

Internship Report

On

An Analysis on

Digital Marketing Campaigns of Akij Food and Beverage Limited

Letter of Acceptance

I am very pleased to declare that Md. Fahim Uddula, ID: 162-11-339, BBA 40th Batch Daffodil International University has successfully completed her Internship program entitled “An analysis of the digital marketing campaign of Akij food and beverage limited” under my direct and active supervision.

The report is recommended for submission.

.....
Dr. S M Shohel Rana

Associate Professor

Department of Business Administration

Daffodil International University

Acknowledgement

Bismillahir rahmanir rahim, all praise to the almighty and the supreme governor of the universe for giving me the strength to successfully complete the internship program. Achieving any goal requires many help and support from various way rather than sources. I am very lucky to get the help and support.

I pay my heartiest gratitude to my honorable supervisor Associate Professor Dr. S M Sohel Rana, Department of Business Administration who helped me to make this report.

Moreover, I am very grateful to the executives who have helped me, given their time to me for making this report. I would like to thank Maidul Islam (AGM & Brand Head of AFBL), Ariful Huq (Assistant manager digital marketing), Abdul wadud Chowdhuri (senior executive media), Abdul Aziz (Assistant manager Brand), Amlan Biswas (Executive digital marketing), Newaz Mohammod Hasan (Jr.Executive digital marketing), Md. Rejaul karim (senior executive Brand),Adnan Shafique(Senior executive Brand).

Declaration

I, Fahim Uddula hereby provide the complete affirmation that the report entitled “An analysis of the digital marketing campaign of Akij food and beverage limited” is prepared by after completion of internship program in “Akij Food and Beverage Limited (AFBL)”, Under the excellent supervision of Dr. S M Sohel Rana, Associate Professor, Department of Business Administration, Daffodil international University. I also ascertain that the report is completely substantive and reliable from all of the propagation. It is prepared for academic requirement BBA program not for other motives.

I hope that honorable faculty will consider my mistakes with graceful perspective.

.....

Md. Fahim Uddula

ID: 162-11-339

Major in Marketing

Program: Bachelor of Business Administration

Department of Business administration

Daffodil International University

Executive Summery

“Akij Food and Beverage Limited” is one of the leading companies in Bangladesh. The Company has attentively formed the factories with the good and premium standard with the most update technologies and the company manufacturing the wide range of products like, carbonated soft drink, juice, energy drink, snacks. chips, drinking water. Their product gains the national and global reputation and also, they started their business on east Asia, Middle east Africa. It’s a very big achievement for a country like Bangladesh.

This is a report on “digital marketing campaign analysis”. The main purpose to make the report is to identify the marketing activities of “Akij food and beverage limited” and their digital marketing campaigns and also their way of doing those digital marketing campaigns. After identifying those things and analyzing those digital marketing activities must be identified the problems and give solutions for solving those problems.

Akij Food and Beverage Limited does their digital marketing activities very sincerely. They are very responsible for their work. They conduct their campaigns under strict supervision but some time their target market or way of doing digital campaigns won’t work properly so after analyzing the digital marketing campaigns we can understand that they also have some problems and they should solve that and also give mire focus on their target customer and customer benefits.

Abstract

AFBL is a renowned beverage company in Bangladesh. The main goal of this report is entitled “An analysis of the Digital Marketing Campaigns of AFBL”. In this report has been covered 6 chapters like- Introduction, company overview, theoretical prospect, Analysis of the digital marketing campaigns and the last chapter is problems, recommendation & conclusion.

The first chapter, describe introduction of Akij Food & Beverage, Origin of the Study, Objectives of the Study, Methodology of the Study, Scope of the Study, Limitations of the Study. The second chapter, compose, overall scenario of AFBL means how they set their mission, vision, goal for growth and improvement of all aspect of its operation. The third chapter, Theoretical prospect of marketing, this chapter is containing about what is market, marketing, traditional, digital marketing Market, Digital Marketing Tools, Digital Marketing Platforms, Digital Marketing Campaign, Media Buying, GDN. The fourth Chapter, describe Products of AFBL, Competitors Portfolio, Some Recent Digital Marketing Campaigns of AFBL, Tomar Golpe Hobe Biggapon, Video Summary Report, Static Post Summary Report, YouTube, GDN (Google Display Network), CLEMON Consumer Promotion (CP) Campaign, Video Summary Report, GDN (Google Display Network), Mojo Tri Nation Series Campaign, Post Summary Report, Twing-Cricket-World-Cup-Campaign, Post Summary, Farm Fresh Thematic Digital Campaign, Joint Campaign with R TV Online. Finally, the last chapter, disclose several problems have been identified during the period of internship and also put some recommendations to solve this problem. I have realized from the working background that Digital marketing campaigns is actually an effective way to sustain in the competitive market now a days.

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Chapter-1

Introduction



Akij Food & Beverage Ltd.

Brings Quality in Life.®

(A concern of **Akij Group**)

1.1) Introduction:

Story of Akij Group continuous back to later part of the 40ties. In its early childhood, the Group run in respectful way with jute dealing which was known as the “golden fiber of the country”, earning biggest part of foreign currency. Akij Group's constant attempt with active management and support from our various clients have led the Group in expanding its business bustle.

Akij Food & Beverage Ltd. (AFBL) a sister concern of Akij Group Started its activity in the year 2006. AFBL mass-produce a broadfield of light meal and Beverage of both National & International Market alike. AFBL is a Project cost \$70 million & is deriving by the mother company Akij Group. AFBL begin its manufacturing at 400 (bph) in the carbonated soft drinks line and 300 bph in the juice line. In a couple of one and a half years we have boost our capacity to 1800 bph. At present our aptitude one is at the ground breaking rate of 1900 bph. So, in almost three years' time our competency has gain three folds, during this same time most of our brands became either number one or are almost on the edge of becoming number one in their various categories. Most of our appliances have been shipped from world famous brands as Crones, Tetra Pak, Alfa Laval, Spa, and Risky to gain best aspect.

