

Case Study On

“Marketing Strategies of F-Commerce Business, Shop-Up during the Covid-19”

By

Mehnaz Farzin Inti

ID- 16104012

A Case Study Submitted to the “BRAC Business School” In Partial Fulfillment Of The  
Requirements For The Degree Of BBA

BRAC Business School, BRAC University, September, 2020

Date: September, 2020

© [2020]. Brac University All Rights Reserved.

## **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:**

---

**Mehnaz Farzin Inti**  
16104012

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

---

**Jubairul Islam Shawon**  
Lecturer, Brac Business School

## Letter of Transmittal

To,

Jubairul Islam Shawon,

Lecturer

BRAC Business School

BRAC University, 66

Mohakhali Dhaka-1212

**Subject:** Case Study Submission Titled “Marketing Strategies of F-Commerce Business, Shop-Up during the Covid-19”

Dear Sir,

I am honored to let you know that I have successfully completed my case study report entitled “Marketing Strategies of F-Commerce Business, Shop-Up during the Covid-19” and would like to thank you for your constant guidance and support that has been provided throughout my internship period.

I was assigned as an Intern at Shop-Up. This case study report consists of a situation I had faced during my time at the company. I have tried my level best to obey the directions you sent me and I hope this work fulfills your standards. Thank you.

Sincerely,

Mehnaz Farzin Inti

ID- 16104012

BRAC Business School (BBS)

BRAC University

Date: October 7th, 2020

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between ShopUp and Mehnaz Farzin Inti at BRAC University to prevent unauthorized disclosure of confidential information.

## **Acknowledgement**

This study aims to reflect on the current scenario of Online Businesses during this pandemic with great help of BRAC University and from my colleague at Shop-Up. I'm truly grateful to receive such cooperation throughout the whole time.

First of all, I would like to thank my supervisor, Jubairul Islam Shawon, Lecturer of BRAC Business School, BRAC University for supporting me throughout the internship period.

Besides for providing me guidelines, clear instructions during this whole semester.

Lastly, I would like to thank all the people who supported me in BRAC Business School since the very beginning 2016. Without their support I couldn't have completed my BRAC University life as a Graduate student.

## **Executive Summary**

The pandemic situation has led several businesses to change their workflow from what it normally used to be. Businesses require change dynamically to stay relevant and beneficial to the customers they cater. My research finding shows that although ShopUp is a successful startup that has grown significantly since its initiation a few years ago, it is facing significant challenges in its mission to empower its customers. Therefore, like several other businesses that have adjusted to the current pandemic situation, ShopUp too must change some of their strategies in order to stay relevant and effective and experience continual growth. By researching the relevant marketing and businesses strategies I have come up with some key alterations that are required for the business. These are categorized in terms of advertising, public relations, sales promotions, digital marketing and personal selling. My research reflects the challenges and the solutions to smoothen the journey for the business.

## Table of Content

<b>SL</b>	<b>Topic Name</b>	<b>Page Number</b>
<b>1.</b>	<b>Declaration</b>	<b>02</b>
<b>2.</b>	<b>Letter of Transmittal</b>	<b>03</b>
<b>3.</b>	<b>Non-Disclosure Agreement</b>	<b>04</b>
<b>2.</b>	<b>Acknowledgement</b>	<b>05</b>
<b>3.</b>	<b>Executive Summary</b>	<b>06</b>
<b>4.</b>	<b>Table of Content</b>	<b>07-08</b>
<b>5.</b>	<b>Table of Figures</b>	<b>09</b>
<b>6.</b>	<b>List of Acronyms</b>	<b>10</b>
<b>7.</b>	<b>Introduction</b>	<b>11</b>
<b>8.</b>	<b>Background</b>	<b>12</b>
<b>9.</b>	<b>Organizational Structure</b>	<b>13</b>
<b>10.</b>	<b>Services</b>	<b>13</b>
<b>11.</b>	<b>Shop Management tool</b>	<b>14</b>
<b>12.</b>	<b>Administration of Orders</b>	<b>15</b>
<b>13.</b>	<b>Help with Delivery</b>	<b>16</b>

