



Inspiring Excellence

Report On  
**Digital Marketing Trends in Bangladesh: A Measure of  
sheba.xyz's efficiency on executing these trends**

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  
August 2019

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Supervisor Full Name: Asphia Habib**

Designation, Department: Lecturer, BRAC Business School

Institution: BRAC University



## Letter of Transmittal

Asphia Habib  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report.

Dear Madam,

This is an absolute honor to portray my internship journey at sheba.xyz and it would not have been as smooth as it is, if it was not for you.

I tried my best to create the report with all the necessary data and recommended guideline in a significant compact and wholesome manner as possible.

I do believe the report will meet the requirements.

Sincerely yours,

---

Ashiqul Haque Khan  
Student ID: 16304154  
BRAC Business School  
BRAC University  
5<sup>th</sup> of August, 2019.



## **Non-Disclosure Agreement**

This agreement is made and entered into by and between sheba.xyz and the undersigned student at BRAC University .....



## Executive Summary

In recent years, Bangladesh has been flooded with unique and innovative ‘startups’. These startups follow various marketing techniques to ensure their long time existence and steady return of investment. I was lucky enough to be a part of one of the biggest startups of our country, sheba.xyz. I will come to that a bit later. Before that, let’s shade a light towards the marketing trends in Bangladesh. Amongst all the marketing techniques, ‘digital marketing’ by far, is the most effective one in terms of our country. In this report, I tried to identify the factors leading to this recent outburst of digital marketing and the latest ‘digital marketing trends’. Furthermore, I have elaborately discussed about how ‘sheba.xyz’ adapted this digital marketing trend and how it affected the whole business procedure.



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## Chapter 1

### Organization Overview

#### **1.1 Introduction to sheba.xyz:** sheba.xyz is the country's largest service marketplace.

Sheba started its journey back in 2015. After that, it never looked back. Sheba is the brainchild of some courageous young entrepreneurs. What actually is sheba.xyz? It is a hub between the potential customers and the service providers. Right now, sheba is offering more than 90 services and one can avail these services from the app or website. They like to call themselves 'your service assistant'. After pathao, sheba.xyz is probably the most successful startup in Bangladesh.

#### **1.2 Services offered by sheba.xyz:** Sheba.xyz is by far the most diversified service

market place one can ever think of. From beauty care to appliance repair, car rental to home

shifting, even government services to medical services, list goes on and on. Not only that, Sheba has separate teams for conducting every single service.

The most distinctive aspect of these services is, one can enjoy these services right at their comfort, sitting at home. The motto of sheba.xyz is to make our life easier. 10 years ago, who even had the audacity of thinking that they can avail insurance service right at their home or get a haircut or spa from home. Moreover, Sheba platform is integrating their services every day and soon, the number of services will exceed hundred.

#### **1.3 My role at sheba.xyz:** Overwhelming is the word that describes my 3 months'

experience at sheba.xyz. As I always wanted to write contents for a top notch business



startup, I was really excited to join there as a content writer and copywriter intern. In my 3 months' tenure, I had to write lots and lots of blogs for generating traffic to our website. I wrote approximately 60-70 articles regarding our services and promotional offers. At one point, article writing became a day in, day out job for me. Besides that, I had to do copywriting sometimes. During Eid campaign and Father's day I, along with my fellow digital marketing members had to come up with new stories. 'Eid hok jhamelahin' and 'Bhalo thakuk prithibir shokol baba ra' taglines were launched in these big budget campaigns and it was highly appreciated! Being a part of sheba digital marketing team, I got practical knowledge about the social business cycle.

