

Internship Report
On
The Effectiveness of Social
Media Marketing of Yellow



Inspiring Excellence

Internship Report
On
**The Effectiveness of Social Media
Marketing of Yellow**

Submitted to:

Mr Arifur Rahman Khan
Lecturer
BRAC Business School
BRAC University

Submitted by:

MD. Zohirul Islam
ID: 11304048
BRAC Business School
BRAC University

Date of Submission

27th April, 2016

27th April, 2016
Mr Arifur Rahman Khan
Lecturer
BRAC Business School
BRAC University

Subject: Submission of Internship Affiliation Report on “The Effectiveness of Social Media Marketing of Yellow.”

Dear Sir,

With due respect, I would like to state that I am submitting my internship affiliation report on the topic ‘**The Effectiveness of Social Media Marketing of Yellow**’ within your given time period. I tried my level best to contribute, observe and identify Social media activities of Yellow, Gazipur and have written it down in this report from my own experience. For research of this report I collected as much information as possible from the company.

During the preparation of this report, I have found it helpful and useful as well as I had a great pleasure to work on it. This internship will definitely help to build my career in the near future. I want to thank you for your support and for giving me the opportunity to participate in the internship program which is partial requirement, a prerequisite, for the completion of the BBA program.

Best Regards.
Yours Sincerely,

Md. Zohirul Islam
Student ID: 11304048

Acknowledgement

I wish to extend my gratitude to all the people who helped me to accomplish my report titled, “The Effectiveness of Social Media Marketing of Yellow” at Yellow. My first thanks go out to my faculty advisor and internship supervisor in BRAC University, Mr. Arifur Rahman Khan, who has given me precious guidance from his busy schedule. I am very grateful for all his advice in order to make my report more effective.

Secondly, I am endlessly grateful to, Mr Shahrayar Burney, Executive Director of Yellow for being my Internship Supervisors and from time to time showing me how things are done and how to get them done, even when all the odds were against.

I am thankful to Mr. Iftekhar Mallick, Manager, Digital Marketing of Yellow for granting my internship in his department and showed me how the corporate world really works. Beside this I would also like to thanks my friend Afshana Rahman for the support and for inspiring me to complete the report in due time.

Last of all, I will show my gratitude to all the Management & Non-Management Staffs who have helped me out during the internship period and the whole team who somehow have influence on me in completing my whole report.

Executive Summery

This report is based on the work experience on a local giant in Ready Made Garments sector, BEXIMCO. Especially one of its ventures Yellow by BEXIMCO. The report is the outcome of 12 weeks long internship program that I had successfully completed Yellow under Digital Marketing department from 21st January, 2016 to 21st April 2016. I have done this because of the requirement to finish my BBA program. Each and every hour spent in the Digital Marketing department it opens a new world in front of me. And the world is more exciting, full of challenge as well as responsibilities. The work experience I've got is so precious to me and my future career.

In the first part the general introduction, objective, methodology and limitation. In chapter two on the 'BEXIMCO' and 'Yellow by BEXIMCO' beside this its mission, vision, digital marketing activities of Yellow also included.

In the later chapter three, I tried to describe the job, responsibilities and the things that I had to perform as an intern. Then in chapter four, I described the outcome of my project which also include the analysis based on 'The effectiveness of Social Media Marketing of Yellow'. The chapter also included with the findings and Yellow social media analysis and my recommendations.

Before come up with any conclusion based on this report it must consider that the report is prepared within a very short period of time. So, there are lacking in the data. However, still the report may be helpful for any further study of effectiveness of social media marketing.

Table of Contents

Chapter 1: Introduction	4
1.1 Methodology	5
1.1.2 Source of Data:	5
1.2 Limitation	6
Chapter 2: The Organization	7
2.1 Company Background	7
2.1.1 History of Beximco	7
2.1.2 Overview of Yellow:	8
2.2 Mission:	8
2.3 Vision for future:	8
Chapter 3: Description of the Job	9
3.1 Specific responsibilities of the job:	9
Chapter 4: Project	12
4.1 Summary of the social media marketing:	12
4.2 Description of the project:	14
4.3 Objective of the study	15
4.4 Yellow Social Media Analysis:	15
4.4.1 Growth of total fans:	16
4.4.2 Distributions of Fans:	16
4.4.3 Number of Page Posts:	17
4.4.4 Most Engaging Post Type:	17
4.4.5 Daily Interactions:	18
4.4.6 Top Posts:	18

