



الجامعة الإسلامية للتكنولوجيا
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY
DHAKA, BANGLADESH
ORGANISATION OF ISLAMIC COOPERATION



Internship Report
on
**"Digital Marketing, Content Strategy, and Lead Generation in
a Global Context at Get Levrg"**

Submitted to:

Islamic University of Technology

In partial fulfillment of the requirements for the degree of BBA in Business and
Technology Management (BTM)

Submitted by:

Mostofa Nayem

ID: 200061125

Department of Business and Technology Management
Islamic University of Technology

Approved by:

Farjana Nasrin

Assistant Professor

Department of Business and Technology Management
Islamic University of Technology



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Get Levrg

This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) as part of the course BTM 4800.

Letter of Transmittal

29th August, 2025

Farjana Nasrin
Assistant Professor
Department of Business and Technology Management
Islamic University of Technology (IUT)
Board Bazar, Gazipur

Subject: Submission of Internship Report

Respected Ma'am,

I am pleased to submit my internship report titled **Digital Marketing, Content Strategy, and Lead Generation in a Global Context at Get Levrg**, prepared as a mandatory requirement of the internship program.

It has been a privilege to work under your guidance and supervision during this period. I have made every effort to present an accurate and concise account of the company's background, my responsibilities as an intern, and the potential opportunities and scope for the organization. This internship has allowed me to bridge the gap between the theoretical knowledge I have acquired over the past four years and real-world business practices.

I believe that the experience and practical insights gained through this project will contribute significantly to my professional growth and help me adapt effectively to the corporate environment in the future.

I trust that my work will meet your expectations, and I remain available at your convenience for any clarification or discussion regarding the contents of this report.

Sincerely,
Mostofa Nayem
ID: 200061125
Business and Technology Management
Islamic University of Technology

Declaration

I, Mostofa Nayem, a student of the Department of Business and Technology Management (BTM) of Islamic University of Technology (IUT) hereby attest to the fact that this report is purely my own work and has been prepared under the supervision of Farjana Nasrin, Assistant Professor in the Department of Business and Technology Management. I also ascertain that I have not given this report to any other person or organization in return for any kind of certificates. Furthermore, I take full responsibility for any violations of the university's plagiarism and AI detection policies.

Name: Mostofa Nayem
ID: 200061125
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Farjana Nasrin
Assistant Professor
Department of Business and Technology Management
Islamic University of Technology

Acknowledgement

Firstly, I would like to show my gratitude to Allah for granting me the patience and determination to complete the internship report on **Digital Marketing, Content Strategy, and Lead Generation in a Global Context at Get Levrq**.

I would like to express my deepest gratitude to **Farjana Nasrin**, Assistant Professor, Department of Business and Technology Management, Islamic University of Technology (IUT), for her kind guidance, valuable insights, and continuous support throughout the preparation of this report and during my internship journey.

My sincere appreciation goes to my Line Manager, **Sumit Kumar Das**, for welcoming me into the dynamic work environment of Get Leverage. Under their mentorship, I gained invaluable practical knowledge and skills, which encouraged me to step beyond my comfort zone, think creatively, and build greater confidence in my professional abilities.

I would also like to thank the entire **In-house Marketing team, Creative team, and Human Resource team** for their collaboration, support, and willingness to share their expertise. Their guidance helped me better understand the operational and strategic aspects of the company, and the responsibilities I handled will surely be beneficial for my career in the future.

Lastly, I can't thank my wife, Sadia Sultana, enough for being my all-in-one guardian angel.

Executive Summary

This report details my experiences during a three-month internship at Get Levrq, a company that specializes in digital marketing and related business services. Here, I had the opportunity to work on various projects related to digital marketing, content strategy, lead generation, and performance analysis for clients around the world. The main goal of my internship was to apply the knowledge I gained in my academics and learn how large companies implement their marketing strategies. My responsibilities included creating content for different platforms, participating in lead generation process, and conducting regular performance evaluations for the marketing team and stakeholders. I used tools like **Microsoft Clarity, Klaviyo, Meta Business Suite, and Google Suite** to track the effectiveness of campaigns, analyze consumer behavior, and provide data-driven recommendations. These experiences not only improved my technical skills but also helped me enhance my communication and presentation skills through regular reporting and strategic discussions. Get Levrq's subscription-based services and management of offshore talent offer a smart solution to small and medium-sized business and startups from North America & Australia. Their collaboration with global companies such as “2X” and “6sense” has made their service delivery system stronger. Thus, to me, this internship was a huge step in my professional development. I gained practical experience in data-driven marketing, reaching international audiences, optimizing campaigns, and collaborating with different departments. It taught me how to adapt to challenges quickly, manage multiple priorities, and contribute effectively to a team that operates across different time zones and markets. The recommendations I have given in this report include integrating analytical tools for deeper insights, SEO efforts for increased online visibility, and video marketing strategies to increase audience engagement.

In summary, my internship at Get Levrq was an experience that equipped me with valuable skills and strategic insights. It helped me bridge the gap between theory and actual work, helped me to peak into the inner workings of a global company, and gave me the confidence to pursue a career in digital marketing and business strategy.

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

All graduating students of BTM department are required to complete an internship program to gain practical experience besides their academic studies. The goal is to allow students to apply their theoretical knowledge in a hands-on business environment.

During my internship at Get Levrg, from April 7, 2025, to July 7, 2025, a company that provides subscription-based scalable go-to-market solutions for small and medium-sized enterprises, I worked within the Digital Marketing Department. My tasks included managing global digital marketing campaigns, tracking performance, developing content strategies, and generating leads. I had the chance to immerse myself in various marketing processes, strategies, and tools. I used the knowledge I acquired during my undergraduate studies to tackle actual marketing tasks, exploring how theory translates into real-world applications. During my internship, I worked on improving my professional skills by reviewing the company's digital marketing strategies, content plans, and lead generation methods, all in a global setting.

Despite Get Levrg being a start-up company that began in 2023, it has quickly established itself as an important player in the global marketing industry. It has teams in Canada and Bangladesh. The company uses offshore talent from Bangladesh to deliver profitable services to clients. Combination of marketing knowledge and data-driven decisions, gives Get Levrg an upper hand in scalable solutions for business growth.

1.2 Purpose of the Study

In global market today, digital marketing is indispensable for building brand awareness and reaching target audiences. Businesses like Get Levrg, need a strong content plan and effective lead generation strategy.

This study aims to explore how Get Levrg plans, carries out, and improves its digital marketing efforts to serve international clients. It will also examine how content strategy and lead generation help achieve business goals.

1.3 Objectives of the Study

The core objectives of the study are to:

1. Describe my duties and responsibilities during the internship.
2. Understand the processes behind global digital marketing campaigns at Get Levrg.
3. Analyze the company's content strategy and lead generation workflows.
4. Assess the role of data tracking and performance measurement in improving marketing outcomes.

1.4 Significance of the Study

This study provides insight into how digital marketing, content creation, and lead generation activities are integrated into a unified strategy to support global business growth. It also demonstrates how SMEs can leverage offshore talent to execute cost-effective, high-impact marketing operations. The findings from this internship experience will benefit both students and professionals seeking to understand the practical applications of digital marketing in a global context.