<b>14.</b>	<b>Boosting and Promotion</b>	<b>17</b>
<b>15.</b>	<b>Micro Finance Credit</b>	<b>18</b>
<b>16.</b>	<b>Marketing Strategies</b>	<b>19</b>
<b>17.</b>	<b>Case Assessment</b>	<b>19</b>
<b>18.</b>	<b>List of questions central to the case</b>	<b>21</b>
<b>19.</b>	<b>Proposed solutions</b>	<b>21</b>
<b>20.</b>	<b>Recommendations and Conclusion</b>	<b>27</b>
<b>21.</b>	<b>Bibliography</b>	<b>28</b>



**Table of Figures**

<i>SL No.</i>	<i>Figure Name</i>	<i>Page No</i>
3.1	Content Comparison	26

## **List of Acronyms**

F- Commerce	Facebook-Commerce
B2B	Business to Business
B2C	Business to Consumer
C2C	Consumer to Consumer

## **Introduction:**

To date, the Covid-19 outbreak has grown to 208 countries around the world across the world, which have a major impact on the global economy. The unprecedented pandemic of Covid-19 has devastated global trade, industry, and education. This infectious disease has also affected Bangladesh. The economic implications of the Covid-19 outbreaks are difficult to deal with, as a worldwide transport shutdown has disrupted the entire global supply chain. In current conditions, companies could either choose to invest in or shut their accounts for good. This event turned out to be a huge issue for businesses all around the world, especially Bangladesh. All the offices were shut down. The employees were asked to work from home. The concept of work from home is a relatively new concept in developing countries like Bangladesh. While the majority who could, did shift their office activities online, a significant proportion were still struggling. But there was still a huge chunk of companies whose functioning modality did not allow them to take their work home. For example, factories, inventory businesses, etc. Thus, such organizations decided to concentrate on maintaining operational efficiency and resiliency rather than on preparing for growth and business development as they grew accustomed to this new lifestyle. But, as the days passed by, there seemed to be no end to this pandemic. However, the businesses had to think about growth at some point and to achieve growth, they had to market themselves and ensure brand awareness.

The digital world is not new to the people of the world. The widespread acceptance of digital technology in the living habits, work and communication style of people has had an enormous impact on marketing over the past two decades. Thus, marketing has grown into digital marketing. There used to be a time when people would spend hours after hours putting the antenna in the right spot to watch their favorite TV shows. However things have taken a sharp turn since then, people now seem to be waiting a few seconds if they find it difficult to load a

website and leave it for another fastest loading website. This is the pace of growth at which we are at the moment. As a result, it causes the marketing world to shift strategically too. Different companies and businesses took different approaches to adjust themselves in the digital world as several offline activities were shut down.

With the imminent shut down came the drastic change in consumer behavior that led to change in the market. Consumers now behaved differently compared to what their status was pre shut down. This meant that businesses that had not predicted and prepared in time for such a drastic change could no longer keep up with the rapidly changing analytics. This in terms meant that the businesses and companies had to adapt to several important aspects of the business such as restructuring the marketing strategies and further remodel the business to suit the customers' changed buying behavior. This is where some businesses faced the restructuring challenge that became a mandatory prerequisite to compete in the market.

### **Background:**

ShopUp is an e-commerce site that operates with the f-commerce company of Bangladesh. E-commerce can be characterized as the purchase and sale by an electronic medium of products or services. Sometimes there is a distinction between e-commerce via business websites or mobile apps and the f-commerce process, which uses Facebook as a sales platform. In the region, the three main forms of e-commerce are: Business-to - Business (B2B), Business-to - Consumer (B2C) and Consumer (C2C). ShopUp is a business to business e-commerce platform.

