

The Prospects and Challenges of Social Media Marketing: The Case of ClockWork360 Limited

Prepared by

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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.



17 December 2023

Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

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Remarks (If Not Approved/Partial/Full Rewrite): Not Applicable

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Letter of Transmittal

17 December 2023.

Mr. Faisal Mohammad Shahriar
Internship Supervisor (Academic) & Assistant Professor, School of Business
University of Liberal Arts Bangladesh, Dhaka.

Subject: Submission of Internship Report.

Dear Sir,

Due to respect, I state that I have prepared my internship report on the topic of **'The Prospects and Challenges of Social Media Marketing: The Case of ClockWork360 Limited'**. I hereby submit this internship report which I prepared based on my 12 weeks experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours



Tanzin Basher Proma
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Date: 05 November , 2023

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Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship.

For a prosperous future in my career, I used the opportunity to concentrate on getting internships at multiple organisations. During my internship, my goal was to serve for an organisation where I could start my career from the ground and get completely immersed in the marketing industry's whole landscape, including its significance and best practices, which would help prepare me for the future. Because of my expertise in marketing, I've worked in this field, developed content writing abilities, and researched digital marketing techniques that have helped the organisation cope with a variety of complications.

1.2 Internship search process.

Before the beginning of applying for an internship, I have to develop my CV and cover letter, which should include details about the numerous workshops, seminars, projects, and practical experiences I've had while attending campus. From the start of my 11th semester forward, I mostly applied to organisations through browsing recruitment advertisements posted in various Facebook groups, LinkedIn, and BD Jobs. As well, I received numerous phone calls for interviews. Later, I attended a number of interviews to relieve my concerns and improve the chances of my upcoming interviews. Later, I observed the "**Clockwork 360 Marketing Agency**" recruiting advertisement for a marketing intern posted on the Facebook group for internship opportunities. I applied as the position would be an ideal match for me as it is a marketing agency.

1.3 Internship interview experience.

A few days after submitting my application for an internship, I received a call to attend an interview at their office location. The HR and Head of Marketing teams conducted the initial interviews. After a brief interview with the director, which took place a few days later, I received the appointment letter on this day. During the interview, HR asked some generic questions about me and my future plans. Some questions asked by the head of marketing were more specific to the role: What is Digital Marketing? Tell me the Brand Identity of a Travel Agency? From my point of view, several of the inquiries were about the company and its working environment. They also told me about the company's procedures and laws and regulations. I had a great experience at the internship interview. The interview process was very interactive and professional, and I was given an overview of my responsibilities.

1.4 An overview of the internship organization

1.4.1 An overview of ClockWork360 Limited: ClockWork 360 are a results-driven digital marketing company dedicated to assisting companies in succeeding in the always changing digital environment. Almost 20 expert team of digital marketing experts provides a depth of knowledge in SEO, PPC, social media marketing, content planning, and site design along with a passion for innovation. For optimum effect and return on investment, ClockWork 360 Ltd. customise our methods to match the specific requirements of each customer. Our clients' long-term partnerships are a priority for us. We provide specialised solutions that produce measurable outcomes by comprehending client objectives and difficulties. Our dedication to openness and communication promotes relationships of trust and mutual benefit. In order to create engaging and innovative ads that connect with audiences, our team is always exploring creative approaches and innovative tools.

1.6.2 Products and Services of ClockWork360 Limited: ClockWork 360 Ltd. the most promising digital marketing agency committed to helping businesses achieve success in the ever-evolving digital landscape. Our team of digital marketing experts provides core services in digital marketing, including SEO, PPC advertising, social media marketing, content strategy, motion graphic, web design and strategy development, social media analytics, social media buying, online video commercial for the brands Paragon Ceramic Industries Ltd. Paragon Convention Hall, Paragon Catering, Fortune Square Convention, RedKnot and Dough. From planning to content designing, strategy development to execution, prioritise client-centric solutions for business growth, emphasise innovation and creativity, and foster a positive work-life balance for their team.

