

Report On

The Future Marketing Aspect of Facebook in Bangladesh

By

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BRAC University

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
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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Details:

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BRAC University

Supervisor's Details:

Tanzin Khan

Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

Date:7/6/2021

Tanzin Khan

Lecturer

BRAC Business School

BRAC University

Subject: Submission of internship report

Dear Sir,

As an important part of internship program, I have prepared this report on the topic, my report title is: "The Future Marketing Aspect of Facebook in Bangladesh".

I have always tried my best to use the opportunity of learning professional skills and tasks assigned to me as an internee in a reputed organization like Azuretech Bangladesh. **However, to keep this report Genuine and Transparent only the parts of my working areas in the organization are included in this report.**

It was an excellent experience for preparing this report as I got the opportunity to develop my knowledge and understanding of Social Media Marketing at Azuretech Bangladesh. I am thankful to you for your support and guidance. I will be approachable for any sort of clarification and queries whenever you needed.

Sincerely yours,

Asif Ansary

ID: 15204009

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between Azuretech Bangladesh Limited and the undersigned student at BRAC University Asif Ansary. The information in this report that has been given will remain among the student and the organization. The data, graphs, charts and information that has been provided within this report will remain Non- Disclose for the

confidential issues of the organization. Moreover, the data that has been given in this report has been by taking concern from the organization's responsible person for keeping transparency of this report.

It will be out of the ethical boundary to share the data outside the organization and the student. So, for the confidentiality and ethical practice, the data will remain within the responsible person of the university and me.

For preparing this report data from Digital Marketing department has been taken for making this report more. Moreover, in different parts of this report, many information has been shared. This report will be within the organization and me for the confidentiality issues. Being a strongly ethical company, Azuretech Bangladesh also believes that the data and the information should not go outside. This letter is issued or declared as per the organization and me (as an intern) at the organization to keep data Non-Disclosed.

ACKNOWLEDGEMENT

As a matter of first importance, I should thank **Tanzin Khan**, Lecturer, BRAC University for his continuous guidance and follow up while writing the report. She helped me selecting the report topic and guided me to the end. Her positive comments and appreciative feedback always encouraged me to be more productive. Moreover, I will always remember her flexibility, direction and consideration she showed towards me.

The person to recognize will be my **Official supervisor** at AzuretechBangladesh: Abu bakar Siddique Saikat, Assitant Manager, Digital Marketing Department.. He was an awesome moderator for selection of the topic and follow up by sharing his thoughts, experiences, learning materials and engaging me with his working areas. His direction, feedback and leadership always inspired me for provide my best to the organization.

In Conclusion, I should thank all the other Persons of Azuretech Bangladesh , whom I connected with during the period of my internship. Every one of them have been exceptionally open and cordial with me and always helped me for making my first corporate journey meaningful and memorable.

Executive Summary:

The internship report on ‘The Future Marketing Aspect of Facebook in Bangladesh’ made me realized what is the people and market perspective of Bangladesh and how it runs. This gave me a little insight into e-commerce and its operations. I also had the opportunity to examine several new applications, as well as the digital marketing sector. The key responsibility was answering customers through social media. It allowed me to build and build a large number of interpersonal skills. A new experience was also working in a corporate culture that was highly important to my future career.. My supervisor was delighted with my overall results and efforts. I made survey among people and got an observation which helps me to The crew was really helpful and kind and did not treat me as an intern. That is why it was less difficult to adjust to your speed than my expectations. I also have plenty of practical experience and an excellent opportunity to learn how the e-commerce market in Bangladesh evolves. This internship has a huge impact on my future career choices. This report comprises all my knowledge and struggles as an Azuretech Bangladesh intern. There is a lot of sensitive information that I could not disclose, such as real life and other questions, but I have always made every effort to portray the whole length of my internship.

Table of Contents

Chapter:1 Overview of Internship:

Internship Details:

This internship report is prepared by Asif Ansary during the internship period of January to March three months long internship period. The report is prepared by experiencing the real-life work experience at Azuretech Bangladesh Limited under the supervision of Abu bakar Siddique Shoikat, Assitant Manager,Azuretech Bangladesh,.

