Internship Report
On
Digital Marketing Strategy of Fonok's Photobox

Submitted By

Mohammad Rezaul Islam Ratul
ID: BBA1902017037
Major: Marketing
Department of Business Administration
Sonargaon University (SU)
Semester: Fall - 2022

Submitted To

Department of Business Administration
Sonargaon University
Submitted for the partial fulfillment of the degree of Bachelor of Business Administration



Sonargaon University (SU)
Dhaka-1215
Date of Submission: January 10, 2023

Internship Report
On
Digital Marketing Strategy of Fonok's Photobox

Submitted By

Mohammad Rezaul Islam Ratul
ID: BBA1902017037
Major: Marketing
Department of Business Administration
Sonargaon University (SU)
Semester: Fall - 2022

Submitted To

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)



Sonargaon University (SU)
Dhaka-1215
Date of Submission: January 10, 2023

Letter of Transmittal

January 10, 2023

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report on Digital Marketing Strategy of Fonok's Photobox

Dear Madam,

This is my pleasure to submit my internship report on Digital Marketing Strategy of Fonok's Photobox which I was assigned to complete. It was a great chance for me to acquire experience and knowledge with respect to practical orientation with Fonok's Photobox.

This report contains the Service Strategy of Fonok's Photobox, where I have worked as an intern for three months. These three months internship program in this company was a pretty good journey for me. I consider that this internship program has enriched my knowledge, skills, and ability which will help me to do better in my career subsequently. Moreover, I have tried my level best to prepare this report to be as informative and relevant as possible.

To make this report more valuable I have reviewed some books, journals, articles, and annual reports of Fonok's Photobox.

Sincerely yours,

_____

Mohammad Rezaul Islam Ratul
ID: BBA1902017037
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the internship report **"Digital Marketing Strategy of Fonok's Photobox"** has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by **Mohammad Rezaul Islam Ratul**, bearing **ID: BBA1902017037** under my supervision.

The report or the information will not be used for any other purposes.

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Declaration of student

This is to notify you that the internship report on **''Digital Marketing Strategy of Fonok's Photobox''**, has been prepared as a part of my internship formalities. It is an obligatory part of my BBA program to submit an internship report.

Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Assistant Professor, Faculty of Business, Sonargaon University. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely yours,

Mohammad Rezaul Islam Ratul
ID: BBA1902017033
Marketing (Major)
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

Certified that this internship report titled **“Digital Marketing Strategy of Fonok's Photobox”** is a bona fide work of **Mohammad Rezaul Islam Ratul** carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

First, I would like to express my gratitude to Allah who has allowed me to go through the whole procedure of the internship and to write a report in this regard successfully.

An internship report is a crucial part of a BBA program as one can gather practical knowledge and skills within the period of three months by observing and performing the daily activities of a chosen organization.

In this regard, my internship has been arranged in Fonok's Photobox, Khilgaon, Dhaka 1219. First, I would like to acknowledge my heartiest gratitude to the Honorable Faculty Sharmila Sikder, Assistant Professor, Sonargaon University, who has given me full support, ideas, and constant supervision throughout the semester for preparing this report. I am thankful to her for how she guided me with her extreme consistency in every aspect to make the report a successful one.

Furthermore, I would like to thank Iftekhar Uddin Emon, CEO; Mahammad Jan E Alam, Digital Marketing Strategist and all other employees of the Organization, for giving me essential information and guidance as well as helping me to understand the dynamics of the Agency internship practically.

Finally, I convey my heartfelt thanks to my parents for their persisting support both financially and emotionally throughout my undergraduate program at Sonargaon University.

Executive Summary

Making an appearance online in a good way is very crucial for any e-commerce business. The online market is very competitive and it is important to stand out from others. Creating a brand identity for any business is important. To display the products, the online retailer has only two options, they can either take photos or make videos. Sometimes a professional photograph can carry more message than an essay. If someone wants their product photos to carry such messages, getting professional photography services is important. Fonok's Photobox has many creative minds to create images with some untold stories.

My employment at Fonok's Photobox as a trainee was as a Digital Marketing Intern. The training began with the management of the company's social media profiles and competitor research. I worked directly with the Head of Digital Marketing at Fonok's Photobox. I was allowed to assist in the creation of various social media ad campaigns. I researched the market and evaluated the tactics that may be used to optimize the ad campaigns.

Writing marketing ads copy, creating daily social media posts, and writing weekly blog content were my other responsibilities. This helped me become more comprehensive with the digital ad-making process and, a few search engine optimization processes.

I used to do market research and gather the information online I needed to analyze the market situation for my employer. This allowed me to understand market trends throughout the year. Working with Fonok's Photobox was a great corporate experience that added a lot to my portfolio. Fonok's Photobox provided me with an opportunity to understand social media management and marketing during my internship.

Fonok's Photobox is growing company and has a very good digital marketing team who is doing good work. Their marketing ROI is very impressive we will see about it in the upcoming parts of this report.

I provided a brief overview of the Digital Marketing Strategy of Fonok's Photobox. How they regularly maintain social media profiles and post contents and service updates. How they write creative contents and conduct google SEO to rank top on the SERP pages. How they plan, create, and optimize their ad campaigns to get the best results from them.

