

## **Report On**

**The Importance of Online Customer Management Service Done by  
Digital Marketing Agency Asiatic Mindshare Limited to Change  
the Landscape of Marketing in Bangladesh**

**By**

**Name: Maksudur Rahman**

**ID: 17104014**

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

BRAC Business School

BRAC University

4<sup>th</sup> October 2021

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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 Full Name & Signature:**

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**Maksudur Rahman**  
17104014

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

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**Tania Akter**  
Lecturer  
BRAC Business School  
BRAC University

## **Letter of Transmittal**

Tania Akter

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report

Dear Madam,

With great pleasure, I respectfully present my internship report on Asiatic Mindshare Ltd. The 12-week internship program was an enlightening journey for me as it exposed me to a highly professional and competitive work environment by working on the country's fastest growing digital marketing agency. The topic of my report is "Recruitment and Selection Process". The main focus of my study was to understand the procedures of recruitment and selection process of Asiatic Mindshare Ltd. I tried my level best to get inside into the actual corporate operations.

I hope that you will consider any mistakes I might have made in the report in spite of my best efforts.

Sincerely yours,

Name: Maksudur Rahman

ID: 17104014

Department: BRAC Business School

October 4, 2021

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Asiatic Mindshare Ltd. and the undersigned student at BRAC University .....

## **Acknowledgement**

The successful completion of this project is the outcome of contributions from a number of people, especially those who have given their valuable time and effort to share their thoughts, suggestions and experiences to improve the report. To begin with, I would express my deepest gratitude to Almighty Allah for giving me the strength and composure to finish the task within the schedule. I would also like to express my gratitude to my academic supervisor, Ms. Tania Akhtar, Lecturer, BRAC Business School for her guidance and support that I needed the most. This was really a great learning opportunity for me and I really appreciate her efforts to give me proper directions from time to time. I'd also like to thank my supervisor on the field, Mr. Asif Mahmud Shahriar, Asst. Manager of Client Service, Asiatic Mindshare Ltd for teaching me the ropes and guiding me through every step. Finally, my most sincere gratitude goes to all the current employees of Asiatic Mindshare Ltd for sharing their thoughts, information and industry knowledge with me that helped me to complete the report.

## **Executive Summary**

I prepared this report while working in Asiatic MindShare Ltd. as a Client Service department intern. I prepared the report by doing a survey and also from my observation while working in this organization.

My duty was community management that is managing and responding to customer queries on behalf of our client on their Facebook page.

I wanted to find out if digital customer service is important enough to change the landscape of marketing in Bangladesh. The report is divided into 3 parts. Each part has more than one part in it.

The first part consists of the overview of my internship tenure in Asiatic MindShare Ltd and my experience doing it. The second part consists of the Organization part where I put all the information about the organization I could have gathered and was provided with by my supervisor. In this part I also did SWOT and Porter's 5 forces analysis. The last part consists of the project part where I wrote all about my survey and observation. I did an online survey with 72 participants. My observation was while I worked and noticed how everything worked and why every little thing was important. Lastly, I came up with a conclusion and recommendation.

I did the report with as much information and knowledge I could gather. First 2 months of my internship was Working from home so there are some practical experiences that I am yet to achieve.

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## **List of Acronyms**

ATL	Above the Line Marketing
OVC	Online Video Communications
TVC	Television Commercial
FAQ	Frequently Asked Questions

## **Glossary**

ATL (Above the Line Marketing)	Above the line marketing is when marketers target a large group of customers and use mass media to reach them.
Client Service	Department that works in the front line who directly communicates with company clients.
Community Management	The duty of responding to customers queries. They work under client service department and communicates with customers directly on behalf of the company clients.

# Chapter 1

## Overview of Internship

### **1.1 Student Information:**

**Name:** Maksudur Rahman

**ID:** 17104014

**Program:** BBA

**Major:** Marketing (1<sup>st</sup> Major)

CIM (Computer Information Management) (2<sup>nd</sup> Major)

### **1.2 Internship Information:**

**1.2.1 Internship Period:** 3 Months (July-September) Duration can be extended by 1 month if requested.

**Company Name:** Asiatic Mindshare Ltd.

**Address:** Millennium Castle, House 47, Road 27, Block A, Banani, Dhaka  
1213, Bangladesh.

#### **1.2.2 Internship Company Supervisor's Information:**

**Company Supervisor:** Asif Mahmud Shahriar

**Designation:** Assistant Manager, Client Service

**Email:** asif.mithun@mindshare-bd.com

#### **1.2.3 Job Description:**

- Intern in the Client Service department.
- Manage the Facebook page of “Castrol Bangladesh” and “ACI Fun Snacks”.
- Respond to customer queries.
- Provide customers with information about the products and price.
- Provide customers exact location of stores.
- Provide business owners the dealership information that they want.
- Make content plan for the page.
- Send customer complaints to the right person.
- Maintain the quality of response to customers that clients expects.

- Analyze “Castrol Bangladesh” and “ACI Fun Snacks Facebook pages and make a monthly report of the quality and engagement of all the content posted.
- Analyze the competitor’s Facebook pages and the amount of engagement they are getting.
- Make a monthly report of the quality and engagement of all the content posted by Competitors.

### **1.3 Internship Outcomes:**

#### **1.3.1 Student’s contribution to the company:**

- Make content plan (that is uploaded in client’s Facebook page).
- Make correction to the FAQ sheet that interns follow to intern queries.
- Make monthly competitor analysis for clients that gets directly send to them.
- Make client’s content review that has already been posted.

**1.3.2 Benefits to the student:** As a big portion of my internship period has been working from home, my chance to experience the corporate culture has also been somewhat limited, but still my supervisor and other superior officers taught me very valuable things.

- **The difference between representing a global brand and a local brand:**  
Managing a global brand like “Castrol ” and a local brand like “ACI Fun Snacks” is not the same. Responding to the target customers is also not quite the same. A response to the customer of ACI Fun Snacks (a simple greetings) may seem like a very general response to the Castrol customers. I learned from my internship tenure that there is a huge difference among customers even in their expectation of customer service.
- **Communication Skills:**  
I worked directly under my supervisor who closely monitored my work. Whenever I faced any problem, I asked him what to do. Further, if I was instructed to do other activities, other superior officers contacted me. Through this, I learned how to communicate with the people I am working under or with which is important no matter where I work in future.
- **Analyzing the contents of competitors and comparing with our content:**  
At the beginning of every month, I had to create an analytical report of the contents posted throughout the previous month by the competitors for both Castrol and ACI Fun Snacks. Through making these reports I understood how to estimate competitors (in digital marketing), what to look for and how to grab the attention of customers.
- **Learn about the brands in depth:**  
To respond to the customers, I had to learn about both the brands and all the available products. Especially for Castrol there was a lot to learn as it is an engine oil brand and one oil is not suitable for all kinds of vehicles so I had to learn about all the grades of engine oil and which will be suitable for which motorcycle or car engine.



- **Working in pressure:**

I had to work under pressure as at certain times of the day there was an overflow of messages and comments that I had to respond to. When I had to do other work like make reports it too was on short notice and an even shorter deadline. So, I had the experience of working under pressure as much as working from home can offer.

- **Adaptability:**

I started managing both the pages and responding to the customers right after I accepted their internship offer. Therefore, I had to adapt very fast as I did not have a lot of time and as I am a student of such a reputed university, they had certain expectations from me that I had to meet. By doing these, I learned how to quickly adapt in a professional environment.

**1.3.3 Problems/Difficulties:** A hefty period of my internship was online (working from home) so I think I did not get to experience all the things of an office environment for which this internship program is for.

As it is mostly an online internship because of lockdown, my duties and learning were very limited, as some things cannot be learned through online. Some Things needed to be trained in person, as it was not possible my supervisor kept my duties very limited so that I do not face difficulties.

Another problem that I faced was there were no defined hours of work. In the physical office, there are defined office hours but in the online office, there are no defined hours. This was problematic for me as throughout the whole day, a lot of messages and comments came and without a defined hour, I had to work almost 14-16 hours a day to keep the feed clear.

**1.3.4 Recommendations:** Managing two Facebook pages by only one person is a lot of work and it is very difficult for only one person. I sometimes had to monitor the pages 14-16 hours a day to clear the cluster of notifications. Sometimes I even had to work on weekends (Friday and Saturday) otherwise too many messages and comments would be unanswered.

As the internship program was online for most part, they could have created a shift system and appointed more than one person for two pages to handle. That way working hours would have been more defined and also customers would always get an instant reply to their queries even in late hours.

## **Chapter 2**

### **Organization Part**

#### **2.1 Introduction**

Media is used as a tool to communicate or deliver a message to the targeted group. For companies both in tangible or intangible product (service) offerings use various kinds of media to reach their target customers. There was a time when there was only print media, then came radio and television. However, it was a one-way media. Then came the internet or digital media which was more effective as you can real time analyze your ROI (return on investment). Through digital media, you can do both mass marketing and also niche marketing tailored specifically for the target customers. Most of the companies use more than one media or channel to communicate with their customers. After researching the market, companies have to make a well-defined plan on how they are going to use all the media and reach their target customers. The media plan has to be effective and also efficient or no matter how good your product or service is it will not attract the target customers. Companies take the help of marketing agencies to do all this task. A marketing agency does everything from research to reaching the target customers. They do market research, media planning, media buying, data analysis, digital media planning, content creation, community management etc.