Responsibilities During Internship Program:

As a Student of Business Background, it was totally a great experience for me to work in a Company. I got the opportunity to learn local business are branded and marketing their strategies for their audience through social media which is completely different with real life business.

Major responsibilities during Internship Period includes:

We first have to specify the query by type, e.g. wall post, comments and message. We utilized Smashboard for this purpose. Smashord is a table of social media that gives the user an overview of his Facebook fan page and controlling searches in any Facebook fan page. We also have to boost Facebook page for their local audience .

Origin of the report:

This report has been prepared as an internship report for completion of the BBA Program at BRAC University. This report has been completed on the proposed topic 'The Future Marketing Aspect of Facebook in Bangladesh'. The Purpose was to gain practical experience by working in

a relative field. The Official internship supervisor was Shoikot, Azuretech Bangladesh Limited. Although I got the chance to work with the other experienced persons of the organization including Asst. Manager of Business Development. The faculty advisor was Tanzin Khan, Lecturer, BRAC Business School, BRAC University.

Lesson from the Internship:

During this phase of Internship, I had a lot to do. Over the last three months, I have established myself viable. At this moment I have proved more and more responsible and competent. I have been working mostly via sensible application of the knowledge that I have obtained from learning at BRAC University for the last two months. My supervisor worked incredibly cooperatively if he shared his perspective and assisted me in every phase of my education process. He has developed my skills which will undoubtedly aid me in my future life. We had occasionally worked under severe pressure to fulfill the client's KPIs, sometimes late hours worked. In most situations, we had to cooperate with customer teams. Communicating with my coworkers, splitting the workload, updating and supporting other team members, all of this has strengthened my capacity to function in a team atmosphere. I've had to keep regular contacts with my supervisor and executive over these three months, and this communication helped build and strengthen my manner of motivating and handling people.

Methodology of the report:

This report was developed on the basis of survey conducted by me on Facebook, necessary, mostly real-life, working experience information. Secondary Azuretech internal, website and several publications collected data. In order to make the report much more realistic and relevant with practical work experience, the material collected during the internship has been carefully examined.

Limitations:

In many cases, the actual number of values and figures were not presented due to confidentiality issue. Moreover, the time period or limit of internship is another factor for observing and understanding all the was needed for preparing this report.

Chapter-2 Overviews of Organization, Analysis(Azuretech Bangladesh)

Introduction:

Azuretech Bangladesh started their journey on November,2014 .Azuretech Bangladesh serving their clients through social media and managing their social media(facebook) reputation. They actually manages the traditional type of advertising and the BTL or below the line advertising group. . In my whole time of internship I have been working in the digital marketing area of Azuretech Bangladesh. Some of the services provided by Azuretech Bangladesh are as follows:

- Software Development
- Website Design & Maintenance
- E- Commerce Development
- Digital Marketing

Vision

Our long term vision is to be the world's best IT Company through our supreme quality, utmost creativity and efficiency.

Mission

Our mission is to satisfy our Clients by providing high quality IT solutions, maintaining the highest Technology and being the “One Center” for all sort of IT services.

