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An Analysis of the Marketing Activities of Pipilika Soft.

Submitted To

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An Analysis of the Marketing Activities of Pipilika Soft.

LETTER OF TRANSMITTAL

Professor Mohammed Masum
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Subject: Submission of Internship Report on “An Analysis of the Marketing Activities of Pipilika Soft.”

Honorable Sir,

With due respect, I Md. Mezbauddin Masud, I am submitting my internship report on **“An Analysis of the Marketing Activities of Pipilika Soft.”** for your kind consideration as a part of the requirement for completing the BBA program. I have tried my level best to complete this report with the necessary information.

I hope that the report will be acceptable to you.

Thank you Sincerely,

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LETTER OF APPROVAL

This is to certify that the internship report entitled **An Analysis of the Marketing Activities of Pipilika Soft** is prepared by Md. Mezbauddin Masud, ID: 212-11-1278, as a requirement of the BBA Program, Major in Marketing, under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



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DECLARATION

I am Md. Mezbauddin Masud the student of Department of Business Administration, bearing ID: 212-11-1278, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “**An Analysis of the Marketing Activities of Pipilika Soft.**” has been authentically prepared by me. While preparing this internship report, I didn't violation any copyright act intentionally.

I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.



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EXECUTIVE SUMMARY

This report provides a comprehensive analysis of the marketing activities at Pipilika Soft, a leading provider of Integrated Education Management Systems (IEMS) in Bangladesh. The internship at the company was all about learning its marketing strategies, researching into the marketing mix (4Ps), and figuring out how effective the company's marketing strategies were in the competitive educational technology field.

During my internship, I worked on a number of marketing tasks, including public relations (PR), writing content, optimizing for search engines (SEO), and graphic design. One of my main tasks was to help promote the new School Management Software. I talked directly with schools and other educational organizations to explain our product. I also created posts for social media and helped run online ads. This experience taught me how to handle clients, understand B2B marketing, and use digital marketing strategies effectively.

This analysis provides Pipilika Soft with some ideas to improve its marketing. These include turning potential customers into actual buyers, improving SEO, and connecting CRM systems to better engage customers. During my internship, I had to deal with problems like unfinished tasks and manual processes. These problems made me think about how to make things better and how to make things run more smoothly.

Not only has the internship let me help with the company's marketing efforts, but it has also given me the real-world skills I need to have a successful career in marketing. At the end of the study, there are suggestions for how to make marketing automation more effective, improve the content strategy, and make the customer follow-up process more efficient so that the company may grow.

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CHAPTER ONE:

Introduction

1.1 Introduction

In Bangladesh's rapidly developing technology-driven economy, the education sector is undergoing some significant transformations as a result of the requirement for efficient automatic management systems for administration and an effective website. As technology-driven organizations grow, especially in the educational technology sector, the demand for innovative automation solutions and effective client interaction techniques keeps growing. Pipilika Soft is a leader in the sector with its all-in-one Integrated Education Management System (IEMS) for schools, colleges, universities, medical schools, polytechnic institutions, nursing schools, and madrasas. Pipilika Soft is helping Bangladesh's businesses expand in a way that is good for the environment and for education by combining smart marketing and promotional strategies with technological automation.

Pipilika Soft focuses on providing ERP-based management systems specially designed for academic institutions, ranging from universities to medical and nursing colleges. As the competition in the educational technology field grows, the company's success increasingly depends on its ability to position itself effectively in the market, communicate its value proposition, and establish strong client relationships.

The internship at Pipilika Soft, in the roles of **Business Development Officer** and **Marketing Executive Officer**, provided a unique opportunity to explore these dynamics. This role allowed me to work on lead generation, market research, digital marketing campaigns, and client outreach—all of which are critical for business expansion in a highly competitive environment.

Despite advancements in digital marketing tools and platforms, companies in this sector still face challenges, including:

- Intense competition for institutional clients
- Difficulty in converting leads into long-term partnerships and turns into clients
- The necessity for continuous product differentiation and branding
- Managing client expectations across diverse education segments

1.2 Background of the study:

Organizational performance greatly relies on Marketing, particularly successful sale generation and acquiring new customers. Marketing is a key component of business today as it helps companies expand, build their brand, and get new clients. This applies especially in Bangladesh's fast-growing information technology and education automation sectors, where the stakes are stiff and innovation is the key. Amid this backdrop, Pipilika Soft, a software firm based in Dhaka, has become a potential EdTech company specializing in end-to-end Integrated Education Management Systems (IEMS) for various types of educational institutions—school, college, university, medical and nursing colleges, and madrasas.

As an education technology provider, Pipilika Soft depends heavily on smart marketing and business development efforts to enter and maintain a strong presence in the educational

institution market. The company must not only show its technical strengths but also clearly explain the benefits it offers, build long-term relationships with clients, and respond quickly to changing market needs. In such a competitive space, how well it uses its marketing strategy and follows Segmentation, Targeting, and Positioning (STP) principles is very important for attracting, keeping, and supporting its different types of customers.

During the internship at Pipilika Soft, work was carried out on business development and marketing tasks, providing hands-on interaction with the application of theoretical marketing frameworks in real company scenarios. This practical experience highlighted the strengths of the company's strategic approach as well as areas for potential improvement to increase market impact.

This study aims to investigate Pipilika Soft's marketing mix strategy by analyzing how its practices align with contemporary marketing theories and industry standards in the EdTech sector. It also seeks to identify potential gaps and areas where the current marketing approach could be improved for greater efficiency and effectiveness. By doing so, the research not only contributes to academic understanding but also offers actionable insights for marketing professionals at Pipilika Soft and similar organizations operating in the digital education space.

Using a combination of primary observations gathered during the internship and relevant secondary sources, this study provides a comprehensive analysis of Pipilika Soft's marketing and business development strategies. It explores the opportunities these strategies create and the challenges the company must overcome to thrive in a highly competitive, innovation-driven marketplace.

1.3 Objectives of the Study

The objectives of the study are following.

