

**Report On**  
**Utilization of Digital Platform in Brand & Communication in**  
**Prime Bank Limited**

**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 Degree in 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/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:**

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**Nishat Saiara Khan**  
Student ID 15104031

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

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**Ummul Wara Adrita**  
Lecturer, BRAC Business School  
BRAC University

## **Letter of Transmittal**

Ummul Wara Adrita  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Utilization of Digital Platform in Brand & Communication in Prime Bank Limited

Dear Madam,

This is my pleasure to have the opportunity to submit my internship report on the topic, "Utilization of Digital Platform in Brand & Communication in Prime bank Limited" which is the final requirement of my BBA Program from BRAC University.

I have prepared this report based on the guidelines I have been instructed. The report consists of analyzation of this innovative technology that brands these days are opting for and its impact. The information has mostly been collected based on the projects I have worked on as well as from various websites for further information. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

---

Nishat Saiara Khan  
Student ID- 15104031  
BRAC Business School  
BRAC University  
Date: August 16, 2019

## **Non-Disclosure Agreement**

This page is for Non-Disclosure Agreement between the Company, Prime Bank Limited and  
The Student, Nishat Saiara Khan

This agreement is made and entered into by and between Prime Bank Limited and the  
undersigned student at BRAC University Student .....

## **Acknowledgement**

First, I want to convey my gratitude to Ms. Ummul Wara Adrita, Professor at BRAC University, my consultant, who helped me select a topic that was both informative helpful for today's business sector. She guided me to remain on the right.

I am genuinely thankful to my entire Prime Bank Limited Brand & Communication team, as they always had my back and they always had me. They have taught me how to work in harmony. I've learned so much from them that I can't stress that enough. They have really encouraged me.

I could have hardly finished my internship report on my own without the help and encouragement of all these people. I would like to thank each one of the individuals who have invested their time to guide me and give me important advice during every phase of my internship report.

## **Executive Summary**

Prime Bank Limited is one of Bangladesh's major banks. Bangladesh's rapid economic growth and changes in people's lifestyles, behavior and other demographic variables are influencing marketing trends. In this report, I have represented an in-depth analysis of the tasks PBL has been performing based on market segmentation, marketing funnel. Furthermore, it also includes PBL's current position using SWOT analysis.

The industry today is moving towards a dynamic digital era where in order to survive and succeed, financial industries need evolve their marketing approach. This report contains types of available communication channels and the ones mostly used for campaign promotional purpose. Overall, the benefits of using the digital platform for marketing and communication purposes are outlined in this report.

Keywords: Market Segmentation, SWOT analysis.

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## **List of Acronyms**

PBL	Prime Bank Limited
SEO	Search Engine Optimization
PCB	Private Commercial Banks
ATL	Above The Line

## Glossary

**Thesis** An extended research paper that is part of the final exam process for a graduate degree. The document may also be classified as a project or collection of extended essays.

### Glossary

**Campaign Marketing**

It is an online marketing attempt by a company in order to drive engagement, conversions, traffic, or revenue. The company includes one or more digital channels.

**Content Automation**

It is the method of defining and subsequently outsourcing or automating repetitive content marketing duties via tools and apps. The aim is to assist marketers and brands enhance the general efficiency of their content marketing strategy

**Content Marketing**

It is a strategic marketing approach that seeks to create and distribute valuable, relevant, consistent content to attract and retain a well-defined audience.

**Data Driven Marketing**

It is for ideal and targeted media approach for media buying and creative messaging by using customer information data. It is one of the most transformative modifications that have happened in digital advertising.

**E-Commerce Marketing**

It is the act of approach that sells its products and services electronically

**Email Direct Marketing**

Promotional messages sent via emails

**Search Engine Marketing**

It is a form of Internet marketing that involves the promotion of a brand's websites on first page by increasing their visibility in search engine results pages

**Search Engine Optimization**

The primary search outcomes of every significant search from search engine like Google, Bing and Yahoo shows and ranges them based upon what is most important for the user in the search engine and other contents such as videos or localized lists.

**Social Media Marketing**

It is an approach of gaining traffic or attention on social media sites.

**Social Media Optimization**

It is an act of approach where a number of outlets and communities are utilized to generate publicity to order to increase awareness of a product, service of a brand

Web Based Business	It is the practice spreading the message regarding company's product or services to its potential customers where methods like online marketing, social media, display ads, email, SEO, SEM are utilized.
Generation X	The demography born from the early-to-mid 1960s to the early 1980s.
Generation Y or Millennials	The demography born from the early 1980s as starting birth years and the mid-1990s as ending years
Generation Z	The demography born from the mid-1990s to early-2000s as starting birth years and ending in 2019.

# Chapter 1

## Profile of the Organization



### 1.1 Company Overview

Prime Bank Limited is one of the leading banks in Bangladesh with an aim to enrich the magnitude of financial service sector.

Tracing the roots back to 1995, 2019 marks 24<sup>th</sup> anniversary of Prime Bank Ltd. with an idea of floating a commercial bank from a distinctive perspective, a group of enthusiastic entrepreneurs played a key role in financing the industrialization of Bangladesh. As a part of progressive era, the bank utilizes digital technology and innovation to broaden their reach, improve efficiency, and generate alternatives of the future to continue being at the forefront of the sector and make people's life seamless. Understating the intricacies of the market in the region, it opts to deliver wide-range of services in Consumer banking, Internet banking- Prime DiGi and Prime Altitude, Corporate and Institutional Banking Commercial Banking, Investment banking covering Large and Mid-Corporates, Merchant banking, MSME, Agriculture and Retail Businesses, Islamic banking, offshore banking, Lease financing and Securities trading. The organization aims to a Value-Creating Business Model in a sustainable manner.

The bank spreads over with 146 domestic branches and 170 ATMs throughout the whole country as of in 2018 and also extends its boundaries internationally in Singapore, Hong Kong and United Kingdom as subsidiaries providing exchanging and trade financing facilities.

- Vision: To stand strong as the most efficient and profitable bank in Bangladesh in terms of having adequate assets, investment value, good management and high liquidity.

- Mission: To build a customer focused institution with proper structure in management through integration of technology and efficiency. Delivering quality service.

## 1.2 Management and Structure

Prime Bank Limited currently consists of 13 Board of Directors who are the authority to look over all the affairs and make decisions in regards of the business. Aside from that, there consists of 2 Vice Chairman, 4 Independent Directors and Managing Director & CEO. Mr. Azam J Chowdhury is currently the Chairman of Prime Bank Limited.

Overall, Prime Bank Limited is governed by these committees:

- Board of Directors
- Executive Committee
- Audit Committee
- Board Risk Management Committee
- Management
- Organogram

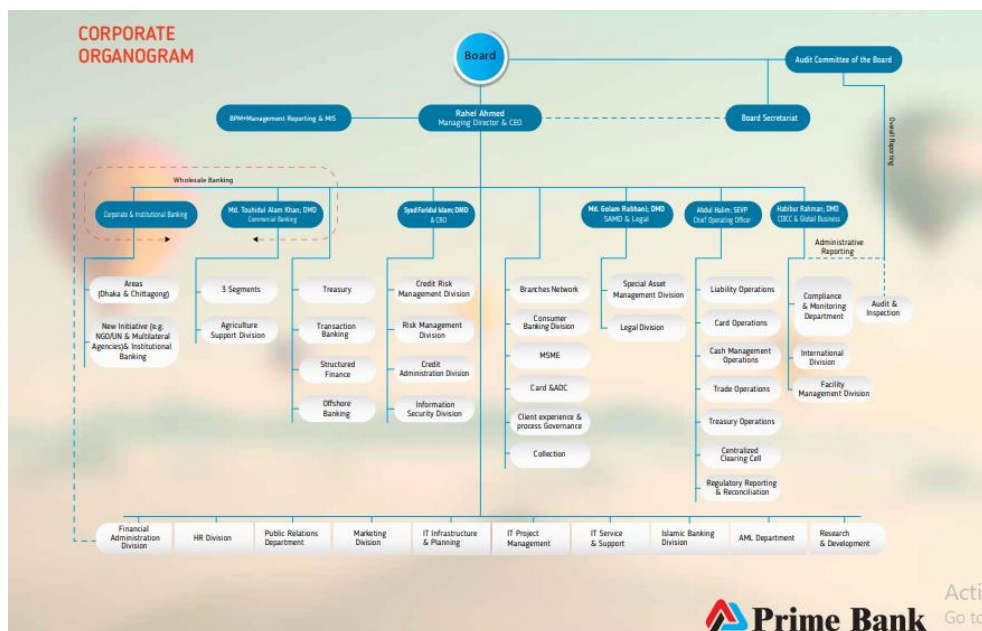


Figure 1: Corporate Organogram

## Chapter 2

### Duties and Learning from my Internship

I have been appointed to start working as an intern from May 02, 2019 at Prime Bank Limited in Brand & Communication. After fulfilling the basic requirements of forwarding letter of my internship program from the organization to my University, I started my internship program journey at Banani Branch. Dhaka-1213.

