Report On

"How Digital Marketing of X Solutions Ltd. Influence Online Buying for Samsung Bangladesh"

By

Syed Afnan Hossain

Student ID - 16304147

An internship report submitted to the BBS in partial fulfillment of the requirements for the degree of

Bachelor of Business Administration

BRAC Business School

Brac University

December 2020

Declaration

It is hereby declared that -

1. The internship report submitted is my own original work while completing my 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:

Syed Afnan Hossain
_____

Syed Afnan Hossain

16304147

Supervisor's Full Name & Signature:

_____

Ms. Umme Wara Adrita

Senior Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

27th December, 2020

Ms. **Umme Wara Adrita**

Senior Lecturer, BRAC Business School.

BRAC University.

Subject: Internship Report submission

Dear Madam,

This is my utmost pleasure to prepare my internship report named **"How Digital Marketing of X Solutions Ltd. Influence Online Buying for Samsung Bangladesh"** according to the provided set of guidelines.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I, sincerely, pray and hope that this report will meet your desires.

Your Sincerely,

Syed Afnan Hossain

ID: 16304147

BRAC Business School,

BRAC University.

Non-Disclosure Agreement

This agreement is made and entered into by and between X Solutions Ltd. and Syed Afnan Hossain, the undersigned student from BRAC Business School, BRAC University for strictly prohibiting the disclosure of the confidential information of the mentioned firm.

Signature -   Syed Afnan Hossain

Acknowledgement

Executive Summary

This report deals with the factors that relate to online buying of Samsung products and all the digital communication factors that influence a customer towards online buying. In this era of digitalization, a brand needs to be very tricky to understand the psychology of their target segment via social media platform. The organization I pursued my internship not only acknowledges the vital techniques of digital communication but also it thrives hard to give their client the esteemed service with alterations and inventions in their operation every now and then. With a team of seven members, X Solutions Ltd. is thriving hard to provide Samsung BD customers with all the required data on a 24/7-hour basis since last three years and I feel proud to be a small part of this bunch full of creative and hardworking individuals.

Keywords: Digital Communication, Influence Customer, Esteemed Service, Alterations and Inventions, 24/7-Hour Basis, Creative and Hardworking.

Table of Contents

List of Tables

List of Figures

List of Acronyms

Ltd.	Limited
QMT	Query Management Team
CRM	*Customer Relationship Management*
HR	Human Resource
BTL	Below The Line
BD	Bangladesh

Chapter 1: Overview of Internship

1.1 Student Information

Name – Syed Afnan Hossain

ID - 16304147

Program - Bachelor of Business Administration

Major - Major in Marketing

1.2 Internship Information

1.2.1 Internship details:

Period – From September 1, 2020 to December 20, 2020

Company Name – X Solutions Limited

Department – Query Management Team

Address – House 40, Road 20, New DOHS, Mohakhali, Dhaka.

1.2.2 Internship Company Supervisor's Information:

Supervisor's Name – Ms. Safna Meherin Sarah

Position - Senior Executive, Business Solutions

Email - safna@justanx.com,

Phone number - +8801686967321

1.2.3 Job Scope

My internship period was nothing different as my role was the same as what I have been doing in X Solutions Ltd since last one and a half year. I work as a Community Engagement Officer of our clients who are happened to be one of the tops brands of this country such as Samsung Bangladesh, Suzuki Bangladesh, Bangladesh Football Federation and British American Tobacco Bangladesh. Being a Community Engagement Officer, my responsibility is to resolve the queries of my client's respective social media platforms as well as ensure the quality of content while doing that. The experience is never bad while working from home but there were challenges as well. The major challenge was to be updated with all the moderations before my shift starts in which could have been easier if it was conducted from the office. I used to resolve queries with the use of two software's developed by our Information & Technology team named Smashboard and Zerocium where all the queries made on Facebook and WhatsApp gets to land on the mentioned software's respectively so that it is easy to operate and keep track of the queries.

First assignment we have in our grasp is to determine the client disarray and inquiries as indicated by their determination and need. For instance, it tends to be information/voice offer related individual SMS, application related questions, item dispatch, divider posts, remarks and social media messages. We chiefly utilized Smashboard, Dashboard, Zerocium, CRM, Info360, Info Center and so forth which are predominantly programming for online media that encourages individuals to get a general thought regarding their fan page in Facebook and other social media stages and to oversee just as control the traffic arrived in a fan page. I mostly utilized the Smashboard programming, henceforth, it's utilization, highlights and refinement are recorded underneath –

I.   This tool helps to select inbox and comments separately

II.   It has shortcut features which helps to store preset replies while resolving queries. For example, Ctrl+9 = "Kindly, let us know how can we help you?"

III. We can directly hide or delete negative queries from this software without opening Facebook

IV.   We get to keep a track of how many queries landed hourly, weekly, monthly and so on.

V.   It is impossible to miss out on any query while using Smashboard.

It was an outline office through which you can gain admittance to live visits and specialist exercises.

1.3 Internship Outcomes

1.3.1 Contribution to the company: Since I have been with X Solutions from March 2019, subsequently, I might want to share the general experience I had a beginning from the meeting cycle to the main month of administration as a specialist. Right off the bat, the meeting cycle X Solutions experience is a three-stage separating measure that incorporates composing, punctuation and speed tests. This test method fundamentally causes the questioner to comprehend whether an individual has the essential abilities to manage in-need clients and whether they can convey administration in both Bangla and English according to clients' solace. Also, if an interviewee is sufficiently able, as I seemed to be, he/she will get a second call-up from the meeting board to sit for a coordinated meeting with the Business Director Mr. Parag Obayed. The meeting worked out in a good way for me as I had all the precise clarifications to his desire and questions. At last, I got my last call-up following a hole of three days. The preparation went on for three days and on fifteenth day, I began my excursion as a Community Engagement Officer for Samsung Bangladesh through Facebook channel. As time passed, I got the advantage to investigate more brands by and by and I have managed in excess of 615 individual talks of British American Tobacco Bangladesh account and 22,413 individual visits of Samsung Bangladesh account during my job period. Complete hour on move tallies at 1,716 from 1 September 2020 till 20 December 2020.

Total Replies	22,328
BATB	615
Samsung Bangladesh	22413
Total Shift Hours	1716

Reply Per Hour	15.67
Earning Per Chat	BDT 7.45

Table (1): Work Statistics

1.3.2 Benefits of this Internship:

In the present place of the employment market, I firmly accept my choice of not leaving X Arrangements Ltd. over rewarding entry-level position offers from top multinationals paid off. For the compensation they give as well as the direct experience I have accumulated while managing the clients has made me into a gadgets item crusade master particularly Samsung. I currently have clear thoughts regarding how item and mission the executive's functions, what are the center income promoters for the gadgets business just as where the issue lies in this administration industry. They are currently all obvious to me, which would have not been conceivable in the event that I needed to do my job as an assistant for even Samsung Bangladesh. Basically, I will make reference to a portion of the significant remove for my excursion as an understudy at X Arrangements Restricted.

