



Inspiring Excellence

Internship Report
On
Impact of Social Media on Marketing of
Brands at Asiatic Marketing
Communication Limited

Submitted to:

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Subject: Submission of Internship Report on “Study on the Use Social Media for Marketing of Brands”

Dear Ma'am,

I would like to submit my internship report based on the subject “*Study on the Use Social Media for Marketing of Brands*” to you. I have given my utmost efforts in order to contribute, note and recognize social media actions, especially of Asiatic Digital of Asiatic Marketing Communications Limited and have detailed it down in this report from the experiences that I have gathered. For the investigation of this study, I have collected maximum information from the company, my supervisor and my colleagues.

The preparation of this report has helped me gain immense knowledge and experience which undoubtedly be of great help for my future. This internship period will definitely enhance my abilities for my future ventures. I would want to express my gratitude towards you for your support and guidance throughout the process of this training period which is an essential for the consummation of the BBA program.

Yours Sincerely,
FairoozNawar
12304013

Acknowledgement

I would like to express my appreciation to everyone who have helped me in accomplishing my report titled, “Study on the Use Social Media for Marketing of Brands” at Asiatic Marketing Communications Limited. First and foremost, I am grateful to my internship period supervisor in BRAC University, Ms. HumairaNaznin, for guiding me and taking her time out for me from her hectic schedule. I am indebted to her for all her advicefor making the report more operational.

In addition, I will beunendingly thankful to Mr. Md. Sadib Ehsan, Associate Account Director, Asiatic JWT, for being my internship supervisor. He has helped understand and effectively carry out my job responsibilities, guided me and acquire immense knowledge about the advertising industry.

I would also express my gratitude to Mr. Abdun Nafee, Associate Director of Asiatic Digital and Ms. Fauzia Karim, Associate Client Services Manager, who have given me insights on the corporate world and how the processes come together.

To all my colleagues at Asiatic Digital, I want to show you my utmost appreciation for helping me and motivating me to do my work.

Last but not the least; I am greatly indebted to the one institution that has taught me so much and has made me the person that I am today – BRAC University. Thank you for all the knowledge, experiences and life lessons that you have given me.

Executive Summary

This report introduces the work experience on one of the most renowned and the oldest advertising agency of Bangladesh, Asiatic Marketing Communications Limited. This entry level position report is based on the three-month long temporary position platform which I have effectively finished at Asiatic Digital, showcasing office from 21st April 2016 to 21st July 2016 as a prerequisite of my BBA program. As a totally newcomer into the business domain, reliably spent in the Digital Marketing world gave me inconceivable work experience that is valuable for my vocation in the future.

The initial segment is the overall presentation about 'Asiatic Marketing Communications Limited and Asiatic Digital' along with its specialty, mission, vision, administrations carried out by the organization as well as their current customers, rivals. In the second segment, I endeavored to highlight the work, work obligations which I executed as an understudy. I have specified relegated obligations along with the offices which I have taken a shot at.

The third section focuses on the goal of the investigation alongside the system and constraint is plainly said. I have demonstrated outcomes and gave examination of the investigation, which depended on the use of social media for the marketing of brands. I attempted to limit my attention on online networking promoting in Bangladesh and its effect on showcasing and brand correspondence. Additionally, I demonstrated the noteworthiness of online networking contrasted with alternative methods of brand correspondence and its advantages, later to which I clarified how advanced correspondence companies are working and managing customers. I likewise fused in this report about the nearness of brands on online networking and their online networking promoting procedures. In the fourth section, I have incorporated a proposal where I recommended change for Digital promoting office, my association of entry level position and college. In conclusion, I have incorporated the reference and in the addendum further studies that I have excluded in my report.

Before making any inference taking into account this report it might be noticed that the report was set up in a brief timeframe and there are deficient in the information. In any case, this study might be of value for planning any further study on Digital Marketing.

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Chapter 1: The Organization

1.1 Justification of the report:

In simple terms, digital promotion is fundamentally the catch-all term that covers a wide range of showcasing done using the online stages including social networking. Digital advertising contrasts from regular advertising as it comprises the utilization of mediums and techniques that permit an association to investigate showcasing effort and acknowledge what is working and what isn't – generally progressively. For example, Facebook is a finished person to person communication site that takes into account sharing photographs, upgrades, joining occasions and an assortment of different exercises. Nowadays, all advanced customer facing facade must be stretched out to online networking showcasing locales such as Facebook, Instagram and Twitter.

As a BBA understudy with double majors in Marketing and Human Resource Management, I got the chance to do an internship at Asiatic Digital, Asiatic Marketing Communications Limited. Henceforth, I picked digital advertising as my internship subject and I trust that this entry level position experience will call attention to how the corporate world really functions and will bolster me to spread over the hypothetical learning in the down to earth life. After the end of my temporary job, I trust I will have the capacity to know how the renowned brands are utilizing the informal organization locales for showcasing and what their procedures are.

Digital advertising as a rule concentrates on to make content that draws in consideration and rouses pursuers to share it over their informal communities. It has expeditiously incorporated itself into our everyday lives and maybe had no preferable impact over on the universe of advertising, with buyers and brands seeing enormous advantages and varieties. Digital advertising separate from customary media in a few viewpoints, for example, prevalence, reach, promptness, recurrence, ease of use and strength. It states the importance of correspondences among individuals in which they make, share, and trade data and thoughts in group.

To advance your business or items or administrations Social Media Marketing' technique is the most intelligent path in this time of innovation. All big organizations are building their online networking promoting procedure and they are getting a decent result. In Bangladesh, there are around 58.317 million dynamic Internet endorsers as per BTRC (Internet Subscribers in

Bangladesh February, 2016, 2016). Among that, 13.2 million are dynamic Facebook client which is 128% development in the quantity of dynamic online networking clients from 2014 (Digital, Social and Mobile in APAC in 2015, n.d.). It unmistakably demonstrated the huge measure of web clients is dynamic on online networking and its expanding quickly. With the assistance of innovation, everything ends up being less demanding and the helping day is here when shoppers are truly picking online networking promoting more than brand sites or store.

