



Internship Report:

**The Roles of Digital Marketing Communication:
Agency Perspective of Loud Limited**

Internship Report on
The Roles of Digital Marketing Communication: Agency Perspective of Loud Limited

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Date: 18 September, 2021

Letter of Transmittal

September 18, 2021

Mr. Siddiquir Rahman
Assistant Professor & Associate Head
Department of Business Administration
Daffodil International University

Subject: Submission of Internship Report on - The Roles of Digital Marketing
Communication: Agency Perspective of Loud Limited.

Respected Sir,

As part of my internship program, I completed this report. The report has been prepared in accordance with your specifications. It brings me great pleasure to inform you that working on this internship report has provided me with a variety of knowledge.

The report is based on the " The Roles of Digital Marketing Communication: Agency Perspective of Loud Limited " as well as the knowledge, skills, and experiences that I gained throughout my working period with the organization.

As a result, I am submitting this report in the hopes that it will meet your expectations. However, I would appreciate it if you could share your thoughts and opinions on the report with me. In addition, I would be happy to answer any questions you may have about any aspect of the report.

Sincerely Yours,

MD. ASRAFUL ALAM

Md. Asraful Alam
ID: 112-11-2051
Department of Business Administration
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Declaration

I am, Md. Asraful Alam, hereby declare that the report of internship program titled “The Roles of Digital Marketing Communication: Agency Perspective of Loud Limited ” is uniquely prepared by me after the completion of three months' work at Loud Limited.

I confirm that, the report is only prepared for my academic requirement not for other purpose. It might be with the interest of opposite party of the corporation. I also assure that this report is not submitted anywhere of Bangladesh before me.

MD. ASRAFUL ALAM

.....

Md. Asraful Alam

ID: 112-11-2051

Program: BBA (Major in Marketing)

Department of Business Administration

Daffodil International University (DIU).

Approval Certificate

Subject: Approval Certificate.

Dear Student;

I, Mr. Siddiqur Rahman, am authorizing you for conducting your internship project. I have chosen your topic based on your major side of your study and job experience, which is: The Roles of Digital Marketing Communication: Agency Perspective of Loud Limited.

With best regards,



Mr. Siddiqur Rahman

Assistant Professor & Associate Head
Department of Business Administration
Daffodil International University

Preface

I would like to express my sincere gratitude to my supervisor. Mr. Siddiqur Rahman Sir, Assistant Professor & Associate Head, Department of Business Administration, Daffodil International University, for allowing me to conduct my internship report on the " The Roles of Digital Marketing Communication: Agency Perspective of Loud Limited" and for his unwavering support in the preparation of this report. Without his untiring support, I would have struggled to complete my internship report.

I owe a huge debt of gratitude to Mr. Abir Arman Protiq, the chief operating officer (COO) and my direct supervisor at Loud Limited for providing me with all of the resources I needed to complete this report.

Finally, I want to express my gratitude to my parents and friends for their unrelenting support and encouragement throughout my academic and professional careers.

Executive Summery

This internship report focuses on my work experience as a Senior Creative Visual Executive in Loud Limited's Digital Marketing department. In this report, I mainly have incorporated my experience at Loud Limited, especially client servicing, campaign management, content creation and digital media buying, where I have also included information about my work experience, including a detailed job description in which I had to work with a variety of international and local brands, as well as an analysis of digital marketing communications roles over traditional marketing, which is based on my Loud Limited's experience and data. Loud Limited has always prioritized quality service from its debut in Bangladesh, and it has quickly grown to become one of the country's most known advertising firms. I've included a list of their clients and brands that they manage in this report. Later, I highlighted about campaigns that I had to oversee, including some creative done by Loud Limited's creative department under my department's supervision, which I followed up on. Then I discussed about the project on the functions of digital media communications, which revealed some interesting new discoveries. Beside this, described my work process including how I performed the client servicing role, how contents are created, how a campaign is designed and what work process is followed to plan and execute the campaign plan. I also described how a digital media buying is done.

During my work period, one of my main responsibilities was to communicate with clients on a regular basis via phone calls, emails, and face-to-face meetings. In case of new client, my first aim was to provide a great onboarding experience for them. After onboarding new client, my job was to create a database with clients contact persons, brand guidelines and brand materials. Then listing down their needs and creative expectations, confirming the deliverable contents, contents types and content numbers. Beside this, setting up the feedback process and content delivery methods. For existing clients, I prepared monthly content calendar, managed approval for that, prepared instruction files for creative department to create content. After the creating contents, I checked them with a standard QC process, delivered the contents to the client, managed approval and delivered them. Among the strategic business units, it was I who was responsible to keep aligned the planning department, copywriters and creative department. Beside this, I had to make the campaign plans for clients, considering promotion, engagement and sales connect. One of my major responsibilities was to do digital media buying. This role was so sensitive and critical one. Because I had to go through a continuous research work and split testing. I had to find out the best performing audience set and creative contents. Beside

this, I also had to focus on the dollar spending amounts. Had to analyze, which ad set was consuming more dollar and why, which ad set was performing better and why. Based on that I had to optimize the ad sets to perform better. Most challenging task was to generate leads using contents and ads. Because, in order make that happen I had to find out the potential audiences and I had to make a report when the ads were over. Beside this, on end of the month I had to analyze all report and find whether the contents and agency achieved the targeted KPIs. After completing all these, I had to forward all my report and findings to the analytic team, in order to find out whether the return on investment (ROI) target margin was achieved or not. After that, I had to gather all of my reports with ROI calculations and send them to the client.

I realized one thing during my working period and that is- “Understanding is the key success”. Because, from beginning to end process, everything depends of understanding. If I fail to understand client and their needs, I will produce ineffective and wrong contents and plans. If the creative department, planning team and copywriters fail to understand the instruction files and brand tone of the client, then the outputs won’t be satisfactory. If I fail to understand the purpose of the ads during digital media buying, then the ads won’t perform well. So, here everything relays on the factor “Understanding”.

The purpose of the study is to learn about the roles of digital marketing communications. This study will provide valuable information to marketers. For a brand to be elevated, agency personnel must put in a lot of effort. In Bangladesh, there is an agency-client gap that, if overcome, could make business much easier for both parties. Digital marketing is becoming more prominent. More investments in digital media are needed to improve brand visibility and make the advertising and marketing environment more enjoyable, allowing people to be amazed by its beauty. Marketers should place a greater emphasis on content management, combine it with traditional media, and invest wisely in both digital and traditional media.

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Abbreviations

PPC	(Pay Per Click)
SEO	(Search Engine Optimization)
PTE	(Private)
BTRC	(Bangladesh Telecommunication Regulatory Commission)
SMM	(Social Media Marketing)
ROI	(Return on Investment)
RDC	(Radio Commercial)
TVC	(Television Commercial)
OVC	(Online Commercial)
KPI	(Key Performance Indicator)

CHAPTER 1: Introduction

1.1 Introduction

Digital marketing is quickly becoming the go-to technique of marketing for any forward-thinking company, big or small, aiming to boost sales and brand value; it's cost-effective, data-driven, and completely traceable, and it's widely seen as the future of marketing. As a result, there are a variety of agencies claiming to be experts in digital marketing or specialized components of it. There is a fine line between traditional marketing and digital marketing. Digital marketing is defined as the online marketing of goods and services; because it is online, it provides a platform for tracking what customers are doing and how they interact with brands, allowing brands to modify their offerings accordingly to increase sales. Digital marketing entails the following: Social Media, Email marketing, Pay Per Click (PPC), Web design & branding, Content marketing, Search Engine Optimization (SEO), App development & marketing. Digital marketing utilizes all accessible internet platforms to get your brand in front of the ideal clients in the most efficient manner imaginable. A digital marketing agency manages a client's digital marketing needs, including everything from monitoring social media accounts and posting Facebook ads to running sophisticated email marketing or Google Ads campaigns and writing a monthly blog. However, it's crucial to keep in mind that a solid digital marketing business does more than just create and publish Facebook posts or write a monthly blog for a website. Any reputable digital marketing firm will additionally include - make a plan for the activity's strategies, keep track of brand's progress and provide advice on what's working and what isn't, regularly provide brands with reports. Taking all of the tension and pressure out of client's marketing demands, and leveraging their industry expertise to guarantee that any action they perform is as effective as possible.

