

Report on  
The Effectiveness of Employer Branding on Social Media Platforms of Today:  
Avenues For Enhancing Recruitment at Wonderif Studio

By  
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Student ID: 20104050

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

BRAC Business School (BBS)  
Brac University  
April 2024

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## **Declaration**

It is hereby declared that

1. The internship report being submitted is an original work of mine while completing a degree at BRAC University.
2. The report, in no way, contains materials that have been published previously, or has been worked on by someone other than myself.
3. This report does not contain any material which has been accepted or submitted for any other degree at a university or another institution.
4. All main sources of information and help have been acknowledged.

**Student's Full Name and Signature:**

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**Abidur Rafi Hassan**

Student ID: 20104050

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

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**Ahmed Abir Choudhury**

Senior Lecturer, BRAC Business School

Brac University

## **Letter of Transmittal**

Ahmed Abir Choudhury

Senior Lecturer

BRAC Business School (BBS)

Brac University

Kha 224 Bir Uttam Rafiqul Islam Avenue, Merul Badda, Dhaka 1212

Subject: Submission of Internship Report for the completion of “BUS400 - Internship” as registered in the semester of Fall, 2023.

Dear Sir,

I am hereby submitting the internship report required to complete the Bachelor of Business Administration (BBA) degree from Brac University. In this report, I have detailed my term as the business development intern for Wonderif Studio Pvt. Ltd. Wonderif is a newly established brand design studio in Dhaka, Bangladesh. The report also showcases my findings from a research on the proposed topic that you approved, “The Effectiveness of Employer Branding on Social Media Platforms of Today: Avenues For Enhancing Recruitment at Wonderif Studio.”

I hope that the report meets your prescribed academic standards.

Sincerely yours,

---

Abidur Rafi Hassan

Student ID: 20104050

BRAC Business School

Brac University

Date: April 30, 2024

## Non-Disclosure Agreement

This agreement is made and entered into by and between Wonderif Studio Pvt. Ltd. and the undersigned student at Brac University. Therefore,

1. The employee understands and agrees that the confidential information constitutes trade secrets of the employer and the employer has taken all reasonable precautions to protect the confidentiality of such information.
2. The employee agrees not to share said confidential information for the benefit of any person other than the employer.
3. All agreements shall be governed by the laws of the People's Republic of Bangladesh.

---

Signature of the Employee

Abidur Rafi Hassan

---

Print Name

(fill the date later)

---

Date

---

Signature of the Employer

Mohammad Faisal Omar

---

Signature of the Employer

MD, Creative Director

---

Title

(fill the date later)

---

Date

## **Acknowledgements**

I would like to extend my gratitude for my supervisor, Ahmed Abir Choudhury, Senior Lecturer, BRAC Business School (BBS), Brac University, and my co-supervisor, Shihab Kabir Shuvo, Senior Lecturer, BRAC Business School, Brac University, for their guidance in the preparation of this report.

I would like to thank my supervisor, Mr. Omar, Managing Director and Creative Director at Wonderif Studio Pvt. Ltd. for making me push boundaries and his guidance and support in my journey as a new professional.

I would also like to express my gratitude for the wonderful people at Wonderif I got as colleagues for their support in making the workplace more homely and a safe space to grow as well as nurturing my curiosity in the field of branding.

## **Executive Summary**

This is an internship report prepared by an intern in the business development of Wonderif Studio Pvt. Ltd. whose responsibilities included assisting in client servicing, lead generation, lead nurturing, and the formation of strategic partnerships. Wonderif is a brand design studio based in Dhaka, Bangladesh which primarily offers brand identity designing, print designing, UX/UI designing, and website design and development.

This report showcases the results of the research done on the topic of effectiveness of employer branding on social media platforms and how it could help Wonderif Studio. Both qualitative and quantitative methods were implemented to help identify possible avenues for growing awareness of Wonderif as an ideal employer. While the study was done on a small scale, it can be a precursor to guiding the first steps of growing the employer brand of a newly established company.

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## **Chapter 1: Overview of Internship**

### **1.1 Student Information**

Name: Abidur Rafi Hassan

ID: 20104050

Program: Bachelor of Business Administration (BBA)

Major/Concentration: Finance & Computer Information Management

### **1.2 Internship Information**

#### **1.2.1 Student's Information**

- Designation: Intern, Business Development
- Employment Period: 3 months (October 15, 2023 - January 14, 2024)
- Company Name: Wonderif Studio Pvt. Ltd.
- Department: Business Development & Sales
- Address: 84, Arambagh, Dhaka 1000

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

- Name: Mohammad Faisal Omar
- Position: Managing Director, Creative Director

#### **1.2.3 Job Responsibilities**

##### Job Description

The role of the Intern for Business Development involves client servicing and networking to expand the pipeline of leads and prospects that feed the revenue stream for the company. The intern is expected to collaborate with the directors of the company to achieve strategic goals set to attract new clients and potential partnerships with vendors and other firms in the same line of work. Additionally, the intern will also be investing time and effort into

servicing existing clients to retain key accounts that contribute to revenue for the company. As such, the position requires liaising between various external and internal stakeholders for various projects while undertaking tasks assigned by upper management.

#### Job Responsibilities

- Scheduling and coordinating meetings with leads and clients
- Attending meetings with prospective clients and following up on their queries
- Assist in servicing of existing clients and customer relationship management
- Scout online for possible leads in sales
- Prepare reports to the management to contribute to sales planning
- Update the design team on client specification changes mid-project
- Inform management about progress on individual leads assigned
- Prepare quotations according to project specifications
- Prepare and deliver invoices to clients for running projects
- Research the market for firms to potentially partner up with
- Participate in training designed to help develop skills and gain industry insights
- Complete training courses online assigned to hone skills in business development

### **1.3 Internship Outcomes**

#### **1.3.1 Student's Contribution to the Company**

As the Business Development Intern, I have attended numerous meetings with prospective and existing clients, potential partners in executing projects for clients, ensured client satisfaction, and expanded on the pipeline of leads that may bring in projects to the revenue stream of the company. Besides this, internal tasks included preparing documents for the purposes of project management such as Gantt charts and spreadsheets to help the team clear tasks in order to meet deadlines. Furthermore, I

have run numerous independent searches on potential clients spanning across various industries and presented reports to the management to contribute in designing their efforts to reach more clients.

### **1.3.2 Benefits to the Student**

In terms of growing while working at Wonderif, the area I felt I learned the most is reading people's body language in social settings, especially during a meeting. Another area that this internship helped me develop is networking with people. I've also had first-hand observations in negotiating deals with clients. It was a privilege to learn from my superiors to negotiate in a manner that is more sincere rather than superficial. Lastly, I learned how to take care of teammates in professional situations where we could rely on each other.

I also greatly value the deep industry insights I gained during this period of working with Wonderif and found an industry I can see myself making a happy and fulfilling career in. I've learned technicalities in branding from a practitioner's lens making me able to judge other brand executions by a higher standard. These invaluable lessons are ones I will be forever thankful for to my team at Wonderif.

### **1.3.3 Problems/Difficulties**

The thing I clearly struggled with right from the start was time management. Scheduling and coordinating meetings with external and internal stakeholders for the company took some getting used to.

It was also quite nerve-racking to be in the presence of highly esteemed business personnel who have more years of experience as managers than my own age. Presenting to them was especially difficult in the early stages.

### **1.3.4 Recommendations**

My only recommendation would be that all interns, regardless from which department, should be given lessons on what good brand design is at the very beginning of their term.

## Chapter 2: Organisation Part

### 2.1 Introduction

Wonderif is a brand design studio based in Bangladesh that was founded in August 2023 with a goal to transform the branding landscape in the country and beyond for business owners who want to deliver exceptional experiences for their customers/audiences. The founders believed they had found a gap in the market for brand designing in Bangladesh that they sought to fill with a commitment to putting out design work for clients that resonate with the intended audience, and are consistent to develop brand recognition, loyalty, and brand equity.

With Bangladesh being the 8th largest population in the world, it is no surprise that it attracts attention from both local and foreign entrepreneurs. As such, at some point in time, many of them realise that their enterprises require a strong brand that can funnel people in. While Bangladesh has a diverse range of branding and marketing agencies that contribute significantly to the country's branding industry, there is an evident lack of work that is well thought out.

Wonderif distinguishes itself in the industry by taking a strategy-first approach. The studio's projects always begin with a discovery session where the client's inputs are gathered on where their business stands, what their vision for the future of their business is, and what areas they think their marketing/branding can help improve. Wonderif focuses on the principle of being customer-centric in doing their work and is motivated by the belief that design should be capable of more than just visual appeal. Instead of just attracting audiences, design should elicit genuine emotions, urge active engagement on the audience's behalf, and be able to nurture long-lasting relationships between the brand and its audience.

Wonderif's goal is motivated by their desire to upset the status quo, create brand storylines that are really memorable, be innovative, and constant improvement. The business finds

inspiration for its work in the works of individual design giants such as Paula Scher, Michael Bierut and global brand design agencies such as Landor & Fitch, Pentagram, and Wolff Olins.

