

Report On

**How digital marketing helps
BELLO to reach their target group**

BELLO

By

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**An internship report submitted to the BRAC Business School in partial
fulfillment of the requirements for the degree of
Bachelor of Business Administration**

**BRAC Business School
Brac University
May2019**

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Student Full Name
Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Tania Akter
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Ma'am,

I have done my internship from BELLO Footwears 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 BELLO Footwears and decided to write my internship report on “How digital marketing helps BELLO to reach their target group (BELLO Footwears)”.

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.

Sincerely yours,

Salman Bin Firoz
Student ID- 13104078
BRAC Business School
BRAC University
Date: May 08, 2019

Acknowledgement

All praises are due to Allah; for Him being Generous and Merciful this internship period and the report writing has been a smooth journey for me. This report has reached its completion due to the joint effort of many individuals. As such, I have to express my gratitude towards everyone.

First of all, I would like to thank my advisor Ma'am **Tania Akter** for the moral support from the onset and throughout, providing me with the necessary guidance and information related to marketing field which was needed to design this report exactly the way I wanted.

Secondly we would like to thank **MS. Sabrina Rahman Diya**, the Co-founder and Marketing Head of **BELLO**, for her precious time and valuable opinion. She has helped a lot for this report.

We would like to thank **BRAC University** for the working environment of the lab; where we spent hours together to prepare this report. We are really indebt to all the people who helped us in preparing this report.

Finally, I would have to thank my family and friends who also supported me during the preparation of this report.

Executive Summary

The following write up is a reflection of my work at BEELO footwears and my understanding of the Digital Marketing Industry and how it functions. The journey of my internship started on 1st January 2019 and ended in 27th April 2019. During these 4 months I was rather treated as a full time employee at my workplace which apparently helped to understand the digital culture more prominently and helped me to gather knowledge on how the agencies functions in Bangladesh.

This paper focuses on Digital marketing, International Marketing and Foreign market entry modes and strategies of BELLO. We tried to analyze the entry modes and different strategies and decision makings of BELLO. BELLO is a manufacturer of handcrafted shoes based in Bangladesh. They are operating as online sellers and have captured a part of the niche market for handcrafted shoes in Bangladesh. After a successful spell in the local market, they are now selling products in foreign countries. However, the management thinks just selling of products online will not be enough and they should come up with an entry method for expanding in a new market. This paper contains many important issues like effectiveness of digital marketing, how it helps BELLO to reach their target group, importance of International business, international marketing, choosing a suitable market for sustainable growth, explaining the entry modes for an aspiring organization into a market in a different country and importance of choosing the right geographic location.

I have gathered information about their planning process, entry and exit strategies, survival strategy, operational plans, supply chain management, marketing plans, four year's forecasting income statements, market selection steps, customer segmentation and challenges.

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Chapter 1

Company Overview

1.1 About BELLO

BELLO is a footwear brand based in Bangladesh. It is a sister concern of wiz.art Bangladesh. It's an online business where they offer handcrafted 100 % pure leather footwear. BELLO items speak to the zenith of Bangladeshi craftsmanship and are unparalleled for its quality. They make progress toward flawlessness with regards to clients decision of structure. BELLO shoes are made by a mix of customary Bangladeshi and English techniques, joined with trustworthy innovation and a blameless scrupulousness, changing a bit of great calfskin into an extravagance shoe. BELLO brand inspires an outlook—a frame of mind, not an age. It's a genuine unique, continually characterizing design's next walk forward. Intended for the sure, attractive, tasteful man, BELLO is a worldwide name that exemplifies an exotic, complex way of life. All the more critically, it is an encounter. BELLO has some expertise in amazing style footwear offering an unparalleled shopping background with a vivacious vibe.

1.2 History of BELLO

BELLO a footwear brand was founded in 2017 by Sabrina Rahman and Chief Designer Salman Bin Firoz, its passion and vision was to save the handcraftsmanship of South Asia. BELLO has a humble beginning, starting in Bangladesh. Their goal was to make custom shoes available to more people, and to share their knowledge and love of their craft. Fortunately, they always had a keen interest in keeping the art of shoemaking alive. Their story starts in the year 2016 of every a little region of Narayangonj, Bangladesh. Where they

met with Aunjon, a neighborhood, who made handcrafted cowhide shoes in a little workshop professionally. On visiting the workshop, they felt so pleased and charmed to see crafted by the little gathering of capable specialists. Be that as it may, not all things be going great. They discovered that Aunjon's art just as different shoemakers in the area were at the danger of eradication as a result of the absence of fundamental assets and request in the nearby market - all the outcome of large scale manufacturing. Rahman needed to disregard the customary sexual orientation predispositions in the general public to move in the direction of transforming this art into an eminent brand. They were resolved to make this specialty known to the world. From that point forward there has been no thinking back.