One of the most prominent channels for digital marketing is social media, which even the biggest companies of the world are leaning to. However, it will be foolish to use social media as a one-way communication platform. For that, there is a community management department (Client Service) in the marketing agency. Their duty is to respond to customer queries on the social media page (Facebook) as quickly as possible. This is more effective and efficient to convert your prospects to your potential customers.

Marketing is not an easy task; there are so many layers to it. That is why all type of companies in all kinds of industries turn to marketing agencies to do these tasks for them in a more effective and efficient way.

#### **2.2 Overview of the Company**

##### **2.2.1 History of Asiatic Mindshare Ltd.**

Mindshare is a subsidiary organization of GroupM, which is a division of WPP. It has operations in 86 countries throughout Asia, North America, Latin America, and Europe (wpp/companies/mindshare N.D.). Asiatic Mindshare was a joint venture between Mindshare World and Asiatic MCL. Mindshare World was already a world-renowned marketing agency. The journey of Asiatic Mindshare began in June 2001. In the last 20 years, it has gained the trust of their clients as a one-stop media solution. The 3 core values of Asiatic Mindshare are teamwork, speed and provocation. (Mindshare Bangladesh/about us, N.D.).

### **2.2.2 Present Situation**

At present time, Asiatic Mindshare Ltd has more than 100 clients who are served by more than 200 employees. They are recipients of more than 100 awards in the 20 years they have been operating in Bangladesh. They are the most award-winning agency in Bangladesh. They offer their clients the best mix of media. (Mindshare Bangladesh/about us, N.D.)

### **2.2.3 Core Values**

- **Teamwork**
- **Speed**
- **Provocation**

### **2.2.4 Mission Statement**

MindShare's mission statement goes like this, "We aim to be our clients' lead business partner, to grow their business and drive profitability through adaptive and inventive marketing. We do this through speed, teamwork and provocation because in today's world everything begins and ends in the media. We create new things and have fun doing it." (wpp/companies/mindshare, N.D.)

### **2.2.5 Services Offered**

- **Media Planning:** Offering clients the best and integrated media planning to achieve their goals. (Mindshare Bangladesh/about us, N.D.)
- **Data Analysis:** Provide Clients with data driven insight so that they can stay ahead of their competition. (Mindshare Bangladesh/about us, N.D.)
- **Media Buying:** By analyzing the data insights use the right combination of media with right spending for best exposure to the consumers. (Mindshare Bangladesh/about us, N.D.)
- **Brand/Market Research:** Do a thorough research of the client's brand and also the market they compete in so that the best marketing combination can be determined. (Mindshare Bangladesh/about us, N.D.)
- **Drama/Content Production:** Creating print, from print, audio, video, TVC digital, animated graphics, and social media content etc. according to client's needs. (Mindshare Bangladesh/about us, N.D.)
- **Digital Planning and Buying:** Planning and buying a result driven marketing strategy for the digital ecosystem also. (Mindshare Bangladesh/about us, N.D.)
- **Social Media Analysis:** Do in-depth analysis of client's social media pages also of their competitors. (Mindshare Bangladesh/about us, N.D.)
- **Community Management:** Manage clients' social media pages, response to customer/consumers queries. (Mindshare Bangladesh/about us, N.D.)
- **Ecommerce/Web Development:** Provide e-business clients web development solutions for their business. (Mindshare Bangladesh/about us, N.D.)

## **2.3 Management Practices**

**2.3.1 Organization's Leadership Style:** Asiatic Mindshare Ltd. follows a democratic leadership style. Democratic leadership style is when the leader or manager gives the freedom to all members under him to share ideas, but the final decision is taken by the manager. (Shahriar, personal communication, 2021)

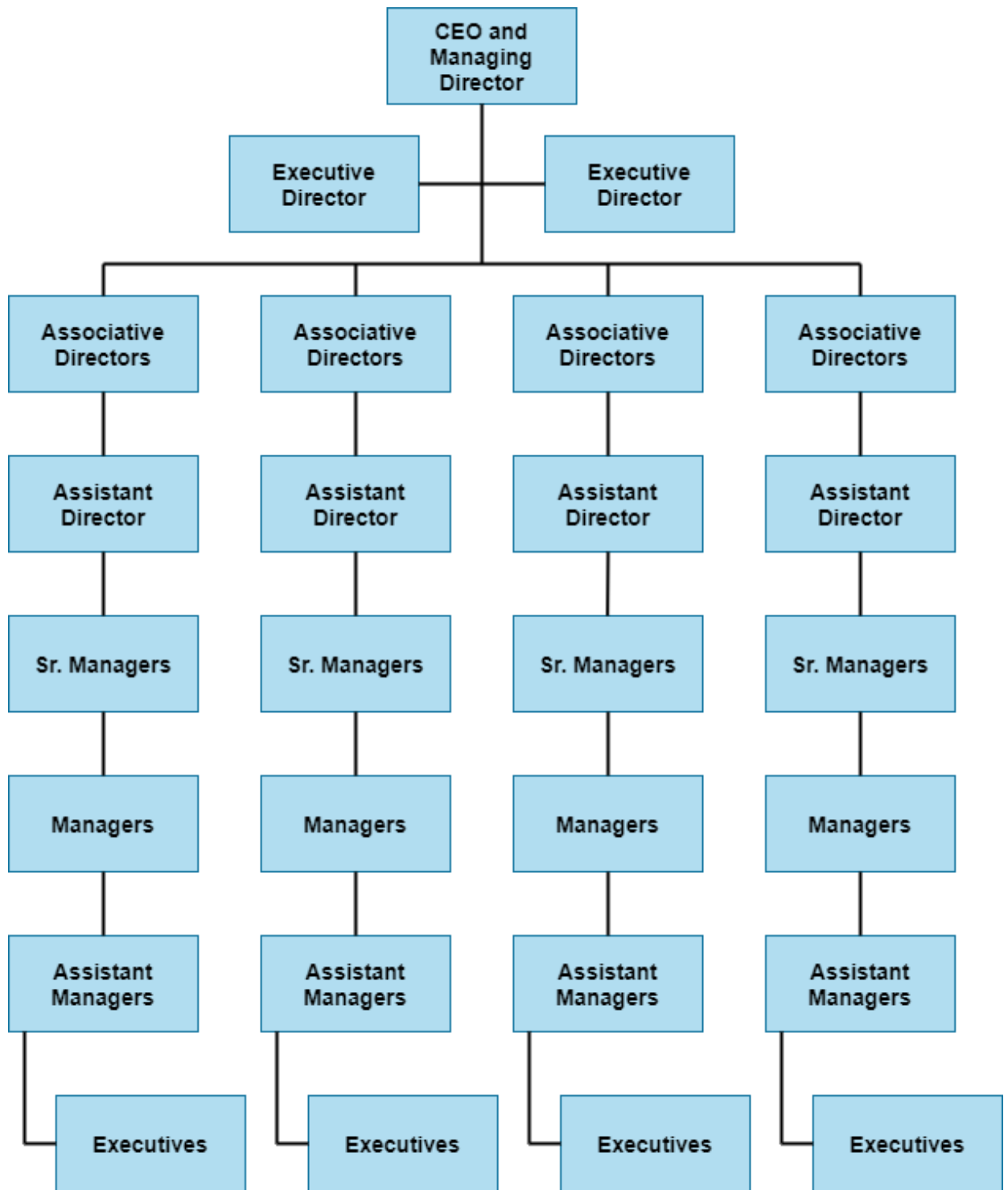
In Asiatic Mindshare Ltd., there is no strict policy to call seniors sir and Madam. Seniors encourage the juniors to call them Bhai/Apu. This shows what kind of a friendly environment the office is.

Marketing is not a one-man task. It involves so many tasks that are not possible for a single man to do. Marketing is a team effort where people/employees from different backgrounds and different expertise work together. A manager manages them all but all the ideas come from the expert, maybe manager gives a briefing about what the client was looking for, so according to that the graphics designer can think of the designs that matches the client demands, content writer thinks of the potential ideas and everyone else who is in charge of a specific task think of potential ideas and they go to the managers and he green lights the best idea among them.

Core values of Asiatic Mindshare Ltd are teamwork, speed and Provocation. (Mindshare Bangladesh/about us, N.D.). With democratic leadership style, they can easily stay true to their values which they keep in their heart while everything they do.

- As a marketing agency, teamwork is very vital as I said before that it is impossible to do all the tasks if there is no synergy between all the members.
- Speed also cannot be achieved without a democratic leadership style because if the manager had to come up with all the ideas, then it would have taken a lot of time. Members coming up with their own ideas and then going to the manager to finalize it saves a whole lot of time.
- Lastly, provocation or inspiration to be creative would not have made any sense if the members were not to give input with their expertise.

