

Report On

**“Effectiveness of paid promotions on the perspective of social
media marketing in Bangladesh”**

By

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ID: 14304067

This Internship report is submitted to BRAC Business School to fulfill partial requirements for the degree of Bachelor of Business Administration on BRAC University.

BRAC Business School
BRAC University
December 2019

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Declaration:

It is hereby declared that,

1. The submitted report is an original work of mine which is completed during my graduation degree on BRAC University.
2. None of the contents of this report is ever published or written by another third party except those, which are appropriately cited with accurate and full referencing.
3. The report does not contain materials which has been accepted, submitted or published for any degree or diploma at any university or institutions.
4. I have acknowledged all main sources of help.

Students Full Name & Signature:

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Raisa Tasneem Zaman

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BRAC University

Letter of Transmittal

Raisa Tasneem Zaman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka- 1212

Subject: Letter for submission of Internship report.

Dear Madam,

It is my great pleasure to submit my internship report for your kind approval. My Internship report is related to my employer company named, **7TEEN Digital** where I was appointed as a Client Servicing and Query Management Intern by your kind direction. My Internship report topic is, **“Effectiveness of paid promotions on the perspective of social media marketing in Bangladesh”**.

During working on this report, I had to go through in-depth analysis and observation to understand the real situation of a digital marketing agency. These four months of internship program has been a great opportunity for learning through real life experience of corporate environment.

I will be always available for answering any query regarding this report and I respectfully request for your kind excuse for the mistakes that may take place unintentionally.

Sincerely Yours,

Mahamudur Rahman

Id: 14304067

BRAC Business School

BRAC University

Date: December 15th, 2019

Letter of Endorsement

This report titled, “**Effectiveness of paid promotions on the perspective of social media marketing in Bangladesh**” is successfully submitted to BRAC University which is prepared by Mahamudur Rahman; Id: 14304067 is mandatory to fulfil his internship for BBA program. This report was prepared during his internship on “**7TEEN Digital**”. This report has been accepted and suggested to be present to The Internship defense committee for evaluation.

I wish him luck for his future life and career.

Raisa Tasneem Zaman

Lecturer, BRAC Business School

BRAC University

Acknowledgement

In preparing this report with three months long working experience on a digital marketing agency I would like to thank my academic internship supervisor Ms. Raisa Tasneem Zaman at very first place. As my academic guardian she helped and corrected me whenever I needed her support. My employer- CEO Mr. Sheehan Rahman, Supervisor- Mr. Tasman Zihan and HR Executive- Moniruzzaman Nayeem all of them deserves credit on this report. Without their moral and informative support, I could not have completed this report. I also like to thank all my colleagues, clients, academic staffs and university authority to make this moment possible. Finally, and most importantly, my parents always share credit on my good works. I wish happiness and prosperity whoever helped me or stood by my side on this memorable educative journey.

Executive Summary

Among all the components of marketing mix, promotion is the most curtail subject. It is a fact that, promotion always costs. Even if it is not the money that costs then it will be either effort, time, brand value or something else. Thus, it is necessary to choose a promotional plan which covers the most useful potential customers; costs less money, effort and ensure most customers engagements. In this regard, social media promotions are always one step ahead than that of traditional promotions. During working on a digital marketing agency named “7TEEN Digital” I found that, Social media promotions specially paid promotions allow promoters to specifically target potential customers based on their geographical location, interests and behavioral criteria. Through these platforms analytical tool, promoters can understand the facts of timing tendency, post genre trends and can plan more accurately. On the other side, social media promotions mostly target useful viewers. So, the rate of un-useful viewers is very lower here.

Now a days, it is vital to promote on social media. People believes, every recognized brand should have a responsive and rich follower based social media fanbase. To achieve this goal one brand must invest on his social media business page.

Besides, social media promotions are also very cost effective. Based on our clients analyzed data, on an average it can make viewers to click on our contents on just 0.12\$ USD. Where traditional campaign can cost 12\$-60\$ on average. It is almost effortless because one can plan and execute his campaign plan by just seating Infront of his internet connected device.

Now, if we compare the difference between social media paid and non-paid promotions based on their effectiveness the result will be more astonishing. According to our clients page, social media paid posts gets more than 80% reach and engagement than that of paid contents and ads. Paid social media promotions also allows promoters to select targeted area, gender and age

based potential viewers. Most importantly, they comes with a minimum promised number of people reach which can be greater but will not be less. Through these digital campaigns, a promoter can easily track, analyze, re-plan his campaign which is unique compared with other traditional promotional media.

On the other side, competing with other businesses in social media is fairer than every other media platforms. Here, every promoter can see his competitor's overall engagement, contents and ranking trends and plan his campaign accordingly.

To sum up, Social media paid promotions are vital in any marketing campaigns specially in Bangladesh because here people measures a good brand by its social media activities. As Dhaka is the city of the third largest Facebook users in the world, It would not be wise if someone ignores these huge potential customer base for not being interested to spend on social media campaigns.

Keywords

marketing mix; brand value; promotional plan; customers engagements; rich follower based fanbase; potential viewers.

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List of Acronyms:

CPC Cost per Click

SEO Search Engine Optimization

Chapter 1

Grounds of the study

The core motive of this internship report on “**Effectiveness of paid promotions on the perspective of social media marketing in Bangladesh**” is to justify, how Paid promotions on social media can be more effective and efficient to fulfill promotional goals compared to other traditional promotional medias.

I used my personal work experiences and communications of “7TEEN Digital” to complete this report. I personally interviewed my co-workers who were being professionals on this ground for a long time. Using their help, I gathered data’s and screenshots of actual Page analytics and further analyzed them in different tools like excel and bar graphs to visualize the results.

Problem Statement

Evaluation of effectiveness of paid promotions on social media particularly in Bangladesh.