4.4.7 Comparison:	19
4.5 Findings	20
4.6 Recommendation	21
Conclusion	22
References	23

Table of Figure

Figure 1 Global social media research summary 2016.....	12
Figure 2 Social Media Behavior in Bangladesh	13
Figure 3 Digital, Mobile & Social media in APAC in 2015.....	14
Figure 4 Growth of total fans.....	16
Figure 5 Distributions of Fans	16
Figure 6 Number of Page Posts	17
Figure 7 Most Engaging Post Type	17
Figure 8 Daily Interactions	18
Figure 9 Top Posts	18
Figure 10 Boost post vs. organic post.....	19

Chapter 1: Introduction

In a competitive world practical experience is plays an important role. Theoretical knowledge is just not well enough. So, everyone must have to gather some practical knowledge. Internship is an opportunity of that. As a BBA student with major in Marketing and minor in E-commerce, I got the opportunity to do my internship in Yellow by BEXIMCO. Where I also got the chance to introduce with the reality and relate my theories with the real world. Seems like the theories are coming from the real world but it is more challenging. And sometimes the real world not follows the theories. Decisions are made depends on the situation not theories. This sort of learning is important to work and to learn how to work in real life. After the end of my 12 weeks long internship I know how the brands work after facing daily challenge especially in marketing sectors.

According to BTRC there are around 58.317 million active internets users in Bangladesh (Internet Subscribers in Bangladesh February, 2016). Among them 13.2 million is active facebook user. And it increasing rapidly and clearly showed that peoples interest and passion on social media site. Moreover people are now much more depends on social media site for searching, collecting information and to get connecting. Social media marketing is now widely used to promote business, product or services. Almost all the brands are now more emphasizing on social media to spread out their market and to create people's awareness about the product.

1.1 Methodology

The type of this study is quantitative along with the good combination of qualitative. The report is based on both primary and secondary data.

1.1.2 Source of Data:

- **Primary Sources:**

The report is mainly based on primary data. I have collected all this during my 3 months long work experience time. Mainly most of them are collected from my colleagues and the person who is directly engaged with the procedure.

- **Secondary Sources:**

Secondary sources always play an important role for a report. It is not so easy to collect all the information from primary source. So, the secondary sources are,

1. Internet
2. Social Network Sites
3. Text books
4. Several other reports
5. Newspaper, articles, journals
6. Other relevant sources

1.2 Limitation

To sum up this study some limitation has been exposed. Here are limitations I have faced during working on my internship report,

- Primary data is one of the main sources of data collection of this report. It is really hard to get the accurate information. Moreover, we are not authorized to share the information and decisions publicly.
- I am actually written my internship report based on my 12 weeks work experience in an organization. So, it could be enriched with numbers of information. But due to numbers of responsibilities and the distance of my office I was unable to compile all the information during my internship time period. And after that I had to finish it within very short time.
- To be friendly with colleagues and to understand the organization culture properly it requires time. So, time limitation is another crucial command of the study.
- Most of the information of this report is based on the secondary data which were incompetent.

Chapter 2: The Organization

The RMG (Ready Made Garment) industry acts as the backbone of our economy and as a catalyst for the development of our country. Bangladesh appeared as a key player in RMG sector since 1978. Textiles and clothing sector are around 85% of total export earnings of Bangladesh. Among that, 75% comes from the apparel sector which consisted the major products of knit and woven shirts, trousers, skirts, shorts, jackets, sweaters, and many more casual and fashion item. Beximco Textile division produces all of them and from where the birth of Yellow. The fashion retail brand launched in 2004, targets to bring world class fashion along with ensuring the quality & service at a justifiable price. It is such a retail store that works constantly on international design and product expansion and keeps fast fashion responses to retail trends. Additionally, The Yellow is nowadays got the wide range of products, including men's wear, women's wear, kid's wear, accessories, home accessories etc. The internship report I did work on the social media marketing of Yellow's Retail Stores.

2.1 Company Background

2.1.1 History of Beximco

In the present day, the BEXIMCO Group is the largest private sector group in Bangladesh. BEXIMCO was initiated in the 1970's by two brothers named Ahmed Sohail Fasiur Rahman and Ahmed Salman Fazlur Rahman. Since the first phase, the Group has progressed from being mostly a commodities trading company to a top, expanded group in industry which is account for almost 75% of Bangladesh's GDP. BEXIMCO's corporate mission is "*Taking Bangladesh to the world*".

Beximco textile Ltd. was integrated in Bangladesh as a Public Limited Company with limited liability on 8 March 1994 and began the commercial procedure in 1995 and also went into the public issue of shares and debentures on that year. The shares of the Company are registered in the Dhaka and Chittagong Stock Exchanges of Bangladesh.