I. Huge information about client discernment just as a specialist who needs to manage a wide range of clients from different age, demography, culture and network.
II. Totally new experience of taking care of clients, adapting up to clients' conduct.
III. Learned to work under gigantic tension.
IV. Real-beneficial experience to work in an office like X Answers for Samsung Bangladesh and English American Tobacco Bangladesh.
V. Learned new abilities in hardware promoting, culture, items, and income source and client the board.
VI. Prepared report dependent on my work insight
VII. Became more focused, timely, capable, and persevering and built up the capacity to adapt to assorted individuals with legitimate methodology and demeanor.

1.3.3 Problems Faced

 As I had the office of home office continuing during my job period, the most importantly challenge I confronted was managing load shedding. Because of my inaccessibility of a PC, I was unable to figure out how to do anything when power disappointment occurred. There were times when I was distant from everyone else locally available and the post of a mission had recently been made however neither I could do anything meanwhile nor I could distribute another person to do a move for my benefit on the pinnacle of that second. Besides, the test I have looked during my job period was to be refreshed with all the controls and changes following a two days break. As my last was going on, I needed to take day-offs from office and that generally discolors the progression, all things considered, and browsing old messages prior to beginning movement is problematic. Later on, an activity was taken keep a google move with all the most recent balances with the date which in the end encouraged me and my associates. In conclusion, our instructional course occurred of another apparatus named Zerocium on the web and it did not help me much as I was ready ten days past the meeting occurred. A recorded instructional meeting would have been more useful for the lion's share.

1.3.4 Recommendations

   I.   The job program should be more methodical and centered

  II.   Training meetings should be recorded

 III.   Thankfulness should be given to the best entertainer or understudy consistently as a badge of appreciation.

 IV.   Internship undertakings and exercises could be more identified with the real corporate works so we can have real planning prior to joining an association.

  V.   The pay that internship program accommodates X Arrangements should be higher. As a Community Engagement Officer, my remuneration went from 12,000 up to 15,000 every month (BDT 100 every hour premise). Be that as it may, a conventional internship program will just offer understudies around 5,000 every month with no lunch or other office benefits.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Objective:

    I.   Learn about the organization's working cycle of Query Management Team.

   II.   Introduction to the electronic correspondence industry.

  III.   Learn how clients are managed from the cutting edge.

  IV.   Get a thought regarding organization's restricted work structure.

    V.   Know about the operational arrangement of the Inquiry Supervisory group.

  VI.   Access X Solutions Ltd.'s perceivability in the business.

 VII.   Measure organization's situation among the contenders.

2.1.1 Methodology:

    I. Smashboard Software.

   II. Zerocium Software.

  III. Website

  IV. Client's social media platforms.

   V. Experience during Internship.

  VI. Rational observation.

 VII. Class Learning.

2.1.2 Area:

This passage deals with the factors that relate to X Solution Ltd.'s outline, thought regarding distinctive departmental working cycles, the board work framework, operational framework and ultimately, examination of the organization's situation among rivals.

2.1.3 Limitations:

Though, the climate of the organization is exceptionally inviting and the representatives were extremely strong, in any case, the internship job was somewhat intense as far as social occasion data as the organization is not happy to uncover a large portion of their data and there was next to no information found on the web to add to my work and discoveries.

2.1.4 Significance:

I have included mainly the organizational structure, company overview, departments overall information, management work and company's position analysis in this part of the report. So, this part of the report is very essential and informative. And, I portrayed the information in an organized way for better understanding.

2.2 Overview of the Company

X Solutions Ltd. started its activity in the year 2017 which was an advertising organization and an aftereffect of a vital merge between two organizations named MADLY and Strategeek Digital. In the advanced showcasing industry, it is the first actually converge between two offices which not just assisted them with adding more advantages to offer yet in addition made them into an 'incorporated' promoting arrangement supplier. In spite of the fact that the consolidated association is new in the business, separately the offices MADLY and Strategeek Digital has numerous previous accomplishment records. The previous accomplishment of two offices was promising as of now. As of late they began to give showcasing arrangements in our nation which in a generally 360-degree way, beginning from thought age, item dispatch, item advancement, occasion the

board, computerized promoting efforts, computerized responsive arrangements and so on. The customary publicizing is given by principally two gatherings and the name of the subsequent promoting bunch is BTL (Below the line). During my internship period, the region I have been working is the Query Management Team (QMT) of X Solutions Ltd. The administrations which are given by X Arrangements Restricted are referenced below –

- Social Media Marketing
- Digital Marketing Campaigns
- Social Media Query Management
- Creative Support
- Activations and Campaigns Analysis
- Advertising
- Data Analytics

2.3 Management Practices

2.3.1 Top Management:

MEET THE MAESTROS

TAHSIN SAEED
CEO & MD

Captain of The Ship
20+ years of experience

DRABIR ALAM
COO

Strategic Think-tank
15+ years of experience

With an unparallel experience of marketing over 20 years in multiple industries, Mr. Tahsin Saeed is the orchestrator and the key formulator behind the success of a team of 100+ members.

Being one of the pioneers of digital marketing industry in Bangladesh and his immense experience with supervision assists to bring out the best from a team full of creative individuals.

RASEL MAHMUD
GROUP CREATIVE DIRECTOR

Creative Story-teller
12+ years of experience

RAQUIB CHOWDHURY
GROUP CREATIVE DIRECTOR

Innovation Driver
9+ years of experience

One of the best copywriters this industry has ever produced and with immense experience of over 12 years, Mr. Rasel Mahmud has his own way of leadership with wisdom.

Bagging all recent awards from Bangladesh Brand Forum in the OVC category and designing campaigns like Samsung's Valentine's Day, Joker Campaign by PATHAO and so on, Mr. Raquib Chowdhury is one of the bests in this arena.

OBIDUR RAHMAN
SENIOR ACCOUNT DIRECTOR

With over 9 years of experience in Customer Insights and Insight Mining, Mr. Obidur Rahman is leading a Query Management Team of 60+ members who are providing service 24/7.

2.3.2 Management Responsibilities

The top administration and other supervisory crew individuals in any semblance of Mr. Porag Obayed (Senior Account Director) just as Mr. Faruq Ahmed, Ms. Fahmida Shams, Ms. Safna Meherin Sarah, Ms. Nafisa Nawara, Ms. Anika Tabassum, and Mr. Walid Omee from the division of Query Supervisory group are a lot of specific in dealing with the entire activity, for example, the customer the executives, specialist preparing and advancement and the quality affirmation just as offering the additional assistance they are not qualified for. In short, top administration keeps their representatives refreshed through preparing and updates. Much of the time, they direct their workers and assemble conferences if there is a need to offer guidelines to representatives and bleeding-edge specialists. For instance, during this worldwide pandemic and lockdown circumstance, we are continually having gatherings even after 12 am to talk about our general execution, blunders and improvement focus. The administration is very much organized and gives each conceivable oversight and direction to get more prominent results. Indeed, even in the critical circumstance, the board works effectively with the assistance of the colleagues to offer incredible support to the clients just as to us, the bleeding edge specialist co-ops. The inquiry supervisory

group of the organization is exceptionally knowledgeable about the showcasing field and every one of them is proficient in this regard. Hence, X Solutions Ltd. is evaluated as one of the top and driving offices who are master in re-appropriating promoting exercises for neighborhood just as worldwide monsters working in Bangladesh, for example, Robi Axiata Restricted, Banglalink, Nagad, Bangladesh Football Alliance, British American Tobacco, Imprints, Grameenphone, Samsung and so forth. The colleagues keep them refreshed with promoting, organizing information; the reasonable information and abilities are a lot of required in this field to deal with endless clients. The logical and specialized structure is improving their entire framework.