1.2 Background of the study

This report was written as part of my internship, which is an important aspect of the BBA curriculum. Every student is required to do a three-month internship with an organization in order to participate in a variety of projects. As I'm a full-time employee of digital marketing agency, my supervisor recommended me to conduct my study on "The Roles of Digital Marketing Communication: Agency Perspective" and also authorized to prepare a report on it.

1.3 Objective of the study

Broad Statement: General objective is to prepare and submit a report on the topic “The Roles of Digital Marketing Communication: Agency Perspective” and to comprehend the relationship between Loud Limited's real-world learning and theoretical learning.

Specific Statement:

- To address the strategy planning including ideation, content creation, distributing channels, digital media buying and its implications in digital marketing communication.
- To identify channel-specific social media services.
- To discuss digital media campaign and its process.
- To highlight how brands are becoming more data-driven because of digital marketing communication.

1.4 Scope of the study

This report is based on my experience working for Loud Limited. It will also assist students or marketers in blurring the line between practical and theoretical understanding of digital marketing. This study greatly aided my understanding of my organization's existing regulatory environment and surroundings, as well as the ecosystem. As a Senior Creative Visual Executive, I have access to the departments like - planning, creative, media buying, analytic etc. and throughout the time I have gained and skilled with necessary knowledge with cope up with the work and collaborate with the departments.

1.5 Design of the study

The study's methodology was created in the following manner:

Data Sources:

- I. Primary data sources:** The main resources are interviewing and discussion with codependent departments, casual conversations with professionals, and organized analysis, agency credential, existing client’s social media insights and database.
- II. Secondary data sources:** Google digital garage, Facebook blueprint platform, newsletters are the secondary data sources.

For this study, observation and interviews with staffs, as well as, a comprehensive review of agency credential, gathered information, and convenient case clarifications were conducted.

Sample Size:

For this study, convenience sampling (non-probability) was used, because with random participants, it was quite difficult to get actual information as the necessary information for the topic isn't available to general people. A total of 10 coworkers and professionals were seen as a sample size and direct interview method was applied. Beside this, I'm using primary data since the material I've acquired is specific to this study.

Data Analysis:

I sought to obtain qualitative information. As questions were open-ended, it gave me an opportunity to find out the key points. Organizing, reviewing the gathered information, giving them initial codes, and again reviewing those, helped me to present this in a cohesive manner.

1.6 Limitations of the study

This report's current study is confined. While working on this study, I ran into a few roadblocks. The following are a few of them:

- **Lack of Time:** Due to a time constraint, it was difficult to thoroughly cover the agency's performance, outcomes and research.
- **Limited data resources:** Because all forms of information were unavailable for access, it was difficult to truly access and summarize them. Despite the fact that I got support from coworkers, it was insufficient for me due to the agency's tremendous work pressure. Due to a lack of data, some assumptions were made, which may have resulted in some personal errors.
- **Information Security:** In this study, confidentiality of information was also a challenge.

CHAPTER 2: Company Overview

2.1 Company Overview

Loud Limited is one of the fundamental aims of advertising and marketing, and it pertains to the development of consumer awareness or popularity in general. People usually think of a small number of brand names when they think of instances of a product type or category. The goal of Loud Limited is to develop a brand as one of the greatest types of a given product or service, with the brand name even being a synonym for the product or service. Employees at Loud Limited are motivated by the ideals of speed, teamwork, and provocation, and are committed to providing clients with a competitive advantage in a world where everything begins and ends with media.

With headquarters in Singapore and subsidiaries throughout Malaysia and the Philippines, Loud Limited is the 5th iteration of its sort in Asia Pacific. Loud Limited has strived to innovate and energize the communications marketplace since its inception as a pure-play media planning and purchasing agency, whether through novel ways to link businesses with people or unrivaled buying power in the media market. In Bangladesh, Loud Limited started its journey in 2015 as a sister component of Ideaverse Network PTE LTD.

Ideaverse Network PTE LTD, founded in Singapore, is a pioneer in the local and international digital ecosystem area. Harness the power of technology to accelerate business growth while delivering scalable and quantifiable outcomes. Provides custom-tailored systems solutions across all business verticals. Ideaverse Network PTE LTD is proficient in instilling aesthetics in your brand and ensuring its integrity. a visionary on a quest to imagine, create, and conceptualize.



Illustration 1: Loud Limited's Logo

2.2 Services

- **Media management of Regional & National:** The most successful approach of sharing brand insights and views to targeted consumers is through the media. For its clients, Loud Limited oversees regional and national media. It devises and implements the most efficient method of reaching clients' communications with customers via media.
- **Content:** Content is the glue that holds a campaign together. It fulfills all of a campaign's communication requirements. Loud Limited delivers content analysis, campaign concepts, and collaborates with its own creative department to provide the greatest content to customers.
- **SMM:** In Bangladesh, Social Media Marketing is rapidly expanding. It has had tremendous growth in the last few years. Loud Limited is in care of planning and executing all of its clients' digital initiatives.
- **Media Investment Management:** Loud Limited consults with its clients and manages their media investments. Loud Limited ensures that its client's media investments provide the anticipated ROI.
- **Strategic Media Planning:** When a brand wants favorable results from the media it spends, strategic media planning is critical. Loud Limited develops media investment solutions for its clients.
- **Media Buying:** A process utilized in paid marketing initiatives is media buying. The idea is to find and buy ad space on channels that are relevant to the target demographic at the best possible price at the best possible moment.
- **Media Production:** RDC, TVC, OVC, training material video, Motion graphics, or other viewable programming supplied to viewers via a movie theater or distributed via broadcast radio wave, cable, satellite, wireless, or the Internet is referred to as media production. Loud Limited produce all mentioned media and serve according to client needs.

2.3 Clientele



VERSACE



RENAISSANCE
MODERN

Illustration 2: Clientele

2.4 Organizational Structure

Loud Limited is a flat-structured company, meaning there is no or little middle management between employees and executives. It employs around 30 people to manage the media for the country's most well-known companies.



Illustration 3: Organizational Structure

2.5 The Job at a Glance

As Senior Creative Visual Executive, major role is serving clients like Dhaka Bank, NRB Bank, Lanka Bangla Finance, Robi Careers, Godrej Bangladesh. Specially focusing on the followings:

- Preparing social media marketing campaign plans
- Supervising visual outputs
- Digital media buying
- Preparing Ad reports
- Client servicing of 'Robi Careers'

CHAPTER 3: Literature Review

In general, for digital marketing communication agency depends on the following factors:

- 1. User-Journey:** This user journey is a customer's experience and engagement with brand across all digital and non-digital channels. It usually begins with the stage of awareness and finishes with the stage of purchase or support (loyalty). The stages are awareness, consideration (interest/evaluation), purchase (desire/action), advocacy (loyalty).
- 2. Digital Channels:** Digital channels are routes via which customers learn about brand and what it has to offer. This is where users (traffic) originate from. The following are some examples of digital marketing channels: organic search, paid search, display, email, social media.

