

Report On
**"Facebook Ads Have a Greater Hold on Digital Marketing of Bangladesh- an
Observational study on Wavemaker Bangladesh"**

By

Aboni Roy
ID- 17304020

An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
BBA

Brac Business School
Brac University
October 2021

© [2021]. 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:

_____ **Aboni Roy** _____
Student Full Name
Student ID-17304020

Supervisor's Full Name & Signature:

_____ **Tania Akter** _____
Supervisor Full Name
Lecturer, BBS
Brac University

Letter of Transmittal

Tania Akter

Lecturer,

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission titled "Facebook ads have a greater hold on digital marketing of Bangladesh"

Dear Madam,

Under your supervision, I am submitting my Internship Report titled "Facebook advertising have a bigger hold on digital marketing in Bangladesh" as part of BUS400. I worked in social media management during my working time. Also, in order to be a part of various social media centered planning, I had to track various audience activity, which will finally help me understand consumer behavior and preferences.

I did my best to complete the report with all of the necessary information and to make it as accurate as possible. I hope that the report will answer all of your questions, but if you need more information, please contact me.

Sincerely yours,

Sincerely yours,

Aboni Roy

Student Full Name

Student ID

BRAC Business School

BRAC University

Date: October 5th, 2021

Non-Disclosure Agreement

This deal was established and signed between Wavemaker Bangladesh and Aboni Roy. Aboni Roy is pursuing experience and training from Wavemaker Bangladesh, and as a result of her actions, it may be subjected to confidential (as defined below). The agreement's goal is to protect Confidential Information.

1. Confidential:

It deals with the confidential information like Financial and accounting records, intellectual property, private data, security checks, new products or services, plans, or any other private company information that, if released, could affect the Company's business.

2. Non-disclosure agreement:

Without Company's prior written authority, Intern will not: a) expose Confidential Information to any other person; b) produce or cause to be made copies or other reproductions of Confidential Information; or c) create any commercial use of Confidential Information.

3. Confidential Materials Return:

Upon Company's request, Intern will promptly return all source components as well as any copies, notes, or other documents related to Confidential Information in Intern's hands.

4. Terms :

This Agreement, as well as Intern's commitment to keep Confidential Information private, will stay in effect until either: a) Company cancels this Agreement in written warrent or b) Confidential Information disclosed under this Agreement continues to be confidential.

5. Notice of Immunity from Liability:

Any federal or state trade secret disclosed in confidence to a federal, state, or municipal government official, either directly or indirectly, or to an attorney; and ii) solely for the purpose of reporting or investigating a suspected breach of law; or disclosed in a complaint or other document submitted in a lawsuit or other proceeding; will not be prosecuted criminally or civilly.

6. General Requirements

If any section of this Agreement is found to be invalid or unenforceable by a court, the remainder of the Agreement will be read in the manner that best reflects the parties' intent. b) Incorporation This Agreement expresses the parties' complete knowledge of the subject matter and incorporates all previous proposals, agreements, representations, and understandings. This is an excellent example.

Mr. Hasan Faruque

Director,

Wavemaker Bangladesh

Aboni Roy

Student

BRAC University

Tania Akter

lecturer

BRAC University

Acknowledgement

First of all, I want to thank Lord for everything.

Then I'd want to thank Ms.Tania Akhter, Lecturer at BRAC University's BRAC Business School, for her great help, direction, and good advice in completing my internship report. I sought the services of a few friends to help me prepare my report, and they were key in getting it completed. With due respect and honor, I'd like to offer my gratitude to those persons.

I'm also thankful to my Wavemaker Bangladesh supervisors and colleagues, who have been very generous with their time and knowledge in helping me finish my report.

Mr. Hasan Faruque, Director of WAVEMAKER Bangladesh, was really helpful in assisting me in understanding digital media and how it influences company. I'd want to thank Ms. Ishrat Zahan, without whom I would not have been able to continue my internship and eventually complete it successfully.

Finally, the new abilities I gained during my internship will assist me in progressing in my current position.

Executive Summary

The impact of digital marketing and brand promotion is the focus of my internship report. In this study, I will cover how an organization interacts with clients, and also how social media marketing promotes brands in achieving their objectives. This report includes an introduction of the company, background information, an overview of the topic and its operations, as well as the duties I was assigned and the obstacles I faced during my internship. In addition, diverse creative content published on various official pages, as well as customer generation through campaigns that promote the brand and have an impact on reach customers, are all topics that I will cover in my report. In addition to mobile and traditional TV and radio, digital marketing encompasses a wide range of service, product, and brand marketing methods that primarily leverage the Internet as a fundamental promotional channel. Digital marketing is also known as Internet marketing, although the two are not the same. Advertising strategy and people's lifestyles have evolved dramatically over time, and individuals now use their phones or laptops to browse social media, apps, and other digital media channels. Big businesses are responding to the shift by attempting to strike a balance between traditional and digital advertising. Marketing using social media or the internet might be a powerful weapon for any business to use against its rivals. Finally, this study includes a discussion of the effectiveness of WAVEMAKER Bangladesh's digital marketing strategy.

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	vi
Executive Summary	vii
Chapter 1 Overview of Internship.....	1
1.1 Student Information	1
1.2 Internship Information.....	1
1.3 Internship Outcomes	2
Chapter 2 Overview of the Company.....	5
2.1 Introduction.....	5
2.2 Management Practice	8
2.3 Marketing Practices.....	10
2.4 Financial Performance	13
2.5 Operations Management	13
2.6 Industry and Competitive Analysis:	13
2.6.1 Porter’s Five Forces Analysis:	13
SWOT Analysis:.....	14
2.7 Summary and Conclusion:.....	16
2.8 Recommendation:	16
Chapter 3 Project Part	18

3.1 Introduction.....	18
3.2 Methodology	20
3.3 Findings and Analysis.....	21
3.3.2 Analysis:.....	27
3.4 Summary and Conclusion:.....	28
3.5 Recommendation:	29
References.....	30
Appendix A.....	31

Chapter 1

Overview of Internship

1.1 Student Information

Name: Aboni Roy

ID: 17304020

Major: Marketing

Program: Bachelor in Business Administration (B.B.A.)

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

Period: From May 02, 2021 to August 31, 2021

Company Name: Media Consultants Ltd.

Department: Digital

Address: House 47, Road 27, Block A, Banani, Dhaka-1213

1.2.2 Internship Company Supervisor's Information

Name: Mohammad Hasan Faruque

Designation: Director

1.2.3 Job Scope

- In the internship program I got the opportunity give full to support the digital team for social media query management. There I got the opportunity to provide customer problems solutions, answer all their queries. I was responsible for responding to all the customers in the social media page of clients. In many cases, I had to research and analyses the situation and provide information to the customers by maintaining the brand guideline.
- I also participated during brainstorming sessions for launching campaigns and creating contents.
- I maintained different data those are generated by various engaging content.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

- Being an intern there, the most important task is managing consumers questions, queries very properly and ensures consumers are getting exact information about what they looking for. Additionally I was also making sure that information holds the proper brand guideline.
- With the process of communicating with the consumers, as an intern have to generate lead there is any actions that requires that.
- Intern also participated the idea generation for upcoming content which help the company to analyses their understand that they got from serving consumers' query
- As an intern, I had to make survey of the consumers. According to the survey, I had provide the outcomes to the team which help them in the decision making.
- In terms of customer engagement and interactive post or any unique post which needs to track customers activity on the content has been done by intern and also maintained all those data in excel and create report to serve the client.
- Tracking how the competitors making contents uniquely is a work task done by intern and then the exact report gives a way to client which make them to decide how to capture market in great strategy.