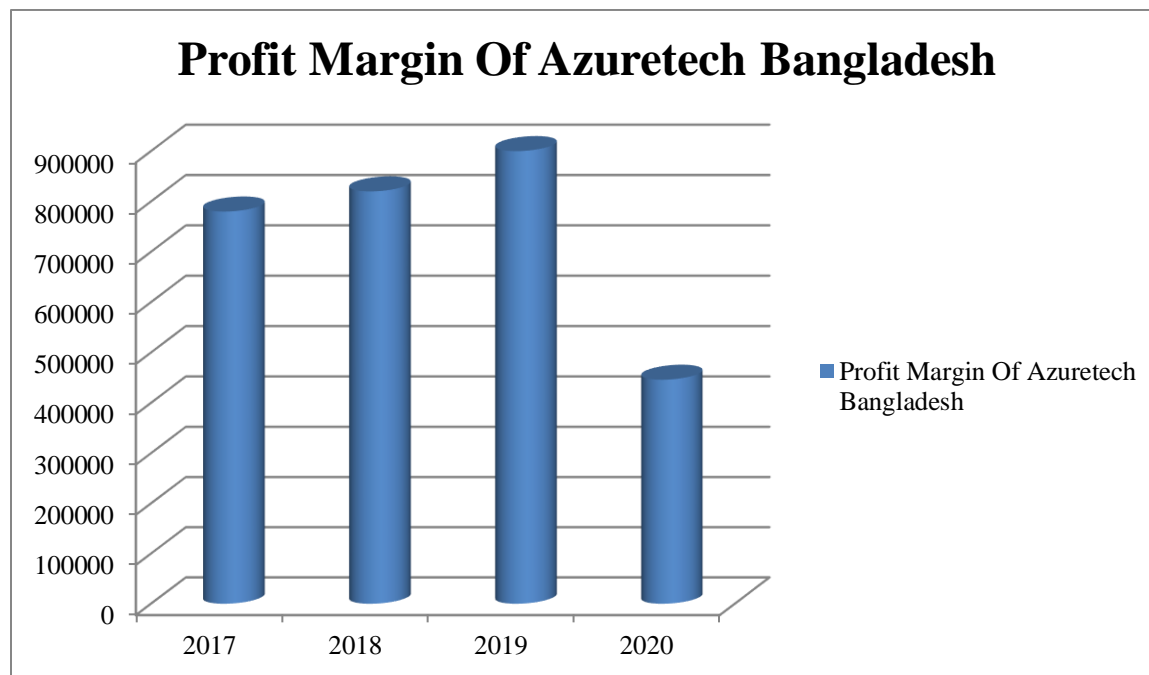
Values

Our values are centered around empowerment (increase productivity of nations talent), integrity (latest technology), commitment (to our valuable customer), co-operation (social responsibilities) and excellence (team work).

Azuretech Bangladesh:

Azuretech Bangladesh is not so big company at all. First they are partner of this company used as marketing Guys. Starting this company, they choose door to door marketing policy. They found a govt project of school management software project. They visited almost 100 school for their product selling purpose. And they found almost 20 school to buy their product. This was the intro their journey. Then they started door to door marketing and phone calling marketing for their hunting clients. In 2016, they are introduced digital marketing department. Initally marketing sales executive planning to convert by new clients. They offered new strategy for marketing. But most of the didn't convince on that time because that was the growing stage of digital marketing. They offered free of cost for their first one month service and that was the key to learn process of success story. After that most of the client was upselling clients. Their client convert rate was almost 85%. So it was the marketing strategy plan for Azuretech Bangladesh. They do not have Human Resource Department Separately. Management team hire people when necessary .

Financial performance is a subjective measure of how well a firm can use assets from its primary mode of business and generate revenues. Financial growth rising before pandemic start. They work with local pages and brand. So pandemic impacted on their financial growth.



Financial growth rising before pandemic start. They work with local pages and brand. So pandemic impacted on their financial growth. In 2017 to 2019 Azuretech was increasing their profit yearly. They had customers increasingly to service until the 2020 pandemic came and their function was destroyed.

Companies such as Azuretech therefore have the opportunity to create and meet demand in the market, particularly after this epidemic. By the year 2021 they would definitely be back on track.

Clients of Azuretech Bangladesh



Objectives

Azuretech is utilized in companies to assist them to reach more customers. The analysis of details would offer an insight into the market analytics, product research, positioning, customer

feedback, analysis of opinions, or any other topics on which information exists in order to take the right choice. Digital marketing is crucial for companies nowadays as only a statistical choice can completely trust business judgments. Although some successful businesses might be formed on a hunch, practically all business choices are evidence based.

SWOT Analysis

Strengths

- As the economy got specialized, the need for unique experience in a certain field expanded dramatically.
- They have a huge margin because it's a service-based business
- Once contracts are concluded, income is generated

Weaknesses

- Banks and finance tend to be hesitant to lend recurring funding to firms. A contractor therefore needs always have substantial cash, especially at the beginning of its activities.

Opportunities

- As opposed to other organizations, Azuretech can swiftly expand its market through the involvement in certain areas of people with substantial experience or training skills.