ShopUp is a tool for corporate managers on Facebook. It is a one-stop solution for business pages on Facebook. ShopUp (Only Desktop View) can be enabled on your Facebook page. They can categorize their goods and give consumers simultaneous freedom to buy. By using the ShopUp portal one can manage orders, manage inventory details, manage delivery as well

as cash delivery and also improve the product post. In 2016, ShopUp began its journey and the concept of ShopUp came from Afeef Zubair Zaman, and Aatur Rahim, Siam Ahmed and Sifat Sarwar joined them. These are the people who set up ShopUp in our trade industry. ShopUp has been rising tremendously since 2016 and continues to expand day by day. As a start-up, ShopUp contributes significantly to the e-commerce sector and provides online Facebook sellers with a forum for smooth business operations. As our country's e-commerce industry expands rapidly. Thus, ShopUp's vision is to make f-commerce the next level, so that its seller can improve its life and help it organize its business. The aim of ShopUp is to become the largest f-commerce platform in Bangladesh and help its customers benefit by being fully connected.

### **Organizational Structure:**

ShopUp is a rising company with the zeal to exceed. In this mission ShopUp maintains an efficient and competent workforce that is interconnected. The C-suite employees are directly and uncompromisable in their job to create an environment for rapid development and excellent customer empowerment. Apart from the c-suite employees, the company relies on an extremely efficient team of business development personnel for their day to day operations. The delivery team is dedicated towards maintaining one of the fundamental factors of the business to ensure optimal customer satisfaction. Finally coupled with a strong human resource team, the whole organization stands strong as a unique dynamically driven body.

### **Services:**

ShopUp is an F-commerce platform that deals primarily with Facebook salespeople. ShopUp provides a shop management framework free of charge to make life easier for online sellers. ShopUp is also arranging various forms of fairs for its sellers and arranging sessions to boost their seller 's awareness of online sales. ShopUp also manages a blog that provides us with

effective tips and tricks to organize online marketing and to get users on the website that will greatly affect the lives of people who don't understand about online marketing and are interested in starting up a business on the Internet. In addition, ShopUp is continuously improving its concepts and producing new activities and programs for sellers so that they can create a seamless Facebook selling platform.

ShopUp provides the following services:

- 1) Shop management tool.
- 2) Administration of orders.
- 3) Help with delivery.
- 4) Boosting and promotion.
- 5) Micro finance loan

### **Shop Management Tool:**

The shop management tool is a framework where the Facebook company can be managed using a separate panel. In this method, your orders can be controlled, the goods received, coupons produced and your orders monitored. However, this shop management system is a free service that everyone on the ShopUp website can register. The following are some aspects of the shop management system:

- a) Structured Catalog: Items can be easily organized and displayed as a result of a search function from the customers' side. It is not required to construct a website to display the goods. This Shop Management Tool will provide the forum for the website display of the items. This ensures maximum reach for the items at the most convenient yet affordable means possible.

The structured catalog also is searchable through specific key words from the customers side that optimizes the searching and sorting operation to show the customer the most relevant information.

b) Inventory Control: Inventory control is a strategy through which sellers can easily monitor their goods via their superlative sheet. If a seller receives a confirmation from his ShopUp store, he updates his order list automatically. This facility ensures that the sellers do not have to worry about tenuous calculations to keep their accounts up to date and logical. The build in algorithm in the platform does all the necessary calculations of stock and purchases and effortlessly makes the necessary alterations to the seller accounts and information databases.

c) Automated invoice: This feature makes the seller a professional service as the automated invoice of any individual order with prices and customer's information can be accessed by every seller.

d) Modified order list: This function offers a seller a break from updating their order list since the order list immediately changes without delay in this shop management system. It also allows the seller the ability to focus their work rather than keep track of their items.

