



Inspiring Excellence

Internship Report On

**“Importance of social media engagement for organizations
growth**

A

Perspective on X Solutions Limited”

Submitted to:

Ms. Subhat Ehsan

Lecturer

BRAC Business School

BRAC University

Submitted by:

Muhammed Ziaul Hoque

ID: 14304092

BRAC Business School

BRAC University

Date of submission:13-December-2018

*Internship Report: Importance of social media engagement for
organizations growth*

A

Perspective on X Solutions Limited

Letter of Transmittal

28th November 2018

Ms. Subhat Ehsan

Lecturer, BRAC Business Schhol.

BRAC University.

Subject: Submission of Internship Report.

This is a great privilege for me to present my internship report titled “Importance of Social Media engagement for organizations growth” under your supervision, as a partial requirement for the completion of BUS400 (Internship).

This report contains the learning’s and experiences of my three months internship period at X Solutions Limited, Bangladesh. It then describes the recent social media data trends and its importance that I have gained over the period of time from my internship.

I am grateful to you for your benevolent help and supervision, in the readiness of this report and genuinely believe that I would fulfill your assumptions regarding the idea of my work. I endeavored to put my most prominent exertion for the course of action of this report. In any case if any lacks emerge, it will be my pleasure to answer any clarification and recommendation with respect to this report.

Sincerely Yours,

.....

Muhammed Ziaul Houque

ID:14304092

BRAC Business Schhol.

Letter of Endorsement

The Internship Report entitled “Importance of Social Media engagement for organizations growth” has been submitted to Ayesha Abed Library in partial fulfillment of the requirements for the degree of Bachelor of Business Administration, Major in Marketing, BRAC Business School on November 28th, 2018 by Muhammed Ziaul Hoque ID:14304092.

The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

Internship Supervisor

Ms. Subhat Ehsan

Lecturer

BRAC Business School,

BRAC University, 66 Mohakhali, Dhaka-1213

Acknowledgement

At the simple start, I am very much thankful to almighty Allah for giving me strength, ability and courage to accomplish the internship program as well as the internship report in a scheduled time in spite of various complications.

I would like to express my sincere gratitude to my Supervisor Ms. Subhat Ehsan Mam, Lecturer, BRAC Business School, for providing me invaluable guidance, comments and suggestion through out the semester and for her constant help in setting up this report. It would have been troublesome for me to right the report without her untiring help.

Also I am deeply grateful to Mr. Porag Obayed Head of Business Intelligence at X Solutions Limited for helping me out to set up this report and guided me by giving necessary advice.

I would also like to express my sincere thanks to Query Management Team who helped me during my work tenure and made my experience an unforgettable one. People from these departments helped me to gain more practical knowledge, which made my Internship journey more fruitful.

Executive Summary

This report has been prepared for the internship program and emphasizes on the work experience I have gathered as an Intern in the Query Management Team at X Solutions Limited. I also have provided details about my work experience at X Solutions Limited where I had to work with different international and local brand especially Robi Axiata Limited. The aim of this internship is to be familiar to the practical aspect and uses of theoretical knowledge and clarifying the career goals, so I have successfully completed the internship and compiled this report as the summary and the conclusion that have drawn from the internship experience. The main task of my job was to handle customer query in social media for brands like Robi Axiata Limited, Airtel and etc. I learned the basic quality management issues, evaluating performance of employees, management of remuneration and conducting shifting and development sessions.

Table of Contents

Letter of Transmittal	3
Letter of Endorsement	4
Acknowledgement	5
Executive Summary	6
Chapter 1: Organization Overview	8
Introduction:	8
Clients of X Solutions Limited:	8
Chapter 2: The Job	9
The job at a glance:	9
Chapter 3: Importance social media engagement for organization growth.....	11
Objective of the report	11
Literature Review:	12
Social Media for Business to Business Marketing:	12
Social Media for Financial institutions:	13
SOCIAL Media for Tourism and Travel Industry:	14
Implementing Facebook:.....	15
Implementing Twitter:	16
Key Findings and Recommendations:.....	16
Limitations:.....	17

