



Harriken

Internship report (BUS 400)
on
Effectiveness of Facebook marketing in startup business
A Perspective on Harriken.com Limited

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Acknowledgement

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Executive Summary

This internship report stresses on the work experience I have gathered as a Business Development Analyst from April to August. In this report, I mainly have incorporated my experience at Harriken especially in digital marketing. Harriken has come up with a very new idea about restaurant discovery. Like other startup business, we do also have some limitations that budget limitation, human resource management and many others. Reaching more people in the lowest possible cost is the main challenge in any startup business in Bangladesh. Facebook has changed the market into different level. Reaching out to the specific target group with very low cost is now a dream come true for the business organizations because of Facebook marketing. This report also focused on how Harriken has used Facebook marketing successfully. First, I have discussed about the overall scenario of Digital Bangladesh and popularity of Facebook through a small survey. Then I have discussed why Facebook marketing is essential for the startup business in Bangladesh and then what are the steps Harriken has taken to reach out to the target customer. The steps has been discussed constructively where a reader would understand the importance of Facebook marketing. The project's objective is to understand the role of Facebook marketing communications over the conventional marketing. This report will serve good information for the marketers.

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Organizational Part

Introduction:

Harriken.com limited is an emerging tech startup company. The journey of Harriken has just started one year back in September 2015. Harriken Beta for Android is the new and novel attempt at making the lives of food enthusiasts in Dhaka, better than ever before. Once a user discovers the app, there's no going up to the dark-food ages. Harriken is an online community of Foodies where your reviews, pictures, posts and suggestions of Food helps other Food lovers knows to know better. Harriken is all about Food in Dhaka, places to eat, new items to try and opinions about food joints.

OVERVIEW

The idea of Harriken came from a basic problem we experience every day: restaurant discovery (what and where to eat). In a Facebook-dominated world here in Dhaka, the absence of an independent platform dedicated to addressing the problems of eating out is felt all the time. Facebook partially solves the issue but the information available is largely disorganized, cluttered and not comprehensive. Harriken provides concise, pertinent information and reviews, in one convenient space, as it attempts to become the one-stop solution for all information on restaurants in Dhaka.

PLATFORMS WE OPERATE IN

Harriken is available for download on both Android and iOS platforms. This makes arguably one of the first startups in the country to have apps on both platforms concurrently, within a span of just over two months. Harriken has also been consistently providing monthly updates, uncommon in the Bangladeshi tech space. A Web application is currently under development.

What is Harriken?

Harriken available on play store and app store is the new and novel attempt at making the lives of food enthusiasts in Dhaka, better than ever before. Once you discover our app, there's no going up to the dark-food ages. Finding the restaurants one loves, in Dhaka, has been made easier than a piece of cake, owing to Harriken. Harriken users can search for their favorite or preferred restaurant, post reviews, boast about places they have gone to, and even discover like-minded food lovers given the social features integrated into the app. Download. Recommend. Share the love.

A COMPREHENSIVE DATABASE OF DHAKA'S RESTAURANTS

Harriken currently profiles ~2,800 restaurants in Dhaka, from classics in Old Dhaka, to those offering a fine dining experience in Gulshan, to popular student hangouts in Dhanmondi. Users have access to a restaurant's address, phone number (making a call in a click), business hours (getting the answer to how late a restaurant is open till), map (getting directions to a restaurant from a user's current location, or any location in Dhaka), menus (answers to exactly what the restaurant offers and at what price). Users can also read existing reviews of restaurants. Finally, users may also share information (through SMS, email or Facebook) of a restaurant with someone who doesn't have the app installed.

Organization Hierarchy

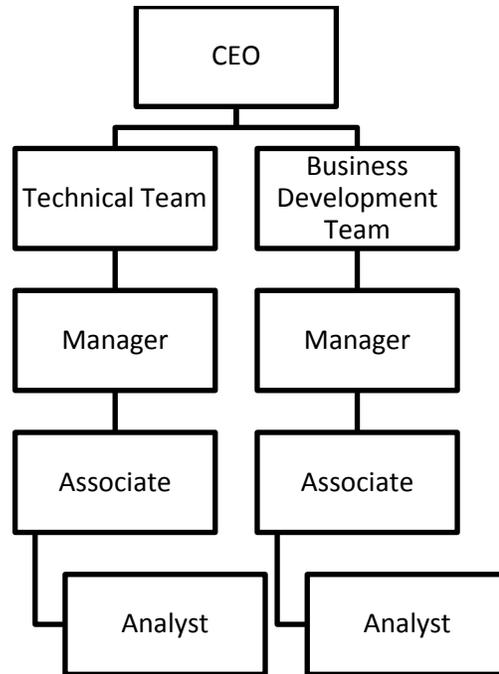
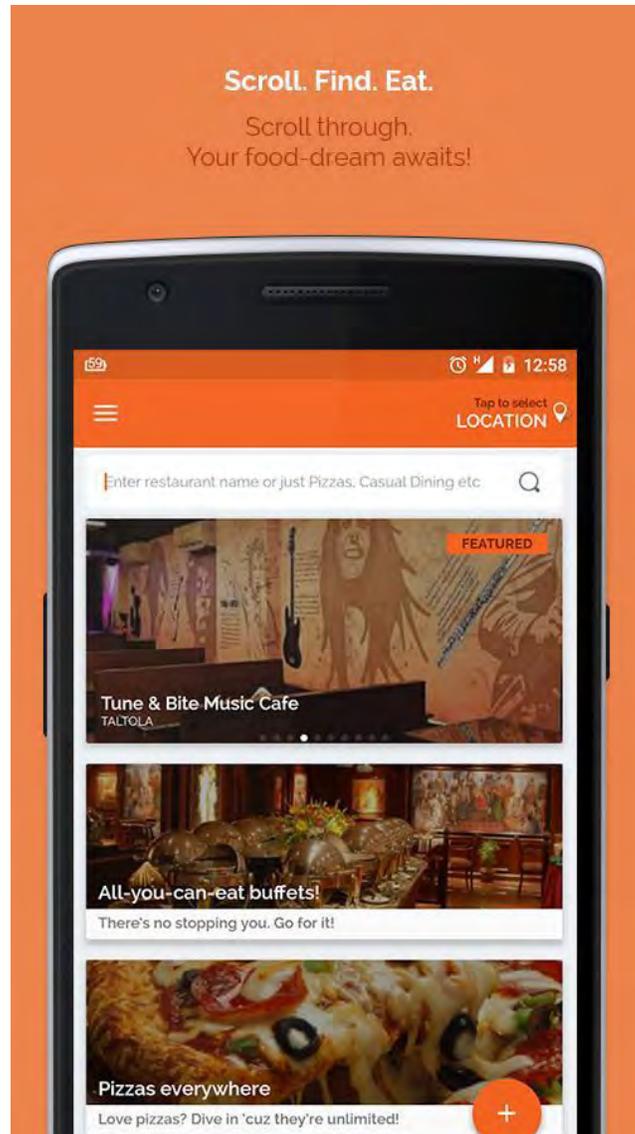