- i. To identify the marketing strategies of Pipilika Soft;
- ii. To analyze the marketing mix strategies of Pipilika Soft;
- iii. To identify the problems related to the marketing activities of Pipilika Soft;
- iv. To make some recommendations to solve the problems;

1.4 Scope of the Study

This study examines:

Marketing Mix Strategy of Pipilika Soft:

- a. Product Strategy – Focus on the Integrated Education Management System (IEMS).
- b. Pricing Strategy – Package-based, customizable pricing depend on institutional size and types.
- c. Place/Distribution – B2B outreach through direct sales and digital platforms
- d. Promotion – Use of digital marketing, client physical visits, and event participation

Segmentation, Targeting, and Positioning (STP):

- a. Market segmentation based on institution type (university, school, nursing, medical, etc.)
- b. Targeting strategy for educational institutions in Bangladesh.
- c. Positioning as a cost-effective, scalable ERP solution for academic automation system.

Special Focus Areas:

- a. Digital campaign effectiveness through SEO, content marketing, and email outreach
- b. Role of client relationship building in long-term sales conversion
- c. Coordination between marketing and business development teams for lead nurturing

1.5 Methodology of the Study

Analyzing the marketing strategy of Pipilika Soft involves a detailed exploration of its marketing mix, STP (Segmentation, Targeting, Positioning) practices, and business development efforts in the EdTech sector. This analysis examines the company's marketing execution, digital outreach, and sales coordination to understand how Pipilika Soft positions itself in a competitive environment.

- **Type of Study:**

This report is based on a descriptive study, as it aims to explain the existing marketing practices of Pipilika Soft through qualitative insights gathered during the internship. The analysis focuses on real-time processes, strategy implementation, and internal workflows related to marketing and business development.

- **Analysis Method:**

The study mainly uses qualitative data, based on observations, discussions, and experiences within the organization. Quantitative data was limited, and the focus remained on evaluating strategies rather than measuring numerical impact.

Primary Data Collection:

- **Face-to-face discussions** with supervisors, managers, and team members involved in business development and marketing.
- Participation in **live client meetings**, proposal presentations, and product demonstrations.
- **On-site learning experiences** across marketing, business communication, and campaign planning departments.
- Continuous guidance and feedback from company officers on daily assigned tasks.
- **Practical work experience** in handling client communications, writing marketing content, and managing follow-up interactions.

Secondary Data Collection:

- Pipilika Soft's **official website** and digital brochures.
- Marketing materials, social media content, and blog posts created by the company.
- Past digital campaign archives, analytics reports, and content performance dashboards.
- Internal documentation related to product offerings, pricing, and branding.
- General research articles, EdTech case studies, and journals related to B2B marketing strategies in software companies.

CHAPTER TWO

Company Overview

2.1. Company Overview

Pipilika Soft is a software development company based in Dhaka, Bangladesh, leading technology firms specializing in education management and automation systems, with core operations in Education Management Systems, ERP solutions, Web and Mobile Development, Cloud Hosting, and Digital Infrastructure for academic institutions. The company has gained national recognition for transforming traditional educational processes into integrated, tech-enabled solutions.

Operating as a pioneer as an institution automator in Bangladesh's education sector, Pipilika Soft is best known for the Integrated Education Management System (IEMS), an ERP module-based platform for managing academic as well as administrative, as well as financial functions under a single framework. IEMS automates everything from online admission and course enrollment through to payroll, library management, online attendance, and result processing. The system is successfully implemented at over 50 institutions comprising leading public and private universities, medical and nursing colleges, and technical institutes.

Pipilika Soft's operations are Office in Mirpur-2, Dhaka, and its team consists of developers, analysts, designers, marketers, and support professionals. The company has ISO 9001:2015 and ISO/IEC 27001:2013 certified. It is also an active member of BASIS (Bangladesh Association of Software and Information Services). These helped highlight its stand on quality assurance, data security, and software excellence.

Besides ERP solutions, Pipilika Soft also works on website and mobile app development, e-learning platforms, cloud hosting, and social media platforms. They also develop and operate modern academic websites that have user-friendly designs, work smoothly on all devices, and include admin dashboards for easy management.

Pipilika Soft started its journey in 2017 with the goal of helping educational institutions by giving them secure and easy-to-use technology. Over time, the company has partnered with well-known universities. Such as Jahangirnagar University (JU), Shanto-Mariam University of Creative Technology (SMUCT), European University of Bangladesh (EUB), BAUET, BUHS, and more. Their services also support online platforms like Amar School and Islamic Online Madrasa (IOM), which has more than 10,000 students.

Pipilika Soft is well known for putting its clients first. They offer strong after-sales support like training, custom development based on client needs, regular software updates, and 24/7 technical help. By always working to improve their products, the company has become a trusted tech partner in Bangladesh's education sector.

With a dedicated strong team and a growing number of clients, Pipilika Soft is helping to bring digital change to the education sector. The company aiming to become a leading education technology provider in South Asia.

2.2.Mission of Pipilika Soft

Pipilika soft's mission is:

“To empower educational institutions by providing easy-to-use, reliable, and efficient software that makes their work easier and supports better learning for students.”

2.3. Vision of Pipilika Soft

The vision of Pipilika Soft is:

“To become the leading provider of education management systems and digital tools for schools, colleges, and universities in Bangladesh and other countries”

2.4.2.4 Certifications and Memberships

- Member of **BASIS (Bangladesh Association of Software and Information Services)**.
- **ISO 9001:2015** certified for Quality Management.
- **ISO/IEC 27001:2013** certified for Information Security.

2.5 Objectives of the Company:

Pipilika Soft wants to play a big role in helping schools and universities in Bangladesh go digitalized. Their main product, the Integrated Education Management System (IEMS), is designed to make academic work easier by replacing manual tasks with smart, automatic systems. They plan to bring IEMS to more institutions, establish partnerships with both public and private universities, and add advanced tools like cloud hosting, mobile access, and AI-powered dashboards.

Pipilika Soft is working to build a strong support and training team so that clients always get the help they need. They also plan to offer their services in nearby countries like Nepal, Bhutan, and

Sri Lanka, with the goal of becoming a top EdTech company in South Asia. In the future, they want every educational institution in Bangladesh to run smoothly using their secure and user-friendly digital platform.

