

TRYNIX

Internship report

On

Effectiveness of LinkedIn as Marketing Tool

An Internship Report Presented to The Faculty of BRAC Business School in Partial Fulfillment of the Requirement for the Degree of Bachelor of Business Administration

Submitted To:

Md.Fazla Mohiuddin

Lecturer

BRAC Business School

Submitted by:

Rubayet Amin

ID: 14204080



Inspiring Excellence

BRAC University, 66 Mohakhali, Dhaka-1212

Report on
Effectiveness of LinkedIn as a marketing tool

Letter of Transmittal:

Md. Fazla Mohiuddin

BRAC Business School

BRAC University 66, Mohakhali, Dhaka 1212, Bangladesh

Subject: Submission of the Internship report.

Dear Sir,

I feel massive pleasure in presenting to your good self, the internship report as a part of our program requirement. I found this report to be truly challenging in many aspects, indeed. This report is the result of the knowledge which has been acquired from the all the courses I have completed throughout my journey of achieving the degree of Bachelor of Business Administration. Writing this report itself was truly a comprehensive learning experience.

The report mainly revolves around the learning experience of mine during my internship tenure at Tryonyx Ltd. In this report, I tried my level best to reflect what I have learned from working at a startup organization and how I implemented the knowledge that I gathered from my learnings from the university courses that I attended.

I have tried my level best to complete the report with respect to the desired requirements for the fulfillment of the course BUS400. However, if any explaining is required, I would be honored to oblige thereby. Kindly accept this humble effort of bringing forward my research and findings on the subject matter, which is “Effectiveness of LinkedIn as a marketing tool for a lifestyle magazine”.

Lastly, I wholeheartedly thank you for giving me such a wonderful opportunity.

Sincerely,

Rubayet Amin

14204080

BRAC Business School

Letter of endorsement from the supervisor faculty

5th May, 2019

Dear concerned,

I am writing to give my support and endorsement to Rubayet Amin's application for internship program in Tryonyx Limited. Rubayet Amin has tried to acquire knowledge and skills in the area of Marketing from his internship tenure at Tryonyx. His interaction with the faculty members and other students has always been with integrity and respect. He adheres to the ethical guidelines set out in his professional standards of practice. It is without reservation that I endorse Rubayet Amin's application for internship program in Tryonyx Limited. If you have any questions or need further information, please contact me at m.fazla@bracu.ac.bd.

Sincerely,

MD. Fazla Mohiuddin

Lecturer,

BRAC University.

Signature & Date

Acknowledgement

First of all, I would like to Thank Almighty Allah and my parents for their grace and blessings in accomplishment my internship report timely.

I would like to express my gratitude to my honorable supervisor Md. Fazla Mohiuddin from the core of my heart for his kind support, supervision, instructions and advices for the completion of this report.

I am also thankful to the whole team of “Tryonyx Ltd” for giving me the opportunity to work with them in their business development department and also providing me with the data and insights that were required for making this report.

The experience that I have gathered has given me a head start in terms of future career planning. I believe that this opportunity has prepared me for taking up new challenges in future.

I have tried my best to give the highest effort to come up with this report.

Executive Summary

This report reflects the first hand experience and knowledge I gathered during my tenure at Tryonyx Ltd. Though my work was solely based on the Business Development department but I got the opportunity to collaborate and work closely with the marketing team as well. As a result, I gathered data and tried to evaluate the different marketing mediums Tryonyx used to promote their products. Among these mediums, LinkedIn was one of the crucial one when it came to business to business marketing and lead generating. However, we found it really hard to promote our product and get significant response from our target audiences at LinkedIn's platform. In this report I analyzed the reason behind the inefficiencies and the back draw we faced while trying to market our product via LinkedIn. Also, not having similar features like other social media platforms like Facebook, Twitter or Instagram made it more challenging for us to utilize LinkedIn to it's full potential. I also realized that LinkedIn has only catered to the needs of a niche target audience at Bangladesh. Among these group of people, most of them are either looking for jobs or established their position in somewhere which has made them come to the platform in hope of extending their network more. The report mainly deals with overall marketing experience on LinkedIn and the challenges we faced and some suggestions to overcome those challenges as well. The whole analysis of the report was done using both qualitative and quantitative measures. Before coming to any conclusion from this report, it should be kept in mind that, it was prepared in a very short period of time, there were difficulties in finding the data as Tryonyx Ltd. is a start-up business and last but not the least, the survey sample size is fairly small which has been the biggest obstacle for reaching a conclusion. However, the report may still be useful for designing any further study on effectiveness of marketing on a platform like LinkedIn.

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1.0. Company Overview:

Tryonyx deals with variety of developed software for enterprises and commercial apps. Based in Singapore at Tryonyx Complex, 66 Horne Rd, 20, SG; the company's payroll module has been highly successful in the textile industry for complying with the legal labor requirements and also for being the most affordable professional payroll tool in the industry. It's being utilized in 30 factories which are mostly spinning mills, weaving mills, dyeing mills, and readymade garments factories. Tryonyx provides complementary modules to enhance features for the textile industry. Its advertisement, marketing, public relations and entertainment team have led breakthrough campaigns for companies like United Group, Noman Group, National Polymer, Government of Bangladesh and more. Tryonyx has previously managed successful platforms like printed magazine, digital radio, and online news portals. Tryonyx has also led the marketing of Le Facon's, a local fashion online retailer with huge success and efficiency. It has recently started working on an E-Commerce platform that is scheduled to launch in the market within the second quarter of 2019. Other than these products and services, Tryonyx's BPO provides call center services, business operation modules and digital marketing services. It's BPO clients are based in Bangladesh, Singapore, and Canada so far. The company also provides consultancy in the field of digital transformation, family business and marketing.

1.1. History of Tryonyx:

Tryonyx is a Singapore based IT company. The main businesses that Tryonyx deals with are Software Development, BPO, E-Commerce, and Entertainment. So far, the organization has successfully implemented significant enterprise resource planning software like Oracle EBS and Microsoft Dynamics in internet service providers, manufacturing, and service industries.

Tryonyx started its journey in Bangladesh from December, 2018. One of the renowned businessmen of Bangladesh textile industry, Mr. Abdullah Mohammad Talha brought Tryonyx to the local market by partnering up with Mr. S M Arif Faisal. Since then, as a start-up Tryonyx is operating as a holding company by having different products or services under its banner and catering to the local business industry. So far, Tryonyx has come up with a trading company: Recipro and an online lifestyle magazine: The Prestige. There are more products and services lined up for the future.

Currently Tryonyx has 22 employees who are working on different projects. Its catering to the needs of clients like: Noman Terry Towel Mills Ltd, Unigas, GenAir, S Alam group etc.

1.2. Various concerns of Tryonyx:

Recipro Trading:

Recipro Trading's main products are industrial grade accessories which are Cartons & Cardboard for Packaging, Offset Printed Products, Labels & Tags, Poly Bags, PVC Bags, Zipper Bags, Elastic, Drawstring Products & Ribbons, Twill tapes, Sewing Threads, Hanger, Gum Tape, Shopping Bags, Paper Tube etc. These are basically biproducts that all the garments and textile mills produce for exporting their products offshore. So, Recipro gets into partnership with such mills and companies to outsource the production system and then sells these products in the local market where other smaller garments and factories are their main target customers.

The Prestige.global:

The Prestige.Global is a premium online interactive web portal based in Dhaka, Bangladesh. It aspires to provide surfers with an interactive and fun browsing experience with the help of graphical, video and animated content. The Prestige hopes to represent Bangladesh in the digital transformation and Innovation ecosystem landscape globally. The wide array of content opportunities shall help build subsidiary multi-media and digital industries such as the designing, animating, editing and analytics industry.

It aspires to provide surfers with 'never-seen-before' interactive platforms and signature content representing Bangladesh's cultural and economic landscape via five streams initially: Arts and Entertainment, Fashion, Lifestyle, Food and Technology.

The Prestige aims to establish signature written and graphical content benchmarks that have never been seen in Bangladesh before with the help of intensive web technology and use of interactive platforms.

The Prestige team aspires to stretch website and content development possibilities to its limits with the help of its young and aggressive team. It is equipped with five streams of content currently – Food, Fashion, Lifestyle, Arts and Entertainment and Technology. The Prestige aims to tie in digital marketing, intense web development and explore a new frontier of immersive surfing experience for internet users in Bangladesh.

The Prestige has a team of 10-12 young and culturally able and driven personalities working relentlessly to achieve Excellency and brilliance in each segment, using inspiration not just from demographic analytics, but from personal experience as well.

Name Ninja:

Name Ninja is an upcoming Android and iOS based application. It's a name generator app that is the first of its kind in Bangladesh. In this application, people can open their own name generation contest where all the users get a chance to utilize their creativity and submit the names for any organization, person, community etc. The person who submitted the best name will win the contest and will be entitled to a prize which will be pre announced by the owner of the contest. Name Ninja will get a percentage out of each dollar spent for generating the contest. Also, online advertisements and clicks will generate more revenue for the application.

E- Pharmacy:

The Online Pharmacy that is to be launched under the banner of Tryonyx ltd. is yet to be named. But it is very close to releasing the first beta version. The unique selling proposition of this application is that anyone can buy their desired medicine just by tapping the mobile screen 4 times. The user needs to open the application, click on the camera button, take a picture of their prescription and send it to the customer care agent. The agent will get back to the user and confirm their order instantly. Once the order is confirmed, the delivery man will reach the user's destination within 2 hours from the time of order placement.

Apart from prescribed medicine, users can also purchase over the counter medicines like Paracetamol, Oral Saline, Painkiller, Metronidazole etc.

Other than medicine delivery service, the E- Pharmacy will have an on-demand nurse, physiotherapist service, where they can book nurses and physiotherapists nearby as per their demands and requirements. But, the beta version of the application will not have this feature available. It is being developed as I am writing this report and would be deployable within the next month according to the progress the IT team has made so far. I am expecting that this will definitely have an impact similar to the ride sharing services that we are currently using. According to our research during the development of the project, we found that the demand for an in-house nurse or physiotherapist is very high among a certain target group in the market.

2.0 Significance of the Study:

Recently, social media has become the platform for interaction among the population of Bangladesh in which they generate, share and exchange information and ideas in digital networks and communities. Social media have been defined in various ways. The definition of social media according to Boyd & Ellison, “platform to create profiles, make explicit and traverse relationships” has been most used and cited (over 13,000 times) so far. Another definition, which was given by Kietzmann, Hermkens, McCarthy, & Silvestre identifies social media by the set of functionalities or “building blocks” that allow the creation and exchange of user-generated content. Also, social media depends on mobile and web-based technologies to produce interactive platforms where individuals and communities share, co-generate, make conversations and modify the contents as per need. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals. Social media different from traditional or modern media in several ways, including reach, frequency of publishing, utilization, sharing options, and permanent availability of the content.