2.4 Marketing Practices

2.4.1 4Ps of X Solutions - Integrated Marketing Agency:

Product: In my team, for handling clients of Samsung we utilize customized softwires named Zerocium and Smashboard. These two tools give client question the board instruments to driven groups identified with digital marketing. Smashboard is a tool which extracts query from Facebook which lands on this software and similarly, Zerocium does the same job for queries made on WhatsApp.

(Zerocium, n.d.) Figure (1): Zerocium and Smashboard

Price: The estimating is as yet a private issue for our office, notwithstanding, it is anticipated that for Facebook administration arrangement X Solutions Ltd. is getting BDT 5 for every reply for elaborative queries and BDT 1.5 for engagement queries. Then again, the tool that is being utilized, for example Smashboard, Zerocium and so forth has a yearly upkeep expense that should be paid to the IT team. Because of secrecy, we were unable to get further insights about the cost and the expense of the general help.

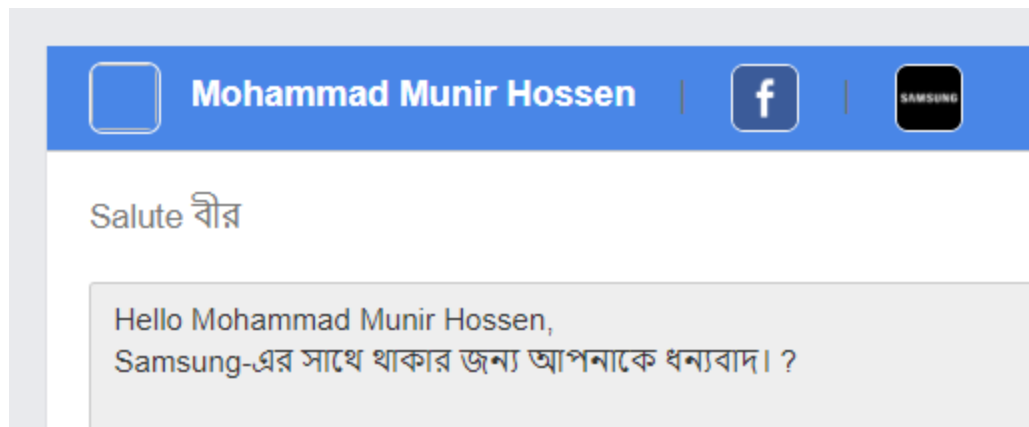Figure (2): Showing an example of elaborative query

Figure (3): Showing an example of engagement query

Place: X Solutions Ltd. is situated in the core of Mohakhali DOHS. As the administration is absolutely work area based it does not generally make a difference from where you are offering the assistance to the clients as we have the product itself that encourages us to arrive at each client exclusively through their cell phones. All credit goes to the product designers who made the previously mentioned programming that we use to speak with our clients and offer the assistance they need. Strangely, during quite a worldwide pandemic, we are humbled to offer support from our homes and approach all the data that is exceptionally limited and cannot be gotten to from outside our office place, however, credit goes to AnyDesk programming also with which we are not having the option to gain admittance to all the information base that is difficult to separate from home.
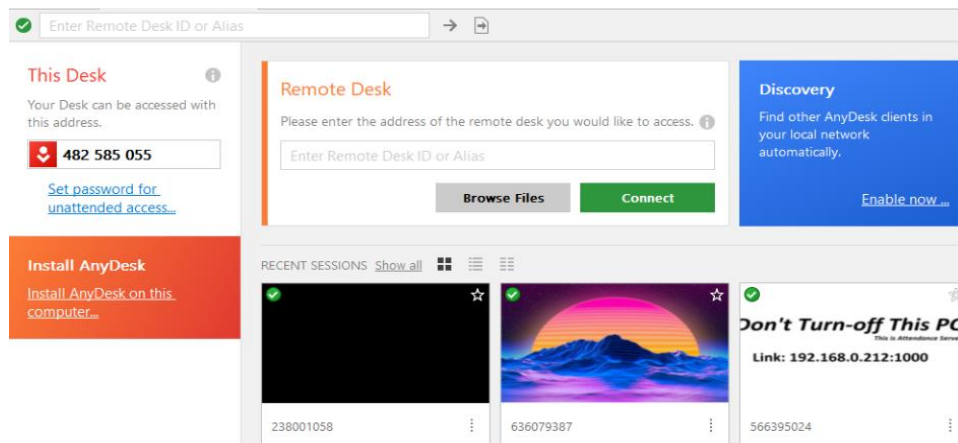
Figure (4): AnyDesk IDs which gives access to work from home

Promotion: X Solutions Ltd. not only does not work for its advancement but also as an advertising office, its sole obligation is to assist other large or little organizations with dominating in their limited time work. As indicated by our Head of Business Solutions, Mr. Obayed, our work at X is our limited time factor. On the off chance that we can offer great assistance and fulfillment, our customer's assertion of-mouth will assist the office with developing. Besides, when X Solutions makes a decent special mission for its customer, the work itself speaks to the office and lifts its profile in the business.

2.4.2 Integrated Marketing of X Solutions Ltd.:

Aside from the customary 4Ps of Marketing there are extra 4Ps that should be referenced for a specialist co-op like X Solutions.

People: Mainly, X Solutions Limited has four core departments that provide services.

1. **Campaign Planning Team**:
This division primarily comprises of advanced showcasing exercises where they plan, develop, plan, trail and execute the special lobbies for different brands particularly via online media.
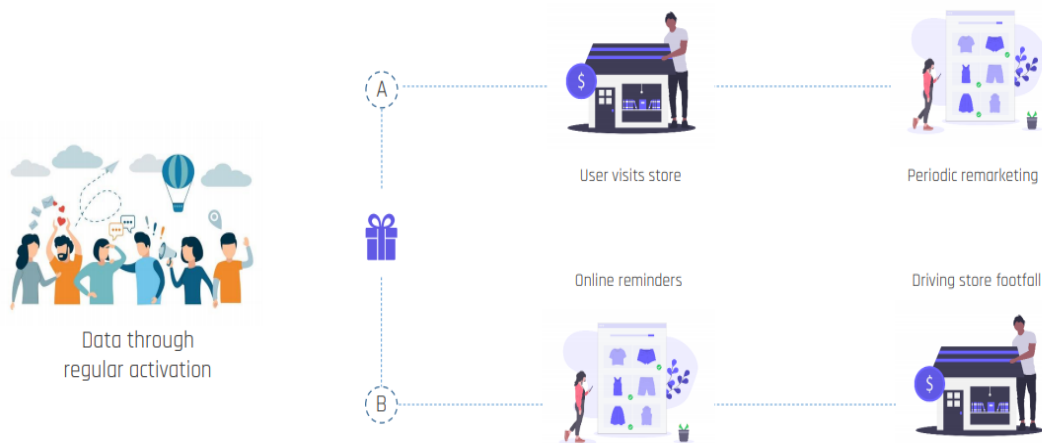

