

Screenshot

FundleTM

**Retail Adaptation for Digital
Marketing Platforms in Bangladesh**

Retail Adaptation for Digital Marketing Platforms in Bangladesh



Inspiring Excellence

Submitted to

Tanzin Khan

Lecturer

BRAC Business School

BRAC University

Submitted by

Rawnak Rashid Rashik

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BRAC Business School

BRAC University

Date of Submission

1st August 2017

Letter of Transmittal

1st August, 2017

Tanzin Khan
Lecturer
BRAC University

Subject: Submission of Internship report for the completion of BUS400

Dear Madam,

It gives me immense pleasure in presenting the internship report on “Retail Adaptation for Digital Marketing Platforms in Bangladesh” which was assigned to me as a partial fulfillment of the BBA program.

The report was done under the supervision of my organizational supervisor, Mr. Khan Tanjeel, Business Development Manager at Screenshot Private Limited. He has directed me throughout the project and I tried my level best to follow my supervisor’s instruction and fulfill all the requirements of this course.

Thanking you profusely for giving me this opportunity to work on such an interesting topic and it would be great pleasure for me if the report can attain its objective. Your kind consideration and cooperation will be highly appreciated.

Sincerely yours,

Rawnak Rashid Rashik
ID - 12104082
BRAC University

Letter of Authorization

Letter of Internship Acceptance

Screenshot

December 29, 2016

Rawnak Rashid Rashik

26 North Goran, Khilgaon,

Dhaka -1219

Dear Mr. Rawnak Rashid Rashik,

On behalf of Screenshot Private Limited, I am pleased to offer you the Full Time Internship of Business Development team from January 1, 2017.

The following outlines the terms of the employment agreement:

- The compensation for this position will be BDT 5,000 monthly for the four month internship period.
- If the company decides to discontinue employment within this internship period, you will be entitled to reasonable notice as outlined in the Employment Standards Act.
- During your internship, you will report directly to the Manager, Business Development. You will be expected to carry out the duties assigned to you in a competent and efficient fashion.

Although it is difficult to contemplate ending our relationship when it is just beginning, it helps both of us to determine our respective obligations ahead of time. Therefore, your internship may cease under any of the following circumstances:

1. You cannot resign from our internship program after accepting the internship offer letter.

2. We may terminate your internship for *just cause* at any time without notice, pay in lieu of notice, or severance pay, or other liability ; or
3. We may terminate your internship in our sole discretion without cause, by providing you with written notice or pay in lieu of notice that complies. The notice provisions are:
 - Within the four month internship period: 1 week notice.

Please signify your acceptance of this letter by signing the original of this letter where indicated below, and return it to me. Please bring the original copy on your first day of work.

We look forward to the opportunity to have you join our team and look forward to your response.

Sincerely,
Khan Tanjeel Ahmed
Manager, Business Development
Screenshot Private Limited
Contact No: +8801841738070
Email: tanjeel@screenshot.company

Acceptance

I accept the terms of employment set forth in this letter:

Name: _____

Date: _____

Acknowledgment

My internship at Screenshot Private Limited was a great opportunity for my learning and professional development. First of all, I am distinctly grateful towards Almighty Allah for his blessings upon me and for providing me with the opportunity to work in such a good company.

I would like to begin by showing my deepest appreciation to my faculty Ms. Tanzin Khan for her patience and support that has helped me to successfully complete this report. I am highly grateful to her for her valuable guidance.

I would also like the opportunity to express my deepest gratitude and thank my line manager Mr. Khan Tanjeel (Business Development Manager) for being so supportive and understanding. I am grateful for his advice and knowledge, which have helped to groom me into a professional and his assistance in making my journey at Screenshot as smooth as possible. My supervisors helped me complete this report by allowing me to use certain data and reports and teaching me how to include various non-confidential information to support my report. He also made sure that I have a great working experience in SSPL by delegating me business tasks which I know would serve me extremely well in the foreseeable future.

In addition, I would like to convey my special thanks to Managing Director Mr. Mukit Ahmed (CEO) who welcomed me into the beautiful world of a startup called “Screenshot Private Limited”, who gave me the opportunity to have an excellent and enduring practical working experience, to go out of my comfort zone and learn to be more creative, challenging and confident.

I am also thankful to the other executives working on the Business Development Department Mr. Tanveer Ahmed and Mr. Sumit Adnan who also provided me with their support, knowledge, supervision and delegation of tasks which would also serve as a very productive experience. I would also thank all my colleagues at SSPL as well as all the other members of Technical Department who have made the environment an excellent place to work in. I have learned so much in such a short span of time.

Lastly, I would like to thank my parents for their continuous support and motivation.

Executive Summary

Adaptation of digital marketing is a vital strategy to any successful business today. Measuring your service quality as well as your target market and formulate the marketing plan digitally is an important step for ensuring consistency and stability in all your company's growth and profit margin. However, there are many good ways to accurately assess the quality of your service. Telecommunications Service Providers, driven by competition, legislation, and increasing customer requirements, need to continuously monitor the quality of the service provided, while simultaneously reducing costs in order to remain competitive in the marketplace. Most importantly, ensuring quality products and services through the adaptation of E-commerce plays a vital role nowadays since the world is getting digitalized day by day and people are being very busy to buy a product by giving a visit at any retails. To address these issues, many business teams have turned to provide quality products and services by adapting techniques to solve these specific problems at door steps that they have encountered, such as enlisting the business or services socially, adapting various digital marketing platforms, maintaining e-commerce to keep pace with the new era of doing business as well as to get the highest profit growth.

As a student BBA program, I got the opportunity to pursue my internship program in a startup company called “Screenshot Private Limited”. The report has been prepared in align with my job responsibilities and experiences at SSPL.

Throughout my internship period, I have dealt with these following activities which were primary and assigned job for SSPL. First of all, in order to on board clients for Fundle I have to deal with the recent atmosphere of retail adaptation for digital marketing. Most importantly, I had to visit Retailers like (Restaurants, Fashion Outlets & Others) in order to generate lead for on-boarding retailers on SSPL’s digital marketing platform called “FUNDLE” (A Lifestyle Application) which can boosts the sales of any retailers. While conducting lead generation and meetings with the retailers I have done a primary research on “Digital marketing adaptation of retailers in Bangladesh” as well as have congregated consumer feedbacks regarding digital marketing adaptation. Besides, in administrative part I have also contributed much by managing the beta launching event of “Fundle” on 25th February, 2017. Last but not the least, appraisal from the Managing Director as well as from

the manager of business development team to build the concept regarding “How to apply not only push but also pull strategies for the marketing of a startup company?”

However, the overall analysis gives us clear insights on how the service can be improved in several attributes and help us find out the loyalty level of our existing retailers. Thus at the end of the project, some recommendations are given to help the Screenshot Private Limited and its management so that they can deploy appropriate decisions to retain retailers with high satisfaction.

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Introduction

In this digital era, marketing is much more affordable than the traditional offline marketing methods. An email or social media campaign, for example, can transmit a marketing message to consumers for the merest fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience. However digital marketing brings enormous and accurate survey results that the other marketing methods can't. But one of the main benefits of conducting digital marketing is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, one can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling to plan more effective marketing plan for the next one.

Perhaps the strongest case for incorporating a digital element into your marketing is that digital media forms are quickly overtaking traditional forms of information consumption.

The objective of this study is to determine the effectiveness of making any businesses digital established as well as to function its operation digitally. However, according to ([Professor Glen L. Urban, MIT Sloan School, Marketing Group, Tuesday, April 18, 2017](#))The Internet provides a new platform for enhancing marketing effectiveness and efficiency. Furthermore, the Digital Marketing SIG studies the potential gains from employing digital technologies to the formulation and execution of (real) marketing strategies. A new initiative in Prospective Meta-Analysis is just now taking shape, With testing the deep funnel links of advertising exposure to consideration, brand perception and preference, MIT can then model the sales impact of changes in advertising spending and the use of the most recent and established media. As an example, how effective are apps, social network communications, blogs, video banners, and advanced search links versus, TV, brochures and print? MIT's aim is to measure the ROI of advertising and to improve the productivity of advertising by 25%. Moreover, Based on the findings of the study some recommendations have been given which may assist "SCREENSHOT PRIVATE LIMITED" to increase their digital marketing platforms effectively and efficiently.

Organization Overview

SCREENSHOT PRIVATE LIMITED” is a digital marketing platform in Bangladesh. Screenshot aspires to take marketing into new heights in Bangladesh through introducing innovative and cutting edge technology and innovation on Web and Mobile platforms. However, it can also be viewed as a technology firm which emphasizes on digital adaptation through its applications. The company was established in year 2016 by the Managing Director Muqit Ahmed. The company initially operated with MIR (Marketing Intelligence Report) on year 2015. Later on, it started focusing on other mobile phone applications which can boost the sales of any retailers. However, on 2016 the Director of “SSPL” after testing some of his operations on mobile phone applications on Google play comes up with an idea of “Engaging retailers of any retailers through exciting activities which eventually boost the sales of any retailers like can be fashion retail or a restaurant.” On December, 2016 the project got its initial investment approved by four other investors where two of them are foreign investors living in China and Singapore. Eventually, the company began to operate its business successfully through the technical team to develop the ideas systematically as well as the marketing of company was generated successfully with the Business Development Team. However, nowadays the whole company has been focusing to one but the most important project called “FUNDLE” which is basically a mobile phone application as well as a digital marketing platform where any retailers can grow his business through customer engaging activities.