1.2) Origin of the Study:

AFBL is one of the well-equipped and country leading local manufacturers of soft drinks in FMCG sector. In the arena of globalization and free trade, it is very tough to compete in this Energy drinks and the competition style of this sector changing day by day. The AFBL is continuously upgrading itself with this changing environment of competition. My study or research initially shows the digital marketing activities of AFBL, and its Digital marketing campaigns analysis. Then the analysis of AKIJ Group and also Akij Food & Beverage Ltd (AFBL).

This is a unit of Akij group, is presented. After the company illustrative part, analysis segment is consolidated. opening with Competitive analysis of AFBL, SWOT analysis, AFBL principles and Branding strategies. Different National and MNCs institutions are now on the field to fulfill the comprehensive demand. AFBL necessary expert Marketing and Branding which is curiously different from the manufacturing and other service sector companies. Because all companies of this industry need to advance them consistently to stay in the competition. Every day the customers' Demands and taste are turning and the competitors are also offering modified products, which is the description of this industry. So, the success in this industry depends largely on the continuous upgrade of marketing activities, AFBL has strong presence of Digital marketing. I have gathered conceptual knowledge as well as practical knowledge.

1.3) Objectives of the Study:

- ❖ Main objective:

- The main objective of the study is to analysis the digital marketing campaigns of AFBL.

- ❖ Specific Objective:

- To identify the digital marketing activities;
- To analysis the way they do the marketing campaigns;
- To find out how the digital marketing campaigns work;
- To find out how they conduct the whole process of digital marketing campaigns and also what tools they use;

1.4) Methodology of the Study:

Methodology is a way to systematically solve problems of a study or any research. The information and data comparison are based on company's internal report and some other document and data study has dome for the information comparison and is was a part of my report. AFBL gives a huge amount of knowledge and scope and also experience by taking part in the digital marketing mechanism of AFBL.

1.5) Scope of the Study:

The main purpose or intention of this report is to analyze the digital marketing campaigns of “Akij Food and Beverage Limited” here I can manage to gather the knowledge about how an organization conduct their digital marketing campaigns effectively and the practical experience about that. After working with them I can understand that digital marketing is a must for any business growth. Now I know how and why digital marketing plays an important role in any business or in marketing. The study is very helpful for me to find out the drawback and faults in digital marketing in the business. AFBL give me a vast knowledge about digital marketing campaigns by talking with the employees. Here I manage to gather knowledge about how an organization work and identify their digital marketing campaigns and process and complete them effectively.

1.6) Limitations of the Study:

I have tried my level best to include all important information about “Akji food and beverage limited” and information related to this report and also necessary information about the digital marketing campaigns provided by executives, and managers of the digital marketing team, But due to some privacy issue various important information about this company cannot be included in this report. For finishing the report, I had faced some problems, those problems are:

- **Lack of knowledge:** As a student, in the research field, I have no past experience of data collection, data processing, data analyzing, integrating and presenting. So, it is a limiting factor for obtain accurate information.
- **Time Limitation:** There was time limitation for this research project. That made difficult to get all information.
- **Company Policy:** Getting some relevant papers and documents were strictly prohibited by the policy of the company.
- **Data Collection Process:** sometime data collection process for this report have cause some limitation in this study because it is very time consuming and hard to collect.
- **Busy Environment of AFBL:** The busy environment of the office sometime had been a problem for data collection.

Chapter-2 Organizational Profile of Akij Food and Beverage Limited



Akij Food & Beverage Ltd.

Brings Quality in Life.®

(A concern of **Akij Group**)

2.1) Introduction

Akij Food & Beverage Ltd. (AFBL), a reputed name in Food Making and Marketing part in Bangladesh, Opened its expedition formally in 2006 with just only three products but in a period of 10 years, the company broaden its area of manufacturing in Food and Beverage aria by summing a good figure of output which engage the consumers broadly and win commissary goodwill. This has been built possible by the ambitious concept of its antecessor late Sk. Akijuddin and its holder Mr. Sk. Shamimuddin.

AFBL is right now manufacturing almost all kind of food and food build beverages.

It has created the plants of high quality with most updated automation and has been manufacturing wide varieties like carbonated soft drinks, juices, energy drinks, snacks, chips, dairy products, drinking water etc. The goods of snacks and beverages by “AFBL” earns both national and international reputé and find international market of South-East Asia, East Asia, Middle East and Africa. This is no doubt a phenomenal achievement by a Bangladesh Company.

2.2) Business Philosophy:

Akij Group differentiated their business in Food & Beverage business because in Bangladesh we have 17 corers people. It is large market size to assist and food is required continuously for the community. Akij food & beverage want to assist quality food for their target market. In soft drink market, there are many local & foreign association. Akij want to be local unique softdrinksmanufacturer with the same quality of foreign company. For this ambition AFBL produces CSD for young target class who like to live stylist life. Main tag line of AFBL is

“Brings Quality in Life” AFBL is an global company. At this moment AFBL allot their products at 30 plus countries.



In Akij house AFBL has sales and marketing department. The task of this administration are very broad and effective. Main task done by this departments are,

- Product development
- Branding Department
- Raw material sourcing
- Find out or create market for its product
- Price set up
- Packaging development
- Developing communication strategy
- Preparing sales forecast
- Maintain sales management in the field
- Keeping record of sales and stock
- Collection & analysis of competitors information

Beside all of these AFBL perform day to day business activities. Undermarketing & sales department, a Brand team performs the key role of real marketing.

2.3) Vision:

To be the leading food & Beverage brands excelling in product quality, social, technical & marketing

creativity; and service to our customers through the skills and cordial commitment of our employees.

2.4) Mission:

To be the market leader in quality food & beverage sector discovering & satisfying the desire & need of the community working in harmony with our customers, employees and business partners.

2.5) Goal:

To achieve market leadership, profitability, good corporate citizenship and a sustainable growth.

2.6) Objective:

The main objective of the company is to increase the market share in related diversified products in Bangladesh and to assure the potential customers of the quality and durability of the products.

- Believing in quality and excellence in service.
- Believing open communication, personal responsibility, integrity and active participation.
- Supporting the creative diversity and share of ideas.
- Building culture of learning based on leadership, teamwork, accountability and co-operation.

