THE IMPACT OF DIGITAL MARKETING ON STUDENTS' AND JOB SEEKERS' CAREER DEVELOPMENT:

A CASE STUDY OF AXIOM CAREERS

Internship Organization
Axiom Careers

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration

13th December, 2025

Career Services Office
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Letter of Transmittal

December, 2025

Naima Khatun

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Subject: Submission of Project Report on "The Impact of Digital Marketing on Students' and Job Seekers' Career Development: A Case Study of Axiom Careers."

Dear Ma'am,

I would like to inform you that I have completed my project titled "The Impact of Digital Marketing on Students' and Job Seekers' Career Development: A Case Study of Axiom Careers." This report has been prepared to meet the requirements of my Bachelor of Business Administration (BBA) program at the University of Liberal Arts Bangladesh (ULAB).

In this report, I have tried my best to use the knowledge I learned during my BBA studies and added information from reliable online sources to make it accurate and useful. I hope that the report meets your expectations and is accepted for evaluation.

I look forward to your valuable feedback.

Sincerely,
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Acknowledgement

I would like to express my sincere gratitude to all those who helped me complete this project and guided me through this new experience.

First, I am thankful to Almighty Allah for giving me patience and strength to complete this challenging task within the deadline.

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I also thank the internet for providing me with access to information and resources needed for this report.

I am especially thankful to Sayantan Roy (CTO, Dubo Tech) for helping me secure my internship at Axiom Careers, which gave me the opportunity to complete this project.

Finally, I would like to thank my family and friends for their constant love, support, and encouragement. Their faith in me has motivated me to complete this project successfully.

Md Hasan Al Mahim
Project Title: *The Impact of Digital Marketing on Students' and Job Seekers' Career Development: A Case Study of Axiom Careers*
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Part A

Chapter 1: Internship Preparation

1.1 Motivation and What I Expect to Learn from This Internship

As a marketing major at the University of Liberal Arts Bangladesh, I have always wanted to understand how digital marketing works in real life. During my studies, I have learned many business strategies, but now I want to see how they are applied practically. My main motivation for this internship is to gain real experience in digital marketing because we live in a world where the digital environment plays a major role in daily life. For my case study, I want to explore how digital marketing can help students and job seekers improve their opportunities and grow online.

Besides this, my father has a farm business in our hometown, Naogaon. As he is getting older, I often help him manage the business. I previously took an internship in the spring of 2023, but I could not continue it because my father had an accident. I had to return to my hometown to take responsibility for my family and the farm business, as I am the only son and the eldest child. I have two younger sisters who are staying in Rajshahi for better education. I am the only child living with my parents, and I want to take care of them. During this time, I also started working from home alongside my studies, mostly as a video editor.

Now, at Axiom Careers, I hope to learn how SEO works, how websites are designed and optimized for better visual appeal, how online campaigns are managed, and how digital marketing can influence both companies and consumers.

1.2 Internship Search Process

After working part-time as a video editor and helping my father with his farm business, I felt it was the right time to find a job where I could study and experience digital marketing. Since I had already applied some business strategies in my father's farm business, I started searching for part-time or remote work around mid-2025.

One evening, while playing Valorant with my college senior, Arafat Bhai, I mentioned that I was looking for a part-time job I could do from home, as I was still helping my father with the farm. He said, "Let me think. I have many friends in the corporate world, and I will talk to them. Then I can help you find a part-time job in digital marketing." Soon, he introduced

me to his friend Sayantan Roy, the founder and CTO of Dubotech, a company working with underwater technology.

Arafat Bhai said that Sayantan might need someone for SEO work on his company's social media and website projects. A week later, I contacted Sayantan Bhai through Facebook, and he offered me a part-time position working on SEO for website design projects and social media. This was around July 2025, and that's how my journey in digital marketing began.

After a few months, I realized I needed to complete an internship for my university to fulfill my graduation requirements. I discussed this with Sayantan Bhai, and he told me that his team was launching a new career service platform called Axiom Careers. They offered me an internship to assist with marketing activities. I joined Axiom Careers on October 1st, 2025, while continuing my tasks for Dubotech. I accepted immediately because it was a great opportunity to work in both digital marketing and career development projects.

1.3 Internship Interview Experience

The interview for Axiom Careers was more like a friendly conversation rather than a formal interview. Since it was a startup environment, they were looking for someone who could learn fast and contribute new ideas. I talked with Sayantan bhai and another team member online, where they asked about my background, interests, and basic understanding of social media and SEO.

They appreciated my enthusiasm and willingness to work with them. They also liked that I had some experience working with Dubotech before, which was helpful since both companies worked closely together. The interview went smoothly, and within a day, they confirmed that I could start my internship from the beginning of October.

I was really excited because it was my first official internship, and I was getting to work on something that directly matched my field digital marketing.

