

**Internship Report on**  
**Digital Marketing process of ACI Motors Ltd.**

**Internship Report on**  
**Digital Marketing process of ACI Motors Ltd.**

**Submitted To**

**Mr. Siddiqur Rahman**

Assistant Professor

Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Submitted By**

**Fahim Muntasin**

ID: 191-11-6201

Bachelor of Business Administration (B.B.A.)  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Date of Submission: 30 January, 2025**

## Letter of Transmittal

Date: 30 January, 2025

Department of Business Administration

Daffodil International University

Daffodil Smart City (D.S.C.), Birulia, Savar, Dhaka-1216

**Subject:** Requesting acceptance of my report on "Digital Marketing process of ACI Motors Ltd."

Dear Sir,

During my internship, you requested that I prepare a report titled "Digital Marketing Process of ACI Motors Ltd." I'm pleased to inform you that my internship report has been completed and I'm extremely grateful to present the report to you.

I did everything possible to put this report together and did my best to gather pertinent and enlightening data. Working on this subject has been a wonderful experience for me. Within the allotted time and restricted resources, I tried to write a lively and thorough report.

Finally, thank you for allowing me to become acquainted with the notion of training and development as well as to hone my abilities, which will be useful in my future endeavors. I hope you find this report sufficient to fulfill the criteria of a B.B.A. internship. I would appreciate the chance to speak with you and would be obligated to give you more details if any additional elaboration or clarification is required.

Sincerely yours,



Fahim Muntasin

ID: 191-11-6201

Program: B.B.A.

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## Certificate of approval

This is to certify that the internship report titled "Digital Marketing process of ACI Motors Ltd." provided by Fahim Muntasin, ID: 191-11-6201, Major in Marketing, as a requirement of B.B.A. program under the Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has been recommended for submission and presentation.

Fahim Muntasin is a good and ethical person who is also an excellent student. It has been a true joy to work with him. I wish him the best of luck in life.



**Mr. Siddiqur Rahman**

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## Declaration

I am Fahim Muntasin. At this time, I can declare unequivocally that the work provided in my internship report has not previously been submitted to any other university/college or organization for any academic degree. The work I've done has no existing copyright, and no aspect of my report has been plagiarized from previous work done for a degree or otherwise.

I further certify that the study was created solely for my academic requirements and for no other reason. It may not be applied to the benefit of the corporation's adversary.



---

Fahim Muntasin

ID: 191-11-6201

Program: B.B.A.

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## Acknowledgment

I'd like to start by thanking Almighty Allah for allowing me to complete my internship and compose this report. This accomplishment would not have been achieved without His blessing and guidance.

I also want to thank my internship supervisor, Mr. Siddiqur Rahman, for his tremendous assistance and unwavering support throughout my internship. His informed suggestions and constructive criticism were important in crafting our study.

I'd like to acknowledge everyone who supplied me with pertinent news and corporate data, both of which were critical in compiling this report. This project would not have been feasible without their help and efforts.

The client has been a consistent source of support during my internship, giving me information and sharing their perspectives and ideas. Their constant support and encouragement are much appreciated.

Finally, I'd like to thank the clients who took part in my survey by answering my questionnaire. Their collaboration and helpful input were critical in developing the report's findings and recommendations.

Once again, I want to express my gratitude to everyone who helped make my internship and reports a success.

## Executive Summary

This study aimed to cover the Digital Marketing process of ACI Motors Ltd. This internship report is based on the three-month internship program I completed. As part of the program, I had the opportunity to work with ACI Motors Ltd.

I prepared the report based on my experience at ACI Motors. This study gave me a chance to know the ACI Motors market condition in Bangladesh. I worked with the Marketing department and gained valuable practical knowledge about sales and marketing. At the same time to know about the performance of ACI Motors Limited.

The report demonstrates my hard work in adapting to an environment and overcoming challenges to understand how ACI Motors operates in the industry. I have divided the report into five parts. I have discussed the overview of ACI Motors Ltd. It covered the organizational structure, management practices, leadership style, and human resource planning process. It also covered the marketing practices and MIS operations where the information about ACI Motors' digital marketing processes is included.

Lastly, I have to say that there might be some information about the company that may not be found in this report due to the security policy of the company as there are some specs where the company needs to be more confidential. After a discussion about the marketing practices of ACI Motors, I have ended the report with data analysis, findings, and recommendations along with a conclusion.

# Table of Contents

Letter of Transmittal.....	I
Certificate of approval.....	II
Student Declaration.....	III
Acknowledgment.....	IV
Executive summary.....	V
<b>CHAPTER-1: INTRODUCTION.....</b>	<b>1</b>
1.1 Introduction.....	2
1.2 Background of the study.....	3
1.3 Objective of the study.....	3
1.3.1 Broad Objective.....	3
1.3.2 Specific Objective.....	3
1.4 Methodology of Data Collection.....	4
1.4.1 Secondary Sources.....	4
1.5 Limitations of the study.....	4
<b>CHAPTER-2: COMPANY OVERVIEW.....</b>	<b>5</b>
2.1 Overview.....	6
2.1.1 Mission.....	7
2.1.2 Vision.....	7
2.1.3 Values.....	7
2.2 Organizational Structure.....	8
2.3 Management Practices.....	9
2.3.1 Leadership Style.....	9

2.3.2 Human Resource Planning Process .....	10
2.4 Marketing Practices .....	10
2.5 Management Information System and Operations .....	14
<b>CHAPTER-3: DIGITAL MARKETING PROCESS OF ACI MOTORS.....</b>	<b>15</b>
3.0 Digital Marketing Process.....	16
3.1 Research.....	17
3.2 Goal Setting.....	18
3.3 Digital Marketing Strategies (Strategy Development).....	19
3.4 Implementation.....	22
3.5 Results and Evaluation.....	25
<b>CHAPTER-4: FINDINGS.....</b>	<b>28</b>
Findings.....	29
4.1 Identified Problems.....	30
4.2 Recommendations.....	30
4.3 Conclusion.....	31
References .....	32

