

Report On
Affiliate Marketing Strategy- A Case Study of 10 Minute School in
Bangladesh

By

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17304036

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

BRAC Business School
BRAC University
October, 2021

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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 have acknowledged all main sources of help.

Student's Full Name & Signature:

_____ **Sabbir Ahmed** _____

A. K. M. Sabbir Ahmed

17304036

Supervisor's Full Name & Signature:

_____ **Ms. Mahreen Mamoon** _____

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Ms. Mahreen Mamoon
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of the report of internship in 10 Minute School LTD.

Dear Madam,

With due respect, I am presenting my internship report on “Affiliate marketing a case study of 10 Minute School in Bangladesh”. I have completed my internship at 10 Minute School for the purpose of my undergraduate degree. This is my pleasure to complete my internship under your supervision.

As I have to prepare my internship report based on a practical situation in a company, for this reason I have selected affiliate marketing as my main concentration. So, I have written a report on 10 Minute School’s “Affiliate marketing strategy”. I think this report illustrates the current situation of affiliate marketing of 10 Minute School in Bangladesh.

I would like to request you that to approve my internship report for further review.

Sincerely yours,

____Sabbir Ahmed_____

A. K. M. Sabbir Ahmed
ID: 17304036
BRAC Business School
BRAC University
Date: October 10, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between 10 Minute School LTD. and the undersigned student at BRAC University.

Acknowledgement

It has been a beautiful journey with 10 Minute School LTD. First of all I would like to thank Almighty Allah for making my journey easy and bearable.

Secondly, I would like to thank my internship advisor Ms. Mahreen Mamoon ma'am who guided me in every situation and helped me to finish the report have faced many problem throughout my internship but ma'am helped me in every steps. I am so grateful to ma'am for this reason am also grateful to those faculty who taught me in my four years academic life.

Additionally, I would like to acknowledge the support of Md. Fairuz Khaled Ohi (Lead, Sales Development) for supporting me throughout my internship at 10MS.He helped me with the information I need for my internship report.

Again am so grateful to my parents because they supported me throughout my varsity life. And they have faced lots of difficulties in this journey. So if I have become graduate today it's because of them also want to thank my fellow batch mate who have supported me throughout my varsity life.

Finally, I think in future I am able to make larger project as this report motivates me a lot. I have become confident enough after finishing this project.

Executive Summary

In this era, business world is going so fast and to cope up with the pace of this everyone needs to develop their business. It is important to know theoretical and practical knowledge got to have internship opportunity before completing my graduation tried to illustrate both theoretical and practical knowledge of Affiliate marketing strategy in this report. The title of my report is “Affiliate Marketing Strategy- A case study of 10 Minute School in Bangladesh”.I tried to identify how affiliate marketing affecting the business of my respective organization.

The result of my findings shows that affiliate marketing plays a vital role in terms of market expansion of 10 Minute School. However total sales of the organization has increased when they started this strategy.

I have used proper methodology while preparing this report which is very necessary to prepare a report. The main goal is to know about the organization and how it works step by step. Again it also includes organizational overview and current scenario of affiliate marketing of the organization as well as recommendation and findings.

To conclude, this report is done within very short period of time, so it might has lack of data. But it might be helpful if anyone can study on 10 Minute School.

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List of Acronyms

10MS 10 Minute School

Chapter 1

Overview of Internship

1.1 Student Information

Name: A.K.M. Sabbir Ahmed

ID: 17304036

Program: BBA

Major: Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

Period: 3 months

Company Name: 10 Minute School Limited

Department: Sales

Address: Avenue -4, Road -5, Mirpur DOHS,Dhaka.

1.2.2 Internship Supervisor Information

Name: Fairuz Khaled Ohi

Designation: Sales Lead, Sales Development

Email: ohi@10minuteschool.com

1.2.3 Job Description

- ✓ Coordinating the affiliate retention process.
- ✓ Managing group on-boarding project.
- ✓ Solving queries of seven affiliates groups.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

Though I was just an intern but during my internship I did lots of work. For example

- Firstly I contributed on affiliation marketing. Here 10MS mainly focus on Facebook groups to promote their products. I approached those Facebook groups admin so that they can become our affiliates and promote our products in their groups. They will get 15% incentives from each sales.
- Secondly I monitor the whole process of onboarding, from recruiting the coordinators to onboard an affiliate. In this process I had to take interview of the coordinators, then I trained them about the onboarding process.
- Thirdly I managed seven affiliates groups and solve their queries' also took training session with them, where I made them understand how to promote different types of product in their groups from our dashboard. Affiliation program is one of the vital income source of 10MS.
- Finally I managed to increase the sales through affiliation process and till now 10MS has earned about 29 Crore BDT from this affiliation marketing.

