

Internship Report
On
An Analysis of Digital Marketing Activities of Real Estate Organization: A
Study on InsideMaps



Daffodil International University

FINAL YEAR PROJECT AND INTERNSHIP REPORT

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LETTER OF TRANSMITTAL

Ms. Farhana Noor
Assistant Professor
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Subject: Submission of Internship Report

Dear Ma'am,

I am pleased to submit my internship report titled “An Analysis of Digital Marketing Activities of Real Estate Organization” with sincere gratitude and appreciation. As a partial requirement for completing my BBA degree, I successfully interned at InsideMaps, gaining valuable insights and practical experience.

It has been a privilege to prepare this report under your guidance. Focused on Marketing as my core area, the report explores various marketing strategies implemented by InsideMaps, particularly in digital marketing. I have endeavored to present an in-depth analysis that reflects the company's marketing practices and their relevance within the local industry.

I kindly request you to review and accept my internship report for further evaluation. Please let me know if you require any additional information or clarification.

Sincerely,

Faria Iftekhar Shama
ID: 193-11-905
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ACKNOWLEDGMENT

First and foremost, I extend my heartfelt gratitude to Almighty Allah for His grace and blessings, which enabled me to complete this internship report in a timely manner.

I am deeply indebted to my esteemed academic supervisor, Ms. Farhana Noor, whose unwavering support, invaluable guidance, constructive supervision, and insightful advice have been instrumental throughout the preparation of this report. Her motivation and encouragement have been crucial to my success in this endeavor.

I also express my sincere appreciation to the entire team at InsideMaps for granting me the opportunity to work with them and gain practical insights into the field of marketing.

A special note of gratitude is reserved for my parents, whose unwavering love and support have been a constant source of strength in my life. I am equally thankful to my friends and well-wishers, who have extended their wholehearted support throughout this journey.

The knowledge and experience I have acquired through this internship will undoubtedly be a valuable asset in shaping my future career aspirations. I firmly believe that this endeavor has prepared me to embrace new challenges and confidently pursue greater opportunities.

Finally, I am confident that the successful completion of this report will inspire me to undertake more ambitious initiatives and projects in the future.

STUDENT DECLARATION

I hereby declare that the work presented in this internship report has been conducted solely by me and has not been previously submitted to any other university or organization for academic qualification.

The content of this report does not infringe upon any existing copyrights, and no part of it has been copied or derived from prior work for any degree or other purposes.

Furthermore, I accept full responsibility to indemnify the department against any loss or damage resulting from a breach of commitment.

Submitted by:

A handwritten signature in dark ink, appearing to read 'Faria', with a long horizontal stroke extending to the right.

Faria Iftekhar Shama
BBA Program
Daffodil International University

CERTIFICATE OF SUPERVISOR

This is to certify that Faria Iftekhhar Shama, bearing ID: 193-11-905, a student of the BBA program with a major in Marketing, Department of Business & Entrepreneurship at Daffodil International University, has successfully completed the internship report titled “An Analysis of Digital Marketing Activities on InsideMaps.”

The report has been undertaken with my supervision and guidance, and I hereby grant permission for its submission for defense.

A handwritten signature in black ink, appearing to read 'Farhana Noor', with a date '1/6/20' written below it.

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

EXECUTIVE SUMMARY

The real estate market is rapidly evolving, fueled by modernization and technological advancements, with virtual tours becoming increasingly vital, particularly in property rentals. Founded in 2013, InsideMaps has revolutionized virtual tour management, establishing itself as a leading name with operations in the USA, Bangladesh (under **VCube**), Serbia, and Ukraine.

InsideMaps employs talent across virtual tour operations, customer service, product development, and software engineering, ensuring high-quality virtual tours and accurate floor plan designs. With strategic partnerships with major real estate organizations and a rigorous recruitment process, the company maintains industry excellence.

As Bangladesh's real estate market grows, the adoption of virtual tours and 3D modeling offers transformative potential for enhanced property marketing and customer engagement.