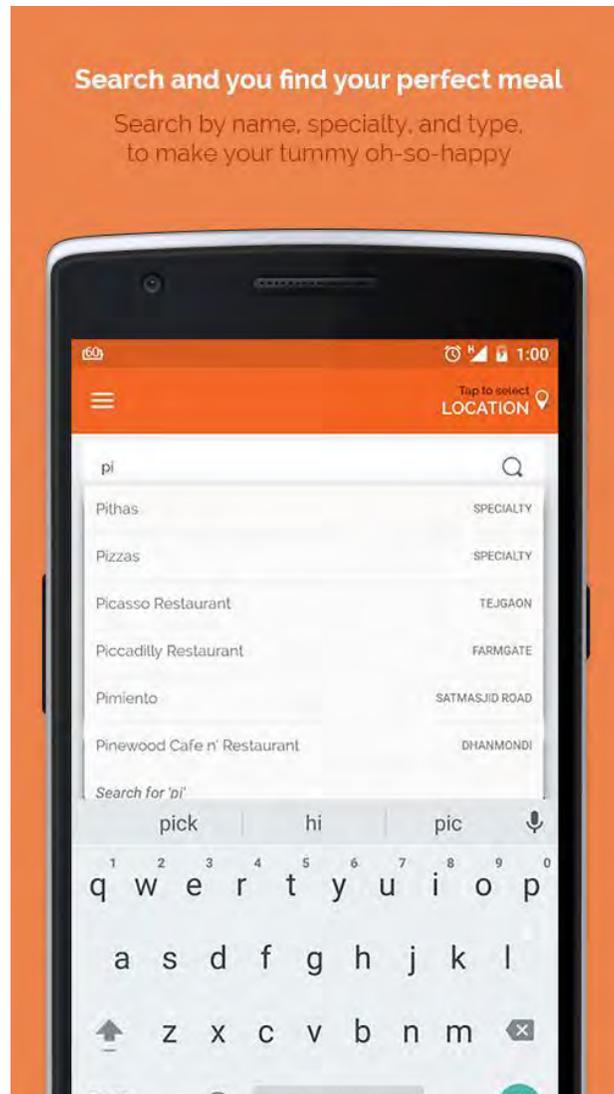
Figure 1.1: Organization Hierarchy

Being a startup business, Harriken has a very small team of 12 people. Technical team receives feedback from business development team to for the product development and modification. The technical team is divided into two parts – android team and iOS team. Business Development team looks after different things like branding, client servicing, data entry, event branding, financial management etc.

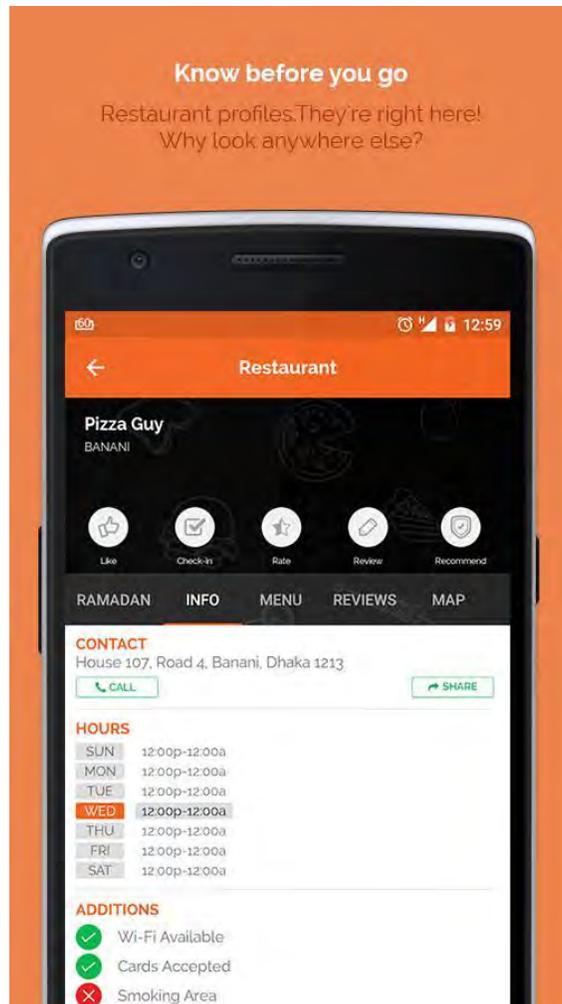
Features



- **Search for restaurants:** Easily locate one's favorite restaurant or stumble upon a newfound one by searching for places to eat on the basis of the name of the restaurant itself, or the kind of specialty your tummy is craving (e.g. burgers, pizzas), or type of restaurant you're looking to visit (e.g. fine dining, fast food).

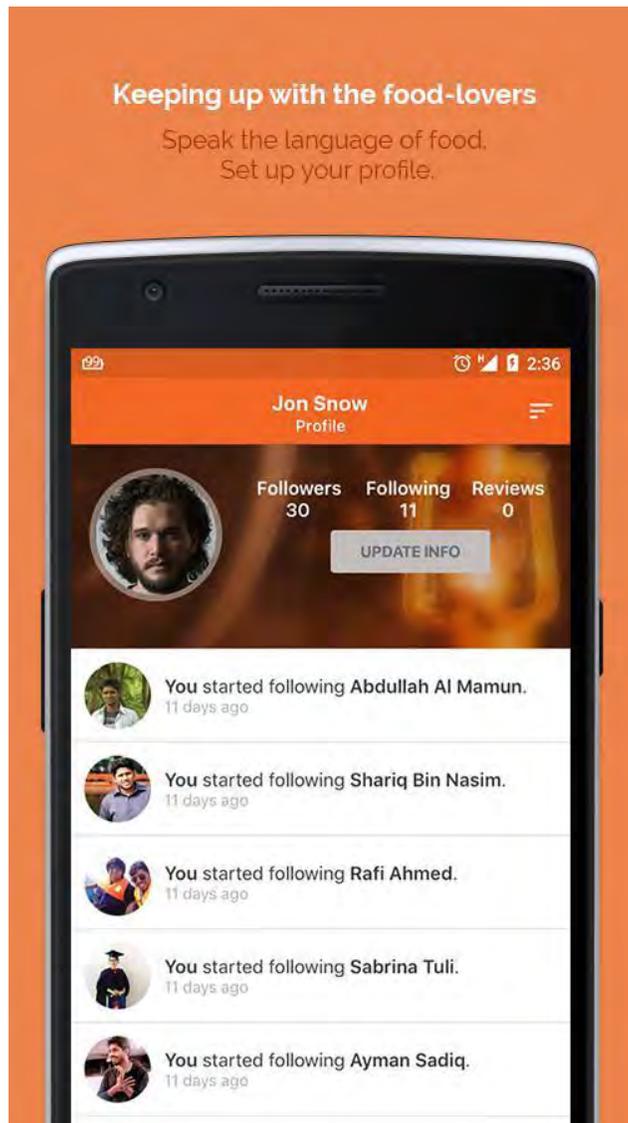


- **Selection of location:** You no longer need to wander aimlessly for the food experience you desire, when Harriken is here to illuminate your path. Search on the basis of the location of your favorite restaurant, or discover other options near you. Sort your choices by distance and pinpoint the food you're craving.