**CHAPTER ONE**  
**INTRODUCTION**

# CHAPTER-1: INTRODUCTION

## 1.1 Introduction

The economic foundation of Bangladesh relies directly on four key sectors: agriculture along with automobiles and consumer goods and the RMG sector. As previously documented the service industry contributes substantially to economic growth. This expanding nation takes significant economic benefits from importing its most needed products. The automotive industry now engages thirty percent of Bangladesh's total workforce. Employment growth along with poverty reduction and human capability advancement and car manufacturing scale all rely heavily on how well the automobile sector functions. Ongoing research efforts focus on obtaining advanced technological capabilities to produce new vehicles with enhanced design characteristics and to achieve manufacturing excellence through optimized manufacturing processes. Extended progress in this industry demands that we access present-day manufacturing technologies to produce innovative products. ACI Motors initiated operations by investing in a comprehensive array of machinery required to manufacture along with assembly and alignment and coating and denting while maintaining continuous quality control and extended post-purchase support. Each machine produces detectable functional outcomes. ACI Motors retains sole distribution rights for Yamaha Motors brands in Bangladesh to supply the high-demand FZS and FAZER and R15 ranging products. The Bangladesh-based production plant staffed by domestic labor helps reduce employment levels locally while maintaining the production of these models. ACI Motors provides top quality Agricultural Machinery (Tractor, Power Tiller, ACI Diesel Engine, Reaper, Rice Transplanter, Water pump, Mini combine harvester) alongside Infrastructure Dev. Machinery and other machinery (Generator, power supply) which it imports from various countries including China and India. ACI Motors runs its sales operations throughout the country through both standalone service centers and region-based dealership networks. All businesses operate through intense competition in complex real-life scenarios to achieve success during this critical market situation. The path to business stability requires strong perception strategies along with clear brand recognition methods. Customers find certain merchandise priced beyond affordable limits resulting in cash transactions becoming unavailable to them. During these situations ACI Motors gives customers the option to purchase items on credit followed by payment through a series of installments.

## **1.2 Background of the study**

Theoretical programs are unable to adequately prepare people for real-world application. When someone receives practical training they become expert enough to execute these activities flawlessly. All BBA students at Daffodil International University must participate in an internship service because this traineeship programs deliver important learning about dealing with actual business situations. The core aim of this program remains student orientation toward professional work. At Advance Chemical Industries (ACI) Limited I completed a three-month practical skills internship. The practical experience exposed me to hands-on learning possibilities for important soft skill development covering time management and organization together with adaptability as well as problem-solving and teamwork dynamics.

This report is titled “Digital Marketing Process of ACI Motors Limited” and was assigned by an academic supervisor.

## **1.3 Objective of the study**

### **1.3.1 Broad Objective**

The primary objective of this research is to assess ACI Motors’ digital marketing process to its intended audience within the mechanization industry. The study aims to offer significant insights and suggestions for enhancing the organization's digital marketing process.

### **1.3.2 Specific Objective**

1.3.2.1 To analyze the digital marketing process of ACI Motors Ltd.

1.3.2.2 To identify the problem relates to the Digital marketing process of ACI Motors Ltd.

1.3.2.3 To provide some recommendations based on the problem.

## **1.4. Methodology of Data Collection**

The nature of this report has been compiled by collecting relevant information through qualitative research from secondary sources. Various websites and relevant documents including reports, articles, publications related to the topic were explored. To do this, secondary sources were analyzed to achieve the support of meaningful and profound discussion of the subject.

### **1.4.1 Secondary Sources**

The data related to the company has been collected from:

- Digital Marketing Process & Standard Marketing Procedure of ACI Motors.
- The office memorandum.
- Publications.
- Various articles, books, and journals available on the internet.

## **1.5 Limitations of the Study**

- The time limit of the report was not sufficient
- Detailed information was not possible due to regulations and restrictions given by the organization.
- The adoption of the organization takes a lot of time.
- Relevant papers and documents were not enough.

**CHAPTER TWO**

**COMPANY OVERVIEW**

## CHAPTER-2: COMPANY OVERVIEW

### 2.1 Overview

The subsidiary of world-famous multinational ICI Plc operated as ICI Bangladesh Manufacturers Limited until it transformed into ACI through a management buyout in 1992. The company listed on Dhaka Stock Exchange since its establishment. As ICI Plc executed a management buyout to decamp all its shareholdings' companies adopted the new name Advanced Chemical Industries (ACI) Limited in 1992. The flagship subsidiary ACI Formulations Limited obtained public status via a direct market listing after its ACI parent company established it. Advance Chemical Industries (ACI) Limited operates as Bangladesh's leading conglomerate which maintains strong multinational status. The Public Limited status enables this company to serve 19,653 shareholders who include foreign and local constituents exceeding sixty in number. This Public Limited Company holds 19,653 shareholders who include both domestic shareholders exceeding sixty groups and select foreign allotment holders. AcI operates in five diversified business domains. The company maintains extensive lists of international associates alongside partners through multiple trade and business agreements.

ACI Limited owns ACI Motors Ltd. ACI Motors was founded in 2007, and has quickly become one of Bangladesh's top companies for Automobiles, Agricultural & Infrastructure Dev. Machinery and other machineries. The company sells tractors, power tillers, harvesters, rotavators, rice & wheat reapers, rice transplanters, water pumps, diesel engines, construction equipment, generators, and lubricants. ACI Motors provides extra parts, after-sales support, and funding.

ACI Motors delivers high-quality goods and services to improve Bangladesh's farming and construction sectors. The company works with Sonalika, Kobelco, Case, Lovol, Ajax-engg, Yamaha, Foton, Himoina, Liqui-moly, Marine, and Senci to offer clients high-quality goods.

ACI Motors' website has more than 120 dealers and 10 service centers across the country. A research and development center helps the firm better its products and introduce new ones. ACI Motors wants to rule Bangladesh's farming and construction equipment industry and boost the economy.

### **2.1.1 Mission**

ACI Motors has been focused on delivering quality products and first-class services to all areas of the customers. They are always concerned about the people. ACI's mission is to enhance the quality of life of a massive number of people through the responsible application of knowledge, skills, and technologies. ACI is committed to achieving excellence in their field employing world-class innovative products, inventive procedures, and services along with empowered personnel, to deliver the utmost contentment to their clientele.