1. **Media management of Regional & National:** Reaching out to specific customers with brand insights and opinions is most effective through the media. ClockWork 360 Limited manages both local and national media for the convenience of its clients. It establishes and puts into operation the most effective way for communicating with clients through media.
2. **Graphics and Design :** A dynamic group of creative perfectionists makes up ClockWork 360's creative visual department, which creates extraordinary user experiences for consumers' digital journeys and brand communications.
3. **Content:** A campaign's content serves as the interaction agent. It satisfied every communication need for a campaign. To give clients the best content possible, ClockWork 360 Limited works with its own creative department along with offering content analysis and ideas for marketing. Engaging and convincing an audience at every point of the funnel can be achieved with content marketing, which is also affordable (Digital Marketing Institute, 2023). The internet's

currency is content, and there are an array of content kinds that organisations may concentrate on to captivate audiences, expand into new areas and offer value to clients.

4. **Digital Media Analysis:** Being a digital agency, it recognizes the need of providing desirable content to the appropriate audience at the right time and place. To optimise the brand's reach and return on investment, a team of experts in digital media will create the most effective digital media strategy and carry it out efficiently. Digital Marketing using numerous digital tactics and channel to connect customers where they spend much time. As they have seen the clear picture of how each digital marketing campaign overarching goals (Alexander, L. 2022).
5. **Campaigns and Activations:** ClockWork 360 Limited has implemented digital campaigns that received recognition for prominent businesses. Strategic planners will create the ideal campaign based on the client's brand strategy, which will incredibly transform their participation into revenue for the company.
6. **Media Buying:** A process utilised in paid marketing initiatives is media buying. The plan is to identify and buy ad inventory at the best price at the ideal moment on channels that are appealing to the audience you want to reach.

1.6.3 Key people of ClockWork360 Limited: ClockWork 360 Limited uses a horizontal organisational structure in order to preserve flexibility and order. Additionally, the corporation promotes collaboration among its workers and prioritises excellence in the workplace, each of which can boost employee efficiency and dedication to the job. The goal is always to make the client's experience better while putting forward innovative ideas and challenging established ways of communicating. Individuals are allowed to share their opinions and provide demonstrations of every undertaking.

Md. Morshedzumman (Chairman): Possessing an unparalleled experience of over many years in multiple business endeavours, Mr. Morsheduzzaman established the agency's mission and led the community toward achieving it. This involves establishing the culture and values of the workplace. Providing direction and leadership to the agency's management group, which includes department heads, in order to encourage effective teamwork and ensure financial stability, and oversees overall performance

1. **Md. Mehedi Hasan (Managing Director):** Being experienced in marketing, he always monitors daily operations, sets strategic plans into action, cultivates and maintains client connections, and ensures that workflow and operations are run as planned.

2. **Md.Al-Amin (Operations Manager):** Having almost five years of expertise in promoting various projects, Md. Al-Amin is a major contributor to the organisation's progress.establishing into effect as well as improving operational processes to boost productivity Effectively managing finances and resources
3. **Miyad-Al-Mahmud Jholok (Visualizer):** Creating visual concepts for various advertisements , creating visual components, illustrations, and layouts for many platforms , collaborating to maintain visual harmony with the content and digital marketing teams .
4. **Md. Shofikul Sohan (Senior Copywriter):** Md. Shofikul Sohan is in charge of the copywriter team who develops content for social media communication.Researching consumer habits and the tendencies of the consumers in mind,content editing and proofreading for consistency and accuracy.
5. **Sakib Ibne Mohiuddin (Digital Marketing & Strategy Executive):** Being Experienced in Marketing Agency for more than 5 years , Expert in creating and executing digital marketing strategies for clients, Staying updated with the latest tools and trends in the industry, which aid in media buying and help me identify possibilities for enhancing the agency's online presence.

Chapter Two: About the Internship

2.1 Activities of the department/office

I was hired as a Digital Marketing Intern, where I was tasked with various roles and learning partners with assigned departmental officers. I mainly need to understand how to develop different strategies of digital marketing, what kind of challenges and possibilities are facing in digital marketing, how it has brought changes in the buying behaviour of customers. Actively participating in social media ad management and campaigns, analysing each client's needs regarding digital content and developing strategies accordingly. Brand storytelling goes beyond the conventional meaning of marketing. It is about using every chance to promote to the appropriate audience and behaving from the heart instead of the mind (Dan Hughes, 2023). Proactively review with copywriters and design teams to create content according to Oman's preferences and current trends and oversee promotional activities.