I have been assigned to look over and assist both the digital marketing operation and campaign programs held by PBL.

One of the main responsibilities that I had to serve was generating new and creative ideas that were unique for creating new content for various promotional and campaign activities on Digital Media Platform. During this 3-month period, I have been handed over various projects like-

**Ramadan and Eid-Ul-Fitr Campaign** which involved creating content for their different categories such as- Shopping, Dining and Buy-1-Get-1 (BOGO) offers, Staycation- affiliation with hotels like Radisson, Intercontinental and etc. The brands in each of the categories were merchants of PBL where customers would get discounts using their cards when purchasing products or services from any of these affiliated brands. I was assigned to create creative content as well as generate ideas for appealing and attractive designs for graphics.



Figure 2: Eid-Ul-Fitr Campaign content for Digital Platform



**“Marketing Calendar”** I was assigned to make a marketing calendar from the mid of this year, 2019, to May, 2020. This calendar shall have dates of all special occasion celebrated and held both internationally and nationally in the world. Festive season like Eid, Durga Puja and even occasion like MSME day, Book Lover’s Day, Mother’s Day, Women’s Day, Entrepreneur’s Day and so on. Although, majority of them are derived from the United Nations (UN) but I have done a fair share of my research based on the legitimacy of these events name and dates and included them on the calendar keeping in mind that the dates are going to serve for both Brand creating value as well as that can be associated with any relevant product or service of PBL.

### MSME Day Campaign



Figure 3: Marketing Calendar- August



Figure 4: MSME Day Campaign content for Facebook

### Air Tickets Offer in holidays



Figure 6: Air Tickets Offer

### Eid-Ul-Adha Campaign



Figure 5: Eid-Ul-Adha JCB Card Campaign

## Friendship Day

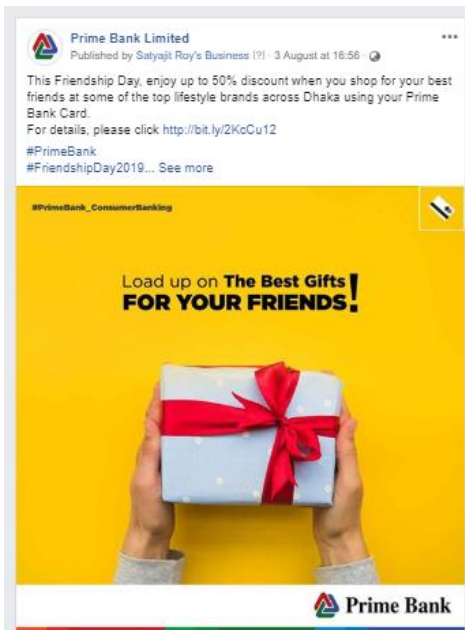


Figure 8: Friendship Day Campaign

## Booklover's Day

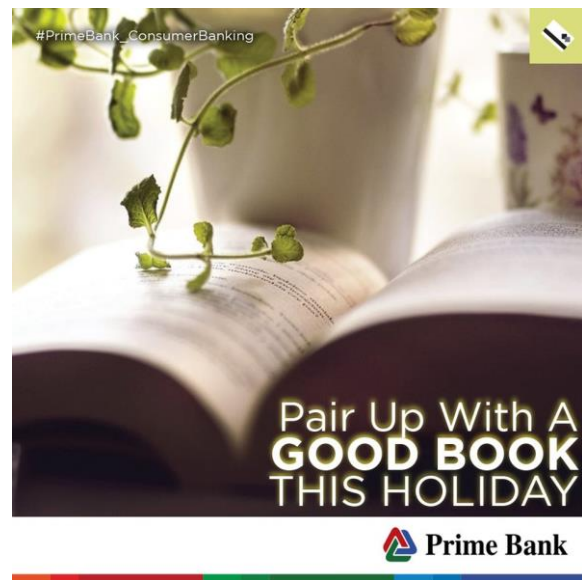


Figure 7: Booklovers Day Campaign

We have held short meetings many times to discuss new ideas, execution, progress and so on to make each of the campaign successful. The brief provided by my seniors on the composition of each of the content for the campaign, the targeted consumer was extremely important to understand for an effective output. I was also given the responsibility to give provide these briefing to the agencies handling the task. This was a very sensitive issue because slight communication gap and misunderstandings would result unsatisfactory designs. This was very time consuming because then things had to be done from scratch again.

In order to make the most of it, it was very essential to me that my seniors who were my leader, as we all members of my team, maintain a healthy connection because it has helped me to develop as an individual and, particularly in an official place. It has helped me to rely on my

team-mates and to trust their thoughts and above all, it showed me how effective a powerful team can be in carrying out several projects and execute them successfully.

On the other hand, because I was handed over various projects, it was a lot of pressure which I have not been exposed to before in my student life so, it was quite struggle at the beginning. However, under the supervision of my supervisor as well as my other team mates, I have learned to remain stable and not panic. It has helped me to think critically and rationally considering all pros and cons.

I have also been given the responsibility to gather ideas for various content, communicate about projects with organizations and concentrate on budgets and often write official mails.

Overall, what I have learned being in an official place is that I have grown a lot as an individual. My communication skills have enhanced as an introverted person as I have worked with different people and received appreciation for my little or bigger effort, which has enriched my confidence and self-esteem. I'm grateful because during a simple conversation, or even in the course of a project, I've had the opportunity to meet different people and share knowledge. I have acknowledged practical implementation of all the text book guidance taught in my University while working here. Most importantly, it has taught me to be punctual, efficient and have faith on my work.

## Chapter 3

### Background of the Study

#### 3.1 Preface

In an era of 2019, technology has stepped in immensely in people's personal life but most importantly, in business organization for their daily to daily tasks in operating in smaller to bigger elements of their business.

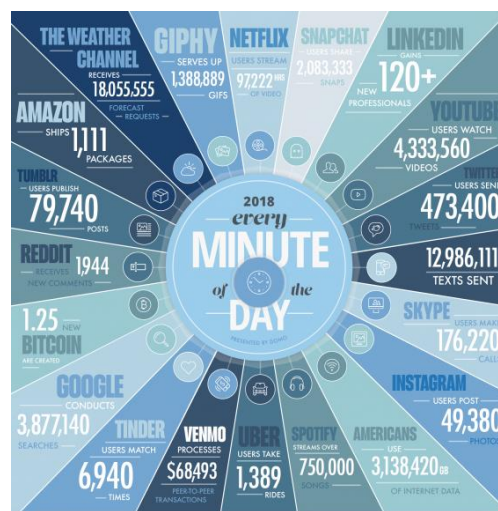


Figure 9: Every minute of the day (Source: The Financial Brand)

Digital medias have become an essential part of people's daily lives and surprisingly enough, people spend a significant portion of their time scrolling through these platforms; socializing, instant news updates, shopping and etc. Here is where, business organization takes the opportunity to utilize it for communicating with the audience through their products by advertising it. Digital platform has been a revolutionary game changer in terms of marketing and communication purpose for the brands ever since its implementation in the business industry. It allows the organization for attaining valuable information about its targeted customers. It is one of the most convenient and effective platform for brands to communicate

with the customers because they are easily reachable, accessible. Furthermore, since majority of the people spend their time on these platforms, consumers are exposed to these brands right through their screen regardless of their current location or situation which puts an influential impact in their purchasing behavior.

However, despite of digital medias being the most convenient platforms to reach the targeted audience, it is also necessary to stand out among the sea of other ads and promotional activities done by other brands. Hence, a creative and innovative design is one of the key factors to attract the customer and make a mark in their mindset.

I have completed my internship program from Prime Bank Limited and I consider myself really privileged that I got the opportunity to work for three months in their Brand & Communication. Digital media platform is considered to be one of their key marketing and communication platform. This report has been prepared regarding the concept of Digital Media Platforms, its application, benefits and my contribution and duties at Prime Bank Limited.

### **3.2 Origin of the Report**

The report titled, ‘Utilization of Digital Media Platform in Brand & Communication in Prime Bank Limited’ has been prepared as per to fulfill the requirement of the internship program to complete my BBA program in BRAC Business School from BRAC University. This report has been conducted based on my practical experience of three months’ internship period, May 2, 2019 till July 31, 2019, in Brand & Communication, Prime Bank Limited. Under the consultation of my advisor Ms. Ummul Wara Adrita, Lecturer, BRAC Business School, BRAC University and under the direction of my organizational supervisor, Rakeeb Ahmed Khan, Senior Officer at Prime Bank Limited, I have prepared this report based on the topic given.

### **3.3 Objective of the Report**

#### **Statement:**

“Utilization of Digital Media Platforms in Brand & Communications in Prime Bank Limited” title report looks over and focuses on how these digital platforms are helping as an intensive tool in marketing and communicating purpose in for Prime Bank Limited for their audience.

#### **Objective:**

##### **Broad:**

- In order to understand the depth of digital media platforms in marketing industry in an organization and how it flourishes the communication method.

