Report on

"The Communication Strategy of Social Media Marketing of Nokia Bangladesh"

By

Shamiha Nishat Chowdhury
ID: 18164086

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Master of Business Administration

MBA Program
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Letter of Testimonial

September 29, 2020

Mr. Saif Hossain
Assistant Professor
BRAC Business School
BRAC University

Subject: Internship Report submission on "The Communication Strategy of Social Media Marketing of Nokia Bangladesh"

Dear Sir,

It is my great pleasure to submit my internship report on "The Communication Strategy of Social Media Marketing of Nokia Bangladesh". I am working as an Executive, Client service department in WebAble Digital since April, 2019. In this report, I gathered all my learnings and experiences which I got during my research for this report.

I like to share my gratitude towards you for giving a proper guideline during this period.

Sincerely,

Shamiha Nishat Chowdhury
ID: 18164086
Program: MBA
BRAC University

Acknowledgement

First of all, I like to share my gratitude towards almighty Allah for giving me courage to finish this internship report on time. I would like to convey my cordial gratitude toward my internship supervisor Mr. Saif Hossain, Assistant Professor, BRAC University. Throughout this period his valuable guidance helped me a lot to complete this report. His time to time mentorship helps me to complete my report on time. I would like to thank my supervisors at work, Mr. Anis Hannan Chowdhury, for giving me such a wonderful opportunity to work with them. Once again, I would like to thank my supervisor for giving me this wonderful chance to get to know about "The Communication strategy of Social Media Marketing of Nokia Bangladesh". It provided me with an overall concept and helped to solve the assigned mission. I have put my best effort into providing an all-round and full report and hope I have accomplished my work.

Furthermore, thanks to those who provided me with relevant details and different information, advice about the report, both directly and indirectly through their knowledge and their precious work regarding this specific field of the topic and helped me to complete this report more precisely.

Executive Summary

Working as a Key Account Executive for WebAble Digital, I gathered lot of experience in Digital Marketing sector. In the client service department, it always creates opportunity to engage with new work. The experience which I am getting during work with WebAble Digital is precious for my future.

The paper will represent the social media communication strategy and the interactions of an audience with it. The basic focus was to understand the effectiveness of social media of Nokia Bangladesh and to understand the effects the interactions of the audience was taken as the measurement tool. The paper will mainly target Facebook Page activities as their prime media of online interaction is Facebook. The audience of the Facebook page for Nokia Bangladesh was my target population and therefore the study area was mainly focused on major cities of Bangladesh like Dhaka from the attitude of online interactions. I basically used the quantitative method to know the information and analyze it on its basis. The findings show that the audience interacted with more visually familiar and local perspective images. And also, the young generation is the main audience here. Thus, it makes us understand that multinational companies need to communicate with the locals in their own way to have a better outcome. The entire report is divided into three parts. In the first part it describes the employee information and overview of the internship program. In the second part it describes the organizations part where it describes the operation of the company. In last part it discusses the objective and methodology of the project briefly. In this segment, I also compiled the recommendation part.

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CHAPTER 1: OVERVIEW OF INTERNSHIP

1.1 Student Information

Name: Shamiha Nishat Chowdhury
Id: 18164086
Major: Marketing

1.2 Job Information

1.2.1 Company Information

Company Name: WebAble Digital

Company Information: WebAble is a digital creative agency serving the 'WebAbulous' brand experiences. Powered with 18 digital marketing technologists, WebAble delivers simplified digital interactions for its clients. It was recently awarded the first Commward GOLD for New Technology in Promotional Campaign in a campaign of RUCHI.

At WebAble, it is believed that the power of web can change the method of businesses communication. To develop a stronger, more personal, connection, it is essential to connect to people and enhance their web browsing experience. Advertisements on web should be intriguing and show forth the brand personality. The company loves to simplify and humanize all their deliverables with a high return on investment.

WebAble's clientele includes Kaspersky, Aarong, Dell, Bay Developments, ACI, Bangladesh Brand Forum, British American Tobacco, Bitdefender, Akhoni.com and other reputed organizations. WebAble's 360° digital marketing capabilities include Strategy & Analytics, Design, Development, Social Media Marketing, Digital Advertising and Interactive Campaigns.

Department: Client Service
Designation: Key Account Executive
Period: 01/04/2019 to Continuing
Address: 10/A, Road 4, Gulshan 1, Dhaka, Dhaka – 1212, Bangladesh

1.2.2 Supervisor's Information

Supervisor Name: Anis Hannan Chowdhury
Designation: Managing Director, WebAble Digital

1.2.3 Job Description

• Act as the primary point of contact for clients as well as the bridge between clients and the back-office (designers, copywriters, planners, developers, community managers, production team, media team and top management).

• Create and present proposals to clients and prospects Manage production teams and activation campaigns (in-house and third-party).

• Develop monthly, quarterly and annual plans for brands consistent with business objectives, and execute them effectively.

• Build and execute social media strategy through audience identification, competitive research, channel selection, messaging, and reporting.

• Generate, edit, publish and share daily content with the help of the creative.

• Setup, optimize, and manage social media pages for clients.

• Build and maintain successful client and partner relationships, including influencers.

• Decode brand briefs and write briefs for 3rd party vendors.

• Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaigns and go-to-market strategies, complete with formal proposals and recommendations on tactics.

• Handle difficult situations with empathy.

• Meet deadlines and ensure team members meet the quality and timeline expectations.

1.3 Job Outcomes

1.3.1 Employee Contribution to the Company

After joining as an employee, my primary responsibility was to look after ATL and Digital communication activities of several local and multinational brands. I am responsible for the

social media campaign communications of my brands. We launched different types of campaign in social media when we launched a new phone like: Influencer collaboration campaign, different occasional campaign, price drop and offer related campaign and so on.

1.3.2 Benefits to the Employee

WebAble always provides reward to the employee for their excellent performance. They will always ensure a timely salary for the employees. Company also provides provident fund and health insurance for every employee. WebAble always tries it's best to take care of every employee. For example, Coronavirus when the whole world is suffering, WebAble stands with its employees by allowing the employees to work from home. Overall, they always try to help all the employees in crisis moment.

1.3.3 Problems/Difficulties

The main difficulties which I face is taking clients approval for the contents and campaigns. Sometimes it takes long hour to get approval for the campaign. Another difficulty I face while I am not getting proper support from my production team. As I am a servicing person and I am the communication bridge between clients and my back office, so I have to maintain two sides very carefully, and if one side is not supporting me, I fall in trouble.

