

Report On
Examining the Impact of Influencer Marketing on Brand Loyalty:
A study on the Role of Brand Communication

By

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

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

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

Saber Hossain Neehal
Student ID: 18304099

Supervisor's Full Name & Signature:

Tania Akter
Senior Lecturer (BBA Program)
BRAC Business School
BRAC University

Letter of Transmittal

Mrs. Tania Akter
Senior Lecturer (BBA Program)
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

I am grateful to the Almighty for providing me with the opportunity for completing the internship and submitting this report to you. I am also very grateful for your kind advice and guidance while preparing this report. I consider myself lucky enough to have you as my internship supervisor. Asiatic MCL (Marketing Communication Limited), the organization overview and also research on the topic “Examining the Impact of Influencer Marketing on Brand Loyalty: A study on the Role of Brand Communication”.

I therefore, hope that you would like and appreciate the effort that I have put in the report. I also hope that this report will benefit every reader in a fruitful way which was a prime goal while writing this report. Thank you for encouraging me to work on this interesting topic. I hope you will accept it with thoughtful consideration.

Sincerely yours,

Saber Hossain Neehal

18304099
BRAC Business School
BRAC University
Date: 23.07.2023

Non-Disclosure Agreement

This agreement is made and entered into by and between Asiatic MCL (Marketing Communication Limited) and the undersigned student at BRAC University, BRAC Business School

... **Saber Hossain Neehal**

As per the agreement the information used in this report cannot be used anywhere else and to be used only for the internship purpose.

Acknowledgement

First of all , I will thank to Almighty Allah for keeping me safe and completed the internship during Asiatic MCL's most important campaign periods. All my efforts and struggles wouldn't work out properly without Allah's guidance . After that , I am grateful to my parents who provided me great opportunities , constant supports and aids to complete my graduation .

To begin, I will express my thanks and indebtedness to my supervisor Mrs. Tania Akter Senior Lecturer (BBA Program) , BRAC Business School , BRAC University . For her kind support, guidance, encouragement, motivation and suggestions during the composition of my internship report. I sincerely appreciate her for taking the time from his busy schedule to read my report.

Next, Mr. Aqib Kamal , Group Account Manager & my Supervisor at Asiatic MCL , deserves my gratitude for his guidance, continual support, and supervision. I would not ended up as a well trained intern at Asiatic MCL without his guidance and supervision .Because of his guidance I have worked with ACI PEPSICO & LOVEIO with full confident as a servicing intern .There I have gathered situation based real time experience on client servicing .

Lastly, I am thankful and expressing my gratitude to my beloved friends who supported me during my ups & down and completion of this degree. In addition to that , I will thank Prosun Prottoy ,Tanvir Islam ,Mir Farhan Uddin , Farhan Sadik ,Md Moinul Hasan , Naeem Haider & Nabila Fariha for providing me mental support and help.

Finally , I will be always thankful to my Pepsico Servicing team members , Pavel Rahman , Yashna Islam ,Aqib Kamal , Ishraque Hossain & Labiba Malik for providing me all love ,support ,motivation and training throughout my internship period. I would also like to thank my on-site supervisor, Yashna Islam for his constant guidance and support as a strict mentor. It was quite challenging and instructive under her supervision.

Executive Summary

This report focuses on the Brand marketing and Brand communication of in Bangladesh and identifies those mechanisms which are responsible for creating loyal customer in the market. The main objective of this report is to find out the factors which are responsible for influencer to be loyal for a particular brand. Based on the survey it was found that content, social media platform and sponsors are playing vital role for influencer marketing. These creating brand communication which is replacing adverting for promoting brand. In addition, the study shows the importance of campaign and unique content creation for increasing branding for a particular product. The study is highly emphasized on to find out the best possible ways to utilize the best available resource for brand marketing. Furthermore, I incorporated google form survey responses on professionals and users which helps me to identify the key determinants which can play an essential role in brand loyalty.

Keywords: Influencers, Mechanism, efficacy, statistical analysis, Professionals, Marketing, Survey

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List of Acronyms

CIM	Chartered Institute of Marketing
MCL	Marketing Communication Limited
Gap	A group of customers whose needs are not currently being met
NGOs	Non-profit organization that operates independently of any government
AMCL	Asiatic Marketing Communication Limited
JWT	J. Walter Thompson
CIA	Customer Insight and Action
FM	Free Market
MRC	Media Rating Council
MNC's	Multi National Company
PR	Public Relations
CSR	Corporate Social Responsibility
ED	Executive Director , Event Director , Brand Director
B2B	Business to Business
ATL	Above the line

BTL

Below the line

FMCG

Fast Moving Consumer Goods

Glossary

Agency	A marketing agency is a company that offers various kind of services to clients . Such as advertising, branding, digital marketing, social media management, content creation, SEO, graphic design, copywriting, web development, data analysis and many more324
Professionals	A profession is a member who has proficiency in any respective domain. Here, professionals indicate those personal who has proficiency in marketing or client servicing or branding or designing. They can be either qualified or unqualified.

Chapter 1: Overview of Internship

1.1 Student Information

Name: Saber Hossain Neehal

Student ID: 18304099

Department: BRAC Business School

Program: Bachelors of Business Administration

Major: Marketing

Minor : CIM

1.2 Internship Information

1.2.1 Employment Details: Provided down below-

Work Duration: 25th May 2023 to 25th August 2023 (3 months internship)

Company or Firm name: Asiatic Marketing Communication Limited

Department: Servicing , Brand Communication

Address: House 146 , Block E , Rd No 13B , Banani , Dhaka 1213

1.2.2 Internship On-site Supervisor Information

Supervisor Name: Yashna Islam

Designation: Director , Brand Communications

1.3 Job Duties and Responsibilities

Working in a Client Service Marketing Agency involves a combination of responsibilities that revolve around managing relationships with clients and ensuring the successful execution of marketing strategies. Here are some of the key tasks and roles typically I do:

- **Client Relationship Management:** Building and maintaining strong relationships with clients is essential. I have deal with clients and keep a good relation

- **Understanding Client Objectives:** Listening to clients to understand their marketing and business goals thoroughly is one of my task. It helps me to give better output to them
- **Developing Marketing Strategies:** Collaborating with the agency's creative and strategy teams to develop comprehensive marketing plans that align with the client's goals. I have to do this every day.
- **Campaign Management:** Overseeing the execution of marketing campaigns from start to finish. This includes coordinating various teams, ensuring deadlines are met, and monitoring the performance of campaigns.
- **Communication and Reporting:** Regularly communicating with clients to provide updates on campaign progress, results, and any relevant insights. Preparing reports and presenting data in a clear and meaningful way to help clients understand the impact of their marketing efforts.
- **Problem Solving:** Addressing any issues or challenges that arise during the course of a campaign promptly and effectively.
- **Market Research:** Keeping up-to-date with industry trends, consumer behavior, and competitor activities. This helps in offering informed recommendations to clients.
- **Client Satisfaction and Retention:** Ensuring that clients are satisfied with the agency's services and fostering long-term relationships to encourage client retention.
- **Collaboration with Internal Teams:** Collaborating with various internal teams, including creative, design, analytics, and digital marketing, to ensure smooth execution of marketing campaigns.
- **Maintaining Industry Expertise:** Continuously learning and staying up-to-date with marketing industry trends, emerging technologies, and best practices.

1.4 Internship Outcome

1.4.1 Contributed towards organization

Asiatic Digital- Asiatic Digital serves as a platform for digital media marketing, offering clients digital advertising solutions and activities. The project started in 2014. By then, established companies had begun to realize how important internet marketing is. In order to successfully create a campaign and promotional activities such as creative posts, content-based videos, tag lines, engagement, and so on, the company focuses on creating creative, content-based, and most importantly, widely popular promotional activities that can bring in their target customer and Asiatic digital specialized.

I am assigned to work under Client service, creative team & community engagement, these 3 departments. The main functions of these 3 departments are detailed below-

- **Client Service:** The esteemed customer is kept in written and verbal communication by the client service representatives. Understanding customer wants and requirements and providing appropriate solutions to them is the main goal of the client service department. Between the client and the creative team, the client service team acts as a liaison. It is their duty to direct the creative team to produce the greatest work in accordance with the client's vision.
- **Creative Team:** The team is in charge of creating the greatest possible design and bringing the client's idea to life through visualization. Following receipt of instructions from the client support team, they produce various documents, including creative designs, posts, banner ads, taglines, and other content.
- **Community Engagement:** The team is in charge of having direct conversations with customers via digital platforms or social media. Following publication of the creative by the creative team, the consumer is engaged by the community engagement team in accordance with the brand. For instance, if a business is focused on sales, the team will communicate with the consumer, supply them with product specifics, engage them in order to retain them, present them with all the information they need, and ultimately convince them to purchase the product. On the other side, the team engages the consumer if a brand wants to build a positive connection with them or if they want them to interact with the brand by commenting, reacting, sharing, and mentioning. Community Engagement collects customer comments, advice, constructive criticism, and other insightful ideas; provides the report to the brand for future strategy.

1.4.2 Benefits of the Internship

Internship Experience : Internship Experience at Asiatic MCL: Unveiling the Dynamics of Marketing Excellence. As a marketing major eager to bridge the gap between theoretical knowledge and practical application, this internship was a pivotal step towards shaping my career trajectory.

Induction into Real-World Marketing: From the moment I stepped into the agency's vibrant office, I was immersed in a world where creativity and strategy converged. The agency's welcoming culture made me feel like an integral part of the team right from day one. I was assigned to the marketing team, a dynamic group of professionals who were not only masters of their craft but also mentors willing to guide me through the intricacies of the marketing landscape.

Diverse Learning Opportunities: One of the highlights of my internship was the range of learning opportunities provided. I participated in brainstorming sessions, witnessed the birth of marketing campaigns, and had a front-row seat to the meticulous planning that goes into each project. Under the guidance of my supervisor, I conducted market research that formed the foundation of strategic decisions. Learning to analyze market trends, competitor activities, and consumer behavior was an eye-opening experience that solidified the importance of data-driven marketing.