##### **Specific:**

- Have practical knowledge regarding the digital media platform in an organization.
- To get an in depth inner view of the digital media platform usage and aspects in an organization.
- The benefits that an organization gets through Digital Marketing in comparison to other traditional marketing strategies.

#### **Limitations:**

During the time of doing survey, I have faced time constraints and limitations:

- Sample size - the number of the units of analysis I used for this report is dictated by the type of research problem investigated here. I did not have enough responses to have a required data for fruitful analysis.
- This is a long procedure of work where a person is required to invest a lot of time in order to fully grasp the working method strategy and implementation for a fruitful outcome for this report. However, time has been a crucial limitation to this study which

is why I was unable to include further information. Lack of available and/or reliable data- I could not manage to acquire enough available data

**Methodology:**

This report is a study of both quantitative and qualitative research and is analyzed based up on both Primary and Secondary data usages.

**Primary Data:**

I have collected the data from doing survey on a group of 80 people. The data have been analyzed in accordance to the responses of the respondents in Google Doc forms. A major portion of the data have been collected directly from the people working in Prime Bank Limited and a few from personal observation.

**Secondary Data:**

I have collected the data from a few publications of Prime Bank Limited and other various websites that focuses on Digital Media Platform Marketing for similar industry. Apart from that, a few of the data have been collected from my personal observation and the work I have done for the past 3 months.

## **Chapter 4**

### **Digital Media Platforms In Prime Bank Limited**

#### **4.1 Digital Media's influence in Bangladesh**

Introduction of internet in Bangladesh has been done back in the 90's and the usage has evolved since then where now it has become a revolutionary part of people's lives in Bangladesh. From socializing to getting news updates to operating official tasks for business, internet is a predominant sector in every aspect. It indicates that Bangladesh landscapes are evolving rapidly with growth in GDP and resulting it to be positioned in the list of fastest growing economy in 2019. As Bangladesh moves forward with a huge number of youth population, it has been observed that there is a rapid growth in usage of digital device and internet usage too.

In August, 2018, Bangladesh added new 18 lacs internet connection in the network which boomed Bangladesh to recorded a number of 9.05 crores of new active internet connections among which 8.75 crores were mobile internet, 57.77 lacs for fixed broadband and the remaining connections were WiMAX. There has been a tremendous growth in mobile internet user especially, among the youth and it was solely due to the launch of 4G services done by mobile operators back in February.

According to BRTC of Bangladesh, it has recently been recorded that total Internet Subscribers has reached 91.421 Million at the end of January, 2019 among which mobile internet users ranks to the top with a user number of 85.630 million. This shows that people are heavily involved in this innovative technology that connects to any corner of the world let alone inside the nation. Furthermore, among the above mentioned number of internet subscribers, statistics represents that Facebook holds the first position in respective to other social media channels available with 94.57% from which Dhaka alone ranked the second for highest number of



Facebook users in a city in 2017 with user number of around 22 million according to bdnews24. For an in-depth observation, it has come to the notice that the ratio of male users is higher than female mostly of age ranging from 18-30. These data represent that Bangladesh is at a progressive stage in Digital Sector especially among the youth. They trust it and it has indulged in their DNA's and which is why it is time for brands to orchestrate their marketing strategies in order to grasp this massive people in online habitant.



Figure 10: Statistics of Internet users in Bangladesh and Dhaka holding 2nd position for Facebook users (Source: BDnews24)

## 4.2 Importance of Digital Media Platform in Prime Bank Limited

It is a massive challenge for financial industries to hold a grasp of this millennial demography because their attitude, persuasion, behavior, likes varies a lot in comparison to the previous demography. Technology is the new trend that drives this demography and as a financial institute, PBL had to take a leap to indulge themselves into this demography via digital media platform.

This demography is not easily convinced with traditional marketing ways, they opt for more alternative and new trends and variations to choose what is the most suitable option for them, what appeals them and their personality.

Digital marketing strategy platform has ended up becoming a predominant and successful instrument over traditional marketing strategies to jump to the complex stages of interacting with clients in an age where digital gadgets (phones, tabs, laptops, PC) are used for day-to-day

activities over newspapers and physically visiting stores. Marketing tools and techniques such as search engine optimization (SEO), search engine advertising (SEM), content marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, e-mail direct marketing, web-based company, display advertising and also non-internet channels such as mobile phone SMS are therefore being implemented in PBL for effective results.

The impression that the previous generation had about banks is not same anymore among the youth today. People these days do not only look for a product but rather get an experience from it. This is why millennials are usually not attracted to just any Banks but rather to those who are on the same trend as them and can offer the services that these youths are looking for.

There was a time when banks used to attempt narcissistic advertisements with “best interest rate or loan offers.” However, trends have changed, people look for something that is educational/informative/entertaining providing quality service over just a product itself and so, PBL first needs to communicate with a consumer’s mind before representing its products. Once it has successfully placed a positive impression in the mindset of consumer, it then can start to promote the products and services. This where Prime Bank Limited came up with an excellent idea of creating a “Marketing Calendar” where special events that are internationally recognized by the United Nation (UN) and also events that are recognized nationwide, will be implemented for creating content. To elaborate more, despite of having a good reputation in the market, PBL yet needs to hold on to it in the eyes of the next generations as well because they are the prospective future clients so, through celebration of all these events, PBL is aiming not to just promote or sell its products and services but is also offering consumers an experience, a memory they can hold on to. Moreover, consumers are also being informed about that particular date’s event, they get the opportunity to rejoice it and last but not the least, consumer can associate these dates with PBL’s service. The primary objective is to be part of

everyday routine, from shopping to dining to major occasions they can celebrate in their lives. A creation of brand value in the mindset of customer which exactly is what PBL is aiming for. Looking back to the older days when the marketing strategy, above the line (ATL), was the core method of advertisement heavily used for a mass crowd that included individuals who are not the targeted customers, but technology has come a long way that now enables to define these targeted customers and promote the products and services they are looking for.

Through integration of technology in marketing, PBL aims to be easily accessible and reachable by all the customers. For instance, when a person is searching by any key words on Google or any other social media, e.g. “Eid Offers and Discounts”, the service and offers that PBL is offering, would be visible on the first page which is done via SEO and SMO. It targets to be present on the digital media channels where people are heavily involved, so that the content created, are exposed instantly to make the audience aware right through their closest object- mobile phones.

### **4.3 Digital Media Marketing Tool Utilized and Benefited by Prime Bank**

#### **Limited**

Traditional marketing strategy of ATL, producing an ad for a product to keep them running on TV channels, cost a lot considering payment for producer, model, agency, TV channel, running schedule, time duration and etc. and posting an ad on first of newspaper like Prothom Alo, costs TK. 552/sqcm. Considering the fact that people these days rarely watch TV and even if they do, people tend to switch channels immediately when there is a break during a show. So, possibility of missing an ad is high but unable to reach the targeted audience is even higher. Furthermore, it is same case for newspaper ads. Once an ad has been published on the front page of a newspaper, it is solely visible for that particular day and the customer purchasing that newspaper and shall be aware of it only but if the ad is in inside pages, there remains a high

possibility of it being ignored or overlooked. Moreover, for the ATL advertising purpose, the feedback that targeted audience have been exposed to the ad is not measureable.

However, Digital Media Marketing tools have stepped up the marketing industry. This is the innovative technique in marketing industry which has allowed penetration of products and services updates to be available to the potential customers along with showcase of creativity leaving a positive impact more successfully. Prime Bank Limited utilizes few of the digital media marketing tools and techniques amongst many previously mentioned:

- Social media marketing (Facebook)
- E-mail marketing
- Display advertising
- Microsite

#### **Social Media Marketing (Facebook):**

In an era where digital platforms are heavily utilized for communication purpose between a brand and customers, Facebook is one of the most effective route any brand can start with on social media. Facebook has the capacity to reach the specific target audience a brand has aimed for, and also is cost-effective in almost every aspect, as a result the marketers' use Facebook for business purposes.

Considering the widespread of Facebook users in Bangladesh, it benefits PBL in terms of many things. First of all, PBL can reach to a mass number of audience within a second through its contents that allows people to become more familiar and aware of the existence of this brand and its products and services. Secondly, it is one of the cost effective method in comparison to traditional marketing method because, advertising on Facebook costs \$2/per posts click (CPC) on average to reach a mass number of viewers. Thirdly, which is one of the most important

segment, it provides PBL the insights of the brand's performance on social media. The performance is measurable which drives the brand to keep on progressing and not wander in blank assumptions.

Consumer wants to be associated with a brand that not only has a good reputation in the market but also a that is involved with any sort of good deeds of activity- donation, sponsorship and etc. Since, people now are conscious about its surroundings and society, PBL gets the opportunity to represent its community related content to share on Facebook and aware people that aside from being a financial institute serving clients, it is also involved with other activities as well- PBL school cricket tournament sponsorship, donations and etc. These Facebook contents are easily able to reach thousands of online viewers within a short period of time. This allows people, especially generation Y and Z, to acknowledge about PBL's ethics, morals and principles, to perceive it positively. Furthermore, these good deeds of a brand are often considered its strongest point as defense during difficult times.

