



Internship Report

On

“Overall Marketing Strategies & Presence of Digital Marketing and its Impact in Brand Communication”

Prepared For

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LETTER OF TRANSMITTAL

07 February 2015

Syeda Shaherbanu Shahbazi Ahmed

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Subject: Submission of Internship report.

Dear Sir,

Here is the Internship report on “Overall Marketing Strategies & Presence of Digital Marketing and its Impact in Brand Communication” with due gratefulness and admiration. As per requirement for the BBA Degree, I have completed the internship report under your supervision.

I am thankful to all the person who help me to gather valuable information. I have prepared a report on the “Overall Marketing Strategies & Presence of Digital Marketing and its Impact in Brand Communication”. I hope this report reflects on the company’s marketing strategies that are being practiced in our country.

I would like to request you to accept my internship report for further assessment.

Sincerely,

Israful Islam

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Executive Summary

This report presents the work experience on a multinational digital Marketing organization known as Cookie Jar Ltd (Asiatic Events Marketing Ltd Digital Wing)

This internship report is based on the three month long internship program that I had successfully completed in Cookie Jar Ltd (Asiatic Events Marketing Ltd Digital Wing) under Digital Client Division from September 18, 2014 to December 18, 2014 as a requirement of my BBA program. As being completely new to the practical and corporate world setting, every hour spent in the Digital Client Division gave me some amount of experience, which is very precious for my career ahead.

In the first part the general introduction on "Asiatic Events Marketing Limited and Cookie Jar Limited" and well as its mission, vision, aspiration, values, services, area of operation, services offered by the Cookie Jar Limited and how departments work like HR recruiting process of new digital account executive, the basic functions of the client service department like maintain relationship with the clients and prospects, creative department work and finance departments support.

In the second part chapter one the rationale of the study is discussed, statement to the problem and objective of the study along with literature review is incorporated. On the chapter two the methodology of the study, limitation and scope is clearly mentioned.

In chapter three I tried to highlight the work, job duties that I had to perform as an intern under an account executive where I was provided with lots of assigned duties regularly and provided some authority to make decisions on behalf of my supervisor. In the later chapter four I showed finding and provided analysis of the study, which was based on 'Maintaining Brand Communication through Digital Social Media' under the supervision of Cookie, jar Limited. Here at first I tried to portray the global scenario of social media marketing and its impact, next I tried to narrow my focus on social media in Bangladesh and its impact on marketing and brand communication, further I showed the importance of social media compared to other medium of brand communication and its benefits and after that I explained how digital communication firms in Bangladesh are operating and dealing with clients. I also incorporated in this report presence of brands in social media in Bangladesh, their strategy and objective. In the fifth and sixth chapter I included a summary of the report and suggested improvement for brands in social media, my company of internship and university. At last



you will find the reference and in the appendix further studies that I have not included in my report.

Before drawing any conclusion based on this report it may be noted that the report was prepared in a very short time and there are lacking in the data. However, still the report may be useful for designing any further study on maintaining brand communication in social media.

ACKNOWLEDGEMENT

First of all, I would like to Thank Almighty Allah for his grace for his grace in accomplishment my internship report timely.

I would like to express my gratitude to my honorable academic instructor Syeda Shaherbanu Shahbazi Ahmed from the core of my heart for his kind support, supervision, instructions and advice and for motivating me to do this report.

I am also thankful to the whole team of “Cookie Jar Ltd” for giving me the opportunity to work with them in marketing department.

The experience I have gathered will be privilege for my future career planning. I believe that this situation has prepared me for taking up new challenging opportunities in future.

I have tried my best to complete such a big project in an efficient manner.

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1.0 Introduction

Profile of Asiatic Events Digital Marketing

Asiatic Events Marketing Ltd also known, as AEML is a Dhaka based interactive marketing communication firm dedicated to serving its clients to meet their business objectives and effective market communication practices. It is the leading agency of the country and mainly prioritizes below the line activity from activation to events and direct marketing; newly added Digital online marketing known as Cookie Jar. It is under the 360 communication plan of Asiatic group. Aly Zaker and Sara Zaker are the founding members of the agency and it got its operative license from the internationally recognized JWT agency. AEML has been in operation from 1993 and have had huge success rate in the field on BTL communications since its inception. One of their biggest achievements was to arrange ICC Cricket World Cup, which was held in Bangladesh. More than 80 clients are currently having account with Asiatic for all their BTL campaign, activation, events as well as their direct marketing.

The newly added digital wing know as Cookie Jar was created to cater the demands of the digital and social media marketing for it clients. It is one of the first mover companies in Bangladesh market in digital marketing. Currently it is operating one of the biggest brands Facebook page in Bangladesh, which is Airtel Buzz. It started its operation in digital marketing in 2006 however from January 2013 it started social media marketing for the brand page Airtel Buzz and now it is one of the biggest social media marketing firms of Bangladesh with a semi annually turnover of 1corer taka. Its current clients are Nokia, Airtel, Ekhanai.com, Samsung TV, Igloo, Mi Amore, Pepsico, Samsung Camera and Notebook, British American Tobacco, Bkash and Cycle Life and many more.



1.1 Back ground of Cookie Jar Ltd (Digital Wing of Asiatic 360 groups):

Cookie jar is a full service digital marketing agency of Asiatic 360 group. Cookie Jar is a professional Digital Marketing Agency, which provides complete digital marketing services (ad campaigns, social media management, website development, app development, etc.) to local and multinational companies in Bangladesh and beyond. Currently it's handling many MNC brands page like: Ekhanei.com, Airtel Buzz, Samsung Notebook, Camera and TV, Nokia Bangladesh, 7UP Bangladesh, Igloo, Mi Amore etc. currently they are managing more than **2.5 million** fans on facebook. And those are:

Client	Number of Fans
Airtel	1,217,842
Cellbazaar.com	670,420
Samsung Notebook	132,911
Samsung Camera	268,944
SamsungTV	53,368
Nokia Bangladesh	178,804
Radio Shadhin	213,708
Spark	3,222
Igloo Ice Cream	74,143
Mi Amore	24,132
Total	2,83,7494

In 2014 their different campaigns generates:

2.4

108

557,94

33,209

23,229



1.2 Cookie Jar Mission

The mission of the digital wing Cookie Jar Ltd “Is to help client-partner achieve their business and development objectives by providing specific solutions to their digital communication needs.”

1.3 Cookie Jar Vision

The vision of the digital wing Cookie Jar Ltd “Is to become the agency of choice of as an innovative, client-focused and socially committed service provider”

1.4 Asiatic 360 and its different Units:



These are the different units of Asiatic 360 groups and also different solution partner. A newly digital wing added under the Asiatic Events Marketing and which is a digital agency known as Cookie Jar Ltd.



Fig 1.1. Asiatic Event's Logo



Fig 1.2. Cookie Jar Logo (Digital Wing of Asiatic events marketing Ltd.)



1.5 Cookie Jar Aspiration

Asiatic aspires to be the most admired and trusted organization through excellence in the marketing communication channels, following ethical business practices, and adding value to its stakeholders. During the early years of the company's life, the founders and leaders of Asiatic generally service development. During the time of formation the team was working out its basic services, initial value proposition, market focus and initial go-to-the market approaches. Once the service level reached a reasonable point of maturity, the Asiatic team began to turn their attention toward company development.

One of the best step an organization can take at that point is to become an aspiration-driven company the leaders make clear organization mission, vision, values and priorities; these aspirations, in turn, serve as guide for all employees and market participant involved with the company.

1.6 Cookie Jar Values

The principle **Cookie Jar** is to respecting a client no matter how much is put in or how big or small the work is.

“Spending intelligently and creatively helps the firm to get reorganization of its clients as well as”- Syed Dastagir, Head of market communications of BBC was quoted as saying.

“Successful would only come if we place ourselves in the shoe of our clients and think for good, think for betterment”. Tahsin Saeed the CEO of Asiatic Events.

1.7 Services:

The main operations of Asiatic Events Marketing Limited are:

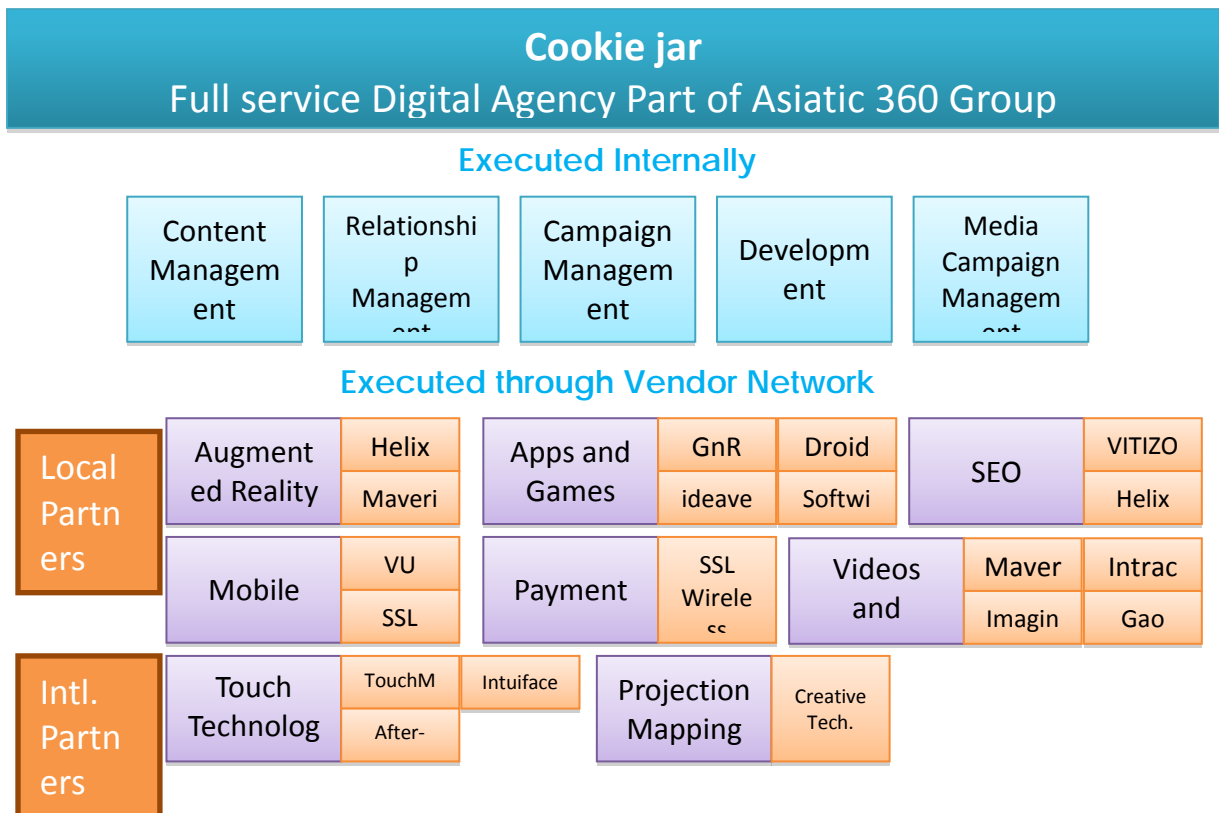
1. Events: Innovative brand experience by most relevant and targeted customers.
2. Urban Activation: Powerful brand engagements with the right target group creating conviction and desire to purchase.
3. Rural Activation: Reaching audience who are beyond all other media
4. Retail: An impactful reminder of brands at the point of purchase aiming successful sales closing.
5. Digital: Engaging with consumer through the new digital world.



