

## Report On

“An in-depth analysis of Greenovent's 360-degree services and the role of social media in its business performance.”

By

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15204056

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

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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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**Sadia Hossain**

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

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**Mr. Shihab Kabir Shuvo**  
Lecturer, BRAC Business School  
BRAC University

## **Letter of Transmittal**

Shihab Shuvo,  
Lecturer,  
BRAC Business School,  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on ‘An in-depth analysis of Greenovent's 360-degree services and the role of social media in its business performance.’

Dear Sir,

This is my pleasure to display my internship report on the topic ‘An in-depth analysis of Greenovent's 360-degree services and the role of social media in its business performance’ which I was appointed by your direction that was included of BUS 400. I am thankful for your guidance and instruction.

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,

---

Sadia Hossain  
15204056  
BRAC Business School  
BRAC University  
Date: 10/09/2020

## **Non-Disclosure Agreement**

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

I realize in my internship journey I had access permission to the information of organization's various operations of business, data related information and written information. I want to clarify that I will not disclose any confidential data regarding company in my internship report which may have an adverse effect on the values and reputation of the company.

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

*Jakaria Ahmed Omi*

---

**Jakaria Ahmed Omi**

Deputy General Manager, Greenovent

## **Acknowledgement**

I might want to accept this open door to thank everybody engaged with the development of the paper without whom, the task would have been impossible.

In the very beginning of this report I would like to thank Almighty who helps me to reach this stage of my life. Next, my cordial gratitude goes to my supervisor for the course BUS400, Shihab Shuvo sir, for providing me with the fundamental information and the support he has given me all through my course of action.

Following, I would also like to thank my Internship Supervisor Jakaria Ahmed Omi (Deputy General Manager) at Greenovent, for his unimaginable contribution in making me acclimated to the processes of the department and the organization as a whole. Additionally, I would also like to thank the Community Management Manager Shila Roy, from whom I have received immense motivation in the three-month period. Finally, I would like to show my gratitude to whole department of **CMT** at Greenovent for being there whenever I need their support and guidelines.

## **Executive Summary**

This internship report centers around the work experience I have accumulated being an assistant in the Community Management branch of Greenovent which is the quickest developing startup promotion office. I especially centered on the extraordinary promotion that Greenovent embraced to leave their customers just as the watchers interested and engaged. In my report I also tried to focus on how Facebook ad campaign help the brands to promote their products and increase their sells. Their tasks incorporate countless administrations which they convey utilizing distinctive medium, for example, 360-degree crusade. TVS, Media Buying and Planning, Event Planning and execution and some more. Even after observing this agency I made some recommendations that actually helped the agency to improve and can get enough familiarity as an advertising agency. It is consistently passionate open to thoughts and extemporization to satisfy their customers at the day's end.

**Keywords:** 360- degree digital marketing; TVS Bangladesh; Social Media; Clients; Facebook; Target customers; Query; Communicate.

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## **List of Acronyms**

**CMT:** Community Management Team

**TVS:** Thirukkurungudi Vengaram Sundram

# Chapter 1

## 1.1 Introduction:

At present people are more involved with social media. Like – Facebook, YouTube, Twitter, Instagram, LinkedIn etc. Through these social media people are making social networks that make them to connect with people and brands via online. Day by day it becomes a great business platform for brands and business men. They start to promote their products, their services through social media. This is how digital marketing originated.

Digital marketing is the component of showcasing that utilizes web and online based computerized innovations such as desktop computers, mobile phones and other computerized media and stages to promote products and services. The concept of 360-degree digital marketing comes from it. A 360-degree digital marketing refers to a promoting campaign that comes to clients at all conceivable focuses of contact. Effectively putting together such an arrange is critical since it empowers one to maximize the chances of finding new potential customers and involved them in a wide assortment of ways.

## 1.2 Company Overview:

Whereas the publicizing industry is overwhelmed by the international and affiliated agencies certainly included a distinctive new perspective to it. Greenovent is one of the exceptionally effective advanced showcasing office based in Dhaka. The company makes esteem through their channel capability inside investigating, promoting, presenting and social media.



*Figure 1: Company logo*

In early 2017, Greenovent started their journey, with an energy of, bringing transformation within the advertising agency. They made best of the line sound and visuals for various companies. And since afterward 2018, the company begun their wander into digital marketing. To gotten to everyone's number one choice for online advertisements and promoting. They have marked their baby step within the market as a creative, cost-effective and result oriented advertising agency that catered to their clients with exceedingly viable, brand arranged inventive bundles that brought about in picture upgrade as well as income increments.

### **1.3 Mission, Vision and Values:**

**Mission:** To bestow an entire 360 marketing solution to our clients, which help our clients grow their businesses and accomplish their marketing goals.

**Vision:** To turn into the paramount advertising agency in the country by being the most dependable and innovative company furnishing uncommonly dynamic online & offline marketing solutions with resolute enthusiasm and relentless devotion for our customers.

**Values:** Our people enjoy a personal stake in your continued success and take pride in what we do. Greenovent has its own some core values that they always try to accomplish at any situation.

- I. Client is always the first priority for this agency. They always try to understand wants and needs of client and try to work according to that.
- II. Instead of performing person they continuously accept in team work. It helps to execute all the plan successfully.
- III. Another most important core value is giving innovative ideas to make a brand a great position in the market.

- IV. Success will come as it were when the work is conveyed on time which they attempt to take after each time.
- V. Greenovent never compromise a single in terms of quality.

**Corporate focus:** The vision, mission and values of Greenovent focuses on branding, promoting and generating sales of companies. And make a bridge between consumer and companies.