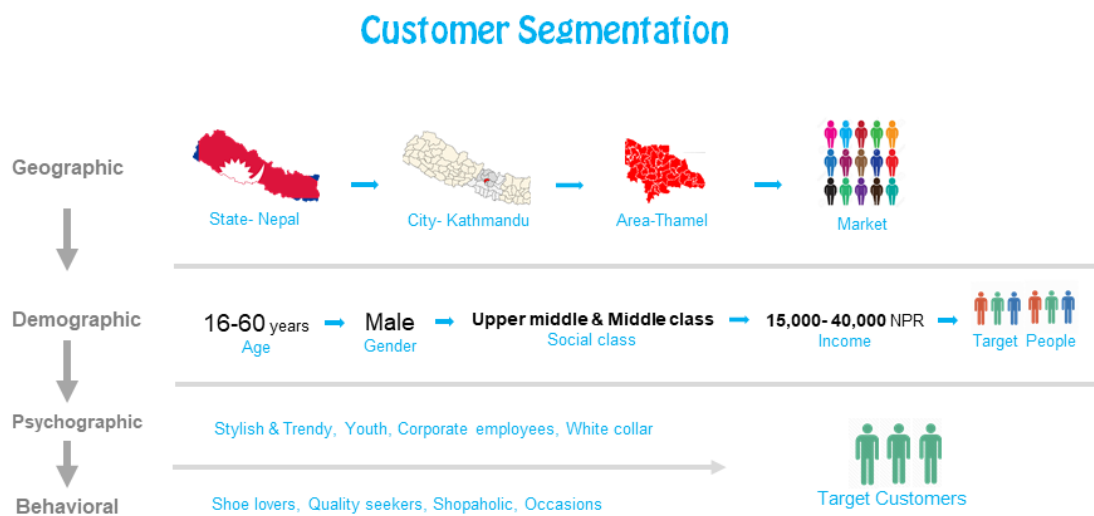
1.3 Value Proposition

1. Many of us do not know that crafting shoes is an art form which is now about to extinction. But BELLO products represents the pinnacle of Bangladeshi craftmanship.
2. They provide 100% pure and finest quality leather.
3. There are different types of leather and colorful leathers are available in their stocks.
4. They center around subtleties and take a stab at flawlessness with regards to clients decision of structure. BELLO shoes are made by a mix of customary Bangladeshi and English strategies by the apt hands and a regard for subtleties.
5. As the shoes are handcrafted, it last for longer periods.

1.4 Customer Segmentation

By the Market Screening Model, we have segmented the market and the customers. In the Geographic segmentation, BELLO should not cover the whole Nepal. They have to focus on the metro city which is Kathmandu, capital of Nepal. Then they have to choose an area where

they can get lots of people to reach which is Thamel, very popular area. After getting people, they have to do Demographic segmentation according to their age, gender, social class and income. BELLO's target groups are 16-60 years male, they can be upper middle or middle class, earning 15,000-40,000 NPR. In the Psychographic segmentation, this target people can be youth, can be stylish and trendy or corporate persons or white collars but they should have the tendency to buy leather shoes and they will be BELLO's ultimate target customers.



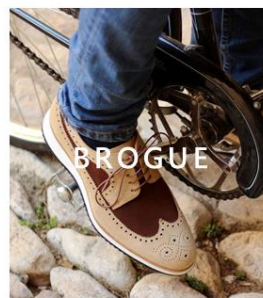
1.5 Production

BELLO will continue manufacturing shoes in a facility located in Narayanganj, Bangladesh. The facility boasts skilled designers, cheap labor force and receives supply of leather from tanneries nearby. The manufacturing process includes designing, cutting, edging, assembling, dyeing, polishing, packaging. The entire process takes 3 to 4 days, until a finished product is made. In addition, the current hardware and work power is equipped for making up to 20 shoes per day. It will take 5 working days to make 100 sets of shoes. The production process is lengthy because BELLO makes shoes which are uniquely handcrafted with quality leather. Since BELLO's factory is based in Bangladesh, it benefits from cheap cost of labor. Furthermore, Bangladesh is renowned for quality leather; making BELLO's shoes a well-rounded fashionable product.

