

# Digital Marketing of Symphony-mobiles in Bangladesh

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MINDSHARE 

# **Digital Marketing of Symphony-mobiles in Bangladesh**

**Submitted to:**

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**Course ID: BUS 400**

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**Date: 7<sup>th</sup> May, 2017**



**BRAC Business School**

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## **Letter of Transmittal**

April 30, 2017

MD. Hasan Maksud Chowdhury

Assistant professor, BRAC Business School

BRAC University

Subject: Submission of internship report.

Dear Sir,

Attached herewith is my internship report for the course BUS400 that I wrote from my internship experience at Asiatic Mindshare Ltd, during the semester Spring 2017 (January 02, 2017 to April 02, 2017).

My internship period of 11 weeks allowed me to obtain a lot of information regarding the operations of Asiatic Mindshare Limited in many different aspects. It allowed me to put my conceptual learning of academic life into use on practical work field through firsthand experience and interaction.

I have given my best effort in making this report thorough and detailed, I hope the presentation of this report will meet your expectations and the minor mistakes will be considered. I am grateful to you for providing me with this opportunity.

Sincerely yours,

Aquib Hasan

ID: 12104132

BUS 400

BRAC Business School

BRAC University

## **Acknowledgements**

I would like to express my sincere gratitude to all those people whose endless support helped me in completing this internship report. First and foremost, I would like to offer my profound thanks to the Almighty for blessing me with the success of the completion of this report.

Then I would like to thank my internship instructor MD. Hasan Maksud Chowdhury for being there to offer constant guidance, suggestion and help whenever I was in need. His guidance helped me to clear my confusions in areas of the report which at first seemed almost impossible to work on.

I feel extremely thankful to Asiatic Mindshare Limited and the people of the organization who helped me in every step of the way throughout the three-month period of the internship. A special thanks to my supervisor Mr. Kazi Hasan Ferdous, my line managers, Mr. Fuad Hasan and Mr. Mofassal Aziz for giving me the opportunity to work in the agency and providing with knowledge and help at all times.

I would also like to extend my appreciation for all the other employees of the agency who took time out of their busy schedule to show the work process as well as provide information at all steps. They were my constant motivators at the work place.

Finally, I would like to thank my entire family, who has been a constant source of support and encouragement throughout the whole time. I am grateful for her help; without which I doubt I could even imagine being able to complete the internship period and the report.

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## 1. Part A: Organization

### 1.1. Introduction

Mindshare relates generally to the development of consumer awareness or popularity, and is one of the main objectives of advertising and promotion. When people think of examples of a product type or category, they usually think of a limited number of brand names. The aim of mind share is to establish a brand as being one of the best kinds of a given product or service, and to even have the brand name become a synonym for the product or service offered. For example, a prospective buyer of a higher education will have several thousand universities to choose from. However, the evoked set, or set of schools considered, will probably be limited to about ten. Of these ten, the universities that the buyer is most familiar with will receive the greatest attention. With this quest in mind, Mindshare is a global media agency network and the home of adaptive marketing. Mindshare's 7,000 employees are driven by the values of speed, teamwork and provocation and are dedicated to delivering competitive advantage for clients in a world where everything begins and ends in media. Mindshare is part of GroupM, which oversees the media investment management sector for WPP, the world's leading communications services group. Mindshare network consists of 116 offices in 86 countries throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific with total billings in excess of US\$31.4 billion. Asiatic Mindshare started its operation in Bangladesh in June 2001 as a joint initiative of Mindshare World and Asiatic MCL, one of the leading ad agencies in Bangladesh. Since then it has been driving significant changes in local media scenario and off course in their client's media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying and research company. It is the key driver of media research in Bangladesh media market. Mindshare's vision is to secure competitive advantage for clients in a media world which is changing beyond recognition, and which is defined by the fragmentation of mass media and high level of media inflation. This demands creativity, rational thinking and smart buying power. Mindshare - one stop media solution - delivers all.

### 1.2. Services:

- **Regional and national media management:** Media is the most effective way of communicating the brand insights and thoughts to the targeted consumers. Mindshare Bangladesh manages the

regional and national media for the clients. It plans the most effective way to reach the communications of the clients to the consumers through media and executes the process.

- **Content and barter:** Content is the things that makes a campaign a whole. It completes the communication needs of any campaign. Being an advertising agency, Mindshare works mainly in the media management of the client. For the contents Mindshare is not that much directly responsible but it provides insights, ideas for the campaigns and tag along with creative firms to provide the best content to the customers.
- **Digital:** Digital media is a fast growing media in Bangladesh. Its growth through last couple of years is huge. At present about a hundred million people is connected to internet somehow. Mindshare realized the market opportunity and is the first initiator of digital marketing in Bangladesh. It is the only media agency in the country which is directly partnered with Google and Facebook. Mindshare plans and executes all the digital campaigns of their respective clients.
- **Economic modeling:** Econometric models are statistical models used in econometrics. An econometric model specifies the statistical relationship that is believed to hold between the various economic quantities affecting to a particular economic spectacle under study. An econometric model can be derived from a deterministic economic model by allowing for vagueness, or from an economic model which itself is stochastic. However, it is also possible to use econometric models that are not tied to any specific economic theory. Mindshare provides econometric modeling to the clients for them to know the changes in market more accurately.
- **Global media insight and research:** Only managing the media is not enough for the clients in some cases. Where the competition is stiff the client needs detailed information about the media market. Mindshare provides these information through its media insight and research service. Through this Mindshare suggests the best way to reach the communication to the consumers.
- **Sponsorship:** Nowadays sponsorship is the key to success in every event. Everybody wants the companies to sponsor their programs. Mindshare matches its clients to the best sponsorship deals so that the clients, to be specific the brands, gets the maximum outcome while maintaining its identity.
- **Media Investment Management:** Mindshare provides consultancy and executes the media investment for its clients. Mindshare makes sure that the media investment brings up the expected return for its clients.

- **Strategic Media Planning:** Strategic media planning matters the most when a brand wants positive outcomes from the media spent. Mindshare plans the strategies for media investment for its clients.