2.6 Company modules

Integrated Education Management System (IEMS) Modules Names

MODULE	Module Name	
MODULE 1	Admission Management (Including Online Admission)	Core Modules
MODULE 2	Student Online Portal	
MODULE 3	Faculty/Teacher & Employee Portal	
MODULE 4	Course Registration & Advising Module	
MODULE 5	Exam, Mark Sheet & Result Processing	
MODULE 6	Accounts (Student Payment) Module	
MODULE 7	Employee Database and Basic Info Management	
MODULE 8	Basic Accounts (Internal Company) Module (Asset/Income/Expense/Liabilities)	Advance Module
MODULE 9	HR: Payroll & Loan Management	
MODULE 10	HR: Cloud Attendance Management	
MODULE 11	HR: Leave Management	
MODULE 12	Admin Security, Permission & Maintenance Module	
MODULE 13	Library Management	

CHAPTER THREE:

Internship Role and Responsibilities

3.1 Role and Responsibilities

The internship was done at Pipilika Soft in the Business Development and Marketing Department. The main goal was to support the company's marketing activities and help build good customer relationships. Additionally, the tasks included supporting digital marketing campaigns, such as online advertisements, and regularly communicating with clients to understand their needs and keep them satisfied. This experience helped to gain practical knowledge about marketing, improved communication skills, and gave a clear understanding of how businesses develop strong client relationships.

Major responsibilities included:

- Assisting the marketing team in creating promotional content such as social media posts, website content, and digital images.
- Creating graphic materials and visual content for marketing use.
- Conducting competitor analysis and market research to support new business acquisition strategies.
- Participating in client meetings to introduce company services, present product demonstrations, and gather client requirements.
- Supporting SEO optimization by identifying keywords, editing website content, and coordinating with the team.
- Managing and updating customer data in Excel spreadsheets and CRM systems.
- Following up with potential leads via phone, email, and physical visits to increase client engagement.
- Maintain PR.
- Follow up with potential leads via phone, email, and physical visits to increase client engagement.
- Supporting the coordination of digital marketing campaigns on platforms like Facebook Page.
- Preparing business proposals, documentation, and service portfolios customized as client needs.
- Engaging in field work by physically visiting schools and colleges to promote and demonstrate the School Management Software offered by Pipilika Soft.

Through these activities, valuable real-world experience was gained in B2B marketing, digital content development, graphic creation, client support, and relationship (PR) management, contributing to the enhancement of strategic thinking and communication skills.

3.2 Rationale of the Roles and Responsibilities

The role during the internship at Pipilika Soft was important in supporting the company's efforts to get new clients for its software and maintain strong relationships with existing clients. Since the company collaborates with schools, colleges, and universities, a robust advertising and promotional team is essential to effectively communicate the features and benefits of its Education Management System (IEMS) to the responsible personnel at these institutions.

Working with both the marketing and business development departments provided insight into

how the company attracts new customers, communicates with them, and demonstrates its capabilities. To help the company grow and improve client service, tasks included creating new content, drafting proposals, making follow-up communications, doing PR, and assisting with advertising efforts.

These responsibilities and tasks matched well with the marketing concepts that learned in academic studies, giving the chance to apply theory in real business situations. The contributions helped the company improve its marketing and build trust with customers, while also providing valuable understanding of how education industry companies promote and sell their products.

3.3 Examples of Tasks Completed

During the internship at Pipilika Soft, closely involvement in business development and marketing tasks provided real-life experience in how marketing concepts are used in actual company work. This hands-on experience helped both the strengths of the company's strategies and the areas where they can improve to reach more Company clients.

Some of the key tasks included:

Client Communication and Lead Management:

Regular communication with clients through phone calls and emails to talk about Pipilika Soft's IEMS system and how it could help them what make different if they use Pipilika Soft ERP system. Also followed up with interested institutions and made sure their information was kept updated so we could stay in touch and track their interest and made a follow and leading intuitions who can be client.

Proposal and Presentation Development:

Contributions were made to preparing business proposals and PowerPoint presentations designed for specific institutions. These documents included pricing models, key software features, and step-by-step implementation plans for effective system adoption. Also made presentation slide for individual clines as their need

Market Research and Data Collection:

Research was conducted more than 50 schools, gathering many kinds of information such as institution size, existing software solutions (how customer using it), and contact details. This enabled the business development team to generate targeted lead lists and create location-specific strategies.

Social Media and Content Marketing:

Marketing materials were created for social media platforms, including captions, keywords, advertisements, and blog posts. Support was also provided for social media campaigns by suggesting specific posting times, designing visuals using Canva, and tracking audience reach and engagement.

SEO and Website Optimization Support:

Support was provided to the marketing team by assisting in finding suitable keywords for the purpose of ranking the website on Google's first page. Part of the tasks included altering the text of the website in order to keep the correct keyword density and improve on-page SEO. Also, efforts were made to arrange the pages of the website in a way that was easy to read and user-friendly, so making the website more search engine friendly. Combined, these steps contributed to an increase in the overall traffic to the website and made it easier for potential consumers to locate the website.

Preparation for Customer Visits and Events:

Support was provided to the team in getting ready for client conferences and academic presentation. The number of tasks were assigned, including the creation of product leaflets that were easy to understand and eye-catching, the design of print advertisements, and the process of preparing of presentation slides that highlighted the company's products and services. Also, the responsibilities included planning of follow-up meetings in order to keep in contact with the client and the writing of detailed notes from each meeting in order to keep track of the talks and following steps. Because of these efforts, interactions with customers became significantly more productive and well-organized.

Excel Data Analysis and CRM Updates:

Tasks required handling Excel spreadsheets with specific details according to customers, campaign results, and lead conversions. In order to keep the records of the customers correct and structured, they were updated on a regular basis. According to delivering detailed information, lead conversion tracking was helpful in monitoring potential customers, and examining campaign performance reports was also helpful. The handling of sales leads was made easier as a result of these activities, which also proved to be helpful in maintaining the effectiveness and sync of marketing and sales efforts.

Writing Follow-Up Scripts:

One of the tasks was to write phone and email scripts for approaching potential customers. These scripts helped make sure that communication was always clear by focusing on what the customer needed and clearly outlining how the IEMS system would help. It also helped for new internship student. The goal was to make conversations easy, professional, and useful. Using these scripts, the sales executive improved customer connections, understood their needs, and demonstrated how the product might meet them.

Assisting with Client Demos:

As part of live demo sessions, I guided clients to understand specific IEMS features and answered their initial questions. Using an automation system to show them how it works.

Writing Client Success Stories:

Feedback and input were collected from satisfied clients to help write success stories and testimonials. These were used for marketing purposes to improve the brand image of Pipilika Soft and build trust with new clients.

Through these tasks, practical experience was gained in customer relationship management, sales strategy, digital marketing, content creation, SEO, proposal writing, and teamwork. This internship provided an opportunity to apply academic knowledge in real business contexts and established a strong foundation in the operations of B2B service companies.