1.8 Area of operation

Asiatic Events Marketing Limited is under the platform of Asiatic 360 degree hood and the area of Operation lies in the field level as well as corporate level in almost all the parts of our country for activation, event related activities and digital related activities.

1.9 Services offered by Cookie Jar ltd (Digital wing of Asiatic Event Marketing Ltd)



1. Content Management

- ▶ We manage contents like image, link, video posts for Facebook, Twitter and Google+. Here it also includes copy writing for the post and post creative creation.

2. Relation Management

- ▶ We also maintain the service and product related support through the Social Media. It includes replying to customers queries received through social media website.



3. Campaign Management

- ▶ We run several types of campaigns in order to get more likes, people talking about this, impression and reach. We maintain the campaign with our own strategies. These campaigns can be competitions arranged to engage online customers and give better brand experience.

4. Development

- ▶ We develop the apps for the campaign we run. We develop world class app which are already using for our different campaign.

5. Media Campaign Management

- ▶ We also do the campaigns of different media contents like TVC, videos, blueprints etc.

1.10 The departments working within Cookie Jar Ltd (Digital wing of Asiatic Event Marketing Ltd)

There are basically four departments in AMEL. The digital client service department known, as cookie jar is the one, which maintains liaison with the clients, the creative department is the one that fulfills the requirements of the client's needs and other departments ensure smooth functionality of the organization.

The mission of these departments is to ensure smooth and quality digital social media communication service to their clients. As a result, the digital social media service should increase brand awareness, increase brand communication reach, provide quality online consumer experience and drive them to online and physical stores to generate sales and profit for the firm

HR Department

This department helps to find out the best people, who can suits with this organization. This department also motivates the employees in various ways.

- a) Recruiting of new employees are their concern.
- b) Training and development of the interns are going in a good way is also their concerns.
- c) Compensation, employee benefit, leave and service rules program and up gradation



- d) Placement and performance appraisal of employees
- e) Preparing related reports
- f) Reporting to the Executive Committee/ Board on related matters.

The recruitment processes for quality digital account executive are as follow:

- a) Circulation of opening for digital account executive is circulated among the different departments, daily newspapers and online job sites.
- b) Once the CV is collected, it is screened for the best candidates and they are called for case presentation.
- c) The case is usually provided with real life project topic, where the candidates are given 3 hours to prepare the case and present.
- d) Once the case is presented the candidates are shortlisted.
- e) The shortlisted candidates are called for final interview and the best candidate is chosen among the many.

Digital Client Service Department(Cookie Jar Ltd)

The basic function of the client service department is to maintain relationship with the clients and prospects. They communicate the thought of both the parties between two parties. They are one of the most important parts of AEML because they are the persons who find out the things customer needs and finding the need is one of the most useful ways to keep the client happy. This department is the heart of the whole organization and it co-ordinates within the functions of the various department in the agency.

This department of AEML is also important for research purpose. This gives some important information to the AEML authority, like

- a. Effectiveness of the digital communication campaign
- b. Customer reaction and feedback about the digital communication campaign
- c. Finding out the reasons that make communication campaign fail to have more reach or engagement and brand experience.

This information helps AEML authority to take decisions like

- a. Whether AEML digital plan works for the client or not?
- b. What type of digital communication campaign is needed to help develop more effective communication campaign?
- c. What was the success of the campaign?

d. What change is needed in the campaign? etc.

Creative Department

This is the mind of the organization because it is them whom make AEML popular and effective to the clients. They perform certain acts. Some of them are given below.

- a. Developing copy for communication on social media
- b. Developing weekly post calendar for communication for social media
- c. Designing the post creative for digital communication
- d. Visualizing the idea of campaign and contest
- e. Finalizing layout etc.
- f. Google advertisement, Facebook advertisement design

Finance Department

The finance department of AEML functions like finance department from any other business organization. They do budgeting for any digital communication campaign and contest as well as for online promotion and advertisement campaign.

SWOT analysis of Cookie Jar

	Strengths (internal)	Weaknesses (internal)
Opportunities (external)	<p>Strengths/opportunities Likely to produce greatest ROI (Return On Investment)</p> <p>Likely to be quickest and easiest to implement.</p> <p>Probably justifying immediate action-planning or feasibility study.</p>	<p>Weaknesses/opportunities Potentially attractive options</p> <p>Likely to produce good returns if capability and implementation are viable.</p> <p>Potentially more exciting and stimulating and rewarding than S/O due to change, challenge, surprise tactics, and benefits from addressing and achieving improvements.</p>
Threats (external)	<p>Strengths/threats easy to defend and counter</p> <p>Only basic awareness, planning, and implementation required meeting these challenges.</p> <p>Investment in these issues is generally safe and necessary.</p>	<p>Weaknesses/threats potentially high risk</p> <p>Assessment of risk crucial.</p> <p>Where risk is low then we must ignore these issues and not be distracted by them.</p> <p>Where risk is high we must assess capability gaps and plan to defend/avert in very specific controlled ways.</p>

Ansoff Matrix for Cookie jar

Here is the penetration, product development, market development, and diversification strategy of cookie jar



Penetration:

When marketers try to sell the existing product to the existing customers, they engage in penetration strategy. It can be achieved in multiple ways. For example, by changing pricing, by adding minor features, changing the packaging or highlighting alternative uses. In cookie jar when we pitch a client for their social media account and when we got their account we then asked for making their website, their visuals and encourage them to start different media platform

Product Development:

We have developed different service and platform day-to-day basis as we know that the platform we are using is different and it needs regular development so we have to develop our service according to changes. For Example: Facebook ad campaign systems change every quarterly and according to that we need to change our entire ad set.

Market Development:

Introducing an existing product in different markets is perhaps one of the most used strategies to extract full benefit of a successful service. A very common example is entering different geographical areas nationally and internationally. Cookiejar is for now working on different

local and multinational companies but still we don't have any international customers. But soon we are hoping for get some.

Diversification:

Cookie jar is digital wing of Asiatic events and when Asiatic saw that opportunity that in Bangladesh digital marketing is growing they start to also diversify their business and start a digital wing and in future we are hoping to get an extraordinary result.

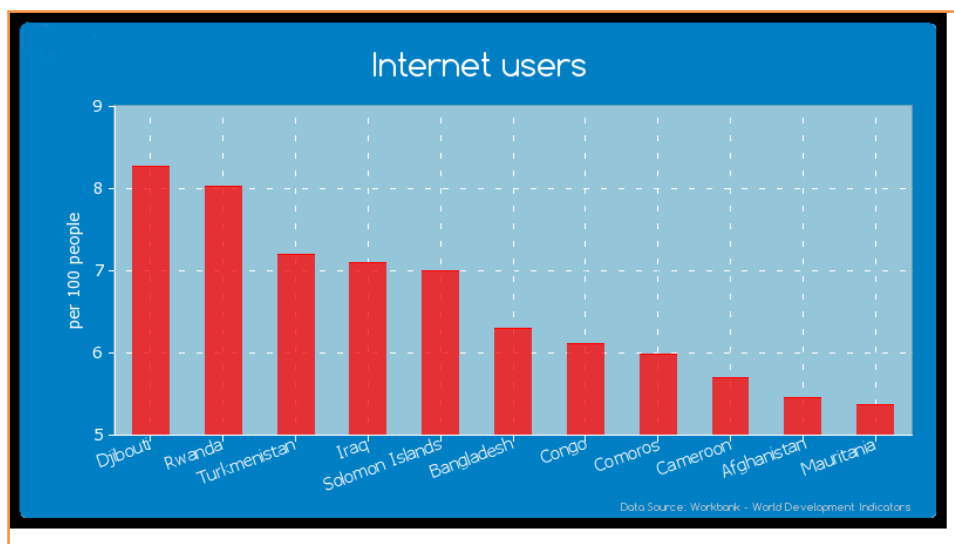
2.0 Significance of the Study

Social media is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Two Professor of Marketing Andreas Kaplan and Michael Haenlein define **social media** as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.

Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from Internet usage. According to Nielsen, Internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income.

In Bangladesh there are around 34 million Internet users at present according to Wikipedia and out of that 42 percent are Facebook User, which tells you that a large chunk of Internet users are active on social media.





Maintaining brand presence through social media is a new trend in Bangladesh. Currently, only few MNC giants, telecom companies and local leading firms have their brand presence in Social Media such as Facebook and Twitter. Moreover, there are some companies that have created a separate department for social media communication for their brands.

Many leading international and local firms have not yet incorporated brand communication through social media for their brands, or promotion of their products in social media not because of monetary matter, but for having inadequate awareness of the benefits of social media for brand communication. But it is hoped that, in near future more and more firms will start this new era of marketing and brand communication through social media.

So, this report may help existing international and local companies' decision makers to have some sort of knowledge about the benefit of brand presence in social media of Bangladesh. Not only that, firms those want to take initiative for future brand presence in social media may have a good bird's eye view about first mover brand presence in social media in this locality.

2.1 Statement to the Problem

In the study, we will highlight on the need of firms to make presence of their brands on social media and the reach, targeting, impact, cost effectiveness and efficiency of social media for brand communication, relationship management, sale of products using social media by firms and their brands operating in Bangladesh. What type of companies has their brand presence in social media and how they communicate and execute their activities on social media will be clearly analyzed in the report. Innovation, strategy of implementation and communication,

rationales of using social media tools for brands and so on will be stated on the study as clearly as possible.