CHAPTER 2: ORGANIZATION PART: OVERVIEW, OPERATIONS AND A STRATEGIC AUDIT

2.1 Introduction

The main objective of this report is to describe the activities of "Webable Digital" in the social media area. As it is one of the leading digital agencies of this country, Webable Digital putting it's footprints successfully in every digital sector. Many renowned brands like Nokia, Tecno, SEL, SME is working with Webable Digital for long time. Recenty Webable Digital received seven Digital Marketing awards for it's work. In this report, I will show how Webable Digital set marketing strategy for brands.

2.1.1 Objectives

This study has general and specific objectives:
General Objectives:

- The general objective of this study was to determine the communication strategy of Social media marketing.

Specific Objectives:

- To explore the effect of interactions on Social Media Platform.

Research Question:

- Which kind of Facebook posts attract the audience for a known multinational mobile phone brand such as Nokia in Bangladesh?

2.1.2 Methodology

- ✓ A content on the Facebook page is considered as a successful content on the basis of the interactions with it. Thus, the contents that performed well were considered to be the standard that the other content failed to meet. After the data of the interactions with the post has been collected, it was then divided into different criteria to understand the strategy to use to communicate with the audience.

- ✓ Analyze the data from the Facebook page insight was taken as a measurement tool to understand human interactions and to find out the perfect way to communicate in Social Media Platform.
- ✓ Analyze the digital platforms data, reach, engagement, reactions and also focus group discussion data provided by clients.

2.1.3 Scope

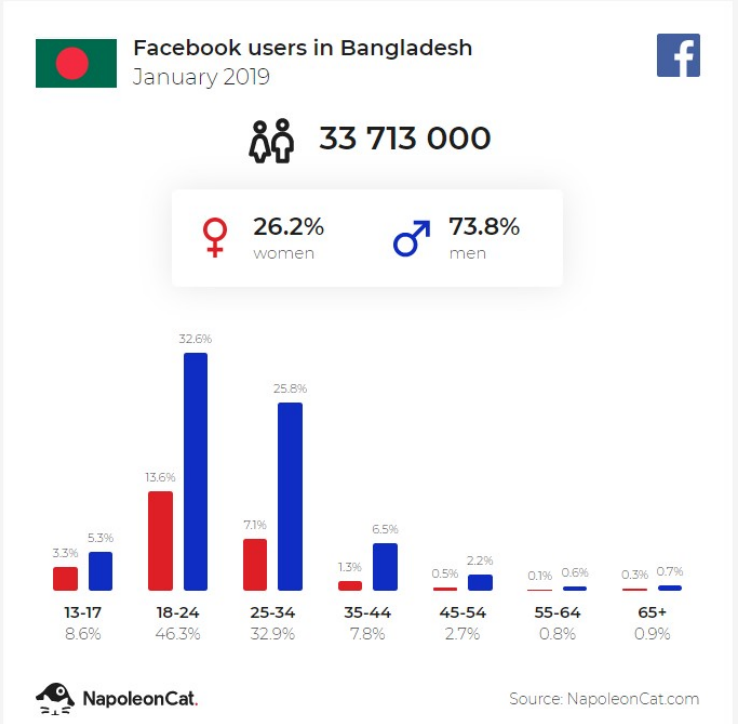
This report covers the Communication Strategy of Social Media Marketing of Nokia Bangladesh. As a key account executive of this brand, I used my own work experience and also took interviews of different brand persons, clients and my supervisor to give valuable input in the report.

2.1.4 Limitation

The study has limitations. The use of a single multinational mobile brand usually seems to be a limitation when the dependent and independent variables are from the same source. Therefore, future studies should take into account the linear studies of these relationships. Finally, research data is taken from a single region and covers a wide range to ensure the acceptability of future research results.

2.1.5 Significance

In 2019, the number of Internet users worldwide was more than 4 billion, an increase of 9% over the previous year [1]. The number of social media users is 3.84 billion in 2019, up 9% from the previous year [1]. As of January 2019, there were approximately 33 million Facebook users in Bangladesh, more than 19% of the total population.



According to a report by Google's internal statistics, the audience of YouTube, a video-sharing platform owned by Google in Bangladesh, has increased by 64% year-on-year to 2.94%. According to HYPE Dhaka, you can reach up to 2.1 million in Bangladesh via Instagram Ad [4]. Marketing and advertising on social media is just one part of digital marketing. In Bangladesh, brands are also running their ads through Google and the local display network. Throughout this report, we will look at Nokia Bangladesh's social media marketing communications strategy.

2.2 Overview of the Company

WebAble Digital is a fully integrated 360 marketing communication agency which is founded in the year 2013. Nowadays it is considered as one of the leading marketing agency in Bangladesh. WebAble always provides innovative idea to establish the marketing campaign for its clients. WebAble Digital always believes to generate more business for its clients. WebAble digital has made an impact in reshaping the journeys of its clients through simplicity, integrated and data-driven strategies and mode of communication. WebAble Digital currently providing all the supports for its clients which includes by - mobile marketing, campaign planning, strategy development, video production, integrated marketing, community management, social media marketing, digital media buying and planning, customer analytics,

creative consultancy, event activation etc. At present, WebAble has introduced three different verticals:

- A-Cubed: This team is specialized in digital media buying and planning. A-cubed is responsible for buying digital media for Ad placements in different platforms like Facebook, YouTube Google Display Network.
- Boro Agency: WebAble is also providing BTL activation support for its clients. This team has vast experience arranging different events for many different company.
- Ether Tech: It is basically the technological wing of WebAble. WebAble already developed many interactive apps for its clients. One of its most effective and innovative products is Chat leads which is an automated chatbot.

2.3 Management Practices

WebAble Digital is a team of general partnership with 4 co-founders with unique set of competencies breeding different teams. The founders are:
Ovick Alam: Chief Executive Officer His responsibilities include providing basic procedural guidelines and other key approach issues. He is the key communicator to the representatives; the basic leadership part includes abnormal state choices about arrangement and methodology. As a pioneer of the organization, he informs the board concerning chiefs, rouses representatives, and drives change inside the association. As a director, he manages the association's everyday operations.

Anis Hanan Chaudhry - Chief Operational Officer of Webable Digital who represents the organization that promotes the business group. Beginning from Commwards to SpikesAsia, Anis Hannan Chowdhury has taken WebAble Digital higher than ever and expanded the brand say of the organization considerably.