1.2 Objectives:

1.2.1 Broad Objective:

The target will be to distinguish some exact purposes of brand appearance through online networking showcasing and brand correspondence of worldwide and neighborhood organizations in Bangladesh.

1.2.2 Specific Objective:

The key purpose of the study is going to cover:

- To intergrate data on the online networking and to investigate its effect on showcasing and brand correspondence.
- To outline the significance of online networking contrasted with other medium of brand correspondence and its advantages.
- To examine how computerized associations in Bangladesh are working and managing customers.
- Identify how advanced promoting are working to achieve the customers.

1.3 History:

Asiatic 3sixty began its drive in fifteenth March, 1966 as East Asiatic. It determined overhauling the fundamental business in the absence of brands (for instance jute factories; they performed on a crusade to meet the crucial part of jute plants out in the open's live). After that period, in the long run they have turned into the Asiatic.

In the late years of its procedure, Asiatic has ended up one of the real advertising correspondence bunch in Bangladesh. Since beginning in 1967, Asiatic 3sixty (then East Asiatic) displayed 360-degree promoting answer for its multinational and neighborhood customers.

In 1996, Asiatic manufactured global organization with J. Walter Thompson. Later in 2005, the office was "re-dined" by dropping the J. Walter Thompson in return for JWT. Similar to a part of the JWT family, most established publicizing organization on the planet, it has spearheaded a considerable lot of the promoting advancement in Bangladesh. JWT the fourth biggest showcasing correspondence office on the planet has about 10000 representatives in more than 200 workplaces in more than 90 nations, serving more than 1200 customers. Fundamentally this connection changed the showcasing correspondence wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The scope of Asiatic administration rises above the outskirts of promoting to cover Social Communication, Events, Public Relations, Corporate Relations, Direct Marketing, Formative Research, Media Planning and Management, Marketing and Product Planning and Digital Marketing. Asiatic JWT's part is to guarantee that more individuals invest more energy with its customer's brands and object is to make thoughts that individuals need to invest some additional time with. They believe that better the thought the additional time individuals will go through with it.

1 Asiatic 360 and its different Units:

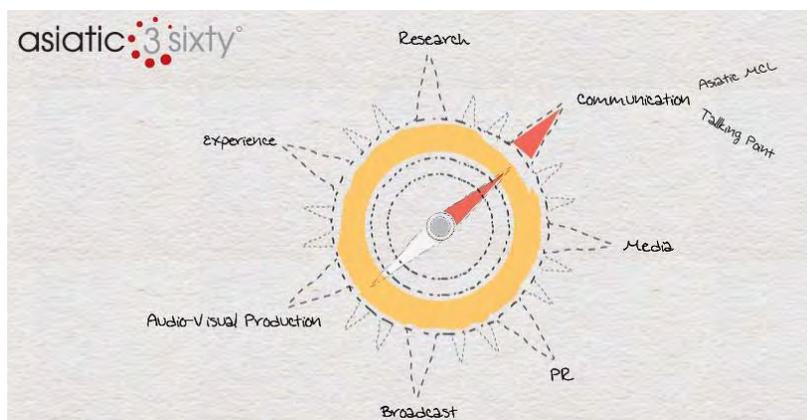


Figure 1 Asiatic3sixty° and its subsidiaries

The list of entitles of Asiatic 360 are shown in table given below:

Marketing Branch	Firm Name
Communications	Asiatic Marketing Communications Limited, Asiatic Talking Point Communications Limited.
Media	Maxus, Mindshare, MEC active entrepreneurs
PR	Forethought PR
Audio-visual Production	DhoniChitra Limited, Nayantara communications
Activation	Asiatic Events Marketing Limited, Footprint
Printing	Moitree Printers Limited
Research	MRC-MODE Limited
Broadcast	Radio Shadhin
Out Sourcing	Stencil Bangladesh Ltd.

Table 1: Entities of Asiatic 360 Communications Limited.

1.3.2 Asiatic Digital:

Asiatic Digital is a full organization digital advertising office of Asiatic 360 social occasion. It is a part of the Asiatic JWT however has its own specific individual operation and works self-governingly inside the get-together. Asiatic Digital started its experience in 2014 and ahead it gives complete progressed showcasing organizations including advancement fights, internet organizing organization, bunch engagement, application change and more for the close-by and multinational associations in Bangladesh and outside. There was an unbelievable need of a Digital publicizing, exertion and correspondence stage with the experience individuals who can work into this phase since E-exchange and web systems administration was impacting particularly in that time. In this way, Asiatic Digital was considered as master Digital Marketing Agency with a particular true objective to grab the exceedingly complete business environment. Asiatic Digital took brief period to develop itself as the best propelled association in Bangladesh since it a part of the principle advancing correspondence office of the country.

In the blink of an eye Asiatic Digital is dealing with various MNC brands page like: Ekhanei.com, Airtel Buzz, 7UP Bangladesh, Pepsi Bangladesh, Igloo, Shell Bangladesh, Kurkure Bangladesh, and the sky is the point of confinement from that point.



1.3.4 Asiatic 3sixtyServices:

The core operations of Asiatic Events Marketing Limited are:

Events: Innovative brand experience by most applicable and focused on clients.

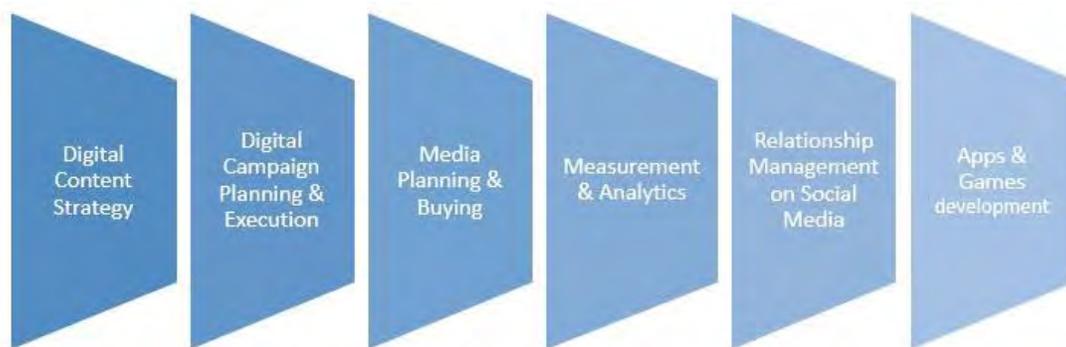
Urban Activation: Intense brand engagements with the right target bunch making conviction and yearning to buy.

