

Impact of Social Media on Effectiveness of Brand Promotion (Garnier Bangladesh)



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Impact of Social Media on Effectiveness of Brand Promotion (Garnier Bangladesh)

Submitted To

Raisa Tasneem Zaman
Lecturer
BRAC Business School
BRAC University

Submitted By

Sakib Mehdi
ID: 13104234
BRAC Business School
BRAC University

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Letter of Transmittal

April 30, 2019

Raisa Tasneem Zaman

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Ma'am,

I have done my internship from WAVEMAKER Bangladesh where, I have learned so many things including – basics of digital marketing, campaigns through social media, media buying, strategy development for brands and so on. Throughout my internship program I have experienced how much impact social media has over the brands. I have worked on few digital campaigns for Garnier Bangladesh and decided to write my internship report on **“Impact of Social Media on effectiveness of brand promotion (Garnier Bangladesh)”**.

I have tried my level best to complete this report apart from the challenges I had to face during the preparation of this report, now I would like to request you to give a sincere advice on my work.

Regards,

Sakib Mehdi

ID :13104234

BRAC Business School

BRAC University

Acknowledgement

I am really indebted to many people who have helped me a lot throughout my internship period. Without their proper support I could have failed to do it.

First of all I am really grateful to the Almighty, without His blessings it was not possible to make this far. Thanks to my parents for their blessings. After then I really want to thank all my honorable faculty members of BRAC University who has helped me a lot by guiding me, showing path to reach my destination. And thanks to my Faculty Advisor, Raisa Tasneem Zaman madam for her enormous support, guideline and true advice to write my internship report.

Special thanks to my supervisor Nusrat Binte Islam, Digital Executive of WAVEMAKER Bangladesh for helping me to understand digital media and how it works for brands. My gratitude to Fariaba Farnan Tabinda; Assistant Media Manager of WAVEMAKER Bangladesh for her positive support.

Lastly I want I am grateful to all those people who have helped me a lot by sharing their knowledge and information's with me to complete this report.

Executive Summary

The world is changing as well as Bangladesh and we are living in an age of technology and marketing. With the increasing population on social media in Bangladesh, consumers are becoming smarter. Their demand is changing and companies are working harder to understand the customer needs. But it's really hard for the companies to understand the actual demand. Make them satisfy became even harder

.Michael LeBoeuf believes, customer satisfaction should the main strategy a business should have!

Every day, brands are seeking for more information about customer to meet their demand and they are creating lots of strategies to achieve the customer fulfillment. Since last few years, brands are trying to communicate and advertise their product on social media to grab more customers and to create a customer base as social media users are increasing. Brands are spending more on social media as social media marketing seems profitable to them. In this report I am going to write down about how social media marketing is helping the brands to meet their goal, how much effective and efficient it is, for a brand. In this report I've mentioned about my experiences regarding social media marketing impacts and customer generation with campaigns. Data's and information's I used in this report are collected by me and gathered from personal experiences.

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Introduction

Branding and marketing are in a dynamic situation where it has to deal with new media channels. On the other hand marketing and branding strategies are changing its communication and becoming multi-directional and consumer oriented, day by day. “If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the internet, they can each tell 6000 friends.”- Once said by Jeff Bezos; the founder CEO of Amazon. So, this is how internet/online based marketing or social media can change a brands overall status. But if we think just from the opposite perspective then the result will be truly satisfying. That means if any company can make one customer happy in the physical world then they will share it with few but on internet they can share it with thousands. This may help a brand to rise above the line within a night. According to the Financial Express report, published on March 23, 2018; 30 million citizens of Bangladesh’s are using social media .And each day this number is increasing in a tremendous rate. So, Marketing through social media or internet could be good weapon to beat the other competitors for any company.

Organization Overview (WAVEMAKER Bangladesh)



WAVEMAKER is the world’s one of the largest media agency which was previously known as MEC, providing media services for their clients from 2002. WAVEMAKER Bangladesh started its journey from 9th January 2018 and previously it was known as MAXUS Bangladesh (A global media consultant firm operated in Bangladesh from 2005, under GroupM). Globally WAVEMAKER operates in 90 countries, with 19 offices along with a creative workforce of 8600 people and with 38 Billion Dollars of yearly billings. Their main concern is “Media, Content and Technology”. In Bangladesh this agency is owned by the domestic giant communication service company, ASIATIC 3SIXTY. Today within 1 year, WAVEMAKER Bangladesh became one of the fastest growing media agency.

