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**UNIVERSITÉ ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)**



Internship Report on
**Optimizing Digital Marketing & Customer Engagement at
Panjeree Publications Ltd.**

Submitted to:

Islamic University of Technology
in partial fulfillment of the requirements for the degree of BBA in Technology Management

Submitted by:

I understand that my final report will become part of the permanent collection of the Islamic University of Technology (IUT) in partial fulfillment of the requirements for the degree of BBA in Technology Management. My signature below authorizes the release of my final report to any reader upon request.

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Submission date: 4th September, 2025

An Internship Report
On

**Optimizing Digital Marketing & Customer Engagement at
Panjeree Publications Ltd.**



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

Letter of Transmittal

4th September, 2025

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

Subject: Submission of Internship Report

Respected Ma'am,

I hereby submit my internship report titled "Optimizing Digital Marketing & Customer Engagement at Panjeree Publications Ltd." as part of the mandatory requirement for the Internship course in the Bachelor of Business Administration in Technology Management program.

The three-month internship, spanning from January 15 to April 15, 2025, at Panjeree Publications Ltd., provided me with invaluable opportunities to apply academic knowledge in a professional setting. This report reflects the insights, responsibilities, and experiences I gathered during my tenure in the Digital Marketing Department. I have made a sincere effort to analyze the company's practices, my assigned tasks, and the learning outcomes to bridge the gap between theory and real-world application.

I am deeply grateful for your guidance and supervision throughout this process, which encouraged me to present my findings in an organized and meaningful way. I believe the knowledge and exposure gained through this internship will significantly enrich my professional capabilities and prepare me for future challenges in the corporate world.

I hope my effort will succeed in satisfying your expectations. I will be available at any time convenient to you for clarification of any point in this report.

Sincerely yours,
Taiyeba Tasneem
Student ID: 200061126
Department of Business and Technology Management
Islamic University of Technology

Declaration

I, Taiyeba Tasneem, a student of the Department of Business and Technology Management at the Islamic University of Technology, hereby declare that the internship report entitled “Optimizing Digital Marketing & Customer Engagement at Panjeree Publications Ltd.” is my original work, prepared under the supervision of Farjana Nasrin, Assistant Professor, Department of Business and Technology Management.

This report has been prepared solely for academic purposes and has not been submitted to any other university, institution, or organization for any academic qualification. I affirm that the work complies with the academic regulations of the university regarding originality and avoidance of plagiarism.

I also undertake to accept full responsibility for any issues that may arise in relation to the authenticity of this report.

Student’s Signature

Taiyeba Tasneem
Student ID: 200061126
Department of Business and Technology Management
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Supervisor’s Signature

Farjana Nasrin
Assistant Professor
Department of Business and Technology Management
Islamic University of Technology

Acknowledgement

I would like to express my heartfelt gratitude to the management and team of Panjeree Publications Ltd. for providing me with the opportunity to complete my internship in the Digital Marketing Department. The experience allowed me to gain valuable practical knowledge and develop a deeper understanding of digital marketing practices within the publishing industry.

I am especially grateful to my workplace supervisor, Mr. Muhammad Abdur Raquib, Deputy Manager, Digital Marketing, and my line manager, Mr. Shihab Shariar Muhib, Executive Officer, Digital Marketing, for their continuous guidance, feedback, and encouragement throughout my internship period. Their mentorship not only enhanced my professional skills but also gave me confidence in applying theoretical concepts to real projects.

I would like to acknowledge my academic institution, the Islamic University of Technology, for offering me this opportunity to bridge academic learning with industry practice. I am particularly indebted to my faculty supervisor, Farjana Nasrin, Assistant Professor, Department of Business and Technology Management, whose thoughtful guidance and advice have been invaluable throughout this process.

A special note of appreciation goes to my two alumni, Mr. Md. Zubayer and Mr. Md. Moin Khan, whose support and guidance were invaluable throughout my internship journey. I was fortunate to have the opportunity to work alongside them at Panjeree Publications Ltd., and their cooperation, mentorship, and encouragement made my experience much smoother and more meaningful.

Finally, I remain deeply grateful to my family and close friends for their patience, motivation, and encouragement during this journey. Their constant support has been an important source of strength in successfully completing both the internship and this report.

Executive Summary

This internship report provides an in-depth account of the twelve-week professional engagement at Panjeree Publications Ltd., specifically within the Digital Marketing Department. The internship served as the mandatory requirement of the Bachelor of Business Administration in Technology Management program at the Islamic University of Technology. It offered an invaluable opportunity to connect theoretical understanding of marketing, management, and technology with real-world corporate practices in the publishing sector.

The report outlines the organizational structure, core functions, and strategic initiatives of Panjeree, while placing particular emphasis on the digital marketing operations that drive its publishing and retail arms, including PBS Limited. Key areas of work undertaken during the internship include campaign planning and execution, social media management, performance reporting and data analysis, vendor coordination, proposal drafting, and financial documentation. These responsibilities provided direct exposure to digital advertising tools such as Meta Business Manager, reporting through Google Sheets, and coordination of multi-platform content calendars.

A comprehensive description of daily activities is presented, highlighting tasks such as launching targeted ad campaigns, boosting content for engagement, preparing campaign performance dashboards, managing financial records of digital expenses, and drafting proposals for both internal projects and third-party collaborations. These tasks not only strengthened technical skills in analytics, content management, and financial reporting but also fostered professional abilities in communication, teamwork, and vendor negotiation.

In addition to task-specific learning, the report integrates analytical assessments of Panjeree's business landscape through SWOT Analysis, PESTEL Analysis, and Porter's Five Forces, linking the company's strengths and challenges with the dynamics of the broader publishing industry in Bangladesh. The reflection section emphasizes how this internship nurtured both practical skills and professional maturity, bridging academic concepts of supply chain, marketing, and business strategy with lived corporate experience.

In essence, this internship was a transformative journey that enriched my understanding of digital marketing within the publishing industry. It not only enhanced my ability to apply analytical and technical tools but also deepened my appreciation of organizational processes, cross-functional collaboration, and the role of innovation in sustaining competitiveness in a rapidly changing business environment.

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Chapter 1: Introduction



1. Introduction

1.1 Background

This internship report has been prepared as part of the compulsory course “Internship 4800” in the final semester of the Bachelor of Business Administration in Technology Management program at the Islamic University of Technology. As a capstone requirement carrying 9 credits, the internship plays a crucial role in linking academic learning with organizational practices, thereby preparing students for the transition from classroom-based education to the realities of the professional world.

My internship tenure lasted from January 15 to April 15, 2025, during which I was assigned to the Digital Marketing Department of Panjeree Publications Ltd., a pioneer in the publishing industry of Bangladesh. The placement was particularly valuable because it offered firsthand exposure to how digital marketing strategies support and enhance a conventional industry like publishing. During this internship, I had the opportunity to apply my theoretical knowledge to practical tasks and gain exposure to the evolving intersection of traditional publishing and digital marketing.

Through this report, I intend to reflect on how my internship shaped my understanding of corporate functions, tested my academic learning in practice, and contributed to my growth as a professional. The lessons gained at Panjeree will continue to guide me in future endeavors and will serve as a foundation for my transition into the broader corporate landscape.

1.2 Objectives

The main objective of this internship was to gain practical, hands-on experience in digital marketing operations within the publishing industry. I aimed to develop my skills in planning and executing campaigns, managing social media content, preparing reports, and handling vendor documentation. The internship also allowed me to connect my classroom learning with professional work practices and to strengthen my abilities in teamwork, time management, and workplace communication. This report presents my contributions, key activities, and reflections based on the tasks I performed over the three-month period.

1.3 Significance of the Study

This internship report is significant because it highlights how a leading Bangladeshi publisher combines traditional publishing expertise with modern digital marketing strategies to maintain its competitive edge. It illustrates the role of structured workflows, teamwork, and data-driven decision-making in executing successful campaigns. The insights shared in this report can benefit future BTM students and professionals who wish to understand how theoretical knowledge translates into practical work in the publishing and marketing sectors.

1.4 Methodology

The methodology of this report is structured to demonstrate how the information about optimizing digital marketing and customer engagement was gathered, analyzed, and compiled. Data for this report was collected through a blend of primary and secondary sources to ensure reliability and relevance.

The purpose of this methodology is to explain how I collected practical data during my daily work, how I analyzed and evaluated my tasks, and how I compiled the final report to reflect my overall learning experience and performance.

Primary Data: Primary data was collected directly through my daily involvement in various tasks during the internship. This included active participation in campaign planning, ad execution, social media post scheduling, performance monitoring, financial documentation, and proposal preparation. I maintained personal journals and work logs where I noted daily activities, insights, and lessons learned. Regular meetings and feedback sessions with my line manager and department colleagues enriched my understanding of the work processes. This firsthand exposure formed the foundation for the analysis and evaluation presented in this report.

Secondary Data: Secondary data for this report was collected from Panjeree's official website, internal policy documents, campaign performance reports, proposals, previous internship reports, and relevant articles. These resources provided essential background information about the company, its operational structure, and its market position.

Data Analysis and Evaluation: I carefully reviewed and compared my work records and weekly activity reports with the company's goals and digital marketing strategies. I cross-checked my observations with documented data, prepared summary sheets and weekly reports, and discussed my progress with my supervisor to validate my understanding. This helped me evaluate how my tasks contributed to the department's objectives and allowed me to identify strengths, areas for improvement, and new skills developed.

Report Preparation: After data collection and analysis, I organized my findings thematically and chronologically. This report documents the learning and professional exposure I acquired at Panjeree Publications Ltd. It begins with an overview of the company and the industry in which it operates, followed by a detailed account of my internship activities and responsibilities. Analytical frameworks such as SWOT, PESTEL, and Porter's Five Forces are used to examine Panjeree's internal and external environment. The later chapters focus on analysis of my contributions, professional development, and recommendations for improvement. Drafts were cross-referenced with my personal notes, official documents, and supervisor feedback to maintain accuracy and relevance. This structured process ensured that the final report is a true reflection of my internship experience at Panjeree Publications Ltd.

1.5 Limitations

While the internship provided extensive exposure, certain limitations were present:

- The internship scope was confined mainly to the Digital Marketing Department, limiting deeper insights into editorial or distribution functions.
- Some sensitive financial or strategic details could not be disclosed due to company confidentiality policies.
- The three-month duration limited the opportunity to track long-term results of the campaigns executed.

Despite these limitations, I have aimed to present an accurate, honest, and practical reflection of my overall internship experience.

Chapter 2: An Overview of Company



2. An Overview of Company

2.1 Introduction

Panjeree Publications Ltd. is a leading name in the publishing industry of Bangladesh. It is known for producing a wide array of academic, reference, and creative books catering to students, educators, and general readers. With an extensive marketing network and a commitment to quality publishing, the company has become synonymous with educational excellence and literary enrichment in the country.

2.2 A Brief History of the Company

Founded in 1994, Panjeree initially focused on publishing academic books for various levels of education. By the year 2000, it was incorporated as a limited company and steadily began to expand its offerings to include children’s literature, creative works, and multimedia products. Over the years, Panjeree has built a strong reputation for delivering quality content and has grown its operations to include international markets such as India and the UK. With the establishment of its bookstore chain, PBS Limited, and increasing digital engagement, the company continues to evolve with the changing dynamics of the publishing industry.