As it prepares to enter the dynamic world of branding and design, the company spares no cost in creating compelling experiences and recognizable visual identities. Wonderif embraces AI technology in their creative work which allows them to create unique brand experiences that exceed expectations.

## 2.2 Overview of the Company

### 2.2.1 What is Wonderif

Wonderif is a design-focused company that was founded with the goal of enhancing brand experiences. The organisation's guiding concept emphasises the importance of design in inspiring people and fostering meaningful connections. Wonderif's designers are dedicated to developing unique concepts and extraordinary brand experiences that attract audiences via a methodology that focuses heavily on consumer demands and a relentless curiosity on what would add the most value to the audiences of the brands they serve.

#### **Mission**

Build alluring brands through customer-centric processes for businesses that want to establish lasting, meaningful connections with their audiences.

#### **Vision**

Become a creator of the most magnetic brands - the gold standard in brand experience designing.

### 2.2.2 Services Offered

#### **Strategic Brand Identity Design**

Wonderif begins their work by deep diving into the strategic aspirations of the clients and using client inputs on the matter to develop brand strategies and an identity system that includes their logo, typefaces, approved colour palettes etc. A brand

guideline is prepared for the client in order to distribute to all partners that are trusted to communicate their brand via all media and channels.

### **UI/UX Design**

Wonderif works to build delightful experiences in the digital space for the brands they serve. They use coherent and visually appealing interfaces to improve consumer interactions and experiences, hence contributing to the augmentation of a brand.

### **Website Design & Development**

Wonderif boasts an excellent website design and development team that builds user-friendly and visually appealing websites for organisations who wish to create a virtual address for their brand.

### **Content Design**

The company creates painstakingly designed material based on their customers' unique specifications. Wonderif handles ideating, designing, and scheduling posting of content via social media platforms of today; they are capable of attracting, engaging and fostering long-lasting relationships with the intended audiences.

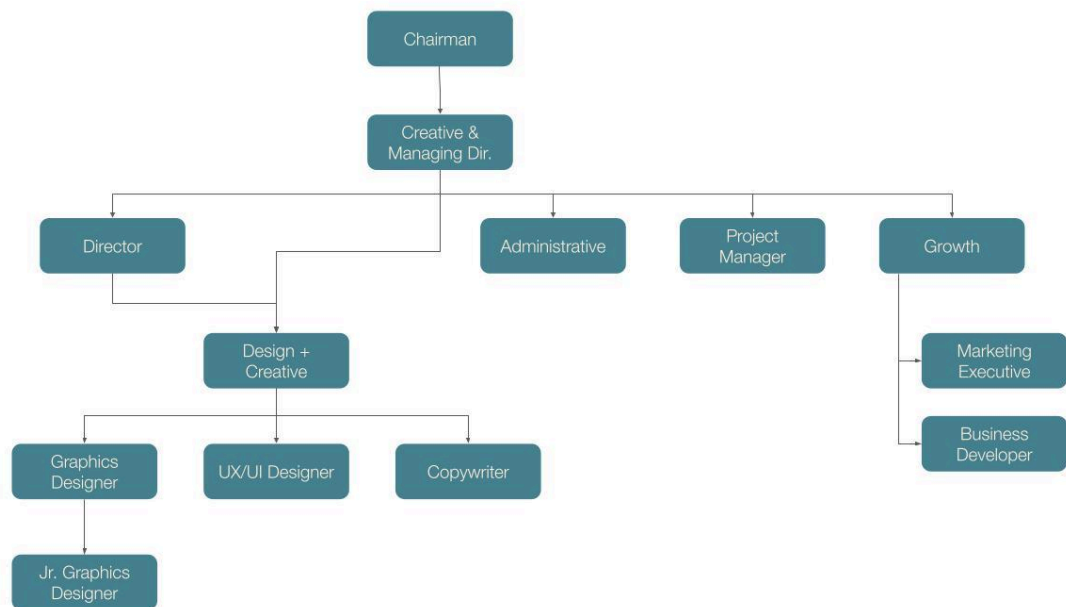
### **Print Design**

Wonderif also helps businesses produce tangible marketing collaterals that communicate a consistent look and feel for the brand to improve recognisability, trust and brand loyalty.

### **Signage**

The studio ensures that a brand's message is carried out with maximum efficacy at Wonderif. They provide visually attractive designs that are tailored to the needs of their customers, meeting any and all signage requirements according to the space the clients specify.

### 2.2.3 Company Structure



**Figure 1: Wonderif Studio Organogram**

The Chairman sits at the top of the structure, while the Managing Director and Creative Director report to him. The Director, Project Manager, and Administrative all report to the Managing Director. Junior Designers, UI/UX Designers, Copywriters, and Graphic Designers report to the Director and Creative Director, respectively. The Marketing Executive and Business Developer report to the Managing Director.

## 2.3 Management Practices

### 2.3.1 Leadership Style

Wonderif employs a laissez-faire approach in the leadership of the company. The primary rationale for fostering this leadership style is that it promotes autonomy and allows people to exercise judgement over their own duties. The notion is that with their work being in the creative realm, their employees, especially designers, need to feel that they are at freedom to explore and execute in projects as they see best fit. This method motivates team members to take responsibility for their own work and promotes creativity by stimulating individual expression and decision making. The laissez-faire approach attempts to instil a feeling of responsibility and autonomy in team members, allowing everyone to contribute to the demonstration of their unique



qualities throughout the creative process. Wonderif's leadership style creates a collaborative and dynamic atmosphere in which each person may grow. This helps to express trust in the team's capabilities.

## 2.3.2 HR Practices

### 2.3.2.1 Recruitment Process

#### **Job Post on Social Media:**

The initial recruitment process is kicked off by posting job openings on different social media channels. The agency creates interactive and informative job adverts that portray the lively and inventive spirit of Wonderif. By distributing these capabilities across many channels, the business hopes to engage with a large number of branding and design professionals.

#### **Proactive Employee Hunting:**

In addition to posting job openings and recruiting opportunities on social media platforms such as Facebook, Instagram, and LinkedIn, Wonderif takes a proactive strategy to get firsthand knowledge in the field of recruitment. Wonderif's personnel are continually looking for suitable applicants. This allows the company to uncover outstanding people who may not be actively searching for work but may be a fantastic addition to the organisation—whose ideals and goals align precisely with those of the organisation. The company also has a practice of recruiting through referrals from either partners, ex-employees or other professional associates.

#### **Resume Screening - Round 1:**

The first element of the recruiting process includes a thorough assessment of the resumes submitted. The organisation's current staff conducts an open chat about all of the resume submissions that have been received, and they all work together to discover a candidate that closely matches the firm's ideals. The examination considers their qualifications, competencies, and connection with the studio's objective and vision. Conformity with Wonderif's guiding principles and commitment to developing extraordinary brand statements is taken heavily into account here.

**Filtering and Selection:**

Following the interview, a comprehensive review including current workers is done, taking into consideration the prospects' cultural fit. Existing workers are asked about their thoughts on a particular candidate to ensure that they are a good match for the studio and can work well with others.

### 2.3.2.2 Training and Empowerment

**On-the-Job Learning:**

Starting a journey with Wonderif Studio entails being acquainted with the company's processes, projects, and general creative operations. Learning about the day-to-day activities at the studio is also part of getting to know the Wonderif stage work culture. The studio strongly encourages on-the-job learning via the actual application of academic knowledge in real-world circumstances.

**Off-Hour Learning through Assignments:**

Wonderif believes in a culture of continuous learning, which is why workers at the studio are often offered jobs and assignments outside of normal work hours that are linked to their field of expertise in order to enhance their skill sets. These obligations may involve taking various relevant courses on edtech platforms such as udemy, , completing projects to practise a certain skill-set that may be required in the workplace, or trying out notions that spark creativity. Often, these jobs need coordination among staff from various departments. This encourages workers to be inventive and cooperative while also developing their combined knowledge and talents.

### 2.3.2.3 Compensation, Evaluation and Motivation

Compensation Process that are followed by Wonderif Studio are as follows:

**Monthly Payroll:**

At the end of each month, the studio pays its workers using a monthly payroll system. This first structured pay plan comprises a basic salary, incentives, and other perks such as a yearly bonus.

**Project-Based Payment:**

Wonderif also supports project-based payments by developing clear agreements outlining the terms and circumstances of remuneration. This helps to meet the standards while also ensuring that the integrity is preserved.

**Performance Feedback and Development Plans:**

Wonderif studio prioritises frequent (formal and informal) performance assessments, which give useful, constructive feedback to employees about their performance strengths and areas for improvement. Employees and management collaborate to devise a strategy that benefits both sides, allows employees to focus on their unique areas of competence, and helps preserve the studio's work integrity. The management aims to produce a guideline that they believe will best fit the employee in question and help them develop themselves as a greater asset to the company.