2.2 Objective of the Study

The Objective of the Study is to gather all relative information on social media and how digital communication firms provide services to clients for their brand communication through social in Bangladesh. The report include all possible arenas such as brand communication and marketing of firms globally and locally in Bangladesh through social media, comparison of social media with other medium of communication and companies that are making it big through social media marketing. Primary information will be collected from digital communication companies and personal observation. Conversely, internet, text books will be major source of secondary information. However, company wise social media marketing will be shown in the report where brand communication will be prioritized. I hope you will patronize my effort and give me proper guidance to prepare a good report. I will try my best to cover all the relevant fields.

Study of the objective defined below as per specific and broad objective:

- **Broad Objective:** The study will be conducted with an objective of having thorough knowledge about the effectiveness and efficiency of brand presence on Social media from other mediums of communication and among other digital communication firms.
- **Specific Objective:** To be specific, the objective will be to identify some exact points of brand presence through social media \ of massive firms in Bangladesh. The main points the study is going to cover are:
 - a) Importance of social media compared to other medium of brand communication and its benefits
 - b) How digital communication firms in Bangladesh are operating and dealing with clients.
 - c) To study social media in Bangladesh and its impact on marketing and brand communication
 - d) To study social media in world and its impact on marketing and brand communication

- e) How digital firms are hiring employees.
- f) What type of services digital communication firms are providing through social media.
- g) How firms can be cost effective and efficiently use and measure brand communication and marketing on social media.
- h) Which companies have strong presence of their brands in social media and the impact on online consumers

3.0 Literature Review

The focus of this study is the Presence of Digital marketing and its Impact in Brand Communication. There are many researches has been done Brand Communication but lack of emphasize has been given to the Digital Marketing. This study discussed Digital Marketing and its strategy, which is very important for today's marketing communication. A survey was conducted to find out the current situation of digital marketing in Bangladesh and its importance for brand communications. This study will also put light on the brand communication and how digital marketing make impact on brand communication.

This part includes brief definition of the theoretical part that would be discussed in the report. Major theoretical points and their definitions are given below:

Social Media: According to Wikipedia, Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Social Media Marketing: refers to the process of gaining website traffic or attention through social media sites.

PTAT: The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's timeline, liking, commenting on or sharing one of your Page posts, answering a question you posted, responding to one of your events, mentioning your Page, tagging your Page in a photo or checking in at your location. (Unique Users)

Lifetime Total Likes: Lifetime The total number of people who have liked your Page. (Unique Users)

Reach: The number of people who have seen any content associated with your Page. (Unique Users)

Page Engaged Users: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

Reach of page posts: The number of people who saw any of your Page posts. (Unique Users)

4.0 Methodology

The type of this study will be quantitative along with the good mixture of qualitative part. The report will be based on both Primary and Secondary data.

Primary Data: This report is mainly based on the primary data, which has been collected from a survey. Population of the study will be the different social media users along with the generic people. The survey has been done on 20 people consist of different social media users and online users. Data that has been collected from the survey analyzed based on the factor analysis method. Information also collected from workplace colleagues and people who directly involved with Asiatic Events Marketing Digital Wing Cookie Jar Ltd.

Variables for research:

- **Dependent:** social and online media users Perception
- **Independent:** Different social media and tools - Facebook. Twitter, contest, brand page etc.

Secondary Data: The secondary data sources are:

- Asiatic Event Marketing ltd annual report
- Cookie Jar's Internal documents and publications
- Newspaper, articles, journals and websites.

Data Source

Primary Source: Primary data on social media is collected from surveying of target group and personal observation.

Secondary Source: Like primary source, secondary source is also major stream of information for the report. List secondary source is

1. Internet
2. Social Network Sites
3. Text books
4. Several other reports
5. And other sources

5.0 Limitation of the study:

To build up this study several limitations has been discovered. Those limitations are:

- To collect primary data it is hard to get the correct information from people because they might not feel comfortable or provide their false feeling because they want to remain surveyors' feelings to be intact.
- This is a long term research where more information could be included. Due to the lack of time I was unable to compile all the information through.
- The precise analysis requires good amount of financial support, because of that monetary limitation it is impossible use the full potentiality of this research.
- To observe the whole corporation activities and come up with a fruitful result requires huge amount of time, so time limit is another crucial limitation of this study.
- The internship proposal is conducted based on several secondary data which were rather inefficient or unreliable.

Internship Period Activities:

As I did my major in Marketing, I got an opportunity to work in digital wing of Asiatic Events Marketing ltd known as Cookie Jar Ltd where I gained and learned several digital marketing practices. I had the opportunity to have three months long internship at Asiatic Events Marketing Limited digital wing Cookie Jar where I have come across with different tasks and activities that are conducted by the Digital Client Service Department for Facebook brand pages such as Airtel Buzz, Ekhanai.com, Nokia Bangladesh, Samsung Camera and Samsung Notebook, Igloo, Mi Amore, 7UP etc. I was assigned to the following jobs regularly. That were-

- Interacting with clients
- Taking brief and feedback from clients
- Giving client brief to the creative and following up with them
- Gathering online pictures for Facebook posts
- Copy writing for Facebook posts.
- Delivering output/Facebook post creative to clients for approval



- Making Weekly Post Calendar
- Making Weekly and Monthly Report
- Making Online Pitch Presentation
- Briefing Vendors about Application and Game Development
- Making estimates of the costs and taking approval from clients.
- Updating job lists at the end of the day.
- Arranging meeting and preproduction meetings (PPM) with clients.
- Making necessary arrangements for Facebook video making and photo shoot.
- Calling up the producers and directors for any brief or feedback.
- Taking part in the decision making process with the team leaders or when the reporting boss is unavailable

6.0 Presence of Brands in Social Media (Bangladesh) of Cookie Jar Ltd

By looking at the statistics on Wikipedia we can see that 41.63% Internet users of Bangladesh are Facebook users by which we can say that social media in Bangladesh is very popular. With the following information in mind and ranking of Facebook brand pages from socialbakers.com website mostly telecom, fashion and electronic brands in Bangladesh both international and national brand have made themselves available on social media and have strong presence there to interact and make positive impact on the potential as well as current consumers present online. Below you will find some brand that have strong presence on social media website.

6.1 Airtelbuzz:



Airtelbuzz is the official brand page of Airtel Bangladesh and is one of the leading telecommunication firms of Bangladesh. It has a very strong presence on Facebook and YouTube, two of the most popular social media websites in Bangladesh. According to socialbakers.com which is a Czech-based company that provides social media network statistics and analysis from Facebook, Twitter, Google+, LinkedIn and YouTube, Airtelbuzz is the top Facebook brand page in Bangladesh with over 700,000 fans liking its page and receiving posts and status of its product and services on their newsfeeds. Moreover, it has one of the highest number of people talking about this which is on average about 80,000 people at a given time in its page which shows the fans of this page are highly interactive and the page is engaging. If we look at their Facebook brand page insights we can see that most of their posts have an unpaid reach of 60,000 which is one of the highest reach for a

Bangladeshi page on Facebook. Not only that its brand videos is also one of the most viewed brand videos in YouTube with over 50,000 views. More observation shows that they keep interest of their consumers with an average of 4 post a day with 2 lifestyle and fun related service and 2 product posts. Airtelbuzz main objective is to increase page likes and post likes on its page to increase engagement with consumers for which they do both paid post and page promotion through Facebook boost option.

Airtels presence on Facebook comes with their understanding that a large part of their target group are between 18 to 24 years old and one of the most popular past time of the target group is spending time on Facebook chatting, sharing, liking on posts both of their friends and posts that interest them. So if Airtelbuzz page is able to be like a friend and posting interesting items on Facebook that interest the target group then the target group consumers will have a good and positive experience which will eventually make them purchase of service, increase likability of brand and loyalty. Moreover, compared to other media it is the cheapest and can directly reach their preferred consumers to give brand experience and involvement.

6.2 Ekhanei .com



Ekhanei is the official Facebook brand page of buying and selling website ekhanei.com. One of their main objectives of presence on social media websites such as Facebook is to drive traffic to their main webpage ekhanei.com. Their strategy is different from other pages

because for other brand pages their main objective is to communicate their brand message and create engagement among online consumers on Facebook page but on Ekhanei brand page it is to divert the consumers to their own webpage and generate sales. Its digital marketing is also wider than Airtelbuzz and Nokia. Airtelbuzz use both the pages increase and post likes through page promotion and post promotion but for Ekhanei it is also Google ad word advertisement, search engine optimization and search engine marketing which other Brand pages don't mentioned above.

Currently Ekhanei has around 2300000 fans on its page with a people talking about it of 80,000 which shows that people are well engaged with this page through likes, comments and shares of its posts. The other observation is that they mostly post product related posts with links to their website rather than lifestyle post which Airtelbuzz. Ekhanei also uses funny and entertaining video on their Facebook page which are product related to gain attention and engagement of consumers to divert them to their main web page to generate more buying and selling through their website.

6.3 Microsoft Lumia Bangladesh:



The Microsoft Lumia Bangladesh Facebook page is the official Facebook page for Bangladeshi online mobile consumers. Microsoft has opted to use only Facebook for maintaining its Brand presence in Bangladesh as Bangladeshi people are not engaged in any other social website as much as Facebook. One of the other reasons of Nokia to operate a Facebook page is because a large part of their target group are between 18 to 24 years old and

one of the most popular past time of the target group is spending time on Facebook chatting, sharing, liking on posts both of their friends and posts that interest them. So if Nokia Bangladesh page is able to be like a friend and posting interesting items on Facebook that interest the target group then the target group consumers will have a good and positive experience which will eventually make them purchase of Microsoft products, increase likability of brand and loyalty.

Currently this page has one of the highest fans for electronic brand pages according to socialbakers.com in Bangladesh having around 100,000 fans. It also has a good healthy people talking about this which is around 10,000 as this shows that people are interacting with its posts daily and the post reach on average is about ten thousand unique fans. This page is exclusively managed to promote different features and attributes of Microsoft phones. If we go through the page Microsoft Bangladesh page is an extremely useful page for Facebook users to know and be updated about the latest Microsoft news. Fans can also get answers to all their queries related to Microsoftphones, which is one of the top priorities for Microsoft to operate the Facebook page. Additionally, we can also find entertaining viral videos made to promote to Nokia fans as well as potential online consumers. Microsoft usually doesn't focus on page likes but are more concerned on reputation management which is replying to consumer queries on its page and through it they like to increase page likes and post likes. Microsoft page like are mostly achieved through non-paid likes.