1.3.2 Benefits to the Student

- The students get a proper idea about holistic marketing about the industry.
- The consumers' physiology can be gathered by direct communication to the customers which gives a clear idea and helps in future job works.
- Students able to know about the different concepts of media planning and structures of the content. It helps in future jobs works, in team coordination, leadership, brainstorming sections etc by maintaining the brand guidelines.
- It helps for practical work experience, corporate world and also gives smooth transitions in graduation.

1.3.3 Problems/Difficulties

- I faced problem due to pandemic. My whole internship was work from home. So I was not able to communicate with all the members at a time. Team meetings were there, but there were technical issues as well. My internship started before my semester started, so it also ended before the end of semester. Since certificates were needed for job applications, I was left behind for this issue. I faced this challenges during this time.
- In this digital world of fastest-growing technology, internet connection and speed must be high in order for the network to run at its best with zero errors. However, the desktop I used to manage. In the first place, the Facebook pages have constant internet connection difficulties. As a result, I was unable to handle and keep track of all of the inquiries previously, and had to sit idle for an extended period of time while waiting for the connection to re-establish. However, our IT management has since resolved

this issue. However, the company's internet connection and speed should be upgraded further and a super-fast structure established as soon as possible.

- While monitoring the official Facebook page, I came across a lot of fraudulent Facebook accounts where individuals would leave a lot of unwanted comments and messages, which I had to hide as soon as I found those messages or comments on the page that could affect the business. To keep the page and brand away from negative people, this must be prevented. So that it is easier to keep track of potential customers.
- We had to deal with dissatisfied and upset customers on a daily basis. It's part of our jobs to deal with furious or disappointed customers, and it's never easy. We might be able to save the situation if we know what to say and, more importantly, how to say it. We might even end up with a better relationship with our customers than before.

1.3.4 Things Learned in the internship program:

The fundamental goal of the internship program is for students to apply what they've learned in the classroom to real-life situations. At Wavemaker Bangladesh, I began working on the digital media marketing platform. I discovered that being a competent marketer necessitates a variety of other abilities. I gained some new skills in order to perform the assignment assigned by the office. These are the items:

- Evaluating the effectiveness of campaigns and advertisements.
- Developing concepts for promotional advertisements and creative material.
- Using social media to handle client complaints and other brand-related questions.
- Schedule Facebook material for final upload with Google AdWords.
- Planning and implementing entire digital media content
- Campaign and content planning within the clients' budgets
- Wavemaker Bangladesh has access to every conceivable media for advertising and promotion of the brand.
- Wavemaker Bangladesh has had a lot of success in community management for Garnier, Akij, and Hero Bangladesh on these social media platforms.
- Wavemaker Bangladesh uses the Google Ad Words keyword tool for Google and YouTube advertising.
- Facebook Advert is accessible for Facebook and Instagram promotion.
- Wavemaker Bangladesh can also use Facebook's Audience Insights to collect demographic data.
- Wavemaker Bangladesh can acquire the overall performance of the brand and web page visitors via the Google Analytics Dashboard.
- Brand performance and Facebook user response may both be tracked using the Facebook Analytic Dashboard.
- There are in-stream advertisements and bumper ads on Facebook videos. Static post advertising, on the other hand, include desktop news feed ads, multi-image newsfeed ads, and GIF ads.
- How to do a competitive analysis.

- How to create a competitor analysis PowerPoint slide.
- For companies and rivals, how to evaluate engagement and people reach.

1.3.5 Recommendation

To ensure a proper transition and regularity for student semester should start on time and end on time. If this is done, then students can plan properly. As it is a transitional period, and this time is very critical, so the predictive it become will be good for students to plan their direction towards their jobs and settlement.

Chapter 2

Overview of the Company

2.1 Introduction



Wavemaker is a part of GroupM, global media investment management company of world's largest advertising company, WPP plc. Wavemaker was founded in 2018 when MEC and Maxus combined forces to form a new agency, which named into Wavemaker. This company running on the creativity and curiosity of our 8,600 people in 139 offices in 90 countries. Asiatic 360 took the license and then wavemaker became the part of Asiatic 360 in Bangladesh, the country's largest communication group. So within a very short period of time, this company has become one of the fastest growing agency. It has created a brilliant opportunities for clients for branding and promotion. They support their clients in a very strong uniquely way that helps clients to grab huge market place, helps them for easy solution for problems and reach greater milestones with creative, simple, effective strategies. The agency always believed the thing that -"The Real opportunity for media, via our leading change philosophy, is to be human in a digital world" Its main intersection is media, content and technology.

Their service and products are :

- Buying and media planning
- Data planning: Analytics, Management & Consumer insights
- Content creation and development
- Communications Planning
- Digital media and marketing.

Mission:

Their mission is "To reinvent the media agency."

Vision:

Their vision is "Let's make the future."

Asiatic 360:

WAVEMAKER Bangladesh is among Asiatic 3Sixty's main concerns. Asiatic partnered with one of the world's oldest global agencies, with 150 years of professional experience in marketing and communications, in 1966, and has since grown to become the fourth largest international communication company.

Asiatic 3Sixty is a combination of over 36 firms that provide services such as communication, public relations, research, experimental marketing, audio-visual production, media buying, printing, outsourcing, broadcasting, and digital Page 7 marketing to its clients. Overall, Asiatic 3Sixty employs 890 employees across all wings and is one of the most sought-after businesses in the country.



Wavemaker Clients List:

Wavemaker is serving top brands for years in this country. The list of the clients are given below :

1. Nestle Bangladesh Ltd.
2. Niloy Motors Limited (Hero) 16
3. L'OREAL Bangladesh Ltd.
4. Asian Consumer Care Ltd (DABUR Bangladesh)
5. Garnier Bangladesh
6. IDLC Finance 7. Akij Ceramics
8. Akij Cement
9. iPay
10. Dannone (Shakti+)
11. Huawei Technologies (Bangladesh) Ltd.
12. Dabur Bangladesh



Brands I dealt with: (Dabur Bangladesh) :

Dabur Honey Bangladesh ,RED Paste , Dabur Gulabari,Dabur vatika,Dabur amla,dabur herbal, Dabur chawanprash,Dabur odomos, Dabur Odonil etc are the products of dabur Bangladesh. I had to deal with their product page, maintain the customer queries, providing proper resolution to the customers. The main queries that came in the pages are as follows :

- i) Price of the products

- ii) Products' advantages
- iii) Product availability and where to find them
- iv) Identify the genuineness of the product
- v) Helpline number and office address
- vi) Product side effects
- vii) Procedures of application

Parent Company and Affiliation

Wavemaker is a part of Asiatic 360. In the year of 1966, It has worked as one of the oldest and largest global agencies in the world in the field of marketing and communication along with 150 years of experience in this sector. This resulted in positioning the fourth largest international communication group. More than 36 companies are operating under Asiatic as one umbrella to provide the client service with their unique communication, media, research, experimental marketing, content, video, printing, buying, ATL, BTL, TTL service etc. It has become one of the top most demanding and desired companies in the country, as well as the world.