Table of Contents

COVER PAGE ..... **i**

LETTER OF TRANSMITTAL ..... **iii**

CERTIFICATE OF SUPERVISOR ..... **iv**

DECLARATION OF STUDENT ..... **v**

LETTER OF AUTHORIZATION ..... **vi**

ACKNOWLEDGEMENT ..... **vii**

EXECUTIVE SUMMARY ..... **viii**

TABLE OF CONTENTS ..... **ix**

CHAPTER ONE - INTRODUCTION **1**

1.1 Introduction: 2

1.2 Origin of the Report: 2

1.3 Objectives of the Report: 2

1.4 Scope of the Report: 3

1.5 Methodology of the Report: 3

1.6 Outcomes of the Report: 4

1.7 Limitations of the Report: 4

CHAPTER TWO - LITERATURE REVIEW **5**

2.1 Literature Review: 6

CHAPTER THREE - OVERVIEW OF FONOK'S PHOTOBOX **11**

3.1 Inception of Fonok's Photobox: 12

3.2 Company profile: 12

3.3 Mission: 13

3.4 Vision: 13

3.5 Services of Fonok's Photobox: 13

3.6 Corporate Culture: 14
3.7 Organizational hierarchy of Fonok's Photobox: 15
3.8 Main Operational Areas: 15
3.9 Service Goals: 15
CHAPTER FOUR - INTERNSHIP DUTIES, RESPONSIBILITIES, AND LEARNING 17
4.1 Internship Joining Letter: 18
4.2 Duties and Responsibilities: 19
4.3 Impacts of Internship Experience on My Career: 19
CHAPTER FIVE - DIGITAL MARKETING STRATEGY OF FONOK'S PHOTOBOX 21
5.1 Digital Marketing Strategy of Fonok's Photobox: 22
5.2 Digital Marketing Process: 25
5.3 Paid Campaign 25
CHAPTER SIX - FINDINGS & ANALYSIS 26
6.1 Findings: 27
6.2 Analysis of Marketing Expenses with Total Revenue 27
CHAPTER SEVEN - RECOMMENDATIONS & CONCLUSION 29
7.1 Recommendations: 30
7.2 Conclusion: 30
BIBLIOGRAPHY: 31
REFERENCES: 31

CHAPTER ONE
Introduction

1.1 Introduction:

To fulfill my BBA program with a major in Marketing, I have experience working in a photography agency, Fonok's Photobox as a Digital Marketing Intern. After completing the theoretical part at Sonargaon University, I was given a task to gain real-life work experience as an intern at any reputed institution. So, I joined Fonok's Photobox as Digital Marketing Intern. During this internship period, I learned so much about creating and maintaining an appearance on digital platforms. I was graced with the opportunity to work closely with the Digital Marketing Strategist and help him with various related tasks. So, I have decided to make an internship report on the "Digital Marketing Strategy" of Fonok's Photobox.

Fonok's Photobox was established in Bangladesh as a photography agency and began its operation in January 2018. Numerically it was just another agency, now they are leading in the niche of product photography service. Fonok's Photobox provides all types of corporate and commercial photography services. Fonok's Photobox is concerned about social commitment and has already done some social awareness projects such as – Gender Discrimination, Early Marriage, Awareness against rape, etc.

1.2 Origin of the Report:

The internship program is a compulsory requirement for students who wish to become BBA graduates from Sonargaon University. To complete my internship program, I worked with a host organization named Fonok's Photobox. Further, I have prepared this report on my practical experience in the daily agency activities, theoretical knowledge, and under the close direction of my official supervisors and colleagues. Thus, the report entitled "Digital Marketing Strategy of Fonok's Photobox" has been accomplished as a fulfillment of the BBA program accredited by Sonargaon University.

1.3 Objectives of the Report:

Broad Objective: Internship is the process to acquire work experience in specific industries. It offers a proactive chance to work in the desired field. It helps the interns to identify how their course of study applies to the real world and how to deal with it. Regarding my internship, the prime objective of the study is to know practically the functions of digital marketing strategy studied.

Specific Objectives:

- To identify the key purposes of digital marketing activities

- To apply theoretical marketing knowledge to practical areas of work.
- To assess the performance and categorize problems related to digital marketing strategy of Fonok's Photobox.
- To make some suggestions to solve the problems of Fonok's Photobox.

1.4 Scope of the Report:

This report provides a lot of information about the Digital Marketing Strategy of Fonok's Photobox. It delivers a broad overview of the marketing team of Fonok's Photobox.

Moreover, this report contains all the observations and work experience during my internship period. It includes the different aspects of general digital marketing procedures and their effects on the performance of the growth of the business of Fonok's Photobox.

1.5 Methodology of the Report:

This report is prepared mostly on the observations that I experienced during my internship period. From my academic background, I have learned various methodologies in the search process. As a result, in this study, I had the chance to apply my academic knowledge to practical areas. For this, I have gathered data from many sources. Both primary and secondary sources of data were used to prepare this report.

Primary Sources:

- Personal observation of the processes of agency activities followed by each department.
- Informal conversation with the clients.
- Personal interviews of different employees of the organization.
- Practical work experience in different departments of the organization.

Secondary Sources:

- Internet as a source of information.
- Various manuals of Fonok's Photobox.

- Website of the organization.

1.6 Outcomes of the Report:

- It helps to know about the overall digital marketing strategy of Fonok's Photobox.
- It gives us knowledge about the strategy of a photography agency.
- It delivers information about marketing on social media and other online applications that helps in marketing.

1.7 Limitations of the Report:

While preparing this report, I encountered several complications and limitations which are mentioned below -

- Fonok's Photobox follows strict confidentiality of their data.
- All required information is not available in any individual department of the organization.
- The limited scope of scrutinizing every department individually.
- Lack of experience and knowledge in internship report writing.
- Because of time constraints many of the aspects could not be discussed in this report.
- Non-availability of the most recent statistical data and information.
- Only three months of internship are not enough to know and learn about all the service activities and strategy

CHAPTER TWO
Literature Review

2.1 Literature Review:

To find relevant literature that focuses on smart services, a systematic search was performed. To ensure a structured and broad overview, the approach by Webster and Watson (2002) was chosen as the underlying methodology.

According to Vom Brocke et al. (2009), validity and reliability are essential components of a rigorous literature search. In general, validity is defined as the degree of accuracy, and, for a literature review, the validity is regarded as the degree to which all publications relevant to a topic are discovered (Vom Brocke et al. 2009).