### 1.3. Clients of Mindshare

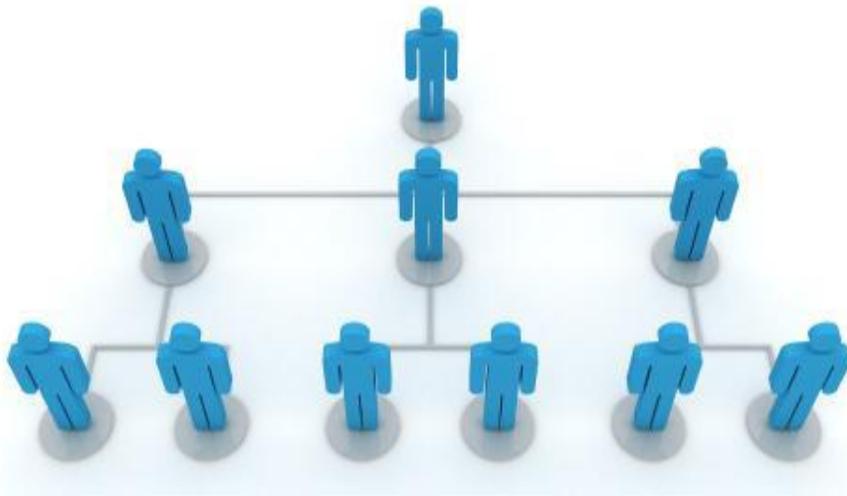


Latest edition to the above list



### 1.4. Organization structure

Asiatic Mindshare has flat structured organization, an organization which has no or few middle management between staff and executives. Mindshare Bangladesh has almost 50 employees managing the media of the top brands of the country. My supervisor Mr. Kazi Hasan Ferdous is the Senior Media Executive and my line manager Mr. Fuad Hasan is the Media Executive (planning) of Asiatic Mindshare Limited.



*Figure 1 Flat Structured Organization*

## **1.5. Projects and support to Asiatic Mindshare**

Community management for ‘Symphony Mobile’ and ‘Helio’ was one of my regular task which included answering all sorts of queries that we got from the fans and monitoring their official facebook page. With our continuous support we gained a special badge from facebook for being ‘Very responsive to messages’. This badge is given to a particular facebook page when the response rate is over 90% and response time is 15minutes. I along with my other colleagues achieved this badge for the first time and we were able to hold on to it for a very long period of time. During these 3 months of my internship, one of my main tasks was to prepare weekly reports on the social media activity of the brands- Symphony mobile and Helio. These reports included the overall performance of each of the brands. I was also part of many campaigns conducted by Symphony mobile. Such as-

- **Symphony Gorom Offer-** There were 6 six handsets under this campaign. Among 3 of them had T-shirt free. The campaign was so successful that 4 of the handsets got out of stock. This campaign lasted for 2months.

- **Symphony Durdanto Offer-** After the successful Gorom offer Symphony decided to launch another campaign for their handsets. The handset prices were reduced for this campaign.
- **Symphony GIF contest-** Facebook fan of Symphony had to provide us the correct GIF for the correct Symphony handset. One lucky winner got a Symphony handset. I had to select 20 potential eligible contestants for this GIF contest.
- **Symphony Asphalt 8 contest-** This was also for the facebook fan who had to play the game ‘Asphalt 8’ and send their lowest time by taking screenshots.

Apart from doing community management for Symphony Mobile, we used to give regular exams on facebook blueprints. Our line manager Mr. Fuad used to take all the exams. Generating mini ideas for Symphony facebook page was also my day to day job.

## **1.6. Lessons from the Internship Program**

Internship is a phenomenon which is created for the fresh graduate students as a part of their graduation program for the development purpose. Under this developmental aspect, I came across many things. I have developed myself effectively over last 3 months. I have become more punctual and professional now. The main lesson that I learned from my experience in the last two months was the practical application of the knowledge gained from what I have learned from studying at North South University and not just this, Mindshare has built me up to think out of the box now. My supervisor was very cooperative in case of sharing their knowledge and helped me in every aspect of my learning process. He helped to develop my skills that are definitely going to help me in my future life. The skills that I have learned in the time of working in Asiatic-Mindshare are listed below:

- Ability to work under pressure: There was time when I had to handle multiple tasks at a time under severe pressure, also work late up to late hours at office and strict deadlines. This has taught me how to prioritize my workload and work effectively and efficiently.
- Team skills: The work I did was completely based on team skills. Communicating with my team members frequently, updating everyone with a new update, and backing up other team members was prioritized. Such experience has sharpened my ability to work in a team environment effectively.
- Technical skills: During my 3 months at Mindshare I have used the software Smashboard to do the community management. Using this software for the first time was a challenge for me. This software links up with the Symphony and Helio facebook page directly. Apart from the software I did all the data analysis from the facebook ads manager and from the Symphony facebook page.
- Personal Development: In the period of my internship, it developed a sense of professionalism in me like- dressing up gently to look smart and confident, having punctuality; maintaining confidentiality and working with responsibility. Moreover, it helped to know various rules and regulation in the corporate world and how to fit in there.
- People Skills: Working in an office environment for 3 consecutive months has exposed me to the office culture in an expanded vision which I have not been able to experience during my academic years. This internship has enriched my communication skills as I have been able to communicate with my colleagues, supervisors and other executives outside the office. The internship has also improved my interpersonal skills as I have communicated with different executives regarding different queries. Overall, it has boosted my confidence to interact better with people both formally and informally.

## 2. Part B: Project

### 2.1. Introduction to project:

Digital marketing is an emerging sector in Bangladesh as a result of significant growth of internet and smartphones users in Bangladesh. The consumers of most of the products and services are more tend to be found on and can be approached easily in the online media than on offline. We cannot think of a single day without technology specially social networking sites such as facebook, Instagram, twitter, gmail have become essential part of our daily life. Though the traditional marketing is still very popular in our country but to interact with targeted audience in real time, one simply cannot ignore the impact of digital marketing in today's world.

Besides, digital marketing is also very cost effective. In Bangladesh, this sector is still not at the level it should have been. So in my opinion, there's a huge opportunity for Symphony to become more interactive with their customers via digital marketing and improve the quality of their products and services.

### 2.2. Problem Statement:

The questions that the study will try to figure out are:

- How the digital marketing scenario in Bangladesh is?
- What aspects make it important?
- How effective it is?
- How much satisfied the customers are with Symphony's official page?
- What is the prospect of digital marketing?
- What are the opportunities for Symphony-mobiles in this sector?

