



Rohto Mentholatum (Bangladesh) Limited

**DIGITAL MARKETING ACTIVITIES PERFORMED BY 'ROHTO
MENTHOLATUM BANGLADESH LIMITED: AN INTENSIVE STUDY
THROUGH MARKETING DIVISION**

LETTER OF TRANSMITAL

Date:

Farhana Noor

Assistant professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship report on **Digital Marketing Activities** in '**Rohto Mentholatum Bangladesh Limited**'.

Sir,

With due respect I would like to submit my Internship Report titled **Digital Marketing Activities Performed by Rohto Mentholatum (Bangladesh) Limited: An Intensive Study Through Marketing Division**. I completed my internship at Rohto Mentholatum (Bangladesh) Limited and I tried my level best to perform all the duties assigned by them. This report is a conclusion of my 6 months internship and I sincerely hope that it would be able to fulfill your expectations.

I have put my sincere effort to make this report informative and effective by maintaining all your instructions. I am thankful to you for your kind support and supervision for preparing this report. It will be great pleasure for me to answer any clarification if any queries arise.

Sincerely yours,



Md. Shafaiauth Hossain

ID- 132-11-3304

Major in Marketing

Bachelor of Business Administration

Department of Business Administration

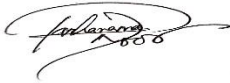
Faculty of Business & Entrepreneurship

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Approval Certificate

This is to certify that Md. Shafaiauth Hossain, bearing ID No: 132-11-3304, a student of BBA Program, Daffodil International University has completed the internship report under my supervision. He has worked for Rohto Mentholatum (Bangladesh) Limited as an intern and completed the report titled "An Analysis on Digital Marketing Activities of Rohto Mentholatum (Bangladesh) Limited." as a partial requirement for obtaining a BBA degree.

He has been permitted to submit the report. He has a strong moral character and very pleasing personality. It has indeed been a great pleasure working with him. I wish his success in all his future endeavors.



Farhana Noor
Assistant professor
Department of Business Administration
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Student's Declaration

I declare that the Internship Report on " Digital Marketing Activities" of "Rohto Mentholatum (Bangladesh) Limited " embodies the results of my own research works, pursued under the arrangement of Rohto Mentholatum (Bangladesh) Limited.

I further declare that the analysis recorded in this internship is original and that no part or whole of the document has been submitted for any degree or award or other purpose to any other university or institution.

The work I have presented does not breach any existing copyright. I further undertake to indemnify the University against any loss or damage arising from breach of the forgoing obligations.

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Acknowledgement

First of all, I'm thankful to all mighty ALLAH for the wellbeing and healthiness that were very much necessary to finish this report. After that foremost, I would like to state my genuine appreciation to my supervisor Farhana Noor, Assistant Professor, Department of Business Administration, Daffodil International University for the incessant support of my BBA Internship Report, for his broad motivation, tolerance, gigantic knowledge, and enthusiasm. His direction helped me a lot in all the time of investigate and writing of this Internship Report.

Hereby my truthful thanks also go for my supervisor A S M Nur E Elahi, Manager, Marketing Department, Rohto Mentholatum (Bangladesh) Ltd. I am grateful to him for his supervision and cooperation. Moreover, I would like to express appreciation to my colleagues for their valuable time and information which help me a lot deal with my Internship Report.

Lastly but foremost, I am very much grateful and thankful towards my family who supported me mentally and spiritually throughout my life.

Thank you.

Executive Summary

The digital marketing strategy proposes an economical, effective, practical, economic, and inclusive expansion of Rohto's current presence. The in-depth analysis in this report will show that the Rohto's current social media presence is brimming with potential. Depending on the results, Rohto-Mentholatum (Bangladesh) Limited should focus more on expanding its marketing on Email Marketing, Online Advertising, Facebook Campaign, YouTube Ads, Google Ads, and other digital marketing techniques. In this research, we shall see that these platforms, in particular, given the opportunity to create high-quality content in an appealing and meaningful manner. Furthermore, this report will highlight the total involvement of digital marketing for their client interaction on digital media. This study will present a thorough justification for digital marketing and how it benefits Rohto-Mentholatum (Bangladesh) Limited. In this research, we will also learn about the key items that Rohto-Mentholatum (Bangladesh) Limited developed for the country, as well as how they maintain their presence in the digitalization industry to raise audience awareness. It also highlights the obligations and roles that I have taken on for this company. Finally, this research demonstrates the differences between digital marketing and traditional marketing, as well as the revolution brought about by Rohto-Mentholatum (Bangladesh) Limited through the use of digital marketing.

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Part 1: Introduction

The most obvious fact in the field of marketing is media rebellion. Marketing cannot currently be termed a "consumer-haunt." Nowadays, the role of marketing and advertising is to satisfy the customer's interest with significant and clear information. The growing relevance of digital marketing in business operations is due to an increase in the number of Internet users, which provides an ideal location for marketing activities. Digital marketing, also known as 'web-based marketing,' 'online application marketing,' or 'internet marketing,' has grown in popularity over the last decade. With the rise of social networks, digital marketing now includes a new area of social media marketing.

Here in Bangladesh, the recently emerging ideas of "Digital Marketing" have taken the country further than the traditional marketing viewpoints, and as a result, modern thinking, creative initiative, and an inclusive mind-set are absolutely enviable. The digital age has provided Bangladeshi marketers with energizing better ways to learn about the thing, track consumers, and create products and services tailored to individual consumer needs. Despite the fact that the term "Digital Marketing" was coined in the 1990s, its total use and significance in Bangladesh has only recently increased. As technology advanced rapidly in recent decades, digital media became widely available, to the point where anyone could access information at any time and from any location.

Companies like Rohto-Mentholatum (Bangladesh) Limited that understand the power of digital capabilities, which facilitate interactive relationships between a brand and a consumer, and will continue to implement digital marketing into their strategies, may reduce service costs, logistics coordination costs, and increase the financial plan for activity in another bureau of the organization. Digital Marketing has provided a new wave of advertising, communication, and relationship structuring tools to Rohto-Mentholatum (Bangladesh) Limited, spanning from online advertising, cell phone, video sharing tools, and video activities to web widget and online social network. In simple terms, digital marketing for a firm entails a spectacular and unique idea about marketing systems using digital

channels to advance their products or brands through the resources of at least one sort of electronic media that goes beyond communications.