2.2 Work environment

As an intern at Clockwork 360 Ltd I got to see a well organised office environment. Where all work is distributed among workers. Clockwork 360 is managed by various departments; For example, some are

working as copywriters, some are working on visualizers, accounts and finance, some are working on content creation and marketing, and some are working on client servicing. So, we usually have to work with different teams under the same roof. I worked with the marketing and client servicing teams and was involved in collaborations with various brands. The work environment is more employee-friendly, and the team usually works together which has facilitated for me to learn various new things and developed an enthusiastic attitude. The work environment is so friendly that they care more about the health of the employees and provide healthy food during lunch time. They never keep their employees on extra hours, they maintain it very well.

2.3 Duties and responsibilities as an intern

As an intern my main responsibilities were to keep an eye on what digital marketing strategy the competitor brands in the industry . Client service is the first stage in my work approach .The first thing I want to do is to ensure that the customer has a wonderful onboarding experience if they are new.My first job when we onboard a new customer is to determine what type of advertising or material they are interested in. After I've determined the needs, I build a database featuring their specifications, brand guidelines, and brand advertising. After that, I go over the figures, including how much and what type of material (static, video, web banners, etc.) they'll need. I also make sure to see whether they're looking for campaigns as well as regular static.I have to be aware of the creatives' objectives.Is it for brands presence, engagement or sales generation?I offer a monthly content calendar for our brands. Where my strategic planning team and I plan the contents while considering the dates of the content scheduling under consideration.Creating content calendars for Facebook posts, creating presentation slides for the brand and various digital Brand-appropriate stock photos or videos from marketing tools like -Pexels, Pinterest, unsplash, Freepik, etc and create a PowerPoint presentation for the designer and motion graphic artist .As soon as they receive the file they start preparing the content.Once they are ready, I make sure everything is there before compiling and publishing on the page . Therefore, I am also creating a marketing plan for a Digital Marketing campaign across all digital channels.To launch a campaign, I have to identify the client's target audience, figure out how to get in touch with them, and determine the next step .My work as a content creator involves a lot of reading. I read dozens of blog pieces, news items, and in-depth articles in a typical day as I worry about the sustainability of content marketing(Shewan, 2021). Consumers approach brands through several channels.The major influence impacting the buying decision was, 53% responded that manufacturer websites were the major influence, 49% said it was social media, 60% said it was the recommendations of friends and colleagues, 58% said it was advice from family (Samson , Mehta & Chandani (2014). Therefore, in order to successfully reach customers, brands must integrate their digital marketing efforts across all platforms.Worked with internal teams to create posts on social media that would be top of mind for consumers. I helped various teams discuss their content and brainstormed new ideas and innovation to develop growth strategies.

2.4 Learnings and acquired skills from the internship

During my internship, the most important skill I learned was managing my workload and prioritising what I needed for immediate response. Since I was regularly handling multiple tasks, it was not possible to give equal importance to all of them. So, it took me some time to figure out what needs to be done first, that is, making a to-do list for the day's work and working accordingly. The skills that allow me to excel in my job are communication skills and previous knowledge of Microsoft Office and Excel. I got to work with various digital marketing tools and also did an online professional course on content marketing during my internship at Clockwork 360 Ltd.

When brand representation was crucial, and the only reason I was able to accomplish it was because of my confidence. Also, multitasking has helped me manage multiple tasks simultaneously. From my internship experience, I learned a lot about market research, consumer behaviour, and digital marketing strategies to improve brand awareness. I gained hands-on experience with potential assistance in client campaign market research content creation and social media management, helping to practical skills and understanding of marketing strategies. Also, the collaborative environment of working as a team has encouraged me in idea generation which has enabled me to develop creative and innovative thinking skills. Apart from this the client interaction depends on the agency which made me more proficient in client management and communication skills. I also understand that I am Clockwork 360 Ltd. Since joining the networking opportunities to develop professional relationships with industry experts. Also, receiving constructive feedback from supervisors and colleagues during the internship will help me identify future areas. I also realised that after I joined Clockwork 360 LTD, staying updated with industry trends and emerging technologies would help me stay competitive and relevant in the ever-evolving marketing landscape