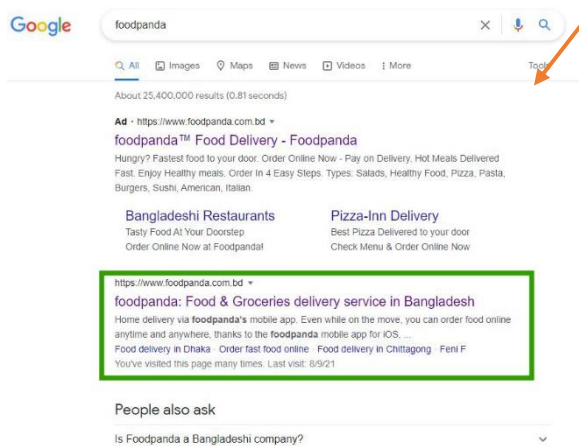


Illustration 4: Organic Search

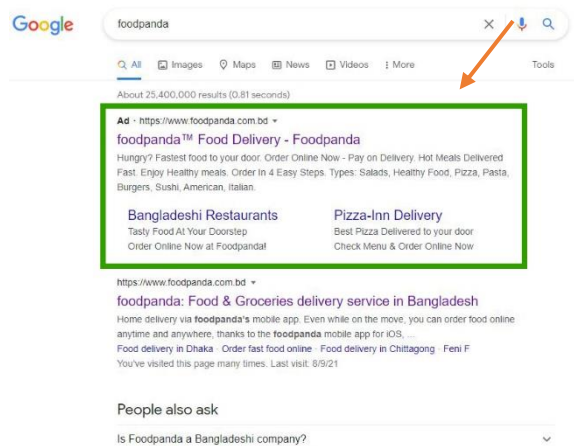


Illustration 5: Paid search

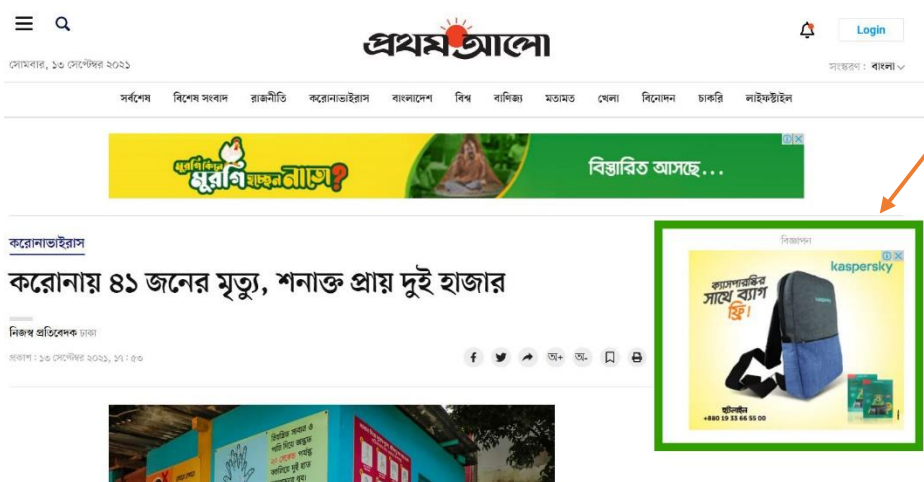


Illustration 6: Display Ad

- 3. Creatives and Contents:** These are content that customers interact with and digest, also known as content marketing. These include visual images, text, and videos produced and marketed by company.

The following are examples of creatives:

- Static Visual (Social media post)
- Ad Banners
- Video Advertisements
- Text Ads

Whereas content can be found in the following formats:

- Blog articles
- Infographics
- Explainer videos

3.1 The most essential elements of a digital marketing strategy:

- Defining the brand:** Using brand guidelines to define the brand is a good idea. Taking into account the brand's USPs (Unique Selling Points).
- Defining marketing objectives and KPIs:** Making specific, measurable, achievable, relevant and time-bound goals.
- Identifying target markets:** Identifying possible target markets using market research tools such as Google Keyword Planner, Google Trends, and Facebook Audience Insights.
- Customer personas creation:** Understanding demographic data like age, gender, and location, as well as the incentives that lead consumers to purchase items and services. By utilizing Google Analytics to assist in the creation of buyer personas and segmenting them based on organic traffic keywords.
- Conducting a competitive analysis:** Analyzing competitors and doing a SWOT analysis using online and social analytics tools such as similarweb, Semrush, and SocialBakers.
- Managing and allocating resources appropriately:** To achieve objectives, agency must use resources such as manpower (in-house team or outsourced, external support) and budget appropriately.

- **Evaluating and improving campaign results:** By utilizing digital marketing analytics tools like Google Analytics to track, measure, and report on the performance of digital marketing efforts and taking the required steps to improve them.

3.2 The channels of Digital Marketing Communication:

Commonly, one or more of these nine digital marketing channels can be used in one or more digital marketing campaigns.

1. **Search Engine Marketing & Search Engine Optimization:** SEM (search engine marketing) is a digital marketing method for improving a website's presence in search engine results pages. Paid search and pay per click are other terms for search engine marketing (PPC). Search Engine Optimization (SEO) is the process of taking steps to increase the ranking of a website or piece of content on Google.
2. **Display Advertising:** A display ad, often known as a banner ad, is a type of online paid advertising that consists of a professionally created image or photo with copywriting. Viewers can then click on the promotional image to be taken to the appropriate landing page.
3. **Social Media Marketing & Online PR:** The use of social media and social networks to sell a company's products and services is referred to as social media marketing (SMM). Companies can use social media marketing to communicate with existing consumers and reach out to new ones while also promoting their intended culture, mission, or tone. Businesses utilize digital PR as part of their online marketing strategy to boost their online visibility. To generate high-quality backlinks, social media mentions, and boost their Search Engine Optimization, digital PR agencies network with journalists, bloggers, and influencers and send online press releases (SEO).
4. **Email Marketing & Marketing Automation:** When a commercial email message is delivered to 'email subscribers,' or contacts who have joined up for your email list and given express consent to receive email messages from the firm, this is known as email marketing. The use of technologies to automate marketing tasks is what marketing automation is all about. Many marketing teams automate time-consuming processes like email marketing, social media posting, and even ad campaigns, not only to save time but also to create a more personalized experience for their clients. These tasks are made easier by marketing automation technology.

5. **Content Marketing:** Content marketing is a marketing approach that involves developing and sharing relevant articles, videos, podcasts, and other media in order to attract, engage, and retain an audience. This strategy creates expertise, raises brand awareness, and keeps the brand at the forefront of people's minds when it's time to buy what the company sells.
6. **Mobile Marketing:** Promotions sent via SMS text messaging, downloaded apps with push notifications, in-app or in-game marketing, and mobile websites are all examples of mobile marketing.
7. **Web Design & User Experience (UX) Design:** Websites are no more merely a source of information in this day. With modern web designs and user experience (UX) designs, it is maximizing its potential by providing features that allow users to interact with the brand in a dynamic and cutting-edge manner.
8. **Digital & Web Analytics:** Web analytics is the study of data from a website. On the other hand, data from all digital channels, including websites, is analyzed using digital analytics. To provide a holistic view of digital marketing and customers, data from search, display advertising, social, email, and mobile is incorporated.
9. **Conversion Rate Optimization:** The technique of raising the percentage of conversions from a website or mobile app is known as conversion rate optimization (CRO). CRO usually entails coming up with ideas for how to improve components of your site or app and then evaluating those hypotheses with A/B testing (Split Testing) and multivariate testing.