Collaboration Beyond Boundaries: Collaboration was at the heart of every project. I had the privilege of working closely with graphic designers, content creators, and social media experts. This cross functional collaboration not only expanded my skill set but also emphasized the significance of teamwork in delivering cohesive marketing solutions. I learned how to effectively communicate my ideas, adapt to diverse working styles, and collectively achieve shared objectives.

Client-Centric Insights: Interacting with clients was an enlightening experience that provided insights beyond the classroom. I had the opportunity to sit in on client meetings and witness firsthand how the agency translated client visions into tangible campaigns. Learning to align strategies with specific client goals and tailoring marketing efforts to diverse target audiences highlighted the dynamic nature of marketing and the necessity of adaptability.

From Ideas to Impact: One of my most memorable experiences was contributing to the ideation and execution of a social media campaign for a client in the fashion industry. From developing content calendars to monitoring engagement metrics, I saw our collective efforts translate into tangible results. Witnessing the impact of our strategies on the client's brand perception and engagement reaffirmed my passion for marketing and its ability to shape perceptions.

Professional and Personal Growth: This internship was not just about professional development; it was a journey of personal growth. Overcoming challenges, such as tight deadlines and unexpected changes in campaign direction, taught me resilience and problem-solving. The feedback I received from my supervisor and team helped me refine my skills and fostered a continuous improvement mindset.

Closing Thoughts: My internship experience at [Marketing Agency Name] was a transformative chapter in my academic journey. It provided me with practical insights that complemented my academic learning, strengthened my passion for marketing, and instilled in me a desire to continue honing my skills. As I move forward, I am confident that the lessons learned and connections made during this internship will shape my future endeavors in the world of marketing.

1.4.3 Problems and difficulties during internship

- **Tight Deadlines:** Agencies often work on tight timelines, which can put pressure on the brand communication team to deliver high-quality work within limited timeframes.
- **Client Expectations:** Meeting client expectations can be challenging, as clients may have varying visions and preferences for their brand communication strategies.
- **Resource Constraints:** Limited resources, such as budget and manpower, may hinder the brand communication team's ability to execute extensive and impactful campaigns.
- **Creative Blocks:** Coming up with fresh and innovative ideas on a consistent basis can be difficult, and the brand communication team may face creative blocks during the ideation process.

1.4.3 Recommendation

- ✓ in this context, the industry needs to focus on gathering accurate information about customer preferences and expectations through comprehensive market research, surveys, feedback mechanisms and staying updated on industry trends. By understanding what customers truly want, the industry can bridge the gap between customer expectations and its own perceptions.
- ✓ the industry should focus on improving internal communication, investing in employee training and development, optimizing operational processes, and implementing quality control measures. In summary, the Gap Model helps identify and address the gaps between customer expectations, company perceptions, and service delivery. In the scenario, Gap 1 relates to the mismatch between customer expectations and industry perceptions, while Gap 4 pertains to the challenges associated with effectively delivering the desired service quality to customers. Addressing these gaps requires a combination of accurate market research, communication improvement, employee training, and operational enhancements.

Chapter 2: Organizational Part: Overview, Operations, and Strategy.

2.1 Introduction

2.1.1 Objective

During last four years of my bachelor course at BRAC university I have learned a lot of things . I tried to implement in real life & work life as well . My main goal is to understand the brand communication servicing process and principals .Since ,I was appointed to Pepsico servicing team at Asiatic ,I tried to gather as much as knowledge and informations about servicing , influencer marketing and agency business system.

2.1.2 Methodology

Both primary and secondary sources were used in the data collecting method for this study. The group account managers who are now advancing their careers at that prominent organization served as my main source of data. I have also completed an online poll of certain consumers. In addition to the main material, I also gathered information from secondary sources including Google Scholar, Pepsico, and Asiatic's websites. The majority of Chapter 02 has been completed with the aid of these secondary sources.

2.1.3 Significance of the study

The reader's will receive an overview of Asiatic Marketing Communication Limited and its influencer marketing strategies in the second part of this research. The culture of Asian AMCLs and the significance of influencer marketing for boosting brand loyalty may be explained to academic readers.

2.1.4 Limitations of the study

Confidentiality was one of the study's main drawbacks when I was an intern. The high secrecy makes it difficult for me to find important papers. For example, I was unable to gather the deep information for the AMCL. Time restrictions and other factors also made it difficult to conduct a thorough investigation of the subject. Since just three months were allotted for this investigation, certain recent data could not be collected because of a lack of time. As a result, in order to finish my report, I must rely on historical data.

2.2 Overview of the agency

2.2.1 About the Organization (Asiatic MCL)

1.1 Asiatic, one of Bangladesh's leading marketing communication companies, began operating in this nation more than 40 years ago. With respectable business houses, NGOs, industrial groups, government bodies, marketers, and entrepreneurs, this company has been able to build a respectable name. In 1966, Asiatic 360 embarked on their voyage. It was once referred to as East Asiatic. Back then, there was no such thing as branding or advertising. This firm even offered services to general businesses, such as marketing for various brands and companies. They gradually changed to become Asiatic 3sixty, an agency. Asiatic became one of the largest and most influential marketing communication companies in Bangladesh via unceasingly hard effort. Given that the company provides clients with 360-degree marketing solutions, it is known as Asian 3sixty. Later, in 2007, Asiatic 3sixty established an independent organization called Asiatic Marketing Communication Limited (AMCL) with a few offices. This distinct autonomous body's main goals were to attract new clients and expand a certain industry. In 1996, Asiatic became globally associated with J. Walter Thompson. In 2005, the office adopted the Asian JWT moniker, which comes from J. Walter Thompson. With over 10,000 personnel, JWT is the fourth-largest advertising firm in the world, collaborating with over 90 countries. They now have 1200 and growing customers. The association served as the primary justification for the conversion of Asian 3sixty into Asian JWT. Asiatic is led by Mr. Aly Zaker, a distinguished artist. He now serves as the company's managing director and chairman. As the deputy managing director, there is Mrs. Sara Zaker. Ferdous Hasan Neville and Irish Zaker serve as the agency's executive directors. According to AMCL, there are a number of methods to communicate with a customer, and each of these communication touch points requires a coordinating strategy that allows many orders to function as a unit for the brand. According to Ogilvy & Mather, maintaining brand focus, emphasizing work with existing consumers, and concentrating on 360° brand communication are today's fundamental working procedures. Asiatic has created and developed a complete strategy around adhering to that. Currently, it functions as a full-service agency, handling PR (Forethought PR), research (MRC-Mode), broadcast (Radio Shadhin FM 92.4), media (Maxus, Mindshare, and Mediaedge: CIA), audio-visual production (DhoniChitra), activation (Footprints and Asiatic Events), and communication (Talking Point and Asiatic MCL).



2.2.2 Details of Product Lines or services offered by Asiatic MCI

Every brand has its own standards, engagement strategy, and guidelines. We break down our service into three distinct areas to help each company achieve their goal. Among the three things we provide is 1) Engagement 2) Data 3) Product Sales

Engagement: Certain businesses prioritize customer and audience interaction over all else, believing that this will help the brand's reputation and name stick with its target market. We provide content like as contests, quizzes, informative videos, influencer marketing, and creative to draw in customers and hold their interest. Following that, we make sure the client is taking part by having them respond and leave a remark on that post. We occasionally required people to share the post using the specific hashtag in order to win rewards.

Information: Before we begin answering the customer's questions via comments or email, we first present a creative that meets their demands and requirements.

Sales: The largest customer for our department is sales-oriented, and we gain the most money from them in terms of operations, scalability, and budgets. In essence, we offer the three services—engagement, information, and sales—that we covered. There are three steps in the selling process. We first engage customers by responding to their comments and grabbing their attention by sharing some original Secondly, we offer details regarding our merchandise. Inform them of the product's features and the greatest deal. Ultimately, we encourage them to place the product order.

2.2.3 Vision Mission and Objective

Vision: Asiatic Marketing Communications Limited aspires to be the go-to agency for creative, client-centered, and socially conscious service providers. (ASIATIC MCL, 2023).

Mission: Asiatic Marketing Communications Limited's purpose is to support its clients in reaching their business objectives by offering the essential solutions for their digital communication requirements(ASIATIC MCL, 2023).

Objective:

- Over the next three years, gradually raise the client retention rate through improved customer interaction techniques (ASIATIC MCL, 2023).
- By the conclusion of the fiscal year, increase the scope of services offered to include influencer marketing and establish collaborations with three significant industry influencers. (ASIATIC MCL, 2023).