2.5 How learnings from internship enhanced academic learnings

The knowledge I gained from the School of Business related to Marketing has helped me improve my marketing skills, especially in the digital marketing sector. Apart from that, various reports and presentations from marketing major courses on brand analysis, consumer behaviour, how to develop new brands and how to improve services and brand positioning etc. helped me understand the practical application of marketing concepts in real life situations. My problem solving skills and critical thinking skills through various projects have helped me to contribute various innovative ideas and strategies to the agency. Besides, by working on various group projects, I have been able to effectively contribute to the establishment of teams within the marketing organisation. While the academic education has given me proper qualifications and self-confidence, my work experience has been consistent with making me

well-versed in the marketing sector which I have used to propose new ideas to contribute to the overall marketing success of the agency.

Chapter Three: Self Reflection

3.1 Highlights the likings and dislikings during internship

Working for an established company offers its own advantages as well as several disadvantages. In addition, more understanding of the Internet for organisations. Along with strict regulatory policies, they are more open to new ideas so that future players can maintain their position in the industry. However, employees have more freedom in how things are done. Also, the managing director of the company is very friendly with the employees and one can interact with him without adopting any strategy i.e. he is able to give his personal opinion. All employees and assistant managers display a very friendly manner that helps each other and is open to giving opinions on various issues. The thing that bothered me was not being proactive about new ideas and being limited to sales thinking. Lack of sufficient number of people for suitable positions which results in the work not being completed as per taking much time. Although teams work together, cooperative relationships are developed and one team can communicate with other teams as needed.

3.2 How could the internship experience be improved

Looking back on my internship experience, I can now pinpoint instances where I might have excelled. I have always completed my work appropriately, while working in many departments at once made it possible for me to gain knowledge myself on a wide range of issues. This improved my efforts and capabilities as well as encouraged the growth of my creative thinking. Tried to manage it in a developing and effective manner. I asked for feedback during my internship because it motivated me to find areas for future improvement and learn how to use my abilities more accurately. If I make a to-do list, schedule my time wisely, manage my time wisely and eliminate stress and distractions, it will be easier to enjoy work. Because of this, I have not been able to professionally network with my coworkers and business professionals, which has helped me to keep up-to-date with technology and create potential clients for advancement in the future. As a Marketing Analyst Intern, The Secret of Content Marketing is Add Value (Steimle, 2014). However, some particular marketing strategies used by companies make you wonder if they're intentionally overlooking the obvious. When advertising offers little to no value, we ignore it.

3.3 Suggestions for the organization and future plans

For the next opportunity, I am planning on applying directly to this organisation, as I have enjoyed working there and its attitude towards me. Overall, working with the team has been a truly wonderful opportunity for me. They are very welcoming, willing to play a role in me doing the jobs, and would offer feedback for me on how to enhance my working skills. So, working closely with the marketing team will undoubtedly be the next phase in this agency.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career

A personal development plan can help an individual assess his strengths and weaknesses and create suitable opportunities for him. ClockWork 360 Ltd. By working as an intern, I learned and got to know a lot of digital marketing details, which helped me improve myself and sharpen my thinking skills. By working closely with a team of professionals in different departments, I was able to identify my strengths in areas such as communication and problem solving. Furthermore, being exposed to different challenges and projects allowed me to recognize my weaknesses in terms of time management and adaptability. Overall, the internship at ClockWork 360 Ltd. provided me with the necessary tools and experience to continuously develop and grow personally and professionally. I developed my personal development strategy and experienced real-world marketing strategies. I had a great experience at Clockwork 360 Limited. I am fortunate to have learned a lot from the experts which will help me to give feedback in future.

