



**Internship Report**  
**On**  
**Marketing Strategy of MonsterClaw LLC**

**PREPARED FOR**

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Batch: 52

**Date of Submission: November 14, 2022**



***“Internship Report on Marketing Strategy  
of MonsterClaw LLC”***

# Letter of Transmittal

Dewan Golam Yazdani  
Assistant Professor  
Department of Business Administration  
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Daffodil International University

**Subject: *Submission of Internship Report on “Internship report on Marketing strategy of MonsterClaw LLC”.***

Respected Sir,

My BBA program required me to submit an internship report, which I am doing now with the title "*Internship report on Marketing strategy of MonsterClaw LLC.*" I have successfully completed my internship program from the MonsterClaw LLC Ad agency. This report offers a thorough explanation of what I learned and actually did during this internship time, as seen from the perspective of my experiences.

I want to thank my supervisor for the nice supervision you provided. I did my best, and I sincerely hope that the report met your standards.

Sincerely,



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**Tonima Siddique Ety**  
ID: 191-11-6052  
(Major- Marketing)  
Batch: 52  
Bachelor of Business Administration  
Faculty of Business & Entrepreneurship

## Letter of Approval

The purpose of this declaration is to vouch for Tonima Siddique Ety, ID 101-11-6052. Under my direction, marketing major from Daffodil International University, Faculty of Business & Entrepreneurship, successfully finished her internship program.

Her internship report, titled "*Internship report on Marketing Strategy of Monsterclaw LLC*" has been accepted for approval.

I hope she has a successful future.



---

**Dewan Golam Yazdani**

Assistant Professor

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## Declaration

I am Tonima Siddique Ety, a student at Daffodil International University pursuing Bachelor of Business Administration with a Major in Marketing and ID: 191- 11-6052. I hereby honestly certify that I am the author of the internship report titled "*Internship report on Marketing strategy of MonsterClaw LLC.*" I didn't purposefully violate any copyright laws when writing this internship report.

I further declare that I did not submit this report to any organization for the purpose of receiving a degree, diploma, or certificate.



---

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ID: 191-11-6052  
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## Acknowledgement

This paper is the result of my collaborative efforts with a variety of persons, both internally and externally. Without their help, I never would have progressed this far. Most significantly, I give thanks to Almighty Allah for providing me the strength, boldness, and courage to persevere through numerous challenges in order to complete my BBA coursework and for providing me the opportunity to work as an intern at Monsterclaw, one of the biggest advertising agencies in the nation. Similarly, I would like to express my gratitude to my parents for their unwavering support throughout my career.

Next, I'd like to thank my esteemed academic advisor and teacher, Dewan Golam Yazdani, an assistant professor in the department of business administration at Daffodil International University. His patient oversight and direction allowed me to successfully complete my internship report.

A token of gratitude also goes out to my MonsterClaw supervisor Farzana M. Tunni, Head of sales who assist me in learning the sales process besides marketing of MonsterClaw LLC. Also, my special thanks to Rifat Ahmed, Managing director, MonsterClaw LLC. In addition, I should get a chance to stretch out my appreciation to my colleagues of MonsterClaw, who has supported me in my career and provided me with a unique and incredible experience.



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# Executive Summary

This report gives a brief overview of Monsterclaw's marketing approaches, website design approaches, and services.

**Chapter 1** Is the study's history, goals, and field of inquiry—the marketing tactics of Monsterclaw—are all described. However, the goal has emphasized best practices for the industry. The approaches that I utilized to prepare the report are also mentioned here. They are primary and secondary sources, respectively.

**Chapter 2** Is provides an outline of Monsterclaw's background, company history, mission, ideals, and many other aspects. Since I interned at MonsterClaw LLC, I've primarily concentrated on how Ad- agency's run throughout the full report.

**Chapter 3** Here I talked about work and responsibilities. Monsterclaw's work environment is perfect for young professionals to jump-start their careers. Monsterclaw LLC has many areas and learning opportunities. Again, they have some limitations and issues. So, I made some suggestions to improve work experience.

**Chapter 4** It mainly covers MonsterClaw's marketing mix, promotion mix, segmentation, targeting and positioning. This report reviews Monsterclaw's marketing strategy and analyzes its current marketing system to see if it is meeting its goals. To do this, 4 P's for Monsterclaw and a brief description of the segmentation fundamentals, marketing, promotion mix, and other strategies Monsterclaw currently uses.

**Chapter 5** Is about Monsterclaw's website design strategy. This chapter also covers all the key points that make Monsterclaw unique. Several tests and analyzes were also conducted to analyze the usability of the Monsterclaw website.

Lastly in **Chapter 6**, I have presented some research findings, recommendations, and conclusions based on my tendencies and observations.

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# Chapter 1

## Introduction

## **1.1 Origin of the Study**

According to the BBA program requirements, students are required to complete an internship at the end of the BBA program. The main purpose of this internship program is to ensure that students gain insight into work experience relevant to their major. From August 1, 2022 to October 31, 2022, I have completed a three-month internship at MonsterClaw LLC's digital advertising agency. It is one of the digital advertising agencies in Bangladesh. During the internship, Farzana M. Tunni, Sales Manager at Monsterclaw LLC, was my supervisor. This **Monsterclaw LLC Marketing Strategy Report** has been produced to meet the requirements of the BBA program. While writing this report, I gained hands-on experience with the operational processes of a digital marketing agency. My internship at Monsterclaw was an exceptional experience.

## **1.2 Objectives of the Study**

The main purpose of this report is to analyze the marketing strategy of Monsterclaw LLC. However, the purpose behind this study is somewhat broader. The purpose of the research can be summarized as follows:

### **Specific Purposes**

- Analysis of Monsterclaw LLC's website design and service strategy.
- Analyze Monsterclaw LLC's social media marketing strategy.
- Identify weaknesses in Monsterclaw's marketing strategy.
- Make some suggestions based on the results.