**Recognition and Rewards for Learning Achievements:**

The studio recognizes its staff's learning and working successes, which include successfully completing any courses, developing new abilities, and effectively applying what they've learned to the projects they're working on.

## 2.4 Marketing Practices

### 2.4.1 Marketing Strategies

**Networking:**

Wonderif aggressively seeks relationships and connections in the domains of design, branding, and marketing via the benefits of participation in many professional organisations. These affiliations are critical for making contacts, meeting possible customers, and keeping current on market trends. Wonderif not only attends various

physical conferences, but the studio also actively engages in virtual networking platforms to link them with experts all over the world.

### **Online Project Showcases:**

**Visual Storytelling:** Wonderif promotes their portfolio on social media channels using visually attractive material. By using a visual story, the business may effectively express its design philosophy, commitment to innovation, and successful client connections.

**Maintaining Consistent Social Media Presence:** The studio creates a regular publishing schedule to support its social media activities. This technique ensures effective audience interaction, informs the public about new initiatives, and strengthens the agency's reputation.

Interactive content, such as behind-the-scenes video, amusing polls, and Q/A sessions, serves to increase audience engagement on social media. Wonderif encourages involvement to create a feeling of community and meaningful relationships around its brand experience.

### **Attending Industry Events:**

Participation in conferences, expos, and trade events related to the sector in which the studio wants to establish a presence is a priority. These events also allows the agency to not only demonstrate its commitment to remaining current with the newest business developments, but also provides a chance to network with individuals and organisations who may be future customers.

## **2.4.2 Target Audience, Targeting and Positioning Strategies**

Businesses that want to be modern and prioritise giving their customers excellent and memorable experiences—brands that want to turn heads and take the spotlight—makeup Wonderif's target market. Brands that share Wonderif's commitment to making their clients feel truly special, who will go to any length and are willing to invest a significant amount of money to achieve these extraordinary

results, and who want to stand out and be at the forefront of their respective industries make Wonderif's ideal clients' list.

### **Targeting Strategies:**

Wonderif is committed to providing outstanding experiences, which is consistent with the studio's pick of companies who prioritise quality over money and aren't hesitant to invest in developing their brand image. The studio focuses on sectors that are well-known for their innovation and ability to provide precisely what their clients desire. Wonderif is aggressively working to solidify its place as the agency of choice for businesses looking to grab the attention and make heads turn.

### **Positioning Strategies:**

Wonderif positions itself as a brand firm that offers services beyond logo creation. It positions itself as a collaborator dedicated to producing unique experiences that enhance customers' sense of self. This positions Wonderif as the branding business that understands the value of emotional connections. The firm advertises itself as the source for exceptional design, catering to businesses who do not cut costs in their pursuit of excellence. The organisation indicates to the audience that it understands the need of investing in excellent design in order to leave a lasting impression. This is an agency that focuses on eye-catching creative solutions. The business portrays itself as the creative force behind firms' ability to command attention in competitive markets by displaying a portfolio of projects that have piqued interest and stolen the show. Wonderif is a marketing organisation that specialises in helping businesses give their customers a unique experience. Wonderif emerges as the go-to partner for anybody looking for an exceptional and personalised branding experience by prioritising customised solutions that are compatible with each company's particular personality and aims.

Wonderif positions itself as a collaborator dedicated to creating experiences that increase brand awareness among their audiences. Wonderif defines itself as a branding business that understands the value of emotional connections and goes above and beyond to accomplish them. The organisation prides itself on its ability to provide great visual design and seeks to help firms who do not cut shortcuts in their pursuit of excellence. The company is extremely transparent about and discusses with

their customers the need of investing in design in order to leave a lasting impact. Through the process of prioritising personalised solutions that are compatible with the client firm's aims, the studio develops as a company prepared to collaborate with anybody looking for a memorable and unique branding experience.

### 2.4.3 Marketing Channels

#### **Word of Mouth:**

The most efficient approach to promote Wonderif right now is via word-of-mouth—getting satisfied clients to write testimonials and share their positive experiences working with the studio. These endorsements may be used in marketing campaigns and on the studio's website.

#### **Social Media:**

Using social media platforms such as Facebook, Instagram, LinkedIn, TikTok, and others to present Wonderif's creative process, showcasing their portfolio on these platforms, and posting behind-the-scenes material in a visually appealing manner can significantly boost Wonderif's position in the branding industry. Planned content sharing is another strategy to maintain a consistent stream of fascinating social media presence via their material. Posting interactive material, design insights, industry trends, and highlight projections may all assist to increase audience engagement.

#### **Website:**

Ensure that the firm's website's responsive design delivers the optimum viewing and navigation experience across a variety of devices. Wonderif aims to improve their online presence and professionalism by creating a visually appealing and user-friendly website. A website that presents a broad range of services they provide, a peek of some of the projects they have previously worked on, former customers, and an introduction to the studio's staff members will help attract new clients.

## 2.5 Financial Performance and Accounting Practices

### 2.5.1 Financial Performance

Data on Wonderif's financial performance is not published as of yet; hence, the inability to review their financial records and make comments on their performance. Revenue, earnings, and other financial information were likewise classified as confidential and access to said figures were not warranted to me.

### 2.5.2 Accounting Practices

Wonderif uses a paid software, Quickbooks, to maintain their records and produce financial statements. However, I was not privy to any of the documents being maintained. Therefore, I cannot report anything besides the use of Quickbooks in regards to the accounting practices of Wonderif.

## 2.6 Operations Management and Information Systems Practices

### 2.6.1 Operations Management

Wonderif is still a small-scaled organisation currently with just six people employed full time, hence formal operational management techniques are seldom implemented inside the organisation. Wonderif's services are very customizable, regardless of whether they are linked to branding, pure design, or any other marketing-related areas. These services vary in cost, value, and resource allocations depending on the needs of the clients and the scale of the projects as a whole. Furthermore, since the organisation's leadership style is laissez-faire, any kind of micromanagement is out of the question. As a consequence, there is little to no opportunity for standardising. Meeting deadlines and maintaining a consistently high level of service quality are significant considerations for the company. However, since the services supplied are customised and intricate, it is impossible to quantify quality precisely because the complexity of the projects is determined by the unique expertise and experience of the human resources involved in the process.

### 2.6.2 Information Systems Practices

#### **Google Workspace:**

At Wonderif, Google Workspace—which comprises services such as Gmail, Google Drive, Documents, Sheets, and Google Meet—serves as the basis for cooperation and communication. This allows team members to collaborate in real time, effortlessly exchange various documents, and communicate efficiently while keeping them secured.

**Team Gantt:**

Wonderif utilises Team Gantt as a project management tool inside the organisation to successfully plan courses of action and monitor progress on various projects. The team works together to create visual timelines, assign and allocate resources, and monitor project progress.

**Miro:**

Wonderif staff utilise Miro to discuss ideas, collaborate on designs, and generate new concepts. These tools enable team members to interact in real time, exchange ideas and manage mind maps, and visually conceptualise tasks.

**Other Cloud-Based Channels:**

Aside from the aforementioned apps, Wonderif employed cloud-based platforms like Whatsapp and other applications to efficiently interact from multiple locations due to the project's accessibility, version control, and assured security. In addition to email and chat tools, these cloud-based technologies are utilised for internal communication as well as client communication. These solutions provide team members accessibility and independence.



## **2.7 Industry Competitive Analysis**

### **2.7.1 Porter's 5 Forces Model**

Threat of Competitors: 4/5

While there are not many agencies that go over the painstaking details in brand designing, the competition that Wonderif does have in agencies such as CoDesign and Loudworks are significant. This is because these competitors, while only a handful, are attracting more clients, that too for larger scaled projects. Therefore, in terms of market share, Wonderif is on the back foot.

Threat of New Entrants: 3/5

While the brand design landscape is already quite saturated, we can expect more newcomers on the scene every year. However, since most often the other entrants in the industry are ones willing to do quick projects on short notice, they are unable to take strategic objectives into account and blend that with their creatives.

Threat of Substitutes: 5/5

As mentioned before, this industry in Bangladesh is already plenty saturated. It is commonplace to see agencies and firms who do not specialise in designing to be given brand design work for projects or, more commonly, agencies outsource the design work to freelancers who are willing to do it for very cheap. In some cases, agencies can also give the design work to noteworthy foreign design studios with an international reputation.

Bargaining Power of Buyers: 4/5

When it comes to pricing creative work, from the perspective of clients, the price rarely seems to be justified for the output they are receiving. Because of this lack of perceived value in most cases, there is a significant pushback from

the client end to lower quotations of the projects. With many existing agencies and firms willing to do the projects at a lower price point than Wonderif, it's usually easy for the clients to opt for alternative firms.

Bargaining Power of Suppliers: 3/5

For Wonderif, their suppliers are mostly their partners in printing, advertising, PR etc. Generally, Wonderif stands to make profits in the form of commissions for supervision in projects where they collaborate with these partners on client projects. So, these collaborations inevitably do pad both the suppliers' as well as Wonderif's bottomlines. Hence, suppliers are willing to collaborate on these for the margins as well as the access to potential new clientele.