1.3.2 Benefits to the students

I have learnt a lots of thing during my internship. My supervisor helped a lot to do a task perfectly.

- **Affiliate Marketing:** I came to know about the strategy of affiliate marketing. How it works, what is the strategy behind this, all these thing I learnt from my internship. Affiliate marketing works very effectively in online platforms. I have learnt to manage those affiliates and tried to solve their queries.
- **Affiliate Retention:** After onboarding them I had to work on retention. In this process I had retain our affiliate who became inactive. At the same time we had work on our premium affiliate by giving them promo codes. These tactics I learnt from my organization.
- **Pressure Handling:** After joining as intern I had faced lots of pressure regarding my task. But I had successfully done all the tasks. This pressure taught me prioritize my tasks. This also helped to adapt myself in critical situation.

- **Adapting with corporate world:** Here in 10MS I came to know about the corporate culture. How they behave professionally with each other, how they are committed to their work and how they do their work very professionally.

1.3.3 Difficulties

I have faced lots of difficulties in my workplace. As an intern I had to face problem to cope up with the speed of the organization. 10 Minute School's sales team is very active. As a part of their team I had to work very hard. Being an Intern it was very tough for me. But my seniors helped me a lot to face this situation also did my office from home during lockdown. Work from home seemed to me more difficult. Because I had to be online all the time. There were lots of meetings every day. Sometimes they give me sales target I had to meet those targets. As one of my tasks was to manage affiliates, so I had to manage lots of affiliates per day. This task seemed to me difficult. Again as a part of affiliate retention team I had to retain lots of affiliates, this job seemed to me difficult.

1.3.4 Recommendation

Internship program should be organized. They should allocate computers to the interns. I had to use my personal laptop during my internship. There should be a structured way of working and working hours should be limited. In spite of having 24 hours' work in a week I had to work 35-40 hours in a week. They should give enough time before launching any operation because it creates lots of pressure among employees and it can decrease the quality of work.

Chapter 2

Organization Overview

2.1 Introduction

In 2015 10 Minute School which is an online educational platform in Bangladesh created by internet entrepreneur Ayman Sadik. 10 Minute School covers academic classes from 1 to 12 covering the entire academic syllabus of the Bangladesh Schooling System, university admission subject, covering different branches of study and skills training.

2.2.1 History of 10 Minute School

10 Minute was founded by Ayman Sadik in mid-2014 as a YouTube channel. In the beginning it was self-sponsored and largely and that time 10 Minute School initially did not have a website as well as solely reached students through education info graphics. It started creating video tutorials for Mathematics and English. Then they started taking live classes in Facebook. 10 Minute School went on to cover the entire academic syllabus from class 1 to class 12, university admission subjects covering topics from public and private University examination and extensive software and skills training. There was a major challenges for organization back then was to find a suitable sponsor to fund its operational activities, later it come to be support by telecom operator Robi Axiata Limited and Ministry of Post, Telecommunication and Information Technology.