For the last few years, social media sites are becoming popular platform for advertising products or services by the marketers. Apart from Facebook, Twitter and Instagram; LinkedIn is another platform that goes by the definition of social media but according to researches and various articles, LinkedIn is considered as a business oriented social media platform. But why is it called business oriented? Because, most of the professionals use this platform to share the experiences from their work life or connects with other

professionals, in other words, they use LinkedIn to build a professional network. Worldwide, LinkedIn is being used as an efficient marketing tool where companies get to showcase their work place, work environment or even product manufacturing, which is not only attracting general customers but also grabbing the attention of various other businesses. So, LinkedIn has become very popular as a business to business marketing tool in the outer world.

Statistics also don't differ much from what is being observed. LinkedIn crossed the half-billion user mark 2 years ago in 2017. Of all the users, 40 percent are actually logging in daily on LinkedIn. According to LinkedIn's own research, 80% business to business marketing leads from social media are coming directly from LinkedIn and 92% business to business marketers prefer LinkedIn over all other platforms. Also, it has been named as the most used social media platform by professionals on Fortunes 500 companies' list. Last but not the least, LinkedIn contents has twice the chance of converting a viewer into consumer than other social media platforms out there.

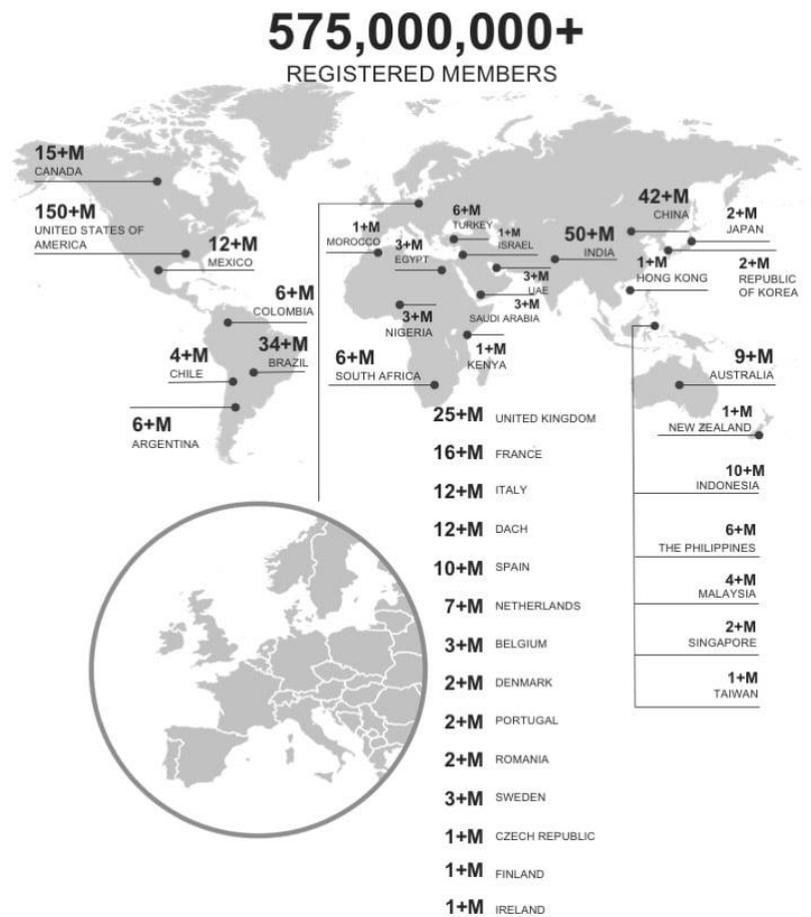


Figure 1: LinkedIn's user base worldwide

In Bangladesh, there are currently 801,974 LinkedIn users according to research conducted by Webable, a leading online marketing firm in Bangladesh. Many leading local companies are yet to mark their presence at a leading social media platform like LinkedIn. They can also incorporate brand communication through this platform for their brands, or promoting their products by utilizing the lead generation and exposure worldwide. Though this

situation is changing slowly. However, the awareness related to such an important lead generation platform is still inadequate among users. But we can hope that, in near future more and more firms will start their marketing and brand communication through LinkedIn. So, this report might be able to help existing international and local companies to have a good amount of insights on the benefit of having their brand present on LinkedIn.

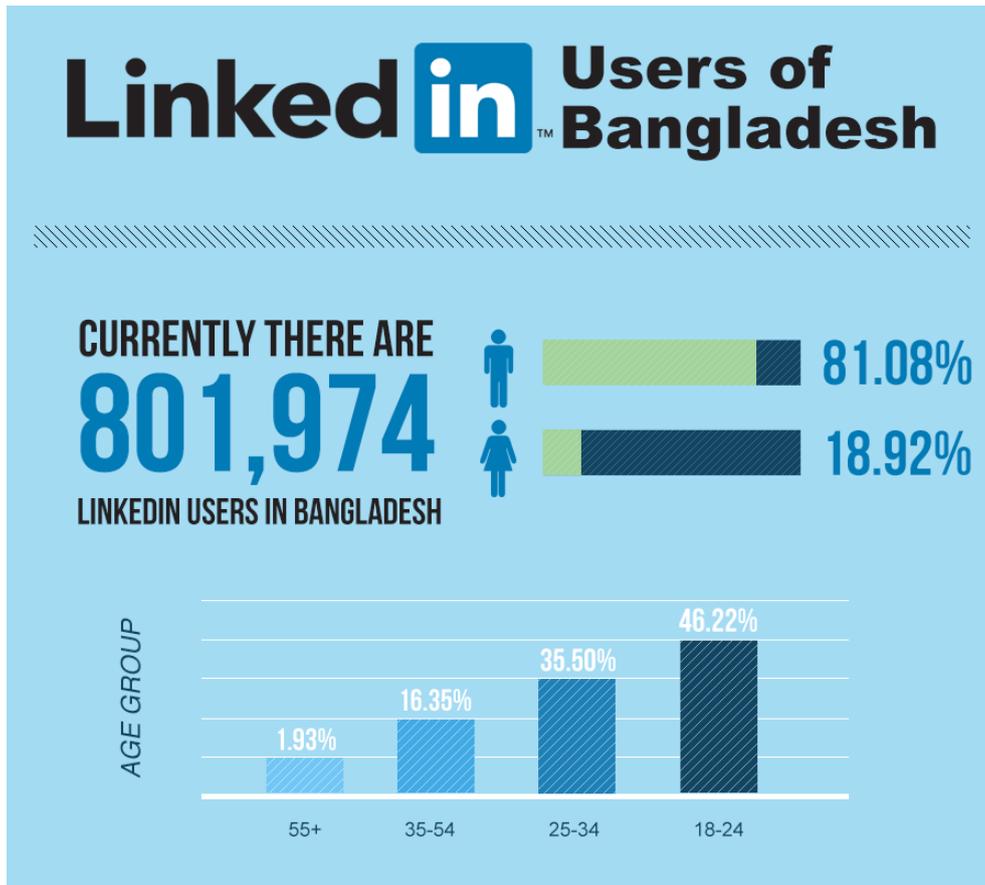


Figure 2: Statistics on LinkedIn users of Bangladesh

2.1. Statement of the problem:

In the report, my goal is to find out the effectiveness of presence of a lifestyle magazine brand on LinkedIn, other than that, I will try to find out the users’ usage pattern, reactions, reflections to what a brand posts on LinkedIn in context of Bangladesh’s demography. Apart from showing the results for the lifestyle magazine, I will try to differentiate and analyze the results against some other LinkedIn pages of established and multinational brands which has already cemented their place among the Bangladeshi LinkedIn user base.

2.2. Objective of the Study:

The objective of the study will revolve around gathering all the relative information on LinkedIn in respect to Bangladeshi user community and how they react to the different brands and if their responses are effective enough to generate leads regarding sales and marketing. The report includes all the available data and figures which shows various global and local brands' communication and marketing patterns on LinkedIn. Primary information will be collected from personal observation and statistics available on the platform itself. Other than that, internet, academic books and research papers will be the greater source of secondary information. Keeping all things in mind, I have divided the objectives into two different sections, major objective and minor objectives.

Major objective:

The report will be prepared with a vision of having thorough knowledge on the effectiveness marketing through LinkedIn. For achieving this, I will try to compare and contrast among the primary and secondary data that I have collected and try to reach a conclusion.

Minor or Sub-Objective:

In this part, I will try to figure out other aspects of marketing on LinkedIn, for example:

- a) Importance of LinkedIn in contrast to the other medium of brand communications.
- b) How global and local firms in Bangladesh are portraying their presence on LinkedIn
- c) To study LinkedIn user pattern in Bangladesh and how it impacts on marketing of a brand
- d) Objectives that users have in mind while coming into a business oriented social media platform like LinkedIn.
- e) What type of content can help a magazine to succeed into reaching it's target audience on LinkedIn.

3.0. Literature Review:

The goal of this study is the user reaction on brand pages in LinkedIn in context of Bangladesh. There are numerous researches that can be found online on brand communication and marketing strategies but there are very few related to the social media platform, especially LinkedIn. This report will discuss marketing strategy and its efficiency on LinkedIn, which is very crucial if we notice the foreign countries and their pattern of utilizing business oriented social media sites like this for lead generation.

In order to get to the conclusion, a survey was conducted to figure out the recent reaction and reflection of the LinkedIn users in Bangladesh and their preferences over brand communications. This report will also highlight the successful brand presence of some organization and try to analyze what played the role in making them such famous among the users. This part of the report includes thorough explanation of the theoretical studies and materials that would help us further in coming to a conclusion.

Theoretical definitions and their significancies are given below:

LinkedIn: According to the studies and definitions available online, LinkedIn is a social networking platform which was solely designed by keeping the business professionals' needs in mind. It helps anyone to share their work-related information with rest of the users and build a professional network.

Social media: There are numerous definitions of social media available on the research papers that are published online. One of the most prominent definition of social media refers to "Internet-based applications built on Web 2.0, while Web 2.0 refers to a concept as well as a platform for harnessing collective intelligence" (Huang & Benyoucef, 2013) "Social media, such as Facebook, Twitter, and LinkedIn, provide people with a pervasive network connectivity" (Asur & Huberman, 2010).