1.5 Methodology

This report is based on first-hand experience gained during my internship at Get Levrg, supported by internal documentation, marketing performance reports, and task records. The methodology includes:

1. Participation in campaign execution, content planning, and lead generation activities.
2. Weekly performance presentations to management, summarizing campaign results and recommending improvements.
3. Data tracking using tools such as Microsoft Clarity, Klaviyo, Meta Business Suite, and Hubstaff.
4. Coordination with cross-functional teams through Slack, Trello, and Notion.
5. Direct supervision and feedback from the Marketing Head and senior leadership.

1.6 Limitations of the Study

The primary limitation of this study is the **confidentiality of company data**. Certain performance metrics, client information, and strategic documents could not be disclosed in the report due to non-disclosure agreements. Additionally, the study focuses solely on the **Digital Marketing Department**, as it was the primary area of my internship engagement, and does not cover other operational departments in detail.

CHAPTER TWO: COMPANY OVERVIEW

2.1 History

Get Levrg was founded in 2023 as a private, subscription-based service provider dedicated to empowering small and medium-sized enterprises (SMEs), particularly those that are founder-led or venture-backed, with scalable go-to-market (GTM) solutions through the use of offshore talent. The company's founding mission was to transform inefficient internal processes especially resource-draining tasks into streamlined, high-impact operations.

2.2 Leadership & Founders

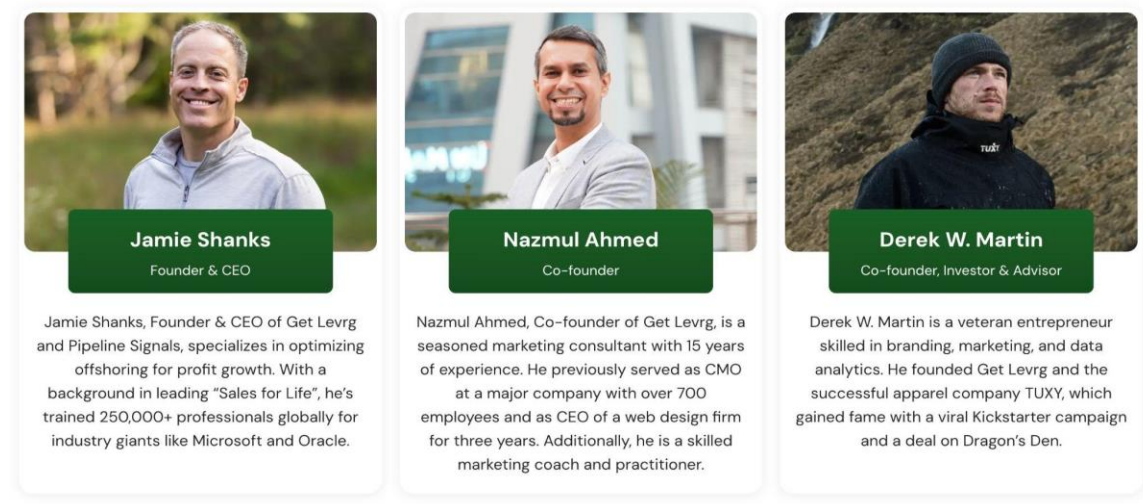


Figure 2.1 Leadership Team of Get Levrg

Jamie Shanks (Founder & CEO): An entrepreneur who previously scaled two companies to seven-figure revenues while maintaining profitability. His journey included navigating financial strain, recognizing the strategic value of offshore talent, and pioneering Get Levrg's vision for profitable scalability

Nazmul Ahmed (Co-founder & CMO): A seasoned marketer who built scalable marketing systems in large organizations, founded a web-design firm, and later focused on automation and digital campaign effectiveness.

Derek W. Martin (Co-founder, Investor & Advisor): With a background in brand building famously transforming TUXY into a global brand and securing a \$1 M deal on Dragon's Den, he contributes strategic innovation and scaling experience to the company.

2.3 Current Scenario:

Get Levrg operates with a growing team of talented professionals across Canada and Bangladesh, serving clients in multiple international markets. Currently, there are almost 100 employees working here combined bangladesh and canada. Though it started in a co working space Mor in banani, now they are operating from another commercial space, and looking for new office to expand. The company's primary revenue stream comes from its subscription-based service model, delivering a wide range of sales and marketing solutions, including LinkedIn engagement, content creation, CRM optimization, and go-to-market support.



Figure 2.2 Current Scenario of Get Levrg

2.4 Mission & Vision

Mission

To revolutionize the offshoring approach by maximizing client profitability and operational efficiency through highly managed offshore talent.

Vision

To empower and elevate founder-led and SME businesses globally by transforming inefficiencies into scalable growth using structured, offshore-enabled systems and outcomes-focused service models.

2.5 Management Structure



Figure 2. 3 Organogram of Get Levrg's Organizational Structure

2.6 Products and Services

Get Levrg offers many comprehensive services designed to help small and medium sized enterprises (SMEs) scale efficiently through offshore-enabled operations. These services span marketing, sales enablement, go-to-market support, **and** creative & web solutions, ensuring clients receive full-funnel support from brand awareness to sales conversion.

The **Table 2.1** below outlines the key service categories and their respective offerings:

Category	Service	Description
Marketing Services	LinkedIn Engagement	Managing outreach and engagement campaigns targeting key decision-makers to drive brand awareness and lead generation.
	Video Editing	Producing and editing promotional and social media videos for marketing campaigns.
	Content Marketing	Creating blogs, articles, and marketing copy to support SEO and brand positioning.
	Social Media Management	Running ads and organic campaigns on Facebook, Instagram, LinkedIn, TikTok, Twitter, and YouTube.
	Newsletter Campaigns	Designing and sending targeted email newsletters through Klaviyo, tracking open and click rates.
	On-Page SEO	Optimizing website content for higher search engine rankings and better user experience.
Sales Enablement	Sales Data & CRM Optimization	Cleaning, enriching, and updating CRM databases to improve targeting and conversion tracking.
	Prospecting & Lead Generation	Identifying and qualifying leads through targeted outreach strategies.

	Meeting Support	Tracking booked meetings, lead sources, and improving conversion funnels.
Go-To-Market Support	Campaign Management	Planning and executing marketing campaigns across digital channels.
	SOP Creation	Building Standard Operating Procedures to improve efficiency and ensure quality delivery.
	Multichannel Fulfillment	Coordinating marketing and sales activities across multiple platforms for consistent brand messaging.
Creative & Web	Website Design & Optimization	Improving website layouts, UX/UI, and performance metrics using tools like Microsoft Clarity.
	Graphic Design	Producing branded graphics for marketing, social media, and website assets.

2.7 Partners

2X is Get Levrg’s strategic investment partner. Enables enterprise-level GTM services, frameworks, and creative capabilities. Supports scalable, cost-effective solutions.