- **Functionalities on the page of a certain restaurant:** Buttons such as 'Like', 'Review', 'Check-in' and 'Recommend' have been integrated in the app, applicable to each restaurant, to not just help Harriken users improve their dining experience substantially, but to enable some serious word-of-mouth among other Harriken users.

- **Restaurant details:** All the information is under one touch. Opening and closing times, Menu, Reviews and most importantly Map. This helps the users to pick their right choice in the right time.



- **Personal accounts:** Registration for your very own Harriken account is possible by logging through Facebook, or through Harriken itself.

- **Social features:** Harriken users can search for friends on the app, follow them, and also assemble their own army of food enthusiasts through the app. Moreover, the social feed lets Harriken users indulge in the Dhaka food scene.

Project Part

3.1 Introduction of the project

Startup business in Bangladesh has taken a new level with the advance growth of technology and the foreign investment over the years. Bangladesh has a idiosyncratic scene, with the enthusiastic young generation and a notable manpower availability, Bangladeshi entrepreneurs are ready to overcome boundaries and cross their limits to grasp the utmost glory of success.

According to various reports, Bangladesh is among the next growth frontiers in Asia. The World Bank is forecasting the country's real gross domestic product (GDP) growth rate at 6.3 per cent in 2016. Middle class is on the rise and mobile and internet penetration is growing rapidly. Ericsson predicts 20% of the population will have access to Smartphone by the end of this year. According to a study of the Groupe Speciale Mobile Association (GSMA), 39% of the country's population will be using Internet by 2020, making Bangladesh the 10th largest Internet using country in the world. Top of that, we have a huge young population under 40 and hungry for progress.

Though we have infrastructure issue and our business environment needs to improve but Bangladesh is poised to grow. Approached rightly, it is only a matter of time before Bangladesh's startups catch up with its neighbors in the region

3.2 Problem Statement

We do have scarcity of recourses. Obviously, the main goal of every business in Bangladesh is to best utilize of the recourses that we have. The challenge of startup business is to reach the right target customer in the right time with making sure the cost efficiency.

Market is rapidly changing with the marketing strategies. Social media marketing is regarded as the most trending method of reaching out to the right target market, not only that, it makes sure about the cost efficiency within the organization. Almost every company is into social media to promote themselves. It's not only just because of every company do it because of its low cost but also for the survival in the world of technology.



Figure 2.1: Advertising cost of different media

Kevan Lee, a popular social media blog writer reveals his finding on his blog that the most expensive form of advertising is Newspaper where it showed that the average cost of reaching 1000 people is \$32 where Google ads cost \$2.75, linkedin ads cost \$0.75 and Facebook ads cost just \$0.25.

Source: <https://blog.bufferapp.com/author/kevanlee>

It shows how social media marketing playing a vital role in terms of cost effectiveness but the importance of social media is not only limited to lower cost. The platform is used because it gives a comprehensive analytics of the target customers for the betterment of marketing strategy.

3.3 Objective of the report

The analysis of this report focuses on the following objectives:

- Understanding the effectiveness of Facebook marketing.
- Understanding the importance of Facebook marketing.
- Why Facebook marketing is better than any other social media and conventional marketing.

3.4 Timeline:

The timeline for this report is May 1st to August 28th.

3.5 Limitations:

There are few limitations for this project and these are discussed below:

- The Facebook fan page of Harriken has only about 47,000 which cannot be compared with other startups which has more than 2 lakh fans in their Facebook page.
- As a startup business, the amount spent on the social media is very low.
- In collecting primary data, it's really hard to get the actual data since it's against company policy and people tend to provide false information
- Due to confidentiality clause, it wasn't possible to collect all the data that was required
- Time limit was a crucial limitation of this study

3.6. Methodology

The method I have used to collect information, analyze and conclude this report is discussed in this section of the report. At first I had asked my department head to make me an in charge of the BFP's (Brand Facebook pages). I have also researched and analyzed numerous articles on the internet to actually understand how important social media presence is for information technology industry at the moment. From those I have collected information regarding the target group.

To know the customer insights on the roles of Facebook marketing communications in their life, a small online survey question was designed.

Sample size: 30 people

Sampling method: Convenient Sampling

Findings and Analysis

(i) Male - Female ratio of the respondent

This part will be talking about the data obtained from primary research and how the results of the data collection relate to the research objective. The data obtained from different respondents have been analyzed using Microsoft Excel to conduct a percentage analysis to determine different social media user preferences.

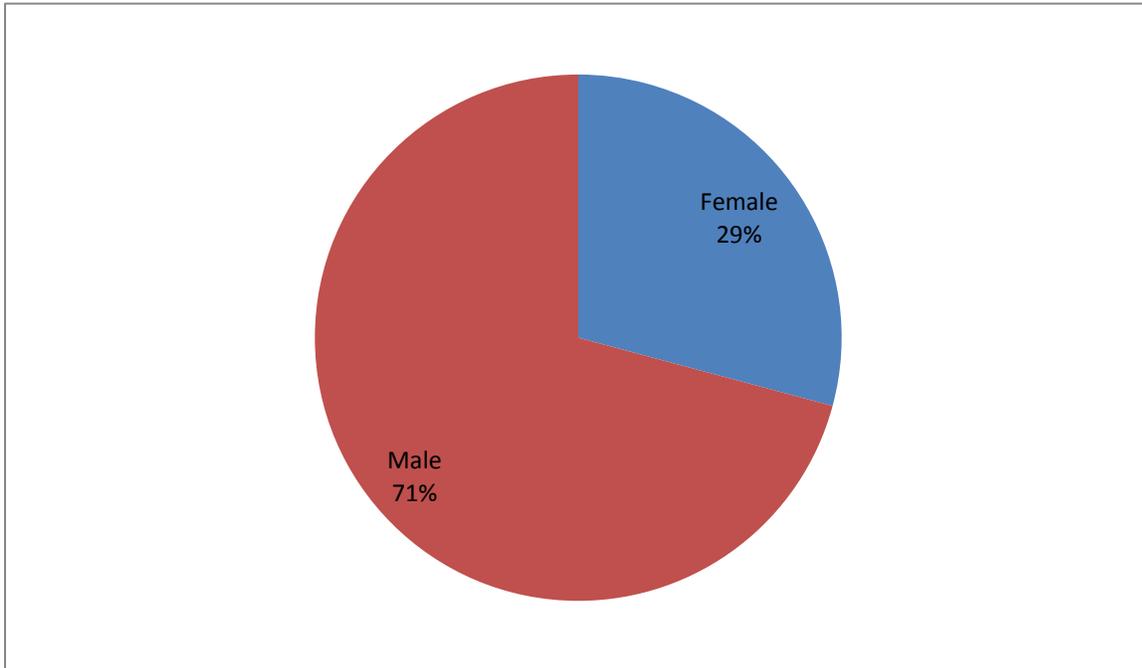


Figure 3.1: Male and female ratio

The first question was about gender. From this question it was found out which part of the sample size in terms of gender is using digital or social media the most. From the study, it was found there were 71% male and 29% female respondents. The pie-chart on Figure 3.1 illustrates the first question's responses.