Objectives

My primary objective of this report is to complete all the requirements for my internship program. As an undergraduate student it is mandatory for every student of BBA program to work under a business or any organization for at least three months and gather in-field work experience through which we can work on a report. Therefore, I joined and still working on “7TEEN Digital” where I tried to work on a report titled, “**Effectiveness of paid promotions on the perspective of social media marketing in Bangladesh**”. During working on this report, I had chance to understand my organizations working process more deeply. The experiences and the skills I have developed during these months will definitely help me in my future career.

Besides my secondary objective of this report is to justify the hypothesis that, paid social media promotions are far more effective than traditional promotions and unpaid promotions or contents. Through this report I tried to show how it is easier, efficient and vital to target selected viewers to achieve certain promotional goals.

Literature Review:

Almost ten years ago, it was quite impossible to believe that people should even think of social media as a promotional media or vehicle. That time people mostly used social media to communicate and to build their virtual existence. But today we cannot think of a single day without checking out for new messages and notifications on Facebook. Life without social media is like captivity. Restrictions on social media is now understood as a violence of basic human rights. Having knowledge about users such dependable situation, social media platforms like Facebook, Instagram, Twitter and other messaging apps are feeding bulks of corporate promotions to their users. As a worldwide free communication channel they are reaching humongous number of viewers compared to local old-fashioned promotions like Tv, Papers, Radio and other personal promotional activity. Viewers are bound to consume pushed promotions because they are so much addicted and dependent on social media that they cannot leave it. Therefore, corporate minds want to use these channels for their promotional activity and social media platforms wants to serve with innovative tools, analytics and paid viewers targeting facilities. According to State of Social 2019's joint report with "Buffer" and "Social Chain" states that, almost 73 percent of business promoters reported social media as a very effective tool for their promotional campaigns. This is how both social media platforms and Corporate promoters satisfying their needs. In simple words, social media platforms are helping corporate clients to promote products on their platforms and their users and in exchanging they are charging money for their provided facilities. The more efficiently corporate clients want to target the audiences they have to pay extra money to the platforms which leads us to social media paid promotions. Keeping all these in mind, my purpose of this study is to find out how effective it is to fulfill promotional goals using paid promotions on social media in Bangladesh. During working on **7TEEN Digital** which is a marketing agency specialized on social media promotions, I get to see huge difference of viewers engagement between paid and unpaid

contents of our company's clients. Through observing multiple different types of Facebook pages and their viewers engagement behavior it would not be wrong if I say, paid promotion on social media is more effective than organic promotions.

However, some people may say it is an unfair way to promote because of less human interactions, viewers are not getting anything instead of being used or social media promotions are ignoring the elder citizens. But as long as these paid promotions are grabbing new customers and day by day its reach is expanding, my hypothesis still can be justified.

Following this, there are basic two types of social media contents. One of them is unpaid, free also known as organic contents. Random posts, shares, reposts are appropriate examples of these organic promotional contents. Social media like Facebook usually spreads these contents according to their standardized algorithm targeting basic followers, likers, their mutual, same category followers and same location users. These contents usually do not get huge viewers engagement unless the content itself is very interesting, innovative or portraying burning issues. Sometimes these interesting contents gets viral due to viewers self-pushed shares, likes and comments. This type of engagement is way better effective than paid contents. On the other hand, there is also paid or boosted promotional contents and paid Ads. As they are not free so instead of targeting algorithm based random viewers, social media like Facebook offers promoters to choose the genre of the targeted viewers based on various criteria for example: age, gender, area radius, institutions etcetera. When the promoter selects his targeted viewers, he gets a minimum number of probable viewers reach assurance promised by the social media platform. The number may increase if the content is good, but it would not get less reach than that of promised number.

On organic posts there is no guaranteed number of viewers reach even no one can tell all reached viewers are useful but in paid promotions mostly reached viewers usually comes through promoters selected sectors and his followings.

As Bangladesh is having demographic dividend. It means a large proportion of its population is young. And according to Tarik's April 2018's report, we have almost thirty million Facebook users and most of them are aged below 25. Which also proves the usability of social media platform as a promotional media.

Through this study I had time and resource limitations. Therefore, I could not analyze more than five client's commercial social media page or channels. I also focused only on Facebook pages as it is mostly used social commercial media in Bangladesh. Elder citizens can be unintentionally ignored due to research platforms user type. Besides all these, in the future we can use this research to better understand the social media boosting trends, timing and targeting techniques.

Why social Media

1.1 Social Media covers All

According to Instagram Engagement Report (Instagram, 2019), worldwide more than 200 million people go through at least a single Instagram Business page every day. In every promotional campaign it is vital to choose a media based on its capacity of reaching maximum number of people. A good media always targets good number of viewers with limited number of non-useful viewers. For example, if we want to promote a candy and our expected viewers are aged below 21 than choosing newspaper as a promotional media will be an inappropriate choice because newspaper rarely covers our expected viewers although it has a great number of overall covering capability. Here, the number of non-useful viewers will be high. So, only covering a huge number of viewers cannot be the only determinants of choosing a media vehicle. Sometimes, focused media with smaller but effective viewers coverage can be stronger media vehicle to choose. Hence, social media is always a step ahead than all other media vehicles. Social media targeting tools always focusses on selective viewers. Specially the paid ad's and contents can target very specific niche viewers.

Edit Audience ✕

Make sure to save your edits once you're done.

Gender ⓘ

All
Men
Women

Age ⓘ

18 ▼

-

65+ ▼

Locations ⓘ

Bangladesh

📍 **Bangladesh**

Add locations

Detailed Targeting ⓘ

Include people who match ⓘ


Add demographics, interests or behaviors | Suggestions | Browse

▶ Demographics
ⓘ

▶ Interests
ⓘ

▶ Behaviors
ⓘ

Exclude People



Your audience size is **defined**. Good job!