#### **Administration of orders:**

1) BOT orders: Customers still knock every day regardless of whether it is morning or midnight. Sellers can then use the ShopUp BOT system which gives customers an instant response. The BOT has the facility of giving a pre structured welcoming or information message for any customer asking for a query and can keep on providing further questions automatically based on the selected options from the side of the customers. This ensures that the customers do not have to wait for human assistance when it is unavailable, for example at off work timings.

2) Order Link to each product: The summary of each product includes a ShopUp product link. So, everybody can simply obtain other details from that connection. Sellers have little to think about as customers order.

3) SMS Notification: The customer receives a confirmation SMS after placing the order even when the customer receives the delivery the update via SMS.

4) Automated invoice sending to the box: Sellers can generate invoices easily by using ShopUp 's chrome addon and immediately give it to its clients, giving their company a classy touch.

5) Take orders with comments: by typing # order on the comments section of goods consumers can conveniently position orders.

6) Mobile app ordering: Dealers can easily build mobile app orders. Everything you need to do is record an order on behalf of the client using the ShopUp application or the

The dashboard of ShopUp. Fill in all customer details and instantly send customers the receipt.

7) Create product bundles: customers can easily create a full package for their consumers and the items can easily be checked with a single click.

### **Help with delivery:**

ShopUp 's distribution support is quite smooth and quick. ShopUp offers only goods in parcel size up to 2 kg and adds additional charges if it reaches 2 kg. The sellers have to make a distribution arrangement with ShopUp and give them a delivery request to obtain the delivery assistance.



(a) Reliable Delivery: if the sellers send a request for delivery within 12 p.m., the packages will be picked up that day and delivered within 48 hours of pick up.

b) ShopUp has a systematic approach payment method. Livings delivered inside Dhaka will be rendered in the following week, either on Monday or on Wednesday. Payments outside Dhaka take two weeks to distribute

c) Sign Up: In order to enable ShopUp delivery support, vendors must sign the delivery and send the order to ShopUp after that ShopUp will call the vendor and approve the request for the delivery.

### **Boosting and promotion:**

Boosting and advertising are very effective online marketing resources. Boost hits its potential customers while advertisements raise the likes of the page. Such features can be triggered by anybody who has a Facebook profile. Boosting sales will increase and many Facebook sellers are interested in boosting their product album to increase sales. On any occasion including, eid, puja, pohela boishakh, new year etc., the highest demand is present these days. Sellers typically do promotions to boost the visibility of their websites. In ShopUp, which categorizes some vendors as super vendors can increase their goods by 85 tons per USD while an ordinary vendor by 115 tons per USD accordingly. Super vendors are sellers who have placed competitive pricing on their products to further increase sales and boost both the involved businesses.

And on behalf of sellers where ShopUp sets the target customers and, while boosting, addresses every other issue. There is another choice, which is BDT 105 per USD, where sellers position the ad and choose the target customer location. ShopUp can only trigger the boost application here.

a) Immediate placing of ads: It is very easy to position the boost request, simply follow the boost request video from ShopUp and finish some steps and successfully submit a boost application to ShopUp. The standard budget is \$1 a day. The budget can be set around 1 and 100 dollars per day.

b) Strong transparency: After boosting, it can be seen how much money you've invested and how much you like and comment on the boost album.

c) Closing further sales: The ad management team aims to maximize sales of the successful target consumer.

### **Micro-finance credit:**

Obtaining a loan is not a simple process and a lot of documentation and paperwork are required. ShopUp provides its sellers with this micro-finance loan very quickly and eliminates further trouble.

a) Get a loan in only a couple of clicks: the management of an online company needs several plans, deliveries, shipments and customers, etc. It also takes time to apply for a loan, for example, to go to the bank and complete multiple seeming abstruse documents.

b) No securities, no bank statements: No securities or bank statements are needed for taking microfinance from ShopUp. Only the start of shipment with ShopUp is needed.

c) Pay when you sell: selling won't be the same each month, sometimes even the sell is high, at other times it is lower than before. Therefore, ShopUp deducts a small sum from any transaction that covers the credit interest. The sellers would therefore not have to think about repayment deadlines for the loan.