Company Philosophy

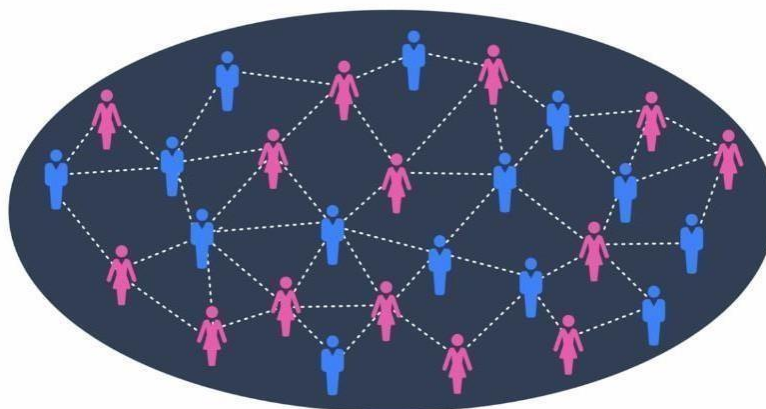
We are living in the age of Marketing and Branding; WAVEMAKER understand the ever changing scenario of marketing world through different kinds of research activities. As a result it's become easier for them to navigate their clients to the right way by creating brilliant opportunity of branding and promotion for the clients.

WAVEMAKER Bangladesh adopts the latest technology and innovation to help their clients by providing cost effective, creative, simple and efficient solutions for their complex issues. In the long run it delivers tangible and intangible benefits to the clients and their businesses. WAVEMAKER's vision is simple-**“LET'S MAKE THE FUTURE”**

Organizational hierarchy & structure of WAVEMAKER Bangladesh

WAVEMAKER Bangladesh believes in all-way communication. Due to that WAVEMAKER Bangladesh follows the Flat Structured Hierarchy. Where employees can directly report straight to the Director any time they want. The hierarchy starts from Executive to Sr. executive, Assistant Media Manager and Director.

FLAT ORGANIZATIONS



© Jacob Morgan (thefutureorganization.com)

From the beginning of my internship I learned the basic things about digital marketing under the supervision of Nusrat Binte Islam (Media Executive) and during the last month of my Internship I got scope; working with the brand team of WAVEMAKER Bangladesh. It was amazing experience learning from them about different brands and their media buying, campaign planning, digital strategy development; overall I learned enormous things about digital marketing.

Services from WAVEMAKER Bangladesh

WAVEMAKER provides numbers of services for their clients including Media buying, Digital media, Media planning, Content development, Pitch presentation and brief , Global media insights and research , Strategic media planning, Media investment management, Econometric modeling, Sponsorship, Traditional media management.

Digital Media

We all know, we are living in an age of marketing and technology. And brands wants to take that advantage and global agencies like WAVEMAKER Bangladesh is helping those brands to reach their customer through digital media by merging marketing and technology, together! According to The Financial Express, over 30 Millions of people are using social media in Bangladesh. And it indicates that, almost 18% of total population is active social media user. .In 2008, total social media user was only 10,000 in Bangladesh but within 10 years, this number changed into 30 million! As the number of user is increasing day by day, automatically the scope of digital marketing and brand promotion; through social media is getting higher too! So, this is an enormous opportunity for agencies to promote and advertise brands through social media to sell products and services of a company. Meaningful advertising through social media always attract people and helps to grab attention of targeted customers as a huge number of people are already connected in digital media platforms ; looking for special services and offers. So this is really important to advertise products and brands without blunder. And this is a matter of joy, that few agencies of Bangladesh are doing this perfectly. As the business opportunity is huge and being the pioneer of digital marketing in the country; WAVEMAKER Bangladesh (previously Maxus Bangladesh) is doing a wonderful job.

Media Planning

WAVEMAKER Bangladesh does some regular research on media platforms and found out media solutions for their clients. They determine the best combination of media platforms to run a campaign or branding for the brands.

Media Buying

Media buying is one of main concern of WAVEMAKER Bangladesh. Negotiating price and placement for advertisement on digital platforms, different TV channels, radio, newspaper, magazine – WAVEMAKER Bangladesh does these very effectively.

Content Development

Content development is a must for any campaign. Without a flawless content; it is not possible to run a successful campaign. Though WAVEMAKER Bangladesh mainly focuses on the media buying, planning, budgeting and campaign impacts but they have a brilliant art/creative team; they provide creative ideas for the contents of a client.

Strategic Media Planning

Every company invests on their marketing side and they expect a handsome return from that investment. So gaining back investments are important and without proper strategic media planning it's not possible at all. WAVEMAKER Bangladesh is always concerned about their client's investment and outcome .So they worked hard on strategic media planning's for their clients so that clients can get maximum customer reach from lowest media investment possible.