#### **1.4 Three Elements of 360-degree Digital Marketing of Greenovent:**

The actual benefit of 360- degree digital marketing is to approach the customer in a better way for generating the sales and can make marketing team stronger of the business. These groups can construct more vital deals and showcasing campaigns. So, the Greenovent agency actually accomplish the 360-degree view. Their main focus on

- **Brand strategy:** In the very beginning Greenovent try to focus on the competitor of their clients, the opportunities the brand can make, find the creative way of approaching customers. They research market, make strategies and implement the whole plan to make a better position in the market.
- **Digital marketing:** They do everything that related to digital marketing like SEO, PPC, web development, online query management, SMS marketing, promoting through social media etc. They do insightful analysis through digital marketing

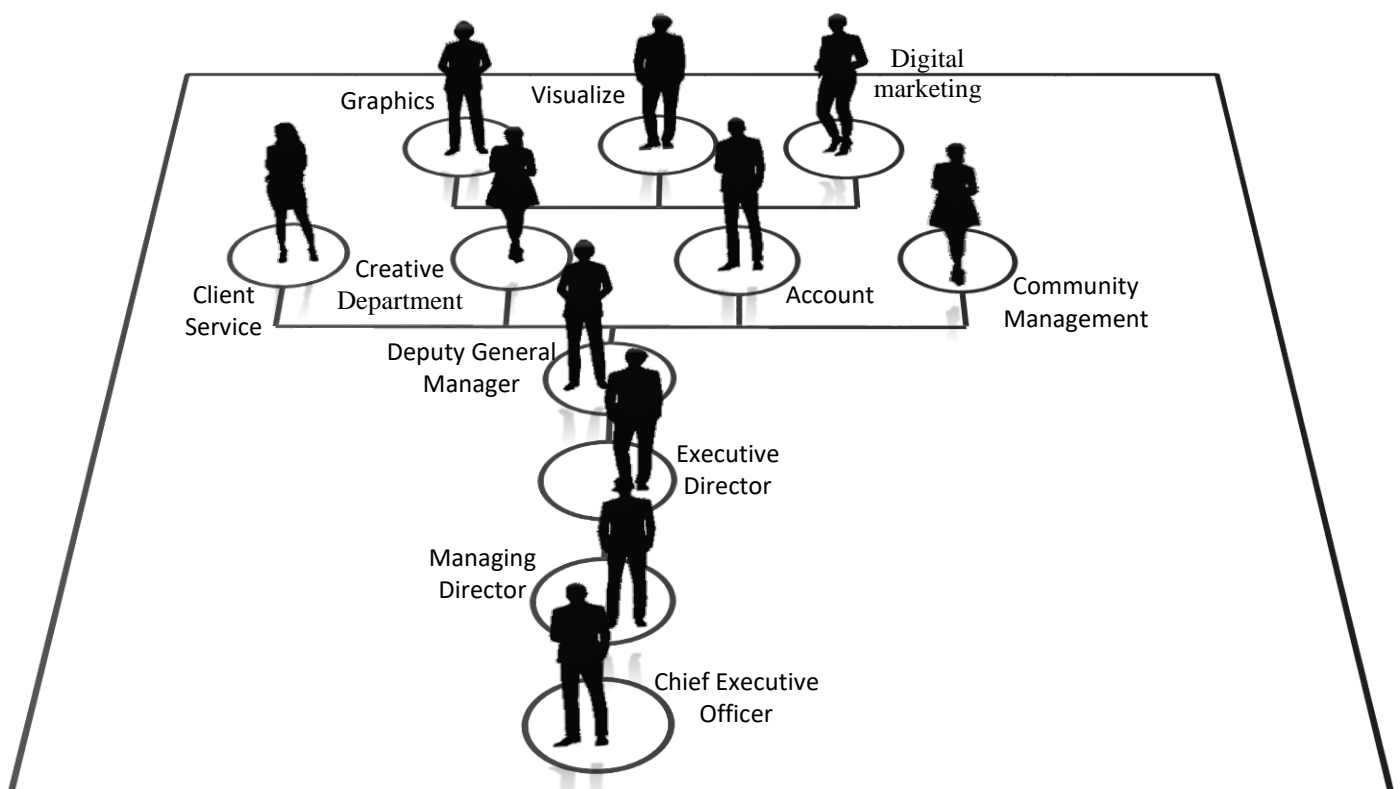


*Figure 2: The main three elements of 360-degree views*

- **Brand cloud:** The capacity to enable to empower the network to embrace boundless localized promoting utilizing brand cloud format with built in compliance of the brand.

### 1.5 Corporate Division:

Greenovent is a level organization. They do not take after conventional values. The representatives are given enough responsibilities and specialist to provide their work in specific timeline. Employee empowerment is additionally practiced in Greenovent. Representatives of all level are permitted to require portion in the choice making prepare. Not as it were getting the opportunity to include within the choice making process but too have the get to communicate with the best administration any time at work.



*Figure 3: Organogram of Greenovent-advertising agency*



## Chapter 2

### Services and Clients of Greenovent

#### 2.1 Services of Greenovent:

Greenovent- advertising agency always provide 360-degree services that their clients and the existing brand can make a better position in the market.

- **Brand Building:** Each organization needs an identity. Greenovent gather that identity by building brands utilizing innovative answers for clarify business challenges and ideate their customers' future. They exist to help organizations to explore advertisement, and drive long pull advancement.
- **Creative:** One of the centre members of any fruitful advertising agency certainly falls beneath the class of Graphics designs. Their gather of inventive fuss budgets centres only on giving the clients or brand's image an authoritative point of see toward ever-moving and really tasteful plans utilizing best conclusion of Designing Software. Feel the sprinkle of advancement as their unmistakable plans lead client's picture and event higher than ever.
- **Strategy & Planning:** From communicating arranging, execution arranging and associations arranging to ecommerce counselling, the technique and arranging groups are fuelled by information driven bits of knowledge but established in human behaviour.
- **Social:** We have an edge on making effective plans through organizations with adjacent and worldwide social shapers, making a significant association between the brands and

clients. They utilize the bits of information from our social data to from social frameworks, run campaigns pass on irresistible substance, direct systems and degree accomplishment.

- ***Event Management:*** With exclusively experienced occasions expertise in the group they work with difficult and immovable centre on landing the kind of occasion individuals will keep in mind and cherish. From conception to execution, they are here to guarantee clients or brands occasion runs easily without any bungles. They are enormous on display but never lose track of the details.
- ***Activations:*** Greenovent surpass desire in breathing life into creative considerations with the conclusion objective of extending brand mindfulness for brand's commerce. Their line of thought with respect to activation remains at creating potential and persuading leads for client's picture and ingraining brand picture into the psyches of the objective market utilizing and brilliant thoughts. Greenovent endeavour to communicate unrivalled results within the field of promoting event.
- ***Outdoor Branding:*** Beautification can never be compromised. That is what agency accept in with respect to occasions and enactments and as such, they are committed to conveying richly made branding things of all shapes and sizes from X-Stand Standards to Roadside Bulletin Banner.
- ***Production Items:*** Any event or any class the client title it and the agency have a blessing arrangement for the client kind gesture can reach a wound that as it were sympathy can recuperate. They tend to create that kind gesture for the client by

conveying smoothly made blessing boxes filled with correct and promising things concurring to the client's preferences. The agency put relentless efforts into picking the freshest deliver of extraordinary quality.