2.1.2 Overview of Yellow:

The Group ensured existent in retail apparel through ‘Yellow’, the youthful brand. Yellow is a design-focused brand that rejoices creative and unique thinking to highlight a cheerful and optimistic view of life via the superior quality product. Yellow internments a modern understanding of fashion and peaceful attitude states a comfortable and self-confident quality. The exploratory spirit of the line is built from BEXIMCO Group's tradition in revolution and living a life full of passion that is exposed to discovery.

2.2 Mission:

BEXTEX Ltd. is a full-service vendor with strong vertically integrated production facilities as well as creative & analytical capabilities which clearly set us apart from most other South Asian vendors. Each of our activities must benefit and add value to the common wealth of our society. We firmly believe that, in the final analysis we are, accountable to each of the constituents with whom we interact; namely: our employees, our customers, our business associates, our fellow citizens and our shareholders.

2.3 Vision for future:

- ✓ Gain market leadership in high value added apparel in USA & Europe.
- ✓ Use “Innovation” & “Speed” as prime drivers, rather than cotton & cheap labor.
- ✓ Dominate these markets in high quality:
 - Men's, Women's, Children
 - Shirts (Dress & Casual)
 - Blouses (Formal & casual), Skirts, Jackets
 - Jeans & Casual non - denim bottoms
 - Knitted tops & bottom

Chapter 3: Description of the Job

BEXIMCO group is Bangladesh largest private sector group in terms of its manpower as well as its overall industry collaboration. Their apparels divisions have one of the largest set up among South East Asia. The apparels division is mixed manufacturer of cotton and polyester blend garments of men, women and children. Yellow is one of the ventures of BEXIMCO apparels limited. Many people tell Yellow is the brain child of Mr Sayed Naved Husain, who is the CEO and group director of BEXIMCO.

In my 3 month long internship experience I go through numbers of responsibilities and learning elements. Though my engagement was with the Executive Director but mainly I worked with the digital marketing team. From my very first day I engaged with updating the website product and Learned new software. Beside this I am also engaged with agency hiring process, observing third party activities, maintain the communication with Pakistan store about our latest product, creating new platform of loyalty program, creating different report under the guideline of ED and so on. It was such a nice experience to work with people from different background and culture. But most importantly the working environment is quite outstanding and little bit challenging. I was assigned to do following jobs,

- ✓ Learned new premium software Prestashop store manager,
- ✓ Update the product info on web through prestashop,
- ✓ Monitor Yellow online sales,
- ✓ Observe third party selling and other activities,
- ✓ Involved with the agency hiring process,
- ✓ Give product information to the Pakistan store.
- ✓ Creating new platform of loyalty program.

3.1 Specific responsibilities of the job:

As a marketing student I always love to work with marketing team. But I also did my minor in E-commerce so; digital marketing is also my very soft corner to work. And I found lucky myself as I got engaged with the digital marketing team.

3.1.1 Prestashop store manager:

Store manager prestashop is Russian software which is mainly use to control the website. By using prestashop we are updated product info in our web. Each and every product contains information like VAT, product code, color, swatch, materials and washing instruction. This helps the customer to get proper information about the product before order any product through online. It also helps them to get understand before physical visit at the store.

3.1.2 Online selling and inventory upload:

Online selling is occurred Yellow by two different platforms. One is through the Yellow website and another one is through third party. The sell through our website we are responsible to send the product to the customer accordingly by our delivery men. And for the outside of Dhaka we are taking the help of Sundarban courier to delivery our product. Every day one of our very important task is to updating the product inventory. As we are update our stock. Our online stores in charge do it every day and send me the mail. My job is to check it out.

3.1.3 Monitor third party selling and activities:

Besides using our very own platform we are also using the third party to sell our product. We have an agreement with Daraz.com.bd to sell our product in their E-commerce platform. I am responsible to contact with them and monitoring their activities over our products. Like whether they are properly uploading our product or not by season wise, their selling status, product availability etc.

3.1.4 Agency hiring process:

Though I was not involved with agency hiring process from the very beginning but I got involved during the short listed process and interviewing them. I was in the team during the time when Webable show their plan and presentation about Yellow social media marketing, as well as the time of their presentation for Yellow café. But finally we come to an end by selecting Magnito for the social media marketing of Yellow. It was such a nice experience to attend the interview.

3.1.5 Maintained communication with Pakistan store:

We have 4 stores in two cities of Pakistan. Besides manufacturing our local stores we also manufacture for our Pakistan store base on their requirement. The shipment process is occurred through to the air. My responsibility is to update them about our current season product with details and product pictures. And then the Pakistan officials choose the product according their choice and suitability. And finally it comes to our finished wear head manager for shipment.