Syed Mahbub Shadab – Chief Innovation Officer From coding to programming, each application and site has his knowledge behind. Not simply planning, the web group of WebAble additionally tries different things with UI, programming outlining and information frameworks. They assembled intuitive battle in the both of advanced stall, diversions and social stages too.

Monoshita Auryani – Chief Marketing Officer From typography to shading plan, she has everything arranged. She drives the group for any kind of marketing activities that are needed to be done.

2.3.1 Legal Structure and Ownership

2.3.1.1 Level: Ovick Alam, the Chief Executive Officer of WebAble said he believes in expanding horizontally not vertically. All the projects in the company are team based hence there is not much need of hierarchy. Infect, he believes that it slows down the decision-making process to a huge extent. There are only 4 layers in the respective departments and across the organization. They mostly emphasize on team- performance than individual performance when it comes to compensation. Therefore, this structure can provide challenges and create work opportunities that will, in theory, motivate the employees. Job rotation and job enlargement occur on a frequent basis.

2.3.1.2 Differentials: In WebAble, the differentials between pay is given by the number of years worked in the company and number of hours worked. For example, part-time workers are paid 15 thousand because they work 30 hours a week and full-time workers get paid double 48 hours a week.

2.3.1.3 Content and Value: Workers who joined WebAble during the time it was nothing significant gets a higher multiplier in their yearly increment. Ovick Alam said that 'I have two designers who started working for us when we had only one client. They took a greater risk than the ones who are appointed currently. Hence, they are rewarded more for believing the company and showing utmost loyalty.

As for work equipment, developers and designers have a 1.8% increase in their annual growth compared to other employers. This is due to the fact that their expertise in the market is unique and the complexity of the work is high. It is very difficult to get naturally good developers and designers so it is more valuable. On the other hand, account managers and sales executives can be taught to be skilled in their work. The company hires sales executives at the highest cost because they bring in the majority of customers. Their contribution to organizational goals is stronger than theirs. They do not get a higher multiplier however they get a lump sum for every client they bring in.

2.4 Marketing Practices

WebAble Digital is a full marketing solution provider. WebAble always provided data driven digital solution to its clients to increase the brand visibility.

Product and Services of the Company:

Content creation: Creatives, Content Optimization

Web development: Website Creation, Website integrations, Application Development

Marketing consulting: Brand Development, Digital Media Strategy, Marketing for Startups

Social media marketing: Campaign Conceptualization, Social Profile Management, Ad Management

Search engine marketing: Search Engine Optimization, Search Engine Marketing, Web Analytics

Mobile marketing: Mobile Site Creation, Mobile Optimization

2.4.1 Digital Marketing Practices

We use actionable insights to understand the customers' minds. We develop effective plans to move customers' behavior and analyze every aspect of an industry to provide a roadmap for success.

2.4.2 Social Media Marketing

The online networking presents are on make significant human associations with the group of onlookers. It is the gathering of impressions that the clients have about the brand - both disconnected and on the web, that makes the brand character significant. Committed record supervisors, fashioners, publicists and group directors give a human tone to the brand and drive discussions in online networking. They utilize specific devices to deal with the web-based social networking effectively covering Facebook, Twitter, LinkedIn, Slideshare, Instagram, Pinterest, Tumblr and Google+.

2.4.3 Digital Advertising [Media Buying]

They ensure the message of the customer is conveyed to the correct crowd, at the ideal time in the correct stage, in right setting by going crosswise over channels, for example, web index and social stages, portable enhanced and desktop driven. They target geologically,

demographically, and logically with dangerously sharp precision. They fabricate pipes and run retargeting/remarketing efforts. Besides they screen and upgrade battles constantly for most extreme ROI. The organization likewise covers media purchasing crosswise over Google AdWords (Search and Banners Ads), Google Admob (Mobile) and G&R (for Bangladeshi locales). In social publicizing scene, they cover advertisements in Facebook, Youtube and LinkedIn. From their experience, Facebook promotions are the most famous and financially savvy. A portion of the well-known classes are: Page Promotion Ads, Engagement Ads, Website Click Ads, Event Promotion Ads, Offer Promotion Ads and App Install Ads.

2.4.4 Interactive Campaigns

WebAble provides creative and development teams together to go beyond the ordinary and turn the whims of imagination into reality through hardware, software, web apps, social media and interactive technology.

2.5 Financial Performances & Accounting Practices

As WebAble Digital is fully a digital agency, its main source of income comes from Digital Campaign planning and creatives. WebAble provides all kinds of Digital support to the clients. WebAble also generate profit from events, shooting supervision and digital media buying.

2.6 Operation Management and Information System Practices

For smooth and efficient work process WebAble always maintaining a good chain of command. For looking after every clients account there are different team for different account. This teams are leads by Account Supervisors. Accounts supervisors are directly monitor by the directors. A ERP system is already using to maintain the official works. Every departments have specific job descriptions. For reach the annual goal, every department woks heard throughout the year.

2.7 Industry and Competitive Analysis

There are more than 50 new and old agencies working in the industry. Along with digital agency, many old creative agencies like Adcomm Limited, Asiatic, Grey are also coming in digital platforms. Many digital agencies like Analayzen, Asiatic Mindshare, X Solitons are becoming competitors for Webable Digital.

2.7 SWOT Analysis of WebAble

S.W.O.T. analysis represents Strengths, Weaknesses, Opportunities and Threats. A S.W.O.T. investigation is a consolidated rundown of any business substance's qualities, shortcomings, openings and dangers.

Strength of WebAble

The main strength of WebAble Digital is their creative skills and idea generation. WebAble always motivate their employee to work hard and give their best performance to achieve the company goal. Most of the digital contents of WebAble are made from collaborated idea which is taken from group discussion. WebAble always encourage an open environment that the employees can easily share their ideas with the management.

Weakness of WebAble

The main problem of WebAble is huge amount of work pressure and shortage of employees. So, People left the place after few months or years.

Opportunity of WebAble

In this digital era, as a Digital agency WebAble has great opportunity to flourish in the market. WebAble already adopted new technology and hired many talented people to ensure its success.

Threats of WebAble

As digital marketing is rapidly growing everywhere, competitors in this sector are increasing every day. Many corporate houses are also forming their own agency. Upcoming new agencies in digital marketing field is the biggest threat for WebAble.