Overall: 3.8/5

With an aggregated score of 3.8, Wonderif operates in a fairly competitive market which will require them to develop some edges over their competition to overcome and sustain business over the course of the next few years. Their position is less than desirable as of now but with more clients and expansion of their clientele and network, these five forces ratings should become more in favour. In order to bring in those clients, the studio will have to employ greater outreach efforts and look to establish better relationships in the industry to funnel in more projects to feed their revenue pipeline and improve future prospects, repeat clients, and overall awareness of their own brand in the landscape.

### **2.7.2 SWOT Analysis**

Strengths:

Design Quality Control

With a team of designers who embrace the philosophy of continuous improvement and learning, their design work speaks for itself. It is also

common practice amidst the team of designers to critique one another's work before the final delivery is made to make sure that every member agrees that this is the best work they could put out at the time. The quality of their design work is attested to by other big names in the design landscape and is commonly met with client appreciation.

### Client Satisfaction

With the habit of actively rejecting mediocrity in brand design, Wonderif continues to deliver projects that leave clients content with how their brand is brought to life by the studio, despite their initial reservations and concerns about whether or not the money they are paying for it is justified.

### Organisational Culture

Wonderif's laissez-faire approach of leadership has led to the creation of a team that communicates more freely and takes ownership of the work that they put out. This also means that members are allowed to pick and choose projects that they actually find interesting rather than working on them half-heartedly just for the sake of getting the work done because of a mutually shared belief that good creative work cannot be rushed or forced.

### Weaknesses:

#### Size of Clientele

While Wonderif has retainer clients in their belt, they do not have projects with a range of companies. The lack of expansion in this area hurts their ability to attract bigger clients because prospective clients usually want to see a more diversified portfolio with more big brands on the list.

#### Operational Bottleneck

With Wonderif's small team, many employees have to juggle projects just to meet deadlines. This leaves them overstretched and unable to make time for internal tasks such as client outreach and business development. This issue also can render the team unable to accept projects in a shorter notice.

#### Client Relationship Management

Wonderif, as of now, do not have any efforts in place to touch base with clients they have served in the past. Because of the bottleneck mentioned prior, the team cannot allot any resources to maintain fruitful relationships with their existing clientele meaning a lower chance of getting projects via referrals.

#### Opportunities

Most other agencies and firms in the realm of marketing do not offer design work that matches the quality of the big names such as Loudworks and CoDesign. Therefore, Wonderif could reach out to such companies with proposals of partnering up in projects where hypothetically, an advertising agency could offer a client a rebranding project where the design work is actually outsourced to Wonderif's team. Or a marketing consulting firm, upon diagnosing a client's brand recommends an updated website for the client's brand and they refer Wonderif for the designing and development of the new website.

#### Threats

##### Foreign Currency Crisis

The Bangladeshi Taka has seen a steady decline in its value against other currencies such as the US Dollar and the Pound. This is causing problems for Wonderif that are growing as the crisis worsens because the studio uses paid software tools that charge monthly or annual subscriptions that the company has to pay in USD. Therefore, with the decline of the Taka, Wonderif's margins are also shrinking.

## New Entrants

The landscape that Wonderif operates in sees newcomers almost every quarter. Most of these new entrants, while offering subpar design services, do tend to play at a lower price point in the market. These lower price tags on projects can take clients away from Wonderif.

## **2.8 Summary and Conclusions**

To conclude, Wonderif has work that stands out in the market and a team of designers that have the right mindset to continue putting out work like this in the coming future. However, since the company is very new and still very small, with not a lot of awareness in the market, they need to focus efforts on being able to get the word out about themselves in an attempt to keep funnelling new clients in if they want to sustain their business.

## **2.9 Recommendations**

My recommendations for Wonderif today would come in 4 fronts of their operations.

### Establishing Social Media Presence

Wonderif need to maintain a social media presence that allows them to reach a broad audience and garner attention from both prospective clients and target talent for their own team. These platforms should not only be used to showcase the studio's portfolio, but also focus on highlighting the culture in the company in order to start funnelling talent of the right fit.

### Improving Project Management

With the team overstretched, Wonderif needs to come up with solutions that help them keep their projects moving forward smoothly. Key Account Managers for each client should be

designated to make sure that work is not getting stuck in feedback loops and resources from clients can be retrieved efficiently for the projects.

### Increasing Team Size

With more members on the team, the individual load of design work on each employee should lessen and free them up to take on more projects and internal tasks that will help them grow their client base. The bigger team should also help get more awareness about the company.

### Client Outreach Efforts

Wonderif should have more resources put into client servicing and business development. The company can benefit from hiring people who are designated to attending events and building and nurturing relationships within the industry. Relationships that can bring in projects for the company in the future.

## **Chapter 3: The Effectiveness of Employer Branding on Social Media Platforms of Today: Avenues For Enhancing Recruitment at Wonderif Studio**

### **3.1 Introduction**

Social media platforms have emerged as a tool that businesses commonly have a business profile created on. Many only do it to achieve some online presence for their business, while many do it to express their brand on these digital platforms, then there are some organisations that utilise the platforms to engage with their audiences and virtually form lasting relationships with people that interact with their brand.

Another way that social media platforms are utilised is to make an organisation be perceived as an ideal workplace/employer. Many businesses have now been using their social media handles as a primary channel for communicating their employer brand to its target audience - their potential employees.

Why should Wonderif also tap into social media platforms for their employer branding? What would help them propagate their employer brand on social media platforms? Can social

media platforms be used to effectively enhance their recruitment? - these questions will be explored in detail below.

### **3.1.1 Literature Review**

#### **Introduction:**

Having a healthy pipeline of young talent eager to join an organisation is crucial for ensuring that a company can avoid bottlenecks and take on projects coming in as a happy surprise. As such, social media is a very obvious option for a business to communicate their employer brand in order to attract young graduates who may be strong candidates. This research explores what employer branding on social media can do for a business in recruiting young talent.

#### **Employer Branding:**

An employer brand refers to the process of strategically crafting a positive reputation and image for a firm as a desirable place to work for. It stems from the company's values, work environment, culture, and overall employee experience. In order to gain overall competitiveness, a business has to focus their efforts on employer branding since a strong employer brand attracts strong candidates, and helps retain the top talent (Ferdouse, 2018).

#### **Social Media and Employer Branding:**

Social media platforms offer organizations various ways to reach a wide audience and connect with target talent and showcase their employer brand. These platforms enable businesses to:

- **Share company culture and values:** Businesses use social media platforms to share employees' stories, work environment via office tours or employee vlogs, and company culture, providing interested candidates with a glimpse into what life as an employee at the company looks like (Kaur, 2013).
- **Engage with potential candidates:** With the two-way communication that social media offers, companies can actually foster relationships with potential recruits.

Companies can interact directly with interested applicants enabling them to establish a deeper rooted trust (Nilsen & Ellingsen, 2015).

- **Promote job openings:** Job openings posted on social media platforms have a far greater reach than most other channels. Therefore, they are more likely to reach and attract candidates who were not searching jobs actively to begin with (Rasheed et al., 2020).
- **Showcase career opportunities:** Social media platforms can also be used to exhibit career growth opportunities such as mentorships, and other benefits offered to employees, attracting ambitious graduates who are looking for development in the field they are about to enter (Zubair & Khan, 2019).

### **Effectiveness in Recruiting Fresh Graduates:**

According to studies, social media is becoming an increasingly effective tool in the recruitment of fresh graduates because they are more likely to job hunt online rather than by any other method compared to previous generations (Bardon & Knipe, 2012). Fresh graduates look for authenticity and transparency, which businesses can demonstrate via social media in the form of content designed to give their audience value and engage and interact with potential candidates online (Espinosa et al., 2019).

In order to recruit young talent, it is not enough to just have a social media presence. Organisations have to build employer branding strategies for social media in order to succeed in attracting the best talent. Their plans should include:

- **Identifying target audience:** Identifying the needs and specific preferences is necessary for producing content that they will find relevant and valuable (Jepsen & Rasmussen, 2016).
- **Creating engaging content:** The content being posted has to appeal visually to the target audience, be informative about what they would want to know, and be relevant to their interests (Maslowska et al., 2017).
- **Utilising relevant platforms:** Companies have to choose which platforms their target audience is most active in. The younger talent are more active on LinkedIn and Instagram, meaning companies can maximise their chances of reaching them in these platforms (Van Belleghem et al., 2019).



- **Monitoring and measuring results:** Constant monitoring of social media performance metrics such as engagement and applicant data can guide organisations better in ascertaining their effectiveness in the branding efforts to attract talent and make improvements accordingly (Sotiriou et al., 2013).

### **3.1.2 Objective**

The objective of this paper is study and report the nuances of establishing an employer brand on social media platforms in order to garner the attention and interest young graduates in Bangladesh in an attempt to make Wonderif Studio be perceived as a desirable employer in the eyes of those about to enter and newly entered into the workforce of the country.