3.1.6 New platform for the Loyalty customer:

Yellow have loyalty programmed for its loyal customer. Those who take our loyalty card based on few criteria they will get attractive discount while purchasing. But just the customer name, mobile number and mail ID is not well enough to make it smooth. We also want to include the birthday, marriage anniversary and address to enrich our information store. This sort of information helps us to surprise our customer in their special occasion.

Chapter 4: Project

The Effectiveness of Social Media Marketing of Yellow

4.1 Summery of the social media marketing:

Idea, share, post, fun, personal opinion or exchange information is just the basic purpose of social media. But it is not anymore in its basic purpose to serve but too extended with full force to use commercial purpose. Social media marketing is now a day's mostly used and implemented marketing terms. It opens a new era in marketing sector. The phrase 'social' and 'media' brings lots of change in digital marketing. The social media segment is no more used for personal reason but to open a new platform for commercial use. What we seeing or what we posting in facebook, youtube, snapchat or instagram is creating much more appeal for commercial purpose. From the two separate terms 'Social' and 'Media' we can conclude a basic description; social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information(Daniel Nations, 2012). On the other hand to create highly interactive platform, now mobile plays an important role. As because through mobile devices now we can easily co-create, share and post our opinion very quickly. The global social media research is also showed the huge positive trend of social media marketing.



Figure 1 Global social media research summary 2016

According to We Are Social, annual growth continues apace particularly in the number of mobile social users which hit 31% this year (Kemp, 2016). Similarly in our country the using of social media increased by maintaining high manner. According to The Daily Star, mobile internet in Bangladesh shows that 70 percent of users spend more than an hour on social networking sites. About 23 percent of them spend more than five hours on the social networking sites a day (The Daily Star, 2015).

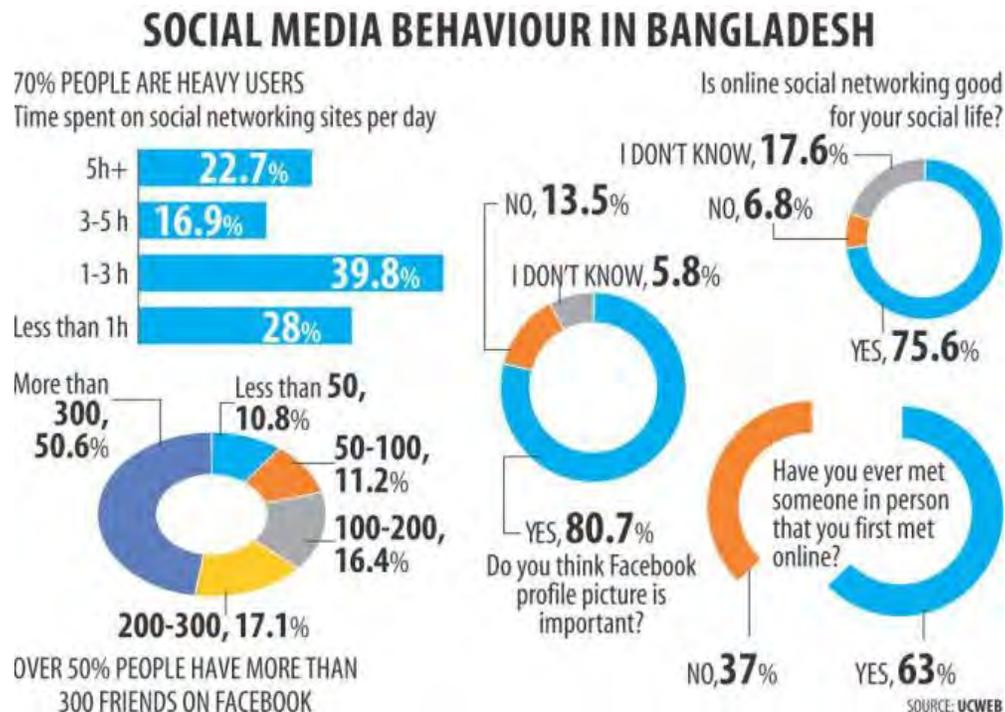


Figure 2 Social Media Behavior in Bangladesh

Asia pacific is also bringing much change in this sector too. The active social media users increase 14 percent than the last year. In terms of Bangladesh the growth rate is high as much as 148 percent than the last year.