2.3 Vision, Mission, and Values



Figure 1: Vision, Mission & Core Values

Vision: Panjeree’s vision is to become a globally recognized publisher that champions inclusive education and nurtures a strong reading culture across all ages. This means the company aspires to reach diverse readers worldwide while supporting literacy as a pillar of national and social development.

Mission: Panjeree’s mission is to produce and distribute high-quality, age-appropriate educational and creative content that supports Bangladesh’s national literacy goals and aligns with UNESCO’s global education initiatives. By doing so, Panjeree aims to make reading accessible and enjoyable for learners of every background.

Core Values:

- **Quality-first approach:** Every book, magazine, or multimedia product undergoes rigorous quality checks to maintain trust and credibility.
- **Ethical business conduct:** Panjeree upholds fairness, honesty, and integrity in its relationships with authors, partners, and readers.
- **Promotion of literacy and lifelong learning:** The company develops materials that encourage reading habits among children, students, and adults alike.
- **Creativity and innovation:** Panjeree constantly seeks new ideas for content, design, and distribution to meet changing reader needs and market demands.

2.4 Board of Directors

Panjeree Publications Ltd. is a private company limited by shares, incorporated under the Companies Act of Bangladesh. The company is governed by a Board of Directors and follows all legal and regulatory frameworks required by national publishing standards.

Role	Name
Chairman	•Md. Kawser Hassan
Managing Director	•Md. Abdullah Al Baki
Director	•Kamrul Hasan Shayok •Mohammed Shazedul Islam •Sunil Kumar Dhar •Anup Kumar Dey

Figure 2: Board of Directors

2.5 Organizational Structure

Panjeree's operations are structured into specialized departments, including:

- **Research & Development (R&D):**
Book Selection: Panjeree makes a continuous effort to publish books considered essential for its readers. The company focuses on nurturing student creativity while providing sufficient support to help them achieve desired academic success. Publications are developed for various age groups to meet diverse needs.
Book Production: To meet market demand effectively, Panjeree has established a robust production infrastructure capable of producing books at scale without compromising quality.
- **Quality Control:** Subject matter experts are engaged to prepare manuscripts. Experienced professionals carry out editing and proofreading to ensure high-quality output. State-of-the-art printing presses and binding facilities further reinforce Panjeree's commitment to a 'quality first' principle.
- **Editors and Authors:** The company works with a pool of distinguished writers, academics, and educationists from across Bangladesh. Writers and editors are selected through a rigorous screening process to maintain high editorial standards.
- **Press and Pre-Press:** Panjeree's in-house pre-press, printing, and binding operations are managed by a dedicated and skilled team that oversees every stage of production.
- **Promotion and Distribution:** Panjeree has a strong book marketing management system supported by a nationwide distribution network. The company employs dealers and marketing officers in every Upazila and operates two major sales centers in Banglabazar. Books are promoted through print and digital media, posters, leaflets, and the company's official website.
- **Management Information System (MIS):** Panjeree has developed its own database programs, which are managed and updated by a well-trained team to ensure smooth internal operations and data management.

Each department functions collaboratively to ensure quality production and efficient distribution.

2.6 Organogram of Digital Marketing Department

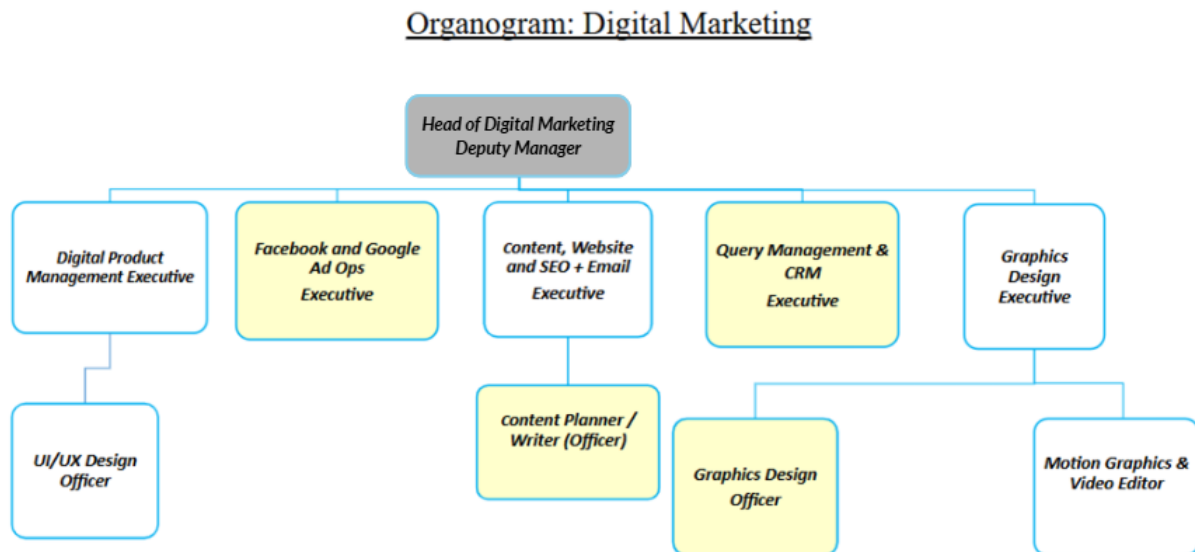


Figure 3: Organogram of Department

2.7 Products and Services

Panjeree Publications Limited has established itself as one of the most diversified publishing houses in Bangladesh, offering a wide range of publications and services that cater to learners, educators, and general readers. Each category of its offerings reflects its mission of promoting knowledge, education, and a culture of reading across age groups.

- **Academic Textbooks (Pre-Primary to Degree Level):** Panjeree is renowned for publishing textbooks that follow the national curriculum of Bangladesh, ranging from pre-primary to university level. These books are designed to provide comprehensive subject knowledge, ensuring alignment with academic standards while also being student-friendly. By publishing textbooks for all major subjects, Panjeree supports millions of students and educational institutions nationwide.
- **Reference Books (SSC, HSC, University Levels):** To complement its textbooks, Panjeree publishes a wide range of reference materials that serve as essential resources for secondary, higher secondary, and university students. These include guidebooks, solved question banks, exam preparation series, and analytical references, enabling students to prepare effectively for competitive examinations.
- **Computer Books (for Beginners and Professionals):** Recognizing the importance of digital literacy, Panjeree publishes computer-related books for different groups of learners. These include introductory books for children and school students, as well as specialized titles for office executives, IT students, and professionals seeking to upgrade their technological skills.

- **Creative Books (Fiction, Non-fiction, Poetry, Translations):** Beyond academia, Panjeree is a major contributor to the creative literary scene of Bangladesh. The company publishes fiction and non-fiction works, poetry collections, translated classics, and travelogues. This category enriches the cultural and intellectual landscape, fostering creativity and imagination among readers of all ages.
- **Children’s Literature and Comics:** Panjeree has gained special recognition for its contribution to children’s literature. It publishes illustrated storybooks, comics, and educational books that inspire a love of reading among young learners. These books are written and designed in an engaging way to encourage creativity, imagination, and moral development in children.
- **Monthly Magazine (Panjeree Shiksha Sambad):** Since 2003, Panjeree has been publishing *Panjeree Shiksha Sambad*, a monthly magazine focused on education, career, and information. The magazine contains informative articles, news, and features that benefit students, educators, and professionals alike. It has become a valuable platform for knowledge sharing and awareness building.
- **Multimedia CDs for Child Education:** To complement printed learning materials, Panjeree has developed multimedia CDs designed especially for children. These interactive learning resources combine audio-visual elements with educational content, helping young learners to understand complex concepts easily and fostering early digital literacy.
- **Import and Export of Books (India, UK, etc.):** Expanding beyond national boundaries, Panjeree exports a wide range of its books to India, the UK, and other countries, earning international recognition. Additionally, it imports high-quality children’s books from India and has plans to bring in viable titles from other global publishers, ensuring diversity and global exposure for its readers.
- **International-Standard Bookstore Chain: PBS Limited:** PBS (Panjeree Bookshop) is the retail arm of Panjeree Publications, operating as an international-standard bookstore chain in Bangladesh. With outlets in key locations, PBS provides a wide selection of Panjeree’s academic, creative, and imported books. The chain also organizes year-round book fairs across the country, playing an instrumental role in promoting reading culture.

2.8 Target Market and Customers

The company targets:

- Students (pre-primary to tertiary level)
- Teachers and Educational Institutions
- Parents and young readers
- Book retailers and e-commerce platforms
- International clients for exports

2.9 Working Area and Geographic Coverage

With a countrywide distribution network, Panjeree maintains a presence in every Upazila via marketing officers and dealers. It operates two central sales centers in Dhaka and exports to countries like India and the UK.

2.10 Sister Concerns of Panjeree Publications Ltd.

Panjeree’s expanding portfolio includes several sister concerns that extend its reach across various publishing niches from modern academic releases to Islamic and Madrasa curricula. These ventures help Panjeree cater to diverse reader segments and maintain a competitive edge in the market.



Figure 4: Sister Concerns

Akkharpatra Prokashani: Akkharpatra Prokashani focuses on publishing **NCTB-approved textbooks** primarily for the higher secondary (HSC) and equivalent levels, including specialized titles like "Rapid Learner’s Communicative English Grammar & Composition," “Ananda Grammar,” and academic guides in subjects such as Mathematics, Biology, and Physics. This imprint emphasizes alignment with national standards, and the books are commonly adopted in reputed colleges and preferred by expert educators, reflecting their popularity and reliability.

Dursoon Publications: Established in 2014, Dursoon Publications specializes in publishing Islamic and Madrasa curriculum titles, particularly those endorsed by the Bangladesh Madrasah Education Board. One of its notable offerings is the “Dursoon Communicative English Grammar & Composition” for Dakhil students, designed with age-appropriate language, structured pedagogy, and model questions for better comprehension and exam readiness. Dursoon’s portfolio extends across subjects such as Hadith, Tafsir, Aqeedah, and specialized grammar books which serve the Islamic education ecosystem with updated content and modern teaching formats.

PBS Limited: PBS, South Asia's first *book café* launched in 2010, blends retail, culture, and lifestyle. From its roots as a bookshop with a café, stationery corner, and mini-theater, PBS has evolved into Bangladesh's largest retail chain for books and stationery, also operating as a prominent online bookstore sequence. With formal affiliation to Panjeree Publications Ltd., PBS provides a vital consumer interface, offering academic and creative books in student-friendly yet inviting environments across Dhaka. During the pandemic, PBS adopted digital strategies to continue operations and supply institutional clients, showcasing its resilience and adaptability.

Barotopa Printers Limited: Barotopa is Panjeree's dedicated printing and packaging concern, delivering comprehensive pre-press, offset printing (sheet-fed and web), UV printing, lamination, binding, and finishing services. Operating with professional infrastructure and round-the-clock shifts, it ensures high-quality production at competitive prices and is preparing for ISO certification to further enhance its service standards. As a sister concern, Barotopa reinforces Panjeree's control over the entire production and quality management process in publishing.

2.11 SWOT Analysis

Panjeree Publications Ltd., as one of the most established names in the publishing industry of Bangladesh, has earned a strong reputation for quality academic and creative publications. With its extensive reach, trusted brand identity, and innovative initiatives, the company enjoys a competitive position in both domestic and selected international markets. However, like any organization, Panjeree also faces certain challenges that may affect its long-term growth, particularly in adapting to the rapidly evolving digital landscape.