Chapter 1: Organization Overview

Introduction:

X solution started its journey in 2017 as a merger between two marketing agencies MADLY and Strategieek Digital. This is known as the first ever merger in the industry. The merged organization is very new, there are many past achievements by the individual agencies Madly and Strategieek. These two agencies have past individual achievements and now they they provide 360 degree marketing solution in our country. There are basically two group who manages the traditional type of advertising and the second one is the BTL or Below the line advertising group. Among the BTL, digital marketing comes around. In my whole time of internship I have been working in the digital marketing area of "X Solutions". Some of the services provided by X Solutions Limited are as follows:

Social Media Query Management

Creative Support

Social Media Marketing

Digital Marketing

Data Analytics

Campaign and activations

Advertising

Clients of X Solutions Limited:



Chapter 2: The Job

The job at a glance:

For this internship program I was assigned with the Query Management Team (QMT) for handling the customer of Robi Axiata Limited. QMT member directly interact with the customers of the Facebook page by responding to their various kinds of queries and provides information. The position is called Social Media Customer Engagement Officer (SMCEO). QMT aims of creating interactive experiences for the social media users and enhance a brand's presence in the digital media. The main objective is to communicate with people in the social media in such way that increases the brand value.

Query Management: First of all we have to specify the query according to their type for example wall post, comments and message. For doing so we used Smashboard. Smashord is a social media dashboard that helps the user to get an overview about his Facebook fan page and to control queries that has landed in a certain Facebook fan page. A quick overview of the usage of smashboard is listed as follows:

- 360 degree overview of a Facebook page
- Customer Engagement History.
- Multiple page management and agent access.
- Data Analytics.



Lesson from the Internship:

Under this development period, I ran over numerous things. I have created myself viably over most recent 3 months. I have turned out to be increasingly responsible and proficient at this point. The principle exercise that I gained from my involvement over the most recent two months was the rational use of knowledge I have gained from learning at BRAC University. My supervisor was extremely cooperative in the event of sharing their insight and helped me in each part of my learning procedure. He built up my abilities that are certainly going to help me in my future life. The aptitudes that I have learned in the period of working in X Solutions is stated below:

Ability to work under pressure: In certain times we had work under sever pressure to meet the KPI's of the client which sometimes ended up by working late hours.

Team building: We had to work in teams for clients in most cases. Communicating with my teammates, dividing the task, Updating information and backing up other team members and all this experiences has increased my ability to work in team environment.

Interpersonal Skill: In this three months of internship period I had to maintain regular communication with my supervisor and executive and this communication helped to developed and improve my way to motivate and handle people and also helped me handle situation more professionally.

Chapter 3: Importance social media engagement for organization growth.

Social media is all about enabling people to express and share ideas, thoughts, and opinions with others. Social Media engagement is new phenomenon in our country and it has almost changed way of doing business in all sectors. It is a biggest paradigm shift that has happened in the recent years. According to a report of Dhaka tribune it says Dhaka has been ranked second in terms of most active Facebook users in the world with 22 million active users and Hootsuite conducted survey. So it shows the popularity and the economic significance of social media has increased in the past couple of years. It is also obvious that the dynamics of doing business has affected by this change and every organization needs to adopt these changes to satisfy the customer's needs and wants. Social media engagement is starting to impact all affiliations across over different estimations which includes their business model, communication method both internal and external and the most importantly in the organization's reputation and brand value.

Objective of the report

The Primary objective of this report is to understand the roles of digital communications and engagement and the importance of the social media communication and it's effect on organization.

- 1.To analyze the connection between social media marketing and customer engagement.
- 2.Factors that impact customer online engagement

The report's scopes are followed below-

- 1.Information for the analysis was collected from the internal websites, database, study materials. Journal and etc.
- 2.Geographic scope of the report is limited within Bangladesh market

Literature Review:

It is evident that the usage of social media for has been incorporated by businesses of all kinds. It is proved that business to business marketing and business to consumer marketing is conceivable and profoundly viable through the utilization of online networking website like Facebook, Twitter, Instagram, LinkedIn and etc. The report focuses on what way social media existence has increased for business firms and also focuses on how social media usage can boost businesses on different sectors.