6.4 Samsung TV Bangladesh:



Samsung Tv Launched the page on 8th Dec 2013 but operation started on February by cookie jar ltd, in four months it generated 44,476 fans for the Samsung Tv, beside that they arrange

different contest events both in online and in field for Samsung TV Bangladesh. Now the social Media page of Samsung Tv is getting 100% response.

6.5 Other Pages:

Recently CookieJar took the some big Client, which is PepsiCo Bangladesh through Transcom Beverage Limited and Glaxo Smith (GSK).



নিশ্চিত করে বেড়ে ওঠার ৫ টি লক্ষণ

অধিক হাড়ের পরিমাণ

সঠিক ওজন বৃদ্ধি

সবল পেশী

স্বাস্থ্যকর রক্ত

অধিক মনোযোগ

Horlicks নিশ্চিত করে বেড়ে ওঠার ডোজ রোজ রোজ

Horlicks Bangladesh
Food/Beverages

Like Follow Message

Timeline About Photos Videos More

women's Horlicks My Health Matters

Women's Horlicks-My Health Matters
Food/Beverages

Liked Following Message

Timeline About Photos Likes More

PEOPLE >

18,259 likes

Post Photo / Video

Write something on this Page...

6.6 Evaluation and controllment



Importance of social media compared to other medium of brand communication and its benefits.

The great thing about social media is that you can do more with less. We have more than 10 TV channels in the country now and the cost to air commercial is very high. A fraction of the above the line budget can do wonders in the digital world. Unlike with above the line media such as press and TV you don't have to spend a hefty amount, no need for any negotiation as well. When it comes too social marketing, the company enjoys a lot more freedom compared to other medias. A decent amount on advertisement buying on Google ads along with an active Facebook page with like campaigns and post promotion can go long way.

A big benefit of social media is that you can target you communications towards the desired people very easily. It's pretty simple to find out the interest areas of people on Facebook and a marketer just need to find out the interest areas his target group acquires and target them for a given communication. For example, Airtel has an offer called "night talker" (low call rate from 12am-8am), if they want to promote this communication the need to find out the people who usually stays up late and would be interested in this particular offer. In this case finding people who like coffee, late night snacks and more importantly who are students would be a good way to find effective audience. So, we can see that it give plenty of options to fine tune the target group.

One of the best criteria of social media marketing is that you can get more accurate report and keep track of the performance. You can create 5-10 ads for a single communication and check out which one is doing better and spend more on it. Along with high organic and paid reach, the company can enjoy good viral reach on social media. On Facebook when one shares or likes a communication, it will generate more impressions on Facebook, which will generate viral impressions, and these are free marketing you will get done by the people. Also social media helps these companies to reach the digital Bangladesh we were promised to attain, the amount of time people (especially the young ones) spend on Facebook in many cases can be way higher than they spent on TV or news papers, it makes Facebook hence social media a very lucrative field for the marketers.

Also, social media gives these companies the opportunity to engage with their target groups, get instant feedback, helps understand the mind set and know the demands straight. There is no scope for an audience to share his/her thought while seeing a TVC on TV, if the same commercial is shared of Facebook or YouTube, the firm will get plenty of comments to get feedback from.

How digital communication firms in Bangladesh are operating and dealing with clients.

Since the digital communication need had only arisen recently, there are still handfuls of digital communication firms that are worth mentioning. In many cases these firms have to educate the clients and make them understand about the whole social media movement. Some clients on the other hand themselves realized the new of Social media expertise and called for the digital communications firm. After the initial pitch to the client, depending on the ideas and cost a deal will take place between the two firms. It's important for the digital firm to understand each brand they work for and the target they are trying to reach, they have to think and act similar to the brand here. The contract period varies and once proved the firms starts getting retainer agreements.

The target of likes and PTAT might come from other ends, where it ever it comes from this numbers becomes one the primary KPI (key performance indicator for the digital firms. The media budget is set accordingly by the two parties. One of the major job of the digital firm is to spend this resources in the best possible way. It depends on how much research, analysis and proactive the firm acts. To reach the target the firm has to come up with strategies, plan contents, contests, media spending etc.

The digital firms need to provide the clients with applications as well, some companies have their own precaution and some outsources these applications. Viral video also has a demand in the market and low budget video contents are becoming popular day by day, so production has become a strong need for these firms.

Clients do receive weekly or monthly reports from the digital firm to keep track of the progress and monitor the achievements or setbacks. With time the social media is becoming more and more important to the companies, so the digital firms are getting more work and opportunities show the true potential of digital marketing. It's only a matter of time that that social media will become a important part of marketing for most firms and good digital firms will definitely have more work lining up for them.

Social Media Marketing Global and its Impact

Social media marketing around the world is getting popular day by day. This is because social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a friend or trusted third party, as opposed to the brand or company itself. Moreover, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. In addition to that social media is a platform that is easily accessible to anyone with Internet access and social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

According to an article published on International Business Times we can get to know that by 2010, most big brands around the world had figured out that they needed to get on Facebook and start engaging with their customers where they were more likely to be viewed as a "friend." In addition to that they also made them present on Twitter, Instagram and Vine recently.

The social media has added a new dimension to how brands market their goods now as they can communicate with their customers more like a trusted friend than companies or brands. Brand presence on social media may not directly increase sales but engaging with consumers via social platforms is strong reason for organic search results in Google for the brand. Out of ten, seven are social media dependent for Google organic search, according to a just-released



study by think tank L2. This means that, if brands aren't active on social media, they tend to show up less on Google searches.

The L2 report also analyzed the social media activity of 247 top global brands across 15 social media platforms. Were they found on average, most top brands are active on five to nine social media platforms of which Facebook, Twitter and YouTube remain the most popular platforms for top brands. Pinterest is more popular than Instagram. Vine, though still a very new platform, has also seen a lot of takers. In China, Sina Weibo and Youku are the top choices of most top brands. However, we can say Facebook is now the most popular social network in many countries and mostly rules the world in social media and most brands tend to communicate their messages of goods through this social website.

According to a research conducted by Nielsen it shows that consumers are spending more time than ever using social media. Building on this report we can uncover what impacts social media may have for marketers trying to build their brands and connect with their audience more directly.

Right now social media plays an important role in how consumers discover, research, and share information about brands and products. In fact 60 percent of consumers researching products through multiple online sources learned about a specific brand or retailer through social networking sites. Active social media users are more likely to read product reviews online, and 3 out of 5 create their own reviews of products and services. Women are more likely than men to tell others about products that they like (81% of females vs. 72% of males). Overall, consumer-generated reviews and product ratings are the most preferred sources of product information among social media users.

The research also shows that social media is increasingly a platform consumers use to express their loyalty to their favorite brands and products, and many seek to reap benefits from brands for helping promote their products. Among those who share their brand experiences through social media, at least 41 percent say they do so to receive discounts. When researching products, social media users are likely to trust the recommendations of their friends and family most, and results from Nielsen's Global Online Survey indicate that 2 out of 3 respondents said they were either highly or somewhat influenced by advertising with a social context.

Moreover, Social Media also plays a key role in protecting brands were 58 percent of social media users say they write product reviews to protect others from bad experiences, and nearly 1 in 4 say they share their negative experiences to "punish companies". Many customers also use social media to engage with brands on a customer service level, with 42 percent of 18- to



34-year-olds acknowledging that they expect customer support within 12 hours of a complaint.

On the other hand, another interesting trend is the interest of consumers to act as ambassadors and advocates for brands through social media. A majority of active social networkers (53%) follow brands. These brands are increasingly recruiting their fans and followers to spread word-of-mouth recommendations about their products and services, and among consumers who write product reviews online, a majority say they share their experiences to “give recognition for a job well done” by the company. Social media users are also interested in collaborating with their favorite brands, with 60 percent of 18- to 34-year-olds saying they want to give product improvement recommendations and another 64 percent who want to customize their products.

At the end we can say that all of these studies show that social media marketing has a strong positive influence on the consumers online and gives a platform where they can engage their customers cheaply than mainstream media and is an effective means of providing brand experience where communication between the brand and consumer is more regular and friendly in nature.

Social Media in Bangladesh marketing strategy and brand communication

Social media was a relatively new concept for most companies even a few years back. Since last year most companies started to open up their Facebook pages but the amount of resources used were not that high compared to what it is right now. Studying the current status quo its quite clear that the big boys in the social media world are the telecoms, four of the top five Facebook pages in terms of likes are obtained by them. Keeping a close on the 4 telecoms page one can easily spot that they are very competitive even when it comes to facebook. The current brand to hold the number one position right now is Airtel Buzz; the page recently reached 26 lacs fans. Airtel buzz kicked the accelerator since the year this year to overtake Robi, Banglalink Mela and Grameen Phone. Besides acquiring more likes Airtel Buzz Facebook page also managed to maintain a PTAT (People talking about this) above 50,000 compared to the average 30,000 of the other 3-telecom pages. The only page in the top five that is not a telecom is Style World Bangladesh; it was the top brand page of the country before being displaced by Airtel. In the top 10 you will also find e commerce pages like



bikroy.com and Akhoni.com. P&G is the only FMCG company in the top 10 and it seems like that they have realized the potential power of social marketing ahead of its competitors. Clothing giant Yellow is also there and had a rapid rise in 2013. The last page in the top 10 is Aarong, unlike other pages in the top 10, they probably got more organic likes benefiting the positive brand value it has generated over the years.

Social media should be considered as the new, small but effective tool inside the old marketing toolbox. Especially for country like Bangladesh with massive youth population and ever increasing Internet and smart phones users, it has huge potential. These social media outlets can be cheaper and very effective communication tool for all the big companies but also upcoming new businesses, you can judge this by the number of clothing lines existing on social media. So, social media can be considered as blessing to SMEs and entrepreneurs out there.