2.3 Management Practice

The management practices of Asiatic MCL are as follows –

2.3.1 Departments/Corporate Division:

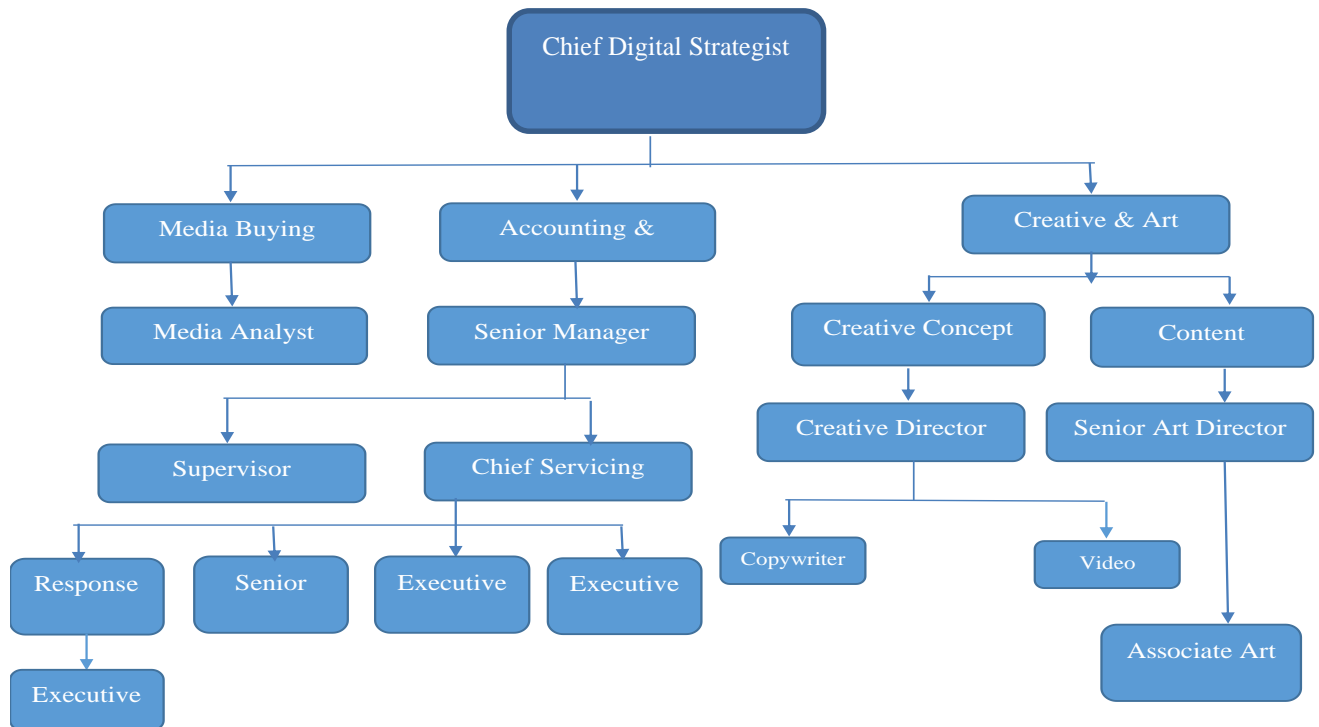


Figure 1: Flow-Chart representing hierarchy of Asiatic MCL

When everything is accounted for, this chain of command is only sporadically followed, and the representative's tenure with the company is the primary determinant of importance, even though the worker's assigned role is somewhat taken into account. The nature of the work and the industry the company operates in necessitate that its workers be more flexible than those of other, rigidly structured multinational corporations (MNCs). The motivating factors and the nature of the work account for the majority of this adaptation.

2.3.2 Details of product Lines or Services:

- **Advertising Campaigns:** They help clients conceptualize, develop, and execute advertising campaigns across various media platforms, including print, television, radio, and digital channels.
- **Branding and Identity:** They work on creating or enhancing the brand identity of a company, including logo design, visual style, and brand messaging.
- **Digital Marketing:** This includes methods for advertising goods and services online and through digital platforms including social media, search engines, email marketing, and online advertising.
- **Social Media Marketing:** In order to interact with the intended audience and establish a brand presence, they manage and produce content for social media platforms.
- **Media Planning and Buying:** They strategize and manage the placement of ads across different media channels to maximize reach and impact.
- **Public Relations (PR):** PR services involve managing a company's relationship with the public and media. This includes press releases, media outreach, crisis management, and building a positive public image.
- **Event Management:** They might assist in planning and executing events, product launches, trade shows, and other promotional activities. **Market Research:** Agencies often conduct research to understand market trends, consumer behavior, and competitor analysis to inform their marketing strategies.
- **Creative Services:** This includes designing various promotional materials such as advertisements, brochures, websites, and other visual content.
- **Content Creation:** Developing high-quality content for various platforms, including written articles, videos, infographics, and more.

- **Video Production:** Creating and producing videos for advertising, promotional, or informational purposes.
- **Interactive and Experiential Marketing:** Creating interactive campaigns or experiences that engage the audience and leave a lasting impression.
- **Strategic Planning:** Developing comprehensive marketing strategies that align with the client's business goals and target audience.
- **Analytics and Reporting:** Monitoring the performance of campaigns and providing detailed reports on key metrics and outcomes.

2.3.3 Operational Details :

Asiatic MCL works in a very different way by following some steps :

- ✓ **Initial Meeting:** Set up a meeting to go over the client's branding requirements. Build the environment pleasant and open-ended. so that the client can express their ideas.
- ✓ **Research and Background:** Ask the consumer questions about their business, its category, and market where they want to begin with. Email us a copy of all current marketing materials, guidelines for the brand (if any), and competitive data.
- ✓ **Project Objectives:** Inquire specifically about the client's branding goals. What do they want to accomplish with the new or revised brand?
- ✓ **Target Audience:** Determine the ideal client's demographic, psychographic, and purchasing characteristics.
- ✓ **Unique Selling Proposition (USP):** Recognize what distinguishes the client's brand from rivals. What distinguishes their goods or services?
- ✓ **Brand Personality:** Analyze the brand's suitable identity and tenor. Is it formal in nature, humorous, serious, pleasant, or perhaps something else?
- ✓ **Visual Preferences:** Consider the client's desired visual design. Do they have any current design patterns or dispositions that they approve of or disapprove of? Request instances of requiring branding from (competitor or non-competitor brands) that they discover.
- ✓ **Budget and Timeline:** Determine the client's intended project timetable and financial restrictions.

Clients:



Figure - 2 : Clients of Asiatic Marketing Communications Limited

2.3.4 Activities/CSR:

- **Cause-Related Marketing Campaigns:** Agencies might collaborate with non-profit organizations or social causes to create advertising campaigns that raise awareness and funds for important issues.
- **Pro Bono Work:** Offering free or heavily discounted services to non-profit organizations, community groups, or initiatives that align with the agency's values.
- **Educational Initiatives:** Providing workshops, seminars, or training sessions to educate local businesses, entrepreneurs, or students about marketing, advertising, and business-related topics.
- **Environmental Sustainability:** Agencies might adopt environmentally friendly practices within their operations, such as reducing waste, conserving energy, and promoting eco-friendly initiatives.
- **Supporting Local Communities:** Agencies could engage in community development projects, such as renovating public spaces, supporting local events, or providing resources to underserved communities.
- **Ethical Advertising:** Ensuring that the agency's advertising campaigns adhere to ethical standards and do not promote harmful behaviors or stereotypes.
- **Partnerships with NGOs:** Collaborating with non-governmental organizations (NGOs) to address social issues and promote positive change.
- **Disaster Relief:** Contributing to disaster relief efforts in times of emergencies by donating funds, resources, or expertise. (Mawbiz, n.d.)

Leadership & Decision Making :

Overseeing Asiatic Marketing Communications Limited is the Executive Director. Asiatic Marketing Communications Limited has four sections under the direction of the ED. Client communications are handled by the client servicing division. They concentrate on getting to know the clients' requirements and preferences. They serve as a liaison between the client and the creative team. By conveying the customer's needs to the creative team, the client servicing team serves as a mediator between the client and the latter. The creative team then plans the marketing and advertising campaigns based on the needs of the customer. The community

engagement department's responsibility is to communicate directly with customers through social media channels. The human resources department of the organization searches for qualified applicants to apply for and fill available vacancies. They oversee all other facets of human resources management, including as benefits for employees, overtime compensation, and compensation. They also have influence over the interns. The managing director of each department is in charge of overseeing the accounting and financial operations of that department.

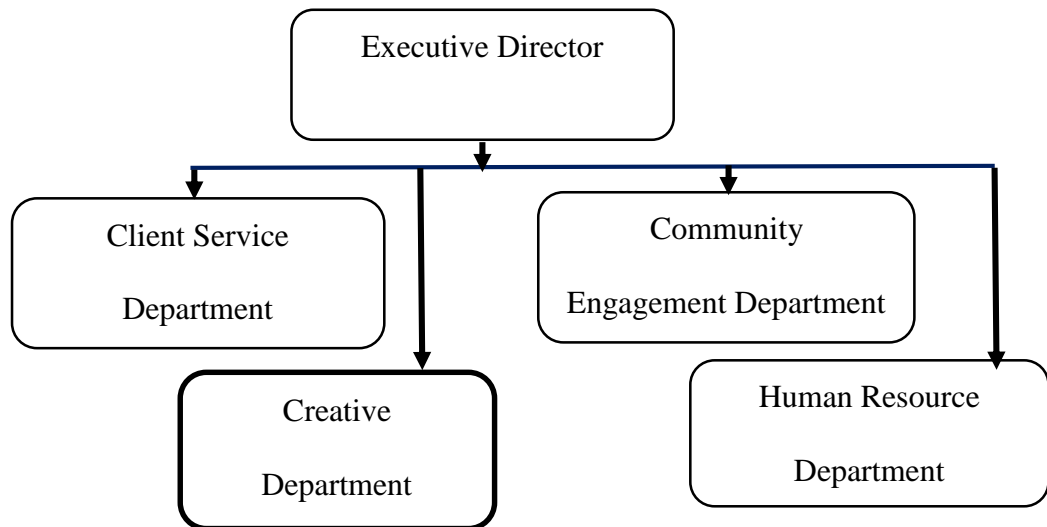


Figure - 3 : Organogram of Asiatic Marketing Communications Limited

2.3.5 Human Resource Planning Policy

Assessing the current workforce, including skills, roles, and demographics, to understand the existing talent pool. For example, very recently we have on boarded Banglalink .For that reason we have assigned a dedicated team for strategy planning ,Client service and Creative team . Projecting the Asiatic MCL’s future workforce needs based on business growth, expansion, new projects, and other factors, they sometimes announce openings for different posts. Assessing the talent pool's internal and external availability in order to satisfy the anticipated demand. Identifying the gaps between the skills the organization will need in the future and the skills currently possessed by the workforce. Outlining strategies for sourcing, attracting, and hiring new talent to fill the anticipated skill gaps. Detailing plans for training and upskilling current employees to align their skills with future requirements. Identifying high-potential employees and preparing them for leadership roles to ensure a smooth transition in case of key personnel changes. Implementing measures to retain top talent, such as competitive compensation, benefits, career growth opportunities, and a positive work

environment. Considering options like temporary staffing, freelancers, or part-time employees to address fluctuating demands such as Aminor , Hustle360 , Fatman Films or any individuals.

2.3.6 Recruitment and selection process

Job Posting and Advertising: Asiatic MCL releases a job description that includes the duties, requirements, and other pertinent information of the position. After then, the position is promoted using a variety of platforms, including business websites, LinkedIn job boards, social media, and professional networks.

Application Review: Received applications are screened to shortlist candidates who meet the basic requirements of the job. This step involves a review of resumes and cover letters.

Initial Assessment: Shortlisted candidates may be asked to complete initial assessments, such as online tests, skill evaluations, or pre-screening interviews.

Interviews: Selected candidates are invited for interviews. These can include initial phone or video interviews to assess compatibility and skills, followed by in-person or more in-depth virtual interviews.

Assessment and Testing: Candidates may be put through a variety of tests, including technical exams, personality evaluations, or activities relevant to the job, depending on the position.

Reference Checks: The employer gets in touch with the candidates' references in order to learn more about their credentials, work ethic, and moral character.

Final Interviews: Shortlisted candidates from earlier rounds might go through final interviews with higher-level managers, team leaders, or senior executives.

Offer: Asiatic MCL extends a job offer to the most suitable candidate. This offer includes details about compensation, benefits, and other relevant terms.

Background Checks: Before confirming the hire, they conduct background checks, including criminal history and employment verification.

Onboarding: Following their acceptance of the offer, the candidate must go through the onboarding process, which entails documentation, training, and orientation.

2.3.7 Training and Development Process

Asiatic MCL provides various kind of training steps .I am mention some of them :

Orientation and Onboarding, Agency Workflow and Processes, Industry Overview, Client Understanding, Creative and Technical Skills, Software and Tools, Client Communication, Campaign Development, Media Planning and Buying, Feedback and Iteration, Ethics and Compliance, Professional Development, Performance Metrics, Team Collaboration, Client-specific Training

2.4 Marketing Practice

Providing 360-degree marketing solutions (ATL-BTL) and consultation to large commercial businesses, Asiatic MCL is mostly a B2B company. Their primary marketing tactic is to maintain the integrity of their brand while providing marketing services to a broad spectrum of customers.

2.4.2 Targeting Customer ,Positioning & Segmenting:

1. **Targeting Customer & Positioning:** Asiatic MCL primarily targets large enterprises, NGOs, banks, MNCs, and FMCG companies. Asian MCL provides a variety of assurance services to its intended client. They arrange their services based on the requirements of their clients. Asiatic MCL provides a range of ATL-BTL marketing services as needed by its clients.
2. **Segmenting:** Asiatic MCL classifies its intended customer group based on relationships, trust, and future opportunities. Here, the agency constantly looks to shape the market, considering future behavioral, psychographic, geographic, and demographic aspects. Asiatic MCL makes an effort to understand their client and any prospective business objectives by doing this. This also helps the company decide whether to continue servicing this industry or not.

2.4.3 Marketing Channels For the Services :

The marketing channels of this well-known agency are really simple. Because the organization offers services rather than goods, the method of distributing services is rather straightforward.

They work directly for their respective companies, offering services. Unlike manufacturing enterprises, they are not needed to maintain any media in order to accomplish that.

2.4.5 Branding Activities :

Asiatic MCL is a well-known name in the marketing agency industry. It is one of the first businesses that was founded a long time ago. Following its founding, Asian MCL has maintained its reputation and goodwill to this day. A few of Asiatic MCL's branding initiatives include the following:

- By continuing to have positive ties with their major corporate clients and supporting them in their regular business operations.
- Regularly accepting their customer reward works.
- supplying their customer with appropriate business consulting services and developing new point-of-sale materials. Influencer marketing, additional labels, key graphics, and digital offerings

2.4.6 Advertising and promotional strategies

Asiatic MCL mostly uses digital marketing channels to advertise its events. More precisely, social media sites like Facebook and LinkedIn. Asiatic MCL makes advantage of these channels to advertise their business to potential clients as well as prospective staff members who are keen to engage in unconventional marketing. Furthermore, Asiatic MCL maintains a dedicated website, located at "<https://www.asiaticmcl.com/>." The website is designed to provide information and insights on the firm's policies, regulations, and motivations to the general public. However, Asiatic MCL doesn't advertise since they don't need to because they have a positive reputation in the industry. Asiatic MCL then moves on to soliciting new customers and extending contract terms.

2.5 Industry and Competitive Analysis

2.5.1 Porter's Five Forces Analysis of Asiatic MCL

Because they only promise an above average return, investing in the marketing agency sector might be a bit risky. For this reason, the agencies usually use financial techniques to save costs when conducting their own operations. The industry exists simply because different companies

need to connect with their diverse clientele and persuade them to utilize their products or services. Advertising companies take special activity for their clientele. Now that digital marketing has become a thing, agencies stand to gain a lot from it because their clients depend on them to promote and display their items online. Social media platforms such as Facebook, Instagram, YouTube, and Twitter are examples of ones that are here for the long run. Because they only promise an above-average return, investing in the marketing agency sector might be a bit risky. For this reason, the agencies consistently employ financial tactics aimed at reducing costs in their own operations. The industry only exists because numerous companies need to connect with and engage their diverse clientele in order for them to use their products or services. Advertising companies do things differently for their customers. Since their clients depend on them to promote and display their products online, agencies stand to gain a great deal from the recent advent of digital marketing. Examples of social media platforms that are here to stay are Facebook, Instagram, YouTube, and Twitter.

Potential Entrants- Lucrative companies are lucrative enterprises such as Asiatic, which has dominated the whole sector in one country. Existing firms may face threats to their viability from similar enterprises joining the market, including Team X, Boomerang Digital, and Star Com. As a result, the more established companies keep new agencies out of the market by doing specific things that put them in a difficult position.

Substitute- Clients might choose to move from the existing services to alternatives that are available or competitive. These substitutes seek to provide similar features at a more affordable and superior level of service. Asian clients are now able to choose from more reasonably priced service substitutes courtesy to the recently founded agency and its competing businesses.

Buyers Power- Customers and consumers have the power to affect the choices that a company like Asiatic makes. The customer has the power to enhance media-related goods and services. Customers are free to search for the value independently. Bangladesh may use this strategy in several of its event marketing for customers like Nestle.

Suppliers Power- Decisions made by firms can be influenced by suppliers and customers. But Asiatic has less control over suppliers because a lot of work is done inside.

Industry Rivalry- Similar businesses, like media agencies, frequently compete with one another. Joy arises when there is a chance for advancement and creativity. In order to compete, agencies employ cost-effective and innovative strategies. Rivalry leads to higher standards, greater traits, and innovations. (Porter's 5 Forces Explained, n.d.).

Competitive Analysis:

The greatest threat to any business is its competitors. Except for the tactics, there aren't really any major differences between them. Additionally, they aim to dominate the market and offer the best solution. There are several competitors for Asiatic, and I've divided them into Direct and Indirect competitors (Zoom Info, n.d.).

Direct Competitors:

We are X, a brand-new business that offers the same service as Asiatic and has 24/7 staff on hand to handle inquiries and provide support. Among the well-known national brands they stock are Apex, Haier, Airtel, and Robi.

Genex- One of our rivals, Genex offers multiple marketing supervision as Asiatic .As they are serving clients like Grameenphone

Indirect Competitors: Trends Bird: Trends Bird is an application firm that makes webpages, but we believe them to have an indirect competition because they additionally indirectly impact Asiatic

Analyzen Bangladesh- Furthermore, Analyzen Bangladesh provides a range of marketing solutions, including question handling. We view them as an indirect competition since certain of our responsibilities, such social media customer service, are comparable to theirs.

Grey Bangladesh- Although it is highly renowned for its creative TV spots and ads, it would be more correct to categorize it as one of our indirect competitors in terms of our market.

Competitive Advantages: Experience and Expertise: Asiatic MCL might have a long history and experience in the advertising and marketing industry in Bangladesh. This experience could lead to a deep understanding of the local market dynamics, consumer behavior, and effective strategies.

Talented Team: The agency may have a team of skilled professionals including creative directors, designers, strategists, and marketers who are experts in their respective fields. This talent pool can lead to high-quality and innovative campaigns.

Strong Client Relationships: Building and maintaining strong relationships with clients could be a competitive advantage. Satisfied clients often lead to repeat business and positive word-of-mouth referrals.

Diverse Portfolio: A diverse portfolio of successful campaigns across various industries can showcase the agency's versatility and capability to handle different types of projects.

Innovative Approach: If Asiatic MCL is known for its innovative and creative approach to marketing and advertising, this could set them apart from competitors and attract clients looking for unique solutions.

Local Insights: If they have a strong understanding of the cultural nuances and preferences of the local market, this can be a significant advantage in creating effective campaigns that resonate with the target audience.

Data-Driven Strategies: With the use of data analytics and insights, they may develop data-driven marketing strategies that provide clients measurable outcomes.

Adaptability: The ability to adapt to changing market trends, technologies, and consumer preferences can help them stay relevant and successful in a dynamic industry.

Award-Winning Work: Recognition through awards and industry accolades can showcase their expertise and the quality of their work.

In-House Capabilities: If they have in-house capabilities for design, video production, content creation, and more, it can provide efficiency and control over the creative process.

Ethical Practices: Demonstrating ethical and responsible business practices can enhance their reputation and attract clients who value such principles.

Competitive Disadvantages:

Market Saturation: If the agency lacks the financial resources, talent, or technology to compete with larger agencies, it might face challenges in executing large-scale campaigns or keeping up with industry trends.

Limited Geographic Reach: If the agency primarily operates within a specific region or market, it might face limitations in serving clients with national or international reach.

Lack of Innovation: Failing to adapt to new technologies, trends, or consumer preferences could lead to stagnation and a loss of competitive edge.

High Competition for Top Talent: Attracting and retaining top creative and marketing talent might be challenging if there's strong competition for skilled professionals in the industry.

Lack of Differentiation: If the agency struggles to differentiate itself from competitors, potential clients might not see a clear reason to choose them over other options.

Changing Consumer Behavior: Rapid shifts in consumer behavior, media consumption habits, and technology preferences could require quick adaptation, which might pose a challenge for established agencies.

Price Competition: If there's intense price competition in the market, clients might prioritize agencies that offer lower rates, potentially affecting profitability.

Inadequate Digital Presence: In today's digital age, having an effective online presence is crucial. If the agency struggles with its own digital branding and marketing efforts, it might reflect poorly on its capabilities.

2.5.2 Differentiation Strategy

The information provided here makes clear how competitive the marketing services industry is in Bangladesh. Marketing firms like Asiatic MCL need to have a strategy in place to lessen the threat posed by the growing number of competitors on a daily basis. To do this, Asiatic MCL came up with a differentiating strategy that would enable them to customize the caliber of their marketing services to the requirements of their customers. This possibly opens up new business opportunities and enhances communication between small enterprises and large organizations.

2.6 Summary and Conclusion

The history of Asiatic MCL is briefly covered in Chapter 02, with an emphasis on the organization's mission, vision, and goals. It also talks about the services the company provides across a number of sectors. After that, the chapter focuses on Asiatic MCL's management strategies, which include staff retention initiatives, pay policy, and leadership style. The next section of the text analyzes the marketing methods used by Asiatic MCL, placing special

attention on branding, segmentation, promotion, and service development guidelines. Human resource policy, marketing strategy, and industry and competitor analysis are all covered in the chapter on marketing practice. Finally, the industry and comparative analysis highlighted in this chapter highlights Porter's five variables and the distinct methodology of Asian MCL.

In conclusion, Asiatic MCL is a reputable marketing company with over 17 years of experience in Bangladesh. They have received several national and international honors along the way. Additionally, they are greatly improving Bangladesh's marketing offerings..

2.7 Recommendation

Throughout my internship, I spent a significant amount of time with my team at office conducting client servicing. During this period, I had the opportunity to observe several key areas where our agency, Asiatic MCL, could potentially focus to enhance our performance and pave the way for a more successful future.

1. A good communication should be created among the departments .So that ,the brief & feedbacks will be more clear .
2. Develop better rules to keep current staff in the company longer. To achieve this, Asiatic MCL's human resources must develop a better policy.
3. To increase the creative and servicing department's productivity, the agency has to hold more training sessions.

Chapter3

Project Part: Examining the Impact of Influencer Marketing on Brand Loyalty: A study on the Role of Brand Communication

3.1 Introduction

One of the main marketing strategies employed by well-known businesses to draw in customers is branding. Brands are significant because consumers will purchase them if they are appealing, and they will increase in value over time. As long as they remain strong and continue to satisfy consumer needs, brands can also be considered enduring assets (Murphy, 1988). However, "influencer marketing" is a word used to describe a marketing approach when a business collaborates with an online "influencer" to promote one of its products or services. I describe in this study how influencer marketing affects consumers for a certain brand, good, or service.

3.1.1 Literature Review

The study focus on the role of brand communication which is led by the influencer marketing. This study research mainly highlights about brand loyalty, influencer marketing, campaign, effective content and media platform, factors that influencing buying decision and effective resource for brand promotion. Brand loyalty refers to the phenomenon whereby buyers consistently exhibit a preference for a certain brand, repeatedly making purchases from that brand, even in the face of comparable offerings from competing brands (Howard, J. A., & Sheth, J. N. 1969). From a behavioral point of view, customer loyalty is often looked at by tracking things like the number of repeat sales, "share of wallet," and the number of times a customer buys something. People often think that trust means a certain amount of return customers. Buying from the same vendor over a certain amount of time (Egan, 2004). On the other hand influencer marketing is concept where a particular brand products are being promoted by the social media influencer or celebrities. Nowadays both children and adults spend many hours on social media platform like Facebook, YouTube Instagram and many other blogging sites which become a daily activity of millions of people around the world (De Veirman et al 2019). At present many business organization applying the method of influencer marketing as a new strategy for branding their product. Social media platform are playing an important role in these content creation for brands. It is all started in 2010 when social influence scoring platform began to emerge and rank up individually by sharing their content in the social network (Brown, D, & Fiorella, S. 2013). Their was a time when business requires to bear

advertising expense to promote their product in the market. However, now they are doing promotion of their product by reaching out to influencer to promote their brand to the fan base of the influencer. These method of promoting brand is very cost efficient compare to advertising (Jarrar, Y et al 2020). In the study portion of this project, the applications of influencer marketing and their efficacious uses for brand communication are being examined.

3.1.2 Research Objectives

Broad Objective: The study's main goal is to identify the key variables that drive influencer marketing for brands.

Here are the three key particular goals to concentrate on in order to fulfill the general goal of this issue:

OBJECTIVE#1: How influencers works for Brand Marketing?

OBJECTIVE#2: In which Factors influencers marketing increase the brand value?

OBJECTIVE#3: What are the best possible ways to utilize best available resource for brand marketing?

3.1.3 Significance of the study

This study adds to our understanding of brand marketing and the state of the industry from Bangladesh's point of view. This paper aims to identify the critical elements that drive influencers' brand loyalty. The reader will be able to determine the main regions and contributing variables of brand loyalty with the aid of the study's findings. Furthermore, this study is distinctive in that it has given prominence to the marketing industry. It will also show how influencers contribute to brand loyalty. This will also somewhat correspond with human resource practices. Finally, the study will demonstrate the potential elements that contribute to a certain brand's ability to cultivate a devoted following.

3.2 Methodology

The project will concentrate on aspects of brand marketing including influencers, brand loyalty, and a few key elements or processes that might be crucial to enhancing audit brand communication. A small quantity of data—designated as primary data—was obtained from the organization's internal source to aid in the execution of this investigation. Additionally, Google form responses are being used to collect secondary data. Additionally, both qualitative and quantitative methodologies were used to gather data from the respondents in order to meet the project's objectives. The methodology employed to achieve the study objectives is succinctly summarized in the next section. The technique for Objective 1 in this project is focused on the collection of data using Google form answers. In order to justify the chosen strategy, it is important to have statistical data that captures real-time answers from experts engaged in the field of marketing.

Contrarily, the methodologies used for Objective 2 and Objective 3 include data obtained from Google form replies as well as interpersonal observation. To substantiate the methodology, data was collected from experts via both interview sessions and real-time replies, which were then analyzed statistically.

3.3 Findings and Analysis

This findings are mainly concerned with the particular goal of meeting the general goal through particular analysis. The main goals were to understand how influencers benefit from brand marketing, what influencers can do to increase the value of a brand, and how to use the best resources for brand marketing. I made an effort to obtain responses from the respondents, the majority of whom are marketing experts, in order to accomplish these precise objectives. Here, I show the customer's preferred content genre and the frequency with which they follow social media influencers. Furthermore, I made an effort to ascertain the influencer's preferred platform for influencer marketing as well as the level of trust associated with a certain business. Furthermore, I tried to reflect the customers awareness, perception, consideration for purchase through influencer marketing. Lastly, my research shows the most effective resources, content format for influencer campaigns. Here, I analyzed the survey responses to see how often the respondents follow social media influencer. In addition, I inquired as to the respondents preferable content from influencer for promoting their loyal brand. Below is a breakdown of the respondents' sample results:

Sample of the participant who follow influencer in social media:

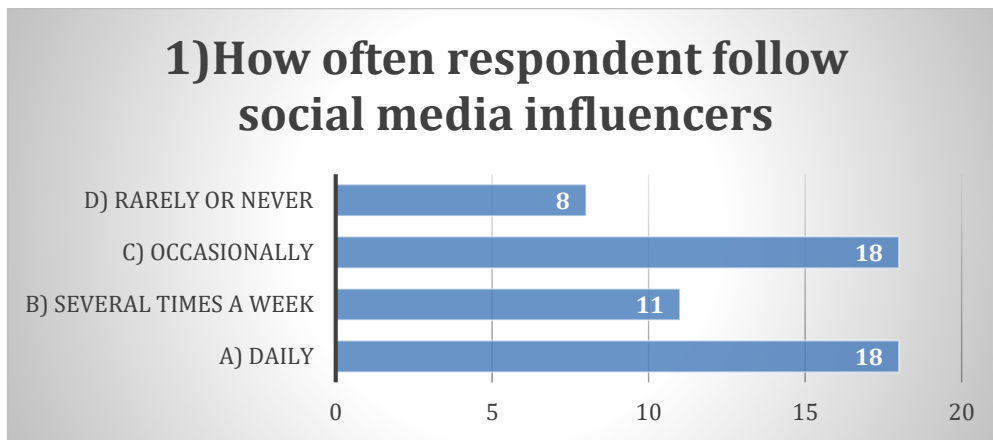


Figure- 4: Graphical representation of the participants who follow influencers

According to the statistics shown above, the vast majority of respondents to the poll said that they daily and occasionally follow social media influencers. The counts favors daily and occasionally followers 18 each. These happens since most of the young generation are mostly active in social media platform. The rest of the participant said they several time in a week follow influencer in social media count of 11 and remaining stated rarely follow influencers.

Type of content prefer by the respondent from influencers:

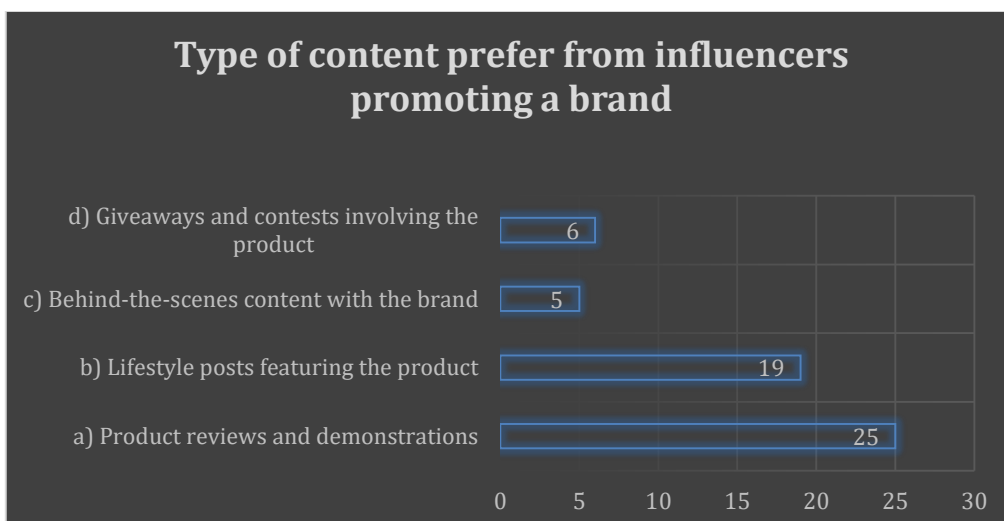


Figure- 5: Graphical representation of the participants preferred content

Here, Most of the respondents who took part in the poll said that they prefer product reviews and demonstration in the content. The number of people who are in favor they prefer product reviews and demonstration is 25, while the number of people who prefer lifestyle post featuring

the product is 19. The reason of such high vote on such poll since the customer want credible source and authentic review for make their purchase successful. The remaining respondent showed that they either like to have content like give aways and contest involving products or behind the scenes content brand which are 6 and 5 vote respectively.

Most effective social media platform for influencer marketing

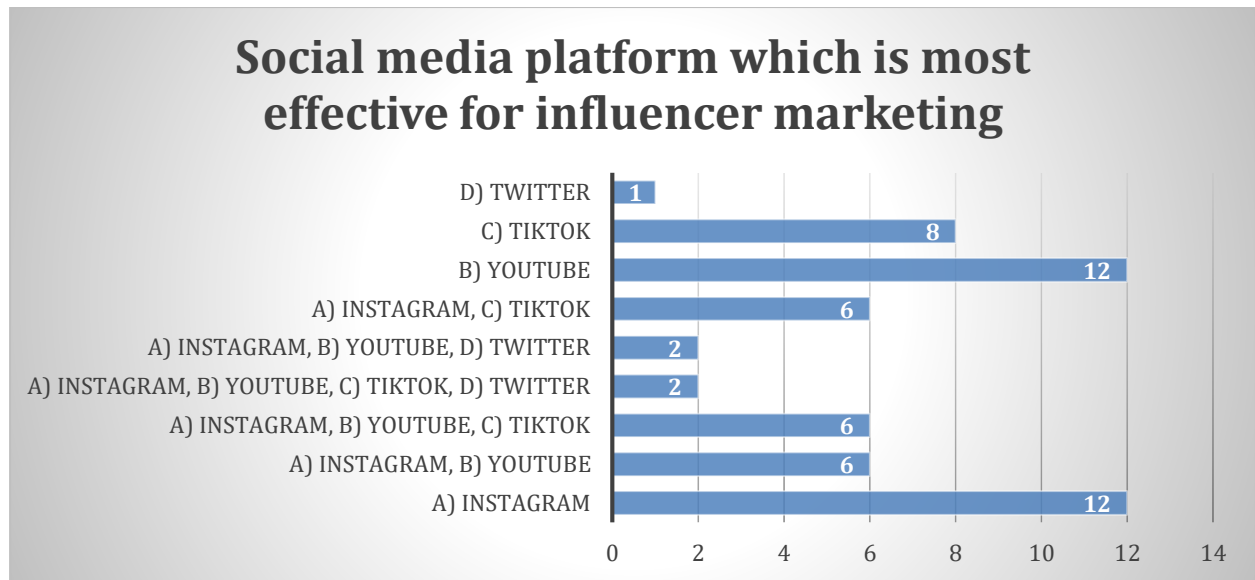


Figure- 6: Graphical representation of most effective platform for influencer

The findings from the numerical simulation of the participant status of the sample reveal that a significant proportion of the respondents are believe that both YouTube and Twitter are the most effective platform for brand marketing. Where as many of the respondent think that all of the social media such as Facebook, YouTube, TikTok and Twitter are equally important for influencer marketing. Since, the young generation now a days heavily active in such platform which creates huge opportunity for influencers to create brand value for a particular product by promoting the product through influencer marketing.

Participants thought about sponsored posts from influencers in their social media feed

Based on the information below, most of the participant who took the poll said that they sometimes accept them as part of the content which is natural. However, most of the respondent

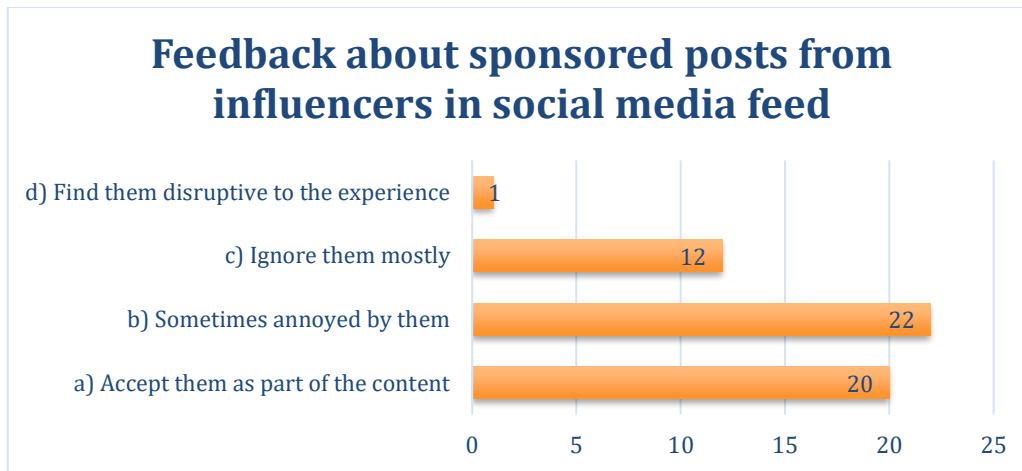


Figure- 7: Graphical representation about sponsored post of influencers in social media platform expressed that they sometimes annoyed by the sponsored post in their social media feed. Rest of the respondent ignore such sponsored post mostly which are around 12 participant.

Customer awareness regarding influencer marketing campaigns conducted by brands

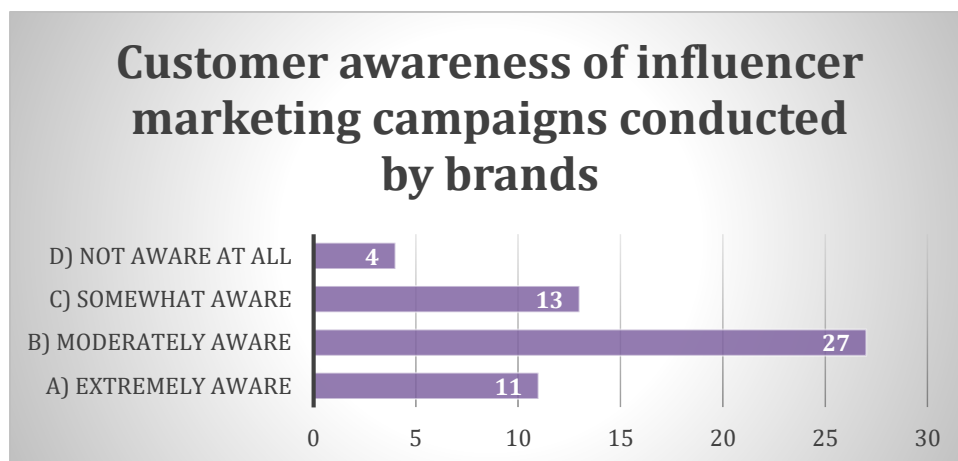


Figure- 8: Graphical representation of customer awareness for brand

Customer awareness regarding brand is one of the important criteria of brand loyalty. In the above diagram we can observe that most of the respondents near about 27 participants are moderately aware about marketing campaigns conducted by the brands. Out of 54 respondents, 11 responses indicate that they are extremely aware about the marketing campaign, which shows a promising number of participants. The rest of the respondents mentioned that they are somewhat aware or not aware at all regarding brand marketing campaigns.

Impact on a brand's overall image and perception by influencer marketing

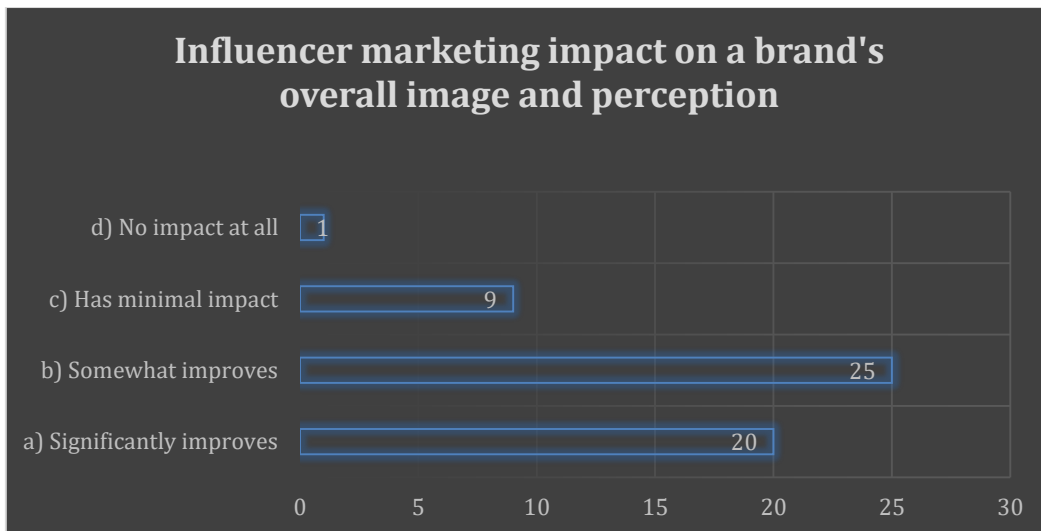


Figure- 9: Graphical representation of impact on brand overall image and perception

In the survey responses many participants believe that influencer marketing creating a brand image and perception on targeted customer. In the above diagram we can observe that around 25 respondent agrees that influencer marketing some what improves the brands overall image to their target customer while the 20 respondent express that it significantly improves. Remaining 10 participant said it has minimal impact or no impact at all on overall image on brand value.

Factors that are responsible for Influencer marketing to be enhanced by customer point of view

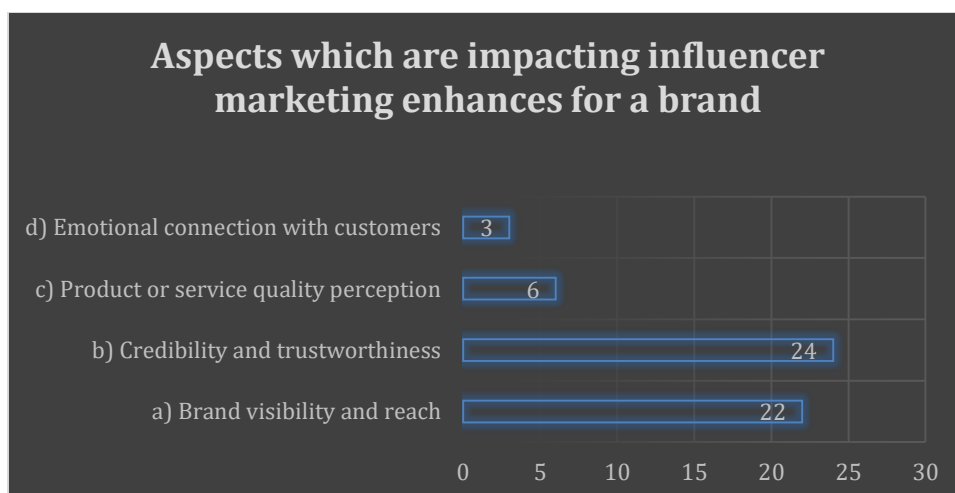


Figure- 10: Graphical representation of the aspect which are impacting influencer marketing enhances for a brand

As per the data above it is clear that most of the respondent entrusted to be by the credibility and trustworthiness of a particular brand. Here 24 participant agree with the fact that they believe that their entrusted brand should be credible and trustworthy. Among many think that brand visibility and reach of the product is also responsible for such enhance for a brand. Rest of the participant believe that product service quality and emotional connection with customer are to some extend important for enhancing a brand.

Recall influencer-endorsed products when making purchasing decision

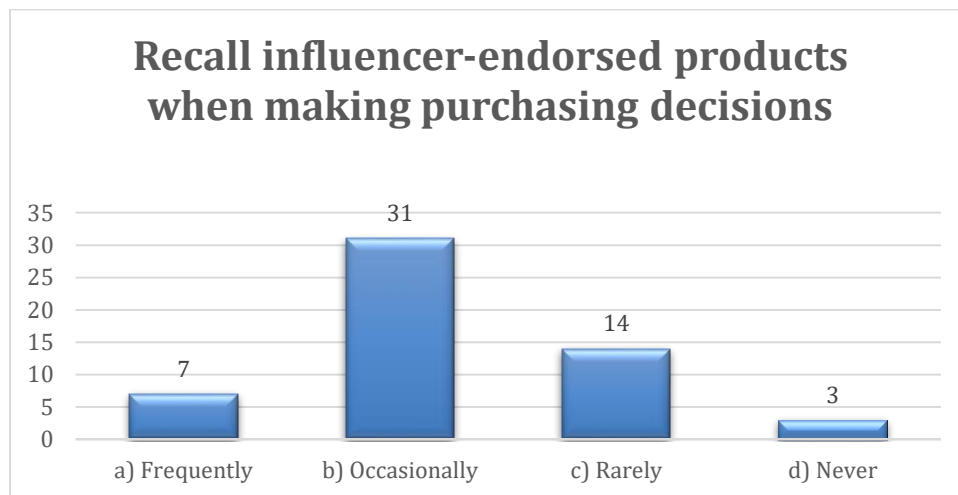


Figure- 11: Graphical representation of the influencer’s impact to consumer purchasing decision

Influencer are creating a huge role in brand marketing which is clearly illustrate in the above diagram. Around 31 respondent response that they are occasionally being influenced by the influencer for their purchasing decision. On the other hand a few number of participant near about 14 and 3 expressed that they rarely or never get influenced by the influencer for the buying decision. Where are 7 participant in the poll think that they frequently get influenced for their buying decision from a particular brand which are involved in influencer marketing. It could be expressed as general trend which is very popular among young generation.

Content format that are found to be most engaging for influencer campaigns

In the graphical representation below we can observe that most of the respondent prefer to have video reviews and tutorials for their influencer campaign. Since, it give consumer a clear idea about the viability of the product and reviews help them to get a better feedback from multiple customer who already has purchased the product. In addition, few of the participant around 14

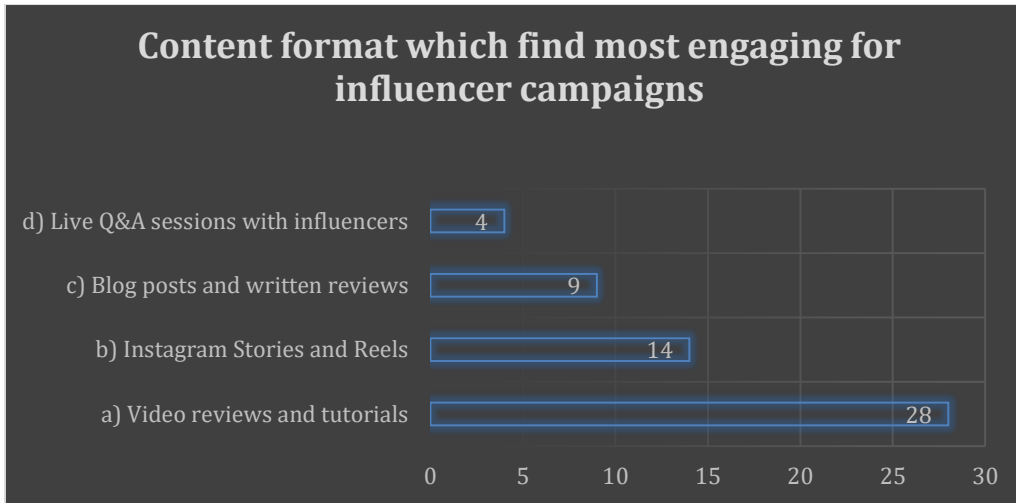


Figure- 12: Graphical representation of the content format which is most engaging respondent think that Instagram stories or reels features which is newly introduced in Facebook can be an new engaging content format for influencer campaigns. Remaining respondent suggested that blog posts, written reviews and live question answers session with the influencer’s can be an engaging content formate depending on the situation.

Most effective influencer marketing resource

Influencer marketing is all about promoting a brand by a renowned influencer or celebrity in social media. Here the most effective resource for influencer marketing consider as influencer themselves.

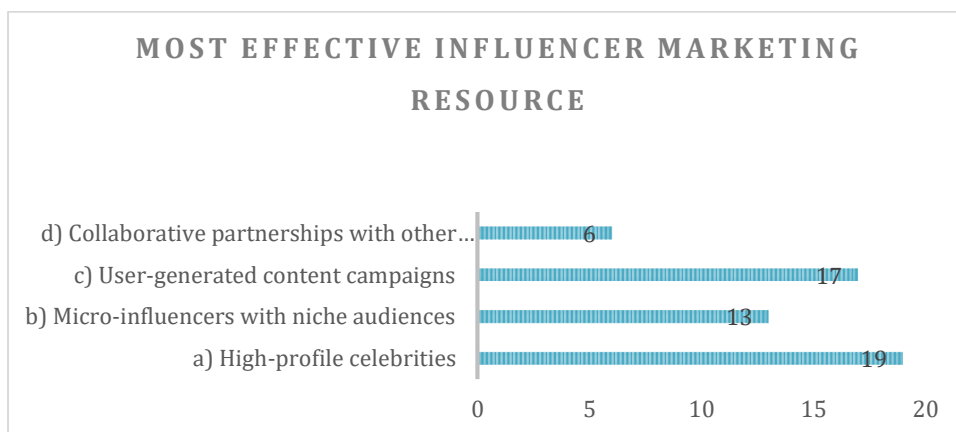


Figure- 13: Graphical representation of the content format which is most engaging Here, 19 respondent responses that high profile celebrities are the most effective inflncer marketing resource. On the other hand, user generated content campaigns are also consider to be effective by 17 other respondent who participated in the poll. Few think that collaborative

partnership with other brand can be effective source as well. In addition, 13 other participants in the poll also think that micro influencer's with niche audiences can be used for effective marketing campaign.

3.4 Summary and Conclusion

To sum up the study has found that influencer marketing can influence customer for brand loyalty if it done with most effective manner. The paper presented that how important role can content format and target platform to broad cast such campaign can play vital role on promoting a brand. In this research the aim was to identify the factors that are influencing customer for brand loyalty which is discussed in this research paper. In addition, the research highlight the ways to improve content to target customer for brand promotion. Furthermore, the study illustrate the effective platform for content creation and influencer marketing. Lastly, some of the approaches are being point out for effective influencer marketing resource.

3.5 Recommendations for further work

This study has brought up a lot of questions about how well influencer marketing is functioning which need to be looked into more. The main ideas that are being talked about in this report for future study on brand communication through influencer marketing. It is suggested that more study be done in the following areas: understanding of marketing agency, Advertising agency, consumer demand, brand value, brand loyalty and so on. More generally, more research needs to be done to find out if influencer marketing can flourish or not. If we did more study, we might learn more about the future market for influencer marketing whether it can create for employment opportunity for marketing professionals. More participants or surveyor in the study group or a researcher would help the research find out more about this subject. By doing this, the researcher will have a better idea of the things that are important related to brand communication and influencer marketing.

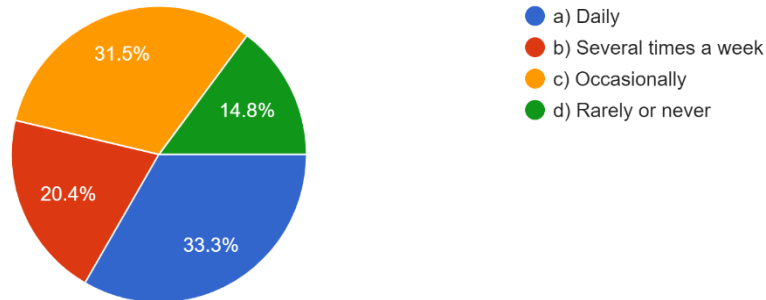
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Appendix A

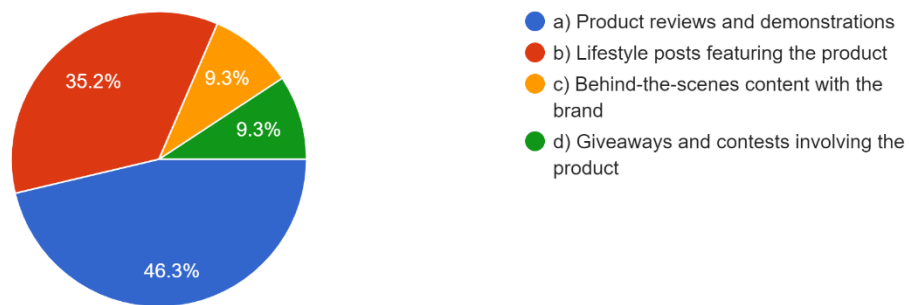
1) How often do you follow social media influencers?

54 responses



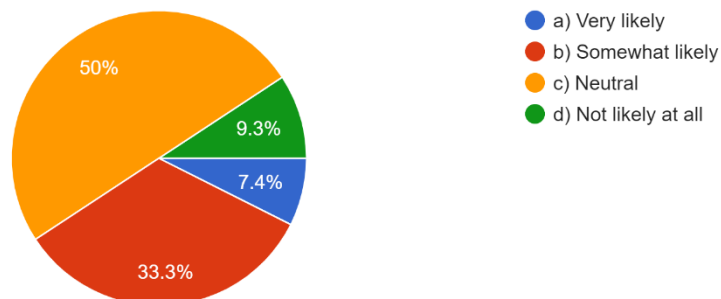
2) What type of content do you prefer from influencers promoting a brand?

54 responses

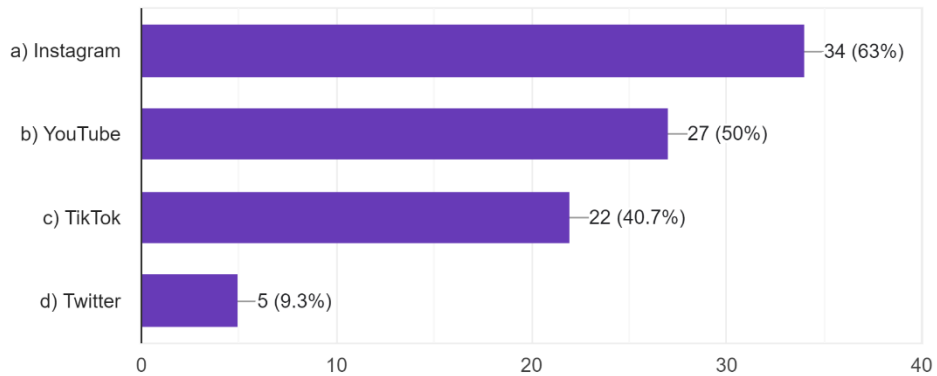


3) How likely are you to trust a brand when endorsed by an influencer you follow?

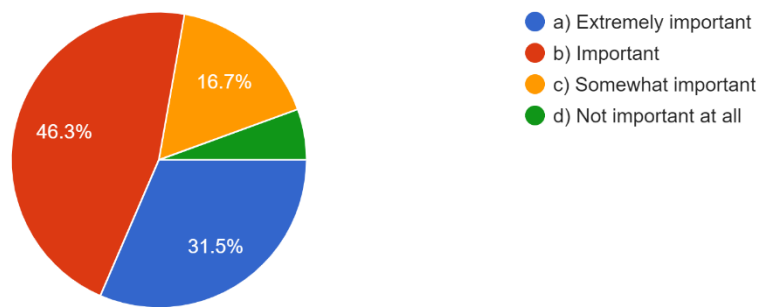
54 responses



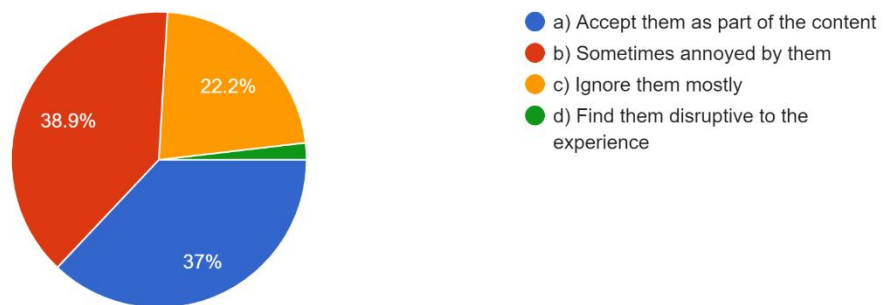
4) In your opinion, which social media platform is most effective for influencer marketing?
54 responses



5) How important is it for an influencer to have a genuine connection with the brand they promote?
54 responses

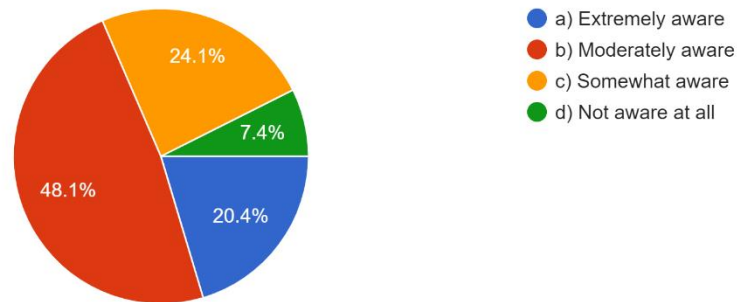


6) How do you feel about sponsored posts from influencers in your social media feed?
54 responses



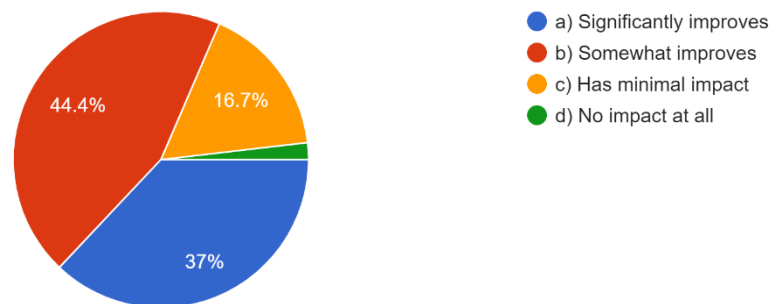
7)How aware are you of influencer marketing campaigns conducted by brands?

54 responses



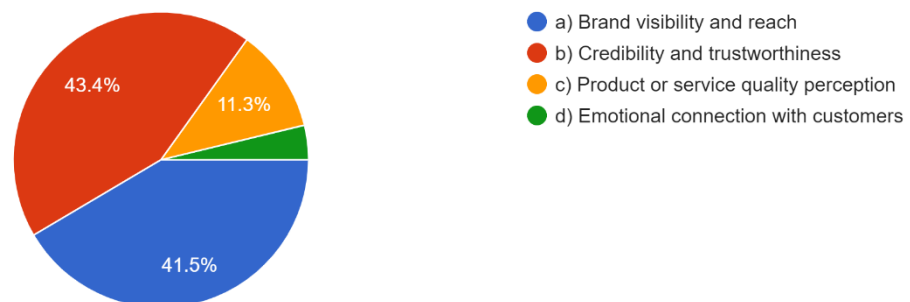
8)In your opinion, how much does influencer marketing impact a brand's overall image and perception?

54 responses



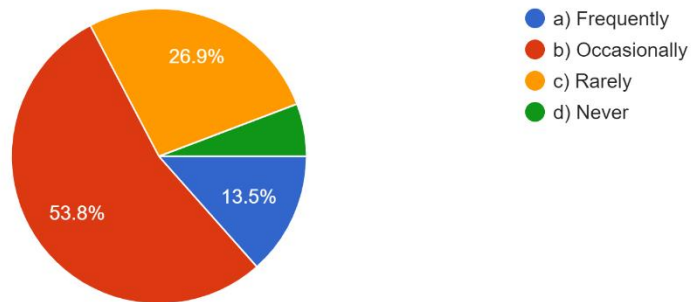
9)Which of the following aspects do you think influencer marketing enhances for a brand?

53 responses



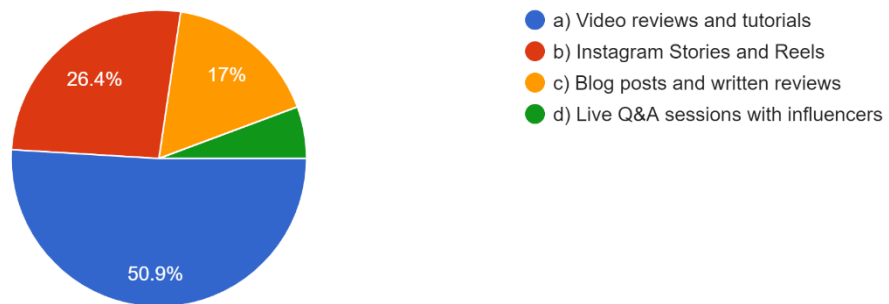
11)How often do you recall influencer-endorsed products when making purchasing decisions?

52 responses



12)What type of content format do you find most engaging for influencer campaigns?

53 responses



13)What do you consider the most effective influencer marketing resource?

53 responses