This SWOT analysis aims to identify the internal strengths and weaknesses of Panjeree Publications Ltd., along with the external opportunities and threats present in the publishing industry. The purpose is to better understand the company's strategic position and the potential directions it can take for future development

SWOT ANALYSIS



Figure 5: SWOT Analysis

2.12 Future Endeavors and Strategic Goals

Panjeree aims to:

- Strengthen its digital presence by investing in e-books and online platforms
- Expand its global footprint, especially in Europe and North America
- Support national education goals like “Education for All” and UNESCO’s literacy initiatives
- Launch multimedia products and age-specific content for broader reader engagement

Panjeree Publications Ltd. has built a legacy of trust, innovation, and quality in Bangladesh’s publishing sector. Through structured growth, continuous investment in content quality, and commitment to educational development, it continues to set benchmarks while evolving with global publishing trends.

Chapter 3: Industry Analysis



3. Industry Analysis

3.1 Size and Growth of the Industry

The publishing industry in Bangladesh is a vital part of the country's education sector, contributing significantly to literacy and cultural development. With over 6,000 publishers actively producing textbooks, reference books, and creative works, the industry shows a steady growth rate of around 10% annually. Government programs such as "Education for All" and UNESCO's "Books for Everyone" initiatives further support this expansion. Companies like Panjeree have strengthened their market share by consistently meeting the demand for both academic and creative books.

3.2 Maturity of the Industry

Bangladesh's publishing industry is in a mature phase, especially in the academic textbook segment. Leading companies have established strong distribution networks and brand trust. However, the industry is also experiencing a transitional phase as it adapts to digital trends. Companies like Panjeree are investing in e-books, multimedia content, and online sales channels to remain competitive.

3.3 Seasonality of the Industry

Publishing in Bangladesh is strongly seasonal. Demand peaks ahead of academic sessions in January and during board exam seasons (SSC, HSC). Additionally, large-scale events like the Amar Ekushey Book Fair, held every February, create a significant sales window for creative and reference books. Panjeree capitalizes on these seasonal trends by planning campaigns, launching new titles, and organizing promotional activities through PBS outlets and book fairs.

3.4 Major Competitors in the Market

Several prominent publishing houses dominate the industry alongside Panjeree Publications Ltd. Notable competitors include:



Figure 6: Major Competitors

Among them, Anupam and Lecture Publications are key players in educational books, while Somoy Prokashoni and Annana Prakashan specialize in creative and translated literature.

3.5 Market Position of Panjeree Publications Ltd.

Panjeree Publications Ltd. holds a leading position in the academic publishing sector. It is considered one of the top three private publishers in the country for school and competitive exam preparation books. With a strong presence in both physical and digital book distribution, Panjeree has successfully captured a significant portion of the market.

Although there is no publicly disclosed market share data, industry estimates suggest Panjeree controls a considerable portion of the school-level private publishing market. The company's branding through PBS Limited and active presence in digital marketing have further strengthened its market position.

3.6 Industry Trends and Digital Transformation

The industry is experiencing a digital shift, with increased demand for e-books, video content, and interactive learning platforms. Publishers are investing more in digital marketing, online sales channels, and social media engagement. Panjeree Publications Ltd. is actively adapting to this

trend by enhancing its digital footprint, launching YouTube content, and running performance-driven campaigns across social platforms.

By embracing digital transformation, Panjeree continues to stay ahead in a competitive landscape and remains responsive to the evolving preferences of learners and readers.

3.7 PESTEL Analysis

PESTEL Analysis of the Publishing Industry in Bangladesh with focus on Panjeree Publications Limited:

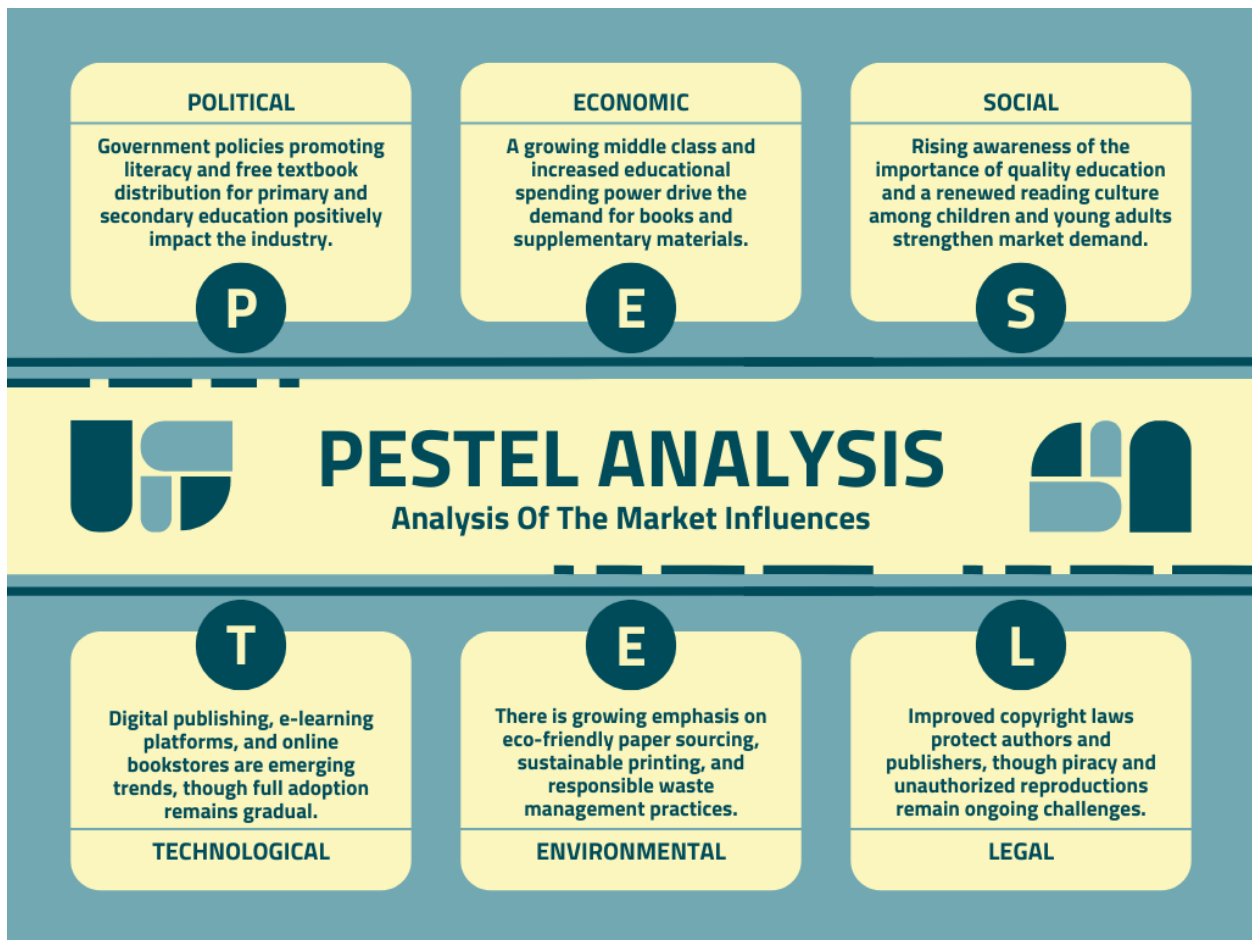


Figure 7: PESTEL Analysis

Political Factors: The publishing industry in Bangladesh is directly influenced by the government’s policies on education and literacy. As the government actively promotes the “Education for All” program, publishers like Panjeree benefit from increased demand for textbooks and supplementary materials. However, political instability or changes in education policy (such as curriculum revisions) can create uncertainty and challenges for publishers. Import and export regulations also impact Panjeree’s ability to expand globally.

Economic Factors: Economic stability is a major determinant of book purchasing power among students, parents, and institutions. With Bangladesh's growing middle class and steady GDP growth, the demand for quality educational materials is on the rise. However, rising inflation and production costs (such as paper and printing) can affect profit margins. Panjeree, with its strong distribution network and diversified portfolio (academic, creative, and imported books), has positioned itself well to withstand such economic fluctuations.

Social Factors: Bangladesh is a society with a strong emphasis on education, which directly drives the growth of the publishing sector. The rising literacy rate and growing awareness of the importance of early education have boosted demand for children's books, reference materials, and creative literature. Panjeree has tapped into this by focusing on children's literature, creative works, and magazines like *Panjeree Shiksha Sambad*. Additionally, evolving lifestyle changes are shifting readers toward more digital and multimedia-based educational resources.

Technological Factors: The publishing industry is undergoing a digital transformation with the rise of e-books, online platforms, and multimedia education tools. Panjeree has already taken steps in this direction through multimedia CDs for children and maintaining an online presence for book promotion and sales. However, the adoption of advanced digital publishing technologies remains an area of opportunity for future growth, particularly in expanding into e-learning solutions.

Environmental Factors: Sustainability has become a global concern, and the publishing industry is no exception. The sourcing of eco-friendly paper and ink, as well as waste management in printing, are increasingly important. Panjeree's commitment to quality and modern publishing approaches suggests awareness of these issues. Expanding into digital publishing can also help reduce environmental impact while aligning with global sustainability trends.

Legal Factors: The publishing industry must comply with copyright laws, licensing requirements, and government approvals, especially in the case of textbooks. Piracy remains a significant challenge in Bangladesh, impacting legitimate publishers like Panjeree. On the positive side, Panjeree's strong editorial and quality control processes, as well as its international expansion, demonstrate its commitment to adhering to both local and global legal standards.

3.8 Porter's Five Forces Analysis

Threat of New Entrants: The threat of new entrants is moderate in Bangladesh's publishing sector. While starting a small publishing house is relatively easy due to low capital requirements for basic printing, building a reputation, developing a trusted network of authors, and ensuring wide distribution take time and investment. Panjeree's strong brand loyalty and established distribution network create significant entry barriers for newcomers.

Bargaining Power of Suppliers: The bargaining power of suppliers is moderate. Paper, ink, and printing service providers can affect production costs, especially when raw material prices fluctuate. However, large publishers like Panjeree can negotiate favorable terms through bulk purchasing and long-term supplier relationships, which reduces supplier power to some extent.

Bargaining Power of Buyers: The bargaining power of buyers is high. Schools, students, parents, and institutional buyers have access to multiple publishers offering similar academic materials.

Buyers often compare price, quality, and additional features before making decisions. This forces publishers to maintain competitive pricing and continuously improve quality.

Threat of Substitutes: The threat of substitutes is increasing. Free online content, digital libraries, e-books, and open educational resources are becoming more popular, especially among urban students and tech-savvy parents. This shift requires traditional publishers like Panjeree to invest in digital content and blended learning solutions to stay relevant.

Competitive Rivalry: Competitive rivalry is high in Bangladesh’s publishing industry. Numerous established players compete across academic, reference, and creative publishing segments. Publishers differentiate themselves through quality, pricing, promotional offers, distribution strength, and participation in fairs and events. Panjeree maintains an edge through its strong brand image, extensive dealer network, and consistent innovation in content and marketing.