(ii) Number of social media user among the respondents

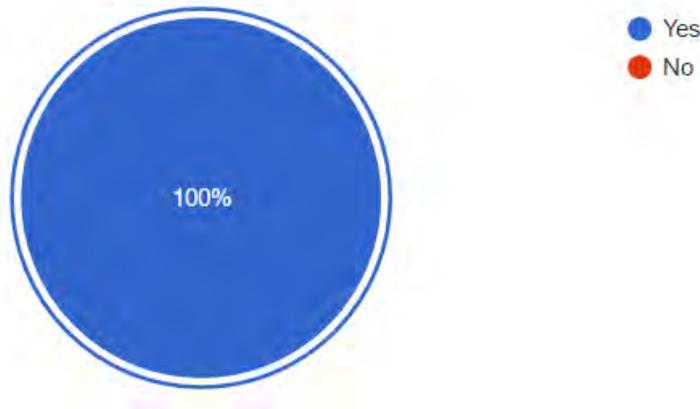


Figure 3.2: Social media user

The second question was, whether they use social media on a daily basis. Interestingly, 100% of the sample size responded „Yes“ towards this question’s answer. This gives an interpretation that, in Bangladesh, the number of internet users has increased which is impacting the digital media lot. At the end of March, 2015, there were 44.625 million internet subscribers in Bangladesh and at the end of March, 2016, the number of internet subscribers was 61.288 million according to Bangladesh Telecommunication Regulatory Commission (BTRC) which means, yearly growth of Internet subscribers in Bangladesh is 37%. So, it can be said that, with this huge growth rate, Bangladesh’s digital market has a huge opportunity which may help the conventional marketing process using different digital tools. Figure 3.2 illustrates the second question’s responses which is 100% on „Yes“.

(iii) Number of Facebook user

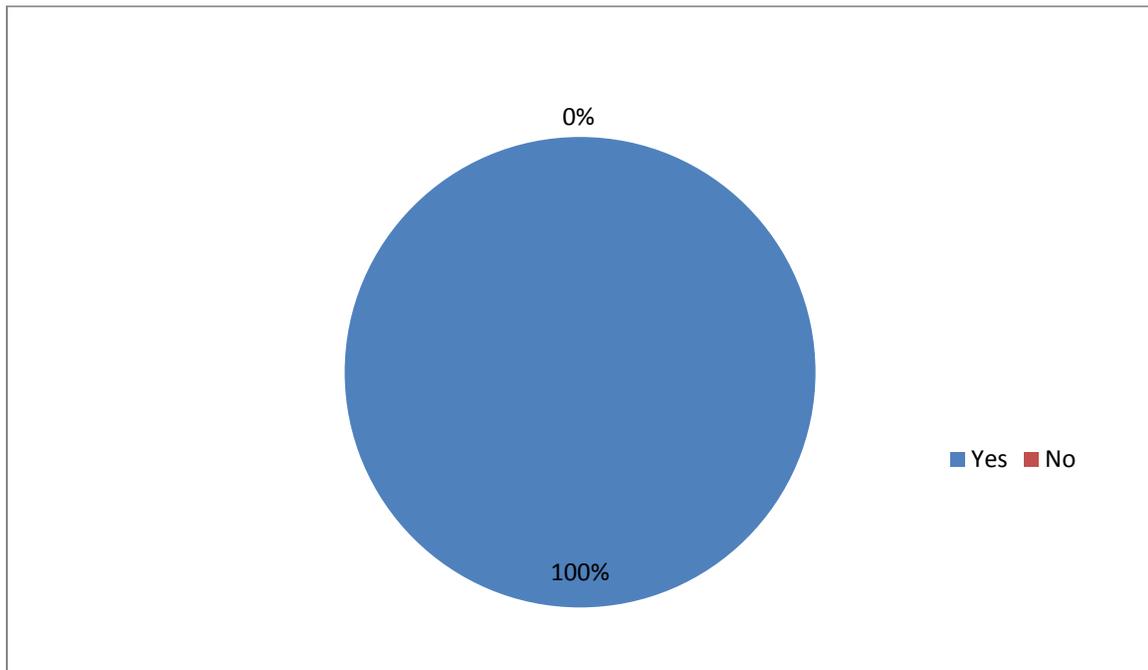


Figure 3.3: Percentage of Facebook user among the respondents

The third question was if the respondents have a Facebook account. The figure 3.3 illustrates that all of the respondents have a Facebook account. Socialbakers is a social media analytics and publishing company that provides social media management services and deep data analytics for thousands of brands that market on Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram. They have mentioned that the number of Facebook user in Bangladesh is near about 30000000. People of 18-24 years of age of Bangladesh are the major FB users.

Since the majority of our population is youth. Brands like to target age 18-30 as their target consumer. So Facebook has become a vital media to reach out to the youth of Bangladesh.

(iv) Daily Facebook user

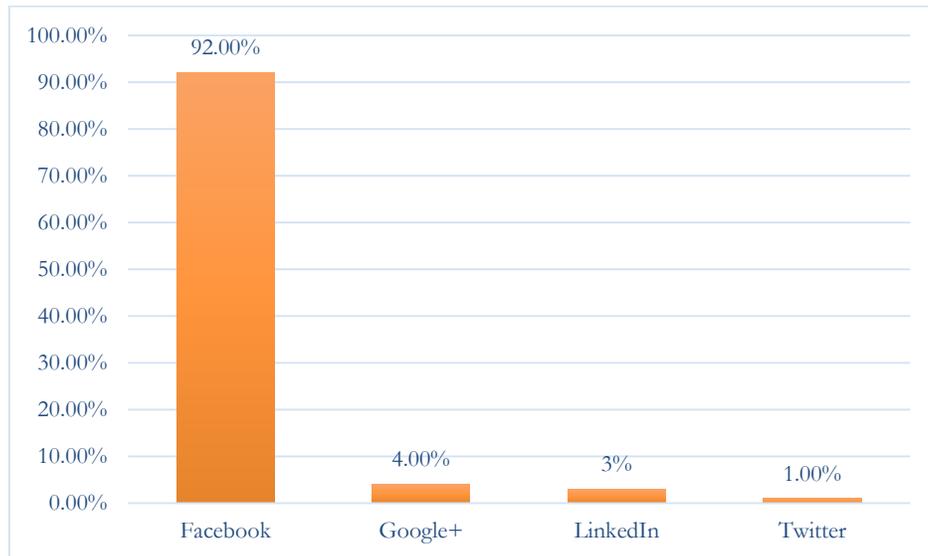


Figure 3.4: Popularity of Facebook and other social media

On the fourth question, the respondents were asked which social media they use the most. From the Figure 3.4, it was found that, most of the samples that is 92.00% uses Facebook on a daily basis, Google+ with 4% response is in 2nd position, LinkedIn with 3% response is in 3rd position and Twitter with 1.00% response is in 3rd position. Advertisements that go as insertions in different newspapers are now posted in different digital media sites which help different brands to promote their products or services effectively with great reach. During working at Harriken. Com Limited as an analyst, I saw so many advertisements which were gone for print media were posted in social media sites especially Facebook which gave an instant review on those advertisements. According to Tawfiq Islam, Sr. Executive, Digital Services at Ogilvy & Mather Bangladesh, Facebook is the best digital media to promote products or services very effectively and quickly. According to his statement and finding from the survey, it can be said that with huge user base of Facebook, brands should go for Facebook marketing in terms of digital media.