Rural Activation: Contacting gathering of people who are past all other media.

Retail: An impactful indication of brands at the purpose of procurement pointing fruitful deals shutting.

Digital: Connecting with buyer through the new advanced world.

1.3.5 Asiatic DigitalServices:



Content Management: Overseeing substance like picture, links, video posts for Facebook, Instagram, Twitter and Google+. It additionally incorporates duplicate written work and post innovative creation.

Campaign Management: Running a few sorts of crusades so as to get more likes, engagement from the gathering of people, impression and span. The association keeps up the battle with its own particular methodologies. These battles can be rivalries orchestrated to draw in online clients and give better brand experience.

Application Development: Developing apps for the campaign that are run.

Media Campaign Development: Make crusades of various media substance like TVC, recordings, diagrams and so forth.

1.3.6 Departments of Asiatic Digital:

Art & Creative: This is the spirit of the relationship since it is them whom make Asiatic Digital common and suitable to the clients. They play out specific acts. Some of them are given beneath:

- Developing duplicate for correspondence on online networking.
- Developing week by week post plan for correspondence in online networking.
- Designing the post imaginative for computerized correspondence.
- Visualizing the possibility of various crusades and challenges.
- Finalizing design and so forth.
- Google promotion, Facebook notice outline.

Client Servicing: The vital capacity of the customer administration office is to keep up relationship with the clients and prospects. They convey the considered both the gatherings between two social occasions. This division is the heart of the whole affiliation and it coordinates the components of the diverse offices in the organization.

Media & Buying: The media and purchasing capacity arranges the cost of commercials. It is additionally in charge of acquiring promotion space, page or post boosting and time for running notices.

Community Engagement: The people group engagement group is in charge of dealing with the online engagement of shoppers and speaking with them over social stages. Answering to client's inquiry, dealing with the emergency circumstances and additionally value the shopper for staying with the brand is the responsibility of group engagement group.

HR Department: This group takes care of legitimate execution of HR arrangement and system, pay and advantages, enrollment and determination, Health and Safety of all.

1.3.7 Asiatic Digital: Mission

Our Mission is to innovate, prepare and provide solutions to present and future requirements in the digital marketing industry and build the relationships between large organizations and the community that matter to them.

1.3.8 Asiatic Digital: Vision

Our Vision is to be an accredited, desired and acknowledged partner for our clients while ensuring mutual growth and satisfaction.

1.3.9 Competitors:

The developing utilization of web, online networking and the move towards advanced showcasing has coordinated to the improvement of different computerized organizations that are focused on overseeing computerized properties and online exercises of customer brands. Numerous computerized showcasing organizations are becoming as of late. Among every one of them, couple of Digital advertising offices are specifically contending alongside Asiatic Digital. The primary challengers for Asiatic Digital:



Figure 3 Digital Marketing Agencies in Bangladesh

1.3.10 Competitive Advantage

With the multiplication of cell phones, web availability and long range interpersonal communication in Bangladesh, the computerized advertising industry is picking up power. This development pattern has been great in the course of the most recent couple of years with the quantity of organizations and areas putting resources into computerized promoting expanding quickly. Asiatic Digital has joined its adventure in 2013. In these three years, it has progressed significantly and picked up a heavy profile in digital advertisingmarket of the country.

Asiatic Digital has numerous famous multinational and additionally neighborhood marks and built up their computerized promoting systems, assemble online networking structures for some brands and accomplish different recompenses and respects in this brief period. Contending with solid contenders, the organization has got portfolio customer like Airtel Buzz, Ekhanai.com, 7Up, Pepsi, Nescafe, MAGGI, Shell and some more.

For these big brands, Asiatic Digital has created social middle substance and took the brands more remote than any time in recent memory and also made a solid position in the business.

1.4SWOT Analysis of Asiatic Digital

Strengths (internal):

- Goodwill of a global promotion office
- Goodwill in the showcasing business of Bangladesh
- Global multinational customers and surely understood nearby customers
- Good Infrastructure and vibe
- Strong association with existing customers
- Likely to procure most prominent ROI (Return On Investment)
- Likely to be fastest and most straightforward to execute
- Time productivity of prompt activity arranging or achievability study

Weaknesses:

- Limited monetary ability
- Lack of experienced work force
- Lack of access to premium programming
- A little number of representative inspiration plans

Opportunities:

- Global firms are entering in Bangladesh.
- Advertising in social correspondence area, particularly in Facebook is expanding.
- Clients have turned out to be more worry about their image foundation/brand picture.
- As Asiatic JWT is a multinational firm, new chances of worldwide customers are not too far off.

Threat:

- Growing in-house offices.
- New and nearby offices entering the business.

Chapter 2: Job Description

Asiatic 3Sixty is the single greatest publicizing pack in Bangladesh. They are moreover connected with JWT, which is the world's best-known advancing trades brand. They started Asiatic Digital in 2014. They are by and large based on web organizing advancing. To lift the brand and to talk with the customer over web organizing stage is the rule obligation of Asiatic Digital.

Since I have done dual major in Marketing and Human Resource Management, I got a chance to work in Asiatic Digital where I picked up and took in a few advanced digital marketing techniques. I had the chance to have three months long internship at Asiatic Digital and I have run over with various undertakings and exercises that are directed for Facebook brand pages. I began working in the client servicing department under the guidance of my supervisor. The primary obligation was to handle the correspondence with clients. For instance, I had to collect the brief about a content from the client, make a plan of how it should be executed, explained the idea to the art team, collect the deliverable, share it with the client and get feedbacks if there were any. The first two brands that I started working for are Keya Beauty soap and Airtel. In the following couple of weeks I allotted to do the accompanying jobs:

- Dealing with various worldwide and nearby brands.
- Researching on various contenders' item and their business as usual.
- Brainstorming for innovative thoughts for different battle and challenges
- Implementing the innovative brief according to customers' necessities and boss' proposals.
- Maintain groups' up and coming arrangements for the customers.
- Research for brand extension of Keya Beauty Soap
- Finding the insights of various Facebook pages
- Planning for Grammenphone pitch

2.0 Job responsibilities

As the progression of my internship period, I started getting involved with more brands, including the ones I had started with. The brands were: Pepsi, 7Up and Maggi.