- ***HR Support:*** The agency also tries to give HR support. They always try to give manpower support to the brands. The relentless group of volunteers or Brand Promoters are unfailingly ready to be at the beck and call whenever clients need them. Bringing in diligent workforce is no sweat for them, as they have their palatial stock, Human Resource support of all aspects. The volunteer team of Greenovent intelligent, innovative, well versed in Bangla and English both and affable in each way. The volunteers or Brand Promoters are unfailingly arranged to be accessible to the client no matter what anything point the client would like them. Getting decided workforce is no swear for us, as the agency have in their palatial stock, Human Resource backing all things considered.
- ***Digital Marketing:*** The world is heading towards advanced, with the nation moving towards getting to be a digital Bangladesh and effectively interfacing online for the most part, the agency construct brands for digital, analytics and sheer creativity. The astounding strength and demonstrated of Greenovent comes about in digital marketing make them one of a kind.
- ***Community Management:*** Within the tech sharp advanced world, it is essential to fulfil consumer's address and respond quickly. The community management team works nonstop to address audience questions for brand's picture and pass on suitable specifying which causes to comprehend gatherings of people superior.

## 2.2 Clients:

### BTL Client



Figure 4: BTL Clients of 360-degree advertising agency- Greenovent

### Digital Client



Figure 5: Digital Clients of 360-degree advertising agency- Greenovent

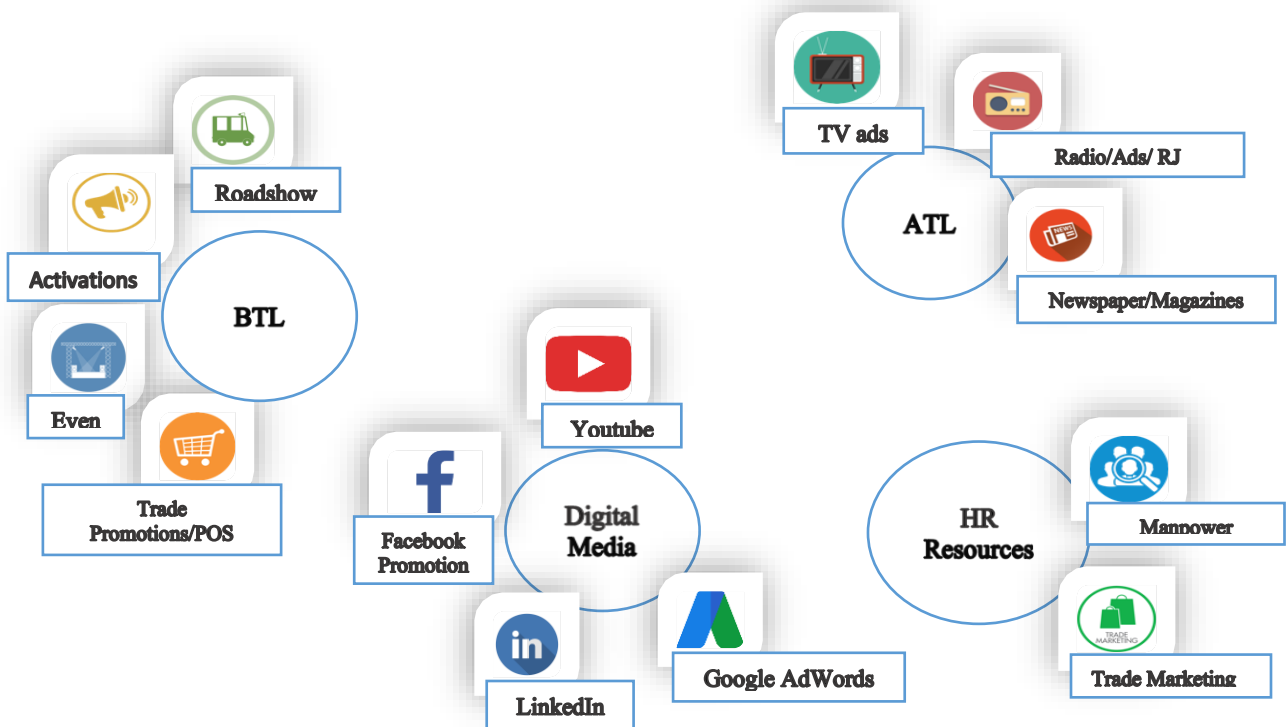
### 2.3 BTL & Digital Clients based on Industries:

<b>Industries</b>	<b>BTL Clients</b>	<b>Digital Clients</b>
Automobile	<ol style="list-style-type: none"> <li>1. Navana Petroleum LTD.</li> <li>2. BNO Lubricants</li> <li>3. Jeep</li> <li>4. Suzuki</li> <li>5. HONDA</li> <li>6. PEUGEOT</li> </ol>	<ol style="list-style-type: none"> <li>1. Navana Petroleum LTD.</li> <li>2. Jeep</li> <li>3. TVS Bangladesh</li> </ol>
Real State	<ol style="list-style-type: none"> <li>1. RANGS Properties</li> <li>2. dbI CERAMICS</li> </ol>	<ol style="list-style-type: none"> <li>1. RANGS Properties</li> <li>2. AKTER PROPERTIES</li> <li>3. ANWAR LANDMARK</li> </ol>
Electronics Retailer		<ol style="list-style-type: none"> <li>1. best electronics</li> </ol>
Educations		<ol style="list-style-type: none"> <li>1. FORTUNE EDUCATION</li> </ol>
Personal Care		<ol style="list-style-type: none"> <li>1. organikare</li> </ol>
Garments	<ol style="list-style-type: none"> <li>1. Eco THREADS &amp; YARNS</li> </ol>	<ol style="list-style-type: none"> <li>1. PROMINENT tec</li> </ol>
Service Provider	<ol style="list-style-type: none"> <li>1. HCC</li> </ol>	<ol style="list-style-type: none"> <li>1. HCC</li> <li>2. AKTL</li> </ol>
Travel		<ol style="list-style-type: none"> <li>1. H.I.S.</li> </ol>
Commercial Bank	<ol style="list-style-type: none"> <li>1. Mercantile Bank Limited</li> </ol>	

Pharmaceuticals	<ol style="list-style-type: none"> <li>1. ZISKA PHARMA</li> <li>2. SUN PHARMA</li> <li>3. GLAXO SMITH KINE</li> </ol>	
Tobacco	<ol style="list-style-type: none"> <li>1. BRITISH AMERICAN TOBACCO</li> </ol>	
Others	<ol style="list-style-type: none"> <li>1. KPC</li> <li>2. CATHAY PACIFIC</li> <li>3. TITANS</li> <li>4. gemsclip</li> <li>5. MAXXIS TIRES</li> </ol>	<ol style="list-style-type: none"> <li>1. KPC</li> <li>2. মেট্রো BD</li> <li>3. corefield</li> </ol>