1.4 About the Organization

axiom

DUBO TECH

Axiom Careers

Axiom Careers is a growing online career service platform in Bangladesh that focuses on helping students and job seekers build their professional paths. The company works on connecting individuals with career resources, guidance, and opportunities to improve their employability in the modern job market.

The organization believes that finding the right career should be easier and more effective for everyone. They use technology and digital platforms to reach a larger audience and provide real solutions for career development.

Mission:

To empower students and job seekers by providing them with the tools, resources, and opportunities to grow their professional skills and succeed in their desired careers.

Vision:

To become one of the most trusted and accessible digital platforms for career development in Bangladesh, helping young people find their direction and achieve their goals.

Dubotech

Before joining Axiom Careers, I had already started working part-time with Dubotech, a technology-based company founded by Sayantan Roy. DuboTech is a startup from Bangladesh that works with underwater technology. The company builds smart machines and tools like sensors, propulsion systems, and navigation systems that can work under the water. Their goal is to use these technologies for real business and help the marine industry grow. They focus on combining artificial intelligence with engineering to make underwater work easier and smarter. DuboTech wants to be a leading company in this field, and their motto is "Discovering Underwater Possibilities."

Mission:

To deliver creative and efficient digital solutions that help businesses grow through innovation and technology.

Vision:

To become a leading tech-based company that offers reliable, user-friendly, and affordable digital services for clients across different industries.

Dubotech's working environment is very friendly and flexible. Everyone works together like a small family. The communication is always open and supportive. This kind of environment helped me stay motivated and learn new things quickly.

Chapter 2: About the Internship

2.1 Activities of the Department

During my internship at Axiom Careers, I was placed in the Digital Marketing and SEO department. My main work focused on optimizing online content, improving website visibility, and learning how digital marketing campaigns are planned and managed.

Since Axiom Careers was in its early stage, I got the opportunity to work closely with the core team and contribute to real tasks. I was responsible for researching keywords, helping to design website layouts, and learning how to improve social media engagement through organic reach.

Apart from Axiom Careers, I also continued working with Dubotech, where my focus was mainly on SEO and website design. I helped the team with optimizing web pages, fixing meta tags, and making websites more user friendly. This dual experience helped me understand how both marketing and technical sides of a business work together.

Some of my key activities included:

- Assisting in the planning and posting of marketing content.
- Doing keyword research for website and blog optimization.
- Helping with on-page SEO improvements (titles, tags, descriptions).
- Learning about website structure and responsive design.
- Supporting digital campaigns to promote Axiom Careers online.

These tasks helped me see how small, daily digital efforts make a big difference in attracting people to a company’s platform.

2.2 Work Environment

The work environment at Axiom Careers was simple, supportive, and friendly. Since it is a growing company, the team was small but very cooperative. Everyone helped each other when facing problems, and I always felt comfortable sharing my thoughts or asking for advice.

The workplace followed a flexible, remote system too. Meetings were mostly held online, where we discussed weekly tasks, progress, and marketing ideas. The communication was open and casual, which made it easier to work without pressure.

The company culture was also pet-friendly and relaxed, especially at Dubotech's side, where people were encouraged to work creatively and comfortably. The management believed that happy and stress-free employees can produce better ideas.

This positive work culture motivated me a lot. It showed me how a friendly, team-based environment can make work more enjoyable and productive at the same time.

2.3 Duties and Responsibilities as an Intern

As a Digital Marketing Intern, I was assigned several responsibilities that helped me develop practical skills. My daily tasks were related to both SEO and digital content management, which were essential for increasing online visibility of Axiom Careers and its related platforms.

My main responsibilities included:

1. **Search Engine Optimization (SEO):**
    - Researching and using proper keywords for different web pages.
    - Optimizing on-page content and improving ranking on Google.
    - Monitoring website traffic and performance using analytics tools.
2. **Website Design Support:**
    - Assisting the web developer team with layout and design feedback.
    - Checking user experience and suggesting improvements.
    - Helping to maintain proper linking and smooth navigation.
3. **Social Media and Marketing Content:**
    - Writing small posts and descriptions for Axiom Careers Facebook page.
    - Helping the team to plan online campaigns for students and job seekers.

- Supporting the creation of banners, posters, and career-related visuals.

4. **Coordination and Communication:**

    - Attending weekly online meetings and reporting progress.

    - Discussing ideas for improving digital reach and brand awareness.

Through these duties, I learned how teamwork, creativity, and consistency play a key role in digital marketing.

2.4 Application of Educational Learning with Internship

My courses in Marketing and Business Administration were very helpful during my internship. The theoretical knowledge I gained from university such as understanding consumer behavior, market segmentation, and brand management helped me a lot in practical tasks.

When I worked on SEO and website design, I realized how digital tools can be used to attract the right audience and communicate a brand's value. My academic background made it easier for me to understand how keywords, visual design, and marketing messages influence online visitors.