Chapter: 3

Theoretical

Aspects

3.1) Market:

Market is an intermediary that allows buyers and sellers of a exact goods or services to connect in order to facilitate a casting. The types of market may either be a substantial marketplace where people come together to transfer goods and services in person or implicit market wherein buyers and sellers do not reach out with each other.

3.2) Marketing:

According to Dr. Philip Kotler – Marketing is the process by which companies create value for customer relationship in order to capture value from customers in return.

According to American Marketing Association – Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large (AMA,2008).

3.3) Traditional Marketing:

Traditional marketing is a rather broad category that includes many forms of broadcasting and marketing. It's the most detectable types of marketing, encompassing the advertisements that we see and hear every day. Most traditional marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

3.4) Digital Marketing:

Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile.

3.5) Digital marketing Tools:

- Google Trends
- Google Keyword Planner
- Ahrefs
- AppAnnie
- Serpstat
- SimilarWeb
- Buzzsumo
- Facebook Audience Insights
- Facebook Ads
- Google Adwords
- Bing Ads
- Appstore Search Ads
- Manychat
- Pushengage
- Leanplum
- Google Analytics
- Facebook Analytics
- Yandex Metrica
- Google Data Studio
- Webris SEO Report Tool

3.6) Digital Marketing Platforms

- Facebook
- LinkedIn
- YouTube
- Google AdWords
- Google Display Network

3.7) Digital Marketing Campaign:

A digital marketing campaign is an online marketing system put forward by a company to drive engagement, conversions, traffic, or revenue. The campaign ties in with the overarching goals of the organization and includes one or more digital channels in the efforts.

3.8) Media Buying:

Media Buying is the process where commercial ads or newspaper ads taken for the promotion and reach or viewed by the target audience or TG.




3.9) GDN:

Its a network of websites which run Google ads. The ability to choose the right keywords and topics/Google partner sites with an effective creative strategy will define success. Google Display Network Advertising can be a very effective strategic marketing tool to improve your Adwords/Pay-per-Click (PPC) ROI.

Chapter4: Analysis of the Digital Marketing Campaigns

4.1) Products of AFBL:

“Akij Food and Beverage Limited” recent launching products basically carbonated beverage drink or line is earning popularity among carbonated beverage lovers and also water consumers. Basically, these carbonated beverage drinks are getting popular among the teenagers and children. the brand Speed earned popularity so fast among the customers with in a short period. Presently the organization is able to introduce various kind of products that increase the dept of the category of the Akij food and beverage limited. Now the company offers in the market these types of products and the product list are shown below:

Product categorization	Brand Name	SKU	Out Look& Tag Line
Cola	Mojo	250ml pet and can, 500ml pet, 1 liter pet and 2 liter pet.	
Diet Cola	Mojo Light	250 ml Pet and Can	
Cloudy Lemon	Lemu	250ml pet and can, 500ml pet, 1 liter pet and 2 liter pet.	

Orang Drink	Twing	250ml, 500 ml, 1 liter	
Clear Lemon	Clemon	250ml pet and can 500ml pet, 1 liter pet and 2 liter pet.	
Energy Drink	Speed	250ml pet and Can	
Juice	Frutika	250ml pet and 1 liter.	
Milk	Farm Fresh UHT milk	200ml, 500ml and 1 liter pack.	

Malt Beverage	Wild Brew	250ml can.	
Chips	Cheese Puffs, O'poteto	15g and 30g Foil pack.	
Drinking Water	Spa	250 ml, 500ml, 1.5 liter, 2.25 liter, 5 liter	

4.2) Competitors Portfolio:

A very competitive situation moving around the beverage corporations of Bangladesh. Various big and local and also multinational organizations show rivalry in the market and perform various task to grab the maximum market share. AFBL competitors list are given below as per the product:

Product Category	AFBL: Brands	Competitors' Brands
Carbonated Soft Drink (CSD)-	MOJO	<ul style="list-style-type: none"> • Coca-Cola • Pepsi • RC Cola • URO Cola • Maxx Cola

Carbonated Soft Drink (CSD)	Mojo Light	<ul style="list-style-type: none"> • Pepsi Diet • Coca-Cola Diet
Carbonated Soft Drink (CSD)-CLOUDY LEMON	Lemu	RC Lemon URO Lemon PRAN Lemo
Carbonated Soft Drink (CSD)- CLEAR LEMON	Clemon	7UP Sprite Pran-up Fizz-up
		Chaser Clear-up
Carbonated Soft Drink (CSD)-Orange Drink	Twing	<ul style="list-style-type: none"> •Merinda •Fanta •URO Orange •Pran Orange Drink
Energy Drink	Speed	Tiger Power Shark Black Horse
Drinking water	Spa	<ul style="list-style-type: none"> • Mum • Fresh • Acme • Jibon • Pran • Aquafina
Non-Alcoholic-Malt Beverage	Wild Brew	<ul style="list-style-type: none"> • Crown • Oscar • Braver
Fruit Juice	<ul style="list-style-type: none"> • Frutika 	<ul style="list-style-type: none"> • Frooto • Pran Juice • Acme Juice • Shezan Juice • Others (Foreign Brands)

Dairy products:	Farm Fresh	<ul style="list-style-type: none"> • Milk-Vita • Arong Milk • PranUHT • Aftab UHT
Chips	Cheese Puffs O'poteto	<ul style="list-style-type: none"> • Potato Crackers • Mr. Twist • Pran Chips • Lays • Alus

4.3) Some Recent Digital Marketing Campaigns of AFBL:

- Speed - Tomar Golpe Hobe Bigappon
- CLEMON Consumer Promotion (CP) Campaign
- Mojo-Tri Nation Series -Campaign
- Twing-Cricket-World-Cup-Campaign
- Farm Fresh Thematic Digital Campaign
- Spa Health Tips Campaign

4.4) Speed - Tomar Golpe Hobe Bigappon:



Video View Summary:

- Campaign Duration: 3rd Oct to 21st Oct
- Total View: 2704955
- Unique View: 2184091
- 3 Seconds Video Views: 2704955
- 10 Seconds Video Views: 1397063
- Average Video Watch Time: 0.07s
- Total Reach: 4185146

Video View Summary:



Performance for Your Post

🕒 Minutes Viewed	759,705
🎬 1-Minute Video Views	—
🎬 10-Second Video Views	1,397,088
🎬 3-Second Video Views	2,705,010
🕒 Average Video Watch Time	0:07
📊 Audience Retention	>
👤 Audience and Engagement	>

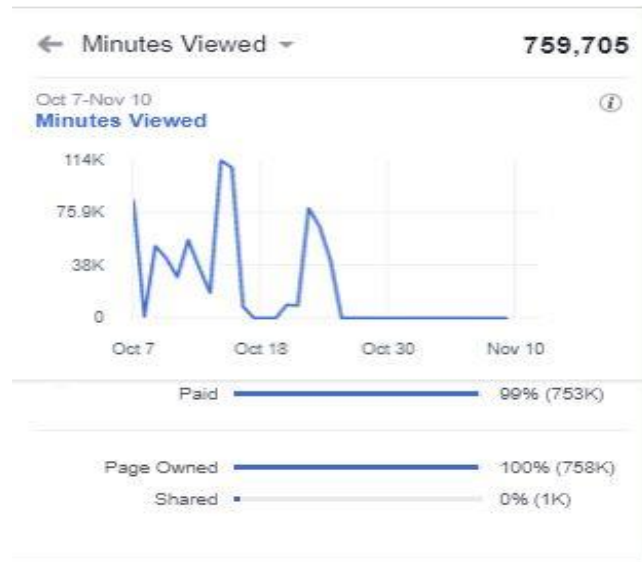
Speed Heby Energy: SPEED TMAR GOLPAY HOBE BIGGAPON...
ছদ্ম মারলেই বল চলে যাচ্ছে পৃথিবীর বাইরে কিংবা ফুটু দিলেই ব্যতাস উড়িয়ে নিয়ে যাচ্ছে সব - এমন সব খেঁকি ঘটনা ঘটছে চারপাশে। "তোমার গল্পে নতুন বিজ্ঞাপন" প্রতিযোগিতায় অংশ নিতে তোমার জানা এমন সব খেঁকি ঘটনা লিখে পাঠাও আর সেই গল্পে হবে স্পিডের নতুন বিজ্ঞাপন।...

0:31 - Uploaded on 10/07/2019 - View Permalink - Copy Video ID

Minutes Viewed: 759,705min

Organic Video Views: 6500

Paid Video Views: 753,000



10 seconds video views: 1397063sec

Organic Video Views: 11,000

Paid Video Views: 1,300,000



3 Seconds View: 2704955sec

Organic Video Views: 23,000

Paid Video Views: 2,600,000



4.5) Video Summary Report

Post Type	Number of Post	Duration	Reach		Impressions		Engagement
Video	1	3 rd Oct to 21 st Oct	Organic	44021	Organic	53580	47k
			Paid	4,176,326	Paid	9071624	
			Total Reach	4,220,347	Total Impressions	9125204	

4.6) Static Post Summary Report:

Post Type	Number of Post	Duration	Reach		Impressions		Engagement
Static	07	3 rd Oct to 21 st Oct	Organic	37711	Organic	38817	31228
			Paid	111546	Paid	128390	
			Total Reach	149257	Total Impressions	167207	

4.7) YouTube:

Duration: 13 Oct to 25 Oct

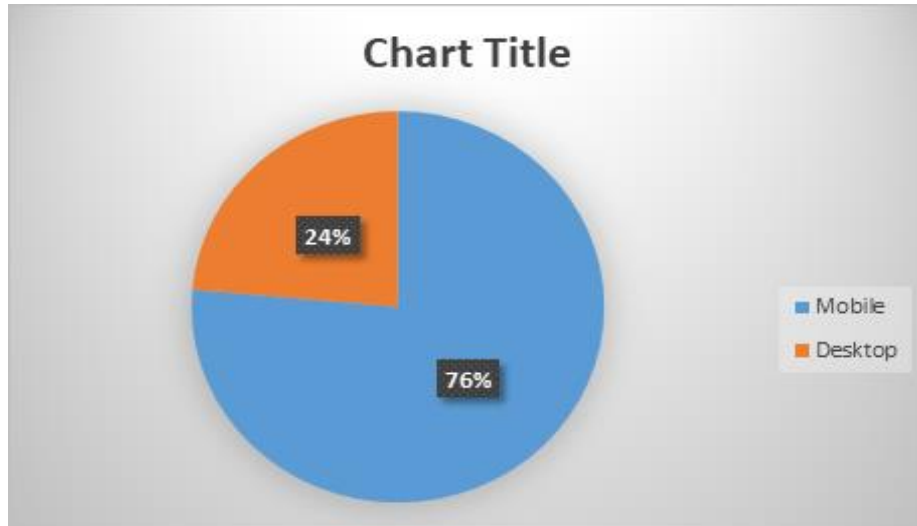
Views: 424515

The screenshot shows a YouTube video player interface. At the top, there is a search bar with the text "speed hebby energy". The video player itself shows a man's silhouette pointing towards a large graphic that looks like a film strip. The graphic contains the word "SPEED" in English and Bengali, followed by "তোমার গল্পে নতুন বিজ্ঞাপন" (New advertisement in your story). Below this, there is contact information: "speedgolpo@gmail.com" and "১০/১/ক, পাহাৰখ, তেজগাঁও, ঢাকা-১২১৫". The video title is "SPEED TUMAR GOLPAY HOBE BIGGAPON" and it has 424,515 views as of Oct 13, 2019. The video progress bar shows 0:26 / 0:30.