On February 25, 2017 Screenshot officially launched its beta version “FUNDLE” at “SIX SEASON HOTEL, Gulshan-2. Therefore, it just getting started to be focused with customer’s attention as well as advertisers as an application which engages its retailers along with that typically enhances any retailer’s sales digitally. However, the functions of “FUNDLE” as a digital marketing platform will be discussed more on continuous process of the study.

“SSPL” at a glance:

- ✚ **Type:** Private
- ✚ **Industry:** Technology Firm
- ✚ **Founded:** December 1, 2015 (Registration date)
- ✚ **Headquarters:** Flat-3C, House- 16, Road-36 ,Gulshan Avenue, Dhaka 1212
- ✚ **Key people:** Md. Muqit Ahmed (Managing Director), Mahabubul Haque (Chief Operational Officer, Md. Tausif Rahman (Project Manager), Khan Tanjeel Ahmed (Business Development Manager), Tanvir Ahmed Jeorge (Business Development Executive), Sumit Adnan (Business Development Executive)
- ✚ **Products & Services:** Marketing Intelligence Report, Selfie Maniac, Social Media Page Management, Fundle.
- ✚ **Total subscriber:** 1000++
- ✚ **Revenue:** (2010)*
- ✚ **Operating income:** (2010)*
- ✚ **Net income:** (2010) *
- ✚ **Total assets:** (2010)*
- ✚ **Total equity:** (2010)*
- ✚ **Website:** screenshot.company

(All figures include operations only in Bangladesh)

History

Screenshot is a startup company so it does not have a long history. Over the short span of time it launched some new applications which are still going through lots of modification; which are discussed below as form of a timeline so that it gets easier to understand how they are approaching towards digital marketing.

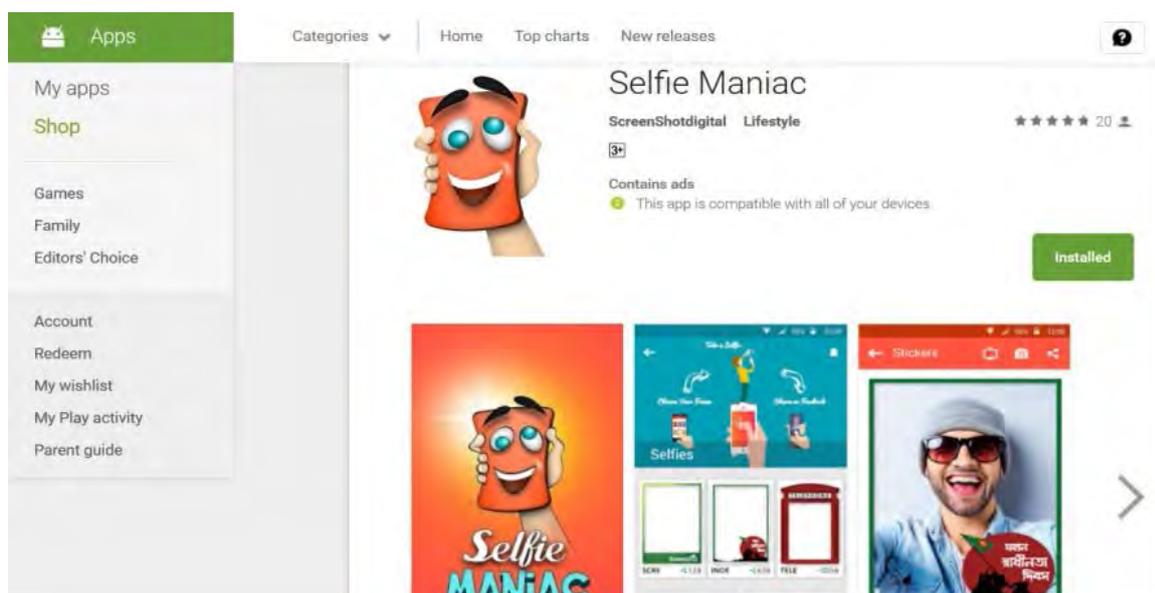
MIR (Marketing Intelligence Report)(2015):

MIR stands for the concept of identifying the most repeated advertisements on Internet or e-newspapers and offering those advertisers an estimation of “How many ads they want per click?”

Screenshot has a business of providing advertisements on websites as well as on Social Medias and on mobile applications.

Selfie Maniac(2016):

Make every picture of yours more exciting by using our super cool frames designed using different interesting concepts. Get the only selfie app you will ever need with hundreds of interesting and creative frames, stickers and fun scenes! Let this top selfie app be your one and only photo sharing app.



What Selfie Maniac is offering:

Stylize your pictures with various colorful frames, stickers and many other options. Find perfect frames for every photo no matter what the holiday or occasion is. Magic brush adds stickers to photos with a burst of shapes and colors whenever you want. Share your awesome selfies and photos on social sites with just one click. Participate in different selfie contests and Win amazing prizes!

Social Media Page Management(2017):

In the beginning of 2017, Screenshot has taken a new step considering the increased users of social media marketing. So, the company has come up with its new service – Facebook page management. The social media users especially the Facebook users are increasing rapidly day by day, and with the increased users the scope of social media marketing has been increased as well. From the beginning of this year 2017, the company is managing many renowned brands Facebook page as a third-party advertiser and doing digital marketing through Facebook page based on the product or service users. These tasks include the following:

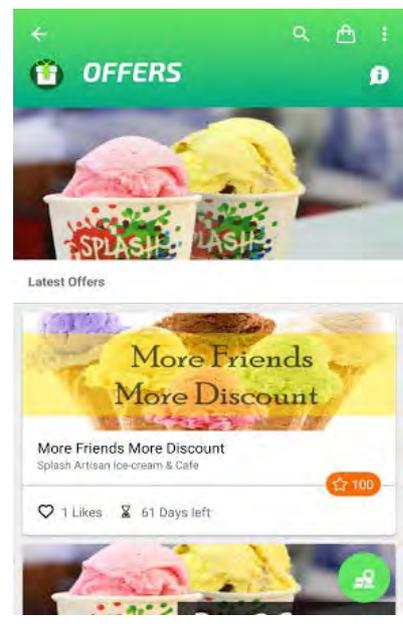
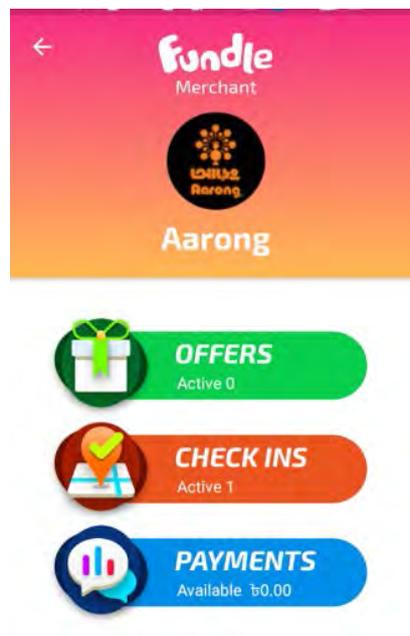
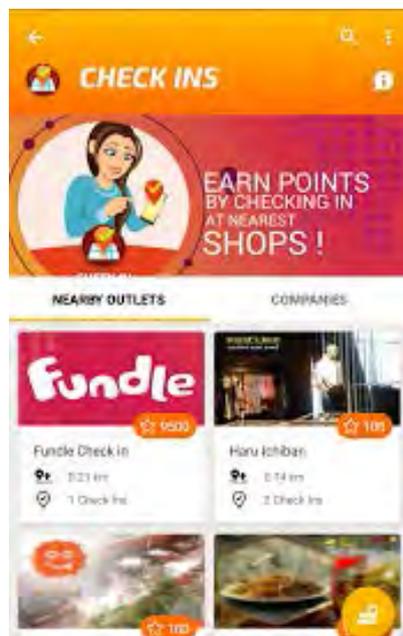
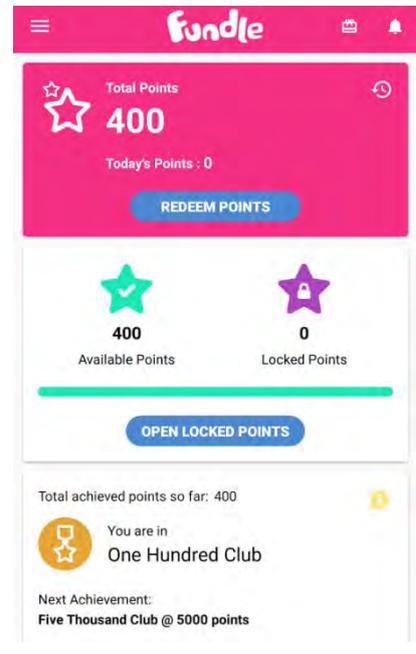
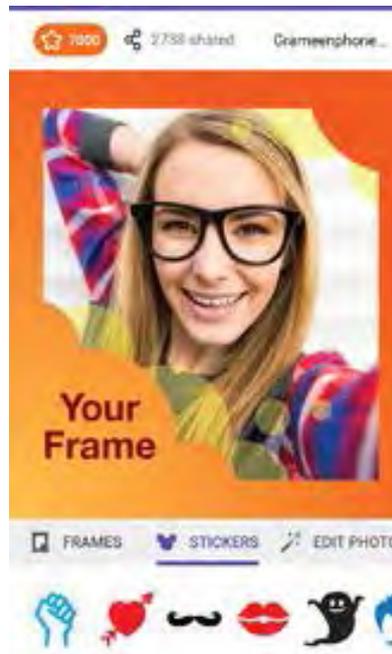
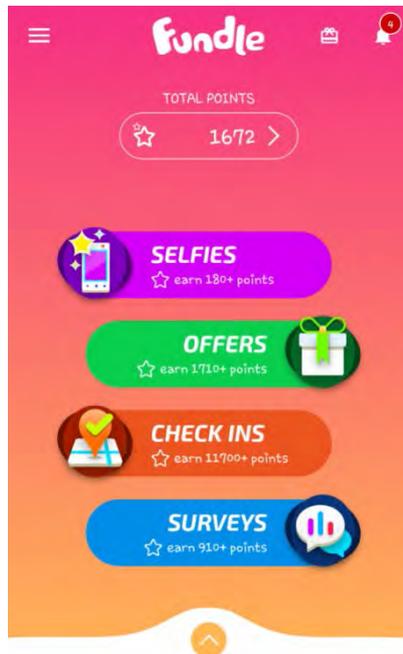
- ✚ Market segmentation according to the product
- ✚ Post boosting
- ✚ Visualize the brand
- ✚ Conducting surveys
- ✚ Gather consumer insights.