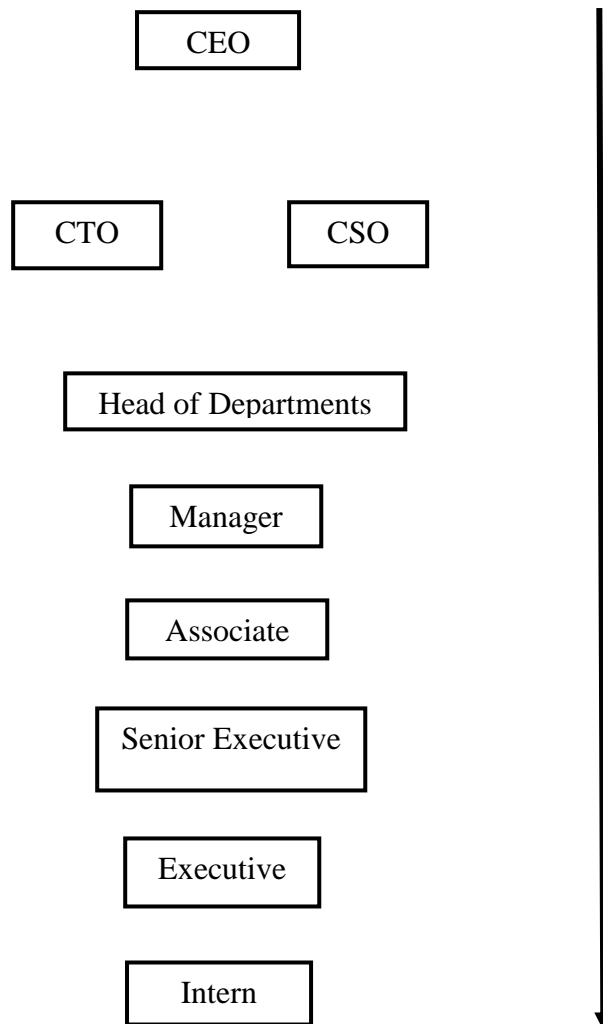
2.2.2 Mission:

- Giving online education at a lower cost to the students of Bangladesh.
- Giving opportunity to take education to the underprivileged students.
- Making people skillful.

2.2.3 Vision:

- Giving meaningful education through online
- To help the students to achieve their goal.

Organizational Structure



2.2 Company Objective:

Company objective is to provide educational element at lower price. Again they are aiming to tech 25 lacs students at a time online. Many people learn many things from 10 Minute School. 10 Minute has bring revolution in the education system. Now students from other part

of the country do not have to come to Dhaka for their desirable coaching. They can learn from their home by buying a course or book from 10 Minute School. This was one of their objective.

2.3 Management Practice:

Here in 10MS they follow participative leadership style where all the members of the organizations work together to make decisions. Here everyone is encouraged to participate. When they want to launch any product, CEO listens suggestions from every employees of the organization. So he has the scope to develop and update the idea. They welcome interns very warmly for example after joining the organization intern will get gift from the organization. They observe every moves of the intern for example how much participative they are. Here in 10 MS internship seems like much harder than full time job. There are lots of task an intern has to do. By giving the task they judge the intern either he/she is worthy enough to offer full time job. At the time of recruitment process they follow some rules. Firstly they think about team necessity, how important it is to recruit new employees. Secondly they think about the role of that employee. Thirdly they set a Job description for the employees. After that they set a timeline for recruitment. Next they set a theme for this recruitment process for example “Biggest Sales Recruitment of this year”. They make a digital content for this and distribute this content among various groups in Facebook and LinkedIn. There are three stages of this process

- **Screening:** They give circulate a google form with some questions. Applicant have to answer those questions and attach their cv. After analyzing Answers and CV they send two case study to the selected candidates after screening.
- **Case Study:** They are given two business case study regarding 10 minute school. They have to find the solution of the business case study and analyze that.

- **Interview:** After checking the case study the call about twenty applicant for the interview. Then they select them based on their interview performance.

They try to develop skill and train the employees. For example recently there was a training program named “Advanced excel with business analytics”. Everyone was requested to install “Simplilearn” app and from there we had to watch excel with business analytics tutorial video. From that learning we had answer some question which was given from authority.

Table: 01, Top 3 product list

Top 3 products		
Rank	Product	Total Sales
1	Ghore Boshe Spoken English	4440253
2	HSC 2022: English, Bangla, ICT	4384350
3	24 Ghontay Quran Shikhi	2961688