2.8 Summary and Conclusions

Throughout this report, I shared all the digital marketing activities of WebAble Digital. Working as a full-time employee is a great honor for me. The knowledge, I acquired from here will definitely boost my career. Writing this experience report has helped me discover my skills, and shortcomings. All the learning from client service department of the WebAble Digital has given me in-depth knowledge about the how business is conducted in this digital sector. During this time, I faced a few barriers, but I have learnt to overcome them by organizing my works and minimizing mistakes on the way.

2.9 Recommendations

In this report, I try to share the communication pattern of WebAble Digital. During this research, I find some recommendations for WebAble, which can be beneficial for WebAble. Here I am sharing some recommendation which I found during my research for the report.

- ✓ Currently they have no separate HR department. So, they should come up with a proper HR department.
- ✓ They have a huge market opportunity in production on Web episodes. So, they should come up with some efficient visual storytellers to create a separate video production department.
- ✓ Most of the brands are spending huge amount of money in digital media buying. So, if they can open a separate media planning wing will have a greater impact on revenue.
- ✓ As this industry is embryonic and growing too fast, they should come up with some paid/non-paid training sessions for others.
- ✓ Most of the clients are not ready to share proper timeline for the campaigns. Sometimes clients do not want to understand the reality. As a result, it creates pressure on the agency. To solve this issue, clients' needs to have proper idea about time line for delivery any campaign.

CHAPTER 3: Project Part: "The Communication Strategy of Social Media Marketing of Nokia Bangladesh"

3.1 Introduction

In this chapter there will be a brief discussion on the background of the study and the objectives of this study. Adding to that, the significance of the study will also state how important this particular project is and how it will contribute to the future studies. The chapter then will continue on to the research findings and conclusions. Lastly, it will be finished with a brief recommendations.

3.1.1 Background of the Study

Every brand is now promoting their product or service through Digital Media. Digital platforms are sharing real time data for the digital campaigns. In this age of mobile phone, Digital Marketing sector is growing rapidly. Huge investments are coming in this sector now days. Number of digital marketing agencies are increasing rapidly. As people are now more on digital platforms, brands are now trying to expand their communication - information, offering, and benefits over the digital media. Customers are now like to engage with the brand one to one. Digital Marketing platforms are creating this chance for the brands to contact with their customer one to one. More than 14 million active Facebook users are in Bangladesh and every seconds Facebook is getting new subscribers. These factors are increasing the credibility of digital frontiers in Bangladesh. Being a marketing student, the ever-changing behavior of a consumer in terms of interacting with social media has always made me amazed and attracted to search for the root cause of it. Thus the reason to choose this topic as my research paper is to explore more to the digital effectiveness and understand the human behavior pattern on social media.

3.1.2 Objectives

- ✓ To determine the communication strategy of Social media marketing.
- ✓ To explore the effect of interactions on Social Media Platform.
- ✓ To know which kind of Facebook posts, attract the audience for a known multinational mobile phone brand such as Nokia in Bangladesh.

3.1.3 Significance

This study focuses on the communication strategy and the influence of social media marketing of a renowned multinational mobile phone company in an attempt to understand the consumer behavior of the Bangladeshi public. The study can help other multinational companies to revamp their marketing strategy for Bangladesh and help them get a better microscope view for the Bangladeshi industry. The mobile phone industry is now saturated with multinational companies and most of them are from South Asia, which creates a problem for other European companies like Nokia to conquer the market, even if we are one of the leading companies. Therefore, this report will help you understand the pattern of consumer behavior on the social media platform for the mobile industry in Bangladesh.

3.2 Methodology

3.2.1 Research Design

The purpose of this study is to find out how the local audience interacts with multinational corporations. Therefore, the data from the insights on the Facebook page was used as a measurement tool to find the perfect way to understand and communicate human interactions. This survey was designed to capture human interactions on the social media of your favorite companies. The content of a Facebook page is considered successful based on its interaction with it. Therefore, good-performing content was considered standard when other content was not met. After collecting data on the interaction with the post, it was categorized into various criteria to understand the strategies used to communicate with the viewer.

3.2.2 Population, Sample and Size

The total population of the study was 272,308 people, the number of people on the page and there was no sample size because we could not communicate with them individually, as opposed to the privacy issue.

3.2.3 Data Collection Process

Data has been collected from the Facebook Page management section and sometimes anually from the posts to cross check.

3.2.4 Data analysis

The data has been analyzed using the excel sheet method and common top performing method to understand the interactions of the audience. But sometimes it was taken manually to bring the findings.

3.3 Finding and Analysis

The findings of the research are-

1.Including the daily life of the audience or events in the communication increases the interaction rate: The interaction rate gets increased when the daily activities of the target groups are connected with the company's promotional activities as well as campaigns. It helps people to relate their needs with the offering to a large extent. As an example, in the case of Nokia Mobile, we found that the interaction rate of the young audiences is much higher when we publish the contents that are more relevant to their interest such as - the gaming features or camera features of the mobile.

2. It is easier to communicate with the younger generation than with the older generation: The young generation including Generation Y and Generation Z can easily cope with modern devices, apps, technologies, etc. Therefore, it is easier to position proper information on young people. However, the old people (Baby Boomers) hardly accept modern practices and it is still complex to make them aware of specific products or services**.** As an example, from the Insight Data of the Nokia mobile's Facebook page we found that the engagement rate of the younger target age group is higher than the other age groups. In this sense, it's easier to communicate with this younger target group rather than the older generation.

3. Less brand placement helps communicate better: Audiences in social media platforms always prefer less brand placement. In mobile branding the content which emphasizes on the non-product content such as - Lifestyle based content, Engaging Content, Discount or Offer related content etc. will get the higher number of reach & engagement. As an example, Nokia

Mobile decided to upload the Discount or Offer related post more, after getting the higher number of Engagement in previous.

4. Videos are not responding better if they don't get off to a good start: Nowadays people have easy access to videos through YouTube, Facebook, Instagram as well as other platforms. If a video does not have a good start, or attractive name or big factors, viewers or target audience may switch to others without any delay. An analysis found that a better communicative video attracts the audience's attention in the first 10 seconds. Also, short videos create a higher number of engagements in social media platforms than the longer videos. Holding the audience attraction in shorter videos is easier than longer videos. As an example, Nokia Mobile prefers to post videos which are not longer than 60 to 70 seconds. So, to get the attention of the audience videos must have to be started with a good start.

5. Global contents are not much welcomed even though they are well polished: There exist many global contents which are hardly accepted by the target audience because of irrelevant messages or unattractiveness. The main reason behind this, in local content the audience can easily relate their perception and thoughts. Mobile brands like Nokia Mobile Bangladesh also evaluate that the engagement rate of Local Contents is much higher than the engagement rate of well published Global contents.