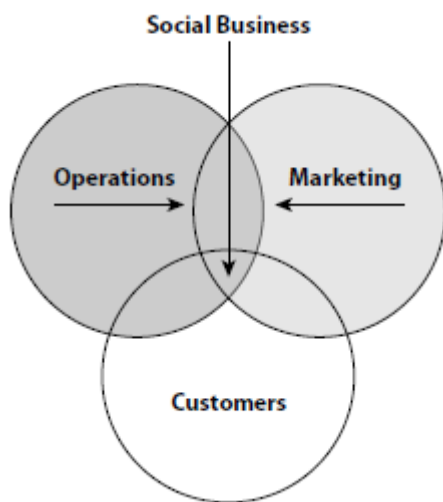


Fig 1. The marketing operation connections



## Chapter 2

### Literature Review

The term “digital marketing” has evolved over time from a specific term describing the marketing of products and services using digital channels – to an umbrella term describing the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain customers and increase sales. Analysis of interactions of digital technologies and the elements of the environment starts with the examination of how consumer behavior is changing as a result of access to a variety of technologies and devices both in the online and mobile contexts. (Kannan and Alice, 2016) This makes sense given that a typical driver for getting involved with social media is a slew of negative comments, a need for “virality,” or a boost to overall awareness in the marketplace and especially in the minds and hearts of those customers increasingly out of reach of interruptive (aka “traditional”) media. In a word, many organizations are looking for “engagement,” and they see social media as the way to get it. (Evans and McKee, 2010)



## Chapter 3

### Methodology

Two types of data have been used to conduct this research on ‘Digital Marketing Trends in Bangladesh: A Measure of efficiency on executing these trends by sheba.xyz ‘

Primary data:

1. By interviewing digital marketing team of sheba.xyz.
2. Discussion with other interns.
3. Sheba.xyz official Facebook page analytics.
4. From my personal experience and understanding of Digital Marketing.

Secondary data:

1. Online Survey
2. Relevant journals and research papers
3. Official blog and website of sheba.xyz

**Respondents and Sampling Procedure:** The population I chose for my online survey had people in between 19-50 years. All of them resided in Dhaka. The sample number of the population was 60. Moreover, I used non-probability sample as the total population was unknown. Among 20 questions, Likert, Nominal, Interval and ordinal scale type questions were included.

The questions used for the survey are attached with this research paper



## Chapter 4

### **Analysis of Digital marketing trends in Bangladesh and sheba.xyz's approach**

**4.1: Social Media Marketing:** A large portion of our population ranges from early 20s to mid 30s. Therefore social media presence of bangladeshi people are quite amazing. No wonder the marketers have decided to cash on this aspect. The world has shifted towards digitalization, so has Bangladesh. Bangladeshi marketers have been emphasizing on their digital platforms to enhance their profit. There are so many segments and options available in Digital marketing. Among them social media marketing is perhaps the most effective tool for our country. We stay online all day long, so the social pages of these companies need to be online as well.

**4.2 sheba.xyz's approach towards social media marketing:** Firstly, there exists at least 5 to 6 notable social media platforms which include - facebook, instagram, twitter, pinterest, LinkedIn, snapchat, whatsapp, youtube etc. Among them I am going to focus on facebook and instagram as these two are the most renowned ones here.

Sheba has a facebook page which has almost 4 lakhs likes right now. As a startup page it's pretty good actually. Back in May, when I started working here, the page had 380 thousand likes. Within 3 months the likes were increased by 20 thousands, which is not too bad either. In this timeline, Sheba did not promote their page by boosting or paying. Whatever likes the page got, it got in organic way.



Now about the facebook posts, every now and then, when sheba had a premium offer, like eid travelling or bus tickets, they promoted those posts. The expense of these promotions not too high either. And the best part is one can arrange their ads according to their liking, if someone needs clicks in their link they can arrange them accordingly and so on. On an average most of the facebook post of sheba.xyz reaches almost 10k people.

On other hand, when it comes to instagram, sheba has only 1500 likes. Instagram posts couldn't reach many people compared to facebook.

Sheba has a youtube channel as well. Back in 2018, it started a web series where it satirically portrayed their services. Currently sheba.xyz youtube channel has around 1k subscribers.

#### **4.3 Which kind of social media posts get the most reach?**

Recently millennials have become more up-to-date than ever. So usually the posts regarding ongoing things get a good response. The posts with catchy phrases or humours carry the same value as the former point. Sheba.xyz is bit minimalistic in this regard. Their target group is late 20s to 40s, therefore they do not go too fancy with their approach. However when sheba posted something related to popular culture or at least blended it with their product, they got significant increase in audience engagement.