Fundle(2017):

Fundle is a lifestyle & social app that revolves around the daily lifestyle of the users. It engages users with the brands and converts them into brand ambassadors. However, Fundle brings new ways to reach people and provides valuable insights for the businesses which can be turned into new opportunities.

FundleTM

Fundle is a social app that let users do various fun activities like sharing 'Selfies' with cool and beautiful designed frames, avail 'Offers' from various brands, giving 'Check in' at shops and restaurants, participating in 'Surveys' etc. Fundle give reward points to the users for their activities and the users can then redeem the points with their choice of offers.



Story behind Logo

The Managing Director Mr. Mukit named the company and created the logo by himself. As it was a technology based company and it provides different applications for mobile phones; so Mr. Mukit wanted the name and logo to be attractive and catchy for mobile phone users and new generation. Thus he named the company ‘ScreenShot’ which means to take a snap of the mobile phone screen and it is a commonly used word for mobile phone users as well. He kept the logo very simple and subtle.

ScreenShot

Vision

We think, create and target with innovators who want to push the limits of digital marketing.



Mission

Company Vision: Screenshot aspires to take marketing into new heights in Bangladesh through introducing innovative and cutting edge technology and innovation on Web and Mobile platforms.

Screenshot Brands

Screenshot is known better through its brands. Their portfolio shows various new and innovative products. Currently they are providing two services which are given below:

Fundle: Fundle is a lifestyle & social app that revolves around the daily lifestyle of the users.

- ✚ **For trendy & smarter lifestyle:** The app allows users to earn points based on their daily engagement & activities using interesting tools available in the app.
- ✚ **Deals for you:** The latest and hottest deals will be available for Fundle users. Users can save a deal or purchase coupons from the app.
- ✚ **Attractive frames and stickers:** Selfie helps users to have fun with their pictures and make them look great with trendy, cool frames and fun stickers. Users get points when the selfies are shared with sponsored frames on their social media accounts.
- ✚ **Redeem points like never before:** Redeem earned points to get mobile packages, best deals in town & cash outs.
- ✚ **Around you:** Getting updates on what's happening around you has never been easier. Fundle helps you to find out check-ins and deals near you.

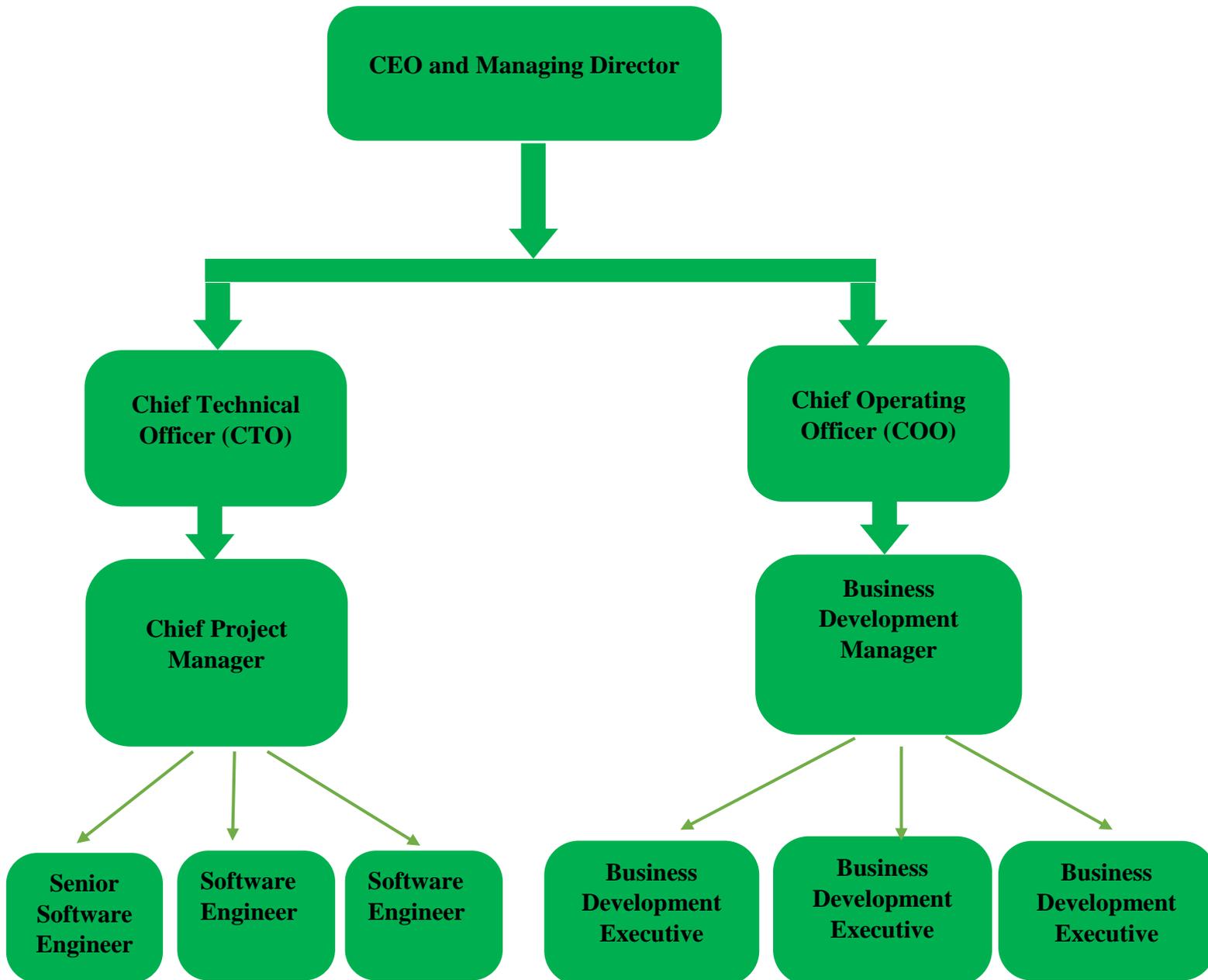


Selfie Maniac: Selfie Maniac was introduced before Fundle. This application is also used to take selfies with different frames and there is an option to use colorful stickers and captions as well. But after introducing Fundle the use of Selfie Maniac has decreased, as Fundle is more updated version.



Operational Network Organogram

The operational hierarchy of this company is very short as it is a startup company and they are yet to increase their employees in the company.



Organogram of Screenshot Limited

Background of the Report

My internship report on the topic “Retail Adaptation for Digital Marketing Platforms in Bangladesh” has been completed in the marketing department of Screenshot Limited. My internship gave me important learning on the corporate structure and business advancement at a startup company in Bangladesh. In addition, it gave me understanding into the vital and developments that go to an item relying upon the market. I was entrusted with the responsibility of introducing and elevating Fundle app to the general population of Bangladesh.