## **Marketing Strategies:**

ShopUp uses various techniques to reach out to their customers. As it is a B2B company, which caters to all sorts of business online, the field is very vast. As a result, the company at first identifies the sector which they want to target. They then divide the sectors among the different business development teams. Once that is done, each team strategizes on how to approach a business as they observe all their activities. Once that is done, they reach out to the owners of the business face to face thus creating a very personal bond. After that, they set up a meeting where they pitch the services, they can provide to help grow the business. Then, according to the liking of the business owner, ShopUp ensures those services. Once done, they reveal their clients from social media to build their digital presence and also share the work of their clients from their page from time to time to stay relevant.

## **Case assessment:**

ShopUp provides an array of services for the Facebook businesses. Their approach to their clients was heavily based on the offline and face to face interaction to lock the deal. However, due to the coronavirus pandemic, such interactions had to be stopped. Thus, reaching out to their customers took a big hit. Along with this, as all the businesses started to struggle, they initially stopped all their approaches to the new customers as they first had to adjust and settle among themselves all in while catering to their existing customer base. Due to such actions being taken by the businesses making ShopUp worry. Their clients who used to avail their services took a break thus leaving the company a bit shaken.

The team tried the same strategies online. They knocked the clients and tried to set up the meetings online. However, the business owners were not responding to them well. Even if they came for the meeting, they would just listen for the courtesy but then not take any action. This made the members at ShopUp very frustrated. They were trying everything but nothing fruitful

was really coming out of it. The challenge was real as getting new clients and retaining the old ones was crucial to survive during the pandemic. We were unable to understand why the businesses were not showing any actual interest in the services whereas the services ShopUp provided would actually help them survive in the market.

The marketing strategy of ShopUp due to being increasingly B2B centric caused it to have lower brand awareness among the common people who were potential clients of the platforms. As ShopUp had strategize to serve businesses it had never taken the approach of making a mass public awareness. However, since the pandemic several new business and sellers emerged who were increasingly unaware of the presence of ShopUp and hence never initiated a meeting with the company. On top of that, it is very difficult to locate and identify these small-scale sellers and hence the connection could not be made. The lack of brand awareness in the mass media disallowed sellers to reach out to ShopUp.

As ShopUp focused on the push factor more, the marketing was never adapted to bring customers at their doorstep when their efforts of push marketing relinquished. This was primarily due to limitations in marketing campaigns that sparks curiosity and brand awareness. In contrast to other brands that often launch extensive campaigns in several religious and cultural festivals to engage public for higher brand awareness, ShopUp does not have any significant campaigns of such order. ShopUp also doesn't have any significant above the line marketing strategy due to having a push marketing strategy. Furthermore, due to the strategy being based on B2B the platform never made the mass media and hence faced adverse situations in the pandemic since its previous push strategy proved to fail in such times. There were very few opportunities for pull factors in marketing with the current strategy. Furthermore, ShopUp had not yet optimized their use of social media for digital marketing and use of below and above the line marketing strategies. On top of that the brand engagement was

relatively lower than its full potential due to lack of customer centric approaches like sales promotion and social media campaigns that had the potential of driving increased traffic. Since ShopUp had a push strategy for marketing since the beginning, customer centric sales promotion was not a top priority since the beginning in terms of sales promotion and campaigns. Although social media had the opportunity of driving up the traffic however there was no customer centric promotion to make sure of that.

### **List of Questions Central to the Case:**

The team sat down one day to actually figure out the core problem and how to solve it. After hours of discussion, the team decided that their approach to the clients had to be revised and their marketing approach had to be different compared to before. The questions that needed to be answered to solve the issues:

1. How must we change our marketing strategy due to the lockdown?
2. What steps should we take to remodel the business during the coronavirus pandemic?