2.1.1 Client Servicing:

Toward the start of my entry level position, I was appointed with Head of Client Servicing and uncommonly work for Global brands like Airtel, Keya and Pepsi. Fundamental obligation of this division is investigating the business and computerized media for customers, figuring techniques and executing them in light of the goals of the customers. This entire procedure comprises of few stages:

- **Brief:** Brief given by the customer taking into account their promoting objective.
- **Pitch Presentation:** Presentation made by us for customer taking into account the brief, by investigating industry and computerized media. For the most part utilized for new customers.
- **Proposal:** Proposal set forward by Asiatic Digital including effort objective, approaches, technique, target market, anticipated cost and yields.
- **Revised arrangement:** If customers have any issue with proposition, we have to change the proposition and make transaction.
- **Approved:** Final proposition need to get endorsement from customer, else we will lose customer.
- **Estimate Signed:** It's an agreement amongst customer and Asiatic Digital.
- **Release Order:** Order which submitted to merchants for purchasing space and setting promotions
- **Creative:** Executing the thought or plans of crusades into conclusive configurations like Facebook post, pennant, GDN, GRN and so on.
- **Run Campaign:** Manage the crusade by putting advertisements pennants, recordings, Facebook challenge, Facebook page overseeing and the sky is the limit from there.
- **Optimization:** Making changes in the crusade for refining the adequacy and to fulfill

destinations.

- **Review of Campaign:** Appraising effort in view of standard and genuine execution of battle which comprehends what we arranged and what really happened.
- **Bills:** Bill submitted to customer including administration duty and commission and bill is made in light of given data.

2.1.2 Campaign Management

Other than client servicing, I had to supervise some campaigns and contests carried out by the brands I was looking after. For example, we had launched campaign for Keya Beauty Soap named 'KaronTumiSpecial' where the participants had to comment on the recent TVC video of the soap about who is the special person in their lives and why. Also, there was a Brother's Day campaign for Airtel Buzz where we shared a series of posts from the page portraying what having a brother means.

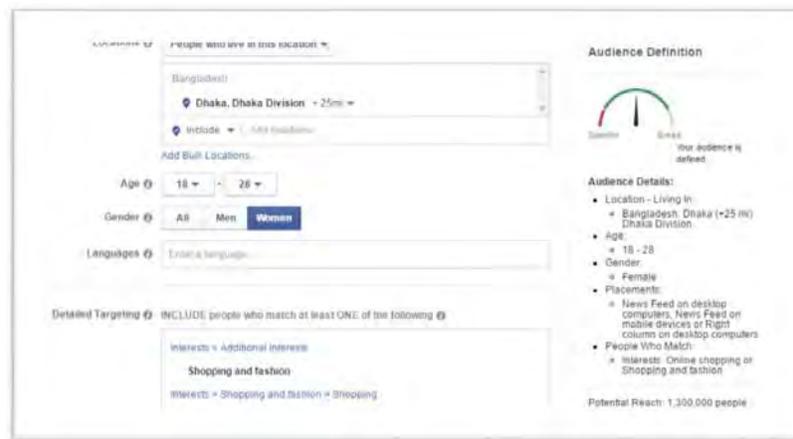
2.1.3 Planning:

At Asiatic Digital, we set all up the substance no less than a month in front of its planned time. There is a meeting to generate new ideas at the underlying stage for producing inventive thought that is in a state of harmony with the brand identity. For doing that, we sit the entire group alongside a schedule and rundown of up and coming occasions. At that point we set up a week after week session on how we are going to showcase our current image in front their crowd. I got the chance to go to couple of gatherings of arranging group in regards to BATA and UC Browser. From those gatherings I have learnt that substance arranging is an exceptionally complex part of the entire procedure since we not just need to check whether the substance is identified with the brand however we additionally need to ensure that the group of onlookers can identify with it.

2.2 Observations

Simple to distinguish target crowd:

To recognize the target customers absolutely is one of the noteworthy necessities for any brand. With cutting edge promoting, perceiving the target gathering has ended up being extraordinarily less requesting. From this given picture, we can without quite a bit of a stretch find the behavioral case of our concentrated on social event of individuals. Checking their demographic, region, likings, lifestyle, development, purchasing plan and various more can be promptly seen. Case in point, I have to target quite recently "Female" customers who live in Dhaka city and motivated by 'Web Shopping and Fashion' (Targeted swarm age 18-28).



Getting a nonstop viable understanding: Through advanced promoting, we can undoubtedly watch over how our substance are performing. We can without a lot of a stretch know how particular brand has performed from March to April. We can see that in latest 28 days' what sorts of clients were generally attracted with our page. To be sure, we can see the most use contraptions that our buyers are using. On the other hand, without using the web organizing publicizing, this would be really troublesome for an association to get this information on an in the current style premise and with this negligible exertion and effective way.