Threats

- The economy continues to evolve, requiring the managing directors of consulting organizations to acquire the suitable staff, in order to face such problems.
- Currently, how regulatory difficulties are not influenced in the function of specific firms.
- Many huge businesses are present and represent the greatest danger.

Summary and Conclusions

Parallel and distributed computer systems have expanded quickly in recent years and have formed the backbone of the Internet-based digital economy. They give the platform for large-scale digital marketing. They have search engines, e-commerce, social networking and entertainment facilities. Azuretech use these system to increases their clients audience in digital world through their service . The problem is that these systems and algorithms are sizing ever larger data sets. However, it is crucial to note that, in order to convert data into information and enable an effective decision-making, the aims of mass analyzes go beyond the mathematical and representative difficulties in classic search engines or the database processing province. Their goal is to boost local customer service and audience.

Chapter 3: The Future Marketing Aspect of Facebook in Bangladesh

Introduction:

Social media popularity among the people of Bangladesh is expanding every day and most of the loan is provided through Facebook. In Bangladesh, average internet use increases quickly each year and so does Facebook usage. In the lives of the people, Facebook has become an undoubted component. This information is known to companies. Many of Bangladesh's biggest companies now have a Facebook presence and routinely upgrade their profile to stay tuned. Facebook has become a revolution as a new advertising platform for customers, Tools such as Facebook ad manager and Facebook Business Manager create revolution via the development of unique approaches to their clients in companies. One day a large proportion of the clients of a brand come on Facebook. Brands rely more than any conventional marketing approach on Facebook. Facebook has become Bangladesh's leading advertising outlet. This is because the existing and future consumer can be reached easily with very little time, effort and expenditure, and because they can contact them directly. Every brand currently has satisfactory outcomes from marketing via Facebook with excellent techniques. Consumer promotions or campaigns are one of the most popular and conventional marketing approaches. Sometimes firms give various free offers or advantages by supplying free items or providing discounts on the purchase of a certain product of a company called consumer promotions offerings. If an enterprise or brand tries to market such a campaign, it wishes for a successful campaign. Brands are trying to push such initiatives with the aim of raising brand recognition and improving their sales of products.

People just think that it is just spending some dollar and everything is happening. It's the use mainly the people are doing everything .

Objective of the report:

To assess the effectiveness of Facebook as a platform to successfully implement consumer campaigns in the Bangladesh market, therefore enabling the brands in competition in the Bangladeshi market to increase their brand value and brand equity.

Methodology of the Study:

Survey was conducted for this study. This study is made based on my own conducted survey and findings.

Data type:

Two types of Data have been used in order to conduct the research:

1. Primary data sources: Survey, Reports of the campaigns that I have conducted during my internship at Azuretech Bangladesh.
2. Secondary data sources: online articles .
3. Basic textbook information

Survey:

First of all The user of Facebook is growing day by day. People are so used to of it that people spend more than 5 hours in Facebook .

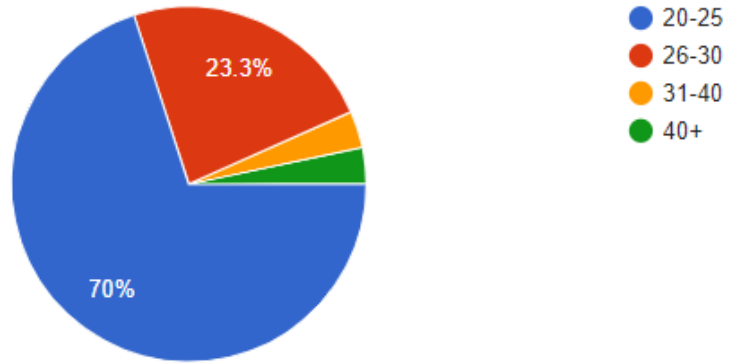
Social media stats in Bangladesh:

	Penetration(in percentage)	In numbers(Million)
Total social media users		26.2
Total Facebook users	93.45%	24.5
Total YouTube users	4.35%	1.1
Total Twitter users	0.9%	0.23
Total Pinterest users	0.34%	0.09
Total VKontakte users	0.25%	0.06
Total LinkedIn users	0.19%	0.04

Social media stats in Bangladesh. Source: Digital in 2017: Southern Asia

What is Your Age?