(v) Amount of time spent in Facebook and other media

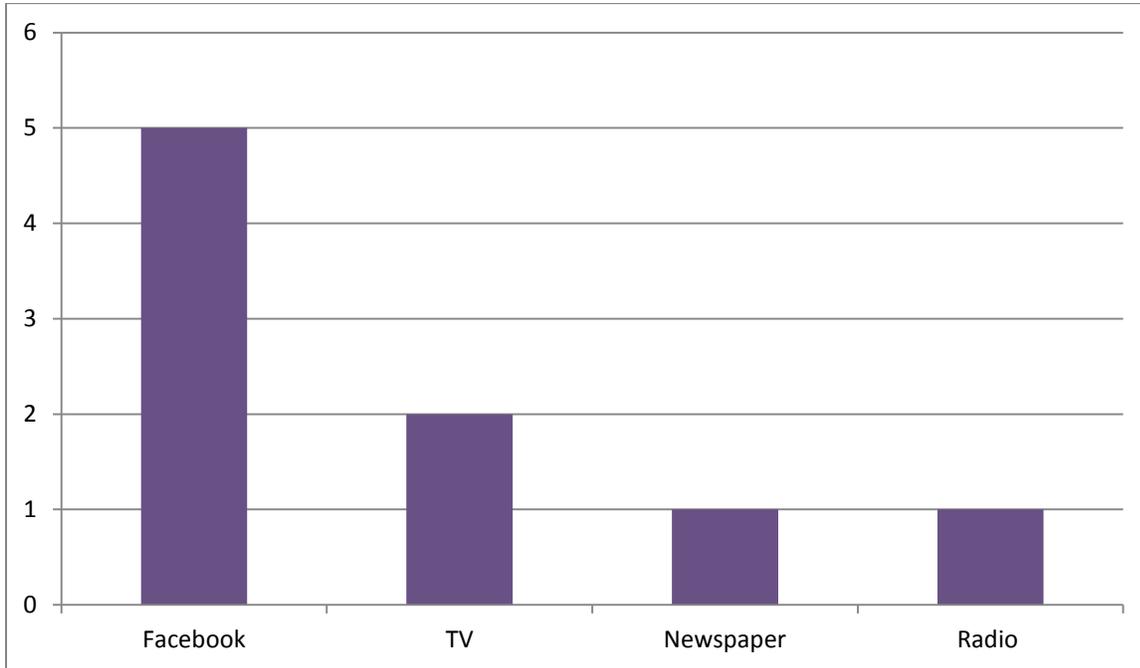


Figure 3.5: Time Spent in Facebook and other form of advertising (in hour)

The fifth question was, how much time a respondent spent these mode of advertisement, most of the respondent's response was they like to spend near about 5 hours daily on Facebook which stands first. T.V. stands in second position with 2 hours. The other two Newspaper and Radio, respondents liked to spend near about one hour daily.

So according to this statistics, people spent more time in Facebook than television, newspaper and radio. A very popular business magazine, Business Insider has said that most of the people spend their time on Facebook because they have taken it as a form of entertainment; people like to feel connected socially and most importantly its user-friendliness.

Bangladesh Brand Forum has disclosed in their website that the TRP rate is high from 9AM to 11AM but it's very low during day time. They have also revealed that people mostly listed radio in drive hours which is 8AM to 10AM in the morning while people go to office. The scenario illustrates that though other form of advertising has different hours where they work efficiently but the success rate is not near about Facebook.

(vi) Facebook marketing creativity

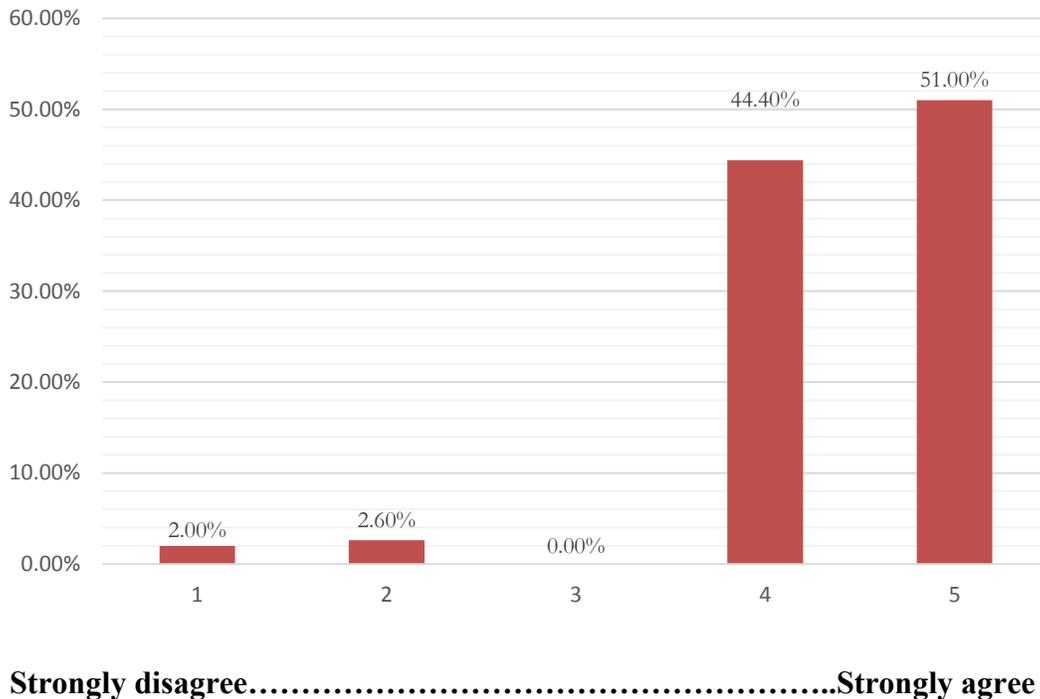


Figure 3.6: Creativity in Facebook marketing

The sixth question was asked to the respondent about their stand to the statement “Facebook marketing can be more creative than any other form of advertising?” where 51% of the respondent said they strongly agree with this statement and 44.40% of the respondents agreed with this statement. This data gives an idea about how creative Facebook marketing campaigns could be. Brands are coming up with new and creative ideas every day to reach to their target market. In Harriken, I have experienced an innovative campaign which got viral. The name of the campaign was “The Hunger Games” which brought about four thousand download in just two week that to spending only \$50.

We can see campaigns like selfie competition, share and win, quiz competition and many other creative campaigns every day. Facebook has become a platform where advertisers can show their creativity to the people. These types of campaigns not only help to reach the target consumer but also build strong brand awareness.