Origin of the Report

Internship is a course requirement at BBA program in BRAC University. This project is submitted to Ms. TanzinKhan and it is approved by my supervisor at Screenshot Limited Mr. Khan Tanjeel, Business Development Manager at Screenshot Private Limited. I started my internship on 1st January 2017 and completed 4 months of project.

Objective of the Report

The essential target of this report is to recognize my quality and shortcoming that I investigated amid internship program. My learning and cooperation, challenges I confronted and how I understood it. At last moral models that was tested and my career plans.

This Internship program has given me a considerable measure of chance to learn, to chip away at my shortcomings and demonstrate my potential. This part as a Marketing Intern has given me a great deal of opportunity to improvise the work that I do, and a considerable measure of exposure in the organization too. I have taken in a great deal amid this residency till now and as yet learning. Having said the positives, one negative can be the work gets exceptionally long and repetitive now and again. Be that as it may, nothing beats the great workplace that we arrive. Notwithstanding exhausting work gets agreeable in such an exuberant work place.

Performing admirably in work dependably has its esteem and return. In Screenshot Limited, great execution is being remunerated similarly as terrible execution is censured. We have formal on paper Performance Evaluation consistently surveyed by our supervisors to monitor our performance. Our improvement regions are surveyed from this and in addition any great execution is commended. The assessment gets recorded so that at whatever point some intern applies for any permanent position, this assessment can be alluded to.

Broad objectives:

The study has been conducted with an objective of having thorough knowledge about the effectiveness and efficiency of brand presence through digital marketing from other traditional media marketing as well as the digital marketing strategy of the digital product Fundle.

Secondly, the adaptation of digital marketing platforms in Bangladesh has been briefly discussed.

Specific Objectives:

To know the digital marketing activities of a digital product over internet.

- ✚ To know about digital marketing activities
- ✚ To analyze the market segments and marketing mix activities.
- ✚ To know the future market opportunity of digital marketing.
- ✚ To know the insights of digital product.
- ✚ To know the internal and external strength of the digital product “Fundle”.
- ✚ How digital marketing firm operate and deals with clients.
- ✚ How digital marketing impacts on brand communication.

Scope of the study:

- ✚ The study will provide the scopes of knowing the following:
- ✚ The total concept of digital marketing in Bangladesh.
- ✚ Digital marketing strategies.
- ✚ Characteristic of new developed mobile application in Bangladesh as a sophisticated area of investment.
- ✚ Recent growing digital market in Bangladesh.
- ✚ Entry of new digital product in Bangladeshi market.

Purpose of the Marketing Plan:

- ✚ Enter new markets
- ✚ Continuous growth of the digital product
- ✚ Bringing innovative technology in the market
- ✚ To reach the targeted customers

Methodology

Data for the report has been collected from both primary and secondary sources.

Primary Information: Several depth interviews have been conducted with the concerned managers of the Marketing functions of Screenshot along with the agency people and also the consumers to get as much as possible the information about the success of launching this new application.

- ✚ Visiting clients at different places.
- ✚ Face to face conversation to the respective client.
- ✚ Focus group discussion with the employees of Screenshot Pvt. Ltd.
- ✚ Focus group discussion with the customers as well.

Secondary Information: Secondary information has been collected from Screenshot website, Screenshot intranets and other related web sites and journals.

- ✚ Various books, articles, catalog; lip let etc. regarding present status facilities.
- ✚ Relevant journals and articles available in website.
- ✚ Company website

Limitations

As it was a completely new product of Screenshot so getting detailed information from various sources was difficult because the authority needed to be completely sure that I am not sharing anything that is confidential, as it might give advantageous information to the competitors. So this report had to go through a lot of filtering and I could only reflect on the basic general information and processes. Also it took me more time to write as there were very less information about this product as it is totally new in Bangladeshi market. In spite of those difficulties I gave my best on writing this report; I also got immense amount of help from my supervisor and co-workers.

- ✚ All the information is not based on valid data.
- ✚ Lack of interaction between customer and company.
- ✚ Information is confidential and not available in the market.
- ✚ Lack of knowledge and depth of understanding of the employee.
- ✚ Limitation of time.

Chapter-1: Ins and Outs of Digital Marketing: “Fundle” as a digital marketing platform and its adaptation.



What is Digital Marketing

Digital marketing which is also known as data-driven marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital advertising, also called Internet advertising or Internet marketing. Digital marketing is a virtual entity it happens when businesses leverage Internet technologies to deliver promotional advertisements to consumers. The digital marketing is done through social media or through internet. Where, social media marketing is done through Email, Facebook, Twitter, LinkedIn, Instagram etc. and on the other hand internet marketing term includes the Google Ad words or SEO (Search engine optimization).

Why digital marketing

In this digital era, marketing is much more affordable than the traditional offline marketing methods. An email or social media campaign, for example, can transmit a marketing message to consumers for the merest fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience. However digital marketing brings enormous and accurate survey results that the other marketing methods can't. But perhaps the strongest case for incorporating a digital element into your marketing is that digital media forms are quickly overtaking traditional forms of information consumption. According to the Office for National Statistics, over 82% of UK adults went online in the first three months of this year: that's over 40 million individuals.

Easy to identify target audience

It is always necessary for a company to identify its target customers first. Through this digital marketing, this task becomes easier. From this given link, we can easily find the behavioral pattern of our targeted audience, like; their demographic, location, likings, lifestyle, activity, purchasing pattern. Here, are some behavioral patterns of my targeted audience are given below:

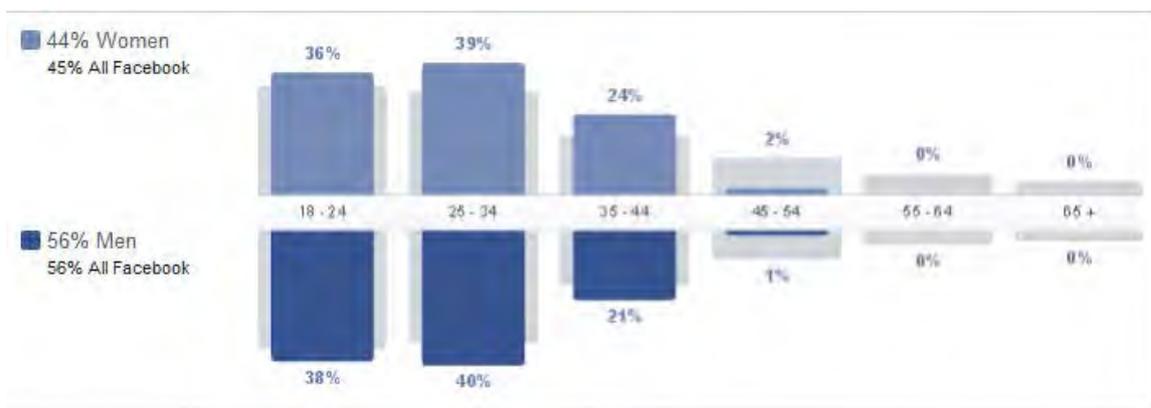


Figure: Percentage of Facebook user from 18-65+

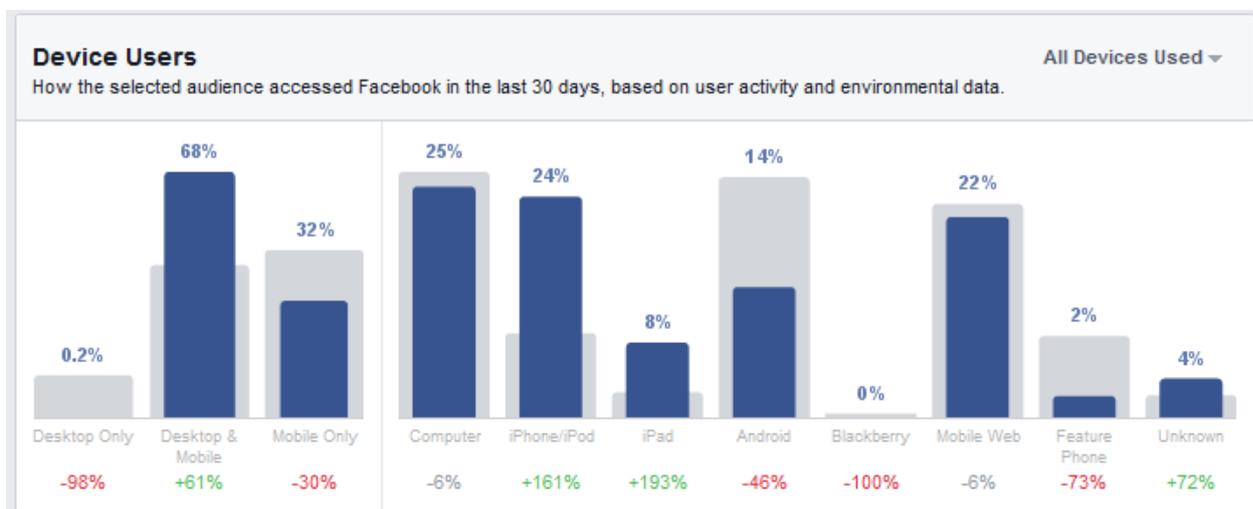


Figure: Percentage of Facebook using through different device.