This internship allowed me to connect what I learned in class with real world practice. It also helped me improve my time management, teamwork, and communication skills, which are essential for any career in marketing. Overall, it gave me a clearer idea of how digital marketing can make a strong impact on students, job seekers, and businesses.

Chapter 3: Self-Reflection

3.1 Feedback on Internship

Looking at my internship journey at Axiom Careers, I can say that it is one of the most valuable experiences in my academic life. It gave me the chance to see how digital marketing actually works in real projects and how marketing strategies are applied to help people build their careers.

Before joining, I had a very basic idea about SEO, website design, and content marketing. During the internship, I learned how to use these tools to improve website ranking, reach more people, and create online engagement. The best part was that I could see the real results of my work such as better visibility on search engines and more traffic to Axiom Careers' pages.

The working environment was friendly and motivating. Even though many of the work was remote, I always felt connected with the team. The communication was open, and everyone supported each other. I also received helpful feedback from my supervisor and other team members, which helped me improve my work quality and confidence.

This internship taught me not only about digital marketing but also about discipline, responsibility, and time management. It helped me realize that marketing is not just about creativity it's also about planning, data, and consistency.

3.2 How I Could Do Better and How the Organization Could Utilize Me Better

If I look back, I think there are a few areas where I could have done even better. In the beginning, I was not very confident in technical SEO and website structure. It took me some time to understand tools like Google Analytics and Search Console. If I had spent more time learning these tools before joining, I could have contributed more efficiently from the start.

I also think I could have improved my content writing skills for SEO. Sometimes, writing the right kind of blog or post that matches the search intent was challenging for me. But with practice and team support, I slowly got better at it.

From the company's side, Axiom Careers could provide more structured training sessions for interns, especially in technical areas like analytics, keyword research tools, or social media advertising. That would help new interns adjust faster and perform better.

Overall, the experience was very positive. The team trusted me with real tasks instead of only giving small assignments, which made me feel like I was part of something important.

3.3 Recommendation

Based on my experience, I would like to share a few recommendations that could help both the company and future interns.

For Axiom Careers:

1. **Training Programs:** Organize short training sessions or workshops for interns on basic digital tools such as SEO software, analytics dashboards, and content strategy.

2. **Regular Feedback Meetings:** Continue weekly feedback discussions to help interns understand their progress and areas of improvement.

3. **More Practical Projects:** Assign small but independent projects to interns, so they can take ownership and learn how to handle real marketing challenges.

For Myself and Future Interns:

1. Always keep learning about new digital marketing tools and trends, as the online world changes very fast.

2. Focus on both technical and creative sides of marketing are equally important.

3. Maintain regular communication with supervisors and team members to ensure clarity in tasks.

This internship helped me realize that learning never stops. Every small task taught me something new, and each experience helped me grow. It was a great step toward building my future career in digital marketing.

Chapter 4: Personal Development Plan

4.1 Technical Skills

During my internship at Axiom Careers, I learned a lot of technical skills that will help me in my professional career. Before starting, I had a general idea about digital marketing and website design, but this internship helped me understand how these things actually work in real-life situations.

Working on SEO and website design gave me the chance to learn about digital tools and online marketing strategies. To continue developing my technical skills, I plan to focus on the following areas:

1. Advanced SEO Training
2. Google Analytics and Search Console
3. Web Design Tools
4. Content Marketing

These skills will help me become more confident and prepared for my future career in digital marketing.

4.2 Interpersonal Skills

Apart from technical learning, my internship helped me improve my interpersonal and professional skills. Since I worked with a team, I had to communicate regularly, share ideas, and take feedback positively. These soft skills are equally important in any career.

Here are some of the interpersonal skills I developed and want to improve further:

1. Communication
2. Time Management
3. Teamwork and Collaboration
4. Adaptability
5. Leadership and Initiative

4.3 Future Development Goals

My goal after this internship is to build a strong career in Digital Marketing. I plan to focus on becoming an expert in SEO, website optimization, and content marketing. In the long run, I would like to work for organizations where I can combine creativity and technology to help businesses grow online and offline.

PART B

Client Perception Toward Axiom Careers' Digital Marketing Strategy: An Analytical Report

Executive Summary

This report says how Axiom Careers uses digital marketing and how people respond to it. For the company most activities happen online, it is important to understand how social media influences awareness, trust, and decision-making. The findings are based on a survey of 37 respondents who already get service from Axiom Careers.

Key Findings

The survey shows that Facebook is the main online platform where people first learn about Axiom Careers. Around 70% of the respondents said that digital marketing increased their trust in the organization. Success stories, reviews, and helpful posts made people feel more confident about the services. Many respondents were satisfied overall and said they would recommend Axiom Careers to others.

Challenges

Respondents also shared difficulties they face, such as low skills, low confidence, limited experience, and not knowing how to prepare for jobs. They expressed a need for more guidance, motivational content, clear placement updates, and real success stories.