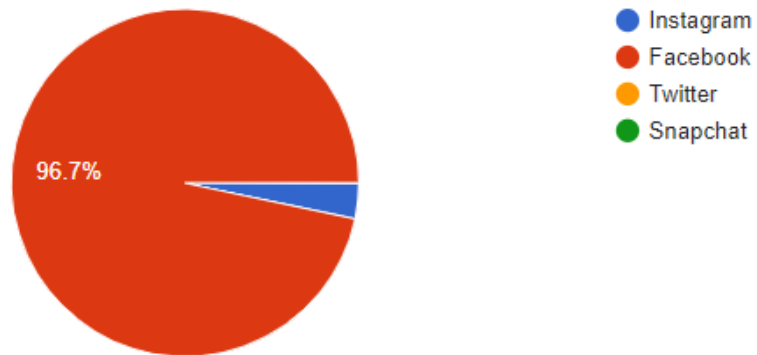
30 responses



70% people's age is 20-25.

Which Social Media Do you use most?

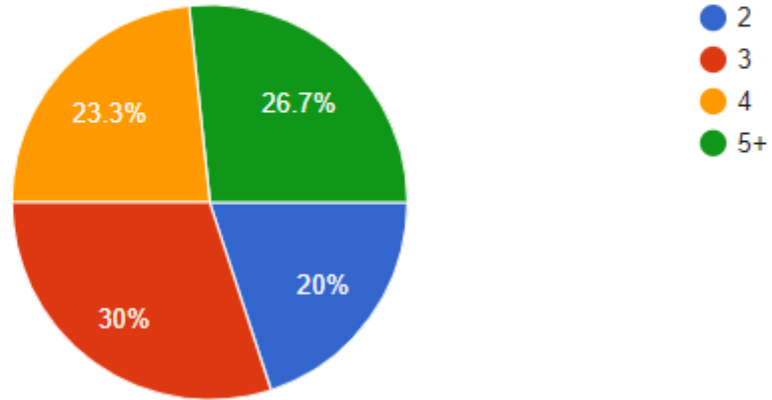
30 responses



96.7% of 30 people are user of Facebook .

How many people of your family member use Facebook?

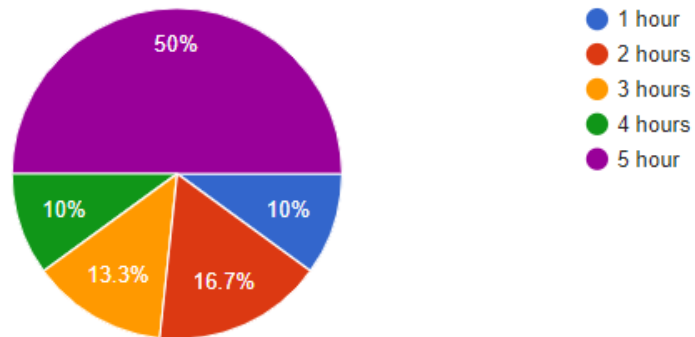
30 responses



30% peoples more than 3 family member are user of Facebook.

How much time do you spend in Social Media?

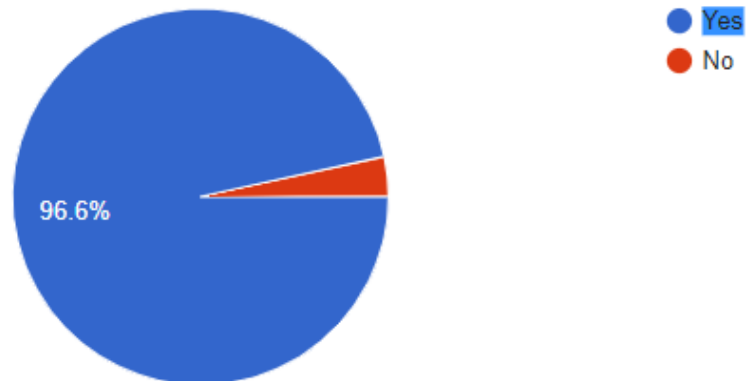
30 responses



50% People Spend 5 hours on Facebook.