Potential Audience Size: 31,000,000 people ⓘ

Cancel
Save

Figure 1: Selecting Targeted Viewers

In this picture we can see how a paid campaign on Facebook lets us to select potential targeted viewers based on their Gender, Age, Location, Demographical, Behavioral nature and interests. It can also promise an attainable minimum number of reached viewers. This is what makes social media different from all other media vehicle because in any other media we cannot exactly predict campaigns attainable viewers reach. Social Media like Facebook also helps us plan when to schedule contents to reach maximum number of viewers.

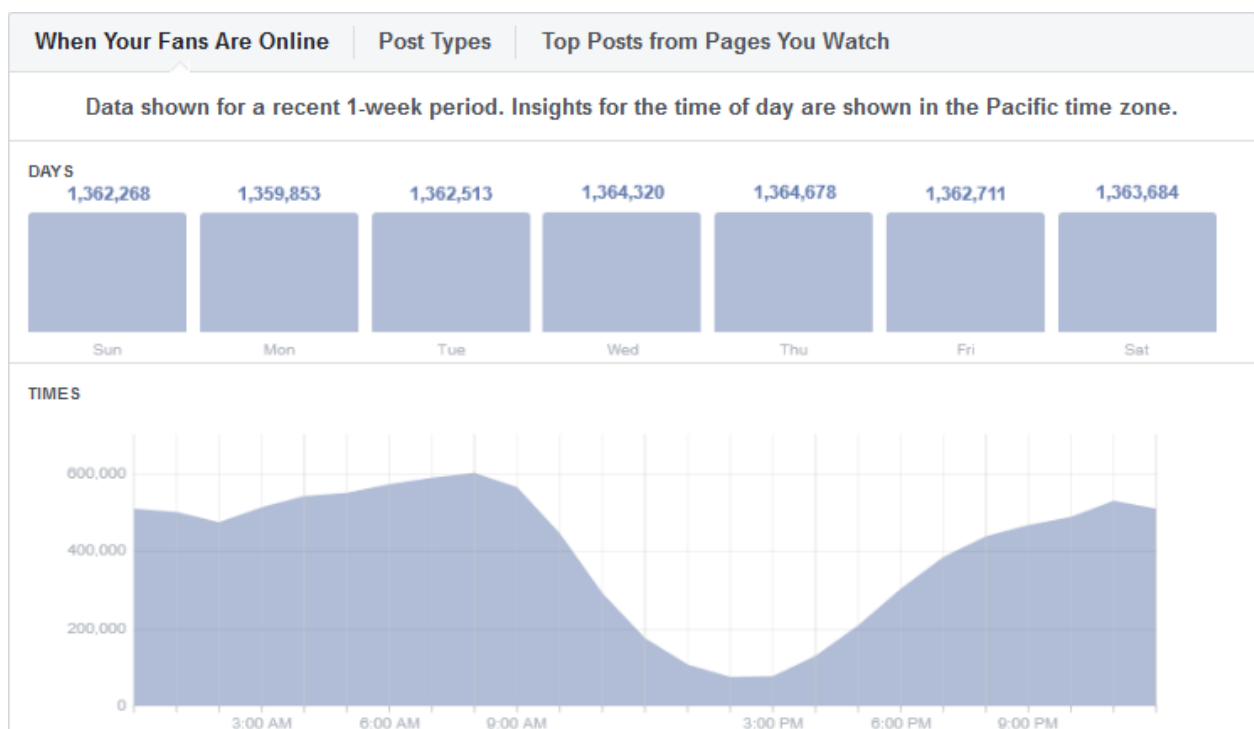


Figure 2: Followers Activation Analysis

This is the Picture of Bangladesh’s most selling auto-mobile companies Facebook page showing which time its followers are mostly active. This type of analytical suggestions can help a promotor to decide when to schedule his digital contents.

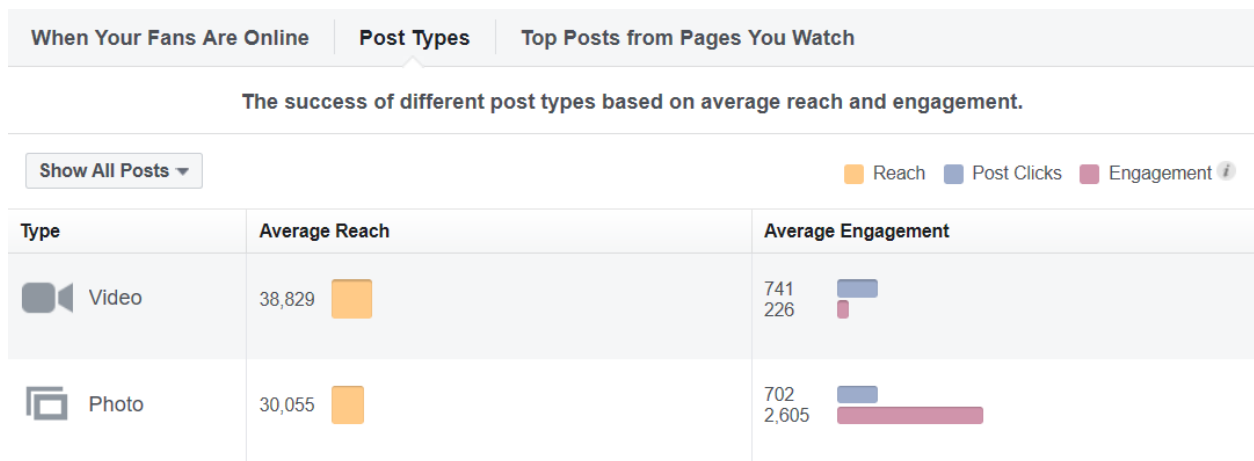


Figure 3: Most Successful posts based on Content Genre

In this picture we can see the difference between different type of posts reach and engagement. Sometimes, we need to ensure maximum number of audience's engagement therefore loop or video contents can be more effective than static or picture contents. Usually, well-established pages prefer engagements most. On the other hand, pages walking through its initial stage or on campaign starting point needs more reach than engagement. Therefore, continuous static contents are more effective than that of loop contents according to this situation. It also important that a loop or video content is more expensive than a static content. Keeping all this in mind a promoter can easily take decisions through social media promotional analytical tools. According to Sprout Social 2018's The Sprout Social Index report, almost 77 percent marketers over the world effectively use social media analytics to manage their brand promoting campaigns. It is needed to be mention that most of its analytical tools are free but specific targeting and promotion is not.