### 2.3.2 Organizational Structure



Source: Mindshare Bangladesh Website [link: <https://mindshare-bd.com/team.html>]

Figure 1: Asiatic Mindshare's Organizational Structure

### 2.3.3 Departments

- **Client Service:** Manages client's website, social media pages, creates contents and posts them and lastly responds to customer queries. The department I am working in is an intern.
- **Creative:** Graphic designers, video editors, photo editors etc. are in this department.
- **Research:** This department does the marketing research and client's brand research to help the media planning and buying department.
- **Media Planning:** This department deals with planning the best media coverage for clients.
- **Media Buying:** Buys the best media exposure for the clients within their budget.
- **Digital Planning and Buying:** Deals with client's digital presence planning and buying.
- **Finance & Accounts:** Deals with budget of company, salary, bonus etc.
- **HR:** Deals with recruitment and selection process, interviews, hiring the right candidates for the company, evaluation of employees.
- **Production:** TVC, digital ad creators.
- **IT:** Deals with all the software and hardware issues of all the devices in the office.
- **Office Administrator:** Deal with all other matters in the office

## 2.4 Marketing Practices

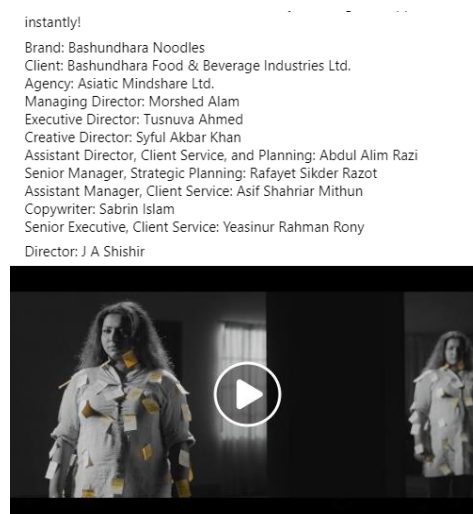
**2.4.1 Marketing strategy** A company's marketing strategy basically talks about their product/Service, the place they are selling it, how they are reaching their customers/clients (promotion) and price of their service. Then there is additional 3ps, people (the employees, suppliers), process (from planning to media buying and delivering) and physical evidence (website, office, skilled staff who directly contact with clients) These are called the 7ps of marketing. (Chaffey & Hanlon, 2021)

The 4Ps of Asiatic Mindshare Ltd are:

- **Product:** It is the offering by the company to its customers. Asiatic Mindshare Ltd is a marketing agency. They provide services related to marketing like media planning, buying, marketing research, community Management etc. (Shahriar, personal communication, 2021)
- **Place:** Place for delivering the service is different for a marketing agency than other service providers. It is also the same for Asiatic Mindshare Ltd. They make TVC which is aired on national television channels. Their digital work is displayed in social media sites like Facebook, Instagram. Also, in places like

YouTube and banner or digital ads on websites and online newspapers. (Shahriar, personal communication, 2021)

- **Promotion:** Asiatic Mindshare Ltd do their promotion through their website. Their work that they do for their client itself is their promotional work. But they also promote their work when they create TVC or digital contents for social media for their existing clients. They post their notable work on their Facebook page. In addition, in their website their list of clients also is kind of a promotion for them as it shows that the big companies they are associated with which shows that they are very good at what they do. (Shahriar, personal communication, 2021)



Source: Mindshare Bangladesh Facebook Page [link: <https://www.facebook.com/MindshareBangladesh/videos/1450200668658582/>]

Figure 2: Asiatic Mindshare's work for Client Bashundhara Noodles



Source: Mindshare Bangladesh Facebook Page [link: <https://www.facebook.com/MindshareBangladesh/videos/958554584890632/>]

Figure 3: Asiatic Mindshare's work for Client Rupayan City

- **Price:** As per deal with a specific client. (Shahriar, personal communication, 2021)
- **People:** People are the most important element for any business. It is more important in the service industry. For Asiatic Mindshare their employees (full-time, part-time, interns) are their people whose skills are instrumental to providing service to their clients. (Shahriar, personal communication, 2021)
- **Process:** From getting client to market and brand research to planning client's media to buying media space everything is included in the process of Asiatic Mindshare to deliver their service. (Shahriar, personal communication, 2021)
- **Physical Evidence:** Their office, to their office and social media page to their client service manager who directly contacts with Asiatic Mindshare clients is their physical evidence because these things convey the message what kind of company Asiatic Mindshare is. (Shahriar, personal communication, 2021)

#### **2.4.2 Customers Segmentation**

As a marketing agency Asiatic Mindshare has to deal with their clients but also with their customers which we have to reach and engage with.

As Asiatic Mindshare does provide both traditional and digital marketing solutions, there is no definite segmentation of their client.

But there is a defined segmentation of customers that they aim to reach on behalf of their clients.

- **Geographic Segmentation:**
  - 1. Castrol Bangladesh:** Castrol is a digital client of Asiatic Mindshare so there is no geographic segmentation needed.
  - 2. ACI Fun Snacks:** ACI Fun Snacks targets all geographic segments in Bangladesh (all city, division, district etc.) as their potential customers.
  - 3. BRAC Bank:** BRAC Bank Snacks also targets all geographic segments in Bangladesh (all city, division, district etc.) where they have their banking facility as their potential customer.
  - 4. Grameenphone:** Grameenphone also targets all geographic segments in Bangladesh (all city, division, district etc.) facilities as their potential customer.



- **Demographic Segmentation:**

1. **Castrol Bangladesh:** Male aging from 18 to above (as 18 is the legal age to get a non-professional driving license) of all income levels. There is no defined education level or religion. We are instructed to give their customers information about the products, price and where they can buy them. We are strictly instructed to be supportive and fast to respond to the business people who are interested in being a dealer for Castrol Bangladesh in a specific area and provide them with necessary information about dealerships.

2. **ACI Fun Snacks:** As it is a snacks brand there is no defined demographic segment for them. But like Castrol Bangladesh, ACI also instructed us to be very supportive and fast to respond to the business people who are interested in being a dealer in a specific area and provide them with necessary information about dealerships for that specific area.

3. **BRAC Bank:** As a financial institution they also have a specific demographic segment. Age from 18 (student account) to above anyone can open a bank account. In the case of income level, they target people who have savings. The queries are mostly wanting a specific branch number, location of branch etc.

4. **Grameenphone:** Citizens with national ID card (age 18 to above) are the main segment for Grameenphone as you need an ID card for registration. Other attributes of the segment are not defined. The queries are mostly about offers, available packages, code number to avail offers or loan.

- **Psychographic Segmentation:**

1. **Castrol Bangladesh:** As engine lubricant oil company Castrol Bangladesh is very careful about the Psychographic segmentation. They target customers of all social classes. In the case of lifestyle, they target the free-spirited type of customers who like to ride their bike. They target the open to new experience kind of personality customer. They expect a quick response. (Wintermeier, 2020)

2. **ACI Fun Snacks:** As it is a snacks brand there is no defined psychographic segment for them. They target all psychographic segments.

3. **BRAC Bank:** BRAC Bank also does not have defined Psychographic segments other than social class. They target middle-middle class to Upper-upper class who have savings, which they can deposit by creating a bank account.

4. **Grameenphone:** As it is a telecommunication company, there is no defined psychographic segment for them. They target all psychographic segments.

- **Behavioral Segmentation:**

**1. Castrol Bangladesh:** Castrol Bangladesh has no defined behavioral segmentation.

**2. ACI Fun Snacks:** As it is a snacks brand there is no defined psychographic segment for them. They target all behavioral segments.

**3. BRAC Bank:** BRAC Bank focuses on heavy users who frequently deposit money. Other than that, there is no defined psychographic segment for them.

**4. Grameenphone:** They target heavy users. They have GP star platinum, gold etc. and to persuade them to give special offers. They also give occasional offers. A lot of quarries come about these offers.

**2.4.3 Target customers:** As Asiatic Mindshare does both ATL and digital marketing their potential customer range is very wide.

Clients who are looking for media planning and buying are our Traditional marketing potential customers.

Clients who are looking for digital marketing solutions or community management are the digital marketing potential customers.

They target clients on the basis of what they need and what their budget is.

The clients themselves set which customer segment Asiatic Mindshare has to reach for them. But when they come up with a totally new product or service, the agency helps them decide which customer segment to target by doing proper marketing research.

**2.4.4 Positioning of Asiatic Mindshare Ltd:** Asiatic Mindshare heavily markets their network, experience and 360 marketing solutions.

Asiatic Mindshare has operations over 86 countries all around the world. They have a wide network that very few agencies have. With a wide network like that comes experience that no one can match. Moreover, they have been active in Bangladesh. It also brings experience with it.

They provide both ATL marketing and digital marketing. They do everything from marketing research to campaign launch and run.