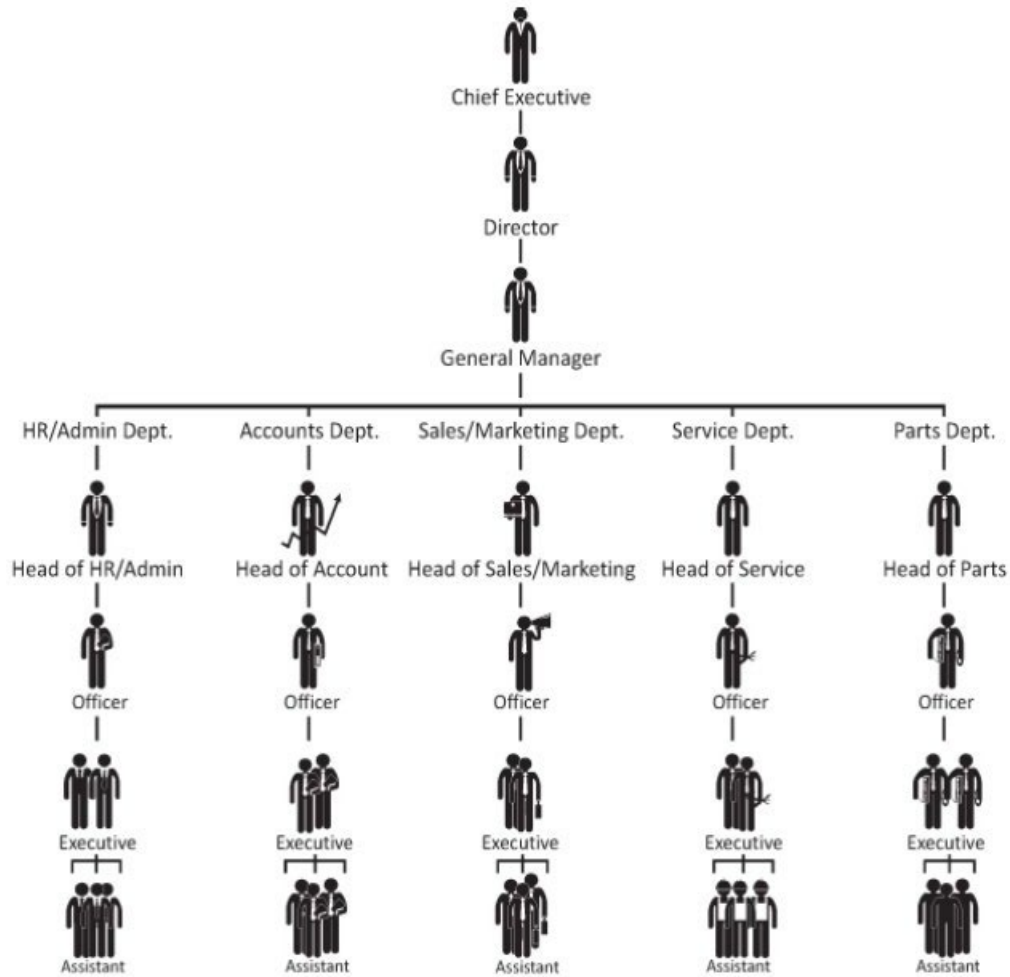
### **2.1.2 Vision**

- Offer our clients high-quality, dependable goods and services that deliver value for their money.
- Strive to assume a leading role in every area of our companies.
- Foster workforce growth by praising creativity and promoting employee empowerment.
- Encourage an atmosphere that values education and individual development.
- Using resources wisely and implementing the right technologies to get a high degree of productivity across the board.
- Encourage and support our distributors and suppliers in increasing their efficiency to promote equitable growth.
- Assure a higher return on investment by applying our core capabilities to run effective operations and resource management.

### **2.1.3 Values**

- Superiority
- Emphasis on the Customer
- Creativity
- Fairness
- Openness
- Constant Enhancement

## 2.2 Organizational Structure



### • HR Department

The HR department of ACI Motors thinks of creating a supportive work environment where creativity, innovation, and productivity are practiced. They know if these things are being practiced successfully then they can easily dynamically achieve the business excellence. Human resources are the main and most important resource for any company. ACI Motors thinks of providing needed support to develop the knowledge and skills of human resources. They also ensure an enjoyable work environment to fulfill the potentiality of an employee.

### • **Accounts Department**

The accounting department is responsible for managing the company's financial records, ensuring accuracy in financial reporting, and compliance with regulatory requirements. Financial Reporting, Budgeting and Forecasting, Accounts Payable and Receivable, Payroll, Tax Compliance, and Internal Controls conclude Accounting Department.

### • **Sales and Marketing Department**

The sales and marketing department is tasked with driving revenue growth and enhancing the company's market presence. Market Research, Sales Strategy, Advertising and Promotions, Customer Relationship Management, Brand Management, and Sales Operations conclude Sales and Marketing Department.

### • **Parts Department**

The parts department at ACI Motors is responsible for managing the inventory and supply of parts needed for vehicle maintenance and repair. Inventory Management, Procurement, Warehousing, Distribution, Customer Service, and Quality Control conclude Parts Department.

## **2.3 Management Practices**

### **2.3.1 Leadership Style**

The success achieved by ACI Motors originates from its streamlined leadership structure. The participative management style at this organization builds from innovation and growth and prioritizes customer happiness. Through inspiration participative leaders enable their teams to unite around common objectives. Under the banner of ACI Motors leadership consistently motivates expansion and transformation within the organization. Managers at this company actively support creativity within their workforce by pushing their staff to devise new practical solutions. The firm uses these developments towards both technology advancement and market-oriented product adaptation. ACI Motors' leadership emphasizes collaboration. Teamwork exists as well as mixed functional team operation alongside trust as fundamental organizational values for this firm. Executive leadership at the organization promotes environments which embrace inclusivity while promoting transparency alongside employee engagement opportunities. Through their combined efforts the company achieved competitive market leadership and cultivated a vibrant community network.

