

Internship Report
On
Prospects and Challenges of Social Media
Marketing in Bangladesh: A Case of Global
Digital Mart Ltd.



Inspiring Excellence

Internship Report

On

Prospects and Challenges of Social Media Marketing in
Bangladesh: A Case of Global Digital Mart Ltd.

Submitted to:

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Date: 13/12/2018

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Subject: Proposal of Internship Affiliation Report on “Prospects and Challenges of Social Media Marketing in Bangladesh: A Case of Global Digital Mart Ltd.”

Dear Sir,

With due respect, I want to say that I am submitting internship report on the subject “Prospects and Challenges of Social Media Marketing in Bangladesh: A Case of Global Digital Mart Ltd.” to you inside the allocated period. I have strived hard to contribute, communicate, spot and classify social media marketing and inscribed from the knowledge that I have gathered from Global Digital Mart Ltd.

This three month internship program at Global Digital Mart Ltd. will surely help me in future to build my career. I am really grateful for your assistance, valuable suggestions and giving me the chance to take part in the internship program which is compulsory for the accomplishment of BBA program.

Best esteems

Yours Sincerely,

Sajid Hasan Nion

ID: 16104185

Letter of Endorsement

This is endorse that Sajid Hasan Nion, ID: 16104185, BBA Program, BRAC Business School, BRAC University has done this report on “Prospects and Challenges of Social Media Marketing in Bangladesh: A Case of Global Digital Mart Ltd.” for the purpose of concluding BBA internship program. I accept this report as a final internship report.

I wish every triumph and affluence of his career and life.

Md. Shezanur Rahman

Acknowledgement

To complete the report named “Prospects and Challenges of Social Media Marketing in Bangladesh: A Case of Global Digital Mart Ltd.” at Global Digital Mart, so many people have helped me. Without their help, this report could not be completed. That is why I want to my gratitude to them. First of all I want to show thankfulness to my honorable faculty and internship supervisor in BRAC University, Mr. Md. Shezanur Rahman, whom direction and suggestions aided me very much prepare this report.

Beside him, I am really obliged to Mr. Ismail Siddique, Associate Manager, Global Digital Mart Ltd. for being my internship supervisor. He have showed how things are done and helped me every time when I got stuck into something. He was an inspirational leader and great mentor who showed me so many things about digital marketing industry.

I was really lucky that I have got a bunch of brilliant and enthusiastic employee at Global Digital Mart Ltd. I am grateful to all of them especially Saad murshid Kahn, Taraqul Haque, Alvee AL Mafi, Amio Chowdhury, Farzan Banna, Jakia Ferdous Shumi, Asif Bin Malik.

Beside them, a lot of people and my family supported and helped me whole time. Lastly I want to thank again my faculty, supervisor, co- workers, and other people who kept their faith on me throughout the time.

Executive Summary

This program offers work experience on an It and Digital Marketing association notorious as Global Digital Mart Ltd. This internship report is grounded on the 12 week stretched internship program that was fruitfully accomplished by me in Global Digital Mart Ltd. in social media marketing department from 24 September to 13 December, 2018 as a prerequisite of my BBA program. Since I was totally fresh to the real and corporate world, every single period expended in Global Digital Mart Ltd gave me significant job experience, which is really valuable for my profession onward.

The initial part is the over-all overview of Global Digital Mart Ltd. and its departments, operation, prophecy, services, existing customers, and challengers. After that, I tried to emphasis the regular tasks that I had to do as an intern of Global Digital Mart Ltd. I have also stated allotted responsibilities and departments where I worked on.

I have displayed outcomes and provided breakdown of the study under the command of Global Digital Mart Ltd. My emphasis was only on social media marketing in Bangladesh and its influence on promoting, progress and brand communication. In addition I exhibited the worth of social media associated to other medium of brand communication and its benefits. Further I also clarified the challenges of digital marketing agencies in social media marketing. At the end, I have incorporated findings and recommendation where areas of perfection are suggested. In the last part, I have included the reference.