## **1.3 Scope of the Study**

This report primarily focuses on Monsterclaw LLC's marketing strategy and website design strategy. It was created based on primary data collected from Monsterclaw blog and sites and other external sources. In addition, it is useful for anyone interested in Monsterclaw to gain quick information for further research purposes. increase.

#### **1.4 Methodology of the Study Primary Sources**

The information in this report comes through both internal and external sources is given below:

##### **Primary sources**

- Practical work experience at Monsterclaw LLC.
- Direct conversation with executives, officer and employees.
- Self-observation while working with campaigns and promotional activities.

##### **Secondary Sources**

- The Monsterclaw website, as well as other websites like monsterclaw.com
- Articles and publications are other important sources.

#### **1.5 Limitations of the Study**

I ran into a few issues and limitations while writing this report, which are listed below:

- The main constraints of the study are insufficiency of current information, relevant to the study.
- Confidential and internal data of Monsterclaw are restricted to share outside of the organization.
- Less experience in preparing internship report.
- As the study is conducted for academic purposes, a comprehensive study was not possible due to time and cost contain.

# **Chapter 2**

## **Overview of Monsterclaw**

## 2.1 Introduction of the company

In 2007, Mr. Rifat Ahmed, founder of the MonsterClaw decided to help the business organizations all over the world with digital marketing services. Actually, Rifat Ahmed has many years of experience in digital marketing. So, by utilizing his experience he wanted to establish a big platform of digital marketing. That's why he founded the organization MonsterClaw. Now, MonsterClaw is a big platform of many digital marketing professionals with the lots of remote workers who are working from the different sides of the world. MonsterClaw has been providing outstanding digital marketing services to the clients since its launch. The company has received so many awards and compliments for providing better quality products and services to its clients. Today, MonsterClaw is a top digital marketing agency throughout the world and it also has been recognized as one of the best B2B marketing and advertising agencies in the world. At present, the company is among the top 3 marketing agencies in the world.

Actually, MonsterClaw wants that the clients of them can find every digital marketing service from them. So, they have designed their organization according to that. They have introduced different marketing strategies gradually in their organization including Search Engine Optimization, Content Marketing, IT Solutions and so on. They are not only money-driven, they are challenge-driven and they operate their organization with their greatest efforts.

Rifat Ahmed has more than 15 years of experience in digital marketing and he is now one of the finest digital marketing professionals.

Journey 2007 (Founded)

MonsterClaw founded as a local company. After that, they moved to the digital marketing platform and began to bring clients in their organization.

**2011 (100K USD Milestone)**

There are some brands Monsterclaw worked with and their partners including –



## 2.2 Monsterclaw LLC



Monsterclaw services are affiliate marketing, internet marketing, digital marketing, conversion rate optimization, CMO service, search engine optimization, content writing, affiliate management, affiliate program, affiliate recruitment, content marketing, and SEO. Monsterclaw's headquarter is located in Sheridan, Wyoming, United States.

Now Monsterclaw provide their service in overall Bangladesh and also in worldwide. The whole website is managed by Monsterclaw special IT team. All product lines of monsterclaw.com is accessible on the website. Afterward most of the Ad agencies in Bangladesh are focusing on the domestic market Monsterclaw is crossing the national borders.

Though Monsterclaw is a recognized brand in this country but Monsterclaw LLC is still under development and trying to find out new ways for improving the online experience in Bangladesh and foreign countries.

## 2.3 Monsterclaw's timeline in a nutshell

2007 – stepped into the online marketing world and started acquiring clients via oDesk.

2011 – 100K USD Milestone Crossed the first 100K USD milestone.

2013– Launched Official MonsterClaw site and started to offer our marketing service globally, and more professionally.

2014 – Started a community called Affiliate Marketers BD where we train Affiliate Marketing for free, and were able to grow the community quickly to over 38,000 + members. It's their Affiliate Marketers database.

2015 – Received several awards & recognition, including IT Icon, Top IT Exporter and more.



2018 – MonsterClaw Got invited to be part of prestigious Las Vegas based Elite Marketers Group to lead its marketing efforts.

2019 – Re-Launched as a full fledged Affiliate Marketing Agency. Partnered up with few top companies around the world for more productivity.

2020 – Rank 3 Affiliate Agency.

## 2.6 SWOT Analysis of Monsterclaw LLC

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>i) Secure content and images.</li> <li>ii) Quick response and friendly community.</li> <li>iii) Unique Selling techniques.</li> <li>iv) Extreme growth.</li> <li>v) Well-built service channel.</li> <li>vi) Low production cost.</li> <li>vii) Strong financial foundation.</li> </ul>	<ul style="list-style-type: none"> <li>i) Low branding.</li> <li>ii) Range of man power are not wide.</li> <li>iii) Poor traffic of website.</li> <li>iv) Poor mobile optimization</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>i) Development of business in the international market.</li> <li>ii) Establishment new trends of IT.</li> <li>iii) Online transactions innovative marketing strategies.</li> <li>iv) New technology.</li> </ul>	<ul style="list-style-type: none"> <li>i) New entrants' websites.</li> <li>ii) Lots of competitors entering in the market.</li> <li>iii) Low KW</li> <li>iv) Political instability.</li> </ul>

## **2.7 Mission & Vision Statement Mission**

The mission of them is helping the business organizations so that they receive higher Return on Interest (ROI). They try to help the business organizations by marketing their products and services in an effective manner so that they can run in the competitive industries. They focus on earning maximum growth of their honorable clients.

### **Vision**

The vision is growing the industry towards the organizational goal. Actually, most of the digital marketing agencies focus only on making profit, but the MonsterClaw focuses on growing the industry. Their philosophy is they will grow when their industry will grow.

## **2.4 Values**

- Honesty
- Creativity
- Diversity
- Inclusivity
- Effectiveness

## **2.7 Products offering in Monsterclaw's Website**

Monsterclaw services are affiliate marketing, internet marketing, digital marketing, conversion rate optimization, CMO service, search engine optimization, content writing, affiliate management, affiliate program, affiliate recruitment, content marketing, and SEO.