### 2.3.2 Human Resource Planning Process

ACI Motors execute a structured management process through their Human resource department. The recruitment process for compensation, training, and incentive methods is described below:

- **Recruitment Process:** ACI Motors selects candidates who are part of their internal workforce with external workforce candidates as another avenue. The company selects candidates who possess strong skills and expertise in their field. Human resources in ACI Motors prioritize those candidates who possess practical knowledge about business operations. Before finalizing their candidate choices the management team analyzes each aspect then develops a comprehensive assessment pathway to determine recruitment decisions.
- **System of pay:** The pay scheme exists to motivate and motivate and maintain workers. The company pays its workforce at levels that match the usual industry standards. Every year the organization provides salary hikes to its staff members which amount to 70% of their base pay.
- **Training and Development:** ACI Motors delivers its training methods through on-site practical experiences which occur at the workplace. ACI Motors allocates this initial period for new hires firstly to become familiar with organizational culture before bestowing their title of permanent employee at month three.
- **Appraisal method:** Target completion stands as ACI Motors' principal metric for evaluating team performance. The sales-based incentive targets unit volume to qualify employees for desired payments while monthly basic salary reaches a total increase of 70%.

### 2.4 Marketing Practices

The well-known company ACI Motors established a compelling marketing method to interact successfully with prospective customers in its market space. Through consistent delivery and invention the corporation built its trustworthy reputation while providing premium services that match numerous customer requirements.

- **Marketing Strategy:** ACI Motors employs a combination of online and offline marketing tactics in its overall marketing strategy. Social media engagement content and event sponsorship and tradeshow presence serve as foundational elements of the corporation's principle of sustaining enduring customer relationships. As part of its audience expansion method ACI Motors combines targeted marketing advertisements with email correspondent campaigns.

- **Targeting and Positioning Strategy:** ACI Motors directs its target positioning to provide dependable uninterrupted power solutions specifically for business clients with individual consumers in need of such technology. ACI Motors implements a customer-focused model to design proprietary products along with customized solutions which match individual client demands. ACI Motors features itself as an exclusive brand offering premium products made to excel forever and maintain enduring durability.

- **Marketing channels:** ACI Motors distributes products and services through three distinct marketing networks that involve direct sales teams and online stores and connected distribution points. As part of its post-sale support ACI Motors provides installation and upkeep services. The company continually introduces new products which support its target market requirements. The organization launched a new generator series that leverages atmospheric gases to provide an economical clean energy solution in comparison to classic diesel products. Generators that combine gas engines with sun and wind energy systems decrease both fuel consumption and pollution output.

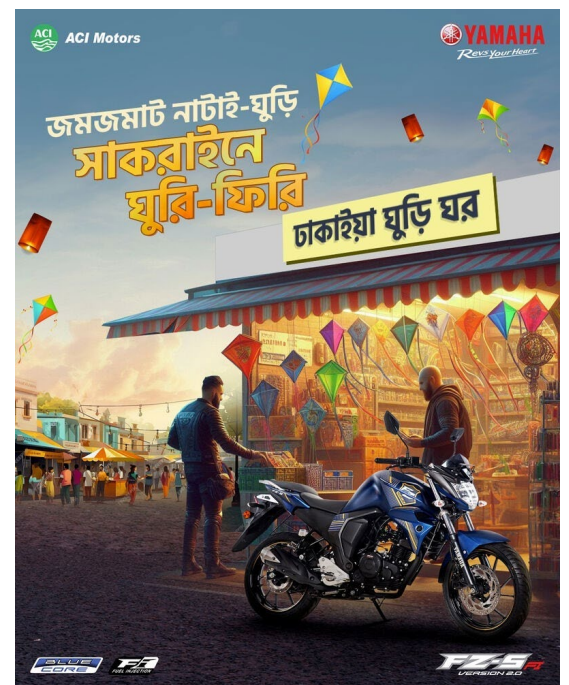
- **Branding activities:** To expand their business in Bangladesh ACI Motors prioritizes branding initiatives. Strategic brand initiatives help companies build better corporate reputations while educating customers about their products. The advertising efforts of ACI Motors function effectively to establish brand identity. The organization promotes its brands heavily through paper publications as well as television broadcasts and social media networks. By sponsoring sports contests along with events the company expands its brand exposure toward its target market audiences. Through digital marketing channels ACI Motors campaigns to raise visibility of its branded products. Their digital presence is robust through implementation of Search Engine Optimization alongside Building social media engagement and utilizing email to both attract and bond with their target audience. ACI Motors dedicates itself to sustaining lifelong customer connections through traditional ad campaigns and internet promotions to build up strong brand recognition. Clients benefit from a structured customer

service system delivering exceptional support alongside quick solutions for their problems. The ongoing preservation of a favorable company image at ACI Motors depends on the maintenance of client confidence and loyalty. ACI Motors needs targeted branding activities to maintain its leadership position within the Bangladeshi market sector. Brand image and customer recognition have increased because of several essential elements within the company's strong corporate features.



- **Advertising and promotion strategies:** ACI Motors uses a full spectrum of marketing approaches that incorporate print-based media alongside traditional outdoor advertising with modern digital advertising solutions. The organization utilizes influencer branding to extend product reach toward new consumer groups. ACI Motors focuses on internet marketing because they intend to enhance brand

visibility and create expanded audience demographics right now. Creative agencies handle most digital advertising tasks by creating static content and looping posts for publication on Facebook pages. Facebook pages require oversight from these agencies who manage the media acquisition steps needed to achieve successful audience expansion.



- **Critical marketing issues and gaps:** ACI Motors faces three major marketing obstacles including mounting market competition along with shifting consumer expectations and the need to track current marketing innovations and technological advances. For the company to retain its competitive advantage it needs to stay innovative and adaptable. In its marketing strategies ACI Motors puts first the development of a powerful brand identity while delivering outstanding service and products to its clients.

## **2.5 Management Information Systems and Operations**

ACI Motors has incorporated diverse information system practices to facilitate its business operations, in addition to its operations management practices. ACI Motors has implemented various information system practices in its business operations, such as the utilization of Enterprise Resource Planning (ERP) software and Customer Relationship Management (CRM) system. The Enterprise Resource Planning (ERP) software amalgamates various business functions, such as finance, procurement, and inventory management, into a unified system, thereby facilitating operational efficiency, minimizing redundancy, and augmenting productivity. Furthermore, the employment of a CRM system allows ACI Motors to effectively handle their customer interactions and enhance overall customer contentment. The aforementioned practices exemplify the organization's dedication to utilizing technology to enhance its operational procedures and ultimately provide superior products and services to its clientele.