(vii) Effectiveness of bill board

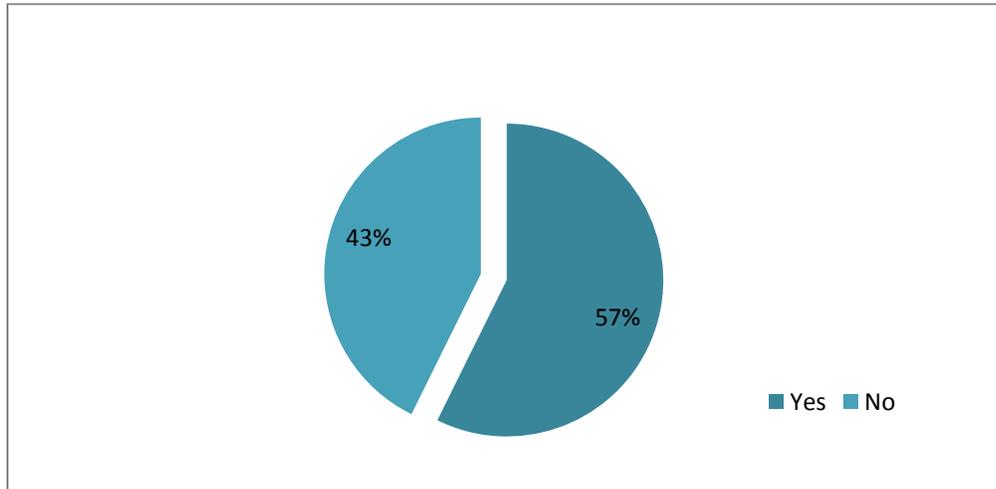


Figure 3.7: Billboard seen in last one week

On the seventh question, the respondents were asked whether they could remember a billboard they have seen in last one week to find out whether traditional marketing tool is still very effective. Interestingly, 57% of the respondents responded Yes and 43% responded No towards this question which means, billboard as a great conventional marketing promotional tool is still very effective. The analysis is shown in Figure 3.7. Billboard is an outdoor marketing tool or Out Of Home (OOH) marketing tool for any brand which gives good reach. The content in billboards is bigger than any other media which actually attracts the audiences' eyes. Though Billboards are costly, cost-effectiveness is the main reason marketers use billboards, sign or banner ads. According to *Arbitron National In-Car Study*, most billboards and other sign and banner programs cost less than a penny per thousand that see ad. From the findings, it can be said that, billboards or banner ads as a conventional marketing tool is a very effective tool as 57% of the sample could remember the ad they have seen in the past week when the survey was done

(viii) Effectiveness of Facebook post

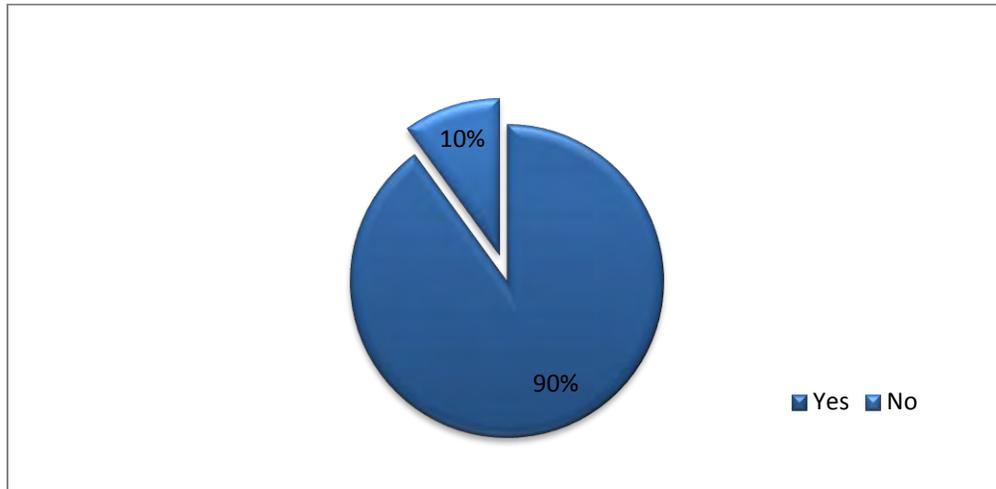


Figure 3.8: Facebook marketing in last one week

On the eighth question, the respondents were asked whether they could remember any online advertisement they have seen in last one week to find out how Facebook marketing is performing rather than conventional marketing media channels. From the analysis of this question, it was found 90% of the sample could remember online advertisement and 10% could not remember the advertisement. It was seen in the Figure 3.7, 57% of the sample could remember the conventional billboard advertisement but here in Figure 3.8, 90% of the sample size could remember the digital advertisements they have seen in the last one week during the time of the survey. Mainly, digital media advertisements' contents are those advertisement contents that are used in the conventional advertising tools but the visibility of the same content is more remembered when online or in digital media. In Bangladesh, Facebook and Google advertisements are more popular as the user bases of these two are really very big. Many conventional media content going digital which give better and accurate reach along with engagements. Engagement is really important in any media that I have learned from my seniors at Harriken. The content or post that creates good engagement is effective according to the professionals working at Harriken.com Limited. So from the analysis, it can be said that, Facebook marketing communication is really effective and important to make people engaged with the communication along with conventional marketing communication as it helps the audience to remember the communication in conventional marketing communication.

(ix) Trust in Facebook marketing

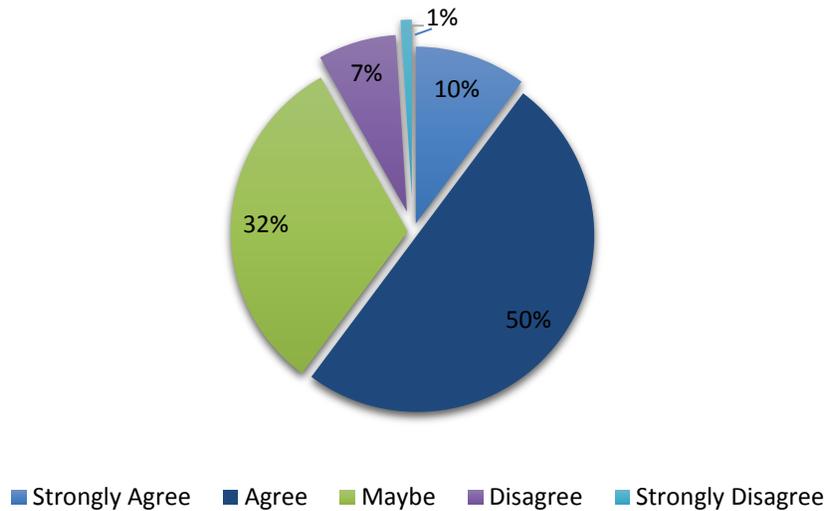


Figure 3.9: Is Facebook marketing trustworthy

The ninth question to the respondent was to know, whether Facebook Marketing is trustworthy for buying or selling products or services or not. From the analysis shown in figure 3.9, it was founded 10% of the sample strongly agrees to the statement, 50% agrees to the statement, 32% are not sure about the statement, 7% and 1% disagrees and strongly disagrees to the statement respectively. This question was asked to know whether people have trust in the Facebook marketing while doing transaction or buying products and services. From the analysis, it can be said that 59% of the sample agrees to the statement which is a great percentage, proving that Facebook marketing is trustworthy in making transactions and buying products or services. The survey was done on the Bangladeshi market, the term F-Shopping or F-Commerce (Facebook Commerce) is still new and developing in Bangladesh with huge potential. Here is the interesting part, only 8% disagrees that Facebook marketing ecosystem is not trustworthy which is a very less percentage but marketers should work in this.