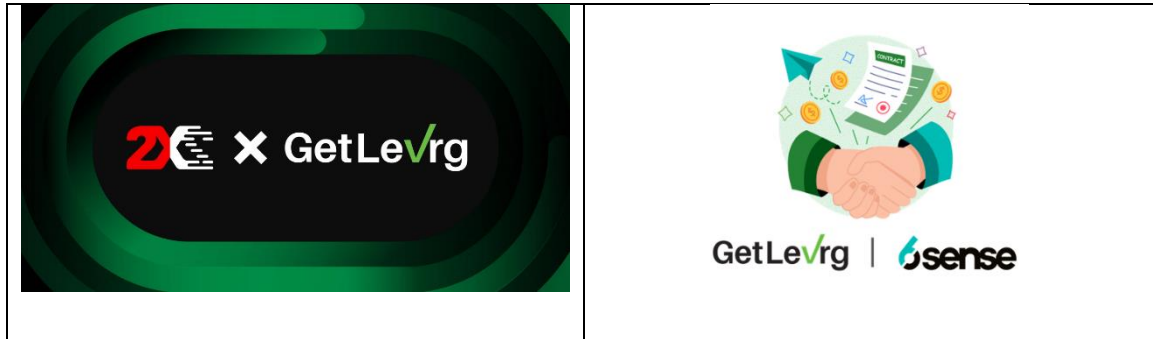


Figure 2.4 Strategic Partnerships – Get Levrg’s Collaboration with 2X and 6sense

6 sense is Technology & Agency Supporting partner. Powers ABM campaign execution, AI-led automation, revenue intelligence. Bridges signal-to-scale execution for clients.

2.8 Core Business Model:

1. Business Type

Get Levrg operates as a subscription-based “done-for-you” service provider, specializing in offshore-enabled sales and marketing support. Instead of hiring full-time in-house staff, clients subscribe to Get Levrg’s services and gain access to a skilled, managed offshore team that handles marketing, sales enablement, and operational tasks.

2. Target Market

1. Founder-led companies and small-to-medium enterprises (SMEs)
2. Particularly those in North America, the UK, and other international markets seeking to scale while avoiding the high costs of local hiring.
3. Industries include technology, professional services, and B2B sectors.

3. Value Proposition

1. **Cost Efficiency:** Leverages offshore talent in Bangladesh to deliver high-quality services at a fraction of traditional costs.
2. **Scalability:** Clients can scale services up or down as needed without hiring overhead.
3. **Structured Delivery:** Uses Standard Operating Procedures (SOPs) to ensure consistent result.
4. **Full-Funnel Support:** Covers both marketing (top of funnel) and sales enablement (middle and bottom of funnel).

4. Revenue Model

1. Subscription plans, where clients pay a recurring monthly fee for a defined package of services.
2. Custom engagements, allowing larger or specialized projects to be tailored and priced individually.
3. A recurring revenue stream that helps Get Levrg to plan and allocate resources efficiently.

5. Service Delivery Process

1. **Client Welcoming and Strategic Planning.** Get Levrg assesses business goals, defines key performance indicators (KPIs), and assigns a dedicated team to guide clients through the process.
2. **Implementation Phase.** Get Levrg launches marketing campaigns, creates engaging contents, updates CRM systems, generate leads for clients, and monitor analytics.
3. **Data-Driven Improvements.** Get Levrg regularly reviews performance metrics, examines data, and adjust strategies based on results and improves outcomes.
4. **Efficient Team Structure.** Get Levrg's offshore professionals are monitored and managed through hubstaff to ensure consistent quality and accountability.

2.9 SWOT Analysis:

Strengths

- Get Levrg has a flexible subscription-based model that gives clients flexibility in payment. So, offshore marketing and sales support without the high costs of building in-house teams.
- 6sense and investments from 2X have helped Get Levrg get credibility and reliability to clients. Also, it improved the company's service quality and provided access to marketing tools which are available only to larger companies.
- Efficient Offshore Talent Management – With operations in Bangladesh and Canada, Get Levrg leverages cost-effective offshore talent while maintaining global service standards.
- Experienced Leadership – The founders bring proven expertise in marketing, entrepreneurship, and business scaling, which strengthens decision-making and client trust.
- Get Levrg provides many types of services to support sales and marketing efforts of clients, including, running LinkedIn campaigns, creating engaging content, editing videos, optimizing CRM systems, improving SEO, and tracking data.

Weaknesses

- The company is dependent on international clients for its revenue, so it's exposed to fluctuations in the global economy.
- Although Get Levrg has achieved success on a global setting, its reputation within Bangladesh isn't strong compared to big local agencies.
- Talent Retention Challenges – As demand for skilled professionals in marketing automation, design, and analytics increases, retaining top talent could become a challenge.
- Reliance on Offshore Delivery – Heavy reliance on offshore resources means operational disruptions (political, infrastructural, or economic in Bangladesh) could impact service delivery.

Opportunities

- There is a growing trend among small and medium enterprises (SMEs) and startups worldwide to seek offshore marketing services due to the cost-effectiveness they offer. This preference for offshore partners is creating new opportunities for global expansion.
- Growth of the Digital Economy in Bangladesh – Government support and incentives for IT and digital services create a favorable environment for scaling operations.
- Expansion into new service areas could enhance our portfolio by focusing more on SEO, video marketing, and advanced analytics tools. This investment would assist our clients in achieving a greater return on investment.
- Geographical Expansion – Establishing new delivery centers in other emerging economies or expanding its footprint in North America could reduce dependency on one region.
- Remote Work Trend – The global shift toward remote-first businesses increases the demand for outsourced and offshore marketing services, which aligns with Get Levrg's core strengths.

Threats

- High Competition – The offshore digital marketing industry is highly competitive, with strong rivals in India, the Philippines, and Eastern Europe offering similar services.
- Client Bargaining Power – International clients have multiple options, which increases pricing pressure and requires Get Levrg to continuously prove its value.
- Rapid Technology Changes – Constant evolution in digital marketing tools and platforms (e.g., AI-driven marketing) requires ongoing investment to stay relevant.
- Global Economic Uncertainty – Recessions, inflation, or currency fluctuations in client regions can affect demand for outsourced services.

- Cybersecurity & Data Privacy Concerns – As an offshore service provider handling client data, Get Levrg must constantly maintain strong compliance and data security to avoid reputational risks.

**CHAPTER THREE: INDUSTRY ANALYSIS- STAFF
AUGMENTATION**

3.1 Offshore-Enabled Digital Marketing & Business Support in Bangladesh

Over the past decade, Bangladesh has emerged as a key hub for offshore-enabled business services, particularly in digital marketing, sales enablement, and IT support. Despite global economic slowdowns and disruptions caused by COVID-19, the country's freelancing and outsourcing sector has shown resilience and steady growth, fueled by global demand for cost-efficient yet high-quality services.

Bangladesh is now ranked among the top five freelancing countries in the world according to the Oxford Internet Institute (OII) Online Labour Index, with an estimated 650,000+ active freelancers providing services in creative design, software development, digital marketing, and virtual assistance ([Oxford Internet Institute, 2022](#)). Major urban centers such as Dhaka, Chattogram, and Sylhet have become key talent clusters, producing skilled professionals proficient in platforms like HubSpot, Klaviyo, Google Ads, Facebook Ads, and LinkedIn Sales Navigator.