Before jumping to the conclusion, it may be eminent that the report was made based on lot of primary and secondary data there can be some probable error in data. Nevertheless, this report may be to people to craft strategy about social media marketing in Bangladesh

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Chapter 1: The Organization

1.1 Global Digital Mart Ltd:

Global Digital Mart Ltd. is the youngest member of IT industry of Bangladesh. It started the voyage with some new, dynamic and artistic team of professionals. The motive is to serve the market in a best possible way. It values its client, respect client's opinion and client's security. Customer satisfaction is the ultimate priority of Global Digital Mart Ltd.

Global Digital Mart Ltd. was established on and there after it delivers comprehensive digital marketing services such as social media marketing. There is a huge want of social media marketing, operation and communication podium with the understanding persons who can function into this platform since E-commerce and social media was thriving mostly. Consequently, Global Digital Mart was introduced as specialized Digital Marketing Agency with the purpose of seizing the extremely competitive business setting. It provides complete e-commerce solution and social media marketing for its clients. It takes the burden of client's shoulders and manage their social media the way it supposed to be managed.



1.2 Services Offered by Global Digital Mart Ltd:

Global Digital Mart Ltd. have varieties of product and services to make work easy to its valued customer. It is the authorized Tally partner in Bangladesh market. Beside this, it cover other services are of website design and development, Online Marketing, Social Media Marketing website optimization, Search Engine Optimization (SEO) , Training on graphic design and website design and many others. It is working to develop some own customized software which will be most effective for business management.

Content Management: it manages substances like image, link, and video for Facebook, Instagram, Twitter, and Google+. It also comprises copy writing for the post and post creation.

Status Supervision: It preserves the service and product associated support over and done with Social Media. It contains responding to consumer's questions found through social media.

E-Commerce Solutions

It provides a complete integrated socially enhanced online shop solutions for business and individual based on WordPress platform, coupled with payment and shipping integration.

1.3 Departments of Global Digital Mart Ltd:

Customer Servicing: The elementary purpose of the customer service department is to continue association with the customers. This section is core of the entire association and organizes inside the tasks of the numerous subdivision in the organization.

Media & Selling: The media and selling discusses the rate of advertisements as well as liable for buying ad space, boosting of page or post and time for running advertisements.

Public Assignment: The public assignment group is accountable for accomplishing the virtual appointment of customers and connect with them over social platforms. Answering to purchaser's question, handling emergency circumstances in addition to thanking user for staying with the brand is responsibility of public assignment team.

HR Division: This squad looks after accurate implementation of HR strategy and practices, reimbursement and welfares, employment and assortment, Health and Safety issues.

1.4 Global Digital Mart Ltd.: Vision

To establish Global Digital Mart Ltd. as an exemplary company in ICT sector through the product, services, commitment, innovation and trust.

1.5 Global Digital Mart Ltd.: Mission

The organization's mission is to be the leader throughout the market it serves by offering innovative and world class solutions to Bangladesh market.

1.6 Major competitors:

As the internet is growing fast, social media and conversion to social media marketing has focused to the progress of numerous digital marketing agencies that are dedicated to dealing digital stuffs and online doings of patron brands. Now a days, So many digital marketing company is evolving in Bangladesh. From them, some digital marketing agency are mainly competing with Global Digital Mart Ltd. The main contestants for Global Digital Mart Ltd in the market are given below:

<p>magnito DIGITAL</p> <p>A full service digital marketing agency which covers search, social, display and mobile marketing</p>	<p>COOKIEJAR</p> <p>A digital agency which designs online campaigns by covering content</p>
<p>ANALYZEN</p> <p>The first digital agency in Bangladesh that provides services such as covering search,</p>	<p>WebAble</p> <p>A Digital Media agency that uses data to create strategies for enabling the internet for</p>
<p>unifox</p> <p>An Online Marketing agency that working with Digital Strategy, Targeted Ads, Web/App Development and Social Media Marketing</p>	<p>strateseek</p> <p>A full range digital agency that develops digital strategies, content, online advertising campaigns, and provides social customer service.</p>

Figure 1: Major competitors of Global Digital Mart Ltd. (Rahman, 2016)

1.7 Competitive position of Global Digital Mart Ltd:

Through the explosion of smartphones, internet and social networking in Bangladesh, the social media marketing commerce is attaining power. The development drift has been remarkable over the previous few years with the sum of organizations financing in social media marketing growing at a quick pace. Global Digital Mart Ltd. has started its voyage back in 2013. Within five years, it has crossed an extended path and achieved a ironic profile in social media marketing business of Bangladesh.