Getting a continuous effective insight:

Through digital marketing, we can easily look after how our brand is performing. On the other hand, this would not be so easy for a company to get this insight on an up to date basis and with this

How digital marketing helps to increase customer

At last estimate, more than 60% of all online shoppers began their transaction with a general search. That means they were unclaimed customers who were open to finding new businesses offering the product or service they needed. One of the main benefits of conducting digital marketing is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, one can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling to plan more effective marketing plan for the next one.

Here are some reasons how digital marketing helps to increase customer:

- ✚ Direct sales
- ✚ Push method advertising
- ✚ Customer segmentation
- ✚ Close interaction with advertisers and the consumers
- ✚ Real time marketing



Figure: Digital Marketing Strategy to Increase Customers

Traditional marketing versus digital marketing

Perhaps the strongest case for incorporating a digital element into marketing is that digital media forms are quickly overtaking traditional forms of information consumption. According to the Office for National Statistics, over 82% of UK adults went online in the first three months of this year: that's over 40 million individuals. Because it is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether.

While older generations will no doubt lament the demise of paper-based newspapers, books, communication methods and traditional TV and radio broadcasts, those who have grown up with the internet and mobile phones as a God-given right are already embracing the brave new world of digital consumption.



Figure: Traditional Marketing versus Digital Marketing

Present and future of digital marketing

In recent years, marketing has changed dramatically. Back in the old days, one annual planning meeting to create a go-to-market strategy, marketing plan and budget used to be sufficient. Today, marketers adjust course frequently and modify plans according to real-time customer insights, new media, emerging channels and technology.

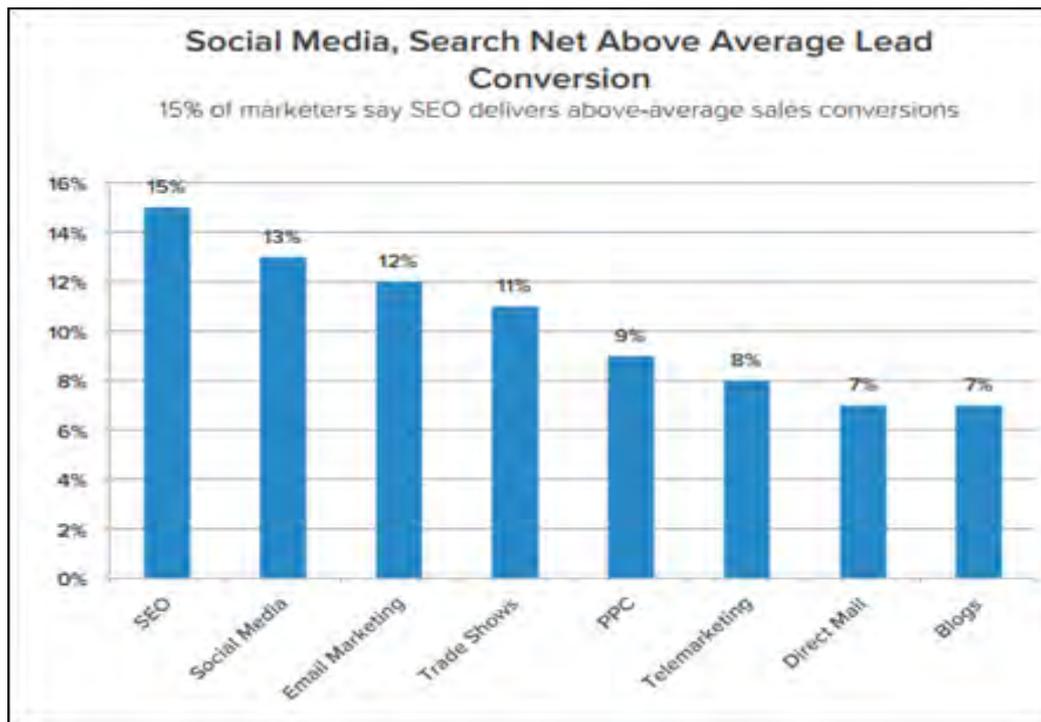


Figure: Digital Marketing Research

How digital marketing works

Basically, link digital marketing works by using a number of different strategies. Each of these may serve a totally different purpose even though they have a common goal. The strategies work together in order to drive relevant traffic to a business (either online or off) and then convert a onetime visitor into a returning, hospital loyal customer. Well-structured campaigns may use any combination of a number of different strategies

Tools used for digital marketing

Search Engine Optimization (SEO):

Some would say that SEO is really the work horse behind digital marketing. It is an effective means to increase ROI by helping improve a site's ranking in the SERPs so that traffic increases on the site. SEO specialists have to stay on top of the ever-changing algorithms and updating done by the search engines in order to modify their campaigns to reap the greatest benefit. SEO best practices helps website's rank organically in SERPs, drive relevant and valuable traffic to sites, encourages conversions and helps the website maintain its page rank.

Social Media DM Strategies:

Social media is not the "new kid on the block" anymore, but it is one of the newest DM strategies. It is rapidly growing to be one of the most popular strategies since recent changes have made it possible to track ROI and engagement. There are literally thousands of social media platforms available and businesses can benefit from different types based on the nature of their business. The most popular or well-known social sites include Facebook, LinkedIn, Twitter, Google+, Pinterest and YouTube. The way social media contributes to a digital marketing campaign is that it offers an open platform. This allows audiences to engage with the company or brand. Companies are able to monitor followers on a regular, even daily basis while also keeping them up on the latest news or releases in their business.

Online Press Releases:

Online press releases are very similar to the traditional ones, but the audience is much larger online. Press releases as well as industry related articles are online publications which are written and optimized and then distributed to various websites that are the best suited to the brand; or the sites that are the best match for the target audience. Just like a traditional press report, they are the work of a journalist or editor who writes the content to help a business gain exposure for their brand.

Digital Advertising:

It has literally never been easier to promote a product, service or brand online. There are lots of possibilities when it comes to incorporating digital advertising into the campaign. Google Ad Words uses keyword research and data to create ads which can be textual, banners or image based. Advertising on Facebook can be so specific that certain age groups, genders and even those with special interests will see appropriate ads. This lets the business person reach the precise audience they are targeting.

Analytics data:

All the different tools that are used to make a digital marketing campaign work are futile attempts if there is no way to track the efforts to find out what is and what is not working. There are presently several different analytics programs which can offer extensive details into how a website is performing. This lets webmasters, business personnel or SEO specialists focus on any of the metrics. This is an essential part of a digital marketing campaign and without it there really is no solid way of gauging the success of the campaign.



Figure: Effectiveness of various online marketing Tools

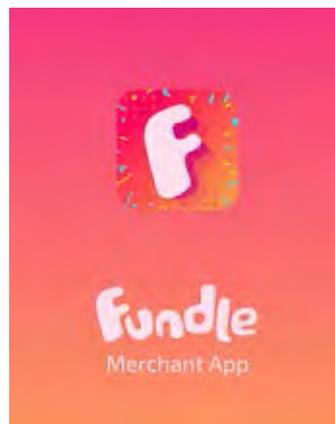
Fundle as a Digital Marketing Platform

What is mobile application:

A mobile application, most commonly referred to as an app, is a type of application software designed to run on a mobile device, such as a smart phone or tablet computer. Mobile applications frequently serve to provide users with similar services to those accessed on PCs. Apps are generally small, individual software units with limited function. This use of software has been popularized by Apple Inc. and its App Store, which sells thousands of applications for the Android OS or iPhone, iPad and iPod Touch. A mobile application also may be known as an app, Web app, online app, iPhone app or smart phone or Android app. Similarly, a mobile application is known as digital product.

What is Fundle:

Fundle is a lifestyle & social app that revolves around the daily lifestyle of the users. Fundle engages users with the brands and converts them into brand ambassadors. Fundle brings new ways to reach people and provides valuable insights for the businesses which can be turned into new opportunities.



How Fundle works:

The mobile application comes with some unique features that will convert its users into advertisers, technically.

The product features are discussed below in details.

SELFIES: Selfie helps users to have fun with their pictures and make them look great with trendy, cool frames and fun stickers. Users get points when the selfies are shared with sponsored frames on their social media accounts.