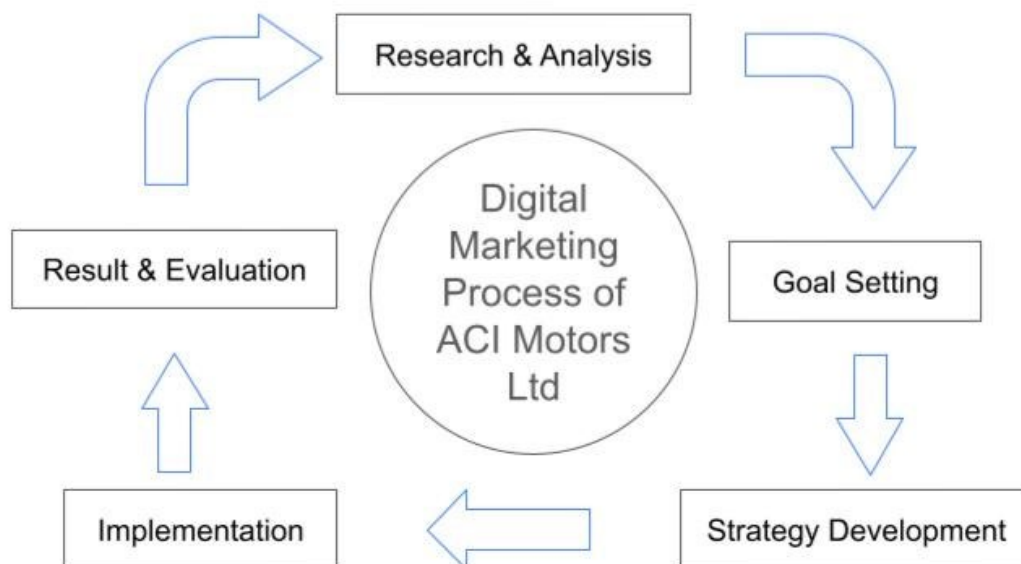
## **CHAPTER THREE**

# **DIGITAL MARKETING PROCESS OF ACI MOTORS**

### 3.0 Digital Marketing Process

The marketing trend has seen a dramatic alteration. Due to the substantial advantages and benefits that digital marketing offers over traditional marketing strategies, both consumers and businesses are currently moving towards digital marketing campaigns. Digital marketing has greatly aided buyers, consumers, and customers in this day of digitalization, whether they are purchasing or selling goods and services. To build their brand in the market and differentiate themselves from rivals and businesses that have already established a strong customer base, marketing teams may reach out to the largest possible audience by targeting buyers, sellers, and consumers worldwide.

The term "digital marketing" refers to any marketing strategy that involves buying, selling, promoting, or advertising goods or services online or through other digital platforms. The phrase "digital marketing process" has a broad definition and refers to a variety of techniques and procedures used to accomplish an objective digital marketing. The digital marketing process of ACI Motors includes numbers of steps, such as:



### 3.1 Research

ACI Motors Ltd's digital marketing process starts with the execution of research, which it considers as the groundwork for all forms of its marketing. It begins with an extensive assessment of the organization's website, Facebook pages especially concerning its general interface, the kind of controls used in laying out content, and how fast the website loads, how their pages response respectively. This goal is to make sure that the website not only has a right image of the brand but also presents a right look and feel to the visitors. Elegantly designed Websites, combined with functionally substantive architecture in a specific industry, demonstrate a critical importance of landing a visitor's attention and prompting their further assessment of a company's offering.

At the same time, marketing department reviews social media analytics of ACI Motors focusing on social networks amounts. This includes an assessment of the content quality and its relevance, the post update frequency and activity levels regarding audience interactions. The team then analyzes which post has a higher engagement rate, which has received more likes, comments and shares, and the overall reaction and language being used. This process helps keep the company's social media pages active, up and running with the sort of content the target market will like.

One of the major activities to undertake in this research process is to track and analyze the feedback the customer is logging in the firm through different online platforms. The team categories the comments gathered from the social media platforms, rating the websites and feedback forms in terms of customer satisfaction. These processed insights help ACI Motors to determine regular performed themes, concerns, or suggestions of the customers. This feedback is then used to spawning what we can do to improve or alleviate the pains our customers are going through, retain and improve the brand loyalty and general quality of service.

Target audience profiling is another important component of the study process at the research stage. The goal is also to split the audience into more defined groups with reference to the age, geography, occupation, or interests, among others. Nevertheless, given these basic parameters, the team also studies audience's behavior, such as activity, tendencies toward content, and decision making. These sorts of exhaustive profiling prove useful in developing accurate and specific Internet marketing promotions and advertisements.

Finally, the last phase involves the use of Google Analytics as advanced analytics tools to support the learning process. The major advantage of such tools is that they give detailed analysis of the traffic on websites, activities of users and conversion rates of several marketing campaigns and strategies implemented online. The use of analytics helps the team to be informed by data all the time and make continual improvements to campaigns and strategies.

In conclusion, the research section forms the fundamental part of ACI Motors' digital marketing. It arms the team with knowledge and understanding that it needs to be able to devise right strategies it needs to employ, enhance the overall brand online, and position the company akin to that of a market leader in the highly contested automotive industry.

### **3.2 Goal Setting**

Some of the recommendations given under include: As was earlier highlighted, without well-defined goals that are achievable, it becomes quite a herculean task to map a successful strategy for Aci Motors Ltd digital marketing endeavor. This process is all about working together as effective teams and with clearly designed objectives and aims that are closely related to the overall company strategies. Due to the engagement of numerous teams within the ACI Motors organization, all of which are equipped with exceptional general and specific knowledge, the company values an optimal approach to goal setting as each team's contribution enhances the overall organizational objectives.

The initial activity in this process focuses on goals which are specific, measurable, achievable, relevant and time-bound (SMART). These are fundamental objectives which serve as navigation models for every online marketing strategy. Both for each team input validates that the objectives are achievable, as well as useful in creating a logically connected and goal-oriented strategy.

Further, the digital marketing goals have been set in a way they align with the organization's higher business strategies of ACI Motors. Such correlation also guarantees that every endeavor in the field of digital marketing will keenly address the company's needs. For instance, the objectives may involve enhancing awareness of the company's products, getting more visitors to the site, and engaging customers through social media accounts, and identifying better quality leads that translate into customers.

