Implementation of marketing campaign through Social Media in the context of Bangladesh: A case study

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Submitted

April 2014

DECLARATION

I hereby declare that this thesis is based on the results found by myself. Materials of work found by other researcher are mentioned by reference. This Thesis, neither in whole nor in part, has been previously submitted for any degree.

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ACKNOWLEDGMENTS

Abstract

Online marketing is becoming a hot topic in every business sector, and gradually playing an important role in any company's multi-channel marketing strategy. However, in Bangladesh this technology has not applied and there are many questions as how to attract the audiences to a certain website and social networking sites.

This thesis is mainly about exploring online marketing and why do we need it in Bangladesh, the methodology required and the findings.

Keywords: Online Marketing, Social networking sites, design-based methodology, empirical research.

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GLOSSARY

IP: Internet Protocol.

HTML: Hypertext Markup Language.

PHP: an HTML-embedded scripting language. Much of its syntax is borrowed from C, Java and Perl with a couple of unique PHP-specific features thrown in. The goal of the language is to allow web developers to write dynamically generated pages quickly.

MySQL: The world's most popular open source database software.

Educational research: refers to a variety of methods in which individuals evaluate different aspects of education including: "student learning, teaching, teacher training, and classroom dynamics"

Chapter 1: Background

1.1 INTRODUCTION

The foundation of the Internet has offered new advanced business transactions and models for the world economy. Online marketing is born to adapt to this rapid development of online business. Especially, online advertising has been achieving many successes. According to IDC, the total worldwide spending on Internet advertising will reach USD 65.2 billion in 2008, which represents nearly 10% of all ads spending across all media. It is predicted that this number will be over USD 106 billion in 2011.

Online marketing is defined as the application of the Internet and related digital. Technologies in conjunction with traditional communications to achieve marketing objectives [1]. In reality, there are some alternative terms for Internet marketing such as e-marketing (electronic marketing) or digital marketing even though they have a broader scope since they include electronic customer relationship management systems (e-CRM systems) as well.

How important is Online marketing to the success of an organization? There are no exact answers for this question. It depends on the nature of one company business line. There are many companies currently using the Internet as their main business transaction such as DELL, Air Asia, etc… However, companies such as UPM, the world's leading forest products producer only uses the Internet as a media to introduce the company and its products to customers via its website. Besides that, during the whole purchasing decision making process, customers not only use the Internet in isolation to search for products but other media such as print, TV, direct mail and outdoor as well. These media still play an extremely important role for the marketers to communicate with customers, for example, direct or face – to – face marketing more or less helps marketers build up the trust in customers and encourage them to purchase the products. Therefore, it is better to use the Internet as part of a multi-channel marketing strategy which "define show different marketing channels should integrate and support each other in terms of their proposition development and

communications based on their relative merits for the customer and the company." [1].

The benefits of using Online marketing are for different company sizes. It is a new medium for advertising and PR (Public relationship) and a new product distribution channel. In addition to this, Internet marketing offers new opportunities for developing new international markets without the existence of representative or sales offices and agents. The Internet also provides new methods to improve customer services and is considered as the most cost-effective marketing tool as it reduces paper works and number of staff as well as by passes operating offices.

This thesis is carried out to explore one process of Internet marketing. It is divided it into two parts. The first part is about the theories and methodology which are gathered from books, research papers and articles. The second part is about research work.

1.2 Motivation for this thesis

As mentioned, the Internet has been becoming a crucial part of successful business stories in this modern technology era. Many companies have already created competitive advantages by using this technology worldwide. However, in Bangladesh this method has not been utilizes properly and hence attending less success. What are the reasons behind this failure?

There are many reasons for these failures. A typical explanation for this is: they have failed to drive traffics or in other words to attract customers to their websites. Unlike traditional marketing, Internet marketing has its own unique activities called acquisition process to get visitors to a site. In this study, the researchers only concentrate on

exploring this process of Online marketing, in which, different activities like , using the social networking sites efficiently and rating of the viewers in different network sites are presented in details to help readers to have a closer look and better understandings of how Online marketing activities work to attract customer and also the methodology to use to develop the theory.