As much as it is important to maintain a balance content, it is also important to promote the products efficiently. However, people are not driven or they are often discouraged when a brand keeps on pushing commercial ads on social media. Hence, creating a content that is promoting a product but yet entertaining enough to engage a customer is very important. Facebook gives PBL the opportunity to be creative about its content and reach to its prospective customers. Contents can be showcased with informative images, entertaining videos and even in simple text formats. It provides an opportunity to PBL for standing out among its competitors with different creative, teaser content designs without pouring down every details, this results consumers to be aware about it, grow interest and drive traffic to the main website and often generate potential customers for future.

Furthermore, Facebook also allows to track wherever people are talking or mentioning about a brand outside its page contents. It shows others point of view, perspective, needs and demands, compliments, word of mouth. PBL gets to look through it and learn and understand about its performance and flaws and forecast a future plan to perform better in future. Moreover, Facebook gives the opportunity to advertise and promote its products based on people's geographic location, attitude and other in depth criteria. For instance, Prime Digi which is a digital banking service which has been launched to serve the youth so, its ads are promoted in terms of its selected target group, behavior, attitude, lifestyle and etc. Therefore, this increases the ads to reach to the targeted audiences and be more effective, measure the feedbacks or performance.

Facebook Advertising areas:

- Newsfeed (desktop, mobile phone, app)
- Facebook Marketplace
- Facebook Suggested video feed
- Facebook Right column ad
- Messenger Inbox
- Stories
- In-stream of a video content
- Facebook Instant Articles
- Audience Network Native, Banner and Interstitial
- Audience Network Rewarded Videos
- Audience Network In-stream Videos

Facebook ad forms:

- Video (attract people in sound and motion)

- Image (attract people with visuals)
- Collection (brand's items displayed to encourage shopping customized based on each individual's profile)
- Carousel (showcase of each product with its designated link from the main website)
- Slideshow
- Instant Experience (canvas)
- Lead generation ad (tapping on the ad from the newsfeed and via the pop up, the person allows the information collected from Facebook profile to pass directly to the brand)
- Offers (discount offer promotions)
- Post Engagement (increasing like, shares, comments, views beyond the page audience)
- Event Responses
- Page Likes (page ads to encourage to give like)

Since, it has not been long enough for PBL to utilize Facebook as purely for business purpose unlike many of its competitors, it still lacks behind in utilizing major of the advertising opportunities available on Facebook. Therefore, PBL is focusing on few of the advertising types like- post engagement for getting more likes, comments, shares and views of the contents in order to reach massive range of customers. This option allows PBL to reach audience beyond the people on page, it helps to share information with them, aware them about the product or service e.g. Loan, Deposit Schemes content. Furthermore, it also helps PBL to understand what sort of content people prefer, what do they demand and enjoy from the feedback and reactions of these new audiences. On the other hand, PBL also attempts offer promotions advertising form where Facebook basically showcase discount promotion in order to be noticed by the audience and encourage them to take actions to shop. Few of the promotion ads like e.g. Eid discounts, Boishakh offers, Staycation and etc. In addition, they also go for the basic advertisement types of image and video, page likes. Facebook has the option of fixing a time

schedule for a content to be shared automatically on the feed. Depending on the type of the content and targeted customers, PBL gets the opportunity get a grasp of users who are mostly available in morning as well as night or any time of the day. For instance, sharing an offer content occasion of Friendship day, “20% off at top restaurants” at 12 PM which is almost time for lunch hour. A person from that targeted group of customers scrolling through their feed is certain to get exposed to this promotional offer ad and it shall leave an impact in their mindset that PBL has taken an attempt of celebrating “Friendship Day”. PBL gets an insight measurements of the number of viewers, their interest, location, behavior, age and most importantly, people taking an attempt to tap on the link for more information. PBL aims to keep the context as minimal as possible with an exciting tagline followed by a link of their Microsite for an in depth information about the offers (discounts on lifestyle categories, dining, Buy-1-Get-1). Therefore, PBL also can measure the number of users viewing the content on Facebook and visiting Micro Site.

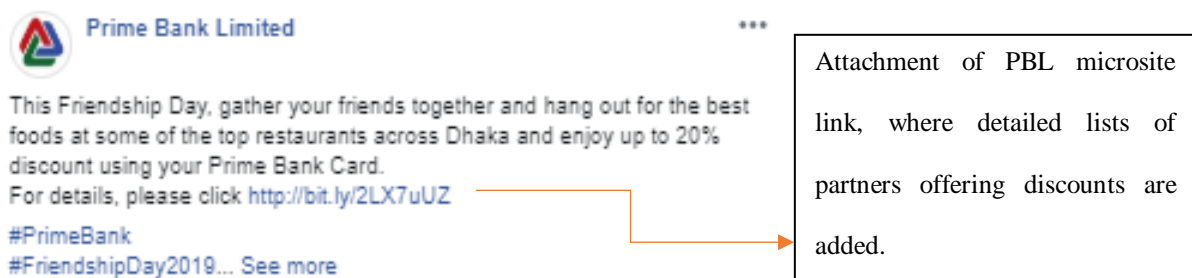


Figure 11: Microsite Link

However, the areas PBL is currently boosting its contents are mostly visible are on people’s Newsfeed, let it be for desktop or mobile phone, depending on user’s profile and information and also, data relevancy collected via cookies on websites. e.g. Loan, Deposit Schemes, Eid Offers, Boishakh, Staycation an etc.

Prime Bank Limited has started off their promotional activities currently focusing on Facebook from their official page. As previously mentioned about “marketing calendar” strategy of Prime



Bank Limited, under the conduction of the UN organization, June 27, has been declared as MSME (minor, small, medium enterprise) business day internationally. This day is celebrated as a mean of appreciating the small businesses and encourage the entrepreneurs to keep moving forwards. PBL already provides loans for MSME business but they took the opportunity of this day to promote this existing series of products and services on Facebook in a refreshing look as mean of celebrating this day. Instead of directly showcasing the products, PBL took a strategic method for promotion; informing the online viewers about the existence of this day, educating them and its importance in today’s world and last but not the least subtly showcasing their own products. It was published as mean for the youth of Bangladesh who aspire to run their own business but is in need of fund and PBL offers this solution. The brand took an attempt to act like a motivation for this youth. The first content published, organically reached a massive number of audience and received positive feedbacks overall.





















01/07/2019 19:00	 Prime Chalti is a comprehensive working capital financing solution			109.3K 	425 1.9K 	<a href="#">Boost Post</a>
30/06/2019 20:23	 Nothing matches up to the thrill of owning a brand new bike! Proudly			201.5K 	607 3.6K 	<a href="#">Boost Post</a>
29/06/2019 23:26	 Prime Shombhabona is a Micro, Small and Medium Enterprise			83.9K 	730 	<a href="#">Boost Post</a>
28/06/2019 20:30	 Prime Shahaj is a business loan for Micro, Small and Medium			89.2K 	1.9K 3.3K 	<a href="#">Boost Post</a>
27/06/2019 08:00	 Today is the Micro, Small and Medium-Sized Enterprises (MSME)			428K 	5.7K 1.9K 	<a href="#">Boost Post</a>
27/06/2019 07:00	 Today is the Micro, Small and Medium-Sized Enterprises (MSME)			183.3K 	422 343 	<a href="#">Boost Post</a>

Figure 12: Organic reach of MSME content post on Facebook

After an in depth observation, it has been seen that PBL being a big local brand, was the first mover to celebrate MSME day followed by creating a wind of fresh air for banking sector in digital media platform for marketing strategy. On the other hand, one of the competitors also promoted their MSME loans a couple of days later but on a newspaper in inside page. In terms

of return on investment, feedback measurement and views, PBL has definitely won in comparison what its competitors has done.

Based on the insight feedbacks from Facebook, PBL took further measurements to share other contents of loans under MSME segment with gaps in between the days in order not bombard the newsfeed of the viewers and to continue the engagement with the audience. Depending on the type of MSME loan (Prime Anchol is a loan for women entrepreneurs), PBL boosted them to be available on the respective segment of targeted customers' feed with a minimal tagline followed by the link of the main website for further information.

Clients these days appreciate brands that utilizes technology to provide quality service but what majority of the brands fail to understand is that along with receiving a good service quality, they look for a fast response to their needs when a company is utilizing technology or else it shall go all down the drain. Facebook alone itself has opened that portal where it has managed to cut down the long awaited time duration of being responsive towards customers. PBL is prepared to respond immediately to any problem or inquiry that somebody may ask through a comment on a post or send them a message on their page. The communication bridge is therefore much clearer and definitely quicker that further strengthens the bond. In summary, this enables a greater connection between the brand and the client and leaves a strong, useful effect on the brand.

To continue the involvement with the audience, exciting and innovative content that is appealing enough to create an impression on this dynamic social platform needs to be brought to light. While creative content is essential, it is also very necessary to understand the target customer and their segmentation in the advertising and promotion of products, respectively. Facebook reveals a broad spectrum of insights for PBL about being aware about its audience- age, interest, behavior, location, the responses, the views of its contents, number of reach and

so on. Based on these criteria, PBL takes further step to maintain that content creativity as well as aim to do better and execute and effective campaign.