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Chapter 1

INTRODUCTION

1.1 Introduction

Founded in 2012 and headquartered in Los Altos, California, InsideMaps is a private company specializing in 3D marketing solutions for the real estate industry. With a team of 207 professionals, InsideMaps offers an innovative, user-friendly app that enables smartphone users to create 3D tours, models, and floor plans effortlessly.

The company's tools, including virtual tours and digital staging, empower real estate professionals and homeowners to showcase properties with precision, enhancing customer engagement and decision-making. Backed by notable investors like RET Ventures and Zain Ventures, InsideMaps has positioned itself as a leader in property visualization.

Despite competition from firms like Cape Analytics and HoloBuilder, InsideMaps stands out for its cutting-edge technology and commitment to quality, driving growth and innovation in the real estate marketing landscape. This report explores InsideMaps' operations and strategies, highlighting its competitive edge in a dynamic industry.



Figure: 1

1.2 Background of Study

The evolution of technology has transformed the way businesses interact with their customers, particularly in industries that rely heavily on visual representation, such as real estate and interior design. In response to this shift, InsideMaps was established in 2012 to bridge the gap between advanced 3D technology and practical, user-friendly marketing solutions. Headquartered in Los Altos, California, the company has since become a leader in the 3D marketing solutions space.

InsideMaps focuses on enabling businesses and individuals to create immersive 3D experiences, empowering real estate professionals, homeowners, and interior designers to visualize spaces with precision and creativity. Through its innovative smartphone app, the company offers a cost-effective and accessible way to generate 3D tours, detailed models, and floor plans. These tools help potential buyers better understand a property while allowing homeowners to virtually plan renovations or furniture arrangements.

1.3 Scope of the Study

I had the opportunity to work directly within the organization, where I was assigned a daily marketing role at InsideMaps. This position provided me with extensive exposure to the company, its operations, and its innovative products.

In my report, I have endeavored to analyze the current state of InsideMaps and evaluate its strategic approaches, offering a comprehensive understanding of its market position and business strategies.

1.4 Objective of the Study

Broad Objective: The broad objective of this study is to analyze the digital marketing activities of InsideMaps.

Specific Objectives:

- To assess the digital marketing activities of InsideMaps.
- To evaluate the problems found in the digital marketing of InsideMaps.
- To give some recommendations according to the findings of the report.

1.5 Methodology

The methodology employed for this study on InsideMaps involves a combination of qualitative and quantitative approaches to ensure a comprehensive understanding of the company's operations, strategies, and market positioning.

Primary Data:

- Observations and insights gathered during the internship through direct involvement in marketing activities and day-to-day operations.
- Interviews with team members and managers to gain firsthand perspectives on the company's marketing strategies and decision-making processes.

Secondary Data:

- Analysis of company reports, promotional materials, and digital marketing campaigns.
- Examination of industry reports, market research studies, and competitor analysis to contextualize InsideMaps' strategies.

Chapter 2

OVERVIEW OF COMPANY

2.1 Overview of the Company

InsideMaps, a Silicon Valley-based company founded in 2013, specializes in creating 3D models, virtual tours, and floor plans for the real estate industry. Using patented photogrammetric technology, InsideMaps transforms smartphone and 360-camera photos into immersive, web-based 3D environments, enabling potential buyers to explore properties and plan improvements virtually. Recognized as one of Stanford's StartX accelerator's top startups, InsideMaps leverages advanced computer vision and machine learning to deliver precise, accessible solutions.

Headquartered in Redwood City, California, and co-founded by George Bolanos and Jörgen Birkler, the company offers an intuitive app that simplifies project capturing. In 2016, InsideMaps partnered with VCube in Bangladesh to expand its operations, providing backend support and entering local markets for virtual tours and real estate visualization. Together, they are transforming property marketing through innovative, customer-focused solutions.



Figure: 2

2.2 Vision and Mission Statement

InsideMaps envisions revolutionizing the real estate and interior design industries by making 3D visualization tools accessible, intuitive, and impactful. The company aims to lead innovation, setting new standards in immersive marketing solutions that empower users to make informed decisions. By providing high-quality, affordable tools for creating 3D tours, models, and floor plans, InsideMaps bridges the gap between technology and usability. With a focus on customer satisfaction and technological excellence, the company strives to redefine industry norms and make advanced 3D tools universally available.