### 2.3. Objective of the report:

The objective of this report are-

- To understand digital marketing segment of Bangladesh
- To know the scopes for Symphony mobiles in digital marketing

- To know the prospect of digital marketing in Bangladesh
- To identify the factors that triggers the online users
- To identify the customer satisfaction with the service provided via social media

## **2.4. Methodology:**

### **2.4.1. Type of research:**

The report basically tries to give a detailed description of the digital scenario of Bangladesh. So, the essential characteristic of this report is descriptive. However, there is some quantitative data presented in this report to understand the market status. To know the customer satisfaction level a survey has been conducted. The sample size is 30. Two types of data has been used- primary data and secondary data.

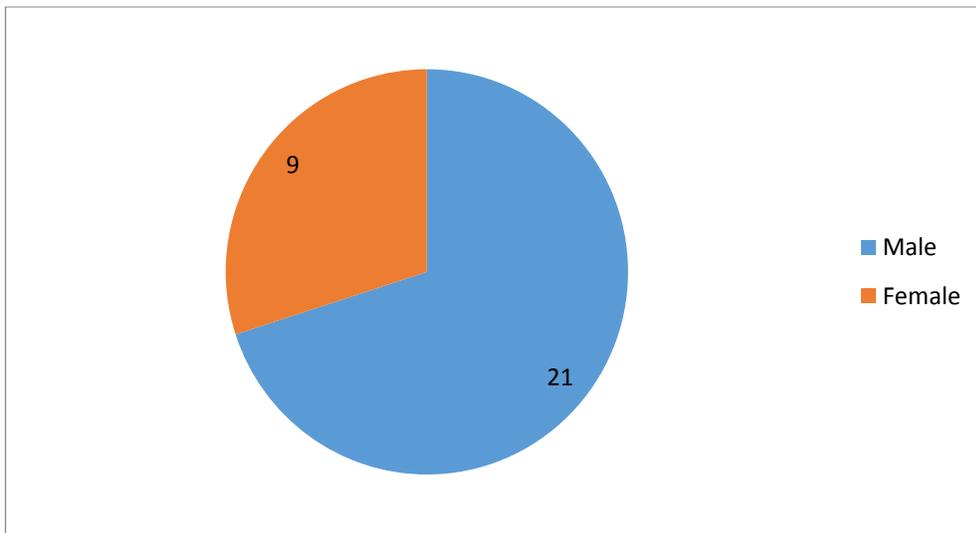
### **2.4.2. Data collection:**

In this report the digital marketing of Symphony-mobiles in Bangladesh was focused. Therefore, to understand the marketing techniques and process and the current scenario of the market data was collected from many online and offline sources and from the official archive of Mindshare Bangladesh. Different quantitative data were collected from published journals, periodicals, and online sources. To better understand the market scenario, and how Symphony controls and manage their marketing, personal interviews of executives and managers have been conducted. As the type of the report is descriptive, it has information that will only be good with understanding the total social media thus digital marketing of Symphony in Bangladesh. As there are not enough journals published about the digital marketing in Bangladesh the information used for the study was mostly the data collected form the archive of Asiatic Mindshare Bangladesh and the statistics were collected from websites that provide data to users. My own day to day work with the digital media department provided the basic description of the study and was exclusively monitoring the social media page of Symphony on my own with the supervision of the authorities, through that got the chance to learn about digital marketing and the marketing terms and condition of Symphony. Qualitative interviews were taken of my line manager to get clear idea about the digital marketing of Symphony.

## 2.5. Findings and Interpretation:

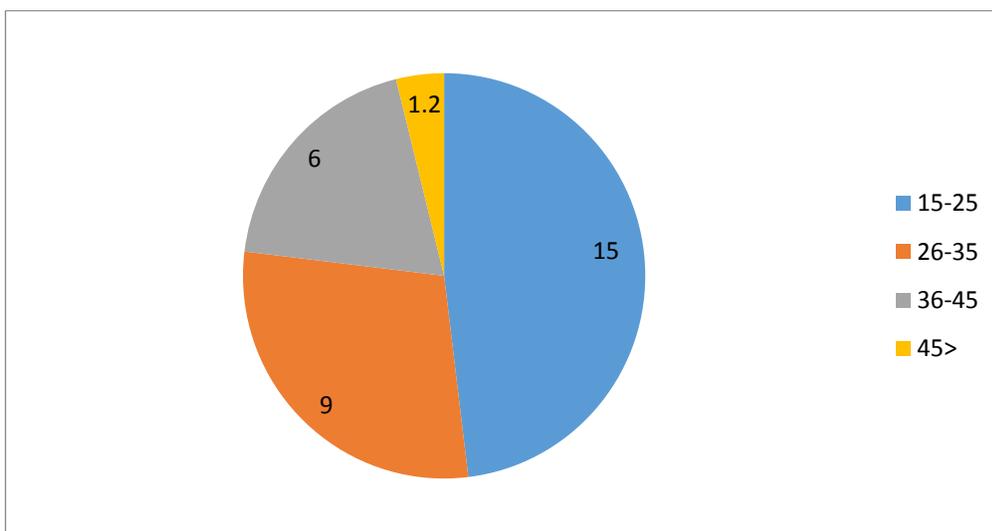
In this part I will talk about the findings of the questions that were given to the respondents as a process of the survey and will try to interpret those findings related to my research objective. The survey was conducted via mall intercept. I went to a brand outlet at Tajmahal road and a customer care center located at Dhanmondi to collect the data.