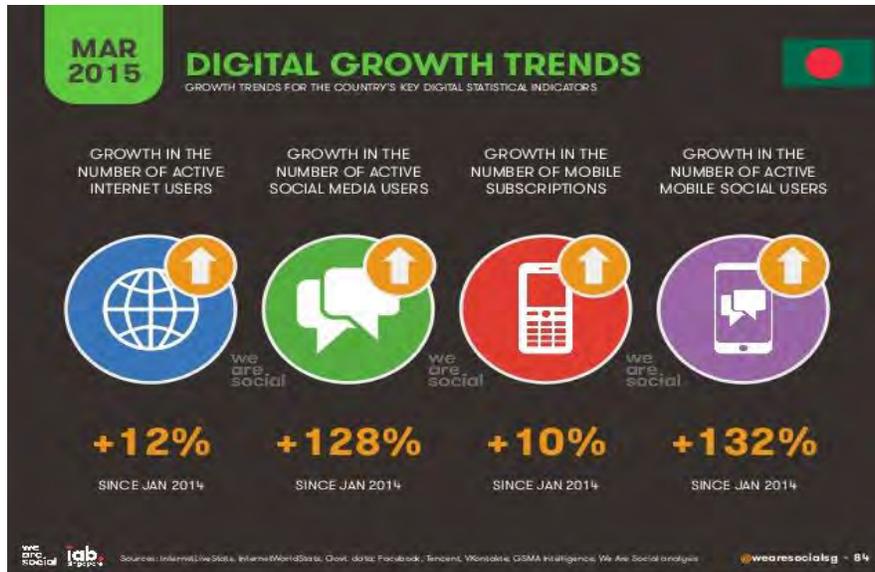


Figure 3 Digital, Mobile & Social media in APAC in 2015

4.2 Description of the project:

A good post on social media always comes with some positive feedback. It's just not only aware the customer as well as potential customer but to count brand value, advertising etc. no one want to miss this chance to get involved with its customer through social media. So, Yellow decides to hire an agency for their social media sites which includes Facebook, Snapchat, Youtube and Instagram. This is an important and crucial decision in today's terms. As social media is the biggest platform to answer over customer curiosity and their question about product so that the feedback about the product. More importantly just to boost the product in social media is just not the solution of everything. Sometime the customers need assistance.

4.3 Objective of the study

After 4 years' theoretical knowledge internship create the bridge between theoretical understanding and practical experience. Internship opportunity is the biggest implementation of real world professional life. It is just the beginning of a new life. In four years BBA program the varsity offer number of courses. But among so many courses and field I got found myself most suitable with Marketing and E-commerce. Not only the potentiality of this two sector but the nature of work required for this as well as my interest. For any kind of product marketing is must on the other hand E-commerce is next generation marketing's most influential element. Not all the courses we had taught in the class room will be implemented in the real life but many of them will be. Subject like Brand Management, Service Marketing, Marketing Research or International Marketing may also have the real life appeal. Specially, brand elements, the way of satisfying customer and conduct a research topic was covered in our major marketing courses. Furthermore, during my 3 months long internship time I could relate many E-commerce minor courses materials that help me in various aspects. Especially the knowledge of Google AdWords, Display Network and Social Media Analysis topic were covered in our Marketing on the Internet course.

4.4 Yellow Social Media Analysis:

In social media analysis, I will try to focus on Facebook page since Facebook is the most popular social platform in our country and it has the highest impact for brand. At this time, Yellow has more than 1 million fans over their Facebook page. I will try to show the performance of Yellow Facebook page in details. In order to do that, I will use Social Bakers and other social media analytic tools.