Figure: 3

2.3 Core Values

1. Innovation

InsideMaps prioritizes continuous innovation to deliver cutting-edge 3D marketing solutions that redefine industry standards and enhance user experiences.

2. Accessibility

The company is committed to making advanced 3D technology affordable and user-friendly, ensuring it is accessible to a wide range of users, from real estate professionals to individual homeowners.

3. Customer-Centricity

InsideMaps places its customers at the heart of its operations, focusing on delivering solutions that meet their needs and exceed expectations.

4. Quality Excellence

Maintaining the highest standards in product development and service delivery, InsideMaps ensures reliable and accurate 3D visualizations for its clients.

5. Collaboration

The company fosters a collaborative environment, both internally and with its partners and clients, to achieve shared goals and drive mutual success.

6. Sustainability

InsideMaps embraces practices that contribute to sustainability by reducing the need for physical property visits and material waste through digital solutions.

7. Integrity

Upholding transparency and ethical practices, InsideMaps builds trust with its customers, employees, and stakeholders.

These core values guide InsideMaps in its mission to revolutionize property visualization and marketing while maintaining a strong commitment to innovation, quality, and customer satisfaction.

2.4 Code of Conduct

1. Integrity and Ethics

- a. Conduct all business activities with honesty, transparency, and respect.
 - b. Adhere to ethical practices in interactions with clients, employees, investors, and competitors.
- 2. Customer Focus**
- a. Prioritize customer satisfaction by delivering high-quality, reliable, and innovative 3D marketing solutions.
 - b. Ensure clear communication and responsiveness to customer needs and concerns.
- 3. Innovation and Excellence**
- a. Continuously strive for innovation and improvement in products, services, and processes.
 - b. Maintain high standards of quality to uphold the company's reputation in the market.
- 4. Respect and Inclusion**
- a. Foster an inclusive workplace where diversity is celebrated, and everyone is treated with dignity and respect.
 - b. Encourage open dialogue and collaboration among team members.
- 5. Confidentiality and Data Protection**
- a. Safeguard sensitive information of clients, employees, and the company.
 - b. Comply with all data privacy laws and regulations to ensure the protection of user data.
- 6. Compliance with Laws and Regulations**
- a. Abide by all applicable local, national, and international laws governing business practices and operations.
 - b. Uphold fair competition and avoid any practices that could be deemed anti-competitive.
- 7. Environmental Responsibility**
- a. Promote sustainability by minimizing the environmental impact of business operations.
 - b. Support initiatives that contribute to a greener and more sustainable future.
- 8. Accountability**
- a. Take responsibility for actions, decisions, and their outcomes.
 - b. Encourage a culture of accountability within the organization.
- 9. Professionalism**
- a. Demonstrate professionalism in all interactions, both internal and external.
 - b. Ensure that the company's image is always represented positively.
- 10. Commitment to Growth**
- a. Support the personal and professional development of employees.
 - b. Invest in technologies and practices that contribute to the long-term growth of the company.

2.5 Objective of the Company

The primary objective of InsideMaps is to revolutionize the real estate and property marketing industries by providing innovative, accessible, and high-quality 3D marketing solutions. The company aims to:

- 1. Enhance Property Visualization**

Empower users with immersive 3D tours, models, and floor plans that enable better understanding and presentation of spaces.

- 2. Simplify Technology for All**

Make advanced 3D technology easy to use and affordable for real estate professionals, homeowners, and developers alike.

- 3. Drive Customer Engagement**

Provide tools that improve the buying and decision-making process for potential property buyers through interactive and engaging virtual experiences.

- 4. Support Business Growth**

Enable real estate agents and property developers to showcase their offerings more effectively, leading to higher conversions and customer satisfaction.

- 5. Innovate Continuously**

Stay ahead of industry trends by developing cutting-edge solutions that address the evolving needs of the market.

- 6. Promote Sustainability**

Reduce the need for physical visits to properties and material waste by offering digital and virtual solutions.