3.3 The significance of digital marketing strategy:

To achieve any goal, having a strategy is almost as crucial as having a plan. It optimizes workflow implementation, allowing for high efficacy while keeping an eye on various regions to examine data analytics and take appropriate action. This allows for continuous improvement in various digital marketing strategies such as search marketing (SEO/SEM), conversion rate optimization (website user experience), email marketing, and social media marketing to achieve business goal of gaining new customers and strengthening existing relationships. Business also requires a competitive and long-term content marketing plan that leverages the power of online content while merging various digital marketing channels with conventional media to reach and convert more customers. As companies embrace digital transformation in their core operations and new avenues for reaching customers, having a solid digital marketing strategy is important to their success.

3.4 How a digital marketing agency operates:

With the use of phone calls, emails, and industry connections, business development arranges meetings with prospects. The meeting is held with the marketing leaders and decision-makers present, as well as the strategy and client servicing teams, to understand the customer's requirements and objectives. After that, the digital team develops a strategy around it, and the media team creates an estimated media plan to meet the client's needs and the specified goal. The meeting with the client has been rescheduled for the agency to pitch their creative concepts as well as the digital strategy that will complement the media plan. Following the client's approval, a Memorandum of Understanding is signed, and the agency's contract begins. To organize the digital marketing operations, timeframes and expectations are established. Now, the client servicing team assigns a SPOC (Single Point of Contact) to contact with clients and discuss deliverables, and the staff is accountable for meeting deadlines and ensuring that the work is of high quality. Following the client's approval of the shared plan, the digital marketing executives/associates collaborate with the tech team, design team, and video production team to implement the approved strategy and plan. The reports are given on a regular basis to ensure that the campaigns, plans and strategy are effective. It is revised in accordance with the practicality based on client input. The contract's continuation is based on the client's satisfaction and the process continues.

The following Strategic Business Units can be found in any digital marketing firm.

1. Creative / Design Team - Visualizers, designers, art directors, etc.
2. Digital Marketing Team - Strategy, SEO, Media buy/sell team, Social Media team, Search Engine Marketing, Affiliation Team
3. Copywriting / Content Writing Team - Branding personnel, copywriters
4. Video Production Team
5. Client Servicing Team - Retaining the existing clients & upselling
6. Business Development Team - Acquiring new businesses & clients
7. Technical Team - Project Managers, software developers, website development team, UI/UX team
8. Account/Finance Team
9. HR Team

CHAPTER 4: Job Responsibility

During my employment, I had a range of responsibilities. In this chapter, I discussed about those responsibilities.

4.1 Client Servicing:

Client service is the first stage in my work approach. If the client is new, my first aim is to provide a great onboarding experience. The main responsibility is to communicate with clients on a regular basis via phone calls, emails, and face-to-face meetings.

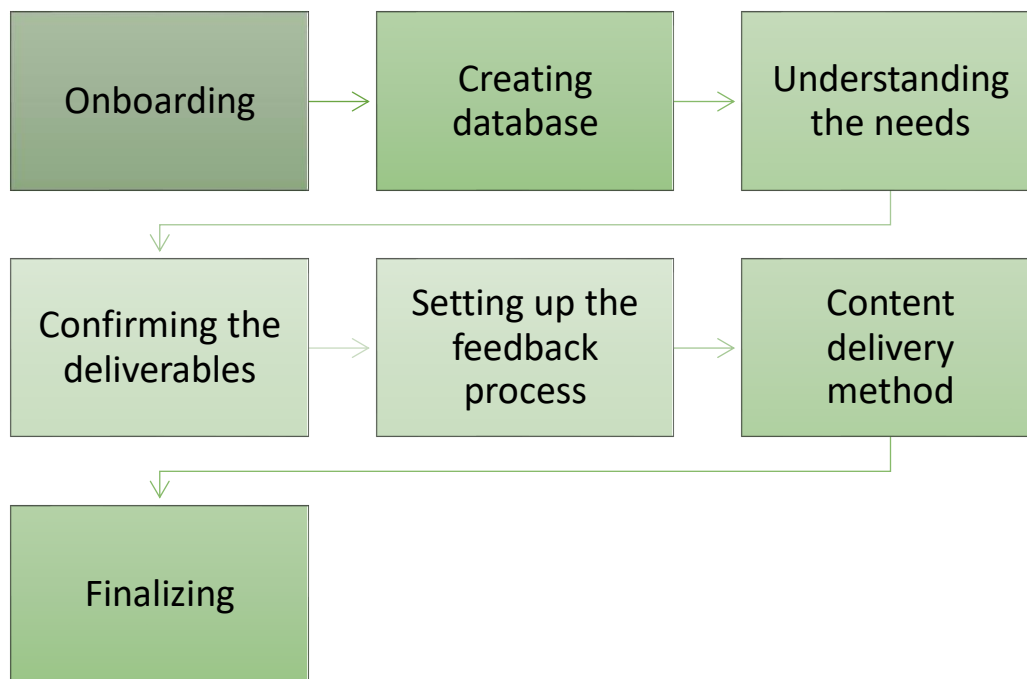


Figure 1: Client servicing process for new clients

When we onboard a new customer, my first task is to figure out what kind of contents or campaigns they want. Once I draw down the criteria, I establish a database with their requirements, brand guidelines and brand materials. Then I go over through the numbers, such as how much of contents they'll need and what kind (static, video, web banners etc.) they'll require. I also check to see if they're trying for just generic static or if they're also looking for campaigns. There's also the goal of the contents. I attempt to figure out why they're intending to use the contents, because if I don't figure out the why, the creatives won't be in line with their objectives. I must need to know the purpose of the creatives. Is it for brands presence, engagement or sales generation? After knowing that we lock the creatives in number. Then comes the feedback process. At this stage we set some standard operating procedure for the feedbacks. Like on what basis they will give the feedbacks, how will the feedbacks will be

incorporated, who will be the designated person to give feedbacks, how many times the agency will allow the feedbacks and once we set how many times, they can provide feedback in order to incorporate it, we also fix the rate per creative for feedback incorporation after they reach the limit. After that, we confirm the content delivery method. We draw the fine line about how they will receive the content, will agency or they will post the content, do we have to keep the content backups and what will be the time period. We'll be ready to go after all of above is completed.