### Please specify your gender



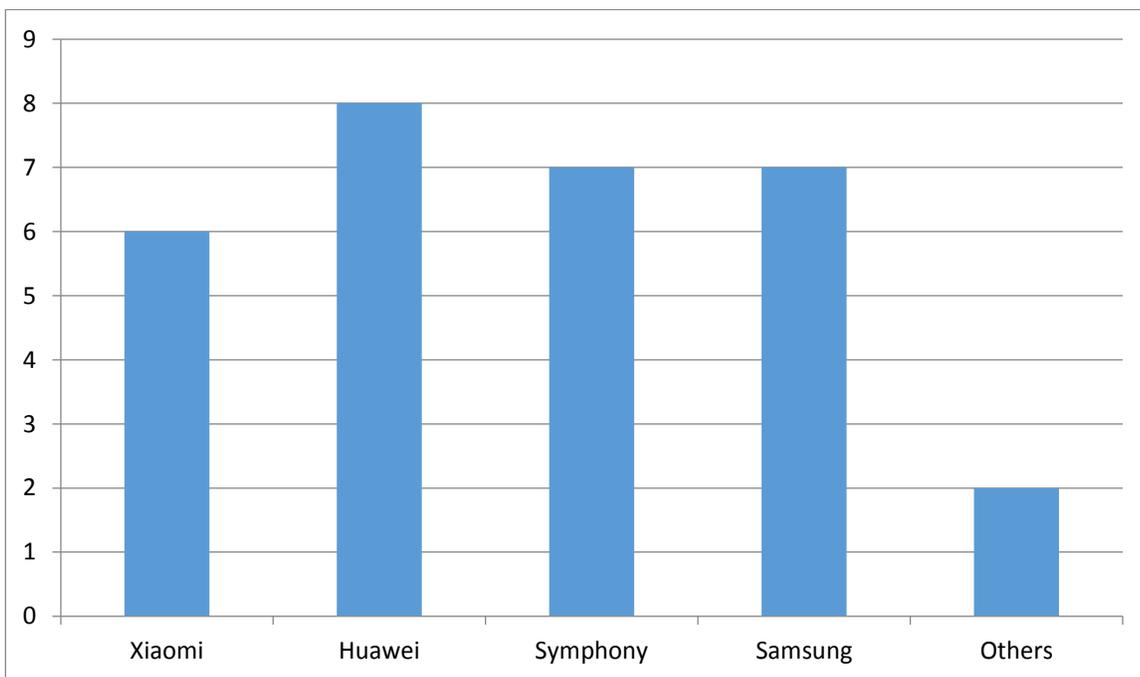
The first question was about the gender of the respondents. 21 out of 30 were male and 9 were female who took the survey.

### Which age group do you belong to?



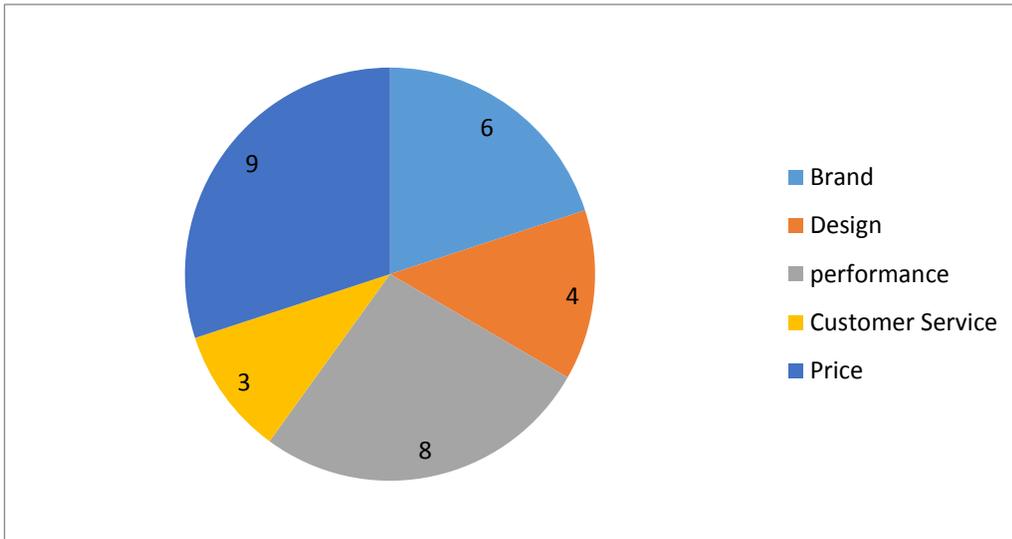
The second question was about the respondents' age group. For better understanding I have divided them in four categories. From the chart we can see that 15 respondents are in age group 15-25, 9 respondents are in between age group 26-35 and 6 respondents belong in the age group 36-45.

**Which handset Brand you prefer more?**



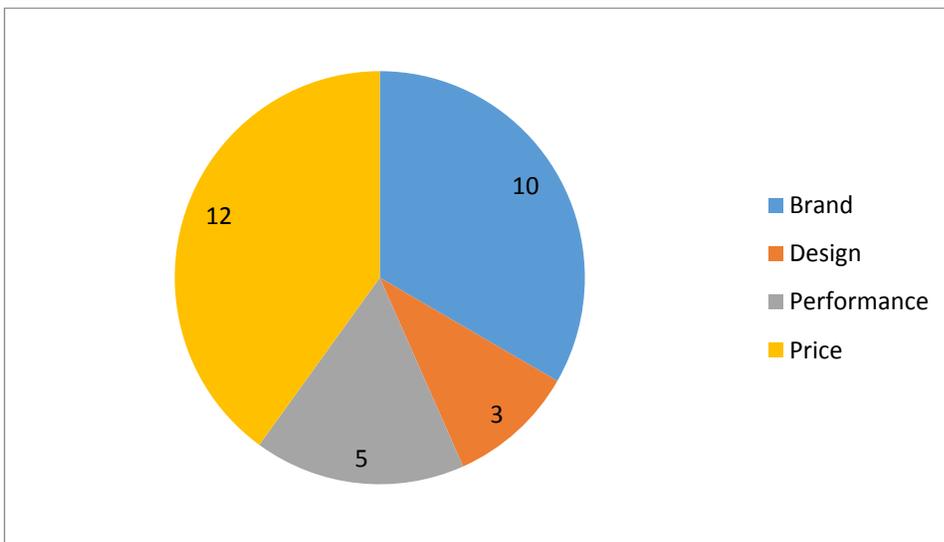
Xiaomi, Huawei, Samsung are the key competitors of Symphony in Bangladesh as they all have budget smart phones and follow similar strategies for digital marketing. According to the chart we can see 6 respondents prefer Xiaomi, 8 respondents prefer Huawei, 7 respondents prefer Symphony, 7 respondents prefer Samsung and 2 of them prefer other brands.