CHAPTER FOUR:

Key Learnings and Experience

4.1 Important Learnings

The Pipilika Soft internship was important to academic and career development. It provided an opportunity to gain practical knowledge besides theoretical classroom learning and deal with real-world challenges within a growing educational technology firm. By getting experience in both the marketing and business development departments, one was capable of to gain a deeper understanding of the complicated connection that involves product positioning, customer relationship management, and virtual marketing.

Important lessons include:

B2B Marketing Practices:

Valuable insight was gained into business-to-business (B2B) marketing, which is different from business-to-consumer (B2C) marketing. B2B marketing involves longer decision-making processes, places more importance on building strong relationships, and focuses on providing solutions that meet the specific needs of organizations.

Strategic Use of the Marketing Mix (4Ps):

The strategic use of the 4Ps—Product, Price, Place, and Promotion—was used in developing marketing campaigns, setting pricing strategies, and planning promotional activities to match the specific needs of institutional clients. The marketing activities were well-organized, successful, and fulfilled client expectations by carefully adjusting all of the elements.

Segmentation, Targeting, and Positioning (STP):

Universities, schools, and nursing homes were the company's segmentation targets. Each group was analyzed to understand its specific needs and challenges. To better reach every audience segment, our analysis informed message design. The IEMS was presented as a flexible and affordable digital solution that could be customised for each institution. This focused strategy increased engagement and made marketing more relevant and effective for each group.

Communication and Engagement with Clients:

Skills were developed in areas such as drafting proposals, generating leads, managing follow-up processes, and taking part in product demonstrations. These experiences helped improve professionalism and effectiveness during formal interactions with clients.

Digital Marketing and SEO:

Experience was acquired in planning and organizing social media content to match the objectives of marketing. To improve SEO and make posts easier for search engines to find, keywords were used with precision. The results of the online work were look at to see what went well and what needed to be changed. These activities highlighted the importance of maintaining a robust and active online presence to keep potential clients.

Cross-Functional Collaboration:

The internship showed the importance of working really with different departments like marketing, development, support, and finance. These teams worked together regularly to make sure that all of their actions were in line with the company's overall goals. It proved easier to make decisions when people from different areas worked together, whether they were starting campaigns, dealing with client requests, or talking about prices and budgets. This experience showed how good collaboration within a company can lead to better results.

Overall, these lessons were useful not only at university but also in real life. They provided us the tools we needed to solve business problems in an organised manner and made us prepared for future jobs in marketing.

4.2 Rationale of the Roles and Responsibilities

During the internship at Pipilika Soft, a lot of duties and responsibilities were assigned that similarly aligned with the company's goal of getting new clients and expanding its market reach. As one of the leading EdTech software companies, Pipilika Soft relies heavily on its marketing and business development teams to build long-term partnerships with both new and existing clients.

One key responsibility involved conducting field visits to schools to promote the company's newly launched School Management Software. The automation system was presented and introduced to school authorities, its features and benefits were explained, and valuable feedback was gathered to aid potential client conversion. This experience provided hands-on understanding of product demonstration, presenting, and relationship-building—critical components of B2B marketing. These interactions hold an important role in converting leads into clients long-term partnerships.

In addition to client outreach, involvement in Pipilika Soft's digital marketing activities was maintained. As a Content Creator, engaging captions, new theme thumbnails, attention grabbing blogs, and product updates were written and posted on the company's official Facebook page. This role provided insights into how strategic content can generate interest and attract new clients.

As a Graphics Designer, tools like such as Canva were used to create product thumbnails, banners, and promotional graphics that enhanced the company's online presence and attract more attention. This work improved visual communication skills and showed that attractive visuals can increase customer interest and engagement.

Researching relevant keywords, keyword density, as well as competitiveness, and also creating SEO-friendly content, helped the company's search engine optimization work. These steps put the School Management Software easier to find in google search by increasing its search engine ratio. This experience highlighted the game changing impact of SEO on brand awareness and achievement in today's competitive digital marketplace.

Another important responsibility was managing marketing communications through phone calls. Potential clients were communicated with, demands dealt with, personal relation with clients, and timely follow-ups confirmed. This job helped me improve my communication skills,

professionalism, and knowledge of the company's products and how to handle individual clients. Also, public relations activities maintained through communication being carried with current clients to make sure they were always happy and getting the help as they needed. Also, regular feedback suggested from current clients.

These responsibilities directly helped Pipilika Soft's marketing strategies by bringing in new clients and making their experience better. By connecting these tasks with academic knowledge in marketing, practical application of university learning was achieved, providing valuable insight into how effective marketing strategies drive business growth in a technology-driven marketplace.

4.3 Connection with Academia

The internship at Pipilika Soft provided an excellent chance to apply marketing concepts and theories learned during BBA studies to actual business situations. This experience helped connect academic knowledge with hands-on experience, particularly in areas such as marketing strategy, corporate communication, and digital marketing.

The following academic concepts were directly applied during the internship:

The 4Ps of the marketing mix include:

During the internship at Pipilika Soft, the use of the 4Ps—Product, Price, Promotion, and Place—was seen in real work. The company promoted its School Management Software as the Product and set different prices based on the size and needs of each school (Price). Assistance was provided in making promotional content for websites and social media (Promotion), and visits were made to schools to talk about the product (Place). This experience provided a clear understanding of how the 4Ps are used in business-to-business (B2B) marketing.

Segmentation, Targeting, and Positioning (STP):

STP analysis was used to understand how Pipilika Soft divided the market into schools, universities, medical colleges, and other educational institutions. The firm positioned its products as affordable price, quality products developed for these types of markets. Being a part of client communication and making custom materials showed how important it is to adapt marketing to fulfill the unique demands particular the organization. This experience helped me better grasp how to create segmentation methods based on the kind, size, and location of institutions.

Consumer Behavior:

As school behavior observed, schools as buyers behave according to budget, utility, need and relevance. Talking to our clients we could analyse the buying behavior of our customers and their criteria for purchase. This experience taught us to adapt our marketing offer to the preferences and behavior of the customers.

Marketing on the Internet:

The internship provided the opportunity to apply many kinds of digital marketing strategies studied during University. Responsibilities like managing social media content and making web content for the School Management Software for search engines. Used Digital Marketing tools and

analyzed the performance of the Marketing Campaign, which helped to understand better all the Marketing classes that learned at University.