4.2 Technical and interpersonal skills to develop to secure employment/career.

My background is marketing, and I have interest in learning for my bright future. Firstly, I need to develop more skills in using digital marketing tools and use strategies properly to improve business. Because of this, I need to learn digital marketing skills like SEO,PPC, Social Media Marketing KPI, content Strategy etc. I will develop several skills to achieve my goals which will bring quick results in my workplace communication and customer handling.

For a graduate student, an internship is a bridge to the real world of employment. It is an opportunity for a student to learn the core requirements for a real-life professional path and to understand the reality of employment opportunities to secure a desirable job that indicates a promising future. I got an opportunity to work for a marketing firm, and I made a plan to learn brand-new abilities that I could potentially use in my future endeavours. ClockWork 360 Ltd. During my time as an intern, I had the

opportunity to work in a variety of marketing-related fields, including digital marketing, content strategy, analysis campaigns, and customer relationship management. As I got involved with the marketing process, I came to see how an effective marketing approach is useful for a business to reach the goals it sets through digital marketing.

Part B

Chapter One: Introduction

1.1 Research title

The Prospects and Challenges of Digital Marketing: The Case of ClockWork360 Limited

1.2 Research objective

The objective of the study will be as follows:

1. To understand the key aspects of digital marketing that customers think.
2. Figure out the Challenges and Problems of digital marketing and how it can be mitigated.

1.3 Background of the study

In order for a person to enjoy the real life of success in life, it is important to have theoretical perspectives as well as real world experience. The university requires every BBA student to undertake a three-month internship with an organisation to participate in various projects and the experience of which will be mentioned in the internship report. As a Marketing major, my supervisor recommended me to conduct my study on "Prospects and Challenges of Social Media Marketing: The Case of ClockWork 360 Limited" and authorised to report on the experience.

1.4 Research questions

1. What are the key prospects that marketing agencies are exploring in digital marketing to acquire more customers effectively?
2. What are the major challenges and problems of digital marketing, and what strategies or measures can be implemented to effectively mitigate these challenges?

Chapter Two: Methodology

2.1 Type of research

This study was exploratory in character in order to explore the elements that impact the nature of the problem based on the results gathered and to better understand the relationship between the researchers. The company I work for has fully supported my efforts to define and identify the problem

more clearly by allowing me to conduct exploratory research. As a consequence, we are able identify the problem and execute the appropriate solutions for further growth. For instance, I'm collecting client and staff data to find out how the general public thinks about the digital marketing services that are offered by ClockWork 360 Limited. In addition, I investigate the potential positive and negative aspects of social media marketing and find opportunities for overcoming those issues, which might act as an opportunity for success in the future.

2.2 Research design

On this topic, this research is qualitative in nature and analyses non-numerical data. The information provided here helps in understanding every individual's thinking process, point of view, and level of understanding regarding this subject. In-depth interviews or observations are usually conducted for this kind of research in order to gather data that can help the study to obtain accurate information.

2.3 Study design

2.3.1 Sampling technique: For this study, the necessary information isn't usually available, it was difficult to collect reliable data from random participants for this study, so convenience sampling—a non-probability sampling method—was implemented. The direct interview approach was used, and a sample size of ten professionals and coworkers was considered. In addition, I'm utilising both primary and secondary data to figure out people's ways of thinking, views of reality, and level of understanding of this subject.

2.3.2 Data collection & analysis technique: I used both primary and secondary data for the study. Primary data consists of my own observations and interviews. For the secondary data I use their website, Facebook, Industry Report (Markedium, Cablgram, Nutshell Today, Tyger Media) LinkedIn page and Academic articles.

Primary Data Collection:

- Face to face interaction with management.
- Asking questions to the coworkers, clients and higher authorities.
- Conducting in-person interviews with random individuals;
- Observation.

Secondary Data Collection:

- Official Facebook page.
- Internet sources (Tyger Media, Nutshell Today)
- Website.
- Article & Journals.

Chapter Three: Findings and Discussion

There were 8 people who were interviewed for the focus group discussion. They are between 25-40 year range and included both male and female.