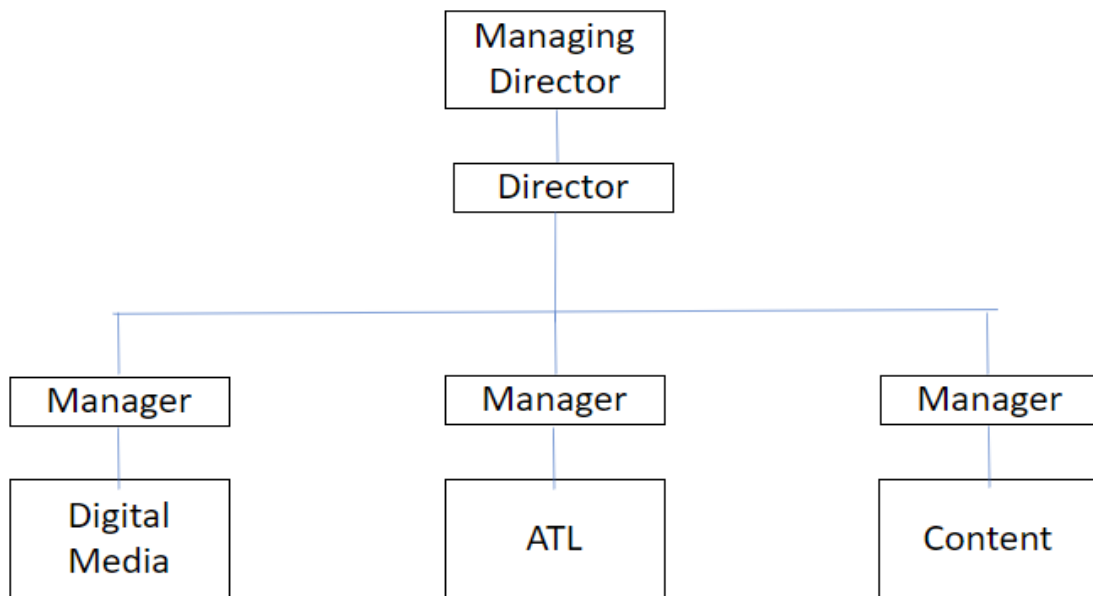
Awards and Achievement:

Wavemaker recently awarded with Silver for the 'Radio' By Bangladesh Brand Forum, which is collaborated with Cannes Lions for Robi, "% crore Celebration Campaign". Their tagline was "GrowFearless". Each team member contributed, that that's the result for this achievement. Wavemaker has also been awarded with "Best use of digital media", by Bangladesh Brand Forum with Cannes lions for Coca-cola Bangladesh. "Happy 50 Bangladesh Campaign". And finally they had achieved 3 commward 2021. Silver, Silver, Bronze. This is indeed a big achievement for the entire team.

2.2 Management Practice

Leadership style:

Wavemaker Bangladesh is a media agency, newly joined Bangladesh for giving better media output for the company. So, they try to follow simplistic way to ensure to most amount of efficiency. This simplistic organogram it supports them to make process of work short, simple and that help them to meet the deadline and keep them align in their objective. Its a flat structured based organization, which has simple chain of commands. There is no manage between the executives and managers, as a result employees can have a direct communication with one another, they can discuss team meetings and other stuffs easily. And employees can report in anytime to the manager. The employees are valued, their ideas, and contents were given priority regardless of their position. The team discussion is very clear, and there is clarity in understanding.



In this organization managers leads whole of the department and in department there are multiple numbers of teams.

The organization’s leadership style is democratic. They value each employee’s concern, ideas and contribution. Together they make the best out of team, make the best team work and achieve success.

Recruitment process: Wavemaker’s recruitment style great. They try to recruit the best employees that fit for the position, roles, and responsibilities. Since it’s a part of groupM company, which consists of 3 organization i.e. Wavemaker, Mindshare and MBA. They recruit employees and give the position that fits the best within these 3 organization. Therefore, it’s a big platform, opportunities are frequent here. Firstly, Wavemaker gives vacancy announcement. They shortlist the candidates, screen their CV and then make a call for them. They take written test. If someone pass the written test, he/she is qualified for the next round, which is interview and presentation. Then if he/is is passed this round, he has to sit with HR for the company compensations, benefits, salary negotiation. And if the candidate matches, then he is finally recruited for the position. So this is the recruitment process of this company.

Compensation and benefits:

The selected candidate has to face 6 month of probation period. In this time, no personal leaves are allowed.No compensations and benefits.This is the complete learning phase and

the employee will be closely monitored. After 6month of probation period, he is allowed for the benefits provided by the company. They allow yearly 22 paid leave, medial allowance, transportation cost and lunch facilities.

Training and Development: Wavemaker's training and development process is really great. After selecting the employee, they train them long one month. The employee works in shadow, learns the things and finally works from his end. Wavemaker have different types of courses which is given free of cost to the employees. The employees can learn those and develop their skills as well. Wavemaker arranges development program twice or thrice a year. However, training sessions are very frequently seen. These program really help an employee to remain active in the work, motivated and enthusiastic.

Performance Appraisal System: Wavemaker's performance appraisal is average. There is annual performance appraisal, The goals of the team is announced, and targets and checklist is given to the employees. There is establishment of the performance standard and this has to be loud and clear to all the employees. The performance then measured annually, compare those performance with standard and then implement those. The employee is then promoted if the qualifies those standard and gets salary increment, benefits as well.

2.3 Marketing Practices

Wavemaker Bangladesh is very unique in their marketing style and puts their strategies very differently than any other agencies. They follow-up for opportunity to onboard to any new client. So whenever any brands look for digital agency, Wavemaker pitch for them uniquely and get a chance. The main products that they provide are:

- Media Strategy and planning
- Media buying and investment
- Marketing Communication
- Community Management

Digital Marketing:

They look after their clients Facebook, instagram, YouTube sight etc. They make contents for their facebook ads, launch campaigns, video and audio visuals, etc. They digitally market client's product and grab big number of customer.

Pitch presentation:

WAVEMAKER Bangladesh prepares a pitch presentation for clients before creating any strategic media plan for them. Following the pitch session, the customer provides a summary of their requirements and desires. The pitching preparation is taken very seriously, the team get to discuss, plan the overall theme and then pitch the best out of it.

Content:

Any campaign's heart is its content. WAVEMAKER Bangladesh focuses primarily on the campaign's middle planning, budgeting, and impact. However, the corporation also has a creative staff that comes up with new concepts for its clients. Both the video content and paper content are taken seriously by wavemaker. They also make copies of the content.

Sponsorship:

In today's market, sponsorship is a vital element. People and small firms want large corporations to fund them. WAVEMAKER Bangladesh facilitates the greatest sponsorship deals for its clients, assisting both parties in achieving their goals.

Paid Search:

Paid search also known as Pay Per Click (PPC) advertisement. Also means that the “sponsored result” on the other side of search engine like google. So then the advertisement is clicked, a certain amount of money is gathered. Company only provides when the ad is clicked. Wavemaker also make this for their clients.