**Table 1:** BTL & Digital Clients of Greenovent based on Industries

### 2.4 Functions of Greenovent:



**Figure 6:** Greenovent's function in ATL, BTL, Digital Media and HR Resources

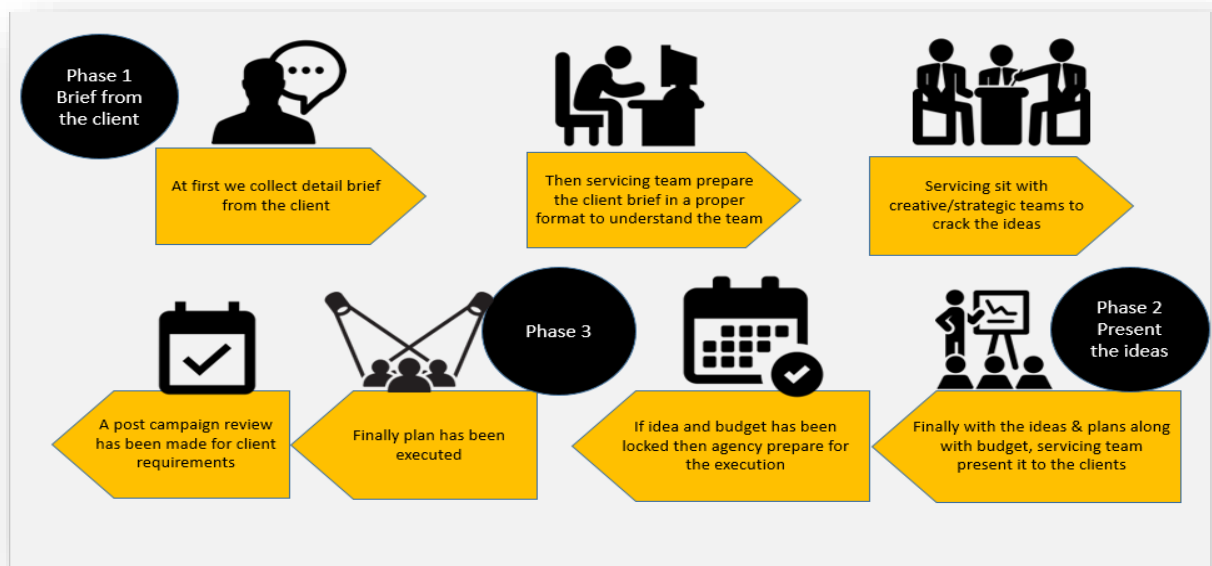
**ATL:** Greenovent does ATL marketing and it stands for ‘Above the Line Marketing’. This kind of promoting is the kind of promoting that encompasses an exceptionally wide reach and is generally untargeted. For ATL they do national TV campaign, telecast ads through radio. Even they also provide newspaper and magazines ads. Greenovent basically focus on brand awareness and goodwill through ATL marketing.

**BTL:** Greenovent does BTL marketing and it stands for ‘Below the line Marketing’. This kind of marketing is truly a coordinate’s approach, where a company would utilize both BTL and ATL marketing strategies to reach their client base and produce transformations. This kind of marketing conveys both a wide reach and a focus on conversions. For BTL marketing they organize various events, roadshow and trade promotions of clients. ‘Navana Petroleum LTD’, ‘Jeep’, ‘Ziska’ some of well-known clients of Greenovent.

**Digital Media:** This is the most famous way of marketing strategy to reach the target consumer accurately. Facebook, LinkedIn, YouTube, Google AdWords are some most common digital media which help to attract potential customer.

**HR Resources:** Greenovent does HR outsourcing for their clients. They support from as outsider. They basically do HR outsourcing.

## 2.5 The process of work system of Greenovent:



*Figure 7: The process of work system of Greenovent*

Greenovent would love to work in a three phase. This the best way to work effectively and the outcome are also good.

**Phase 1:** In the very beginning the agency collect al the information from the client. Then the servicing team preare a proper format of the requirements of clients. After that they discuss with creative/strategic teams to crack the ideas.

**Phase 2:** In second phase, the servicing team presents the ideas along with budget infront of their clients. If the clients prefer the presentation then the agency prepare themselves for the execution of the plan. If it is not then agency try to improve according to clients.

**Phase 3:** Finally the plan has been executed and a post campaign has been made according to client requirements.



## Chapter 3

### Role of Facebook in Business performance

A Facebook page is an incredible free marketing tool for any businesses. These pages let businesses distinguish themselves- not fair through posting item offerings and administrations, but moreover by sharing links, pictures and posts on a customizable page to provide a great idea of a business identity and character.

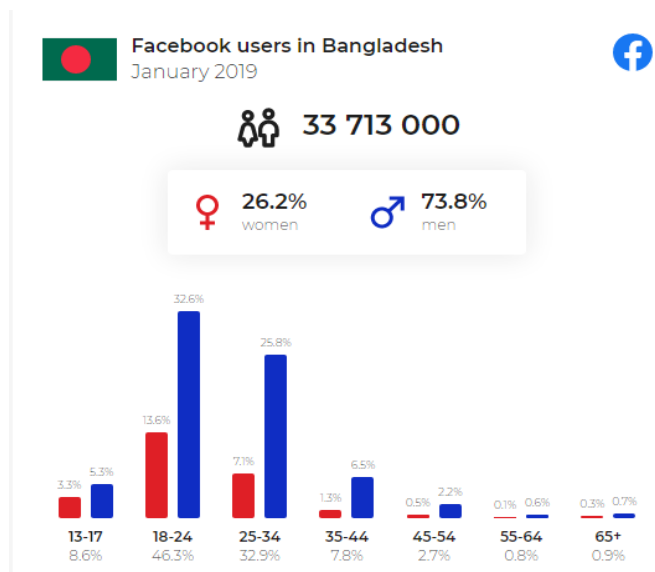
#### 3.1 Facebook users in Bangladesh:

(NapoleonCat, 2020) January 2019,

There were 33713000 Facebook users in Bangladesh in January 2019, which accounted for 19.7% of its entire population. The majority of them were men-73.8%. People aged 18 to 24 were the largest user group 15600000. The highest difference between men and women occurs within people aged 18 to 24 where men lead by 6400000.'