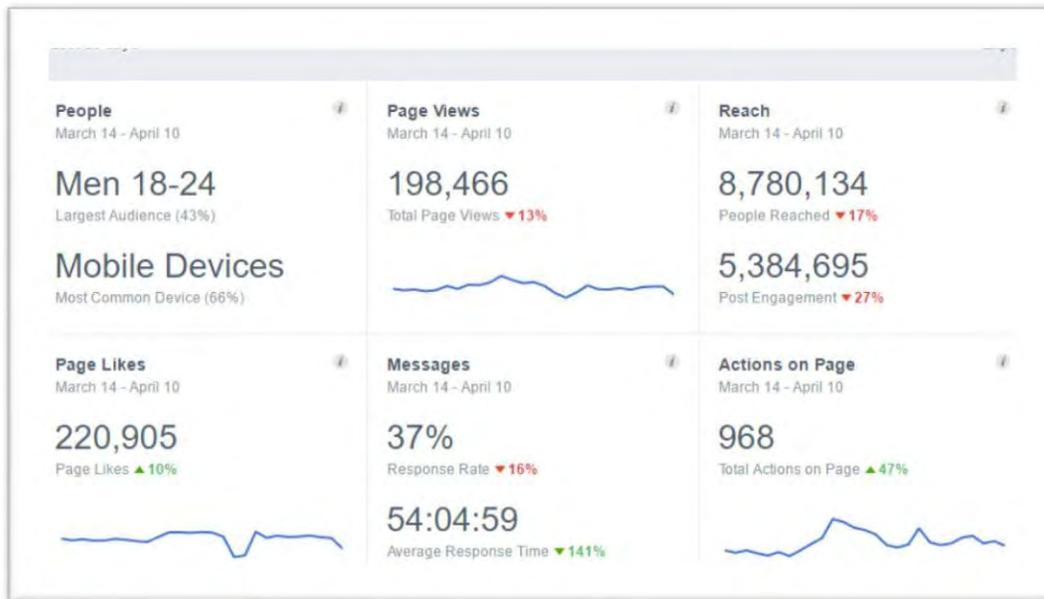


Figure 7: Effective insight from social media

Knowing each brand: Extra most essential and fascinating truth of working in organization is to know the brand by and by. To speak with brand's clients, we need exact and top to bottom information about the brand's items or administrations. Subsequently, we get a prospect to know distinctive brands only.

Setting up a brand over computerized stage: Most by far of our clients' are not new in business area. Some of them are settled besides cooperating for long time. Notwithstanding, they have to make their nearness open over automated media as in light of the way that it has been able to be less requesting to get in touched with people.

Chapter 3: Project

Study on the Use Social Media for Marketing of Brands

Online system organization is an expression that we hurl around a unimaginable course of action nowadays to outline what we post on locale and applications like Facebook, Twitter, Instagram, and others. The collaboration among individuals in which they make, share or trade data and thoughts in virtual social events and structures is the critical of web frameworks organization. From these two separate terms "Social" and 'Media', we can pull a key depiction: Social media are electronic specific mechanical congregations that draw in individuals to cooperate with each other by both sharing and gobbling up data (Daniel Nations, 2012). Likewise, web arranging relies on upon advantageous and electronic advances to convey incredibly common stages through which individuals and social affairs offer, co-make, examine, and modify content. They lead indispensable and pervasive changes to correspondence between affiliations, social events, and people. It contrasts from standard or present day media from different points of view, including pervasiveness, fulfill rehash, comfort, instantaneousness, and lastingness.



As showed by We Are Social, Annual improvement continues apace, particularly in the amount of versatile social customers, which hit 31% this year (Dave Chaffey, 2016). Web customers generally contribute more vitality with internet organizing destinations than some other kind of site. Asia-

Pacific is pouring a lot of this advancement, which web use rates great and number of element internet organizing customers extending 14% on the earlier year. In Bangladesh the advancement rates are 148% from prior year which is 13.2 million element internet organizing customers at present according to estimation.

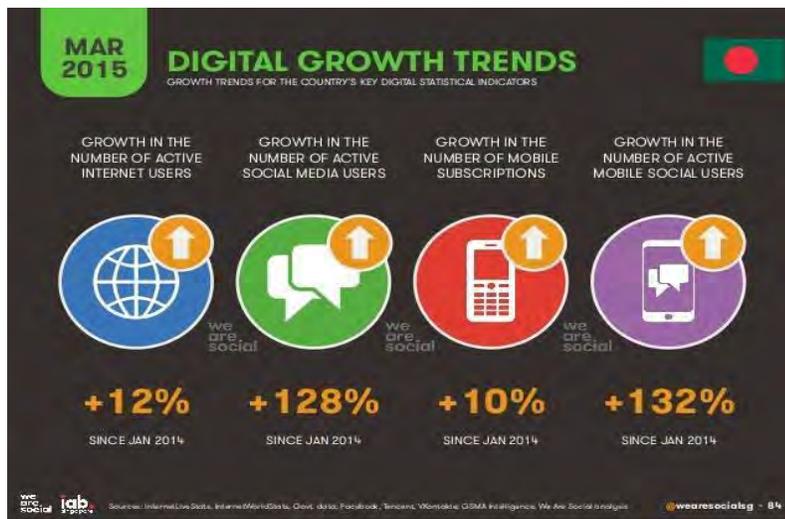


Figure 9: Digital, Social & Mobile in APAC in 2015

Keeping up the brand closeness through web systems administration is another example in Bangladesh. At this moment, various MNC titans, telecom associations and adjacent top affiliations have their picture proximity in Social Media, for instance, Facebook, Instagram and Twitter. In like way, there are a couple firms that have exhibited an alternate division for web organizing correspondence for their brands. Various driving all inclusive and adjacent affiliations have not yet joined brand correspondence through internet organizing for their brands, or headway of their things through web organizing not as a consequence of budgetary matter, yet rather to have nonappearance of cognizance of the aides of interpersonal interaction for brand correspondence. Regardless, it is likely that in not all that inaccessible future more affiliations will start this new time of showcasing and brand correspondence over web organizing.

Along these lines, this report may show global and neighborhood organizations' leaders to have some kind of learning about the advantage of brand methodology in online networking of Bangladesh. Likewise, associations those need to step up with regards to setting up the brand technique in online networking, they may have a decent superior perspective about first mover brand nearness in social networking in this area and also how advanced showcasing office is

working as far as district the brand esteem over social stages.