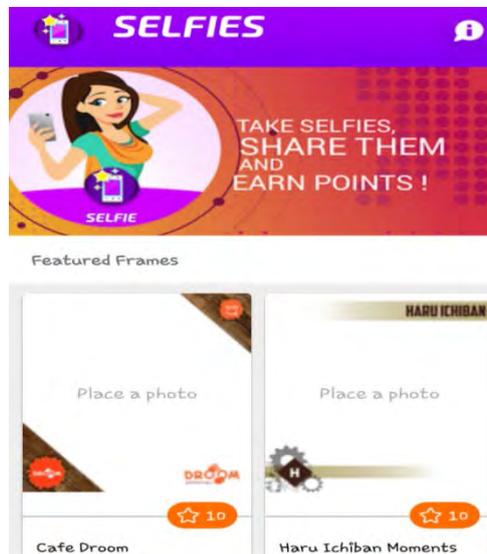


Figure: User Interface of SELFIES

CHECK INS: Users can ‘Check in’ at the retail businesses that are registered with the product. This module can drive crowd to retail shops and helps them increase their sales. This section also plays the role of company/brand/shop home page and enables the brands to promote their offering in an exciting way.

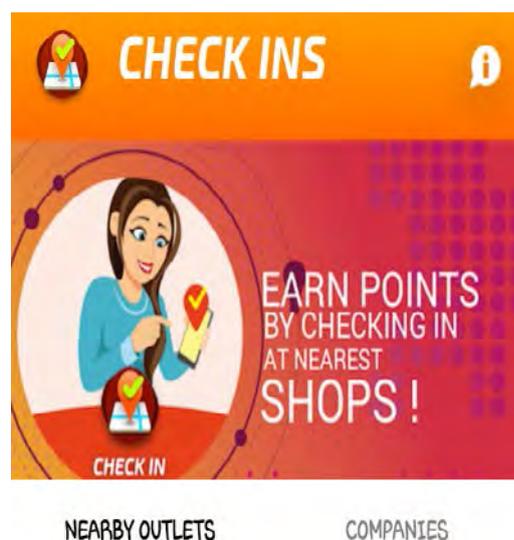


Figure: User Interface of CHECK INS

SURVEYS: Survey is a great tool for getting quick customer feedbacks, opinions and expectations on brands & product experiences! This tool can help the brands to make quick and better business decisions by reacting fast to the user responses. The survey can be designed in audio, video, image or text format and can be sending to the target audience in order to reach the right people.



Figure: User Interface of SURVEYS

OFFERS: This section will engage the users with hot deals and coupons. Users can save a deal or purchase coupons from the app. A verification process will run to authenticate valid coupons/deals while redeeming.



Figure: User Interface of OFFERS

Banner Ads: Fundle Banner ads are great for brand awareness. Banner ad comes in two different formats:

- ✚ Cover Banner – catches everyone's visibility,
- ✚ Small scrollable horizontal banners – removes boredom and increases mobile display space.

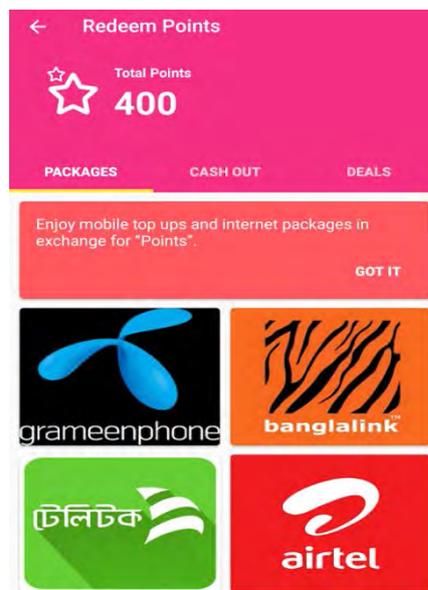


Figure: User Interface of Banner Ads

Push Notifications: Home screen push notifications are highly effective in catching the attention of the users and redirecting them to the campaign/ad placed in the designated area in fundle. Push notifications are specific to events, user interests and location.



Figure: User Interface of Push Notifications

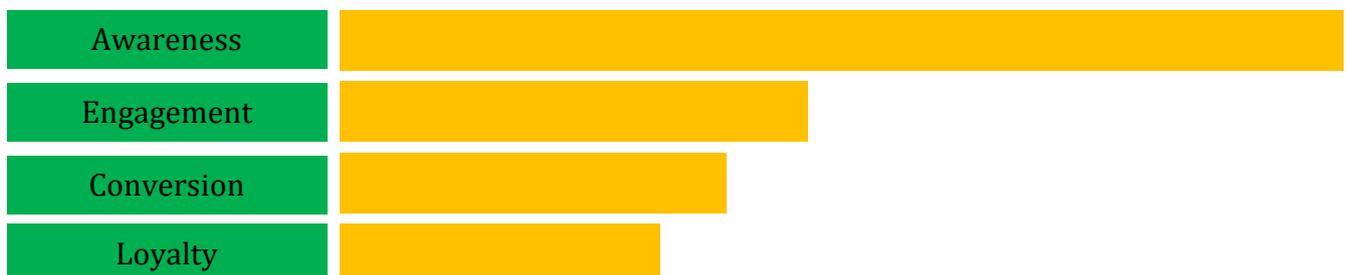
Deals and Coupons:

- ✚ Great for sales conversion and user engagement
- ✚ Securing early commitment to purchase
- ✚ Also promotes businesses on Facebook



Banner Ads:

- ✚ Great for creating brand awareness
- ✚ Dynamic call to action options e.g. click for landing page, call, SMS, downloads etc.
- ✚ Designed as part of the app content and doesn't appear to be as interrupting



Push notifications:

- ✚ Creates awareness even if the user is not in the app
- ✚ Quickly redirects the users to the offers available in the brand page
- ✚ A great way to increase conversions & ROI of the campaign



Who is the customer:

We have divided our customer into two parts, the advertisers and the application users. Basically, the advertisers are the owner of the business we are on boarding our app for demonstration. And the users are the general people who love to eat and very conscious about their lifestyle. Application users are the young people aged between (18 to35). Besides anybody can use our app, but initially we have assumed these aged people will be our major users, and for every marketing strategy we will target these groups.

Potential market for Fundle:

We are the platform where the advertisers will showcase their products and general information for the users. Initially we have started our marketing in Dhaka and will expand our promotions into different cities in our country afterwards. The potential market for our product is the young generation. The generation who loves to share their day to day activity with others and those who loves to explore brands and roam around in many places for food and concern about product quality.

Digital marketing strategy of Fundle:

After its beta launching, the company has started its digital marketing campaign through using various digital Marketing tools. The tools that we are using are Facebook page boosting, CPC, SEO. As the mobile application Fundle basically consists of two parties: one is the advertisers (Retailers, Company clients) and the other is the users. The company is using different strategies based on the different criteria and needs depending on the users and the advertiser's perspective. After collecting all of this information, then the company decides how to use those strategies. Generally, the company uses two strategies that companies that combines all of the marketing tools that is called the "Push strategy" and the "Pull strategy"

Marketing objectives:

Establish various brands as a leading brand in the market. For this, the following objective have been set:

- ✚ Establish the brands as a leading brand
- ✚ Engage the customer through various exciting activities
- ✚ Identify loyal customers.
- ✚ Brand promotion and gather feedbacks.

Target customer:

Our targeted customers are both the retailers, (Brands, Shops) and the users who are conscious about using a brand. Initially our targeted customers are the residents of Dhaka city. We will cover the whole Bangladesh after covering the Dhaka city.

Marketing tools for Fundle:

There are various tools that are used for digital marketing of fundle; the tools are briefly discussed below:

SEO:

SEO is short for search engine optimization. Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine including Google, Bing, Yahoo and other search engines.

CPM:

Cost per thousand (CPM) is a marketing term used to denote the price of 1,000 advertisement impressions on one webpage. If a website publisher charges \$2.00 CPM, which means an

advertiser must pay \$2.00 for every 1,000 impressions of its ads The "M" in CPM represents the Roman numeral for 1,000.

CPC:

Cost per Click (CPC) refers to the actual price you pay for each click in your pay-per-click (PPC) marketing campaigns. Pay-per-click (PPC), also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked.

Market segmentation:

Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations. The market segmentation of this product is divided into these two types of clients/customers.

 Retailers

 Users

We use same tools but different methods based on customer needs or business.

Chapter-2: Digital Marketing Adaptation in Bangladesh



Why Retailers should adapt digital marketing strategies

Nowadays, the world is connected, internet usage is intense and the use has undergone many revolutions. Indeed, interactivity between customers and companies is very strong and the buying behavior evolves. Consequently, it has become a priority to have online presence for firms and has led to information overload. Businesses should adapt to these changes by using new channels for attracting qualified leads without using publicity. The economic potential of internet for language businesses is undeniable because it allows to reach leads at any time and with no or reduced costs. In order to be competitive, firms should consider how internet is used by their potential customers and understand their motivation. The impact of the digital marketing is very strong on the performance of language businesses because prospects search mainly for information on schools website, blogs, review sites and comparison websites. Digital media are playing a key role in the buying process.