2.6 Management Organogram/Structure

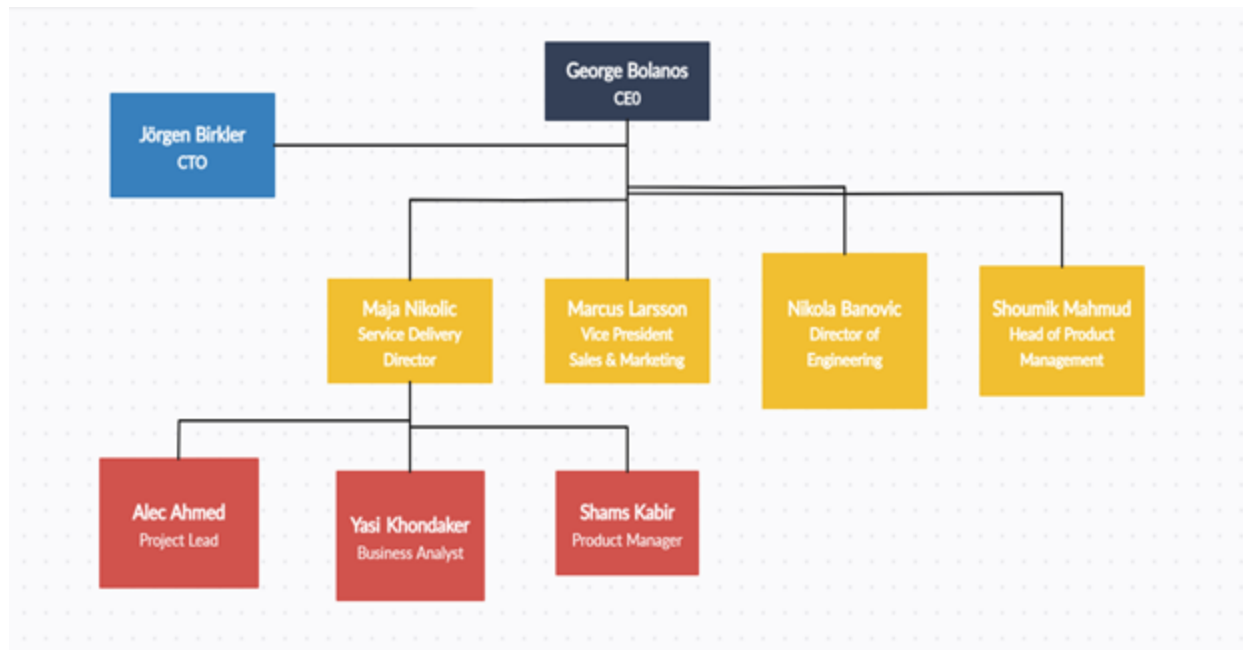


Figure: 4

Chapter 3

Analysis of the study

3.1 Marketing Strategy of InsideMaps

InsideMaps offers innovative 3D marketing solutions, primarily through virtual tours, interactive floor plans, and immersive experiences, which are particularly valuable in industries such as real estate, hospitality, and architecture. To position itself as a leader in this niche market, InsideMaps needs a comprehensive and well-structured marketing strategy that highlights the uniqueness and effectiveness of its 3D marketing tools. Below is a detailed marketing strategy that InsideMaps could adopt.

1. Market Research and Audience Segmentation

Before implementing any marketing activities, understanding the target market and segments is critical. InsideMaps needs to conduct thorough market research to gather data on customer needs, industry trends, and competitive offerings.

Target Audiences:

- **Real Estate Agencies:** Real estate agents and brokers can leverage 3D floor plans and virtual tours to market properties, allowing potential buyers to experience homes remotely.
- **Hospitality Industry:** Hotels, resorts, and travel destinations can use 3D technology to offer virtual walkthroughs, allowing customers to preview rooms, amenities, and surrounding areas.
- **Construction and Architecture Firms:** Firms can showcase architectural designs, helping clients visualize spaces before construction begins.
- **Retailers and Showrooms:** Offering virtual tours of stores or product displays can attract more online shoppers.
- **Event Organizers:** Providing virtual tours of event spaces or exhibitions to clients, especially in industries like conferences, weddings, and trade shows.