Main 4 services are:

1. Affiliate services
2. SEO service
3. Content service
4. IT services

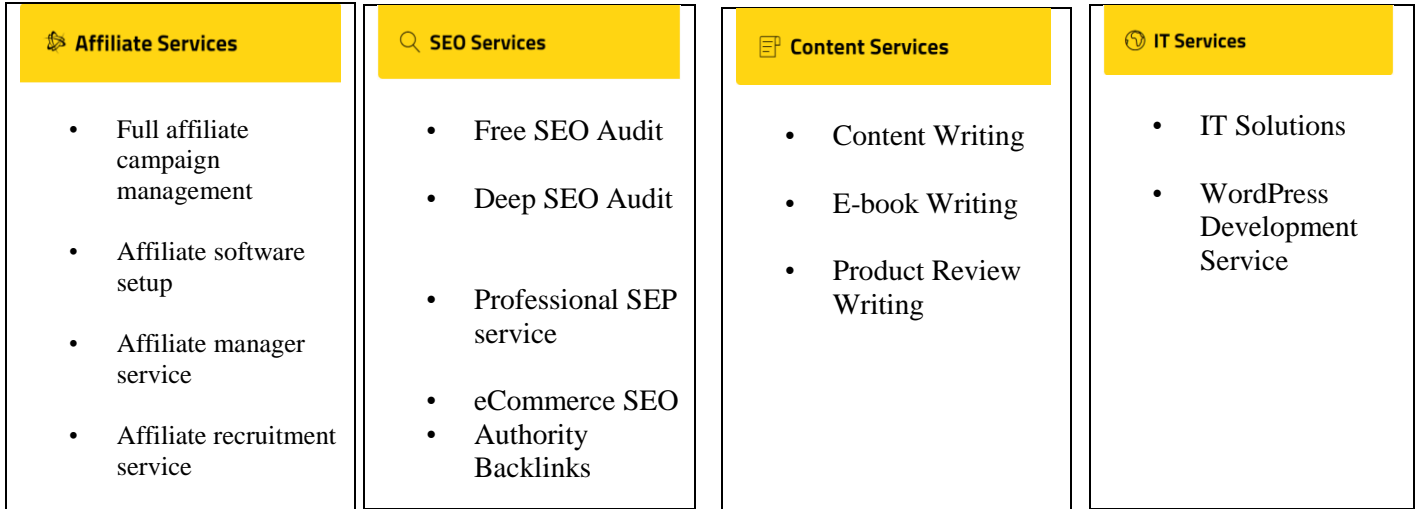


Figure 1- Product Offering of MonsterClaw

## 2.8 Work Process of Monsterclaw LLC

In order to affect positive change and provide assistance to individuals, Monsterclaw was founded. They did this by highlighting several important elements that lacked. These are working capital, marketing assistance, and an opportunity for skill development. Monsterclaw refers to the following to fill in all those gaps -

- Providing commercial viability and expertise.
- Through product design and support, they guarantee product development.
- Making sure marketing communications are appropriate.
- Finally, Monsterclaw conducts its business so that it may guarantee higher quality and client service.

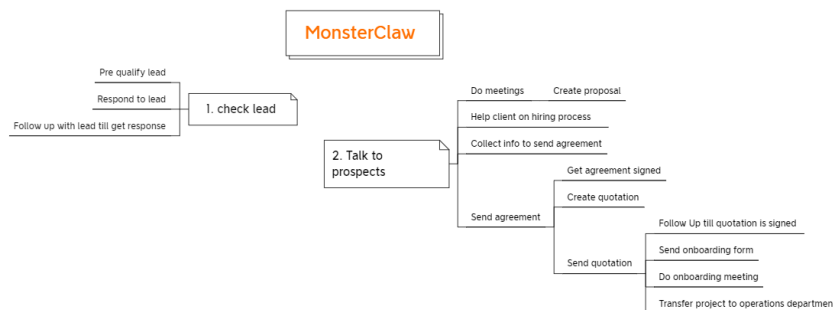


Figure 2 – Work Process of Monsterclaw

**Chapter 3**  
**Job Description**  
**& Responsibilities**

### **3.1 Description of the Job**

In the stage of my internship, I provided assistance with Direct sales under the direction of Farzana M. Tunni, Head of sales, MonsterClaw LLC. Direct sale is a core team of ad agencies which guarantee any user who visits Monsterclaw's website is consistent with the brand. I received a briefing about the operational procedure of digital marketing, Ad agencies services, direct sale and all my responsibilities. Marketing and digital marketing are somewhat comparable to but very distinct from traditional retail. Their job is to smooth out the digital experience and maintain and improve the user experience.

I had the chance to work with the marketing team in addition to sales. Working with this vibrant team allowed me to really learn how an advertising agency runs.

### **3.2 Specific Responsibilities of the job**

Throughout my internship, I was tasked with the following duties:

- Client data input to the website using HubSpot.
- Qualified lead check and transfer to direct sales qualified lead
- Outbound Affiliate market lead sourcing
- Direct inbound with preferred lead
- Marketplace understand following sales SOP
- Meeting setup with sales qualified client using G-suit
- Checked the product for niche analysis. It is a broad niche or a deep niche.
- Technical ST Metrix checking of website and app of different niche.
- Checked the leads traffic data and categorize in respective ICP.
- Connect with the lead in multiple channel.
- Preparing marketing strategy plan file for stocking new clients.
- Communicated with clients along with making periodic and daily reports.

### **3.3 Different aspect of the job**

Despite being a member of the sales team, I was required to actively engage in the marketing strategy execution, product selection for the monthly model shoot, Affiliate Management team, SEO team, and IT team. In addition to that, I actively supported marketing campaigns. I had the chance to enhance my talents and abilities throughout the space of these three months. In addition, I had improved my technical proficiency with HubSpot, Ahrefs SEO toolbar, Microsoft Word, and Excel.