### **Proposed Solutions and Changes:**

The marketing strategy ShopUp during the pre-Covid phase was to reach out to the audience directly and grow a personal connection to secure the deal. However, with the option to meet one on one was not on the table anymore. It was very important to change the strategy. Although the team tried creating the same connection online, the process did not work.

According to the theory of Push and Pull, ShopUp was engaged in the Push marketing. Push marketing describes a marketing tactic in which corporations aim to take their goods to customers – buyers are not actively searching for a product or service, but are actively

promoting it through billboards, TV ads and cold calls in the expectation that they may create the wish to buy a product or a service. Push Marketing is done within the framework of digital marketing by display ads and cold-emailing, which again explicitly puts the product or service before the customers to increase brand awareness and eventually make sales. In general, "push" encompasses the notion that advertisers try to voluntarily promote their goods towards consumers and flaunt their goods towards consumers. However, this push marketing was not bringing the desired result.

As a result, they must take up the Pull marketing. By pull marketing, the customers consciously search for a brand for their goods or services since they already know their credibility. In terms of marketing, the goal is to create a brand that is intrinsically linked to customer loyalty through intense advertising as goods give value to end-users. From an online marketing perspective, therefore, it is important for customers to be influenced by successful search engine optimization, pay-per click tactics, blogs, social marketing and social media promotions to become their own business. In general, pull marketing relies on brand loyalty generation and thus on increasing repeat custom rates. In order to apply the pull marketing strategy and attract customers to the brand, ShopUp has to make sure their marketing is spot on.

In order to get the maximum results from marketing, it is very important that one can identify their target audience and follow their digital footprint to reach them in a very precise manner. The target audience of ShopUp are basically potential entrepreneurs and entrepreneurs aged 18 and above who have the capability and the vision to grow their company. People of this age range can be further divided into two ways, 18-28 years old and 29 years old and above.

Now, it has to be figured out where these audiences are present, that is at which platforms they are most active at. People who are aged between 18-28 years old spend a majority of their time on social media in Facebook, YouTube and Google. The people of this age do not really watch

television at this point; however, they do listen to radio when they are travelling. On the other hand, male and female aged 28 years and above are also present in social media but they still watch television and read hard copies of newspapers and listen to radios very much.

Since, we have figured out the target audience and their digital footprint, it is required to see how to reach out to them. The marketing communication mix, also called the promotion mix, is something ShopUp can use to properly reach out to the audience in a proper and a disciplined manner. The marketing communication mix is a collection of five instruments that organizations use to communicate with clients, prospects and stakeholders. No matter how big or small the company is or what kind of goods or services it sells, one will maximize sales using an efficient marketing communication combination.

The elements of the marketing communications mix are:

1. Advertising
2. Public Relations
3. Sales Promotion
4. Digital Marketing
5. Personal Selling

Using these elements ShopUp has reached out to their audience in a very effective manner.

1. Advertising: Advertising encompasses all forms through which an organization pays to broadcast its message. During the Covid, people are mostly staying at home, spending unproductive time. Even though some have to work online, yet they ensure they have fun while they do. One of the most effective ways to reach out to the audience is through radios. ShopUp should increase their brand awareness and impart their brand message through this medium. Although some might say that radio is a very old medium of advertising, according to the Bangladesh Radio and Communication Network NGOs or BNNRC, which are working on the

creation of community radio, anticipate that the number of listeners in the country will increase rapidly. It reports that over 6.5 million people are listeners of community radio and the number will rise as new stations are added.

Another way to reach out to the target audience, is through newspaper ads in leading newspapers such as The Daily Star and Prothom Alo. Even though newspapers are not being delivered during these times, their sites have a huge amount of traffic which can be utilized to increase brand awareness. ShopUp can put up GDN banners in the newspaper sites or interactive captchas to grab the attention of the visitors. Google AdWords produces an aggregate of 29,741,270,774 impressions daily (nearly 30 billion), according to our latest Google statistics study.