The Asia-Pacific region plays a major role in the global outsourcing market, with countries like India, the Philippines, Vietnam, and Bangladesh competing strongly due to their skilled workforces and competitive pricing ([Deloitte Global Outsourcing Survey, 2022](#)). For Bangladesh, the combination of low operational costs, English proficiency, and rapid digital skill adoption has made it attractive to businesses in North America, Europe, and Australia seeking to scale operations without high local hiring costs.

According to the Bangladesh Association of Software and Information Services (BASIS), the IT and IT-enabled services (ITES) sector earns over \$1.5 billion annually in exports, with digital marketing, content creation, and creative services forming a growing share of this revenue ([BASIS Annual Report, 2023](#)). This growth is driven by SMEs and startups that prefer subscription-based offshore teams for marketing execution, data analytics, and performance optimization—areas where companies like Get Levrg excel.

The sector's competitiveness is boosted by government tax incentives for IT exports, a strong youth demographic, and cultural adaptability to Western business practices. With global trends shifting toward remote-first operations and data-driven marketing, Bangladesh's offshore-enabled Marketing-as-a-Service (MaaS) industry is projected to grow by 8–10% annually over the next five years ([World Bank Digital Economy Report, 2022](#)).

3.2 Competitor Analysis

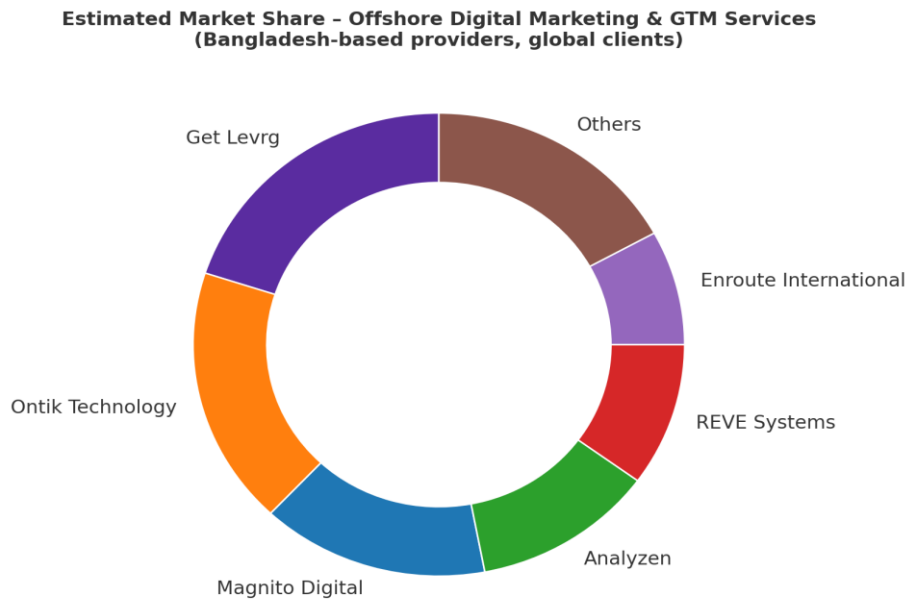


Figure 3.1 Estimated Market Share of Bangladesh-based Offshore Digital Marketing & GTM Service Providers

The figure shows the competitive landscape of Bangladesh-based offshore digital marketing and GTM service providers catering to global clients. Get Levrg leads with an estimated 20% market share, followed closely by Ontik Technology (18%) and Magnito Digital (15%). Other notable players include Analyzen (12%), REVE Systems (10%), and Enroute International (8%), with smaller agencies and freelancers collectively holding 17%.

The dominance of a few large, process-driven service providers reflects the competitive pressures smaller firms face in scaling operations and securing long-term international contracts. Get Levrg's strong leadership position is supported by its subscription-based service model, strategic global partnerships, and proven offshore delivery infrastructure.

Table 3.1: Estimated Market Share of Selected Digital Marketing and Technology Service Providers in Bangladesh

Company	Estimated Share
Get Levrg	20%
Ontik Technology	18%
Magnito Digital	15%
Analyzen	12%
REVE Systems	10%
Enroute International	8%
Others	17%

3.3 Maturity & Seasonality of The Industry

The offshore digital marketing industry in Bangladesh has reached a stage of growth and early maturity. In the last ten years, the country has become a prominent outsourcing destination, thanks to its abundant young workforce, cost advantages, and government support. **Companies like Get Levrg, Ontik, Magnito Digital, and Analyzen are leading the industry with professional and structured services for international clients.** While smaller agencies and freelancers are prevalent in the market, larger firms are offering more sophisticated services such as Marketing-as-a-Service, CRM optimization, and partnerships with global technology platforms like 6sense. The industry is evolving with providers now bundling services like ads, SEO, content, and analytics. However, Bangladesh still lags behind in terms of global brand recognition compared to countries like India and the Philippines.

The industry experiences moderate seasonality, influenced by the global marketing and business cycle rather than local demand since most clients are international. During the busiest times of the year, which usually fall in the last quarter from October to December, businesses ramp up their marketing efforts to boost year-end sales and promote holiday specials. The beginning of the year, from January to March, sees a surge in marketing campaigns as companies roll out new budgets. The second and third quarters, spanning from April to August, tend to be quieter as budgets may be tightened during mid-year reviews or due to seasonal slowdowns in industries like retail and B2B sales. However, the digital marketing industry is less influenced by local factors and remains resilient in the long run, following global demand patterns that align with North American and European fiscal calendars.

3.4 PESTEL Analysis

Political Factors

- The government in Bangladesh offers significant support to the IT and outsourcing industry. They provide tax breaks, export benefits, and training opportunities through the Bangladesh Association of Software and Information Services (BASIS).
- Political Stability Concerns - Despite supportive government policies, occasional political unrest and strikes can disrupt business operations and impact client confidence.
- Trade deals and international relationships are important for promoting the export of services, especially to key markets in North America and Europe. However, changes in geopolitical tensions or shifts in foreign policies, like stricter data privacy laws, could impact the demand for these services.

Economic Factors

- Cost Advantage: Bangladesh has a skilled workforce that offers competitive labor rates. This makes it an attractive offshore destination when compared to countries like India and the Philippines.

- **Currency Fluctuations.** The depreciation of the Bangladeshi Taka helps exporters like Get Levrg by lowering service costs worldwide. However, sudden changes in currency values may present risks.
- **Global Market Dependency** - As most clients are international, the industry is highly vulnerable to global economic fluctuations such as recessions and inflation.
- **Growing Digital Economy** - The IT/ITES export sector in Bangladesh generates over \$1.5 billion annually, with digital services playing an increasingly significant role in the country's GDP.

Social Factors

- With almost half of the population under 30, Bangladesh has a young & educated workforce who are eager to work in the global outsourcing industry.
- **Changing Work Culture** - Remote work and flexible arrangements are becoming more popular, enabling offshore firms to attract clients worldwide.
- International companies are gradually getting more comfortable with outsourcing to Bangladesh. Though it is still less compared to established outsourcing hubs like India and the Philippines.

Technological Factors

- **Rapid Digital Adoption** - Bangladesh is quickly adopting cloud-based platforms, automation tools like HubSpot and Klaviyo, and CRM solutions, which are strengthening the offshore services sector.
- **AI & Automation** - Artificial intelligence is revolutionizing marketing automation, content creation, and analytics. Companies that embrace AI early will gain a competitive edge.
- **Infrastructure Improvements** - The increasing internet penetration and enhanced IT infrastructure support the growth of outsourcing, though occasional power outages and network issues remain a concern.