However, digital marketing standards differ from traditional marketing standards in that it incorporates the use of channels and strategies that enable an organization to review marketing efforts and understand what is working and what is not - frequently in real time. Traditional marketing is defined as any activity that involves the flow of services and goods from the producer to the ultimate receiver, whereas digital marketing is defined by its technical capabilities, which include combining advertising of services/products with their social media, digital distribution, and Internet transactions.

Origin of the Report

The rationale for writing this report is that it is part of my B.B.A curriculum and is titled Internship. Rohto-Mentholatum (Bangladesh) Limited is a Japanese multinational company of Rohto Pharmaceutical Co. Ltd. where I finished my internship. Throughout the Internship, I learned about the actual implementation of marketing tactics. During my internship, I worked with Oxy, Acnes, LipIce, HadaLabo, Perfecta, and Sunplay products. All the while learning about the process and impact of digital platforms and how it influences consumers which in turn not only profits the organization but the country as a whole. This report has been drafted on the overall concept of how Rohto Bangladesh implies its Digital Marketing in Bangladesh. The title of the report is ***“Digital Marketing activities performed By Rohto-Mentholatum (Bangladesh) Limited: An Intensive Study through Marketing Division***

Broad Objective of the Study

Recognize the current state of digital marketing and customer attitudes toward digital marketing campaigns in Rohto-Mentholatum (Bangladesh) Limited and seek methods for making it more established in this environment.

Specific Objective of the Study

There are some specific objectives shown below:

- To identify the type of Digital Marketing Activities, perform by Rohto-Mentholatum (Bangladesh) Limited.
- To signify the steps that are essential for setting up digital marketing campaign in Rohoto.
- To find out different limitations for digital marketing activities in Rohoto.

Methodology

This section will provide a basic overview of the many types of approaches. These many approaches for investigation will also be rationalized because they will be used to obtain relevant, legitimate, and accurate data in order to prepare for the project's previously established goals. In addition, the study method employed to obtain the exact data to meet the research objectives within its limitations must be mitigated.

Sources of Data for this Report

Before settling on a research method and plan, it is necessary to comprehend the background knowledge on several types of approaches. Essentially, there are two types of methodology-based research in this report: primary sources of data and secondary sources of data with different aims.

Primary Sources of Data

Primary data refers to first-hand data gathered by the researcher, which is real-time data. This report is based on the intern's daily work experience. Aside from that, this report is based on information provided by -

- A S M Nur E Elahi, Marketing Manager
- Washi Nasrullah Bin Sharif, Brand Executive

- Dawan Nazrul Bappe, Associate Manager, Graphic and Visualization
- Kazi Persa Zerin, Executive, Talent Acquisition and OD.

Secondary Source of Data

Secondary data is information that is gathered by someone other than the user. Because this is a descriptive report based on daily experience, internal records and online data searches are used to explain various themes.

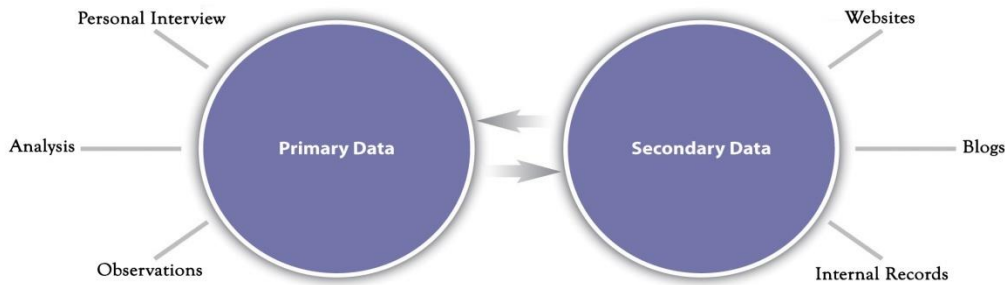


Figure 1 - Sources of Primary and Secondary Data for this report

Limitations of the Study

There were some limitations while making this report. Some of these limitations are stated below:

1. Time was the crucial obstacle for making this report. Some more time was needed to notice and observe the actual condition, the working methods and everything.
2. As an intern I do not handle all of the digital marketing activities of the company. So, it was a bit difficult for me to write up about the whole digital marketing activities.
3. Privacy was another issue. Company never wants to disclose each and everything outside. Though my seniors helped and cooperated with me so much to make this report more informative, but since I am not a permanent employee here, there were some obligations to disclose every confidential thing to me.

Part 2: Company Profile

Brief History

Rohto-Mentholatum (Bangladesh) Limited is a Japanese international subsidiary of Rohto Pharmaceutical Co. Ltd, which is situated in Japan. Rohto just marked its 120th year in business. It began as a pharmaceutical company, but over time it grew into a healthcare company. Its catchphrase, "never say never," embodies the company's commitment to creating products that benefit people's health. In Japan, Rohto's eye drop is the most popular. It was invented by Rohto in 1909. Until date, eye drops have dominated the market in Japan, accounting for more than 40% of total market share. Rohto's invention of eye care has become a daily ritual in Japan. Rohto began its skin care company in the early 1970s. The company's miracle is that it is still run by the fourth generation of the same founding Yamada family. Rohto began operations in 1899. Its products are extremely popular in Japan. Rohto began its journey in Bangladesh in 2010 with the goal of providing clients with "Happy Surprises." Rohto now has subsidiaries and distributors in 150 countries.



Figure 2 - Rohto Headquarter

Mission

Rohto's objective is to delight clients not only by ensuring contentment, but also by exceeding their expectations with our products.

Logo

The logo is used to symbolize the company, but it also has a meaning of its own. Rohto's intelligence and trustworthiness are represented by the blue color. The letter 'o' jumping in mid-air at the conclusion indicates Rohto's readiness to leap towards a prosperous future. The red line, on the other hand, reflects the ardent dedication of every Rohto member. The logo shows Rohto's commitment to its customers, employees, and society.