Social media marketing: the term redirects to the total culmination of gathering website traffic or attraction by utilizing social media sites. (Alves, Helena & Fernandes, Cristina & Raposo, Mario; 2016)

Likes: The total number of people who have pressed on the feature "Like" on a post which is already inside a page. (Pulido CM, Redondo-Sama G, Sordé-Martí T, Flecha R; 2018)

Post Reach: The total number of people who have seen any content that has been posted inside a page. (Media Rating Council (MRC), Interactive Advertising Bureau (IAB); 2013)

Unique Users: The number of users who have made any sort of engagement on a post or a page (clicking like, commenting, sharing etc. count as engagement). (Interactive Advertising Bureau (IAB), 2013)

Other than these information, I tried to utilize few of the studies that are available online on the global and local demography who are somehow related with LinkedIn and uses it's features.

4.0. Methodology:

The nature of the whole study are of descriptive and experimental in nature. I tried to maintain the LinkedIn page of a Lifestyle magazine which is a concern of Tryonyx Ltd. From the experiment I mainly observed the trends and audience behaviour. The data for the survey was collected from both primary and secondary sources.

Primary data:

To prepare this report I mostly relied on primary data, which was collected from a survey which I conducted myself face to face. Population of the study was LinkedIn users and the survey was conducted on a total of 20 people of different demography. Data was analyzed in factor analysis method and further Information also collected from the research and survey that was conducted on workplace by my co-workers at Tryonyx.

Variables for the research:

Dependent Variable: Reaction of LinkedIn users

Independent Variable: LinkedIn as a business marketing platform

Secondary data:

The secondary sources of data that were used to complete this report were mostly from:

- Tryonyx ltd's own research and survey to market their product.
- Journal, articles, newspaper and online content portals.
- LinkedIn's own research which is available on the platform.

Sampling:

The sampling for this survey was done based on selection as I have found that not too many people around us use LinkedIn, so I had to rely on the data collected from active users who happen to be my colleague or associates from the workplace.

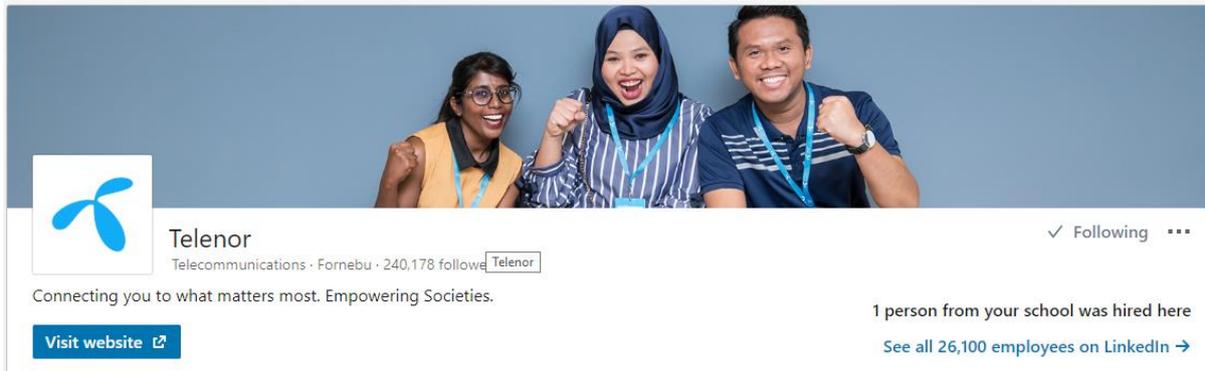
5.0. Limitations of the study:

To prepare and complete this report numerous challenges and limitations were experienced by me.

These limitations are:

- Finding the correct sample who were LinkedIn user as the size of the sample was very small.
- Collection of primary data was had to get my hands on as the correct information as often the sample did not feel comfortable and provided responses that were made up.
- Working at a start-up business itself is a limitation as I had to prepare the report without the help of any annual company overview and proper data collection of all the relevant fields and topics.
- If the timeframe for the research was longer I could have gathered more information.
- Because of monetary limitation a lot of other analysis couldn't have been conducted by me.
- The topic is fairly new even from a global perspective. Hence, relevant research and studies were really hard to find and gather.

6.0. Various global and local brand's presence on LinkedIn:



Telenor: This is the official LinkedIn page of Telenor, which we already know by now is the parent company which brought Grameenphone to Bangladesh. Telenor has 240,178 followers on their page, which is an accumulation of global and local user base. But, due to their presence on the global market, it's giving them an edge on the side of popularity. Users tend to search for Telenor more than other brands.

They have an average of 120 likes and 5 comments on the posts that they publish on their page. Also, they are frequently posting, sometimes thrice a day. So, they are getting the engagement of at least 400 users daily who are more likely to turn into customers than other users who are just following their page.



British American Tobacco: Another globally recognized brand which has three times the followers of Telenor. Among these 679,578 followers, 37,637 are their own employees.

Their daily posts on LinkedIn have average likes of 350 and 10 comments which is much higher than Telenor in all senses. They are successfully reaching their customers and potential employees on LinkedIn all at once, which is making them one of the most desired employers in the job field as well as in the market.

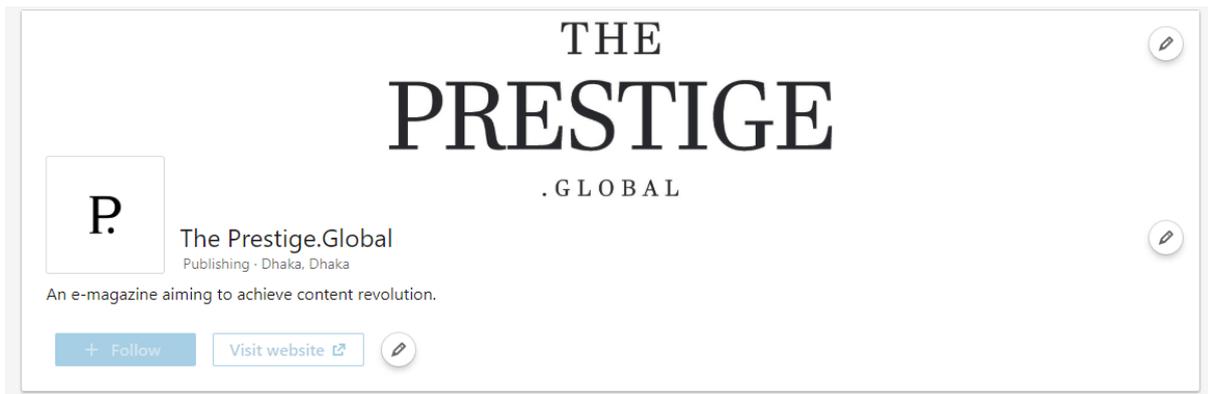


The New York Times: New York Times has been operating as both physical and online news portal right now. They have a different lifestyle magazine brand which is marketed under their own page in LinkedIn. Their follower count is immense: 3,349,905 followers, which means, their posts, marketing efforts reach most audiences than the other pages that I have discussed so far in this study.

However, the likes and comments (also known as engagement) differs drastically from post to post since rather than marketing their products/services, they are just sharing news from their portal, which means they are trying to redirect the LinkedIn traffic to their website. Also, popularity and attractiveness of the news play big role in gathering audience engagement.



Teletalk Bangladesh Limited: A locally handled and maintained page, Teletalk’s LinkedIn page has 8,910 followers which is very poor compared to the other global brands that I have mentioned so far. Also, they are not posting anything right now so it means they have created the page only for their presence on this platform, no other agenda. Their page might have reached around 9,000 users but engagement is zero due to no other activity on their page.



The Prestige.Global: Lastly, the page that I have the opportunity to work on, “The Prestige.Global” which is the Lifestyle magazine brand of Tryonyx Ltd. During the initial launch of the magazine I found out that the LinkedIn platform was fairly ignored by the marketing team, hence, I took the opportunity to find out the causes behind it and also analyze the ways of marketing the page on LinkedIn. The page has been opened on 10th April, which is just 20 days ago from submission of this report and till now, the page doesn’t have any followers. One of the main reason is that we didn’t opt for the premium account options and boost the posts in order to deliver it to the newsfeed of all our target customers. But, I am optimistic that in future we will use that option for sure.

Other than that, the static and video contents that we have posted in our page has some viewers and gathered a fair amount of reach so far. A page that was opened only for the sake of having presence, has done quite good in terms of reaching few audiences in that case.

Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Likes	Comments	Shares	Follows
Arriving fashionably late, sometime next week! www.theprestige.global All followers	Adib Ibne Kamal	4/23/2019	7	2	0	0%	0	0	0	-
Tune in, in about a week! www.theprestige.global All followers	Adib Ibne Kamal	4/23/2019	2	-	0	0%	0	0	0	-
Get a taste. www.theprestige.global #femmefatale #highfashion... All followers	Adib Ibne Kamal	4/23/2019	4	-	0	0%	0	0	0	-
Never miss a beat. www.theprestige.global #femmefatale #highfashion... All followers	Adib Ibne Kamal	4/23/2019	1	-	0	0%	0	0	0	-
The Prestige - Coming Soon All followers	Adib Ibne Kamal	4/23/2019	3	-	0	0%	0	0	0	-
Catch us arriving. www.theprestige.global #femmefatale #highfashion... All followers	Adib Ibne Kamal	4/23/2019	0	-	0	-	0	0	0	-
The content portal Dhaka deserves. Web : www.theprestige.global All followers	Sharar Chowdhury	4/11/2019	63	-	0	0%	0	0	0	-