Figure: Why it is important for retail brands to adapt influencer marketing

Objectives to adapt proper digital marketing strategies for retailers

Considering the highly competitive environment, organizations can not confine themselves to follow each web marketing related tendency, it is recommended to build a digital strategy in strong correlation with the firms overall objectives. There are still a lot of companies considering search engine optimization and presence on few social Media as an established digital marketing strategy. Probably because these actions generate measurable benefits nevertheless having a digital marketing strategy that will last over time requires a concrete action plan. This strategy should be an ongoing process.

The reflection of managers should not be about the presence of the company on digital media but it should be about the optimization of current actions and the establishment of investment plans for higher economic profits. Firms should adopt new marketing tactics because consumers are increasingly demanding since there is a multitude of channels to compare products and services. The objective is to use digital Media to attract qualified prospects without consumption enticing. In contrast, potential customers must come to the product through digital channels.

The market of language stays in France strongly evolved during the last decade. It was affected by the crisis between 2009 and 2012 and it has tended to concentrate with many mergers in the last five years. Market actors' consider quality rather than low cost and they operate in networks.



Figure: Objectives to adapt proper digital marketing strategies for retailers

Customers changing buying behaviors

Through the digital revolution of the commercial approach, new sources of information are available for customers and prospects. Therefore it is easier for companies to detect changes in the purchasing behavior. It is important to notice that even for purchases made in physical units, internet is a vector in the buying process. Indeed, according to Noemie Aguetant, a French channel consultant at Hubs pot, 80% of the buying decision is made before the first contact with the seller. The inbound marketing appeared because the traditional advertising was too intrusive and undesirable for web users. Furthermore, data bases which were the main source of prospects for outbound marketing have shown their limitations and are not very functional. The appearance of Web 2.0 allows the birth of inbound which is a process aimed at reassuring and securing the customer all along the buying process. Inbound marketing is revolutionizing the attraction of qualified prospects because it allows saving time and reducing costs. The conversion rate is higher than when proceeding with traditional marketing methods and especially because this strategy provides the opportunity to maintain a contact with leads who are not ready to buy. Therefore, there is no waste and the prospect will be likely to generate a conversion once it matures in its decision making.

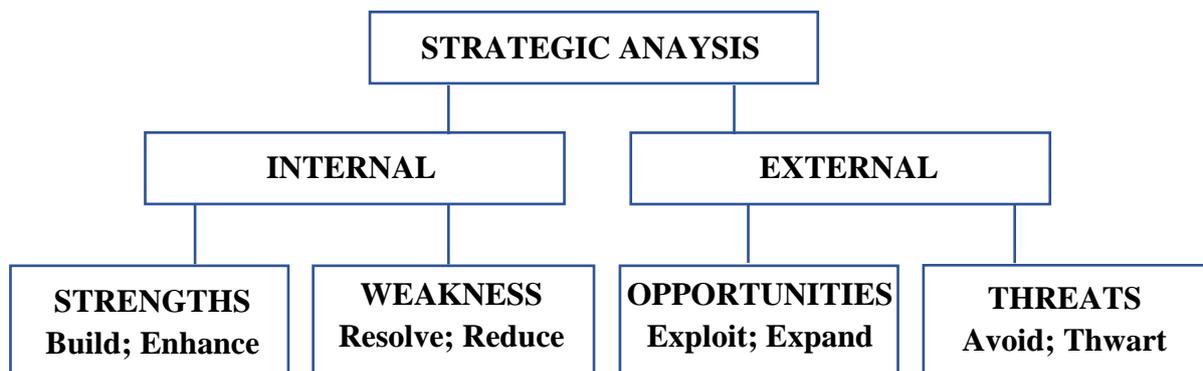
Developing the inbound marketing and integrating it in the digital strategy is a really complex process because marketers should combine the accurate targeting and carefully coordinate inbound marketing actions over time while having set measurable targets.

It is essential for businesses to integrate efficiently customer relationship management in the digital strategy. In order to have high performance in the attraction of qualified prospects through internet, firms should have a clearly defined plan. The master of information and communication technologies inside the company is a key lever for to reach the goals and generate leads.

In order to attract qualified leads, companies have focus on two different axes which are digital marketing for to generate qualified leads and commercial for to convert prospects into customers and establish a lead management plan which is a tool in providing the amount of leads needed to reach commercial objectives.

SWOT analysis

SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. The combination of questions that assess internal strengths and weaknesses and external opportunities and threats are the key to a process called the situational audit, or SWOT analysis. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective. Managers perform a SWOT analysis whenever they assess conditions in their relevant environment in relation to internal resources and competence; that is, when they assess the relationships among strengths, weaknesses, opportunities and threats. No experienced managers would think of developing strategies without doing SWOT analysis of the project.



Strengths:

Marketing

- ✚ Quality product.
- ✚ Service quality is good.
- ✚ Effective sales force.
- ✚ Effective promotional activities.
- ✚ Broad market coverage.

Organization

- ✚ Visionary and capable leadership.
- ✚ Dedicated employees.
- ✚ Good marketing team.

- ✚ Appropriate organizational structure.
- ✚ Appropriate control system.
- ✚ Appropriate management style.

Weaknesses:

- ✚ Virtual product
- ✚ New company
- ✚ New business.
- ✚ Capitals are borrowed from bank.

Opportunities:

- ✚ Incensement of digital media.
- ✚ Increasing demand of modem technology.
- ✚ Large market size.
- ✚ Large size of target customer.
- ✚ Opportunity of entering new related business.
- ✚ Low entry barriers.

Threats:

- ✚ Changes in economic factors.
- ✚ Rise of substitute products.
- ✚ Change of consumer minds
- ✚ Changes in demographic factors.

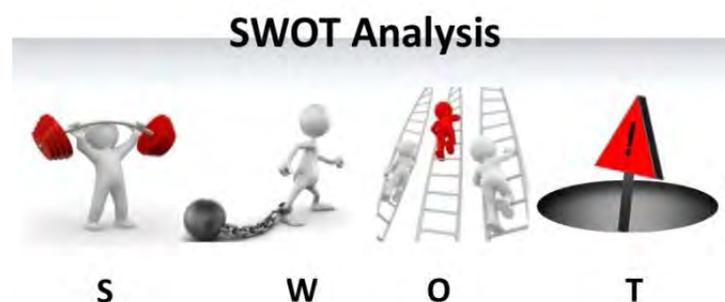


Figure: SWOT analysis

Launching Program

FBCCI president Abdul Matlub Ahmad inaugurated the app at a special event on Saturday in a hotel. Bdjobs CEO FahimMasroor, BASIS director Almas Kabir, Screenshot founder and managing director Abdul Muqit Ahmed, co-founder Istiaqueahmed were present among others at the inauguration ceremony. ‘Screenshot’ a Bangladeshi software developer, has come with a lifestyle app named ‘Fundle’ for mobile phone users with a view to lifestyle related fun. It will also provide the users with the important information about lifestyle and giving them social media sharing options, said a press release.

This app can be downloaded and used for free from Google Play store. It has various fun features and discount offer for the users. The FBCCI president at the launching event said people are buying things online now, so e-commerce will grow up in future. The country’s ICT sector will contribute to our economy, he added. Screenshot founder Abdul Muqit Ahmed described the app as a social and Lifestyle app. It also provides facilities to earn point which can be used for mobile recharge and so on, he added. (Newsbd, 2017)

Besides Newsbd, The Daily Star and ProthomAlo also circulated this news in their newspaper as well as in e-news.



Figure: Launching Program of Fundle

Vision for Future

The Director MrMukit has countless ideas and observations about this company. With his visionary ideas he will take Screenshot to new heights.

- ✚ Recently, “Screenshot Private Limited” has been fully focusing on our current application called “Fundle”. SSPL thinks that it has the potentiality to get established as a lifestyle application which will help retailers to enhance its sales through the digital marketing platform.
- ✚ Fundle will be as well as a social media platform where its subscribers will be able to communicate through messengers.
- ✚ Various categories of more features will be added on “Fundle” like gaming, puzzles, short quizzes which will help the users to gain points.
- ✚ Some strategies have been made by keeping in mind that, as a startup how best “Fundle” can improvise its branding and promotion through push and pull strategies.
- ✚ Share your friends and earn free points through Fundle.
- ✚ Digital Ads per clicks will be on Fundle for advertisers.
- ✚ Retailers’ referral will be there, when retailers will get free points on the basis of how many retailers they can suggest to other retailers to on board.

Findings

As Screenshot is a newly emerged company it has some advantage as well as disadvantages. 'Fundle' being a completely new application in Bangladesh has its own perks like the first mover advantage and many more. Presently IT firms are excessively competitive so they have to maintain their application quality and develop other benefits with the app as well. They have to provide their app to the consumers at a reasonable rate. They also need to advertise their service more towards targeted consumers.