Do you ever buy from Facebook Page?

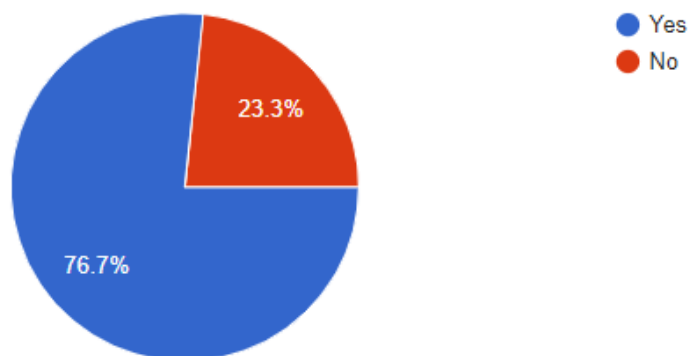
29 responses



96.6% usually Buy from Facebook pages.

Did you ever buy new product after seeing the advertisement on Facebook?

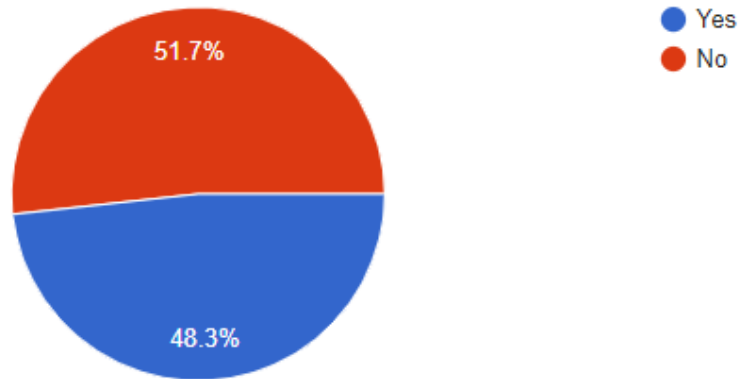
30 responses



76.7% people get interested to buy product after seeing advertisement on Facebook.

Do you trust to buy the product on Prepayment from Facebook pages?

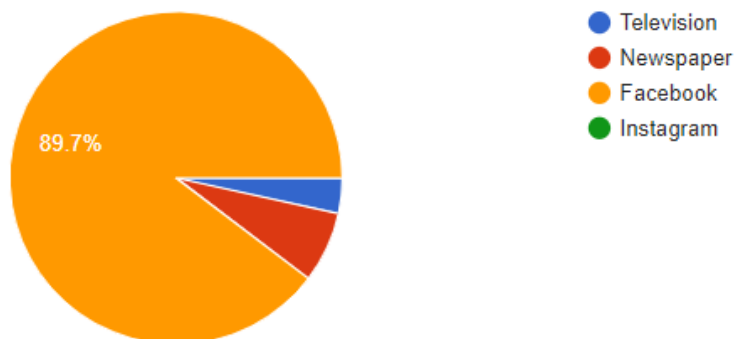
29 responses



51.7% people don't trust on prepayment.

Where do you see Big brands advertisement, Latest offer more now ??

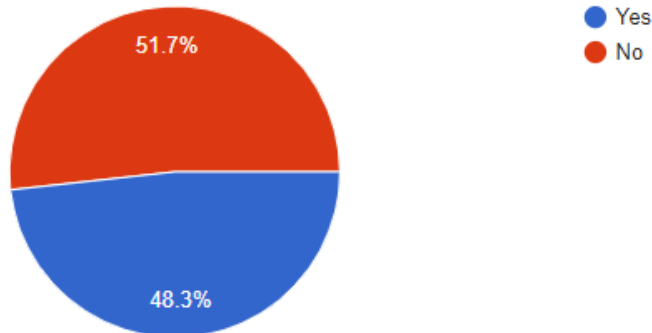
29 responses



89.7% people confirm that they say Big Brands offer and advertise on Facebook.

Do you think if the pandemic is over you will still do heavy shopping online?