Key findings of the analysis

Brands are now going for Facebook marketing and hence a lot of research has been done to establish the fact that Facebook is an effective media for companies to promote their brand than many other media of advertisement. However, the analysis above can be concluded with the findings that are given below:

- People spent more time in Facebook than any other social media, television, radio etc. The reason behind using Facebook is very friendly and handy. People have a limitation of entertainment and thus they have taken Facebook as a form of entertainment.
- Number of social media user is increasing and this would increase very aggressively. The reason can be cheap mobile phones and data plan for Facebook offered by mobile operator companies
- We have a number of choices while using social media but among of them Facebook has the most popularity undoubtedly.
- Brands go creative while they do any campaign in Facebook and that's what people like in Facebook marketing. Facebook is the platform where brands have the ability to do something creative which they can't in conventional marketing.
- People tend to remember more a Facebook post than most of the conventional form of advertising like bill board. The reason can be people can get to see an advertisement right in front of their eyes.
- While F-commerce is growing up, people have a good faith on the Facebook marketing. However, Security is still a big factor in Facebook marketing.

Conclusion

The primary data analysis in this report reveals the overall prospects of Facebook marketing in terms of internet user that has Facebook account. The scenario is very promising. Lots of startups are depending on Facebook Marketing and that includes “10 Minute School”, “Chalo”, “Chaldal.com” and so more. All these business largely depends upon Facebook because of its low cost and also effectiveness.

This report also focuses on the different promotional tools offered by Facebook. Traditional marketing has a limit of cost. Only large business organizations can effort promotion in traditional media like television, print advertisements, radio and etc. On the other hand, Facebook gives a variety of tools to use for reaching out to the right consumer. Facebook advertisers can easily run a campaign based on age, gender, geographical location and so on. Apart from this, Facebook gives a comprehensive data analytics which let the business organization know more about their target consumer’s behavior.

So this can be said in the conclusion that effectiveness of Facebook marketing is ensured by:

- Investing low amount of money and reaching out to more people than most other form of advertising in our country,
- Facebook gives a platform where an organization can run their campaign ensuring the reach to its target consumer.
- Most importantly Facebook is a platform where advertisers can come up with creative marketing campaigns

Recommendation

After the findings, these are the recommendation that will make a better Facebook marketing environment in Bangladesh:

- Brands should work more to increase consumer's trust in Facebook marketing.
- According to a research by Nielsen, the reason of brands failing today is because of low budget allocated for digital media communications; digital media communication gets on an average only 1.2 % of the total communication and promotion budget. So, brands should go digital and increase the digital marketing communication budget.
- One needs to face lots of hassle for the payment option in Bangladesh. Government's involvement is much required as early as possible.
- E-commerce market place is becoming more popular. They spent a good amount in social media marketing but they fail in terms of faith of general people. Government should make some rules and regulation to have faith on Facebook marketing.
- There are lots of agencies that doing Facebook marketing successfully. These agencies should also focus on the better content.
- Companies that spending big amount in digital marketing should also focus on the organic reach over paid reach.
- Companies that are doing only traditional marketing over the years should start Facebook marketing as well because of its effectiveness.
- Business organization that largely depends on Facebook marketing should always follow up the analytics given by Facebook for better strategies.
- Facebook has become a point of customer service. Companies should use this platform for efficiently to improve customer service system.

Supplementary Part

Appendix

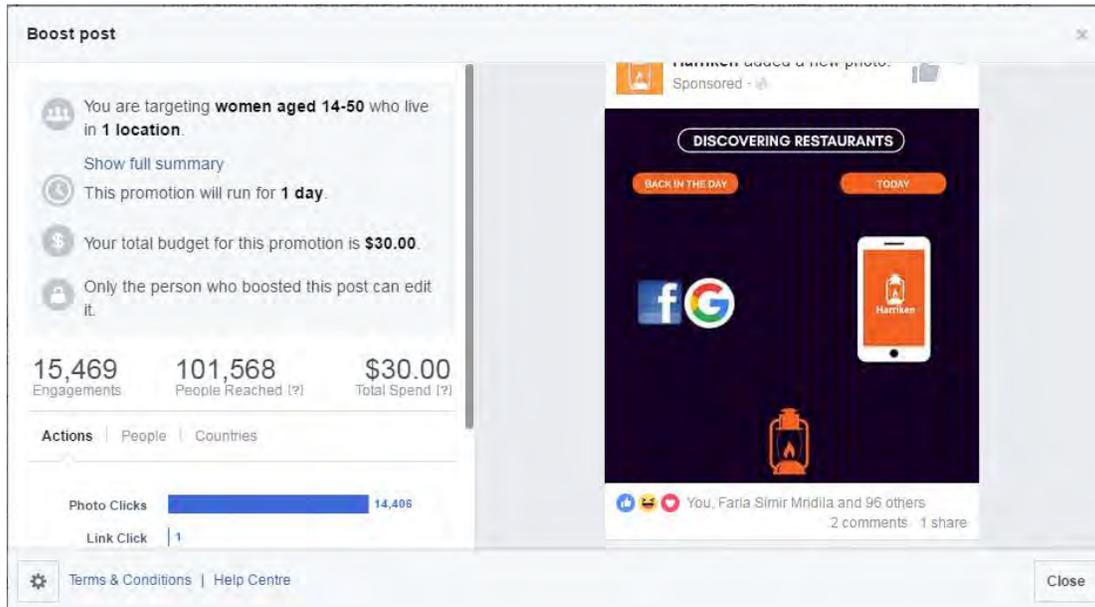


Figure 4.1

Figure 4.1 shows that, Facebook is the only media where you can reach over 1 lakh people in just one day spending only \$30.