Figure 1

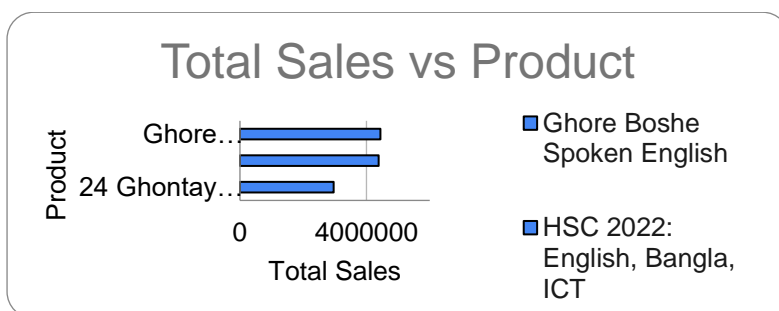


Figure 2

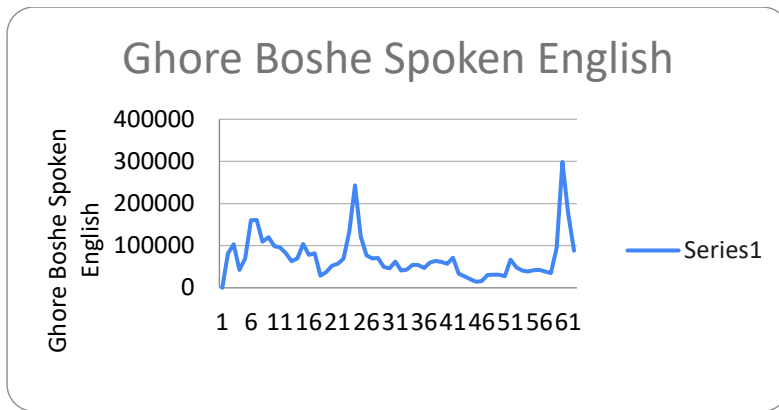


Figure 3

I made this through excel. There are some employees who are announced as “Performer of the quarter” for their extraordinary contribution towards the organization.

2.4 Marketing practice:

As 10 Minute School is an Ed-tech company they digitally market their products. For that they use digital marketing. Their organic marketing reach is also very high. They make lots of videos, images and posts for their marketing purpose. They also use google analytics for the measurement. They also use Search Engine Optimization. As all the products of Ten Minute School are digital product so they do not use traditional marketing method. They have Sales team and it divides in two parts.

- **Tele Sales Team:** This team works on business to business. They works on partnership with another organization. They also works on sponsorship. They also negotiate the business deal.
- **Sales Team:** Sales team mainly focuses on sales of the organization. They try to increase the sales. For this purpose they adopt many strategy and promo code strategy is one of them. They frequently give away promo code when they need to increase their sales. They also give sales target every month to their Affiliates. And this challenge helps to increase the sales radically.

2.4.1 Affiliation Marketing:

Affiliation marketing plays a vital role in their marketing and sales. Here in affiliation marketing 10 minute school listed many Bangladeshi groups from Facebook. Then they approach those admin to be their affiliate. If they agree with that proposal they become our affiliate. After being an affiliate they train them how to do the work. After the training they started posting our product in their groups and from the Facebook TimeLine. For every sale they will get 15% of the product price. By doing this they can sale their product at the same time this is a huge marketing exposure.

2.5 Financial Performance and Accounting Practices

10 Minute School has been applying is the CSR ROBI.However operation cost has been covered under this CSR program of ROBI.They also create their own content to generate sustainable stream of revenue through sponsorship and other formats.

2.5.1 Revenue Structure of 10 Minute School:

You Tube earning: This is one of the major sources of revenue. They have multiple You Tube channel and some of their channel has over 1 million subscriber.

Social Media Earning: They also earn through social media like Facebook and Intsagram.They post videos and content through their Facebook page and Instagram account.

Courses and Books: They have K-12 books which mean class 1 to class 12 helping books. They also have “Ghore Boshe Spoken English” book which was the bestselling book in Ekushe Boi Mela.They also have skills related courses. They sell these and earn revenue.

Affiliation: Affiliation marketing is one of the biggest sales channel of 10 Minute School.10 Minute School earn 13% of their sale through affiliation marketing from all the sale.

2.6 Operations Management and Information System Practices

As we are Ed-Tech Company we stored our plan and strategy in google sheet. What they are going to do in future, what should be the strategy everything we stored in google sheet. Scheduling, resource allocation, quality management every data they stored in Google sheet.