The 10 group members are:

- Group member 1: Mehedi Hasan (Age - 35).
- Group member 2: Al -Amin (Age - 32).
- Group member 3: Sohan (Age - 30).
- Group member 4: Sakib Mohiuddin (Age - 28).
- Group member 5: Fuad (Age - 23).
- Group member 6: Mantasha (Age – 30)
- Group member 7: Tanzil (Age – 33)
- Group member 8: Jholok (Age -26)

1. What is your occupation?

- Group member 1: Managing Director
- Group member 2: Operations Manager
- Group member 3: Senior Copywriter
- Group member 4: Business Development Executive
- Group member 5: Resource Management
- Group member 6: Visualizer
- Group member 7: Client Servicing Executive
- Group member 8 : Visualizer

2. Which of the digital marketing tools are most effective in customer acquisition ?

The most effective digital marketing tools for customer acquisition according to the group members are SEO, media buying, and content marketing. SEO and media buying, which involves purchasing high visibility advertising slots, are considered the best acquisition approaches by group members 1, 2 and 4. These members think ranking higher in search results is key for driving traffic and conversions. In addition

to SEO, they also recommend content marketing to engage prospective customers. Group members 3 and 5 specifically highlight Facebook and Instagram ads as top digital marketing tools given these platforms' advanced targeting features. They also advocate for paid advertising channels overall as very productive for acquisition.

Lastly, group members 6 and 7 think that content advertising and marketing campaigns provide the highest return on investment. As viable options for customer acquisition, they recommend sponsored social media advertising combined with content marketing on social media platforms.

3. Which social media platform is the most effective for advertising content, in your experience?

The group as a whole ranks Facebook as the best platform for content advertising, with each and every member ranking it as their top option. Members 1, 4, and 6 of the group believe that Facebook is the best platform because of its wide audience, accurate targeting options, and well-established advertising network. Group members 2, 3, 5, and 7 similarly identified Youtube, Instagram as the second most often mentioned effective platform, behind Facebook. Instagram is a visual platform that gives creatives the opportunity to highlight goods and lifestyle photos while also allowing for targeted advertising.

A number of the group members saw TikTok, which is rapidly expanding, as a new and efficient channel for advertising. Members 2, 5, and 8 of the group specifically highlight TikTok because of its quickly growing user base, its short video format, which allows material to be shared widely, and its currently decreased advertising prices.

4. From your perspective, what are the major challenges ClockWork360 Limited might face when implementing social media marketing strategies?

Keeping up with the newest formats and trends Group member 1 & 3, generating a large amount of interesting content that is suited for various platforms Group members 5 and 6, and producing visually appealing creative content that appeals to target consumers Group member 8 are just a few of the content-related issues brought up by group members. Other important concerns mentioned were the increasing competition and saturation of social media platforms, the need for continuous audience engagement and participation in the face of changing feeds and algorithms Group member 2 & 7, and the efficient balancing of paid and organic social media activities for the best return on investment Group member 4.

5. What role do you think content quality plays in the success of social media marketing campaigns?

Group member 1 Several participants emphasise how superior content creates connection with target audiences, increases user involvement and engagement Group member 2, and helps establish brand credibility and trust Group member 3.

Others point out that high-quality content draws in more attention and generates more shares, which increases reach and awareness Group member 4, fosters viewer loyalty and prolongs viewer engagement Group member 5, and sets the brand apart from rivals Group member 6.

Particularly, Group members 7 and 8 connect high-quality content to observable business benefits like increased conversion rates and client acquisition as well as long-term brand building and sustainability.

6. What kind of challenges might ClockWork360 Limited face in using social media platforms for marketing purposes?

Group members 1 and 2 brought attention to the difficulty of building a powerful online presence on social media. They observed that it is challenging to precisely pinpoint the intended target audience on social media. The difficulty of assigning sufficient resources, such as funds and personnel, particularly for social media marketing initiatives was brought up by group number 3 and 4. The topic of establishing a balance between spending on paid advertising and attempting to increase organic reach was brought up by Group member 5. The complexity of monetizing trends continues to grow for marketers. A 49 % of marketers identifying and responding to emerging trends is their top challenge (Barnhart, 2023).

Group Member 6 and 7 of the group concentrated on the artistic task of creating visually captivating information in shareable formats appropriate for social media. Group number 8 handling Marketing catastrophes and unfavourable comments that could appear on social media.