Social Media for Business to Business Marketing:

Social media helps to connect people and no how small or big the size of the business is and organization recently has to encounter customers in social media. When a customer makes a purchase they search for brand and reviews in social media. Social media boost the visibility of a business among the potential customer and portray a company's mission and vision. It is free to create a business profile in almost every social networking website. Michael Rodriguez (2012) conducted a survey on 1699 B2B customers from 25 ventures. This survey shows that social networking sites are sure to produce new sales. Not only this social media helps to build a relationship with both the potential and existing buyers. Organization can also measure the customer satisfaction level by taking the reviews, comments and reactions from their profile, which will be definitely an advantage.

Social Media for Business to Consumer Marketing:

Mostly in our country social media data is effectively used to determine B2C consumers in various business sectors like Telecom, Bank and Financial institutions, retail outlets, tourism industry and etc. Importance of various business sectors is described below.

Social Media For Telecommunication Industry:

In our country there are more than 140 million mobile phone users available according to BTRC. Which is also one of the biggest numbers in south East Asia. If we look into the Internet users, we can find that currently more than 80 million people are using Internet in our country. A massive portion of this number belongs to the youth. In the last few years the number of social media user have increased and on the backbone besides this is telecom industry continues dedication for providing Internet connectivity through out the country. Recently this industry is investing huge amount of money in social media communication. As more people are spending time on virtual networking sites like, Facebook, twitter, Instagram, snapchat ect. more companies are targeting those medium to gain the attention of their customers. Not only this they providing customer support service through their Facebook Fan page.

Social Media for Financial institutions:

Social media platforms present a number of various chances to financial institutions to produce solid and significant associations with clients, draw attention of new customers and accomplish progressing business objectives. But one of the biggest challenge tis about the privacy concern. Up until recently, privacy and compliance concerns dissuaded financial brands from being increasingly social on the web, yet that all changed when the Federal Financial Institutions Examination Council (FFIEC) released guidelines.

"LinkedIn gives a prime chance to feature your business and its workers as specialists in their field" (Hershberger, 2013). LinkedIn first comes up in everyone mind when professional things come. For the financial intuition LinkedIn is the best place to promote their offerings and attract new customers.

The benefits of dealing with a profile on LinkedIn are as per the following:

- The organization site can be linked with other social media pages.
- Items and Services tab on the LinkedIn page can be changed to suit the association's necessities.

- Symbols, Banners, Photos and chronicles identifying the organization can be attached on the LinkedIn page to generate viewership of the page.

Social media helps financial marketers understand their audience in terms of preferences and perceptions through comments, likes, and shares. The bank even some times promises a person to solve the customer query

SOCIAL Media for Tourism and Travel Industry:

Online networking has a massive effect on basically every significant industry over the world, and business of travel and hospitality industry has received the benefits along with other business sectors. Travel and the travel industry depends vigorously on the utilization of use of word-of-mouth to spread sentiments and recommendations on websites for example, Twitter, Facebook and several blogs enable clients to effortlessly share tips and recommendations, which can be massively profitable when positive. Hvass and Munar (2012) studied the impact of social media on tourism business. The survey was conducted on three airline companies for set 29 full service carrier and 20 low cost carries. The study proves that these companies where all benefited by maintain social media engagement. They used to post their offers and packages on social media and attract new consumers. Besides these social networking sites platform like Tripadvisor play a vital role in this industry with over 200 million reviews on their websites. So maintaining a social media profile helps increase customer base for the travel and tourism industry and as mentioned above many companies in the tourism industry are already into it. Different agencies and different strategy to promote their offers and it is not about business their online activity carries their brand value and also brand position on customers mind noted by Saltzman (2009) in a case study conducted on usages of Twitter by different agencies.

Implementing and measuring the impact on social media:

It is clear from the discussion that usage of social media for marketing has been incorporated by businesses of all kinds. The following piece of the report focuses on how onlineexistence can be extended for business firms and how is it superior than conventional promoting procedures. It also focuses on benefits of giving concentrations on onlinecustomers support

and the how to measure the impact and cost of social engagement.