In terms of Brand communication, it's a much refreshing option compared to the existing ones. Let's use Airtel as an example, since the main target group of this telecom is youth; it's a highly effective place for the company to reach the youth directly. Going through the Airtel Buzz page, one can easily point out the page creates a fun atmosphere by its posts, which supports the brand essence they have set over the last two years. Social media can be an easy to handle, frequently use medium to set the brand tone gradually towards your audience. By the help of social media companies can go beyond the media restrictions and norms. Also, since Facebook posts can be promoted to a targeted audience, you can reach the better layer of audience proffered for a certain communication. It helps to create and retain a good position in the users minds and you can increase your brand visibility by simply showing up on the computer screens of the users. Unlike mediums you can instantly share anything that can add value to your brand instantly through social media. It requires a bit of creativity and targeting the right audience to supply the right contents that will increase the brand value.

Effectiveness and efficiency of brand presence on digital social media

To have a thorough knowledge about the effectiveness and efficiency of brand presence on digital marketing a qualitative survey was conducted on 200 samples of respondents (Students Job Holders, and general people) drawn from the target population of Dhaka City. For this report I conduct survey on 100 people from online and conduct survey directly on 100 people.

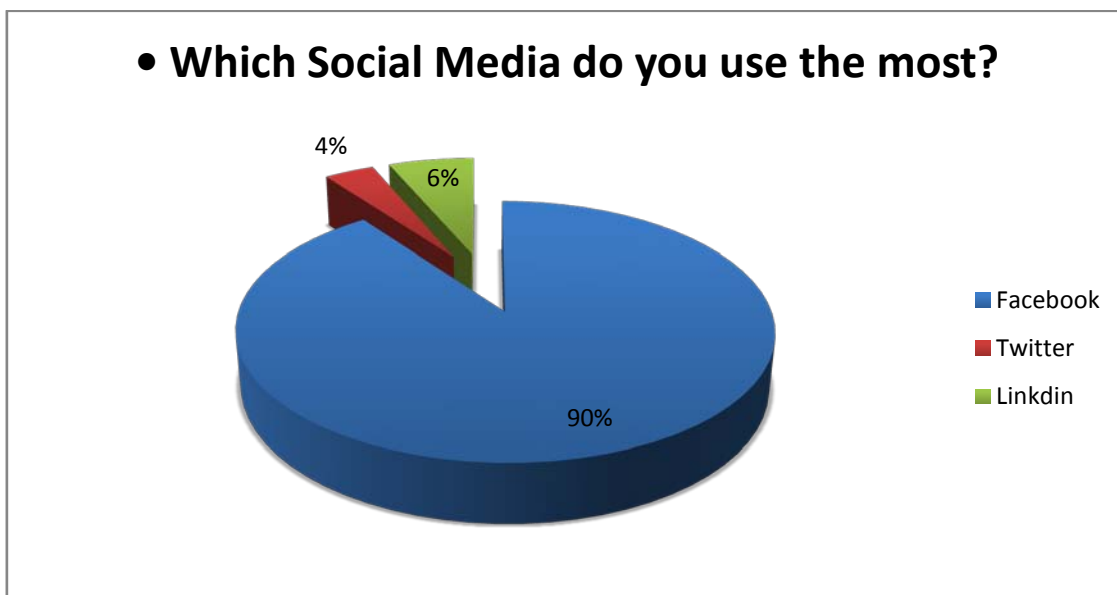
This survey will help us to know more about the behavior of the online consumers on social media sites and how effectively and efficiently brands use digital social media for brand communication.

7.0 Question analysis:

In this survey I totally make 20 questions to have a thorough knowledge about the effectiveness and efficiency of brand presence on digital marketing. In the introduction part of the question analysis I try to find the basic information of the consumer like: Name, Occupation, sex, address, and telephone number etc for our future work or survey if it's needed.

Question 1, I try to conduct the information about their basic knowledge about digital marketing.

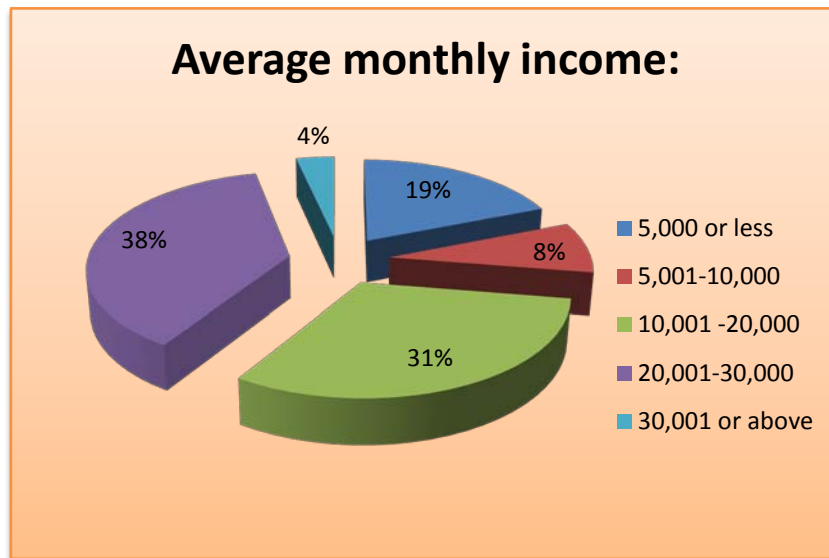
- **Question 2 analysis:**



If we look at the above pie chart we can come to the conclusion that 90percentage of Bangladeshi people who use social media prefer using Facebook, 4 percentage of the people

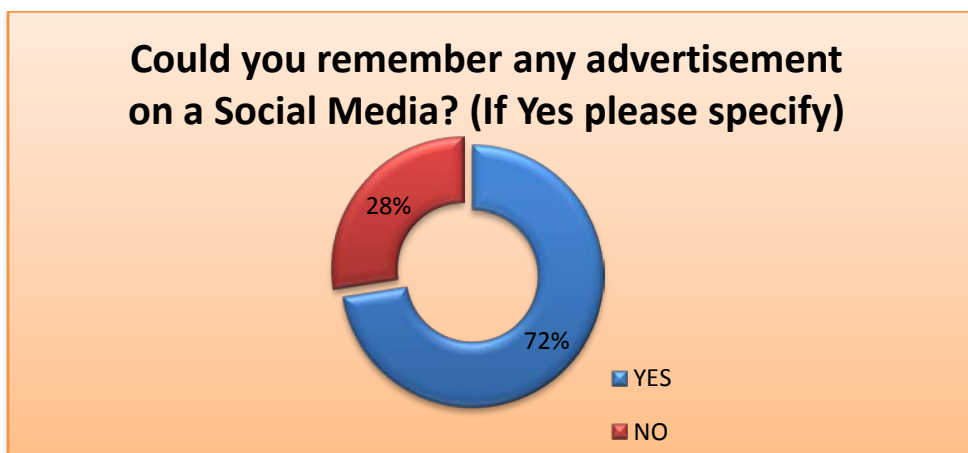
prefer twitter and 6% people use LinkedIn. Facebook is the most popular social site now in Bangladesh so it is essential for the brands to maintain a brand presence in this social network where large cluster of population can be reached easily with better targeting and cost effectively.

- **Question 3 analysis:**



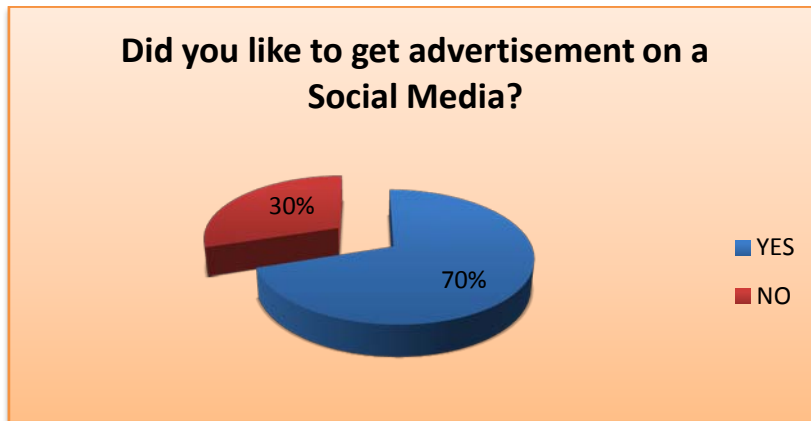
From the above survey we can conclude that income range from 5000 or less is only 4%, income range from 5001-10,000 is 8%, income range from 10001-20000 is 31 % and 20001-30000 is 38% and 30,001 or above is 4%. Which means the middle income user are the highest users of digital marketing also the upper class people use the digital marketing for their needs but the middle class users are more in numbers.

- **Question 4 analysis:**



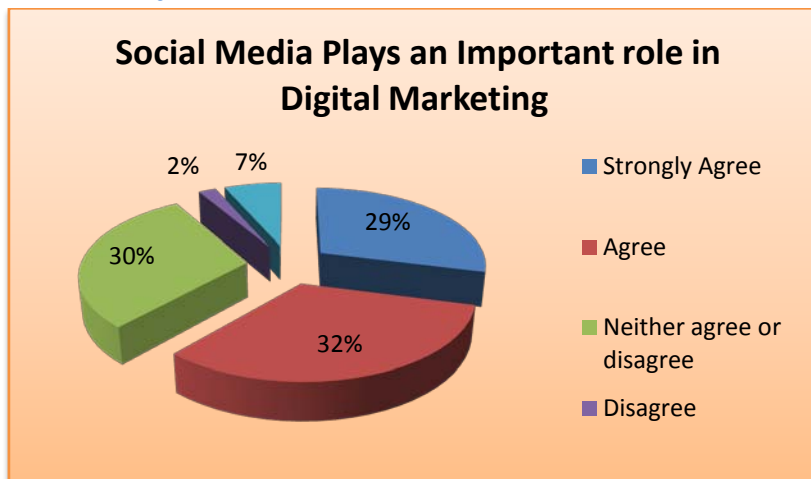
From the above survey we can conclude that 72% people remember different advertisement on a social media. They specify different Ad like 7Up, Ekhanei CTA, etc but 28% people could not remember any advertisement on a social media.

- **Question 5 analysis:**



From the above survey we can conclude that 70% people like to get an advertisement on a social media and 30% people do not like to get any advertisement on social media. Most of the people like to pass their time or get information of different product from these kind of advertisement.