Figure 3 - ROHTO-Mentholatum Bangladesh Limited Logo

Organizational Hierarchy

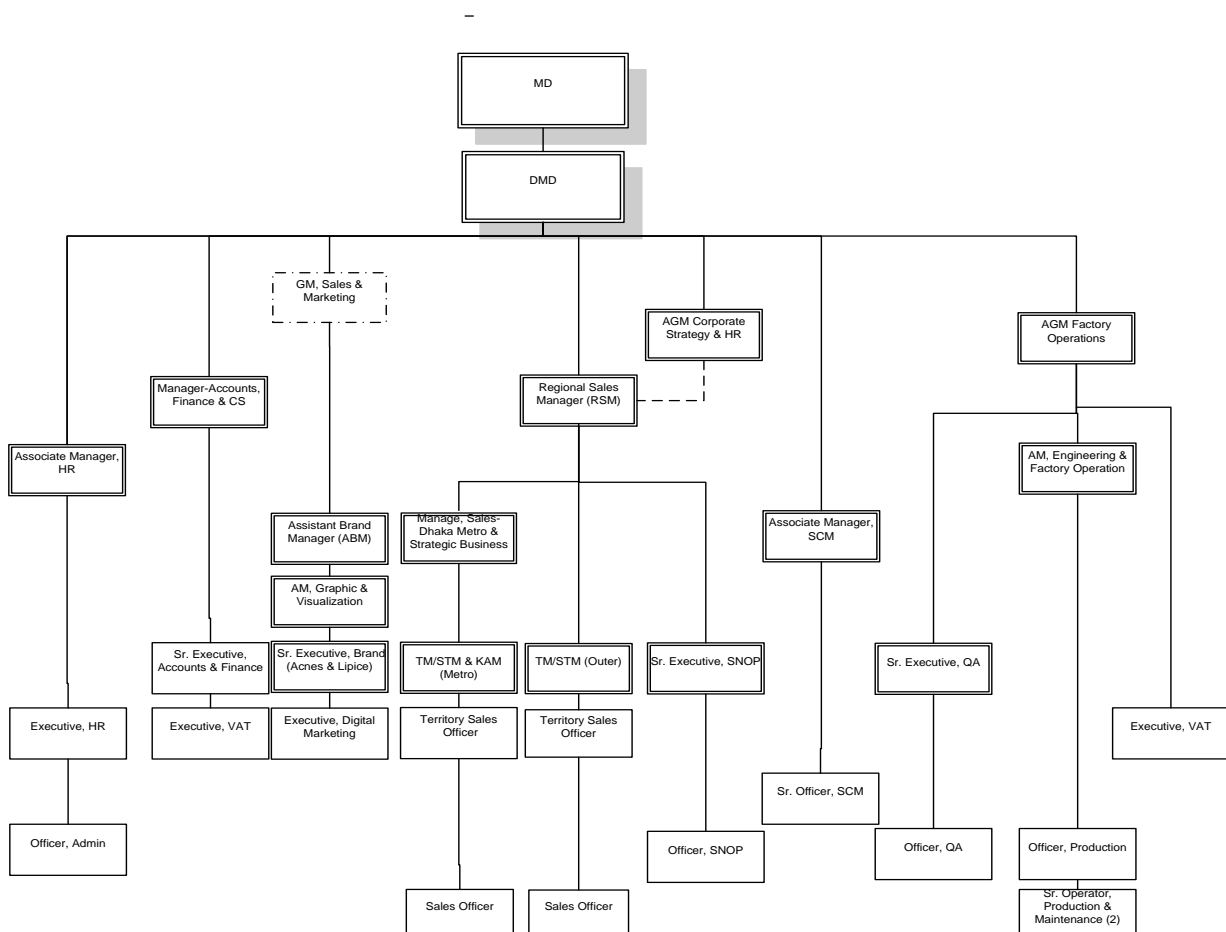


Figure 4 - Organogram of Rohto Mentholatum (Bangladesh) Limited

List of Brands Available in Bangladesh

Oxy, Acnes, and Lipice are presently available in Bangladesh. Also available at Rohto Premium Outlet are HadaLabo, Perfecta, and Sunplay. Rohto intends to officially debut their globally renowned HadaLabo brand in Bangladesh very soon. In Japan, HadaLabo is the market leader in the basic cosmetics area.

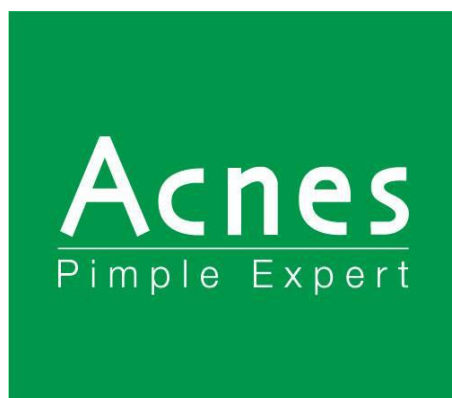


Figure 5 - Oxy, Acnes and Lipice Logo

Acnes

Acnes are an internationally medicated number 1 brand of Japan in Bangladesh for the ultimate pimple solutions. Salicylic Acid & Isopropyl methyl phenol enriched Acnes kills' bacteria & prevents the skin from Pimple. Acnes offer 3 Step Solution to prevent and cure pimple and Post-Acne Solution to take care of the skin from pimple scar & convert the face with perfect look. It has a complete range of products which is shown below.





Figure 6 - Products of Acnes Brand

OXY

The brand OXY is a premium men's skincare brand in Bangladesh under licensed by Rohto Pharmaceuticals Co. Ltd. Osaka, Japan. OXY has been Japan's number 1 face wash brand for many years. The brand has the maximum presence & awareness in the Bangladeshi market from its beginning in 2009 and so far, this brand has kept the promise to deliver the best values for the consumers. In Bangladesh, OXY is marketed by Rohto-Mentholatum (Bangladesh) Ltd.