Research and insights of Global Media:

Digital marketing is always evolving in response to customer preferences and trends. As a result, WAVEMAKER Bangladesh must study and investigate global trends in order to cope with this dynamic circumstance. So that they can use that expertise to market their clients. Thus it aids in the long-term survival of brands on the market.

Search Engine Optimization (SEO):

They serve these as their client's requirement. They are actively plan media placement and buying for clients in ATL or in mainstream media and in Digital Media. Wavemaker always focuses on effectiveness of their planning buying. So, they are able to create talkability about their service in the industry and that helps them by word of mouth. Their services talk for them.

Competitive practices:

Wavemaker makes the best of their competitor analysis. They always concern about the competitors market, strategies so that their clients get the alert when to change their strategies as well. So every quarter of the year, Wavemaker makes this analysis very crucially, with details so that they can get the clear idea of their competitors of the client. This is a great thing for the company which shows that the company cares for its employees and stuffs.

I also learned about competition analysis as part of the internship program. For WAVEMAKER Bangladesh, I had to evaluate numerous competitors' analyses of many firms during this period.

We needed to create an excel file with the firm name, total engagement, total posts, and other information in order to conduct competitive analysis. We create PowerPoint slides for 25 competitor analyses based on the spreadsheet file and other information, and we compute posts according to the client's requirements, total engagement, and individuals reached. This competitor analysis and PowerPoint slides might help you learn more about a competitor's approach. The tasks are as follows: Count how many posts they shared each week, month, or year; Count how many posts they shared each week, month, or year; Count how many posts they shared each year. Make notes of the activities and follow up those as well to get a good tract of the information.

Advertisement and promotion styles:

Wavemaker brands and promote themselves digitally very actively. They make PR, as well as mainly focus on pitching brands.

Management of The campaigns:

Wavemaker takes campaigns very seriously and execute it with all their effort. Because the main goal of digital marketing is to reach as many consumers as possible, it's critical to make the advertisement accessible to a large number of people on the internet, thus carefully setting up Google and Facebook campaigns is another important way to engage people and reach out to the majority of potential customers. Campaigns are mostly run to learn and comprehend.

Because 80 percent of internet users use Facebook and are connected with social media platforms, information about customers and their involvement or behavior towards a company is available.

When planning a campaign, the first step is to decide on the campaign's goals. A digital executive (in charge of digital branding operations) must first comprehend the campaign objectives before designing the marketing strategy.

2.4 Financial Performance

Wavemaker Bangladesh have a dedicated financial team who look after all the transaction and make sure all are going well. Also, they are enjoying year over year growth as they are adding new clients and their clients are exploring more option and investing more as well. They have the accounts section where all the information of the financial aspects are calculated and counted. They share the profits with the employees year around which they get gross from the clients. Wavemaker is smartly handling the financial aspects as well.

2.5 Operations Management

In Wavemaker operations are managed smoothly as everybody know their role and performing to their best to accordingly. Here entire things go according to the client's demand. If client have any requirements, they let them know. Then, in wavemaker they have a meeting about how it will be done, also how it could be more efficient and effective. According to the outcome of the meeting they discuss to the client and suggest client effective ways, also take observation of client. Depend on this discussion they create a to do list along with schedule of accomplishment dates. They share that with client and start working according to that. After the project they provide a comprehensive report to the client.

In the process, they use a lot of digital tools like, Adobe suite, Microsoft offices suite, Third party web tracker, Digital Ad platforms etc.

2.6 Industry and Competitive Analysis:

2.6.1 Porter's Five Forces Analysis:

- The bargaining power of buyers: High

Different brands are the buyer or client in this market. Agencies work to satisfy the demand of their client's. Furthermore, clients have the authority to change any project as per their

needs. So, the bargaining power of clients or buyers in this industry is very high as they have significant control over prices in this industry and the case is same for Wavemaker also.

- The bargaining power of suppliers: Low

Various ad platforms such as Facebook Ads, Google Ads, and third-party API ad generators are the main clients of Wavemaker. Many platforms such as Facebook Ads, Google Ads are well established and very much cost effective and organized so they do not have any bargaining issues. However, third party API's are still adapting to the market so their bargaining power is low.

- The threat of new entrance: High

As many people know about various well established digital ad platforms and how friendly their user interface is, the news of new digital agencies are common in this market. So, we can say the threat of new entrance is very high.

- The threat of substitutes: Low

Brands need to be present in digital media in a way that attracts their target audience. This service sector is very much narrow to be speaking. The industry itself has much left to grow. So, the service Wavemaker provides is significant with low threat of substitutes.

- Competitive rivalry: High

As it is very easy to enter in this market, the number of digital agencies are increasing. The competition between agencies is strong as well. The prices are very competitive. So, competitive rivalry is high in this industry.

2.6.2 Differentiation strategy:

In digital marketing industry there are a lot of agencies are competing. Also, new agencies are also coming up. To compete with wavemaker follow the differentiation strategy. As they have a lot market expert who are working in the industry for long so they practice a lot of platforms. If any new is there wavemaker as well want to use it to be differentiate themselves than others. Their various asset like long historical data, experience of working long helps them to be the most effective. That's how they differentiate them, So, they follow differentiation strategy to stand out from others in the industry.

SWOT Analysis:

➤ Strength:

- Experience:

Because Wavemaker has professionals on staff who have worked in the field for a long time, it helps everyone when it comes to planning because they give valuable suggestions. The

whole team does everything efficiently with the help of experts in this industry. They also have very passionate youngsters too. Who are very interested in this field and well versed on current trends relating this industry. They are capable enough to do any task in their hand efficiently.

- Historical Data:

With the help of experts and professionals of this industry Wavemaker has access to all sorts of Historical data regarding their service. This helps them to create or improvise plans by predicting crisis situation and execute those plans efficiently. Furthermore, they have exercised all the historical trends in this industry which allows them to improvise known strategies and also helps them to come up with new ones.

- **Weakness:**

- Small team: The small team of professionals in Wavemaker is very efficient but the size of the team is still no significant to handle bigger projects which requires more man power. They have to consider their resources and forgo many projects which need more manpower and expertise on different fields. This industry is small but the clients are mostly multinational companies. So the projects they run a considerably large in terms of workload. So, this larger projects are hard to complete for Wavemaker on their own. Furthermore, this line of work always seeks creativeness and diversification. The diversification of ideas also needs to be expanded but the small team hamper this also.

- Third Party Dependence: Wavemaker is reliant on third parties for specialized programs or content generation, which can take time. As the point before have mentioned that large projects are hard to take on because they require expertise on various fields and Wavemaker does not have enough resources to do this projects on their own. This type of job could be done more efficiently or in less time if it could be done in-house. It is hard to rely the want of the clients to the third party, which consumes more time to produce the final result.

- **Opportunity:**

- Brands investing on Digital Marketing:

More and more businesses are turning to digital marketing these days. They are investing a great amount in their digital presence which creates a great opportunity for Wavemaker as they are working in this industry for so long. Current market is now more accepting to the idea of digitalization and they have seen the impact digitalization can have on the business in current pandemic situation. Furthermore, their knowledge and track record of executing projects efficiently will provide them an advantage over the competitors, resulting in more opportunities for Wavemaker.