Figure 8: Porter's Five Forces

Chapter 4: Internship Main Activities



4. Internship Main Activities

During my twelve-week internship at Panjeree Publications Ltd., I was placed in the Digital Marketing Department, where I was actively involved in a range of activities that covered campaign planning, social media management, ad execution, performance reporting, vendor coordination, financial documentation, and proposal preparation. This chapter presents an elaborated description of the core tasks and responsibilities I handled during my internship, organized into key work areas.

4.1 Campaign Planning and Ad Execution

One of my major responsibilities was planning and running paid advertising campaigns across various Panjeree platforms. Throughout my internship, I worked on ad campaigns for Panjeree Publications Ltd. and PBS Limited, targeting different book segments and seasonal promotions.

For Panjeree Publications Ltd., I helped launch and monitor ads for:

- **Class-wise textbooks:** including campaigns for Class 1–10 Bangla Version and English Version books.
- **Special series:** such as the *HSC Made Easy* books, *Akkharpatra* series, *All-in-One* series, and *Eker Bhitor Sob* portfolio.
- **Promotional videos:** like the *Panjeree Boi-er Boithok* videos that aimed to boost reader engagement during the Amar Ekushey Book Fair.
- **Regular posts promotions:** I frequently boosted daily posts on the MTS (Tottho Samoyiki) Facebook page to maximize reach and page engagement.

For **PBS Limited**, I ran targeted ads for:

- Newly released non-fiction and fiction books.
- Islamic books, including special campaigns like *Ramadan Planners* and *Misquoting Muhammad*.
- Spoken English books and promotional posts for the PBS YouTube channel content.
- Short-duration sales campaigns such as the *Good Touch Bad Touch* book, with budget allocation and tracking.

These campaigns required me to use Meta Business Manager to set up ad objectives, choose target audiences, monitor spending, and adjust budgets and run times based on performance. I also learned to pause or update ad sets when performance goals changed.

4.2 Social Media Content Scheduling and Management

Another major focus area was managing social media content across multiple Facebook pages under Panjeree's brand.

For Panjeree Publications Ltd., I scheduled and published posts for:

- **The official Panjeree Publications Ltd. page:** promoting new textbooks, creative books, SSC & HSC preparation materials, and seasonal promotions.
- **MTS (Tottho Samoyiki):** daily educational and awareness posts to increase audience engagement.
- **Panjeree Jobs & Career:** regular updates about job openings, recruitment notices, and employer branding posts.
- **Panjeree Kids & Akkharpatra:** occasional posts and video content targeting young readers.

For PBS Limited, I handled:

- Routine posts for the PBS Facebook page, promoting book offers, campaign updates, and new arrivals.
- Caption and creative text writing for Facebook posts.
- Updating the content calendar to ensure posts were planned in line with academic sessions, special offers, or seasonal promotions.
- Publishing YouTube videos to PBS's channel to diversify content formats and reach a wider audience.

I used Meta Business Manager to schedule, manage, and monitor the posts, ensuring optimal posting times for maximum reach.

4.3 Performance Reporting and Data Analysis

Throughout the internship, I was entrusted with preparing various performance and monitoring reports that provided valuable insights for the digital marketing team.

Key reporting tasks included:

- Preparing video engagement reports for Panjeree's APP campaigns using Google Sheets with pivot tables and data visualization.
- Monitoring ad performance metrics including message counts, order quantities, order values, and total spending.

- Preparing specialized reports for specific campaigns such as cashback offers, discounts, or festival promotions.
- Assisting in the monthly media buying reports, tracking ad expenses across campaigns.
- Supporting the team in finalizing performance sections of the Board of Directors presentations, consolidating key figures like revenue, SBU-wise targets, and expenditure plans.

These tasks helped the department make data-driven decisions for optimizing ad budgets, reallocating spending, and planning new campaigns.

4.4 Proposal and Document Preparation

An important part of my internship involved preparing different types of proposals and work documents to support Panjeree’s collaborations and operations.

Some significant examples included:

- Drafting a proposal and performance report for a third-party vendor collaborating on the *SSC 2025 Made Easy, Win Easy Registration* campaign.
- Preparing a work order for the same vendor to facilitate timely payment approvals.
- Drafting a proposal for adding Panjeree Creative Books as gift items under the *200 te 200* campaign for PBS Limited.
- Preparing a proposal for e-CAB membership fee adjustments and approval of IBBL prepaid card service charges.
- Proposing the hiring of freelance salespeople to manage rush-hour sales for PBS Limited.
- Preparing documentation for Envato subscription to support creative resource needs.

These activities enhanced my understanding of vendor management, budget proposals, and formal documentation processes in a corporate setting.

4.5 Financial Documentation and Billing

During my internship, I worked on preparing and verifying financial documents related to digital marketing expenses.

Key tasks included:

- Reviewing and verifying Facebook ad bills for both Panjeree Publications Ltd. and PBS Limited for multiple months (December, January, February, March).
- Inputting bill details into Google Sheets, ensuring accurate record-keeping for finance audits.

- Preparing and documenting bills for Google Drive Plausible Analytics, EBL Basis Prepaid Card payments, and other digital tools.
- Ensuring all figures matched approved budgets to maintain financial accountability.

This part of my role taught me the importance of attention to detail, accuracy, and coordination between marketing and finance teams.

4.6 Other Supporting Activities

Additionally, I supported various tasks that contributed to Panjeree’s daily marketing operations:

- Preparing foreign book series lists for PBS’s content pipeline.
- Writing copies and captions for Islamic books and special posts.
- Updating book lists for future content development.
- Assisting in BOD presentation slide preparation with financial plans for upcoming years.
- Coordinating ad schedule changes, such as updating end dates and budgets for ongoing campaigns to align with revised strategies.

4.7 Skills Developed

Through these diverse activities, I developed a comprehensive skill set, including:

- **Digital Campaign Management:** Hands-on experience with Meta Business Manager.
- **Analytical Skills:** Using Google Sheets, pivot tables, and reporting techniques.
- **Content Management:** Scheduling, writing, and managing posts across multiple channels.
- **Professional Writing:** Drafting proposals, reports, and financial documentation.
- **Collaboration and Communication:** Coordinating with vendors, finance, and team members.
- **Strategic Thinking:** Understanding how campaigns align with company goals and market needs.

This chapter demonstrates that my internship at Panjeree Publications Ltd. provided a comprehensive, hands-on experience in digital marketing within the publishing sector. From designing and executing campaigns to preparing reports, managing budgets, and supporting strategic decisions, I had the opportunity to contribute to real projects that expanded my practical knowledge and prepared me for future professional roles in the industry.

Chapter 5: Analysis



5. Analysis

The internship experience at Panjeree Publications Ltd. offered me valuable practical insights into the publishing industry's digital marketing practices. This period not only strengthened my technical capabilities but also enhanced my understanding of how a leading Bangladeshi publishing company maintains its market leadership through well-coordinated digital campaigns, structured workflows, and strategic growth initiatives.

5.1 Work Environment Condition

Panjeree offers a collaborative and supportive work culture. The digital marketing team maintained open communication, provided timely guidance, and encouraged me to learn new tools and processes. The work environment was professional yet friendly, helping me develop confidence and responsibility while handling real campaigns and vendor documentation.

5.2 Company Level Analysis

Panjeree Publications Ltd. has demonstrated its commitment to operational excellence through its robust digital marketing structure. During my internship, I was directly involved in key workflows that showcased both strengths and areas for improvement.

Structured Content Management: One of Panjeree's key strengths lies in its well-planned content calendar for multiple social media pages, including Panjeree Publications Ltd., Panjeree Book Shop (PBS), MTS (Tottho Samoyiki), and other associated platforms. By using Meta Business Manager effectively, the team schedules posts, manages engagement, and ensures brand consistency across all channels. This systematic approach minimizes ad-hoc errors and maintains a steady brand presence.

Billing and Documentation: Panjeree maintains clear financial documentation for ad spending, vendor payments, and campaign budgets. Preparing, verifying, and documenting Facebook ad bills each month ensured transparency and accountability. However, this process is still partially manual. Automating recurring billing tasks with integrated analytics dashboards could reduce repetitive work, ensure real-time tracking, and save valuable time.

Data-Driven Decision-Making: The company's use of ad performance data, such as video views, message counts, and order values reflects its emphasis on data-driven decision-making. For example, I assisted in preparing detailed reports and proposals to optimize ongoing campaigns, like the SSC Made Easy, Win Easy Registration Campaign and various book fair promotions. These insights allowed the team to reallocate budgets and refine targeting strategies for better ROI.

Areas for Improvement: While the company's processes are generally efficient, I observed opportunities for further automation, especially in monthly reporting and cross-platform analytics. Implementing tools like advanced dashboards (Google Data Studio or Power BI) could help consolidate data from Meta, YouTube, and other sources into interactive, real-time reports. This would streamline decision-making and reduce dependency on manual spreadsheets.

5.3 Market Level Analysis

Working with Panjeree's digital marketing team gave me a close look at how the company positions itself within Bangladesh's competitive publishing landscape.

Market Position: Panjeree Publications Ltd. is a well-known market leader in academic textbooks, reference books, and creative literature. Its extensive product range serves a broad demographic from pre-primary students to university learners, as well as readers of creative works. The company's partnership with prominent authors, strong editorial team, and countrywide dealer network have solidified its leadership position.

Competition and Digital Shift: While Panjeree holds a dominant share in printed educational books, the publishing market is evolving with the growth of digital-first content and e-learning platforms. Competitors, including local startups and international publishers, are increasingly offering e-books, online study portals, and interactive content that appeal to tech-savvy learners. Panjeree's continued reliance on traditional print means it must accelerate its digital transformation to remain competitive.

Consumer Trends: I noticed that Panjeree's active presence on social media, regular Facebook ads, and creative campaigns during the Amar Ekushey Book Fair play a key role in engaging readers. Promotions like cashback offers, free gifts, and bundled discounts help maintain sales momentum in peak seasons. To expand its reach, the company can explore subscription-based digital products and collaborate with EdTech platforms to meet changing reader preferences.

5.4 Professional Level Analysis

This internship was instrumental in bridging the gap between my academic learnings and real-world marketing operations.

Practical Skill Development: I gained hands-on experience in setting up and optimizing Facebook ad campaigns, scheduling posts through Meta Business Manager, analyzing performance data, and preparing campaign proposals and presentations. I also learned to manage financial tracking, proposal writing, and performance reporting all of which deepened my understanding of how digital campaigns contribute to overall business goals.

Correlation with University Knowledge: My BBA in Technology Management coursework, especially subjects like Digital Marketing, Management Information Systems, and Business Communication, directly complemented the tasks I performed. I applied data handling skills learned in courses like Database Management and Business Statistics while preparing reports and pivot tables.

Challenges and Solutions: One of the main challenges I faced was adjusting to tight deadlines during campaign launches and the Amar Ekushey Book Fair period. Balancing multiple tasks from drafting proposals to verifying bills required strong time management. With guidance from my line manager, I learned to prioritize tasks, break down large projects into actionable steps, and communicate effectively to avoid bottlenecks.

Future Career Impact: Overall, this internship has strengthened my interest in pursuing a career in digital marketing within the publishing or content industry. It has given me the confidence to handle data-driven tasks, contribute creative ideas, and collaborate across teams those of all essential skills for a future role as an Assistant Digital Marketing Officer or similar position.