7. Why performance monitoring and data analysis are essential to the success of social media marketing campaigns?

According to group member 1 and 2 these procedures help in locating effective engagement tactics that connect with the intended audience. They emphasised that they provide insights into the social media activities and preferences of their audience. Group member 3 pointed out that marketing strategy can be changed in real-time for better results. The 4 and 5 group member brought up the point that it allows content optimization for maximum impact and reach. They concentrated on how these practices show where marketing strategies might be developed and improved.

The 6 & 7 group member highlighted the importance of responding to changes in consumer behaviour and market trends, creating the need for observation and research. Also brought up how it may be used to improve underperforming campaigns within a larger strategy. Group member 8 finally came to the conclusion that marketers can make wise strategic decisions for next initiatives by using data-driven insights from previous campaigns.

8.How could you effectively manage customer engagement and feedback on social media platforms for better services and products?

Group member 1 recommended creating a thorough social media strategy that outlines objectives, pinpoints target markets, and organises interesting material to promote consumer engagement. In order to monitor key performance indicators (KPIs) and make data-driven decisions for continuous development, group member 2 suggested utilising analytics tools. Group member 3 and 4 suggested that social media comments be routinely analysed to find trends and patterns that might direct the improvement of goods and services. Also suggested developing content calendars to maintain a regular brand presence and carefully thought-out initiatives to encourage involvement and customer feedback. Group Member 5 and 6 of the group emphasised the importance of integrating marketing messages across channels to create a unified consumer experience across media and increase engagement. Group member 7 and 8 made the observation that in order to build a positive brand image, it's critical to keep an eye on conversations, join in on those that are important, and respond quickly to issues. They also suggest that flexible involvement requires a social media team that is comfortable in consumer trends and preferences.

9. In your opinion, what are the potential risks if its operation depends too much on social media marketing?

Group member 1 and 2 advised against being excessively dependent on one channel for advertising, since this could leave marketing visible. Based on the issue, they warned about increased vulnerability to unfavourable public perceptions and brand sentiment that spread on social media. The 3 and 4 Group member brought up the concern of losing authority and control over creating the story and image for the brand. Besides, issues with reaching offline and non-digital target audience groups were brought up by group. Group Member 5 and 6 of the group made a forecast that as competition expands, organic social media reach may eventually decline and higher spending on ads may be required. Group Member 6 and 7 of the group illustrated that business operations could be negatively affected by disruptions resulting from social media issues. Also, drew attention to growing consumer worries over data privacy and information security on social media. Group Member 8 of the group highlighted the possible analytical difficulties in collecting detailed information on customer behaviour only from social media sites.

10. What recommendations would you offer to enhance the company's social media marketing efforts for future growth and success?

Group member 1 and 2 proposed performing a thorough social media audit to determine strengths, weaknesses and places for growth. Group member 3 and 4, make sure that material reaches the appropriate target demographics, group member three recommended improving and adjusting audience personas. Also, suggested organising the content strategy to produce meaningful, captivating material

that encourages engagement. Group member 5 and 6 using paid advertising strategically to increase the reach of sales and organic content. In addition to ,Expressed the importance of using engagement statistics and insights to maximise the success of content. Group Member 7 and 8 of concentrated on raising awareness and promoting active participation in the community through discussion. The members also say the need of doing routine content performance assessments, assessing what works and what doesn't, and using data to optimise strategy.

Chapter Four: Recommendations

After the findings and analysis, there are some recommendations I have. Those are –

1. Brand guidelines for both digital and traditional media must be consistent. In addition, establish that they enhance the tone and image of the brand. Otherwise, it causes the process of creating material to delay.
2. In today's marketing world ,data is more vital than ever. As we post customer testimonial and feedback so ensure the customer data security in this competitive edge .
3. Brands must take customers' feedback seriously so that they can give their best outcome to the customers because customers are the king.
4. Make an upgrade of marketing automation and CRM systems. Prospect data can be better organised, promoting initiatives are possible, and insights into better targeting and outreach may be obtained.
5. Create a formal new business development and lead generation plan. Establish monthly goals for the amount of new leads that are created, identify the ideal client profiles, and organise outreach via content offerings, phone calls, and emails.
6. Content management is crucial in digital marketing communication, even if it is less expensive than traditional forms of media. Because of this, marketers have to concentrate more on content management, integrate it with traditional media, and make strategic investments in both digital and traditional media.
7. They have the ability to target new social media segments. Segment oriented social media strategy and activity overpower nowadays. However, they should expand their target range to include different age groups in order to increase retention.
8. Look to establish partnerships with businesses that provide related services. Partnerships provide an opportunity to recommend people and give more services.