Pitch Presentation and Brief

Before making any strategic media plan for the clients, WAVEMAKER Bangladesh prepare a pitch presentation for the clients. After the pitch session client provide some brief about their requirements and demands. This is the beginning phase of a media campaign.

Global Media Insights and Research

Digital marketing is always changing based on customer taste and trends. So, to cope up with this dynamic situation WAVEMAKER Bangladesh needs to study global trends and make some research on them. So that, gained knowledge can be used to promote their clients. Thus it helps brands to sustain in the market.

Managing Media Investment

Whenever WAVEMAKER Bangladesh launch a campaign for their clients, they monitors every activity possible so that clients can get the expected outcome from their investment for the campaign.

Clients of WAVEMAKER Bangladesh:



Objectives of the Report

Main objective of this report is to find out how social media /digital media marketing is helping brands to reach their final customer in an efficient manner and how effective social media marketing could be in terms of brand promotion.

- Why brands are spending most of their promotional budgets on social media/ digital marketing or rather than traditional marketing?
- Possibilities of social media marketing in terms of creating customer awareness towards a brand and customers responses over the social media marketing on a brand.
- Impact of social media marketing on Integrated Marketing Communication (IMC) for a brand.

Literature Review

This report is all about Social media marketing (Digital media) and its effectiveness on a brand promotion. Social media marketing is a form of digital marketing; which is much different from Traditional media. Forms of traditional media are- television, newspaper, billboards, radio, and magazine and so on. According to **Karjaluoto (2010, 108-109)**, traditional media advertising has few challenges as it costs more, sometimes traditional media creates valueless contacts which changes the media behavior. When brands involve in traditional marketing it costs them more and on the other hand this form of marketing took more time and physical work. Sometimes it fails due to lack of finance and not to be on time. On the other hand **Hausman (2014)** believes, traditional media follows one-to-many model because brand messages are created to communicate with the mass audience, there is a high chance that group of audiences may not understand the message. And traditional media is one-way communication system, where only brand can communicate with a large number of audiences but audiences cannot communicate back. Which means brand cannot focus on a specific group of people, they targets mass audience which costs them a lot and there is a high change of failure due to the ignorance of target group. There is not a second chance to update the running activity as it will cost double and it will take more time and labor. In traditional marketing communications with the end users is costly and not time consuming at all.

Unlike the traditional marketing, social media marketing is multi directional .In social media marketing, marketers can select customize and targeted audience and launch a campaign based on the target group. Which is risk free and if the campaign doesn't work, they can customize the campaign anytime from any place of the world. Not only that, marketing executives can communicate with end users and monitor the moves of their audience. **Juslen (2009)** thinks, social media is real time based and it's multidirectional. As social media helps a brand by accelerating communication speed and allow brands to create marketing contents or advertisement based on any current situation, anytime. It proves social media marketing is more dynamic. Brands should understand when and which form of marketing they should involve themselves and make an investment. Sometimes Traditional marketing works well and sometimes Social media or Digital Media works better. But this is true that, to carry out optimum result for a brand, combination of traditional and digital marketing works really well. This is known as Integrated Marketing Communication (IMC).

Activities Undertaken

Learning & Experience in WM Bangladesh

During my four months of internship program, I was assigned to maintain three official Facebook page where my responsibilities includes- online query management, maintaining communication with the customers, notify them about latest products, providing product related information to the users, helping customers by giving them skin related tips and suggestions, campaign monitoring and communication with audience / participants, keeping records about products and customer queries . Along with these, every week my supervisor Nusrat Binte Islam used to monitor my weekly activities and I had to report her about my findings.

I joined WAVEMAKER Bangladesh on 17th December.2018 and since then I worked on various campaigns and experienced many activities of the company.

Community Management

Community Management is one of the main tasks of social media marketing, here brands can reach to their end customers easily and customer's moves can be monitored easily. This is called Social Media Management as well. Community management helps a brand to understand customers' needs and demands, their expectations from the brand, product related complains as customers can involve with the brand by commenting on the social media posts, or sending messages to the official page of the brand. And brand can take necessary initiative based on customers' requirements.

On digital platforms, community management is important for every brand. A brand community includes current customers of the brand, target audience and a group of people who directly or indirectly interact with a brand by commenting on static posts or video post and asking for product related queries by sending message to the official page of the brand. Here a community manager has to deal with the customer messages and product related queries, every now and then. Sometimes dealing with end consumers is tough due to irrelevant questions or lack of knowledge of the customer. But community manager has to perform his task with lots of patience as building relationship with customer is important for any brand.