Environmental Factors

- Sustainability Expectations - Global clients now expect their offshore partners to adhere to environmentally responsible practices such as reducing energy consumption and implementing sustainable office operations.
- Climate Vulnerabilities - Bangladesh's susceptibility to floods and natural disasters can occasionally disrupt operations. It is becoming increasingly important to build climate-resilient digital infrastructure.

Legal Factors

- Data Protection & Privacy Laws - As Bangladesh enhances its data governance, offshore providers must comply with local regulations and international standards like the EU's GDPR and the US's CCPA.
- Intellectual Property Protection - Enforcement of intellectual property laws in Bangladesh is improving, but inconsistencies may be a concern for global clients.
- Labor Regulations - Government regulations on working hours, wages, and worker rights influence how offshore companies manage their workforce.

3.5 Porter's 5 Forces

1. Intensity of Competition

The offshore-enabled digital marketing and GTM services market in Bangladesh is highly competitive. Although Get Levrg has established a strong market presence through its subscription-based model and partnerships with global companies like 6sense and 2X, other players such as Ontik Technology, Magnito Digital, and Analyzen are rapidly improving their service offerings and targeting similar international markets. This compels Get Levrg to consistently innovate, refine its processes, and maintain superior client results to preserve its competitive edge.

2. Threat of Entry

Barriers to entry in the offshore digital services sector are moderate. While the industry's growth and Bangladesh's favorable IT export policies attract new entrants, replicating Get Levrg's operational efficiency, global partnerships, and established Standard Operating Procedures (SOPs) requires significant time, expertise, and relationship-building. New startups can enter, but scaling to an international standard is challenging without substantial capital and a trained workforce.

3. Bargaining Power of Suppliers

In Get Levrg's case, "suppliers" refer to its talent pool digital marketers, designers, developers, and other specialists. Bangladesh has a large pool of skilled professionals, which keeps bargaining power relatively moderate. However, retaining top-tier talent with niche skills (e.g., HubSpot, advanced CRM optimization, AI-driven marketing tools) can give certain employees more negotiating leverage, especially as demand for such expertise grows globally.

4. Threat of Substitution

The risk of substitution is moderate. While clients could build in-house teams or turn to freelance platforms like Upwork and Fiverr for cheaper alternatives, these options often lack the structured processes, dedicated management, and consistent quality that Get Levrg offers. The company's value lies in providing an integrated, fully managed service that substitutes multiple internal roles with a single coordinated offshore team.

5. Power of Buyers

Clients, mainly international SMEs and startups, hold relatively high bargaining power because they have access to numerous offshore providers globally, including in India, the Philippines, and Eastern Europe. This means they can compare pricing, service levels, and turnaround times before committing. To counter this, Get Levrg emphasizes measurable results, transparency through weekly reporting, and a flexible subscription model to strengthen client loyalty.

CHAPTER FOUR: DESCRIPTION OF MAIN DUTIES

4.1 Internship Experience:

Alhamdulillah, I completed the three-month internship program at Get Levrg while fulfilling all program requirements. I was a part of the company's digital marketing team, mainly responsible for lead generation, content management, data tracking, and performance marketing. Through this, I learned a lot about the digital marketing world, including how things work in modern marketing, not only in Bangladeshi circumstances but also globally.

4.2 Duties & Responsibilities:

Throughout this internship period, I had to do a few recurring tasks to maintain a smooth marketing flow. Here are brief details about them:

1. Weekly presentation on performance: Every week on Wednesday, I used to present last week's marketing performance results to the marketing head and stakeholders, also suggest upcoming best practices and required changes. The presentation typically included data from Website ads, Social Media ads, Klaviyo tool data, and Responses from all platforms.

2. Website ads: We used to run ads on 6 webpages to show up in multiple business platforms and websites, as well as Meta. I used to track website metrics from Microsoft Clarity, check for pages per session details, active time spent details, and the type of users, whether they are returning or new. Then, accordingly, I used to allocate the budget to those 6 pages.

3. Social Media ads: We also run ads on Facebook, Instagram, LinkedIn, TikTok, Twitter, and YouTube. Targeting business owners and senior managers of reputed companies from North America and Canada. Mostly, the ads were in Carousel form and Reels/Shorts form. I used to keep track of views, impressions, reach, and interactions.

4. Newsletter Campaign & Email Marketing: There's an automation tool called Klaviyo. We used to send newsletters every week to potential clients as well as customers. And track the data of each email, which one performed best, and which one performed worst. Making required changes, etc. Basically, we made decisions using these data: Open Rate, Opened, Delivered, Clicked, MQL, Bounced, Unsubscribed, Spam Marked, and Skipped.

5. Booked a Meeting Count & Track: How many people booked a meeting with the sales team, where have they come from, which website, which form, etc data tracking and making decisions and necessary changes to bring out better results.

6. Managing the whole in-house team and assigning work: I used to have meetings with the Marketing head & Founder of the company to acknowledge their plans, and what changes they want to do in websites or other marketing channels. I used to note them down and assign work to each individual who's responsible for that. There were 5 video editors, 3 graphics designers, 2 UI/UX designers, 2 web developers, 1 SEO specialist, 1 business analyst in my team.

7. Quality Assurance: I used to do QA of all landing pages, all marketing elements, content, and deliverables.

4.3 Work Environment & Typical Workday:

During my internship at Get Levrg, I had the opportunity to experience a highly collaborative work environment. Interacting with colleagues on a daily basis was an integral part of my learning experience. Their willingness to offer guidance and assistance proved invaluable.

A positive work environment can have a significant impact on employee productivity. Firstly, My office starts at 11 AM, we check in and turn of hubstaff monitoring, by this the management gets to keep track of the work hours, activity and productivity. Office ends at 7 pm. We get to take break in between. But when on break we need to pause the hubstaff recording. By the day we had to complete 8 hours on hubstaff.

A healthy atmosphere contributes to employee well-being, resulting in increased energy, focus, and overall morale. Secondly, a supportive and collaborative culture enhances employee satisfaction, motivating them to excel and achieve their goals. At Get Levrg, I experienced this firsthand, as the positive environment fueled my motivation and productivity throughout my internship.

4.4 Communications & Tools:

Most of our communications were in Notion, Slack, WhatsApp and Trello. Trello was used to track projects. I used to move trello cards from doing, done, and to do. Whatsapp used for emergencies. And slack for usual communications.

Among the tools I used Klaviyo - the marketing automation tool, Canva, Figma, Google Suite (Doc, Sheets, Slide), Meta Business Suite and Hubstaff.