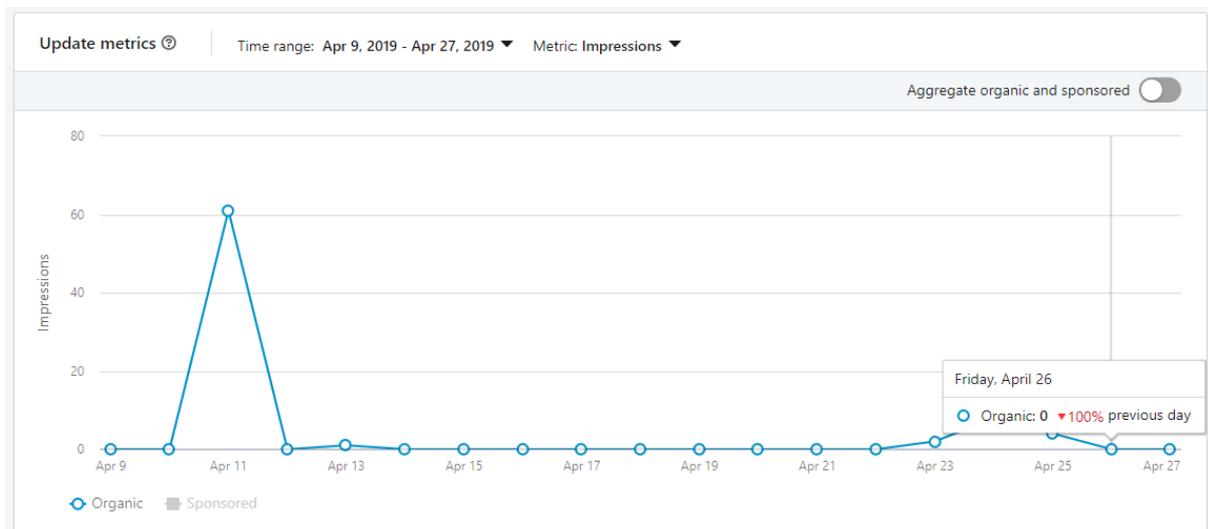


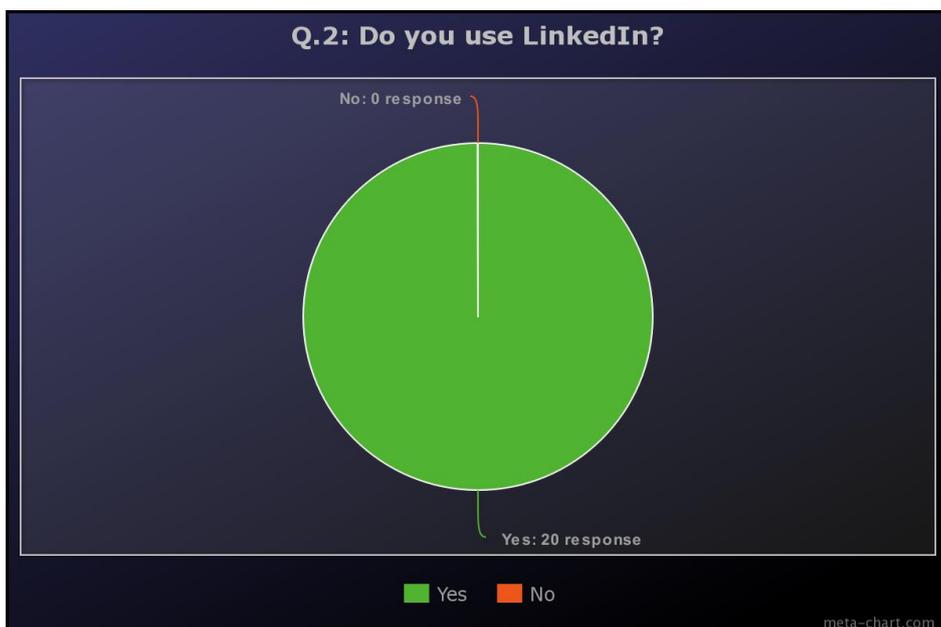
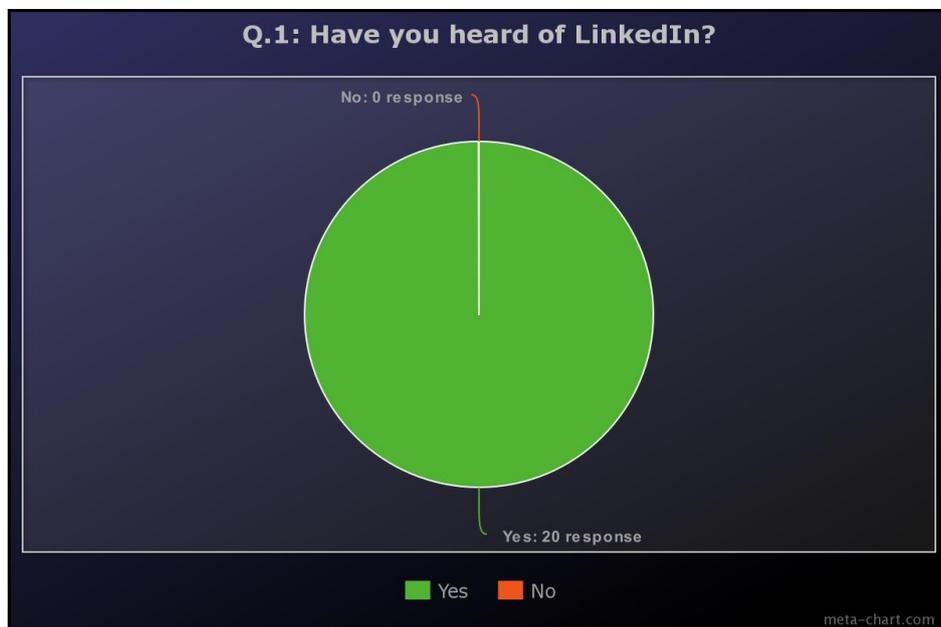
Figure 3&4: Analytics of reach of each post

In this graph and table, we can see that so far, The Prestige.Global’s post has reached a total of 80 viewers without any engagement or whatsoever.

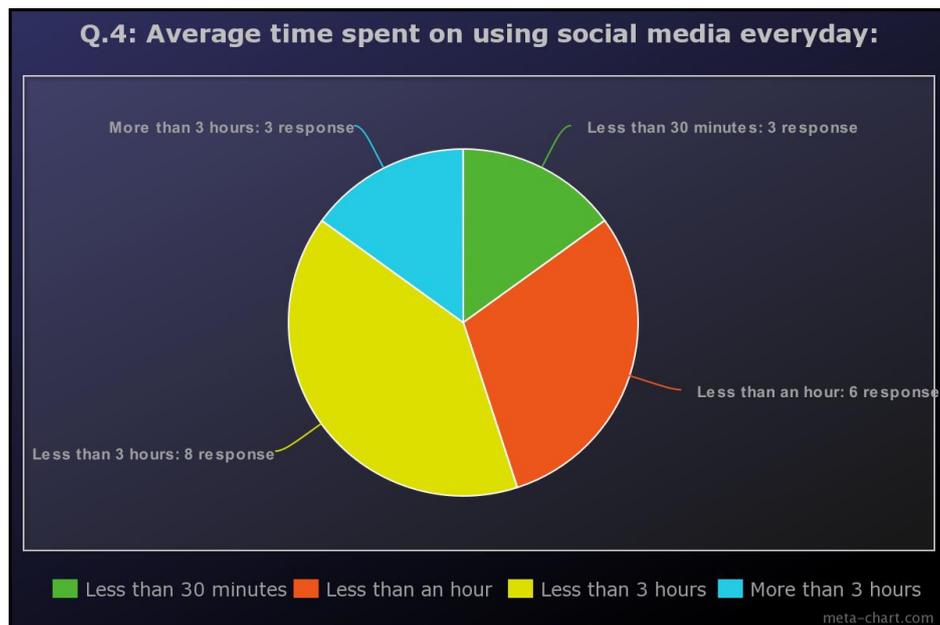
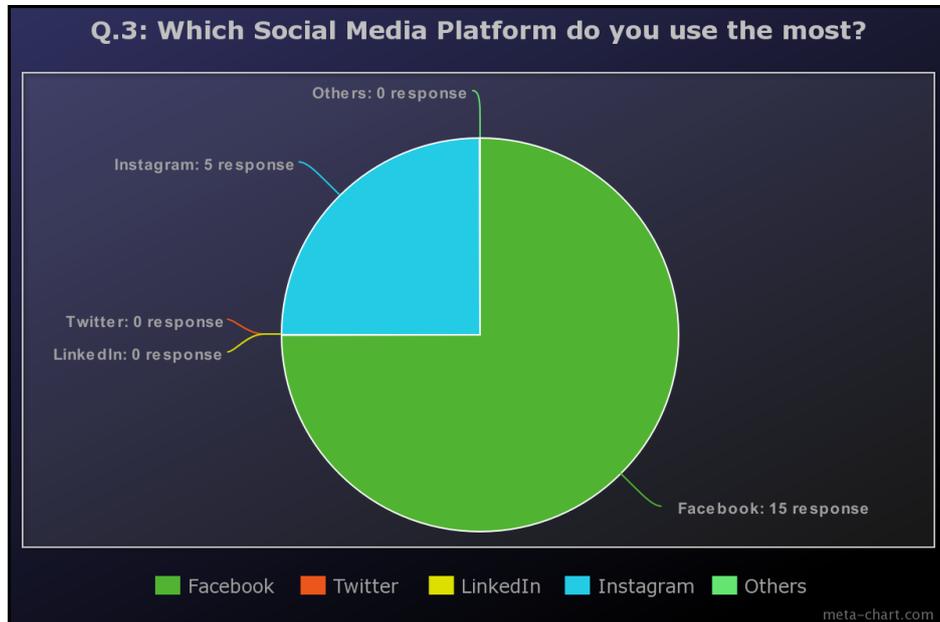
7.0. Data Analysis:

In the survey that I conducted for making this report, I asked 20 different questions to the respondents so that I can get an insight on the effectiveness of marketing on LinkedIn. There are some introductory questions in the first part of the survey which deals with the basic information of the respondents: name, email address, occupation, sex, educational qualification etc. for future references or further survey if it's needed.

In Question 1 and 2, I tried to figure out their awareness of LinkedIn's existence as a social media platform and since the sampling was done by selection method, I omitted the data from people who never heard of or doesn't use LinkedIn. Hence the success rate Question 1 & 2 would be 100% as per sampling method.



In Question 3 & 4, I tried to find out the preference of users in terms of using social media sites.

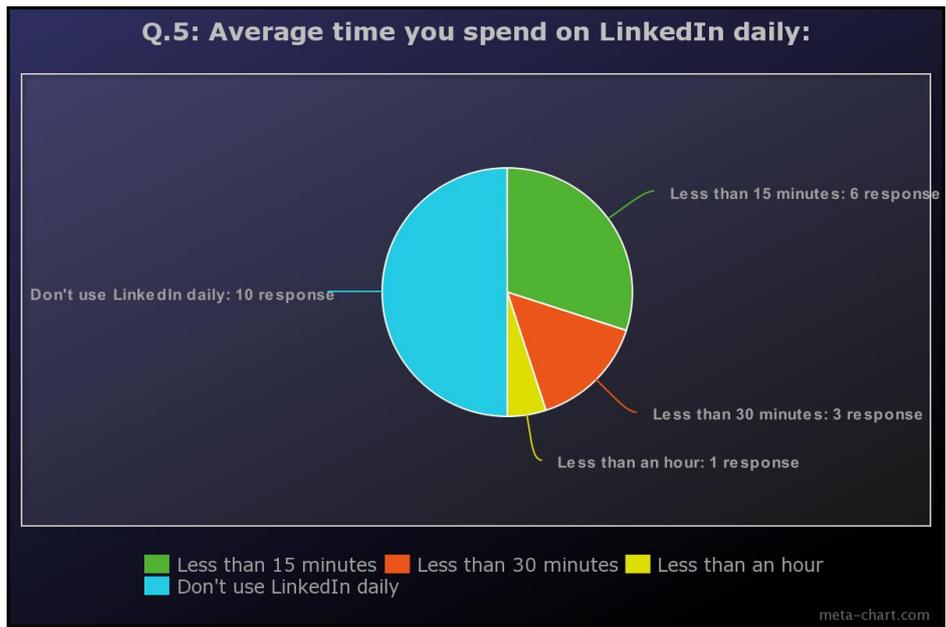


In 3rd Question I figured out that 75% of the sample uses Facebook most whereas the other 25% of the sample prefers Instagram over other social media sites.