This shows people want more guidance and motivational content. They also want clearer updates about placement opportunities and real success stories. Axiom Careers can be improved by sharing more educational posts, interview tips, and personal stories.

Overall Summary

Digital marketing has a strong positive effect on awareness, trust, and satisfaction. Social media is working well for Axiom Careers, but there is room to improve educational content, interview tips, and storytelling. These improvements can help Axiom Careers grow further and build stronger connections with its audience.

Chapter 1: Introduction

1.1 Background of the Study

In recent years, Bangladesh has seen a big change in how businesses connect with people. With the rise of smartphones, social media, and online platforms, digital marketing has become one of the main ways to reach customers. Traditional methods like posters or brochures are no longer enough. Today, people learn about services and make decisions based mostly on what they see online.

This change is very important for the education and career development sector. Students, fresh graduates, and job seekers rely heavily on the internet to find information, improve their skills, and look for better opportunities. Because of this, organizations in this field must stay active online. Strong digital marketing helps them attract learners, share helpful content, and build trust.

Axiom Careers is one such organization working in this digital space. It provides services like career counseling, resume writing, professional training, and job placement support. To reach the right audience, Axiom Careers mainly uses social media, especially Facebook. This allows the organization to share updates quickly, connect with students directly, and promote its programs at a low cost.

Since marketing is very important for service-based organizations, it is necessary to understand how effective these online efforts are. This study examines how people find Axiom Careers, how they react to its content, how much trust they develop, and how they engage with digital promotions.

The results of this study will help identify what Axiom Careers is doing well and what needs improvement. This will guide the organization to strengthen its digital marketing strategy, create better engagement, and support the career growth of its target audience more effectively.

1.2 Statement of the Problem

Although Axiom Careers is active in digital marketing, several important questions are still not clear. Many organizations post online regularly, but they do not always know how effective their efforts truly are. For Axiom Careers, the main issues that need to be understood are:

- It is not clear whether the online content actually builds trust. People may see the posts, but do they feel confident about the services?

- The organization uses different social media platforms, but we don’t know which one works best or brings the most engagement.

- It is also unknown how clients understand the marketing messages. Do they find them useful and relevant, or do they feel the content does not match their real needs?

- Another concern is whether the marketing communication meets the expectations of students and job seekers who are looking for practical support.

- Finally, we need to know if digital marketing actually motivates people to use the services and feel satisfied enough to recommend Axiom Careers to others.

These questions highlight the need to evaluate the true effectiveness of Axiom Careers' digital marketing strategy.

1.3 Research Questions

This study aims to answer the following main questions about Axiom Careers' digital marketing:

1. **How effective are Axiom Careers' digital marketing channels in reaching the right audience?**
   This checks whether online posts, ads, and campaigns are reaching students, job seekers, and young professionals, and whether different channels attract different groups.

2. **Does digital marketing influence trust and the overall image of the organization?**
   This explores whether success stories, course details, and testimonials help people feel confident and build a positive perception of Axiom Careers.

3. **Which digital platforms are most preferred by clients?**
   This identifies which platforms such as Facebook, Instagram, or LinkedIn are the most engaging and effective.

4. **How does digital marketing affect customer experience and service usage?**
   This examines whether online marketing motivates people to use the services, join programs, feel satisfied, and recommend Axiom Careers to others.

1.4 Research Objectives

The main objectives of this study are:

1. **To analyze how customers become aware of Axiom Careers through marketing**
   This looks at how people first hear about the organization and which online methods such as social media posts, ads, or shared content create the most awareness.

2. **To examine how digital marketing helps build trust**
   This focuses on whether success stories, testimonials, and informative posts make people feel confident about Axiom Careers.

3. **To identify the most effective digital marketing platforms**
   This explores which platforms like Facebook, Instagram, or LinkedIn perform best in terms of reach, engagement, and results.

4. **To evaluate how marketing influences customer satisfaction and service usage**
   This checks whether digital marketing encourages people to use the services, feel satisfied, and recommend Axiom Careers to others.

5. **To provide recommendations for improving digital marketing**
   Based on the findings, this objective suggests ways to enhance content quality, storytelling, platform focus, and alignment with client needs.

1.5 Scope of the Study

This study focuses on how Axiom Careers' digital marketing performs and how it affects its audience. It covers the following areas:

1. **Online customer acquisition**
   The study examines how effectively Axiom Careers attracts new clients online and how people first discover the organization.

2. **Digital engagement**
   It looks at how customers interact with online content such as likes, shares, comments and what these interactions say about their interest.

3. **Consumer trust-building**
   It studies whether digital content like reviews, success stories, and educational posts helps build trust and confidence.

4. **Perception created through digital content**
   It explores how online messages shape people's views of the organization and whether the content matches what they need.

Chapter 2: Literature Review

Digital marketing has grown quickly in the last decade, and many studies now explain how customers react to online communication. For service-based organizations like Axiom Careers, this knowledge is important for building strong and effective marketing strategies.