2. Segmentation Criteria:

- **Demographics:** Age, income level, business type (real estate agent, homeowner, etc.), and location.
- **Psychographics:** How innovative and tech-savvy the target audience is. For instance, early adopters in tech-driven industries would be prime targets.
- **Behavioral:** Businesses with a high turnover of clients who frequently need to present properties, products, or spaces remotely.

By segmenting these groups effectively, InsideMaps can tailor its marketing campaigns to meet the specific needs of each audience.

3. Value Proposition and Differentiation

InsideMaps needs to communicate its unique value proposition clearly to its target market. This should highlight the benefits of using 3D marketing solutions and how InsideMaps stands out from the competition.

A. Core Value Proposition:

- **Engaging and Interactive Experiences:** Unlike traditional photos or videos, 3D tours offer an interactive and immersive experience that can captivate and engage viewers, improving customer retention and decision-making.
- **Cost-Efficiency:** With 3D tools, clients can market properties or products without the need for physical visits or complex arrangements, reducing the cost of marketing while expanding reach.
- **Customization:** InsideMaps offers personalized solutions to cater to the specific needs of each industry, whether it's real estate, hospitality, or retail.

B. Differentiators:

- **High-Quality Visuals and Accuracy:** The company should emphasize the high fidelity of its 3D models, offering accuracy and lifelike representation of spaces, which helps clients make more informed decisions.
- **Ease of Use:** A user-friendly interface that allows businesses to easily upload their own content and create virtual tours without needing extensive technical knowledge.
- **Integration Capabilities:** Emphasize how easily InsideMaps' solutions integrate with existing platforms (e.g., real estate websites, booking engines)

4. Digital Marketing Strategy

A multi-channel approach is essential for reaching different target groups across various platforms.

A. Website Optimization and SEO:

- **SEO-Optimized Content:** InsideMaps should ensure its website is optimized for both on-page and off-page SEO. This includes using relevant keywords like “3D tours,” “virtual walkthroughs,” and “interactive floor plans” to rank higher in search engine results. The content should address the pain points of potential customers in industries like real estate and hospitality.
- **Landing Pages:** Custom landing pages for different industries (e.g., real estate, hospitality) will help guide visitors to relevant content and increase conversions.

Lead Capture Forms: To convert website visitors into leads, InsideMaps should include clear calls-to-action (CTAs) on each page with forms for demos, consultations, or newsletters.

B. Social Media Marketing:

InsideMaps should leverage platforms where its target audiences are active.

- **Instagram and Pinterest:** These visually-driven platforms are ideal for showcasing 3D tours and highlighting the high-quality visuals of the technology.

LinkedIn: A professional platform like LinkedIn is key for connecting with business clients, real estate agencies, and industry influencers. Regular posts, articles, and case studies can establish InsideMaps as a thought leader.

- **Facebook and Twitter:** These platforms can be used for community engagement, customer service, and sharing blog content or success stories.

Video Marketing: Hosting demo videos and client testimonials on YouTube can provide potential customers with an in-depth understanding of how InsideMaps’ technology works.

C. Content Marketing:

- **Blogs:** Consistently publishing educational blog posts related to 3D technology, virtual tours, and digital marketing strategies for real estate and hospitality can drive traffic to the website. Topics could include:
 - “How Virtual Tours Improve Real Estate Sales”
 - “Why 3D Floor Plans Are the Future of Retail Marketing”
 - “Enhancing Hotel Bookings with Immersive 3D Experiences”

E-books and Whitepapers: Offering in-depth guides on the benefits of 3D technology in various industries would help InsideMaps generate leads by providing valuable resources in exchange for contact details.

D. Paid Advertising:

- **Google Ads:** Run targeted ads for keywords related to 3D marketing, virtual tours, and other relevant terms. These ads can direct users to industry-specific landing pages.
- **Retargeting Ads:** Once potential leads visit the website, retargeting ads on social media platforms like Facebook and Instagram can help bring them back.

LinkedIn Ads: For targeting B2B clients, LinkedIn Ads allow InsideMaps to reach decision-makers in the real estate, hospitality, and architecture industries.