During my internship period, I had to perform the tasks of a community manager as I was assigned to look after the official Facebook page of Garnier Bangladesh.

There were few customer queries I had deal with everyday regarding Garnier Bangladesh are-

- Price of a specific product
- Product quality and specification
- Benefits of a product
- Availability of a product and where to find them
- Identify product authenticity
- Customer service help line
- Dealing with new product dealers
- Recommendation of products

Customer perception, brand awareness and interest depend on the timely response of a brand community manager.

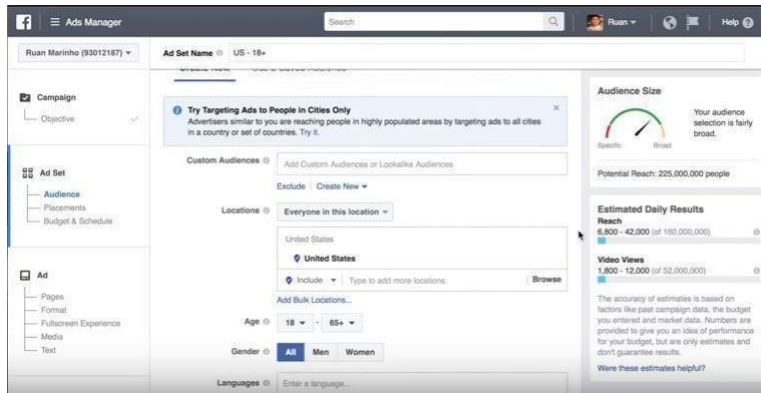
Campaign Management (Facebook ad manager)

Digital campaign management is one of the priorities of WAVEMAKER Bangladesh and they had to choose specific advertising objective for every single campaigns. Mainly campaigns are run to understand and find out information about customers and their involvement or behavior towards a brand, as 80% people of overall internet users are using Facebook and involved with social media platforms.

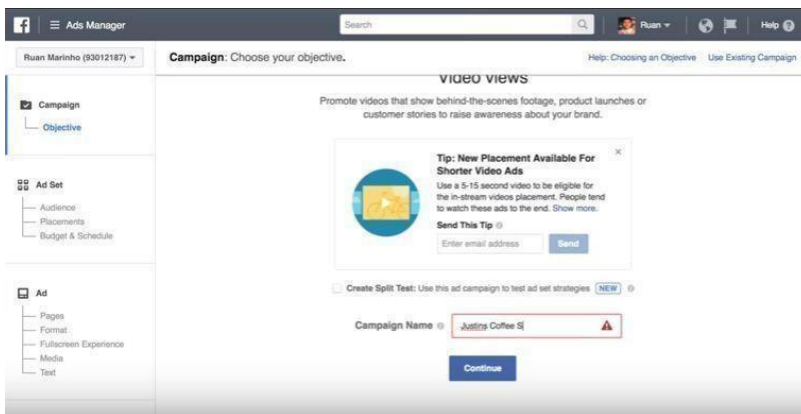
It's important to make the ads visible for mass people on internet; so setting up Google and Facebook Campaigns properly is a must. Proper advertising through Google and Facebook help a brand to optimize value, organize activities and measure the performance and effectiveness of a campaign.

During my internship period, my supervisor Nusrat Binte Islam helped me to learn about Google ads and Facebook campaign. So here are some easy steps to create a campaign on Facebook (basic)-

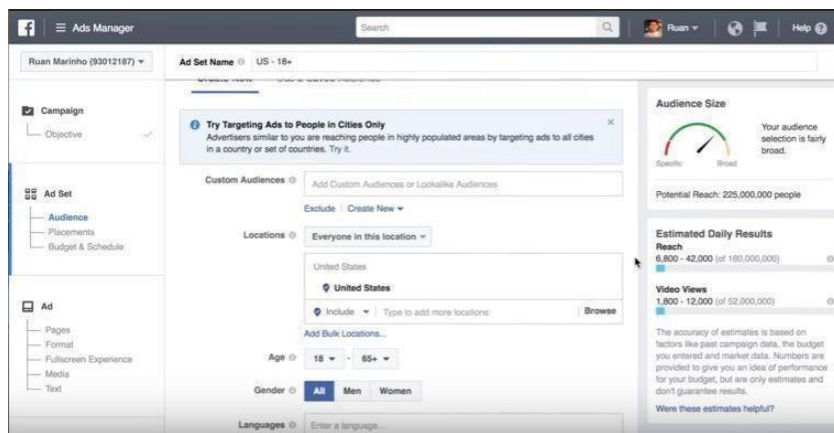
Campaign Objective: Before run any campaign, selecting the objectives for that campaign come first. A digital executive (who are responsible for digital branding activities) has to understand the campaign objectives first and then he need to design the campaign plan. Without proper objectives, there is a high possibility of campaign failure.