2.1 Digital Marketing Effectiveness

Digital marketing includes social media campaigns, search engine promotions, online ads, email marketing, and content creation. Chaffey (2019) explains that effective digital marketing improves visibility, engagement, and conversion. For service organizations, online visibility helps attract clients and makes communication easy. For Axiom Careers, this means reaching students, job seekers, and young professionals with timely information.

2.2 Social Media Marketing

Social media lets organizations communicate directly with their audience. Kaplan and Haenlein (2010) note that social media supports real-time interaction, community building, and shaping brand identity. In Bangladesh, Facebook is the most popular platform, making it a powerful tool for awareness and engagement. Instagram and LinkedIn also help reach specific groups, such as youth or professionals.

2.3 Consumer Trust and Digital Platforms

Trust is essential when choosing a service. Gefen (2000) states that consistent and credible online communication increases customer trust. Verified pages, real testimonials, and helpful content create a sense of reliability. For Axiom Careers, building trust online is important because clients depend on services like counseling, training, and job support.

2.4 Customer Journey and Online Influence

A customer's digital journey includes awareness, interest, evaluation, and decision-making. Lemon and Verhoef (2016) explain that each online touchpoint posts, videos, blogs, or success stories influences customer perception. For Axiom Careers, useful and engaging content at every stage helps guide clients and motivates them to use services.

2.5 Content Marketing and Brand Perception

Content marketing focuses on creating valuable posts, videos, and guides to educate and engage audiences. Kumar and Gupta (2016) state that strong content improves learning, loyalty, and brand authority. For Axiom Careers, sharing tips, career advice, and success stories strengthens trust and enhances brand image.

2.6 Platform Preference in Marketing

Different platforms serve different purposes:

- **Facebook:** Best for wide reach and awareness
- **Instagram:** Good for visual and youth-focused content
- **TikTok:** High engagement for short videos
- **YouTube:** Effective for long educational videos

Choosing the right platform helps organizations match their content with the right audience.

2.7 Conceptual Framework

The study uses the following framework:

Independent Variables:

- Digital awareness channels
- Platform preference
- Digital trust
- Engagement with online content

Dependent Variable:

- Perception of marketing effectiveness

This framework shows how digital marketing activities influence awareness, trust, engagement, and overall perception of Axiom Careers' marketing strategy.

Chapter 3: Research Methodology

3.1 Introduction

This chapter explains how the research was done to evaluate how well Axiom Careers' digital marketing works. It describes the research design, who the respondents were, how they were selected, how data was collected, what the questionnaire looked like, and how the data was analyzed.
The main goal is to understand how digital marketing affects people's awareness, trust, use of services, and overall opinion of Axiom Careers.
This chapter also helps future researchers understand and repeat the same study if needed.

3.2 Research Design

This study used a quantitative research design, which means it focused on numbers and measurable results. This design was chosen because the study wanted to understand patterns related to:

- customer awareness
- trust created by digital marketing
- which platforms people prefer
- how effective the marketing is

Using numbers and statistics makes it easier to see clear patterns and make decisions based on data.

3.3 Population and Sample Size

The research included people who interacted with Axiom Careers' digital marketing or used their services. This group includes students, job seekers, and working professionals who saw Axiom Careers' posts or promotions online. A total of 37 people took part in the survey. This number is suitable for an exploratory marketing study and gives a good idea of how people view the company's digital marketing.

3.4 Sampling Technique

The study used convenience sampling, meaning respondents were chosen because they were easy to reach and were already engaged with Axiom Careers.

This method was chosen because:

- the target respondents were easily available online
- it is cost-effective
- it fits well for digital marketing research
- it is commonly used in online survey-based marketing studies

3.5 Data Collection Method

Data was collected through an online questionnaire shared mainly on:

- Facebook
- Messenger groups
- WhatsApp
- Educational networks

This method matches the study's focus on digital marketing because the respondents were already active on the same platforms where Axiom Careers promotes its services. Collecting data online helps to capture real online consumer behavior, making the results more useful for marketing insights.

3.6 Data Analysis Techniques

The collected data was analyzed using three approaches:

1. Descriptive Statistics

This included simple summaries such as:

- how many people selected each option
- percentages
- which platforms were most preferred
- how much trust the marketing created

2. Consumer Behavior Interpretation

Results were understood using digital marketing theories like:

- customer journey models
- trust-building concepts
- online engagement patterns

3. Marketing Insight Extraction

The data was further studied to understand:

- how people respond to digital content
- which platforms get the most engagement
- how marketing influences people’s willingness to recommend Axiom Careers

This analysis gives marketing focused insights rather than general service feedback.