TVS Bangladesh, Navana Petroleum LTD.,

Organikare, Anwar Landmark, BNO etc. are the digital client of Greenovent. In the very first position, Greenovent choose Facebook for the digital marketing for their client. Through Facebook marketing they are very successful to reach enormous customers all over Bangladesh. Mostly I worked for TVS Bangladesh, so in my report I will discuss about TVS more how they get a second position in the motorbike industry.



**Figure 8:** Statistics of Facebook user in Bangladesh

### 3.2 Influence of Facebook communication on TVS Bangladesh:

Published	Post	Type	Targeting	Reach	Engagement
19/09/2020 17:26	বাংলাদেশের জনপ্রিয় বাইক এর মধ্যে সব থেকে আলোচিত স্ট্রাইক Stryker	📺	🌐	12.4K	737 468
18/09/2020 19:02	টিভিএস মেট্রো তে রয়েছে অনন্য ডিউরলাইফ ইঞ্জিন যা নিশ্চিত করে	📺	🌐	33.7K	1.9K 1.6K
17/09/2020 19:33	You only live once, But if you do it right, ONCE IS ENOUGH!	📺	🌐	9.1K	126 252
16/09/2020 19:30	The world is waiting for you. Good Luck.Travel Safe. Go! – Phil	📺	🌐	11K	249 251
15/09/2020 15:21	TVS Apache RTR 160 gets a 159.7 cc, single-cylinder, 4-stroke, air	📺	🌐	19.2K	516 739
15/09/2020 10:51	Every Apache is a testament to the highest standards of engineering that	📺	🌐	17.7K	379 434
14/09/2020 14:23	Burn Rubber & FAT. Not Your Soull!	📺	🌐	14.3K	275 316
13/09/2020 20:00	Full Metal Body Ensures safety. Metal body with unique weight	📺	🌐	34.6K	1.4K 791
13/09/2020 12:51	Intelligent aerodynamics of the tank cowl aids performance and reduces	📺	🌐	79.5K	3.9K 3K

Figure 9: Post Engagement and Reach of TVS Bangladesh

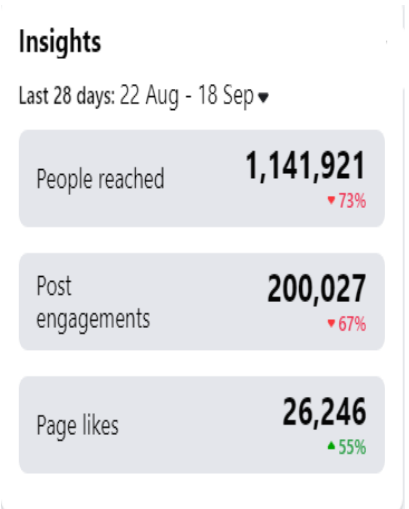


Figure 10: A quick Insight of TVS Bangladesh

To reach more people at time Facebook pages has been boosted. Here in this (figure 9) we can see by sharing a post TVS Bangladesh can reach 33.7K where their post engagement was 1.9K. Eventually they reach 79.5K where their post engagement was 3.9K. This has been possible only through Facebook advertising. Only in one click it was a great marketing for the client. It makes their brand more famous and increase their sales as well. Now among the Facebook pages TVS Bangladesh contains the 2<sup>nd</sup> position for digital marketing. Within one-month TVS Bangladesh got 55% likes and reach 73% through the whole Bangladesh. In (figure10), it shows the quick insight of TVS Bangladesh of last 28 days.

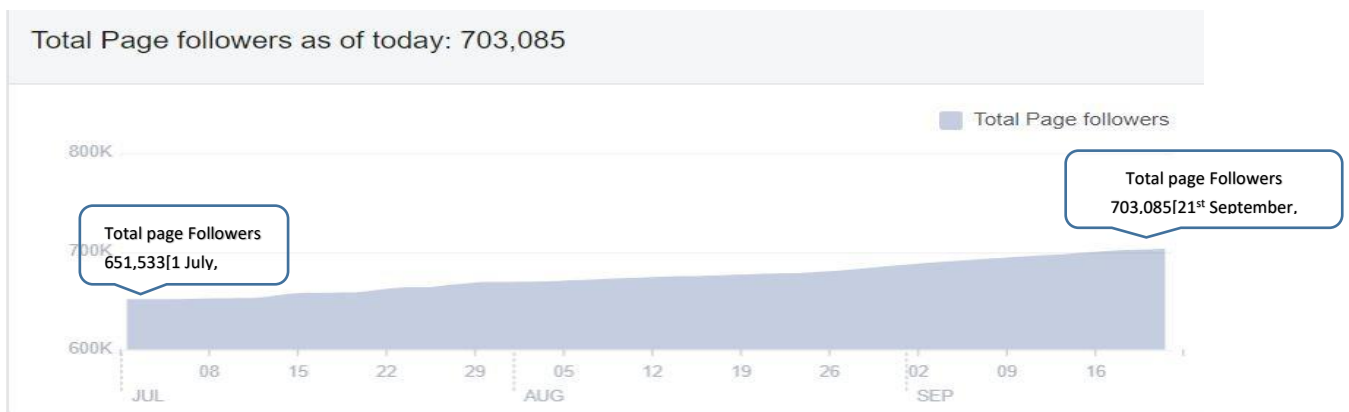
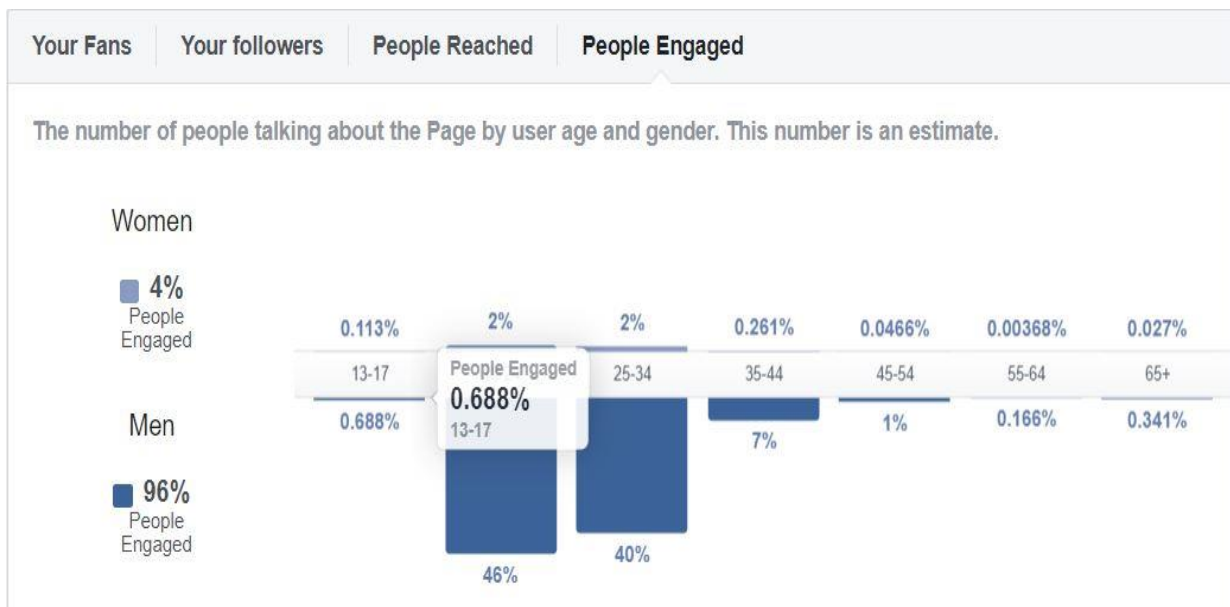