As Global Digital Mart is a young it and digital marketing agency in Bangladesh, initially it have faced hard completion from the established competitors of the market. In this short period it has overcome hard completion and abled to show positive impression to clients and achieved a position in the market. This organization is working very hard to get the top position of the digital marketing agency of Bangladesh. Because of its hard work and innovative workers, Global Digital Mart has got portfolio client like Sigma oil Industries Ltd., Sketch Interior, In pace Management services Ltd., Youth Group, Myone Energy Ltd., Vanic Oil, Mega Builders Ltd., Ambrossia, Acura Trade International, Fabcons etc.

Chapter 2: Job Description

As I have done minor in E-business, I acquired a chance to work in Global Digital Mart where I experienced and gathered numerous social media marketing rehearses and website designing. I got the chance to do 12 week long internship at Global Digital Mart and I came across with changed responsibilities and actions that are done for client's Facebook pages. Primarily, I have started working for public assignation team. I was responsible to communicate with consumers via social media. For instance, I had to uphold communication with the followers of diverse trademark pages over and done with specific software and Facebook page manager. Simultaneously, I was chosen to work with servicing team and aid them with organizing contest. Moreover, I was also involved with following jobs:

- Dealing with different renowned local brand
- Exploring different competitors' product and their current position in the market
- Brainstorming for creative ideas
- Using the ideas and contents as per client's needs and supervisor's suggestions.
- Maintaining team's upcoming plans for the clients □ Build and manage the page of Sakrain.com

2.1 Particular accountabilities of the jobs:

As I worked for several departments of Global Digital Mart Ltd., I partook to manage various accountabilities for diverse renowned brands. Below I have explained what I did in my internship.

2.2 Community engagement:

We are focusing to spread the brand to its customers in a way that helps brand to reach its ultimate destination and spread its product and services as many consumer as possible.

Initially, I partook to make comment and answering on consumer's reaction and question beside with Community Engagement Team. It was mostly the query that people inquire about the

respected brand. People performs it in the comment section of any brand's Facebook page or make do wall post or message us. Later, I was shifted to client servicing department to get new experience.

2.3 Client Servicing:

After three week of my job I was apportioned with customer servicing department and specifically work for different renowned brand of Bangladesh. Basically, I explored industry and social media for clients, making tactics, applying them with the clients demand. This entire procedure entails of few steps:

- **Ephemeral:** Client provides a brief objective which we follow all the time
- **Ground Presentation:** We prepared presentation for client grounded on the short analyzing of the business, competitors and digital media. This process is typically used for new clients who need a idea about our work.
- **Proposal:** We, Global Digital Mart make proposal for clients which includes promotion objective, methodologies, policy, target market, estimated cost and productions.
- **Reviewed concession:** If there is any difficulty with proposal, we always redraft the proposal for the satisfaction of client and make concession.
- **Accepted:** Absolute proposal always needs to get endorsement from client. Otherwise, we do not start our work. We always give priority to the needs and demand of our clients.
- **Innovative:** Implementing the notion or strategies of campaigns in to final formats like post, banner, content etc. .
- **Invoice:** Invoice give to client with service tax and commission. Invoice is made based on given information.

2.4 Development:

We formulate all the substances month earlier it has been arranged at Global Digital Mart Ltd. initially we do brain storming to produce innovative ideas for our clients which actually moves along the brand concord .For this , the whole team sit together to generate plan and schedule the work along with calendar and upcoming events. Global Digital Mart always wants to deliver the work within specified time period. So we have to schedule the work in a synchronized way to do it within given time period. After that, we make a meeting on how we are going to display our current brand in front their consumers. I am really lucky that I got opportunity to attend some of these meetings and from those meeting I have learned how to plan for content, campaign, digital marketing technique etc.

Chapter 3: Introduction

3.1 Rationale of the study:

In a nut shell, digital marketing is covering all types of different marketing of product and services done using the online platforms including social media. The main difference between digital marketing and conventional marketing is the practice of passages and approaches that permit an association to tour marketing crusades and value what is working and what is not typically in quick time. For example, Facebook, Instagram , Twitter are social networking sites which allow people to share photos, updates, join events and multiple of added activities. Now a days, almost every organization extended marketing strategies to social media marketing sites.