### **3.1.3 Research Question**

“What steps should Wonderif Studio take in order to establish a strong employer brand on social media platforms in order to recruit young talent?”

### **3.1.4 Significance**

The results contained in this report may help guide efforts for attracting talent online in a way that minimises costs of recruitment for the company and help expand in scale. This study explores what authors and other companies are recommending to others about what can help make an employer brand appealing to the next generation entering the workforce.

## **3.2 Methodology**

### **3.2.1 Research Approach**

Research was conducted using both qualitative and quantitative methods. The target was to strike an effective balance between both types of research in order to extract data most meaningful to the research. In the final survey, the focus was more on making the questions quantitative in nature.

At first, secondary research was conducted into the associated concepts and facts of how employer branding works using external sources. Namely, scholarly papers, articles, blogs and journals were referred to as sources of information for the purposes of writing this paper to prepare informed recommendations as well as guide what data should be collected.

As for the data collection itself, a mix of qualitative and quantitative approaches were used to prepare a well-revised questionnaire to study the sample. The questionnaire was then circulated among respondents of the study who actively participated in the survey sharing their experiences and opinions pertaining to the topic being explored.

### **3.2.2 Research Design**

In designing the research a descriptive method was adopted. Since sufficient existing knowledge was easily accessible online in the form of scholarly articles, papers and blogs for the report topic at hand, this method was employed when designing the research. Hence the decision to collect data on both quantitative data alongside the collection of qualitative data from the aforementioned survey to form a well-rounded opinion on the topic and test any hypotheses about the topics being examined.

### **3.2.3 Data Collection**

The primary collection of data for this report was executed entirely online via a Google Form questionnaire that implemented both qualitative and quantitative methods. At first, a convenience sampling method was used and the questionnaire was distributed to my peer group. From there, the sample was snowballed into their members of their individual social circles to total a sample size of 67 respondents. Of these 67, 4 responses had to be discarded, bringing the usable sample size down to 63 responses.

### **3.2.4 Limitations**

- Sample size of the study may not be sufficient to claim accurate representation of the population of interest.

- Use of only a questionnaire to study a sample may well be insufficient to get a true grasp of the nuances of the sample being studied.
- Self-reported data collection through surveys and questionnaires can be prone to biases and mistakes.
- Due to the fact that no secondary research done in the context of Bangladesh could be accessed, this study may include oversights and lack of contextualisation to Bangladeshi culture among young job-seekers and undergrad students.
- A study conducted over a longer period of time is more likely to have yielded results that are more solid foundations for employer branding efforts to be based off of.
- Lack of access to managerial staff in HR departments in large corporations meant that there is a lack of industry insight.
- Lack of internal data on Wonderif's employer branding efforts.

### **3.3 Findings and Analysis**

#### **3.3.1 Qualitative Research Findings**

What is an employer brand?

The concept was put forth by Ambler and Barrow (1996). They termed it Employer Brand (EB) and defined it as “package of functional, economic, and psychological benefits provided by employment, and identified with the employing company”.

According to the Chartered Institute for Personnel and Development (2009), “It is a set of attributes and qualities, often intangible, that makes an organization distinctive, promises a particular kind of employment experience and appeal to those who will thrive and perform best in its culture”.

What caused it to be so significant?

According to research insight CIPD; 2009, the three reasons this function of HRM has garnered more attention is because of 3 reasons:

1. The rise of the importance of the social concept of a brand.

2. The persistent pursuit of HRM departments to find credibility and strategic contribution.
3. Sustained scarcity of skilled labour.

Perhaps the most important third fact above, companies are in ever fiercer competition to attract top talent in new ways.

What makes employer branding successful?

No employer brand can be effective if it lacks awareness. In order to be considered as a place to work by prospective employees, the brand must first invest in activities pertaining to early recruitment. Activities such as press releases, word of mouth, advertising for recruitment, and sponsorships all positively relate to how target talent's impression of the organisation according to Collins and Steven (2002).

Nicholas Born and Seoung Kang (2015) had put forth 3 steps to building a strong employer brand.

1. Communicating the value proposition of the brand to their target talents. A strong employer brand has to craft an authentic, consistent message about what it values.
2. Communicating the message across the appropriate channels. The organisational culture, career growth opportunities as well as their strategic objectives. This has to be communicated to current employees as well as target talents.
3. Developing KPIs for measuring employer branding effectiveness in attracting target talents to assess performance.

What makes a company a desirable place to work for in the eyes of young graduates?

Firstly, the obvious one, a strong employer brand. A study by Bondarouk, Ruel and Weekout (2012) into whether or not it makes a difference if corporate websites and social media platforms such as LinkedIn are used for employer branding to create a positive impact on organisational attractiveness. Their results revealed a direct correlation between employer branding and organisational attractiveness. Furthermore, the results showed that the

companies that used online channels to create exposure for their employer brand, the relationship was stronger.

Important thing to note is that fresh graduates of today are mostly from generation Z. Forbes Human Resource Council made a publication in 2023 about the recruitment and retention of generation Z employees where they listed what “Gen-Zers” value about their workplace.

Flexible work arrangements - they highly prioritise striking a balance between personal and professional lives.

Growth and development opportunities - generation Z want to have the option to hone skills that opens different avenues for their career futures.

Corporate citizenship - they are big supporters of companies with sustainable and eco-friendly practices and CSR as part of their operations.

Use of technology - as a generation that grew up with access to the internet since they were toddlers, they are digital natives, and expect companies to keep up with the times and use new technology in their operations.

What roles do social media platforms play in employer branding today?

According to Laick and Dean (2011), prospective applicants are more commonly preferring to use social media as a primary source of information in building a picture of what it is like to work for a certain company and to scout for job openings that they could apply to.

Forbes in 2023, published that 4.9 billion people actively used social media worldwide, with forecasts saying this number will climb up to around 5.85 billion users by the year 2027.

To put a Bangladeshi context into this, according to The Business Standard, as of July 2023, there were almost 67 million active users of the internet in Bangladesh.

This rapid growth in the adoption of social media platforms into people’s daily lives means that companies now have a greater reach than ever before in platforms that do not cost them

any money to be present in. i.e. They can communicate to larger audiences across a channel that does not make a dent in their bottomline.

What social media platform(s) can best serve Wonderif's employer brand?

In terms of reach, Facebook would definitely be the first choice. According to The Business Standard's article, more than 88% of the total 66.94 million active users of the internet are also active users of Facebook in Bangladesh. That's more active Bangladeshi users of Facebook than there are people in the United Kingdom. LinkedIn (7 million users) and Instagram (6.5 million users) come in second and third respectively.

The Facebook user base in Bangladesh is astronomically larger than any other social media platform. Launching employer branding efforts on Facebook alone would mean being able to leverage the platform and reach a massive audience - all free of cost.

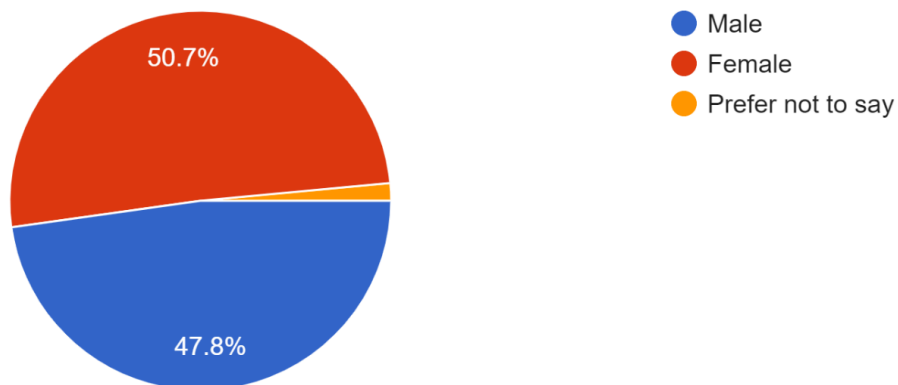
### **3.3.2 Primary Quantitative Research Findings**

The approved questionnaire was prepared on Google Forms and was sent to respondents based on convenience, and then the sample was snowballed into each respondent's own peer group. The survey was responded to by a total of 67 people, of which 63 responses were found to have been usable from the sample.

The sample was also further divided into students and employees. So, of these 63 people, 15 respondents were people who've newly entered the workforce and 48 were still enrolled in either an undergraduate program or pursuing their postgraduate.