For this study, the validity of the literature search was considered by examining the selected databases, the predefined search terms, the performance of forward and backward searches, and the use of the TSISQ (Koukal et al. 2014). The TSISQ uses the concept of latent semantic indexing and is an extension of conventional term-matching methods. Reliability is generally understood to be the formal precision of a scientific study.

In the case of a literature search, reliability is the replicability of the search process; thus, it is necessary to comprehensively document the search process (Vom Brocke et al. 2009).

Inclusion and exclusion criteria were defined to identify the most relevant articles. Publications that were non-academic articles or not peer-reviewed were filtered out. However, to be sure of achieving a broad literature review, the search was not limited to high-ranking journals and conferences.

According to Webster and Watson (2002), a topic-centric view of the literature is much more valuable than a view limited to a few top journals. Articles that were not written in English were excluded, which is why only English search terms were used to identify relevant literature. It was assumed that potentially relevant articles in the field of smart services would be in English because most researchers write in English, aiming to address a broad target group. To avoid regional overrepresentation of research in the formal analysis, articles in other languages were excluded. This choice also helped avoid regional bias based on differences in research topics. After implementing the named inclusion and exclusion criteria, 10,012 potentially relevant hits remained. In this literature review smart services are viewed from an ISR perspective. Articles in different disciplines such as history or art were excluded. This criterion was applied by using the filters whenever possible while searching the different databases and disciplines.

A publication by Bianchi (2015), which includes a discussion of the roles of risks and trust in art exchanges, is an example of an article that was not from the ISR field and

thus excluded. Additionally, articles that only used the terms smart/digital/electronic service, without subsequently focusing on these topics, were not considered. One example is a technical analysis and presentation of strategies for network scenarios (Sohn and Gwak 2016).

Most of the articles were found using second and third search terms; that is, they contained the terms “digital” or “electronic”, but not “smart”. The definition of smart services presented earlier was used to determine whether an article was using the 19 terms “digital service” or “electronic service” as a synonym for smart services. Implementing this criterion led to a large reduction in potentially relevant articles, because most of the articles that used the second and third search terms did not consider “smart” services in accordance with the definition presented in this article. Appendix Table 4 shows the number of hits and their reduction for each search term in the different databases. If it was not possible to decide whether the terms used in an article complied with the definition of smart services considered in this article, the full text was examined.

An article by Mecella and Pernici (2001) is an example of a hit using the search term “electronic service” that was eventually excluded. They define electronic services as open, developed for interaction in an organization and between organizations and as easily composable. Using this definition, electronic services are not necessarily based on context information or data analytics.

Following the search described above, both a backward and a forward search were conducted (Webster and Watson 2002). For the backward search step, the citations of the articles were screened manually for additional relevant literature. Google Scholar was used for the forward search to find articles that cited the identified literature, resulting in seven additional articles.

Finally, the literature tool TSISQ (Koukal et al. 2014) was used to enhance keyword-based search via latent semantic indexing. The tool compares unstructured texts and identifies semantically similar texts in a database. The database contains IS literature from the “AIS basket of eight” and other IS conferences and led to the identification of two further articles. In total, 109 articles were considered in the literature review. Figure 2 illustrates the literature search process.

In the second phase of the literature review an analysis of the identified articles was conducted, involving the following steps: identifying relevant aspects and issues, categorizing them and discussing the highlights and results. First, a formal exploration of the 109 articles was conducted. The years of publication were examined to identify a possible trend. The identified industries used as context were also determined. Next, the articles were analyzed thematically. The smart service lifecycle explained in section two was used to identify the phases covered by each article. During analysis, it was

found that considering the service lifecycle is helpful for organizing the relevant publications. Associating research with a specific lifecycle phase enabled us to draw more concrete conclusions and to better understand the opportunities and challenges. For each article in the literature review, it was determined which phases of the smart service lifecycle were covered. The service lifecycle is also relevant in practice.

Niemann et al. (2009) indicated that a given topic must be examined at multiple points in the smart service process. All existing publications focus on specific lifecycle phases but do not consider the entire lifecycle. The considered topics were also analyzed. In the different phases it is focused on different topics. As not all articles identified can form part of the findings section, publications are selected that, in total, represent the diversity of research results.

Based on the categorizations, a heat map was created to show the number of articles published for each topic and lifecycle phase. The heat map formed the basis for a discussion of important research fields. As a result, research gaps were identified that form promising areas for further research.

Six different risk types in the context of technology-based service innovations, namely privacy, functional, financial, psychological, temporal and social risks revealed challenges (Paluch and Wünderlich 2016). Interviews with both providers and customers enabled us to identify the most important risks. From a provider's perspective, it is privacy risks while functional risks are named most frequently by customers.

The eight articles (e.g., Smith et al. 2016; Tien 2012) that considered data during the strategy phase suggested that data represent a key factor in providing smart services. Using remote maintenance services as an example, real-time data are necessary to make such services possible. Looking at technologies, they should support data collection (Holgado and Macchi 2014).

The context in which a smart service is provided is a key ingredient for satisfying customer demands (Lee et al. 2012). The customer should be involved to find a strategy for satisfying individual needs (Spottke et al. 2016; Wang et al. 2012). A certain level of service quality contributes to customer satisfaction. The perception of service quality strongly impacts the probability that a service will be used again (Zo 2003). This is especially true when multiple services are interconnected (Wang et al. 2012).

A total of 14 articles (e.g., Gretzel et al. 2015; Roduner and Langheinrich 2010) highlighted the importance of security and privacy issues. Privacy is a fundamental challenge with respect to the concept of "smartness" (Cellary 2013). In the field of smart governance, the possibility of identifying any person at any time causes privacy

problems. Therefore, rules and regulations regarding security and privacy are required for a successful smart service.