4.8) GDN/LDN:

Duration: 13 Oct to 25 Oct

Impression: 14300969



Device Wise Breakdown	
Device	Impressions
Mobile	10927351
Desktop	3373618
Total	14300969

4.9) CLEMON Consumer Promotion (CP) Campaign:

CLEMON CP Campaign Digital Report



Video View Summary:

- Campaign Duration: 14-Oct to 15th Nov
- Total View: 1466372
- Unique View: 950984
- 3 Seconds Video Views: 1466372
- 10 Seconds Video Views: 1324101
- Average Video Watch Time: 0.07s
- Total Reach: 1399644

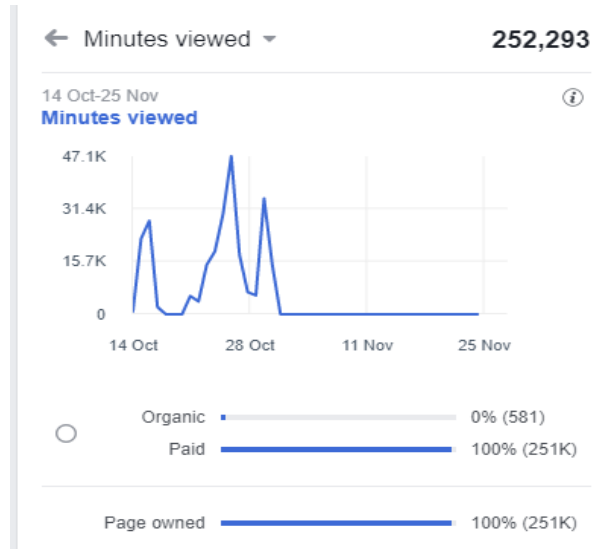
The image is a screenshot of a video player interface. On the left, there is a video thumbnail for a CLEMON advertisement. The thumbnail features a green bottle of CLEMON, a slice of lime, and the Bengali text '২০০ মিলি' (200 ml) and 'মাত্র ১৫ টাকায়।' (only 15 taka). A play button is overlaid on the video. Below the thumbnail, the video title is 'Clemon: CLEMON CP Campaign...' and the description is in Bengali: 'ফ্রেশনেশের অফুরত্ব উৎসবে কেমন ২৫০ মিলি. এখন আরও সাশ্রয়ী মূল্যে মাত্র ১৫ টাকায়। চলুক ফ্রেশনেশের অফুরত্ব উৎসব।' (How is 250 ml of freshness in the freshness festival. Now it's even more economical, only 15 taka. Let's celebrate the freshness festival of freshness.). The video duration is 0:10 and it was uploaded on 14/10/2019. On the right side of the screenshot, there is a 'Performance for your post' table with the following data:

Performance for your post	
Distribution	-8.0x
Minutes viewed	252,293
1-minute video views	--
10-second video views	1,324,101
3-second video views	1,466,372
Average video watch time	0:07
Audience retention	
Audience and engagement	

Minutes Viewed: 252,293

Organic Video Views: 581

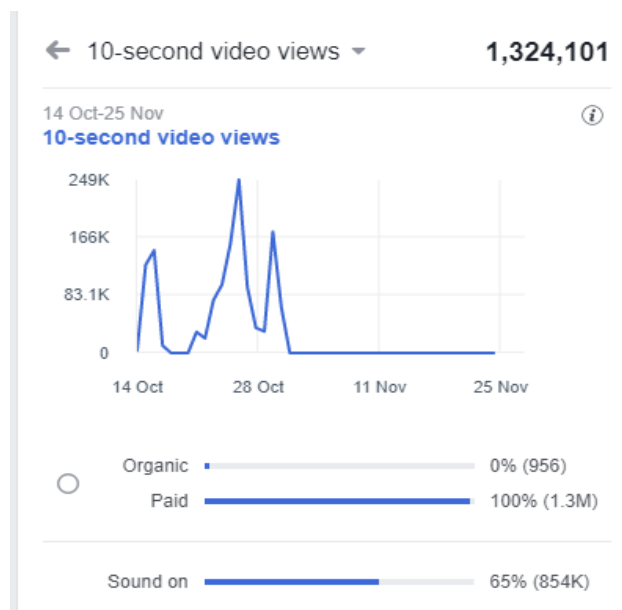
Paid Video Views: 251712



10 seconds video views: 1,324,101 sec

Organic Video Views: 956

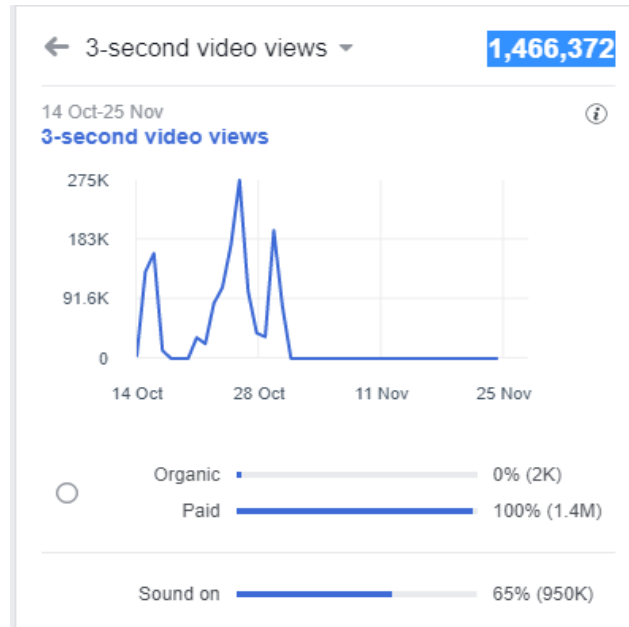
Paid Video Views: 1323145



3 Seconds View: 1,466,372

Organic Video Views: 2000

Paid Video Views: 1464372



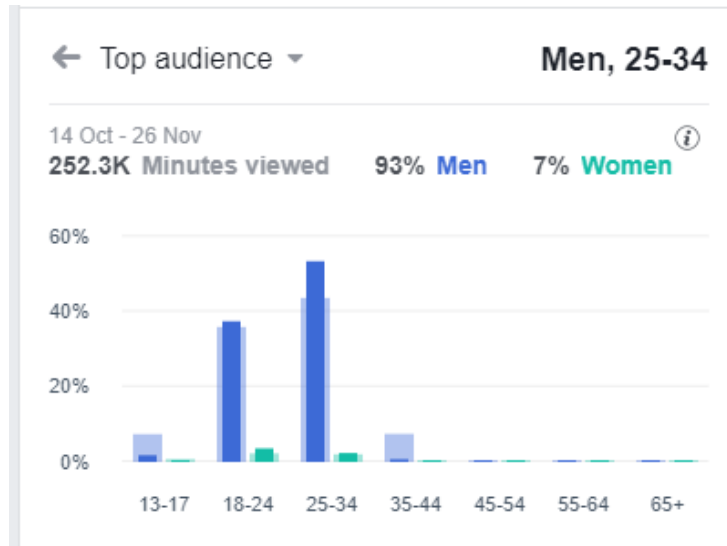
4.10) Video Summary Report:

Post Type	Number of Post	Duration	Reach		Impressions		Engagement
Video	1	14-Oct – 15 th Nov	Organic	12152	Organic	16713	1.2k
			Paid	1387492	Paid	2332919	
			Total Reach	1399644	Total Impressions	2349632	

Top Audience:

Men: 93%

Women: 7%



Top Location:



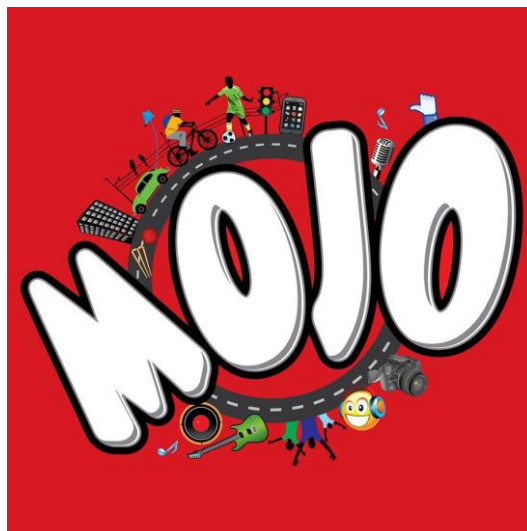
4.11) Google Display Network:

Impression: 7,170,604

Clicks: 7773

7170604	7773	0.11	250971.14
Impressions	Clicks	CTR	Spend

4.12) MojoTri Nation Series Campaign:



Video View Summary:

- Campaign Duration: **17th September to 24th September**
- Total View: 205k
- 3 Seconds Video Views: **205,571**
- 10 Seconds Video Views: **104,486**
- Average Video Watch Time: **0.05**
- Total Reach: **866,732**

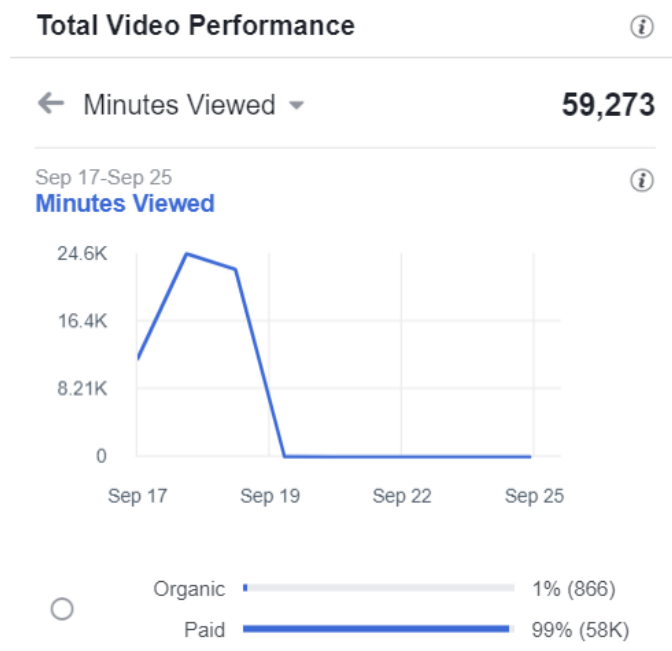
Video View Summary:



Minutes Viewed: 604,820min

Minutes Views-Organic: 886

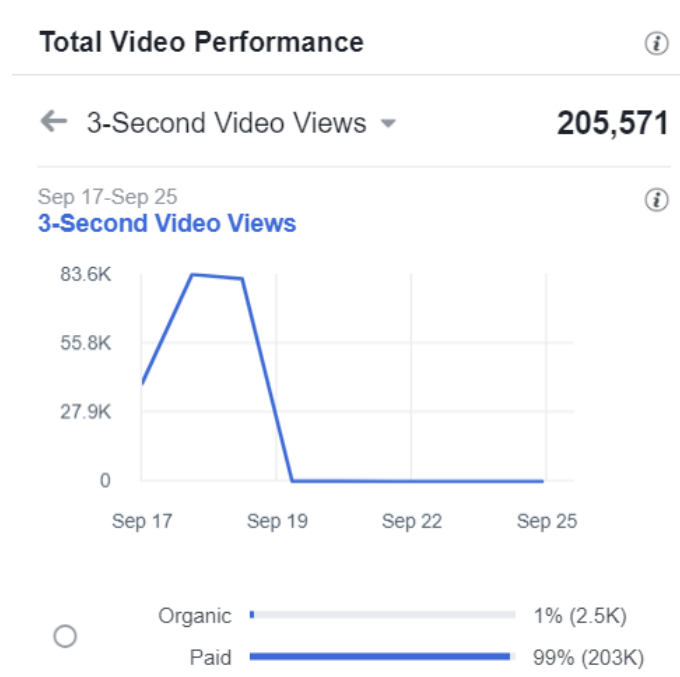
Minutes Views-Paid: 58K



3 Seconds Video Views: 2,312,009sec

Organic Video Views: 2.5K

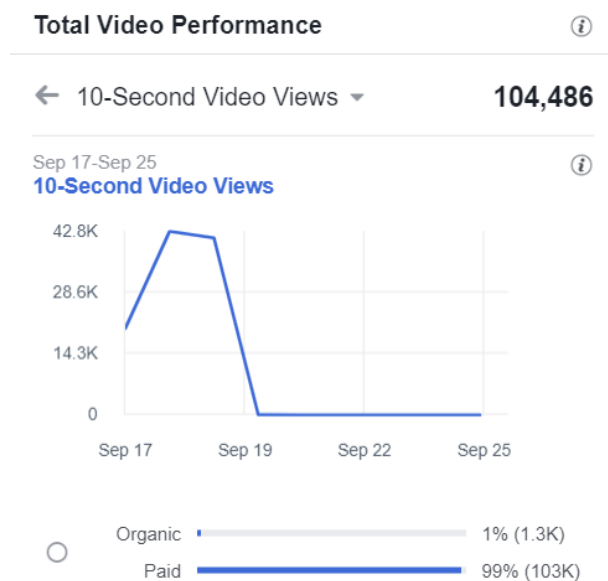
Paid Video Views: 203K



10 Seconds Video Views: 463,030sec













Organic Video Views: 1.3K

Paid Video Views: 103K



4.13) Post Summary Report:

Post Type	Number of Post	Duration	Reach		Impressions		Engagement
			Organic	Paid	Organic	Paid	
Static	3	17th September to 24th September	Organic	5,399	Organic	7,216	262
			Paid	0	Paid	0	
			Total Reach	5,399	Total Impressions	7,216	

Published	Post	Type	Targeting	Reach	Engagement
09/21/2019 11:08 PM	 এবার ফাইনাল এর জয়োগ্রসব এর অপেক্ষায়!			1.8K	17 47
09/19/2019 12:13 AM	 ট্রাই নেশন সিরিজ এর ফাইনালে টাইগাররা! অভিনন্দন টাইগারদের!			2.2K	32 80
09/17/2019 2:48 PM	 ক্রিকেট উন্মাদনার স্রোতে ভাসছে পুরো দেশ, তাহলে তুমি কেন পিছিয়ে থাকবে? দেখাও তোমার ক্রিকেটভিডিও। কমেন্ট			866.7K	10.9K 4K
09/13/2019 11:58 PM	 জয় দিয়ে শুরু টাইগারদের ট্রাই নেশন যাত্রা!			1.4K	25 61

4.14) Twing-Cricket-World-Cup-Campaign:








4.15) Post Summary:

06/06/2019 9:00 AM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			20.4K	370	4.8K
06/05/2019 2:00 PM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			22.6K	680	3.8K
06/05/2019 9:00 AM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			26.6K	447	4K
06/04/2019 9:00 AM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			15.1K	286	4.8K
06/03/2019 9:00 AM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			21.9K	775	3K
06/02/2019 11:33 PM		জয় দিয়ে শুরু হলো টাইগারদের বিশ্বকাপ যাত্রা.. অভিনন্দন টাইগারদের!			533	16	76
06/02/2019 9:00 AM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			35.9K	1.6K	4.5K
06/01/2019 2:00 PM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			13K	463	3.2K
06/01/2019 9:00 AM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			17K	571	3.1K
05/31/2019 9:00 AM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			14.2K	666	2.3K
05/30/2019 3:43 PM		এই বিশ্বকাপে থাকো টুইং এর সাথে, থাকো "টুইং সুইং এন্ড উইন" এর সাথে। প্রতিটি ম্যাচ নিজের মত প্রেডিক্ট করো,			10.6K	269	2K


4.16) Farm Fresh Thematic Digital Campaign:






TVC On Farm Fresh Facebook Page:

 **Farm Fresh** Published by Madmen Digital [?] · November 4 at 7:00 PM ·  

খামার থেকে গ্লাসে, দিনে দিনেই আসে।
সবচেয়ে টাটকা দুধের প্রতিশ্রুতিতে সংগ্রহের পর পরিবহণ, প্রক্রিয়াজাত,
প্যাকেজিং, ডেলিভারি- সব মিলিয়ে ফার্ম ফ্রেশ পাস্তুরিত তরল দুধ দিনে দিনেই
আসে। তাই, ভালো দুধ মানেই ফার্ম ফ্রেশ



2,392,444 People Reached 92,959 Engagements [Boost Post](#)

   9.5K 113 Comments 575 Shares

4.17) Joint Campaign with R TV Online:

Followed by Farzana, Himel, Rezaul and 11,618,332 others

Like · Reply · 5m

View 5 more comments

Rtv | আরটিভি
43 mins · 🌐

খামার থেকে গ্লাসে, দিনে দিনেই আসে।

3,401 Views

Rtv | আরটিভি with Farm Fresh.
Paid Partnership · 🌐

খামার থেকে গ্লাসে, দিনে দিনেই আসে।

32

Like Comment Share

Write a comment...

Entertainment, On Demand: visit our Official site: www.rtvonline.com Find more of RTV...

Rtv | আরটিভি
64,028 members

One of the most popular satellite television channel Broadcasting 24X7 Bengali contents around the World. <http://www.rtvonline.com>

Rtv
আজ এবং আগামী

ABOUT RTV | আরটিভি

আরটিভি

Rtv established in 2005. Rtv is the frontier TV Channel in Bangladesh. It's now owned by Bengal Grou...

See More

Community See All

Invite your friends to like this Page

11,688,373 people like this

Rtv ONLINE

কীভাবে আসে বাজারের সেরা মানের দুধ

আর্জেন্ট অলসাইট রিপোর্ট | 12 নভেম্বর 2020, 10:28 | আপডেট: 12 নভেম্বর 2020, 18:03

খামার থেকে গ্লাসে দিনে দিনেই আসে

শরীর ও মনের জন্য একটি আদর্শ খাবার হচ্ছে দুধ। শিশুদের মস্তিষ্ক বিকাশ থেকে শুরু করে রোগ প্রতিরোধ, এনার্জি বৃদ্ধি করা, স্ট্রেস কমানো, মজবুত দাঁত, হাড় ও পেশী গঠনে এমনিতি ওজন কমানোর দুধ একটি অপরিহার্য খাবার। কিন্তু দুধের গুণগত মান সম্পর্কিতভাবে নিশ্চিত করতে পারলে তবেই সোচিকে সর্বোৎকৃষ্ট উপায়ে খাদ্য হিসেবে বিবেচনা করা যায়।