Even though, we select paid social media promotion still it will be effective than all other media vehicles. Based on cost, time, effort, Success rate social media is always a step ahead. People can set his promotions by sitting Infront of his laptop, he can also pay through his bank cards.

Schedule future posts. Even if he does nothing, he will get his promised viewer reach anyway.

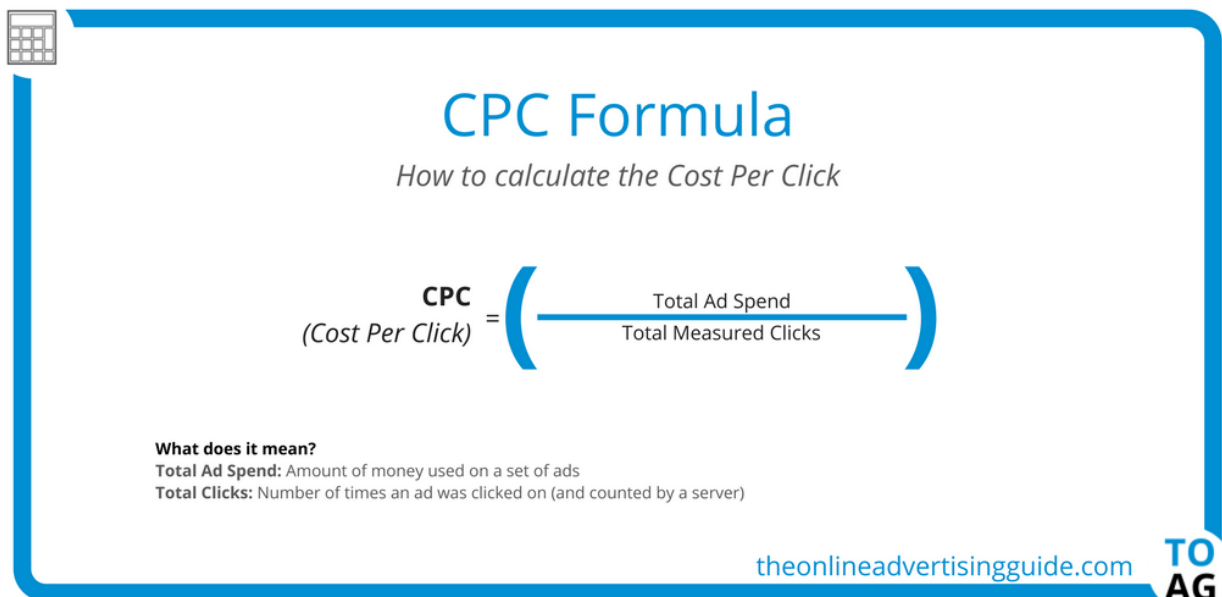
One proper marketing mix cannot be designed wisely by fully avoiding social media.

1.2 Social Media increases Brand Recognition

With every content we post on social media there is a chance to engage new viewers every time. If any specific customer repeatedly sees any brands content, he or she might not forget that brand name or logo, he probably will consider that brand a good and popular brand or even those contents irritates him it will stay on his mind unconsciously for a long time. That irritated viewers may share his thoughts with his friends and family, some may disagree or try that brand out of curiosity. This type of reactions happens mostly on social media. According to Adobe State of Digital Marketing- 2018's analysis, non-targeted consumers of social media contents are more reactive, and they expand brand traffics thrice a time than targeted consumers on social site. On the other hand, paid boosting, promoters usually set similar targeting criteria which he selected at the first time because, companies targeting does not changes frequently. Due to this, Social sites like Facebook targets almost similar type of viewers repeatedly. According to Curalate, 2017's survey in United States it is seen that, almost 76 percent of people purchased a product which was published in different brands social media pages. Also, In countries mostly like Bangladesh it is understood that, a good brand should have good followers on Facebook and on other social sites. The brand should be very active through posting their contents, should be responsive on their inbox and comments management. But the hush truth is, building a rich Facebook page without paid boosting is not possible now a days. Even pages with millions of viewers in a monopoly market boosts their contents very frequently.

1.3 Cost effective, Fast with minimum effort

It is well known to all that, Marketing costs. But social media promotions can be both paid and free. Obviously, paid social media promotions are more effective than unpaid promotions. Although paid promotions cost is always very low than traditional promotional medias. Whereas traditional promoting media can consume huge amount of money, time and effort but social media is very cost effective based on its cost per click (CPC) formula.



The infographic is titled "CPC Formula" and "How to calculate the Cost Per Click". It features a calculator icon in the top left corner. The formula is presented as
$$\text{CPC (Cost Per Click)} = \left(\frac{\text{Total Ad Spend}}{\text{Total Measured Clicks}} \right)$$
. Below the formula, it explains: "What does it mean? Total Ad Spend: Amount of money used on a set of ads. Total Clicks: Number of times an ad was clicked on (and counted by a server)". The source "theonlineadvertisingguide.com" and the logo "TO AG" are in the bottom right corner.

Figure 4: CPA Formula

According to The Online Advertising Guide’s (CPC = AD Cost / Total Clicks) we can determine Bangladesh’s leading automobile companies Facebook CPC.