In summary, my experience at Panjeree Publications Ltd. has been transformative. It has not only equipped me with industry-relevant skills but also motivated me to contribute more meaningfully to Bangladesh's evolving publishing sector.

Chapter 6: Recommendations & Conclusion



6. Recommendations & Conclusion

6.1 Recommendations

Through my experience, I identified several areas where Panjeree can build on its strong foundation and remain ahead in the competitive publishing market.

Automation and Digital Tools: Panjeree should invest further in automating repetitive tasks such as monthly billing documentation and campaign performance tracking. Introducing integrated dashboards and analytics tools would reduce manual work, enhance reporting accuracy, and help the team make faster, data-driven decisions.

Expanding Digital Offerings: With the increasing shift towards digital reading habits, Panjeree could strengthen its presence by expanding its e-book collections, launching subscription-based models, or partnering with EdTech platforms. This would attract tech-savvy students and parents and help Panjeree compete effectively with emerging digital-first publishers.

Employee Training and Upskilling: To adapt to evolving digital trends, Panjeree may arrange more regular training sessions for its marketing and operations teams on advanced digital marketing tools, data analytics, and modern content management systems. This will boost efficiency and help employees stay updated with global best practices.

Strengthening Work-Life Balance During Peak Campaigns: During major events like the Amar Ekushey Book Fair, workload spikes can challenge work-life balance. Implementing clear cut-off times for campaign tasks, improving resource allocation, and automating routine approvals could help teams manage peak workloads without excessive stress.

In conclusion, Panjeree Publications Ltd. is well-positioned to build on its legacy by embracing digital innovation, modern tools, and continuous employee development. By focusing on operational efficiency and adapting to changing reader demands, the company can strengthen its leadership and continue contributing to the country's education and creative publishing sectors.

6.2 Conclusion

Completing my internship at Panjeree Publications Ltd. has been one of the most rewarding and transformative phases of my academic journey. This internship provided me with real-world exposure to the operations of Bangladesh's leading publishing house, particularly in digital marketing and content management. I had the chance to apply theoretical knowledge in a practical environment, handle real campaigns, prepare performance reports, and coordinate with different teams. This experience not only strengthened my professional and technical skills but also deepened my understanding of teamwork, time management, and communication within a structured corporate setting. The supportive and learning-focused work culture at Panjeree, along with the guidance and mentorship of my line manager and colleagues, greatly contributed to my growth. Overall, this internship has prepared me to face professional challenges with confidence and has inspired me to pursue a meaningful career in digital marketing and publishing.

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Appendix



Weekly Overview of Internship Activities

Week: 1st Week

Date: 15th January to 23rd January, 2025

I have successfully completed my first week as a Digital Marketing Intern at Panjeree Publications Ltd. This report outlines the key activities I was involved in, including data analysis, campaign planning, financial documentation, and social media management.

List of Activities for Panjeree Publications Ltd

1. Orientation and Introduction to the Company

On my first day at Panjeree Publications Ltd., I attended an orientation session that provided a comprehensive overview of the company's structure, work culture, and policies. This session helped me understand the organization's strategies and how my role as an intern aligns with the company's broader goals. Additionally, I was introduced to Panjeree's ongoing marketing campaigns and operational workflow, which gave me a clearer understanding of my assigned tasks for the coming weeks.

2. Analyzing Video Engagement Data

One of my initial assignments involved analyzing video engagement data for a campaign related to Akkhar-Patra (a sub brand of Panjeree Publications Ltd). Using Google Sheets, I worked with an existing dataset where I applied pivot tables and basic Excel formulas to summarize key performance metrics such as total views, watch time, and audience engagement. By analyzing this data, I identified patterns in content performance, which could help the marketing team make informed decisions about future content strategies and audience targeting.

3. Proposal for assigning vendor in Software Development and Report on Performance

As part of the "SSC 2025 Made Easy Win Easy Registration" - campaign, I was assigned to create a proposal, performance report, and work order for a third-party vendor responsible for developing a registration campaign panel to serve as a reliable backup system. My task involved drafting a structured proposal outlining the scope of collaboration and assessing the vendor's role in the project. To formalize the agreement, I also prepared a work order detailing the vendor's responsibilities, payment terms, and deliverables. Under the guidance of my line manager, I ensured that all necessary details were included for approval, giving me a deeper understanding of the vendor management, performance assessment, and payment approval processes within the company.

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27.02.25

Company Supervisor

Muhammad Abdur Raquib

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Farjana Nasrin
28.02.25

Academic Supervisor

Farjana Nasrin

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4. Managing Social Media Content

During the week, I was granted access to multiple Facebook pages of Panjeree, including 'তথ্য সাময়িকী' (Tottho Samoyikee), Panjeree Kids, and Panjeree Jobs & Career. I worked on publishing and scheduling posts using Meta Business Manager, which enabled me to efficiently manage content across different pages. My responsibilities included ensuring posts were properly formatted, scheduled at optimal times, and aligned with the company's overall digital marketing strategy. Working with Meta Business Manager provided me with hands-on experience in professional social media management, helping me understand content planning, audience engagement strategies, and the importance of maintaining a consistent online presence.

List of Activities for PBS Limited

1. Reviewing Digital Marketing Ad Bills and Financial Documentation

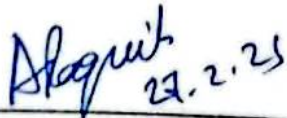
I worked on financial documentation by reviewing and verifying Digital media buying ad bills for December of PBS Limited. My role required me to carefully examine ad expenditures, cross-check figures, and update financial records accordingly in a Google Sheet. This task required keen attention to detail in order to ensure accuracy, and it provided valuable exposure to how financial tracking is managed within the digital marketing department.

2. Drafting a Campaign Proposal for '200 Te 200' Gift Books

Another significant task I worked on was drafting a proposal for integrating Panjeree Creative Books as gifts in the '200 Te 200' campaign run by PBS Limited. This campaign offered books worth 200 Taka for free on orders of 200 Taka or more. My proposal suggested incorporating Panjeree Creative Books as part of the promotional offer to enhance customer engagement and boost brand visibility. I outlined the benefits of this approach and recommended a structured execution plan for implementing the campaign effectively.

3. Researching Foreign Book Series for Social Media Posts

As part of social media content planning, I was responsible for compiling a list of foreign book series for PBS's daily Facebook posts. To complete this task, I conducted research on various book websites to identify popular and relevant book series that would appeal to the target audience. By curating this list, I contributed to the social media team's content strategy, ensuring that PBS's posts remained diverse, engaging, and relevant to book enthusiasts.


27.2.25

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Challenges Faced

- **Understanding Financial Documentation:** Initially, verifying Media buying expenses and ensuring data accuracy was challenging. However, with guidance from my line manager and practice, I improved my ability to cross-check and validate financial records effectively.
- **Familiarizing with Social Media Workflow:** Adapting to Meta Business Manager for post-scheduling required some initial learning. Through hands-on experience, I became more efficient in managing content and understanding Panjeree's social media strategy.
- **Proposal Formatting:** Drafting a structured vendor proposal requires an understanding of professional formatting and key components. With my manager's feedback, I refined my approach to writing clear and concise proposals.

Lessons Learned

- **Data Accuracy and Decision-Making:** Provided valuable insights into audience behavior by analyzing video engagement data, which will aid in planning and evaluating future marketing campaigns.
- **Proposal Writing:** Gained a better understanding of structuring business proposals with clear objectives and supporting data.
- **Social Media Management:** Developed proficiency in using Meta Business Manager for scheduling and optimizing social media content.
- **Professional Communication:** Enhanced my ability to coordinate with team members and align tasks with department objectives.

Conclusion

My first week at Panjeree Publications Ltd. has been an insightful experience, allowing me to enhance my skills in data analysis, campaign planning, financial documentation, and social media management. By working on multiple projects, I gained valuable insights into the company's digital marketing operations and how different elements come together to create successful campaigns. Moving forward, I aim to further refine my analytical skills, deepen my understanding of campaign performance evaluation, and contribute more effectively to upcoming marketing initiatives.

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Weekly Overview of Internship Activities

Week: 2nd Week

Date: 26th January to 30th January, 2025

I have successfully completed my second week as a Digital Marketing Intern at Panjeree Publications Ltd. This report outlines the key activities I was involved in, including report preparation, data analysis, content planning, and social media management.

Activity for Panjeree Publications Limited

1. Managing Social Media Content:

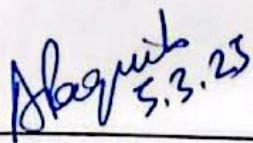
Throughout the week, I handled social media content for multiple Panjeree pages including Panjeree Publications Ltd. and 'তথ্য সাময়িকী' (Tottho Samoyikee) using Meta Business Manager. My responsibilities included publishing and scheduling posts across various platforms, ensuring that they were optimized for engagement and aligned with ongoing marketing initiatives. By managing post scheduling and execution, I gained further hands-on experience in social media strategy, content distribution, and audience engagement.

List of Activities for PBS Limited

1. Proposal for e-CAB Membership Fee Adjustment and IBBL Prepaid Card Service Charge Approval:

This week, I prepared proposals for e-CAB membership fee adjustment and IBBL prepaid card service charges for PBS Limited. Due to a fee revision by the Bangladesh Ministry of Commerce, the e-CAB membership renewal fee increased from 2,200 BDT to 5,000 BDT per year, leaving an outstanding balance of 5,600 BDT for 2025-2026. The proposal outlined the necessary payment adjustments to ensure compliance.

Additionally, I prepared a proposal for the approval of 5,100 BDT in service charges for PBS Limited's IBBL prepaid card, which allows international transactions up to USD 10,000 in five slots. This approval ensures uninterrupted access to the prepaid card services and compliance with provider terms. Working on these proposals enhanced my understanding of financial adjustments and regulatory compliance in e-commerce transactions.

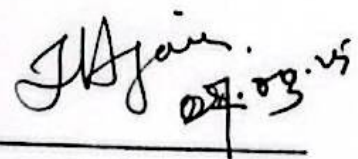

5.3.25

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2. Data Preparation for 200 Te 200 Campaign – Retargeting Customers:

As part of the 200 Te 200 campaign, I worked on preparing a customer retargeting dataset to identify and segment potential buyers. This involved analyzing past purchase data and compiling a structured list of customers who had previously engaged with the campaign or shown interest in similar offers. The dataset was prepared using Google Sheets and categorized based on key customer behaviors to ensure a targeted and effective retargeting strategy.

3. Content Calendar and Copywriting for 'Boi Mela 2025':

This week, I worked on developing a content calendar for the upcoming book fair, outlining scheduled posts, promotions, and engagement strategies across Panjeree's social media platforms. The calendar was structured to ensure consistent and timely content distribution, aligning with marketing objectives. Additionally, I was responsible for copywriting, creating compelling and audience-focused content for social media posts. This task helped me refine my skills in content planning, messaging, and engagement-driven copywriting to enhance the reach and impact of Panjeree's digital campaigns.

Challenges Faced

- **Data Compilation & Segmentation:** While preparing customer data for the 200 Te 200 campaign, ensuring accuracy in segmentation and structuring the dataset efficiently was initially challenging. However, with guidance and practice, I improved my ability to analyze and categorize customer behavior effectively.
- **Content Structuring for the Book Fair:** Developing an engaging and well-balanced content calendar required strategic planning. Through research and collaboration, I refined my approach to content scheduling and post structuring.