I will show an example to prove this point. In late April, the last season of the famous tv show Game of Thrones was screening. People of Dhaka city were very hyped about it. At that time,




sheba posted a post relating with a comical scene of Game of Thrones and it got huge response without even boosting.



Figure 2: GoT post that got the most reach



← Post Insights

 **Hurry Up GOT Fans!**  
...  
April 23 at 9:04 PM

VIEW POST >

14.4K  
People Reached

810  
Engagements

Engagement

👍 Reactions	😄👍😲 256 >
💬 Comments	32 >
➦ Shares	24
🖼️ Photo Views	99
🌐 Link Clicks	21
🖱️ Other Clicks	378

Figure 2: GoT post that got the most reach analytics

Most recently sheba is using ppc method which is pay per click. Paid ads on facebook and google ads are two prime examples of this method.

**4.4 Content Marketing approach of sheba.xyz:** This is another invaluable approach in digital marketing. Basically content marketing is done to generate more traffic in the websites, for brand awareness and lead generation. The most popular way of content marketing is blog posting. Sheba has a dedicated website for posting their blog. As a content writer, I had to write



at least 3 blogs per day. There are tons of blogs available on their website. Although the website is very clean and the contents are very rich, it only gets 30 hits per day on an average. The blog contents mostly range from detailed descriptions of services and all the updates of new offers.

**4.5 System Engine Optimization of sheba.xyz:** SEO is another technique by which your website or pages can be found easily. In other words, if someone is looking for sheba.xyz and searches with a keyword sheba in google or facebook , they will show sheba.xyz at first. That is because sheba.xyz has optimized it's search engine brilliantly. This is very important for any business. If anyone is looking for your page and does not find out, you can imagine how unprofitable that is for your business. Now this can be misunderstood, this is not only about the name of a particular page or venture. It can be anything related to your website. Someone is looking for beauty solutions and s/he only writes down 'beauty solutions from home', now sheba.xyz's team has to organize their SEO like this, so that whenever people searches for car rental or beauty services, sheba.xyz pops up first or second.

**4.6 Affiliate Marketing of sheba.xyz:** Sheba does not emphasize on affiliate marketing that much. Though you will see one or two sheba ads popping up on youtube rarely.

**4.7 Push Technology by sheba.xyz:** If you have sheba.xyz app installed at your smartphone, every now and then you will get these push notifications depending on the situation. Like if it's raining heavily on the outside, they will tell you not go outside and get your services from home.





4.8 **Online PR:** This is another intelligent technique of digital marketing. When someone reviews your company online it creates a window of opportunity for you to grab the attention of new customer base. Currently 10 minute school is sheba.xyz's online PR. They even covered the case study of sheba.xyz in their channel.

## Chapter 5



## **Findings of the Study**

Research clearly shows a shift towards marketing techniques in Bangladesh. Almost 10 million people of our country uses internet now. People do not watch tv as much as they used to do. Anything you watch on television, you can watch it online. Even tv channels have their online streaming channels now. It shows the whole story. This shifting towards online has grabbed the attention of marketers too. Our topic of interest, the largest service marketplace Sheba.xyz is no exception. They have been investing a lot on their digital marketing aspect. They are doing a topnotch job in facebook, when it comes to instagram they are lagging behind. In addition to that, SEO performance is very satisfactory. If we consider all aspects of digital marketing, they are doing the digital marketing thing quite well. Like all business do, they still have some shortcomings. With slight changes here and there, I believe, they can implement the most successful digital marketing strategies.

Digital marketing opens a new window of opportunity for marketers. By using effective digital marketing media tools, the marketers can easily apprehend the return of investment. For instance, if you want to shoot a tvc, the budget needs to be a lot higher compared to ovc (online video content). On top of that, you won't be knowing, how many people actually saw the ad on tv and got interested about your service. In case of online marketing, you can set your target audience and actually can find out the number of people clicking to your content. In short, digital marketing is cheap, result driven and takes less time to give you the total picture.