- Trying out new platform:

As Wavemaker tries out several new platforms for their clients, they gain familiarity with the platform, allowing them to stand out from the crowd. This allows them to diversify their work from rest of the competitors and produce quality result. Many brands try to follow new trends and wants to use different platforms to develop their digital presence and Wavemaker is a great option for them.

➤ **Threat:**

• New entrance:

As the industry is very competitive with lots of new entrance, everyone wants to be able to keep going which gives the buyer more bargaining power and puts the Wavemaker in jeopardy. Many agencies in other fields are also trying to enter in this market, which is also a rising concern for Wavemaker. Furthermore, strategic differentiation is very important in this industry. Otherwise, it is hard to compete and new competitors are always trying to offer something different to survive in this industry.

• Various government rules:

The use of Digital Marketing is very large compare to our country. The concept of digital marketing and the activities related to it is still new for us. So, government is yet to come up with a proper regulation system. In this process, government is trying out new rules which hampers the regular process of this industry. Eventually, this new rules poses threat for Wavemaker

2.7 Summary and Conclusion:

Bangladesh's Wavemaker Bangladesh is a rapidly expanding digital marketing firm. Despite the odds, they are attempting to improve the efficiency and effectiveness of their services to their clients and the industry as a whole. Their knowledge and assets are the foundations of their long-term success. They will be more sustainable in this business if they can turn their weakness into a strength. As a result, their regular development practice will assist them in growing even more, and as an agency, they will be able to service the industry even better in the future.

2.8 Recommendation:

Wavemaker is performing well, yet there is room for improvement by focusing on their flaws. Those are mentioned below:

Team Size: Wavemaker may hire additional employees at the entry level to broaden the range of ideas in its material. Joining people at the entry level will not only lengthen the decision-making process, but it will also increase diversity.

Dependence on Third Party : Wavemaker can take the appropriate procedures to bring in some third-party personnel. They can begin by focusing on things that are easily accessible in order to reduce their reliance.

Chapter 3

Project Part

"Facebook ads have a greater hold on digital marketing of Bangladesh"

3.1 Introduction

3.1.1 Research question:

"How Facebook ads platform with its resources encourages marketers to prefer it over other ad platforms and developed a greater hold on digital marketing in Bangladesh?" is the research question to clarify the backdrop.

3.1.2 Research Objective:

In our country, digital marketing is rapidly expanding. Ads on numerous platforms are one of the most crucial aspects of it. Facebook is the #1 choice of marketers when it comes to this type of advertising. In our market, Facebook ads are really important. The research's main goal is to figure out why Facebook advertisements have such a stronghold in this sector. Furthermore, it is possible to learn about many mechanisms related to digital marketing and the sector as a whole through this.

3.1.3 Significance of the study:

The study's significance lies in learning how can Facebook advertising stand out in the Market place and how people are digitally depending upon facebook for marketing and communications.

3.1.4 Literature Review:

According to Tyson Quick (June 11, 2021) Advertisement tactics have altered dramatically in the previous 50 years, from newspapers to mass media via radio and cinema, and from television to the internet and e-mail. The paper also reports that The internet, with its potential to collect billions of data points on users, has had the greatest impact on the history of advertising and advertising personalization. According to Tyson, Facebook holds 98 user information points on each of its 2.2 billion users, for a total of 215.6 billion. The next goal is to think about social networking. Audiences monitor the television message they want to be

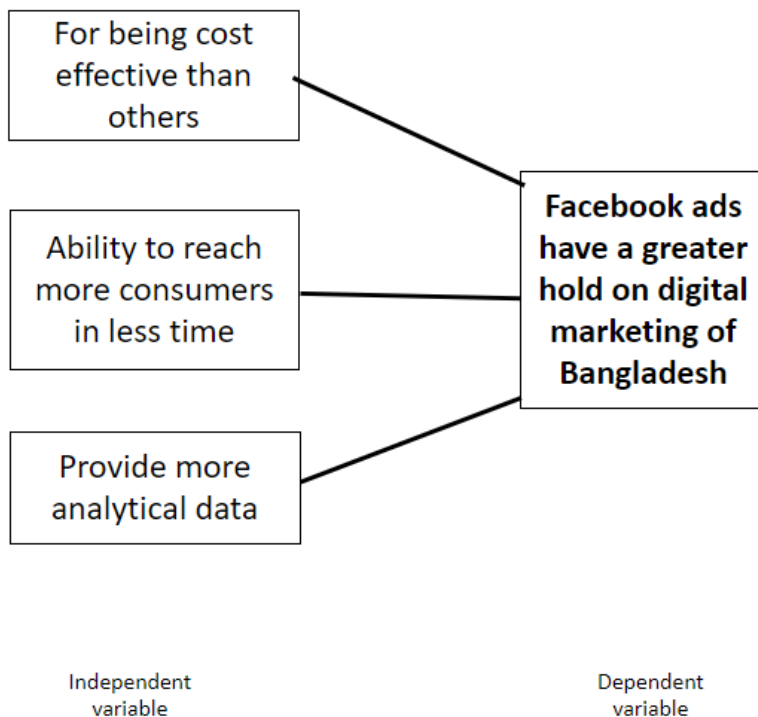
introduced to thanks to technological improvements. You can watch TV shows without seeing advertisements, listen to the radio without hearing advertisements, change your e-mail settings so that SPAM mail travels straight to your rubbish bin, and minimize pop-up commercials when surfing the web. Marketers must examine several forms of advertising in order to entice customers in a new way. This article investigates how Facebook incorporates advertisements into its platform.

The purpose of this study was to see how effective advertising was at improving consumers' buying intentions on Facebook. It is a methodological descriptive sample and an applied analysis in terms of its goals. In the statistical community, both undergraduate students from Cypriot universities are included. To compare and analyze the effectiveness of advertising, an 11-point survey was done. The Friedman non-parametric test and the t-test parametric statistical approach were used in the data analysis. According to the data, Facebook advertising have a good impact on brand image and brand recognition, which has resulted in a significant shift in buying intentions.

According to Esteban Ortiz-Ospina(2019), as a social networking platform, Facebook was one of the most important media phenomenon of the recent decade. The authors article also says that Organizations use Facebook to share and disseminate material, trade goods or services, stay in touch with current and prospective clients, obtain a better knowledge of their clients, and take advantage of other Facebook features. The purpose of this study is to examine and analyze Facebook's effectiveness as a publicity tool. It tries to figure out why Facebook is so successful as an ad platform and how it connects to its benefits. University students who contact Facebook advertising on a regular basis were polled about their cell phones and laptops. Information technology has transformed every aspect of existence. This technology introduces plenty of new features as well as websites for social networking as an example. In another article, author Thom Tracy (2020) states that, while channels are primarily utilized for social networking, people frequently use them to communicate their product or service experiences and suggestions. Because of its widespread use around the world, Facebook has become a new and important advertising channel, where businesses may place ads to attract potential customers. This is due to the fact that Facebook rewards businesses that employ effective advertising to acquire new clients and promote their products or services. This study examines the advertising trend on Facebook and its effectiveness, as well as whether or not users are concerned about their peer interaction on the platform. The author Thom Tracy(2020) in his article “facebook’s advantage over other Social media” has stated also that an increase in Facebook-based marketing could indicate that it is a valuable source of market presentation and that companies utilize Facebook advertising to acquire customers. It has been a part of the corporate advertising mix to create visibility and influence customers in focus markets for only a few years. Companies place their adverts on Facebook to increase visibility and impact purchasing behavior as a result of its success.