NEW ARRIVALS



CATEGORY OF SHOES



Chapter 2

Research Background

2.1 Origin of the Report

The motivation behind this report is to satisfy the necessity for finishing the temporary position program. From the three-months time of my entry level position at BELLO Footwears and under the supervision of Tania Akter, this report has been readied.

2.2 Objectives

- To focus and discuss the Digital Marketing Strategies of BELLO.
- To give an overview of BELLO and how they do marketing of their products after manufacturing.
- To analyze the market segments and target groups of BELLO.
- To focus on the benefits, reasons of Digital Marketing for BELLO.
- To analyze the budget which is spent yearly for the marketing purposes and the output.

2.3 Sources and Methodology

The data required for and presented in the report are collected mostly from the primary sources.

Primary sources:

- ✓ Interviews of the founders
- ✓ Meeting with the employees

- ✓ Factory visits

Secondary sources:

- ✓ Annual report of BELLO of the last year
- ✓ Different publications of BELLO
- ✓ Internet research
- ✓ Social medias

2.4 Statement of the problem

Dramatic Changes in the digital media algorithm.

2.5 Limitations

Difficulty in data collection and time constraint have caused the term paper to be a bit contracted in some of the areas. The paper could have flourished to the fullest extent if it had a longer duration and sufficient data to cover all the necessary aspects related to the shoe sector. These limitations, coupled with the lack of manual access in some expertise have prevented the paper to become a perfect one. However, repeated and sincere efforts have been given to ensure the accuracy of the data used in this study.

2.6 Scope of the Study

Initial survey will provide us the online marketing strategies of BELLO and as the population of this research are the members of different age groups; it will give us the accurate information. This paper is focusing on the experimental type of research. Here both primary

and secondary data has been taken into account. From analyzing previous studies, the questionnaire was developed. For the survey, the research only focuses on people who have already had interactions with target group. The service and quality are Factors effecting customer experience of BELLO measured gender, age and occupation wise. We have 15 questions in short so that it will be easy for the respondents to response.

2.7 Significance of the Study

By doing this research we have gained some potential information of the online marketing and what are their lacking and tried to find out how to overcome it. Moreover, this research has also found the level of customer expectation and satisfaction regarding online promotions. This report has the potentiality to help the brand practitioners regarding the very topic of online marketing. It has the clear knowledge about how the survey has found the customer perceptions and executes the result to convey it to the generals who need the research for their fair decision. Again, based on the results it will be helping the organization by giving some recommendations. Furthermore, the paper has been focused in finding the effective way of online marketing. The company can also have the clear idea about what general customers want and does not want.

2.8 Respondents & Sampling Procedures

For this research, the overall population can be considered as the customers of BELLO. People who have had at least one experience on shopping at BELLO are the population for this report. Sample is a subset of the population that is selected for a research. Thus, from the total customers only some people were taken as the respondent for this research.

As in this research population is known, probability sampling has been used. To be more precise, the sample random sampling technique was followed for this report. From secondary data it has been found that, BELLO has an average of 1000+ customers a day. From those customers, randomly chosen 80 respondents were taken to collect the information for this report.

2.9 Sample size

This examination took in the study of 80 clients to comprehend their point of view towards the web based showcasing of BELLO. The study was led on online stages with the assistance of Google structure. The poll was made from the learning accumulated by perusing past examinations. By topping off the structure, clients of BELLO displayed the knowledge on BELLO's web based advertising systems.

2.10 Literature Review

This report is all about Digital media marketing (social 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. 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. 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 labour. 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. 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).

Chapter 3

How digital marketing helps BELLO to reach their target group

3.1 Learning & Experience in BELLO

During my four months of internship program, I was assigned to maintain BELLO official Facebook page where my responsibilities includes- reaching their target group, making promotional campaigns considering their geographic location. 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 Sabrina Rahman Diya used to monitor my weekly activities and I had to report her about my findings.

I joined BELLO on 1st January 2019 and since then I worked on various campaigns, community management and strategy development meetings –now I’m going to describe all of those one by one.

3.2 Major Ad Placements

BELLO always plans to reach their target audiences by giving ads in major places. Facebook advertisements are a fragile equalization, where you need to weigh up such a significant number of various destinations, promotion types, positions, and sizes so as to get the creative just right. One of the main spots to begin, a long time before thinking about a picture

or feature, is the stage and gadget arrangement. Here's the manner by which to pick between the three choices.