E. Email Marketing:

InsideMaps should establish email campaigns aimed at nurturing leads and retaining customers:

Drip Campaigns: Develop automated email sequences for new leads that provide educational content, case studies, and testimonials, building trust and pushing them toward a conversion.

- **Monthly Newsletters:** Regular newsletters should highlight new features, client success stories, or industry trends.
- **Personalized Emails:** InsideMaps can send personalized emails to existing customers, updating them on new services, offering upgrades, or inviting them to special webinars or demos.

5. Partnership and Networking Strategy

Strategic partnerships can be a major growth driver for InsideMaps.

1. Industry Partnerships:

- **Real Estate Platforms:** Partnering with online real estate platforms (e.g., Zillow, Redfin) to offer integrated 3D tours can expand visibility.
- **Event Spaces and Venues:** Collaborating with convention centers, hotels, and other event spaces to provide virtual tours of venues could open new market opportunities.

2. Influencer Marketing and Testimonials:

- **Industry Influencers:** InsideMaps could collaborate with influencers in real estate, architecture, and hospitality to review and promote its services.

Client Testimonials: Happy clients can provide testimonials or case studies showcasing how InsideMaps' 3D technology has helped their business. These testimonials can be shared on the website, social media, and in email campaigns.



Figure: 5

3.2 Marketing Mix (4Ps) of InsideMaps

The marketing mix, also known as the 4Ps (Product, Price, Place, and Promotion), is a crucial framework for understanding how InsideMaps can strategically position itself in the market to meet customer needs, stand out from the competition, and drive business growth. Below is an analysis of InsideMaps' marketing mix tailored to its 3D marketing solutions.

1. Product

InsideMaps provides 3D marketing solutions, focusing on virtual tours, interactive 3D floor plans, and immersive visual experiences. These products are designed to help businesses in industries like real estate, hospitality, construction, and retail showcase their spaces or products more engagingly and interactively. Here's a breakdown of the product strategy:

Core Product:

- **3D Virtual Tours:** Interactive, immersive, and engaging virtual tours that allow users to explore spaces remotely, providing a realistic view of properties, hotels, venues, etc.
- **3D Floor Plans:** High-quality, interactive floor plans that allow users to see layouts and navigate spaces in 3D.
- **Customizable Solutions:** InsideMaps allows clients to tailor 3D models and tours to their brand or specific needs, offering flexible solutions.

Augmented Features:

- **Integration with Other Platforms:** InsideMaps solutions can integrate with third-party platforms like real estate websites, hotel booking systems, and more, providing seamless usage and accessibility.
- **Mobile Compatibility:** The company's virtual tours are optimized for mobile devices, ensuring customers can view the content on smartphones and tablets for on-the-go access.
- **Analytics and Insights:** InsideMaps provides valuable data from its 3D tours, such as user interaction and engagement metrics, helping businesses understand customer behavior.

Branding:

- InsideMaps' branding should reflect its innovative, tech-driven solutions. Their brand identity can highlight cutting-edge technology, precision, and the ability to transform traditional marketing through immersive experiences.

2. Price

Price is a key component of the marketing mix, as it determines how competitive and accessible InsideMaps' solutions are in the market. InsideMaps should adopt a pricing strategy that reflects the value and uniqueness of its products while also catering to different customer segments.

Pricing Strategy:

- **Value-Based Pricing:** Given the advanced nature of 3D marketing solutions, InsideMaps could implement a value-based pricing model, where the price is based on the perceived value the solution brings to clients. For instance, real estate agents or hospitality businesses can see an increase in engagement and sales through virtual tours, allowing InsideMaps to price its services higher.
- **Tiered Pricing:** InsideMaps may offer several pricing tiers depending on the complexity and scale of the services:
 - **Basic Package:** Includes a standard 3D virtual tour or floor plan, ideal for smaller businesses or individuals.
 - **Advanced Package:** Includes customization options, additional features (like hotspots, interactivity), and more extensive analytics, ideal for medium-sized businesses or agencies.