3.2 Methodology

This research will be aided by both primary and secondary data in order to arrive at a conclusion regarding Facebook ad preferences. It will be based on direct questionnaire responses, and a few previously researched literatures will be used to interpret the tales. In addition, the results of the poll will be acknowledged in order to make the study more marketable.



3.2.2 Hypothesis:

H1: Facebook ads have a greater impact on digital marketing of Bangladesh for being cost effective.

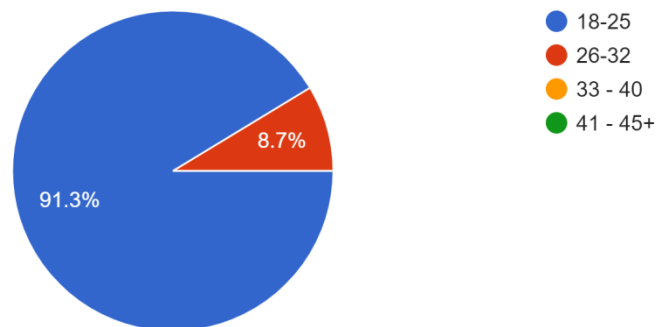
H2: Facebook ads have a greater impact on digital marketing of Bangladesh capable to reach more consumers in short time.

3.3 Findings and Analysis

(Age) Demographic:

To get a sense of the situation, participants are chosen at random, with 90% of them being between the ages of 18 and 25.

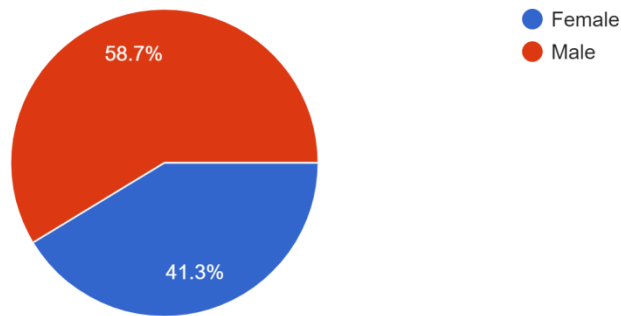
1. Age
46 responses



Gender:

To further grasp the situation, participants were chosen at random, with 58.7% being male and 41.3 percent being female.

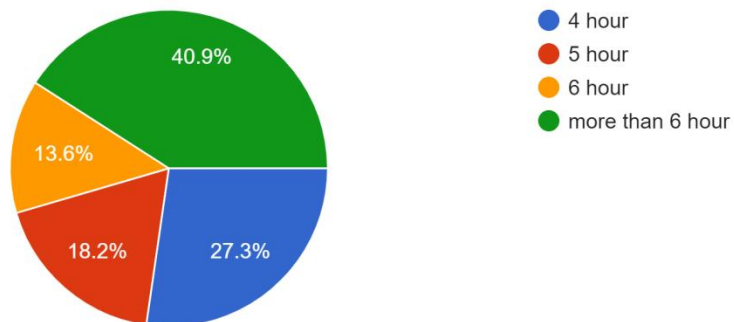
2. Gender
46 responses



Average Screening time:

40.9 percent of participants have spent more than 6 hours in front of the screen, 13.6 percent have spent 6 hours, 18.2 percent have spent 5 hours, and 27.3 percent have spent 4 hours.

3. Your avg. screen time
44 responses

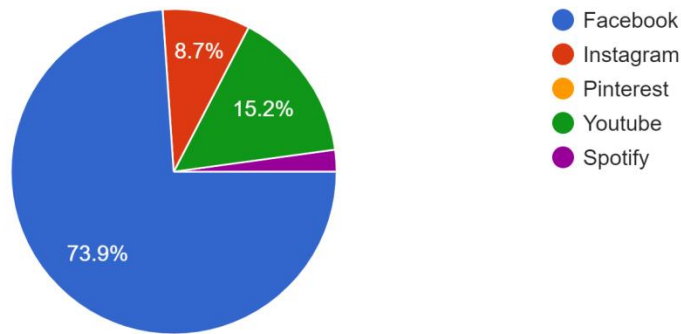


Most used app:

73.9 percent use Facebook extensively, 8.7% use Instagram, 15.2% use YouTube, 2.2 percent use Spotify, and 0 percent use Pinterest.

4. Most used app on your phone

46 responses

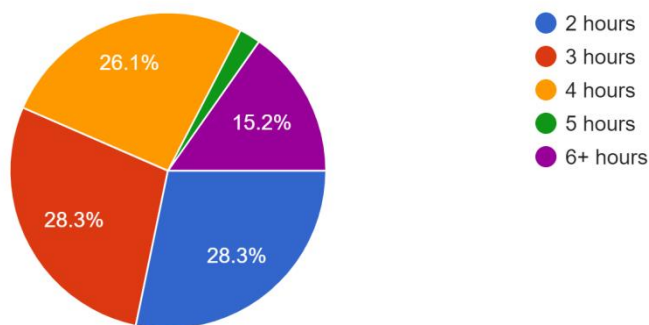


Time daily you spend on Facebook in avg.:

On average, 28.3 percent of participants use Facebook for 2 hours every day. Where 28.3% of participants use for three hours, 26.1 percent for four hours, 2.2 percent for five hours, and 15.2 percent for six hours or more every day.

5. How much time daily you spend on Facebook in avg.?

46 responses

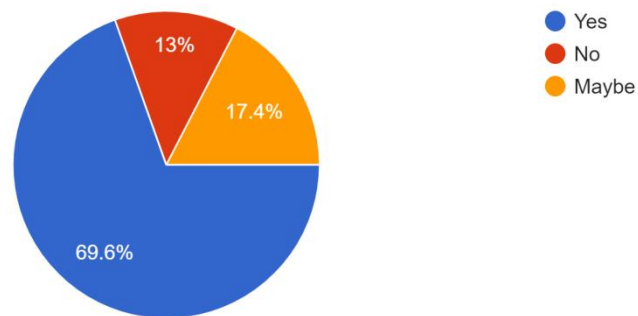


Facebook for knowing current affairs:

69.6% of participants use Facebook to keep up with current events, 17.4% may use Facebook, and the remaining 13% do not use Facebook for current events.

6. Does Facebook posts helps you know about current affairs?

46 responses

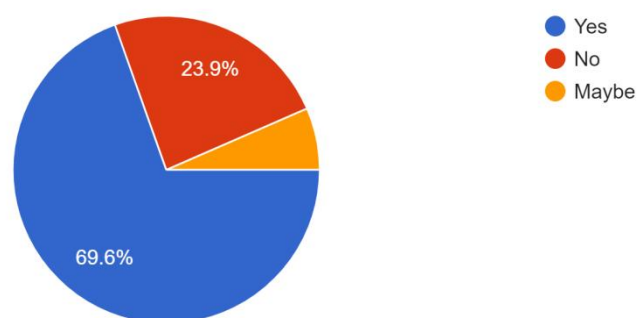


Relevance posts Action:

69.6% tag their friends frequently, 6.5 percent tag their friends occasionally, and 23.9 percent do not tag their friends.