Business Communication:

A part of the internship was learning to efficient communication is important in marketing, and the internship given an opportunity to develop this skill and lean new things. Making proposals for clients, making follow-up scripts, and keeping in touch with possible clients through different mediums are some of the responsibilities. These activities allow individuals to get better at communicating with colleagues, which is incredibly crucial for marketing and boosting sales.

Management of Strategy:

Experience was gained in strategic decision-making, especially in areas like product placement and expanding the market. Working with the marketing and business development teams helped clarify how company goals, competition, and market trends affect marketing strategies.

Using academic concepts to real businesses given a better awareness of how theory works in practice. This real-world experience improved academic learning and built solid basis for future roles in marketing and business development.

4.4 Example of Experience and Personal Growth

The internship at Pipilika Soft helped to work with multiple opportunities that most significantly co-related to professional and personal development. Working on real-life marketing and company development tasks helped me acquire skills that will be useful in my future profession.

Field Visits to Promote School Management Software:

One of the most important things to do was to go to different schools and talk about the new School Management Software. The point was to show how the software can automate school work and make it easier. In the beginning, it was hard to describe a complicated product to school employees. But after making easily understood and simple recommendations for each institution, while established to feel more confident of my abilities. These field trips really helped me get better at giving demonstrations and made it simpler to explain technical topics in a way that everyone could easily understand.

Content Creation for Online Marketing:

Making posts for Pipilika Soft's Facebook page was part of the responsibility. This meant making simple visuals, writing text, and finalizing when to post. At first, making content for a business audience (B2B) was new and a little challenging. But with time, it got simpler to maintain a professional tone while still making the postings interesting for others who might want to work with with that. Because of this, social media engagement headed higher as the posts caused in more leads.

Graphic Design and Visual Communication:

Some of the tasks included creating graphics for product presentations and posts on social media. Even though myself didn't know much about using tools like Canva, it didn't take me long to learn the basic features. This experience made it clear how important it is to have a neat and visually

appealing design when attempting to get a point across to clients. This task contributed to developing both creative thinking and design skills, which are now a key part of modern digital marketing.

Relationship Building and Client Communication:

Managing full marketing calls and follow-ups with leads was a main responsibility. Being nervous about calling new clients at first got easier as time passed. To build strong relationships, what was needed necessary professionalism, active listening, and dealing with client problems. Keeping in touch with current clients on a regular basis through public relations efforts made sure they were satisfied and connected.

SEO and Market Research:

SEO activities performed for the School Management Software included the likes of keeping an eye on what others were up to, choosing the right keywords, and keyword optimization of website content. Such practical experience gave a deeper understanding of the way search engines operated and how SEO brought the product in front of more people online. Market research was also done to know the most common trends in the business, which created better strategies to stay competitive.

Self-Confidence and Personal Growth:

The internship had challenges causing people go outside their comfort zones. It helped me learn how to deal with rejection, stay motivated during field visits and marketing calls, and perform more than one thing at once. Time management and flexibility also improved, along with better leadership skills and meeting deadlines. The combination of these experiences helped a lot with personal growth and getting ready for a future in marketing sector.

These experiences made an important role to professional growth through practical knowledge on actual marketing practices. It improved communication skills, self-confidence, and the ability to learn rapidly in new environments. Working in an office full of people also helped the most get stronger at solving problems as it provided myself the chance to do more than one thing at once, which are important skills for every career.

CHAPTER FIVE

Critique and Reflections

5.1 Critical Evaluation of the Internship Experience:

The internship at Pipilika Soft was a great learning experience, even though there were some challenges. The company has a clear and organized approach to marketing and business development, including how they promote their products, reach out to clients, and convert leads. While both traditional and digital methods are used, there is still room to make things more efficient by adding more automation and improving a few strategies.

The process of converting leads into customers may be uneasy. Most leads are coming in through the website and direct outreach alone. But the problem is the process of following up is still largely manual and not very reliable. This hurts us when it comes time to talk to each other and the results suffer. This may improve if we utilized an automated Customer Relationship Management (CRM) solution. It would make it easy for us to keep track of things and follow up on leads in a timely manner and track them. Automation would also save the team from regular follow up, giving them more time to build relationships with clients while converting sales.

Pipilika Soft's digital marketing are effective, but could be better. They sometimes lack a common conversation and clear goals when creating content, SEO, and social media which may mix up potential clients. Have clear brand messaging and then work on boosting Pipilika Soft's online presence.

These challenges reveal the opportunities for improvement in the digital business of these companies. The internship showed how valuable it is to have a modern tool and an improved process to communicate better with the clients and to improve the marketing. There are many tools we can use, for example, the CRM system, marketing automation tools, keyword density checker, SEO analyzers, etc. They will help you to save time and get better results. Also, it was interesting to notice that the clear digital strategy and communication with clients through the Internet make a difference in perception of the brand by clients. Pipilika Soft just needs to update the tools and improve the planning to build closer relationships with clients, improve teamwork and develop the business in this digital world.

Although there were some difficulties, it was still an enriching internship. The opportunity to learn something about business-to-business marketing, relating with clients and conducting digital campaigns. Also, to take part in some marketing activities and make suggestions for the company to improve its marketing. It was interesting to see how these digital tools make everything quicker and more managed and it was surprising to see that these tools were so necessary to help the company grow and develop.

Pipilika Soft is a software company that offers Integrated Education Management Systems (IEMS) to schools and other educational institutions. As reported by the internet for information, they have progressed well in the Bangladeshi automation system provider market. They provide innovative products and place a significant emphasis on client service, thereby fulfilling necessary needs of the education sector and establishing a good reputation. There is still some work to do, though—specifically, improving their internal processes and utilizing digital medium more effectively for business development. Solving these problems will be crucial for the company's sustainable success in the future.

5.2 Major Findings and Observations:

Client Outreach and Lead Conversion:

The only way we were able to turn leads into clients was through manual follow-ups and outreach. Although we were already doing content creation and social media marketing, we didn't have a proper follow up system in place. If you don't have a follow up system, it's pretty obvious that you're not able to follow up. And if you're not following up, it's only a matter of time before something falls through the cracks. Therefore, they can put up a real system, both physical and automated, to make sure that follow-ups happen on time and that no potential client is delayed, which would mean they don't get converted at all. Automating follow-ups and implementing a CRM system could reduce errors, accelerate conversion, and improve client retention.