1.3 Research Questions

In this thesis, we designed the following set of questions which are aimed to explore the basic knowledge of Online Marketing, companies' and consumers' perspectives in pursuing it, and especially to figure out how effective the Internet marketing activities are in the process of acquiring new visitors to a website.

1. What is online marketing in general?

2. How does the Internet adapt to the marketing mix?

3. What are companies' and consumers' perspectives in pursuing Online marketing?

4. Why are we using Design Based Research methodology?

We believe that these research questions will bring a closer look at Online marketing to the readers and show the necessity of using Online Marketing activities to attract more customers.

Chapter 2

THE INTERNET AND THE MARKETING MIX

Nowadays, the concept of Internet marketing has expanded and brought more opportunities for companies to approach their customers. In the past, the Internet was only used as a tool to contact customers, part of direct marketing. Nowadays, the Internet, particularly websites has been becoming a popular media for any firms to introduce their products and services. The Internet is considered as an independent and effective marketing tool. During 13 years, from 2000 to 2008, the number of Internet users has increased about 361 millions to 2.75 billion [2], from which largest is the Asia 44%, the figure bellow shows the result.
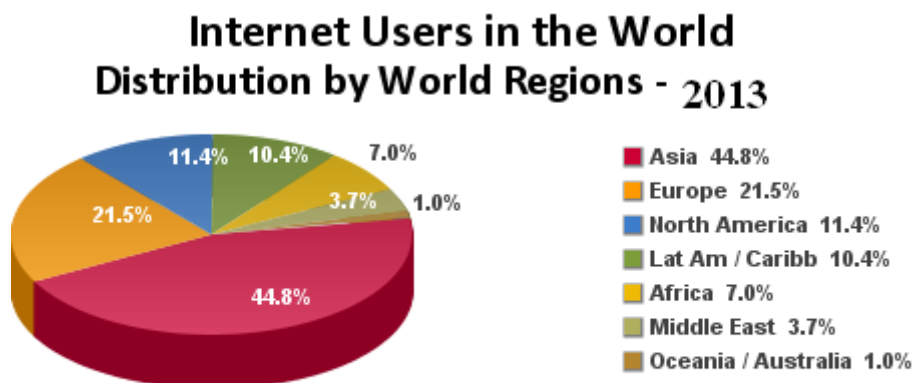
Figure 3: World Internet users by World regions

Source: (http://www.statista.com/statistics/273018/number-of-internet-users-worldwide/)

Bangladesh also have a tremendous growth in case of internet users and also surfing the social networking sites. In a survey the internet growth from 2000 to 2013 is 92,061.60 to 30 million)[3]. Here is the table below.

Service	Estimation
Mobile phones (3G services)	27.455 millions
Mobile phones (others)	4.3 millions
Wimax (qubee and banglalion)	0.49 millions
Broadband (Isp)	1.185 millions

Table 1: Internet Survey in Bangladesh

In 1960, Jerome McCarthy introduced the marketing mix - widely referred as the 4 Ps of Product, Price, Place and Promotion. Until now, it still plays an important role in formulating and implementing marketing strategy. The 4 Ps have been developed and extended to the 7 Ps with the appearance of People, Process and Physical evidence [1]. It provides an effective strategic framework for changing different elements of a company's product offering to influence the demand for products within target market [1].

However, the researchers only focus on the first main and traditional 4 Ps in this paper due to some limitations. According to Philip Kotler (2003), Product is the solution to customers wants or/and needs. It refers to the characteristics of a product, service or brand. The Internet offers options for varying the core product, options for changing the extended products, conducting research online, velocity of new product development and velocity of new product diffusion [1]. Many digital products now can be purchased easily over the Internet via providers' website. For other products, instead of providing actual products to customers, many companies publish the detailed product information with pictures or images. Thanks to this, consumers still have concepts about different kinds of product even when staying at home.

Besides that, for some companies, it is possible for buyers to customize products. Dell is a typical example. Through its websites, a customer can build a laptop or a desktop with the desired functions and features. Besides that, companies also can supply more extended product user guides, packaging, warranty, after sales services in a new method. For example, new drivers or updated package for a computer or software are easily downloaded via producers' websites. It brings conveniences for both of buyer and seller/

producers. In addition, it is obvious that the Internet provides a new tool to collect customer feedback quickly and accelerate new product development since process of testing new products is more rapid and effective. The information about new products will spread out more wildly and quickly.