I got the opportunity to do my internship in Global Digital Mart LTD. which is an IT farm and also provide digital business solutions. I chose social media marketing as my internship topic as I got the chance to work on it. Hopefully, this corporate experience helps me to apply the theoretical knowledge that I have learned from e-business courses in practical life.

Social media marketing basically emphasizes on to creation of content that grabs attention and induces people to spread it through their social networks. Social media separates itself from traditional marketing in various ways such as superiority, reach, instance, frequency, usability and stability. Social media is the place where people create, share, exchange information among themselves.

Social media marketing method is smartest way to promote business, product or services. Almost all the companies in Bangladesh are creating their social media marketing strategy and started to get benefits. According to BTRC in the month of January 2018 active internet subscribers are 80.829 million ("Internet Subscribers in Bangladesh January, 2018 | BTRC", 2018). Among them 22 million are vigorous Facebook users which is 1.1% of the total monthly users of the social networking site in the globe. It clearly dictates a large number of people using social media and its increasing rapidly.

3.2 Objective of the study:

3.2.1 Broad objective:

Identifying and analyzing the prospects and challenges of social media marketing of Bangladesh.

3.2.2 Specific objective:

Key points:

- To learn social media marketing in Bangladesh and its effect, progress and future.
- To learn the Significance of social media marketing paralleled to other medium of brand communications.
- To get idea about how about how different digital organization in Bangladesh working and dealing with clients.
- To know competitive position of Global Digital Mart Ltd.
- To know about the prospect of social media marketing in Bangladesh.
- To know the challenges of social media marketing in Bangladesh.
- To know how to use social media to create brand awareness.

3.4 Scope:

- This project is about the social media marketing and how it works. From this report any one can get a overall idea of the social media marketing, its top brands, who are the competitors, how marketing agencies work.
- This report incorporates prospects and challenges of social media marketing. So it gives an idea about future of this industry and what are the challenges organizations have to face to do well and make the industry bigger than now.

3.5 Limitations:

Every task have some limitation. I have also faced some usual constraints while I was doing this report. Though I have given my best effort, there are some limitations which are obvious. These are follows:

- It was difficult to find precise data about the corporations. We were not rightfully allowed to use client's information, client's brief and they may not sense comfort about providing important info and statistics. Beside this, this report is grounded on several secondary data which were poised from various websites, articles, journal paper, and other reports which were rather incompetent or unreliable.
- Though social media is a part of digital media, its area is getting bigger day by day. This report only focuses on limited areas of social media marketing because of various reasons. It lacks detail analysis and have to skip many aspects social media marketing to keep this internship report short.

Chapter 4: Methodology

For managing this task, I joined Global Digital Mart LTD as an intern. Because of that I got the privilege to personally handle this client with the assistance of my superintendent. This report is based on both Primary and Secondary data.

4.3.1 Primary Data:

My three month work experience at Global Digital Mart LTD helps me to collect enough data to prepare this report. I have collected some information from my coworkers and people who were involved with the agency. I have interviewed several clients to know more about social media marketing and their strategies.

4.3.2 Secondary Data:

Similar to primary source, secondary source is also major flow of data for this report. Subordinate data has been collected from various sources. As the study is based on social media marketing so I have to explore different social media sites like Facebook, twitter, Instagram and observed the top brands pages and their activities. Beside this, I have also collected a lot of secondary data from internet. I explored lots of websites to get the information. In addition, I also go through several Newspaper, Journals, Article and Text books.

Chapter 5: Analysis

5.1 Effect of the Social Media in Bangladesh:

The availability of online Social Media is creating important constructive deviations in Bangladesh. Global companies, FMCG, corporate houses and celebs are increasingly taking social sites as their dynamic communication instrument. A new and energetic communal class have been established between minority who use Internet as a successful instrument for their practiced advancement along with the globalization of their feelings and thoughts. Massive Social media handlers have stated that an entire new world has been unlocked to them as they are attaining a new home of information. They are also building affairs with many groups, knowing societies of the world and sharing stuffs that matter to them. In Bangladesh user of social media is increasing rapidly especially the Facebook user. People tend to spend more time on Facebook rather than TV or newspaper. Here, marketers see the opportunity. Because of this, digital and social media marketing has been evolved our country. Business organizations want to grab maximum customer attention in a short period of time. Now a days, social media is the right place to do so.