The companies can manually measure the cost and return by converting the time to currency and by adding the other cost like salary, promoting cost, content development cost etc and comparing those with the month of increased revenue after marinating digital marketing and communication. Besides this response times to queries and complaints need to be quicker, and response rates too have to be as high as possible. Along with this the number engagement for example comments, share like and reaction can be measured. Other tools tool for measurement are given below:

- Google Analytics: Google Analytics to track conversions by measuring the activity of page and gives reports about the channels of conversion.
- Kissmetrics: This analytics helps to track individual, group of individual and gives reports on marketing success and ROI.
- Cyfe: This tool provides and all in one report on how content shared and it's impacts on overall ROI.

Implementing Facebook:

It is free for any business organization to open a page in Facebook but the main challenge is to make it an interactive and increase customer engagement. For doing so the companies should regularly update their profile promote offers and bring online campaign so the consumer willingly get engaged with brand with will gradually lead to brand loyalty if they are satisfied. (Maxwell 2012) noted A firm's intentions should be laid down and it should completely match with the Facebook marketing style by keeping in mind about the target audience. There should be assigned person who will take care of these. Recently there are several agencies with expertise in this sector. In our country companies like X solutions, Mindshare, Asiatic provides this service according to their clients need.

Implementing Twitter:

Twitter is all more current and real time so things ought to be all the more constant and individual ought to be appointed for tweeting the best thing in ideal time.

- Consistently tweet at the pinnacle hour of the day and react to inquiries straightforwardly and instantly. Try not to tweet too often in multi day.
- Discover individuals who are sharing data related with your business and draw in them in your web based life promoting.
- Experienced individual should be referred for the activity and must know about the official dialect.
- Tweet content that encourage people to re tweet.

Key Findings and Recommendations:

An important aspect of social media marketing is that the results of social media marketing will be known only after some time of implementation. . At the same time, the companies should maintain and check their online activities strictly because reputation and brand value is associated. There are different tactics for implementing pages on different social media sites as follows:

- One of the major advantages of social media marketing is that possible customers can be precisely targeted.
- Data analytics helps the organization to predict consumer behavior.
- Sometime this leads to online rivalry with the competitor.
- Companies are still not willing to invest the proper amount of money needed.
- The businesses that are stills prefer conventional marketing.
- Organization should develop skilled employee for this specific sector and invest in developing skilled manpower.
- Increase the budget for this digital communication system.

Limitations:

- Collecting data in the specific sector is difficult from organization.
- To observe the whole corporation activities and come up with a fruitful result requires huge amount of time, so time limit is another critical limitation of this study.

Conclusion:

This study was an attempt to introduce and investigate the newly emerged concept of customer engagement in the context of online social media platforms. With the diminishing role of traditional media and the evolution of Internet technologies the rules of the marketing game have changed. As a result, customer engagement was brought to the attention of the marketers as a way to improve customer brand relationships and therefore gain competitive advantage in the new era of social media. Though only few companies like telecom and electronics brands are investing money in this sector but still many sectors are depended on the traditional sectors despite of having customer's willingness for digital communication.

Reference:

- Rodriguez Michael; Peterson Robert M.; Krishnan Vijaykumar.(2012)
Social Media's Influence on Business-To-Business Sales Performance. Journal of
Personal Selling & Sales Management. Vol. 32 Issue 2, p365-378. 14p.
- Albro Walt (2012) Launching a Facebook Site ABA Bank Marketing. Vol. 44 Issue 2, p20-
25. 6p
- Hvass Kristan A,Munar, Ana M (2012) The takeoff of social media in tourism. journal of
vacation Marketing; Vol. 18 Issue2, p93-103
- SaltzmanDori (2009) Marketing with Twitter Travel Agent, Vol. 335 Issue 4, p32-36. 4p.
- Maxwell Chris (2012) Facebook: 10 Steps To Making It Pay For Your Business. p48-52.
5p.
- <https://www.dhakatribune.com/bangladesh/dhaka/2017/04/14/dhaka-ranks-second-world-active-facebook-users/>