HUB	Shops	One time cost	Recurring	Activation Cost/ Shop	Total Cost	Avg Bucket Size	10MS Stake (75%)	Breakeven Unit/ Month (Total)	Breakeven Unit/ Month (Variable)
1	100	270,500	128,500	1,000	499,000	1,000	750	665	305
13	1,300	3,516,500	1,670,500	1,000	6,487,000	1,000	750	8,649	3,961
102	5,400	27,591,000	13,107,000	1,000	46,098,000	1,000	750	61,464	24,676

Figure 4

Division	Proposed Hub	No of Institute
Dhaka Metropolitan	13	771
Dhaka	14	3,294
Barisal	7	1,947
CHITTAGONG	17	3,585
KHULNA	11	2,817
MYMENSINGH	6	1,534
RAJSHAHI	14	3,310
RANGPUR	14	3,617
SYLHET	6	1,145
Total	102	22,020
Average Ins/Hub	206	

Figure 5

2.7 Industry And Company Analysis

2.7.1 Porters Five Forces Analysis:

- **Competition in the industry:** As Ed-tech Industry is growing day by day so there are many competitors in the market. They are trying to compete with 10 Minute School. But as 10 Minute School is first mover in this industry in Bangladesh so they are getting huge first mover advantages. However their brand image is very good so every people love them. So they are the market leader in this industry.
- **Potential of new entrants:** Yes there is potential of new entrants .They are entering but can't do well in this sector. As 10 Minute School is the market leader they get huge advantage. So it doesn't matter for them if any competitors enter or not. Because they will not compete with 10 Minute School at the beginnings.
- **Power of Suppliers:** Here power of suppliers is very low. Because as an ed-tech company 10 Minute school does not depend on any suppliers.Infact every ed-tech company makes their own product so they did not depend on suppliers.
- **Power of Buyers:** Yes they have power but in this market the power of buyers is very low. Because they cannot control the market. Buyers cannot control the price of the product. Even they cannot negotiate the price. They have around 25 lacs customers.
- **Threat of Substitute:** There are some organization who also make same product like 10 Minute School. But their content is not so good like 10 Minute School. Their brand is not as popular as 10 Minute School. Here threat of substitute is very low.

2.7.2 SWOT Analysis:

- **Strengths:** 10 Minute School is particularly best at selling Spoken English books and courses. Their Brand image is their strength. They have best course instructor in the country. Their content quality is really good.”Ghor a Boshe Spoken English” was the best selling product.
- **Weakness:** They think their main weakness is they think most of their product is digital product. So they can't sell their product in traditional way. In future they might produce physical product.
- **Opportunities:** Currently they have 25 lacs customer base. It can be larger in recent years.Ed-tech company has a huge market in Bangladesh. Many investors are interested to invest in this sector. In recent future 10 Minute School might be a billion dollar company.
- **Threats:** Product piracy is a threat in this industry. Their sales drop down because of the piracy. Other competitors of this industry is also a threat.

2.8 Summery and Conclusion:

10 minute school is a fast growing organization. If they get proper funding they will flourish in future.Inspite of being new company their company structure is so organized. Their management practice is organized. Their digital platforms are so updated. In future they can be a big organization if things go well.

2.9 Recommendation

They should make more products. They should have every kind of products that every kind of person need. They should minimize the price as this is an online product. They should come up with more strategies as many of their rival is rising in the market. They should also enter in the foreign market.

Chapter 3

Project Part

3.1 Introduction

10 Minute School has reached maximum number of people through their market expansion strategy. They are using some unique tactics that none is using for their market expansion. Very soon they have reached their targeted customer. This help them to increase their sales.

3.1.1 Background

The purpose of this report is to know how Affiliation marketing works and how it is growing in Bangladesh. It can be decreased the unemployment rate of Bangladesh. When I work with the affiliate I came to know many fact about them. Many of them lost their job in pandemic and at that time affiliation marketing had become their one of the major source of earning. The company also earn lots of revenue with this affiliation marketing.

3.1.2 Broad Objective

The broad objective is to find out 10 Minute School market expansion strategy.

Specific Objective

- Affiliate marketing strategy helps 10 minute school to increase their market.
- Digital marketing strategy has played a vital role to expand the market.

3.1.3 Significance

This report will visualize how 10 Minute School expand their market. How affiliate marketing and digital marketing helps them to accomplish this. Lastly how necessary it is for companies to do digital marketing.