The youth is Prime Bank Limited's potential and future client, and it is in fact essential to generate a brand awareness among these youths in order to recall or associate this brand with relevant activities of their lives. This is one of the finest platforms for Prime Bank Limited to invest and demonstrate creativity as stated above with respect to Internet and Facebook user number in Bangladesh and Dhaka itself. Over the time, it aims to step ahead in utilizing the rest of the advertising options available.

### **E-mail Marketing:**

E-mail is versatile, it serves the purpose of maintaining our official work to our personal work to many more. Long gone are the days when people had to sit in front of a computer to check their E-mails. Now that about 161 million people own a mobile phone among which the smartphone users acquire 90 million since the beginning of 2019, it shows that there is a significant economic growth. This also opens the other window that people are surrounding their lives within that tiny screen that displays thousands of information at a swipe. This is where traditional marketing fails to capture this significant number of audience. Hence, digital media platform steps in for further effectiveness. However, one thing that has been constant throughout both traditional marketing and digital marketing is, “email”. Ever since the access of internet, marketers have utilized it as for direct marketing of products but in a personalized manner followed by being it more customized. Email allows to reach to the targeted customer and it also helps to strengthen the relation between a consumer and a brand because of the personalized message as each segmented group of customer shall be receiving different form of body message and promotional products and services with different subheading. This creates an impression that the brand knows the profile of its clients and understands what they want

and how to serve them. Overall, it improves the image of the brand as well as the rate for direct marketing strategy.

From smaller to bigger elements, a brand tries to be involved in their customers lives as much as possible and PBL tends to follow the exact rule. Bearing in mind that the inbox cannot be bombarded with too many emails, they promote the offers available during the specific occasion either prior the date or throughout the festive month but emails sent are still segmented by the profile of the customer. For example, PBL recently introduced a new product known as "Prime Motorcycle Financing Loan" for a motorcycle loan. As much as this product has been promoted for a large crowd in digital platforms for awareness, its customer profile still has been researched and its prospective buyers are the ages of 18-30 who are the most encouraged individuals to buy a motorbike for their transportation or business purposes as well as for any other private needs. This demography consists of the millennial that prefer personalized service, attractive offers and definitely something that connects to trigger their needs resulting an action and PBL is exactly executing based on that.

Advertising of products is driven by few appeals and for both the subheading and message in the body for email, PBL utilizes both emotional appeal to attract audience attention and rational appeal for their numerical value offered.

Unlike the older days, email attributes a lot in advertising, communicating with the customers. Keeping in mind that majority of the population has access to Wi-Fi and mobile internet, upon receiving a mail from PBL, the customer can easily have a glimpse of it from the notification bar. It is definitely cost effecting and time saving in comparison to other form of traditional marketing like printing brochures, ads on TV and etc. resulting the return on investment to be a lot higher. Furthermore, PBL gets the opportunity to showcase its creativity in the mail either through just a simple plain text, graphics, attached file and so on that a customer would

appreciate the effort and feel connected more towards the brand and also, if it leaves a great impact in the mindset of customer. Furthermore, email often generates conversation between a client and the brand. PBL gets the opportunity to have an instant communication in real-time regarding an information or inquiries. This strengthens the bond and encourages the customer for future purchase because of the service and adequate information the client has received in real-time. Also, as previously mentioned, emails are sent based on targeted audience, the number of people is scalable meaning that PBL gets to share its content with both smaller to larger targeted audience at time. On the other hand, email is far more comfortable than receiving a call because it gives the customer the ability to read the mail based on their own preferred time. So, it is less intrusive.

As for technical part, email allows PBL to measure the success of its campaign via analytical software to get an inner view of which of the criteria has done better and what were the flaws so that they can optimize on how their future campaigns can be done for better performance by setting a benchmark. Last but not the least, people are quite environmental conscious and many prefer to go paper-less and here is where email plays a huge role in being environmental friendly overall.

On the other hand, time has changed where people tend to prefer reading a single sentence to catch the gist of the message. This has also put an impact in trend of having a creative subheading for an email making it difficult to leave a meaningful impression even to their subscribed customers. This is due to the trend of communicating between a brand and consumers has come to a point where keeping the tagline short but yet interesting and playful is the key to a successful marketing. Often, a boring subheading in an email fails to deliver a good message in the body resulting these promotional or advertising emails being left unopened in inbox or sent directly to the trash. So, this increases chance of losing potential customers as well. Therefore, PBL utilizes interesting and creative content as for both sub-heading and

message in the body of emails respective to the segmented group of audience to keep them engaged.

Although e-mail marketing is still easy for a lot of other industries, the financial industries constantly have to be innovative with their products promotion and activities to maintain that image and PBL keeping all of these criteria in mind, aims to progress for success.

### **Display Advertising:**

Marketers utilize various form of advertising their products on digital platform from as basic as to sending emails or reaching through social media and even on other online portals to be exposed to the audience. Unlike traditional advertising seen either at the bottom or at a corner of the TV screen during a match or show, digital advertising is displayed in various third party site, search engine pages, social media and etc. Digital advertising basically is an online marketing form of advertising its products through various websites either in form of image or even a video with or without audio to communicate with the consumers. They are positioned either to the top or bottom or left or right of the site's page at times like a banner or a box. Digital advertising serves the same purpose as general advertisements that it is done on the internet for the website visitors and not on offline platform.

Digital advertising can reach millions of visitors at a time depending on the site it is being displayed and the targeted audience. Displaying an ad on Google display network can help a brand reach to about 2 million sites that reaches to about 90% of people using internet. These ads can be displayed either as on various websites or mobile apps or video content. Depending on target customers' profile, segmentation and also searched data collection, Google display those relevant ads to the audience and PBL optimizes this application to advertise its products on various platforms. For example, PBL has recently done PBL UK exchange (people from UK can send money to Bangladesh easily) digital ad on Google Network Display. This has

been done prior to the date of Eid-UI-Adha holiday because during this time period, a lot of people in UK tend to send money to their home country in Bangladesh. Taking the opportunity of this time frame, PBL showcased its service already as a mean to aware the people about the existence of this service and create a brand image in the mindset of customers so that they can recall the ad the next time when they are sending money to Bangladesh. The segmentation for this ad was very straightforward and basic because it was divided based on the demography for residents in UK and Bangladesh



Figure 13: Digital Advertising of PBL UK exchange on Prothom Alo

Digital advertising is extremely cost effective for the results it gives to a brand. Generally, for showcasing a right hand ad on Google Display Network, it ranges from \$10 to \$23 cost per click in average. Spending this sum of money can take the visual ad to be displayed to thousands of viewers online. Now, although a traditional advertisement can also reach to millions of customers as well but in comparison to the cost and return on investment, digital advertising is far more beneficial and appropriate.

The next segment arises the capability of measuring the result or feedback. Unlike, traditional marketing where responses and feedback are not received unless there is a legit buyer, digital advertising makes the journey a lot smoother and easy without much struggle. Through analytical web software, PBL can track down of how many people have been exposed to their ad, the number of people who tapped on the ad and has been directed to the website followed by the number of people who have actually attempted to take an action to buy the product. The

nature of consumers- likes, behavior, attitude, location, searched history, all these data insights can be collected and helps PBL to utilize them in order to know which location both in UK and Bangladesh has been exposed to this ad, the age range that mostly favored the ad and all the people who finally took an action. This allows PBL to understand the demography even more and acknowledge what sort of content are they preferring, whether or not the contents are being appreciated and most importantly, are the ads serving the main purpose or not.

In conclusion, based on these criteria, PBL attempts to make their future ads to be more effective and appealing in order to thrive to do better and create a positive brand image.

**Microsite:**

Microsites are used primarily for certain functions, including the promotion of a specific product or brand service and PBL while has a primary Web Site that displays all service and products from loans to other commercial ingredients for the fundamental data of the organization, it utilizes microsite to display year round deals for PBL cardholder clients. The goal is exclusively to represent the day-to-day life categories a consumer does and so, its main purpose is to direct a client to PBL's offers instead of making them browse the primary website.

PBL's microsite consists of 3 pages:

- Lifestyle
- Dining
- BOGO (Buy-1-Get-1-Free)

PBL attaches a link of microsite in every content posted on social media, so that a customer gets a grip on this content, but is given the option of surfing the microsite for detailed information. It is implemented when sending emails as well as SMS.



PBL is associated with almost 63 lifestyles (shopping, gym, travel, hospital) brands for, and the attached link provides a clean and minimalist look to avoid bombarding the newsfeed or e-mails or SMS of anyone, and above all, the person gets the chance to scan each brand's names along with the discount they can get.

The thing that PBL has made a lot easy for a customer is that they only attach the link of that particular category in respective to the type of content. For example, a content relevant to shopping category shall have the attached link address of the microsite. It is implemented for both dining and BOGO offers.