Country	Your Fans	City	Your Fans	Language	Your Fans
Bangladesh	45,005	Dhaka, Dhaka Division	39,849	English (US)	30,121
Malaysia	108	Chittagong, Chittagon...	794	English (UK)	13,083
United States of America	107	Gazipur, Dhaka Division	479	Bengali	1,790
Saudi Arabia	65	Narayanganj, Dhaka ...	322	Spanish	211
Canada	42	Sylhet, Sylhet Division	199	as_IN	205
India	37	Comilla, Chittagong Di...	185	Portuguese (Brazil)	146
Qatar	33	Rajshahi, Rajshahi Di...	181	French (France)	32
United Kingdom	28	Khulna, Khulna Division	143	Indonesian	14
Singapore	27	Savar, Dhaka Division	131	English (India)	9
Australia	25	Mymensingh, Dhaka D...	120	Portuguese (Portugal)	8

Figure 4.2: Facebook analytics (based on country, city)

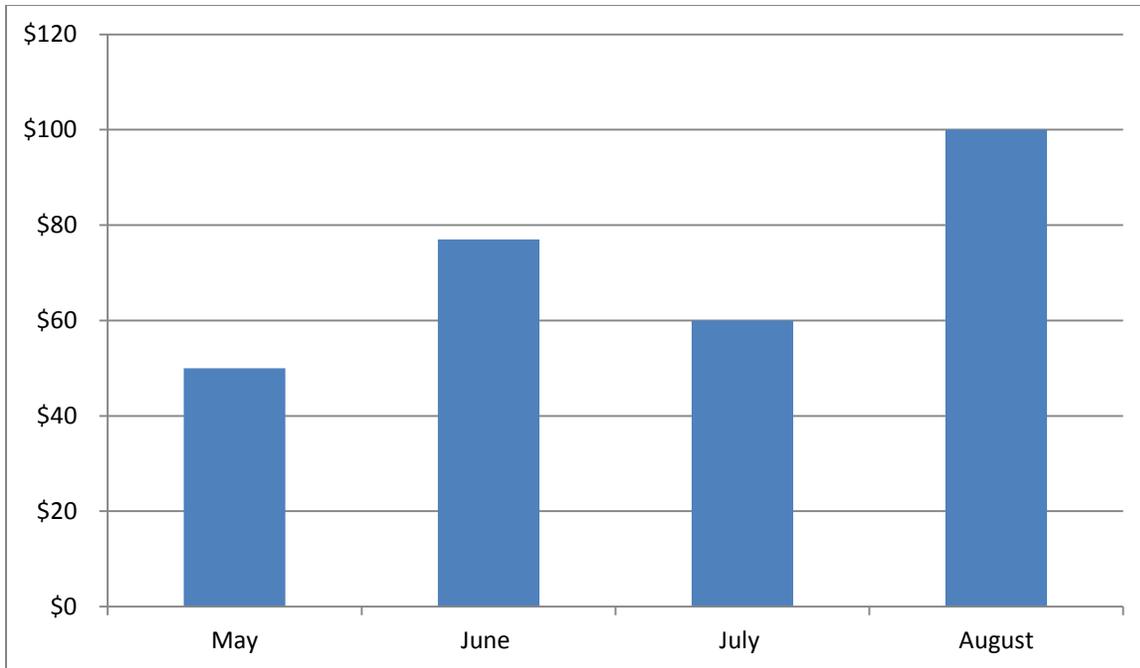


Figure 4.3: Amount spent on the last four months of Harriken.com Limited

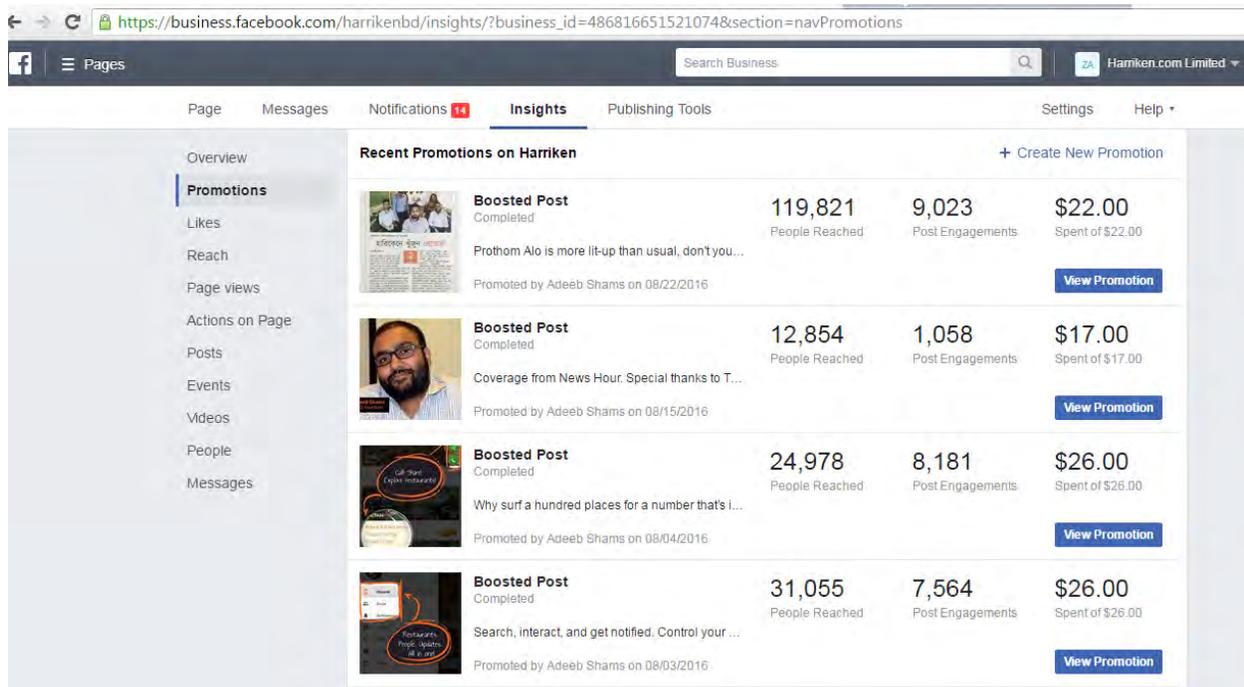


Figure 4.4

Figure 4.4 shows four of the latest post that was boosted. However, we can see the first post which was boosted \$22 and has a reach around 120,000 people. This clearly signifies how cost effective Facebook can be over other social media and of course other traditional offline marketing.

Apart from the first one, the others have a reach around 12,000 to 32,000 and the cost incurred is \$17 to \$26. These were not as engaging as the first one but it was also very effective than any other form of advertising.

Questionnaire

Hello Everyone!

This is Zissan Ahmed from BRAC University. Please help me to complete my internship report by giving answer of these questions. Looking forward for your help.

1. Sex
 - Male
 - Female

2. Do you use Social media on a daily basis
 - Yes
 - No

3. Do you have a Facebook Account?
 - Yes
 - No

4. Which Social Media you use mostly?
 - Facebook
 - Twitter
 - Linkedidn
 - Google plus

5. Amount of time you spent on an average (In hours)
 - Facebook: ___ Hour
 - TV: ___ Hour
 - Newspaper: ___ Hour
 - Radio: ___ Hour

6. Facebook marketing can be more creative than any other form of advertising?

- Strongly Agree
- Agree
- Maybe
- Disagree
- Strongly Disagree

7. Can you remember any bill board you saw last week?

- Yes
- No

8. Can you remember any Facebook advertisement you saw last week?

- Yes
- No

9. Facebook marketing is trustworthy for buying Product:

- Strongly Agree
- Agree
- Maybe
- Disagree
- Strongly Disagree

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