3.1.4 Literature Review on 10 Minute School market expansion strategy.

10 Minute School is one of the largest online platform in Bangladesh. Many people thought affiliate marketing is an old phenomenon in a rapidly changing online business environment. A study found that there are thousands of advertisers participating in affiliate marketing programs and there are thousands of affiliates, working for many different advertiser simultaneously and they are also driving incremental traffic and sales in exchange for commission (Duffy, 2005). Affiliate marketing model has emerged as a relatively new revenue model for online publishers as well as a prospective channel to reach target market and target audience. Another study shows that one of the largest online travel agency in Brazil and one of the largest in the world is Hurb.com which has affiliate marketing program named Clube Hurb, it sells around 60 thousands trips per month to hundreds of thousands of travelers (Rolim et al, 2020). This is actually surprising how affiliation strategies has shaped the nature of tourism distribution traditionally through affiliations in global distribution systems. Again more recently through the emergence of tourism e-mediaries, collective distribution channels and info mediaries.

Digital marketing refers to buying and selling of product and services and promoting brands using different digital channels. Digital marketing usually helps the businesses to find their target audience and attract customer with the help of internet and other digital platforms. A

survey shows that digital marketing not only helps the people in their business and corporate sectors but also help in the education sector as well (Dwivedi et al, 2020).However, this digital marketing has expanded the boundaries of education. Again in this age of digitalization where every industry is trying to go digital and educational institutions from all over the world are no longer finding it difficult to market themselves to their audience or suffer from a lack of brand awareness. (Madegwa et al,2018) found that digital marketing communication strategy basically enhanced communication between commercial banks and international clients and helped customers to get 24 hours service, made online technical easily available to clients. Reduction in communication cost, improvement of information about product and price. Another survey shows that now more than ever businesses and organizations can be connected with their consumers with the click of a button (Parks, 2020).However consumers can connect with the company from Facebook pages, product reviews and respond to tweets. Digital marketing is much easier and effective than black and white paper ad.

3.2 Methodology

For this report I will need both primary and secondary data. For the purpose of primary data have made a survey and collected 40 responses from 40 respondents. I also consult with the employee of 10MS and tried to observe their work. However I collected most of the secondary data from article and from google scholar article regarding my topic.

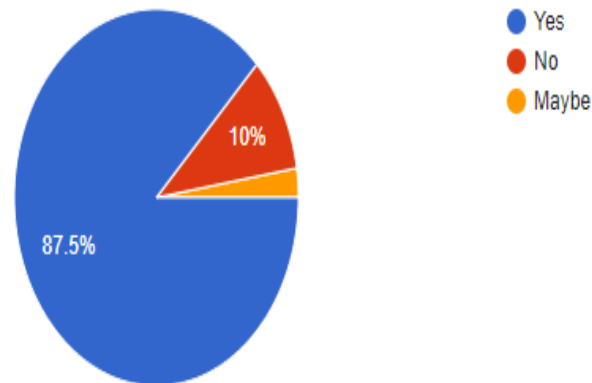
3.3 Findings and Analysis:

So basically I asked eight questions for this survey. And I received 40 responds from different types of people. The purpose of the survey is to find out are people really thinks that 10 Minute School market expansion strategy depends on affiliate marketing and digital marketing. This

survey also visualize what kind of people know about 10 Minute School and its market expansion strategy.

Do you know about affiliate marketing?

40 responses



Findings:

87.5% of people know about affiliate marketing. 10% of people say they don't know about affiliate marketing. One person said maybe he/she knows about affiliate marketing.

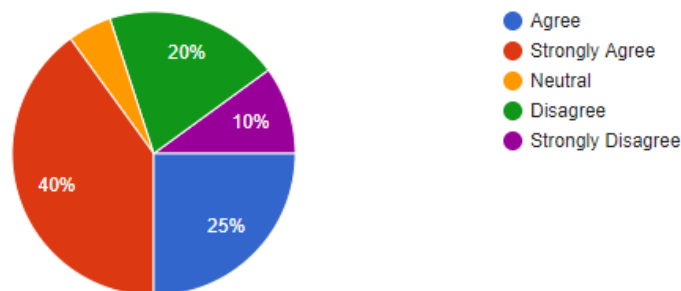
Analysis:

Maximum people know about affiliate marketing. It means they know how it works. Some people do not about this term. May be they are not up to date enough or they do not come to social media or internet.