5.3.25

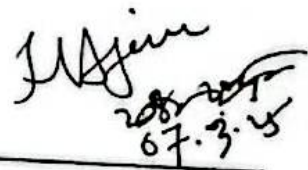
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20.3.25
67.3.25

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Lessons Learned

- **Data-Driven Marketing:** Gained practical experience in using customer data analysis to support targeted marketing efforts.
- **Content Planning & Copywriting:** Improved my ability to develop a structured content plan while crafting engaging and audience-friendly copy for social media.
- **Social Media Execution:** Enhanced my efficiency in managing and scheduling posts using Meta Business Manager, ensuring optimized content distribution.

Conclusion

My second week at Panjeree Publications Ltd. has been highly productive, allowing me to expand my skills in report preparation, data analysis, content planning, and social media execution. Through hands-on tasks, I gained a deeper understanding of targeted marketing, structured content planning, and audience engagement strategies. Moving forward, I aim to refine my approach to data-driven decision-making and contribute more effectively to future campaigns.

Abdur Raquib
5.3.25

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Weekly Overview of Internship Activities

Week: 3rd Week

Date: 1st February to 6th February, 2025

I have successfully completed my third week as a Digital Marketing Intern at Panjeree Publications Ltd. This report outlines the key activities I was involved in, including financial documentation, presentation preparation, ad performance tracking, copywriting, and social media management.

List of Activities for Panjeree Publications Limited

1. Reviewing Digital Marketing Ad Bills and Financial Documentation

I worked on Panjeree Publications Ltd.'s January Facebook ad bills, ensuring that all expenses were properly recorded and aligned with the allocated marketing budget. My responsibilities included verifying the accuracy of ad expenditures, updating the financial tracking sheet, and ensuring consistency in reporting. This process strengthened my understanding of financial reconciliation and the importance of maintaining precise records in digital advertising.

2. Ad Performance Monitoring and Report Preparation

With the Amar Ekushey Book Fair 2025 commencing this week, I monitored the performance of digital ads run by Panjeree Publications Ltd. for newly released Panjeree Creative Books. My role involved tracking key metrics such as reach, engagement, message count, and order interest to assess the effectiveness of the campaign. Based on the collected data, I prepared a structured performance report that provided insights into audience engagement and campaign impact, helping optimize future promotional efforts.

3. Managing Social Media Content

Throughout the week, I managed social media content for Panjeree Publications Ltd., ensuring that posts were properly formatted, scheduled, and optimized for audience engagement using Meta Business Manager. My responsibilities included handling content for multiple pages, including Panjeree Publications Ltd., Panjeree Jobs & Career, and MTS (Tottho Samoyiki). By actively scheduling and publishing content, I gained practical experience in content planning, audience engagement strategies, and maintaining a strong digital presence for Panjeree's social media platforms.

List of Activities for PBS Limited

1. Preparing Billing for the month of December

This week, I prepared the billing documentation for December, ensuring all necessary approvals for the dollar exchange rate and spending authorization were collected. This task involved compiling financial details, organizing them in a structured format, and ensuring they aligned with company policies. The finalized bill was formally documented and submitted for approval, enhancing my understanding of financial documentation and approval workflows.

- 2. Reviewing Digital Marketing Ad Bills and Financial Documentation**
I reviewed and verified PBS Limited's January Facebook ad bills, ensuring that all expenses were accurately recorded and aligned with the company's marketing budget. My responsibilities included examining ad expenditures, cross-checking billed amounts with actual spending, and updating the financial tracking sheet to maintain accurate records. This task required precision in financial validation and strengthened my understanding of budget management and expenditure tracking in digital advertising.
- 3. Presentation Slide Preparation for PBS Limited Board Meeting**
I assisted in preparing a presentation slide for the PBS board meeting, which covered financial projections and future goals. This included inputting values for financial plans across different SBUs (Strategic Business Units), corporate sales, e-commerce, and PBS shops for the financial years 2024-25, 2025-26, and 2026-27. The data was extracted from an Excel sheet, and I ensured that all figures were accurately transferred into the presentation. This task enhanced my skills in financial data interpretation and corporate presentation structuring.
- 4. Copywriting for PBS Limited's Facebook Posts**
This week, I was also responsible for writing creative copy for PBS Limited's Facebook posts, ensuring engaging and compelling content for book promotions. The copy was designed to attract potential buyers and highlight key selling points effectively. This task helped refine my skills in strategic messaging and social media content development.
- 5. Managing Social Media Content for PBS Limited**
For PBS Limited, I managed and scheduled promotional content on its official Facebook page using Meta Business Manager. My responsibilities included ensuring the posts aligned with PBS Limited's marketing goals, particularly for the Amar Ekushey Book Fair 2025. The posts highlighted newly released books, special discounts, and promotional offers. This experience enhanced my ability to strategically schedule posts, optimize audience engagement, and contribute to PBS Limited's social media marketing efforts.

Challenges Faced

- **Ensuring Accuracy in Financial Reports:** While preparing billing documentation and financial projections, I had to carefully verify figures to avoid errors. This required thorough cross-checking and attention to detail.
- **Analyzing Ad Performance Data:** Extracting key insights from ad performance reports involved careful evaluation of engagement metrics, order values, and spending efficiency. With practice, I improved my ability to interpret the data effectively.
- **Balancing Multiple Tasks:** Managing diverse responsibilities, from financial documentation to social media execution, required effective time management and task prioritization.

Lessons Learned

- **Financial Documentation & Reporting:** Strengthened my skills in verifying financial figures, preparing billing records, and maintaining financial transparency.
- **Campaign Performance Analysis:** Gained practical experience in tracking ad performance metrics and compiling structured reports for marketing decision-making.
- **Content Development & Social Media Strategy:** Improved my ability to craft engaging social media copy and effectively manage digital content scheduling.

Conclusion

My third week at Panjeree Publications Ltd. has been both challenging and rewarding, allowing me to expand my expertise in financial documentation, performance analysis, presentation structuring, and social media management. Through hands-on tasks, I gained a deeper understanding of corporate financial planning, targeted digital marketing, and content strategy execution. Moving forward, I aim to refine my analytical approach and contribute more effectively to marketing and financial projects.

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13.03.25

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Farjana Nasrin
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Weekly Overview of Internship Activities

Week: 4th Week

Date: 8th February to 13th February, 2025

I have successfully completed my fourth week as a Digital Marketing Intern at Panjeree Publications Ltd. This report outlines the key activities I was involved in, including performance reporting, financial documentation, ad data analysis, content management, and social media execution.

List of Activities for Panjeree Publications Limited

1. Eskimi Performance Report

This week, I worked on preparing the Eskimi performance report, which involved analyzing the effectiveness of digital advertisements run through the Eskimi advertising platform. My role included gathering key performance metrics such as reach, impressions, engagement rates, and cost-effectiveness, allowing for an in-depth assessment of the campaign's impact. This task provided insights into programmatic advertising and performance evaluation for digital marketing initiatives.

2. Preparing the Bill for January (Part 1)

I prepared the formal documentation of January's bill, which included collecting approvals for dollar exchange rates and spending authorization. This task required accurate financial documentation, validation of expenditures, and ensuring all necessary approvals were obtained before submission. Handling this responsibility enhanced my skills in financial reporting and internal approval processes.

3. Updating Ad Performance Reports

I updated the performance report for Panjeree Creative Books being promoted at the Amar Ekushey Book Fair 2025. This involved tracking updated order quantities, amounts spent, and overall ad performance. By comparing previous and updated data, I assessed changes in engagement trends and customer interest, contributing to campaign optimization.

4. Uploading Panjeree Boi-er Boithok Videos on YouTube

I was granted access to Panjeree Publications Ltd.'s YouTube channel and was responsible for uploading videos from the "পাঞ্জেরী বইয়ের বৈঠক" program, a special event for Amar Ekushey Book Fair 2025. On February 13, I uploaded 7 videos, ensuring proper formatting, descriptions, and tagging for better visibility. This task helped me gain hands-on experience in video content management and YouTube optimization.

5. Managing Social Media Content for Panjeree Publications Ltd.

Throughout the week, I managed social media content for Panjeree Publications Ltd., ensuring that posts were properly formatted, scheduled, and optimized using Meta Business Manager. My responsibilities included handling content for multiple pages, including Panjeree Publications Ltd., Panjeree Jobs & Career, and MTS (Tottho Samoyiki). This week, promotional posts were published for newly released portfolios,

including the SSC Practice Book, "Eker Bhitob Sob" (Books for Classes 1 to 8), Panjeree Boi-er Boithok videos, and Panjeree Creative Books, ensuring effective communication with the market. This task strengthened my skills in content strategy, audience engagement, and digital branding.

List of Activities for PBS Limited

1. **Preparing PBS Limited Expense Budget for February**
I was responsible for preparing the expense budget for PBS Limited for the month of February, based on data extracted from PBS's monthly cash inflow and outflow Excel sheet. This process involved organizing financial details, structuring budget allocations, and ensuring that all expenses were aligned with company projections. Working on this task improved my understanding of budget planning, financial forecasting, and expense tracking.
2. **Updating Ad Performance Reports**
For PBS Limited, I updated the ad performance report for books with cashback and discount offers. My role included monitoring ad results, refining order quantity records, and ensuring that all marketing expenditures were properly documented. This task provided deeper insights into digital ad effectiveness and consumer response to promotional offers.
3. **Managing Social Media Content for PBS Limited**
For PBS Limited, I handled social media content scheduling and execution using Meta Business Manager, ensuring that all promotional materials aligned with the company's marketing strategy. My responsibilities included publishing and managing both static posts and video content, focusing on promoting newly released books and special offers. By actively managing PBS Limited's social media presence, I gained valuable experience in content execution, audience engagement, and optimizing digital content distribution to enhance brand visibility and customer interaction.

Challenges Faced

- **Financial Data Compilation:** Extracting and structuring financial data for the PBS Limited expense budget required precision and a clear understanding of cash inflow and outflow tracking.
- **Ad Performance Evaluation:** Updating the ad performance report involved analyzing extensive data sets, ensuring accuracy in order tracking and campaign assessments.
- **YouTube Content Management:** Uploading and optimizing Panjeree Boi-er Boithok videos required learning YouTube's best practices for metadata, descriptions, and audience engagement strategies.

Lessons Learned

- **Budgeting & Financial Forecasting:** Improved my ability to structure financial budgets, track expenses, and analyze spending patterns for strategic decision-making.
- **Ad Campaign Optimization:** Gained deeper insights into evaluating digital ad performance, updating campaign data, and assessing customer response metrics.
- **Content Distribution Across Platforms:** Enhanced my skills in managing and optimizing social media content across Facebook and YouTube, ensuring effective audience engagement.

Conclusion

My fourth week at Panjeree Publications Ltd. has been an enriching experience, allowing me to develop expertise in performance reporting, financial budgeting, digital ad analysis, and content management. Through hands-on tasks, I strengthened my ability to track marketing expenditures, analyze campaign effectiveness, and optimize social media presence. Moving forward, I aim to apply these learnings more effectively in upcoming projects and enhance my contributions to digital marketing initiatives.