Chapter Five: Conclusion

My internship at Clockwork 360 provided invaluable insight into the day-to-day operations and prospects and challenges facing a modern marketing agency. Which looked over the opportunities and difficulties facing marketing agencies, showed that, although offering specialised services like digital marketing and analytics presents significant growth potential, agencies also face threats from clients cutting budgets due to the current economic climate and from an increasing number of brands developing in-house capabilities. Agencies need to set themselves apart from the competition in order to be competitive. They should also focus on developing top creative and strategic talent, expanding reporting to encourage deeper client relationships, and innovation. Considering the competitive nature of the market, agencies who can adjust to changing client needs and offer based on data, strategic advice will survive. I was exposed to the agency industry on a massive level and my desire to pursue a career in marketing was reinforced by this firsthand experience.

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INTERNSHIP PROPOSAL FORM

Name:	Tanzin Basher Proma
ID:	201011106
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Faisal Mohammad Shahriar
Organization Name:	ClockWork 360 Limited
Internship Title:	The Prospects and Challenges of Social Media Marketing: The Case of ClockWork360 Limited

Student's signature & date

17 October 2023

**Supervisor's signature & date**

17 October 2023

Internship Confirmation Letter



13 August 2023

Tanzin Basher Proma
Daughter of Mr. MD. Abul Basher Miah
NID No. --
House-312/1, J.N.Saha Road,
Lalbagh, Dhaka-1211

Subject: Confirmation of "Internship"

Dear Ms. Proma,

We are glad to inform you that based on your application and final interview on August 07, 2023, you have been selected for the **Internship** with ClockWork 360 Ltd. and the monthly honorarium is BDT 6,000.00 (Six Thousand Taka) only.

This offer of internship is conditioned on the validation of the accuracy of the information provided by you in your application, recommendations from your references. Therefore, please complete the following by September 30, 2023:

- Provide copies of all educational and experience certificates for validation by ClockWork 360 Ltd.
- Provisional certificates or marksheet of your bachelor program
- A recommendation letter for your institution
- Provide a passport size photograph
- Provide NID

You are advised to report to the Manager or Managing Director at ClockWork 360 Ltd. Your joining date will be September 10, 2023, and submit a joining report to the Manager and Managing Director through the proper channel.

I am looking forward to welcoming you to the Clockwork Team.

Thank you,

A handwritten signature in blue ink, appearing to read "Abul Basher Miah", written over a horizontal line.

Manager

Cc: Managing Director, Clockwork
Manager, Operation, Clockwork

House# 123, Road# 13/A, West Dhanmondi, Dhaka- 1209
Phone: +880 171 0707 601 Email: clockwork360bd@gmail.com
Web: www.clockworkbd.com

Appendix: Interview Schedule

Please provide your personal details e.g. name and age:

1. What is your occupation?
2. Which of the digital marketing tools are most effective in customer acquisition ?
3. Which social media platform is the most effective for advertising content, in your experience?
4. From your perspective, what are the major challenges ClockWork360 Limited might face when implementing social media marketing strategies?
5. What role do you think content quality plays in the success of social media marketing campaigns?
6. What kind of challenges might ClockWork360 Limited face in using social media platforms for marketing purposes?
7. Why performance monitoring and data analysis are essential to the success of social media marketing campaigns?
8. How could you effectively manage customer engagement and feedback on social media platforms for better services and products?
9. In your opinion, what are the potential risks if its operation depends too much on social media marketing?
10. What recommendations would you offer to enhance the company's social media marketing efforts for future growth and success?