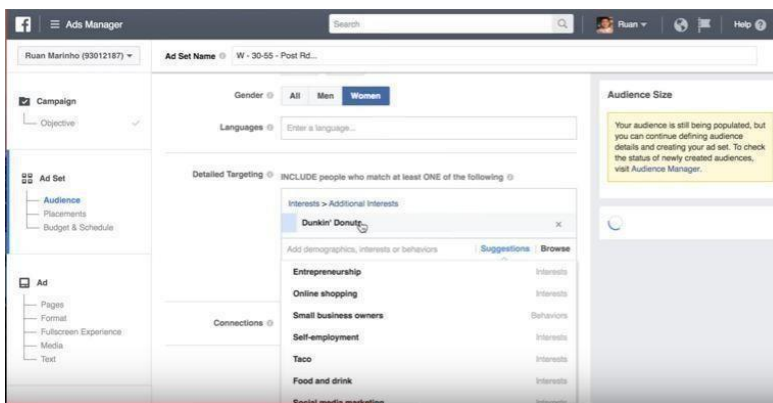
Campaign Name: After defining the campaign objectives, selecting a proper campaign name is important. A Facebook campaign can only be launch from Facebook Ad Manager. From the Ad Manager campaign name can be set for a specific brand. Digital executive needs to keep in mind that, name need to be very relevant with the campaign objective.



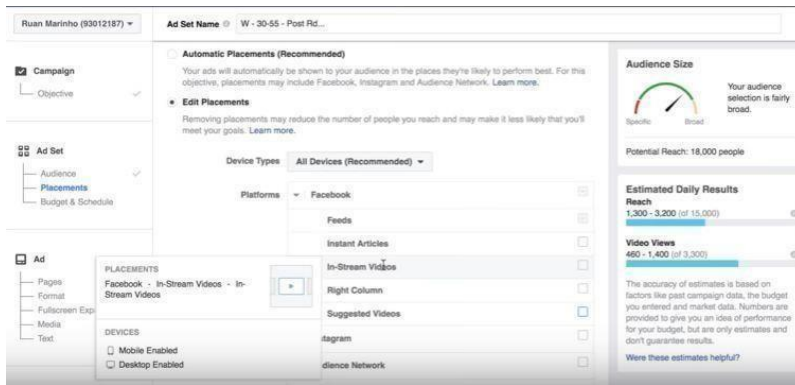
AD Set& Location Set: After naming the campaign, digital executives had to work on AD set where they can target specific audience. And setting the location helps a campaign to gather audience from specific locations. As a result campaign become more cost efficient and more on the point'!



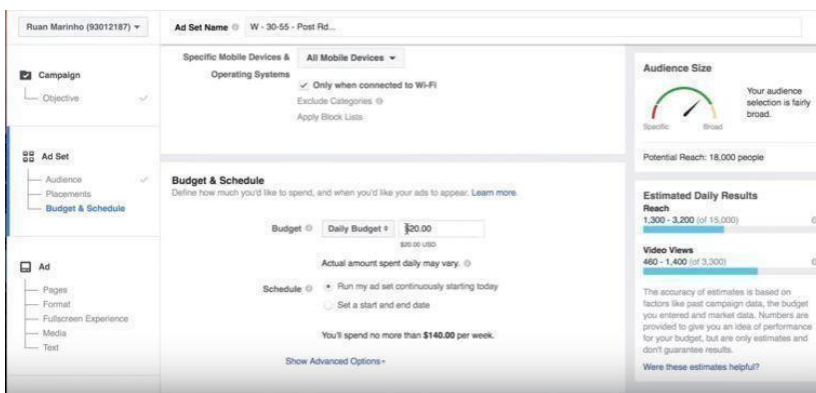
Biographic and Detailed Targeting: Here, digital executives target the audience based on their biographic specification (Ex-age, sex, religion etc.) from the AD Manager. And to make it more target oriented they work on Detailed Targeting. Detailed targeting refers adding some keywords in AD Manager, suppose if the campaign is about Fitness then key words could be – sports lover, aerobics, wellness, fitness enthusiastic etc. As a result this campaign will appear to those people who has connections with those keywords.