Marketing Strategy Execution:

While both traditional and digital media were utilized, brand consistency and targeting across platforms had room for improvement. Social media content was not always aligned with the company's core values or the needs of the target market. A more cohesive digital strategy focusing on specific segments (e.g., universities, schools) would enhance market reach.

SEO and Website Optimization:

SEO efforts for the IEMS product could be more focused and strategic. The website content was not fully optimized for search engines, limiting organic traffic. There was significant potential to improve keyword targeting and on-page SEO, especially for competitive educational software keywords.

Field Visits and Working with Clients:

Field visits to schools provided valuable insights into client needs. However, managing feedback and follow-ups after visits was challenging. A more automated client engagement system would help maintain strong relationships and ensure timely follow-up, which was sometimes missed due to manual tracking.

Lead Generation from Digital Platforms:

Facebook ads were used, but engagement levels varied. Digital marketing and SEO-driven content were underutilized for lead generation. Expanding the use of Google Ads or Facebook campaigns could attract more decision-makers in the education sector.

Dependence on Manual Processes:

Most of the client data management and follow up tracking was done manually which caused problems when scaling. This has caused delays, inconsistencies and problems with following up multiple leads. Implementing marketing automation software such as a Customer Relationship Management database would do wonderful things. It would track client contact and allow for more efficient lead and contact management as well as eliminating repetitive tasks. This would in turn allow for more time to be spent building longer relationships with clients.

Opportunities for Marketing Automation:

Even though they had a marketing team, they still found themselves performing a lot of tasks manually, such as sending follow-up emails, sorting leads and scheduling content. This meant it

was spending a lot of time performing these manual tasks, leaving less time to focus on the more strategic work. If they used automation tools like HubSpot, Mailchimp or a different CRM, it would help streamline some of these tasks and free up time to perform less manual work. It would also help her manage leads and follow up with them at the right time.

Overall, they have a good marketing plan and product to offer. They have a hard time converting their leads, keeping digital marketing steady, and using mostly manual processes. Learned a lot about the power of digital tools and marketing automation for efficiency and growth of their clients. Good commitment to the growth, innovation, learning and customer satisfaction, however still struggling to convert leads, consistent digital marketing and mostly manual processes.

5.3 Key Challenges Faced During the Internship

During the internship at Pipilika Soft, many challenges were faced, providing wonderful opportunities for professional and personal growth. The challenges also identified areas where adjustments could be done on the company's operations.

The key challenges faced include:

Managing Multiple Roles and Responsibilities:

Sometimes trying to take on different things at once, like client outreach, writing, graphic design, seo work and social media management, could get overwhelming. Deadlines would clash, and I had to learn to manage my time and set task priorities.

Communicating with Clients and Handling Difficult Situations:

Need to communicate regularly with clients (mostly schools and university's) there was occasionally the need to reply to upset individuals. Naturally, the majority of clients were great, but there were a few occasions where there was a need to manage dissatisfaction with issues out of control. Calm, listening, angry venting and professional. Responded calmly to the impacted customers to protect company clients and showed our commitment to ensuring good quality support and service.

Lack of Proper Guidance and Task Clarification:

Sometimes tasks were given without adequate explanation or assistance. Although taking action and solving problems independently was encouraged, a lack of direction left us confused, stressed, and uncertain about expectations. If supervisors provided clearer directions and remained communicative with their subordinates, tasks would be completed better, misunderstandings would decrease, and more confidence would be gained in ensuring the work was done as directed.

Physical Fieldwork During Ramadan:

Fieldwork during Ramadan was physically trying, particularly because of the fasting and the heat. These circumstances made it harder to stay fully engaged and interact with clients. Although it was difficult, the experience has made us more resilient and strengthened our professional spirit. It would be good if more consideration were given to the physical burden of such assignments when people are fasting so that appropriate consideration can be given to

employees.

Limited Interaction and Support from Employees:

Sometimes it was hard to learn since we were not able to get our staffs for guidance since they are always busy with their own work so it was hard to ask question, get feedback or clear our confusion on time sometimes it slowed down our pace in doing work and hard to complete our task. This experience helped create resilience and professionalism even though physical discomfort. However, consideration is recommended regarding giving physically demanding tasks during such periods.

Delays Due to Staff Arrival Times:

Sometimes it effects the productivity of work due to late coming of staffs in office, it sometimes delays and we used to wait outside the office, it disturb our planned time and schedule specially when there is deadline. It is inconvenient to do so, it is also hard to manage time.

Challenges with Excel Tasks:

It was sometimes hard to complete excel tasks with limited guidance. On a few occasions support has been given indirectly rather than clearly explaining and showing things hands on. This can lead to confusion. If more step by step demonstrations and more direct help is provided will make it easier to understand tasks and be more efficient and will enable technical skills to be developed.

Documentation Without Proper Briefing:

Some documentation tasks were assigned without enough instructions or background information. The lack of clarity created confusion about what was expected, which sometimes resulted in mistakes or extra work. Giving proper briefings and clearly explaining the goals of each task ahead of time would help improve the quality, relevance, and accuracy of the final output.

These experiences identified for me areas within Pipilika Soft where the company could improve its own processes. At the same time, they were a lesson in patience, problem-solving, time management and self-sufficiency. The internship experience helped to develop skills in handling difficult situations, knowing when and who to seek assistance from and working conditions.

5.4 Learning from Challenges

During the internship at Pipilika Soft played an important role in professional and personal growth. Although sometimes difficult, each challenge offered valuable lessons and new opportunities for growth.

The main lessons from these experiences:

Developing Patience and Professionalism:

The most important thing that has been learned from the internship is that being a very patient and professional person, especially when dealing with non-cooperative clients over the follow-up calls. Clients calling to complain were angry and upset, it was important to stay calm, listen to them and

answer them nicely without losing my patience because they are still able to trust me. It is always good to show empathy (understanding what the client wants while remaining polite) in situations like these. It was observed that in B2B, being able to control one's emotions and good communication skills are important for professional relationships.

Time Management and Setting Priorities:

Dealing with different tasks such as content, SEO, clients, field visits, etc, has taught me how to manage time and set priorities. A daily schedule was created to manage time more effectively. To meet deadlines, it was important to identify and focus on the most urgent and important tasks first, divide big tasks into small ones and make good use of my time. These skills are expected to be useful in any future roles. Time management, task prioritization, and effective communication are essential for success in any professional environment.