Abdur Raquib
13.3.25

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Farjana
11.04.25

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Weekly Overview of Internship Activities

Week: 5th Week

Date: 16th February to 20th February, 2025

I have successfully completed my fifth week as a Digital Marketing Intern at Panjeree Publications Ltd. This week, I was engaged in a variety of tasks related to digital advertising, performance analysis, billing documentation, social media content execution, and YouTube video uploads. My work was divided across activities for both Panjeree Publications Ltd. and PBS Limited, primarily centered around the Amar Ekushey Book Fair 2025 promotional campaigns.

List of Activities for Panjeree Publications Limited

1. Ad Performance Report Update for Panjeree Publications Ltd.

I updated the ongoing performance report for the Panjeree Creative Books promoted during the Amar Ekushey Book Fair 2025. This involved tracking new data entries such as updated order quantities, total amount spent, and message count. These updates offered a clearer view of how each ad was performing and allowed for better decision-making in selecting books for further promotion. By managing this task, I further strengthened my data analysis and campaign monitoring skills.

2. Running Ads for Panjeree Publications Ltd.

This week, I used the Facebook Ad Manager (Panjeree admiki account) to run targeted ads for several portfolios, including:

- Class 10 and Class 3 Bangla Version Books
- Kindergarten English Version Books
- Panjeree Creative Books published for Boimela 2025
- "Panjeree Boi-er Boithok" video content

These campaigns were launched under objectives such as sales, engagement, and awareness. Selection of the books was guided by performance data collected from previous ad reports. Executing these tasks helped me gain practical experience in campaign setup, targeting, and performance-based content promotion.

3. Uploading "Panjeree Boi-er Boithok" Videos on YouTube

I continued uploading episodes of the "Panjeree Boi-er Boithok" program to Panjeree Publications Ltd.'s official YouTube channel, contributing to the visibility of creative books and author interactions during the book fair. This involved organizing the uploads, writing captions, and formatting titles and metadata. This task helped enhance my understanding of video content handling and YouTube platform optimization.

List of Activities for PBS Limited

1. Ad Performance Report Update for PBS Limited

For PBS Limited, I also updated the ad performance report for books running under cashback and discount offers. This involved recording updated results, including order value, quantity, message volume, and ad expenditure. These updates were important in identifying top-performing books and planning future paid promotions accordingly.

2. Running Ads for PBS Limited

Using the Facebook Ad Manager (PBS admiki account), I launched ad campaigns promoting selected books from PBS Limited that were either published or planned for publication at the Ekushey Book Fair 2025. These books were chosen based on earlier ad performance data. The campaigns were structured to target high-engagement audiences and contribute to the fair's promotional strategy. This activity helped improve my proficiency in sponsored ad execution, A/B performance evaluation, and ad placement strategy.

3. Preparing the Bill for January – PBS Limited

I also worked on preparing the formal bill documentation for PBS Limited's January expenses, which included dollar rate approvals and spending justifications. I compiled all necessary information into a structured format for internal documentation and approval. Through this, I strengthened my understanding of financial reporting, internal workflow compliance, and accurate documentation practices.

4. Publishing Facebook Content & Caption Writing for PBS Limited

I published posts from the PBS Foreign Book (Beginners) Facebook page, highlighting newly added titles. In addition, I revised and updated captions for book posts based on a common content format to maintain consistency across promotional materials. This task improved my skills in content standardization and audience-focused copywriting.

Challenges Faced

- **Handling Multiple Ad Accounts Simultaneously:** Managing different ad campaigns for both Panjeree Publications Ltd. and PBS Limited required a high level of focus and coordination to ensure accuracy in targeting and budget settings.
- **Data Accuracy in Report Updates:** Updating ad performance reports with precision was challenging due to the need for continuous tracking and comparison across multiple campaigns.

- **YouTube Video Optimization:** Optimizing metadata, titles, and descriptions on YouTube demanded attention to detail and understanding of search algorithms for maximum reach.

Lessons Learned

- **Digital Campaign Strategy:** Gained practical experience in selecting and promoting content based on real-time performance data and setting objectives (sales, engagement, awareness) accordingly.
- **Cross-Platform Content Management:** Improved my ability to manage and distribute content across Facebook and YouTube, maintaining consistency and quality.
- **Financial Documentation:** Strengthened skills in compiling, structuring, and submitting formal documentation for billing and expenditure reports.

Conclusion

My fifth week at Panjeree Publications Ltd. has further expanded my practical knowledge in digital advertising, ad performance analysis, financial documentation, and social media management. By working across two major business units—Panjeree and PBS—I gained valuable experience in campaign planning, content promotion, and performance tracking during one of the busiest periods of the publishing year. I look forward to applying these insights in my remaining internship period.

For

19.6.25

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Weekly Overview of Internship Activities

Week: 6th Week

Date: 23th February to 27th February, 2025

I have successfully completed my sixth week as a Digital Marketing Intern at Panjeree Publications Ltd. This week's work focused primarily on content planning and publishing, Facebook ad campaigns, copywriting, and YouTube video uploads for both Panjeree Publications Ltd. and PBS Limited.

List of Activities for PBS Limited

1. Content Management and Copywriting for PBS Limited

Throughout the week, I was responsible for managing and scheduling Facebook content for PBS Limited. I updated captions for previously scheduled posts and wrote copy for Boimela 2025 promotional content, including a dedicated Islamic Book post and foreign book highlights. I also contributed to updating and writing captions for the Islamic Book list shared on PBS's social platforms. This work helped me strengthen my messaging skills and create engaging content suited to the audience and campaign goals.

2. Ad Campaign Execution for PBS Limited

I was involved in running several Facebook ad campaigns from the PBS Limited page. These included an Islamic Book engagement and sales ad, a creative book ad campaign managed through a third-party vendor, and a foreign book ad campaign focusing on both engagement and conversion. These tasks enhanced my understanding of ad objectives, audience targeting, and ad set-up through Meta Business Manager.

3. YouTube Content Management for PBS

This week, I uploaded promotional videos on the PBS YouTube channel, particularly related to the Boimela 2025 campaign. My responsibility included uploading and optimizing metadata for video discoverability and consistency across platforms. This task strengthened my familiarity with content handling and multi-platform video publishing.

List of Activities for Panjeree Publications Ltd.

1. Facebook Content Scheduling for Panjeree Publications Ltd.

I was actively involved in publishing and managing multiple Facebook posts for Panjeree Publications Ltd. pages. These included educational content for Class 1 to Class 10 English Version (EV) books, as well as promotional posts for Class 4 and Class 5. All posts were scheduled strategically to align with academic timelines and subject launches, supporting a consistent and informative presence across Panjeree's social media platforms. This task enhanced my skills in content planning, scheduling, and maintaining brand communication.

2. YouTube Upload and Boi Boithok Campaign Promotion

As part of the Amar Ekushey Book Fair 2025 promotion, I uploaded Boi Boithok video content to the Panjeree YouTube channel. I also managed cross-promotion of these videos by publishing them to the official Facebook page. This task furthered my experience in coordinating video content strategy across platforms to maintain campaign consistency and reach.

3. Running Ads for Panjeree Publications Ltd.

This week, I executed multiple ad campaigns for Panjeree Publications Ltd. using Facebook Ad Manager under the Panjeree Admiki account. The campaigns were launched with objectives such as sales, engagement, and awareness, and were based on insights from previous ad performance data. The ads promoted the following portfolios:

- Class 10 Bangla Version Books
- Class 3 Bangla Version Books
- Kindergarten English Version Books
- Panjeree Creative Books published for Boimela 2025
- “Panjeree Boi-er Boithok” video content

Managing these campaigns provided hands-on experience in campaign setup, audience targeting, creative messaging, and performance-based content promotion.

Challenges Faced

- Managing ad content and posts across multiple classes and product lines required careful coordination to avoid overlapping and ensure consistent messaging.
- Running simultaneous campaigns for PBS and Panjeree required accurate targeting and time management across platforms.
- Updating captions and messaging in real time demanded quick content decisions while maintaining quality and relevance.

Lessons Learned

- Improved multitasking and scheduling capabilities through managing simultaneous posts and campaigns for different brands.
- Strengthened ad campaign setup skills, including audience targeting, budget allocation, and monitoring performance.
- Developed an integrated approach to social media content and video publishing across Facebook and YouTube.

Conclusion

Week 6 offered a well-rounded experience in managing ads, content creation, and digital promotions. From running EV campaign ads to coordinating Book Fair content across multiple platforms, I continued to build practical knowledge in campaign execution, content planning, and digital publishing. I look forward to applying these skills further in similar initiatives.

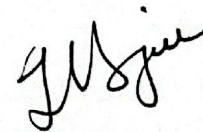
For


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Weekly Overview of Internship Activities

Week: 7th Week

Date: 1st March to 6th March, 2025

Activities for Panjeree Publications Ltd.

1. Facebook Ad Campaign Execution

I managed and scheduled various Facebook ads for Panjeree Publications Ltd., including:

- a. Class 10 Video Ad campaign to boost awareness and engagement.
- b. Classes 1-8 English Version ads, tailored for their respective audiences.
- c. Dursoon Class 2 ad, focusing on engaging early readers.
- d. MTS (Tottho Samoyiki) awareness and engagement ads (ad set-level budget of 50 USD each for the month of March), aimed at boosting page visibility and interaction.

2. Proposal Preparation

Prepared a proposal for subscription to Envato, explaining its significance in providing creative assets for digital campaigns.

3. Monthly Media Buying Report

Prepared a month-wise media buying report, analyzing spend and performance metrics for February to support data-driven marketing decisions.

4. Bill Preparation for Google Drive Plausible Analytics

Compiled and documented expense details for Google Drive Plausible Analytics to ensure accurate billing.

Activities for PBS Limited

1. Ad Campaign Execution

I executed several ad campaigns to enhance the visibility and sales performance of PBS Limited's offerings:

- a. Islamic Book ad campaign highlighting the 'Ramadan Planner' to reach seasonal readers.
- b. 'Misquoting Muhammad' ad campaign to drive direct sales conversions.

2. Content Preparation and Scheduling

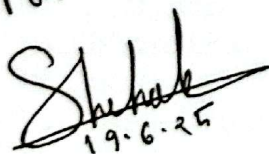
- a. Developed posts and captions for PBS's social media channels, focusing on newly launched books and promotional offers.
- b. Wrote captions and copy specifically for Islamic Books, emphasizing their cultural and spiritual importance.

3. **PBS Expense Report for March**
Created a detailed expense report for March to track and document marketing costs accurately.
4. **Proposal Preparation for Hiring Freelancer Salespeople**
Drafted a proposal suggesting the hiring of freelancer salespeople during rush hours to optimize sales during peak times.
5. **YouTube and Facebook Content Management**
Coordinated video uploads and cross-platform post scheduling to maintain consistency across channels.
6. **BOD Meeting Presentation**
Assisted in preparing the presentation for the Board of Directors meeting, focusing on key updates such as campaign performance insights, future plans, and budget projections.

Conclusion

This week allowed me to strengthen my practical skills in ad campaign execution, content creation, financial documentation, and strategic proposal writing. By working across both Panjeree Publications Ltd. and PBS Limited, I expanded my understanding of digital marketing processes and learned how to tailor strategies to diverse audiences and product lines. Moving forward, I aim to continue refining my ability to balance multiple campaigns and support the team's goals effectively.