## Gender

67 responses

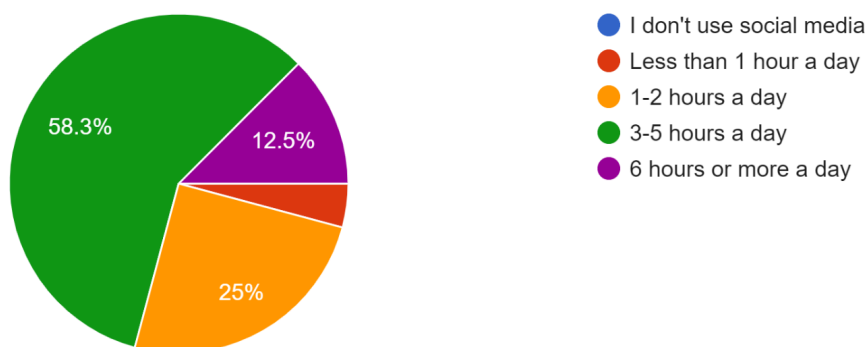


**Figure 2: Survey - Gender of respondents**

In this sample, a vast majority of the responses were from people aged between 21-26, while only 2 responses came from the ages 27 and above. There was a near equal representation of males (47.8%) and females (50.7%) within the sample of the study.

## How much time do you spend on social media?

48 responses



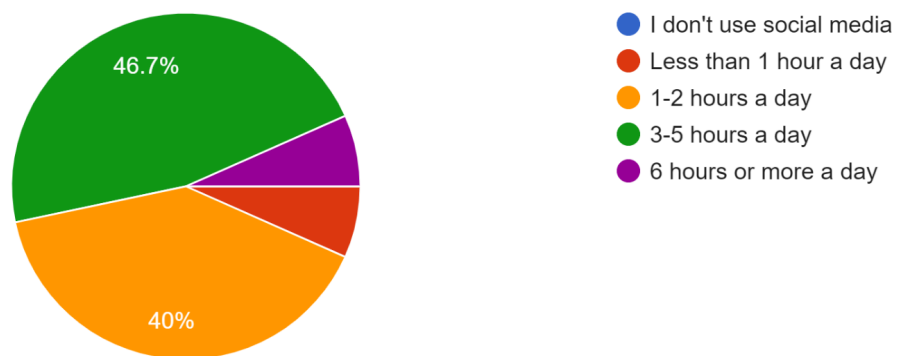
**Figure 3: Survey - Time spent daily on social media (students)**

The first question to the students was asked to ascertain how often respondents are spending their time scrolling social media platforms in the first place. More than half of the students in

the sample responded saying that they spend anywhere between 3 to 5 hours a day on social media. Additionally, a quarter of the respondents say they spend 1 to 2 hours. Furthermore, a sizable chunk, 12.5% of the respondents saying they spend 6 hours or more on social media in a day.

How much time do you spend on social media?

15 responses



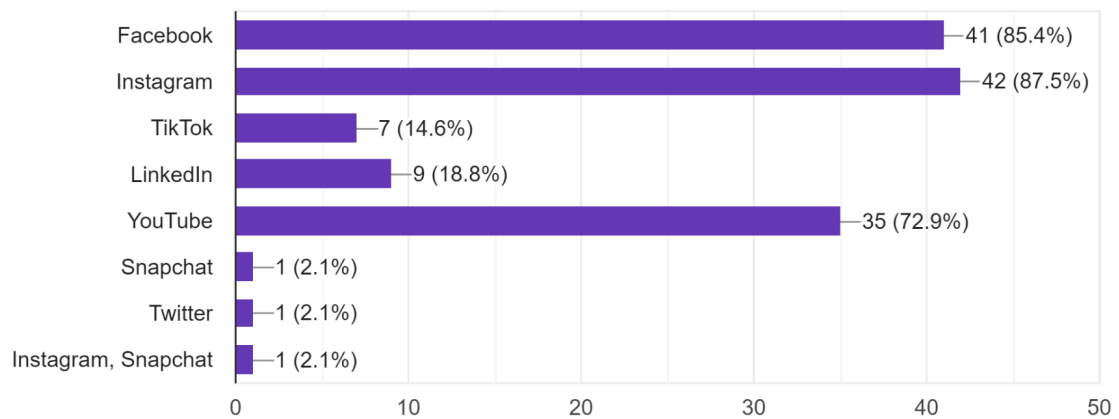
**Figure 4: Survey - Time spent daily on social media (employees)**

The employees in the sample, use of social media was slightly lower, but still quite significant. A combined total of 86.7% of them spend anywhere between 1 to 5 hours on social media platforms a day, with one respondent saying that they even spend 6 hours or more.



Which social media platforms do you actively use? (Please select all that apply)

48 responses

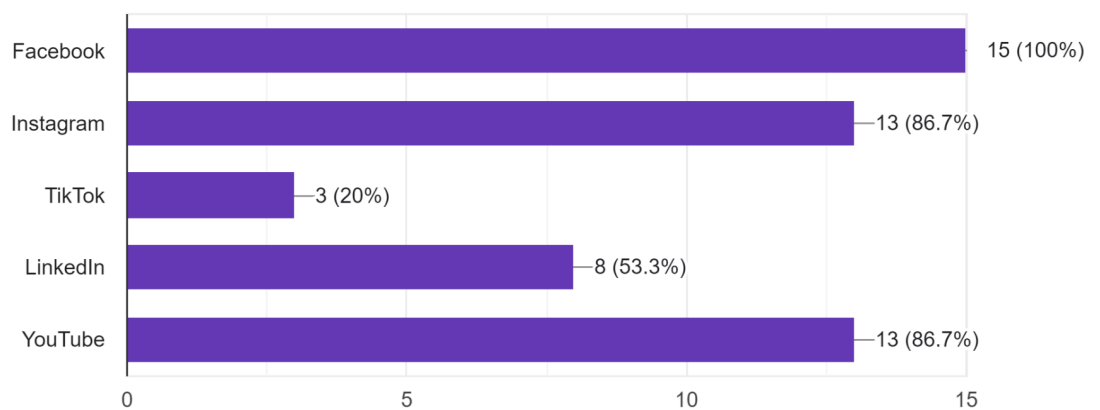


**Figure 4: Survey - Popular social media platforms (students)**

Instagram has grown to be a more popular platform among the students in the sample surveyed. When asked about which social media platforms are actively used, Instagram got 42 votes, one vote higher than Facebook. The third-highest in terms of votes in the survey was YouTube which got 35.

Which social media platforms do you actively use? (Please select all that apply)

15 responses

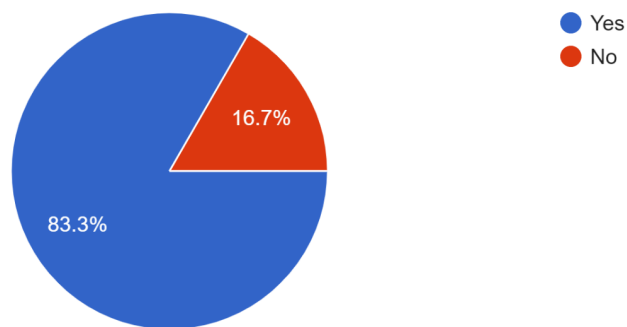


**Figure 5: Survey - Popular social media platforms (employees)**

With the same question to the employees in the sample, all respondents said they use Facebook actively, with YouTube and Instagram being tied for the second most actively used platform among them.

Have you ever come across employer content while scrolling social media? (Hiring posts, office tours, corporate event coverage, etc.)

48 responses

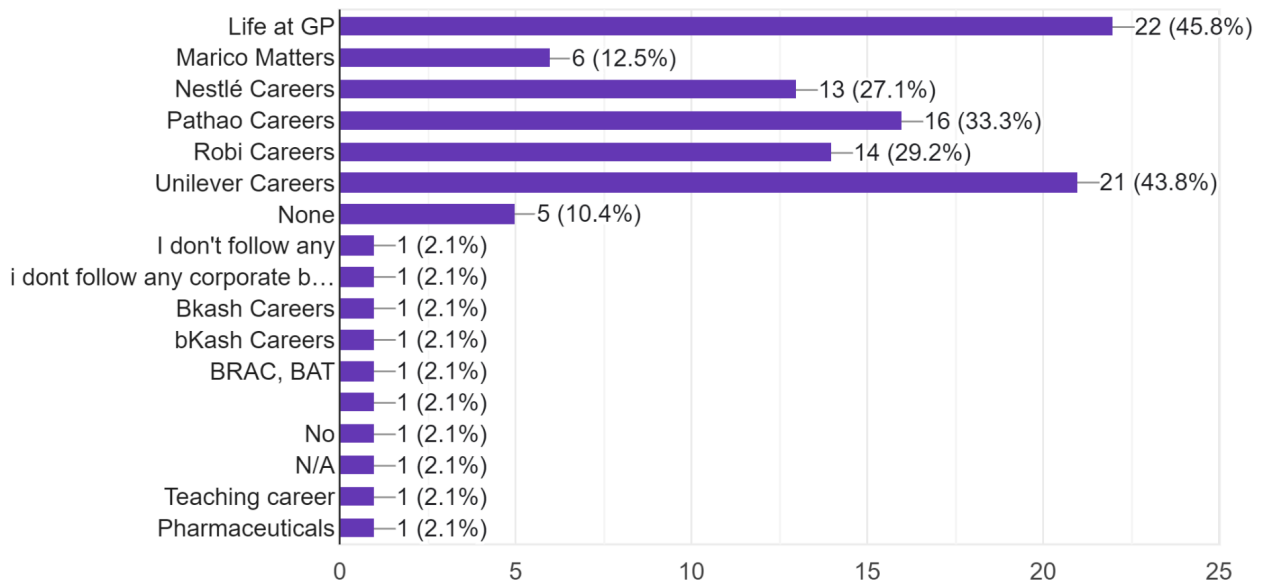


**Figure 6: Survey - Awareness of social media employer branding content**

With the next question being part of testing awareness of employer branding on social media among the students in the sample, 83.3% said they have come across employer branding content while browsing their social media platforms.