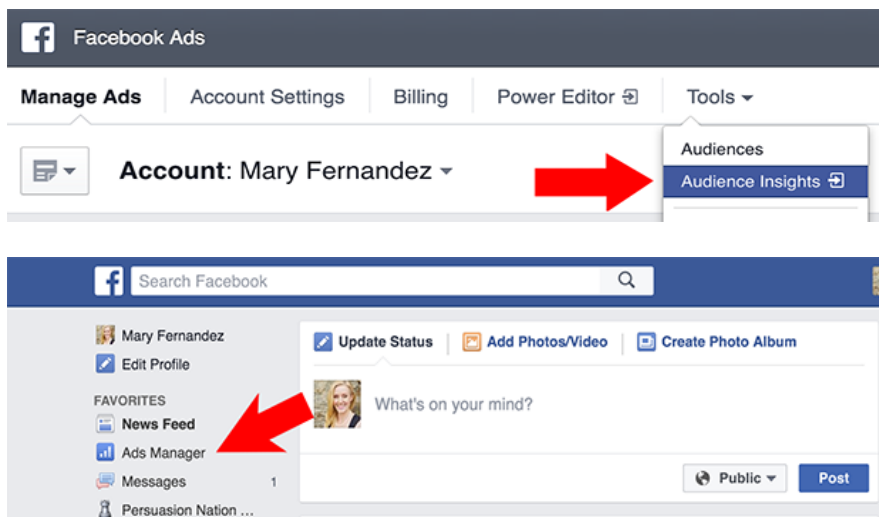


3.3 Creating Custom Audience

Making custom gathering of people is significant. To start with, we need to go to our Facebook record and snap on Ads Manager from the sidebar. From our Ads Manager dashboard, select Tools » Audience Insights.

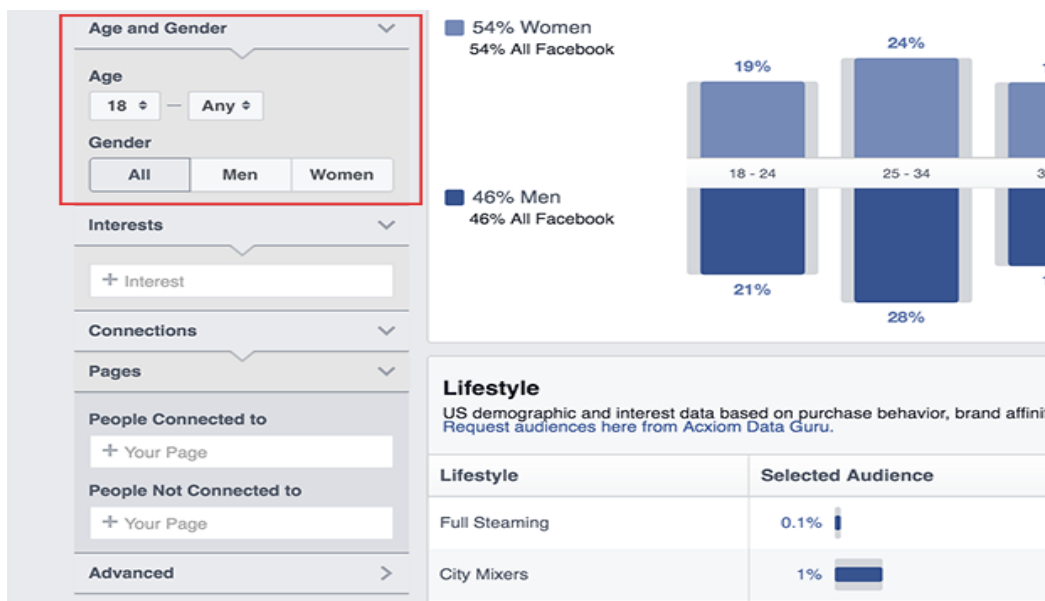
This will open up another tab with an exchange box. We have three options: we can either make our group of onlookers without any preparation, begin with the general population associated with our page, or we can pick a custom gathering of people we have just made.

We can just select Everyone on Facebook.