This number blends Google Search and Google View Network impressions: Google Search has 5,570,808,015 views per day, Google Display Network provides 24,170,462,759 regular impressions (24.17bn).

Televisions ads are still one of the best ways to reach out to people of all classes. Someone who lives in the rural areas watches TV as much as someone in the urban areas. As a result, any one from the rural area, who dreams of opening his new business can take micro loans from ShopUp and build his own business and brands as ShopUp helps strategize the marketing plans.

2. Public Relations: During the Covid, as all the people are home and are always online, they tend to watch everything in the newsfeed which catches their eyes. And the best way to reach a new client base is to use someone who already has a strong base and that fan base is the potential customer of ShopUp. Thus, ShopUp should partner with influencers and dignitaries to ensure that the audience is well aware of ShopUp. Marketing influencers increase brand recognition, increase traffic, and push the brand's message to reach the right audience. These



content providers sell to the perfect audience through various platforms, enabling consumers to extend their scope.

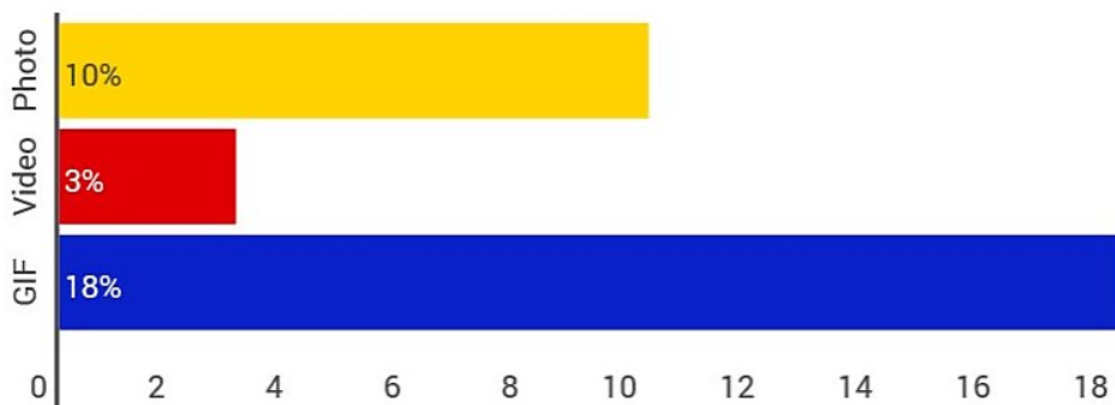
Along with this, they can use the social media groups for community management. They should spend hours behind searching for clients in groups like Desperately Seeking Entrepreneurs, Desperately Seeking Dhaka, etc. They also can post their services in such groups to attract new clients and also let the people know about their services so that they remain on top of their mind.

3. Sales Promotion: As the businesses are suffering financially during this time, the best way to attract new ones is getting them new and affordable deals with maximum outcome. Discounts are essential factors in deciding whether consumers are willing to purchase goods or subscribe to ongoing deals from companies. Discounts attract new buyers to companies and inspire them to test their products, drive sales and profitability. Businesses have boosted their profitability by running discount deals to boost sales. In 2018, as per the RetailMeNot Retail Marketing Trends Survey, 51% of U.S. retailers agreed to include discounts / offers to consumers using mobile apps in 2018 "to have a positive impact on their sales growth." As a result, ShopUp can run a week-long campaign with discounts in their services. By advertising and using PR, ShopUp has already made the audiences aware of their brand, means the audience knows it at the top of their mind and sometimes come to check out their homepage or call them to know more. But in order to get them hooked to the services, ShopUp has to make them try it once. Thus, they can give discounts to lure the audience to use it.