### Which (if any) corporate branding pages do you follow on social media?

48 responses

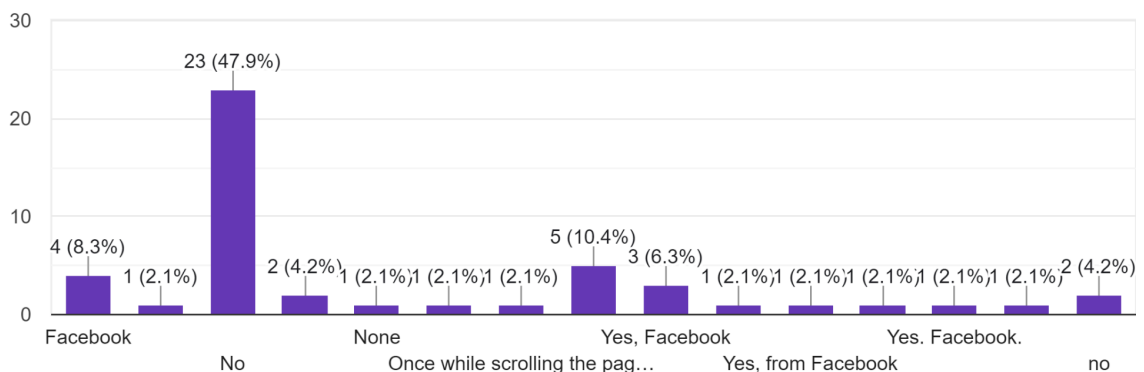


**Figure 7: Survey - Engagement on social media employer branding pages**

10 out of 48 of the students said that they do not follow any corporate branding pages online. Nearly 80% of the students do follow at least 1 social media page dedicated to employer branding, indicating a significant degree of awareness of employer brands among students.

### Have you ever applied for a job after seeing a post while scrolling through social media? If yes, please mention which platform(s).

48 responses

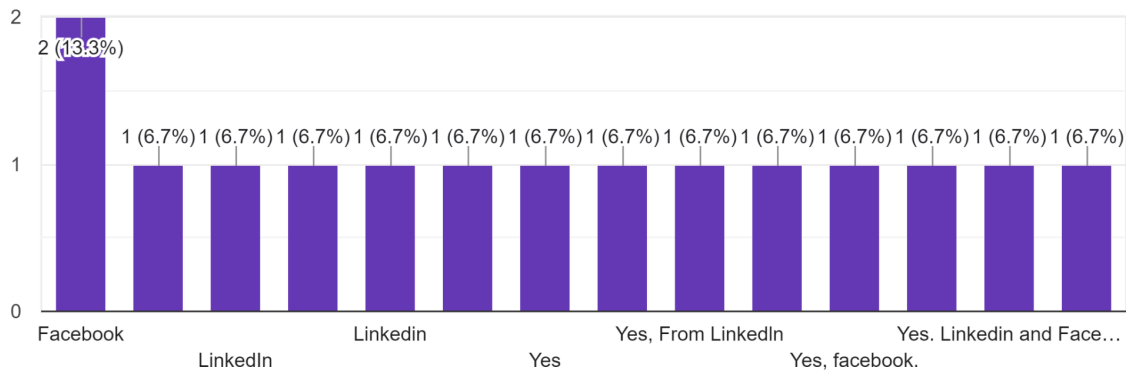


**Figure 8: Survey - Online job application (students)**

Furthermore, nearly 40% of the students have said that they previously applied for job openings in the past that they had come across on social media platforms.

Have you ever applied to any job(s) after seeing a recruitment post on your social media feed? If, yes, please specify which platform(s).

15 responses

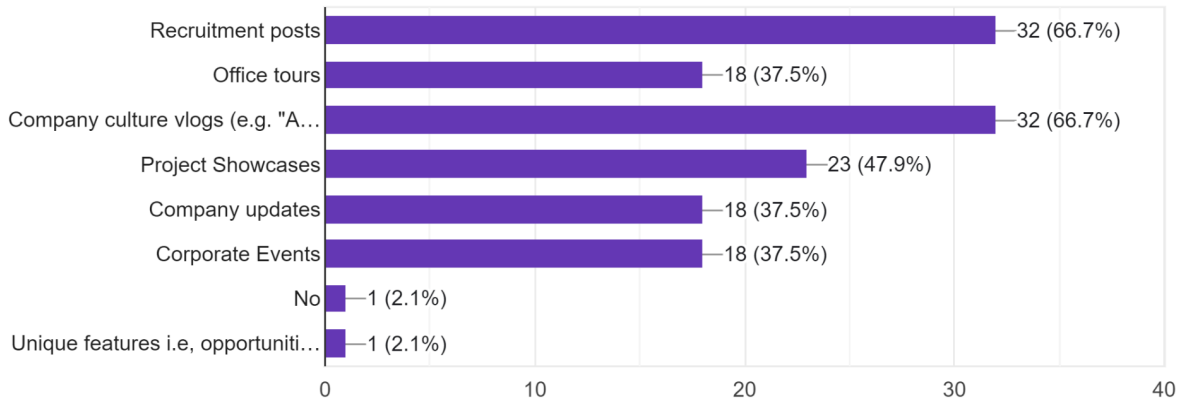


**Figure 9: Survey - Online job application (employees)**

Another interesting fact uncovered was that from the 15 employees, 14 of them have said that they have applied for a job after seeing a recruitment post on a social media platform. A marked increase in the use of social media for job applications from their student counterparts. 10 of them applied for openings they saw on Facebook, and 8 of them applied via LinkedIn.

What would you like companies to include in their employer branding content? Please select all that apply.

48 responses

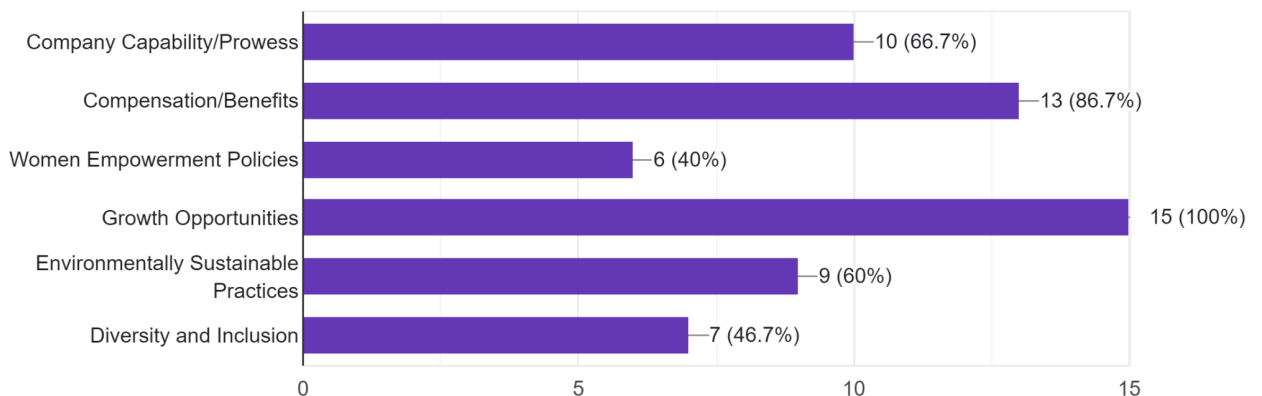


**Figure 10: Survey - Preference of employer branding content (students)**

When students were asked to choose what type of content they wish to see from companies on social media, recruitment posts, and company culture got the highest votes, 32 for each category. Then came project showcases in second place with 23, 3 categories tied in third place with 18 votes each - office tours, company updates, and corporate events.

What are the most important things that businesses should communicate via their social media handles to attract newcomers? Please tick all that apply.