However, a customer has the freedom to surf and visit other categories if they don't want to shop but want to eat. The direct communication bridge is thus much quicker and hassle-free without any bugs in the middle.

The microsite is occasionally updated for events like, Eid, Puja and etc. along with enlisted partners' name and their discounts being offered.

The advantage of the microsite for PBL and its clients is that it represents the services and provides clients with opportunities and discounts which they can receive via PBL cards. Since, customers prefer to spend their money more on experiences- events, travels, food, shopping, hospital, parlor, GYM and etc. over materialistic possessions, offering discounts on these are major attractions to hold on to customers. Even though customers are spending money but what PBL is offering them, is an experience in exchange. The presence of this brand in people's regular life routine where PBL can easily be recalled or be associated is precisely what PBL is aiming for, particularly among the youth.

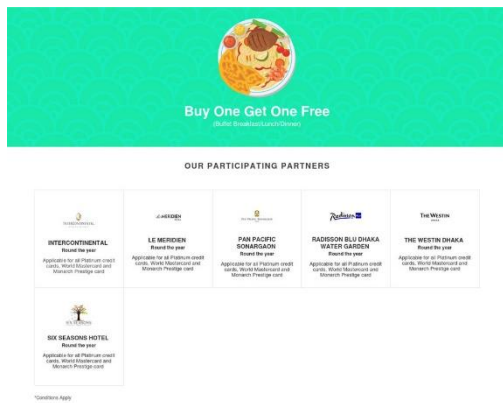


Figure 16: BOGO page from Microsite

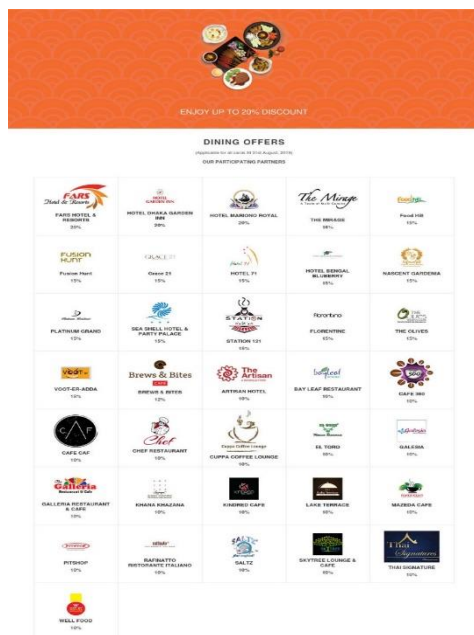


Figure 15: Dining page from Microsite

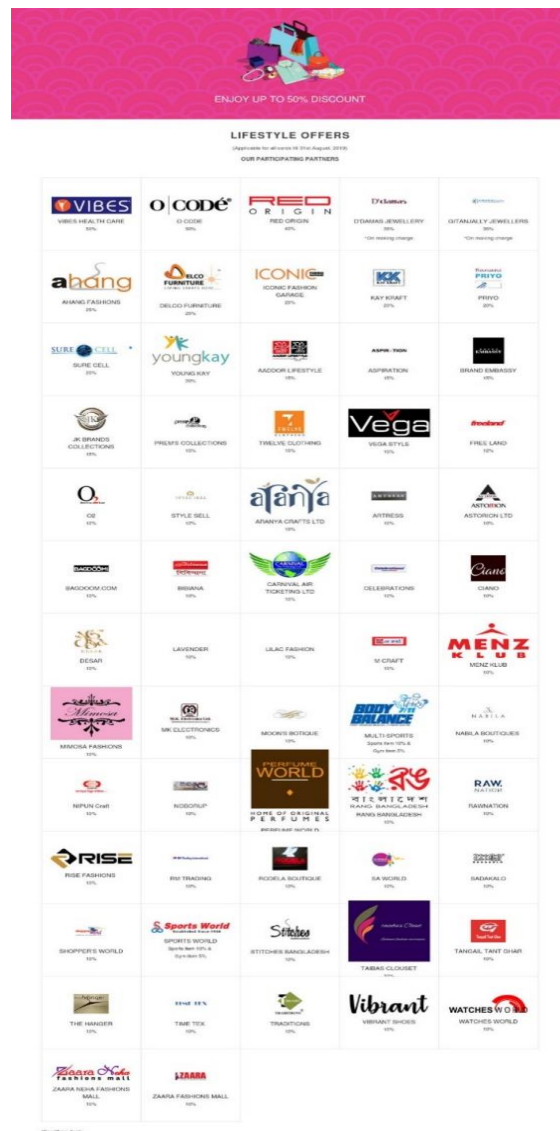


Figure 14: Lifestyle page from Microsite

## **Chapter 5**

### **Findings and Conclusions**

#### **5.1 SWOT analysis**

Observing the trends of communicating with customers and advertising a bank's products, many banks have shifted their strategy and are performing remarkably in the market. There are 33 private commercial banks (PCBs) operating in Bangladesh among which these few of the top leading banks- Eastern Bank Limited, City Bank Limited, BRAC Bank Limited, Dutch Bangla Bank Limited have been booming in terms of their digital marketing strategy and grasping a major portion of benefit from digital marketing sector.

#### **Strengths of Prime Bank Limited:**

- Have a faithful brand image and positive word of mouth among customers which is why previous generation suggests generation Z and millennials to choose Prime Bank Limited for opening an account.
- Have strong networking.
- Organized and is able to execute its plan strategically.
- Understands and follows the trend of who, what, how and when customer demands something.

#### **Weakness of Prime Bank Limited:**

- Lack of human resource in Brand & Communication
- Still is behind utilizing the whole benefit of digital marketing

#### **Opportunities of Prime Bank Limited:**

- Easily is reaching the target market group through digital marketing strategy
- Customers are participating in Prime Bank Limited’s Facebook page- Brand awareness is increasing.

**Threats of Prime Bank Limited:**

- Strong Rivalry

**5.3 Survey:**

For my survey, I have made 16 questions in total and have received responses from 80 respondents gathering information about their preference of using social media channel, impact of an ad viewed digitally over a traditional communication (TV, Billboard, Newspaper, Radio). For my further investigation to identify the demography, I have also inquired about age, income and gender.

The questionnaire was formed in a way to collect data from them as well as aware them about the trend digital marketing’s significance in our lives.

For conducting this survey, I have opted for using Google Doc Form since it is easily accessible and can be shared through internet to a mass number of people at a time Also, it provides both individual and accumulated results from the survey.

**Gender:**

1. Gender:  
80 responses

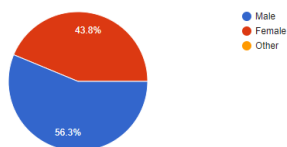


Figure 17: Gender

From the survey above, we can see that it was a close call between percentage difference between male and female. Male with a percentage of 56.3%, female, 43.8% while others holding 0%. Since, the survey has

been done targeting the Bangladeshi demography, it has given us a representation that internet users (mobile, desktop, tab) in Bangladesh is occupied by a large portion of male users.

## Age:

2. Age range:  
80 responses

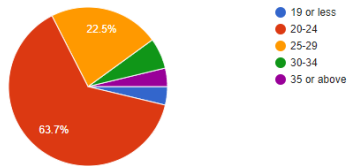


Figure 18: Age

As mentioned previously, sources show that a large chunk of people aging of their early to mid-20s are dominating this current generation now, especially

in online world. From the above survey, which has been done online in Google doc, shows that a major portion of 63.7% were age ranging from 20-24 followed by holding the second highest of age range 25-29 with 22.5% and the least share of percentage was age range 35 or above. It is shows that who are the people brand should mainly target for as their potential customer when opting for digital marketing and how should they make a mark.

## Average monthly income:

3. Average monthly income:  
80 responses

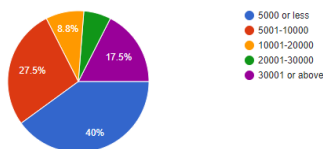


Figure 19: Average monthly income

From the above survey, it shows a major portion of 40% population's income level ranges from 5000 or less followed by 27.5% for 5001-10000. In context to the previous data of age range, 20-24 are basically the people who have freshly graduated from

Universities and are doing internship or running their own businesses or applying for masters. In context to this data, we can implement that a major portion of individuals are yet not established to be financially independent. On the other hand, 17.5% people has an average income of 30001 or above.

The opportunity that PBL has here is they can create content that are informative and education about encouraging them to start savings for their further studies or business or even for any

future plan that they want to do someday (World Tour). PBL gets the opportunity to create an impression among the youth that they care without being bluntly commercialized.

### Average hours spend on Digital Media:

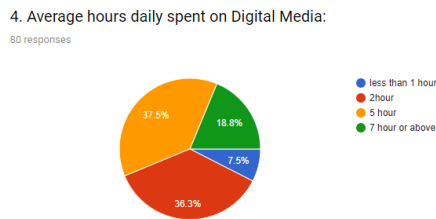


Figure 20: Average hours spend on digital media

From the survey above, the results represent a close call between average hours spent on digital media where 37.5% of people spend 5 hours on average and 36.3% of people spend 2 hours on average. This still occupies a large portion of time from 24 hours a day.