Figure 7 - Products of OXY Brand

Liplce

Liplce is an internationally recognized lip care brand. It is the number 1 lip care brand in Japan and available in Bangladesh, distributed by ROHTO- MENTHOLAUM (BANGLADESH) LIMITED. Liplce is manufactured in ROHTO- MENTHOLATUM (VIETNAM) CO. LTD. under the license of ROHTO PHARMACEUTICAL CO. LTD. Osaka, Japan. In Bangladesh market, Liplce is available in three different categories - Liplce Lip Balm, Liplce Sheer Color, and Liplce Sheer Color Q.



Figure 8 - Products of Lipice Brand

3.3.4 Worldwide Other Popular Products



Figure 9 - Worldwide Popular Products of Different Brands of Rohto

Part 3 (Analysis of the study)

Digital Marketing Activities Performed by Rohto Mentholatum (Bangladesh) Ltd

Digital marketing is an internet method of promoting services or businesses. At its most basic, digital marketing refers to advertising delivered via digital channels like as search engines, websites, social media, email, and mobile applications. Nowadays, it is quite popular and useful for company. Rohto is currently engaged in several digital marketing operations, which are listed below:

Facebook Campaign

- **Page Management:** There are several methods for managing Facebook pages. Our Facebook pages are accessible via six different roles. Administrator, editor, moderator, advertiser, analyst, and jobs manager are among them. Everything on the page can be managed by an administrator. They can reply to and remove comments on the Page, add advertisements, check which admin authored a post or remark, examine insights, respond to and delete Instagram comments from the Page, modify Instagram account details from the Page, and assign Page roles. An editor can send messages and publish as the Page, respond to and delete comments on the Page, create ads, view insights, respond to and delete Instagram comments from the Page, and edit Instagram account details from the Page. A moderator can send messages on behalf of the Page, respond to and delete comments, create ads, see which admin created a post or comment, view insights, and respond to Instagram comments from the Page. Advertisers can see which administrator made a post or comment, as well as create ads and view analytics. An analyst can view insights and see which admin created a post or comment. A job manager can create ads, manage jobs, and view and manage applications.
- **Ads Manager:** Ads manager is a one-stop shop for creating ads, scheduling when and where they run, and tracking campaign performance by analyzing insights. It's a fantastic ad management tool. Ads manager is used by Rohto to manage their campaigns. Advertisers are the primary target audience for Ad Manager. Below are some of the ad manager's responsibilities.:
 - **Types of activities** - Campaign parameters, such as objectives and audiences, can be selected in the ads manager. It's also possible to manage the creative work by

uploading ad creative, writing ad copy, and analyzing how well the ad is performing.

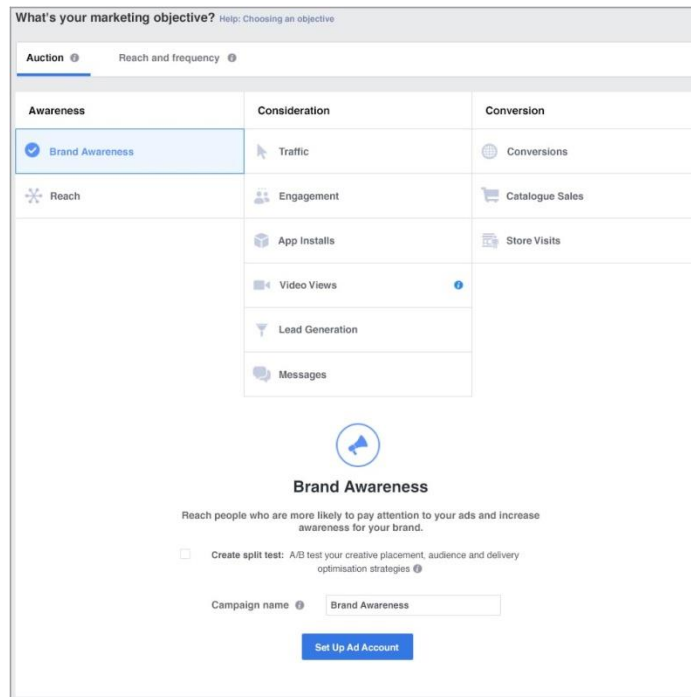


Figure 13 - Selecting Marketing Objectives

- **Review and Adjust the Campaigns:** Ads Manager makes it simple to change the budget, audience, placement options, and creative, as well as batch edit multiple ads. At any time, Rohto can pause, copy, or re-launch their ad campaigns.
- **Real Time Reporting:** Ads manager's reporting tool can assist in determining whether or not the ads are achieving their intended goal. By observing trends over time, we can easily identify areas to improve the campaign's performance, such as the image, audience, and budget.
- **Guided Creation:** Guided creation employs a step-by-step wizard to guide an advertiser through the steps involved in launching a typical campaign. Quick creation can be used to complete this step.
- **Quick Creation:** It's a good option for a first-time advertiser. The advertiser can set up the campaign, ad set, and ad elements in any order with Quick Advertiser.