Broadly, security is the primary concern regarding the Internet of Things technology (Keskin and Kennedy 2015). Therefore, it must be considered during the service design phase. The implementation of a maintained and frequently updated knowledge management helps to quantify security and privacy risks, e.g., through providing lists of risks for different situations or technologies (Moawad et al. 2015).

Eleven articles (e.g., Buchanan and McMenemy 2012; Yong and Hui-ying 2013) investigated how to involve the customer during the smart service design process. The importance of customer involvement is justified by the fact that value should be co-created (Wünderlich et al. 2012).

A framework for user involvement helps to optimize the service design process (Gillig and Sailer 2012). A study enabled the development of the framework and shows that the customers must be analyzed 21 from the beginning, e.g., regarding their role, activities, and environment. For example, machine learning techniques are helpful to analyze the customers and identify preferences (Abdellatif et al. 2013).

Although business models are changing through the Internet of Things (Keskin and Kennedy 2015), it is rarely a subject of discussion when investigating smart services. Pricing is only named one time as a fundamental design dimension of a comprehensive business model (Williams et al. 2008)

Over the years, there has been a significant evolution in the world of business. The modern photography agency's role today goes beyond just providing product images, model images. Media creatives for social media paid promotion, specific large resolution creatives and marketing copy is also demanded by the clients nowadays.

Market is much larger than before; the competition is higher as well. A good Digital Marketing Strategy is very important for any business to grow in this modern world. To sustain in the long run against the competition, top notch service is mandatory. It is part of the agency's duty to understand the specific needs of clients and subsequently creating the perfect photograph that satisfies the company's tailored business needs.

Developing a unified marketing strategy involves multiple layers of critical decision-making. Some of the key considerations are-

- Market Research: Market demand and supply are ever-changing in today's rapidly evolving digital economy. A photography agency has to undergo regular market research and stay up to date with current trend.

- Creating A Long-Term Strategy: To grow the business and get the best result from any promotion strategizing the whole thing is very important. Having prepared for all sorts of situation saves both budget and time.
- Content Creation: No advertisement is complete without appropriate and evocative content – be it a slogan or a tagline, content for promotion or 22 branding, or content for websites and other media. Developing effective content strategies for advertising plays a crucial role.
- Branding & social media: Social media promotion and digital marketing are paramount for advertisers because of their degree of engagement with the targeted ad audience. Advertisements for banner ads and other targeted promotions across Instagram, Twitter, Facebook, LinkedIn, Tumblr, and other social media channels, therefore, become an extensive and highly focused operation.

With millions of products and services generating a ton of content in today's market, the urgency for brands to develop strong, unwavering brands that cut through the noise are more pertinent than ever.

CHAPTER THREE
Overview of Fonok's Photobox

3.1 Inception of Fonok's Photobox:

Fonok's Photobox was established in January 2018 under the direction of Iftekhar Uddin Emon, the founding Director who had a long dream of floating a photography agency that would contribute to the creative sector of Bangladesh. He is a Product Photography Specialist who has 8 plus years of experience and a creative eye for product photography. A group of highly competent and successful photographers and marketers joined hands with the founder to materialize the dream. From the very beginning, Fonok's Photobox was established as an all-in-one photography studio. But the product photography market is so huge. After a year they turned into a Photography Agency specializing in commercial product photography. The agency starts its operation on January 2018 with the leadership of Mr. Iftekhar Uddin Emon, as the Managing Director and Mr. Jan E Alam as the Marketing Head. Both of them have had valuable experience in the advertising sector for years. Through their practical decision and management directives in the strategic and operational activities, this agency has acquired a secured and unique position in the industry in terms of performance, growth, and excellent service.

3.2 Company profile:

Corporate information of Fonok's Photobox

Name of the Agency: Fonok's Photobox

Status: Private limited company

Date of incorporation: January, 2018

Seed funding: 20,00,000 BDT

Brand value: 50,00,000BDT

Total number of employees: 06

Total number of branches: 01

Managing Director & CEO of Fonok's Photobox: Iftekhar Uddin Emon

Location of Head Office: 577/C Shahid Baki Road, Khilgaon, Dhaka 1219

3.3 Mission:

Fonok's Photobox gives emphasis on:

- Maintaining excellent and quality customer service
- Providing corporate, business ethics, and transparency at all levels
- Creating a technology-based resourceful service environment for its customers
- Ensuring sustainable growth and establishing full value to the customers
- Providing high-quality promotional strategies in all aspects
- Add a remarkable contribution to the advertising activities
- Fulfill its social obligations by increasing its charitable and humanitarian activities
- Display team spirit and professionalism in the workplace
- Make its product superior and best quality

3.4 Vision:

The idea of Fonok's Photobox's vision is "Bring your vision to life". Fonok's Photobox believes in togetherness with its valued customers, in its march on the road to growth and progress. By providing top-notch service. To acquire these desired goals Fonok's Photobox focuses on continuous improvement at all stages because they think that the line of excellence is never-ending. The organization relies on its strategic plans, policies, and networking systems so that it can build up a competitive edge over others in the rapidly shifting competitive environment. Its modified quality services to the customers with a trend of constant development will be the foundation to achieve its operational success.