- ✚ The use of digital marketing is increasing day by day.
- ✚ The users now prefer the digital media over all other traditional media.
- ✚ Large number of consumers still lacks knowledge over digital media.
- ✚ The user rate over traditional media is falling day by day.

Observation and Recommendations

During my four months internship period I have critically point out some of the facts that "Screenshot Private Limited" need to emphasize in order to improvise the productivity as well as to run the company more effectively and efficiently. However, these are the following points I would like to discuss in brief:

- ✚ Company needs more strategy to build up a strong consumer base.
- ✚ People need to be aware of digital media.
- ✚ Privacy should be properly maintained.
- ✚ The company needs to gather more insights regarding the retailers.
- ✚ Company should increase the number of employee for marketing activities.
- ✚ Company needs to create HR department and hire employees accordingly.
- ✚ Company needs to increase fund as sometimes few works are delayed due to insufficient money.

Internship Position

I joined in Screenshot Pvt. Ltd. as a Business Development intern. In the time of internship period, I worked both in office and in the field under the supervision of Abdul Mukit Ahmed, Managing Director of Screenshot Pvt. Ltd. They have a structured space or opportunities for working of internship students. So, in the company my main objective was to understand their working strategy in the Business Development Department.

Core responsibilities

Initially, As an Intern my main responsibility was to handle the retailer or the advertiser feedbacks regarding our product Fundle, I had to report the manager about some of these responsibilities.

However, I had to report on a daily basis about how many retailers I have visited regarding lead generation and what are their feedbacks regarding the main topic “Retail adaptation of digital marketing platforms like “Fundle”.

	UTD :	Current Week :	Next Week :
Total Merchant Signed :	2	1	1
In Pipeline :	5	5	8
On Fundle :	2	2	4
Total Merchant Visited :	203	17	25

Specific Responsibilities of the job

Here is the Snap shot of my job responsibilities.

- ✚ Maintain a data base
- ✚ Making cold call
- ✚ Fix an appointment
- ✚ Daily sales and visit report
- ✚ Giving guidelines to the new comers
- ✚ Attend team meeting

In the beginning, I was assigned to our sales team where I do lots of activities. SSPL arrange an extensive training session for us. This was really effective for me because my product knowledge was poor when I get joined in SSPL. After getting the proper training I became more confident.

Maintain Database:

My boss advised me to maintain a potential retailer database. I have followed the instruction of my boss and start maintaining a database where I had different retailer's phone number as well as the top level management contact details. I have made this database by the help of yellow page, my known peoples visiting cards, relatives reference and so on.

Making Cold Call:

From my potential retailers data base I do call at a regular basis. This technique was really effective because whenever I make a call they are getting my number so they can easily communicate with me for any clarifications. It is a very good way of making a strong network.

Fixing an Appointment:

After making a cold call I fixed an appointment with my respective customer. Though sometimes it is difficult to take an appointment from the top level management but somehow I managed it. By the help of appointment I have got chance to describe my product and show

them the demo of our product. I always tried to make my meeting effective and come up with the interested retailers' tentative date of purchase.

Daily Sales and Visit Report:

Back at office, we had to make a report on the specific client and their requirements. It was mandatory to send a regular visit report to my supervisor. Visit report contains customer name, address, contact number, e-mail address, whether he is interested or not, if not then what is the reason and so on. He looks after my visit report. Those who were interested customer he tries to close the sale as soon as possible. My supervisor advised me to follow up my existing customers and interested customers.

Giving Guidelines to the New Comers:

Since my performance was up to the mark in our team for consecutive three months so my supervisor told me to guide the new comers. He attaches at least one new employee with me whenever I visited any new places. He gave me the power to supervise the new employee and also advised me to educate the new comers how to make the meeting effective as well as how to make a good sale.

Attend Team Meetings:

Every day morning, our whole direct Sales team used to sit together and made plan for the day. There were three Sales Executives and we had a sales target to meet. For one week, the whole team needed 60 Clients to meet the goal. Our supervisor usually provides the Potential list of clients, and we had to make appointments with them. Then we had to visit the clients' office and sit with them to close the sales deal. It is must to attend in a team meeting. My supervisor gave us the proper guideline about our visit, at first he asked us where we are going today. Which organization we will visit? If any of our employee needs any help for particular day we directly pass it to him and he tried to help us out accordingly. In every week we had a meeting with our direct sales manager. He gave us some techniques about a good sale. After attending his meeting I became more motivated. Finally, in every endings of month our head of sales set with us. He handed over a prize to the highest seller and second highest seller of the month. He also declared a promotion to those employees.

Work Done During Internship Period

As I worked both in office and field during my internship period, my Main responsibility of this department was analyzing the clients and formulating strategies and executing them based on the objectives of the client. This whole process consists of these following steps:

- ✦ **Finding Potential Vendors:** As our primary target market was the Dhaka city, I had to find potential customer based on area segmentation. However, Business Development team has been identifying the potential target market and the members of the business development executives have been appointed on the basis of their target segments.
- ✦ **Lead Generation and Briefing:** Briefings has been given to the client based on their marketing objective and manage a meeting with the respective owner.
- ✦ **Pitch Presentation:** Presentation made by us for our clients based on the brief, by analyzing the retailer's specific needs as well as on the particular areas where business is lacking its potential growth. However, my job was to make the retailers understand about our product even more how it can boost the sales for any retailers through a lifestyle based application.
- ✦ **Proposal:** Proposal put forward by Screenshot including campaign objective, target market, strategy, approaches, estimated cost and outputs. While building the proposals for our potential clients we try to focus on the particular areas where retailers can improvise and we set our target of providing services on those particular areas accordingly.
- ✦ **Review:** Reviewing the proposal of Screenshot for the clients is a matter of fact that Screenshot has been trying to focus more because we believe in being up to date with our clients can help bringing us an effective and efficient future for our platform.
- ✦ **Revised Negotiation:** If clients have any problem with proposal, we need to rewrite the proposal and make negotiation.
- ✦ **Final Proposal:** Proposal which finally put forward to clients by us.
- ✦ **Approval:** For the final proposal, need to get approval from our coordinator and put forward to the client, otherwise we will lose client.

- ✦ **Estimate Signed:** A contract between client and Screenshot. However, it may also allocate the estimated points we are providing our potential.
- ✦ **Managing Information of the Retailer Product:** The information related to the product price and the pictures we have to collect from the retailers or their official Facebook page or from the respective website.
- ✦ **Release Order:** Finalize the clients chosen service.
- ✦ **Uploading:** Uploading the content to the mobile application.
- ✦ **Run Campaign:** Starting the campaign by placing ads banners, videos and pictures
- ✦ **Reports:** Collecting the reports from the technical team.
- ✦ **Compile:** After getting all reports from the technical team, we compile those reports for submit to clients.
- ✦ **Optimization:** If needed, making changes in the campaign for improving the effectiveness and to achieve objectives.
- ✦ **Review or Follow-Up of Campaign:** Evaluating campaign based on standard and actual performance of campaign. It will help to understand what we planned and what actually happened.
- ✦ **Bills:** Bill submitted to client including service tax and commission based on our given Service.
- ✦ **Payment:** Payment of bill by client to us after deducting the commission and tax.

Accomplishments from the job:

Internship programs are intended for giving the fresh graduates the essence of the corporate world. Subsequently, my internship period was full with learning and encountering the culture, customs and procedures. I have been sufficiently lucky to essentially know how a startup company works.

- ✚ Actively participated in managing the beta launching event of digital marketing application Fundle.
- ✚ Facebook page creative for the user (Customer) base of Fundle.
- ✚ Generate ideas regarding product improvement.
- ✚ Monthly task report of the following month.
- ✚ Creative posts for clients Facebook page.
- ✚ Working closely with the graphics designer.
- ✚ Content creating for the clients Facebook page.

Different aspects of job performance:

Academic life and corporate life is completely different. We got to learn a lot of things in our academic life but it can only be applicable and truly learned after working in an office. I faced few difficulties and challenges in this new phase of life but it made me more confident and helped to build myself as a better person.

- ✚ Here, we worked as a team. We had to sit frequently to discuss about the new opportunities through which we can engage our retailers more to our brands.
- ✚ Besides, if we got any client to peach, we the team had to sit together for brainstorming and all other things that could help us to come up new ideas to satisfy our client so that we can satisfy our customer in a well manner.
- ✚ In order to on board any retailers we were used to set up our minds, building strategies sitting with our business development team about what best solutions we can provide to those retailers that can boost their sales and allocate our branding campaign points on the basis of those strategies.

Conclusion:

Digital media has become a part of our people's lives. There are about 130 million mobile users and among them 55 million are internet users. It's the digital world that has made the world smaller and the thinking level to think bigger. All users are the potential customer in all aspects of digital media for brands and business. At present digital advertisements have already kicked off the traditional media advertising such as television and newspapers. People now connect with the world through mobile phones or internet or PC which are actually the medium of digital marketing. This day is not so far, when the product availability will be at people's door, no matter from what corner it comes from within a few blinks of eye.

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