And, in the 4th Question, I found out that, 40% of the sample spend more than an hour and less than 3 hours on social media sites, whereas 30% of the sample uses Social media sites for more than 30 minutes and less than an hour every day. Apart from that, 15% of the sample spend

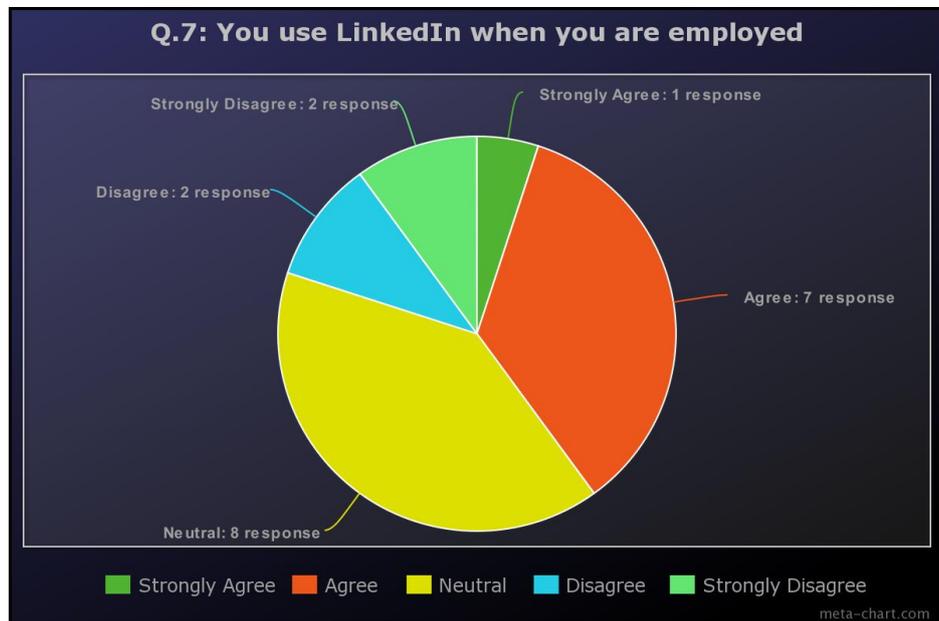
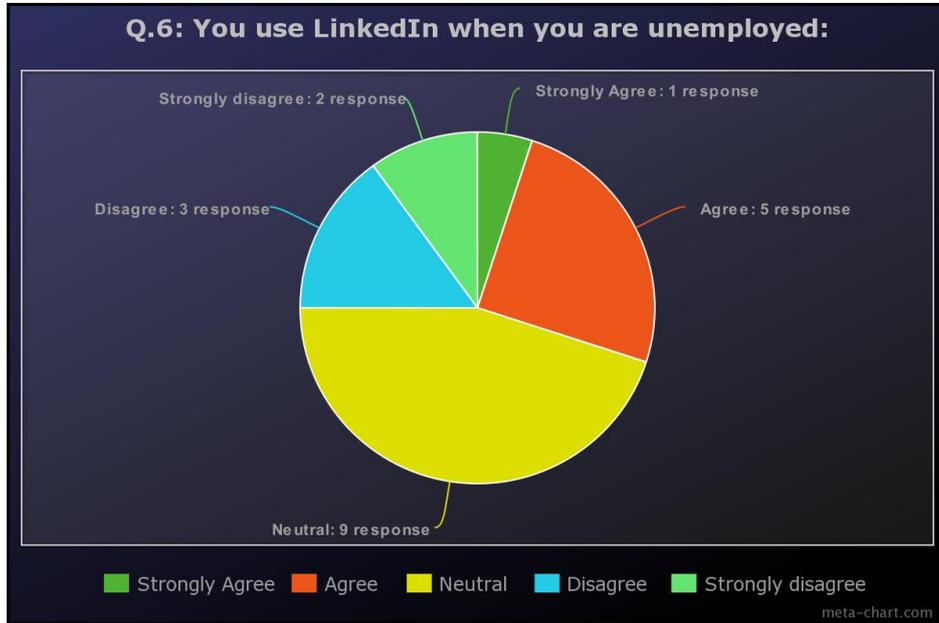
more than 3 hours of their time on social media every day. Another 15% said, they spend only less than 30 minutes on social media regularly.

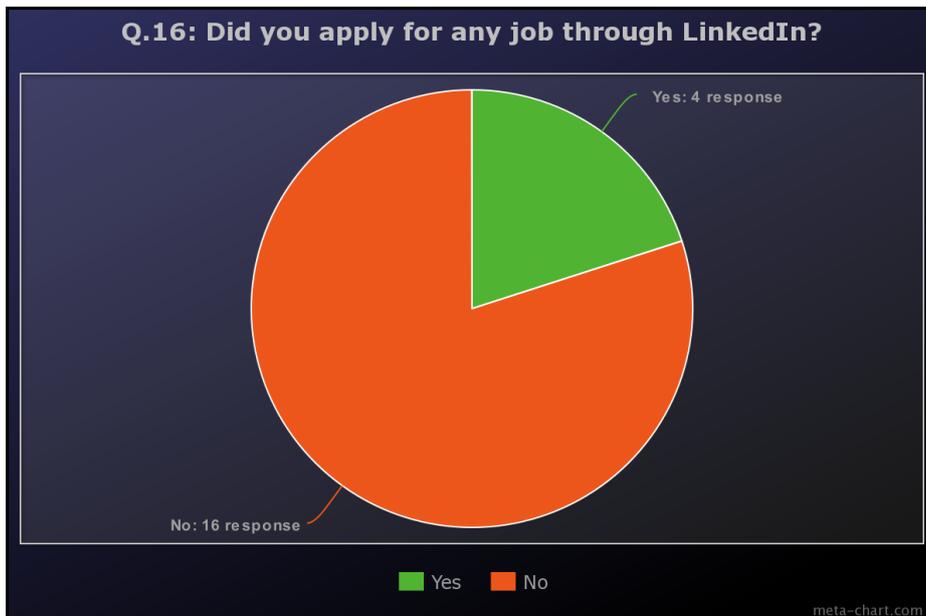
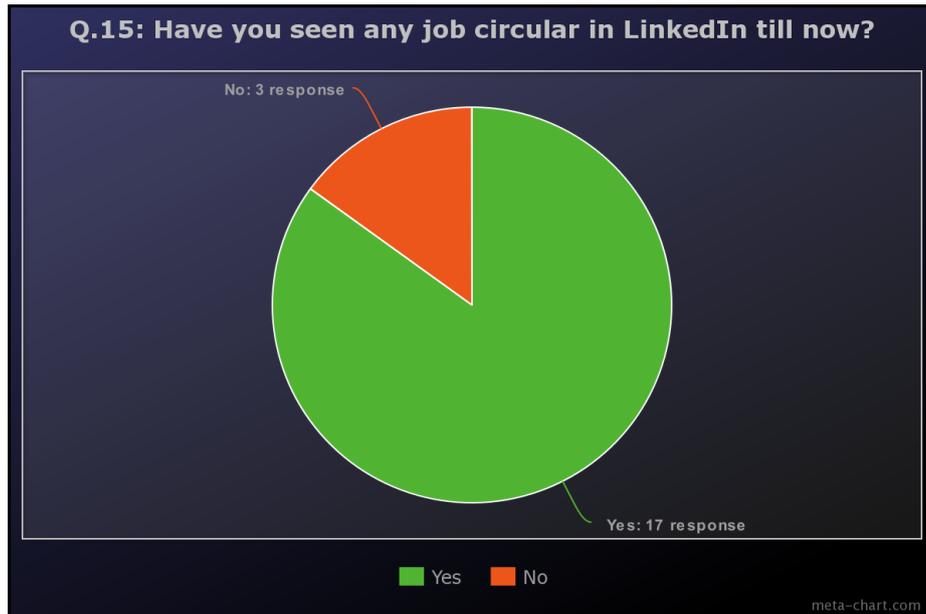
In Question number 5, I asked the respondents about how much of their time they spent on LinkedIn in contrast to other social media sites.



Here, 50% of the users said they don't use LinkedIn daily, whereas they use other social media sites regularly. 30% of the respondents said they use LinkedIn for less than 15 minutes, which can be only for checking notifications. 15% of the respondents said that they use LinkedIn for more than 15 minutes but less than 30 minutes and other 5% said that they use LinkedIn for more than 30 minutes but less than an hour daily.

In Question number 6, 7, 15 and 16, I tried to find out if the users use LinkedIn as a medium of finding a job or they treat it just like another social media site.





In Question number 6 where, the respondents were asked if they use LinkedIn more when they are unemployed, 45% of the sample were neutral whereas 25% agreed, 5% strongly agreed, 15% disagreed and 10% strongly disagreed.