7. Do you often tag your friends to the posts they are related to ?

46 responses

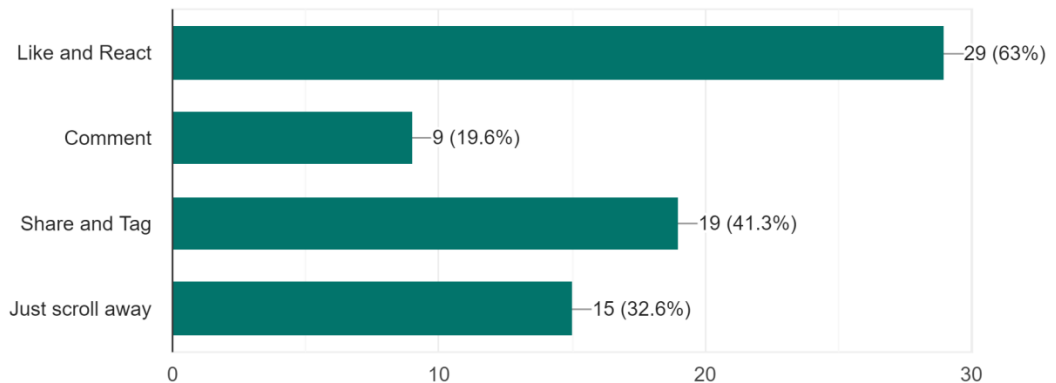


Action taken for interesting posts:

32.6 percent just scroll away, whereas 63 percent likes or reacts, 9% comments, 41.3 percent share or tag friends.

8. Which action do you often take when you find an interesting post on Facebook?

46 responses

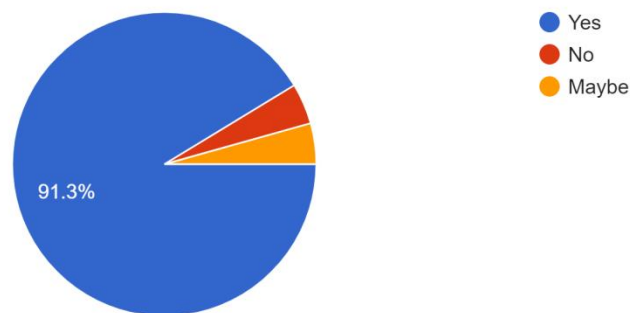


Following any business page:

91.3 percent of all respondents follow company pages on Facebook, 4.3 percent are unsure if they should follow, and the remaining 4.3 percent do not.

9. Do you follow any business page on Facebook?

46 responses

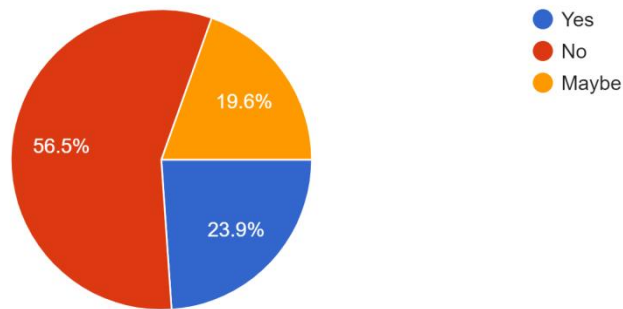


Sharing business page posts:

56.5 percent of participants say they don't share business page posts, 23.9 percent say they do, and 19.6 percent say they could share business page posts.

10. Do you often share posts of any business page on Facebook ?

46 responses

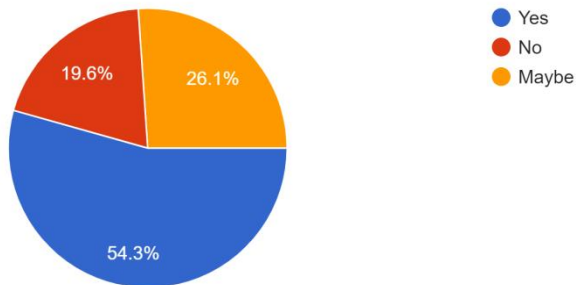


Relevance of Facebook sponsored posts or videos:

54.3 percent of all participants find sponsored posts relevant, 26.1 percent find them occasionally relevant, and 19.6 percent do not find them relevant.

11. Do you find Facebook sponsored posts or videos relevant to you?

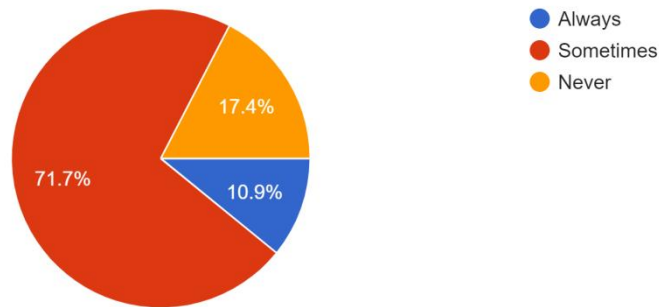
46 responses



watch or tap sponsored post on Facebook:

71.7 percent of people occasionally tap or watch sponsored posts, 10.9 percent regularly watch or tap sponsored posts, and 17.4 percent never do.

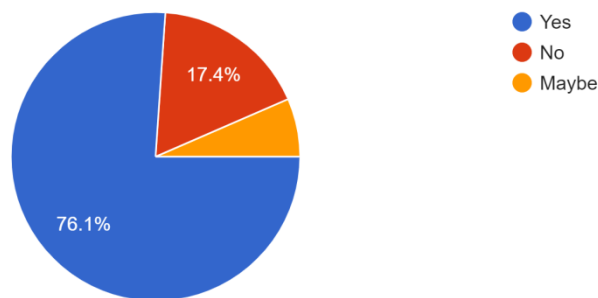
12. How often you watch or tap sponsored post on Facebook
46 responses



Purchasing products based on Facebook information:

Of all the participants, 76.1 percent purchased products based on Facebook information, 6.5 percent may purchase products based on Facebook information, and 17.4 percent did not purchase products based solely on Facebook information.

13. Do you ever purchased any product by knowing about it from Facebook?
46 responses



3.3.2 Analysis:

During my investigation, I discovered that people are extremely active on Facebook. Furthermore, people are more likely to take action on Facebook than on any other network. Because Facebook is a social media network, it always serves a distinct purpose for its users

than any other advertising site. Facebook is a superior medium for reaching more people than any other platform because it has such a large engaged community. Furthermore, Facebook's large active user base allows it to be more efficient and accurate at the same time. My experience as a community manager for a large business page in this industry has shown me that people prefer to resolve their issues on Facebook over any other site. According to the survey, the question I asked about frequently used app, the result was Facebook and it has beat huge numbers than Instagram, Spotify and Printest. Also on Dabur page, during my query management internship, the number of people arrived in Facebook is greater. A few queries came on Instagram and email, but these are very negligible compared to Facebook. Therefore, the hypothesis made previously accurate and gives result that Facebook ads have a greater impact on digital marketing of Bangladesh for being cost effective.