Figure (5): NURTURING ACTIVATION DATA

2. Client Management & Servicing Team:

This department primarily comprises of computerized advertising exercises where they plan, build, work area for the most part is assigned to deal with the network identified with the brand itself. They have their remarkable methods of managing client inquiries and an extemporaneous strategy

for elevating their image to a more easygoing client base. They tend to trail and execute the limited time lobbies for different brands particularly via online media.
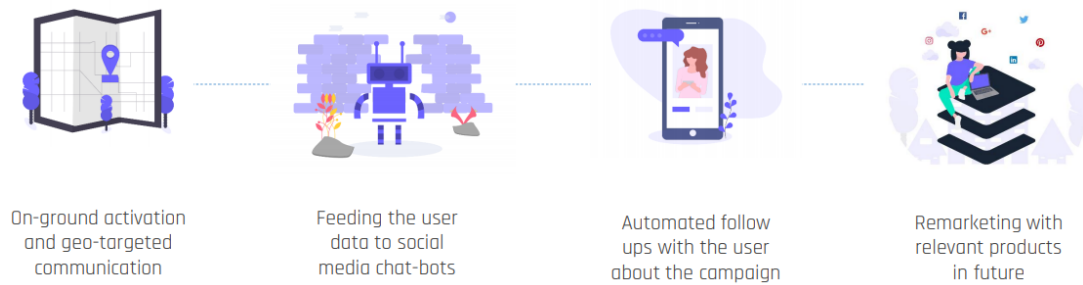
Figure (6): AUTOMATED COMMUNICATION FROM ONGROUND DATA

3. Creative Team: This particular department deals with all the digital contents that are posted on client's social media platforms. A team of dedicated personnel are in charge of delivering contents in the form of static post, promo video, OVC, TVC and so on. Thus, this team needs to be very updated with all the upcoming trends going on in the market and deliver output keeping in mind the brand image and their communication pattern at the same time.

Figure (7): REAL TIME ENGAGEMENT IN DIGITAL THROUGH TVC

4. Query Management Team: This is the department I work for as a part timer. The basic task is to resolve queries but for that this team is dedicated to design the pattern of communication, make sample templates, train the engagement officers with all the required details and lastly, making them on board. For our convenience, there is an info center developed by our IT team to keep track of all the 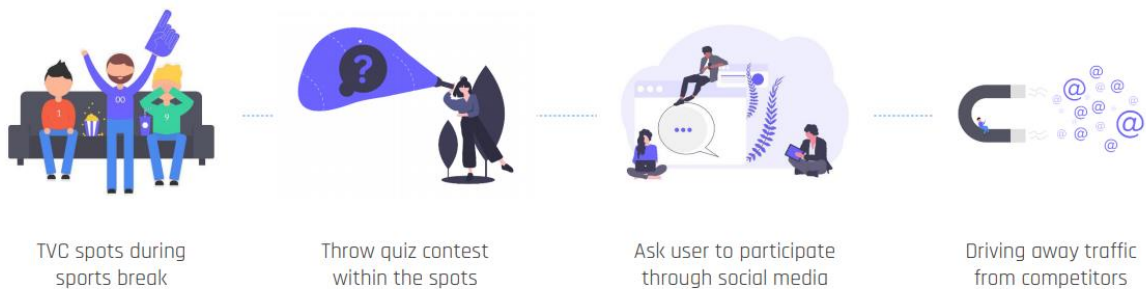necessary information of Samsung devices, accessories and electronics. It simultaneously helps us to proceed with less hassle and enhance accuracy. I will elaborately get back to this part in further discussion. Lastly and most importantly, this team is also responsible to make positive posts regarding their designed brands on public groups consisting of customer segment with similar interest which is called community seeding. For instance, (ATC Official Group, n.d.)
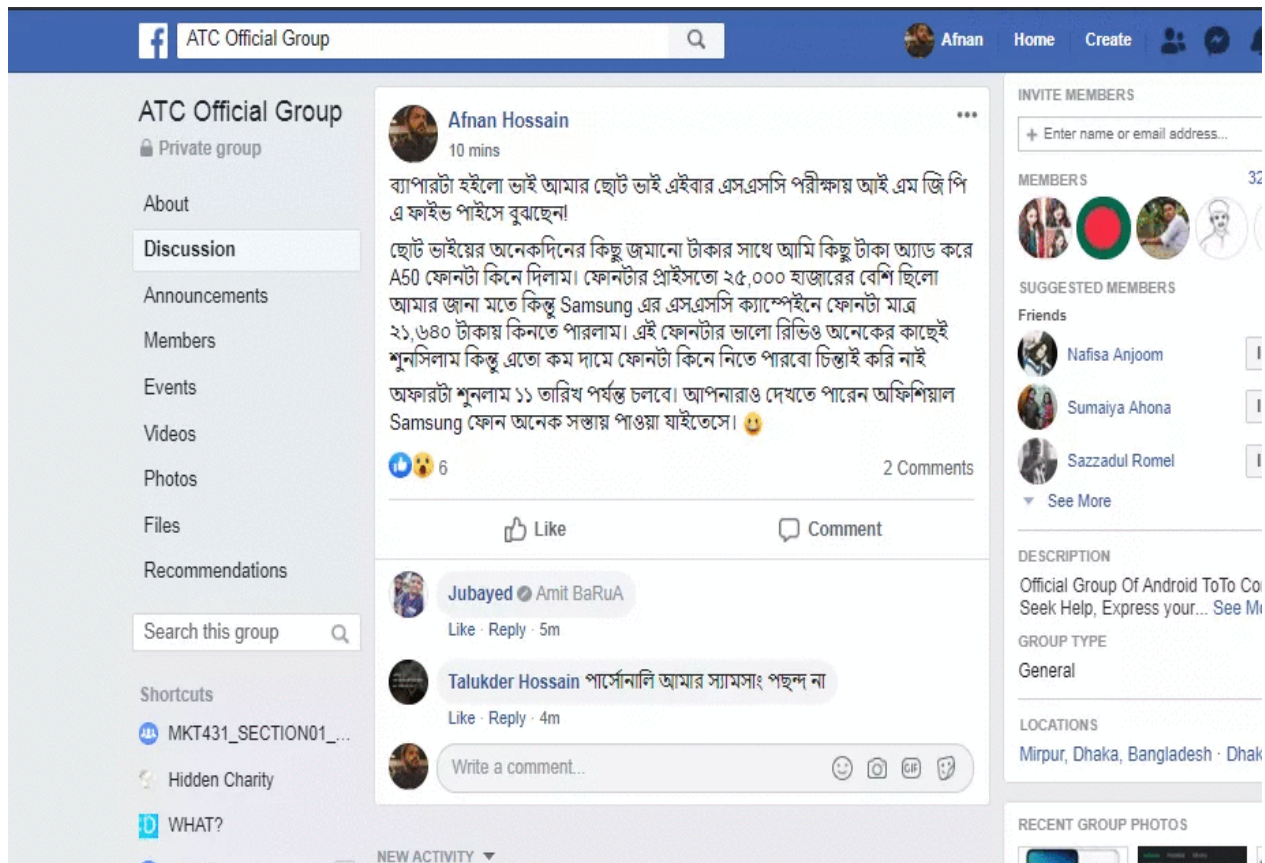

Figure (8): COMMUNITY SEEDING

Principle: The core value of X Solutions Ltd is quality performance other than quantity. That is not just a mere statement; rather you can find the ideology on everything they do starting from

hiring agents to serving brands. They maintain a very healthy pay scale for part-timers, in fact, they have the highest pay scale compared to other services provided in the industry like, Asiatic MCL, Magnito Digital Ltd, HYPE, HAVAS Digital, Bitopi Ltd, D'Reach Ltd etc. starting at BDT 100 / hour on normal weekdays with all the other benefits like lunch, dinner and snacks as well. They mainly hire undergrad students who have great sellable skills to serve customers in this field apart from studying. This is probably a win-win situation for both the organization as well as the part-time workers as undergrad students can find a place to work apart from their studies and cover their pocket money, on the other hand, X Solutions can get good qualified students to work for them at a very low cost.