4.5 Work Samples and Screenshot of the tools:

Monthly Product Innovation Call & Metrics Presentation:

Newsletter Campaigns I ran:

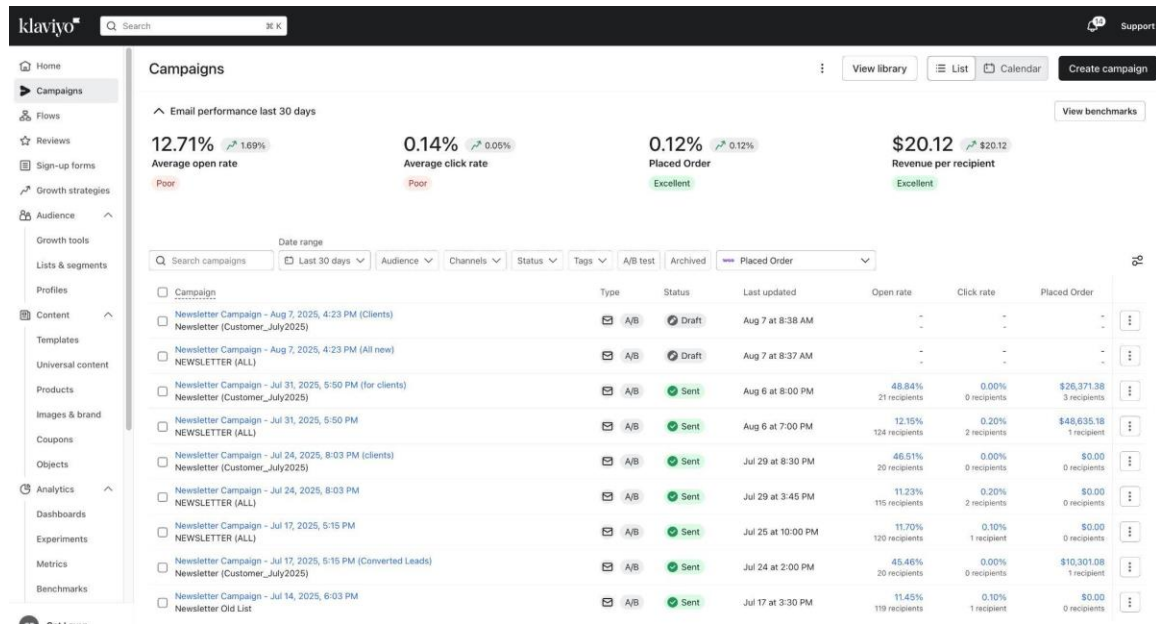


Figure 4.1 Newsletter Campaigns I ran

Email Flows that I created:

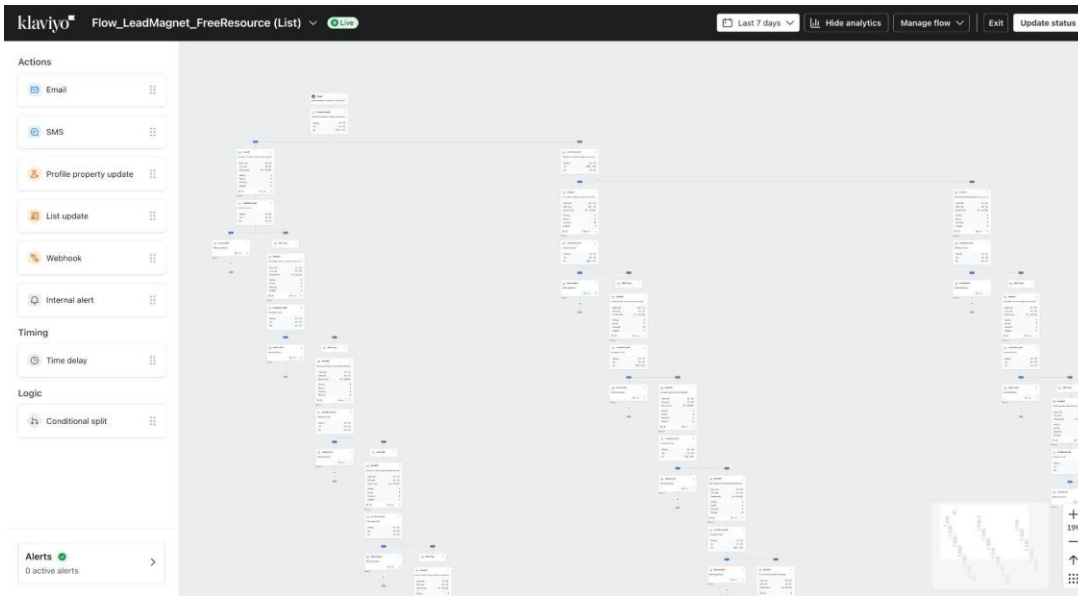


Figure 4.2 Email Flows that I created

Landing Page Datas I have tracked:

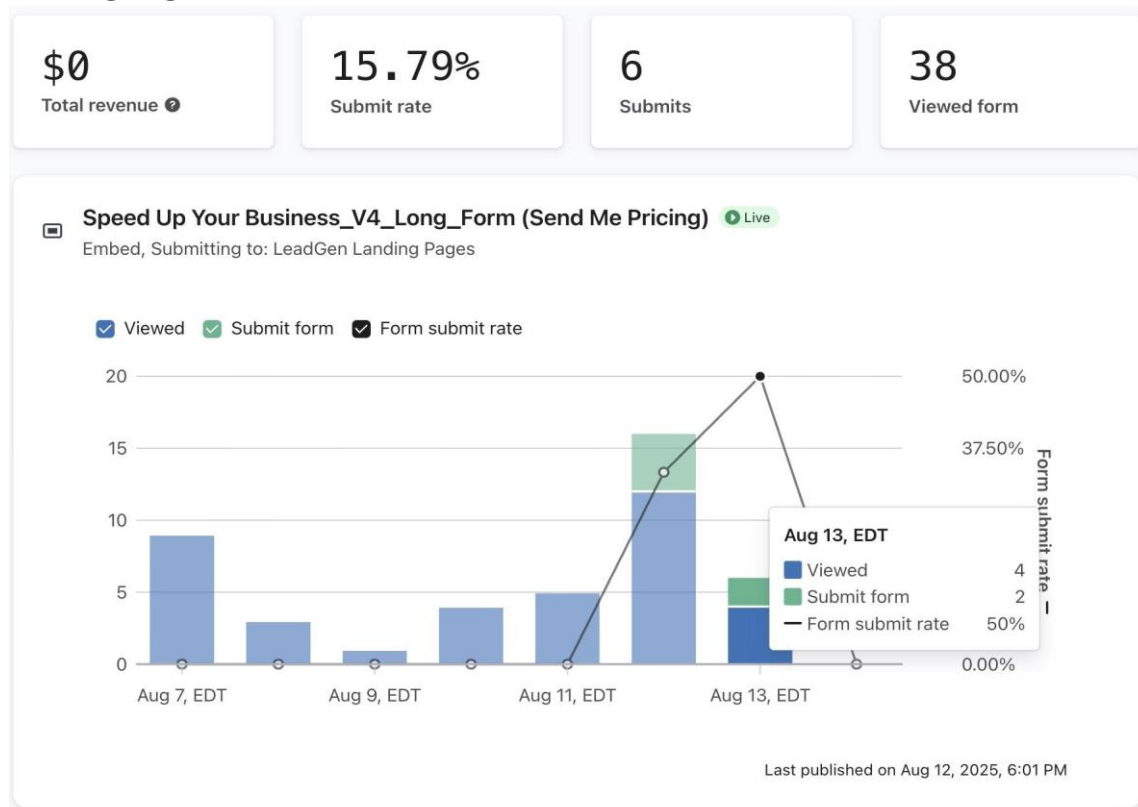


Figure 4.3 Landing Page Datas I have tracked

Booked a Meeting Count & Track:

Booked A Call List Quick add Manage Li

Members (160) [Sign-up forms](#) [Subscribe & preferences pages](#) [Imports](#) [List growth](#) [Engagement](#) [Settings](#)

Profile	Email	Phone number	Location	Date added ↑
Jaeden Wright Wright	panziegir_1@hotmail.com	+13065355327	Regina, Saskatchewan	Aug 11, 2025, 6:56 PM
Abdelmounim Khayati	Abdelmounimkhayati@gmail.com			Aug 11, 2025, 6:56 PM
Hazem Abdulhadinhfghfghfghfvbnbn	camilarodriguez@gmail.com	+12125668504		Aug 11, 2025, 6:56 PM
Lisa Kaye	Lisa@myuser.com			Aug 11, 2025, 6:56 PM
kayvon kay	kay@Kayvon.com			Aug 11, 2025, 6:56 PM
Jaeden Wright	Panziegir_1@hotmail.com			Jul 29, 2025, 1:50 PM
Alessandra Noteworthy	drwall@noteworthyinc.co			Jul 29, 2025, 1:50 PM
Abraham Ajenifuja	jajenifuja@gmail.com			Jul 21, 2025, 6:24 PM
Lucy Goodwin	lucy.goodwin@2x.marketing			Jul 21, 2025, 6:24 PM
Michelle Alicea	malicea@kairoi.com			Jul 21, 2025, 6:24 PM
Julie Leal	julie@salestalentagency.com			Jul 21, 2025, 6:24 PM
Michel Ulbrich	michel@mdwlaw.ca			Jul 21, 2025, 6:24 PM
Tom Varghese	tom.varghese@ptvlogistics.com			Jul 15, 2025, 2:11 PM
Kishore Uppalapati	kishore@qyllis.com			Jul 15, 2025, 2:11 PM

Figure 4.4 Booked a Meeting Count & Track

Microsoft Clarity (Website data tracking):

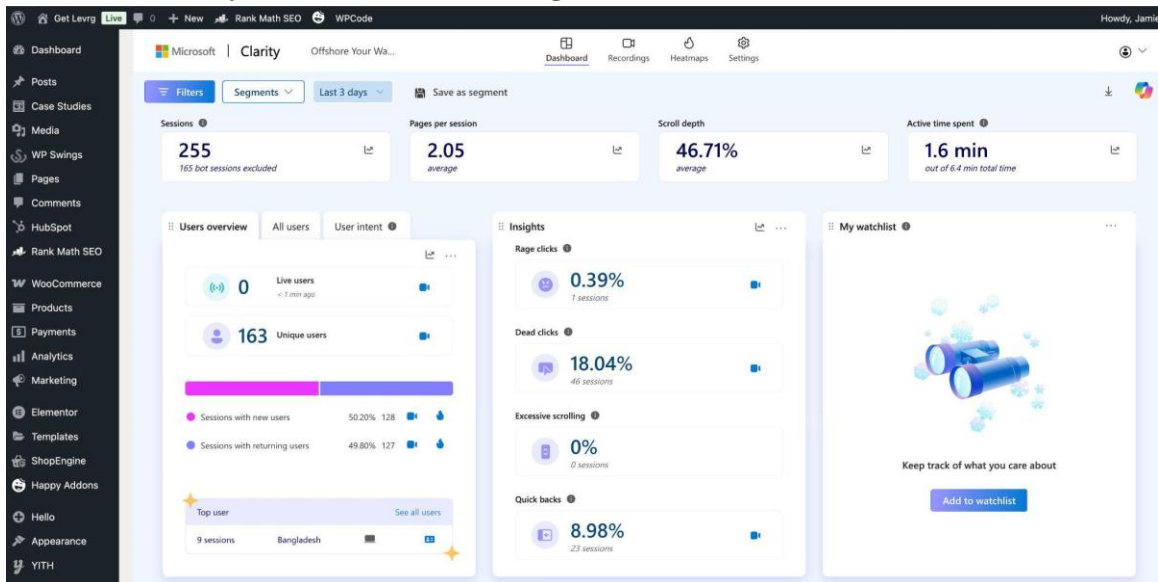


Figure 4.5 Microsoft Clarity (Website data tracking)

Ads data tracking:

GL MKT Tracker

File Edit View Insert Format Data Tools Extensions Help

100% 123 Defaul... 10 B I A

A1:A2 Date

	B	C	D	E	F	G	H	I	J	K
46	07-10-25	0	0	0	0	0	0			
47	07-11-25	0	0	0	0	0	0			
48	07-12-25	0	0	0	0	0	0			
49	07-13-25	0	0	0	0	0	0			
50	07-14-25	1	0	0	0	1	1	0		
51	07-15-25	3	0	0	0	3	3	0		
52	07-16-25	1	0	1	0	0	1	0		
53	07-17-25	2	0	0	0	2	2	0		
54	07-18-25	1	0	0	0	1	1	0		
55	07-19-25	1	0	0	1	0	1	0		
56	07-20-25	1	0	0	0	1	1	0		
57	07-21-25	0	0	0	0	0	0	0		
58	07-22-25	1	0	0	0	1	1	0		
59	07-23-25	0	0	0	0	0	0	0		
60	07-24-25	0	0	0	0	0	0	0		
61	07-25-25	0	0	0	0	0	0	0		
62	07-26-25	2	0	0	0	2	2	0		
63	07-27-25	1	0	1	0	0	1	0		
64	07-28-25	4	0	1	1	2	4	0		
65	07-29-25	1	0	1	0	0	1	0		
66	07-30-25	4	0	1	0	3	4	0		
67	07-31-25	4	0	2	1	1	4	0		
68										
69										
70		KLAVIYO								
71		Total Leads	LP-SUYB	LP-SUYB-V4	LM-FPB	LM-FPB-V2	MQL	SAL	SQL	Closed Lead
72	08-1-25	0	0	0	0	0	0	0		
73	08-2-25	1	0	0	0	1	1	0		
74	08-3-25	3	0	0	0	3	3	1		
75	08-4-25	0	0	0	0	0	0	0		
76	08-5-25	2	0	0	0	2	2	0		
77	08-6-25	4	0	0	0	4	4	1		
78	08-7-25	4	0	0	0	4	4	0		
79	08-8-25	3	0	0	0	3	3	0		
80	08-9-25	3	0	0	0	3	3	0		
81	08-10-25	2	0	0	0	2	2	0		
82	08-11-25	2	0	0	0	2	2	0		
83	08-12-25	5	0	3	0	2	5	0		
84	08-13-25	0								
85	08-14-25	0								
86	08-15-25	0								
87	08-16-25	0								
88	08-17-25	0								
89	08-18-25	0								
90	08-19-25	0								
91	08-20-25	0								
92	08-21-25	0								

JULY

AUGUST

Figure 4.6 Ads data tracking

Weekly Presentation:



Figure 4.7 Weekly Presentation

CHAPTER FIVE: ANALYSIS

5.1 Key Learning Outcomes

In my time at , I've gained valuable experience in the world of digital marketing. This included running successful social media and website ad campaigns, creating engaging newsletters, and implementing SEO strategies. I've also learned how to use important metrics like impressions, click-through rates, and conversion rates to measure the effectiveness of our efforts.