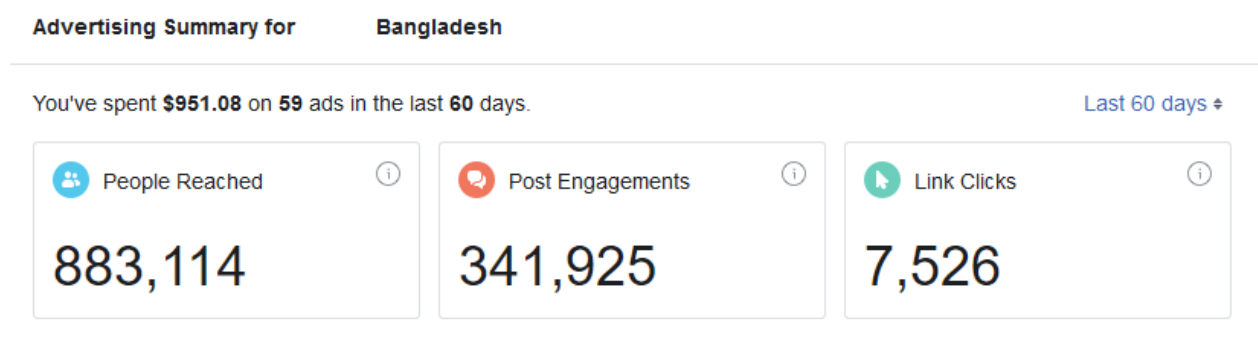


Figure 5: Paid posts analytical data

$$\text{CPC} = (951.08 / 7526)$$

$$= 0.126 \$$$

Now it is easily imaginable that, it is quite impossible to make a reader to read an ad on newspaper, Magazine, billboards; Listener to listen an ad on radio; Viewers to observe a Tv commercial or users to make them click on a promotional email just spending 12 cents.

On the other hand, social media promotion is also less time consuming. One can schedule future posts, reposts past contents and boost past content by only seating Infront of any internet connected device.

Chapter 2

2.1 Comparison of effectiveness of Paid and Organic Contents

Since it is established that, social media is way better than traditional promotional media now it is very important to discuss about its paid and organic contents. As we discussed before both paid and organic contents have chances to get good numbers of viewers' attention, but paid promotions always get extra attentions due to its selective targeting. Organic contents only can get viral if it is about any interesting facts, current issues, trending social fad.

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/08/2019 7:00 PM	In 2014, in Krasnoyarsk, a Russian city, 1416 cars			5.5K	56 107	Boost Post
12/07/2019 7:00 PM	lets you flaunt its impeccable design and			15.3K	255 343	Boost Post
12/06/2019 7:00 PM	The all new 12th generation of is oozing			2.2K	90 37	Boost Post
12/05/2019 9:04 PM	How well do you know your Toyota? Comment below and			2.4K	73 39	Boost Post
12/03/2019 7:30 PM	lets you glide through the roads with its			2.3K	119 79	Boost Post
12/01/2019 9:30 PM	Why have an ordinary drive when the you can travel			58.6K	1.5K 5K	View Promotion
11/30/2019 7:30 PM	Do you know the correct answer? Comment below			50.6K	609 60	View Promotion
11/29/2019 10:01 PM	lets you go off road and explore the beauty			28.3K	341 4.5K	View Promotion
11/28/2019 8:00 PM	A futuristic car with features to die for! Keep following us			25.5K	336 2.1K	View Promotion
11/27/2019 10:02 PM	Color your imagination with the wide range of available			61.5K	1.1K 511	View Promotion

Figure 6: Comparison between paid and organic contents

This is scenario of Bangladesh’s top automobile companies’ official Facebook pages published contents. Here we can see, from 27th November to 1st December this page had 5-contents published and all of them were paid and boosted. They approximately got total 2.24 million reach, 3886 clicks and 12171 post engagements.

On the other side, it published 5 more contents from 3rd December to 8th December. These contents were fully organic or unpaid. They approximately got total 27700 reach, 593 clicks and 605 post engagement. The differences are illustrated below through a chart:

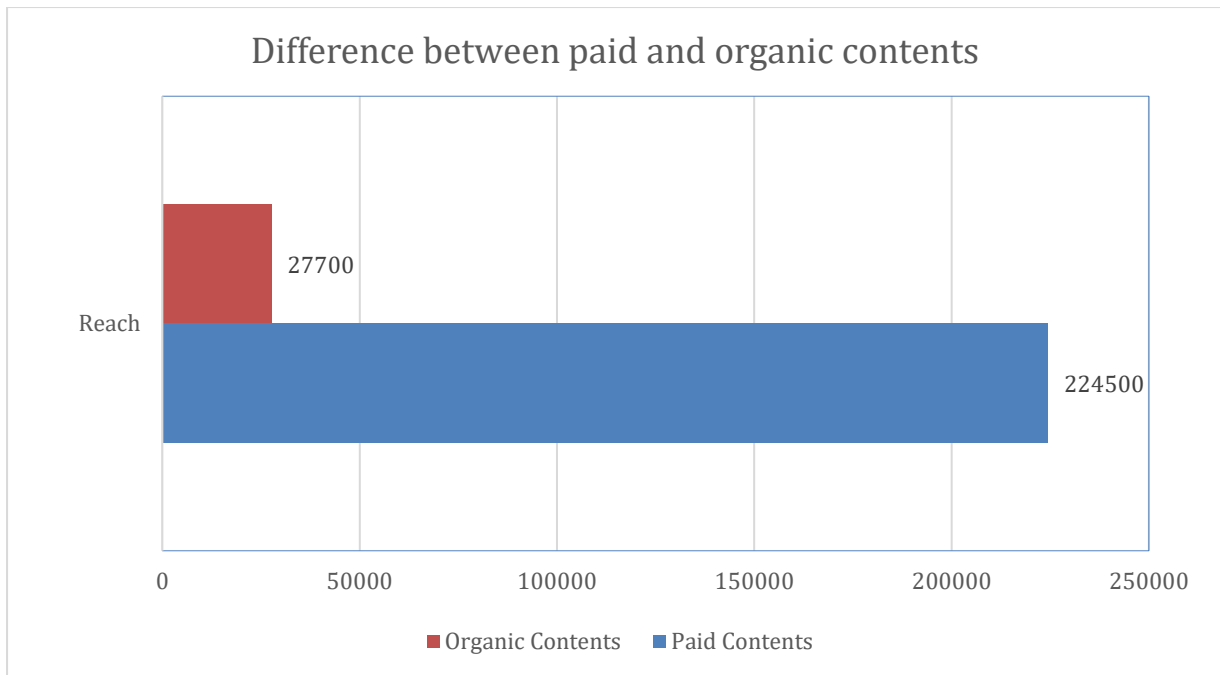


Table 1: Viewers Reach difference between paid and organic contents

So, Paid contents reach is 87.66% Higher than organic contents.

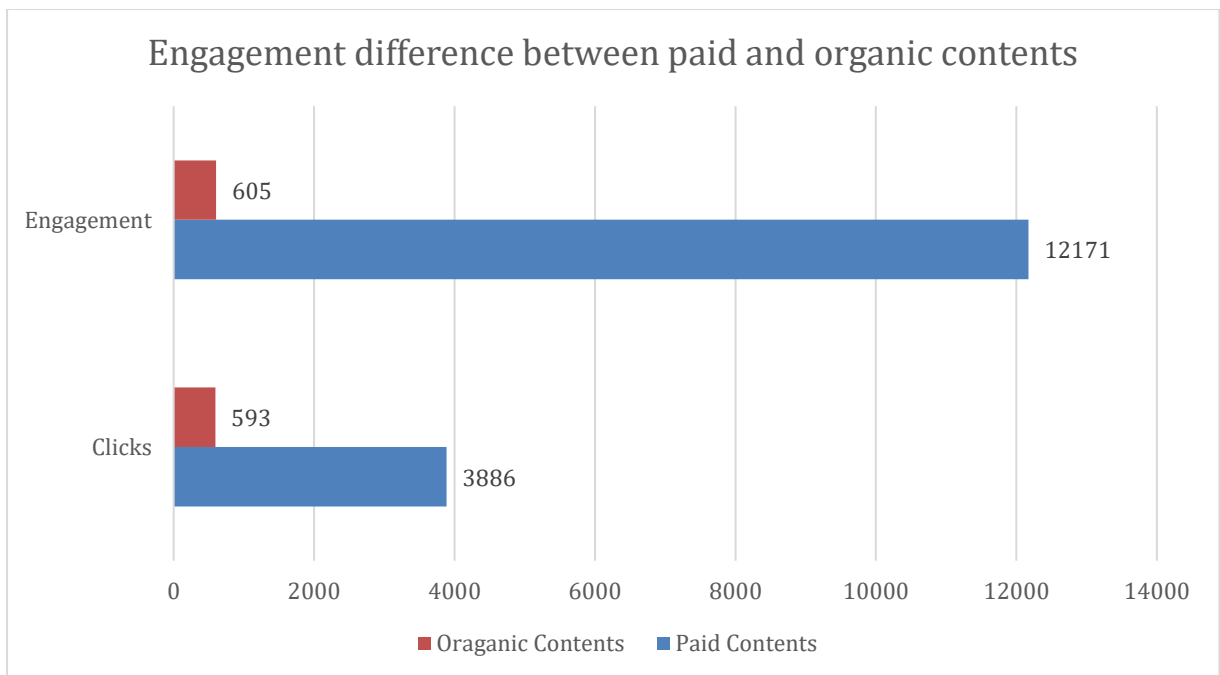


Table 2: Viewers Engagement difference between paid and organic contents

The difference between paid and organic contents is huge. The Red horizontal bars represent the Organic posts Reach, Engagement and clicks. On the other side the Blue horizontal bars represent boosted paid contents.

Here, Paid contents engagement is 95.03% higher and clicks are 84.74% higher than organic contents.

Chapter 3

3.1 Selected Viewers Targeting

The reason behind the huge difference between paid and organic posts overall engagement is, paid promotions allows a promoter to select his targeted audience very specifically.

Marketers can observe social media statistical analysis and can plan when, where, how much money they should spend for the campaign.