4.4.1 Growth of total fans:

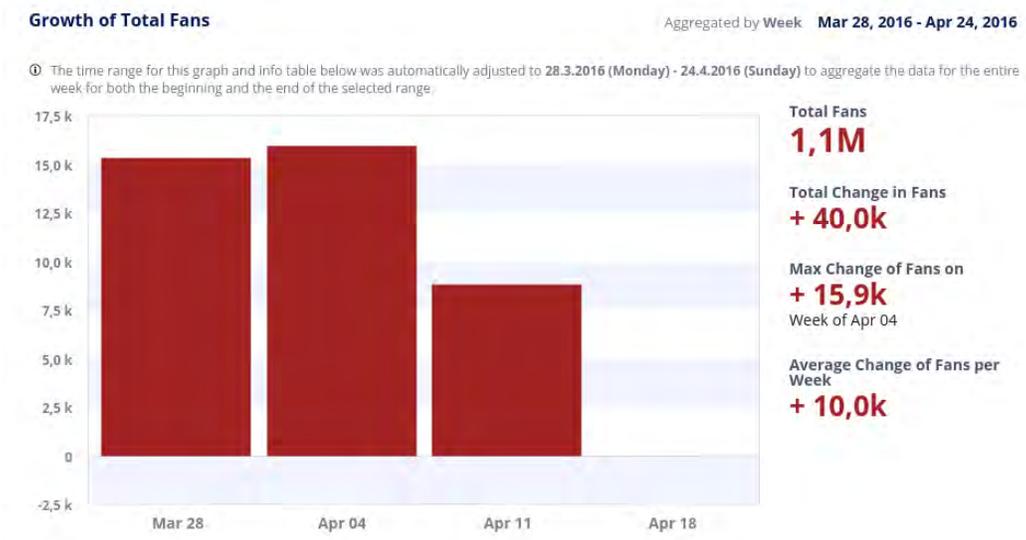


Figure 4 Growth of total fans

Yellow has around 1,095,624 fans by the 24th of April. The growth rate of total fans was 10k on average per week and around 40k per month. The maximum change of fans per week was 15k for Yellow Facebook Page which indicates the smooth growth of fan base.

4.4.2 Distributions of Fans:

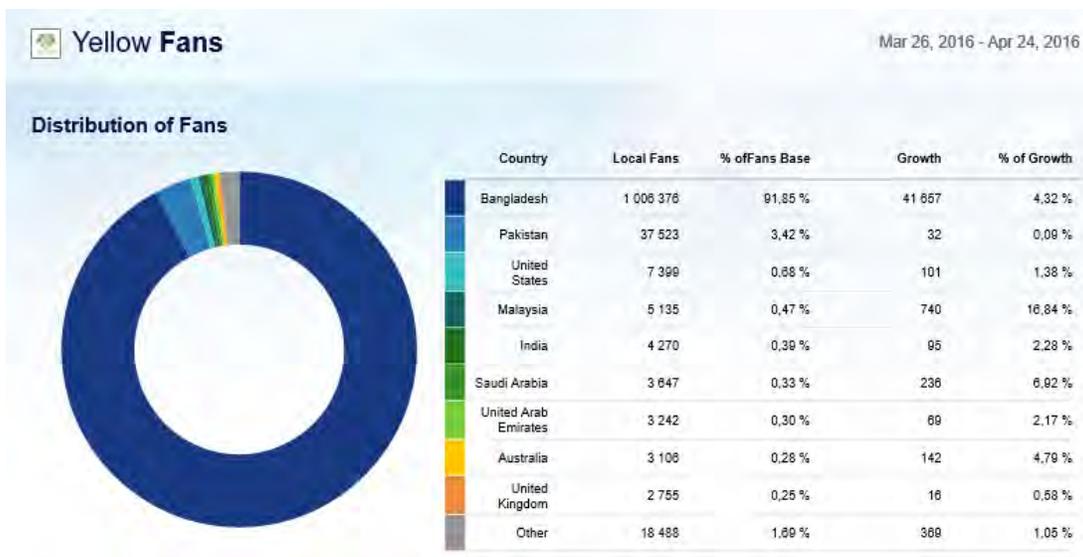


Figure 5 Distributions of Fans

Analyzing the distribution of Yellow Fans, we can see in the graph that 91% fans are from our home country where as 3.42% fans from Pakistan and very few percentage of fans are from other countries. At the same time, the growth rate of Fans from Bangladesh is around 4.31% per month.

4.4.3 Number of Page Posts:

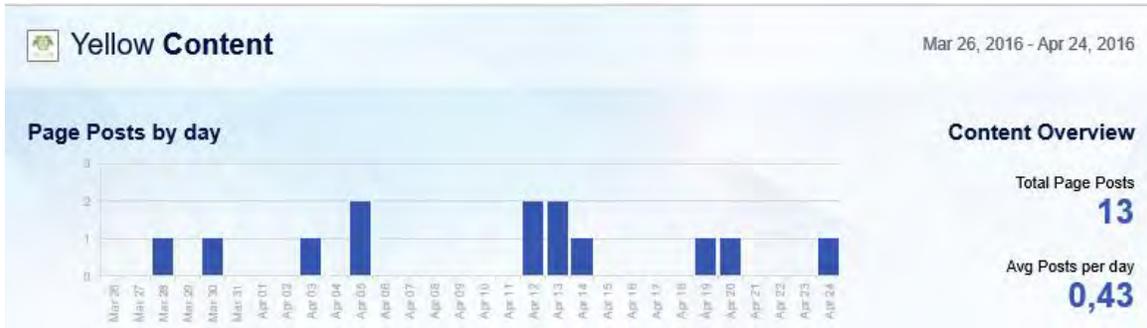


Figure 6 Number of Page Posts

Based on the last month data, we can see in the graph that Yellow has post only 13 posts over the whole month. On average posts per day was .43 during this period.