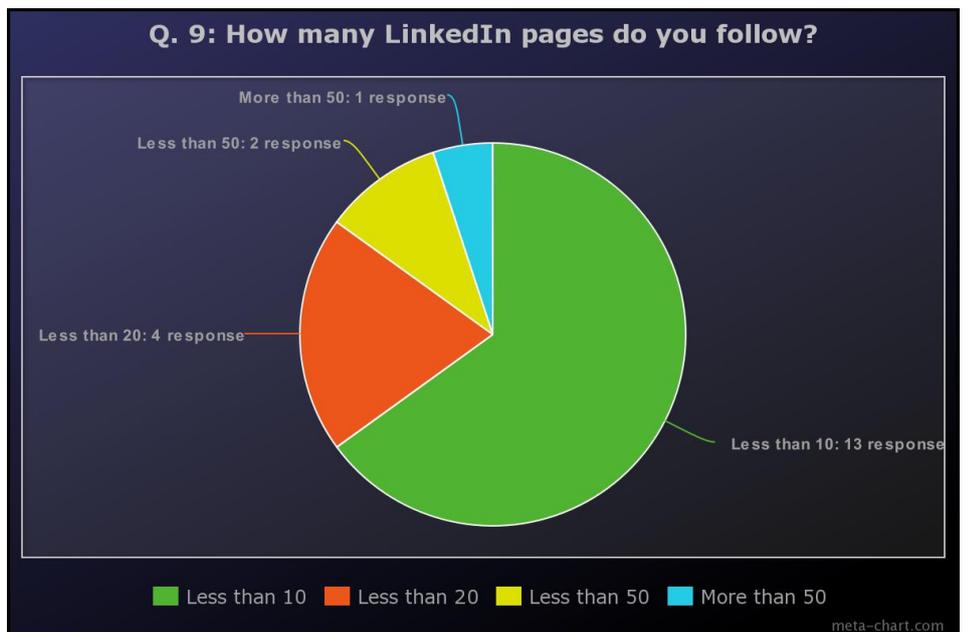
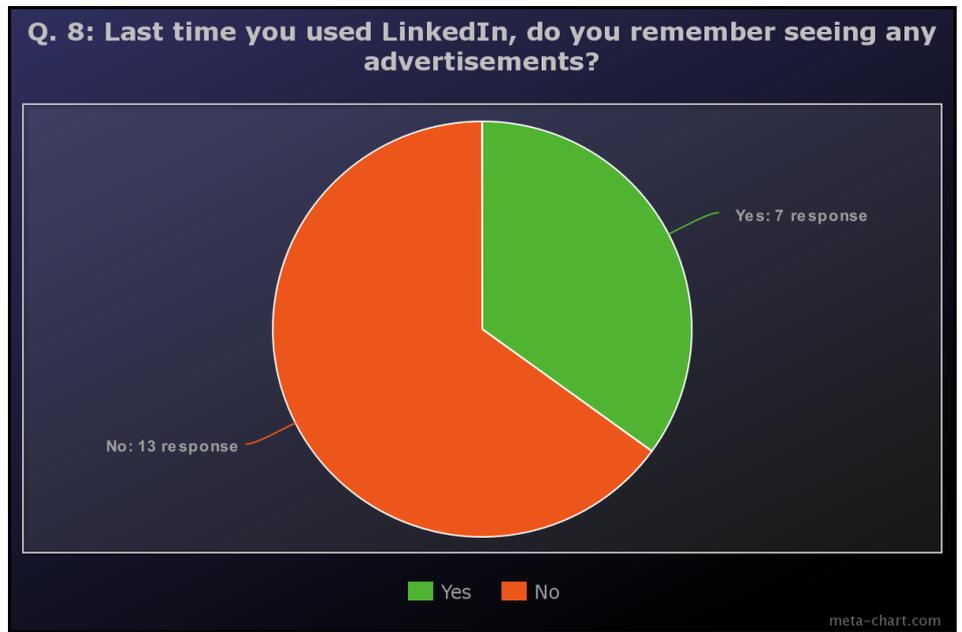
For Question 7, the respondents were asked if they prefer using LinkedIn when they are employed. To its response, 45% of the respondents were neutral, 25% agreed, 5% Strongly agreed, 10% disagreed and 10% strongly disagreed.

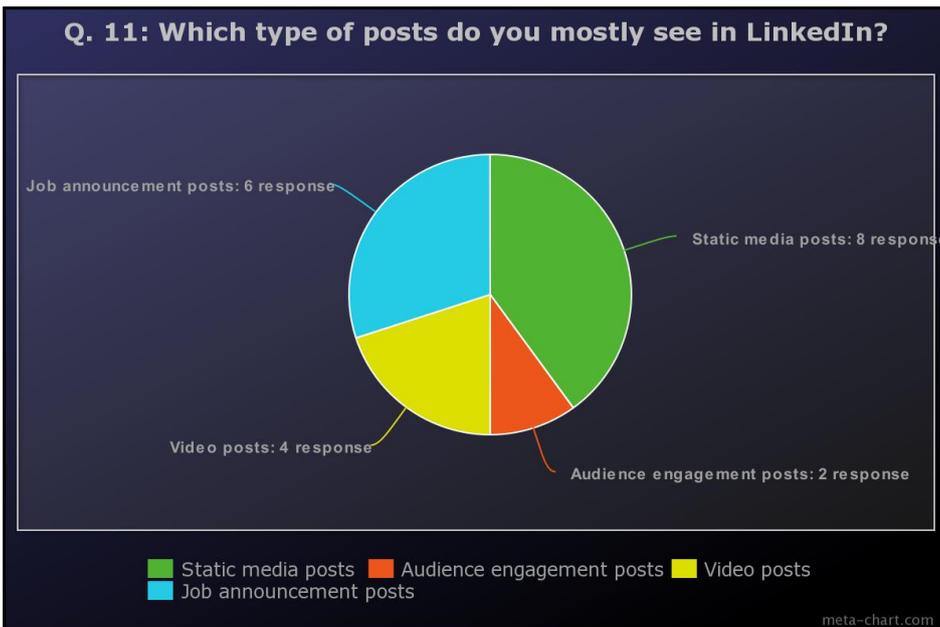
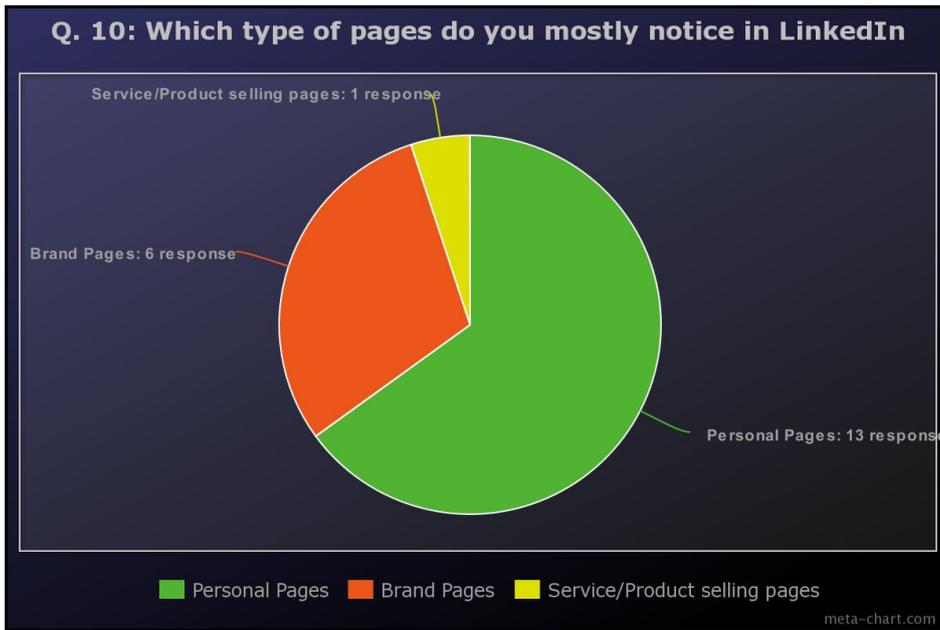
In response to question number 15, 85% of the respondents said that they have seen job circulars in LinkedIn whereas the other 15% haven't seen any.

But, in question 16, we can see that, 80% of the respondents never applied for a job through LinkedIn whereas the other 20% did.

So, in this part of the survey, we can see that, people are not really looking for jobs on LinkedIn, rather than, they are willing to build a network or get updated about what is happening in the professional scene.

In Question number 8, 9, 10 and 11 I tried to determine the types of contents that users notice or get attracted towards in LinkedIn. Also, these questions deal with their reaction towards these sorts of contents, which is very crucial for the marketers to have an understanding of.





In this segment, on question number 8’s response, the respondents were asked if they have seen any advertisements when they last logged in on LinkedIn, 65% of the respondents replied negatively whereas the other 35% said they have seen advertisements on LinkedIn.

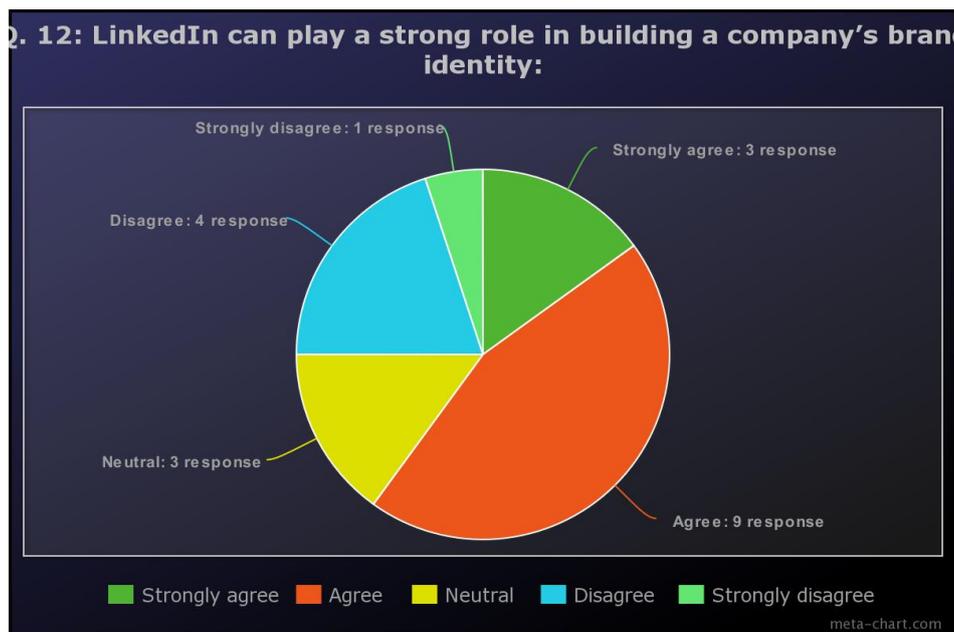
In question number 9, I asked the users about how many pages do they follow on LinkedIn and in response to that, 65% of the respondents said less than 10 pages, 20% said less than 20 but more than 10 pages, 10% of them said less than 50 but more than 20 pages and 5% said they follow more than 50 pages on LinkedIn.

In response to question number 10, where the respondents were asked what type of pages they mostly see on LinkedIn and 65% of them said they follow personal pages, 30% of the respondents said they follow the brand pages and the remaining 5% of the users said they mostly see service/product selling pages.