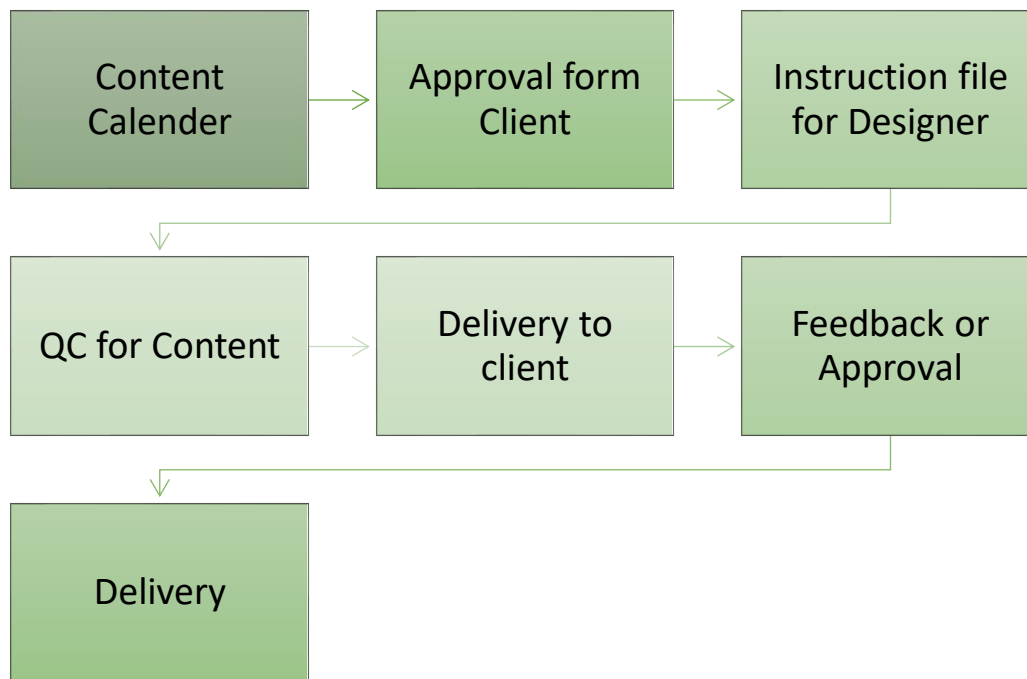


Figure 2: Client servicing process for existing clients

For existing clients, I provide a monthly content calendar. Where I along with my planning team plan contents considering the content scheduling dates. After that, I sent the content calendar to the client. Once I get the approval form the client, I make a PowerPoint presentation for the designer and motion graphic artist. Where I prepare the slides with instructions for them. After getting the instruction file, they prepare the contents and once the contents are prepared, I check is everything or not, then compile them and forward to the client. When client get the contents, they cross check with their brand team. If they find any observations, they provide the feedback and I send the feedback to creative department. After incorporating the feedbacks, I send the corrected contents to the client and if they approve the contents, we deliver the final outputs.

- With the copywriting team, I confirm the main copy and the body copy. In agency, title is considered as main copy and subtitles are considered as body copy. Once I get the those, I mention them in the instruction file.
- Then I gather reference images, to give them an idea that this content will look like.
- After that, I mention the specifics about the brand tones, brand elements and other requirements for the creative.




Series:	NRB Card Offer	
Main title:	এই ঙ্গেদে বিউটি সেলুন এ পাচেছন আকর্ষণীয় ছাড়!	
Body Copy:	-	
Instructions for designer:	<ul style="list-style-type: none"> • Create the post by using references • Adjust the background with NRB Theme • Use the background suit of NRB • Add NRB logo- • Use NRB cards logo • Place the copy where fits best • Place the merchants logo and details below • Place শর্ত প্রয়োজ্য 	

Illustration 8: Instruction File

When the creative department start the process of creating content, it is my job to observe them.

While observing the creative team, I consider the following factors:

- Are they following the instruction file properly or not?
- Are the creatives coming out as we expected?
- Are the brand guidelines followed properly or not?
- Push them for meeting the deadlines.

Once the contents are prepared to deliver, I check them. If I find them right to go, then I deliver the contents to the client.

Some examples of the contents:



Illustration 9: Static (Brand Presence)



Illustration 10: Static (Engagement, offer)



Illustration 11: Static (Web Banner)

4.3 Campaign Design:

A digital marketing campaign entails implementing a marketing plan across all digital platforms where customers interact with a brand, with the goal of increasing conversion rates. To launch a campaign, I must first determine who the client's customer is, how to reach them, and what action the customer will take next. Customers approach brands from a multichannel standpoint. So, it is necessary brand should connect digital marketing activities across all channels to effectively reach customers.

While designing a digital marketing campaign, I always try make sure that it's in an integrated approach and consider the following process:

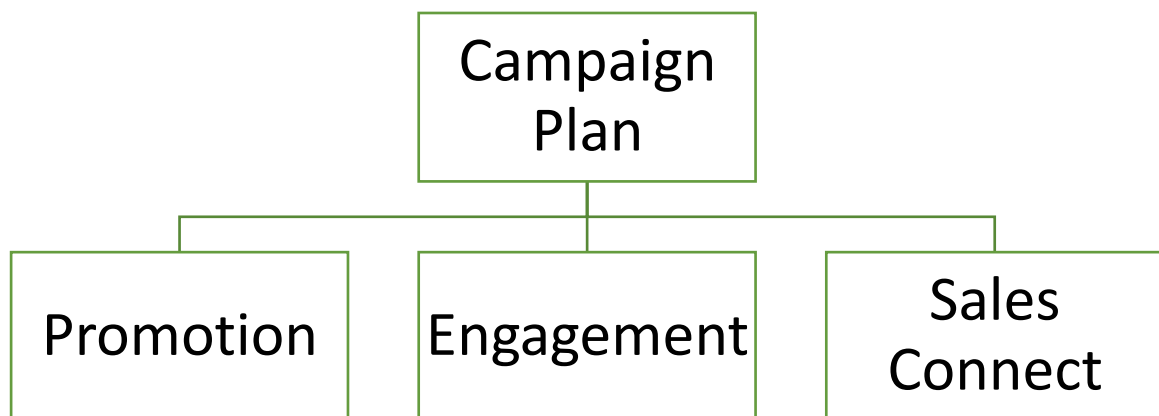


Figure 3: Campaign Design Process

Here, the promotion part is considered as pre-campaign activity, engagement part is considered as campaign period activity and the sales connect part is considered as post-campaign activity. Recently I designed a OVC Integrated Campaign for the sub brand “HIT” of Godrej Bangladesh. As we know, this is the time when dengue viruses are transmitted to humans through a bite from an infected Aedes species. So, we decided to address the situation in a cinematic way and to promote the product “HIT mosquito spray” and generate online sales. For this campaign, the actions were following:

- **Promotion:** At this stage, we created some special triggers by using a cinematic trailer video and poster. The trailer was posted on Facebook and Instagram. Beside this, we also run that as ads in YouTube bumpers and Instagram stories. We wanted to make a buzz in social media. As we know the OTT platforms are rising and people are really interested in OTT contents like web series, web films etc. We took that opportunity. The trailer was totally like a crime-thriller movie.

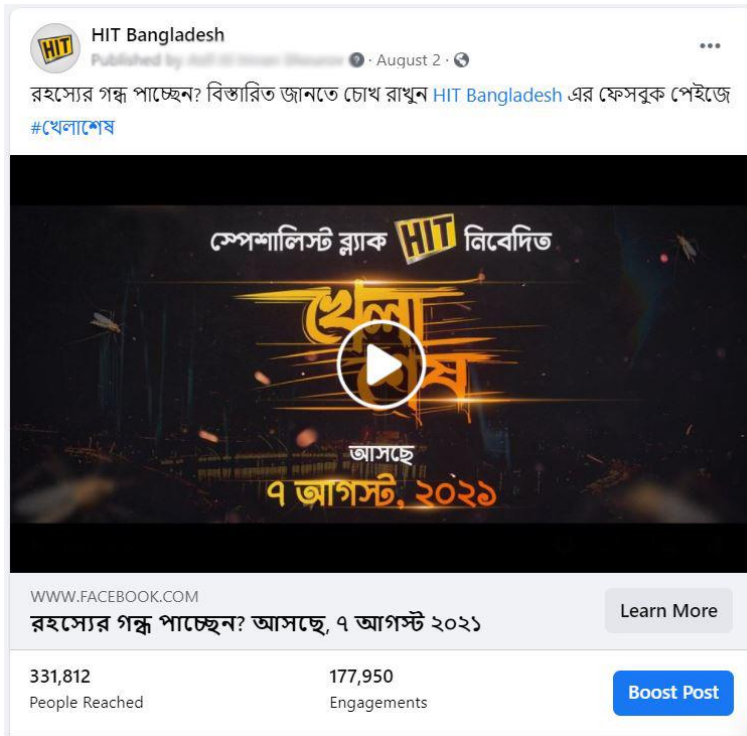


Illustration 12: Trailer Video



Illustration 13: Campaign OVC Poster

The trailer successfully created the buzz. It reached to 331,812 people and the engagement was 177,950. After that, we launched a cinematic poster for the campaign. In the poster, we focused the brand name and main character of the OVC. Surprisingly, the poster reached to 1,422,697 and made an engagement of 9465.