**Which factor you consider the most while purchasing a new handset?**



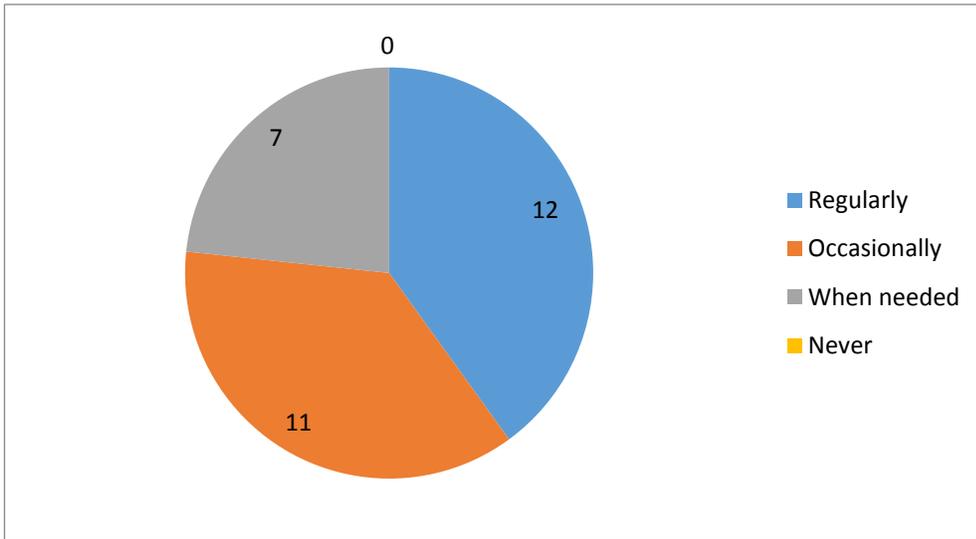
From the chart we can see 6 out of 30 respondents consider brand value while purchasing a new handset and 8 of the respondents think performance of the handset is more important. Design of the handset is important to 4 respondents and 9 respondents consider price while purchasing a new handset. However, 3 respondents think customer service is more important.

**Why did you choose Symphony handset?**



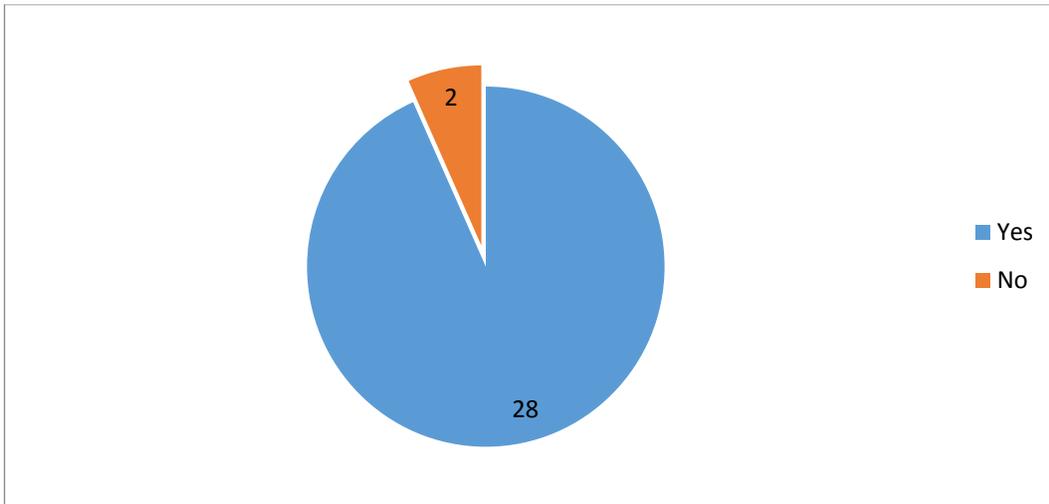
40% (12 out of 30) of the respondents chose Symphony handset for its low price and 33.3% (10 out of 30) respondents chose Symphony because of the brand name. 16.67% (5 out of 30) respondents chose symphony for its performance and 10% (3 out of 30) of population chose Symphony handset for their customer care service.

**How often do you visit the official facebook page of Symphony?**



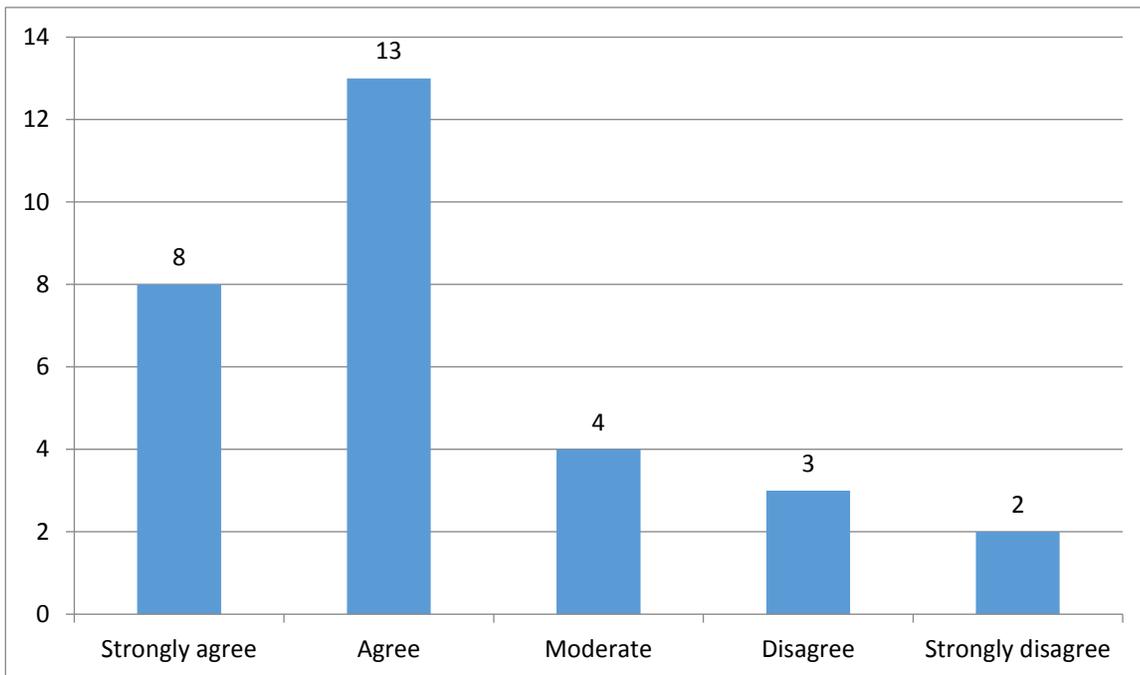
12 respondents visit the official facebook page of Symphony regularly. 11 respondents visit the page occasionally and 7 respondents visit the page whenever it is needed.