There is a focus on the results that influence the company's performance in tangible terms. Strategies like raising brand awareness, increasing internet exposure, and reaching out to potential customers through particular campaigns concern ACI Motors and the company focuses on acquiring tangible outcomes.

By integrating collaboration with an emphasis on business goals, ACI Motors guarantees every digital marketing effort is meaningful and will positively impact the company's status. Creating suchality between all the industry players lays the foundation for Strategic Digital Marketing initiatives with superior and sustainable results.

### **3.3 Digital Marketing Strategies (Strategy Development)**

#### **3.3.1 Website & SEO**

The main online platform of ACI Motors Ltd is its website, which provides an opportunity to present a wide range of equipment available in the company, starting with agricultural equipment and ending with premium cars. fully aware of that importance, ACI Motors uses extensive Search Engine Optimization strategies. Through good on-site content, meta tag, keywords and good web page organization, it ensures high ranking on the search engine. These efforts allow ultimate customers to find the web site and operate within it, increasing the flow of interested people and queries.

#### **3.3.2 Social Media Marketing**

- **Facebook**

ACI Motors have incorporated Facebook to reach all the groups of people by constantly posting, advertising and making live posts. It is applied for teases and the introduction of product options, for catalogue of success stories and important information regarding the particular events or campaigns. Fundamentally, this strategy strengths the flow of information exchange on the social networks, which creates trust and awareness about the accounts to the followers.

- **Instagram**

Instagram is creative accounting for the picture-sharing website. Its profile is well-groomed, with daily fresh, beautiful, informative, and eye-catching pictures and short videos demonstrating the advantages of the products by ACI Motors. Such information may also involve slow-motion moments as to behind the scenes of production, or appealing images of customers themselves, as well as the equipment, thus tantalizing existing or prospective clients.

- **LinkedIn**

ACI Motors uses linked in as the professional site for networking and business announcements. It is used as a way of communicating business information, introduction of special relations, and business-to-business advertising. This approach also builds the company's image within the business society and creates relationships with other businesses.

- **YouTube**

The destination is vital to ACI Motors' multimedia plan because it is a video-sharing site. The channel includes product demonstrations, using the product, people's opinions on the product, and tours of its plants. This dynamic content gives the potential customers an insight about the products and how they can be used, this creates confidence about the brand.

### **3.3.3. Customer Reviews Handling**

ACI Motors is responsive to its customers at places where end-users post their comments; Facebook, Google my business, or any other online platform. Always and on time responds to most of the customer reviews, inquiries, and complaints signify the company's customer orientation. This approach not only complies the organization's proactive vision but also reduces conflicts by uncovering areas that need improvement according to the customer feedback.

### **3.3.4. Email Marketing**

There is no better way to convey a personalized message to the audience than through the personalized mass email campaigns used by ACI Motors. These campaigns revolve around the advertisement of new products and services, early bird discounts or service changes. Product differentiation is achieved when the company creates origin messages for corresponding customer segments; this enhances connection and sale.

### **3.3.5. SMS Marketing**

Smart messaging service is one of the fastest and efficient methods of reaching out to customize clients through prizes, promotions, and events notification as well as service reminders. The above immediate communication strategy help make sure that customers are informed and remain engaged hence provoking actions.

### **3.3.6. Paid Advertisement**

- **Magazine**

ACI Motors ensure that it takes print adverts in magazines that will be opted by a certain demographic, specifically the agricultural and industrial persons. They are useful for placing the brand's products and services in the limelight in specific niche markets.

- **News Channel**

Advertising through television commercials and sponsorships received by the popular news channels expand the outreach of ACI Motors as the additional tool of story telling supports highlighting key features of the products and their uses. These campaigns strengthen the market awareness of the company and serves as endorsement of its position as a market leader.

- **E- magazine, News Portal and News Site**

E-magazine and news portal ads relate to the target group of conscious, digital consumers. This strategy helps the ACI Motors to expand the company's coverage area towards the specific customer base that

is oriented on using the latest technologies.

### **3.3.7. Content Marketing**

Being one of the most important online activities, content marketing plays a critical role in the work of ACI Motors. To post on the company's blog, article, and videos, the company has a responsibility of publishing materials that will be useful to its followers. They can focus as simple as how to use the product to production mastery, industry innovations, and even client success stories and endorsements. This approach not only shows the background knowledge of ACI Motors, but also captures the audience's attention and update.

All these various digital marketing strategies are integrated and coordinated to guarantee ACI Motors Ltd a strong online marketing. In this way the company can involve its target audience, can increase the brand's popularity and gain a great result for the company.

## **3.4 IMPLEMENTATION**

### **3.4.1. Digital Marketing Tools**

The outcome of the ACI Motors Ltd's digital marketing communication plan depends on the ability to exploit various sophisticated tools that are used for campaign management, tracking and analysis. Social and search advertising strategies involve the use of Google Ads Manager, Meta Business Suite, and LinkedIn Ad Manager. Concerning the design and development of emails for marketing purposes, solutions as Mailchimp are used. Furthermore, getting tools such as Google Analytics can give a detailed insight into the flow of traffic to the specific website of interest and consequently, the behaviour of the users visiting that site. This approach to adopting digital marketing tools guarantees efficiency and effectiveness of marketing strategies as well as the accumulation of related data.

### **3.4.2. Collaboration & Partnership**

- **Influencer Collaborations**

Partnering with influencer that are in the same niche as agriculture, heavy machinery, or transport is

allowable for ACI Motors because it targets the particular audience. These influencers promote their persona using the company's products in an informing and convincing manner to the potential buyers. This partnership not only improve brand image but also increase the customer base of ACI Motors to targeted groups.

- **Local Business Partnerships**

ACI Motors is very much engaged in dealing with the local organizations such as dealers, service providers and retailers. These partnerships are symbiotic because they involve co-branding activities, cross promotion and special promotions. For instance, cooperation with agricultural cooperatives or trade associations allows ACI Motors to leverage existing customer bases and improve the company's penetration of local markets. These collaborations enhance the company's social bond with the community and at the same time widen the company's appeal to different groups of consumers.