Price is the most flexible element comparing to other three elements of the marketing mix, since it can be changed quickly to adapt to the market's demand. Companies can use the Internet to build differential price for different customers in different countries, based on IP (Internet Protocol) analytic technologies. For buyers, they are able to find out the price differences by visiting companies' websites or price comparison sites. In addition to this, the Internet also reduces costs and price per product by reducing operating costs of stores and number of staffs. Therefore, the Internet is considered as the most effective marketing tool [1]. Together with these advances, many new payment methods are created. The online payment method using credit cards is the most popular, efficient, convenient and flexible way for companies and customers.

Bills can be paid at any time and in anywhere. Moreover, companies can cut costs by reducing paper works since the customers fill all the necessary information such as their own private information and credit cards information by themselves. Beside these conveniences, online customers still have to worry about securities and privacy matters. Hence, some third parties provide services to protect consumer privacy and to secure transactions. PayPal is one of the most successful companies in this business sector.

Place in the marketing mix refers to how the product is distributed to customers. New method of distributing goods through online selling is offered by the

improvement of the Internet. It is possible for customers to make their purchasing decisions anywhere at any time. The Internet has the greatest implications for the pace in the marketing mix because it has a large market place[1]. Companies now can expand their business from local 12 areas to the whole country even to international market.

The **Promotion** element of the marketing mix refers to how marketing communications are used to inform customers and other stakeholders about an organization and its products. The Internet can be used to review new ways of applying each of elements of communications mix such as advertising, sales promotions, PR and direct marketing; assess how the Internet can be used at different stages of the buying process; and assist in different stages of customers relationship management from customer acquisition to retention .

Internet Advertising: It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers. .

Sales promotion: Thanks to the Internet, sales promotions such as competitions or price reductions can be provided to visitors of the company's website in a cost-reduced way. Not only encourage the customers to visit the company website again, this also provides the means for the company to build a long term relationship with their customers [1].

Public relations: The Internet is a new medium for Public Relations (PR). Blogs, Podcasts / Internet radio shows, online newsrooms and media kits offer companies a new opportunity to publish the news directly while in traditional marketing they would wait for periodical publications.

Direct marketing: Thanks to the Internet, companies nowadays have a new tool for direct marketing and advertising that may be cost effective and maximum delivery to targeted customers. By using e-mail addresses, the company man establish a two-way communication method with customers.

<u>**Chapter 3**</u>

INTERNET MARKETING – COMPANY AND CUSTOMER

PERSPECTIVES

3.1   <u>**Internet marketing – Company perspectives**</u>

The 21st century is predicted to be a century of technologies when everyone, every company, every organization apply them to make their works become much easier and more effective. The popularity of using the Internet, together with the improvement of computer hardware and software industries, completely boost the development of e-marketing in the whole process of buying from pre-sale to sale to post-sale and further development of customer relationship. New comers in this area have to consider very carefully the use of these modern channels. Since, the role of Internet marketing is to support the multi-channel marketing which is the combination of digital and traditional channels at different points in the buying cycle [1]. They have to understand which the main marketing channel is and which the supportive marketing channel is. Below is some results drawn from different articles and researches which touch upon different parameters that make many companies pursue Online marketing.

3.2 <u>**Online marketing – consumer perspectives**</u>

  In fact, customers also have their own opinions and attitude towards Internet marketing. There are some works which concern what would interest consumers to pursue e-marketing and be willing to use it as well as what would prevent them from using it.

3.2.1   **Consumer privacy**

 In an effort to understand New Zealand consumers more, Chung W. and Paynter J. [1], based on their work, drew a conclusion that it was a must for companies to have privacy policy statements under their website to protect consumer privacy information, to make sure that their customers' information

cannot be misused. Some solutions were also discussed in this study to protect customers' privacy. For the authors, solutions such as legislation, self regulation and technical solutions had be combined together to maximize its effectiveness.