I have developed my skills in creating improved blogs, newsletters, and ad creatives in to reach specific target audiences. My ability to generate leads and analyze data gives me an upper hand here. I got good at setting up effective systems for lead generation, networking on LinkedIn, and using CRM tools to track our progress. I have seen improvements in our conversion rates, KPIs, and the overall metrics of our marketing campaigns.

Collaboration and communication was important aspects of my work. I have worked closely with almost all the teams, including designers, developers, analysts, and marketers, to successfully complete projects. Tools like Slack, Trello, and WhatsApp have been used to keep everyone on the same page and organized.

My experience working in a global circumstance has taught me how to embrace unique perspectives on marketing. I have learned how to tailor strategies for different international markets, taking into consideration cultural differences and consumer behaviors. This adaptability has come to big help in our interactions with clients in North America.

I have also gained valuable insights into good business models. Observing how a subscription-based model can be feasible while managing costs, has been educational to me. I learned the importance of seamless processes and strategic partnerships to stay competitive.

On a personal level, my time in this role has led to both professional and personal growth. I have become more confident in presenting reports to senior stakeholders and suggesting best practices. Also, I have developed resilience in meeting deadlines, maintaining multiple tasks, and ensuring that our work is done without compromising quality.

5.2 Company Level Analysis

During my internship, I got the opportunity to understand how Get Levrg's marketing and business strategies are designed.

Engagement:

One thing that stood out to me was how the company values input from not only all project managers but also all the team members, encouraging collaboration, creativity and leadership. By getting input from individuals of various departments like design, content, sales, and marketing, Get Levrg ensures that strategies are well-rounded.

Communication:

I noticed that overt communication is a key focus at Get Levrg, supported by tools such as **Slack, Notion, Trello, and WhatsApp**. Regular updates and presentations on marketing projects and performance results help to keep everyone informed about project progress, deadlines, and priorities. This promotes accountability and ensures smooth progress on projects that involve multiple teams.

Work Culture:

Get Levrg has a supportive and results-oriented work culture, despite having operations in various countries. The company's values of accountability, adaptability, and continuous improvement create a motivating workspace for employees. Prioritizing flexible work hours and a focus on achieving goals are Get Levrg's example of positive work environment for team members.

5.3 Market Level Analysis

I have seen that Get Levrg has a strong market position and effective that gives it continued growth in the global marketing services industry.

Strong Leadership and Expertise:

The leadership position holders at Get Levrg, like Founder & CEO Jamie Shanks, along with Co-founders Nazmul Ahmed and Derek W. Martin, possess huge experience in entrepreneurship, marketing, and brand expansion. Their collective expertise in building companies, establishing global brands, and leveraging international talent has influenced a innovative and resilient business model.

Scalable Business Model:

Get Levrg has a subscription-based business model, offering great sales and marketing support to SMBs (small and medium-sized businesses) around the world. This model helps in growth, allowing for the expansion of services without a significant increase in costs, thanks to the concept of offshore talent. Also, with the rising demand for affordable digital marketing services globally, Get Levrg is well-positioned to attract more customers internationally.

Global Client Base:

By serving clients in different countries, especially in North America and Canada, Get Levrg benefits from favorable exchange rates from (USD to BDT). This geographical diversity helps reduce dependence on a single market and builds resilience against economic fluctuations in different regions.

5.4 Professional Level Analysis

During my time interning at Get Levrg, I have increased my professional skills and knowledge in the field of global digital marketing. I have focused on the following:

Understanding Digital Marketing Operations:

I have gained insights into how different components of digital marketing, such as social media advertising, website advertising, newsletter campaigns, and search engine optimization, collaborate to generate leads and increase brand visibility. I have also learned to assess campaign performance using metrics like impressions, click-through rates, and conversion rates.

Content Strategy Development:

I have acquired the skills to align content creation with marketing objectives. Mostly By strategically planning, scheduling, and optimizing blogs, email newsletters, social media posts, and ad creatives. Also, I learned how data from tools like Microsoft Clarity and Klaviyo influences decisions regarding content format, messaging, and targeting.

Lead Generation and Data Tracking:

I learned how to create and manage lead generation pipelines. From prospecting and outreach on LinkedIn to monitoring scheduled meetings in CRM systems all were my responsibilities. It involved tracking lead sources, analyzing engagement, and enhancing conversion funnels.

Cross-Functional Collaboration:

Working with a diverse team of professionals, designers, developers, analysts, and content creators, has given me valuable insights into project coordination, task delegation, and maintaining quality standards.

Global Marketing Perspective:

I had the opportunity to create marketing campaigns targeting decision-makers like business owners, CEOs, COOs, and GMs in international markets like USA and Canada, which gave me a deep understanding of cross-border marketing, cultural nuances, and global consumer behavior.

CHAPTER SIX: RECOMMENDATIONS AND CONCLUSIONS

6.1 Conclusion

During my internship at Get Levr, I had the opportunity to immerse myself in the world of digital marketing, content strategy, and lead. This experience was essential in bridging the gap between my academic knowledge and the fast-paced, data-driven field of international marketing.

I acquired my skills in campaign management, result analysis, lead tracking, and cross-functional collaboration. Being a part of a diverse and technologically advanced workplace and people also provided me with valuable perspectives, helped me be adaptive, better time manager, and problem solver.

Get Levr's dedication to performance measurement, customer-centric approach, and seamless operations sets the bar high for other small and medium-sized businesses looking to expand into international markets.

In summary, this internship not only improved my professional skills but also helped me understand of how strategic digital marketing and lead generation play important roles in business. The knowledge, abilities, and perspectives I got will serve as a solid foundation for my future career in business and technology management.

6.2 Recommendations

Based on my three-month internship experience at **Get Levr** and my observations of its operations in the digital marketing and lead generation space, I have the following recommendations:

1. Enhance Data Integration Across Tools:

While the company uses multiple tools such as Microsoft Clarity, Klaviyo, Meta Business Suite, Trello, and Hubstaff, integrating them into a unified analytics dashboard would allow for faster decision-making and reduce the time spent switching between platforms.

2. Expand SEO and Organic Content Strategy:

Although Get Levr already invests in on-page SEO and content marketing, increasing the focus on long-form blog posts, keyword targeting, and evergreen content could help capture organic traffic (actual interested people) and reduce usage of paid advertising over time.

3. Optimize Global Ad Targeting:

Refining ad audience segments for different regions, particularly North America and emerging markets, could improve ad performance and ROI. More A/B testing on creatives, formats, and messaging would help identify high-conversion combinations.

4. Invest in Video Marketing at Scale:

Short-form videos, reels, and client testimonial videos are high-performing formats in global marketing. Scaling video content production for LinkedIn, Instagram, and TikTok could further strengthen engagement and brand authority.

5. Strengthen Internal Knowledge Sharing:

Establishing monthly knowledge-sharing sessions where teams present case studies, campaign results, and new marketing trends could help upskill employees and foster innovation.

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APPENDIX