Placements & Advance Placement: In this phase ad platforms are selected. There are 3 platforms in AD Manager – Facebook, Instagram and Audience network. In Facebook there are few more platforms where the campaign related ads will appear- Feeds, Instant Articles, Instream Videos, Suggested videos etc. And this phase is totally customizable. There is another option called Advanced Placement, which helps the brand to be more specific. From here, in which device ads should appear can be fixed as well.



Budget & schedule: In this phase per day budget for the campaign can be fixed. This is an automatic process where Facebook will deduct that fixed given budget daily. And along with budget setting schedule is also taken care. How long this campaign will run and when to start, when to stop (daily timing) can be fixed here.



Though it was a very basic brief about Facebook campaign, but it is noticeable that how easier it is to target audience with social media marketing.

Brands worked with



L'ORÉAL

Garnier Bangladesh

L'Oréal Paris is world's one of the most renowned beauty brands which is associated with numbers of leading beauty, skin care and life style brands. One of the most renowned sub brands among all the others is Garnier and L'Oréal Paris (Mother Company of Garnier) is one of the biggest client of WAVEMAKER Bangladesh. L'Oréal Bangladesh is the official importer of Garnier Products and its products are distributed by Transcom from India. Garnier Bangladesh has multiple range of products for men & women for all types of skins and hair. Though Garnier Bangladesh's products are available in every well renowned super shops like -Swapno, Agora, Meena Bazar, Nandan, Lavender, Almas but Daraz Bangladesh, Shajgoj.com and Chaldal.com are the authorized online selling partner of Garnier Bangladesh.

Garnier Bangladesh is one of the biggest client of WAVEMAKER Bangladesh, this agency is responsible for both online media contents making and media buying for the brand. WAVEMAKER Bangladesh has an experienced creative team and they are responsible for the digital contents making. And they make attractive and out-of-the-box contents for Facebook, Instagram pages of Garnier Bangladesh. These creative contents help Garnier Bangladesh to gain more followers in their official Facebook page. Currently Garnier Bangladesh has 1,610,000 followers (1,600,000 likes), Garnier Men Bangladesh has 92,415 followers (91,914 likes). As WAVEMAKER Bangladesh is performing well in content making; follower's base is increasing every day along with response rate and customer involvement.

New Year Resolution Campaign of Garnier Bangladesh

This was my first professional digital campaign after joining WAVEMAKER Bangladesh as an Intern. This was an enormous experience and learning for me. Basically it was a contest related campaign. Campaign was started from 2nd January 2019 and where participant were asked to share their New Year resolution with Garnier Bangladesh and Garnier Men Bangladesh by commenting under the campaign post; on the official Facebook page. They were also encouraged to send text messages to the page and share their resolution with Garnier Bangladesh. From the very first day of the campaign, hundreds of participants had shared their resolution. And thorough out the whole campaign, inbox and comment section were flooded with participants responses and their resolution messages.



Garnier Bangladesh
Published by Nusrat Binte Islam (7) · January 3 · 🌐

নতুন বছর মানে নতুন Resolution. এই বছর আমার Resolution হলো আমি আমার Best Buddy –(দের আরো একটু বেশি সময় দিবে)। যেমন Garnier BB Cream আমার হকের বেস্ট ফ্রেন্ড তেমনি এই বছর এটাই হবে আমার #BBPromise. ২০১৯ সালে আপনার #BBPromise কি? শেয়ার করুন আমাদের সাথে এবং জিতে নিন Garnier Gift hamper!



Garnier Bangladesh
Health/Beauty

135,133 People Reached 21,607 Engagements Boost Post

19K 208 Comments 22 Shares



Garnier Bangladesh
Published by Nusrat Binte Islam (7) · January 3 · 🌐

নতুন বছর মানে নতুন Resolution. এই বছর আমার Resolution হলো আমি completely ডায়েট চাট ফলো করবো! যেমন Garnier Light Complete Serum Cream UV আমার স্কিনের Complete Care করে তেমনি এই বছর ডায়েট চাট ফলো করা হবে আমার #CompletePromise. ২০১৯ সালে আপনার #CompletePromise কি? শেয়ার করুন আমাদের সাথে এবং জিতে নিন Garnier Gift hamper!



Garnier Bangladesh
Health/Beauty

54,811 People Reached 8,430 Engagements Boost Post

7.6K 85 Comments 16 Shares

As community management intern, I had keep the record of participants in a Google Excel sheet along which includes- participants name, Facebook profile name, their comment/message etc. After that I had to send each of the participants an individual code number, which was used to later for raffle draw contest.