3.5 Services of Fonok's Photobox:

- ❖ Product Photography: E-commerce, Lifestyle & Creative
  - E-commerce Product Photography service starts from 299 BDT
  - Lifestyle product photography starts from 999 BDT
  - Creative product photography starts from 1499 BDT

- Food Photography:

  Creative Food Photography starts from 999 BDT

- Amazon Photography:

  This photography service ranges from 1499 BDT to 2999 BDT

- Commercial Space / Location Photography:

  Service costs 4500 BDT per hour

- Product Cinematography:

  Starts from 15,000 BDT for 30 seconds

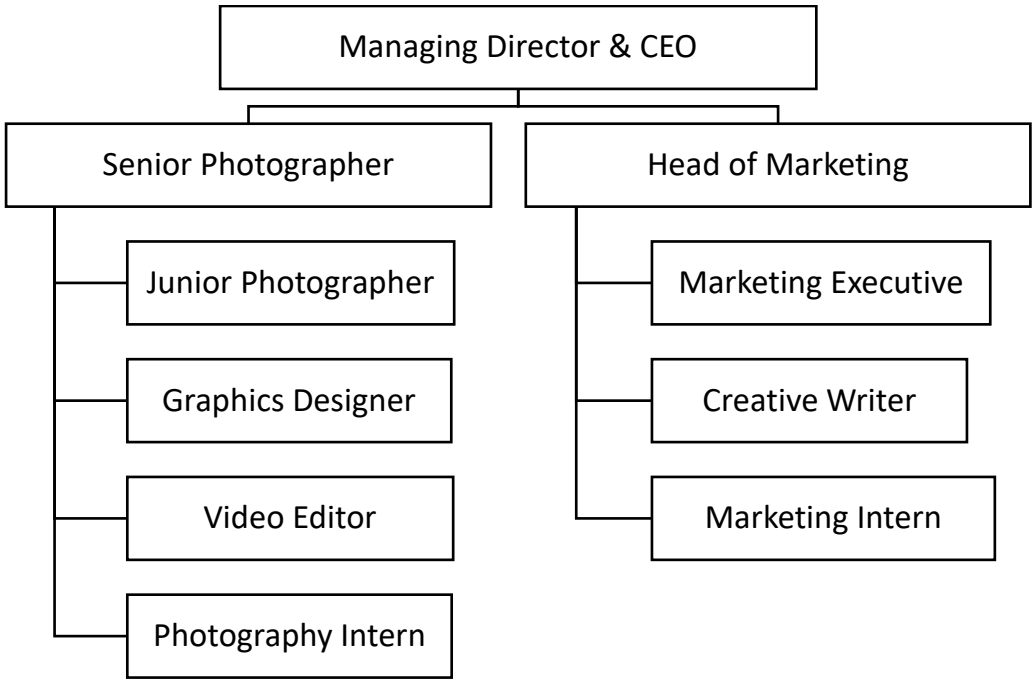
- Corporate Portrait

  This service costs 2500 BDT

3.6 Corporate Culture:

Corporate Culture has become an essential part of the business over the last two decades which undoubtedly plays a very significant role in corporations, employee behavior, and organizational operations. It is an important factor in business success or failure. Moreover, a positive culture can be a major competitive advantage over organizations with which a firm competes. Fonok's Photobox, as a renowned photography agency, believes that if the employees get to know about their organizational culture, then the work environment will become more pleasant and comfortable for them. Also, it will eventually boost their morale and lead to increased levels of teamwork, cooperation, sharing of information, and openness to new ideas and thoughts.

3.7 Organizational hierarchy of Fonok's Photobox:



3.8 Main Operational Areas:

As a photography firm, Fonok's Photobox offers all kinds of photography facilities including a various range of product videography and other advertising creatives, and subsidiary services with the full support of specialized management and current technology. Fonok's Photobox emphasizes the utmost importance of creative methods for its clientele. Besides, the firm has become a pioneer in taking creative product photos. It provides companies with high-quality product photos and videos. So, it is one of the leading agencies in this sector. In addition, Fonok's Photobox is dedicated to retaining its clients through customer relationship management and marketing counseling.

3.9 Service Goals:

Well detailed photographs can influence how consumers interact with brands, purchase products, and refer their friends. Setting some goals can help businesses achieve financial goals and connect with their customers. The goals are:

- Brand awareness
- Traffic increase
- Engagement boost
- Multimedia interest creation
- Lead generation
- Targeted market research
- Attention improvement
- Brand development
- Customer retention
- Positioning and differentiation
- Sales and profits generation

CHAPTER FOUR
Internship Duties, Responsibilities, and Learning

4.1 Internship Joining Letter:

01 October 2022

Fonok's Photobox
Human resource division Dhaka,
Bangladesh

Mr. Abul Kalam
Dean
Faculty of Business
Sonargaon University
147/1, Green Road, Tejgaon, Dhaka

INTERNSHIP

Dear Sir,

With Reference to your letter dated 15 September 2022 regarding the above, we are pleased to accept Mohammad Rezaul Islam Ratul, student of your institute for doing a 3 (Three) month's internship at our organization.

The internship program will be effective from the date of joining the internee at the company. He will have to give regular attendance at the place where he will be deputed to work on his project. He will also be required to submit 1(One) copy of his internship report with accurate information on the project he will be working on at the Division concerned for their record and necessary action. Please be informed that we offer a fixed pay and allowance in this regard.

We assure you of our best co-operation to your student during his entire Internship period with us.

Yours faithfully
Mahammad Jan E Alam
Head of Marketing
Fonok's Photobox

4.2 Duties and Responsibilities:

- As an intern, I was required to do all the tasks that were assigned by the senior employees in the agency
- Each day, I was asked to assist different people and different departments in the agency
- Prepared social media ad campaigns
- Had written Marketing copy for the campaigns
- Sometimes created marketing creatives using design tool Canva
- Written weekly blog post for the website.
- Regularly maintained all the social media profiles
- Prepared proposal and service documentation for the clients
- I had to report to the Head of Marketing on all the assignments I had assisted

4.3 Impacts of Internship Experience on My Career:

The employees of Fonok's Photobox were very polite and friendly. They helped me to adjust quickly to the work environment. Doing my internship in this agency helped me to know the photography industry and digital marketing methods for this industry. Since my focus was on marketing, I was more involved with that than other departments of the organization. Now, it is very clear to me how Fonok's Photobox operates its digital marketing activities strategically in our country. Moreover, I believe that this internship experience will help me to build up my future career. My learned experience is as follows:

- I have learned about the various advertisement tools which are being used to make promotional content.
- I learned how to generate creative and copy for digital marketing campaigns
- I got to observe closely photography and videography production
- I also observed the procedures for how to successfully close a deal with a client by having a successful meeting.
- I learned how Fonok's Photobox provides the information to their clients.