Furthermore, being a social media gives its users the impression that they are learning about products or services from someone who is similar to them. So, eventually, businesses will run advertisements, but they may also rely on word of mouth (WOM), one of the oldest and most effective methods for promoting products and services. In addition, the influence of a Facebook ad is highly evident in a short amount of time from the client's perspective. From the data of the survey, it is clear that people follow business page on Facebook, purchase a lot from Facebook more rather than other e-commerce platforms. Therefore the hypothesis 2 is checked and it is very obvious that by Facebook ads, businessman can be capable to reach more consumers in short time.

In addition with the result of survey, the Facebook advertisements dashboard is one of the most comprehensive in terms of analytical data. Furthermore, the Facebook ad costing mechanism is so well stated that it is easier to grasp than any other platform. Facebook advertisements have a stronger grasp on Bangladeshi digital marketing since they are less expensive than other platforms and can reach more customers in less time because they provide more analytical data. All of this is due to the presence of a large, active, and loyal user base, as well as a well-defined and well-structured platform. As a result of all of these factors, Facebook advertisements as a platform have a stronger hold on digital marketing in Bangladesh, and firms are more likely to use Facebook marketing for the Bangladesh market than any other digital marketing platform. As a result, Facebook Ads have a stronger grasp on Bangladeshi digital marketing because it is a more cost-effective channel with the opportunity to reach a larger audience.

3.4 Summary and Conclusion:

Facebook ads have a deeper hold on Bangladeshi digital marketing since they are less expensive than other platforms and can reach more people in less time due to the analytical data they supply. All of this is because to a huge, engaged, and dedicated user base, as well as

a well-defined and structured platform. Because of all of these variables, Facebook ads have a stronger hold on digital marketing in Bangladesh, and businesses are more likely to employ Facebook marketing for the Bangladesh market than any other digital marketing platform. As a result, Facebook Ads has a better handle on Bangladeshi digital marketing due to the fact that it offers a greater hold. During my research, I noticed that Facebook users are incredibly active. Furthermore, users on Facebook are more likely to take action than on any other marketing platform. Because Facebook is a social media platform, it has a different purpose for its users than any other advertising platform. Because it has such a big and engaged community, Facebook is a superior medium for reaching more people than any other platform. Furthermore, Facebook's vast active user base enables it to be more efficient while also being more accurate. Consumers like to get answers to their queries on Facebook, according to my experience as a community manager for a large business page in this region. Furthermore, the fact that it is a social media offers the sense that consumers are learning about items or services from someone who is similar to them. As a result, businesses will eventually run commercials, but they may also rely on word of mouth (WOM), which is one of the oldest and most efficient ways to promote products and services. Additionally, from the client's perspective, the impact of a Facebook ad is highly visible in a short period of time. Furthermore, in terms of analytical data, the Facebook advertising dashboard is one of the most extensive. Furthermore, the Facebook ad price structure is more clearly explained than any other network, making it easier to understand.

3.5 Recommendation:

Campaign failure occurs when the correct audience is miscalculated or the wrong target group is chosen. As a result, digital marketers need be more precise when selecting target audiences. The firms' primary responsibility is to plan and buy media for their individual clientele. As a result, a well-thought-out strategic media plan is required to create a successful media ad campaign. Trends are quite dynamic in the social media realm, thus brands need to be more dynamic and rapid. Otherwise, they risk missing out on a chance to score. Advertisements, content brands, or posts on their social media channels don't always make sense. This causes customer misunderstanding, and consumers receive the wrong message from brands as a result. It devalues a company's image. When clients connect with brand professionals via message on social media sites and their messages go unanswered or are poorly replied, it can leave an unfavorable impression of the business. As a result, brands must be aware of these issues. Finally, they should concentrate on the pitch presentation in order to attract a few more new clients, as client retention is becoming increasingly tough due to newly founded agencies and businesses

Bibliography:

1. <https://www.researchgate.net/publication/268289406> Advertising on Facebook
2. https://www.academia.edu/14842708/A_research_on_effectiveness_of_Facebook_advertising_on_enhancing_purchase_intention_of_consumers
3. <https://www.sciencedirect.com/science/article/abs/pii/S0747563215002411>
4. <https://www.emerald.com/insight/content/doi/10.1108/IntR-01-2014-0020/full/html>
5. http://www.ijhssnet.com/journals/Vol_5_No_7_July_2015/16.pdf
6. <http://docs.neu.edu.tr/library/6348544500.pdf>

<https://www.amity.edu/gwalior/jccc/pdf/jcc-journal-december-2017-71-77.pdf>

References

- i. Amaar Hero Official Facebook page. (n.d.). Retrieved from <https://www.facebook.com/AmaarHeroBD/>
- ii. Campaign Asia. (n.d.). Retrieved from http://www.campaignasia.com/agencyportfolio/Company/7641,mediaagency,wavemaker-bangladesh.aspx#.XSBT_o9xXIU
- iii. Dabur Honey Official page. (n.d.). Retrieved from <https://www.facebook.com/daburhoneybd/>
- iv. Digital Garage. (n.d.). Retrieved from <https://learndigital.withgoogle.com/digitalgarage/>
- v. Esteban Ortiz-Ospina(2019).The rise of social media. Retrieved from <https://ourworldindata.org/rise-of-social-media>
- vi.
- vii. Maxus. (n.d.). Retrieved from <https://asiatic360.net/maxus/>
- viii. Maxus Global. (n.d.). Retrieved from <https://www.maxusglobal.com.bd/>
- ix. Red paste Bangladesh Facebook Official page. (n.d.). Retrieved from <https://www.facebook.com/DaburDentalCareBD/>
- x. Urban, G. (2003). Digital Marketing Strategy: Text and Cases. New Jersey: Prentice-Hall, Inc. Wavemaker. (n.d.). Retrieved from www.wavemakerglobal.com
- xi. Thom Tracy (2020). Facebook advantage over other social media.retrieved from <https://www.investopedia.com/articles/company-insights/070216/what-facebooks-advantage-over-other-social-media-fb.asp>
- xii. Tyson Quick.(2021). Advertising Evolution:How Personalization Has Improved over Time.Retrieved from <https://instapage.com/blog/evolution-of-advertising>

Appendix A.

Survey questionnaire:

1. Age

- 18-25
- 26-32
- 33 – 40
- 41 - 45+

2. Gender

- Female
- Male
- Other

3. Your avg. Screen time

- 4 hours
- 5 hours
- 6 hours
- More than 6 hours

4. Most used app on your phone

- Facebook
- Instagram
- Pinterest
- YouTube
- Spotify

5. How much time daily you spend on Facebook in avg.?

- 2 hours
- 3 hours
- 4 hours
- 5 hours
- 6+ hours

6. Does Facebook posts help you know about current affairs?

- Yes
- No
- Maybe

7. Do you often tag your friends to the posts they are related to?

- Yes
- No
- Maybe

8. Which action do you often take when you find an interesting post on Facebook?

- Like and React
- Comment
- Share and Tag

Just scroll away

9. Do you follow any business page on Facebook?

- Yes
- No
- Maybe

10. Do you often share posts of any business page on Facebook?

- Yes
- No
- Maybe

11. Do you find Facebook sponsored posts or videos relevant to you?

- Yes
- No
- Maybe

12. How often you watch or tap sponsored post on Facebook

- Always
- Sometimes
- Never

13. Do you ever purchased any product by knowing about it from Facebook?

- Yes
- No
- Maybe