## **Chapter 6**

### **Recommendations**



If you look at Sheba's social media engagement on Facebook, they are doing an excellent job. Having said that, they have still got some scope for improvement. All of their facebook posts' captions are written in bengali, that's their company policy. However, their existing customers mostly range from upper middle class and reside at gulshan banani area. To attract bulk of these customers, I believe, they should be more flexible in this regard. Moreover, not every post goes with a bangla caption.

After that, they can actually boost their posts a little bit more. They have only spent 50 dollars in last 3 months and it got them whopping 150k reach with lots of engagements. If they can double the spending on this sector, they can easily increase their sales to an unbelievable number.

Still pictures do not grab much attention. Therefore sheba.xyz must create more video contents. It can be a collage of photos but it has to be video content. Motion graphics is the future of digital marketing. Therefore, Sheba should incorporate more motion graphics into their digital marketing campaigns.

From my experience, sheba is bit conventional and defensive in some of their approaches. Nowadays people are drawn towards humour and pop culture. Every business should remember it whenever they are trying to penetrate through digital marketing. Sheba should post daily and in a fun way. For a big and renowned company like sheba.xyz, their social media engagement is surprisingly low and disappointing.

This research gave an indication they post a lot of blogs in their wordpress website but a lot of them remains unnoticed. Their blog site only get 30 hits per day on an average. In my opinion, they need to promote their blogs more often. Sheba.xyz only shares 1 or 2 blogs from their most social media-facebook. Another reason why they need to share these blogs more often is because facebook analytics shows that these blogs get more clicks or engagements than the usual posts.