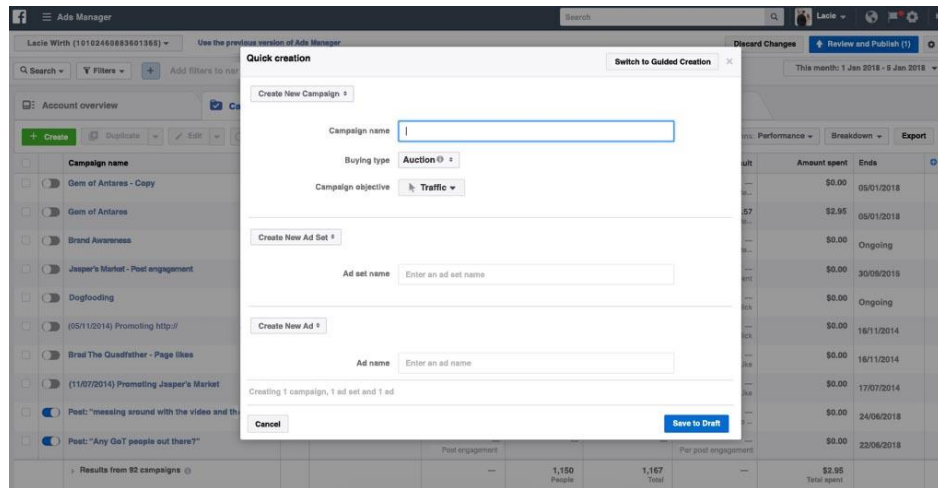


Figure 14 - Quick Creation

- **Query Management:** Rohto receives a large number of questions from customers via paid and organic social media posts. All of them are thoroughly addressed in the comment section and inbox. Rohto has its own FAQ file, which is used to manage the question-and-answer session. The management of brand queries is critical to the brand's image. It allows customers to gain a better understanding of the brand.
- **Audience Insight:** The audience insights are the most powerful analytical tool available to anyone who understands how to use them. By using the ads manager, you can access audience insights for free. Facebook collects information on its users' preferences, age group, gender, location, purchase history, activity, and device. And all of that data can be put to good use in a marketing campaign.

What Facebook Knows

The social network gathers all sorts of data from its users, such as age, friends and interests, but it also collects information outside its website.



Figure 15 - Information that Facebook knows about its Users

Even the audiences can be selected by the advertisers. Advertisers can gain the insights on these characteristics -

- ❖ **Demographics:** It includes the age, gender, relationship status, education level, job role.
- ❖ **Page likes:** It shows the page size and the number of audiences likes my page.
- ❖ **Location:** It includes the top cities, countries and languages of our selected audiences in comparison to the entire Facebook population in our country.
- ❖ **Activity:** Activity shows the median number of actions our audience has taken over the last 30 days. It includes the page likes, comments, post likes, shares and many more.

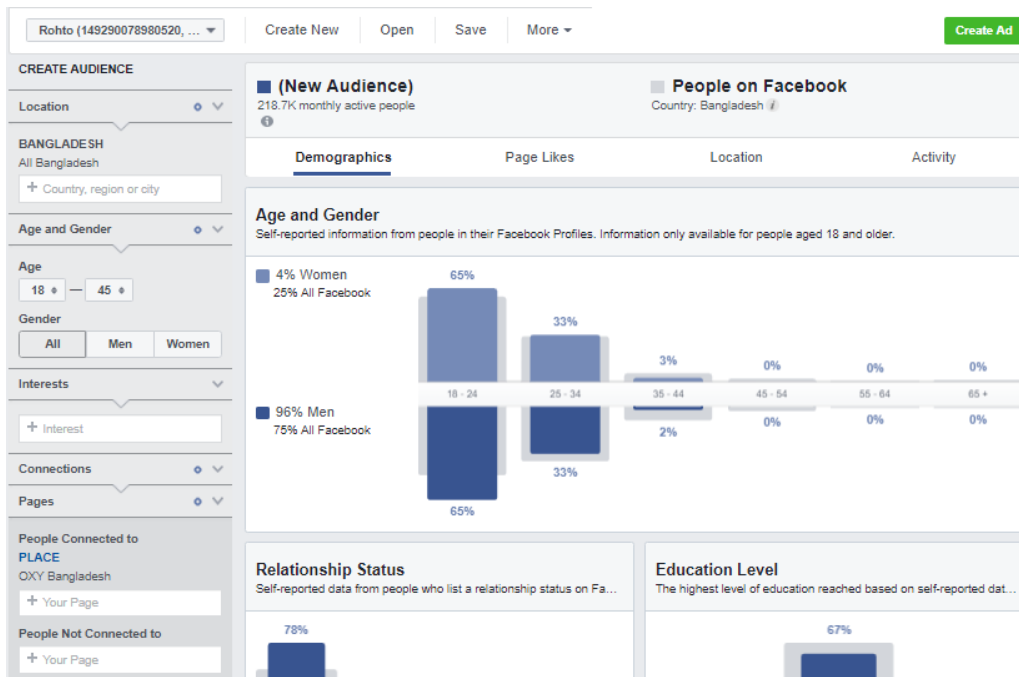


Figure 16 - OXY Demographics Insights

- **Facebook Content:** Businesses should make their posts interesting and appealing before posting them. The content can be in the form of a video or an image. Only if the content is appealing and interesting to the audience will they attempt to communicate through the post. Rohto has its own creative team that creates and designs appealing posts in order to attract the attention of their target audience.
- **Facebook Shop and E-Commerce Integration:** It aids in the acceleration of sales. The integration of a brand's Facebook page and an e-commerce site is possible. Customers can easily access the site through this integration and purchase the product by clicking the picture on that page.

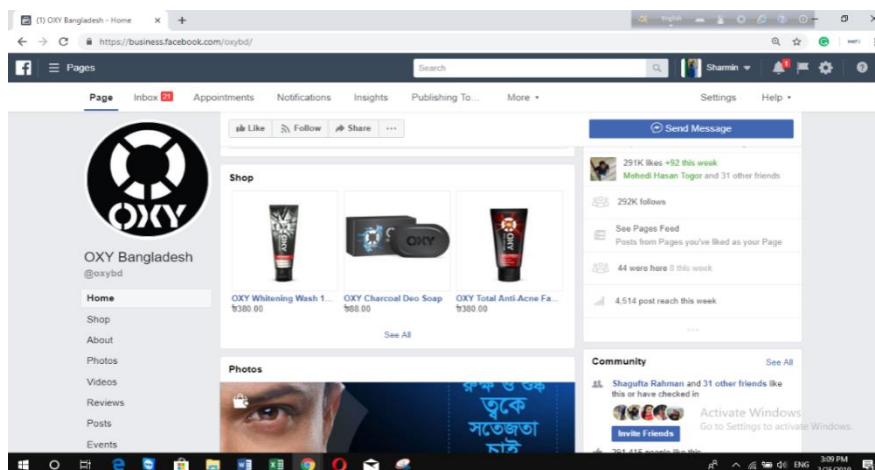


Figure 17 - Facebook Shop

- **Re marketing:** Re-market the product or service to the same audience that Rohto attracted through previous activities. It's a clever way to connect with their audience, who might not be ready to buy right away. It aids in raising brand awareness among audiences.