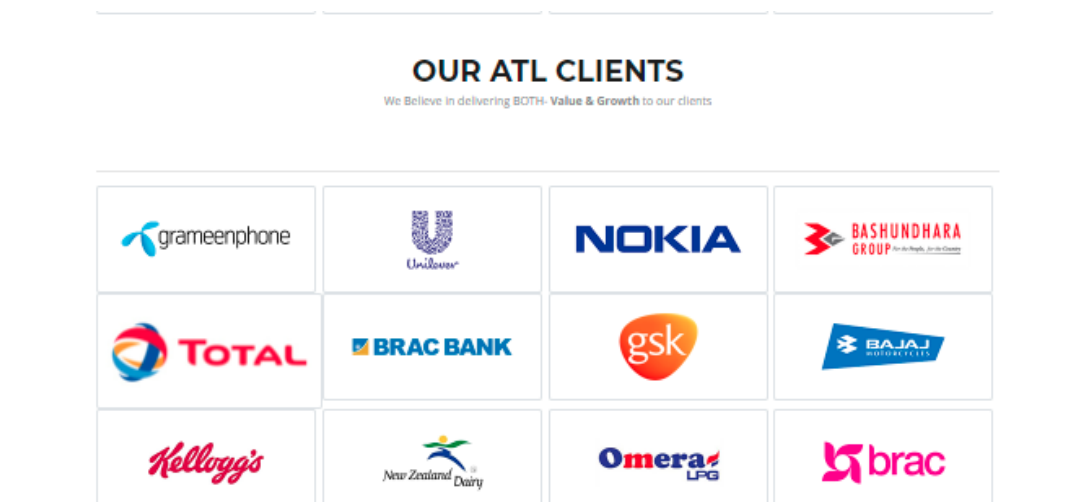
**2.4.5 Digital Clients:**



Source: Mindshare Bangladesh Website [link: <https://mindshare-bd.com/clients.html>]

Figure 4: Asiatic Mindshare's Digital Clients

**2.4.6 ALT (Above the Line) Clients:**



Source: Mindshare Bangladesh Website [link: <https://mindshare-bd.com/clients.html>]

Figure 5: Asiatic Mindshare's ALT (Above the Line) Clients

## **2.5 Operations Management and Information System Practices**

### **2.5.1 Operations Management:**

Asiatic Mindshare Ltd. Does not use any software for the operation management.

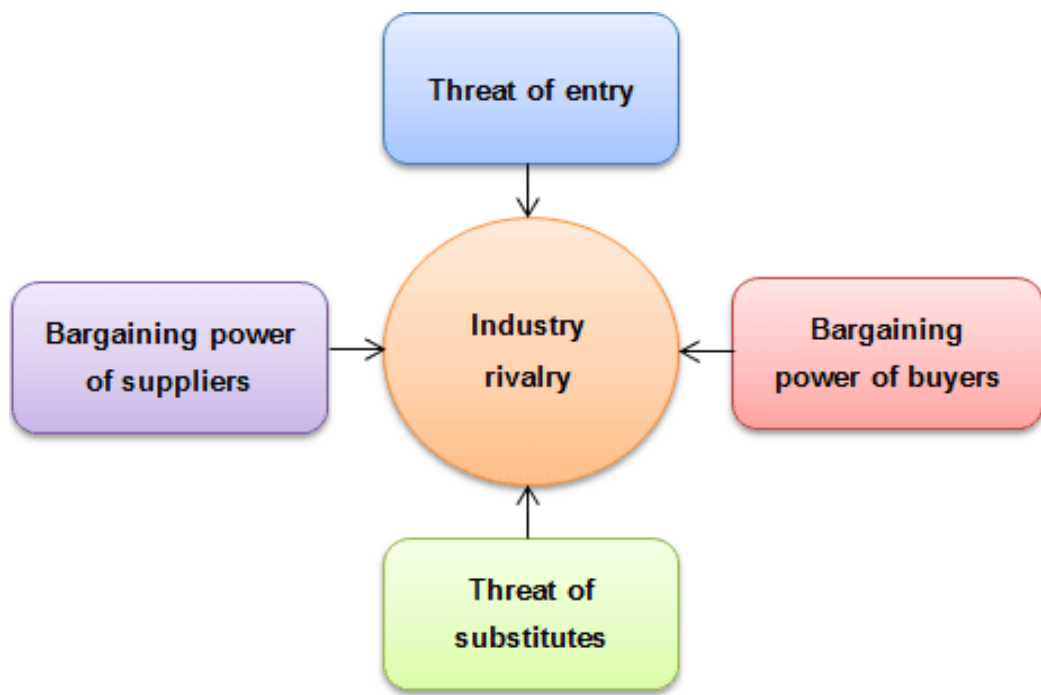
### **2.5.2 Information Management:**

Asiatic Mindshare Ltd. uses one drive to store all their data. They do all their work in MS word or MS Presentation.

They have no central storage for their data. They keep all the data separate according to their clients. The employee who manages a client will store in his one drive profile data of that certain client. Employee who have authorization (Assistant Manager or Manager) can have access to those data if it is needed.

## **2.6 Industry and Competitive Analysis**

### **2.6.1 Porter's Five Forces Analysis:**



Source: Porter's Five Forces [link: <https://strategicmanagementinsight.com/tools/porters-five-forces/>]

Figure 6: Porter's Five Forces

- **Industry Rivalry:** The rivalry among the competitors in this industry is very intense because the line between perfection and okay makes a huge difference. (Shahriar, personal communication, 2021). After thorough research ATL marketing has a lot to do with proper planning, buying media spots and also creativity. It is how well you are able to deliver your message to your client's target customer and is it really reaching them.

In case of ATL marketing Asiatic Mindshare's main competitors are Grey Bangladesh, Interspeed Marketing Solutions Ltd, Ogilvy.

There are agencies who expertise in digital marketing who are also their competitors. Firms like We are X, Genex digital etc.

Also doing everything in a cost-effective way is also a reason for intense rivalry in the market.
- **Threat of New Entrants:** The existing agencies including Asiatic Mindshare have already created a network. The existing agencies are the players of the market and it will be hard for a new entrant to take a big brand from the big agencies. (Shahriar, personal communication, 2021). Still there is scope for new agencies, as there are so many new companies who are overlooked by Asiatic Mindshare or other big agencies like them. New agencies can focus on that segment to dominate.

Also, in community management even big companies hire small/new agencies as most of the time they do not have a lot of clients so they can concentrate only on one or two big client's social media pages.

So even if the industry is dominated by the big agencies there is still scope for new entrants.
- **Threat of substitute Product/Services:** There is no other industry that can replace the services provided by us. So, there is no threat of substitute in our case or in the case of this industry.
- **Bargaining Power of Suppliers:** There is no supplier for Asiatic Mindshare or the industry in general for delivering their service. All the work done by us is done internally so there is no effect of bargaining power of suppliers.
- **Bargaining Power of Buyers:** In this industry, buyers in their case which is our clients possess the most power. (Shahriar, personal communication, 2021) Getting new clients is very hard because many companies chase the same client. It is the client's decision which agency can deliver what they want in the most cost-effective way.

Keeping the existing clients is harder than getting new ones. With so many agencies waiting for the right moment to steal away clients, we have to give them everything and also be very innovative and creative so that they do not

become stale to our clients. We have to keep the content fresh and innovative to be cost effective.

Also, our big clients like Unilever can make or break our reputation in the market. Big MNC have the power to dictate the market so keeping them satisfied and also trying to make them delighted will be profitable for them.

## **2.6.2 SWOT Analysis of Asiatic Mindshare Ltd**

### **❖ Strength:**

- **Their vast experience in the industry:** It is a common strength among the big agencies who are active in Bangladesh for quite a while.
- **Their wide network all around the world:** This is also a common strength as there are quite a few agencies who have a wide network all around the world.
- **The current set of clients and their reputation:** This is a common strength of all the big agencies.
- **A qualified set of employees:** This is an imitable strength as with proper training and development qualified workforce can be created.
- **Their emphasis and application of teamwork in every project:** This is a common strength of all the agencies as marketing is not a one-man job.
- **Quick response to changing market trends:** This can be considered as an instrument to achieve competitive advantage over their competitors.
- **Their partnership with Asiatic MCL:** This is an imitable strength as joint ventures and companies of the same industry partnering up is not uncommon.
- **Fosters a creative freedom environment in the workplace which brings out many good ideas:** This is a common strength.

In this industry, having a competitive advantage over the competitors is hard as the process of getting clients and delivering their service is the same. Therefore, there is no clear distinctive strength, which can be identified as Asiatic MindShare's competitive advantage.

### **❖ Weakness**

- Gives most of their attention to digital clients, not so focused much on the TVC clients.
- With so much creative freedom, employees sometimes delay their tasks.
- Not many employees in the Client Service (community management) department. So, there is too much pressure on the employees. Response to customers on client's social media pages seems hurried as

there are so many quarries to respond quickly but so less employees in the department.

❖ **Opportunity**

- During the Covid-19 pandemic, so many new small businesses operate on through their Facebook pages. Managing these pages will not require as much labor as big client pages. These small businesses operating on Facebook can be considered as the niche market of this industry and there are so many of them yet to be explored, the opportunity that Asiatic Mindshare can take. They will not be as profitable as big clients will but still with the manpower to manage a big client, they can manage at least 5 small business client's pages with the same amount of manpower.

❖ **Threat**

- There is no stability in this industry. Having a competitive advantage in this industry is very hard as it is a service industry and all the agencies follow almost the same process to deliver their service. Without a competitive advantage that cannot be easily copied by competitors an everlasting threat of losing clients and unable to get new ones is looming over Asiatic MindShare's head.
- This market depends a lot on how creative you are and how fast you can come up with a solution. If their contents seem stale to their clients and are not getting the expected response from their target customer then they will lose their client after their contract is up with Asiatic Mindshare. So, there is always this threat of competitors being faster to respond to change or being more innovative and creative.

## **2.7 Recommendations/Implications**

- More Full timers/part timers/intern appointments to manage all the client pages. So that load is not too much for every employee.
- The IT department consists of only one employee. So, basically it is only one man to solve the problem of 91 employees, so when there is any problem on someone's laptop or any kind of problem, they have to wait hours, sometimes days to get it fixed by the IT department.