4.4.4 Most Engaging Post Type:

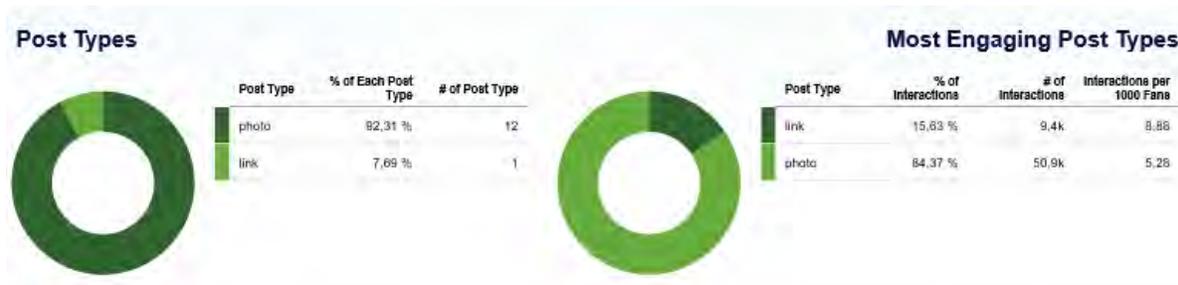


Figure 7 Most Engaging Post Type

Yellow post only photo and links rather than video, status or others. They post almost 92.31% photo and only 7.69% link from their Page. The fans engage with photos usually since its 84.37% of total engagement.

4.4.5 Daily Interactions:



Figure 8 Daily Interactions

The total interaction on the Facebook page is around 60k per last month and average interaction per day was 2,011 including Likes, Comments and Shares.

4.4.6 Top Posts:

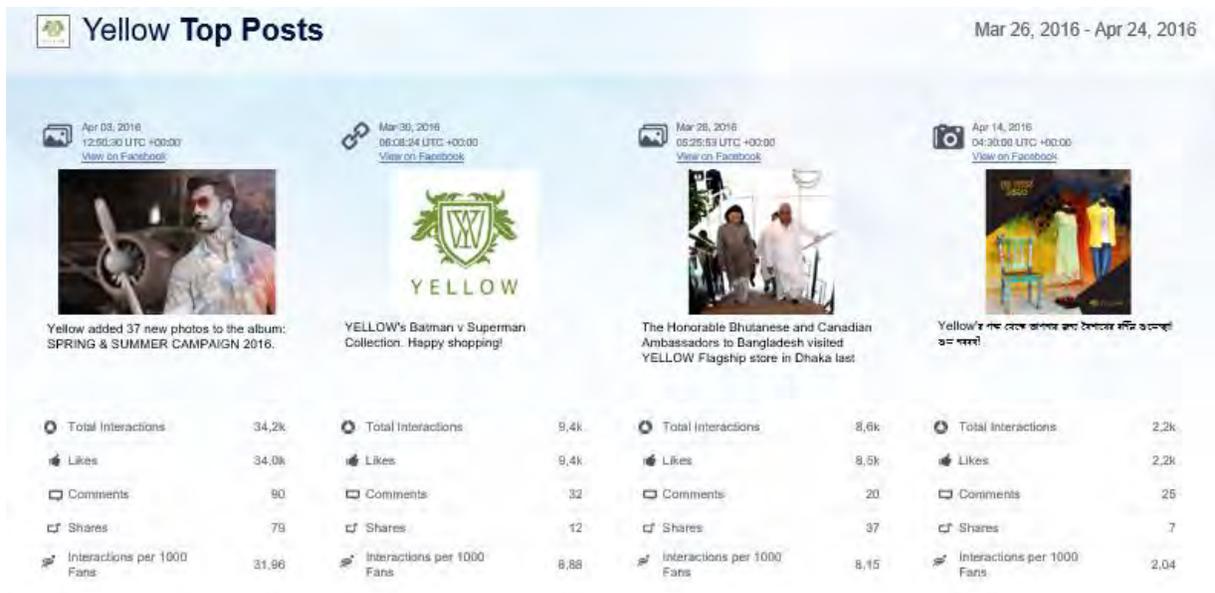


Figure 9 Top Posts

The Figure 6 showed the top 4 post of Yellow which have high Likes, Shares, Comments. The most popular post was 34k interactions.

4.4.7 Comparison:



Figure 10 Boost post vs. organic post.

Here is little comparison, boost post vs. organic post. Boost post got huge interaction whereas organic post has very few engagements.

4.5 Findings

Posts per Day on Facebook: Yellow Facebook page is currently sharing only 0.49 post per day which is very low considering their 1,095,624 fans. They publish two to four new posts each week but to connect with the fans that is not well enough.