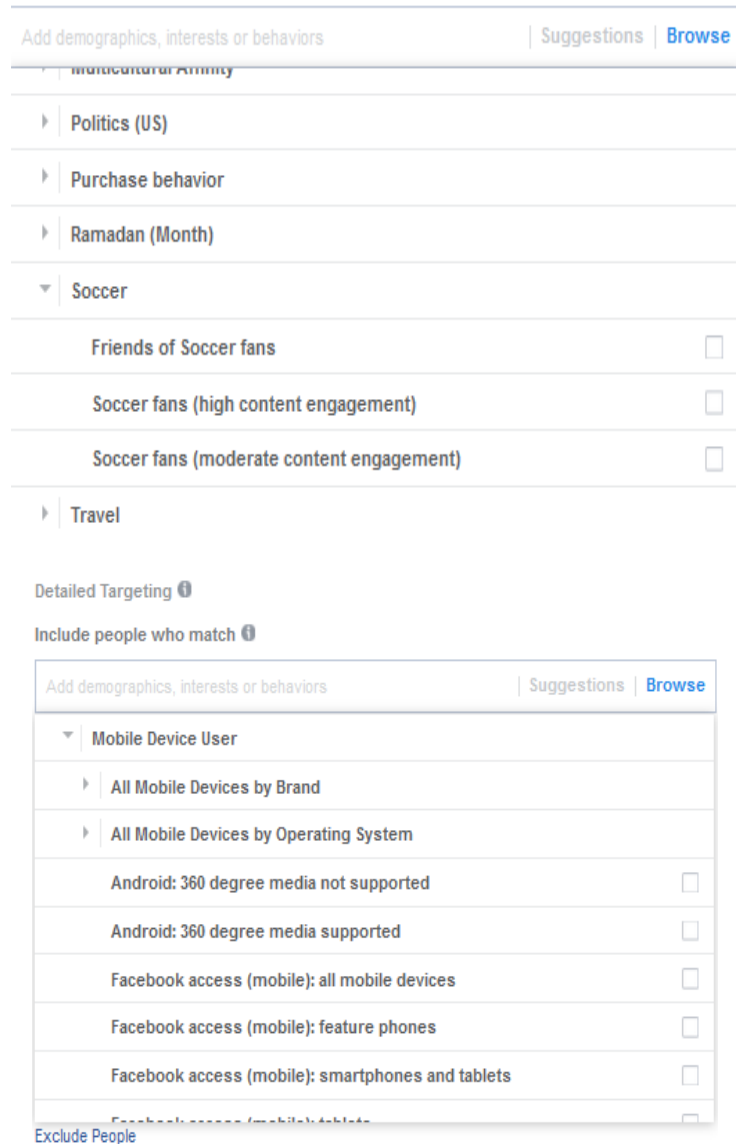
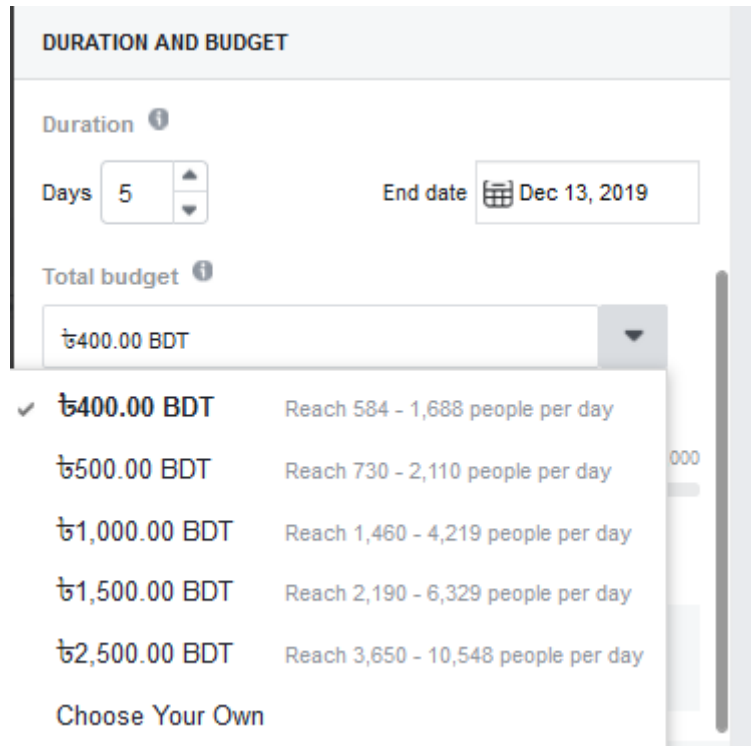


Figure 7 & 8: Deep viewers targeting steps

In these pictures we can see how social media like Facebook lets marketers to select their targeted audience based on viewers believes, behaviors, favorites even their hobbies and branded devices they use. This is how social media is reaching through very specific viewers who might be very interested in specific campaigns. For example, Online travel agency can target Apple iPhone, iPad users. PlayStation, Gamebox can target soccer players and fans. Attar and Punjabi can be offered to religious viewers.

3.2 Guaranteed reaching Promise

Another reason behind being successful as a promotional media is Paid social media can promise guaranteed number of viewers reach.



DURATION AND BUDGET	
Duration ⓘ	
Days 5	End date Dec 13, 2019
Total budget ⓘ	
₹400.00 BDT	
✓ ₹400.00 BDT	Reach 584 - 1,688 people per day
₹500.00 BDT	Reach 730 - 2,110 people per day
₹1,000.00 BDT	Reach 1,460 - 4,219 people per day
₹1,500.00 BDT	Reach 2,190 - 6,329 people per day
₹2,500.00 BDT	Reach 3,650 - 10,548 people per day
Choose Your Own	

Figure 9: Offered Viewers reach for paid posts

In this picture above we can see how paid boosting giving choices to marketers to catch a certain number of peoples reach range. Social medias like Facebook always ensures, the number does not go below the range although it may exceed the maximum number of the range. Through this, a marketer can clearly plan his marketing budget and design his campaign effectively.

Chapter 4

4.1 Competition on social media platform









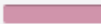





















Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Toyota Bangladesh	2.7m 	0%	7	14.8K 
2  HONDA, Bangladesh DH...	484.4K 	0%	9	18.5K 
3  Mitsubishi Motors Bangl...	323.1K 	0%	4	15.7K 
4  Mercedes-Benz Banglad...	220.7K 	0%	3	1.8K 
5  BMW - Executive Motors...	157.4K 	0%	2	3K 
6  Tata Motors Bangladesh	144.4K 	0%	2	18.8K 
7  Hyundai Motors Banglad...	123.1K 	▲0.3%	1	976 
8  Nissan Bangladesh	85.7K 	▲0.7%	1	2.6K 
9  Ford Bangladesh	56.4K 	▲0.1%	14	988 
10  Millennium SsangYong M...	50.3K 	0%	1	62 

Figure 10: Top Automobiles page Engagement Analysis

This picture represents the analytics of the most popular automobile providers Facebook page in Bangladesh. Every automobile company can see its competitor's current situation. Therefore, they can decide whether they should increase their number of posts on this month or not, should they boost page or re-boost previous post. They also can see if their engagement trends are going negative or positive. This helps them to decide to take precautions, lessen or increase boosting compared to its major competitors. Good thing is social medias like Facebook always being fare in case of social media promotions. Although sometimes Reach

and engagement varies due to pages difference in likes and followers and amount, they pay for boosting. For example, it is illogical to expect a page reaching 2000 paid viewers having only 1000 followers and likes. On the other hand, a million viewers followed page can reach more than 2000 paid viewers spending the same amount of money.