**Do you get all the information needed regarding Symphony handsets from the page?**



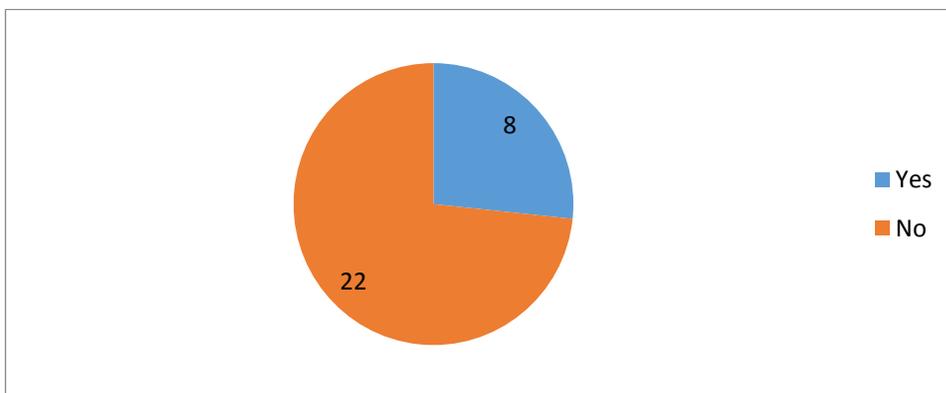
This question was to know if the page of Symphony is really effective or not in terms of providing information about the handsets. 93.33% (28 out of 30) respondents answered positively that they get all the information needed regarding any handset from the page. However, 6.67% (2 out of 30) said that they don't get all the information they need from the page.

**Do you agree that the page is highly responsive?**



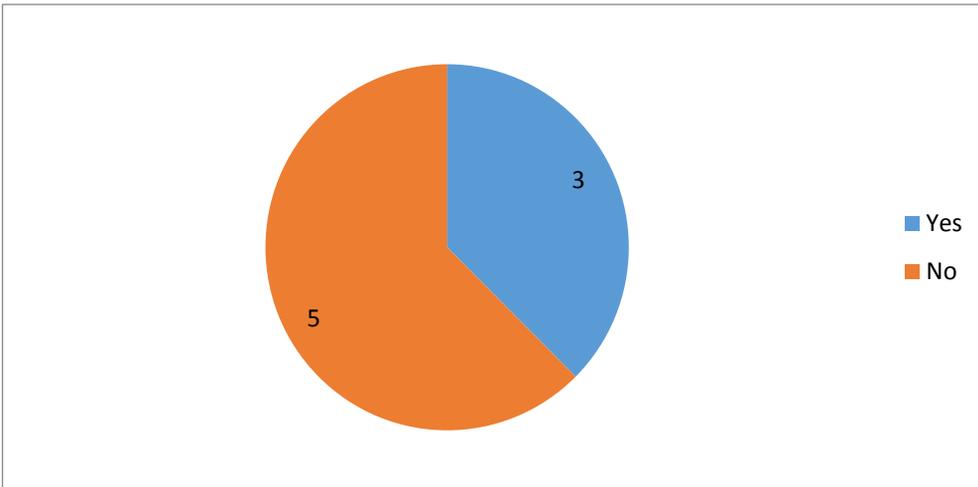
8 out of 30 respondents strongly agree that the page is highly responsive. 13 respondents agree with the statement. 3 respondents disagree and 2 respondents strongly disagree with this statement. 4 respondents think that the page is moderately responsive.

**Have you ever posted any complaint regarding your handset problem via facebook page of Symphony?**



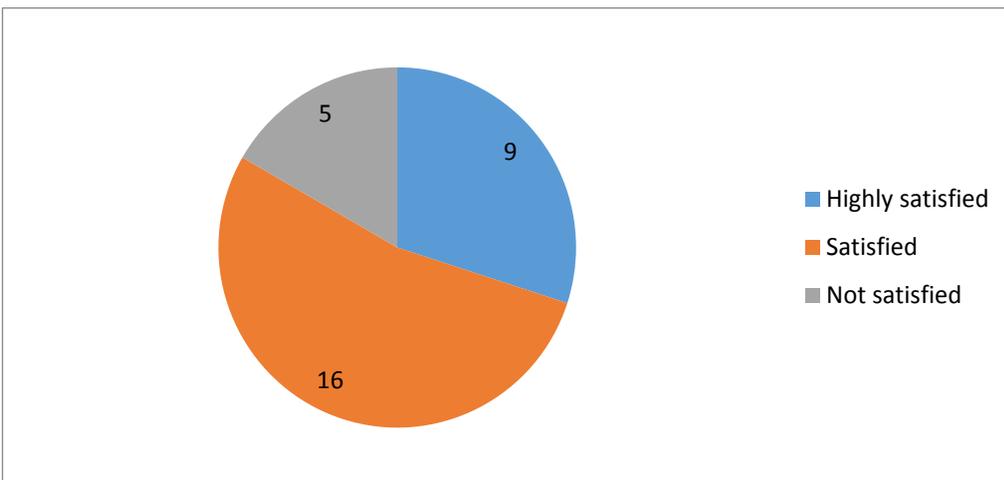
According to the survey 8 respondents have the experience of posting some complaints via the facebook page of Symphony and 22 respondents said they have never posted any complaints.