Process: Our quality assurance team consists of Mr. Faruq Ahmed (Sr. Executive | Training and Information | QMT, Business Solutions), Md. Asif Ali (Executive | Training and information | QMT, Business Solutions), Imtiaz Hossain Farabi (Executive | Training and Information | QMT, Business Solutions) etc. who are constantly keeping us updated regarding various product launches, changes and quality guidelines via email and meetings. As mentioned earlier, this organization is already relying on several software to get our service to our customer's doorstep.

Performance: We have been working with one of the top brands of this country. The brands you service can be a clear reflection of the performance you provide. X Solutions Limited has marked the spot with third most awarded agency in COMMWARD 2018 in its launch year across all communication agencies in Bangladesh. (htt)

Figure (9): Top clients of X Solutions Ltd.

2.5 Financial and Accounting Performance

In X Solutions Limited, the finance and accounts department are handling the whole part of the company's cash flow. This department's main works are –

- Tally records.

- Fund the board.

- Loan, early installment, interdepartmental exchange.

- Interdepartmental records and money impetus.

- Preparation of month to month accounts.

- Tax evaluation.

- Monthly pay stream.

As this department handles income, this is profoundly classified. Subsequently, the representatives are not permitted to uncover the data of this office. Thus, it was an impediment for me and I could just gather fundamental data.

2.6 Operations Management and Information System Practices

2.6.1 Operation Management:

The operational criteria of X Solutions Ltd. have a set of ground structure and regulations.

Human Resource and Administration:

This department fundamentally deals with the Human Resource related assignments of X Solutions Ltd. The HR assignments incorporate meeting, determination, enrollment, execution evaluation, pay the board and partition. Mr. Mirza Shams is the Human Resource Executive of this agency. He is mostly observed doing errands like dealing with all the specialist data, furnishing them with arrangement letters, ID cards, giving them admittance to the workplace by enrolling them into the passage machine, arranging motivation and evaluation plans for full-time representatives, issuing experience letter after termination and so on.

2.6.2 Information Technology System:

Information Technology is the biggest unit selling point which differentiates this organization from the rest. For data framework use and upkeep X Solutions Limited has an Accounts, IT Solutions and Human Resource Department which offers specialized help all day, every day to the wide range of various branches of the organization. Additionally, to keep up correspondence with the general office, finance, recording, demand, installment follow up, review oversight, charge passage, providing work orders, information section – X Solutions Ltd. has their own tool. For part-timers and heads, they keep a participation keeping programming to save all the workers in and out development.

Figure (7): Attendance Input Tool of X Solutions Ltd.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis of X Solution Limited:

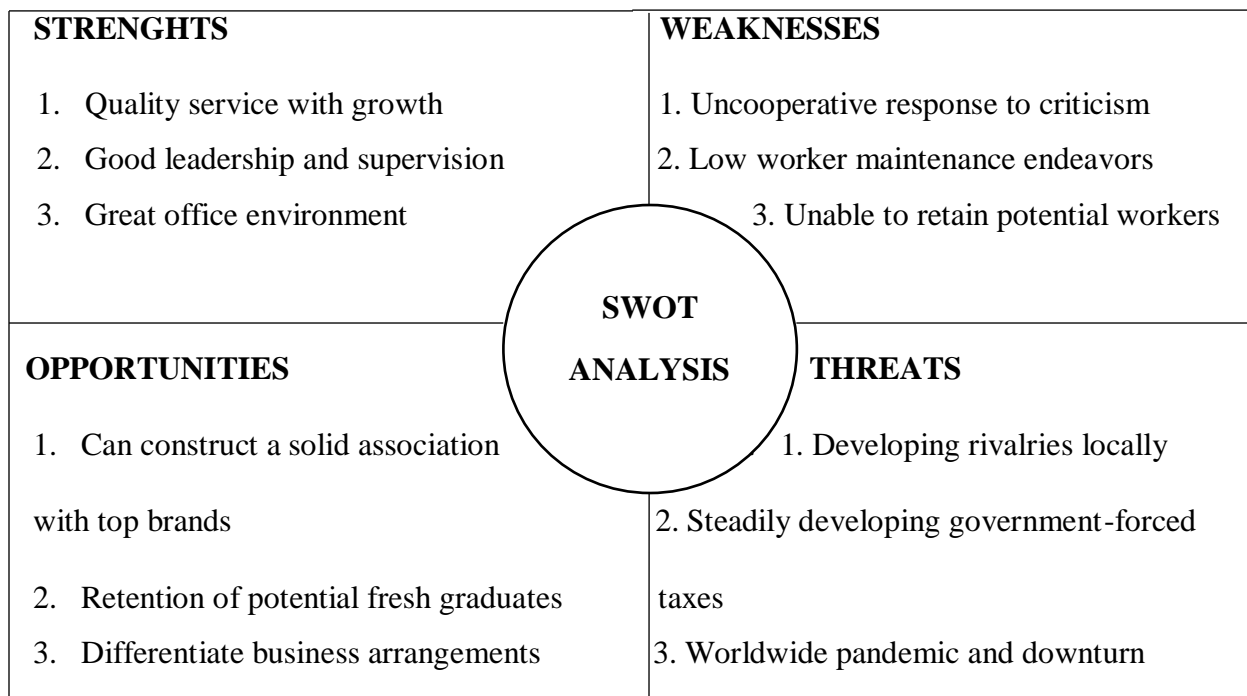| STRENGHTS	WEAKNESSES
1. Quality service with growth	1. Uncooperative response to criticism
2. Good leadership and supervision	2. Low worker maintenance endeavors
3. Great office environment	3. Unable to retain potential workers
OPPORTUNITIES	**THREATS**
1. Can construct a solid association with top brands	1. Developing rivalries locally
2. Retention of potential fresh graduates	2. Steadily developing government-forced taxes
3. Differentiate business arrangements	3. Worldwide pandemic and downturn

Table (2): SWOT Analysis of X Solutions Ltd.

2.7.2 Porters Analysis of X Solution Limited:

The six components of Porter's Analysis characterize how attainable the business is and shows the situation of X Solutions Ltd. among contenders. The elaborate discussion of the six components of my company are shared below.

Figure (10): Forces Model Ltd.