- **Online Platform Partnerships**

To expand its online presence, ACI Motors engages with online channels like e-commerce portals, vertical specific sites and machinery selling sites. Such affiliations guarantee that the supply of ACI Motors' products is in front of the customer who is interested in acquiring machinery, vehicles, or other products. Further, interacting with aggregator sites and online review sites strengthens the credibility by seeking and displaying customers' feedback. Through the use of credible online platforms, ACI Motors increases its coverage and guarantees the target population visibility.

- **Event-Based Partnerships**

Sponsorship of and involvement in industry related events such as agricultural expos, machinery trade fairs and product launches are all effective ways of directly addressing its audience. These events are usually used for the purpose of showcasing the products for sale, holding live sessions and customer feedback. That is why cooperation with event organizers is mutually beneficial for ACI Motors: on the one hand, the company establishes itself as a market leader; on the other, it attracts potential buyers' attention.

- **Content Co-Creation**

Working with industry specialists, bloggers, and educational resources also help ACI Motors to create valuable content in webinar, tutorial, or technical guide forms. These partnerships give the company's audience an insight into its level of experience while creating awareness of proper usage of ACI Motors' products among the audience. Such initiatives help the company to become the industry authority and an advisor for its clients.

- **Partnership with Educational Institution**

ACI Motors organize its own workshops, training sessions and internships along with universities, agricultural institutes and vocational training centers. These collaborations help students and young professionals to be acquainted with ACI Motors products and services and hence create early customer base. In this way, the company invests in skills development, which contributes to its recognition as a socially oriented company while building the customer base for the future.

- **Cross-Industry Collaborations**

The company also looks for strategic companies in related industries like fuel industries and insurance industries among others. For example, ACI Motors might bundle its machinery with free or low-cost fuel cards or cheap or free warranty service. These cross-industry collaborations benefit customers and make ACI Motors unique from other competitors while meeting customer needs.

- **Sustainability Partnerships**

In order to target customers who are more conscious about the environment, ACI Motors involved in partnership with such bodies. Such partnerships focus on energy saving equipment, bio fuels, and environmentally sustainable agriculture. Through partnership with green organizations, ACI Motors also improves its corporate image and targets customers with green consciousness.

By adopting sophisticated technologies, proper alliances, and appropriate partnerships, ACI Motors Ltd guarantees the successful implementation of its digital marketing plans. These activities not only help to increase visibility in social media platforms but also create trustful relations between the company

and customers and partners which are critical for sustainable development.

### **3.5 RESULTS AND EVALUATION**

- **Important Performance Factors**

From the case, ACI Motors Ltd uses numerous Key Performance Indicators (KPIs) in measuring its digital marketing success. These KPIs serve as reference points so the company could evaluate the success of the objectives set and the effectiveness of its campaigns. By setting such measurable goals, ACI Motors makes sure that its online efforts are in line with general organizational objectives and enables a performance-focused strategy for creating sustainable success.

- **Website Traffic**

Website traffic is one of the fundamental values that speak of ACI Motors' presence on the Internet and the effectiveness of its advertising initiatives in targeting potential customers. Thus, high traffic means not only brand recognition but also an opportunity to base further conversion and inquiries on it.

Using tools like Google Analytics, ACI Motors is able to know how many people are coming to the site, where they are coming from and what they are doing on the site. The demographic and the interests of the users are other very vital information that can assist in perfecting the targeting of potential customers.

- **Social Media Engagement**

Public participation is an important indicator of ACI Motors' interaction with the audience. Measures of engagement like likes, share, comments, and amount of post and overall interaction present the result of the company's content marketing strategy and the customer's interest in the firm's products and services.

Engagement metrics on social media platforms such as Facebook, Instagram and LinkedIn are measured through Meta Business Suite and Hootsuite. This information is useful to the company in order to know which content type is well received by the audience in order to plan for future campaigns.

- **Conversion Rates**

Conversion rates give the exact picture of how much the digital marketing techniques used by ACI Motors affect the customers. Such actions may include providing inquiries, subscribing for update or making purchases. Higher conversion rates mean that the company's content and CTAs are convincing the visitors to take further steps.

Through the tools placed in the website and the company's social media campaigns, ACI Motors maps the visitor journey and sees which steps result in the conversion. It enables corrections that make marketing activities more effective in their general application.

- **Customer Feedback**

Customer feedback provides the qualitative view of how satisfactory ACI Motors is to customers. Such inputs may include reviewing customers' comments on the product at social media, use of feedback forms/ questionnaires and any complains they may have; this shows the level of satisfaction of the customers and the areas they may deem fit to complain about.

While collecting feedback ACI Motors pays attention to social media, Google Reviews, and emails containing feedback forms. It is also self-explanatory that sentiment analysis tools assist in grouping the feedback into more workable categories of action that the company can take to enhance the quality of its customer relations.

- **Metrics and Analytics**

In order to cover all the aspects of its digital performance, ACI Motors uses a wide range of metrics and analytics. This includes gathering, analyzing and responding to information from several channels in order to enhance efficiency of its strategies.

- **Campaign Metrics**

Every campaign is carefully analyzed by such factors as click through rates, engagement and conversion rates. These metrics can help to easily understand to what extent certain campaigns are beneficial for

the ultimate marketing objectives.

Sorting specific campaigns that are highly successful and specific fields that require enhancement, ACI Motors finds a way to allocate resources and tweak some strategies for future goals.

- **A/B Testing**

ACI Motors uses A/B testing to compare one or more variants of digital assets including websites, ads and emails. This in turn assists in defining which variation performs better in regard to the engagements or the conversion rates.

A/B testing helps the company to work on the digital marketing elements step by step and get a better result in the long run.

# **CHAPTER FOUR**

## **FINDINGS**

## Findings:

### 1. Research and Analysis

In the digital marketing process of ACI Motors, research and analysis are the foundation for understanding market trends, customer needs, and competitor activities. By using data analytics tools, customer surveys, and trend analysis, ACI Motors gathers insights to make informed decisions.

- Data-driven decisions reduce guesswork and lead to more effective campaigns.
- Understanding customer behavior helps create targeted strategies that resonate with the audience.

### 2. Goal-Oriented Marketing

This stage focuses on setting specific, measurable, achievable, relevant, and time-bound (SMART) goals for ACI Motors' digital marketing initiatives. Goals may include increasing website traffic, boosting sales, or improving brand visibility.