The objectives of my research are to determine the communication strategy, effects of interactions in social media and to know which kind of Facebook posts attract the audience for a known multinational mobile phone brand such as Nokia in Bangladesh or Social media marketing. The findings of the research and analysis are:

1.The communication strategy of social media marketing: Communication strategy of social media is quite different from the traditional media of communication. Without proper communication strategy, brands cannot reach their goal. In social media marketing communication strategy try to focus on four components - Communication goal, Targeted Audience, Communication Plan & Communication Channel. A standard communication strategy helps to generate the highest number of engagements by reaching the highest number of audiences. A content on the Facebook page is considered as a successful content on the basis of the interactions with it. Thus, the contents that performed well were considered to be the standard that the other content failed to meet. After the data of the interactions with the post has been collected, it was then divided into different criteria to understand the strategy to use to communicate with the audience. After the analysis in Nokia Mobile Bangladesh, I found the contents which are related to lifestyle-based, offer based like a price drop, cashback related contents are got more traction. And even when they collaborate with an influencer or use influencers in their campaign and content those are performed really well. So, they are now trying to change their communication strategy. They are now more focusing on the Influencer's

collaboration Campaign, launch their flagship phones with influencers, or mega-celebrity to create hype on social media. Because nowadays Influencer collaboration campaigns are trending in social media.

2.Explore the effect of interactions on Social Media Platform: Social media platforms are most popular for communication in this digital era. Now, customers prefer to purchase more online or virtual stores rather than physical outlets. Even in some cases customers prefer to compare the product reviews in social media before purchasing. On the other hand, social media marketing is measurable than other platforms. For Nokia Mobile Bangladesh our social platforms are Facebook, Instagram, YouTube, Google Display Ad ETC. Also, Nokia's sales are increasing day by day for the social media marketing.

3. To know which kind of Facebook posts, attract the audience for a known multinational mobile phone brand such as Nokia in Bangladesh: In the case of mobile brands, contents that mostly focus on the features are attracting a higher number of audiences. Other contents that get higher audience attractions are Engaging posts and Campaign. In these posts, the audience will be able to communicate directly through comments & share.

This study provides evidence that local audiences, even in a third world country, prefer to look at their own position on social media to communicate with them. The basic communication strategy is to get the interest of the audience at first sight and then work based on this.

3.4 Summary and Conclusions

Through communication strategy we try to achieve the communication objectives. In our communication strategy we try to focus on four components - Communication goal, Targeted Audience, Communication Plan & Communication Channel. A standard communication strategy helps to generate the highest number of engagements by reaching the highest number of audiences. Now, customers prefer to purchase more online or virtual stores rather than physical outlets. Even in some cases customers prefer to compare the product reviews in social media before purchasing.

Research shows that communication with the audience, no matter what the platform, should be done in their own way or language since people use social platforms in their leisure time and they get bothered if they are being poked from a brand outside of their comfort zone. Thus, it suggests the multinational companies have different and customized communication processes and methods for each area and in fact zones.

3.5 Recommendations

During the research for this report, I learned some topics of different which are help me to understand that there are lot of improvements need to improve the Communication Strategy of Social Media Marketing of Nokia Bangladesh Here I have some recommendations –

1. Nokia Mobile authority should increase more budget in the digital platforms. As digital media is getting popular day by day, platforms are also increasing the rate for ad. lSo, Nokia should increase the budget to be in the race.
2. Before running a campaign, previous data should be analysis to make strategies. Previous data gives clear idea about customer taste and recent digital trends. It also gives idea what types of communication is suitable for a brand to get more engagement.
3. Every digital campaign should be more ROI driven. There are lot of tools in every digital platform which helps to understand the ROI of the campaign in real time. This real time data is also giving what kind of changes needs to take in the campaign strategy to make the campaign more successful.
4. Reports from vendors should be analyze more carefully. Understanding the ROI against KPI is very important.
5. Competitor's activity also needs to monitor carefully. As most of the brands are youth centric and only proper communication can change the buying decision of the youths, so what kind of communications competitors are using should be keep in mind while developing strategies for digital media.

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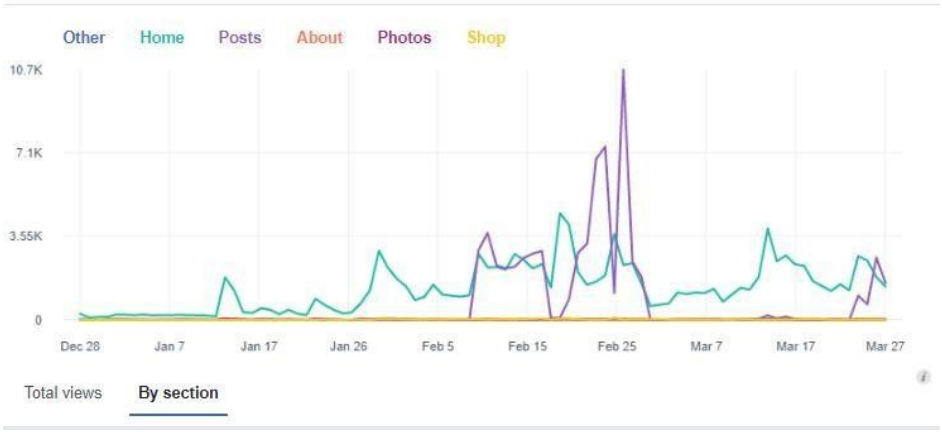
Appendix

Nokia Page Performance

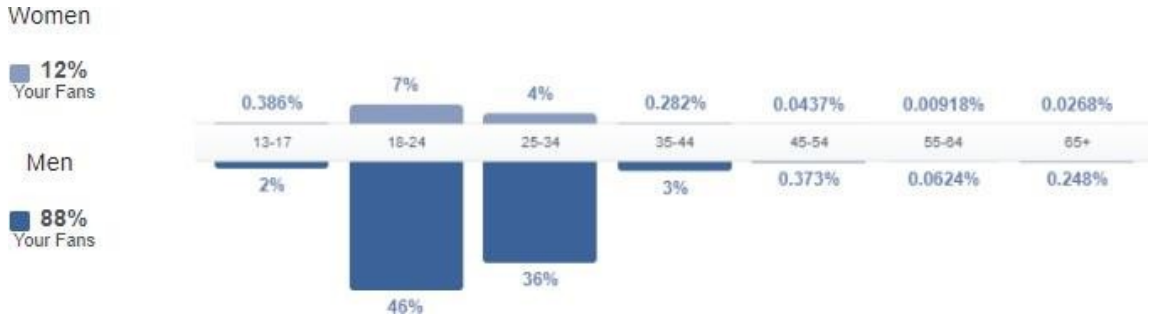
Page View:

Action on page:

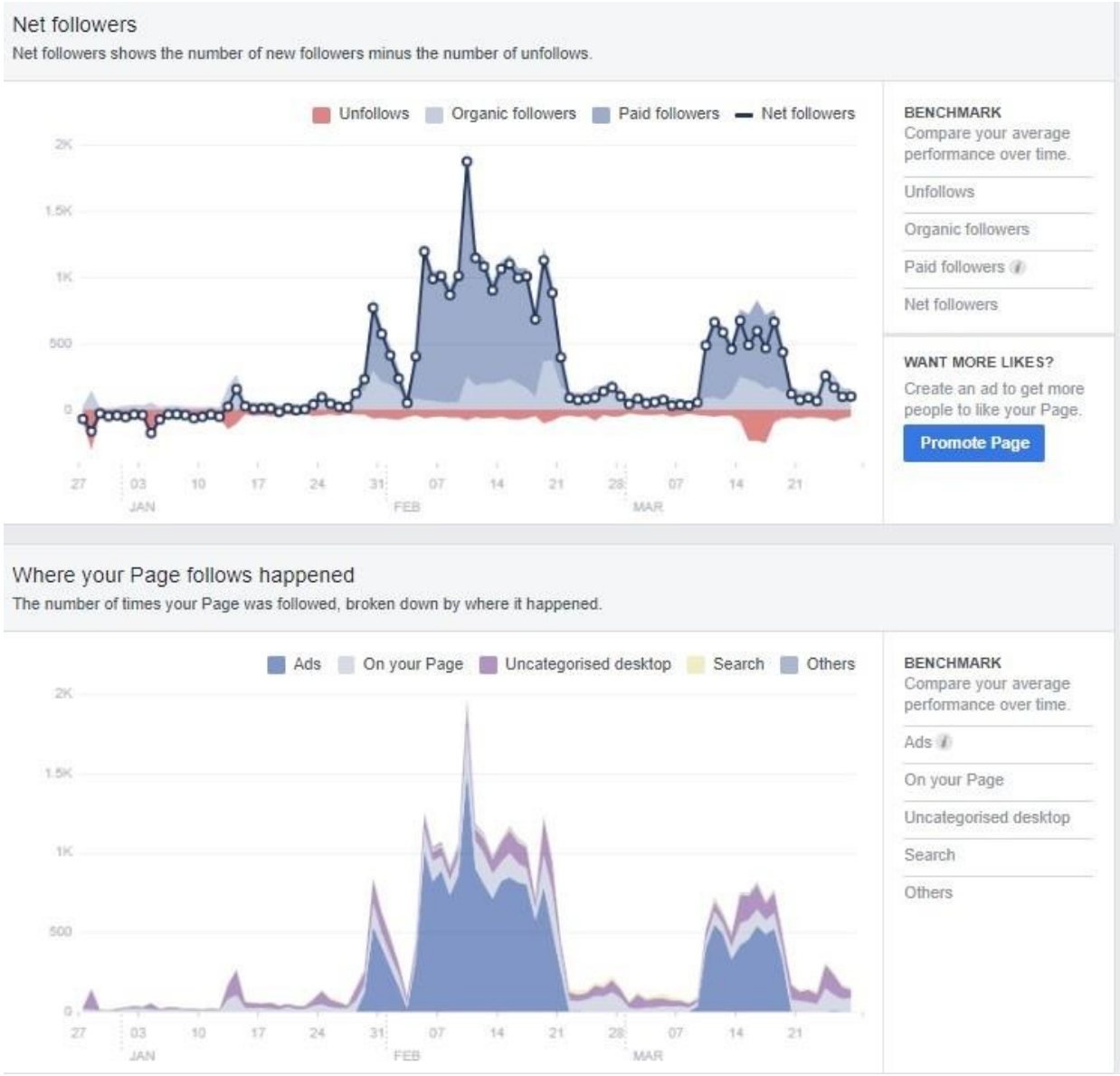


Action on page:

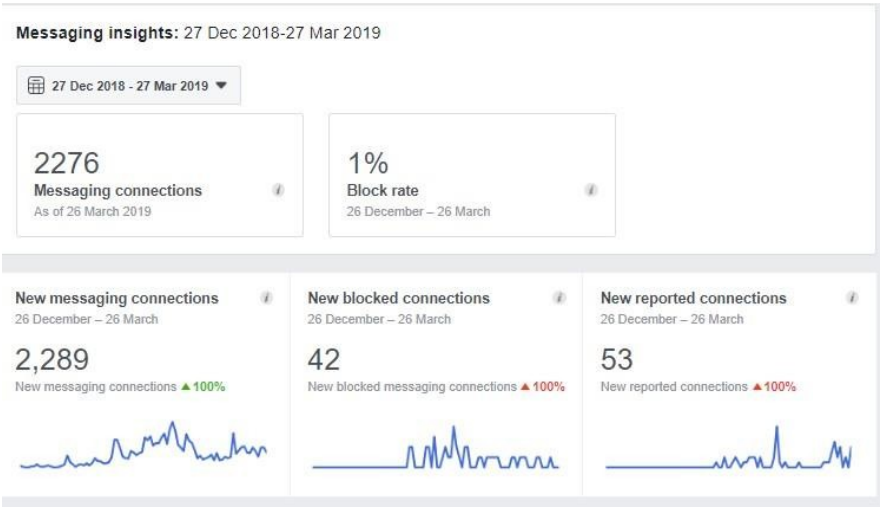
Page Audience:



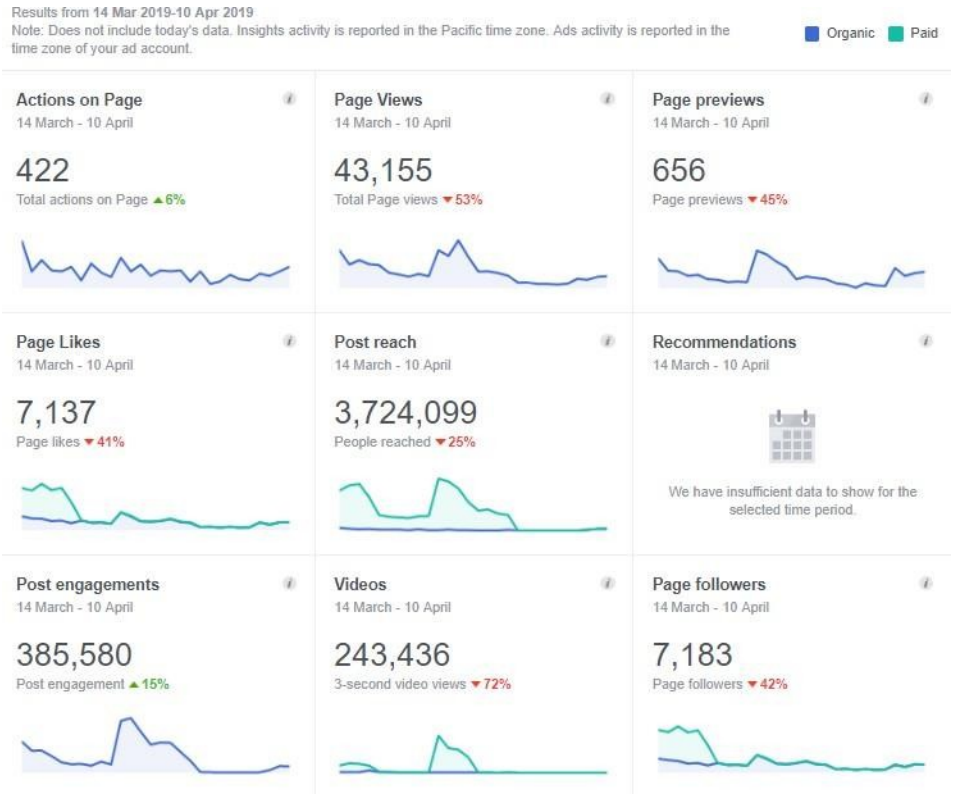
Page Followers:



Page Message rate:



Page Overview:



Post Details

Nokia Mobile (BD)
Published by Community Manager [?] - 23 January -

Let this new year bring more happiness to you! Grab the Two Good Offer on Nokia smartphones brought to you by us and get Nokia 5, Nokia 6 at a great price!

123,013	26,081	Boost Post
People reached	Engagements	

Sabbir and 17K others — 226 Comments 110 shares

Like Comment Share

Performance for your post

123,013 People Reached

18,815 Reactions, comments & shares

17,333 Like	17,097 On post	236 On shares
205 Love	200 On post	5 On shares
499 Haha	494 On post	5 On shares
136 Wow	131 On post	5 On shares
15 Sad	15 On post	0 On shares
19 Angry	18 On post	1 On shares
503 Comments	456 On Post	47 On Shares
115 Shares	110 On Post	5 On Shares

7,266 Post Clicks

3,976 Photo views	0 Link clicks	3,290 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post	5 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Video | Post | Shares — See metrics for all videos

Nokia Mobile (BD)
Published by Community Manager [?] · 31 January at 10:45 ·

Keep your eyes on the page and prepare to be amazed. Coming tomorrow.
#ExpectMore

Get more likes, comments and shares
Boost this post for ৳2,550 to reach up to 34,000 people.

2,514	757	Boost Post
People reached	Engagements	

Saiful Islam, Meraj Hossain and 184 others 6 Comments 4 shares

Like Comment Share

Performance for your post

2,514 People Reached

1,030 3-second video views

212 Reactions, comments & shares

178 Like	177 On post	1 On shares
13 Love	13 On post	0 On shares
2 Haha	2 On post	0 On shares
15 Comments	13 On Post	2 On Shares
4 Shares	4 On Post	0 On Shares

545 Post Clicks

350 Clicks to Play	0 Link clicks	195 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Nokia Mobile (BD)
Published by Socialbakers.com [?] · 31 March at 18:00 ·

Watch your favorite TV series on Nokia phones without worrying about running out of charge! Tell us about your favorite TV series in the comment section.

13,294	3,387	Boost Post
People reached	Engagements	

Performance for your post

13,294 People Reached

3,073 Reactions, comments & shares

2,974 Like	2,974 On post	0 On shares
34 Love	34 On post	0 On shares
10 Haha	10 On post	0 On shares
4 Wow	4 On post	0 On shares
48 Comments	47 On Post	1 On Shares
3 Shares	3 On Post	0 On Shares

314 Post Clicks

159 Photo views	0 Link clicks	155 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

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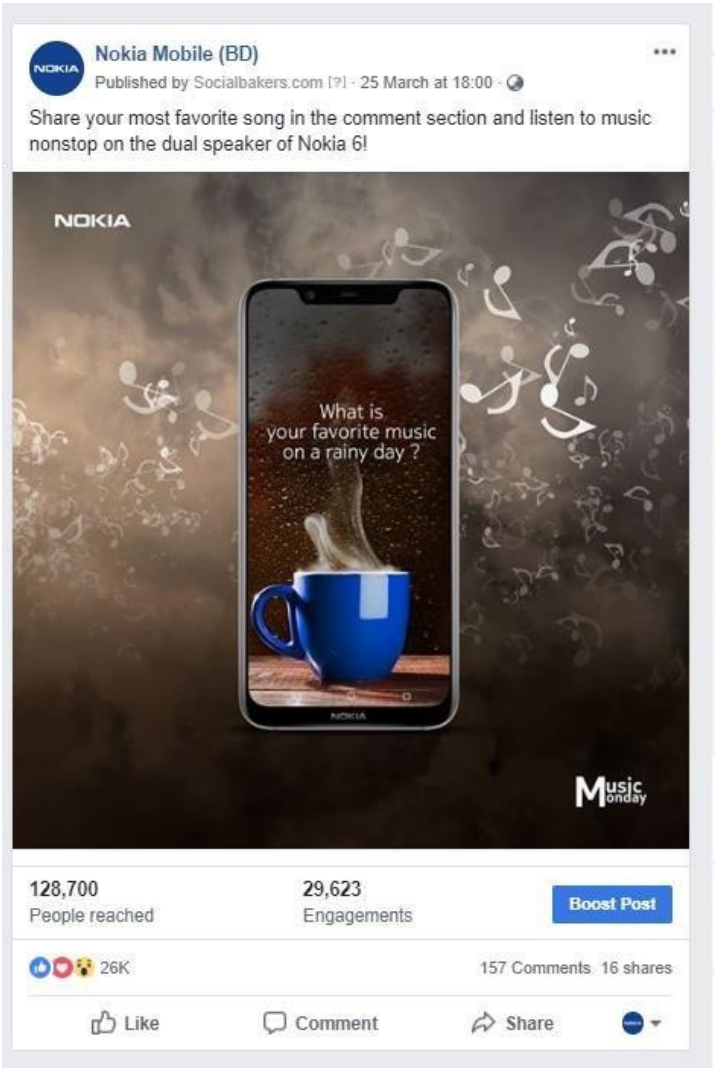