Porter's Five of X Solutions
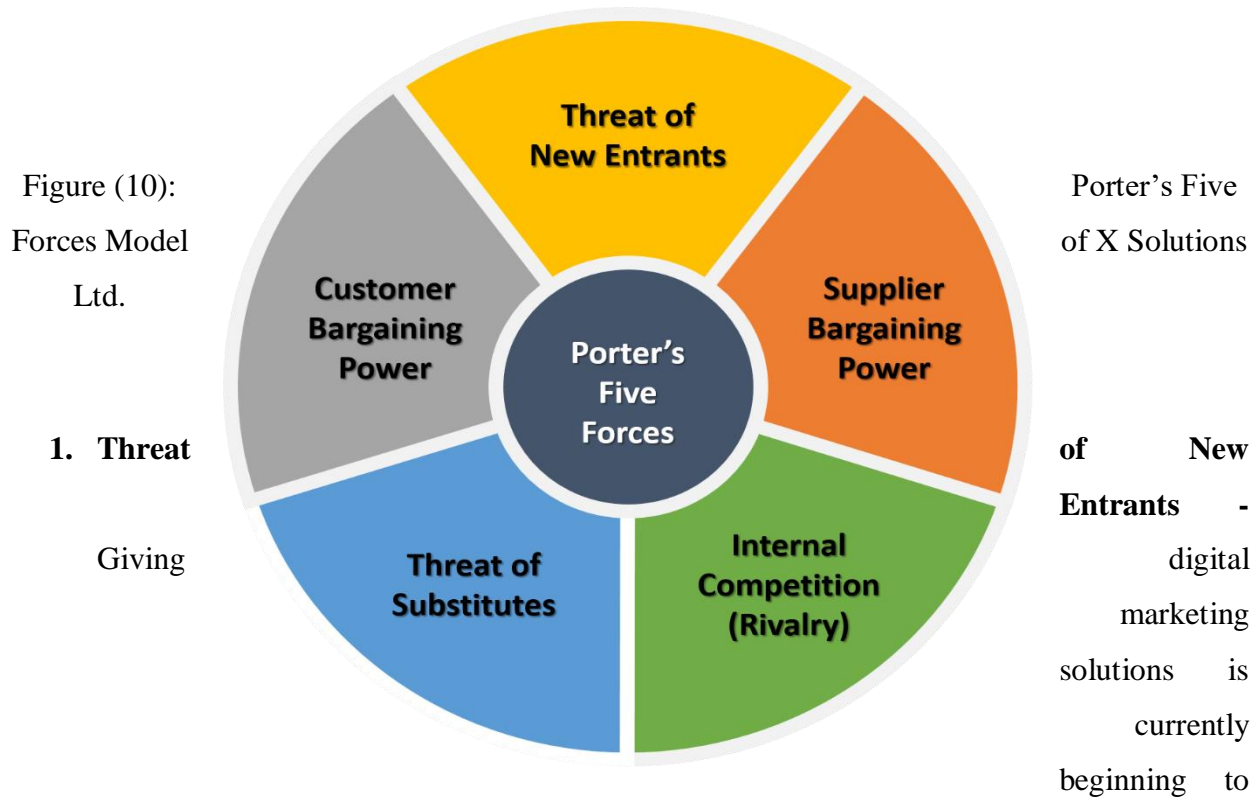
1. **Threat** of New Entrants - Giving digital marketing solutions is currently beginning to develop at a decent rate in Bangladesh as the vast majority of the brands are understanding its significance slowly. Thus, the danger of new contestants is moderate as of now and the situation is apparently to continue as before for the following 5 years or so on.

2. **Customer Bargaining Power** – We can plainly say that the bargaining power of purchasers or clients are much more than it should be. Notwithstanding, the setting of Bangladesh is with the end goal that we generally need to continue as indicated by our customers wish and gave rules.

3. **Supplier Bargaining Power -** A portion of the key suppliers particularly for the Query Management Team are the software engineers who must be paid on a yearly membership premise. As there are many such specialist organizations nationally, the bargaining power of providers is to some degree less.

4. **Threat of Substitutes -** The lone danger to digital marketing and web-based media responsive group is that the customer chooses to open up their own advanced promoting area and inquiry supervisory crew, which in term would be excessively expensive for them to oversee, consequently, the danger of substitute is low. Nonetheless, changing to another organization is a from the scratch cycle with a decent inclination of danger except if customers are not fulfilled at all from the beneficiary's end with the administration.

5. **Internal Competition -** The internal rivalry is moderate and generally centers around the capital of Dhaka in the digital marketing area of this country. As not everything offices can deliver great quality substance and offer quality support, X Solutions Ltd. is one of the first-class organizations regarding inattentiveness and administration.

2.8 Recommendations

- Try to hold experienced employees and lower the lay-off recurrence.

- Try to propel part-time employees with a token of appreciation consistently on a monthly basis.
- Need to have a superior precise authoritative structure for better asset the board.
- Integrate more and better promoting answers for their differentiated portfolio.
- Rise up impetus plan for Engagement Officers with more experience and move hours.

Chapter 3: Project Part: "How Digital Marketing of X Solutions Ltd. Influence Online Buying for Samsung Bangladesh"

3.1 Introduction

I have worked as a Community Engagement Officer during my internship period at X Solutions Ltd. and I have directly handled the brand, Samsung Bangladesh. In this span of time, I have tried my level best to acquire all the necessary skills to negotiate with customers, understand exactly what the customer is asking for and based on that set the required pattern of communication to give the customer an adequate solution. Based on my experience, I have chosen this topic to proceed with in order to construct my internship report.

3.1.1 Objectives:

The core objective of this report is to get an idea about how digital communication is influencing the online buying behavior of Samsung customers. The whole communication pattern consists of utmost patience and concentration while dealing with each costumer to pave their way to from interest to buying.

To be specific -

- Identify the factors that create a bridge between digital communication and online buying.

- Specify the factors that affect the customer online engagement.

- Provide supporting details to the cause.

3.1.2 Significance of the Study:

I have zeroed in on this report essentially on the principle employment of digital marketing and association, the centrality of social media correspondence and its impact on the association's income. So, finishing this report is a lot of huge as far as information picking up and featuring my entire position learning venture. Additionally, I attempted to depict all viewpoints of online media stages, consumer loyalty's and its impacts on the business. It may make a significant information base in the pursuer's mind.

3.2 Methodology

- To exhibit the thought regarding how the interest for online purchasing is expanding step by step, I will introduce primary data from the Smashboard software and client's Facebook page.
- To know the significance and association of carefully dynamic stages particularly for electronics and telecom enterprises will provide some vital information from publishes articles as secondary data.
- To recognize the push factors that paves the way to online buying.
- Significance of good digital communication