## Chapter 3

### Project Part

#### **3.1 Introduction of the Report:**

This report was done to find out the importance of digital customer service on social media and how it is changing the way marketing is done in Bangladesh.

Marketing agencies who were always renowned for traditional marketing practices are nowadays turning to the digital way of marketing. Just like that, they are turning to being more digital for client management or better known as customer service.

Customer service through phone calls is not always ideal for every segment of customer. Some people are not very comfortable talking over the phone. For them it is very easy to communicate their problems and queries.

Also, through digital client management it is easier to keep data, which could be crucial for later.

Through survey, observations from working in Asiatic Mindshare and other secondary data I tried to uncover why digital customer service done by Digital marketing agencies like Asiatic Mindshare on behalf of their client is changing the landscape of marketing in Bangladesh.

##### **3.1.1 Literature Review**

- **Digital advertising:** Marketers use digital channels to promote their product and services to reach consumers, which is known as digital marketing (Yasmin et al., 2015). Today everything is digitalized. It made it easier for everyone. Customers have more choices. Businesses can measure up things that cannot be measured if it has been done in a traditional way. Also, there is a big change in marketing media. Not long ago the main media channels for marketing of your product were Television advertisement, radio advertisement and print media (newspaper, magazines, posters etc.). In these cases, it was not possible to find out the reach of your advertisement. You can only predict. Stuart J. Barnes stated that, the two disadvantages of traditional media are that all the factors are not easily measurable and it is always not possible to deliver the message only to your target customer as these are mass media (Barnes, 2002). Then came digital advertising. While defining digital advertising Stuart J. Barnes online advertising or digital advertising can use many channels to deliver messages to their target customers like paid advertisement on websites, social media, video streaming sites (YouTube), music streaming sites (Spotify free version) and e-mail. (Barnes, 2002). Unlike mainstream mass media, digital advertisement gives you the option to set your target reach to get the best result out of your advertising investment. You can choose on the basis of location, when, where and to whom your advertisement will be visible to. The internet has revolutionized the advertising industry. The Internet took the industry to new heights. (Taylor, 2009). It also costs way less than the traditional media. While discussing digital advertising Stuart J. Barnes stated that, Digital advertising offers more benefits than traditional media for advertising, as it is



measurable to exact number or percentages and also can be customized for individual customers or better known as one-to-one marketing (Barnes, 2002). Digital advertising makes it easier for the marketers to calculate the ROI (Return on investment) on their marketing spending which is quite impossible for mass media advertising. In digital advertising the marketer can see how many people watched their content, how many reacted to it, if they shared it with others, how they found the post. In digital advertising there is often an option for online orders attached with the advertisement which can help potential customers to actual customers very quickly, which is not possible for mass media. In digital advertising the customers and sellers have the option to directly communicate with each other which can help to build a long-term relationship. Whereas mass media advertising is one sided.

But there are also some obstacles to digital/online advertising. Charles R. Taylor has raised the concern that, most of the consumers are very concerned that digital advertisers violate their privacy by invading their personal information without their consent (Taylor, 2009). Trust is a big factor in digital advertising, as there are so many spammers online customers are often very reluctant to believe what they see online. Charles R. Taylor has greatly emphasized on the fact that marketers must gain trust of the customer (Taylor, 2009).

The Internet is a great media to reach your exact target customers. So, marketers should make the best use of it by doing a thorough research about their customers and also deciding where on the internet they have the most possibility to notice their product advertisement. Digital advertising is very cost effective and also efficient if it is used properly.

- **The importance of Advertising agency:** Advertising agencies are those organizations who do marketing or advertising planning, creating and buying advertising media on behalf of their corporate clients. While giving the simplest definition Andy C Pratt stated that, an agency who does the work of creating advertisement is an advertising agency (Pratt, 2005). But in actuality their work is not so simple. Agency's role is very significant to develop marketing strategies for their clients such that whenever someone researches about how marketing works the topic of marketing/advertising agencies come up (Keegan et al., 2017). They do everything from market research to planning to creating the content or advertising and finally buying media space for their clients. Sheehan and Morrison put the working of advertising agencies right beside the big corporations as without their tireless work for the purpose of marketing products of big corporations would never get the exposure it gets (Sheehan and Morrison 2009).

Marketing is not an easy task. It is a very time-consuming task and needs a lot of manpower. This is why most of the companies outsource marketing responsibility to other companies who are experts in these advertising agencies. That way they do not have to spend money and time to develop and department for it and also do these all by themselves (Pratt, 2005).

D A Leslie pointed out that, since the 1980's the advertising agencies and how they operate has evolved a lot (Leslie, 1995). Their tasks have also expanded.

Before the internet was so mainstream and everyone had access to it, advertising agencies only used mass media like television, radio or print media to market their client's products. But after the internet was widely available for everyone so did advertising agencies duty. Now advertising agencies do community management on behalf of their clients on social media as it has the most traffic on the internet.

- **The integration of social media for delivering customer service:** The use of Social media among the organizations is growing rapidly. Organizations are now creating and maintaining their social media pages to be up to date with the public nowadays to build an online relationship with their target and potential customer. (Parveen et al., 2013). The integration of social media in business has brought in a lot of spotlight to even small businesses that no one even heard of. With social media businesses have the opportunity to be closer to their target and potential customers. With the help of the internet and social media, the encounter between business and customers has become one to many rather than one to one (Guo et al., 2019). In traditional customer service/care, customers used to call the helpline provided by the business for any kind of queries they had about the product, price or the business. It was a one-to-one communication as it was over phone so there could not be any record of that for the public's eyes. But customer service on social media is different. When a customer posts a comment on a post of the business's social media page and when the business replies it can be viewed by everyone following that page.

From traditional customer service to online customer service encounters, a significant change can be noticed with businesses giving a lot more effort to be as flawless as possible (Verhagen et al., 2014). The use of social media has made it easy for the business to interact with the customers. But there is also a downside to it. The customer today is empowered with social media so available to them. As it was said before that all the comments, reviews and posts are for the public's eyes, so bad reviews can ruin the reputation of a big company which they earned over the years after spending a lot of money.

Baird and Parasnis has acknowledged in their 2011 paper that, Companies are very much aware of this current global situation where social media has taken over all aspects of life, as a result they are in a lot of pressure to not be late engage in the trend as they are afraid, they will be "out of touch" if they do not, according to Almost 70 percent of company executives. Also, almost half of the 70 percent believe that their competition already has a strong online customer relationship (Baird and Parasnis, 2011).

Social networking and social media are at the core of business interactions nowadays, because it gives consumers the power to share their knowledge about product, services and the company with others (Kim and Hawamdeh, 2011). As a It was precisely put by Guo et al. that, social media is a gold mine for information for companies. It was precisely put by Guo et al. as they said, social media enables the companies to collect a huge amount of data involving all customers through platforms like Facebook, Twitter, Instagram and other online

communities (Guo et al., 2019). With this huge amount of data companies can use it to gain competitive advantages over its competitors.

### **3.1.2 Objective:**

#### **3.1.2.1 Broad objective:**

- The role of online Customer Service (on social media) as a medium of digital marketing to change the landscape of marketing in Bangladesh.

#### **3.1.2.2 Specific objectives:**

- The role of online Customer Service (on social media) as a medium of digital marketing.
- Importance of Customer Service in social media pages of businesses to gain potential customers and conversion opportunities, also retain existing ones.
- The future of digital marketing in Bangladesh.

### **3.1.3 Significance of the Issue:**

We know from general knowledge that Client management in social media pages of any business is very important for them. In this report I will try to demonstrate why it is important for business to gain attention of potential customers and conversion opportunities, also retaining existing customers.

## **3.2 Methodology:**

This internship report is based on both primary and secondary data. Their primary data is collected from online survey forms and observations from working in Asiatic Mindshare during my internship duration. I have also relied on secondary data because of the pandemic situation.

Many information like the annual report and other company related information which was never made public by the organization is also missing as I could not collect it from my organization supervisor or from online.

- **Primary data sources:**

- Survey
- Observation

- **Secondary data sources:**

- **Intern data:** Companies internal data collected through the supervisors, website.
- **External data:** Research paper, articles, websites.

### **3.3 Findings and Analysis:**

Topic of my report is “**The importance of online customer service done by digital marketing agency Asiatic Mindshare Limited to change the landscape of marketing in Bangladesh**”.

The whole project was done on the basis of Primary data (survey and observation done by me) also secondary data from the data from internal and external sources.

#### **3.3.1 Results of The Survey**

There were in total 72 responses. Out of the 72 respondents 69 were frequent social media users.

When asked if they have ever bought anything from businesses who only operate on social media 67 respondents said yes, they have.