3.1 Influence of Social Media in Marketing

The availability of online Social Media is taking off earth shattering positive changes in Bangladesh. Multinational affiliations, FMCG, business houses and virtuosos are constantly persevering through the social destinations as their fundamental specific contraption. The Internet association supplier is attempting to get more clients to give web associations. Another social class has been conveyed among the juvenile who use Internet as a productive contraption for their lord change and moreover the globalization of their suppositions and innovative limit. Endless Social media clients have affirmed that a radical new world has been opened to them as they are getting another wellspring of learning. They are comparatively making relations with different amazing companions, knowing affiliations worldwide and sharing things that matter to them.

3.2 Marketing Advantages from Social Media

Using web organizing districts, for instance, Facebook, Twitter, Instagram and YouTube are instantly predominant choices for business chiefs of a vast segment of the brands. It opens and private online gatherings to make a more group experience.

Enhance Effectiveness: Creating direct contact with the clients to empower their reasoning with no correspondence middle person, which is one noteworthy chance to utilize online networking for brands. Online discussion with purchasers through web journals and systems administration gatherings can screen how viably a crusade is running.

Produce Customer Insight: Pursuing client wants, understanding their need, their dialect and enjoying can be labeled well through the online networking. Loads of buyers express their buy aims, associate their item or administration use encounter and decipher their disappointment in

different stages which is the gold economic scientists decide on.

Build Customer Satisfaction: Interactions through online networking can make moment and customized reaction from the clients. Especially for disappointed clients, confronting these clients online can be better choice to handle grumblings since it can decrease disappointment due eye to eye discussion.

3.3 Aim of the Project

The main focus of this project was to understand and investigate how much and in what ways digital advertising helps brands to market themselves. We are all accustomed to the traditional forms of advertising such as, television advertising, newspaper ads, radio, etc. Digital advertising is, however, still a very new concept, especially in Bangladesh. Whenever we talk about social media advertising, we think of only Facebook. However, there are other platforms such as Twitter, YouTube, LinkedIn, Instagram and various other social media apps, including the Google Driven Nworks as well. Therefore, I wanted to inquire about how this particular form of advertisement is different, the method to do it, and what are the results of such advertising. Also, I wanted to figure out if this specific form of communication has a significant impact on the reach or the results as compared to the traditional forms of brand communication. This report is thus, a preliminary level examination of facts, figures and procedures of online advertising through social media.

3.4 Methodology

For completing this suspects, I clearly worked with Asiatic Digital as an understudy and I have before long dealt with this client with the help of my director. The report will be established on both Primary and Secondary data.

3.4.1 Primary Data: This report is chiefly in light of the essential information, that was gathered from my three months' work involvement with Asiatic Digital. Some data has been gathered from work environment associates and individuals who were specifically required with the office. Variables for examination:

Dependent: Social and online media users' perception

Independent: Different social media and tools like Facebook, Instagram, Twitter etc.

3.4.2 Secondary Data: Like primary source, secondary source is also major stream of information for the report. Secondary sources are:

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

3.5 Limitations

To finish this pondering, a couple of confinements have been revealed. Those obstructions are given beneath:

- To amass essential information, it is truly difficult to get cautious data about the affiliations. We were not honestly allowed to share customer's data, customer's brief and our examination data and they won't care for giving the data.
- This is an entire arrangement research where more data could be melded. In light of the significant work weight that I was relegated for from the most dependable starting stage I was not prepared to add up to each one of the data through the area level position period. Then again perhaps, I anticipated that would complete it in the wake of finishing the entry level position. To see the whole affiliation practices and come up with a beneficial result, it requires colossal measure of time. Along these lines, time purpose of restriction is another decisive constraint of this study.
- The transitory position suggestion is centered around checking a couple of discretionary data which were genuinely inefficient or flawed.

3.6 Strategic Approach for Brands

Online networking Marketing is the coherent movement for the business, since it is less expensive, more viable and open with the quickest developing span. Online networking Marketing is coming up quick through the positions of accessible publicizing channels on the background of a helpful innovation environment. This is catalyzed by the expanded utilization of cell phones as far back as the web is in the palm of individuals' hands.

Digital advertising in Bangladesh is brisk getting up to speed as a favored media outlet among Telco's, FMCG and distinctive associations. For attracting on social stage, associations do tail a couple of procedures. On Facebook, the most well known casual group in Bangladesh, they offer the associations differing kind of substance.

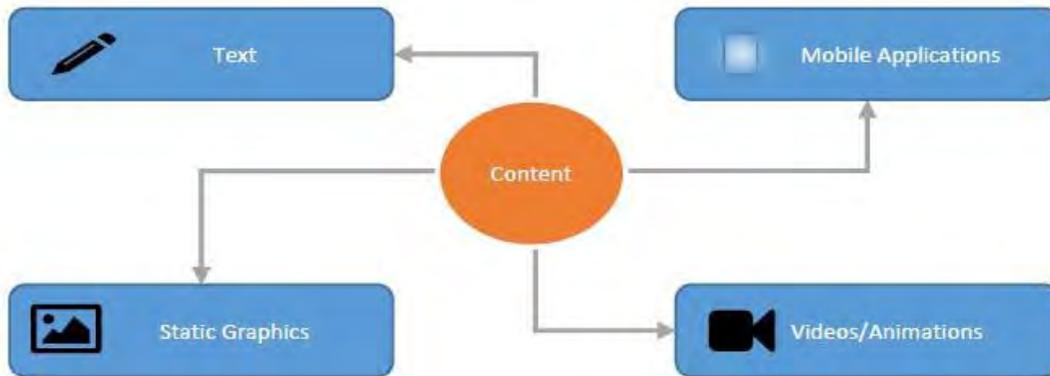


Figure 10 Different Types of Content on Facebook

The delineation appeared above demonstrates the sorts of substance which are pertinent in Facebook. Versatile applications straightforwardly include the client in an action that interfaces the brand. Recordings and movements are more dynamic than static pictures since clients tend to collaborate more with movement pictures. Content is least intuitive, as it obliges clients to take the inconvenience of perusing the material.

The most regularly utilized type of substance are static representation and content. Content contains notices and posts while static illustrations comprise of pictures, info graphics, and short clasps. Recordings are less anticipating a result of high data transfer capacity prerequisites and high creation spending plans. However, with quickly creating structure, both static design and portable applications are liable to wind up better known.