15 responses



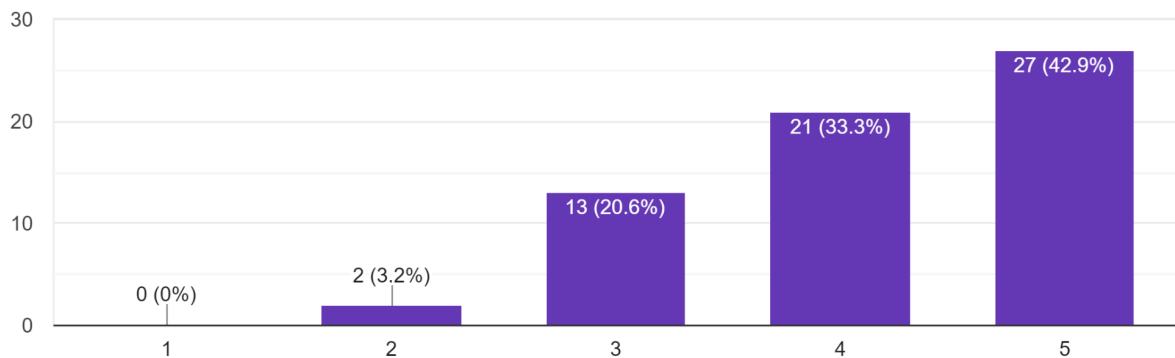
**Figure 11: Survey - What businesses should communicate to attract newcomers (employees)**

To get another perspective, we asked the employees what they think companies should communicate in order to be able to recruit newcomers. All of the employees agree that companies have to communicate the growth opportunities they offer to their talent they are trying to attract.

Towards the end of the survey, all members of the sample were funnelled into a final section, where they responded to exactly the same questions.

I am more likely to be content working for a company that has values which match my own.

63 responses

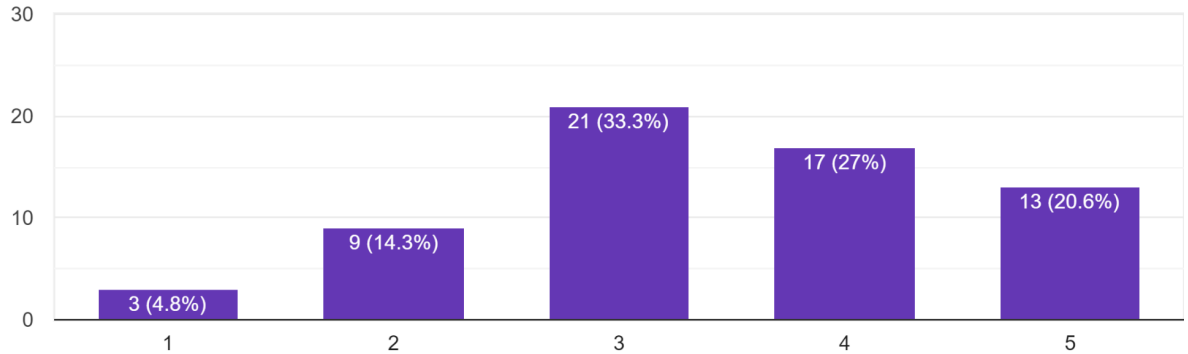


**Figure 12: Survey - Correlation between matching company values and job satisfaction**

The first question asked in this section was to examine if there is a correlation between the company's attractiveness as an employer and a match in their values with those of the target talent. With over three quarters of the respondents saying that they would be content working for a company whose values align with their own, it's safe to assume that there is a relationship between these two.

I am more likely to want to work for a company that has social media posts that are attractive in visual design.

63 responses

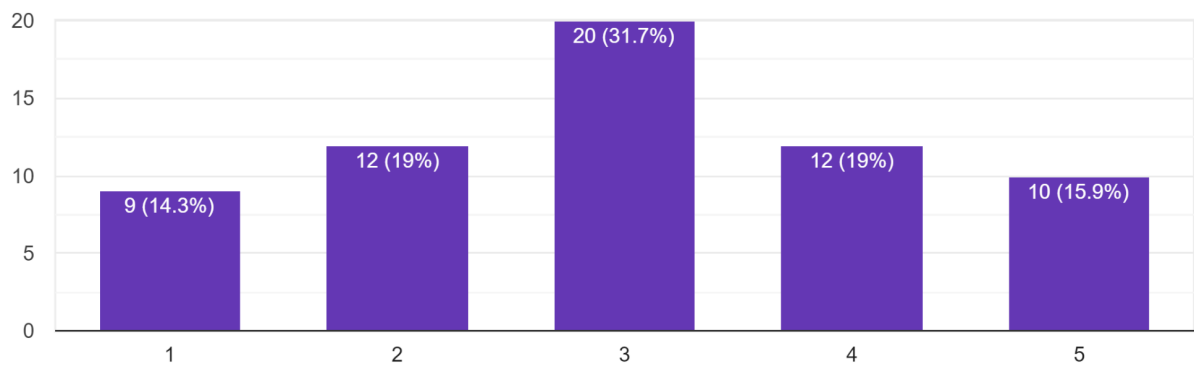


**Figure 13: Survey - Correlation between attractive visual design and potential employee interest**

Almost half of the total sample said that they would want to work for a company that has a visually attractive social media presence. A third of the responses say it would not matter to them, and almost one-fifth of them say attractive visual design alone would not be enough.

I can see myself working for a marketing/branding agency in the future.

63 responses



**Figure 14: Survey - Respondents' interest in working in the marketing industry**

Lastly, of the people surveyed, almost 35% of them would want to work for a marketing/branding agency in the future. 31.7% of them are neutral to the idea, and a third of the respondents say they cannot see themselves working in that industry in the future.

Overall, the survey confirms that there is a large user base on platforms such as Facebook, LinkedIn, Instagram and YouTube. Of these users, many are already exposed to employer brands online and many even use social media as a primary source of information about employment opportunities. For starters, Wonderif should perhaps focus on just Facebook, LinkedIn, and Instagram because YouTube video making and editing can require more time and effort. None of the respondents have reported coming across nor applying for a job opening via YouTube anyway.

It is also conclusive that among many things that a company should communicate to make themselves a more attractive potential employer, they have to communicate growth opportunities to this sample in order to be successful in being considered by them. Another important factor is visually attractive presences in the social media platforms they choose.

### **3.3.3 Challenges of Wonderif**

#### **Recruitment**

As a newcomer in the industry, Wonderif is finding it difficult to attract talent who have the required skills and fit the company culture. This is a leading cause of why the studio is being unable to increase their scale of operations and undertake more projects. Such recruitment challenges can stunt the company's growth and hurt their chances of survival in the market.

#### **Partnerships/Collaborations**

Another challenge that Wonderif faces as a new name in the industry is the lack of contacts within the industry and opportunities to collaborate with existing companies and agencies. A lack of networking and establishing relationships with big names could mean that the company lags behind any newcomers starting in the near future.

#### **Business Development**



Since the beginning, the revenue pipeline has been a concern of the company due to many clients perceiving Wonderif's services to be more expensive than alternative options at their disposal. This, combined with a lack of awareness about the newcomer in the industry, makes finding new business a challenge.

### **3.3.4 Wonderif's Strategies**

While Wonderif implements numerous strategies in order to stay ahead in their competitive industry, the ones that either will be most significant or are contributing the most to giving them their edge in the landscape.

#### **Ideal Client Profiles**

Wonderif Studio has clear consumer profiles on who they want to serve as a brand design studio. This strategy helps focus their own marketing and sales efforts in attracting the interest of the right businesses to offer their services to. The profiles help the company understand these clients not only in terms of demographics, but also their psychography, their daily lives, and their pain points to try to serve them in a way that most competitors would fail to.

#### **Focus on Client Satisfaction**

Wonderif's determination to avoid mediocrity in their design work and ensuring client satisfaction is a key contributing factor to the positive feedback they have experienced with their existing clientele. In order to get clients on retainer deals, it is essential to deliver projects that make clients trust the people and the company that they put faith in to develop a meaningful brand. These clients put in years of their lives work to establish their businesses and would not come back to designers who they believe will hurt their brand.

#### **Thought Leadership**

In order to make their presence known, Wonderif Studio has plans of establishing their thought leadership in the topic of brand designing. By attending events, conferences and industry talks. Wonderif needs to start networking with their peers in the industry in order to

become a known name themselves. Establishing thought leadership will not only aid business development, but can also help in capturing the interests of young designers looking for employment.

### **3.4 Summary and Conclusions**

From conducting both secondary and primary research through academic papers and surveys, it is clear that the new generation (Gen Z), being acclimated to technology from an early age, embrace social media platforms as a part of their daily lives. Given the amount of time each person spends on these platforms makes them channels that can be very powerful in attracting the interest of young graduates and soon-to-be graduates.

While there are challenges for the firm, these are common challenges that every new business faces more often than not. The company should have access to resources that can help them adapt to these challenges in the near future and help its growth. This study only explores one way of solving one of its current problems. Researching ways to adapt should be done on a continuous basis.

### **3.5 Implications**

- Setting up social media handles in platforms such as Facebook, Instagram, and Youtube, Wonderif should dedicate resources in creating and posting employer branding content that focuses on communicating the company culture, values, and showcase the work the company does for its clients.
- Attending industry talks, corporate events and conferences on the topics of marketing and branding will help in establishing professional relationships with Wonderif's peers in the industry. Delivering speeches/presentations that demonstrate their prowess in brand designing.

In doing so, the company would be setting themselves up as an industry thought leader and edging closer to positioning themselves as an ideal employer in the minds of newcomers in the workforce.

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