Chapter 4: Data Analysis and Interpretation

This chapter shows the findings from the primary data collected through a structured questionnaire answered by 37 respondents of Axiom Careers. The analysis includes basic statistics about demographics, service usage, satisfaction, course relevance, the influence of digital marketing, and overall experience. Each part explains the results in a simple way to understand how clients feel and how satisfied they are with Axiom Careers.

4.1 Descriptive Statistics

Table 1. Current Status of Respondents

Status	Frequency	Percent
Students	27	73%
Job Seekers	6	16%
Employed	3	8%
Other	1	3%

Most participants (73%) were students, followed by job seekers (16%). A smaller portion included employed individuals (8%) and others (3%). This indicates that Axiom Careers' user base is primarily composed of students preparing for job opportunities.

Table 2. Source of Awareness

Source	Frequency	Percent
Social Media	18	49%

Friends	12	32%
Website	5	14%
Other	2	5%

Nearly half of the respondents first heard about Axiom Careers through social media (49%). Friends were the second-most common source (32%), showing the role of word-of-mouth. Website discovery accounted for 14%, while only 5% were informed through other means.

Table 3. Services Used (Multiple Responses Allowed)

Service	**Frequency**
CV Writing	20
Mock Interview	14
Career Counselling	22
Job Placement Support	11
Training Programs	16

Career Counselling was the most frequently used service (22 users), followed by CV Writing (20). Training programs (16) and Mock Interviews (14) also had significant participation. Job Placement Support was used by 11 respondents. This indicates a broad interest in career development and preparation services.

Table 4. Helpfulness of Services

Helpfulness Level	Frequency	Percent
Very Helpful	15	41%
Helpful	14	38%
Neutral	6	16%
Not Helpful	2	5%

A combined 79% found the services helpful or very helpful, reflecting strong effectiveness. Only 5% reported the services as not helpful.

Table 5. Relevance of Course Content

Relevance	Frequency	Percent
Very Relevant	14	38%
Somewhat Relevant	15	41%
Neutral	5	14%
Not Relevant	3	8%

Most respondents (79%) found the course content relevant to their career needs, showing strong alignment with learner expectations.

Table 6. Satisfaction with Trainers

Satisfaction Level	Frequency	Percent
Very Satisfied	13	35%
Satisfied	12	32%
Neutra	7	19%
Dissatisfied	3	8%
Very Dissatisfied	2	6%

A majority (67%) were satisfied or very satisfied with the trainers. Only a small portion (14%) expressed dissatisfaction.

Table 7. Satisfaction with Job Placement Support

Satisfaction Level	Frequency	Percent
Very Satisfied	10	27%
Satisfied	12	32%
Neutral	9	24%

Dissatisfied	4	11%
Very Dissatisfied	2	6%

Most respondents reported positive experiences, with 59% satisfied or very satisfied. Neutral responses (24%) suggest room for improvement in placement support consistency.

Table 8. Recommendation Likelihood

Response	Frequency	Percent
Yes	28	76%
No	3	8%
Maybe	6	16%

A strong majority (76%) would recommend Axiom Careers to others, reflecting overall trust and satisfaction.

Table 9. Overall Experience Rating (1–5)

Rating	Frequency
1	1
2	2
3	7
4	15
5	12

Most respondents rated their experience positively, with 73% giving a rating of 4 or 5. Only 3 respondents reported lower satisfaction (ratings 1 or 2).

Table 10. Impact of Digital Marketing on Trust

Response	Frequency	Percent
Yes	26	70%
No	5	14%
Not Sure	6	16%

Digital marketing positively influenced trust for 70% of respondents, demonstrating strong effectiveness of online promotional strategies.

Table 11. Preferred Platforms for Axiom Careers

Platform	Frequency
Facebook	21
Instagram	8
TikTok	5
YouTube	2
LinkedIn	1

Facebook is the most preferred platform for engagement, followed by Instagram. Interest in TikTok is moderate, while YouTube and LinkedIn were less favored.

Table 12. Biggest Career Challenges (Multiple Responses Allowed)

Challenge	Frequency
No Guidance	18
No Experience	23
Weak CV	12
Lack of Confidence	17
Lack of Skills	20

The most common challenges were lack of experience (23 respondents) and lack of skills (20). Many participants also lacked guidance (18) and confidence (17). This suggests a strong need for structured career support programs.

Table 13. Fulfillment of Student Needs by Existing Career Centers

Response	Frequency	Percent
Yes	20	54%
No	6	16%
Partially	11	30%

This table shows that 54% of respondents believe existing career centers fulfill student needs, while 30% feel they do so partially. Only 16% think they do not fulfill student needs. This

suggests that although many students find career centers helpful, a significant portion still believe improvement is needed.

Table 14. Course Fee Value

Perception	Frequency	Percent
Reasonable	22	59%
Neutral	10	27%
Not Reasonable	5	14%

A majority (59%) believe the course fee is reasonable for the value provided. Only 14% consider the fee not reasonable.

4.2 Overall Findings of the Study

4.2.1 Service Effectiveness

Respondents found Axiom Careers' services highly helpful, with 79% expressing satisfaction. Career counselling and CV writing emerged as the most used services, showing their importance in job preparation.

4.2.2 Course Relevance

Participants reported that the course content aligned well with their career needs, with 79% rating it as relevant. This reflects well-designed and targeted course material.

4.2.3 Trainer Satisfaction

A high level of satisfaction (67%) indicates that trainers effectively delivered course content and guidance.

4.2.4 Job Placement Support

Although generally positive (59% satisfied), neutral and dissatisfied responses show the need to strengthen consistent placement support.

4.2.5 Overall Experience

Most respondents rated their experience highly, with a weighted inclination towards ratings 4 and 5. This shows strong client satisfaction.

Summary

The research shows that clients mostly have a positive view of Axiom Careers. Services such as career counselling, CV writing, and training are helpful and meet the needs of students and job seekers. Digital marketing also plays an important role by increasing trust, and overall satisfaction is high. Although job placement support and fee-related opinions could be improved, Axiom Careers is generally successful in helping people become more job-ready and supporting their career growth.

Chapter 5: Recommendation and Conclusion

5.1 Recommendations

Based on the survey and marketing insights, the following strategies are proposed to enhance Axiom Careers' digital marketing and service effectiveness:

1. **Create a Company–Candidate Link Platform**

   Build a web portal connecting companies with trained job seekers, featuring job requests, candidate databases, and smart skill-based matching. This strengthens placements and positions Axiom Careers as a talent bridge.

2. **Enhance Digital Content Strategy**

   Share career tips, short videos, success stories, live Q&A sessions, and industry updates to increase engagement, trust, and audience growth.

3. **Optimize Facebook Marketing**

   Use targeted campaigns, testimonials, Live sessions, and consistent posting to leverage the platform's reach in Bangladesh.

4. **Boost TikTok and Instagram Engagement**

   Produce short educational videos, behind-the-scenes content, and student transformation stories to connect with younger audiences.

5. **Introduce Referral Programs**

   Offer incentives for referrals to strengthen word-of-mouth marketing and attract new students.

6. **Improve Website SEO and Experience**

   Optimize landing pages, publish career blogs, and showcase FAQs and success stories to enhance visibility and credibility.

5.2 Conclusion

This research shows that Axiom Careers' digital marketing efforts have a clear positive effect on client awareness, trust, and overall satisfaction. The survey results indicate that social media, especially Facebook, is very effective in reaching students, job seekers, and working professionals. Content such as success stories, career tips, reviews, and updates on courses plays an important role in building credibility and trust among clients. The study also shows that services like career counselling, CV writing, and training programs successfully meet the needs of the target audience, helping them gain skills, confidence, and readiness for the job market.

At the same time, the research highlights areas where improvements are needed. Some clients mentioned that job placement support and certain aspects of guidance could be stronger. Common challenges include limited experience, lack of skills, low confidence, and insufficient guidance, which points to a need for more personalized support and practical career development resources. Enhancing digital content, offering targeted career guidance, and providing structured placement support can help address these gaps and improve client satisfaction.

The study also suggests several actionable strategies for Axiom Careers. Creating a platform that connects candidates directly with employers, building partnerships with companies, and using data-driven methods to engage users can make their services even more effective. Sharing more real-life success stories, strengthening educational content, and providing motivational and practical tips on social media can further increase client trust and engagement.

Overall, the research confirms that a well-planned digital marketing strategy does more than promote Axiom Careers' services. It helps empower young professionals, bridges the gap between education and employment, and establishes the organization as a leading career development platform in Bangladesh. By addressing the identified challenges and applying the recommended strategies, Axiom Careers can enhance service delivery, build stronger client relationships, and further strengthen its position in the career development sector.

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Appendices

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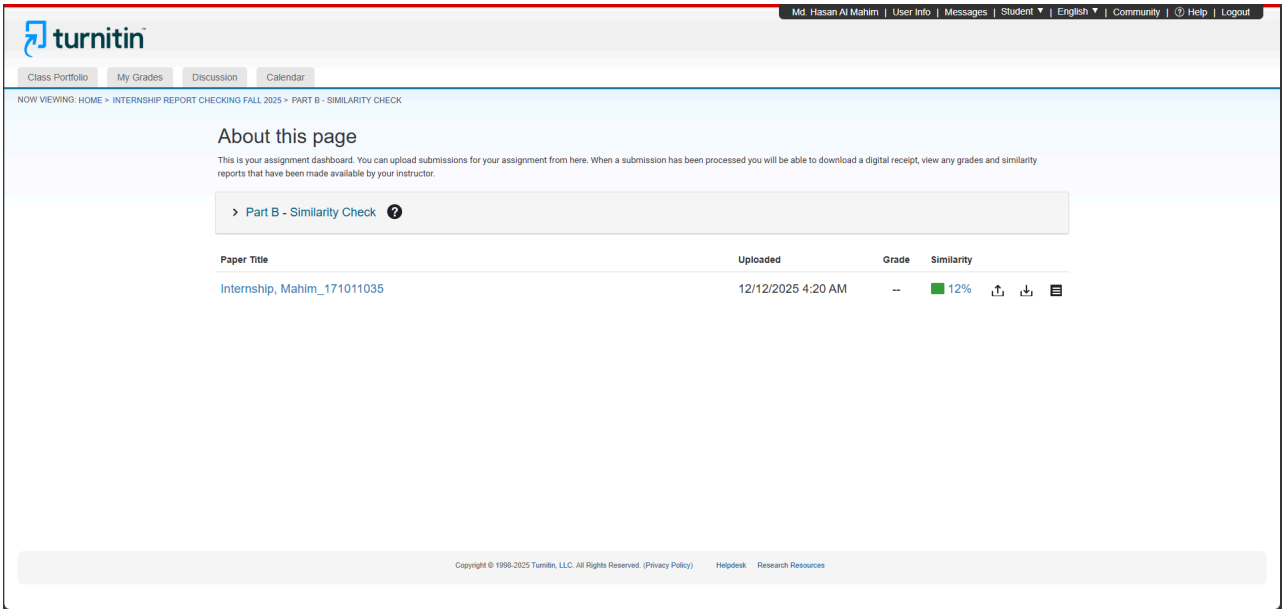

Axiom Careers Survey Form

1. Name (Optional) :

2. Email Address:

3. What is your current status?

   (Student / Job Seeker / Employed / Other)

4. How did you first hear about Axiom Careers?

   (Social media / Friends / Website / Other)

5. Which services have you taken from Axiom Careers?

(CV Writing / Mock Interview / Career Counselling / Job Placement Support / Training Programs)

6. How helpful were Axiom Careers' services in improving your job readiness?

   (Very helpful / Helpful / Neutral / Not helpful)

7. How relevant was the course content to your career needs?

   (Very relevant / Somewhat relevant / Neutral / Not relevant)

8. How satisfied are you with the trainers?

   (Very satisfied / Satisfied / Neutral / Dissatisfied / Very dissatisfied)

9. How satisfied are you with Axiom Careers' job placement support?

   (Very satisfied / Satisfied / Neutral / Dissatisfied / Very dissatisfied)

10. Would you recommend Axiom Careers to others?

    (Yes / No / Maybe)

11. How would you rate your overall experience with Axiom Careers?

    (1 to 5)

12. Did digital marketing increase your trust in Axiom Careers?

    (Yes / No / Not sure)

13. Which platform should Axiom Careers use more?

(Facebook / Instagram / TikTok / YouTube/Linkedin)

14. What are your biggest challenges in career building?

(No guidance / No experience / Weak CV / Lack of confidence / Lack of skills)

15. Do you think existing career centers fulfill student needs?

(Yes / No / Partially)

16. How reasonable is the course fee for the value provided?

(Reasonable / Neutral / Not reasonable)

Copy of company-provided internship confirmation/acceptance letter (attached)

axiom

Date: 21 September, 2025
Md Hasan Al Mahim
Chak Dev Doctor Para
Naogaon Sadar, Naogaon

Subject: Appointment as Marketing Intern

Dear Hasan,
We are pleased to welcome you to Axiom Careers as a Marketing Intern, effective from 1 October 2025.
Your internship will be based in the Department of Marketing and conducted on a remote basis. During your internship, you will receive a monthly stipend of BDT 10,000.
The internship will run for a period of three (3) months. At the end of this period, based on your performance and the company's requirements, you may be considered for a permanent position at Axiom Careers.
As a member of Axiom Careers, you are expected to maintain the highest standards of integrity and professionalism. All company information, data, and materials that you have access to are confidential and must not be shared outside the organization.
The detailed legal terms, official conditions of engagement, and company policies are attached to this letter. By signing below, you acknowledge that you have read, understood, and agreed to abide by them throughout your engagement with Axiom Careers.
We are excited to have you on board and look forward to your contributions in strengthening our marketing efforts.

Warm regards,
For Axiom Careers

Syeda Fahmida Kaiser
Chief Human Resources Officer (CHRO)

Employee:

Name: Md Hasan Al Mahim

Adept Amir Complex, Ka-3/1-C, 6th Floor, Bashundhara R/A Main Road, Dhaka, Bangladesh
+8801774688850

Project Proposal Form

Name	Md Hasan Al Mahim
ID	171011035
Semester (Spring/Summer/Fall)	Fall 2025
Department:	BBA
Supervisor's Name (Faculty):	Naima Khatun
Project Title:	The Impact Of Digital Marketing On Students' And Job Seekers' Career Development: A Case Study Of Axiom Careers

13th December, 2025

Student's signature & date

_____

Supervisor's signature & date