- Clear goals provide a roadmap, ensuring all efforts are aligned and measurable.
- Focused objectives lead to better resource allocation and improved ROI.

### 3. Strategy Development

ACI Motors develops a comprehensive digital marketing strategy, including content marketing, search engine optimization (SEO), social media campaigns, and pay-per-click advertising. The strategy aligns with the defined goals and audience preferences.

- A well-planned strategy ensures consistent brand messaging across all channels.
- Incorporating innovation in strategy development enhances audience engagement.

### 4. Implementation

In this phase, ACI Motors executes its digital marketing strategies using platforms like social media, email, and online advertising. Effective project management ensures all activities are carried out efficiently.

- Prompt execution allows the company to stay ahead of competitors.
- Real-time tracking and adjustments improve campaign outcomes.

## 5. Results

The results phase involves Key Performance Indicators (KPI's) evaluating the performance of the digital marketing campaigns by analyzing metrics such as conversion rates, customer engagement, and ROI. This data is used to identify successes and areas for improvement.

- Measurable results provide clarity on campaign effectiveness, fostering continuous improvement.
- Positive outcomes build confidence in digital marketing as a vital growth tool for ACI Motors.

### 4.1 Identified Problems

- Lack of consistent social media activity or under-optimized website SEO leads to struggle with establishing a robust online presence, which can reduce its reach and brand awareness among potential customers and lowers customer acquisition rates.
- Ads or content are often not aligned with customer preferences or buying behaviors which results inaccurate identifying and targeting the right audience segments.
- Inability to utilize advanced tools of digital marketing (Google Analytics, Google AdWords, Slack, Mailchimp) can limit the scope and effectiveness of campaigns, hindering ACI Motors from competing effectively.
- Lack of proper analytics tools or expertise indicates to inability to track ROI or interpret customer behavior data.
- Falling behind in adopting new trends and technologies in digital marketing, such as AI, video marketing, or influencer collaborations, makes campaigns outdated.

### 4.2 Recommendations

- Create a comprehensive social media calendar for consistent posting and engagement, while optimize the website with advanced SEO techniques, high-quality content, and technical improvements.
- Utilize market research and customer surveys to understand audience preferences and pain points, and use personalization techniques like dynamic ad content or tailored email campaigns to resonate with specific customer segments.
- Budget for Google Analytics, Ads, and Mailchimp, provide marketing team training, and use Slack for efficient campaign planning and execution.
- Train marketing staff in advanced analytics tools (Tableau, Qlik, Sisense) to track ROI, customer

engagement, and conversion rates, and implement real-time dashboards for informed decision-making.

- Stay updated with industry trends and technologies through blogs, webinars, and conferences, and explore innovative strategies like AI-powered chatbots, video marketing campaigns, and influencer collaborations.

### **4.3 Conclusion**

Regarding their products and digital marketing initiatives, ACI Motors demonstrates both strengths and needs for growth. It follows that there is room for improvement in the company's performance from the perspective of digital marketing efforts.

Based on their digital marketing materials, a significant percentage of customers express likeliness to purchase and show some inclination to explore purchasing and recommending ACI Motors' goods. However, there is also a significant group of respondents who appear indifferent or unsatisfied towards purchases and online marketing initiatives. ACI Motors has to pick the chance to strategize more digital marketing activities to grab more customers' likelihood to purchase their products. As they had great goodwill earlier it is expected that the customers will be very loyal to the company and ACI can make a good revenue in this segment.

## References

- <https://acimotors-bd.com/>
- <https://runnerautomobiles.com/>
- <https://www.heromotocorp.com/en-bd.html#menu-498495752>
- <https://tvsabl.com/>
- **Kotler, P., Armstrong, G., & Opresnik, M. O. (2020).** *Principles of Marketing (18th Edition)*. Pearson Education.
- **Chaffey, D., & Smith, P. R. (2017).** *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing (5th Edition)*. Routledge.
- **Ryan, D. (2016).** *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (4th Edition)*. Kogan Page.
- **Lovelock, C., & Wirtz, J. (2022).** *Services Marketing: People, Technology, Strategy*. World Scientific Publishing.
- **Tiago, M. T. P., & Veríssimo, J. M. C. (2014).** Digital Marketing and Social Media: Why Bother? *Business Horizons*, 57(6), 703–708.
- **Järvinen, J., & Karjaluoto, H. (2015).** The Use of Web Analytics for Digital Marketing Performance Measurement. *Industrial Marketing Management*, 50, 117–127.
- **Kingsnorth, S. (2019).** The Digital Marketing Strategy Framework. *Journal of Marketing Strategies*, 12(3), 95–102.

# Internship report

---

## ORIGINALITY REPORT

---

14%

SIMILARITY INDEX

14%

INTERNET SOURCES

0%

PUBLICATIONS

2%

STUDENT PAPERS

---

## PRIMARY SOURCES

---

1	<a href="https://dspace.bracu.ac.bd">dspace.bracu.ac.bd</a> Internet Source	6%
2	<a href="https://dspace.uiu.ac.bd">dspace.uiu.ac.bd</a> Internet Source	4%
3	<a href="https://dspace.daffodilvarsity.edu.bd:8080">dspace.daffodilvarsity.edu.bd:8080</a> Internet Source	1%
4	Submitted to BRAC University Student Paper	1%
5	<a href="https://www.coursehero.com">www.coursehero.com</a> Internet Source	<1%
6	<a href="https://technekaizen.com">technekaizen.com</a> Internet Source	<1%
7	<a href="https://dspace.bracu.ac.bd:8080">dspace.bracu.ac.bd:8080</a> Internet Source	<1%
8	<a href="https://dspace.uiu.ac.bd:8080">dspace.uiu.ac.bd:8080</a> Internet Source	<1%
9	<a href="https://fastercapital.com">fastercapital.com</a> Internet Source	<1%

---

10	geebo.com Internet Source	<1 %
11	lattice.com Internet Source	<1 %
12	www.coursera.org Internet Source	<1 %
13	businessinspection.com.bd Internet Source	<1 %
14	research.thea.ie Internet Source	<1 %
15	"Community Empowerment, Sustainable Cities, and Transformative Economies", Springer Science and Business Media LLC, 2022 Publication	<1 %
16	creativereleased.com Internet Source	<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off