Figure 11: Comparison of Total Page followers of TVS Bangladesh (July-September)

As it was mentioned before, Greenovent gives more priority for digital marketing than any other social media. During my internship period only within 3 months TVS Bangladesh Got 51,552 (**figure 11**) followers because of proper advertising. Now it is in the 2<sup>nd</sup> position in a motorbike sector. So, men are the main target customer of TVS Bangladesh. Gradually day by day their client TVS Bangladesh are getting a great position in the market. Through digital media TVS get to reach to the people all over the Bangladesh. Another most important thing is TVS also can sell their bike in the pandemic situation. They did not need to face losses because of this digital marketing, successfully they growth their business very well.



**Figure 12: Target Customer Engagement of TVS Bangladesh**

Since TVS Bangladesh is a motorbike company and there are only 2 ladies' motorcycle 'Wego' and 'Jupiter'. In general men are more interested than women in the case of motorcycle. **We can find from (figure 12) 96% men are engaged with TVS and only 4% women are interested to TVS.** Women engagement ratio are very less than men in TVS page. People between the ages of 18 and 34 use more TVS motorbike.

## Chapter 4

### Internship Experience

#### 4.1 Job responsibility:

During my internship I was assigned for the post of 'Community Management Team'. It lasted for three months. In these three months, I have learned a lot and experienced various issues. Here I worked in a query management team of Greenovent. I always tried to response various quires of people which I got from through Facebook, since I mentioned Facebook is a great platform of digital marketing. My responsibility was to deal with the customer, dealer and the people who are interested to certain brand. I worked for TVS Bangladesh, Navana Petroleum, Organikare, and Engine Oil Bangladesh. TVS, Navana Petroleum and Engine Oil are totally a new platform for me. Community management is a part of digital marketing that is why I got a chance to work with other departments of Greenovent. I want to discuss my responsibilities in details that will give a clear insight how digital marketing helps to growth businesses successfully.

- **Query management:** This is the most challenging thing ever for Greenovent. Because through social media (Facebook) I would communicate with the customers in a regular basis. I answered their various quires, collected their data tried to solve their problem by informing the authority. Basically, I have managed the official Facebook page of the renowned brand TVS Bangladesh, Club RTR, Organikare, Navana Petroleum Limited. TVS is the renowned Indian bike company who sell their bikes in Bangladesh. So, I

usually response customer's questions, encouraged them to buy TVS motor bike, took their feedback and made a report in a daily basis.

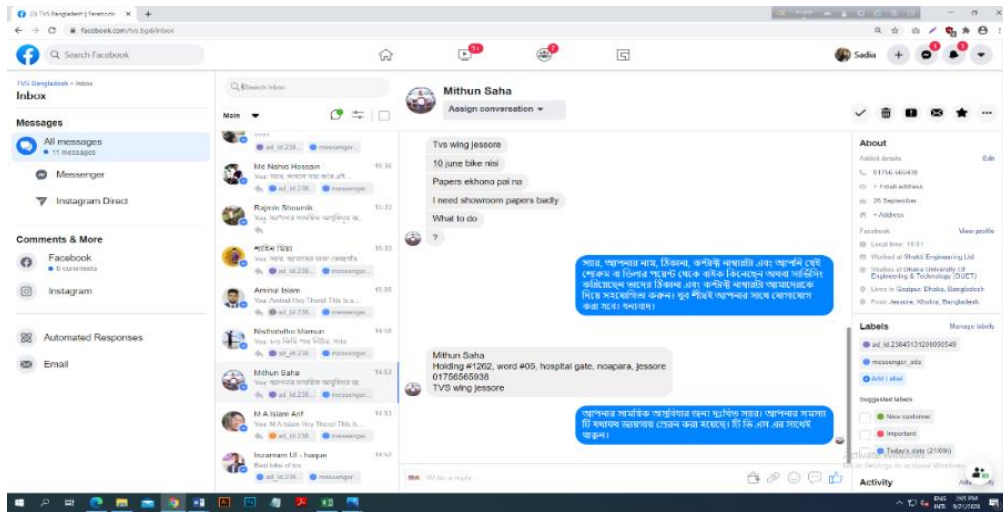


Figure 13: Query management through inbox of TVS Bangladesh

Here, I communicated with customers or interested people through messages (figure 13) where I had to replied their queries. It was really a challenging thing because it is really difficult to convince customers through messages without any verbal communication. Sometimes they asked very technical question related to EMI systems or bike related, that was totally obscure to me. In those cases, I persuaded them in a technical way which was instructed by my