- Communication at the client end being a point of contact (POC).
- Email communication with the client.
- I learned how to maintain office etiquette and how to behave with supervisors and staff in a professional manner.
- I learned how to respond to my own actions

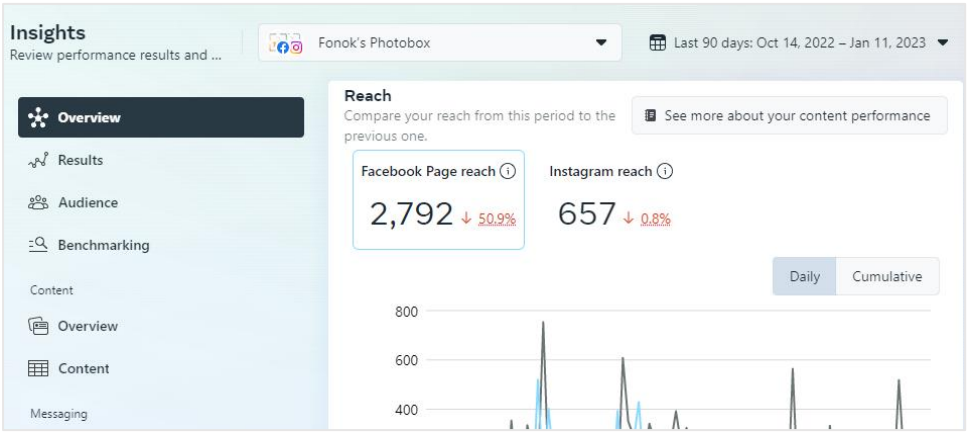
CHAPTER FIVE
Digital Marketing Strategy of Fonok's Photobox

5.1 Digital Marketing Strategy of Fonok's Photobox:

In the current market, Fonok's Photobox is one of the best product photography and videography service provider. Most of their clients come through several online mediums such as Facebook, GMB (Google My Business) Listing, Google Search, etc. So, their main focus in marketing is these online platforms.

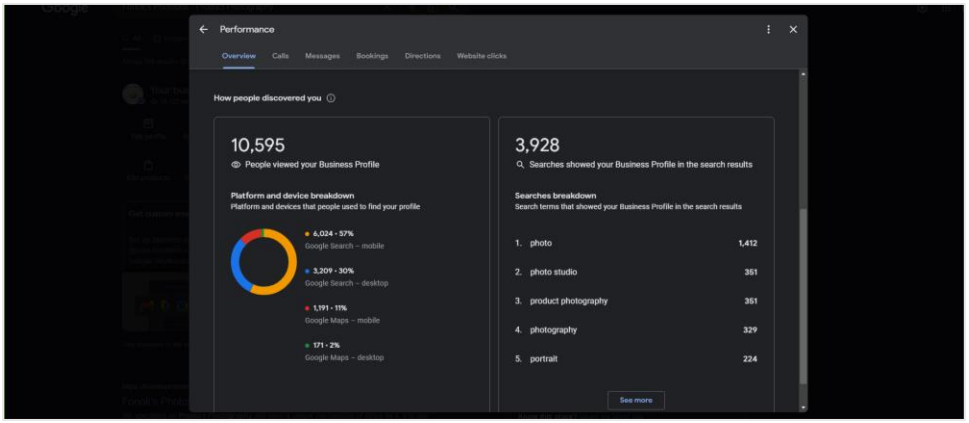
Facebook: They run ad campaigns regularly to increase social media profile followers & engagement. They maintain regular posts with their work portfolio to show the audience the quality of their work. They allocate a monthly budget to increase page followers. Once a month they run a paid campaign featuring a service. This has been proven very effective for the business.

Here's an image with result of last 90 days Facebook organic activity.



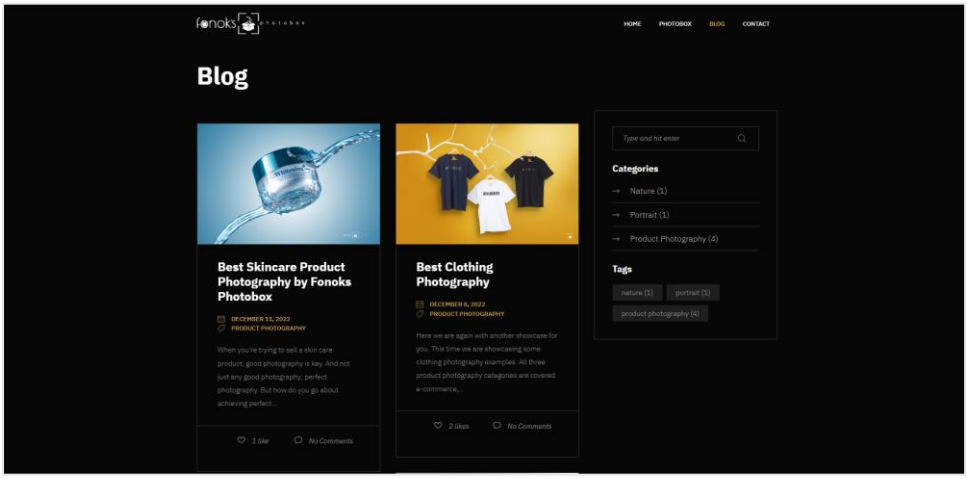
Google My Business Profile: Having a GMB profile has proven very beneficial for any business in recent years. GMB profile allows any legal business to create its own Google map pin. It increases the credibility of the business to the clients. Fonok's Photobox regularly updates its services and portfolio on the GMB profile.