3.6.1 Strategies Followed by the organization:

Asiatic Digital uses this specific substance to coordinate over the web sorting out for favorable position on the brands. To keep focused stream, Asiatic Digital takes after particular system to keep up the brand respect. At the standard, we take brief from the customer which can be eye to eye meeting or over telephone examination at any rate they need to send a formal mail to customer altering office. After that, customer changing division will chat with arranging pack about the brief and planning social occasion will sit for conceptualizing. The engineering get-together will make the thought and build up the substance arrangement for entire month or particular event. The substance can be specific sorts:

Product Post: In this kind of posts, direct item from the brand will be appeared. Item posts can

be Pictures, Videos, or Text. In any case, there will be clear say of item in the inventive.



Figure 11 Product Post Sample

Celebration Post: Amid any event, brands need to draw near to its shopper. To praise the event with the fan and wishing them in appropriate way, festivity post is imperative.



Figure 12 Celebration Post Sample

Real Time Content: Continuous substance is the act of brands connecting with their group of onlookers by means of online networking that is significant to a particular current occasion or

social occurrence. For Bangladesh, Real time content gets the most prominence among different posts in Facebook.



Figure 13 Real Time Content Sample

Campaigns: To accomplish a particular KPI for the brand and reach to the customer, crusade is super well known methods for online networking showcasing. Right now in our nation, the greater part of the brands are going for online networking effort more than disconnected battle.



Figure 14 Campaign Sample

3.6.2 Campaign involvement:

In this most key part of the report, I will endeavor to show a few techniques for different brands that I have experienced in these three months. Till now, I have for the most part analyzed about web organizing stage and brands. In the blink of an eye I will show how we keep up the imperative technique for brand correspondences. For this, I have picked portfolio brand accounts that have been kept up by Asiatic Digital and I have direct worked with:

Airtel Buzz:



Airtel buzz is the official brand page of Airtel Bangladesh, is one of the top media transmission relationship of Bangladesh. It has a genuine closeness on Facebook and YouTube, two of the most without a doubt comprehended web sorting out areas in Bangladesh. As indicated by socialbakers.com which is a Czech-based affiliation that gives web sorting out structure estimations and examination from Facebook, Twitter, Google+, LinkedIn and YouTube, Airtel buzz is the top Facebook brand page in Bangladesh with more than 4,993,369 fans appreciating its page and getting posts and status of its thing and associations on their home supports. Also, it has a champion amongst the most lifted measures of individuals analyzing this which is considering all things around 80,000 individuals at a predefined time in its page which demonstrate that the aficionados of this page are altogether quick and the page is secures. In their Facebook picture page experiences, we can see that most by a long shot of their posts have an unpaid degree of 837k which is one of the best compass for

a Bangladeshi page on Facebook. Not only that, Airtel's picture recordings also a champion amongst the most saw brand recordings in YouTube. Other observation shows that they keep thought of their purchasers with a typical of 3 posts for every day with 2 lifestyles and fun related bearing and 1

item post. The key focus of Airtel Buzz is to extend page likes and post likes on its page to fabricate engagement with customers for which they do both paid and non-paid post page headway through Facebook help decision.

Few Campaigns that I have managed successfully:

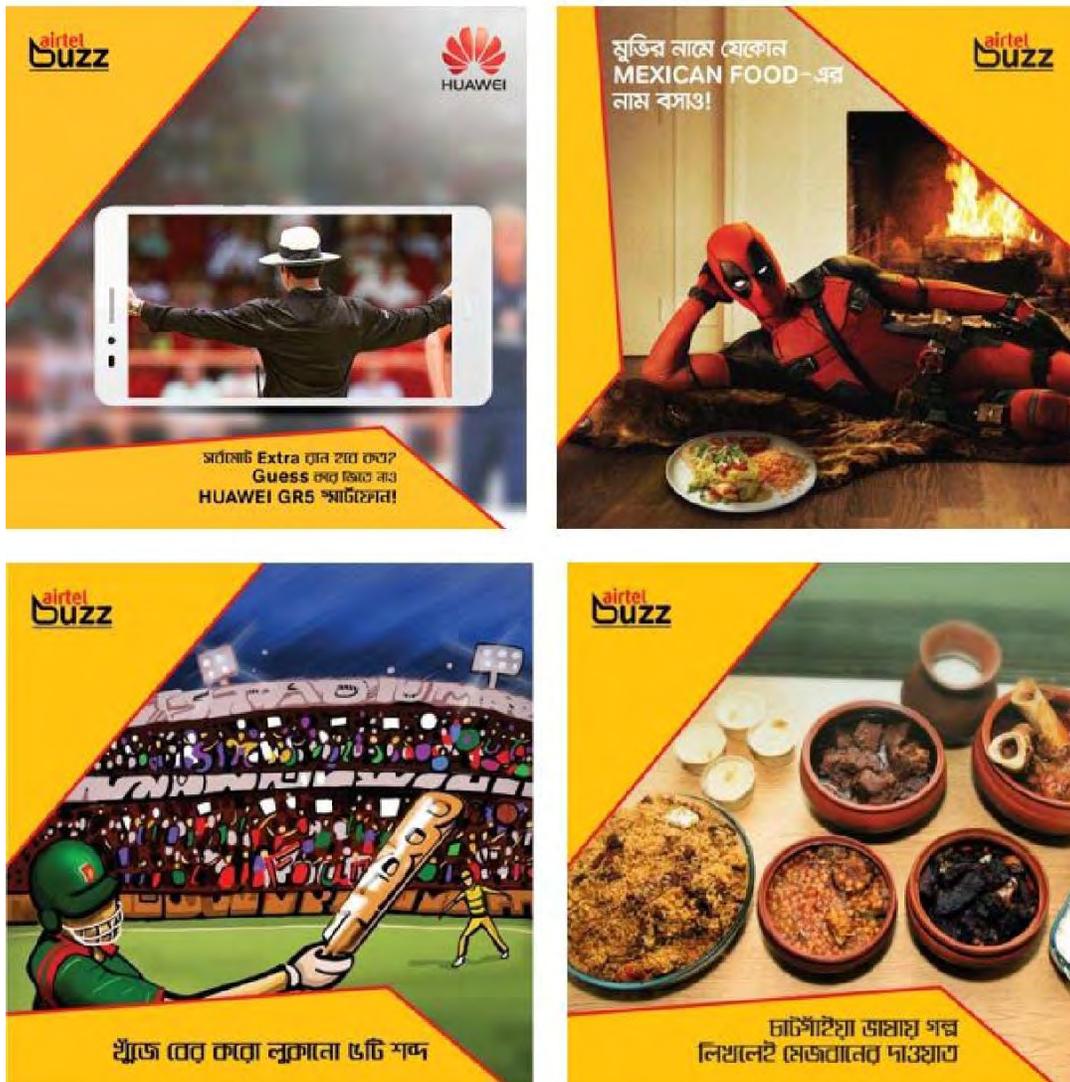


Figure 15 Few Campaigns of Airtel Buzz

Picture from the right side, that was a film challenge made through Airtel Buzz where every champ got 5 motion picture tickets for survey "Deadpool" at Cineplex. The left picture was T-20 World Cup crusade where every champ got a Huawei remote. Both of these battles were directed by me since I have picked the champs and took customer guaranteeing. By then, I anticipated that would converse with champs over web organizing and amass their contact data. After that we anticipated that would reach them and stream the prize. Also I anticipated that would converse with the fan over Facebook who are intrigued to know anything concerning these fights.

7UP Bangladesh



7Up Bangladesh is the certified Facebook brand page of PepsiCo get-together. One of their veritable goals is nearness on web sorting out areas, for occurrence, Facebook is to converse with their buyer and stay in contact with them. At present 7Up Bangladesh has around 484,210 fans on its page with more than 200,000 post reach on current weeks which demonstrate that individuals are sound connected with this page through slants, remarks and shares of its posts. The other examination is that they every once in a while post thing related posts and empowering video on their Facebook pages which are thing identified with development notification and engagement of clients.

They are besides running months long campaign over Facebook which is pulling in more individuals.

3.7 Analysis and Findings:

1. Since the web is in the palm of people's hands, the usage of PDA is growing every day accordingly does the amount of interpersonal association customers. Web organizing Marketing is the sensible advancement for the showcasing business. What's more, still, toward the day's end, only 2% of the publicizing cost goes into cutting edge showcasing. (Electronic Marketing Landscape in Bangladesh 2015, 2015)
2. The incredible reasons for energy of Social Media Marketing is that it stipends relationship to interface with more client at a lower cost. Boosting posts on Facebook costs practically USD 5 for case. The standard expense for contacting 1,000 individuals utilizing Facebook is for all intents and purposes 8 times less exorbitant than the print media and around 17 times less excessive than that of Television advancements. (Blue Print, 2016).
3. Social Media Marketing is to a great degree open subsequent to there is next to no physical hindrance to development. It has the ability to connect with 13.2 million Facebook clients in Bangladesh. What's more, number is expanding with 148% development for each year. This is on the grounds that Social Media Marketing confronts minimal logistical hindrances, and can likely reach out to the whole populace. (Advanced, Social and Mobile in APAC in 2015, n.d.)
4. Social systems administration destinations are turning out to be progressively dynamic with developing fan bases. Pages, for example, Grameenphone, Airtel Buzz and Robi are expanding in notoriety consistently, as their computerized content gets to be broad. Individuals spend a huge segment of their time on informal communication destinations, the cooperation with substance is more probable, making individuals "like" and "share" posts at whatever point a bit of substance gets the client's consideration.
5. The development of online networking advertising is unavoidable. The digital advertising market will experience exponential development over the coming years with current offices to become bigger, and new ones to dispatch.

Chapter 4: Conclusion

4.1 Recommendation

While doing my transitory occupation at Asiatic Digital, I have experienced the whole working method of the unit and thought about a couple of recommendations which I might need to include:

- Give Training Program to Employee: Company should continue giving planning office so that the specialists get more data. It will help the association to pick the right agents.
- Feasibility of social media marketing: Nowadays only a few firms are talking about digital advertising. Clients constantly endeavor to keep the cost low on web organizing promoting which is one motivation to disillusionment of brands.
- More CSR initiatives: The organization has a limited number of CSR activities. It would not simply be useful to the all-inclusive community of the country also for the association itself.
- Assemble Efficiency of Brand Pages on Social Media: Always using thing advancement or same post again and again can make purchasers depleted. So a brand page should in like manner post non thing related post which helps customers in different way.
- Transport facilities: Since employees need to work late and stay at office, Asiatic should provide transportation, at least to the ones living at a distance.
- Extra Staffing for Social Media Marketing: More staffing required in this specific section. Without true blue scholarly laborer, a firm can't accomplish the shore.

4.2 Conclusion

The productive completion of this section level position exhibits that the consequent destiny of advancing is in the hands of electronic. Mechanized publicizing is not only dreadful with setting promotions in entryways, it contains facilitated organizations and joined channels. Publicists need to use these parts in a capable way to deal with accomplish target bundles and to create a brand. In this propelled period, sponsor is not the guardian for a brand; people who are related over the automated stages are the regulators.

Brands need to accumulate their closeness over front line stage, since clients have high proclivity towards motorized media than other media's. More than that clients are to a great degree data seekers and electronic media is the essential stage for two-course correspondence amongst brands and clients.

Modernized media is the best stage to change over a thing to a brand. Since it is more fiscally shrewd and it gives some segment of touch focuses to promoter. Brands can arranged to pull in their objective social affair in a sensible course through electronic stages. Electronic media is not just for engagement; brands can augment their clients or they can hold their present clients. Modernized stages manufacture the effect of brand overview in target groups.

The examination concentrated on the how best in class showcasing limits. Customers are outstandingly data seeker and they will do assess around a thing before leaving to a retail shop. Thusly, stamps need to offer stages to customers to understand their thing or to get a truly feel of that brand.

I truly assume this expect report will be at most profitable for promoters to fathom the electronic showcasing besides to get prepared for future strategies.

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