Once, the customers have tried their services and got good results, they will keep coming back and might even sign monthly retainers. With having received good services from ShopUp, the customers will refer to their entrepreneur mates about such services thus increasing the business of ShopUp. Testimonials are convincing because they are strong sources of social evidence: a

cognitive phenomenon focused on the premise that we will obey the behavior of those before us more often because we agree that these acts represent the right behavior. Social data allows the existing clients to sell to new customers. As such, according to Zendesk, 90 percent of respondents reading online reviews said positive reviews affect their purchasing decisions.

4. Digital Marketing: Once the customers are aware and hooked with the services, it is important that the brand stay relevant in the social media. One of the most important aspects of digital marketing is on how to keep the audience engaged with any content that is posted in social media. Thus, they must put out contents like tips and tricks for entrepreneurs, service posts along with different campaigns to keep them engaged. Magnito Digital, one of the country's leading marketing firms, analyzed 238 images, 22 videos and 13 GIFs released and promoted by three clients during October 2015 and March 2016. They measured each post's engagement rate, combining them to reach the final amount. Here's how the outcome looks like:



The users of Bangladesh prefer to watch GIF contents more because of their less loading time. Thus, putting GIF contents followed by photos and videos can help increase engagement. They can also feature various entrepreneurs making them feel special and as well as gaining the trust

of potential customers as these also work as testimonials. These contents can be then boosted to gain more traction.

5. Personal Selling: Personal selling has not been the greatest strength in marketing during these times, but during the Covid, the representatives of ShopUp can come online through live sessions to come and educate the audience about the company. Live feedback and responses are part of what makes the service so customer-friendly. It feels rather like a two-way conversation when they answer their questions in person. That's why Facebook Live drives 10-fold more comments than non-live images. One of the most important ways to improve online interaction is to answer remarks that appear live on air. This encourages more people to express their experiences as they go along. They can also hold online seminars and training sessions for entrepreneurs though Zoom and Google Meet for personal one on one training.

#### **Recommendations/Conclusions:**

ShopUp being a company who serves businesses online, it is absolutely mandatory that they themselves are strongly present in social media and that they are successful in preaching their brand to the audience. Failure to do that would jeopardize the company. They can follow the above-mentioned steps to increase their brand presence in social media. As long as they brand themselves about their services and establish themselves as a brand who know a lot about social media, the new businesses are bound to reach out to them as their services provide a 360-degree solution for any entrepreneur. Once they have created a digital presence, they can further engage in various campaigns with the audience such as entrepreneur business competitions and provide the winner a lifetime free service of ShopUp. This way, the upcoming entrepreneurs will be interested in the services when they see their compatriots doing well with ShopUp.

## **Bibliography:**

1. A CLOSER LOOK AT FACEBOOK CONTENT ENGAGEMENT. (n.d.). Retrieved from <http://magnitodigital.com/a-closer-look-at-facebook-content-engagement/>
2. Academy, P. (n.d.). Marketing Theories – The Communications Mix. Retrieved September 30, 2020, from <https://www.professionalacademy.com/blogs-and-advice/marketing-theories---the-communications-mix>
3. One Stop B2B platform for SMEs. (n.d.). Retrieved September 30, 2020, from <https://shopup.com.bd/>
4. Baker, K. (n.d.). What Will Influencer Marketing Look Like in 2020? Retrieved September 30, 2020, from <https://blog.hubspot.com/marketing/how-to-work-with-influencers>
5. Inc., F. (n.d.). 7 Discount Pricing Strategies to Drive Customer Acquisition, Sales, and Profitability. Retrieved September 30, 2020, from <https://blog.fusebill.com/discount-pricing-strategies-to-drive-customer-acquisition-sales-and-profitability>
6. Facebook Engagement in Bangladesh 2018 Report. (2018, November 20). Retrieved September 30, 2020, from <https://hypedhaka.com/insight-and-benchmark-of-facebook-engagement/>