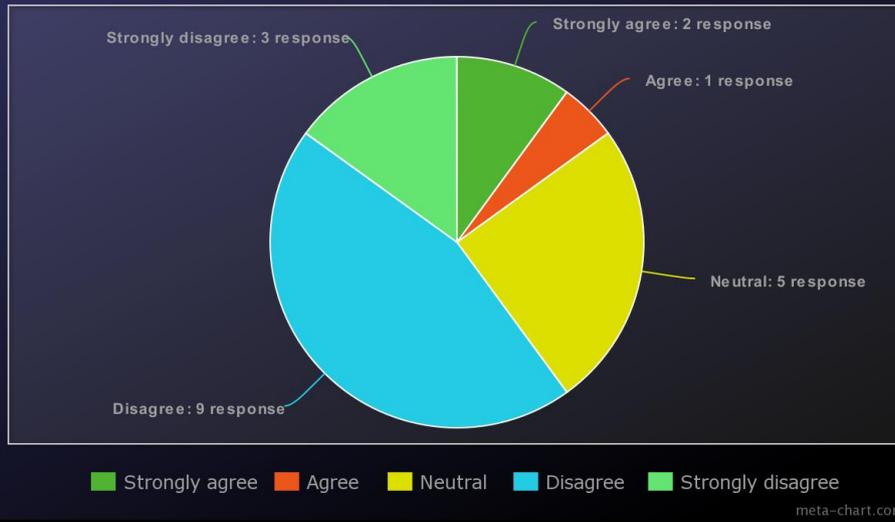
In question number 11, the respondents were asked about which type of posts they mostly see in LinkedIn and in response to that question: 40% of the users said they see static media posts, 30% of the users said they see job announcement posts the most, 20% of the respondents said they see a lot of video posts and lastly, only 10% said, they see audience engagement posts.

So, from this segment, we can see that, the users don't really follow much pages on LinkedIn, even if they do, it's mostly personal pages of other people. On the other hand, the pages don't do much to attract the audiences as well. Not much of the users see any advertisement of LinkedIn, also, the amount of audience engagement posts posted by any brand is very rare, where the brands can get closest to their potential customers.

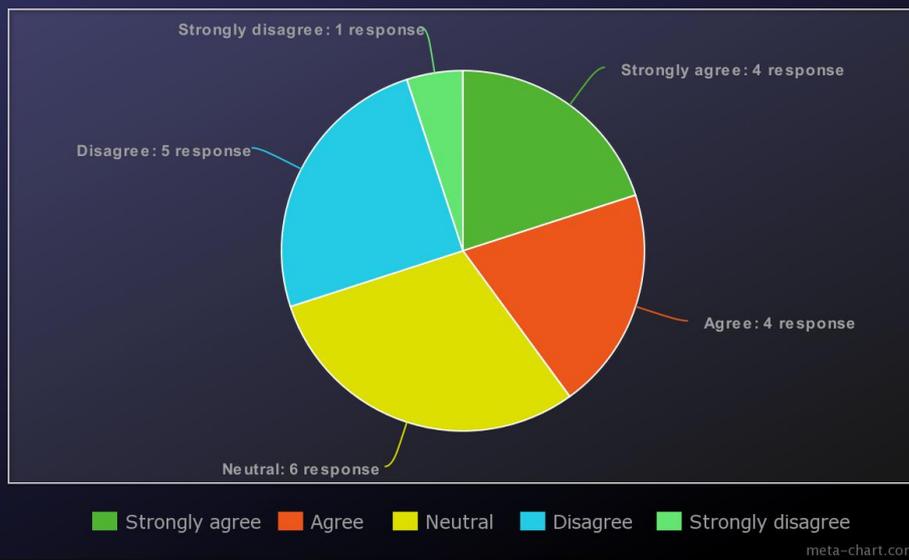
In the next segment, which consists of question number 12, 13, 14, 17; I tried to find out the users' expectations and perception of LinkedIn marketing and how it can be effectively used to attract them. In this whole study, this part serves as finding the core objective of the report, which is effectiveness of LinkedIn as a marketing tool in Bangladesh.

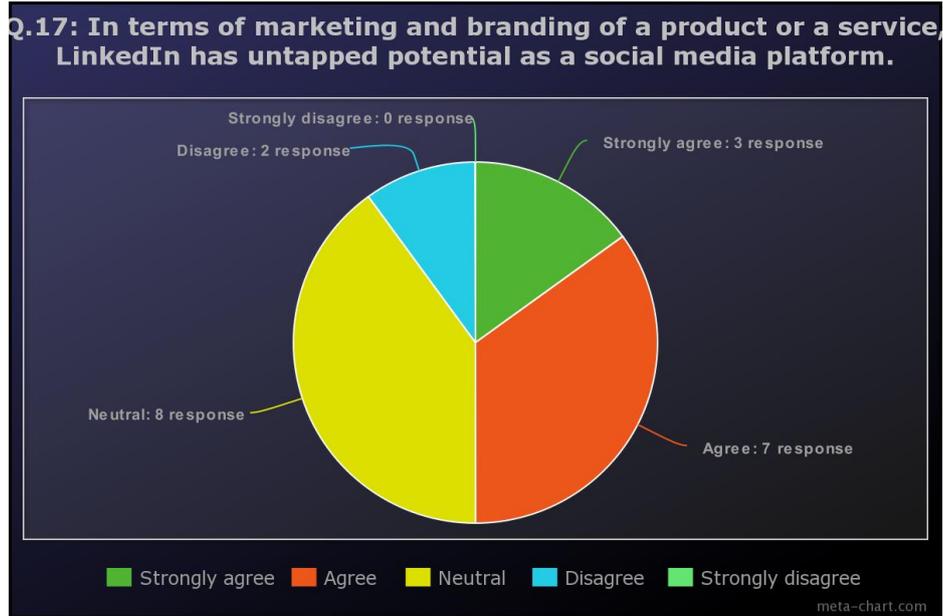


Q. 13: In terms of audience engagement, LinkedIn is more effective than other social media platforms



Q.14: Brands get to communicate in an effective way in LinkedIn:





In this part of the study, in question number 12, I asked the respondents, if they think that LinkedIn can play a strong role in building a company’s brand identity, where 45% of the respondents agreed to the statement, 15% strongly agreed, 15% of the respondents remained neutral whereas 20% disagreed and 5% strongly disagreed.

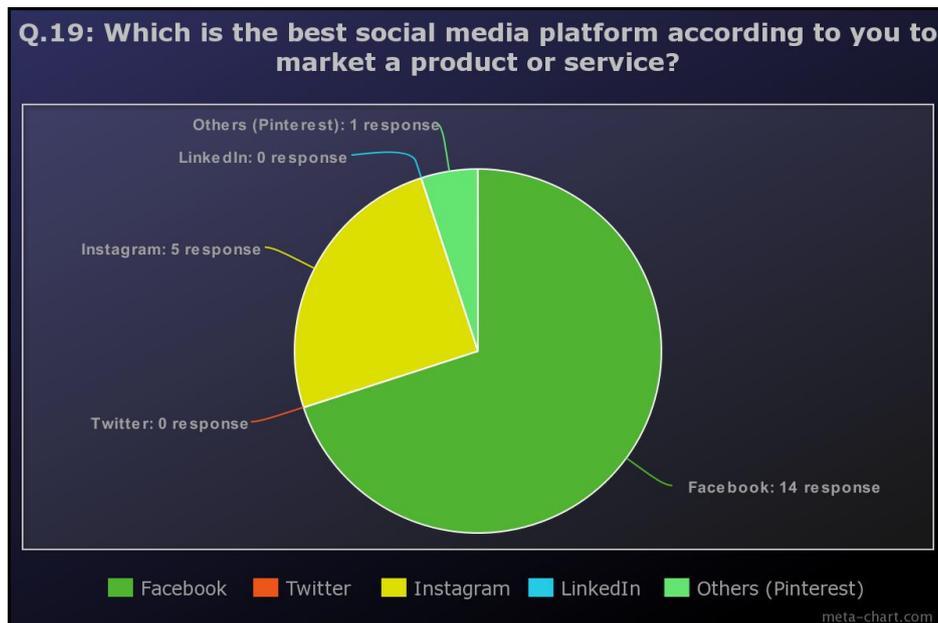
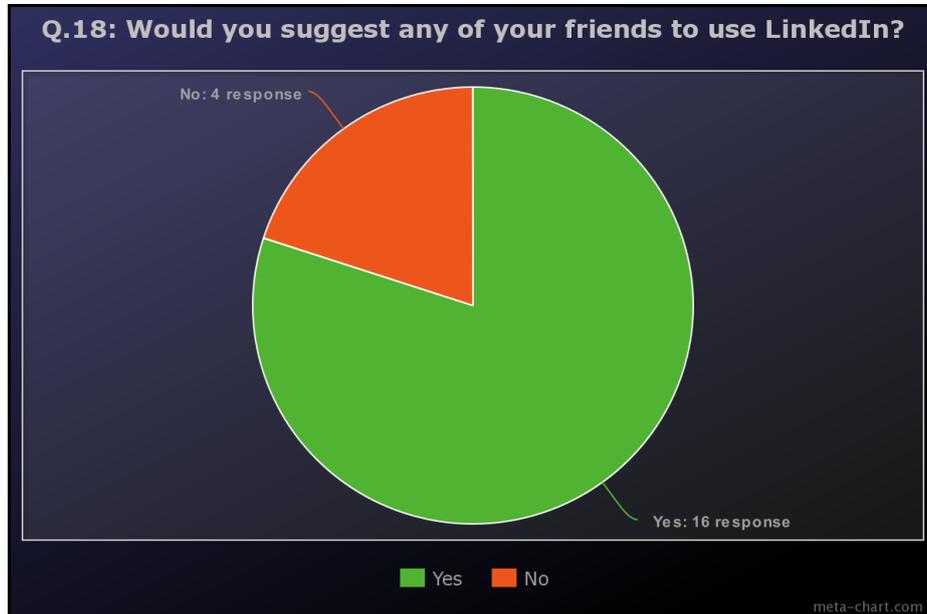
In response to question number 13, which was if they thought LinkedIn was more effective in terms of audience engagement, 10% of the users strongly agreed, 5% of them agreed and 25% remained neutral whereas, 45% disagreed, and 15% strongly disagreed.