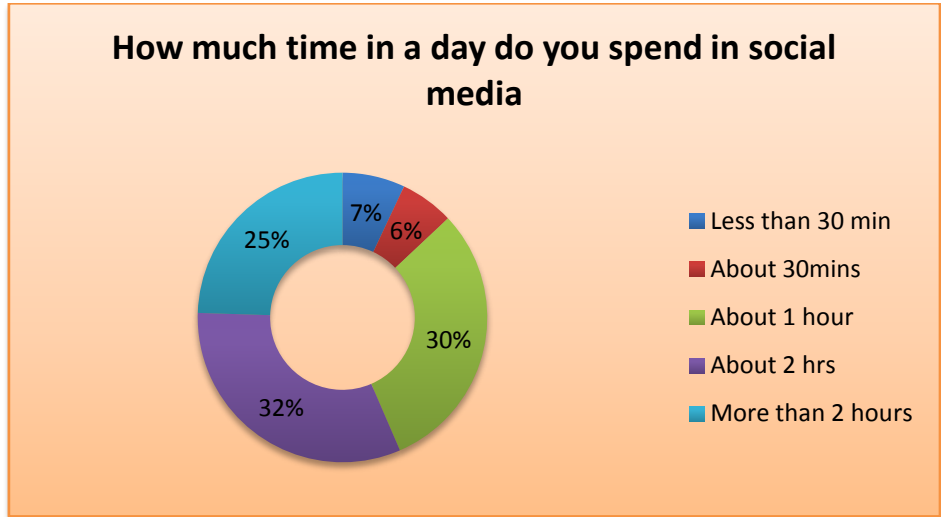
- **Question 6 analysis:**



The survey shows that 29% people are strongly agree about the argument and 32% are agree that social media plays an important role in digital marketing. 30% people neither agree nor

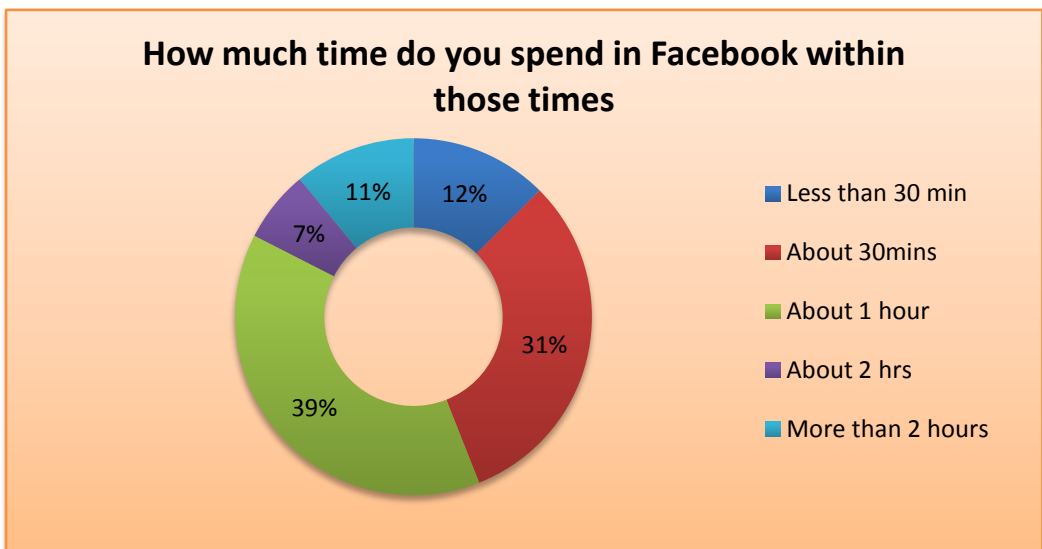
disagree with the argument. 2% and 7% people disagree and strongly disagree with the argument. From this we can say that social media play an important role in digital marketing.

- **Question 7 analysis:**



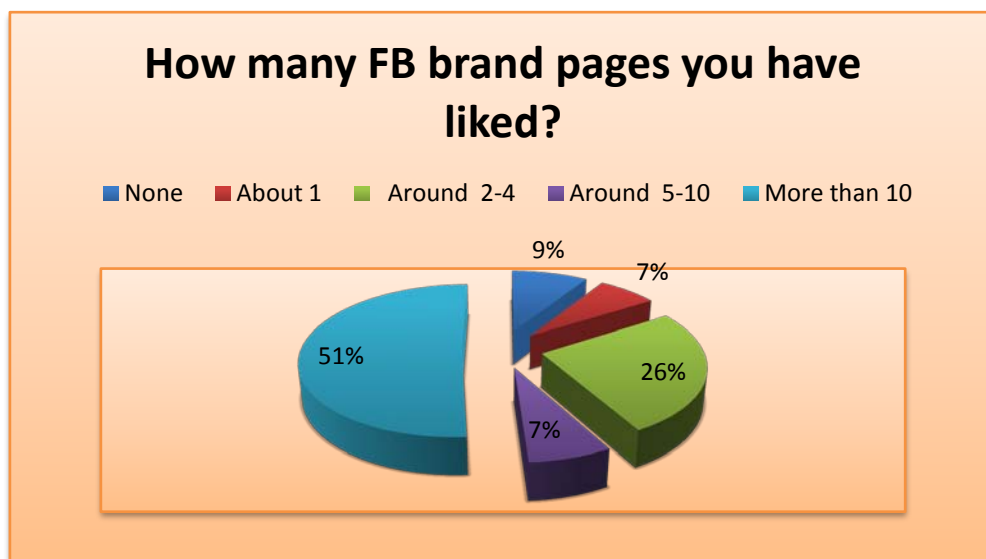
The survey shows that how much time a person spend on social media against the time spends on overall online. We see that 7% people spend less than 30 minutes behind social media, 6% people spend about 30 minutes on social media and 30% people spend about 1 hour, 32% people spend about 2 hours and rest spend about more than 2 hours. What we can see from here is that people spend a lot of time behind social media. This is a positive sign for digital marketing on social media.

- **Question 8 analysis:**



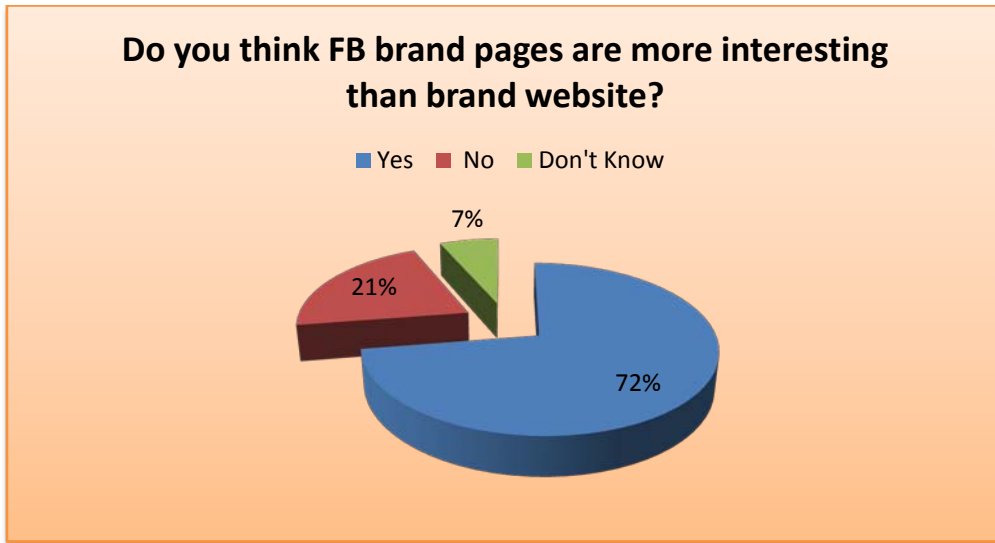
The survey shows that how much time a person spends on Facebook against the time spent on social media. It shows that 12% of people spend less than 30 mins of their time on Facebook. 31% of people spend about 30 mins on Facebook. 39% of people spend about 1 hour of their time on Facebook. 7% of people spend about 2 hours of their time on Facebook. Only the rest 11 % of people spend more than 2 hours behind their Facebook. By looking into the survey we can say that most people do spend a decent amount of time on Facebook which shows that it would be effective for brands to use social media for brand communication and consumer engagement.

- **Question 9 analysis:**



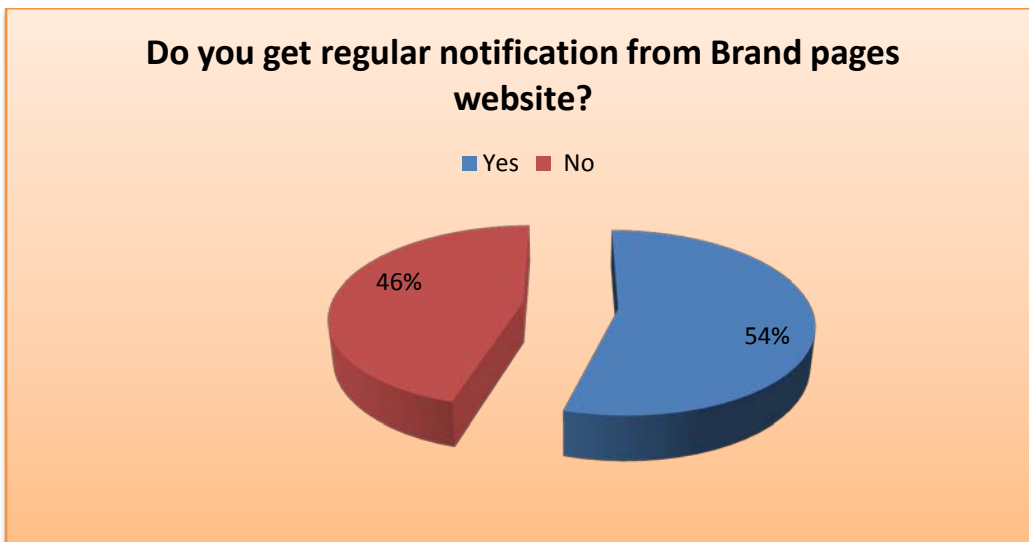
We can see from the survey that about 51 % of Facebook users like more than 10 brand pages and 7% of people like around 5-10 Facebook brand pages, 26% of people like 2-4 pages, 7% like only 1 page and only 9 % of users didn't like any brand pages. So it shows that people are interested in brand pages and they have the tendency to like brand pages. What we can conclude from here is that for a brand page to be effective they need to make it more consumer engaging by providing interesting posts, engaging Facebook contests to increase participation and targeted promotion of the page as well as posts for efficiency.