It is a moment of realization that PBL has a big opportunity to perform and be visible in the eyes of these users when doing marketing digitally.

### Social Media used the most:

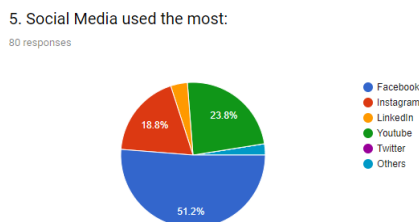


Figure 21: Social Media used the most

From the survey above, it represents that Facebook holds the first position with a percentage of 51.2% of being used by people in Bangladesh. As previously mentioned, Facebook users of Bangladesh is significantly high and Dhaka holds the 2<sup>nd</sup> position of Facebook users in top city categories recorded in 2017. Followed by YouTube 23.8% and Instagram 18.8%.

This data reveals that when a brand wants to do advertising on social media, Facebook is always the first option to go for and that is what PBL has done and is having success attracting massive audience.

However, many small business and bigger brands these days opt for Instagram sponsored ads and YouTube ads.

## Awareness of a brand through digital platform:

6. Do you believe you are more aware of a brand through their ads on Digital Platform than other communication medias (TV/Newspaper/Billboards/Radio)?

80 responses

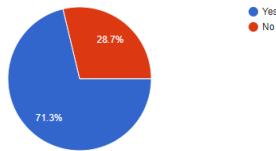


Figure 22: Awareness of a brand through digital platform

Based on the previous data collected of hours spent on digital platform and media channel preference, this data reveals that people are aware about a brand through digital platform with a percentage of 71.3%.

Furthermore, it is a positive note to take for PBL to take because the ads can easily be targeted for its potential customers, people are being aware of a brand more easily (considering the previous results of data) while the brand has a higher return on investment because it is cost effective.

## Average ads seen on digital platform daily:

7. How many ads do you see on average on a digital platform daily?

80 responses

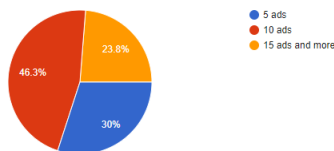


Figure 23: Average ads seen on digital platform daily

From the above survey result, it shows that brands are heavily utilizing digital marketing strategy for their business purposes at present- competitive market and which is why a person coming across to 10 ads daily on average is high with a percentage of 46.3%. This is where PBL needs to

be very strategic and creative in terms of creating its content for the audience because chancing of a generic ad being lost in a sea of these ads are extremely high.

## Preference of type content on digital platform:

8. Type of communication content you enjoy the most from a brand on digital platform:

80 responses

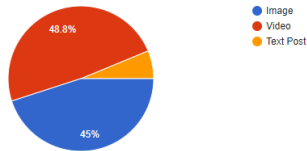


Figure 24: Preference of type content on digital platform

The current generation prefers communication bridge that is fast, creative, informative and yet entertaining. Video ads are something that showcases 4 of the mentioned choices and that is why user preference of content type for video holds the highest percentage of 48.8% followed by image 45%. Although there is not much of a

significant difference but it is a sign that brands still doing text post or images, need to be more dynamic.

Although, PBL creates impactful dynamic image content it still lacks in behind in creating dynamic video content and so, in order to survive among the mindset of the youth, it needs to elevate its content communication approach.

## Digital platform ads are enjoyable:

9. Ads on digital platforms are much more enjoyable:

80 responses

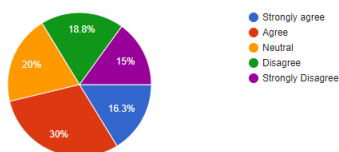


Figure 25: Digital platform ads are enjoyable

Considering the fact of a large portion of people spend time on digital platforms, especially on Facebook and mostly videos, from this survey, it can be implemented that while there is an existence of traditional advertisements, 46.3% (accumulation of people strongly agreeing and people agreeing) holds

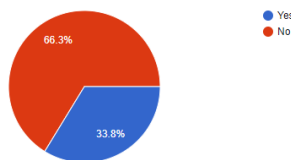
near half of the portion, enjoys watching ads that they see from their mobile phone screens or desktop.



However, it still shows 33.8% (accumulation of people strongly disagreeing and disagreeing) do not enjoy watching ads on digital platforms. Although, there exists various types of ads-display ads, image, videos, text post and etc. This represents that brands in Bangladesh yet needs to work a lot in creating content which the audience would prefer and enjoy the most. Also, brands often mistake to put same ad both for TV/radio/newspaper and social media channels and here is where they need to consider of bringing some dynamics so that the message remains same but creative varies in respective of the viewers for different channels.

### Digital ads shared with others:

10. Do you share digital platform's ads with others?  
80 responses



Considering the survey result from previous one, we can implement that due to lack of enjoyment people in Bangladesh still do not feel encouraged to share the ads with others. The percentage of declining participation in sharing digital ads is 66.3%

Figure 26: Digital ads shared with others

### Proper content feed:

11. A proper content feed on digital platforms encourages you to like a brand:  
80 responses

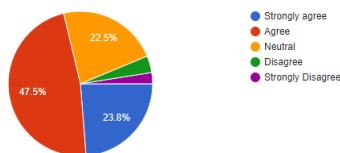


Figure 27: Proper content feed

From reputed bigger organization to smaller business, it is a necessity to have a digital media platform (website, social media page etc) to show its credibility as well as to be a part of digital platform movement. Because technology metaphorically runs through our blood, we are all

connected, we can access internet from anywhere to anywhere. Also, people these days prefer to do research, read reviews before choosing a brand for themselves that can be associated with

their personality and hence, a proper attractive content feed on digital platform is important. This is why percentage of people agreeing of liking a brand due to an appealing feed is significantly high with a percentage of 71.3% (summation of both strongly agreeing and agreeing).

**Power of recalling an ad from digital platform:**

12. Can you easily recall an ad that you see on Digital media?  
80 responses

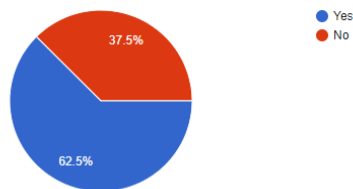


Figure 28: Power of recalling an ad from digital platform

From this survey we can see people recalling an ad seen on digital platform is higher with a percentage of 62.5%. It can be implemented that even though people may not enjoy ads on digital platform or share them with others, these ads are still able to recall it.

**Awareness of a brand through digital platform:**

13. Digital ads leave more impact in our minds:  
80 responses

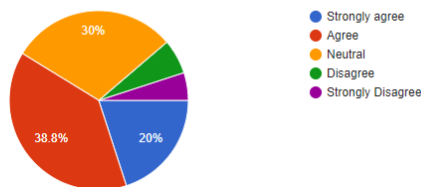


Figure 29: Awareness of a brand through digital platform of customer is higher which is why 20% of the people strongly agrees and 38.8% of the people agrees.

Considering the results from previous survey of people spending hours on digital platforms, enjoying ads they see and also, type of content they watch, the chances of these ads leaving an impact in the mindset

## Personalized emails:

14. Do you feel connected to a brand when you receive personalized/customized emails from them?

80 responses

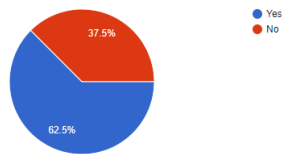


Figure 30: Personalized emails

Customers prefer when they realize brands are providing the service they want and the way they want. A generic message or promotional ad in mail would mostly visit the trash or left unread or leave no impact. When a brand sends personalized/customized mail dedicated to the

customers in their targeted audience, customers appreciate that effort and feel connected. This is why the percentage of people agreeing is high with 62.5%.

## Informative/educational/entertaining content over commercialized:

15. You feel encouraged to purchase a product or service based on the ads that are educational/informative/entertaining than only commercial based on digital platform:

80 responses

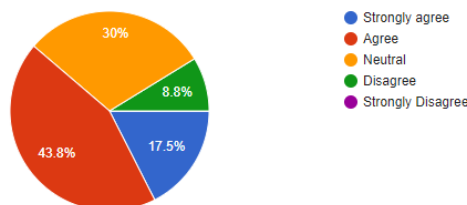


Figure 31: Informative/educational/entertaining content over commercialized

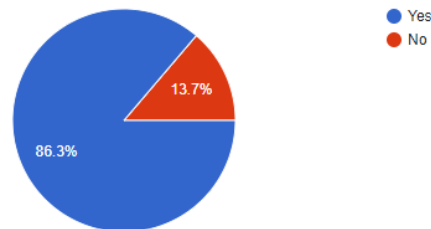
Although, it depends the type of organization and products a brand is promoting but people these days are very curious and seeks to know and learn more about a product or service and the brand. This is why people strongly agreeing and agreeing shares 61.3% combined which is slightly more than half.

In order to turn over the people who feels neutral or disagrees, brands still need to work hard.

## Increasing engagement via quiz/contest contents:

16. Do you believe engaging consumers in fun quiz/competition/content on posts by brands on digital platform can strengthen the relationship between a brand and consumers?