3.2.2 Consumers decision making process in buying a product or using a service

The fact is that any consumer is influenced by different factors in his or her decision making process of purchasing products or services. According to George Joye F [1], many customers feel confident to make an order only when they have made a few purchases. They are afraid their privacy can be revealed and misused without their acknowledgment. If buyers do not trust the company which provides online sales services, they will never want to make any online buying decisions. In addition, e-marketing helps consumers to have more different means to search for products' designs, functions, features, specifications, prices etc. so they can compare and contrast products and services before giving their final decisions. Davidson Alistair and Copulsky Jonathan [1] found out that online customers would purchase via the Internet with web maven reviews influencing their mind set. Kim D.J, Kim W.J and Han J.S [1] with their study about online travel agency service came to conclude that the top priority factor which affected customers' decision making in purchasing was lowest price, security, ease of navigation of the website and fast loading time of the website.

3.2.3 How consumers evaluate companies in the Internet

The participants in Cheung Christy M K and Lee Matthew K O [1]work evaluated Internet merchants based on integrity, competence through professional websites and security. External factors such as third party recognition also are very important. A company and its website can gain customers' trust easily if a recognized third party certifies that the website is secured. In addition, guarantee terms also contribute to build trust in customers' minds. However, the study can bring more precise results if the participants come from different group ages.

3.2.4 **Factors preventing consumers from enjoying Internet marketing**

According to Liebermann Yehoshua and Stashevsky Shmuel [1], the factors which can prevent customers from using and believing in e-commerce include: Internet credit card stealing, fear of supplying personal information, pornography and violence, vast Internet advertising, information reliability, lack of physical contact, not receiving Internet products purchased, missing the human factor when Internet purchases are made, Internet usage addiction. The participants for this study come from different genders, group ages, high/low education background, and different marital status. Other variables are also examined for example Internet user/non user, bought online/not bought online and heavy/light Internet user.

3.2.5 **Effects of consumer gender differences on Internet purchases**

The purchasing habits of male customers are partially different from female customers. This is also true in e-commerce. Male consumers prefer fast loading speed websites, secured websites (their privacy is better protected). Meanwhile, female customers have confidence to purchase via the Internet mostly because they listen to other females. This can be considered as a big difference between males and females in perceiving Internet marketing.

<u>**Chapter 4**</u>

<u>**Methodology: Design based Research (DBR)**</u>

The first decade of this century has seen the emergent of a new type of methodology for educational research – **Design based methodology**. A number of well known educational researchers and journals have celebrated the potential of DBR to make a significant difference in the quality and utilization of educational research.

Design based research is used by and for the educators who seek to increase the impact, transfer and translation of educational research into improved practice. In addition, it stresses the need for theory building and development of design principles that guide, inform and improve practice and research in educational contexts.

In this project we adopt the Design-based Research methodology (DBR), also known as design research or design experiments. DBR simultaneously pursues the goals of developing effective marketing environments and using such environments as natural laboratories to study the potential of this approach. In this section, we will elaborately discuss on design based research, life cycle of DBR, and characteristics for which we are using this methodology.

4.1 **What is design-based research?**

In DBR, the researcher is concerned with the way things ought to be in order to attain goals, and in order to achieve such goals, the researcher devises *artifacts*. As initially unpredicted observations arise among predicted ones, a design-based research team's methodological approach changes with developing

theoretical knowledge, leading to intervention designs that are better fit to their intended setting and to better explanations of how they work. Collins et

al. [4] related such a methodology to the term "*Design Sciences*" coined by Simon [4], as opposed to "*Analytic Sciences*" which is associated with typical experimental versus-control group (i.e., experimental design) studies.

DBR seeks eventual adoption in real environments and therefore, must be situated in real-life learning environments where there is no attempt to hold variables constant. Instead, DBR researchers try to optimise as much of the design as possible and to observe how the different variables and elements are working out. Under such a methodology, the learning design-enactment-reflection-refinement (or, invention-revision) cycles are iteratively conducted; thus, as conjectures are generated and perhaps refuted, new conjectures are developed in the next cycle and again subjected to further testing. Achieving such a design science outcome, however, requires a sufficient understanding of the underlying variables at all relevant layers of a complex social system. Such comprehensive understanding is yet to be available. The goal of this initial prototype was to conduct an initial assessment analysis of social media tools and software that focuses on marketing in the context of Bangladesh.