- **Enterprise Package:** A premium package that includes full-scale, high-quality 3D tours, detailed reporting, API integrations, and premium support for large businesses.
- **Subscription Pricing:** Instead of a one-time fee, InsideMaps could consider offering subscription-based models for clients who need continuous updates, maintenance, and new content (especially for businesses in real estate, which need constant updates to listings).
- **Freemium Model:** A freemium model could be employed where businesses can try out basic features for free (such as a basic 3D floor plan or tour), with the option to upgrade to premium features.

Discounts and Promotions:

- **Introductory Offers:** Offering discounts or trial periods for new clients could encourage them to try the service, thus converting them into long-term customers.
- **Seasonal Promotions:** Real estate agencies and hotels might need extra promotion during peak seasons (e.g., summer for resorts or spring for home buying), so InsideMaps can create seasonal pricing discounts.

3. Place

The "Place" element refers to how the product or service is distributed and made available to customers. For InsideMaps, the product is primarily digital, meaning that the distribution channels will focus on online platforms and partnerships.

Channels of Distribution:

- **Website and Online Platform:** The primary platform for InsideMaps will be its website, where potential clients can learn about the company's services, view demos, and request quotes. The website will also serve as a client portal where customers can upload their properties or spaces and view and interact with their 3D models.
- **Mobile App:** To cater to users who prefer mobile devices, InsideMaps can also offer a mobile app where users can access and share virtual tours on the go. This could be especially useful for real estate agents or event planners.
- **Channel Partnerships:** InsideMaps may partner with platforms like Zillow or Redfin (real estate) or Booking.com (hotels) to integrate their 3D solutions directly into these websites. These partnerships can help expand InsideMaps' reach by offering seamless integrations to clients who are already using these platforms.

- **Sales Team and Direct Sales:** A direct sales team can reach out to key industries, such as real estate agents, architects, hotel managers, and event organizers. This is particularly important for high-value contracts where personalized consultation and demonstration are needed.
- **Digital Marketplaces:** InsideMaps could consider listing its services on digital marketplaces where businesses look for marketing or technology solutions, such as Upwork, Fiverr, or AppExchange.

4. Promotion

Promotion involves the strategies used to increase awareness of InsideMaps' products and generate interest and sales. InsideMaps needs to adopt a digital-first promotional strategy that targets its tech-savvy, forward-thinking audience.

Promotion Strategy:

- **Content Marketing:** InsideMaps should create and distribute valuable, informative content to educate potential customers about the benefits of 3D marketing solutions. This includes blog posts, whitepapers, and eBooks focused on the effectiveness of 3D technology in marketing.
 - Blog topics could include "The Impact of Virtual Tours on Real Estate Sales" or "How 3D Floor Plans Improve User Engagement in the Hospitality Industry."
- **Social Media Marketing:** Visual platforms like Instagram and Pinterest, as well as LinkedIn for B2B marketing, are ideal for showcasing immersive 3D tours and floor plans. Regularly posting high-quality visuals, client testimonials, and behind-the-scenes content can help raise brand awareness and engage customers.
- **Video Marketing:** YouTube and Vimeo can be used to demonstrate the full capabilities of InsideMaps' 3D products. These could include tutorials, customer case studies, or client testimonials that help showcase the effectiveness of 3D solutions.
- **Influencer and Affiliate Marketing:** Collaborating with industry influencers (e.g., real estate influencers, architecture bloggers, or tech influencers) can extend the reach of InsideMaps' products to a larger audience. These influencers can create content, review the products, and generate buzz around InsideMaps.
- **Webinars and Demos:** Hosting webinars or live product demonstrations can allow potential customers to experience the product in real time and ask questions. These sessions can be promoted via social media and email marketing to attract leads.

- **Search Engine Marketing (SEM):** Paid search advertising through Google Ads can help InsideMaps target potential clients actively searching for 3D virtual tours, interactive floor plans, or related solutions. Retargeting ads can remind website visitors of InsideMaps' offerings.
- **Email Marketing:** Sending tailored emails to segmented audiences (real estate agents, hotels, etc.) with personalized offers, content, or case studies can help nurture leads and convert them into paying clients.
- **Referral Programs:** Encouraging existing customers to refer InsideMaps to others by offering incentives (discounts, free features, etc.) can be an effective promotion strategy.