5.2 Raise Brand Awareness through Social Media:

5.2.1 Generate Brand Acknowledgement:

For any business, attaining brand acknowledgement is one of the most vital marketing goal. Because customers tend to buy those brand's product and services which they can recognize. Fortunately, social media permits easy and effective brand building.

Social media has an advantage over old-fashioned media since it can develop brand in front of people considerably nippily and easily. The important thing to grab the attention of most of the people is to pay attention to profile and cover photos. Strategically placement of logo is a great way to create brand recognition. Make sure that it is not devastating or diverting.



Figure 2: Cover Photo of Grameenphone Official Facebook Page. (2018)

5.2.2 Create Talk Around Brand:

A robust social media marketing policy generates talk about the brand, products or services. For example, recently Shakib al Hasan the ace all-rounder of Bangladesh cricket has been joined as brand ambassador of Uber Bangladesh. For this announcement, Uber use Facebook as media and strategy was totally different. Its unique strategy made the post viral which was created from Shakib al Hasan's official Facebook page. Top online news portals made news of it. This was a unique social media marketing strategy which creates a storm in social media and abled to generate conversation.

5.2.3 Connect With Audience Through Social Listening:

Social media marketing helps a brand to connect with people by observing social conversation about certain topics. It supports to recognize what is vital to the people and what the trend they are following now is. Beside this, brand also learn what they are struggling with, which can help brand or organization to create content to mitigate those problems.

For example, people of Bangladesh are sports lover. In FIFA World Cup 2018, Facebook, Instagram, twitter was flooded with post related world cup and their favorite team. Seeing that, some fashion house brought jersey and football accessories and post them in social media. They recognized the current trend and responded accordingly.

5.2.4 Brand's News:

Social media is a prodigious way to express brand's mission and tales. Real stories can create abundant influence on customer mind about the brand. It can be modest or artistic depending on what will be most effective. Brands of Bangladesh, share stories of people who use their product or services. A great positive feedback or review spread the message that the product is effective and useful.



Figure 3: Uber shared the story of a rider-favorite driver in Dhaka. (uber, 2018)

5.2.5 Gather data from audience research:

Audience research helps to understand the reach and insight of the post. Both Facebook and twitter allow to view it. From this, brand able to know that which type of posts, content, images, writing people like. This also give a clear indication whether their existing marketing strategy is working or not.

5.2.6 Deliver excellent customer service that remains your followers happy:

A solid speculation in consumer service can form important association between brand and consumers. By social media, the test of consumer service stays as challenging as it had before.

Social media permits instant communication and customer response. Brands can also react to their consumers immediately. Almost fifty percent of Bangladeshi consumers are deploying social media to ask queries about products or services.

5.2.7 Easy way to build customer loyalty:

Nothing can be healthier than constructing brand loyalty for free. Branding cost in social media is so negligible that it can ignore compare to traditional branding cost. Social media helps the brands to create brand loyalty. Customer follow and stay connected with the brands they enjoy. The more follower of any brand page the more loyal customers. It is obvious if many people more likely chose and follow any particular brand than others, that particular brand have an advantage over the other similar brands.

For example: Pathao, Uber Bangladesh offers promo code for discounts through social media to their followers and users. Many other brands ask open ended question through social media that allows audience to reply.



Uber Promo Code

January 22, 2017 · 🌐



Try Uber! PHP100 off each of your first 2 Uber rides. To accept, use code 'tonetteg35ue' to sign up. Enjoy! Details : <https://www.uber.com/invite/tonetteg35ue>



Figure 4: Promo code for users

5.2.8 Use Social Media To Increase Traffic:

Social media marketing can help in guiding consumers straight to the site. It is not necessary that all of the circulation will originate through search engines.