**If yes, were the able to solve the problem through social media?**



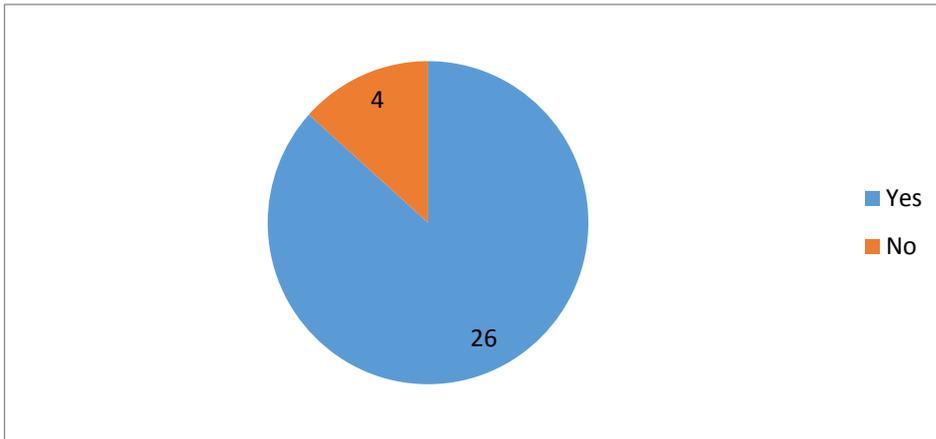
Among the 8 respondents who have the experience of posting any complaints via facebook page, 3 said that the page authorities were able to solve the problem through the page and 5 of them said that the authorities were unable to solve the problem via facebook page.

**How satisfied are you with the facebook service of Symphony?**



30% (9 out of 30) respondents are highly satisfied with the facebook service of Symphony and 53.33% (16 out of 30) of them are satisfied. On the other hand, 16.67% (5 out of 30) of the total population is not satisfied with the service.

**Would you recommend someone to buy Symphony handset?**



When asked that if they would recommend someone to buy Symphony handset or not, 26 of the respondents said that they would recommend but 4 of them said that they would not recommend anyone to buy Symphony handset.

## 2.6. Discussion:

In this era of technology the most popular medium of communication is social networking sites whether it is on personal level or professional level. Like most of the big organizations Symphony is also taking this opportunity to reach out to their customers and trying to stay connected with them. The focus of this survey was to identify how much satisfied customers are with this service.

As per this survey it is found that the majority of the respondents are young people aged between 15 to 35 years. Most of them are male and these people follow the social media page of Symphony mobiles to communicate with the brand authority and or to post any query or complaint. Most of them said that the page is highly responsive and they get all the information regarding any handsets from the page.

Symphony tries to solve most of the problems that the users face via facebook but technical problems are very complicated sometimes. So the users may have to visit the customer care centers to solve these problems. Symphony first try to address the complaints they receive in the social media and then provide the physical assistance if needed. Majority of the respondents are satisfied with the facebook service of Symphony-mobiles.

## **2.7. Limitations of the study:**

The study was on the digital marketing of Symphony in Bangladesh and the limitations that were faced are drawn in the following.

- There was a time constraint while doing the report. If there were more time available the report would have been more comprehensive.
- Asiatic Mindshare Bangladesh is very strict about giving details about their business operation for any kind of external reports.
- There are not enough data on this sector available to work with and not many researches have been done on this yet.
- Sample size of 30 is not enough to get accurate result for this study.
- Due to insufficient time, entire industry scenario wasn't captured, only few aspects of marketing industry is covered here.

## **2.8. Digital marketing:**

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you.

People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences. One of the most used channels in digital marketing is social media marketing.

**Social media marketing:** Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media. In other words Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes.

## **2.9. Digital marketing in Bangladesh:**

Digital marketing is still a matter of making discoveries in Bangladesh. The digital market of Bangladesh is divided mainly in four channels 1) Facebook 2) Google and its partnered websites 3) Local websites 4) Mobile Advertising.

Facebook:

Facebook is the biggest platform for digital media marketing in the world. It is the most popular social media in the world. Currently it has 1.3 billion active users throughout the world. The following tables show the number of people who uses Facebook in Bangladesh.

Gender	Population
Male	19,000,000
Female	6,100,000
Total	25,000,000

Age	Male	Female
13-18 yrs	4,600,000	2,200,000
19-25 yrs	9,000,000	3,400,000
26-35 yrs	5,600,000	1,400,000
36-45 yrs	1,500,000	270,000
>45 yrs	750,000	170,000

Figure 2: facebook user demographics in Bangladesh (Facebook, n.d.)

Source: Facebook

Rank	Brand	Total fans
1	ProthomAlo	11,647,512
2	Bangladesh Cricket: The Tigers	11,138,582
3	Grameenphone	10,806,254
4	BBC Bangla	10,589,268
5	Shakib Al Hasan	9,910,230
6	RobiAxiata Limited	9,583,542
7	সময়েরকণ্ঠস্বর	9,424,145
8	Rtv	9,410,581
9	Daily NayaDiganta	8,992,249
10	Banglalink Digital	8,899,963

Figure 3: Top facebook pages in Bangladesh (socialbakers, n.d.)

Source: Socialbakers.com (17-04-2017)

**Google and its partnered websites:** Another way of advertising is through Google. There are two kind of advertising one can undergo through Google. One is search engine optimization and the other is advertising on display networks. Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in the search engine's "natural" or un-paid

("organic") search results. On the other hand display network is displaying of flash or html based advertisements on the Google partnered websites.

**Local Websites:** The websites originated in Bangladesh are called the local websites. These websites display advertisements on behalf of any brands on their website. These are the top sites where the people tend to go more which opens up an era for the advertisers to promote their

advertisement (Alexa)-

1	Prothom-alo.com	Local
2	Bdnews24.com	Local
3	Banglanews24.com	Local
4	Kalerkantho.com	Local
5	Banglamail24.com	Local
6	Bdjobs.com	Local
7	Mzamin.com	Local
8	Bd24live.com	Local
9	Priyo.com	Local
10	Thereport24.com	Local
11	Bikroy.com	Local
12	Dsebd.org	Local
13	Risingbd.com	Local
14	Somoyerkonthosor.com	Local
15	Techtunes.com.bd	Local
16	Dailynayadiganta.com	Local
17	24livenewspaper.com	Local
18	Jugantor.com	Local
19	Sheershanews.com	Local
20	Bd-pratidin.com	Local

Figure 4: Top local websites in Bangladesh (www.alex.com, n.d.)