Adaptability and Independence:

Adjusting to new situations and completing tasks independently became hard when tasks were given with limited instructions. This required being proactive, understanding how to use tools like Excel, and asking for help if it necessary. These difficulties allowed individuals become more creative and better at finding solutions, which made their interests more confident in taking on different responsibilities and adjusting to the demands of a fast-paced work environment.

Need for Structured Guidance:

When it comes to receiving assignments with no direction at all, the assignment is to learn about the need for structured induction and coaching. Setting out clear goals at the beginning of a task and asking for clarification when instructions are vague. Asking for support if needed to maintain the quality and time taken on tasks.

Flexibility in Work Environment:

Doing fieldwork during Ramadan was hard on the inside, but it showed the most how important it is to be strong and flexible. Staying professional and focused even when getting uncomfortable. Meeting deadlines involved prioritizing important tasks and breaking large projects into manageable parts. These skills will be valuable in future roles involving multitasking and deadline-driven work.

Value of Feedback and Continuous Improvement:

Working without many marketing tools showed the importance of continuous improvement. Manual tasks regularly caused interruptions, but offering helpful suggestions made the workflow easier. This experience demonstrated how sharing ideas and utilizing data may have an important part in improving efficiency and getting better results.

These were great in connection with helping develop the skills necessary to be successful at work. It really underscored the need to communicate effectively, work within time constraints, be flexible, and take initiative to problem solve. Trying to overcome these obstacles was a great way to develop these skills and we learned a lot about how problems at work can become opportunities for learning and growth.

5.5 Overall Reflection

The internship at Pipilika Soft gives an opportunity to gain real insights into the operations of a growing technology company in the educational technology sector. It was a wonderful experience to work with Pipilika Soft. Getting chance to know the working of a rapidly growing company from all aspects of technology along with educational technology. All the theory studied in BBA class was applied to real situation. The problems faced by us enabled us to understand the practical aspects of business and marketing.

During the internship, the company's clearly defined marketing framework was observed, including lead generation, content creation, and client communication (PR). Also felt that there was room for improvement in all aspects, especially the lead conversion aspect. Also, the manual following up on leads and manually following up with customers (automated nothing) was something that could be improved with the help of CRM systems and automated marketing.

One of the more challenging aspects perhaps a little more difficult was handling a lot of different tasks from writing content, talking to clients, handling SEO, going out in the field etc. It was a lot and at times it was hard to prioritize things and manage time. But lots of things were learnt in terms of time management and staying organized. Also learnt a lot in terms of staying resilient during client follow up calls, where mostly listening to client concerns and complaints without a quick fix. Learning to be patient when dealing with client's frustrations.

Another obstacle was the lack of task briefings on some of the tasks. Some tasks were left up to me to work them out because the instructions were lacking. It was good to be self-sufficient and resourceful, but at the same time it highlighted the need for proper communication and supervision (particularly for interns). If he had taken a bit more time to brief me and set out clear expectations, greater clarity and support would have led to more productive work and reduced stress, allowing for smoother task completion and a more positive overall experience.

Fieldwork in during Ramadan wasn't easy physically speaking because we had to visit the school 'in conditions' not very comfortable: the heat, the long fasting hours. It was really hard to stay positive and full of energy. However, to gained experience in maintaining a certain level of professional during 'hard conditions', and need to developed a certain resistance and ability to cope with conditions that are not easy.

There has been a lot of personal and professional development over the course of the internship. Become more adaptable and comfortable with the idea of doing a variety of things. Sometimes. It was necessary to engage directly with clients, work across all departments of the company, and see a marketing campaign in action at a technology firm- all of which provided me with experience beyond that classroom learning. The importance of working across departments (including marketing, sales, and development) and how interacting with these teams has helped to serve the best interests of the company.

Overall, the internship offered a strong foundation in B2B marketing, client relationship management, and digital marketing. The difficulties faced during the internship helped develop several important skills, including problem-solving, adaptability, time management, and effective communication. It also reinforced the decision to pursue a career in marketing and the confidence

to take on bigger challenges in the future. This internship expanded the skill set and provided valuable preparation for a marketing career to applying those skills in a future marketing career.

CHAPTER SIX

Conclusion

The internship at Pipilika Soft offered an opportunity to apply academic knowledge in real-world scenarios. It was a wonderful experience that offered the opportunity to gain insight into B2B marketing, Client relationship, Digital marketing, etc. Undertook various tasks and worked closely with the team. Got to know about Marketing in Business Scenarios, it was really helpful to know what all happens in the background while pursuing the theories in Business School. This internship helped to connect the dots between theory and practical application. This hands-on experience enhanced understanding within the EdTech sector, especially for a software company offering Integrated Education Management Systems (IEMS).

One of the most important lessons learned during the internship is that there should be a good and planned marketing framework. Pipilika Soft has a defined product and has a good client-focused strategy, but there is a need to work on some aspects of the marketing operations of the company. Some of the areas are automation of the lead conversion process, which is done manually by the company, maintaining consistency in digital marketing and improvement in SEO. It became clear that there is a need to integrate some good tools and automation in these areas to have faster turnaround time, increased efficiency, which in turn will help the business to stay relevant and competitive in future.

There are skills learned during the internship period. For example, the skills learned include how to cope with multiple tasks at hand, how to deal with upset clients, and how to do field work during Ramadan. Also learned time management, patience, flexibility, and self-sufficiency. These are some of the skills necessary to be successful in marketing. Being efficient, strategic, and having great client relations.

Furthermore, the internship offered experience in managing tasks. This experience helped in becoming better organized and meeting deadlines. Skills gained, experience in handling work to complete tasks within deadlines and to a professional timescale. Major impact like experience was also gained in problem-solving, communication and prioritization skills – all important factors in passing a workplace qualification.

Additionally, it enabled her to develop transferable skills like communication, critical thinking, and teamwork. Interacting with various divisions provided her with a view into cross-functional work and how it contributes to a company's success. Participating in meetings with clients and follow-up calls reinforced the need for strong communication and relationship skills to sustain long-term partnerships.

Overall, the placement has greatly contributed to professional development and practical learning. A valuable 'real-life' learning experience has been gained, which will be helpful in future careers and enable effective self-management in a challenging and fast-paced business environment. The placement experience was truly enjoyable and confirmed a strong interest in pursuing a career within the field of marketing. Besides this, the learning and skills gained throughout the placement will be beneficial in both academic work and future working life.