5.2.9 Minimum cost:

Creating social media profile and posting organic content is free. For some it is enough. The excellence of the content can boost the content on its own. However, if any brand wants to boost it can do so by paying an insignificant amount compare to other way traditional marketing

5.3 Prospects of social media marketing in Bangladesh:

The opportunity social media marketing and brand communication in the setting of Bangladesh is extremely promising for resulting causes:

5.3.1 Enlarged People's Attention and Prosperous Community:

Folks of Bangladesh are greatly fascinated to communicate in social media. Amongst the top ten maximum visited website in Bangladesh, two are social media sites i.e., Youtube.com, Facebook.com ("Top Sites in Bangladesh - Alexa", 2018). Lots of public pages are also seen in Facebook. Now a days, people are generating social media contents from political movement to fund raising for a sick person. Companies are adapting this trend and hence it is the appealing opportunity for them to advocate there brand to the customer.

5.3.2 Reduced Internet Price:

Since 2007, government is trying to reduce the price of internet to make it available among the people. By the reduction of internet cost the user of internet is growing gradually. It has been noticed that main portion of internet user of Bangladesh use social media anyway. So it is a great opportunity for the brands to marketing their products in social media to get maximum attention.

5.3.3 Execution of High Speed Internet:

Recently BTRC has launched 4G in Bangladesh. Beside this, the broad band internet facilities have been spread in the remote area and speed has also increased. Therefore, high speed internet is boosting to hoist the amount of online community.

5.3.4 Accessibility of Internet-Enabled Handed Devices:

In Bangladesh market internet-enabled handsets are obtainable at a lower rate. From anywhere anytime individuals can use internet and connect themselves to the social media community.

5.3.5 Digital Bangladesh Mission:

The word ‘Digital Bangladesh’ defines the definite use of computers and contemporary data and communication technology for constructing an improved Bangladesh in terms of education, health, job employment, human rights, limpidity, accountability, and poverty declination. By the year 2021, it is expected that submarine cable will be the key telecommunications set-up for ‘Digital Bangladesh’. Provided that high aptitude fiber optic submarine cable bandwidth, folks will be linked to the information super freeway ("Bangladesh Submarine Cable Company Limited (BSCCL)", 2018).

5.3.6 Transformed Social Structure:

The social arrangement of the country is changing with the trend of the globalization. People of urban area, increased highly educated group, increased per capita income, change of lifestyle, and publics’ keenness towards online shopping are significantly noticeable in this altering social arrangement. Since the city people shortage the infrastructural chances to spend their free time, they are gradually inspired to spend their time contacting with friends and family members in social media.

5.4 Challenges of social media marketing in the context of Bangladesh:

5.4.1 Poor internet connectivity:

Though Bangladesh has increased the internet speed still it is really slow compare to the world. According to the SPEEDTEST, in 2018, Bangladesh has ranked 114 globally in mobile internet and 87 in fixed broadband connectivity ("Bangladesh's Mobile and Broadband Internet Speeds - Speedtest Global Index", 2018). This shows that the internet connection is really poor than many other countries in the world. Sluggish internet speed creates buffering to watch and share the posts in social media. Sometimes it turn out to be awkward to get the shopper involved in talk.

5.4.2 Absence of adequate understanding and education:

According to population and housing census 2011 of Bangladesh Bureau of Statistics, the county's literacy rate of the inhabitants aged beyond 7 touched 51.8 percent ("POPULATION AND HOUSING CENSUS 2011", 2011). Since the communication in social media needs simple literacy of understanding subjects, the sellers could not grasp the charm of half of the population of the republic. Moreover, most of the people are not well educated to use social media properly. Sometimes lack of knowledge can create misconception.

5.4.3 Constraints in families and workplaces:

Parents approach to social media mirrors the identical adverse form as it was in primary phase of television industry. This is happened as a consequence of their anxiety that young people are fetching highly hooked into social media. Today adolescents ranging from 12 to 18 are the main user of Facebook in Bangladesh. Many of the organizations in Bangladesh restrict their employees to use Facebook in office.