PTAT (people talking about this): Currently the number of PTAT is 4,053 on their Facebook page which is also lower than average. With that amount of likes, Yellow page should be able to engage more of the followers.

Engagement Rate: The Engagement Rate is considered by taking the total PTAT (people talking about this) and divide by the total number of likes. Currently Yellow has only 0.37% engagement rate over Facebook.

Likes, Comments & Shares per post: On average, Yellow Facebook page has 3,609 likes, comments and share per each post that is supposed to be way more with that huge fan base.

Posts per type: Yellow Facebook page is currently sharing 91.7% photo and only 8.3% status which is not appreciate since fans could hardly get the information.

Everyone cannot post on timeline: When other brands are trying to increase the community engagement as much as possible, Yellow's Facebook page has restricted the timeline for fans. As a result, currently fans cannot post anything on their timeline.

No Responsive Badge: The '👍 Very responsive to messages' badge shows people which brand pages respond quickly and consistently to private messages. Currently Yellow don't have any responsive badge in their page.

4.6 Recommendation

1. They should publish posts more often. Instead of publishing two to four posts per week, they should add something on a daily basis to connect with the fan and stay in touch.
2. They should create or be a part of big discussions on Facebook by using hashtags in every posts. This will expose the brand to relevant users who might find the product interesting.
3. They should try to earn ‘Very responsive to messages’ badge which will ensure the fans that this brand communicates with users frequently. To earn a badge, they have to have a response rate of 90% within 15 minutes from the inbox sending time.
4. Yellow post a lot of photos on social media. Hence, they should give fans a little more variety and try to post some status or some Videos. By having a limited variety in posts, Yellow fans may get bored. That’s why, they should always try to give fans something new and exciting.
5. From Facebook page, Yellow should ask more questions to their fans. There are two major advantages to post questions to fans. It activates fans leading to greater visibility for the page and at the same time providing the brand with answers to questions which may be crucial for company's sales and marketing.
6. Based on the Social Media analysis, survey has shown that in order to reach success on Facebook, brand should have an engagement rate greater than 7%. Yellow should have concentrate on engagement rate in order to reach KPI.
7. Yellow have to improve their timing of post anything over social media, so that they can engage with the followers better.
8. Facebook is an amazing network where brands should invite people to dialogue. One way communication can’t improve brand’s presence. Yellow should open up their timeline, so that fans can post and make more interaction.

Conclusion

The RMG sector of our country is a ray of hope for our economy. Not only has the money they are earning for the country but also the huge numbers of peopled employment. They are also liable to establish the smile in the face of our large number of uneducated people. This is also causing the decreasing of poverty. And BEXIMCO textile division is one of the largest shareholders of those achievements. But now it is time to create our own brand. From that point of view Yellow is a successful venture of BEXIMCO. It is growing like a king. With the journey of time they are also getting modern. And thinking about the next level of marketing and that is digital marketing. My internship on digital marketing proves the importance of digital marketing. And the successful compilation of my internship proved the future of digital marketing. It is no more just to post the ads in the portal but to integrated service and channels.

The research is focus on the effectiveness of the digital marketing. Now the concept of shopping changed. People are now doing research before going to retail shop. So, the just the presence of social media is just not well enough, but to make it effective. And make sure to use the maximum of it.

I honestly believe that this report will help the digital marketer to understand the situation of our local retail apparels shop and their view about digital marketing and further research.

References

1. *Blue Print*. (2016). Retrieved from Facebook: <https://facebook.exceedlms.com/>
2. *Business Manager Overview*. (2016). Retrieved from Facebook: <https://business.facebook.com>
3. *Digital Marketing- What it is and why it matters*. (n.d.). Retrieved from SAS: Analytics, Business Intelligence and Data Management: http://www.sas.com/en_us/insights/marketing/digital-marketing.html
4. *Digital, Social & Mobile in APAC in 2015*. (n.d.). Retrieved from We Are Social: <http://wearesocial.com/uk/blog/2015/03/digital-social-mobile-apac-2015>
5. *HubSpot | Inbound Marketing & Sales Software*. (n.d.). Retrieved from HubSpot: www.hubspot.com/
6. *Internet Subscribers in Bangladesh February, 2016*. (2016, February). Retrieved from BTRC.GOV.BD: <http://www.btrc.gov.bd/content/internet-subscribers-bangladeshfebruary-2016>
7. *Social Media Analytics for Every Marketer*. (2016). Retrieved from Socialbakers: <http://www.socialbakers.com/>
8. *Social Media Marketing*. (2013). Retrieved from wrbrpapers: www.wrbrpapers.com/static/documents/January/2013/bangladesh/social-media-marketing/