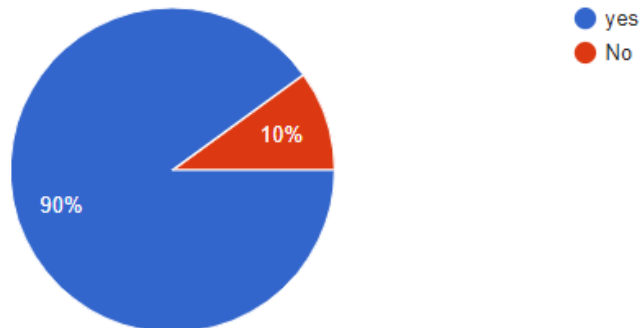
29 responses



51.7% people will still do heavy shopping after this pandemic over.

Do you think Facebook is the future Market place to reach consumer for marketers?

30 responses

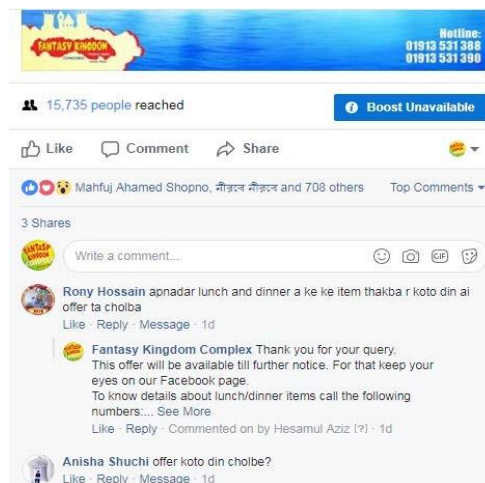


90% people think Facebook is the future market place to reach customer.

This survey was conducting by me by social media. 30 samples were taken. On this survey I have realized the user growth level of Facebook practically. People are spending 5 hours a day of their life on Facebook. On a Social media stats in Bangladesh. Source: Digital in 2017: Southern Asia, 26.2 million people use social media in Bangladesh where 24.5 million people are Facebook user. There is huge amount of audience in Facebook. Big brands, small company, local company everyone sets their major marketing campaign and marketing strategy depending on Facebook audience. This illustrates The Future Marketing Aspect of Facebook in Bangladesh

Analysis:

Facebook has provided the marketers with a wonderful interface that can be utilized for direct client interaction. For the success of a promotional campaign, Facebook customer commitment such as: like, share, comments is vital because, first of all, it gives proof that the message is sent to customers and the consumer answers. This is a big assurance of a campaign's success. The more committed customers are, the more confidence they are that they are successful in their reach and that they are successful in terms of interests. More engagement indicates that the campaign is more successful. . Secondly, those who are very interested in the campaign or wish to acquire this offer frequently have many inquiries and confusions with respect to the campaign. You normally ask for further details on the deal. The companies appreciate these interactive remarks and inquiries, because more engaging communications ensure businesses that their message is properly received by consumers and individuals. This ultimately verifies the campaign's success. Third, clients interested in and interested in purchasing the campaign may clarify their inquiries using this interface so that they may take advantage of the offer. Otherwise, clients may be unable to clarify their inquiries and eventually lose their interest. This chance to interact offers companies with the chance to explain the uncertainty of their clients and to retain the maximum of clients. On the other hand, traditional mass media, such as TV and newspapers, are unable to give such an opportunity.



The data below give an insight into how Facebook offers its consumers the opportunity to engage:

Sites such as Facebook are not viewed as marketing equipment by people. As a result, it is less likely that you would use the promotional post as a promotional ad rather than hear what you have to say. How responsive clients are to the promotional material depends entirely on the substance of postings, the pertinence of the material for the consumers and how it is conveyed.

Analysis and interpretation of data:

Marketers are continuously seeking for better and innovative solutions to help them communicate their message to as many target audiences as possible. Social networking is an increasingly widespread phenomena worldwide. Every day, hundreds of millions of active people subscribe, and those subscribers spend more on Facebook than on any other channel. Facebook has now become a major phenomenon for brands, since this medium allows marks to reach and communicate in a manner that has never previously been done with their target audience. The key needs of a successful consumer promotion campaign are to make as many target consumers as possible aware of the campaign and of how firms may communicate their message. Both of these depend entirely on the medium used to advance the campaign. Marketers often use several kinds of channels to reach their desired audiences. Because this research focuses on Facebook as an efficient consumer promotions medium in Bangladesh, I will start with internet popularity, the popularity of digital media, the popularity of social media and hence Facebook's increasing popularity among the Bangladeshi population.