If there is an assigned agent in every areas who will convince people about affiliate marketing, does this help 10 Minute School to expand their market?



20 responses



Findings:

In this portion we can see 40% of people says they are strongly agreed with the statement.25% are agreed with the statement.20% people disagreed with the statement. Others remain neutral.

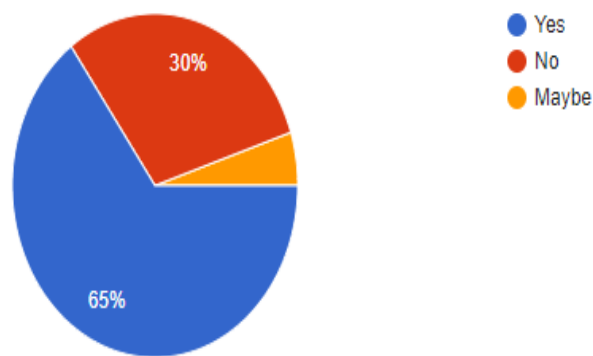
Analysis:

This means this affiliate agent can actually help to expand the market of 10 Minute School.

Do you think Affiliate meet up can boost up the sales of the affiliate?



20 responses



Findings:

Here we can see 65% of people has agreed on the fact that affiliate meet up can boost up the sales of the affiliate. And 30% says no.

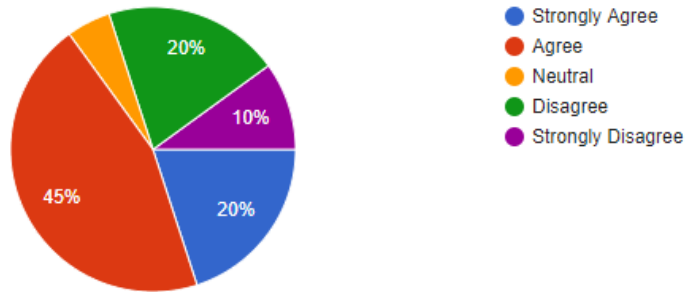
Analysis:

Affiliate meet up can boost up the sales of the affiliate. As a result company can earn huge revenue.

Do you think expanding in foreign country through affiliation program helps 10 Minute school to increase their market?



20 responses



Findings:

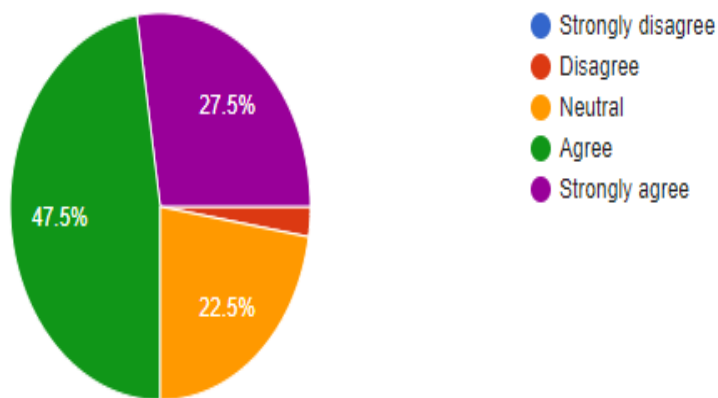
45% of people says they are agreed that expanding in foreign country through affiliation program helps 10 Minute School to increase their market.20% of people disagree on the statement.10% people strongly disagree on the statement.

Analysis:

So we can assume that expanding in foreign country through affiliation program helps 10 Minute School to increase their market.

Digital Marketing helps 10 Minute School to expand their market.

40 responses



Findings:

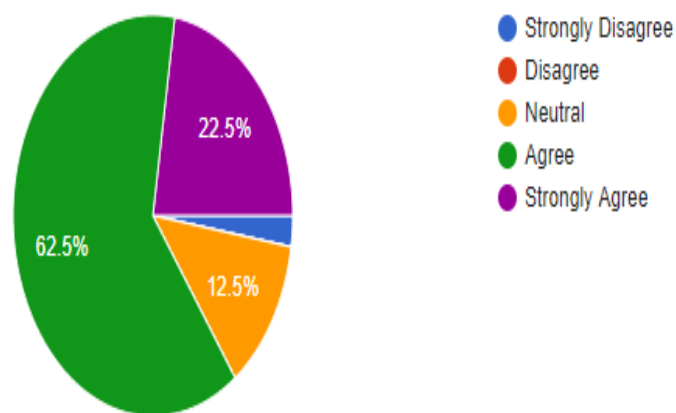
Here we can see 47.5% agree with the statement that digital marketing helps 10 Minute School to expand their market.27.5% of people strongly agree with this statement.22.5% are neutral with their answer.2.5% of people disagree with this statement.