Chapter 4

Findings

4.1 Findings

Through a comprehensive analysis of InsideMaps' operations, marketing strategies, and market positioning, the following key findings have been identified:

1. **Limited Access to Internal Data**

Due to confidentiality policies, access to certain critical data and strategies was restricted, limiting the depth of analysis for digital marketing activities.

2. **Time Constraints**

The internship duration was limited, which restricted the scope for conducting long-term evaluations of campaign effectiveness and strategy implementation.

3. **High Dependence on Smartphone Cameras**

The reliance on smartphones for capturing images may compromise the quality of the 3D renderings, especially in low-light or complex environments.

4. **Steep Learning Curve for Beginners**

Homeowners unfamiliar with 3D modeling might find the platform challenging to use.

5. **Market-Specific Insights**

The analysis focused on the US real estate market and may not be universally applicable to other markets.

6. **COVID-19 Aftermath**

The lingering impacts of the pandemic on customer behavior and the real estate market added variability to the effectiveness of digital marketing strategies.

7. **Limited Offline Accessibility**

The platform may not offer offline functionality, restricting use in areas with poor internet connectivity.

8. **Lack of Sustainability Messaging**

InsideMaps marketing materials may not sufficiently highlight eco-friendly benefits, missing an opportunity to appeal to environmentally conscious homeowners and real estate developers.

Chapter 5

Recommendations and Conclusion

4.2 Recommendations

InsideMaps, as a 3D marketing solutions provider in the USA, has a strong foundation to expand its market influence and improve its operational efficiency. Here are tailored recommendations to help the company further establish itself as a leader in the industry:

1. **Enhance Data Transparency**
Allow interns greater access to anonymized internal data to facilitate more comprehensive analyses and actionable insights.
2. **Conduct Longitudinal Studies**
Extend the analysis timeframe to evaluate the long-term impact of digital marketing campaigns, such as lead conversion rates and customer retention.
3. **Improve Image Quality**
Develop proprietary hardware or collaborate with camera manufacturers to improve image quality.
4. **Invest in Beginner-Friendly Tutorials**
Provide beginner-friendly tutorials, step-by-step guides, and an intuitive interface to ease the onboarding process.
5. **Expanding Market Analysis for Strategy Validation**
Propose conducting similar studies in other geographic markets to validate strategies and gather comparative insights.
6. **Strengthen Multichannel Marketing**
Expand marketing efforts across diverse digital platforms such as TikTok and Pinterest to capture the attention of younger demographics and niche audiences.
7. **Enable Offline Access and Lightweight Version**
Incorporate offline features or a lightweight version for areas with limited connectivity.
8. **Focus on Sustainability Messaging**
Emphasize sustainability in marketing materials, aligning with trends toward eco-conscious real estate developments.

Conclusion

The internship at InsideMaps has been an invaluable learning experience, providing a unique opportunity to immerse myself in the innovative world of 3D marketing solutions. As a marketing officer, I had the privilege of analyzing and contributing to the company's digital marketing strategies, gaining insight into how technology and marketing converge to transform the real estate industry in the USA.

InsideMaps has established itself as a leader in the sector by offering user-friendly, cost-effective tools that enable immersive property visualization. Through strategic digital marketing activities, the company has effectively reached its target audience, enhanced brand awareness, and driven customer engagement. My role involved evaluating the current strategies, identifying areas of improvement, and proposing solutions to optimize marketing efforts in a competitive landscape.

This experience allowed me to bridge theoretical knowledge with practical application, developing skills in digital campaign management, competitive analysis, and customer engagement. I observed the critical role of innovation, adaptability, and customer-centric strategies in maintaining a competitive edge in the fast-paced tech-driven market.

The insights and experiences gained during this internship have not only deepened my understanding of digital marketing but also prepared me for future challenges in a dynamic business environment. I am confident that these learnings will contribute significantly to my professional growth, while the evaluation of InsideMaps' digital marketing activities has provided actionable recommendations to further the company's success.

Chapter 5

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