CHAPTER SEVEN

Implications

The Effect of the Internship at Pipilika Soft:

The internship at Pipilika Soft was a great experience to implement the marketing knowledge learned through the BBA (Major in Marketing) course. The opportunity was provided to see the practical side of real problems and practices in a fast-growing technology company in EdTech industry. In this chapter, the impact of the internship will be described in a broader sense, which includes the benefits gained from the experience, contributions made to the company, and insights learned about the industry.

Relevance to Academic Learning:

Academic concepts learnt during BBA in areas like marketing, digital marketing and client relationship management laid a strong basis for understanding the marketing aspects in Pipilika Soft. The work Pipilika Soft team conducted all over the internship made it very clear that we knew a lot about theories like the marketing mix (4Ps), segmentation, targeting, and positioning (STP), and B2B marketing. For example, when we offered the IEMS system to schools and universities, we utilized the STP idea, which is when a B2B company offers its product or service to a specific target group and positions it as an affordable digital solution. The digital marketing ideas we gained in theory during our BBA were also used in all of the practical tasks, such as making content, producing graphics, doing SEO, and using social media.

Organizational Impact:

Responsibilities such as client communication, content creation, field visits, and SEO optimization, all help with the firm's marketing enterprise target at getting new clients. Support was given to approach new potential clients in the education industry by making digital content, going to client meetings, and doing market research. We developed the digital content, took part in the meetings with the client, performed the market research, thereby, contributing to the expansion of the outreach and increase of leads. We helped the company to position it as a reliable supplier of digital solutions for educational institutions.

There were also a number of areas within marketing operations that could be improved on and steps were taken to add value. This includes the manual follow up system and lack of CRM integration that was impacting on the speed at which leads were converted. This was a clear opportunity for the company to consider the implementation of a lead management system that would improve response times and conversion rates.

Another opportunity for Pipilika Soft was around digital marketing. Although the company had social media presence, it could improve its digital marketing strategy to get more educational institutions to contact the company. A targeted digital marketing campaign with consistent branding across social media would achieve this.

These kinds of insights can help us see how Pipilika Soft could change in the age of technology. If they were to adopt marketing automation tools and better digital strategies, it could really help improve Pipilika Soft internally – improving process efficiency, lead tracking and marketing campaign efficiency. This would therefore lead to higher productivity and a wider market reach.

Everyone involved would benefit from making these advancements, and it would really help solidify Pipilika Soft's place in the highly competitive educational technology market.

Industry Relevance:

The educational technology market is booming which creates a tough competition among the software companies who cater to the needs of educational institutions. Integrated Education Management System is an absolute necessity for the smooth functioning of academic portion of the school/colleges. Its success of IEMS hinges upon effective marketing and customer interaction. The internship was enlightening in terms of understanding the scenario of companies operating in EdTech sector and their struggle for market share in a technological environment.

Relevancy of the marketing tactics applied by Pipilika Soft (B2B conversation, talking to clients, content marketing) to the sector: Need to keep pace with disruptive technology trends and the demand for digital learning solutions. Educational institutions are becoming increasingly digital, and if Pipilika Soft is still emphasizing quality and scalability of solutions, the company is in position to change to meet the demand. Automation and data-driven marketing will be keys to staying competitive.

Lessons Learned:

One of the most important lesson from this internship was the integration of digital in marketing:

1. **Importance of Digital Transformation:** Pipilika Soft's marketing strategy highlighted the benefits of implementing automated tools into their business processes (lead generation and client maintenance).
2. **Effective Client Communication:** Marketing in B2B is not a one-off transaction. It is a long-term relationship that needs regular communication, follow-up, and problem solving.
3. **Cross-Department Collaboration:** It was a great learning experience. Marketing, sales, and technical departments must work closely together. Marketing needs to be aware of the product features and what we are selling. We need to work as a team to market the product.
4. **Strategic Marketing:** An integrated marketing strategy. All the content we create, our SEO, and social media needs to work together strategically and consistently.

Skill Development:

During the internship, many skills were learned that will be helpful for future employment, such as:

- **Client Relationship Management:** Gained experience in interacting with clients, addressing their needs, managing expectations, and building long-term relationships.
- **Content Creation and Digital Marketing:** Developed hands-on skills in writing content, creating graphics, optimizing digital platforms, and implementing SEO techniques.
- **Market Research and Analysis:** Enhanced ability to analyze competitors, identify market trends, and support the development of targeted marketing campaigns.
- **Time Management and Prioritization:** Improved organizational skills by balancing multiple tasks and meeting deadlines by divide into three or more portion.

Additionally, a greater understanding for teamwork and cross-functional collaboration ensued. Working with different departments helped me understand how marketing choices affect making products, planning sales, and helping customers.

Challenges Faced:

One major challenge during the internship was the manual method used for client follow-up and lead tracking. In the absence of automated tools such as a Customer Relationship Management (CRM) system, the lead conversion process was slower and made it difficult to scale operations efficiently. The other problem was the lack of any instructions when allocating work to us, which also caused a problem, as we had to work out how to do things, in order to complete the work. However, this was frustrating, in some tasks individuals need to learn from the experience and know that there are improvements that can be made.

“A CRM system would be useful to help manage leads and communicating with clients, in order to handle future business”.

Networking and Relationships:

During the internship, provided an opportunity to develop professional relationships with co-workers from different departments such as marketing, development and sales. These relationships increased the comprehension of the different functions within the company and how they work towards the business goals. Interaction with experienced professionals within the company helped to polish skills and gain insight into the marketing world.

Recommendations and Next Steps:

Looking forward, to improve overall efficiency and assist the expansion of the company, it is recommended that Pipilika Soft invest in marketing automation tools such as Customer Relationship Management (CRM) systems and social media management platforms, and also focus on video content. These tools can help improve lead monitoring, conversion, and client follow-up steps by reducing manual workload and ensuring consistent engagement with potential clients. Also, improving SEO methods and keeping high-quality, regular content through all digital platforms would improve the company's online visibility, offer in more qualified leads, and help it succeed in the long term in the competitive EdTech business.

Additionally, setting up more structured initial training and task briefings for interns would enhance their ability to contribute effectively to the company's goals and make the internship experience more meaningful and productive for future participants.

In summary, the internship at Pipilika Soft gave practical experience in digital marketing, client relationship management, and B2B marketing. The lessons learned and skills gained are going to encourage future career development, while the recommended improvements can assist the company in strengthening its marketing strategies and improving their operational effectiveness.

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