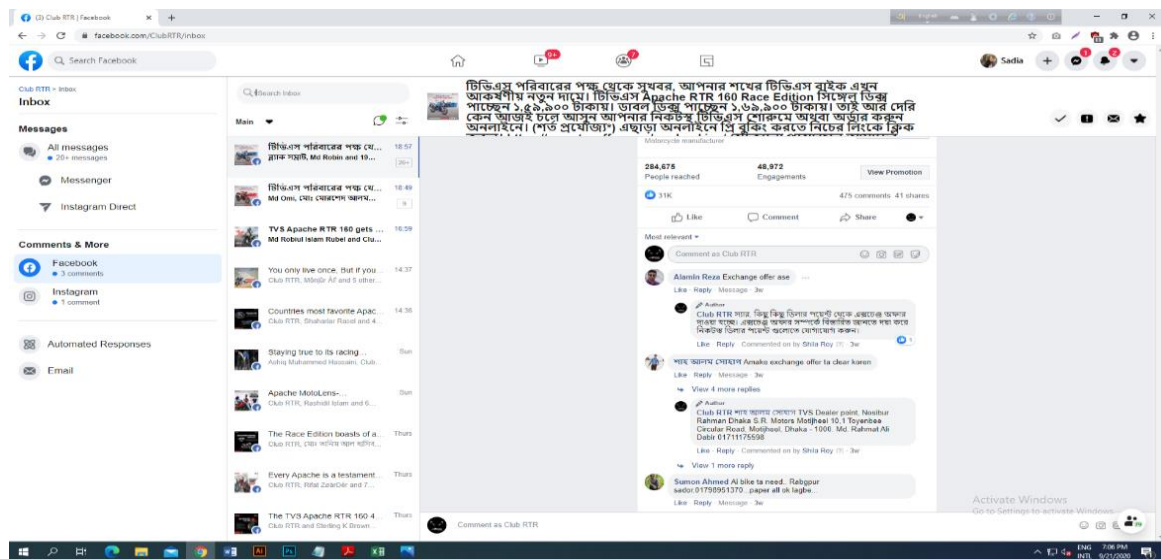
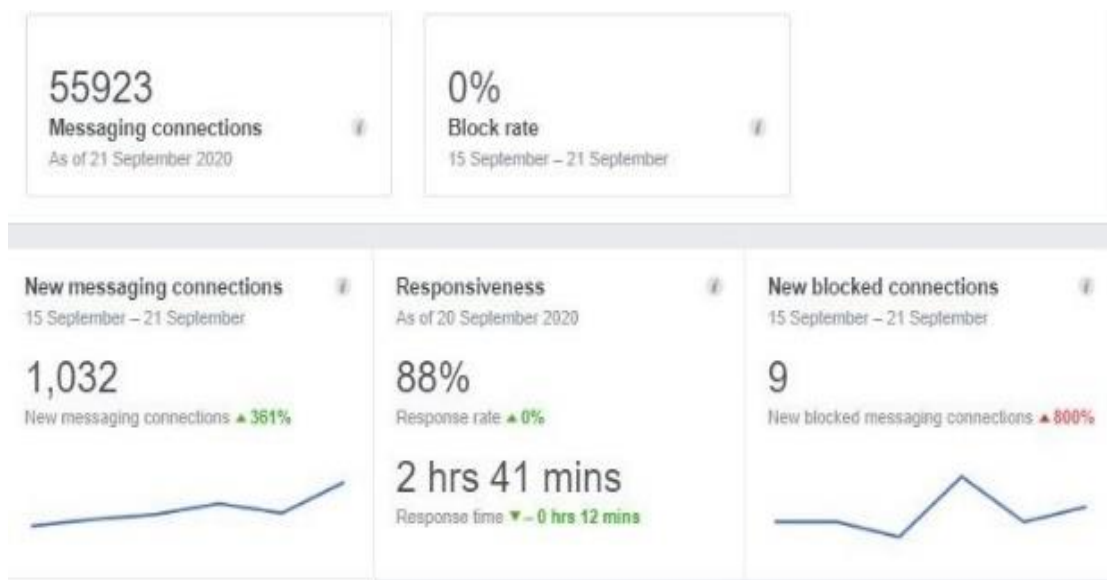


Figure 14: Query management through comment of TVS Bangladesh

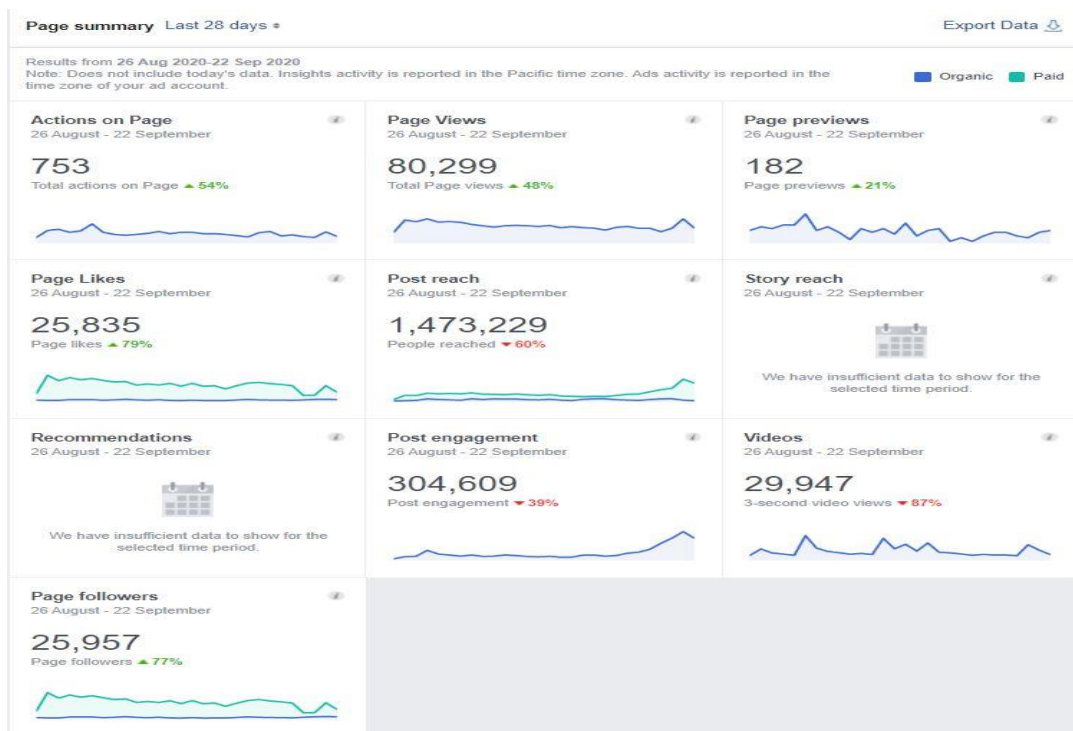
supervisor. Another thing is time of responsiveness is mattering a lot. Customer always expect to get reply as soon as possible, otherwise they get a bad impression towards the company.

Another challenging thing was communicating customers through Facebook comment (**figure 14**). Most of the time they ask their queries by commenting on the posts and I was bound to reply them any kind of queries. I had to reply them very consciously as all comments and reply was public. It has a great influence on the public regarding brand reputation.