Then when asked what factor they noticed (other than product and price) on the Facebook page, the responses were:

<b>Respondent No.</b>	<b>If you buy from a business who operates only on Facebook, which thing will you check first (after the product)?</b>
1	How fast they respond to your product queries
2	Comment section
3	How fast they respond to your product queries
4	Comment section
5	Comment section
6	Others
7	Comment section
8	Others
9	How frequently the page is updated (post or price update)
10	Comment section
11	How fast they respond to your product queries
12	How fast they respond to your product queries
13	Number of likes on the page
14	How frequently the page is updated (post or price update)
15	How frequently the page is updated (post or price update)
16	Number of likes on the page
17	How frequently the page is updated (post or price update)

18	How fast they respond to your product quarries
19	How frequently the page is updated (post or price update)
20	Number of likes on the page
21	Number of likes on the page
22	Comment section
23	How fast they respond to your product quarries
24	How frequently the page is updated (post or price update)
25	Number of likes on the page
26	Comment section
27	How fast they respond to your product quarries
28	Comment section
29	Others
30	Number of likes on the page
31	Number of likes on the page
32	How frequently the page is updated (post or price update)
33	Comment section
34	Comment section
35	Comment section
36	Number of likes on the page
37	How fast they respond to your product quarries
38	How frequently the page is updated (post or price update)
39	How fast they respond to your product quarries
40	Number of likes on the page
41	How frequently the page is updated (post or price update)
42	How fast they respond to your product quarries
43	Comment section
44	Number of likes on the page
45	How frequently the page is updated (post or price update)
46	Comment section
47	Comment section
48	How frequently the page is updated (post or price update)
49	How frequently the page is updated (post or price update)
50	How fast they respond to your product quarries
51	Number of likes on the page

52	How frequently the page is updated (post or price update)
53	How frequently the page is updated (post or price update)
54	Comment section
55	How fast they respond to your product queries
56	How frequently the page is updated (post or price update)
57	Comment section
58	How fast they respond to your product queries
59	How frequently the page is updated (post or price update)
60	Comment section
61	How fast they respond to your product queries
62	How fast they respond to your product queries
63	How frequently the page is updated (post or price update)
64	Comment section
65	Comment section
66	Number of likes on the page
67	Comment section
68	How frequently the page is updated (post or price update)
69	Number of likes on the page
70	Comment section
71	Comment section
72	How frequently the page is updated (post or price update)

*Source: Online Survey done with Google form.*

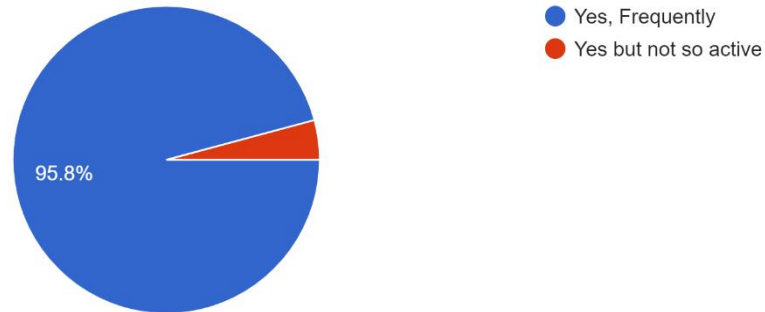
*Table 1: Factor noticed (other than product and price) on the Facebook page*

It shows how important it is to manage your Business Facebook page properly, update it regularly and lastly respond to queries as quickly as possible.

According to 72 respondents, these are the factors they notice while visiting a business page.

Do you use social media (Ex: Facebook, Instagram)?

72 responses

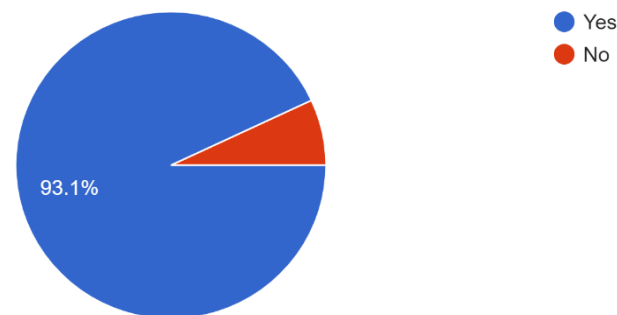


Source: Online Survey done with Google form.  
Figure 7: Do respondents use social media.

Almost 100% (95.8%) of my respondent have a social media account.

Have you ever bought anything from a business who operate only on social media ((Ex: Facebook, Instagram)?

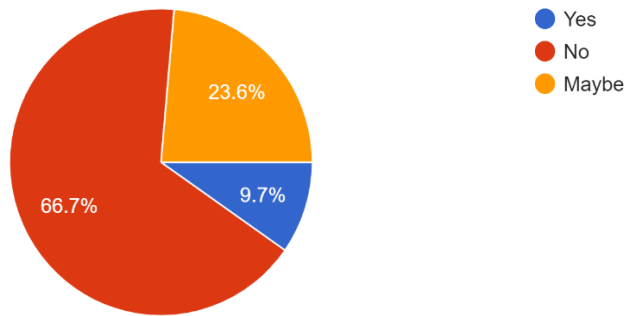
72 responses



Source: Online Survey done with Google form.  
Figure 8: If they ever bought anything online who operate on social media

93.1% bought something from business who only operate on social media it proves that there is a lot of potential customers online.

If any of the above criteria does not meet will you still buy from that Facebook page?  
72 responses



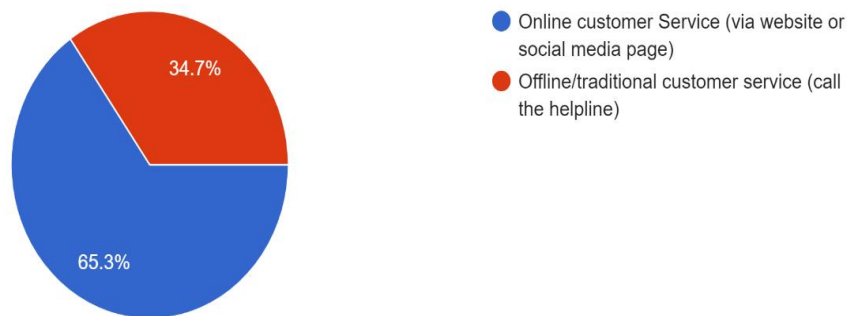
Source: Online Survey done with Google form.

Figure 9: If above criteria does not meet will they still buy

According to 72 respondent of my survey the aforementioned table of factors can be a big enough reason to decide against buying product of that business,

When asked which one they are more comfortable with online customer service or offline/traditional customer care 65.3% said online,

Which one you prefer more?  
72 responses



Source: Online Survey done with Google form.

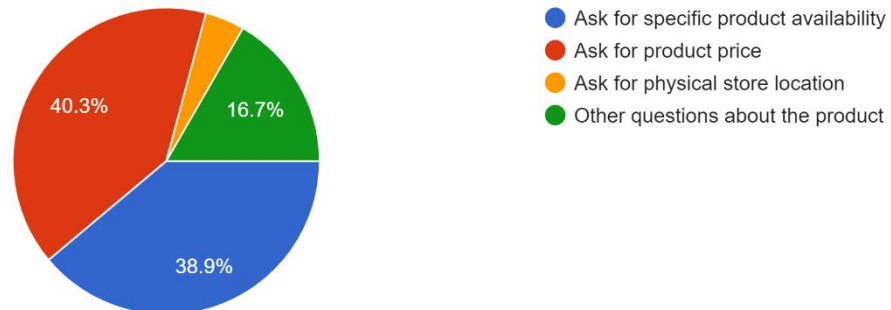
Figure 10: Preferable medium for getting customer service.



65.3% respondents prefer online customer service.

If you send a message to a business page what will be the probable reason?

72 responses



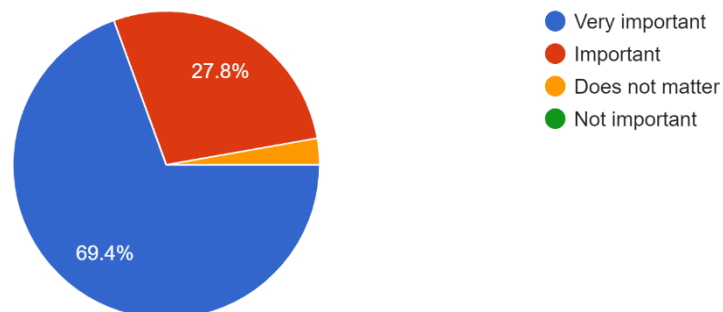
Source: Online Survey done with Google form.

Figure 11: Probable reason to send a message to a business social media page.

These are the general queries that the respondent has while visiting a business page.

How important do you think for businesses to have a social media page (Ex: Facebook, Instagram) to display their products and prices (even if they have physical stores)?

72 responses



Source: Online Survey done with Google form.

Figure 12: How important it is for businesses to have a social media page.

69.4% respondent think it is very important to have a social media page for business which indicate their presence online.