Activities

Social customer service provides consumers with an incentive to answer inquiries quickly via online networking platforms, such as Facebook and Twitter. 69 percent of customers have confidence in swift fixation, which has an influence on the value of social buyers in large administrative areas (Zendesk, 2018). Clearly, social networking web-based destinations such as Facebook or Twitter have evolved to build more than phases for promotion and advertising. They are also becoming legal and critical avenues via which buyers ask for and benefit customers. 90% of the revised buyers have used online networking as a way to connect with a brand, as stated in the Sprout Social Index in Q2 2016. Furthermore, the third party (34.5%) mentioned they chose web-based social networking for conventional telephone and email channels (Zendesk, 2018). "Social care" is not another notion, although providing web-based social networks with multi-channel support may highlight real problems for both B2B and B2C organisations — and also the prospects of strongly affecting dealings and client engagement. Actually, customer profits want to increase year after year and consumers want to create a new concept that leads to the Facebook time schedule in the showroom floor.

Digital team is working on customer communication. A direct contact between the brands and their customers. The purpose of the platform is also to develop the most cost-effective platform for customers.

Findings:

For brands to promote consumers, Facebook has the highest ability to reach as many target customers as possible on the Bangladesh market. Facebook is one of the finest tools to reach and target customers. Which target clients are easily detected via Facebook and to how many your campaign has reached them. The results of a Facebook promotion effort are simply available in comparison with other public media. Campaign success is easily measured when promoted on Facebook. The results of the Facebook marketing campaign are highly valuable in determining the promotion's success. The results of the Facebook promotion campaign are highly beneficial in identifying problems in the campaign that assist businesses design stronger campaigns for the future. Facebook is one of the cheapest mass media to contact clients.

Recommendations:

For greater explanation, further study is required. Some recommendations are presented below on the basis of this research:

- Bangladesh, as it digitalizes with the globe, has quickly rising potential to contact and engage target clients via Facebook per year. Brands are therefore strongly urged to run their Facebook marketing.
- Facebook in Bangladesh can assist better perform consumer promotion. So Bangladeshi enterprises are strongly urged to carry out digital media marketing.
- The cost of operating a promotional campaign on Facebook is extremely inexpensive compared with the cost of other traditional media. Brands should concentrate on this incredible advantage.

Conclusion:

Digital media in particular Social media has become such a vital part of our lives that the social media age might actually be referred to as this era. The most popular and most subscribed medium in Bangladesh is Facebook among all social media. Facebook is the most widely utilized communications channel in Bangladesh's personal and business life. With this development, companies are now responding and assigning a large proportion of their Facebook marketing financial budget. The significant impact of executing a promotional campaign on Facebook is being seen by companies. The businesses will soon become the most favorite medium for the promotional campaign on Facebook.

Facebook has a lot to offer companies with novel marketing options for promoting consumers. I learn many practical things throughout my internship and this paper reflects my expertise and

understanding of how I execute promotional campaigns on Facebooks. I can thus state that in my learning and experience my internship program cannot be much better.

Reference:

- Zendesk. (2018). Providing great social media customer service - Zendesk. [online] Available at: <https://www.zendesk.com/resources/customer-service-through-social-media/> [Accessed 4 Apr. 2018].
- <https://www.contentfac.com/9-reasons-social-media-marketing-should-top-your-to-do-list/>
- <http://gs.statcounter.com/social-media-stats/all/bangladesh>
- https://docs.google.com/forms/d/1AV_ChZCg5n1ef4Ar135WYeVABymvsDacCtiW4h6S_ps/edit?fbclid=IwAR3CBqlzpc9x7Bje7EF4fHRBRgEfGEFZXMIyRD5UFSF0M9h5z0AjrLVC4gg#responses -survey link.