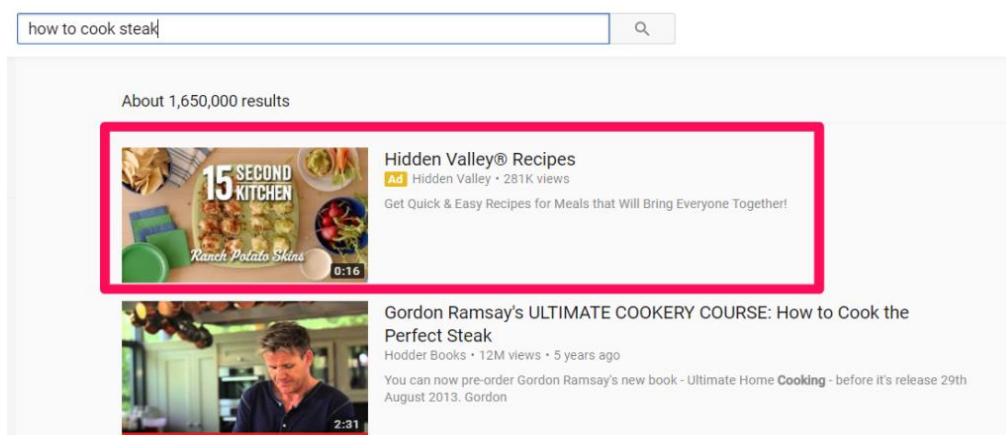
YouTube Ads

A pre-roll ad that appears at the beginning of video content is known as in-stream. It is now a very popular and effective medium for brand promotion. Rohto will only be paid if people watch their YouTube video ads. According to a study, 72 percent of YouTube videos are watched all the way through. Non-skippable / reroll ads, true view ads, and bumper ads are some of the different types of ads available on YouTube.

Ads that cannot be skipped can appear before, after, or during the main video. To begin or restart the video, you must first watch the non-skippable ads. The non-skippable videos are available on desktop and mobile devices.

True view ads are the most standard type of ads. In case of true view ads, we only pay for the ads when audience actually watch or interact through the video. The users have to view the ad at least 30 seconds. There are two types of True view ads. One type is a video discovery YouTube ad which appears on the related video in the right-hand slide bar. Another one is in stream ads which appear before starting the video they have selected on YouTube.

Bumper ads are the non-skip able ads up to 6 seconds. If the video is continued by the viewer then this will become a combination of skip able and bumper ads. Desktop and mobile phones are the platform of this type of ads.



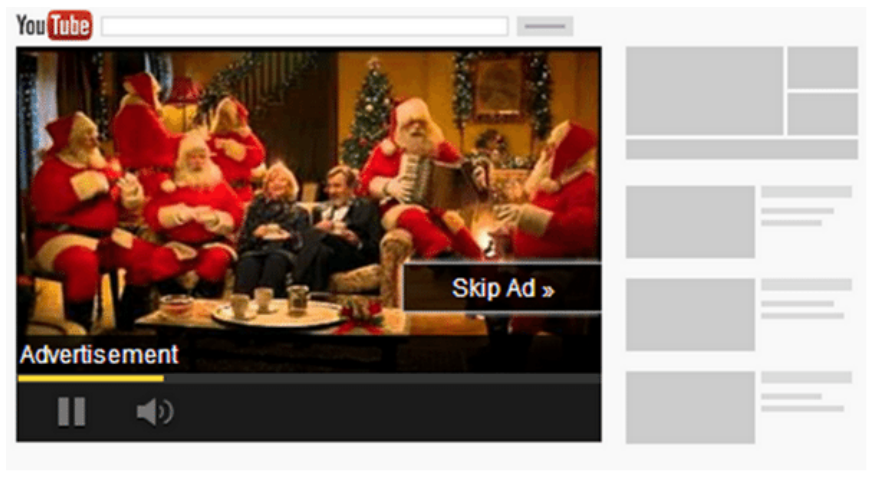


Figure 18 - Different Types of YouTube Ads

- **YouTube Channel Management:** In recent days, the YouTube channel has become extremely popular. Aside from Facebook, it's another effective way to raise brand awareness. To maintain or manage a YouTube channel, you must perform three tasks: optimize the channel, manage the channel, and engage in YouTube marketing. Rohto must make use of the most useful browser extension in order to optimize their YouTube videos and channel growth. It's critical to figure out the best way to optimize the channel so that they can get as much traffic as possible from their videos. The channel management and Rohto then do it with great sincerity. Managing the YouTube channel entails responding to comments appropriately, answering customer questions, and hiding and reviewing videos for better promotion. Finally, incorporating an ad management service into a website's marketing strategy is critical. Rohto uses YouTube advertising to increase the number of views on their channel and manage the campaign's effectiveness.

- **Search Engine Optimization:** Search engine optimization (SEO) is the constantly evolving practice of creating web content that will rank highly in search engine result pages (SERPs). Because search engines act as gatekeepers to content, optimizing a website for search is critical for attracting traffic and growing. The channel, playlist, descriptions, and videos themselves are all optimized for YouTube search engine optimization. Rohto optimizes their videos both inside and outside of YouTube for search. Utilizing the power of the video text in the form of transcripts, closed captions, and subscriptions is a key component of YouTube.
- **YouTube Ad Targeting:** Advertisers must know who they are going to target and where on YouTube these people are looking in order to place the ad on their computer screen. Let's take a look at a few things that everyone should be aware of before setting up YouTube ad targeting:

1. *The targeting options YouTube provide -*

- **Content Keywords:** Content keywords will place out ads based on the relevant keywords. It is one of the most important targeting options. Advertisers have to do a lot of keyword testing and research to choose a keyword. Rohto have used 'acnes', 'pimple expert',



Figure 19 - Content Keywords for YouTube

'men face wash' as their key words in previous ad targeting. There are four types of key words. Those are stated below:

- i. **Exact Match** - It will allow the visitors to reach to the prospect by using a specific word for searching that the advertisers are bidding.
- ii. **Broad Match** - Whenever visitors search by using any similar phrase, synonyms, antonyms, plural, singular form related to the word that the advertisers are bidding it will trigger them and show their content or page.

iii. **Modified Broad Match-** Modified broad match is more specific than broad match. Advertisers add a (+) sign before or after the word and the site trigger that word and show their content to the visitors.

iv. **Phrase Match-** Phrase match is more targeted than broad match but more flexible than exact match. If the advertiser enters the word using a quotation (“.....”) sign then it will be eligible for a phrase match.

- **Remarketing:** YouTube remarketing can be done by two ways. One is website re marketing and another one is video remarketing. Website

remarketing is to put on the Rohto’s ads in front of everyone who have visited Rohto’s website once. And video remarketing is to put on Rohto’s ads in front of those who have watched their videos. It helps to target the viewer easily.

ReMarketing: Channel or Site

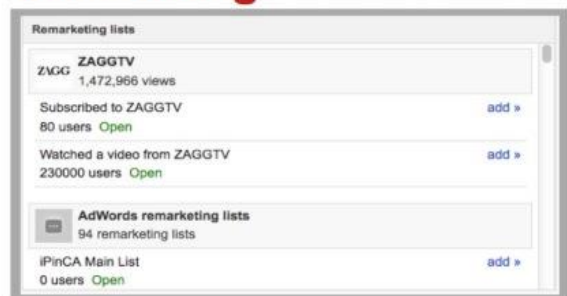


Figure 20 - Remarketing on YouTube

- **Placements:** It can be a strong targeting group if the advertisers can target it properly. It takes a lot of time to research and place the ad. The advertisers do

research and identify a related video to their product and place their ad on this. For example, Rohto once targeted makeup tutorials videos for the Lipice brand.

Placements: Channel, Video or Sites



Figure 21 - Ad Placements

- **Topics and Interest:** YouTube acquires a person's watching habits. Based on those information advertisers can target the people. Their ads are shown to those people who watch the same category videos on YouTube. It does not work all the time. Sometimes it fails to capture the desired customers.



Figure 22 - Interest and Topics Content

2. *The things should be considered while creating targeting groups for YouTube ads-*
 - **Demographics:** Each customer can be segmented according to the demographics. It is very much important to know the target market and segment them according to the demographics. Otherwise, Rohto may promote their men's face wash to the girls.
 - **Research:** Research is unavoidable in terms of targeting. Brand should study and research their customers' choices, preferences, habits etc. Rohto do research and study before going for any advertisement. Without doing research one cannot even expect a positive result from the activity. The message can be summarized in a calculation, that is:

Right message + Right people = Right result

Google Ads

Advertisers can use Google ads to display their ads, service offerings, product displays, and video content in exchange for a fee. It's a Google-created online ad platform. Rohto currently does not engage in such activities, but they intend to do so in the future for their various brands. The types of Google campaigns are -

- **Search Network Campaign:** The goal of most Search Network campaigns is to get people to take action, such as clicking on their ad or calling their business. People who are actively looking for information are targeted by these campaigns. When someone is actively looking for a product or service, such as Rohto's, they are much more likely to find and click on Rohto's ad.

- **Display Campaign:** Banners and other ad formats, such as image, video, text, flash, and audio, can be used to advertise products on websites and apps. A display ad is a type of advertisement that targets people with specific characteristics and appears in their search results. In addition to Google and Facebook, Twitter offers the opportunity to run a display campaign. Rohto

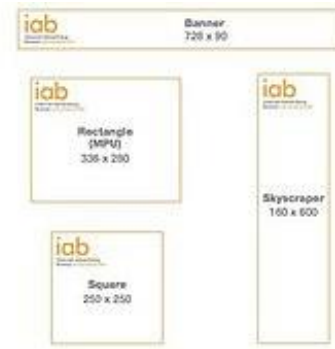


Figure 23 - Banner size for Display Campaign

will run similar campaigns on his blogs, website, and Facebook page. Rohto is not currently running this campaign, but plans to do so in the future. Banner ads are another name for this type of display ad. It comes in various sizes. The price of a banner varies depending on its size. Advertisers use banners to direct traffic to their e-commerce channel.

- **Google Analytics:** Google Analytics is a free website provided by Google. Advertisers glean information about how their customers find and use their website. They can even track the return on their online marketing investment.

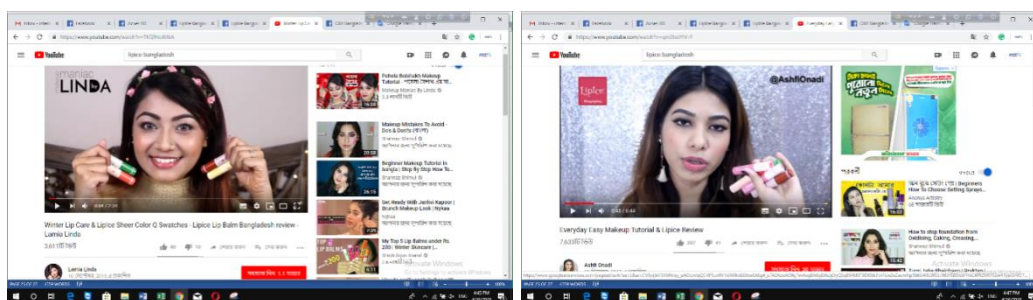
Blogging

- The term "blogging" refers to a discussion of an event, situation, or topic. Rohto talks about a variety of topics, including skin care, beauty, and lip care, as well as their company or organization. Rohto has previously engaged in two types of blogging. One is text blog/article and another one is video article. Those articles are posted on the 'Shajgoj' website.
- **Text Blog/Article:** Writing about a topic or situation in a text blog. The 'Shajgoj' is where Rohto publishes their articles. Those are articles about Rohto or any other product. So that the TG (Target Group) can learn more about their company and product. Aside from that, they wrote about how to use their product properly, why people should use their products, and so on. So that their customers aren't confused about what they're buying.
- **Video Article:** Because of their target customers, Rohto prefers the video article the most. It is much easier to create a visual in the minds of customers than it is to create a text. Essentially, they create videos that demonstrate how to use their products, when to use them, and what benefits they provide.