Here's the result of past 3 months' organic activity.

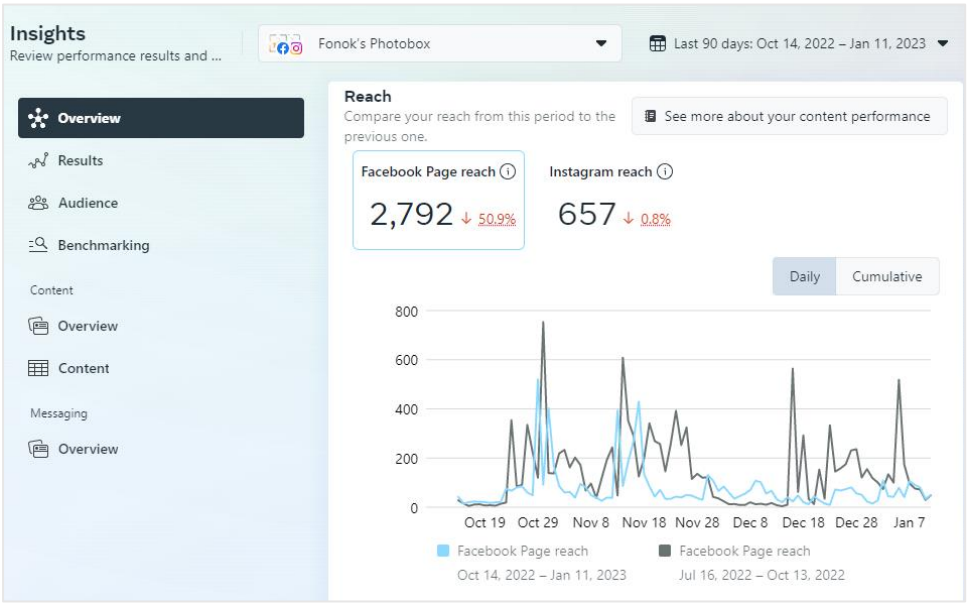


Google: They are already in the first position in several keywords on Google. They seriously focus on blogging on their website, so they can achieve and maintain a top position on Google SERP pages. They have creative content writers to generate informative contents to publish in their blog.

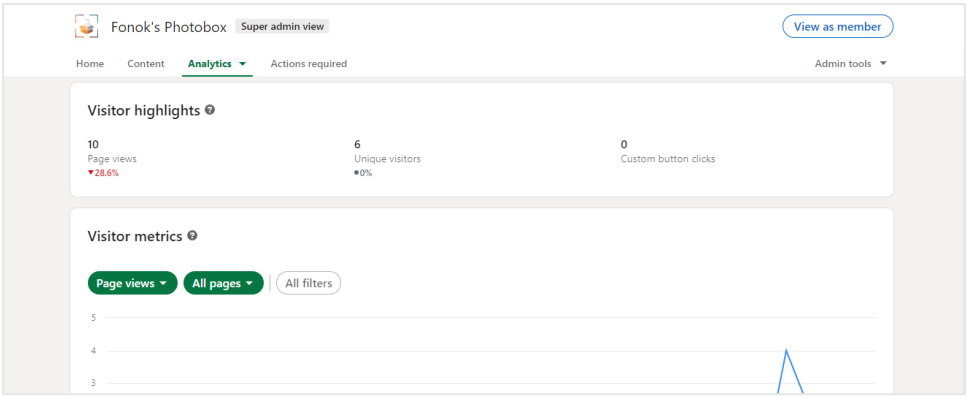
They publish monthly blog contents to their website. Keyword Research, Content Creation, Content Optimization and Image optimization are executed step by step by the dedicated team.



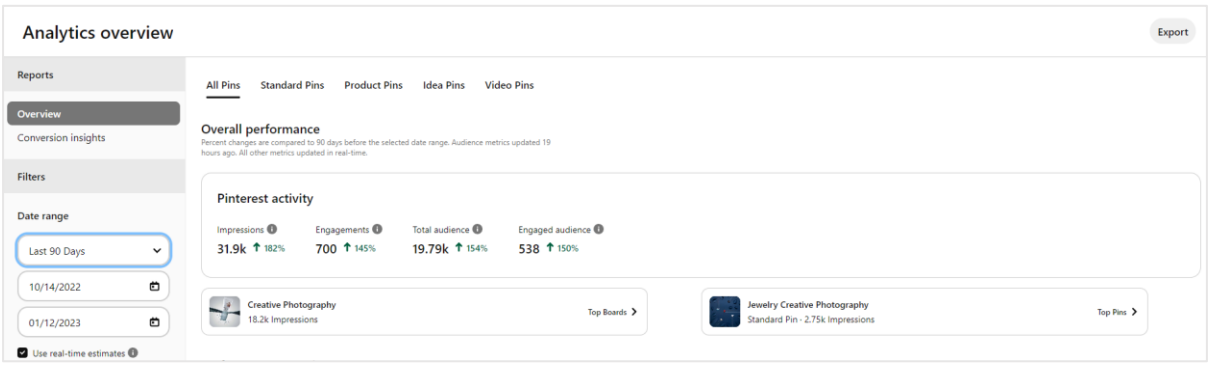
Instagram: Instagram is one of the most suitable mediums for showcasing one's photography portfolio. When photography is the main service of Fonok's Photobox having audience engagement on Instagram is a must. They also run similar campaigns for Instagram as Facebook.



LinkedIn: Fonok's Photobox also gets clients from LinkedIn. Most of the clients that come from LinkedIn are corporate clients who are seeking industrial and corporate photography services. Fonok's Photobox doesn't miss posting their every update and portfolio on LinkedIn.