3.3 Findings and Analysis
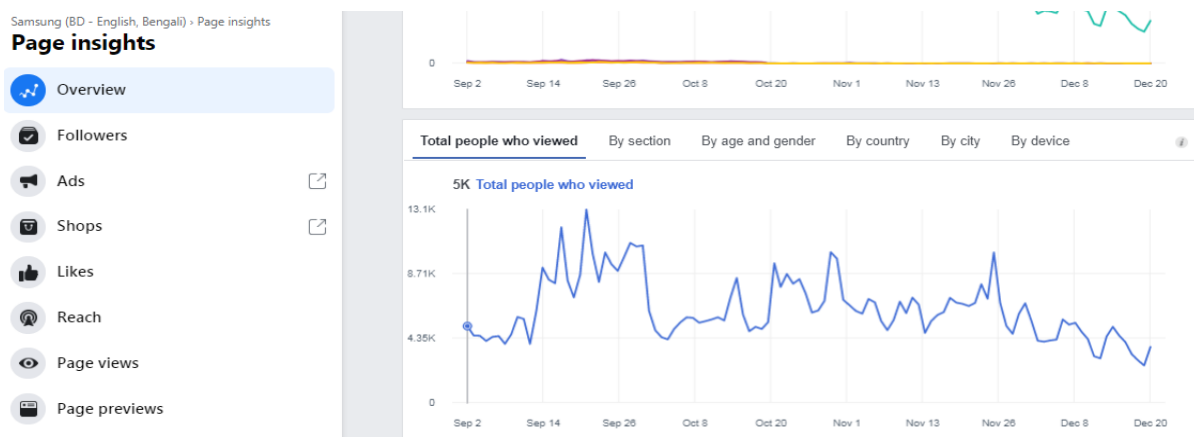
3.3.1 Factors Affecting Online Purchase

Figure (11): Influence of Post Boosting

As we can notice from this figure portraying the reach of Samsung BD's post on social media platform named Facebook during my internship period. The organization have many partner channels via which they can conduct their online selling and Pickaboo is one of the official partner channels of Samsung. We can witness that the curve was vastly upward in the middle of September, 2020 as the ''Pickaboo Mobile Mela'' was going on with instant cashback for selected Samsung devices and It lasted till 30th September, 2020. Consequently, reaching out to the

corrected customer segment on the basis of post boosting, feeding good communication during conversation and so on ended up in the rise of hype and ultimately, the selling of our client's product. The graph went massively downward during the end of October as there was no campaign going on during that time. Consequently, we can see slight upward movement along the curve during the start of and at the end of November which took place due to "Galaxy M21 Cash Installment campaign" by Pickaboo and "Twin Win Campaign" consecutively. Thus, on the basis online communication and correct post boosting, Samsung BD could create more exposure on their official Facebook page which ended up complementing their online selling. Due to our client do not disclose their Income Statement to any of their partners, I am unable to share the financial data that would have evidenced that their online selling rose up in the given time frame.
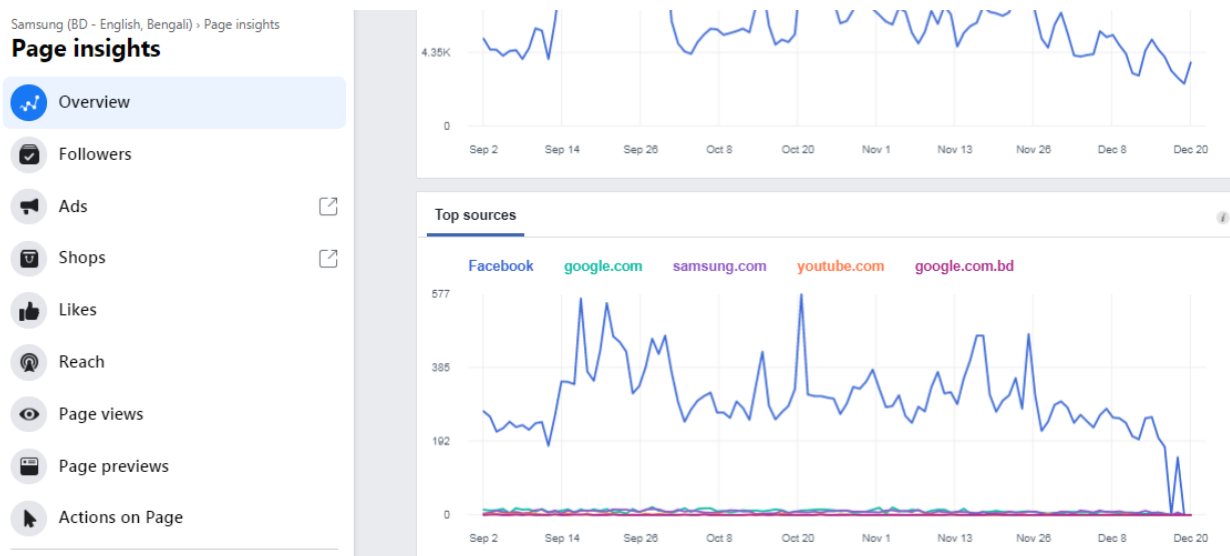

Figure (12): Influence of Google AdWords and AdSense

Google AdWords refers buying keyword on google home page related to the customer segment which enables customers to see the advertisement of the endorsed brand on their Google home page. Similarly, Google AdSense allow advertisers to buy advertisements that will be shown on websites instead of Google's home page. Advertisers are charged on a pay per click or a pay per thousand impressions basis. To be precise, the effective digital marketing of the form of Google AdWords and Google AdSense of X Solutions Ltd., lead to huge visits on the mentioned search

sites from time to time. Thus, this marketing approach indirectly influenced customers to purchase Samsung products online.

3.3.2 Significance of Diversified Communication Pattern to influence Customers:
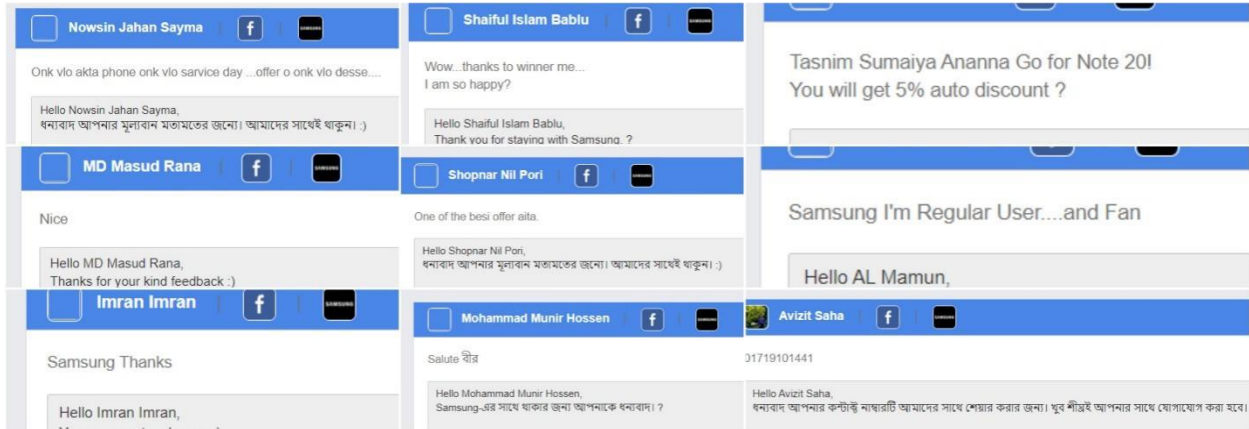

Figure (13): Diversified Communication Pattern

(Smashboard, n.d.)

In a social media platform like Facebook, a customer arrives to enjoy a premium service in an industry alike electronics where the competition is so fierce among the competitors. X Solutions Ltd. ensures that a customer can enjoy diversified and premium communication experience which will persuade them to buy online. From the figure we can see there are lot of engagement conversations and the reply to each customer was diversified to ensure each customer might not witness repeated or automated replies which would eventually lead in disinterest towards the brand. These are the digital communication techniques X Solutions Ltd. has been working on and eventually giving adequate results to the client Samsung BD.