Digital Influencing

Nowadays, digital influencing marketing is very popular. Rohto also promotes their products through beauty and lifestyle influencers. Rohto has already worked with YouTube influencers as well as lifestyle influencers. They collaborated with YouTube influencers Ashfi Onadi, Makeup Maniac by Linda, Tinker Jannat Meem (Lifestyle Influencer), and Trishita Nowroj Farhan (Lifestyle Influencer). Those influencers are now influencing their target audience. Essentially, they promote Rohto's products by giving reviews on their channels, and their followers are influenced by those reviews and purchase the products as a result.

Figure 24 - YouTube Influencers doing marketing of Liplce on YouTube



4.3.6 LinkedIn

LinkedIn is a web-based and mobile-based professional networking and job-hunting service. For marketing purposes, LinkedIn is a useful tool. In order to raise brand awareness, Rohto cultivates relationships with their target group community. Then they boost community and brand engagement. It has the potential to be a powerful marketing tool, but Rohto isn't taking advantage of it to its full potential. Perhaps they will become more involved with this medium in the future and be able to make use of it.

Setting up a Campaign

Generally, in Rohto the digital marketing team follows some steps for setting up a campaign in social media. Those steps are stated below:

- **Objective selection:** At first the team selects their objective for running their campaign.

Some of their common objectives are:

- ✓ **Increasing brand awareness**
- ✓ **Reach**
- ✓ **Increasing engagement**
- ✓ **Message**
- ✓ **Conversions**

- It is critical to select the campaign objective carefully. Otherwise, the campaign will be a failure. If someone wants to promote their brand to new customers, they will choose the option of 'brand awareness.' It will assist them in reaching out to those who are unaware of their existence or who are familiar with them but not their followers. However, if they choose "engagement" over "brand awareness" in this case, their entire campaign will be a failure. As a result, objective selection can be said to be the foundation for a successful campaign.
- **Audience:** The advertiser selects the audience after deciding on the campaign objective. The target audience should be determined by the goal. If someone wants to raise brand awareness, they should choose the 'create new audience' option. However, if they want to boost engagement, they will choose the saved audience. As an audience, you can choose whether to use a follower list or not. Rohto chooses their audience based on the campaign's goal.
- **Ad Format:** After that, they choose an ad format. Text, video, audio, and a picture or banner ad are all possible formats. Rohto will choose their ad format based on their target audience and ad goal.
- **Placement:** After that, there's the ad placement. Feed, instant articles, in-stream videos, right column, stories, and messenger are just a few of the options for placement. Different ad objectives necessitate different placements. If Rohto wants to raise brand awareness, for example, they will use both Facebook and Instagram. Facebook has recently made it possible to run campaigns in stream videos. It's Facebook's newest ad placement feature.
- **Budget and Schedule:** It is possible to set up a budget and a schedule for the advertisements. Advertisers can choose between a daily and a lifetime budget. In the case of a daily budget, the advertiser chooses their daily ad budget, and Facebook spends it on a daily basis. However, if our ad is successful, Facebook can increase their budget by 25%. If they choose a lifetime budget, however, Facebook will inquire about their budget as well as their exact schedule, including date and time. Then Facebook will take an average of the total budget's daily expenditures. Facebook's budget never exceeds our total budget on this schedule. Setting aside a specific time for the campaign to begin is critical.

Part 4: Findings

Findings of the study:

1. In the market, there are many well-known facewash brands that are constantly promoted on television and in newspapers to gain people's trust, whereas Rohto's advertisement presence is less than that of their competitors.
2. There is a great blank in the distribution channel of Rohto. In the market survey it can be found that in the retail Cosmetics shop and Super shops where the other brand's products are available in the eye level where the product of Rohto is bellow eye level or not available.
3. Acnes, who advertises himself as a pimple expert, had a problem. Many customers complained in the FAQ section that the products didn't work on their skin and that they developed pimples as a result of using them. This was a significant challenge for the company's brand value.
4. Rohto's market monitoring is insufficient. Normally, the supervisor or manager of sales forces is in charge of monitoring dealer activities, but Rohto does not have enough manpower to do so. Rohto's monitoring is inadequate, and as a result, they are experiencing difficulties with sales volume.
5. Rohto is struggling with the price where the other brands products are available in cheaper rate than Rohto's where Rohto is following premium price strategy which is a challenge in Bangladeshi Market.

Part 5: Recommendation and Conclusion

Recommendation

During my internship period I have noticed some of the lacking and faced some obstacles. So at the end of this report there is something to recommend for the betterment of course:

1. There is a time schedule for the responding to the customers. It would be great if it is possible to make a 24 hours service from where customers will be able to get the responses.
2. Brand should give more priority to their customers.
3. More market visit should be done.
4. If possible then more contests should be arranged, at least once in a month. Because it increases the customer engagement in huge level.
5. Rohto's price is higher because the bulk products are imported from Vietnam which is costly. So to grab the market share in Bangladesh Rohto needs to take steps to manufacture bulk products in Bangladesh.

Conclusion

The primary focus of this report is on Rohto Mentholatum (Bangladesh) Ltd's digital marketing activities. Aside from that, it also contains my internship responsibilities. It was an honor for me to complete my internship at Rohto Mentholatum (Bangladesh) Ltd. I tried to describe all of Rohto's digital marketing activities, both those that are currently being done and those that will be done in the future. The importance of digital marketing in connecting customers with brands cannot be overstated. It is now the most effective and consistent method. It is more affordable than any other activity. It is the simplest and most effective way to pay attention to customers and delight them by providing the services they desire. This report summarizes Rohto's digital marketing efforts. Other digital activities and media have yet to be explored, but Rohto will do so soon in order to keep up with the digital era. Marketers today want to use those activities to reach their target audiences, and Rohto is no exception. The goal of digital marketing is to not only reach out to potential customers, but also to keep current customers. It aids in the development of a strong relationship with

current customers. I believe that this report will assist others in understanding the true meaning of digital marketing, how it operates, and the types of activities that a multinational FMCG company must undertake.

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