The New Year Resolution Campaign was active till 10th January, 2019. In the raffle draw program which was held on 16th January, 2019; we went Live from our official Facebook page. Where beauty blogger Niloy Farhana declared 10 lucky winners name Live from the page. After that, within few working days we called our lucky winners at our office and who couldn't join us; we parceled their gift hampers to their address.



Campaign Live Event



Post From a Winner

Valentine's Day Campaign of Garnier

Previously, New Year Resolution Campaign was a 'call to action' campaign, where Garnier Bangladesh encouraged the audience to participate and win gift hampers by lucky draw. But Valentine's Day campaign was not a "call to action" type campaign. In this campaign Garnier Bangladesh encouraged their customers to buy combo products from their authorized online selling partners (shajgoj.com and chaldal.com); on 15% discount.



Digital Contents for the Campaign

The campaign was started from 10th February, 2019 and supposed to run till 15th February, 2019 but due to customers special requests we had to extend the campaign till 28th February, 2019. It was a huge success for Garnier Bangladesh.

Research Methodology

To make this report more knowledgeable and informative, it was needed to gather information from multiple sources. Hence, data's and information's are assembled from both primary and secondary sources to make this report more acceptable.

Primary Sources

Taking interviews from the employees of WAVEMAKER Bangladesh; which helped to understand their activities, motto, services they provide to their clients and work ethics of the company.

Secondary Sources

- From the website of WAVEMAKER Global
- Facebook and Google
- Free online research papers and PDF's

Scope of the Report

This report includes both practical learning and theoretical knowledge along with experiences that are gathered throughout the internship period from WAVEMAKER Bangladesh. Working with WAVEMAKER Bangladesh has provided an enormous opportunity to learn about the nature of the company, their performance in the digital platforms and their current position among the other competitors, present market condition of renowned brands in Bangladesh. It has also helped to learn about digital media like Google, Facebook, Instagram, YouTube and others as WAVEMAKER Bangladesh is working with these digital giants.

Limitations of the Report

During the preparation of this report there were few boundaries and limitations. The limitations of this report are following-

Major limitation of this report was time constraint, as I had to prepare this report alongside my regular office work.

Another major problem I faced was unavailability of data. Data's are always confidential so company and their clients do not want to disclose their data's regarding managerial process, strategies and marketing plans.

- Some information was not available in the company website.
- Lack of information regarding social media marketing in scholar websites.
- Restrictions on using online articles.
- Unavailability of information on competitor's website and annual reports.
- Restrictions on taking interviews of clients.

Research Findings

After the **Valentine's Day Campaign**, I came to a point that our campaign got a huge success. Because when I analyze the before and after data's of the campaign I was shocked to find out that total customer engagement, reach, average engagement and average reach increased enormously. Here is the statistics of the campaign-

Statistics before the campaign

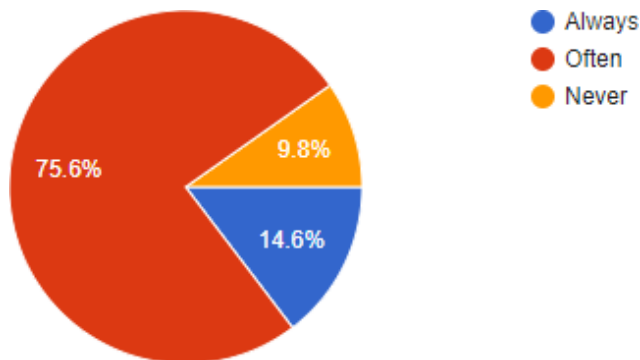
Number of Posts	05
Total Engagement	3,167
Avg. Engagement (P/post)	633
Total Reach	62,144
Avg. Reach (P/post)	12,429

Statistics after the campaign

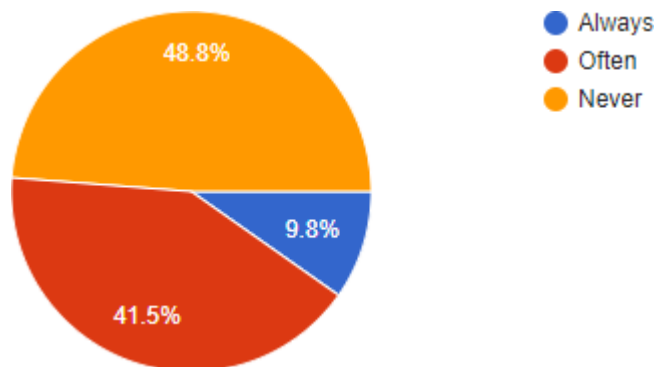
Number of Posts	05
Total Engagement	51,051
Avg. Engagement (P/post)	10,210
Total Reach	2,305,807
Avg. Reach (P/post)	461,161