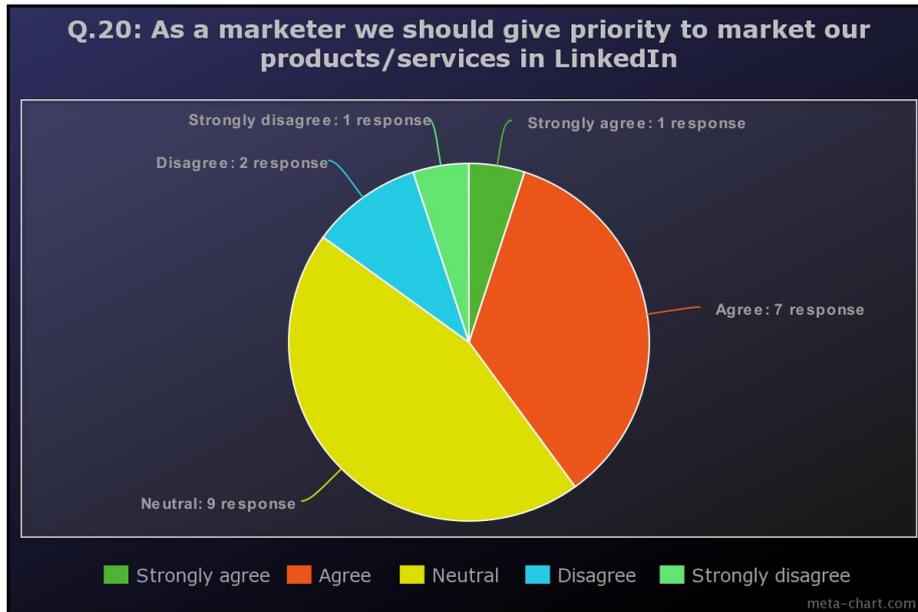
In question number 14, we asked the respondents if they think that brands get to communicate in an effective manner on LinkedIn, in response to that, 20% strongly agreed, 20% just agreed and 30% remained neutral. 25% of the respondents said they disagree that brands communicate in an effective manner of LinkedIn and the other 5% strongly disagreed.

In the last question of this segment, which is question number 17, the respondents were asked if they think that LinkedIn has untapped potential in terms of marketing and branding of a product or a service. 15% strongly agreed, 35% agreed and 40% remained neutral. 10% of the respondents disagreed with the statement and 0% strongly disagreed.

So, we can say that, the users do think that brands can communicate in an effective manner, LinkedIn helps a brand to build a strong presence on social media and it does have a good amount of untapped potential as a marketing platform but currently, in terms of audience engagement, it’s lagging behind, which is most important for a brand to communicate through social media nowadays.

In the last segment of the survey, which consists of question number 18, 19 and 20. We asked for suggestions from the respondents regarding the marketing on social media and if they would be willing to utilize LinkedIn for that.





In this segment, for question 18, I asked the respondents if they would like to suggest any of their friends to use LinkedIn, where 75% of them said they will where 25% said they will not suggest anyone.

In question 19, we asked the respondents, according to them which is the ideal social media platform to market a product in Bangladesh, in response to that, 70% said Facebook, 25% said Instagram and 5% mention Pinterest. Whereas 0% of the users opted for Twitter and LinkedIn.

Lastly, in question number 20, we asked the respondents, if we should start prioritizing marketing a product or service on LinkedIn and in response to that, 5% strongly agreed, 35% agreed, 45% remained neutral and the other 10% disagreed along with the 5% who strongly disagreed.

So, we can say that, the users still prefer Facebook and Instagram to market their products due to the large traffic over those platforms and the level of audience engagement that is possible there but, they do realize that we should start exploring the potential of LinkedIn as a platform where we can market our products/services and start prioritizing it further.

7.1. Interpretation the data:

For the study, I divided the questionnaire in 7 different segments. Below, I will try to explain and analyze what we got from each segment:

Segment name	Question numbers	Findings
Awareness of LinkedIn	1, 2	Sample was selected in a way that all the respondents were already aware of the features and utilities of LinkedIn.
Social Media Platform preference	3, 4	Most of the respondents uses and are aware of the features of Facebook and Instagram. They spend a good portion of their time every day being on these platforms.
LinkedIn compared to other Social Media platforms	5	Whereas the respondents spent a good amount of time every day in social media but they usually don't get into LinkedIn every day.
LinkedIn as a medium of finding job or building a professional network	6, 7, 15, 16	Though some of our respondents have searched or applied for jobs through LinkedIn but most of them are focusing on the fact that they need to have a good professional network.
Type of contents that the respondents prefer to see on LinkedIn	8, 9, 10, 11	Here, most of our respondents agreed that, LinkedIn doesn't really have the audience engagement contents that would make them use the platform more.

<p>Respondent’s perception of effectiveness of marketing on LinkedIn</p>	<p>12, 13, 14, 17</p>	<p>Though the respondents believe that brands can do a lot more to have their presence noticed on LinkedIn but they blame the lack of audience engaging mentality among the brands or the marketers.</p>
<p>Suggestions from the respondents</p>	<p>18, 19, 20</p>	<p>The respondents felt that Facebook and Instagram are still the best social media platforms to market a product but they did accept the fact that the potential of LinkedIn is not being utilized and as a marketer, they would definitely want to try marketing their products/services on LinkedIn</p>

7.2. Findings from the study:

Followed by the previous part, we have found the below mentioned things that should be kept in mind when it comes to marketing a product or service on LinkedIn:

- People spent a large portion of their time every day to browse through social media platforms but unfortunately LinkedIn is not one of them.
- LinkedIn’s business-oriented platform nature is something that the users are still finding hard to have a grasp over. Even when they are using it, they are utilizing it to build their professional connections, not to market anything or experimenting.
- LinkedIn pages in Bangladesh lacks the audience engagement posts which are key to generating leads and sales whereas the users are expecting to see more of this sort of posts.

- Users believe that a brand can establish its identity and communicate effectively through LinkedIn but, most of the brands are not doing that.
- Though marketers are at fault for most this situation but, users are also adamant to move from using social media sites like Facebook, Instagram and switch to a different platform like LinkedIn.
- Though there's a large number of users in Bangladesh who are using LinkedIn but they are still not ready to market their products or services on LinkedIn, rather they prefer Facebook and Instagram.
- The users do acknowledge the fact that LinkedIn has a good potential for any brand to market their products or services but brands are yet to do the experimenting.

So, all in all we can say that, in context of Bangladesh, LinkedIn does have the potential but still cannot be considered an effective tool for marketing.

8.0. Recommendations:

LinkedIn lead generation around the world is already very popular across Europe and American region. Businesses don't ignore the impact LinkedIn can have on their businesses by providing a platform for direct business to business marketing and sales generation among the target group of audience. But, unfortunately LinkedIn in Bangladesh is a relatively new and less experimented platform for the brands to consider having their presence here. However, It is a growing medium of networking where a large number of professionals and potential customers are waiting. Since, social media marketing itself is a new concept and still there is a good amount we haven't identifies yet as a marketer, we can safely say that, LinkedIn marketing will also take time to gain popularity in Bangladesh.

Keeping the above situation in mind, I would like to suggest few things for the brands and the users in terms of utilizing LinkedIn proficiently.

- Since, users are still adopting to a platform like LinkedIn, marketer should start using more audience engagement contents so that the users get to interact with the brands directly.
- Like Facebook and Instagram, focusing on marketing products and services on LinkedIn will not only give higher chances of generating sales but also, it is a great platform to market the brands on both local and global market.
- The users are still operating LinkedIn as a platform to build network rather than finding marketing opportunities or learning about the brands that are available, letting the users know about the company work culture, environment, production processes and unique selling proposition can cause the users to feel a sense of belongingness.
- Users should also try to experiment with platform and try to find out the potential it holds.
- The premium account option on LinkedIn is an obstacle when it comes to marketing your product, the users and the marketers have a perception that the premium account feature charges you unnecessarily. Whereas, it is the same as boosting a post on Facebook which reaches your target customers instantly.
- The LinkedIn analytics is very simple and easy to understand, at least it can provide a great insight on how a brand is performing among the target audience and what more can be done to improve the situation.
- Experimenting is never a bad thing; organizations should be bold enough to try experimenting new techniques and play with the marketing features of LinkedIn. It will definitely give an edge over others since, our users are expecting and aware of the fact that LinkedIn has a good amount of untapped potential.

9.0. Conclusion:

As a part of academic requirement and completion of the bus400 course, I was assigned to complete my internship report under the banner of Tryonyx Ltd. I worked on their lifestyle magazine brand, “The Prestige.Global” with the support of Md. Fazla Mohiudding. The study is about a real-life problem and experience that I gained while I was completing my intership. After trying and failing, I trying to accumulate the knowledge and compile them in this study of “LinkedIn as an effective marketing tool in Bangladesh.”

Lastly, I want to say that, Bangladeshi user base is still not ready for LinkedIn marketing and a good amount of that blame goes to the brands that should have their presence on such a useful platform. A lot of the decision markers of these brands are adamant about having their presence on LinkedIn. However, this study shows that people do expect brands to have presence and communicate on this platform. But, the major goal of this study, which was finding the effectiveness of LinkedIn as a marketing tool was successfully achieved and the result is, LinkedIn is not effective yet, in terms of marketing here in Bangladesh. But it does have the potential and we can definitely hope to see a revolution in sector in coming days.

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APPENDIX

Survey Questionnaire on The Effectiveness of LinkedIn as a marketing tool in Bangladesh

Name:

E-mail address:

Contact No:

Occupation:

Sex: _____ Male _____ Female

Educational qualification:

1. Have you heard of LinkedIn?

Yes

No

2. Do you use LinkedIn?

Yes

No

3. Which Social media platform you use the most?

a. Facebook

b. Twitter

c. LinkedIn

d. Instagram

e. Others: _____

4. Average time you spend on using social media every day:
 - a. Less than 30 minutes
 - b. Less than an hour
 - c. Less than 3 hours
 - d. More than 3 hours

5. Average time you spend on LinkedIn daily:
 - a. Less than 15 minutes
 - b. Less than 30 minutes
 - c. Less than an hour
 - d. Don't use LinkedIn daily

6. You use LinkedIn when you're unemployed
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree

7. You use LinkedIn when you're employed
 - a. Strongly Agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree

8. Last time you used LinkedIn, do you remember seeing any ads?
 - Yes
 - No

9. How many LinkedIn pages do you follow?
 - a. Less than 10
 - b. Less than 20
 - c. Less than 50
 - d. More than 50

10. Which type of pages do you mostly notice in LinkedIn?
 - a. Personal pages
 - b. Brand pages
 - c. Service/product selling pages

11. Which type of posts do you see most in LinkedIn?
 - a. Static media post
 - b. Audience engagement post (polls)
 - c. Video post
 - d. Job announcement post

12. LinkedIn can play a strong role in building a company's brand identity:
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

13. In terms of audience engagement, LinkedIn is more effective than other social media platforms:
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

14. Brands get to communicate in an effective way in LinkedIn:

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

15. Have you seen any job circular in LinkedIn till now?

- a. Yes
- b. No

16. Did you apply for any job in through LinkedIn?

- a. Yes
- b. No

17. In terms of marketing and branding of a product or a service, LinkedIn has untapped potential as a social media platform.

- a. Strongly Agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree

18. Would you suggest any of your friends to use LinkedIn?

- a. Yes
- b. No

19. Which is the best social media platform according to you to market a product?

- a. Facebook
- b. Twitter
- c. Instagram
- d. LinkedIn
- e. Other _____

20. As a marketer, we should give priority to market your products/services in LinkedIn:

- a. Strongly Agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree