zone management, and professional email etiquette.

- **Platform Optimization Training:**

Specialists are taught to optimize services and profiles on Fiverr, Upwork, and LinkedIn for better client acquisition.

- **Knowledge Sharing & Peer Reviews:**

Internal review sessions help improve output quality and keep teams updated on trends in the digital service sector. Backspace's people-centric approach ensures that every client project is handled with precision, creativity, and accountability, making the team one of the company's most valuable assets.

3.2.6 : Process

Backspace International Ltd. provides a structured, technology-enabled workflow to deliver efficient, client-focused digital services. Each project is managed with precision, collaboration, and clear communication to ensure high-quality results and timely delivery.

Step-by-Step Service Workflow:

1. Client Inquiry & Requirement Gathering

- Clients reach out through freelancing platforms (Fiverr, Upwork), LinkedIn, or the company website.
- The project manager or sales team discusses service requirements, deadlines, and goals.
- A customized quote or gig offer is provided based on task complexity and timeline.

2. Project Planning & Team Assignment

- Upon agreement, a detailed task breakdown is created.
- Appropriate team members (designers, developers, marketers, or VAs) are assigned based on expertise.
- Project timelines, milestones, and tools (e.g., Trello, Google Drive, Slack) are finalized.

3. Service Execution & Review

- The team begins work following client instructions and industry best practices.
- Progress updates are shared with clients for feedback during the process.
- Internal quality checks and peer reviews ensure consistency and accuracy.

4. Delivery & Client Feedback

- Final deliverables (designs, reports, websites, videos, etc.) are submitted via platforms or shared drives.
- Clients are encouraged to review and request revisions if needed.
- Upon approval, projects are marked as complete, and follow-up communication is maintained.

5. Post-Service Engagement

- Feedback is collected to improve future services.
- Satisfied clients are offered loyalty discounts, retainers, or referrals.

3.2.7 : Physical Evidence

Although Backspace International Ltd. operates in a primarily virtual environment, the company emphasizes clear, visible, and credible forms of physical and digital proof to establish trust with clients and demonstrate the quality of its services.

Tangible & Digital Proof Elements:

- **Branded Online Presence**

- The company maintains a professional website (www.werbackspace.com) showcasing its services, team, and client work.
- Official profiles on Fiverr, Upwork, and LinkedIn display verified reviews, ratings, and completed projects.

- **Client Testimonials & Case Studies**

- Backspace features real client testimonials, portfolio samples, and service reviews to build transparency and trust.
- Selected case studies demonstrate how the team delivered solutions for specific industries (e.g., e-commerce, education, startups).

- **Verified Platform Credentials**

- Top-rated seller and agency status on platforms like Fiverr and Upwork with hundreds of successful projects and 5-star reviews.
- LinkedIn endorsements and project highlights contribute to social proof and digital credibility.

- **Brand Identity & Documentation**

- Consistent branding across service proposals, invoices, and communication materials reflects professionalism.
- Clients receive official service reports, visual mockups, design drafts, and documented timelines upon delivery.

- **Industry Certifications & Internal QA**

- Team members are certified in tools and platforms such as Adobe Creative Suite, Google Ads, HubSpot, and WordPress.

- All service outputs are consistent thanks to internal peer review and quality assurance procedures.

3.3: STP Analysis of Backspace International Ltd.

To serve its varied clientele in Bangladesh's clearing and forwarding (C&F) sector, Backspace International Ltd. employs a methodical Segmentation, Targeting, and Positioning (STP) approach. Since the business facilitates import-export transactions, customs clearance, and logistics services, knowing its clientele is essential for efficient marketing and service provision.

3.1.5 : Segmentation

Backspace International Ltd. uses a thorough segmentation approach to meet the various demands of its business-to-business (B2B) customers in the logistics and customs clearance industry. The company effectively adapts its services to various business types and industry requirements by using four main segmentation criteria: demographic, geographic, behavioral, and psychographic.



Demographic Segmentation

Since age, income, and gender are less important in this B2B service sector, Backspace groups its clients according to their business type, industry focus, and professional roles. Backspace is a remote-first business that serves customers all over the world while concentrating on:

- **North America, Europe, and Australia** – countries with high demand for outsourcing digital services.
- **Local Bangladeshi startups and agencies**, offering competitive services within the regional market.
- Active presence on platforms like **Upwork and Fiverr** allows wide global reach regardless of physical location.

Geographic Segmentation

As a remote-first company, Backspace works with clients globally but focuses on:

- North **America, Europe, and Australia** – countries with high demand for outsourcing digital services.
- Local **Bangladeshi startups and agencies**, offering competitive services within the regional market.
- Active presence on platforms like **Upwork and Fiverr** allows wide global reach regardless of physical location.

Behavioral Segmentation

The company classifies clients based on their import-export frequency, service usage behavior, and price sensitivity.

- **Recurring Clients** who require monthly virtual assistance, social media packages, or ongoing design.
- **One-time Project Clients** seeking specific services like logo design, website creation, or CV formatting.
- **Value-seekers** who prefer budget-friendly packages and fast delivery.

Psychographic Segmentation

Backspace also identifies clients based on lifestyle, values, and business goals:

- Entrepreneurs **and remote teams** looking for flexible, scalable support services.
- Time-conscious **professionals** who prioritize speed and reliability.
- Digitally **savvy clients** who value user-friendly communication, online task management,

and creative thinking

3.3.2 : Targeting

- 4 Backspace International Ltd. follows a differentiated targeting strategy, focusing on multiple client segments within the Bangladeshi import-export industry. The company primarily serves three major segments:



1. Primary Target Market (Corporate Clients & Large Enterprises)

This segment includes established local and multinational corporations that require comprehensive digital transformation services to enhance their branding, operations, and customer engagement.

Key Characteristics:

- Businesses seeking end-to-end branding, UI/UX, and web development services.
- Corporations in sectors like technology, telecom, retail, and finance.
- Clients require high-quality customized design, marketing, or automation support.

2. Secondary Target Market (Startups & SMEs)

Backspace actively supports startups and small-to-medium enterprises (SMEs) by offering scalable and affordable digital solutions. These businesses often need a strong online presence but lack in-house creative or tech teams.

Key Characteristics:

- Early-stage companies in need of brand identity and web presence.
- SMEs looking for cost-effective digital marketing, design, or app solutions.
- Clients who require fast execution and guidance in digital growth.

3. Tertiary Target Market (Educational Institutions, NGOs & Government Projects)

Backspace International Ltd. also serves government institutions, NGOs, and international organizations involved in large-scale imports of essential goods, such as medical supplies, infrastructure equipment, and relief materials.

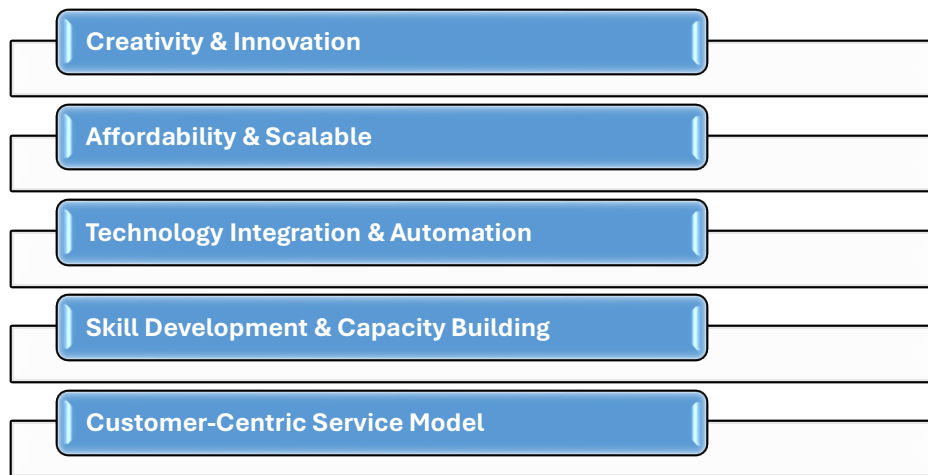
Key Characteristics:

- NGOs and institutes are looking to launch awareness campaigns or social impact projects.
- Government or semi-government bodies require tech-based education/training services.
- Institutions focused on youth development, skill-building, and entrepreneurship.

3.3.3 : Positioning

Backspace International Ltd. positions itself as a **reliable, creative, and technology-driven digital solutions partner** for businesses, startups, and organizations in Bangladesh. The company differentiates itself through **innovation, versatility, affordability, and a customer-centric approach**, offering services such as branding, web development, digital marketing, content creation, and IT training.

Key Positioning Elements



1. Creativity & Innovation

- Unique and engaging design solutions tailored to each client's brand identity.
- Out-of-the-box digital campaigns to ensure high audience engagement.

2. Affordability & Scalable Services

- Competitive and transparent pricing models for startups, SMEs, and NGOs.
- Scalable service offerings that adapt to client size, budget, and growth stage.

3. Technology Integration & Automation

- Modern tools and platforms for web/app development and digital strategy.

- Smart automation solutions for branding, marketing, and client outreach.

4. Skill Development & Capacity Building

- Youth-focused IT training programs and internship opportunities.
- Partnerships with educational institutions and NGOs for digital empowerment.

5. Customer-Centric Service Model

- Personalized support with dedicated client managers and fast turnaround.
- Strong reputation for maintaining long-term relationships with corporate, educational, and development sector clients.

Positioning Statement

"Backspace International Ltd. is a trusted digital transformation partner for startups, SMEs, and organizations in Bangladesh, offering affordable, creative, and tech-driven solutions—from branding to automation—with a deep focus on innovation, capacity building, and client satisfaction.."

3.4 : Promotional Mix of Backspace International Ltd.



Backspace International Ltd. utilizes a **modern and strategic promotional mix** combining digital marketing, content creation, partnerships, and public relations to build brand awareness,

attract clients, and maintain strong engagement in the highly competitive creative and IT solutions industry.

1. **Advertising:** Backspace focuses primarily on **digital advertising**, with occasional use of targeted offline promotions when relevant to specific campaigns or training initiatives

- **Digital Advertising:**

- Uses platforms like **Facebook Ads**, **Instagram**, and **Google Ads** to promote services like branding, website/app development, and training programs.
- Ad campaigns are designed for specific audiences: startups, NGOs, SMEs, and youth seeking skill development

- **Offline Promotions (limited):** At schools and co-working areas, banners and posters are occasionally utilized for training, seminars, or other collaborative activities.

2. **Social Media Advertising:** One of the main components of Backspace's marketing plan is social media. It allows them to reach out to individual trainees, as well as corporate clients.

- **Active Platforms:**

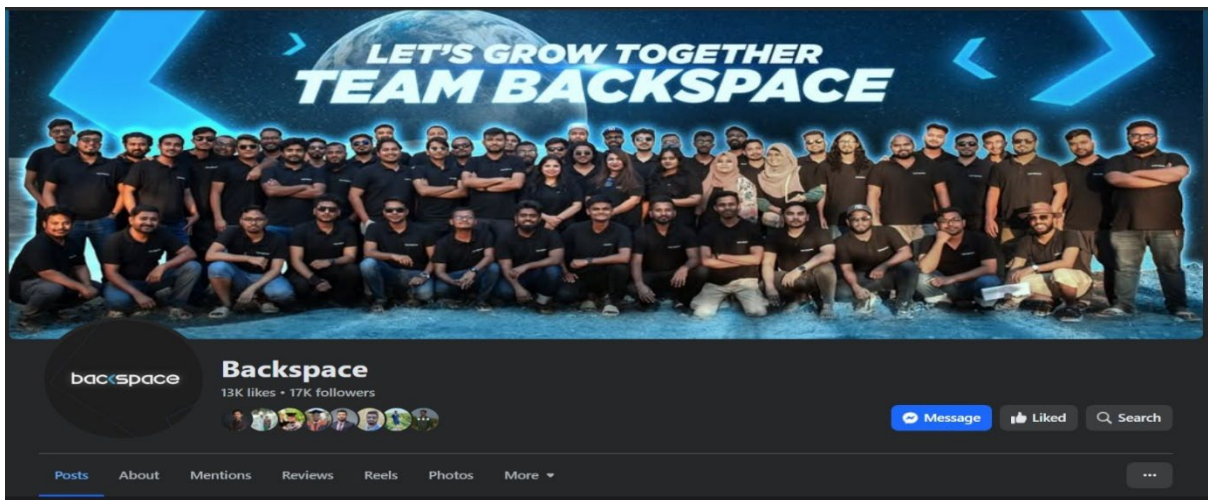
- **Facebook:** Utilized for audience interaction, announcement of events, and updates on services.
- **Instagram:** Focuses on behind-the-scenes posts, design showcases, and visual stories.
- **LinkedIn:** Emphasizes business achievements, case studies, and partnerships to connect professionals and business customers.

- **Content Marketing:**

- Posts include innovative design reels, project spotlights, and client testimonials.
- Informative content that creates awareness and educates assists in attracting and retaining followers.

3. **Publicity:** Backspace's image as a leader in digital solutions and youth empowerment is greatly influenced by its public reputation.

- **Media Features:** Tech blogs and online media often feature Backspace's press releases, posts on accomplishments, and announcements of partnerships.
- **Community Engagement:**
 - Participate in hackathons, webinars, training workshops, and IT fairs..
 - often partners with NGOs and youth organizations on social impact initiatives, enhancing its image and recognition.



4. **Sales Promotion:** In order to promote onboarding of customers, event attendance, and loyalty retention, sales promotion tactics are utilized.

- **Discount Offers:**
 - Periodical discounts on services (e.g. branding packages and training charges) are provided to attract start-ups and students.
- **Referral Programs:**
 - In return for discounts or extra services, current customers and students can recommend services or courses to others.
- **Free Workshops & Demos:**

- As part of their marketing initiative, they occasionally provide free introductory workshops on the internet, freelancing, and graphic design.

3.5: Customer Relationship Management (CRM) Strategies of Backspace International Ltd.

Building and sustaining meaningful, long-term relationships with its clients is very important to Backspace International Ltd. The company guarantees high customer satisfaction and loyalty across its digital service offerings by fusing smart technology, consistent communication, and personalized service.

1. Personalization of Services

Backspace understands that every client has unique goals and creative needs.

- **Tailored Solutions:** Offers customized branding, marketing, design, and development solutions based on the client's business model and audience.
- **Dedicated Project Managers:** Assigns project managers or account leads to ensure smooth communication and efficient project delivery.

2. Effective Communication Channels

Clear and timely communication is at the core of Backspace's delivery service.

- **Customer Support:** Provides support via **email, messenger platforms, and scheduled meetings** for seamless collaboration.

- **Client Dashboards & Portals:** Some projects include dedicated portals or communication boards (e.g., Trello, Notion, Slack) for real-time updates.

3. Feedback Mechanism

Client feedback helps improve service quality and shape future offerings.

- **Surveys & Ratings:** Periodic feedback forms and satisfaction surveys are sent post-project.
- **Social Proof:** Encourages clients to share testimonials and reviews on platforms like Facebook, LinkedIn, and Google

.

4. Loyalty Programs and Rewards

To retain clients and encourage long-term partnerships:

- **Special Discounts:** Offers repeat clients discounts on bundled services or long-term retainers.
- **Referral Rewards:** Provides benefits or service upgrades for clients who refer others to Backspace

5. Customer-Centric Technology

Technology is at the heart of Backspace's CRM strategy:

- **CRM Software:** Uses professional tools (e.g., HubSpot, Zoho, or custom solutions) to track interactions, manage client data, and follow up efficiently.
- **Mobile App and Online Portal:** Clients often get access to files, updates, and revisions through Google Workspace or cloud-based systems.

6. Building Trust Through Transparency

Backspace values openness and integrity in client relationships:

- **Clear Pricing Models:** Provides clients with upfront quotations, detailed breakdowns, and no hidden fees.
- **Transparent Project Scope:** Sets realistic timelines, deliverables, and communicates delays or revisions clearly.

7. After-Sales Support

Support doesn't end after project delivery.

- **Follow-Up Calls/Meetings:** Ensures client satisfaction and provides updates on performance (e.g., marketing or branding results).
- **Training & Resources:** Offers basic training in content management systems (like WordPress), marketing dashboards, or design file usage to help clients become self-sufficient.

3.6 : Competitor Analysis of Backspace International Ltd.

Backspace International Ltd. operates in the **creative technology and digital service industry**, which is highly competitive in Bangladesh. The market is saturated with agencies and firms offering web development, branding, digital marketing, content creation, and training services. Below is an analysis of some notable local competitors:

- ❖ **Technobd Web Solutions Ltd:** A leading web development company in Bangladesh that offers custom software, mobile applications, and website solutions. They serve both local and international clients.
 - **Strengths:** Strong portfolio in web technologies, long market presence, large development team.
 - **Weaknesses:** Less focus on creative design and branding, with a more technical approach.
- ❖ **Analyzen Bangladesh Ltd:** One of the most prominent digital marketing agencies in Bangladesh, providing services in digital strategy, media buying, creative content, and performance marketing.
 - **Strengths:** Strong client base including multinational brands, extensive digital media experience.
 - **Weaknesses:** Expensive for small businesses or startups, with less emphasis on hands-

on training programs or youth-focused initiatives.

❖ **Magnito Digital:** An award-winning agency specializing in digital advertising, UI/UX, and campaign management. They're known for data-driven strategies and high-end content production.

➤ **Strengths:** Known for creativity, corporate campaign execution, and award recognition.

➤ **Weaknesses:** May lack flexibility or affordability for SMEs and early-stage startups.

❖ **Bit Mascot:** A tech firm offering web development, software solutions, and e-commerce platforms. They cater to both local and overseas clients.

➤ **Strengths:** Strong in backend development, e-commerce expertise.

➤ **Weaknesses:** Limited focus on design aesthetics, branding, or marketing content.

❖ **Creative IT Institute (as Indirect Competitor):** Though not a direct competitor, Creative IT competes in the **training and youth skill development** space. They provide courses on graphic design, digital marketing, and web development.

➤ **Strengths:** Market leadership in tech education.

➤ **Weaknesses:** Less emphasis on real-life client projects, brand building, or creative agency services like Backspace offers.

❖ **Competitive Advantage of Backspace International Ltd:**

➤ **Combines both creative and tech services** (e.g., branding + web dev + marketing under one roof).

➤ **Strong focus on youth training**, internships, and empowering startups.

➤ **Flexible, affordable pricing** for SMEs and NGOs.

➤ **Personalized attention** with a small but skilled team that focuses on quality over volume.

Chapter 04

Problems, Recommendations, and Conclusion

4.1: Problems Identified

1. Limited Cross Department Communication

Teams such as content, design, and development sometimes worked in silos, which led to minor delays and a lack of alignment in certain projects.

2. Underutilization of Social Media Platforms

While Backspace is active on Facebook and Instagram, platforms like LinkedIn and YouTube were not fully leveraged for professional branding, case studies, and client acquisition.

3. Lack of Structured Feedback Mechanism

Although informal feedback was often shared, there was no consistent system for collecting intern or junior employee feedback for continuous improvement.

4. Resource Constraints in Training Programs

Some training or workshop sessions lacked sufficient visual aids or modern teaching tools, which affected participant engagement.

5. Limited Client Knowledge Sharing

Clients were sometimes unaware of the full range of services offered by Backspace, limiting cross-service upselling opportunities.

4.2: Recommendations

Based on the problems identified, the following actionable recommendations are proposed to enhance operational efficiency, improve internal communication, and strengthen client relationships:

1. Improve Inter-Departmental Coordination

- ❖ Conduct weekly or bi-weekly cross-functional meetings between content, design, and development teams.
- ❖ Introduce shared project dashboards (e.g., Notion, Trello) to ensure transparent progress tracking and collaboration.
- ❖ Assign a cross-team coordinator to streamline communication and minimize project delays.

2. Expand Social Media Strategy

- ❖ Establish an active presence on LinkedIn to attract B2B clients and showcase thought leadership.
- ❖ Launch a YouTube channel to share tutorials, case studies, success stories, and behind-the-scenes project highlights.
- ❖ Maintain a consistent posting schedule using a content calendar to increase reach and engagement.

3. Implement a Formal Feedback System

- ❖ Introduce anonymous feedback forms for interns, junior employees, and clients to gather suggestions and concerns.
- ❖ Review collected feedback monthly during leadership meetings to identify trends and improvement areas.
- ❖ Create a rewards system to recognize valuable ideas or recurring pain points raised by team members.

4. Upgrade Training Materials and Tools

- ❖ Modernize internal training by integrating interactive tools like Canva, Miro, or Mentimeter to make sessions more engaging.
- ❖ Record training workshops and create a digital knowledge base for easy access by future employees and interns.
- ❖ Appoint a training coordinator to update materials quarterly and monitor participation.

5. Launch Client Awareness Campaigns

- ❖ Design a monthly digital newsletter to inform clients about new services, success stories, and feature updates.
- ❖ Develop an interactive service brochure that clearly explains all offerings and shows relevant case studies.
- ❖ Schedule periodic client review calls to promote cross-selling and gather feedback.

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4.3: Conclusion

The internship at Backspace International Ltd. provided a valuable opportunity to observe and engage with the operational and marketing dynamics of a fast-growing MediaTech company. As a digital service provider operating in both local and global markets, Backspace demonstrates strength through its creativity, platform-based outreach, and client-focused delivery model.

The organization's focus on teamwork, creativity, and client satisfaction is indicative of a progressive corporate culture. Its wide range of offerings, which includes virtual help, digital marketing, and animation, shows how contemporary companies can grow in the cutthroat global freelancing market.

A number of important marketing tactics and elements of the 7Ps marketing mix were examined throughout the internship. These included customized pricing plans, digital platform optimization, inbound content marketing, and niche branding. Although these tactics have helped Backspace draw in foreign customers and establish its reputation, some operational issues were also noted. These include inadequate client education campaigns, low training interactivity, underuse of YouTube and LinkedIn, and gaps in interdepartmental communication.

The business is well-positioned to overcome these obstacles with focused enhancements like putting in place official feedback systems, improving internal training resources, growing its B2B social media presence, and fortifying CRM tactics. If properly implemented, these suggestions can greatly increase internal productivity, client retention, and brand awareness.

Personally, the internship improved my hands-on knowledge of client management, cross-functional teamwork, and digital marketing. It improved my ability to think creatively and analytically by enabling me to apply theoretical ideas from academic coursework to actual business contexts.

In conclusion, Backspace International Ltd. has the potential to emerge as a preeminent illustration of a digital agency from Bangladesh that can compete globally. Continued attention to strategy, innovation, and internal alignment will help the business grow sustainably and establish itself as a leader in the MediaTech and outsourcing sectors.

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