5.4.4 Danger of miscommunication:

Once Facebook being used by unethical people, wrong information, error, intentional attack, lack of knowledge can create basic ethical problem. Recently, mass marketing firms are working hard to catch people's response via social media without any edit that may begin cultural shudder. Besides this, ignorance and carelessness can create marketing disaster. Price Bazar could be an example of this misconception. This picture below of Prince Bazar in 2018 tells the story. (Dhaka Tribune, 2018)



Figure 5: Discount offer by Prince Bazar Ltd. (Dhaka Tribune, 2018)

Chapter 6: Findings

1. Now- a-days internet is in the palm of peoples hand as well as the usage of smartphone is swelling day by day so does the amount of social network users in Bangladesh. Social media is one of the cheapest places for digital marketing.
2. The most important advantage of social media marketing is it permits brands to stretch out to additional consumer at a lesser cost. For example, boosting a post on Facebook only cost USD 5. Reaching 1000 people by Facebook is virtually 8 times inexpensive than that the print media and nearby 17 times economical than that of Television ads ("Catalog : Blueprint", 2018)
3. With a growing fan base, social media is gradually becoming more and more important. Since digital content of top brands becomes widespread, they are gaining popularity every day. As people spend more time on social media, the chances of noticing good contents are increasing. Moreover, a brilliant content is causing people to like and share that content.
4. Social media marketing is tremendously reachable as there is a tiny physical obstruction to progression. The growth of social media marketing is unstoppable because of globalization and digitalization. The digital marketing business will experience exponential progress over the upcoming years with existing organizations to mature larger, and novel ones to takeoff.
5. For any organization or brand identifying the board consumers precisely is one of the main requirements. Recognizing the target cluster has turned out to be very easier because of social media marketing. For doing so, we can understand interactive pattern of our beleaguered customer as well as their demographic, location, tastes, lifestyle, activity, buying pattern and many more can be quickly recognized. For instance, I am targeting merely 'Male' users who live in Dhaka city and attracted to 'Sportswear shopping' (Targeted audience age 16-28).

6. One of the most important facts of working in an organization is to see the brand closely and precisely. We need to know deep knowledge about the product and service of a brand to serve the client properly and communicate with its customer. In addition, we get a chance to know many different brands exclusively

Chapter 7: Recommendation

Working process of different units of Global Digital Mart Ltd. have been experienced by me during the internship program and therefore came up with some recommendation:

Increase Funds on Social Media Marketing: To become the number one digital marketing company, Global Digital Mart Ltd. needs to invest more on infrastructure, equipment's and efficient employee. Currently Global Digital Mart Ltd is investing only 12% of its total investment in digital marketing department. As it is wanting to become top digital marketing organization in Bangladesh It have to increase its investment in digital marketing section.

Better training program for workers: company should continue provide training aptitude so that workers become further efficient and effective than before. It will help the company to be more acute in this field.

CSR Activities: Global Digital Mart Ltd should start CSR activities since it has no CSR Activities. It wished not only be helpful to the folks of the country but also for the enterprise. CSR activities provide the exposure to the people through media and creates a positive impression to the people about the organization.

Transportation Facilities: Utmost of the time workers have to work night-time at the office. Beside this, other transport system is not easily available at Mirpur DOHS. So, Global Digital Mart Ltd should provide transportation amenities to its employees.

Additional recruitment for social media marketing: To reach its ultimate goal Global Digital Mart Ltd needs to recruit more efficient employee in social media marketing unit. Otherwise it will not get the desired attention from the clients.

Chapter 8: Conclusion

The fruitful completion of this internship illustrates that the upcoming of marketing is in the fingers of digital media. Social media marketing is a part of it. Sellers tries to custom mechanisms in an active way to grasp target groups and to construct a brand. In this digital period, marketer is not the defender for a brand; individuals who are associated diagonally the digital platforms are the protectors.

Companies want to shape their existence over digital and social platform, since consumers have high empathy to social media than other digital media's. Moreover, consumers are extremely evidence pursuers and digital and social media is the lone stand for reciprocal communication among brands and consumers.

Social media marketing is the top stage to transform a product to a brand. Since it is less costly and it delivers lot of hint to dealer. Brands are capable of engaging their mark group in an active way through social media platform. Social media is not only for engagement; brands can accelerate their follower or they can hold their present consumers.

This report focuses on how social media works. Now a days consumers do enquiry about a product before going to purchase it. Hence, brands want to give podiums to customers to comprehend their product or to get a real texture of that brand.

I think this report will be at most beneficial for marketers to realize the social media marketing and also to plot for upcoming strategies.

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