Lastly, I asked what would probable reason be for then to send a message to the page and their responses were:

<b>Respondent No.</b>	<b>If you send a message to a business page what will be the probable reason?</b>
1	Ask for product price
2	Ask for product price
3	Other questions about the product
4	Ask for specific product availability
5	Ask for product price
6	Other questions about the product
7	Ask for specific product availability
8	Ask for specific product availability
9	Ask for product price
10	Other questions about the product
11	Other questions about the product
12	Ask for product price
13	Ask for product price
14	Ask for product price
15	Ask for product price
16	Ask for product price
17	Ask for specific product availability
18	Ask for product price
19	Ask for product price
20	Other questions about the product
21	Ask for specific product availability
22	Ask for product price
23	Ask for specific product availability
24	Ask for product price
25	Ask for specific product availability
26	Ask for specific product availability
27	Ask for specific product availability
28	Ask for specific product availability
29	Ask for specific product availability
30	Ask for physical store location
31	Ask for product price
32	Ask for specific product availability
33	Ask for product price
34	Ask for specific product availability
35	Ask for physical store location
36	Ask for product price
37	Ask for physical store location
38	Ask for specific product availability
39	Ask for product price
40	Other questions about the product
41	Other questions about the product
42	Ask for specific product availability
43	Ask for product price
44	Ask for product price
45	Ask for specific product availability

46	Ask for product price
47	Other questions about the product
48	Ask for product price
49	Ask for specific product availability
50	Ask for specific product availability
51	Ask for specific product availability
52	Ask for specific product availability
53	Ask for specific product availability
54	Ask for specific product availability
55	Ask for product price
56	Other questions about the product
57	Ask for specific product availability
58	Ask for specific product availability
59	Other questions about the product
60	Ask for specific product availability
61	Ask for specific product availability
62	Other questions about the product
63	Ask for specific product availability
64	Ask for product price
65	Ask for product price
66	Ask for product price
67	Other questions about the product
68	Ask for product price
69	Ask for product price
70	Ask for product price
71	Ask for specific product availability
72	Ask for product price

*Source: Online Survey done with Google form.*

*Table 2: Probable reason to send a message to the Facebook page.*

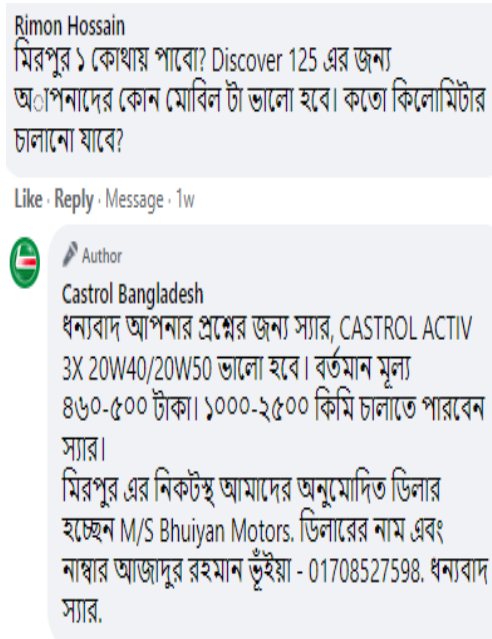
### **3.3.2 Queries of Customers on the Pages I managed**

In my tenure in Asiatic Mindshare ltd. I worked on Castrol Bangladesh and ACI Fun Snacks Facebook Pages. Some of the post on those pages and my replies to the customer in comment section is given below:



Source: Castrol Bangladesh Page [Post link: <https://www.facebook.com/BangladeshCastrol/videos/445910893184328/>]

Figure 13: Asiatic MindShare's post on their Client Castrol Bangladesh's Facebook page



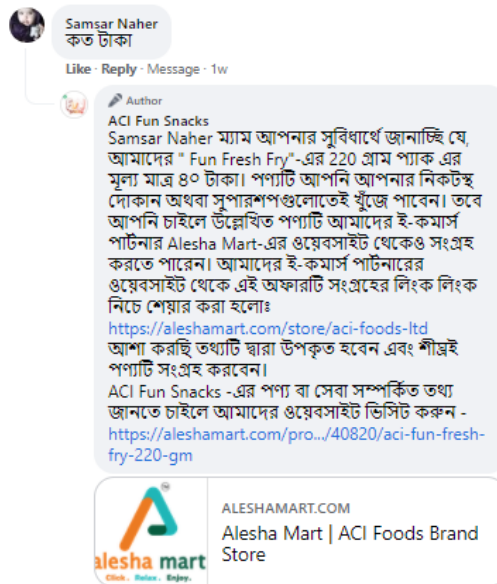
Source: Castrol Bangladesh Page [Post link: <https://www.facebook.com/BangladeshCastrol/photos/a.104043894578833/206422087674346/>]

Figure 14: My Response to a customer comment on the aforementioned post on Castrol Bangladesh's Facebook page



Source: ACI Fun Snacks Page [Post link: <https://www.facebook.com/acifunsnacksbd/videos/234254531811001/>]

Figure 15: Asiatic MindShare's post on their Client ACI Fun Snacks Facebook page



Source: ACI Fun Snacks Page [Post link: <https://www.facebook.com/acifunsnacksbd/videos/234254531811001/>]

Figure 16: My Response to a customer comment on the aforementioned post on ACI Fun Snacks Facebook page

As you can see the customer's queries are mostly about the product price and location of the dealer shop for Castrol Bangladesh. Most of the comments in ACI Fun Snacks are about the product quality or the price of the product, while mentioning the product price I had to write the response in such a way so that they know about other available products and also where they can buy it online.

### **3.3.3 Findings from My Survey and Observation:**

#### **I.**

- ❖ Online customer service plays a big role as a medium of digital marketing as after customers watch an OVC they can directly message the business. According to my survey the customers check a social media page for the prices and if they do have any query, they are more comfortable to message them rather than calling them. It creates the possibility of converting leads into customers.
- ❖ As we know good pre or post purchase customer service is always the touch that any business needs even though they have a perfect product, competitive price and a good marketing strategy. Good customer service can make a satisfied customer delighted. It is also true for online customer service, it is a very important element of digital marketing, as comments and reviews of delighted customers on the page which is open for all to see is always a good marketing of your product.

#### **II.**

- ❖ Managing the customers and their queries on social media business page is very important. As my survey respondents said they check the social media page of a business they are interested in and actually check how active that page is, do they post regular price updates, do they reply to comments. So nowadays online visibility and tidiness of the page really is important for any business. Most of the customers send a direct message to that page if they have any queries. So, if they do not get a reply or get the reply late their perception about the business can change, going even far as not even buying from them.
- ❖ Also, most of the queries are about product in social media business page (according to my survey) so if the page manager replies to queries on time and correctly, they can help the business to actually gain potential customers. They can also retain their existing customers with good online customer service on social media page of business. Most of the queries are about product price or availability. In Castrol Bangladesh's case most of the queries are about dealer

shops as Castrol sells through other shops, as they themselves have no showroom or shop themselves.

- ❖ As we know good pre or post purchase customer service is always the touch that any business needs even though they have a perfect product, competitive price and a good marketing strategy. Good customer service can make a satisfied customer delighted. It is also true for online customer service, it is a very important element of digital marketing, as comments and reviews of delighted customers on the page which is open for all to see is always a good marketing of your product.

### III.

- ❖ In my survey I asked my respondents which one they are more comfortable with a online customer service or a offline customer service and more than 60% said they preferred online one which proves most of the crowd or otherwise potential customers are already online.
- ❖ 65.3% respondent think that any kind of business small or big corporation, all must have a social media page. So businesses should target a more digitalized way of marketing on social media and other platforms. If the companies target the most crowded place of potential customers they should focus on digital marketing. As it is the best way to communicate with the customers directly.
- ❖ Big companies are already concentrating on digital marketing. Big companies are spending big money on creating digital content. As in my survey I found out most respondent think every company should at least have a social media page. So, companies should apply on this idea and communicate more freely with their target and potential customers.

This is how online Customer management service done by digital marketing agency Asiatic Mindshare Limited can change the landscape of marketing in Bangladesh

### **3.4. Summary and Conclusion:**

Asiatic Mindshare Ltd. is a big agency with many big clients for which they do digital marketing and also maintain their Facebook page.

First to understand the importance of online customer service on social media you have to understand that also everyone uses social media more specifically Facebook in current times. There are **45490000** Facebook users. There are a lot of customer segments present there who could be a potential customer. For interacting and getting the attention of those customers Facebook is the perfect place.

Some may think that managing a business page is easy and it is not as important as other elements of the digital marketing but as there is a lot of potential or even target customers present there you have to be ready for anything. Answering the queries itself is kind of a marketing of your product, when you respond to product price queries or where they can buy the product queries you are converting target customers or potential customers into your customer.

In addition, while answering these queries you generate a lot of data or information that can be very crucial for your business.

As there are many users on social media it is very important to have and maintain your social media pages as it is the easiest and least costly way to reach your target customers.

So, Online customer service done by digital agencies like Asiatic MindShare is important to change the landscape of marketing in Bangladesh as it has brought a new effective and efficient way to communicate with your customers where they are most comfortable. It can be more effective than traditional marketing.

### **3.5 Recommendations:**

After doing the survey and observing by working In Asiatic MindShare Ltd. I came up with these recommendations:

1. Businesses big or small all should have social media presence and their pages should always be up to date. An updated page always attracts the customer as it may be perceived as the business available 24/4 to sell their product or service.
2. Must have a dedicated workforce so they can make sure 24/7 customer service on their page. Most of the companies do not create their own workforce rather they hire an agency.
3. Companies should rather go with hiring an agency as they have the experience of managing pages professionally.
4. Never take digital marketing or community management lightly as it can make or break a company's reputation in current times.
5. Be as polite and professional as possible while responding to queries. Being hasty will have a bad impression on the customers.



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## Appendix A.