- Engagement:** As I mentioned, we made it in a crime-thriller movie treatment. So, we divided the OVC in two episodes. Where we launched the first episode prior to one week duration to the second episode. It was done to establish the thriller experience. In the first episode we focused the problem. Where the main character was hospitalized assuming of murder attempt. The investigating officer and the team visited the crime scene, which is main character's home. They investigated the area and gathered essential intel. In second episode we disclosed the actual reason of the crime and its Dengue. After that we addressed the solution which is cleanliness and HIT spy to kill mosquito.

This engagement segment was a great hit. We got 1,565,921 reach, 487,179 engagement, over 3000 reacts in first episode. In second episode, we got 1,487,725 reach, 268,188 engagement and 4500+ reacts.



Illustration 14: OVC Episode 1

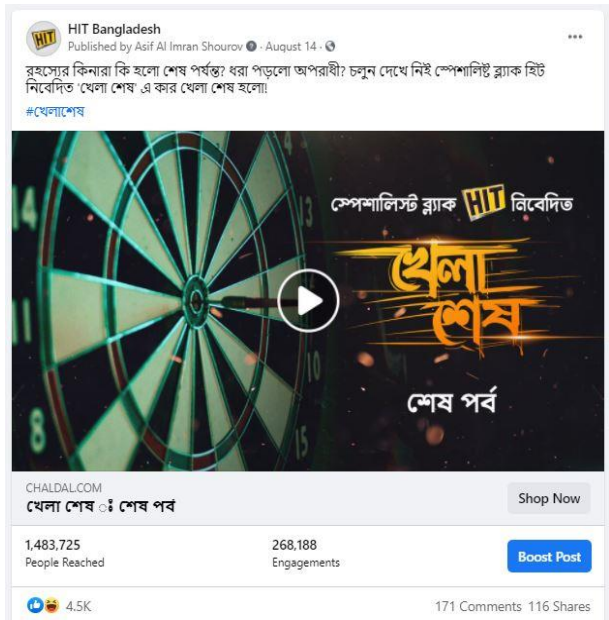


Illustration 15: OVC Episode 2

- Sales Connect:** At this stage, Following the premiere of the first episode, a Facebook quiz contest was held. This was done with the goal of establishing a subtle connection between the story plot and the brand. Every successful answer earned the customer a discount code, which they used at chaldal and Daraz Mall.



Illustration 15: Contest Content Static

4.4 Digital Media Buying:

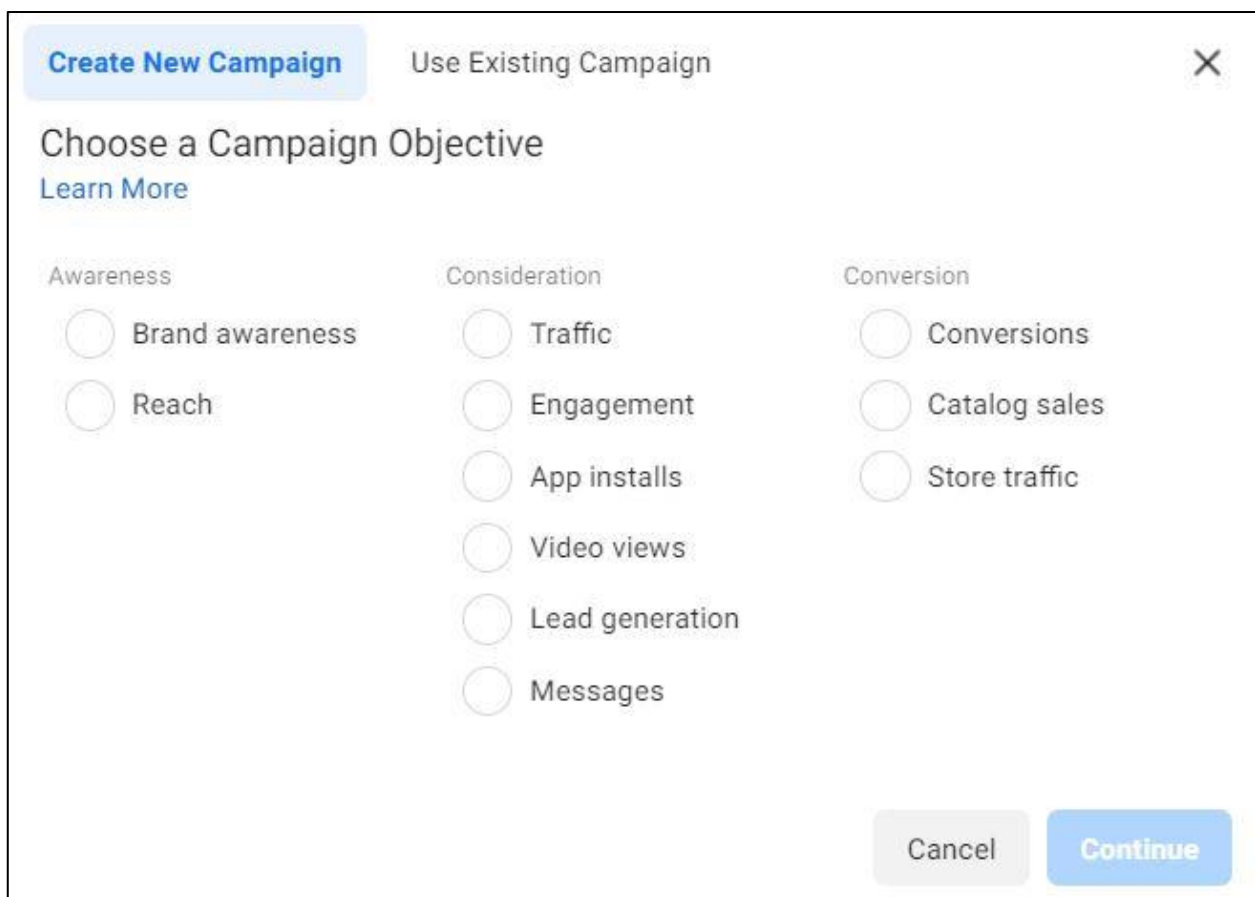
We buy ad spaces on websites, apps, and other digital platforms through digital media buying.

For digital media buying we can run the campaign in three different categories.

1. Awareness
2. Consideration
3. Conversion

Awareness category consists of brand awareness and content reach. Consideration category is used for generating leads, traffics for website, post engagement, app install, increasing the number of video views and content to message. Conversion is used to sales generation and increasing the online store traffic.

To run a digital media buying campaign, this first step. After selecting the desired purpose, we move to second step.



The screenshot shows a 'Create New Campaign' dialog box. At the top, there are two tabs: 'Create New Campaign' (selected) and 'Use Existing Campaign'. Below the tabs is a close button (X). The main heading is 'Choose a Campaign Objective' with a 'Learn More' link. The objectives are grouped into three columns: Awareness, Consideration, and Conversion. Each objective has a radio button next to it. At the bottom right, there are 'Cancel' and 'Continue' buttons.

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

Illustration 16: Digital media buying campaign step 1

At this stage we set the campaign budget, campaign runtime, audience and placement. Confirming the budget and duration, we set the target audience based on age, gender, basic geometric choices. It is also possible to go for a detailed targeting. In detailed targeting, it is possible to target the audience based on their interests, demographics, behaviors and online activities. Then select the placement areas, where the ads will be shown. For example: Facebook news feed, Instagram feed, video feeds, Facebook and messenger stories, Instagram stories and reels, In-streams etc. If we want to test the target group sets, we can perform A/B test (Split Testing).

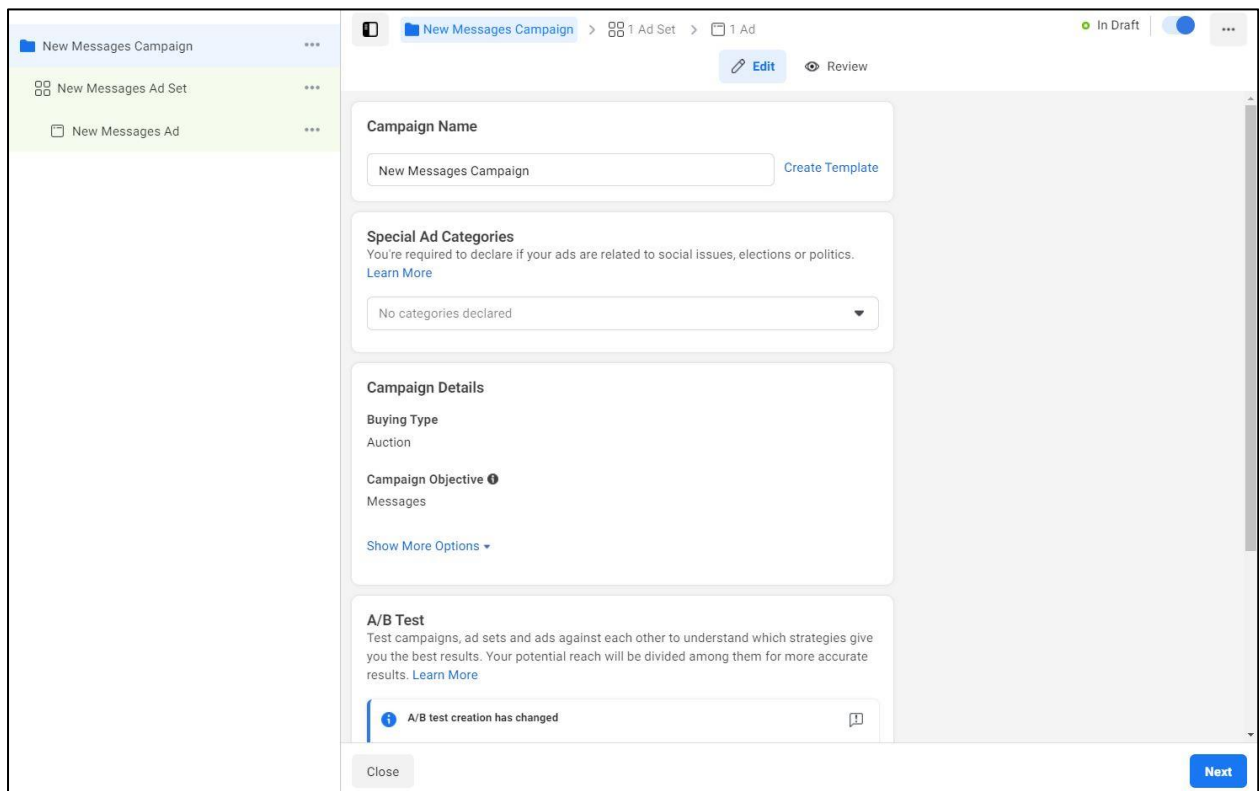


Illustration 17: Digital media buying campaign step 2

At this step, we select the client’s social media accounts (Facebook page, Instagram accounts. At ad setup option, either we upload a new visual media or an existing post to run the ad. After selecting the media, we put some primary text to explain the context, which is considered as “Caption”. Then comes the “call to action” part. Here, we put buttons like- get a quote, learn more, shop now, send messages etc. It helps to redirect the audience to a landing page or helps the client get leads. Once all these are done, we set some tracking keys and tool. Keep track of activity databases that contain conversions that the ad may have triggered. By default, the dataset containing the conversion specified for the ad account will be tracked.

Ad Name

New Messages Ad [Create Template](#)

Identity

Facebook Page

naamhinband ▼

Instagram Account ⓘ

naamhinband ▼

Branded Content

If this post features a third-party brand or product then you must tag your business partner's Page. See branded content policy

Ad Setup

Create Ad ▼

Fullscreen Mobile Experience

Add an Instant Experience

Primary Text

Tell people what your ad is about

Call to Action

Send Message ▼

When people click Send Message on an ad, they'll be able to send a message to your Page.

Tracking ⓘ [See updates](#)

Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website Events ⓘ

App Events

Offline Events ⓘ

URL Parameters · Optional

key1=value1&key2=value2

[Build a URL Parameter](#)

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

[See recommendations](#)

Media

Add Media ▼ [Create Video](#)

ⓘ Select or upload an image or video for your ad.

Primary Text

Tell people what your ad is about

Call to Action

Send Message ▼

When people click Send Message on an ad, they'll be able to send a message to your Page.

Illustration 18: Digital media buying campaign step 3

Once the step three is completed, we publish the ad. After publishing the ad, it remains in review. Facebook authority check is everything fine or not. Like- is there enough amount of dollar available in the ad manager account, is the ad violating any community standard etc.

When the ad runtime is completed, we analyze the performance, demographics and platforms. Considering this we always improvise our ad sets to perform better.