- **Question 10 analysis:**



The survey shows here that 72% users like brand pages more than brand websites. This shows that it is more effective and more efficient to maintain brand pages on Facebook than regular website.

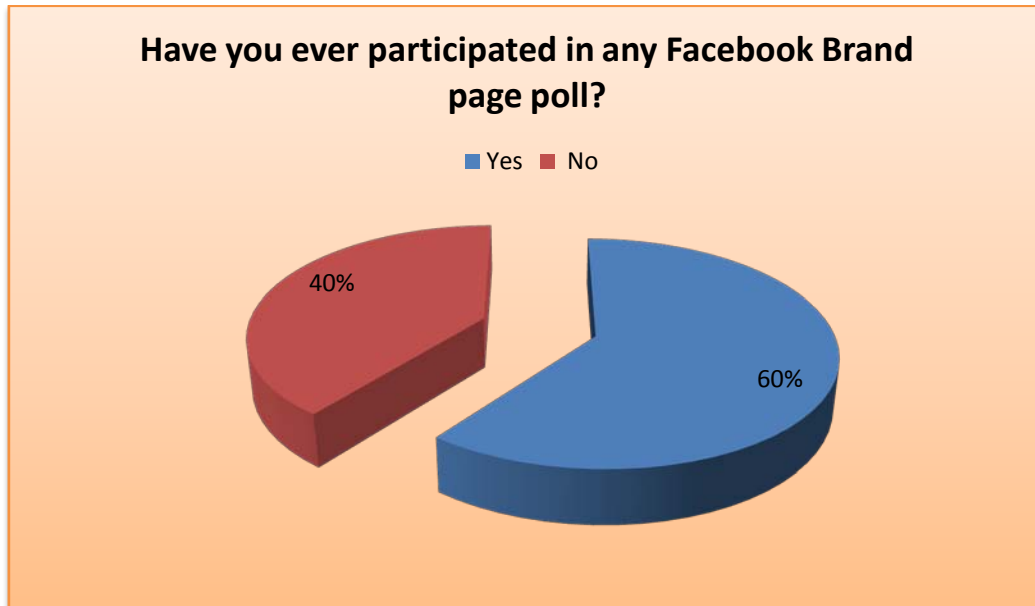
- **Question 11 analysis:**



The survey does show that 54% users do get notification from brand pages where as 46% users don't get notified from brand pages. Here we can see that people do get regular updates

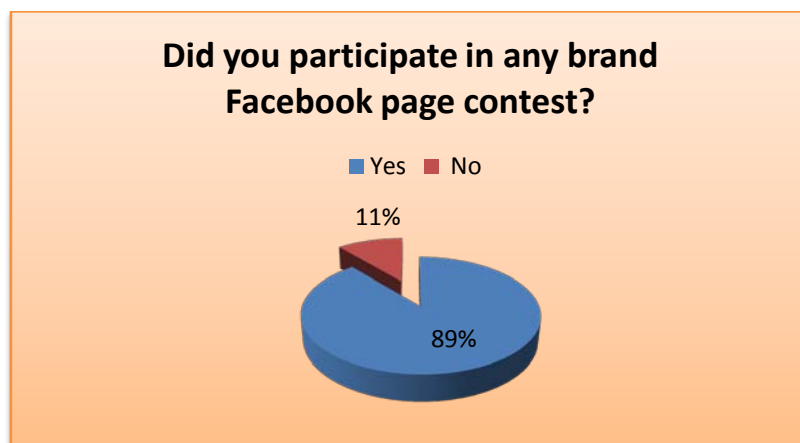
from brand pages when any new activity takes place on the page. This is good news for brands on Facebook and another reason for maintaining brand presence on Facebook.

- **Question 12 analysis:**



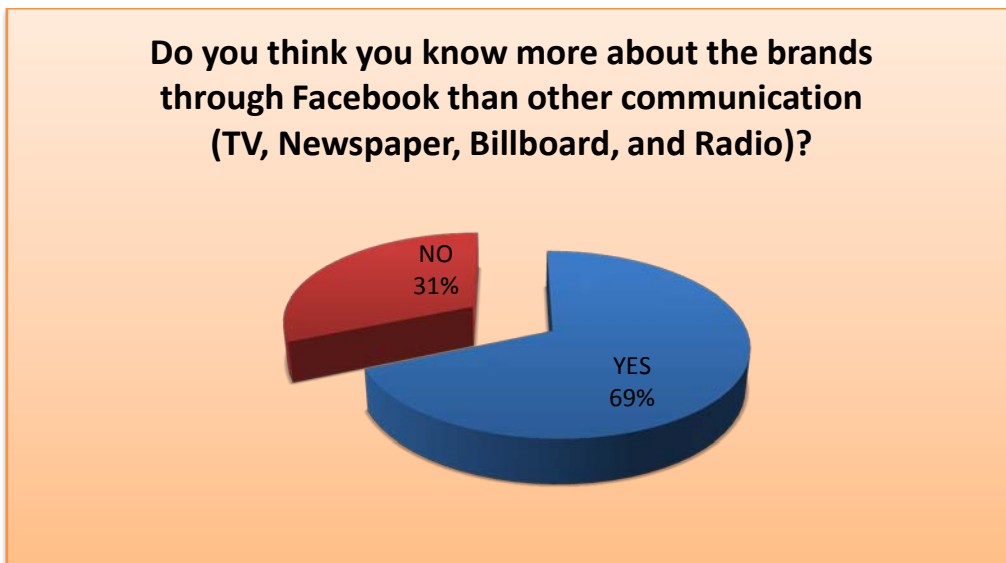
We can see from the survey that about 60% percent of users like participating on brand page polls. Participation on polls are important as it can show the popularity and feedback of the service offered to users. Polls can also show how popular a particular campaign was.

- **Question 13 analysis:**



We can see from the survey that about 89% percent of users like participating on brand page competitions. Thus shows that competitions are a good way of keeping the users engaged to ones Facebook page.

- **Question 14 analysis:**



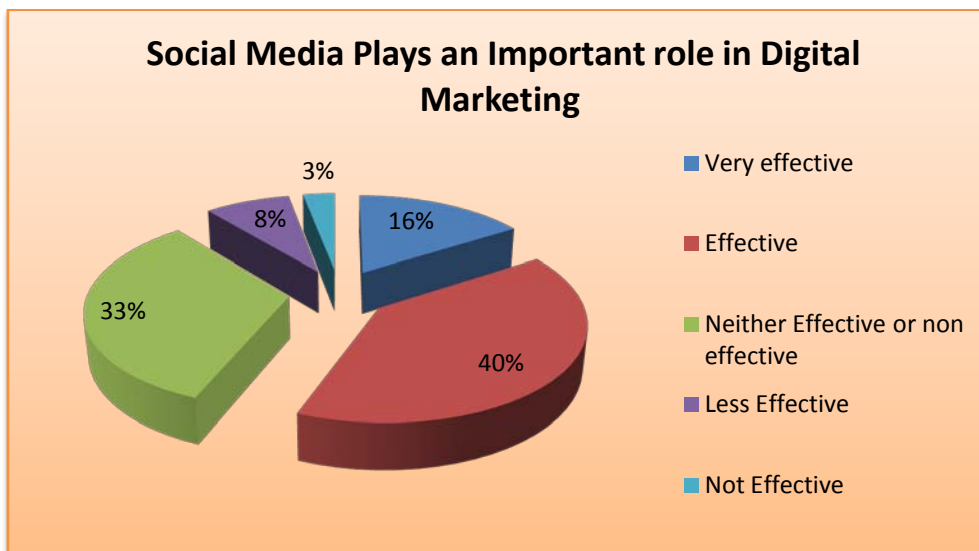
The survey shows that most people about 69% think you know more about the brands through Facebook than other communication (TV, Newspaper, Billboard, and Radio) and 31% that don't. We can conclude here that user think they know more about the brands through Facebook than other communication (TV, Newspaper, Billboard, and Radio)

- **Question 15 analysis:**



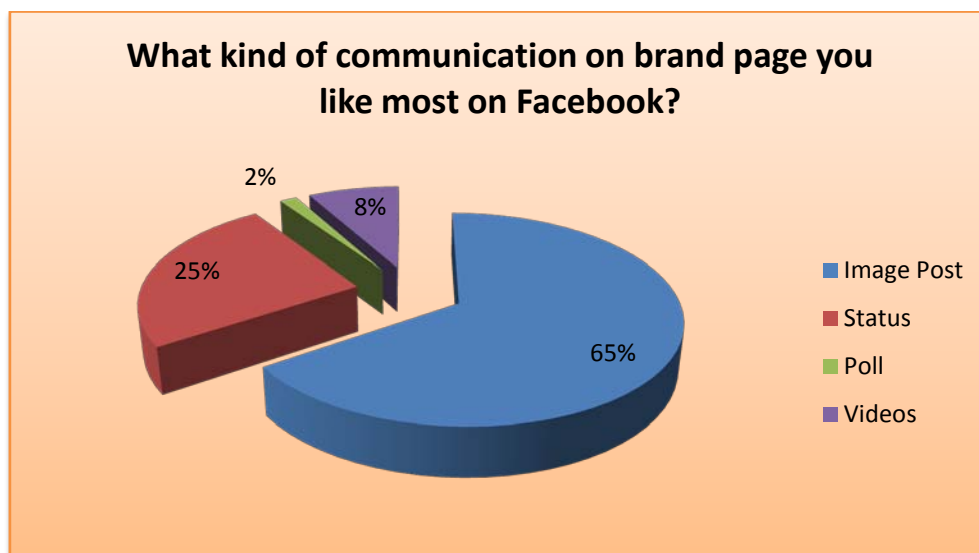
From the above Pie chart we can see that 17% of people who have liked brand pages did see 1-3 other forms of communication from the same brand, 41% of people who have liked brand pages did see 4-6 other forms of communication from the same brand, 30% of people who have liked brand pages did see 7-10 other forms of communication from the same brand and the rest of people who have liked brand pages did see more than 10 other forms of communication from the same brand. We can conclude here that people do search for the brands that they have seen on other forms of communication and search them on Facebook and other social networks to get to know more about the brands and to follow those brands during their time on social media.