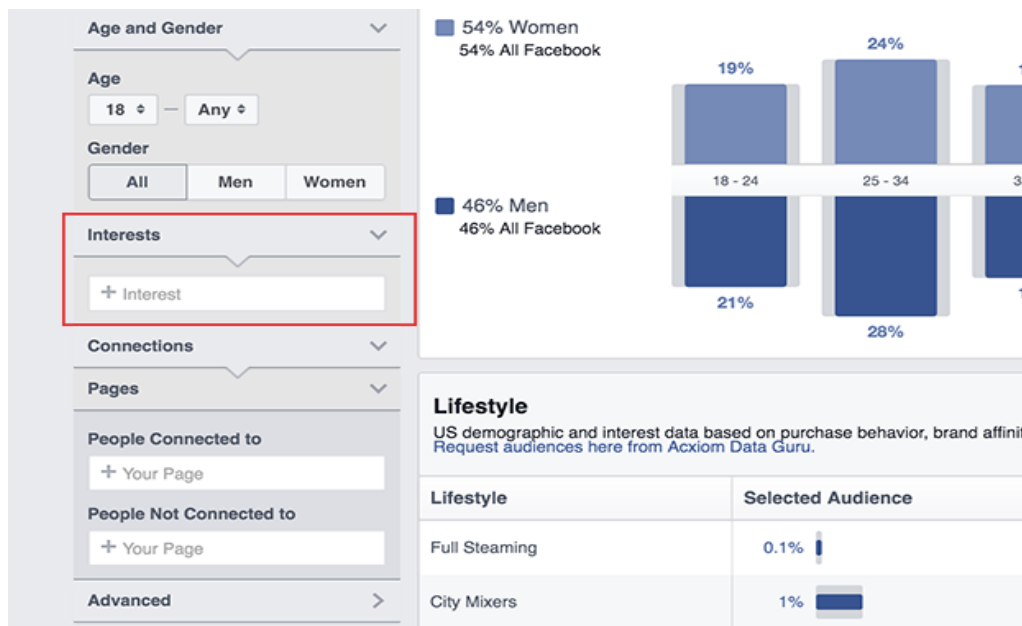


Now, we will be incited to add nations to our crowd. The United States has been included consequently. For the time being, we should leave this area in its present condition. (Be that as it may, in the event that we will be focusing on a generally little crowd, we might need to include more nations)

Next, we need to alter the age and sexual orientation to coordinate our objective client. With the end goal of this model, we're going to disregard it to incorporate people age 18 years and up.



The following field, the Interests Field, is significant. This is the place we get to truly focus on our optimal client. Under the Interests field, type for the sake of a Facebook fan page we need to target. For example, suppose our optimal clients are individuals who perused Social Media Examiner. Since Social Media Examiner has a Facebook fan page, we can target individuals who "like" their page.



3.4 Retargeting to stay top

At the point when clients achieve your store right off the bat in their buy venture — regardless of whether they originate from an enlightening watchword look, visitor blog entry interface, show advertisement or some other methods — they're likely not going to make a buy that visit. That is normal and it's alright. You can stay in the thought stage and take those clients back to your store through re-focusing on endeavors.

Various advanced channels offer re-focusing on battle alternatives. You can utilize AdWords to run look re-focusing on, Google Display Network or a DSP, or Facebook for re-focusing on work area and cell phones. Knowing who your group of onlookers is and what channels they use will enable you to choose what the best channels are for your re-focusing on activities. The rundown of combinations above is useful for deciding channel ROI from publicizing endeavors and can be an extraordinary beginning stage in making sense of where re-focusing on might most bode well for your image.

Picking up a profound comprehension of who your clients are and what inspires them will enable you to characterize an increasingly qualified gathering of people. At exactly that point

would you be able to utilize advanced channels to contact that crowd, and drive higher quality traffic, enhance site commitment and, above all, increment deals.



WEBSITE VISITORS RETARGETED WITH DISPLAY
ADS ARE 70% MORE LIKELY TO CONVERT.

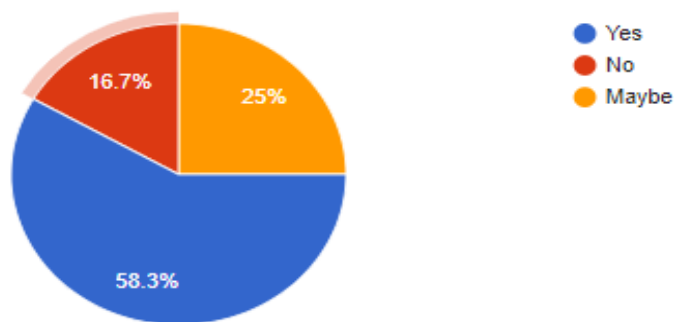
Chapter 4

Analysis of the data

4.1: Interpretation of the Data:

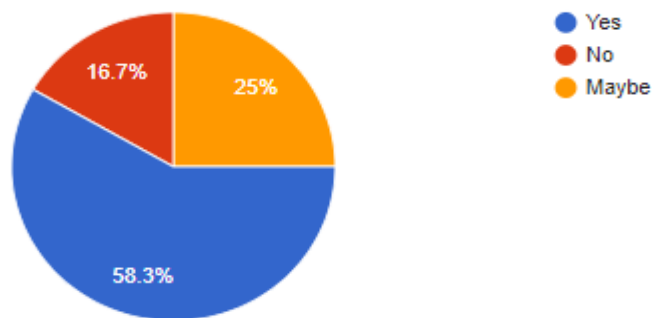
The questionnaire comprises of some fundamental inquiries which mirror that client's statistic and inclination. Study questionnaire is made in light of a couple of variables that have explicitly or by suggestion sway on the organization web based promoting. In the accompanying segment, portrayal of the review result is given:

Are you familiar with the brand name of BELLO?



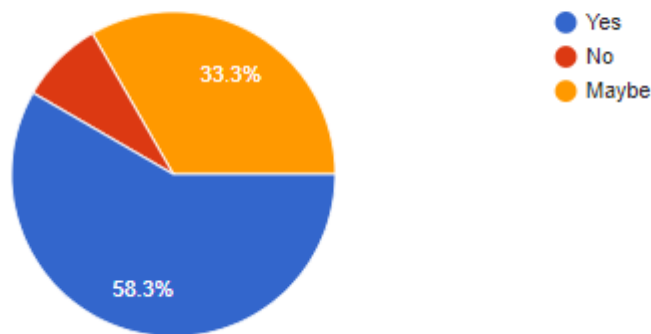
Regarding recognition, Maximum number of clients said they are either incredibly comfortable or acquainted with BELLO. The principle reason can be the immense number of ads and crusades kept running by BELLO on their on location, Facebook page, YouTube channel, Instagram and other internet based life.

Did you watch any advertisement of BELLO on social medias?



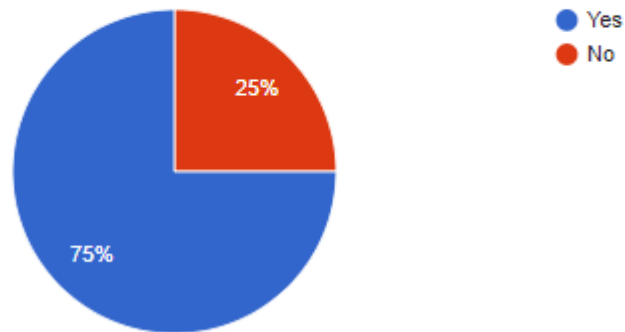
So as to comprehend the achievement rate of ad, the clients were gotten some information about how consistently they see BELLO promotions in various medias. 51.3% of them said they discovers BELLO Ads normally. Though just 16.7% said they can discover all the time. This measurement can speak to the animation of BELLO internet promoting group.

Can you identify BELLO logo?



An extraordinary number of individuals (58.3%) can distinguish BELLO logo effectively. Which is an extraordinary accomplishment of Online promoting group I accept. Despite the fact that a not very many of the respondents can't or get befuddled to distinguish the logo.

Do the advertisements attract you?



So as to comprehend the engaging quality of the promotions they were posed this inquiry. Max 75% respondents said Ads are alluring, while 25% are not completely happy with the engaging quality. There is an extent of upgrades.

Conclusion and Recommendations

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.

Sometimes, advertisement 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.

But only social media marketing or digital media promotion cannot help a brand to achieve its goal. Because, still a large number of customer fond of 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 behaviour or market study is important for brands.

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Appendix

How digital marketing helps BELLO to reach their target group

What is your gender?

- Female
- Male
- Prefer not to say
- Other:

What is your age?

- 16-20
- 21-25
- 26-30
- Above 30

What is your occupation?

- Student
- Service
- Business
- Other

How often you response on digital media advertisement?
(Facebook,Instagram etc)

- Always
- Often
- Never

Location

- Inside Dhaka
- Outside Dhaka (In Bangladesh)
- Abroad

Are you familiar with the concept of online market place?

- Yes
- No

Are you familiar with the brand name of BELLO?

- Yes
- No
- Maybe

When you did first hear about BELLO?

- Never heard of it
- 3 months ago
- 6 months ago

Did you watch any advertisement of BELLO on social medias?

- Yes
- No
- Maybe

How often you visit

- Regularly
- Often
- Very often
- Never

Can you identify BELLO logo?

- Yes
- No
- Maybe

Do the advertisements attract you?

- Yes
- No