খামার থেকে সংগৃহীত দুধ বেশ কিছু ধাপ ও প্রক্রিয়াজাতকরণের পর বাজারে বিক্রি করা আসে। সেসব ধাপ ও প্রক্রিয়ায় দুধের গুণগত মান হ্রাস হওয়ার সম্ভাবনা থেকে যায়। দুধের সর্বোচ্চ মান নিশ্চিত করতে তাই কিছু বিষয় সম্পর্কে জেনে নেয়া উচিত। যেই খামার থেকে দুধ সংগ্রহ করা হয় সেখানকার দুগ্ধ চাষীরা ভালোভাবে গরুর লালন পালন ও সেখানোনা করতে কিনা। যেই কোম্পানির দুধ হিসেবে তা বাজারে আসবে সেই কোম্পানির সাথে দুগ্ধ চাষীদের কোন সম্পর্ক। দুধ সংগ্রহের বিস্তার ধাপে গুণগত মান সম্পূর্ণভাবে ধরে রাখার বিষয়টি কীভাবে নিশ্চিত করা হয়। খামার হতে চিলিং সেন্টার, চিলিং সেন্টার হতে ফ্যাক্টরি এবং সেখান থেকে বিভিন্ন পদ্ধতিতে প্রক্রিয়াজাতকরণের মাধ্যমে সোজা মান পর্যন্ত দুধ শৌখিনের প্রতিটি ধাপে দুধের মান সঠিকভাবে বজায় রাখতে কী কী করা হয়।

আজিক হতে অত্যন্ত বেতনভোগে নির্মিত দুধের গুণগত মান সম্পূর্ণভাবে নিশ্চিত করতে খামার থেকে বাজারে আসা পর্যন্ত প্রতিটি ধাপে কঠোরভাবে মান নিয়ন্ত্রণ করে থাকে। অধুনার জোগানের কাছে ভালো

1:01

খামার থেকে গ্লাসে, দিনে দিনেই আসে

8 days ago · 4.8K views · 2 comments

Mohammad and Kafi shared this video



Chapter 5:

Problems and Recommendation

5.1) Problems identified:

During my internship program I have found various problems are found out in digital marketing campaigns of “Akij Food and Beverage Limited”. Those problems I can manage to find are:

- Dollar rate fluctuation is one of the problems happen in digital marketing campaign for media buying in AFBL, for that it creates a problem in the total cost estimation in the campaigns of AFBL.
- Sometime vendor selection occurs as a problem for digital marketing team of AFBL, On the other hand controlling them is always been a problem because they try to lead the campaigns according to them not accordingly to “Digital marketing team of AFBL”.
- Communication problem with them occurs sometime because they sometime can not understand us and sometime, we cannot understand them is the lack of effective communication between Them and AFBL digital marketing team.
- Sometime digital platforms like Facebook, Google are taking more than usual approval timefor digital marketing campaigns.
- Though it’s the matter of digital marketing so, digital error occurs sometime. It can be the tools used by the digital marketers or the software error. Akij digital team and the third party who are working with them face some technical errors on the way to accomplish their work.
- Campaigns is for the target group, but some time they cannot understand or not fully understand the campaign or misinterpretation can be a cause of a problem in digital marketing campaigns for AFBL.
- Low Customer Awareness about digital marketing campaigns.
- Lack of updated tools for digital marketing in our region.

5.2) Recommendations:

- **Fixed Dollar Rate:** They need to fix a dollar rate for their organizational work or media buying.
- **Select the right one:** They need to select the right vendor by evaluating the market and from past experience with the vendors.
- **Give more time to listen each other:** they should conduct frequent meeting for solve the communication problem with them and also connect in online with each other all the time.
- **Send for approval as soon as possible:** They should send their application for approval as soon as possible to avoid this type of problems.
- **Use of updated technology:** They should use updated digital marketing tools and advanced technological support to avoid these types of problem.
- **Easy to understand:** They should use easy language or native language and also user-friendly way to conduct their campaigns by doing that customers and general people are more likely to understand their motive.
- **They should use more digital and social platforms:** They should use LinkedIn, Twitter, Google Plus etc for spreading more and more.
- **Buy or import more advanced tools:** They should buy or invest in buying more advanced tools (like: Facebook's Power Editor, Nanigans, Twitter Native Platform etc.) for digital marketing campaigns by that they can remove this problem.

Conclusion

AFBL is running their business activities with a very good business image. Its digital marketing campaigns are increasing day by day and also the consumers are satisfied with the company's term and conditions and also quality service. After completing this report, it helped me to gather knowledge about digital marketing and its activities and also the campaigns they run for promotional activities. It helped me to improve my theoretical knowledge and helped me to understand how these digital marketing campaigns are work in the real market. It helped me to understand its importance in our digital world. The digital marketing team of "AFBL" is giving their best effort to make the campaigns successful on the other hand they were very helpful for me to make the report. All their effort and employees hard work runs the company very good over the time. Now a days AFBL has the most market share and they are doing well in the market. In future AFBL will grab the most market share and they will get success undoubtedly. Actually, the digital marketing team doing well for conducting the digital marketing campaigns for the brands of AFBL. Recently they have done one of the biggest successful campaign in Bangladesh.

I will close my report by saying that, I was fortunate to work in this type of company which in its growth stage and they are growing very well and also the organizational culture there is very friendly for learning. I have learned practical knowledge about digital marketing and the way they do it, how to use tools and how to complete the campaign successfully. Witch will turn out to be a good support to my further study and work and I can implement it in my professional arias.

References:

- Principle of Marketing- 13th Edition (Philip Kotler).
- Several Digital Report of “Akij Food and Beverage Limited.”
- Several News and raw data of AFBL.
- Personal interaction with the employees of AFBL.

Internet Links:

- <https://www.akij.net/>
- <http://focusefforts.com/>
- <https://www.google.com/>
- <http://dspace.bracu.ac.bd/>