4.2 <u>Life Cycle of Design Based Research</u>

There are many approaches to design research – all of which begin with a theory gathering or literature review phase and end with a reflection on both the design solution and the design research process. The middle part of the process – the iterative cycles of analysis, design, development, and implementation – very among the different approaches.

Most projects involve both instructional designers and software developers; therefore, a design research approach should take into account the process used by these practitioners.

We recommend a simplified four-phased design research for this thesis project with instructional design methodologies and the agile software

development method. We call this approach ASER (analyze, strategize, experiment, reflect). As illustrated below, the ASER process has four phases: 1) analyze real-world problem, 2) strategize design experiment,

3) conduct context specific design experiment, and 4) reflect on entire project.
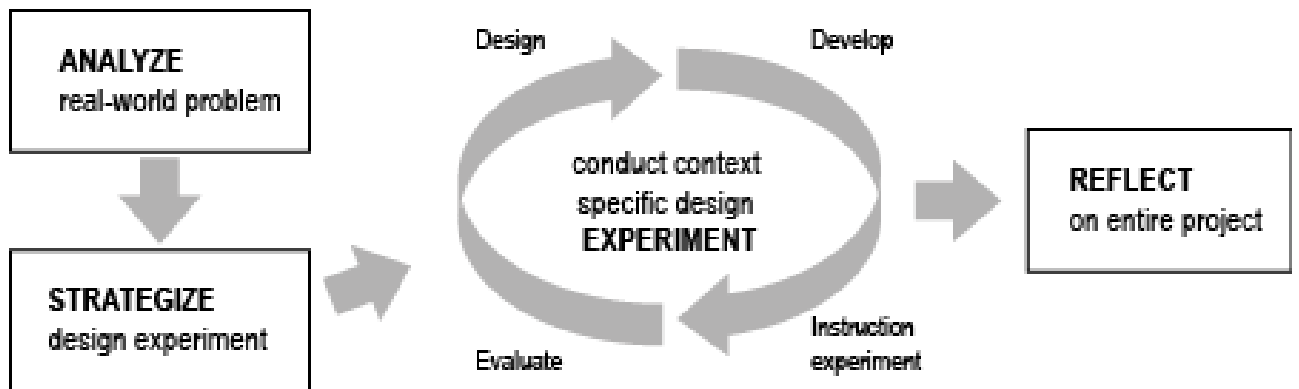

Figure 4: Life cycle of Design Based Research

In the analyze phase the researcher performs a detailed analysis of a real-world problem. When analyzing the problem, the researcher ensures that scope of the problem is general enough to warrant design research, and that the problem is indeed a design problem. This phase requires crafting a research question.[5]

The strategize phase requires the development of strategies to support the design research project. The researcher performs detailed literature reviews and chooses or develops frameworks based upon current theories. The researcher defines the strategies for the experiment phase, including identifying research methods and data collection methods, and identifying specific goals for each experiment cycle. In the strategy, the researcher defines the specific boundaries for the beginning and ending of cycles and the project as a whole. These boundaries provide the necessary scope for the additional team members (instructional designers and software developers). For example, the researcher may define the means of delivering the content to the devices not within the scope of the project, but the coding of the content itself within scope. In addition, the researcher defines the scope

of each iteration small enough to permit multiple iterations of the experiment phase.[5].

During the strategize phase, additional team members perform their analysis. Instructional designers perform the analysis phase . Software developers perform the initial planning and architecture design portion of their process. The frameworks defined by the researcher are used as input to the instructional designers and the software developers and for their analysis.[5].

The experiment phase is the iterative phase in the ASER approach, clearly illustrated by the circular arrows in the diagram. The research team uses iterative cycles of design, develop, instructional experiment, and evaluate, with the evaluate step providing input to the next design stage and the first iteration acting as the feasibility test for the project.. Each iteration has a specific goal, defined in the research design strategy, and there is specific software and instructional material developed to support that goal.[5].

Reflect is the final phase of the project. In this phase, all data collected throughout the iterative cycles is analyzed as a whole. The researcher seeks to extract design principles based upon the results of the design experiments. The software development team completes the final phases of their process, seeking to commercialize the results of their development. In addition to the analysis of the research results, an evaluation of the overall research process is performed and learning are shared.[5].