80 responses



*Figure 32: Increasing engagement via quiz/contest contents*

Customers appreciate the effort when brands involve their customers to participate into their activity. This connects them to the brand. Let it be a quiz or contest, this increases the engagement and a customer can recall this easily. This shall work as a word of mouth for the brand as well. This is why a significant number of people with a percentage of 86.3% agrees to this fact.

Although, putting a random unnecessary contest may jeopardize the brand image. So, brands need to be careful regarding the type of content for these competitions.

### **5.4 Analysis:**

Based on the survey, it has been observed that a major portion of respondents have been received from people age ranging from 20-24 followed by age range 25-29 with a population number of 18. This particular demography spends at least 5 hours of their time on social media and especially Facebook. Furthermore, results also reveal that this demography is mostly aware of a brand via digital platform over a traditional communication channel. Therefore, it is a good opportunity for PBL as it is already on a mission to grasp this segmented group of people for

creating a brand awareness and based on this analysis, PBL already has their audience available on the media channel they are focusing on right now. So the possibility of penetrating the ads to them gets higher. However, because they are mostly staying online, they also come across various ads and the number crosses over 10 according to the survey. Therefore, PBL really needs to be strategic and creative enough about its time, geo-location, segmented customer's attitude, behaviour so that their ads stand out among the sea of various other ads floating on the screen.

The trend of communication through digital media is evolving for all organization with innovative formats and messages to engage the viewers and therefore, videos are one of the major core of attraction these days which results highest number of sharing, views and engagement in a single content. The survey result reveals a close call between video and image with a preference of 39 and 35 respectively. Videos that are entertaining and information reaches the highest number of attraction level in comparison to a blunt commercial ad and therefore, while communicating through images which PBL is currently doing, they should also integrate video communication. The ads can either be implemented as "bumper ads" which can either be skippable or non skippable ads lasting for 6 seconds placed in videos during the beginning, mid time or at the end. The media channels can be on Facebook, Instagram and YouTube for attaining most views. Because the generation wants everything to act on fast, PBL needs to understand the concept of sending their message within that confined period of duration but yet entertaining.

Apart from promoting its products and services through great contents, a brand can only be more connected to its customer when customers are taking a part in their movement. This can be achieved when brands are performing some sort of quiz/contest on their digital platform. Businesses are going beyond their limits to involve their customers with their culture and environment virtually as much as possible. Today's business trend has changed to the point

where customer prefers a brand that they can associate their daily life's habits, attitude and personality with. Therefore, maintaining this shall increase the engagement of customers on their digital platform and from the survey done, results show that 69 out 80 respondents responded that they feel connected and are encouraged to purchase or be a part of a brand because of involving customers through various activities along with great content. Furthermore, this leaves an impact in the mindset of the customers and so, customers are able to recall this brand and the possibility of attaining future potential customer increases for PBL. To conclude, what can be implemented is the fact PBL is on the right track in digital platform marketing however, it needs to accelerates its action to be a lot faster for effective and immediate action considering the current competitive market situation.

## **5.4 Challenges and Recommendations**

### **Challenges**

As stated earlier, PBL has taken no long enough to engage Facebook for its business purposes through social media. There is therefore a lack of use of other vital instruments in advertising gears available on Facebook that can enable PBL to produce successful results. As the study demonstrates, although Facebook is a dominant channel, the other channels are not behind either. PBL requires to grow their touch points in social media such as Instagram and YouTube. If PBL does not act fast, it will probably get lost in ocean of other generic advertisements as opposed to what other domestic and International financial institutions do.

Display advertising can often be bothersome for a lot of individuals and so a large sum of users use ad blocks software that are widely available. PBL must therefore be extremely strategic about of displaying ads on the third parties via usage of Google display ads.

It has not been long enough since "Brand & Communication previously known as, "Marketing Division" has shifted to Banani Branch from their Head office, Motijheel. The accumulation

of these changes has led to the workplace still being structured in aspects of appearance. Although the architectural structure of the office is very attractive in a very convenient place in Banani, the working environment feels congested and does not have enough space when agencies or individuals from other organizations visit the Department.

It was also seen that very few tasks often cannot be carried out on a specified period of time, as each employee has to operate with 2 to 3 projects at a moment because of the absence of human resources.

Although the employees were very helpful and cooperative who motivated me to work and not panic, it was often stressful for me to generate new ideas within a short period of time because I had to look after many campaigns one after another.

### **Recommendations**

Facebook posts alone generates a lot of views and shares and PBL is on a mission to make a mark but PBL can achieve that by focusing on making videos now through graphical images or figures that are widely used and is available in all designing tools. Video content generates the highest number of attention and engagement. From the survey done, results show that 39% of the people prefer a communication via video content. The videos can also be generated to other social media platforms- Instagram, YouTube, LinkedIn and etc. For instance, it can opt for 6 seconds “bumper ads” meaning the sponsored videos of PBL will pop up in other platforms at the beginning, mid or end of that third party platform. This is also a type of video display advertising. The videos shall mostly be circulating on Facebook, Instagram and YouTube. In order to attain an effective result from display ads without being blocked, PBL can opt for Real Time Bidding (RTB) method which means that instead of booking a place for an ad on websites, the management can bid to expose the ads to the targeted people in real time

across various websites using available analytical software. Therefore, this shall give PBL more control of advertising to their segmented customers.

It will take some time to renovate the interior of the branch however, the work is already under progress and the team is giving their full effort in doing so.

## **5.5 Conclusion:**

In all aspects, technology dominated every marketing sector, and so it was a blessing for the marketing community. The use of digital marketing has established a different image in the eyes of our customer in terms of the brand's style and approach. This report- Utilization of Digital Platform in Brand & Communication in Prime Bank Limited, has been a representation of its impact in marketing strategy and what, why, when and how PBL is utilizing it along with analysis and recommendations of how it can progress further.

Although PBL made a step towards investment in digital commercialization, based on its insights, it shows that its performance still lacks in behind. Customers prefer a brand that matches what it serves and PBL must always follow the approach correctly. They must also be aware of the changes in the marketing sector on the digital platform and predict plans to choose the best approach without rushing. In conclusion, the impact of marketing in digital platform leaves a significance in our lives because we live on technology now and we are connected with every one, every brand, organization. Considering the atmosphere in Bangladesh, banking sector really need to reconsider about their marketing approach for this current youth to attract them and attain them as future potential customers. It is often easy to get lost in the sea of this chaotic platform however, it shall take time and a brand shall be able to stand strong on its ground with proper implementation and strategic approach and progress to success.



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## Appendix A.

This survey which has been done to represent the trend of digital platform's marketing in the mindset of the people in Bangladesh and how do they perceive it.

Survey Questions:

1. Gender:
  - a. Male
  - b. Female
  - c. Other
2. Age range:
  - a. 19 or less
  - b. 20-24
  - c. 25-29
  - d. 30-34
  - e. 35 and above
3. Average monthly Income:
  - a. 5000 or less
  - b. 5001-10000
  - c. 10001-20000
  - d. 20001-30000
  - e. 30001 or above
4. Average hours daily spent on Digital Media:
  - a. less than 1 hour
  - b. 2hour
  - c. hour
  - d. 7 hour or above
5. Social media used the most:
  - a. Facebook
  - b. Instagram
  - c. LinkedIn
  - d. YouTube
  - e. Twitter
  - f. Others
6. Do you believe you are more aware of a brand through their ads on Digital Platform than other communication medias (TV/Newspaper/Billboards/Radio)?
  - a. Yes
  - b. No
7. How many ads do you see on average on a digital platform daily?
  - a. ads
  - b. 10 ads
  - c. 11 ads and more
8. Type of communication content you enjoy the most from a brand on digital platform:
  - a. Image
  - b. Video

- c. Text Post
9. Ads on digital platforms are much more enjoyable:
    - a. Strongly agree
    - b. Agree
    - c. Neutral
    - d. Disagree
    - e. Strongly Disagree
  10. Do you share digital platform's ads with others?
    - a. Yes
    - b. No
  11. A proper content feed on Digital platforms encourages you to like a brand:
    - a. Strongly agree
    - b. Agree
    - c. Neutral
    - d. Disagree
    - e. Strongly Disagree
  12. Can you easily recall an ad that you see on Digital media?
    - a. Yes
    - b. No
  13. Digital ads leave more impact in our minds:
    - a. Strongly agree
    - b. Agree
    - c. Neutral
    - d. Disagree
    - e. Strongly Disagree
  14. Do you feel connected to a brand when you receive personalized/ customized emails from them?
    - a. Yes
    - b. No
  15. You feel encouraged to purchase a product or service based on the ads that are more educational/informative/entertaining than only commercial based on digital platform:
    - a. Strongly agree
    - b. Agree
    - c. Neutral
    - d. Disagree
    - e. Strongly Disagree
  16. Do you believe engaging consumers in fun quiz/competition/content on posts by brands on digital platform can strengthen the relationship between a brand and consumers?
    - a. Yes
    - b. No