Analysis:

As 10 Minute School is an education based online platform, so they had to market their product digitally. And through this digital marketing they have reached to the maximum number of people.

Affiliate marketing played big role to reach customers of every corner of the country.

40 responses



Findings:

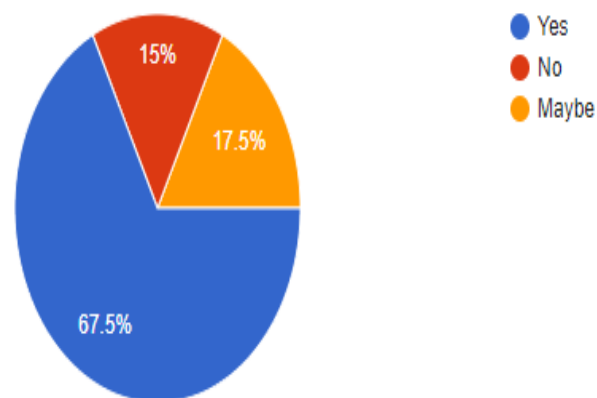
62.5% of agree on the fact that affiliate marketing played big role to reach customers of every corner of the country.22.5% of people agree on that fact. Rest of 12.5% neutral on this fact.

Analysis:

Most of the people think affiliate marketing played vital role to reach their product every corner of the country. They are strongly agree on that fact. And this is true affiliate marketing does this.

Do you think through affiliate marketing 10 Minute School has reached maximum number of people?

40 responses



Findings:

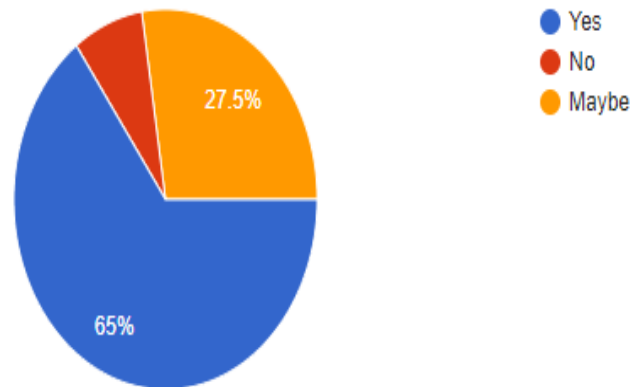
Here in this portion we can see 67.5% of people say yes that means they agree on the fact that through affiliate marketing 10 Minute School has reached maximum number of people.15% answered negative and rest of them said may be.

Analysis:

Actually through affiliate marketing 10 Minute School has reached maximum number of people. Because the affiliates are from different part of the country. They promote from their respective places. As a result they can engage much people.

Do you think Paid marketing reach is larger than organic marketing reach?

40 responses



Findings:

This chart shows that 65% of people replied with affirmative and 27.5% of people replied with negative.

Analysis:

Paid marketing works faster than organic marketing. In paid marketing they can target their customer and their product will reach to their targeted customer through paid marketing. And most of the people are agreed on this fact.

3.4 Summary and Conclusions

10 Minute School market expansion strategy basically depends on affiliate marketing and digital marketing. Through this strategy 10 Minute school has reached to the every corner of the country. In this era of science, everything goes online and without digital marketing it's nearly impossible to grab the market. So in this sector 10 Minute School is doing really well. Again Affiliate marketing also helps them reach their customer. And day by day affiliate marketing has becoming their one of the biggest sales channel.

3.5 Recommendation:

- They should assign agents in every areas in whole country.
- They should arrange affiliate meet up in every quarters in a year.

- They should expand their market in foreign country through affiliate marketing.
- They should target every kinds of customer digitally.

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