4.3   Main characteristics of design-based research

a) *Design-based research is pragmatic because its goals are solving current real-world problems by designing and enacting interventions as well as extending theories and refining design principles .*

- From a design-based research perspective, theory development is inextricably linked to practice (Brown & Campione, 1996); research should refine both theory and practice (Collins et al., 2004) as well as provide new possibilities. Ultimately, the value of theory is appraised by the extent to which principles and concepts of which interventions should (or should not) be introduced and which should be eliminated.

Design-based research is also grounded in real-world contexts where participants interact socially with one another, and within design settings rather than in laboratory settings isolated from everyday practice [4]. Thus, design-based researchers address simultaneously the multitude of variables evident in real-world settings [4]. Researchers observe different aspects of the design using both quantitative and qualitative methods, address associated problems and needs, and document why and how adjustments are made [4]. Furthermore, by embedding research within practical activities, the design processes themselves are studied. The resulting principles are perceived as having greater external validity than those developed in laboratory settings [4] and as better informing long-term and systemic issues in education [4]. Thus, the design process is embedded in, and studied through, design- based research

b) *Design-based research is interactive, iterative and flexible.*

-Design-based research stresses collaboration among participants and researchers throughout. Design-based research processes are also flexible, as collaborators seek to improve an initial design plan through implementation. Schwartz et al. [4] suggested that designs should be flexibly adaptive but "consistent with important principles of learning" (p. 189). During implementation, a theory emerges based on the accumulated data collected during successive iterations as well as the implementation experiences of the designers [4]. The theoretical framework upon which the design is based may be extended and developed; in some cases, a new framework may emerge. Initial design plans may be insufficiently detailed

to account for emerging patterns, so changes are anticipated and implemented when necessary [4][6].

c) - *Design-based research is integrative because researchers need to integrate a variety of research methods and approaches from both qualitative and quantitative, depending on the needs of the research.*

- A design-based researcher utilize multiple mixed methods over time to build up a body of evidence that supports the theoretical principles underlying a specific innovation as well as refines the innovation itself.

d) *Methods vary during different phases as new needs and issues emerge and the focus of the research evolves.*

4.4 **Empirical research**

It is a way of gaining knowledge by means of direct and indirect observation or experience. Empirical evidence can be analyzed quantitatively or qualitatively. Through quantifying the evidence or making sense of it in qualitative form, a researcher can answer empirical questions, which should be clearly defined and answerable with the evidence collected (usually called data). Research design varies by field and by the question being investigated. Many researchers combine qualitative and quantitative forms of analysis to better answer questions which cannot be studied in laboratory settings, particularly in the social sciences and in education.