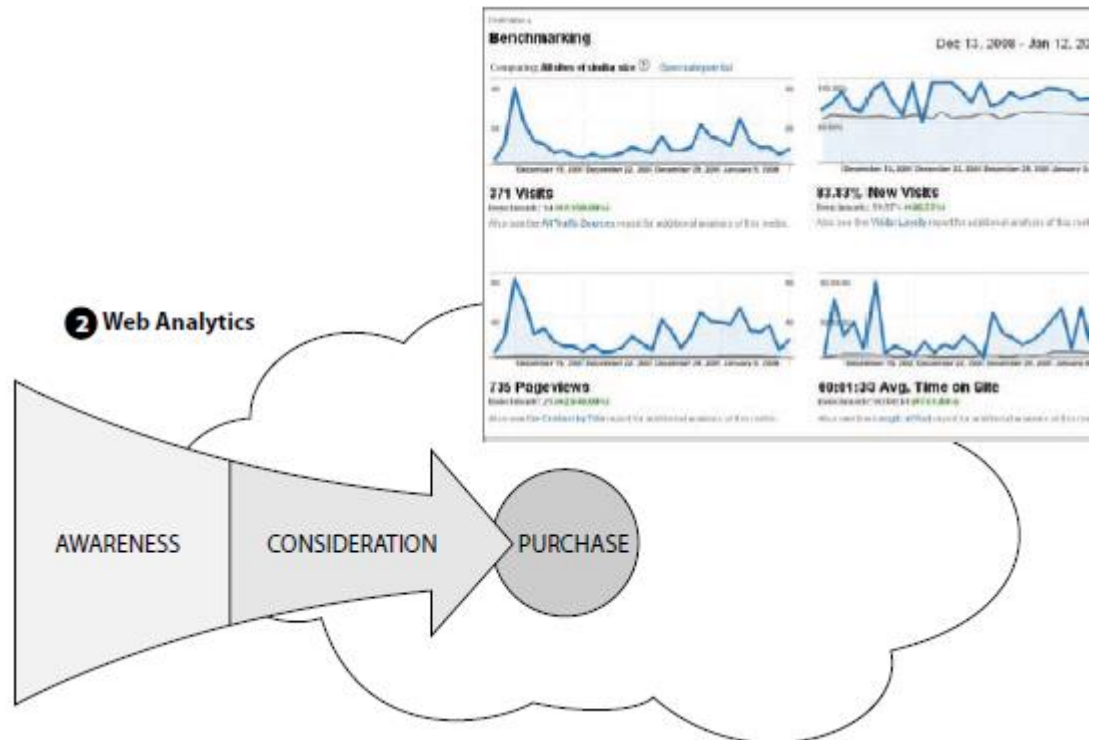


Figure 4: Web Analytics

It's high time, sheba should give equal priority to their instagram page. They are very irregular in instagram. They did not even post from July 2018 to Jan 2019. If they keep posting regularly on instagram they will have the opportunity to secure a whole new customer base.

The youtube channel of sheba looks very unprofessional and again, irregular. A professional looking, regular youtube channel will certainly boost up sheba's growth and brand personality.

Facebook analytics shows, most of the people who reacts on sheba.xyz posts are men. Sheba offers a wide variety of services for both men and women. I suggest them to create more posts engaging the women. In this way, they can attract these missing women audience.



Sheba.xyz only got 2000 or so likes in July, which is not very impressive. In my opinion, they need to boost their page more often. Almost all the times they boost some posts related to premium offers but it does not gain them permanent audiences for the facebook page.

It is amazing how the people of Bangladesh have become so specific about everything. Analytics shows, everytime sheba.xyz posted a picture with misspelled or slightly irrelevant captions, it did not get many engagements. People like clean and interesting captions. Witty and relevant captions can attract more potential customers. Even at this era, the importance of copywriting and proofreading is unparalleled. Sheba should be more careful about their captions whenever they are posting online.

## **Chapter 7**

### **Conclusion**



Digital marketing is an art. To bare eyes, it may seem ‘not too difficult’. In reality, it is very tricky. The most challenging part is to foresighting the upcoming trends and preparing for it. Many organizations have failed to cope up with the recent digital marketing trends. However, this research paper shows, sheba.xyz is not one of them. ‘Slightly above average’ is the word that describes sheba’s digital marketing performance perfectly. To tell you the truth, it’s not brilliant, it’s not bad either.

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## **Appendix A.**



1. Gender

-Male

- Female

-Other:

2. Age

-16-25 years

-26-35 years

- 36-45 years

-46 years and above

3. Occupation

-Student

-Business Personnel

-Salaried Personnel

-Others

4. Monthly income

-BDT 10k-20k

-BDT 21K-30k

-BDT 31k-40k

-BDT 41k or above

5. Whenever you come to know about a new startup or shop, you look that up on social media

-Yes





-No

6. Have you heard the name of sheba.xyz?

-Yes

-No

-Maybe

7. Which attracts you more?

-Posts with Photos

-Posts with Videos

-Both

8. Do you ever read blogs?

-Yes

-No

-Maybe

9. Given that, you are familiar with sheba.xyz facebook page, rate their social media performance on a scale of 1-5. (5 being the highest)

-1

-2

-3

-4

-5

10. How often do you take online services?

-Very often



-Often

-Neutral

-Rarely

-Very rarely

11. Have you ever taken any service from sheba.xyz?

-Yes

-No

12. How often do you watch tv?

-Very often

-Often

-Neutral

-Rarely

-Very Rarely

13. Where do you spend more time?

-Watching TV

-Exploring social media platforms

14. Do you think Digital Marketing has taken over Conventional Marketing?

-Yes

-No

-Maybe

15. Which kind of posts attract you more to avail products or services from a business page?

-A hint of humour blended with proper information

-Emotional appealing posts with proper information



-Plain Information about the service or product

16. How often do you give likes to sponsored Facebook pages?

-Very often

-Often

-Never

-Rarely

-Very rarely

17. Facebook or Instagram - In terms of digital marketing which is more important?

-Facebook

-Instagram

-Both are equally important

18. Do you skip the posts with long captions?

-Yes

-No

19. Do wrong spelling and grammatical errors bother you?

-Yes

-No

-Maybe

20. Do the in app notifications (push notifications) popping up at the corner of your screen bother you? \*

-Yes

-No



-Maybe