Pinterest: Pinterest is the most established platform for creative content sharing for Photographers and Designers. It has a vast community of creative people and admirers. Fonok's Photobox invests time in Pinterest because they are very willing to contribute to the photography community. This increases their value as creative photographers as Pinterest provides audiences across the world.



Growth on Google SEO, GMB profile, LinkedIn, and Pinterest is achieved with an organic approach. The paid ad campaigns are run on Facebook and Instagram. The Head of Marketing closely monitors every step of Digital marketing.

5.2 Digital Marketing Process:

Steps of Blog Content Publishing & Google SEO

- Keyword Research & Topic Research is conducted by Keyword planner
- Developing a content tree - Creative content is written by the Content Writer
- Publishing content on the website & On-page SEO after approval
- Backlink building

Steps of Content Publishing on social media:

- Creating a caption with marketing and service info
- Scheduling them for publishing on all social media profiles using Postly.ai

5.3 Paid Campaign

Paid ad campaign requires the full marketing team to work together under the leadership of the HOD.

- First, research is conducted by the strategist by analyzing the pixel historical data. The target audience and service that is going to be promoted gets decided.
- Then, the creative writer and designer join forces to generate both marketing copy and media creative.
- Later, the HOD reviews everything and approves.
- The marketing strategist then optimizes the ad for the best performance and launches the ad for a certain period.
- While the ad is running, if any change is required, it is executed by the strategist.

CHAPTER SIX
Findings & Analysis

6.1 Findings:

Fonok's Photobox promotes them by participating in different types of programs, sponsoring many functions, arranging various types of gatherings, etc. Some of those activities are maintained below:

- Fonok's Photobox Participated in more than 20 photography contests in Bangladesh and earned a prestigious position in most of them.
- Fonok's Photobox organizes free photography and videography workshop for enthusiasts multiple times a year.
- Fonok's Photobox empowers its customers to rate Service Standard.
- Fonok's Photobox is a great place for any graduate who is willing to start their career in digital marketing for photography. They have a great work environment.
- They also provide an opportunity for their interns to learn new skills every day.
- Fonok's Photobox has a nicely oriented operation where every step of work is executed in a well-organized manner.
- Fonok's Photobox tries to contribute to society by doing some social awareness photography projects such as Child Marriage, Gender Discrimination, Women Empowerment, Environmental Pollution, etc.

6.2 Analysis of Marketing Expenses with Total Revenue

The Service expense and total revenue before tax for the fiscal year 2018 to 2020 are given below:

Year	Total Revenue (BDT Lakh)	Marketing Expense (BDT Lakh)
2018	12	6
2019	18	7
2020	22	7

Fonok's Photobox is a small company compared to other companies in Bangladesh. But it is growing steadily as the market is growing. Its return on investment is highly impressive. People working here are dedicated and skilled professionals, that's the reason Fonok's Photobox can generate such huge revenue. However, office rent and other maintenance fees are not excluded from these amounts.

CHAPTER SEVEN

Recommendations & Conclusion

7.1 Recommendations:

1. Fonok’s Photobox should focus on offline marketing. It is missing potential customers from a huge market.
2. Fonok’s Photobox should focus on e-mail marketing. Email marketing is a great way to get more customers and to upsell or cross-sell services to the existing customers.
3. The company should use a CRM software. Using an CRM software will allow the business to maintain a customer database, proposals, invoices and accounts in a well-organized manner. This will also allow it to reduce the use of paper and maintain everything digitally. By using a CRM, creating a marketing plan will also get easier as converted client’s data will be in one place.
4. Fonok’s Photobox should use task management software like Asana, Jira, Trello, etc. Using a task manager allows any business to organize their daily in the best way possible. Task assigning and monitoring updates becomes super easy with the help of these software.
5. They should focus on creating more blog contents. Google highly values good quality informative contents for ranking on SERP. For any business online, ranking on Google SERP is very important.

7.2 Conclusion:

Fonok’s Photobox was founded in the year 2018 and is one of the most successful product photography agencies in Bangladesh. This was my first 3-month internship and for a young person embarking on a journey like this, has certainly been quite an experience this experience has been made enjoyable and exciting by the people working in this company. The office itself feels like home with Mr. Jan E Alam‘s presence felt at every turn you take. It has been a one-of-a-kind experience to work with the marketing team at Fonok’s Photobox. It has been a great learning opportunity. The blend of marketing technical tasks and creative copywriting capability has molded me into a marketing strategist and also enabled my thinking to understand customers' needs & market needs. This has been a great stepping stone for my future work experiences.

Bibliography:

- Bates, K., Bates, H. and Johnston, R., 2003. Linking service to profit: the business case for service excellence. Int J of Service Industry Mgmt, 14(2), pp.173-183.
- Grönroos, C., 1984. A Service Quality Model and its Marketing Implications. European Journal of Marketing, 18(4), pp.36-44
- Kasper, H., Helsdingen, P. and Vries, W., 1999. Services marketing management. Chichester: Wiley
- Lovelock, C. and Wirtz, J., 2004. Services marketing. Upper Saddle River, N.J.: Pearson/Prentice Hall.
- Palmer, A., 2014. Principles of services marketing. 7th ed. London: McGrawHill
- Smallbusiness.wa.gov.au. 2015. Marketing - People Strategy. [online] Available at: [Accessed 31 October 2015]
- Strydom, J., 2004. Introduction to Services marketing. 3rd ed. Cape Town: Juta Academic
- Zeithaml, V., Parasuraman, A. and Berry, L., 1990. Delivering quality service. New York: Free Press
- Zeithaml, V., Bitner, M. and Gremler, D., 2010. Services Marketing Strategy. Wiley International of Marketing, 1, pp.208-218

References:

1. Jan E Alam, Head of Marketing, Fonok's Photobox.
2. Previous reports on Fonok's Photobox.
3. Website of Fonok's Photobox: www.fonoksphotobox.com
4. Annual Report of Fonok's Photobox