Figure (14): Significance of Good Digital Communication

According to an article named "Impact of Online Digital Communication on Customer Buying Decision", (Rohan Samson, n.d.) we can understand that a good digital communication ends up in 51% positive buying decision from a target customer. It resembles that 50% of the job of a brand is already done while doing their job right on digital platforms to attract their target customers. In this time of pandemic, online buying has become a part and parcel of people's lives and providing good online experience has become a necessity for a top brand like Samsung. In this way, X Solutions Ltd. is helping their client to be the horse in their respective industry since last three years.
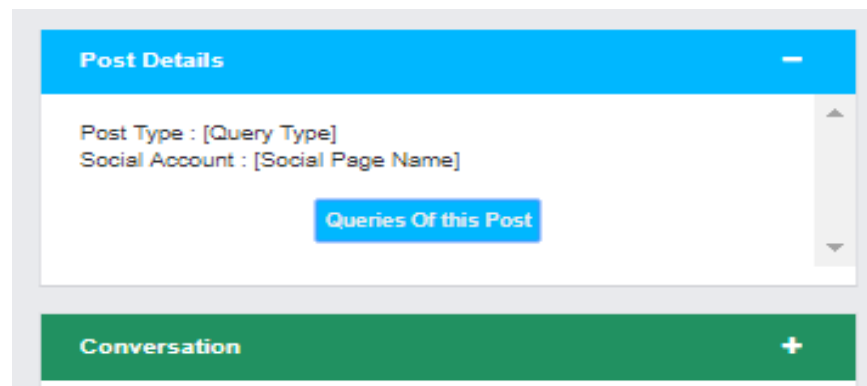
3.3.3 Commitment to Service:

Figure (15): Feature of Smashboard

As mentioned before, Smashboard is tool where we use to resolve queries made on our client's Facebook page and the query gets landed on this software. The engineers designed it in such a way that is the least time convenient and easy to track down. Suppose, a new campaign post has been given for Galaxy M51 device from Samsung BD's page. Consequently, this post should be the top priority for Community Engagement Officers in the peak of the moment resting the rest of the queries. This tool has an amazing feature to select the post and resolve their queries separately. It helps us to set our priorities right and to be committed towards the brand. In this way, the client gets served exactly in the way they want to be. Ultimately, customers get the desired response in time from our Facebook page unlike their competitors. Thus, X Solutions Ltd. is highly committed towards their service by digitalizing their resources with innovations that count.

3.4 Summary and Conclusion

I would like to express my sincere gratitude to my supervisor Ms. **Umme Wara Adrita** madam again for letting me write a report on the topic I was immensely looking forward to. In excess of 5 million individuals in our nation join each year in any type of social media. Subsequently, the significance of social media in advertising areas is additionally expanding. In addition to the fact that organizations are turning out to be mindful that they are employing computerized offices to keep up their quality in the advanced field. Quite a long time ago when ads were made and run by a portion of the world's most imaginative personalities, the current world is taking to a greater degree a coherent and muddled method of crunching information. Imagination is still there, yet to the new information driven world it is losing the driving seat. To be precise, the digital marketing sector is now fiercer than ever and consumers these days are now smarter than ever before. A small loophole in the digital communication may result in multiple setbacks and will tarnish the brand image of the corresponding client. In this situation, the digital marketing agencies who are handling digital communication, need to be very keen towards new patterns of conversation that the customers of these days are yet to be introduced. The firms need to be open to criticism as well and take positive feedbacks from that. Furthermore, the brands should be aware of their partner channels operation and behavior towards their target customer so that they may not get the scope to indirectly tarnish their reputation. Keeping the mentioned factors on mind I will conclude stating that the purchase behavior of consumers from online will progress to another level in recent years to come.

3.5 Recommendations

- Agencies should emphasize on the fact that digital communication should be planned targeting the mass market.

- The campaign price must reflect the actual price the brand is offering. Elsewhere, it creates a very negative impression on consumer's mind. To illustrate, the price given on static post should be exactly the same as the proposed price from online site.

- Try to fit into customer's shoe while handling his or her query. Suggesting hotline number for tiniest of issue is a very archaic practice.

- Keep a strict eye on partner channel's approach towards the customer segment while delivering products.

- Should communicate in the same language the customer has made query.

- Distribute questionnaires among the loyal customers to get their honest feedback and later, work on the setbacks.

3.6 Future Scope and Prospect of Research

The scope of digital marketing and it's influence on consumers is escalating as time progresses. The prospect of this arena has no boundaries as it has progressed to another level in this time of

pandemic. According to a recent published article, the scope of digital marketing has exploded over the past few years and 88% of the companies are currently using social media as a primary advisory platform. If we look ahead to 2020 and beyond, there are some tactics that most of the companies should follow to be in this race. Firstly, promoting product or service through social media influencers have become a very catchy element to get consumer's attention. The consumers still believe other consumers that companies advertising their goods. I am expecting more companies to adopt this approach. Secondly, static and dynamic videos are still the key elements to grab consumer's surveillance. Short videos of 25-55 seconds are the best to grab anyone's attraction and if it gets the estimated engagement, the purpose has already been served. Lastly, digital marketers are responsible for creating this revolution in this industry by keeping in pace will all the global and local trends. Lastly, doing online and certified courses like web analytics, Google AdSense and so on, a marketer can think of opening an agency like X Solutions Ltd. and one may get a chance to play with brands as one pleases and make the online buying process for consumers even bigger and better altogether in the long run.

References

1. Digital, B. (2018, September 9). *85 ADVERTISING WORKS AWARDED AT COMMWARD 2018*. BBF Digital. https://bbf.digital/commward-2018

2. *Smashboard - By V2 Technologies Ltd*. (2020). Retrieved from https://smashboard.co/user?fbclid=IwAR2fOHmREKDEigNnBrJekvJ7xFUDmnpqDuVxQr68lc-KQvMCIdxWV6vPJ4k#/login

3. *Impact of Online Digital Communication on Customer Buying Decision*. (2014, January 1). ScienceDirect.Retreived from https://www.sciencedirect.com/science/article/pii/S2212567114002512?fbclid=IwAR1VIw_PVe zekw1gUgqcYaObcD53gqdgUj4DmJ9Lbt3PBgiFGGoxWBgJUTY

4. *Log in*. (2020). Zerocium. From https://zerocium.com/identity/account/login?fbclid=IwAR0w97JYn8TRFUQT806qNRm4HdiqF 8adoiUqcOr_AvHYgRXl4Wqx4Zi_ar4

5. *Facebook - Meld je aan of registreer je*. (2020). Facebook. https://www.facebook.com/SamsungBangladesh/photos/4276703569023292

6. *ATC Official Group*. (n.d.). Retrieved from ATC Official Group:

https://www.facebook.com/search/top?q=atc%20official%20group

7.*Credential Deck*. (n.d.). Retrieved from X Solutions Limited:

http://justanx.com/assets/X-Credential.pdf

8. A. (2020, April 2). *Digital Marketing and its Scope in Bangladesh 2020*. HYPE Dhaka. From https://hypedhaka.com/digital-marketing-and-its-scope-in-bangladesh-2020/?fbclid=IwAR33QECilYf2VWcBWt1WCpkSlilQjk1E2JMW7p8aW3mydCY8kMteGd7qx Gg