Performance for your post

128,700 People Reached

27,061 Reactions, comments & shares

26,188 Like	26,186 On post	2 On shares
343 Love	343 On post	0 On shares
44 Haha	44 On post	0 On shares
122 Wow	122 On post	0 On shares
10 Sad	10 On post	0 On shares
4 Angry	4 On post	0 On shares
335 Comments	308 On Post	27 On Shares
17 Shares	16 On Post	1 On Shares

2,574 Post Clicks

1,594 Photo views	2 Link clicks	978 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Video | Post | Shares | See metrics for all videos

Nokia Mobile (BD)
Published by Community Manager · 10 February ·

Nokia 8.1 is here to make you #Expectmore! Its adaptive battery feature on Android 9 Pie provides 2 days battery life and this best android cares for your digital wellbeing. What are you waiting for, let's connect with the world in a new way!

1,711,794	86,584	Boost Post
People reached	Engagements	

10K 206 Comments 151 shares

Like Comment Share

Performance for your post

1,711,794 People Reached

301,083 3-second video views

11,871 Reactions, comments & shares

9,474 Like	9,389 On post	85 On shares
965 Love	955 On post	10 On shares
117 Haha	114 On post	3 On shares
589 Wow	589 On post	0 On shares
17 Sad	17 On post	0 On shares
11 Angry	11 On post	0 On shares
534 Comments	475 On Post	59 On Shares
169 Shares	151 On Post	18 On Shares

74,713 Post Clicks

68,383 Clicks to Play	1 Link clicks	6,329 Other Clicks

NEGATIVE FEEDBACK

3 Hide Post	3 Hide All Posts
1 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Video | Post | Shares | See metrics for all videos

Nokia Mobile (BD)
Published by Community Manager · 5 February at 12:23

Good news for all our fans in Bangladesh! Now you can get all latest & exciting news about Nokia smartphones on this verified page! So join now and keep following Nokia smartphones in Bangladesh!

Verified Page | Contact Us

893,966 People reached | 3,523 Engagements | Boost Post

796 | 17 Comments 12 shares

Like | Comment | Share

Performance for your post

893,966 People Reached

9,489 3-second video views

886 Reactions, comments & shares

804 Like	793 On post	11 On shares
21 Love	20 On post	1 On shares
2 Haha	2 On post	0 On shares
2 Wow	2 On post	0 On shares
1 Angry	1 On post	0 On shares
40 Comments	33 On Post	7 On Shares
16 Shares	12 On Post	4 On Shares

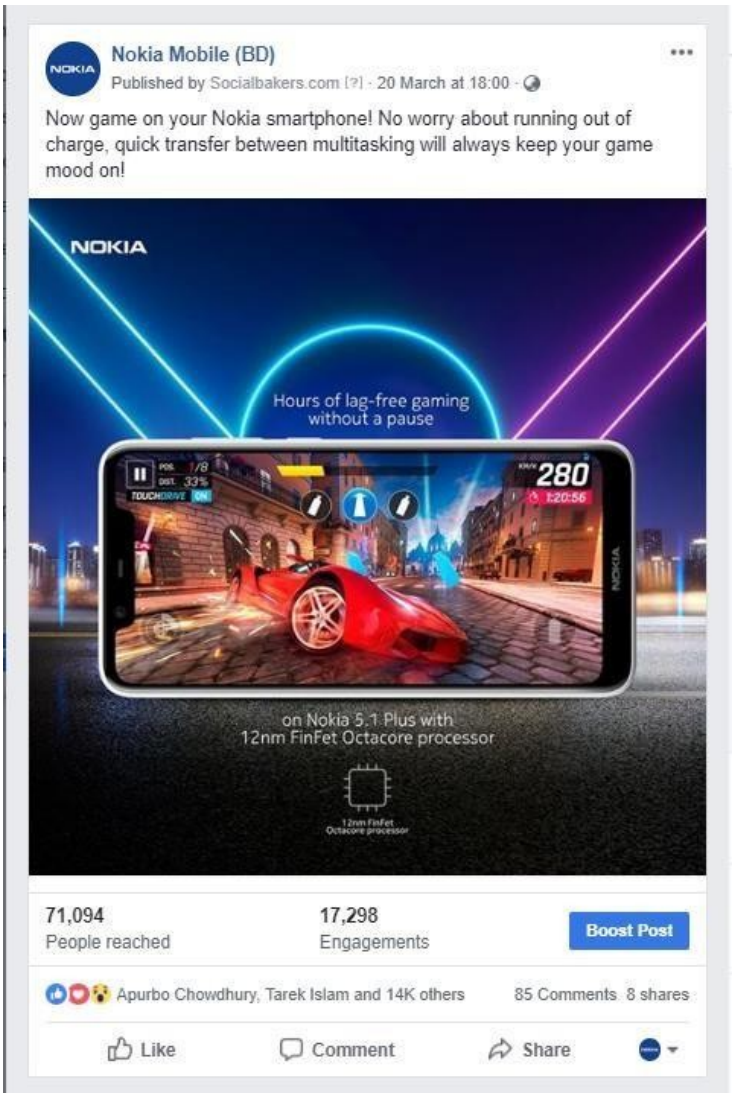
2,637 Post Clicks

1,406 Clicks to Play	207 Link clicks	1,024 Other Clicks

NEGATIVE FEEDBACK

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.



Performance for your post

71,094 People Reached

14,851 Reactions, comments & shares

14,210 Like	14,205 On post	5 On shares
233 Love	233 On post	0 On shares
51 Haha	51 On post	0 On shares
118 Wow	118 On post	0 On shares
2 Sad	2 On post	0 On shares
1 Angry	1 On post	0 On shares
233 Comments	189 On Post	44 On Shares
8 Shares	8 On Post	0 On Shares

2,452 Post Clicks

1,312 Photo views	0 Link clicks	1,140 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

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