## 2.10. Mobile marketing:

Mobile marketing is basically marketing products or services through mobile phones. The recent revolution of smart phones in Bangladesh has opened up the new era of mobile marketing. Previously mobile marketing meant only SMS marketing. Now mobile marketing can be notification or advertisements through apps or USSD messaging.

## 2.11. Factors affecting the post engagement of online users:

Symphony is trying to create a larger audience by publishing various kinds of interactive posts and gaming contests. Symphony is competing against some huge brands like Samsung and Huawei. In order to compete with them there are many types of creative and interactive contents that Symphony shares on the official page. Some key factors that triggers the audience most are given below-

- Introducing new handsets- When a new handset comes into the market, Symphony let the audience know via several posts.



- Symphony also tries to educate their customers about the features of a smartphone through informational posts.



- Symphony let their customers know when an update for a specific handset is available.



- Many sales and promotional offers are also being communicated via Facebook posts.



- They also publish user reviews on their official page.



## **2.12. Prospect of Digital Marketing in Bangladesh:**

Bangladesh is a fast going country. People are more digitalized than they were 5 years back. About 75 percent of the total population has a Facebook account. Among them a huge portion browses online and is exposed to Google advertisements. Symphony has now over 1.6 million followers on their Facebook page. The posts are reaching to more and more people as the page spreads wider. While spreading the page is focused on its target customers by specifically reaching the target customers through Facebook promotion. It has over 1500 engagements on a post per day. This significant increase proves that the engagement with the audience is growing. The total organic, unpaid, reach is quite sound for the page which appeals more o people when it is paid to show more on Facebook.

Observing the notable growth of Symphony mobile it can be said that digital marketing is reaching for its glory. The prospect in Bangladesh is very promising in this sector. As people tend to be exposed to digital media very often, and this number will grow day by day.

## **2.13. Benefits of Digital marketing:**

- Staying on the top of mind of the people
- The least expensive and the most efficient media to promote the products that Symphony sells
- Get a view of the psychology of the customers
- Get a grip to the wants and the demands in the market
- Always will get the first mover advantage in Bangladesh
- Impression of the promotions can be counted

## Recommendation:

The growth itself represents how successful the page is. The communications and other insights have already made it like an important entity in the social media. The brand established its own identity in the social media of Bangladesh. Working as the core member of the page Symphony-mobiles and after this thorough study the recommendations for Symphony's digital marketing are listed in the following.

1. Communication of Events and offers: As the operation of Symphony-mobiles is done by Edison Group in Bangladesh, so whenever Edison Group takes up any marketing strategy, offers or events it should be communicated with page managers and thus communicated through the page.
2. Communication Language: The posts that are shared through the page are communicated in English. The people of Bangladesh (the Facebook users) might know English but if the message is communicated in Bengali it will be more helpful and be more understanding.
3. Integration: The proper integration of offline and online communication is needed to establish to get better outcomes of the media spending.
4. Online sales: Customers can order Symphony mobiles from Pickaboo.com. Though there is an option in their website from where people should be able to purchase their desired handsets but the feature does not work properly. If the customers can order directly from their website, it would be more helpful.
5. Product review: Symphony mobile should have online blog where people can review the products and services and give feedbacks.

## Conclusion:

Digital Marketing is the future. The way it is growing in Bangladesh it can be said that within 5 to 10 years it will be the most powerful medium of communication for every brand. The invention of augmented reality experiences and virtual marketing has made it even stronger than before. As a first mover in Bangladesh, Symphony has made its mark. Through events and campaigns it is making its place in the people's mind share with association of mindshare Bangladesh. Proper initiative from the brand can stand out in the social media and make a solid place of its own.

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[socialbakers.com](http://socialbakers.com)

## Appendix:

Questionnaire for ‘Customer satisfaction of Symphony-mobiles’ Facebook page management service’

1. Name:

2. Gender:

- Male
- Female

3. Age:

- 15-25
- 26-35
- 36-45
- more than 45

4. Which handset Brand you prefer more?

- Xiaomi
- Huawei
- Symphony
- Samsung
- Others

5. Which factor you consider the most while purchasing a new handset?

- Brand
- Design
- Performance
- Customer care service
- Price

6. Why did you choose Symphony handset?

- Brand
- Design
- Performance
- Price

7. How often do you visit the official facebook page of Symphony?

- Regularly
- Occasionally
- When needed
- Never

8. Do you get all the information needed regarding Symphony handsets from the page?

- Yes
- No

9. Do you agree that the page is highly responsive?

- Strongly agree
- Agree
- Moderate
- Disagree
- Strongly Disagree

10. Have you ever posted any complaint regarding your handset problem via facebook page of Symphony?

- Yes
- No

11. If yes, were the able to solve the problem through social media?

- Yes
- No

12. How satisfied are you with the facebook service of Symphony?

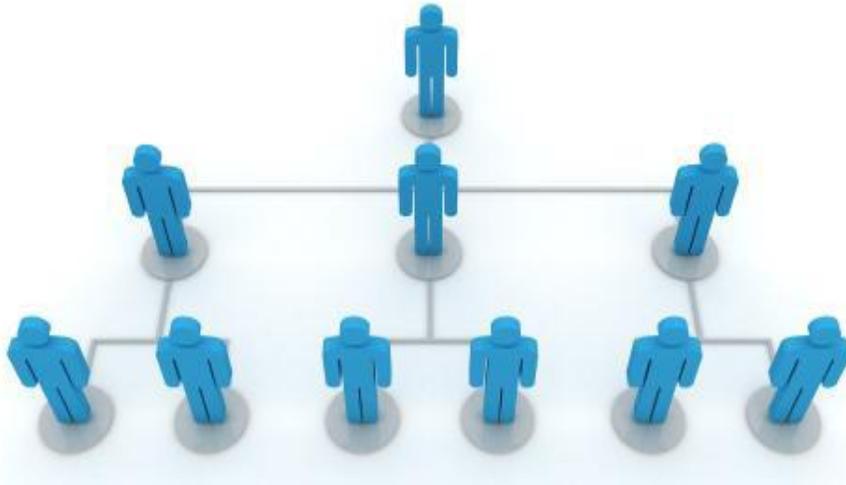
- Highly satisfied
- Satisfied
- Not satisfied

13. Would you recommend someone to buy Symphony handset?

- Yes
- No

Pictures:





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