### 3.4 Critical Observation & Recommendation

Despite having a strong structure, there were a few restrictions that eventually made some of my operations difficult. I've included my thoughts below :

- **Lack of Manpower-** The primary group of Monsterclaw LLC, where I interned, is direct sales. There are just three members of this team. In comparison to the burden, the number is lower. The work is progressing quite slowly as a result. Due to their workload, they must operate primarily outside of normal business hours. In this team, more employees are needed.
- **Lack of quality computers and other hardware-** I carried my personal laptop while I was an intern. Additionally, the internal server we used to manage the Monsterclaw website's backend operates slowly. All of those issues make operations difficult to manage and increase the amount of time needed to execute tasks. They need to modernize the systems in order for the digital marketing business to run smoothly.
- **Lack in Communication with different departments-** Communication with internal departments is lacking. A difficulty with my monthly salary that arose from a breakdown in communication with the accounts and HR departments. They ought to be more responsible with effective communication.

**Chapter 4**  
**Marketing Strategy of**  
**MonsterClaw**

#### 4.1 Marketing Mix of Monsterclaw

Monsterclaw is the Ad agency company in digital marketing industry of Bangladesh. When developing marketing strategy, they take great attention. The following describes Monsterclaw's marketing mix (4Ps):

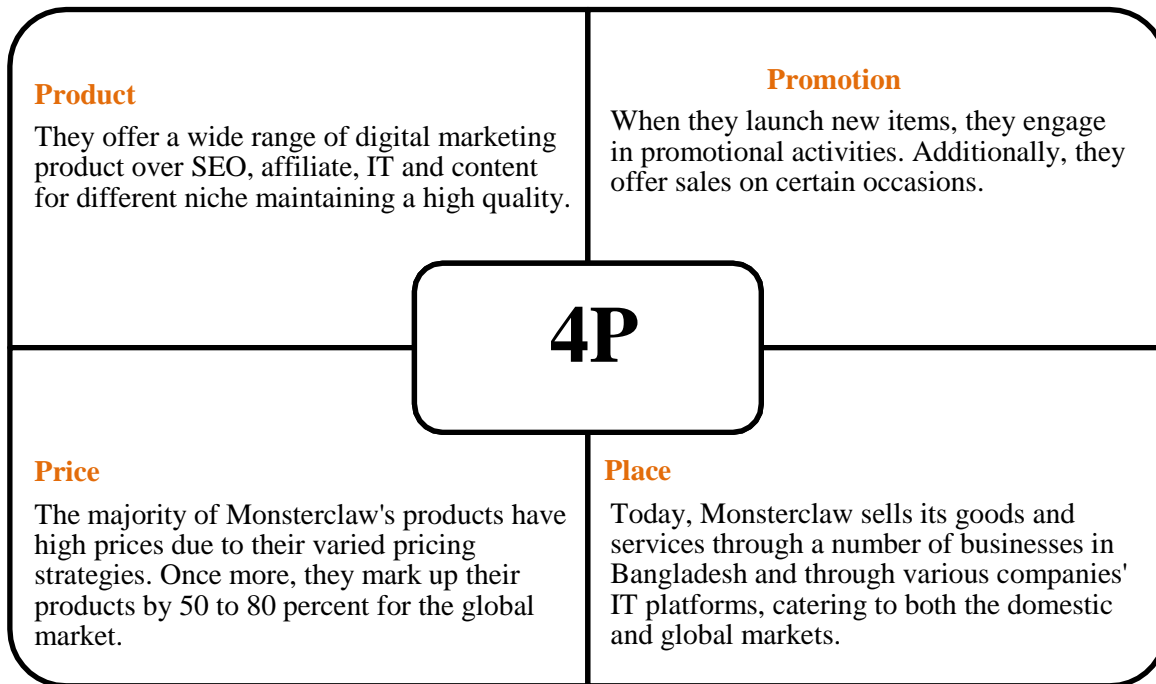


Figure 3: Marketing Mix of Monsterclaw

#### 4.2 STP of Monsterclaw (Segmentation, Targeting, Positioning)

Segmentation, Targeting, and Positioning, or STP for short, is a three-step strategy with a focus on segmenting products and services for various client groups as well as how we communicate the benefits of the product to particular customer segments. Monsterclaw is well-focused enough to employ this tactic. Monsterclaw runs their advertising and product offerings using this technique. These are provided below:

##### **Market Segmentation-**

A wide variety of products are offered by Monsterclaw. They pay close attention to market segmentation. They introduced the following segmentations in order to reach the target customer:

**Demographic Segmentation-** Monsterclaw has produced a wide range of goods to cater to all market segments. Market segments for Monsterclaw include things like age, gender, occupation, sexual orientation, marital status, amount of money spent on prior purchases, and others. This information aids them in determining who might be viewing which advertisement and in



determining the types of things to be ordered subsequently.

**Psychographic Segmentation-** Based on the lifestyle, interests, and socioeconomic position of its clients, Monsterclaw segments the market. They mostly focus on a small number of customer demographics. They are classified as upper uppers, lower stimulants, upper middle class, and middle class. They emphasize the objectives, character traits, and lifestyles of their target market when marketing their products. In order to satisfy the needs of various clientele groups, they also offer services at a variety of price points.

### **Targeting-**


Targeting is the process of focusing on market segments that are larger, more profitable, more accessible, and have a lower acquisition cost. Monsterclaw made a great choice in identifying their target market. We can clearly see who Monsterclaw's target market is thanks to segmentation. Its target audience includes upper- to middle-class individuals, young people, and even foreigners from various parts of the world.

### **Positioning-**

The last step in the STP framework is positioning. It means to distinguish a good or service in customers' minds from its rivals. Through a wide range of high-quality products, effective marketing campaigns, and offerings that appeal to its target market, Monsterclaw has effectively carved out a niche for itself in the industry. Due to their advantageous posture, they currently own the majority of the market share and are the industry leader.

### 4.3 Industry Competitive Analysis

The positioning of Monsterclaw can be seen in the following perceptual where Clutch announced best marketing agencies where Monsterclaw is in sixth position.



#	Company	Rating	Popular Services
1	Acceleration Partners	★ 5.0	Affiliate Marketing
2	OAK Digital	★ 5.0	Affiliate Marketing
3	AM Navigator	★ 5.0	Affiliate Marketing
4	DMI Partners	★ 5.0	Affiliate Marketing, Email Marketing
5	eAccountable	★ 5.0	Affiliate Marketing, Digital Strategy
6	MonsterClaw LLC	★ 5.0	Affiliate Marketing, Search Engine Optimization
7	Vortex Advertising	★ 5.0	Affiliate Marketing
8	Clique Affiliate Marketing	★ 5.0	Affiliate Marketing, Other Digital Marketing
9	LinkTrust	★ 5.0	Affiliate Marketing, Web Design
10	Reputation Rhino	★ 5.0	Affiliate Marketing, Public Relations
11	Adsterra	★ 5.0	Media Planning & Buying, Advertising
12	Collectcent Digital Media Pvt. Ltd.	★ 5.0	Advertising, Affiliate Marketing
13	Mobupps	★ 5.0	Mobile & App Marketing, Affiliate Marketing
14	Modo25 Limited	★ 5.0	Affiliate Marketing, Digital Strategy
15	Sobefy E-Commerce Agency	★ 5.0	E-Commerce Development, Affiliate Marketing

Figure 4: Clutch announced best marketing agency.

They essentially adhere to the following positioning factors:

- Monsterclaw has improved their brand image, sense of belonging, and greater value for their clients in order to create a win-win situation for all involved. In addition to fulfilling the same function as other marketing firms, they also help their clients feel better about themselves.
- In the competitive field of digital marketing, Monsterclaw is well positioned. For instance, maintaining a competitive edge is mostly driven by quality, development, and customer loyalty.
- kept under review, and every single customer complaint and piece of feedback is considered and improved. A large portion of Monsterclaw's target demographic can relate to the company's motivation to build new business relationships from the ground up, and as a result, customers have developed strong emotional ties to the brand.

When compared to its competitors, such as OAK Digital, eAccountable, Vortex Advertising, and others, Monsterclaw may lag behind, particularly in areas of pricing. Customers occasionally complain that Monsterclaw's products are usually pricey and that they frequently cannot justify

the purpose for buying it. Despite providing genuine top quality, Monsterclaw is a luxurious brand because of the price. Search engine optimization and marketing by Monsterclaw have produced alternate ways to offer their items. Now that customers can visit Monsterclaw from across the world, they will increase sales and take the top spot in the industry.

#### **4.4 Unique Selling Proposition (USP)**

Monsterclaw is primarily an affiliate marketing and search engine optimization company that dominates the Bangladeshi digital marketing market. Due to their unique selling concept, it is now achievable. They are:

- Offering of digital products.
- Modern Goods.
- Brand Worth.
- Specialized marketing knowledge.
- Indigenous practices and ideals.
- A wonderful environment.
- A Wide Range of Products
- Product That Assures Quality.
- A seamless marketing processes.

#### **4.5 Monsterclaw's Promotional Mix**

The combination of marketing tactics, such as publishing, sales, advertising, and direct marketing, used to communicate our offers to a target audience is known as a promotional mix. One element of the marketing mix is the promotional mix. This section is one of the report's main points. Monsterclaw successfully developed brand equity by using promotional materials. They are implementing innovative strategies in addition to conventional ones in this evolving marketing.

Planning unified PR campaigns for both POS and browsing in order to communicate with customers effectively is the responsibility of the marketing department.

Most of the time Monsterclaw use the following component of Marketing mix-

**Advertising-** Monsterclaw has utilized a digital marketing strategy since its inception. such as KW key word searches, reviews on reputable websites, TV commercials, banner ads, posters, handing out of brochures, billboards, etc. They employ this style of advertising to capture the interest of many individuals at once.

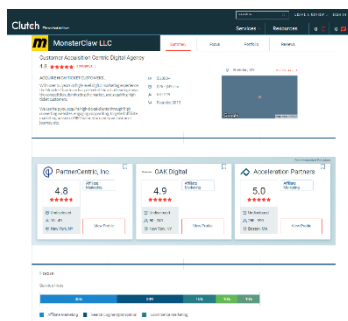


Figure 5: Monsterclaw reviews on clutch.

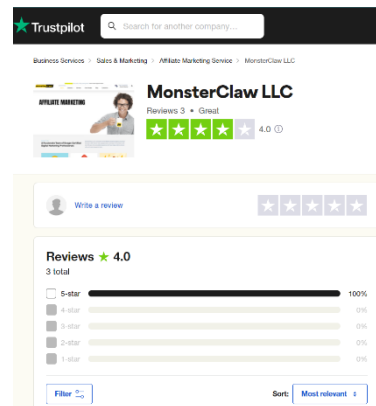


Figure 6: Trustpilot ratings of Monsterclaw

**Interactive/Internet Marketing-** Today's advertising mediums have seen significant transformation. Monsterclaw has followed the trend and started using internet marketing, which is obviously less expensive and makes it simple to reach potential clients. They established e-commerce, f-commerce, and the Instagram platform in 2013. They advertise the most recent news, deals, and campaigns on this site. Additionally, they release model photographs of both new and old products every month, which are advertised on their website and social media pages.

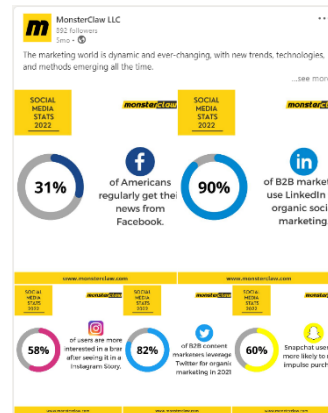
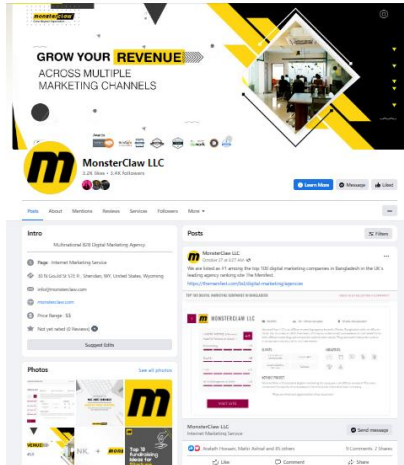


Figure 7: listed as #1 among the top 100 digital marketing Figure 8: Ads of Monsterclaw

**Sales Promotion-** Monsterclaw launches new marketing initiatives each month to increase sales. Additionally, they run promotions for holidays like Christmas and Victory Day, among others. Additionally, Monsterclaw provides its customers with Monsterclaw reward points. The Monsterclaw reward point is available to any consumer making a purchase of a product worth at least 20,000 tk. It inspires customers to make more purchases in the future.

At the end of the year, they also hold a black Friday discount sale when they offer steep discounts on a number of other things. Back Friday was the occasion of a major sale last year, during which Monsterclaw's suppliers offered clients significantly discounted pricing on all product categories.



Figure 9: Click bank and monsterclaw together.



10: Victory Day campaign.

**Publicity/ Public Relation-** Public relations can be used by an organization to improve their promotional strategy and try to change how a certain group feels about their products or services. The goal of this form of promotion for Monsterclaw was to spread awareness of the company's goods and services as well as its favorable reputation. The second season of the Daffodil Premier League was proudly sponsored by Monsterclaw. They collaborate with Click Bank as well. They support community social and educational events. Additionally, they attend career employment fairs.



Figure 12: Monsterclaw, Sponserd Daffodil premier league



Figure 12: Monsterclaw Collab with ClickBank 2022

Monsterclaw has positioned its brand name extremely differently from the rest of the competition in Bangladesh. They are currently concentrating on building their brand on the global market.

#### 4.6 Social media advertisement strategy

Social media marketing is a trendy advertising strategy that helps you reach your target audience at low cost and provide them with a personalized experience. Monsterclaw works well with these. strategy. Promote your products and offers on Facebook, Instagram, LinkedIn, YouTube, Twitter, email marketing, etc.

As already mentioned, Monsterclaw has a huge variety of products. They are very picky and have a strategy to advertise new services. When they launch a new product, they promote it alongside traditional social media advertising. They advertise in both local and international markets by customer segment. Monthly staff photo shoots are also published on these social media channels. We also serve personalized advertising on various social media. These social media-connected customers can use customer service or order products on your Facebook page.

Monsterclaw follows the given strategy in social media marketing-

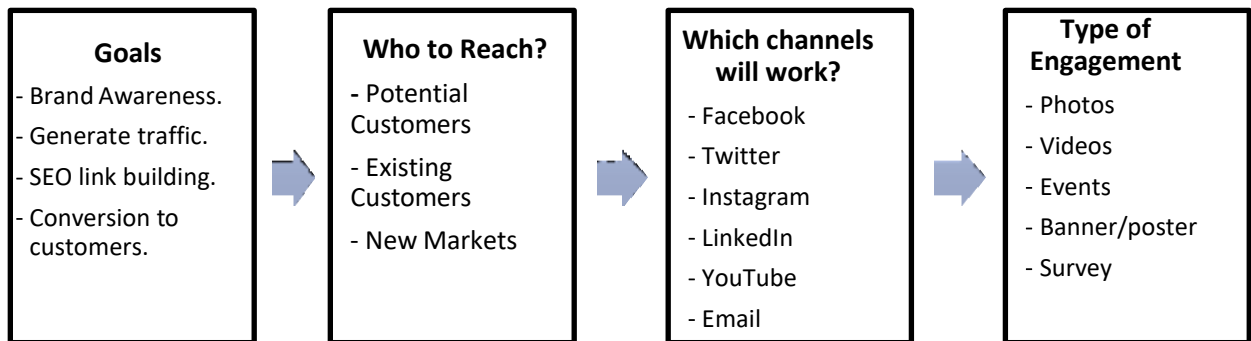


Figure 13: Social Media Strategy of Monsterclaw

**Chapter 5**  
**Website Design Strategy**  
**of Monsterclaw**



## 5.1 UI Design Strategy of Monsterclaw website

With the tagline "Grow your Revenue through numerous marketing channels," the Monsterclaw website was introduced in 2013. The user experience has significantly improved over the past eight years. From a computer, tablet, or mobile device, it is simple to access the website link [www.monsterclaw.com](http://www.monsterclaw.com). They have worked to improve the website interface over time by placing advertising in strategic locations and adding user-friendly navigation, product listing pages with detailed product information, quick checkouts, and other features.



Figure 14: UI design of Monsterclaw website

The following sections on the Monsterclaw homepage contribute to the website's distinctiveness and usability:

- **Main Toggle Boards-** The website's upper side now includes a main banner. These are primarily used to display merchandise associated with active campaigns.
- **Segmentation Insignias-** Following that is a banner with various segmentations for various services.
- **Revenue generated** - In this section they show their all revenues and clients they work.
- **Case studies-** Affiliate marketing, SEO featured case studies in this section.
- **Needle moving growth strategies-** Multiple result, drive result, sky high ROI & tag boost unique strategies include for businesses.
- **Blog-** In this section featured digital marketing related blogs.

- **Contact us form** – In this section clients can easily fill up the form and get in touch with monsterclaw team.
- **Services-** This section represents monsterclaw’s all services related what they does.. There are many articles about monsterclaw.
- **Client reviews** - All ideal customers are listed here with their separate lovely comments and reviews.
- **About us-** The website's upper corner is where this part is located. Customers must be aware of pertinent information. Message us, among many others. Additionally, they can alter account details like address.
- **Brief your project-** Here they have multiple in-house Google certified experts to discuss Business Audit, Affiliate Campaigns, SEO campaigns, Content Strategy, Funnel, Conversion Optimization, Complex IT projects, and so on.



Figure 15: service provided slide in monsterclaw.com

Similar sections are also designed for Affiliate marketing, SEO, IT and contents. These strategies help Monsterclaw to engage their offering with customers. Customer won't feel bore while exploring the website.

## 5.2 Web usability of Monsterclaw

Web usability refers to the ease of browsing a website. It depends on UI design quality, load times, security and privacy, discoverability, etc. This web usability is necessary for the survival of the web.

A good website can attract more visitors and convert them into customers. The percentage of visitors or customers who take the desired action indicates the usability success of your website. We ran several usability tests using several measurement tools and techniques. The website was tested on pagespeed.web.dev. Website helps you analyze the performance of your website. Your site should always be stable and not difficult to use. Your landing page should clearly state what your website offers unless it reduces the number of visitors from your website. Visitors may also leave the site if they find the data displayed on the site confusing. Therefore, websites need to be continuously updated to improve their performance.

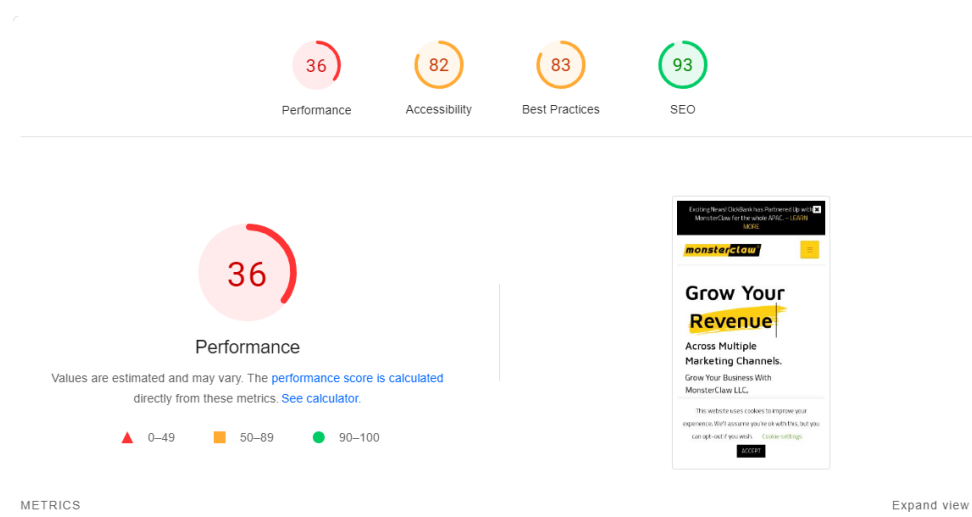


Figure 16: Monsterclaw website testing on pagespeed.web.dev

According to The Google Page Speed performance grade, this web page is scored 36. The web page accessibility 82, best practices 83, and SEO 93. This outcome may occasionally change. In comparison to Bangladeshi websites operated by other agencies, the performance is standard.

Monsterclaw has had good results with Search engine optimization (SEO). When using the keyword "professional seo" in a Google search, the Monsterclaw website appears on page one. Consumers can with similar terms, visitors may quickly and easily access the monsterclaw website. The use of appropriate contents, Meta descriptions, and Meta keywords has aided in website ranking.

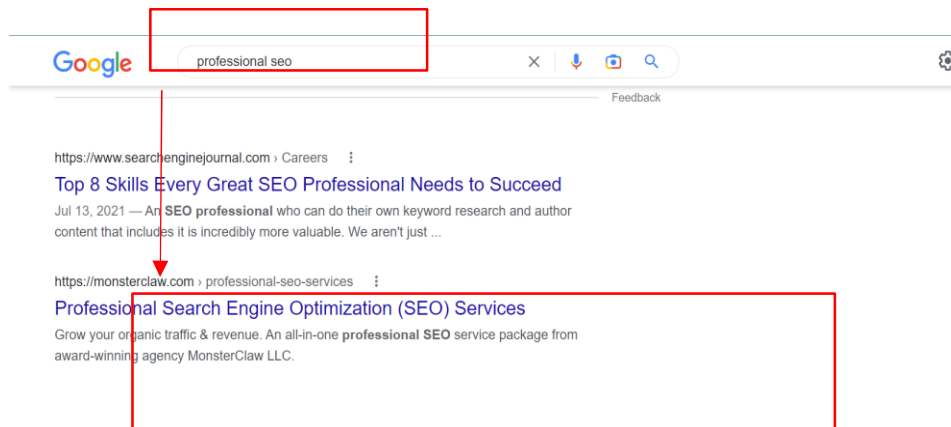


Figure 17: SEO on Monsterclaw website.

As was previously said, Monsterclaw currently ships its products to the USA, UK, Australia, UAE, Germany, and Japan. The majority of visits to the Monsterclaw website over the past several years have come from countries like India, Canada, Saudi Arabia, France, the United States, and others, according to traffic research.

URL	Status	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume	Position
https://monsterclaw.com/		174	38.0%	\$2.9		13		monsterclaw	100	1
https://monsterclaw.com/affiliate-marketing-jobs-insight/		56	12.2%	\$3.1		39		affiliate marketing job description affiliate marketer job description	90	1
https://monsterclaw.com/professional-seo-services/		46	10.0%	\$24		90		seo services professional seo	600	13
https://monsterclaw.com/clickbank/		32	7.0%	\$3.0		111		click bank com click bank account	100	7
https://monsterclaw.com/best-affiliate-marketing-programs-marketplaces/		20	4.4%	\$4.1		103		affiliate market affiliate marketplaces	6.9K	20
https://monsterclaw.com/whats-the-first-step-in-the-search-engine-optimization-process-for-your-website/		14	3.1%	N/A		1		what's the first step in the search engine optimisation process for your website? what's the first step in the search engine optimisation process for your website?	3.2K	8
https://monsterclaw.com/seo-consultant/		12	2.8%	\$22		10		free seo consultant	60	6
https://monsterclaw.com/affiliate-marketing-beginner-guide/		10	2.2%	\$0		5		newbies business affiliate guide	1.5K	17
https://monsterclaw.com/en-gb/affiliate-marketing-consultant/		9	2.0%	\$0		2		affiliate program consultancy	60	2
https://monsterclaw.com/how-to-promote-your-business-through-meme-ads/		9	2.0%	\$0.24		43		it's business meme business is booming meme	200	13
https://monsterclaw.com/affiliate-marketing-consultant/		8	1.7%	\$21		9		affiliate marketing consultants	60	8
https://monsterclaw.com/what-report-shows-which-web-pages-get-the-most-traffic-and-highest-engagement/		8	1.7%	N/A		3		what report shows which web pages which report shows which pages on your site get the most traffic and highest engagement?	60	6
https://monsterclaw.com/key-benefits-of-using-the-google-display-network/		7	1.5%	N/A		2		what are the key benefits of using the google display network?	150	8
https://monsterclaw.com/content-marketing-consultant/		6	1.3%	\$0.16		9		content marketing consultation	400	13
https://monsterclaw.com/affiliate-management-service/		5	1.1%	\$0.17		19		affiliate management services	400	15
https://monsterclaw.com/off-page-seo/		5	1.1%	\$3.1		50		off-page link building service	40	3
https://monsterclaw.com/seo-for-moving-companies/		5	1.1%	N/A		4		seo for moving companies	350	13

Figure 18: Traffic Analysis to monsterclaw.com (November 2022)

**Chapter 6**  
**Findings,**  
**Recommendations & Conclusion**

## 6.1 Major Findings of the Study

- **Average Performance on Monsterclaw website:** Monsterclaw's website has an average performance, according to the analysis. The page loads faster than its competitors. The main causes of a website's poor performance are the vast structure of the header and non-composited graphics. Product listing pages don't include a search function. Once more, using the website on a mobile browser is not user-friendly.
- **Lack of marketing on Monsterclaw LLC:** The marketing campaigns for Monsterclaw are managed centrally for both offline and online. On both, they run comparable campaigns. Comparing the geographic segmentation of online and offline businesses reveals that online has a greater geographic segment due to its coverage of both domestic and foreign markets. Even though they ship their products overseas, they don't engage in any marketing campaigns there. The website needs to be advertised with a distinctive and unusual offering to draw in both domestic and international visitors.
- **Lack of management:** There is a lack of proper management in the organization. The management policies, laws, rules, regulations of the organization are not appropriate. The head of the organization has failed to publish standard management in the organization for the organizational operations and the employees. For the reason, the organizational operations are not maintaining in an effective way.
- **HR is not effective:** The Human Resource (HR) of the organization is not much effective as it needs to be. The head of the HR department along with the other officers of the HR department are not much efficient and expert to perform their operations and activities. They are unable to manage the employee management activities effectively.
- **Leadership Issues:** The leadership quality of the organization is not good. The superiors of the organization always dominate the subordinates about how to maintain the organizational operations and activities. The superiors of the organization are not much proficient and skilled to perform the leadership. Their leading management is not good enough to monitor the subordinates. So, it affects the organization highly.
- **Less employee:** There is insufficient labor in the organization. Actually, MonsterClaw is a humanitarian organization which focuses on cooperating people in the disasters and the critical moments. Being a highly valuable organization, it needs excessive employees to perform the organizational operations and activities. But because of insufficient labor, the organization can't maintain the operations effectively.

They also have certain issues with campaign planning, customer support services, having fewer people per team, the HR department, etc., in addition to the major issues. To restore their service and the overall effectiveness of the company, Monsterclaw must fix these problems.

## 6.2 Recommendations

- **Generating new marketing strategy:** If Monsterclaw wants to improve the perception of their brand, they should stick to their mission statement. They need to increase local and global market involvement with the website by promoting it. In marketing strategy, distinctiveness, innovation, and creativity should be given more weight.
- **Creating Marketing Mix for International Market:** Monsterclaw has begun shipping its goods to foreign markets. They should also develop traditional products, promotions, and pricing in accordance with their culture. They can use big data analysis to find out more about their clients.
- **Improving the website performance:** Customers have been more flexible with internet buying since the pandemic emergency. It's time to enhance the website's functionality so that customers may place orders without any problems.
- **Bring more resources:** The head of the organization needs to bring more resources into the organization for operating the organizational tasks and activities. As there are lack of sufficient resources in the organization, the organization needs to invest more money and buy more resources for the organization. Then, it will become easier for the employees to operate the tasks and activities effectively.
- **Hire strong HR:** The organization needs to make the HR division strong by hiring some effective people in that division. The HR division of the organization is weak and they are unable to maintain their tasks effectively. The organization should assign some expert employees for the HR division and provide them proper training so that they can conduct the employee management activities effectively.
- **Improving Customer Service:** Monsterclaw HR needs to select the best candidates and give them customer service training.

### **6.3 Conclusion**

MonsterClaw maintains standard systems and policies within its organization to facilitate business growth and achieve business goals. The officers and employees of the organization are well trained and able to perform their duties properly. Although the number of resources within an organization is limited, the organization's people are fully capable of carrying out their business tasks and activities using these resources. MonsterClaw employees are well educated upon joining the organization. Therefore, they are able to perform well while providing digital marketing services to business organizations. Employees are not just good at their jobs, they are also good community. They are very helpful to customers and work well with them while providing marketing services. Their behavior and attitude are very positive. They always have a positive attitude towards members of the organization and their customers. MonsterClaw is able to effectively keep the organization working with its work and resources, as there are various negative aspects of the organization that will be discussed in the results part.

Organizations should take many steps necessary to improve their organization as indicated in the recommendations section. Organizational owners invest more money in their organization, make their office environment wider and larger to create a better working environment, buy more resources within their organization to improve their organization's tasks. should be completed effectively in a short period of time. Organizations need to hire more employees to achieve their business goals. The organization's board plans to develop a number of strategies within the organization for future growth. As a highly respected and valued organization, they should able to achieve customer satisfaction by providing excellent service. The organization is now making very effective use of its people and resources. Organizational profitability is very strong. MonsterClaw has a long history of high sales and profits. Every year, the profit of the organization increases compared to the previous year. The company has grown gradually due to its effective and efficient management. MonsterClaw is expected to generate more profits and realize more potential growth in the future.



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