For



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Weekly Overview of Internship Activities

Week: 8th Week

Date: 9th March to 13th March, 2025

Activities for Panjeree Publications Ltd.

1. Facebook Content Publishing

This week, I managed and published scheduled Facebook posts for Panjeree Publications Ltd., ensuring timely delivery and proper formatting through Meta Business Manager. Though the overall workload was lighter due to my line manager's leave, I continued to support the brand's online presence with consistent content execution.

2. Individual Ad Campaign for MTS (Tottho Samoyiki)

I launched and monitored an individual Facebook ad campaign for the MTS page. The campaign was structured to promote awareness and engagement, and I reviewed performance metrics to ensure that the ad aligned with the platform's communication goals.

Activities for PBS Limited

1. Caption Writing for Facebook Posts

I wrote engaging and targeted captions for PBS Limited's Facebook posts during the week, focusing on product highlights and seasonal relevance. These captions were tailored to match the brand's tone and campaign objectives.

2. Facebook Content Publishing


Alongside caption writing, I scheduled and published Facebook posts for PBS Limited using Meta Business Manager. Each post was reviewed for consistency and aligned with the weekly promotional content plan.

3. Preparation of Foreign Book List

I prepared a curated list of foreign book titles intended for upcoming content development. The list was compiled based on reader interest, trending topics, and content suitability, and will be used to support future promotional campaigns.

Though the week involved a relatively lighter workload due to internal adjustments, I continued to contribute to ongoing campaign support, content development, and digital execution for both Panjeree Publications Ltd. and PBS Limited.

For


19.6.25

Company Supervisor

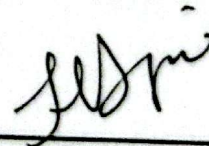
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Weekly Overview of Internship Activities

Week: 9th Week

Date: 15th March to 20th March, 2025

Activities for Panjeree Publications Ltd.

1. Facebook Ad Campaign Execution

This week, I managed and ran several Facebook ad campaigns for Panjeree Publications Ltd., including:

- Daily post boost campaigns for the MTS (Tottho Samoyiki) Facebook page
- Ad campaigns for HSC Made Easy Books
- Akkhar Patra ad targeting HSC Books audience
- Promotional ad for Class 9 Books

These ads were strategically run to boost visibility, engagement, and book sales across different educational segments.

2. Social Media Content Scheduling and Publishing

I handled the regular Facebook posts for Panjeree Publications Ltd., particularly focusing on the HSC Made Easy series and MTS content. I ensured timely scheduling, proper formatting, and message alignment with current academic calendars and marketing campaigns.

3. Bill Preparation for February (Part 1)

I prepared and documented the February bill (part 1), covering advertising and content-related expenses. This task involved collecting financial details, validating figures, and ensuring proper formatting before submitting for approval.

Activities for PBS Limited

1. Facebook Ad Campaign Execution

I executed Facebook ad campaigns for a selection of PBS Limited's books, including both fiction and non-fiction titles. The campaigns were designed to reach segmented audiences and generate interest in a wide range of literary offerings.

2. Social Media and YouTube Content Management

I scheduled and published Facebook posts for PBS Limited, including content for the Islamic Books page. Additionally, I uploaded promotional videos on the PBS YouTube channel, supporting the ongoing digital promotion strategy.

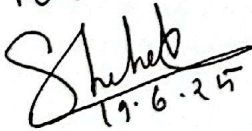
3. Content Development Support

As part of the March content planning, I added and updated the list of books for upcoming posts. I also wrote creative copy and promotional text for selected foreign books, aligning the messaging with PBS's branding. In addition, I wrote captions for Facebook posts related to Islamic books to maintain consistency in tone and engagement.

4. Bill Preparation for February

I prepared and documented PBS Limited's February marketing bill, including all relevant campaign and platform-related expenses. This documentation was compiled and submitted for review.

This week allowed me to continue building hands-on experience in Facebook ad execution, content development, billing documentation, and multi-platform coordination for both Panjeree Publications Ltd. and PBS Limited. Through campaign handling and documentation, I further developed my organizational, creative, and reporting skills.

Fon

19.6.25

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Weekly Overview of Internship Activities

Week: 10th Week

Date: 23rd March to 27th March, 2025

Activities for Panjeree Publications Ltd.

1. Facebook Ad Campaign Execution

This week, I ran and managed multiple Facebook ad campaigns for Panjeree Publications Ltd. using Meta Business Manager. The ads were designed to promote various book categories, including:

- a. Class 9 Books (ICT, Chemistry, Physics)
- b. All-in-One Books for Class 6 & Class 7 English Version
- c. Class 10 English Version Books
- d. HSC Made Easy Series
- e. Daily post boosts for the MTS (Tottho Samoyiki) Facebook page
- f. Group-based promotional ad for Class 9

Each campaign was optimized for reach, awareness, and engagement to align with the academic cycle and audience interest.

2. Facebook Post Management

I scheduled and published social media posts across Panjeree Publications Ltd.'s platforms. The posts included:

- a. Regular promotional content for HSC Made Easy Books
- b. Class 10 English Version and Class 9 group-focused content
- c. All-in-One Class 7 EV post
- d. Daily MTS Facebook page posts

This task supported ongoing promotional objectives and audience engagement.

3. YouTube Content Publishing

I published a video on the Panjeree YouTube channel focused on Class 10 books. The upload included appropriate metadata, tags, and descriptions to ensure optimal visibility.

4. Ad Campaign Adjustment

As per new directives, I updated all running ad campaigns by adjusting their end dates and reducing budgets to a moderate level. This involved reviewing campaign performance and implementing the changes through Facebook Ad Manager to optimize spending.

5. Billing Documentation for EBL BASIS Prepaid Card

I prepared and documented the billing for the EBL BASIS Prepaid Card, ensuring that expenses related to digital marketing activities were properly recorded and submitted.

Activities for PBS Limited

1. Facebook Content Publishing

I published regular promotional posts from PBS Limited's Facebook page, ensuring timely scheduling and alignment with weekly marketing goals.

2. Facebook Ad Campaign Execution

I managed two specific ad campaigns for PBS Limited this week:

- a. A group-based ad for Class 9 academic books using new creative designs
- b. A video ad campaign promoting PBS academic books

These ads were configured to boost reach and encourage audience interaction with current offers and new releases.

This week offered opportunities to manage a wide variety of content types and ad campaigns across platforms. In addition to technical tasks like budget adjustment and billing documentation, I further strengthened my skills in content coordination, platform management, and campaign optimization for both Panjeree Publications Ltd. and PBS Limited.

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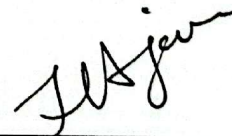


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Weekly Overview of Internship Activities

Week: 11th Week

Date: 5th April to 10th April, 2025

Activities for Panjeree Publications Ltd.

1. Facebook Ad Campaign Execution

I managed and ran several Facebook ad campaigns using Meta Business Manager for Panjeree Publications Ltd. This week's campaigns included:

- a. Regular post boost ads for the MTS (Tottho Samoyiki) Facebook page
- b. Promotional ad campaigns for the HSC Made Easy books
- c. A student-targeted ad for "Eker Bhitor Sob" (Class 8 Bangla Version)

These campaigns were launched to enhance visibility and drive awareness for academic content ahead of the new term.

2. Social Media Post Management

I scheduled and published multiple Facebook posts, including:

- a. Promotional posts for the All-in-One Class 8 English Version books
- b. Regular promotional content for the HSC Made Easy book series
- c. Updated MTS educational and engagement content

This supported the ongoing effort to maintain consistent brand presence and engage target audiences across platforms.

3. Billing Documentation for February (Part 2, 3 & 4)

I prepared and documented the remaining billing parts (2, 3, and 4) for Panjeree Publications Ltd. for the month of February. These included the validation and organization of expense details for digital campaigns and tool usage.

Activities for PBS Limited

1. Content Calendar Update

I updated the content calendar for PBS Limited for the month of April. This included planning and scheduling book promotions, thematic content, and aligning posts with campaign timelines.

2. Facebook Ad Campaign for Sales

I ran a focused 4-day Facebook ad campaign with a \$10 budget to promote the children's book "Good Touch Bad Touch." The campaign targeted awareness and sales conversion, especially among parent audiences.

3. BOD Meeting Presentation

I assisted in preparing the presentation for PBS Limited's Board of Directors meeting.

Taiyeba Tasneem - 200061126

My role involved compiling campaign performance data, summarizing key outcomes, and contributing to future projections and budget planning.

This week allowed me to continue strengthening my skills in campaign management, content planning, billing documentation, and executive reporting. Working across both Panjeree Publications Ltd. and PBS Limited, I developed deeper insight into multi-brand campaign coordination, strategic communication, and administrative processes.

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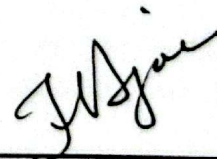


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Weekly Overview of Internship Activities

Week: 12th Week

Date: 13th April to 15th April, 2025

Activities for Panjeree Publications Ltd.

1. Social Media Post Management

I scheduled and published regular Facebook posts for Panjeree Publications Ltd., including:

- a. Daily updates for the MTS (Tottho Samoyiki) Facebook page
- b. Promotional content for Class 9 academic books
- c. Posts for the HSC Made Easy book series

These posts were aligned with the academic calendar and campaign goals to ensure continued audience engagement.

2. Facebook Ad Campaign Execution

I managed Facebook ad campaigns promoting:

- a. Class 9 books
- b. HSC Made Easy books

These ads were configured using Meta Business Manager to drive awareness and conversions during the peak academic period.

3. YouTube Video Publishing

I uploaded multiple promotional and educational videos to the Panjeree Publications Ltd. YouTube channel. The uploads were optimized with appropriate thumbnails, tags, and descriptions to maximize reach and viewer engagement.

Activities for PBS Limited

1. Content Calendar Update & Copywriting

I updated the April content calendar for PBS Limited, planning out book-related posts for the coming days. I also wrote creative copy and captions for Facebook content to ensure consistency with PBS's branding and tone.

2. Facebook Content Scheduling

I published regular promotional posts on the PBS Facebook page, featuring various academic and Islamic books as part of ongoing promotional efforts.

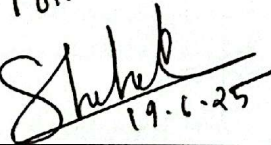
3. YouTube Content Publishing

I uploaded and managed PBS book-related video content on the PBS YouTube channel, maintaining alignment between Facebook campaigns and video materials.

4. Ad Campaign Execution

I launched multiple Facebook ad campaigns for PBS Limited, including a dedicated ad for Spoken English books. The campaigns were targeted toward relevant audience segments to promote book sales and increase page reach.

This week marked the conclusion of my internship journey at Panjeree Publications Ltd. Over the past twelve weeks, I have had the opportunity to work across a wide range of digital marketing tasks, from ad campaign execution and content development to billing documentation and performance reporting. My time here has been immensely valuable — both professionally and personally. I am grateful for the support and guidance I received from my mentors and team members throughout the internship. This experience has helped me grow as a digital marketing professional, and I look forward to carrying these learnings into my future endeavors.

For

19.6.25

Company Supervisor

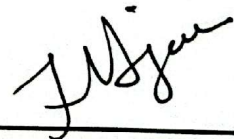
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