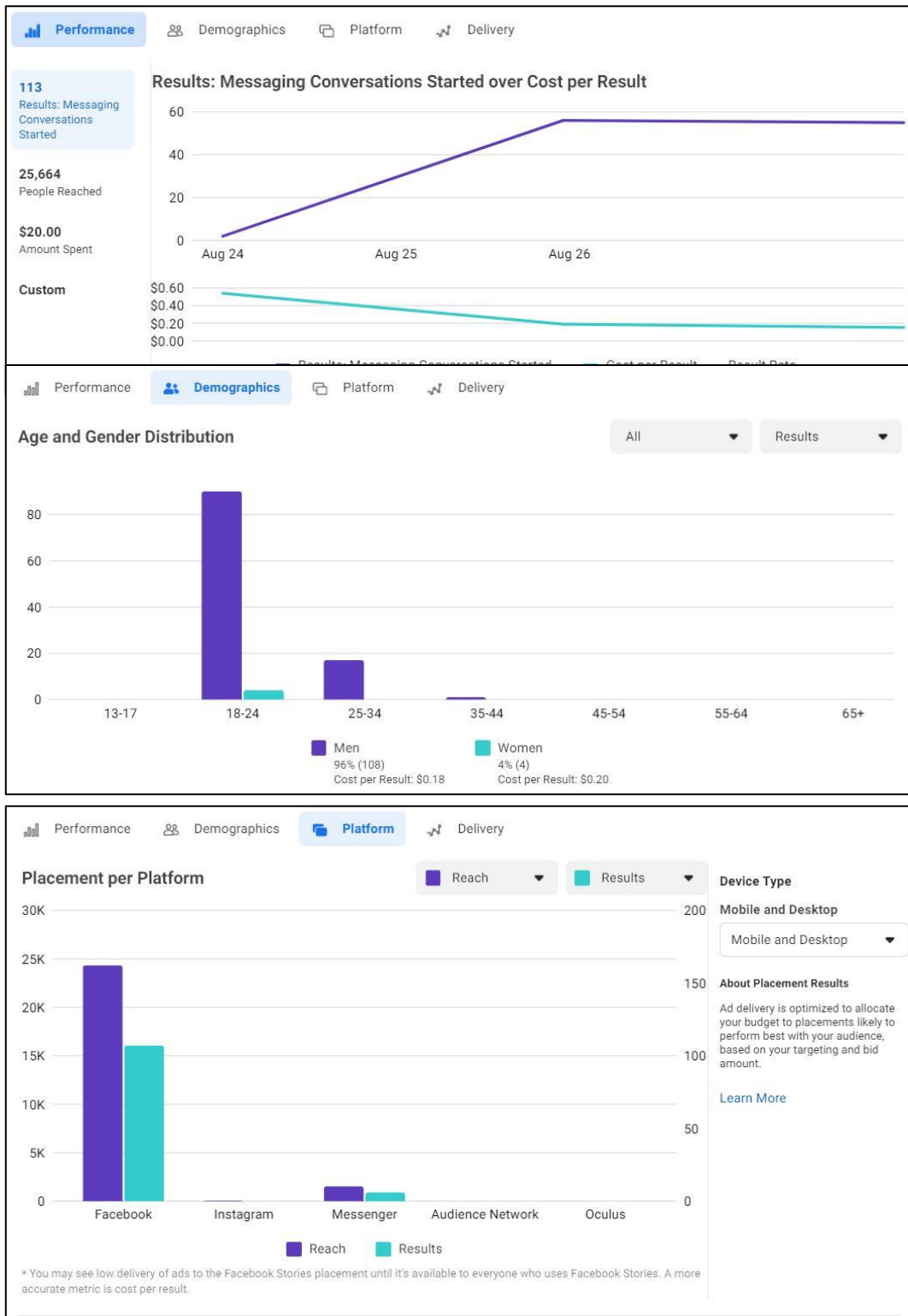


Illustration 19: Ad Insights

CHAPTER 5: Analyses and Findings

5.1 Analyses:

Taking into account the factors of "Chapter 3 and 4", the following actions must be ensured by an agency:

- **Strategy planning:** Clients should be able to receive a thorough strategy from the agency, including features such as an editorial schedule, that they can use to achieve their objectives. Of course, the agency could go even farther and assist clients in implementing their approach.
- **Channel-specific social media services:** Clients' preferred networks must be known to the agency. Having a list of suggestions ready for them if they don't know what they're looking for yet.
- **Account/profile creation and branding:** Clients may seek guidance on which social media platforms to use, as well as assistance with creating profiles and accounts. The agency's services can guarantee that social profiles are relevant to the company, that they are SEO-friendly, and that they have some pre-written material to get them started in the first few weeks.
- **Creation of contents:** The content of social media should engage and inspire sharing in order to help firms convey their message. The creation of content for customers may comprise generating visuals or videos and writing social media postings or blog postings. It has something valuable to contribute and to generate leads.
- **Content publishing:** It might be really valuable to help brands to plan their content. Many small companies can find difficulty posting content on several platforms, in particular. It can be challenging and harder for them to have the correct moment to post. Not the toughest task, it does make it easier for brands to schedule content. A content schedule is frequently the easiest way for brands to post what but it still gives brands freedom to make changes if necessary.
- **Research and analysis:** Gaining clients' business requires providing research and valuable insight into their brands. They want to know about their audience and customers first and foremost: their interests, behavior, and who they are. Second, the agency wants to include a thorough examination of competitors, including what they are doing and how they are doing it on social media. This will assist clients in

identifying their own strengths and shortcomings, which they may then incorporate into their own approach.

- **Campaign and community management:** One of the services an agency may provide to help them make the most of their social media strategy is real-time campaign management. Agency may maintain the track of the client's audience and hunt for opportunities for content development. Beside this, community management is a vital factor. If it is not done properly, audience may have a negative impression to the brand.
- **Consulting:** Many business owners are still unfamiliar with social media. Although they may use it in their personal lives, using it for commercial objectives is a completely different matter. Offering services as an agency can help clients navigate the complex world of social media marketing. Educating clients on how to handle themselves on social media is one of the services, agency may provide. Many people must understand the proper vocabulary to employ while speaking to their audience as a brand on various social media platforms.
- **Return on Investment:** Most importantly, an agency must ensure that their clients' money is well spent. Social media is like a deep ocean, investing here carries a high level of risk and the majority of the time, clients put their faith in their SMM agency blindly. It is essential, therefore, that the agency plays its part correctly and uses the resources to get their investment successfully returned.

5.2 Findings:

Both firms and customers have benefited from digital marketing communication in many ways. People can satisfy their true data thirst via digital marketing communication, whereas traditional media serves as a teaser. Both are intertwined since they both aid in the delivery of a message, which is the beauty of marketing. Marketing departments are morphing into Marketing and Communication departments in today's world. Some significant conclusions of the study are listed below, based on the previous chapters.

- Digital marketing communication is essential for business promotion.
- Digital marketing communication aids traditional media in reaching a wider audience.
- In terms of lead generation and sales optimization, digital marketing communication has established a new era.
- Because of digital marketing communication, communicating with customers has become easier and more efficient.
- Brands are becoming more data-driven because of digital marketing communication and its tools.

CHAPTER 6: Recommendations and Conclusion

6.1 Recommendations

There are some recommendations for marketers based on the study's analysis and findings.

- Brand guidelines for both digital and traditional media must be consistent. Aside from that, make sure they match the brand's image and tone. Otherwise, it slows down the content creation process.
- The brand guidelines must be followed by the agency.
- Businesses that are still thinking about performing simply traditional marketing should start investing in digital media to improve the effectiveness of their communications.
- Whoever runs a business, particularly one that involves online purchasing, should take some crucial steps to protect consumer information and provide a positive customer experience.
- Although digital marketing communication is not as expensive as other media, content management is critical in digital marketing communication. As a result, marketers should place a greater emphasis on content management, combine it with traditional media, and invest wisely in both digital and traditional media.

6.2 Conclusion

Since I was a student at the undergraduate level, one of my aspirations was to work for an international advertising firm like Loud Limited. I am overjoyed to be employed by such excellent advertising firm. For me, working with creative brains and professionals has been a fantastic experience. Loud Limited provides 360-degree communication, and I'm learning new things every day. The connections I've built here will last a lifetime. It's been a fantastic adventure working with so many different local and worldwide brands, and it's been a great learning experience for me. This has been an amazing learning opportunity for me. The topic in this study is centered on the debate between digital and traditional marketers. The importance of both traditional and digital marketing communication in raising brand recognition and performance cannot be overstated. Digital marketing communication is critical for today's brands to be successful and reach out not only locally but also globally. Again, there are numerous limits and roadblocks in this report. Thank you to everyone who assisted me in completing this report.

6.3 References

DAN HUGHES (2018), Brand Storytelling in the Digital Age. Retrieved from World Wide Web: digitalmarketinginstitute.com/blog/brand-storytelling-in-the-digital-age on 13 September 2021.

Digital marketing resources, Ireland: Digital Marketing Institute, Retrieved from World Wide Web: digitalmarketinginstitute.com/resources on 13 September 2021.

Simon Kingsnorth (2016), Digital Marketing Strategy: An integrated approach to online marketing, Content Strategy, 13, 236-242

Attachment:

Questionnaire (open-ended)

1. What do you mean by Digital Marketing Communication?
2. What are the must have factors for any digital marketing communication agency?
3. What are the most used and available channels for digital marketing communication?
4. What do you think about the importance of digital marketing communication and digital marketing communication agency?
5. What are the must have strategic business units a digital marketing communication agency should have?
6. What is your view on “digital marketing communication is taking over the traditional marketing communication”?
7. Is digital marketing communication/digital marketing communication agency really necessary?