To find out the impact of digital media on Garnier Bangladesh, I had to run a survey among the customers. Total audience was 40 and found that 14.6% respondent are always response towards digital communications and 75.6% are quite positive responding to digital communications. Moreover, 48.8% respondents do not respond towards traditional marketing. Lastly, 53.7% respondents sees Garnier advertisements in Facebook which is the highest in terms of marketers approach towards end consumers.

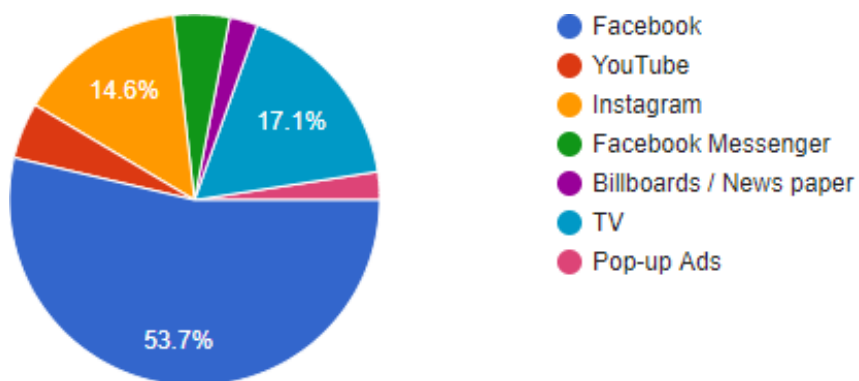
- **How often you response on digital media advertisement? (Facebook, Instagrametc.)**



- **How often you response on traditional advertisement? (TV, Newspaperetc.)**



- **Where do you see most of the Garnieradvertisement?**



Recommendations

Sometimes, due to the miscalculation of proper audience or selection of a wrong target group results to a campaign failure. So, digital marketers should be more accurate in terms of target audience selection.

In social media world, trends are very dynamic so brands should be more dynamic and fast. Otherwise they may lose the opportunity to hit the goal.

Sometimes, advertisements or contents brands put on their social media platforms, does not make any sense. Which creates confusion among consumers and consumers got a wrong message from the brands. It hampers a brands reputation. In many cases, when customers communicates with the brand personnel through message on social media platforms, and they remains unanswered it or not well answered; could create negative impression towards a brand. So brands should stay aware about these issues.

Conclusion

Marketing through social media has opened a new opportunity for brands. As it is easy, cost effective, time consuming and very much target oriented.

On the other hand from the consumer perspective it is very much time consuming because they can learn and compare brands from anywhere, anytime! They don't need to move shop to shop to learn about products. Not only that, through social media brands can communicate with their end consumers and consumers can talk to their brand personnel's anytime! Customer can justify their any queries whenever they want, it's really helpful for them as well as brands because it helps brands to gain customer feedback. But only social media marketing or digital media promotion cannot help a brand to achieve its goal.

Because, still a large number of customer follows traditional marketing. This group of customer felt more comfortable in traditional stuff rather than digital or social media things. So, brands should go for the both social and digital media marketing and traditional marketing but based on the market scenario or customer type they should use which serves the best. And for that, customer behavior or market study is important for brands.

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Survey Questionnaire

Impact of digital marketing on brand promotion "Garnier Bangladesh"

* Required

1. 1. What is your gender?*

Mark only one oval.

- Female
- Male
- Prefer not to say

2. 2. What is your occupation?*

Mark only one oval.

- Service
- Student
- Self-employed
- Business
- Not employed yet

3. 3. Which one of is your preferred daily usable brand?*

Mark only one oval.

- Ponds
- Garnier
- Nivea
- Other

4. 4. How often you response on digital media advertisement?(Facebook,Instagrametc) *

Mark only one oval.

- Always
- Often
- Never

5. 5. How often you response on traditional advertisement?(TV,Newspaperetc)*

Mark only one oval.

- Always
- Often
- Never

6. 6. Where do you see most of the Garnier advertisement?*

Mark only one oval.

- Facebook
- YouTube
- Instagram
- Facebook Messenger
- Billboards / Newspaper
- TV
- Other: _____

7. 7. Are you comfortable buying original Garnier products from official page?*

Mark only one oval.

- Yes
- No
- Maybe

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