# Internship Report Proposal

## Report on:

The importance of online customer management service done by digital marketing agency Asiatic Mindshare Limited to change the landscape of marketing in Bangladesh

### 1.1 Broad objective:

- The role of online customer management (on social media) as a medium of digital marketing to change the landscape of marketing in Bangladesh.

### 1.2 Specific objectives:

- The role of online Customer management (on social media) as a medium of digital marketing.
- Importance of customer management in social media page of businesses to gain potential customers and conversion opportunity, also retain existing ones.
- The future of digital marketing in Bangladesh.

## 2. Preliminary Literature Review:

**2.1 Digital Marketing:** There are a lot of mediums of digital marketing like social media marketing, search engine marketing, content marketing and so on.

**2.2 Social Media Marketing:** Businesses use social media to display their products and services. Social media marketing is not merely about creating a social media page but also

proper management and updating the page. It also consists of answering customer queries to influence and pursue them to take a specific action like visit website, make an online order etc.

**2.3 Digital Marketing in Bangladesh:** Bangladesh is moving towards to become a more digitalized country and we can also see it in the marketing approach of local and foreign companies who have operations in Bangladesh. It is because with a digital approach any company can pinpoint their target customers and reach them through various ways like social media marketing, search engine marketing, email marketing, search engine marketing etc. In digital marketing budget management and keeping track of ROI is also easy.

### **3. Preliminary Methodology**

- **Primary data sources:**
  - **Survey**
  
- **Secondary data sources:**
  - **Intern data:** Companies internal data, Interview of my company supervisor.
  - **External data:** Research paper, articles, surveys done by others, reports on similar topics.

### **4. Significance of the Issue:**

We know from general knowledge that Customer management in social media pages of any business is very important for them. In this report I will try to demonstrate why it is important for business to gain attention of potential customers and conversion opportunity, also retaining existing customers.

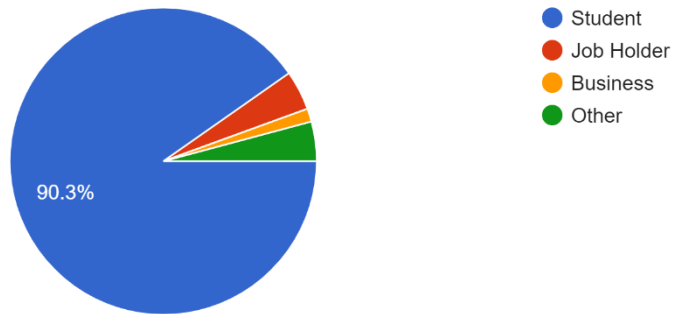
### **5. Timeline of the report work:**

- **Report Work Timeline:** As per BRAC University Guidelines.

- **Internships Duration:** 3 months (July to September). Duration can be extended by 1 month if requested.

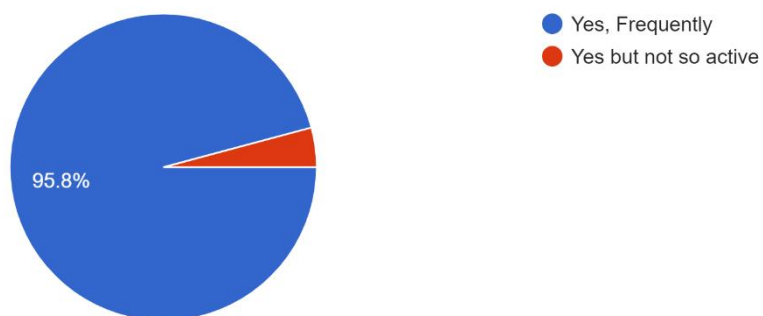
### Occupation

72 responses

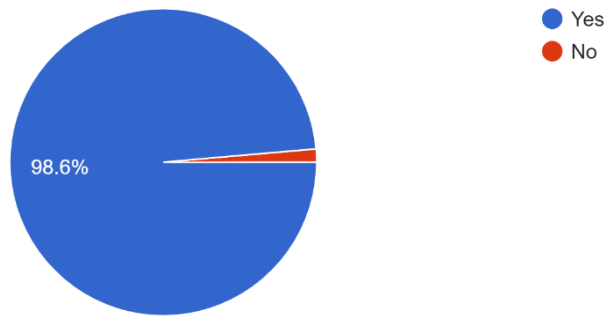


### Do you use social media (Ex: Facebook, Instagram)?

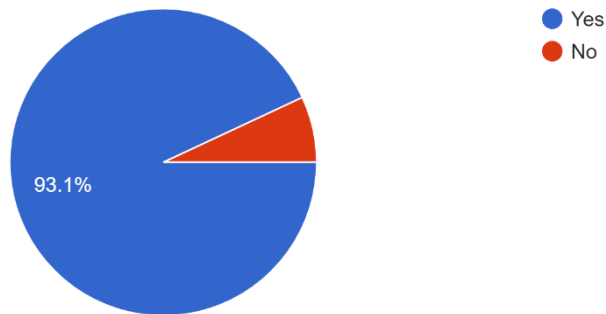
72 responses



Do you think social media (Ex: Facebook, Instagram) is suitable for doing small business?  
72 responses

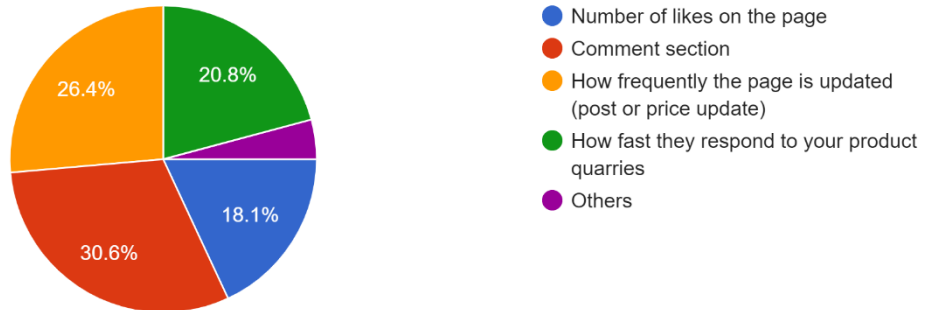


Have you ever bought anything from a business who operate only on social media ((Ex: Facebook, Instagram)?  
72 responses



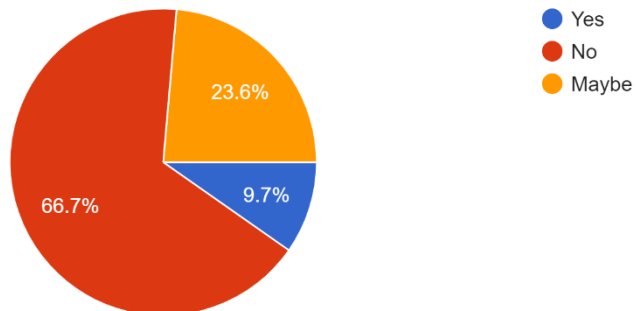
If you buy from a business who operate only on Facebook which thing you will check first (after the product)?

72 responses



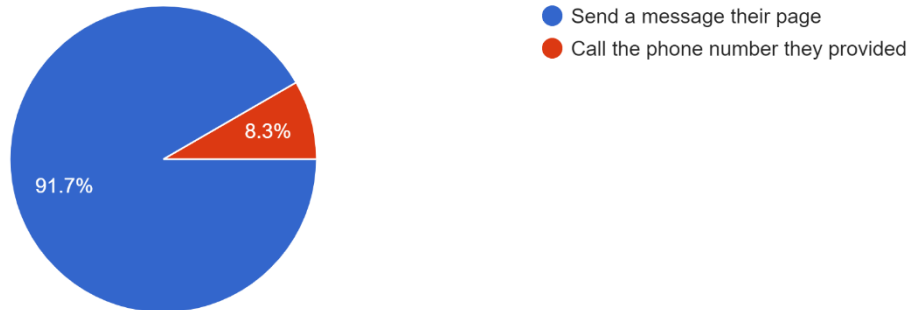
If any of the above criteria does not meet will you still buy from that Facebook page?

72 responses



If you have a question about product or price would you rather send a message to their Facebook page or call the phone number they provided?

72 responses



Which one you prefer more?

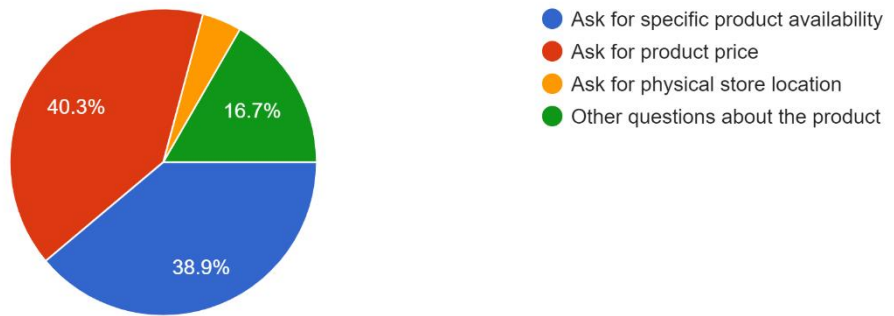
72 responses





If you send a message to a business page what will be the probable reason?

72 responses



How important do you think for businesses to have a social media page (Ex: Facebook, Instagram) to display their products and prices (even if they have physical stores)?

72 responses