- **Question 16 analysis:**



When asked the facebook users to let us know the effectiveness of brand page communication 16% of the users say it is very effective and 40% say that its effective than the other tools of communication. One of the reasons is that it is more interactive than any other medium of commuication where consumers can not only comment, like and share it with friends the communication but also one can read the comments for user about the particular product and service offered by the brand. Only very few users did not agree with the statement.

- **Question 17analysis:**



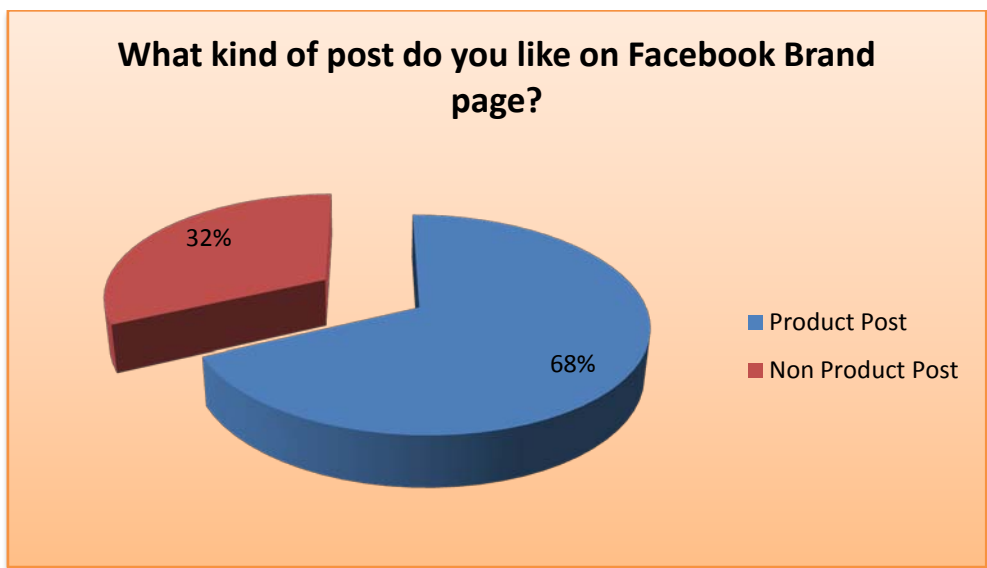
We can see that most users 65% like image post as we know it is more visually attractive and engaging. Polls also show good popularity among users as they can rate the service or product of the particular brand. Simple status don't have much reach as most people don't like readin.

- **Question 18 analysis:**



From the pie chart we can see that a fair percentage of social media users 72% purchase products advertised on facebook. And 28% did not purchase the product on facebook brand page. From that we can conclude that people began to reliable on online marketing.

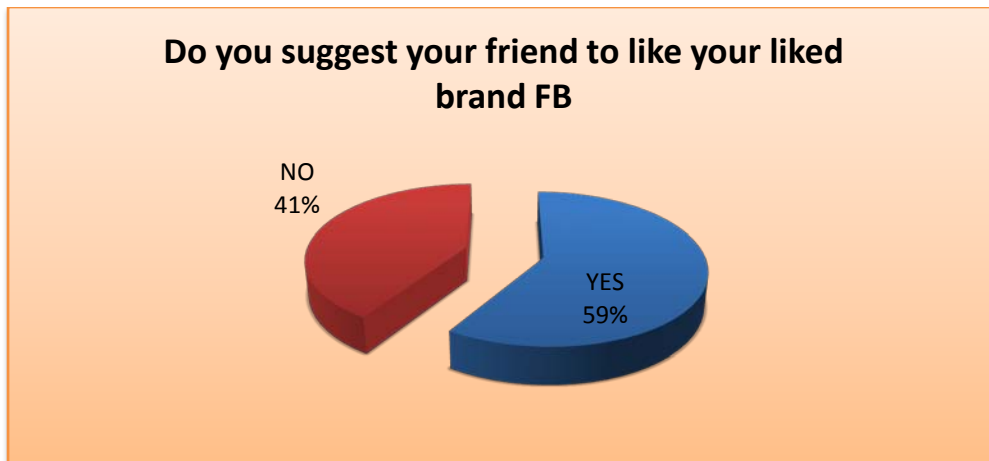
- **Question 19 analysis:**



If we look at the above pie chart we can see that most Facebook users about 68% prefer product posts than non-product posts. So for brands to be effective on Facebook and social media their posts should more concentrated on lifestyle of people and direct product

related posts moreover the other thing that happens when we give more concentrate on brands post to much product posts the fan tends not to follow the page.

- **Question 20 analysis:**



The survey shows that most people about 59% do suggest brand pages to their friends compared to 41% that don't. We can conclude here that if users like a page he has a good chance to suggest the page to another user who may also like the page. In this way no money is used for promotion of brands to promote their page.

8.0 Conclusion

As a part of academic requirement and completion of BBA program, I have been assigned to complete my internship report under the supervision of Asiatic Events Marketing Limited (Digital Wing) and guidance of Syeda Shaherbanu Shahbazi Ahmed

The report starts with a general introduction on "Cookie Jar Limited" and its digital wing part of Asiatic Events Marketing limited. Asiatic Events Marketing Limited is an interactive marketing communication firm dedicated to serving its clients to meet their business objectives and effective market communication practices. The Cookie Jar Limited provides exclusively digital social media communication service to many of the leading international and nation brands. Moreover, recruitment and work duties of a digital executive were thoroughly described in this report. This report mainly features on maintaining brand communication through social media. Here in this report I mainly discussed on the effectiveness and efficiency of the social media for which a survey was undertaken on the users of social media. The results show that brands presence in social media is a must as people spend a large part of their time on Facebook and when on Facebook they not only like to communicate with their friends but during their time spent there they also like to interact, search and know about brands they see or hear from different media. Moreover, through the study of social media articles of home and abroad and work experience at Asiatic Events Marketing Limited (Digital) a true picture of social media in the world, at home, amongst different digital firms and which brands are maintaining social media presence and their objectives and strategies were tried to be presented.

9.0 Suggestions for Improvement

Social media marketing around the world is getting popular day by day. This is because social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Social media in Bangladesh is a relatively new concept for most companies even a few years back. It is a growing medium of communication where most of the youths are present and one of the most interactive mediums of communication. Since social media marketing is new and still there is a lot to learn here, I have provided some suggestions that can help brands in social media as well as digital communication firms to prosper in the future in terms of being efficient and effective.

Some of the suggestions are mentioned below in bullet points so that the area of improvements become clear as crystals and can be followed through.

1. **Increase Budget on Social Media Marketing:** One of the number one failures of brands not doing well on social media according to a research by Nielsen's is the reason of low budget allocated where on average only 1.2 % of the total communication and promotion budget is allocated to digital social media communication. This budget allocation is too low and should be increased to a sufficient amount.
2. **Increase Effectiveness of Brand Pages on Social Media:** Most brand pages are too focused on posting and communicating products and services to people's newsfeeds where the social media user will get annoyed at a particular time and unfollow or unlike the page. It's always better for the brand page to promote non-brand communication like humor, tips and other benefitting messages to the user than only blatantly posting and communicating product and service benefits. Too many product posts are one of the main reasons for less than 15 minutes stay at brand pages, as they don't find interesting or benefitting communication from brands. The best method to use is a mixture of product and lifestyle, humor and tips communication from brands rather than product and service promotion.
3. **Increase Efficiency of Brand Pages on Social Media:** To increase the efficiency of brand pages, one needs to target the communication of brand pages according to the target group. Most social media such as Facebook has a system of targeting promotion to a good extent where the reach, the type of people who need to view the communication, age, gender, geography and lifestyle can be specified. With a specific communication going to

the right group the cost per impression of communication will be lower and the money spent behind promotion will be efficiently utilized.

4. **More Recruitment for digital marketing or social marketing:** Currently in Bangladesh the business of digital marketing is just in its initial level. However, as we all know that it is one of the upcoming booming sectors in the near future as many other agencies have just started to work on digital marketing. Now for a fast and rapid development of the company, it should hire more employees for this sector to cope with the high demand.

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Appendi x



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Name: _____ Date: _____

Address: _____

Telephone: _____ Occupation: _____

Sex: Female / Male,

Age: 15 -19 20-24 26- 35 35- 45

Education: S.C H.S.C Undergrad te Graduate pstgraduate

Profession: Student Service Holder Bus essman Homer ker other

1. Did you use any social media?

Yes No

2. Which Social Media do you use the most?

Facebook Twitter Google Plus LinkedIn Any Other.....

3. Average monthly income:

5,000 or less 5,001-10,000 10,001 -20,000 20,001-30,000

30,001 or above

4. Could you remember any advertisement on a Social Media? (If Yes please specify) *

a) YES b) NO

Other:

5. Did you like to get advertisement on a Social Media? (If Yes please specify) *

a) YES b) NO

Other:



6. Social Media Plays an Important role in Digital Marketing

Strongly Disagree _____ Strongly Agree

7. How much time in a day do you spend in social media (i.e. facebook, twitter, blog.....)?

- Less than 30 min
- About 30mins
- About 1 hour
- About 2 hrs
- More than 2 hours

8. How much time do you spend in Facebook within those times?

- Less than 30 min
- About 30mins
- About 1 hour
- About 2 hrs
- More than 2 hours

9. How many FB brand pages you have liked?

- None
- About 1
- Around 2-4
- Around 5-10
- More than 10

10. Do you think FB brand pages are more interesting than brand website?

- Yes
- No
- Don't Know

11. Do you get regular notification from Brand pages?

- Yes
- No

12. Have you ever participated in any Facebook Brand page poll?

- Yes
- No

13. Did you participate in any brand Facebook page contest?

- Yes
- No

14. Do you think you know more about the brands through Facebook than other communication (TV, Newspaper, Billboard, and Radio)?

- Yes
- No

15. How many AV/TVC/Newspaper ads you have seen of brands those you have liked in Facebook?

- 1-3
- 4-6
- 7-10
- More than 10
- Not at all

16. What is your opinion about the effectiveness of brand Facebook page compare to traditional communication tools?

Very Effective _____ Not Effective

17. What kind of communication on brand page you like most on Facebook?

- Image Post
- Status
- Poll



18. Did you purchase products advertised on Facebook Brand page?

Yes No

19. What kind of post do you like on Facebook Brand page?

Product post Non Product post

20. Do you suggest your friend to like your liked brand FB page?

Yes No

Responses result of the Survey