4.5   Empirical Vs. Design Based Research

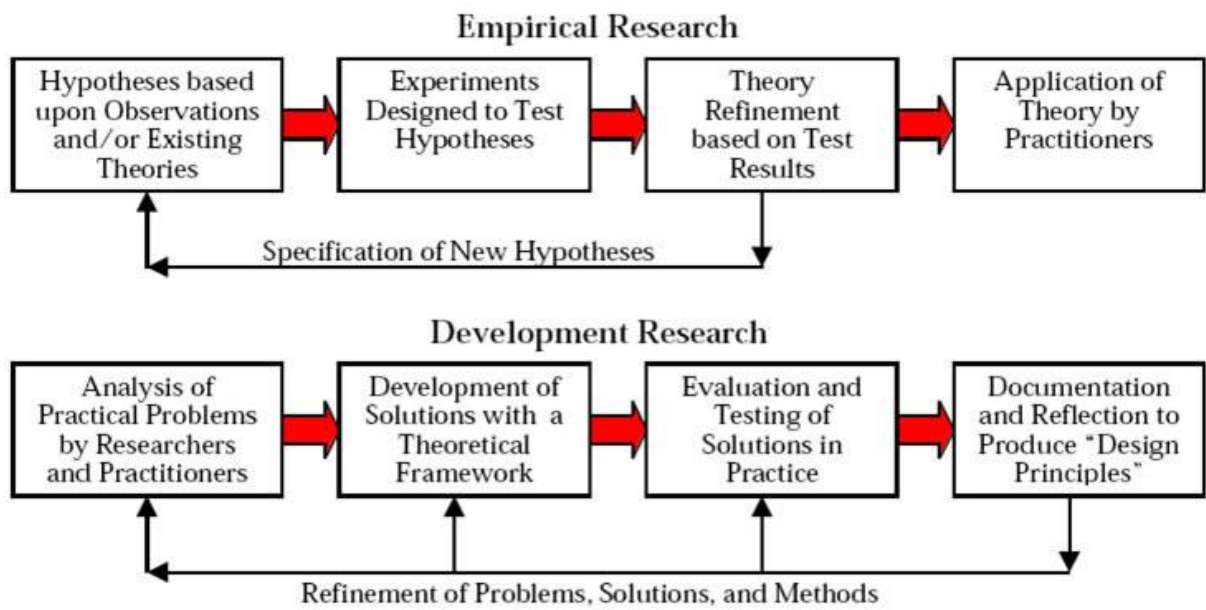| Design Based Research	Empirical Research
design-based research is pragmatic because its goals are solving current real-world problems by designing and enacting interventions as well as extending theories and refining design principles	Existing theories are usually tested through artificial treatments in controlled contexts. People engaged in these experimental approaches hope to be able to design instruction based on the principles that the theory and associated experimental results support
Design-based research, by virtue of being conducted in real world context in collaboration with practitioners, is much more likely to lead to effective application	In empirical research, experiment is taken under controlled environment. Hence it has very few link with the real world context, it is like tossed over the walls of schools and other contexts with little resultant improvement.
Design-based research is interactive, iterative and flexible.	It is not interactive and flexible.
design-based research is integrative because researchers need to integrate a variety of research methods and approaches from both qualitative and quantitative research, depending on the needs of the research	Empirical Research is not integrative.

Empirical Research

Hypotheses based upon Observations and/or Existing Theories	Experiments Designed to Test Hypotheses	Theory Refinement based on Test Results	Application of Theory by Practitioners

Specification of New Hypotheses

Development Research

Analysis of Practical Problems by Researchers and Practitioners	Development of Solutions with a Theoretical Framework	Evaluation and Testing of Solutions in Practice	Documentation and Reflection to Produce "Design Principles"

Refinement of Problems, Solutions, and Methods

Figure 5: comparison between Empirical Research and Design based Research Methodology.

Chapter 5

Research study of our Prototype

5.1 Introduction to Our Prototype

The targeted audience of our case study is Bangladesh audience, mainly female, from age 25-30. The medium (social networking sites) which we choose initially for the Online marketing are facebook, youtube, twitter, soundcloud and linkedin. We have also used the search engine optimization, such as google and yahoo search. The contents which are used in out prototype are blog, videos, audieos and images.

5.2 Software requirement.

1) Wordpress version 3.9.

2) Xamp version 2.5.8.

5.3 Functionalities

The functionalities which we include in our prototype are

1) Auto posting of blog contents to the social networking sites.

2) Commenting and tweets via users social profile

3) Share and likes from social networking sites.

4) Embedded videos and audios in our prototype.

5) Search engine optimization.

5.4 Research Design

The figure below shows the design procedure of our prototype. We have edited the videos and audios, pushed them to the youtube and sound cloud accounts. From there we again pushed them to our contents as shown. The contents