Methodology

This report is based on both quantitative and qualitative research. In the very beginning, my academic Internship supervisor helped me a lot to choose this report topic which was very related with my internship providing organization. Then, I started to collect information's. After this, I started to break-down, re-analyze, and compile all the collected information's based on my report topic. I tried to justify my standings through logical explanations and quantitative facts. A flowchart of this Report accomplishing journey is given below.

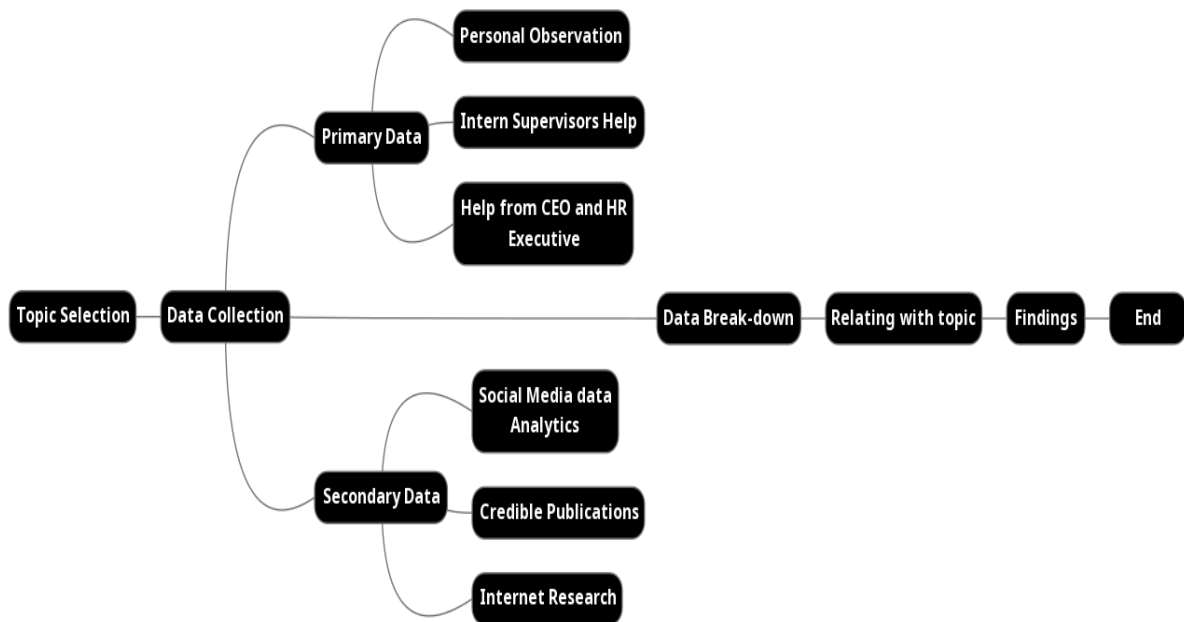


Figure 11: Report Processing flow-chart

Throughout this research I mostly collected primary data from my Intern supervisor, CEO and HR Executive. Using their guidelines, I tried to understand and further specifically analyze our

clients page analytical data's which was provided on their pages analytical tool. As I was working in Client servicing and query management team, I had opportunities to observe our client's activities and what their social media followers thinks about them. This thing helped me a lot to collect the information's.

Accordingly, I had to explore through my employer organizations different clients, their overall profiles and their business attitudes. It should be mention that, my intern supervisor Mr. Tasman Zihan helped me a lot to understand and compile all the information's. My CEO Mr. Sheehan Rahman and HR executive Mr. Moniruzzaman Nayeem also guided me to organize and fulfil all the requirements of my report. Without their help it was not possible to finish this report.

I also had to collect some quantitative data specially through Social media Analytical tools. I used Facebook Publishing Tools, Ad Center, Insights Information's and further analyzed them on Microsoft Excel, MindMup and Microsoft office Chart tools to visualize the findings. The screenshots provided previously all are original although the name of the brand, product or captions are erased due to my employer organizations policy.

Conclusion

According to eMarketer's US Ecommerce 2019 report, it is predicted that this year- 2019 expenditure of e-commerce will cross 500 billion US dollar. Now we can easily understand where this money may flow. Facebook, Instagram, Snapchat, Twitter, LinkedIn being the major e-promotional media has a bigger cut on this amount. As the whole world going digital, there is almost nothing a people can get through social sites. Some people may say the elder citizens are not as friendly with these high-tech promotional activities, but they are also found surfing on YouTube for diabetic controlling tips and consuming forced commercial ads between those videos. Sometimes they are getting introduced and feeling interested to online telemedicine apps or herbal supplements for diabetics due to highly advanced algorithm based paid ads. Thus, it is creating both-winning Position for both viewers and marketers. According to Sherman 2019's Digital Marketing Blog by LYFE Marketing, Social media promotion may cost below 2.50 US dollar to reach thousand viewers. Whereas, traditional media can cost 10 to 60 US dollar per thousand viewers reach. Social media campaigns also help promoters to stay on above on search engines through SEO technics. Customers are also very friendly to search anything they need on their mobile phones in the first place. Therefore, social media promotions specially paid promotions cannot be ignored in any brands marketing mix or strategy.

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Appendix

Demographic Dividend:

It occurs when a countries economy shows growing tendency due to its increasing rates of young citizens and decreasing rates of fertility and mortality.

Marketing Mix:

It describes vital elements to build a products or services brand recognition or to sell them.

Definitions taken From, www.investopedia.com and marketingmix.co.uk