*Figure 15: Message insight of TVS Bangladesh*

Our team was trying to response all the customers as soon as we can. The highest responsiveness time was 2 hrs. 41 mins (**Figure 15**). As bike is a mass product and a large group of consumers interested in such product. TVS is a multinational company and their customer based is huge that is really difficult to reach in a short time.



**Figure 16:** TVS Bangladesh page summary of last one month (August month)

From **(figure 16)** we can see the summary of last 28 days of TVS Bangladesh. Gradually it has been succeeding day by day. Page likes has increased by 25,835 and followers increased by 25,957. Their business has been seeing positive growth from the past month.

As I worked with query management team and I used to see inbox and comments of TVS Bangladesh myself so I know well it is the most important thing for any brand or company to be able to hold the market position. Customer engagement, communicate with the consumer in an effective way helps to gain acquaintance.

- **Survey through calling customers:** Greenovent agency is very conscious about their client’s reputation. After selling a client’s product if the customer is satisfying or not, they also try to take reviews from the customer. Here, I talked with the customer of TVS who already bought the bike from TVS showroom. I talked with them regarding

their experience of TVS bike, their feedback, and how is the service that they are getting from the servicing centre. Even if they have any issues, I tried to convince them and inform the authority as soon as possible. After getting all reviews, I made a report based on customer's feedback. And after checking the customer feedback report, client can improve their market position.

- **Selling products over phone:** It was a great challenge for me to convince customer for buying products over phone. I sold lubricants on behalf of Navana Petroleum LTD. I communicated with various customers from different demographics and convinced them to buy lubricants in the official price from online market. On the contrary, customers reported that they were already getting similar sort of products in a lower price from outlets and other local stores. I had to persuade them as they would be delivered the authentic products to their door steps. Thus, I convinced them and sold lubricants of our clients.

Through my phone calls they get to reach their target sell in August.

- **Participation in content generation:** In my internship journey, I made an advertising content of Organikare for their hand wash products. It was really interesting to generate the ideas for any ad. Main motive of this advertisement was to make people conscious about their health, cleanliness and always washing their hands after any work.





**Figure 17:** Content creation of hand sanitizer of Organikare



**Figure 18:** Content creation of hand wash of Organikare

In this COVID-19 situation hand wash and hand sanitizer is very essential daily items. Through this video I tried to make the content so that I could convey the message how it will protect them from virus.

- **Assisting management in recruiting candidates:** During my internship I also worked in a recruitment process. I sorted out CVs according to agency's requirement and invited the candidates for interview.

## **4.2 My overall experience and learning:**

I did my major Human Resource Management and Computer Information Management in my Graduation period. Marketing sector is completely a new phase for me. When I was looking for my internship, the time was not favourable for anyone. At last I got a chance in this advertising agency “Greenovent”, who thought I am capable to do their job.

Since, I am from management background I faced a lot of difficulty to adapt the situation.

*Firstly*, I did not know many marketing terms that usually used in professional sector. So, sometimes it was little bit difficult for me to understand them whenever I attended any meeting or discussed with them any issue. After that I tried to overcome this problem. I tried to analysis the marketing sector of agency and took help from my supervisors.

*Secondly*, how to convince customer or can say how to approach them for buying any product was really a difficult part for me in the very first stage. In this case, again I observe others how they communicated with customers and then I also applied it. I had to contact with different demographics of customers I must say I helped the organisation to complete their monthly target.

*Thirdly*, I did not have proper knowledge how to create content for a specific product which would have some messages or would attract consumer towards the brand. Here, I analysed different advertising, different content writing which helped me to make my one. Then I Successfully made a video content which was really liked by client.

*Fourthly*, the work space is very narrow in this office and it is not sufficient enough for 30-40 employees. Lack of proper environment it hampers productivity of my work. But I tried to overcome this problem as well. I adjusted myself with others, and tried to avoid any noise and concentrated on my given work.

Though they are very conscious about client's requirements but sometimes wrong result comes out because of miscommunication. In this I provided a wrong report only because of miscommunication but later I solved the problem and submitted the actual report according to client's preference. I would have made report on the base of real-life experience. Like I made a survey on the customer feedback of TVS, after getting my report they understood their situation in the market and took some effective decision.

Most important thing, I was completely unknown about bike's feature that I got to learn here. During my internship period I did Facebook query on behalf of TVS Bangladesh. And I helped them to reach their target position through Facebook query.

*Finally*, but not the least, here everyone is very professional in their own position and I was the one who had only educational knowledge but did not have any practical knowledge that was a great hindrance for me. It was a great chance for me along with an obstacle.

## Chapter 5

### Recommendation & Conclusion

#### 5.1 Recommendations:

Greenovent is a 360- degree advertising agency, they work for many well-known brands but after observing them 3 months it seems to me there are some points where they can improve themselves.

- In the very beginning, since it is an agency and they have to take lot of work-pressure, even I worked on Eid day. There is no flexibility, employee have to complete their task in any situation. Employee do not get enough time for relaxation. Our office hour was 10am-7pm but we had to work till 9 most of the time. In this case they can make an actual working hour, and provide employees' proper vacation.
- They can organize different educative seminar on digital marketing and even can participate on career fairs. It will help them to increase their familiarity.
- They can organize different training session for the employee time by time. So that employees can improve their skill, their ability according to the market demand. It would increase productivity of the work.

- The agency- Greenovent can keep in touch other well-known digital marketing agency. They would understand their competitor better and can improve themselves. Even can gain knowledge digital marketing processes.
- The agency should recruit more experienced employee who helped the agency to in marketing strategy. By recruiting more experienced people the agency can show their better performance in the market and can get work from famous brands.
- Finally, but not the least to deal with the extra requirements of the clients' agency needs more employee in creative department.

## **5.2 Conclusion:**

Greenovent established within the year of early 2017 and may be a developing promoting communications company in Bangladesh. This was my beginner stage of 3 months internship and for a youthful individual setting out on a journey like this, has certainly been very an involvement and this involvement has been made agreeable and exciting by this agency. The office itself feels like a homely environment for me. The agency still runs in his beliefs like “If It does not offer, it is not imaginative.” It has been one-of-a-kind encounters and getting to work with brands who lead their claim individual in the markets, it has been an awesome learning opportunity. The blend of creativity and pitching has moulded me into being imaginative mastermind conjointly enable my thinking in terms of what the clients and how the thoughts may well be pitched to them. This has been a great venturing stone for my work encounters.

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