consist of images, audios, videos slides and images, transferring the contents to the social networking media, facebook, twitter, linkedin.We are interacting with our users via comments, asking questions, group suggestions, sharing and liking the posts.
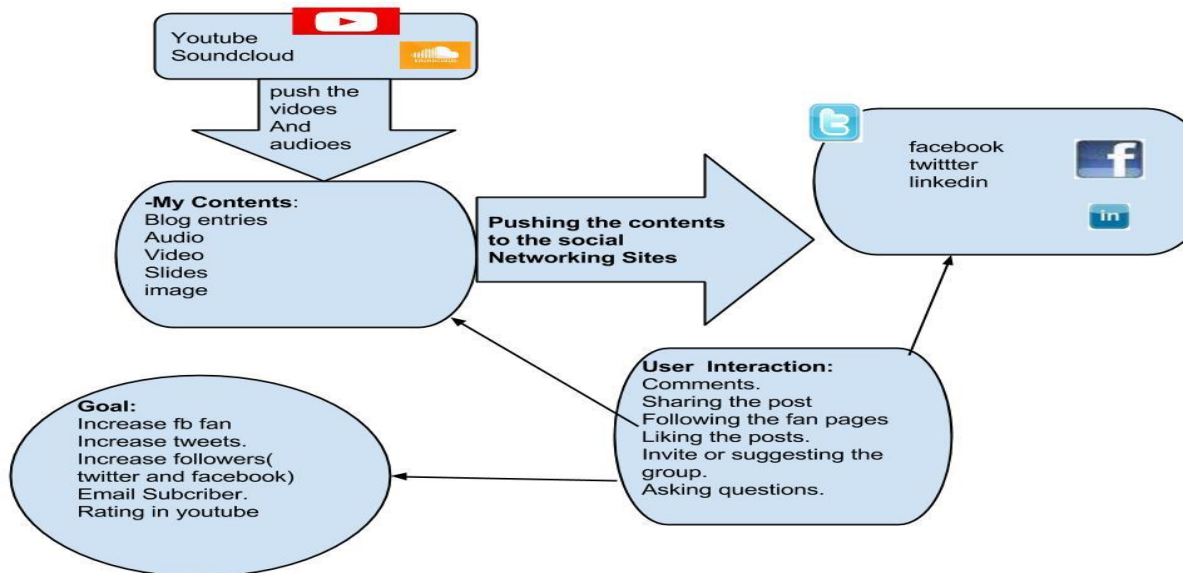

Figure 6: Research work

5.5 **Measuring the success**

- **Reach-how many people has been effected by our contents**

  - We estimate it by the following metrics

  1) No. of followers in the facebook.

  2) No. followers in twitter.

  3) Subscriber on youtube.

  4) Visitors on blog.

  5) Subscriber on SoundCloud.

- **Engagement- how many people took action because of the contents**

  -here the metrics we estimates are:

  1) Retweets

2) Share on facebook and LinkeIn .

3) No. of likes on facebook .

4) Comments on facebook, LinkedIn, twitter and blog posts.

5) Rating on youtube videos.

5.6 **Result of our prototype**

 We have launched our prototype for last 3 months in different social networking sites and also used search engine optimization for effective use of search engine. Here is the result.

	Nov 2013	Now
No. of followers in facebook	638	4800+
No. of comments, messages and email	0	500+
Actual customer	0 from Social marketing	30+ and growing
No. of followers in twitter	2	2
No. of followers in soundcloud	0	3
Avg.No of tweets	12	34

No. of subscriber in youtube	5	5

As for search engine optimization in Bangladesh, the output is zero and so we narrowed down our experiment to the networking sites.

Chapter 6

Conclusion and Future works

During this development and experiment, we have drawn some conclusions.

6.1 Our findings

1) Secondary Access, that is, most of the people uses via someone.

2) However the interaction is increasing day by day when we have added videos with Bangla audio and texts.

4) More feedback from the facebook users, than linkedin or twitter. This proves audience of Bangladesh is biased towards facebook.

5) In Bangladesh, search engine optimization has a low output. This is due to not enough keywords and English is also acting as a barrier.

6.2 Discussion on facebook impact in Bangladesh

At the very start of our prototype, we have assumed twitter and facebook will drive more traffic towards our prototype. However as we proceed with our research work, we find out that, facebook is the only medium which is drawing more traffic. Here are some reasons why facebook is driving more traffic than other networking sites in Bangladesh.

1) Brand invite or Ad -75%

2) Friend -59%

3) Search-49%.

Therefore the marketers should care about facebook due to its ability to create

1) Awareness

2) Interest

3) Desire

4) Action.

Facebook is an important factor, due to the fact that over 90% social marketing is done on facebook.

The four strong pillars of facebook marketing, which makes it so powerful are

1) Facebook apps.

2) Facebook pages.

3) Facebook Ads.

The ecosystem of facebook.

1) Building.

2) Engaging.

3) Amplifying.

From our prototype, we have find out the criteria for the facebook Marketing.

1) Set community expectations.

2) Provide cohesive branding.

3) Be up to date.

6.3 Conclusion and Future work

We have completed only the first phase of our research work. Now we are looking forward to work on the second phase and enhance our prototype.

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