Internship Report
On
Strategic Approach to Use Social Media for Marketing in Perspective of Bangladesh

BRAC UNIVERSITY

Inspiring Excellence

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On
Strategic Approach to Use Social Media for Marketing in Perspective of Bangladesh

Submitted to:
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Submitted by:
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23th April, 2016
Rahma Akhter
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Subject: Submission of Internship Affiliation Report on "Strategic Approach to Use Social Media for Marketing in Perspective of Bangladesh"

Dear Mam,

With due respect, I would like to state that I am submitting my internship affiliation report on the topic *'Strategic Approach to Use Social Media for Marketing in Perspective of Bangladesh'* to you within the given time. I tried my level best to participate, observe and identify Social media activities, specifically on the Digital Department of Asiatic JWT Company Ltd. Banani and have written it down in this report from my own experience. For research of this report I collected as much information as possible from the Asiatic Digital.

During the preparation of this report, I have found it beneficial and knowledgeable and had a great pleasure. This internship will definitely enhance to build my career in the near future. I want to thank you for your support and for giving me the opportunity to participate in the internship program which is partial requirement, a prerequisite, for the completion of the BBA program.

Best Regards.
Yours Sincerely,

Afshana Rahman
Student ID: 11304102

Acknowledgement

I wish to extend my gratitude to all the people who helped me to accomplish my report titled, "Strategic Approach to Use Social Media for Marketing in Perspective of Bangladesh" at Asiatic Digital. My first thanks go out to my faculty advisor and internship supervisor in BRAC University, Ms. Rahma Akhter, who has given me precious guidance from her busy schedule. I am very grateful for all her advice in order to make my report more effective.

Secondly, I am endlessly grateful to Mr. Didarul Alam Khan, Associate Manager, Asiatic Digital for being my Internship Supervisors from time to time and for showing me how things are done and how to get them done, even when all the odds were against. He has been the great mentor and showed me so many things about the marketing industry.

I am thankful to Abdun Nafee, Assistant Director of Asiatic Digital for granting my internship in their organization. I am very grateful to Ms. Fauzia Karim, Supervisor of Brand Communication who has showed me how the corporate world really works and she has been the great inspiration for me to be strong and brave woman.

To all my colleagues at Asiatic Digital as a whole, I could not be more thankful to them; Mr. Muhaimenul Islam, Enayet Islam, Ashiqur Rahman, Herok, Ananta Gourab, Raju Saha, Syed Jilani, Shejuti Shwarna and more importantly my fellow interns Sifat Sultana and Shahriar Islam Khan for being so kind and corporative in providing me with feedback and helped me to learn a lot during my internship as well as for making my internship period enjoyable one. I would like to express my gratitude to my friends Nuha, Rohan and to all those who have given me immense support, whether knowingly or unknowingly, for inspiring me to complete the project in due time.

Finally, to express my gratitude for the one true entity responsible for all my accomplishments so far, words would be inadequate to thank my family. It is because of all the members in it, that I have the opportunity to be where I am and who I am today. To them, a heartfelt 'Thank You!' is all I can say.

Executive Summary

This report presents the work experience on a multinational digital Marketing organization known as Asiatic Digital (Digital of Asiatic JWT). This internship report is based on the three-month long internship program that I had successfully completed in Asiatic Digital under Digital marketing department from 3rd January, 2016 to 7th April, 2016 as a requirement of my BBA program. As being completely new to the practical and corporate world, every hour spent in the Digital Marketing world gave me great work experience, which is very precious for my career ahead.

The first part is the general introduction on 'Asiatic 3sixty and Asiatic Digital' and well as its department, mission, vision, services offered by the Asiatic Digital and their current clients, competitors, In chapter two, I tried to highlight the work, job responsibilities that I had to perform as an intern of Asiatic Digital. I have mentioned assigned duties and departments that I have worked on.

In the later chapter three, the objective of the study along with the methodology and limitation is clearly mentioned. I have showed finding and provided analysis of the study, which was based on 'Strategic Approach to Use Social Media for Marketing in Perspective of Bangladesh' under the supervision of Asiatic Digital. I tried to narrow my focus on social media marketing in Bangladesh and its impact on marketing and brand communication. Further I showed the significance 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 about the presence of brands on social media and their social media marketing strategies. In the fourth chapter, I have included a recommendation where I suggested improvement for Digital marketing agency, my organization of internship and university. At the end, I have included 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 Social Media Marketing in Perspective of Bangladesh.

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Chapter 1: The Organization

1.1 Rationale of the study:

In simplistic terms, digital marketing is basically the catch-all term that covers all types of marketing done through the use of the online platforms including social media. Digital marketing contrasts from traditional marketing in that it contains the use of channels and methods that allow an organization to explore marketing campaigns and appreciate what is working and what isn't – usually in real time. For instance, Facebook is a complete social networking site that allows for sharing photos, updates, joining events and a variety of other activities. These days, all digital storefront must be extended to social media marketing sites like Facebook, Instagram and Twitter.

As a BBA student with dual majors in Marketing and E-Business, I got the opportunity to do internship in Asiatic Digital, Asiatic JWT. Hence I chose social media marketing as my internship topic and I hope that this internship experience will point out how the corporate world actually works and will support me to spread over the theoretical knowledge in the practical life. After the end of my internship, I hope I will be able to know how the famous brand are using the social network sites for marketing and what are their strategies.

Social media marketing usually focuses on to create content that attracts attention and inspires readers to share it across their social networks. It has promptly integrated itself into our daily lives and it's perhaps had no better influence than on the world of marketing, with consumers and brands seeing massive benefits and variations. Social media differentiate from traditional media in several aspects such as superiority, reach, immediacy, frequency, usability and stability. Social media states as the meaning of communications among people in which they create, share, and exchange information and ideas in community.

To promote your business or products or services 'Social Media Marketing' method is the smartest way in this age of technology. All giant companies are building their social media marketing strategy and they are getting a good result. In Bangladesh, there are around 58.317 million active Internet subscribers according to BTRC (Internet Subscribers in Bangladesh February, 2016, 2016). Among that, 13.2 million are active Facebook user which is 128% growth in the number of active social media users from 2014 (Digital, Social & Mobile in APAC in 2015, n.d.). It clearly

showed the large amount of internet users is active on social media and its increasing rapidly. With the help of technology, everything turns out to be easier and the lightening day is here when consumers are literally choosing social media marketing more than brand websites or stores.

1.2 Objective of the study:

1.2.1 Broad Objective:

The objective will be to identify some precise points of brand appearance through social media marketing and brand communication of global and local companies in Bangladesh.

1.2.2 Specific Objective:

The key point of the study is going to cover:

→ To learning social media in Bangladesh and its impact on marketing and brand communication.

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

→ To know about how digital organizations in Bangladesh are functioning and dealing with clients.

→ To know about how digital marketing are operating in order to reach the consumers.

1.3 Background of the Organization:

Asiatic 3sixty started its initiative in 15th March, 1966 as East Asiatic. It specified servicing the basic business in the lack of brands (for example-jute mills; they performed on a campaign to intersect the vital role of jute mills in public's live). After that period, eventually they have become the Asiatic.

In the late years of its process, Asiatic has become one of the major marketing communication group in Bangladesh. Since starting in 1967, Asiatic 3sixty (then East Asiatic) presented 360-degree marketing solution to its multinational and local clients.

In 1996, Asiatic built international partnership with J. Walter Thompson. Later in 2005, the agency was "re-lunched" by dropping the J. Walter Thompson in exchange for JWT. As being a part of the JWT family, oldest advertising agency in the world, it has pioneered many of the advertising innovation in Bangladesh. JWT the fourth largest marketing communication agency in the world has nearly 10000 employees in more than 200 offices in over 90 countries, serving over 1200 clients. Basically this attachment transformed the marketing communication wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The range of Asiatic service transcends the frontiers of advertising to cover Social Communication, Events, Public Relations, Corporate Relations, Direct Marketing, Formative Research, Media Planning and Management, Marketing and Product Planning & Digital Marketing. Asiatic JWT's role is to ensure that more people spend more time with its client's brands and purpose is to create ideas that people want to spend some more time with. They belief that better the idea the more time people will spend with it.

1.3.1 Asiatic 360 and its different Units:
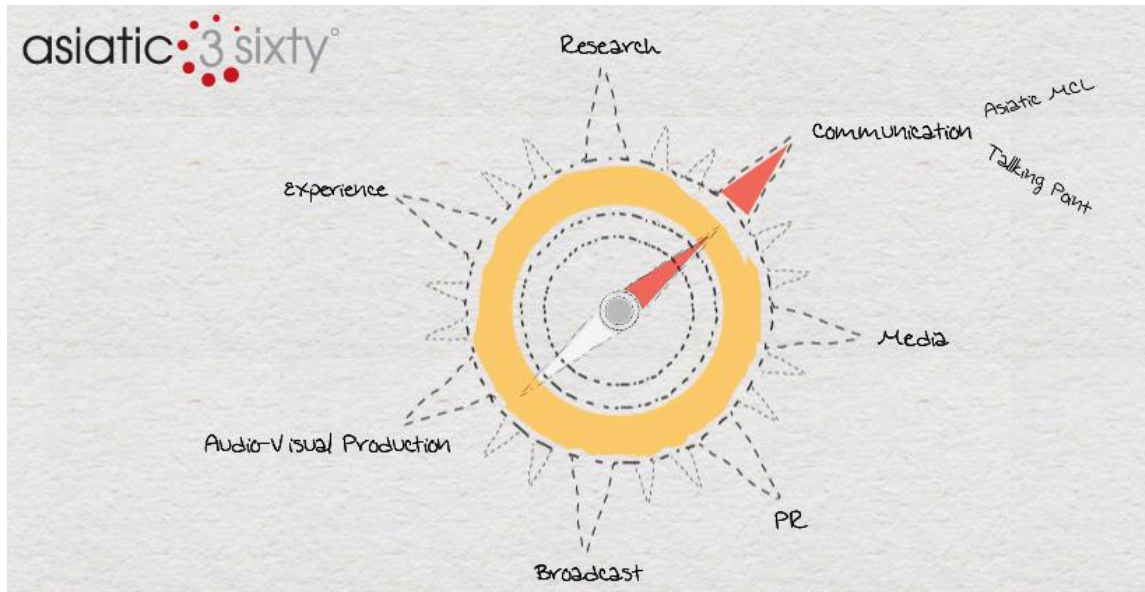
Figure 1 Asiatic3sixty° and its subsidiaries

The list of entitles or sister concern of Asiatic 360 Communications Limited are shown in table given below:

Marketing Branch	Firm Name
Communications	Asiatic Marketing Communications Limited, Asiatic Talking Point Communications Limited.
Media	Maxus, Mindshare, MEC active entrepreneurs
PR	Forethought PR
Audio-visual Production	DhoniChitra Limited, Nayantara communications
Activation	Asiatic Events Marketing Limited, Footprint
Printing	Moitree Printers Limited
Research	MRC-MODE Limited
Broadcast	Radio Shadhin
Out Sourcing	Stencil Bangladesh Ltd.

Table 1:Entities of Asiatic 360 Communications Limited.

1.3.2 Asiatic Digital:

Asiatic Digital is a full service digital marketing agency of Asiatic 360 group. It is a part of the Asiatic JWT but has its own individual operation and works independently within the group. Asiatic Digital started its journey on 2014 and onward it provides comprehensive digital marketing services including ad campaigns, social media management, community engagement, app development and more for the local and multinational companies in Bangladesh and outside. There was a great need of a Digital marketing, campaign and communication platform with the experience individuals who can operate into this platform since E-commerce and social media was booming particularly in that time. Therefore, Asiatic Digital was born as professional Digital Marketing Agency in order to grab the highly completive business environment. Asiatic Digital took very short period to establish itself as the best digital agency in Bangladesh since it a part of the leading marketing communication agency of the country.

Now Asiatic Digital is handling many MNC brands page like: Ekhanei.com, Airtel Buzz, 7UP Bangladesh, Pepsi Bangladesh, Igloo, Shell Bangladesh, Kurkure Bangladesh, and more.
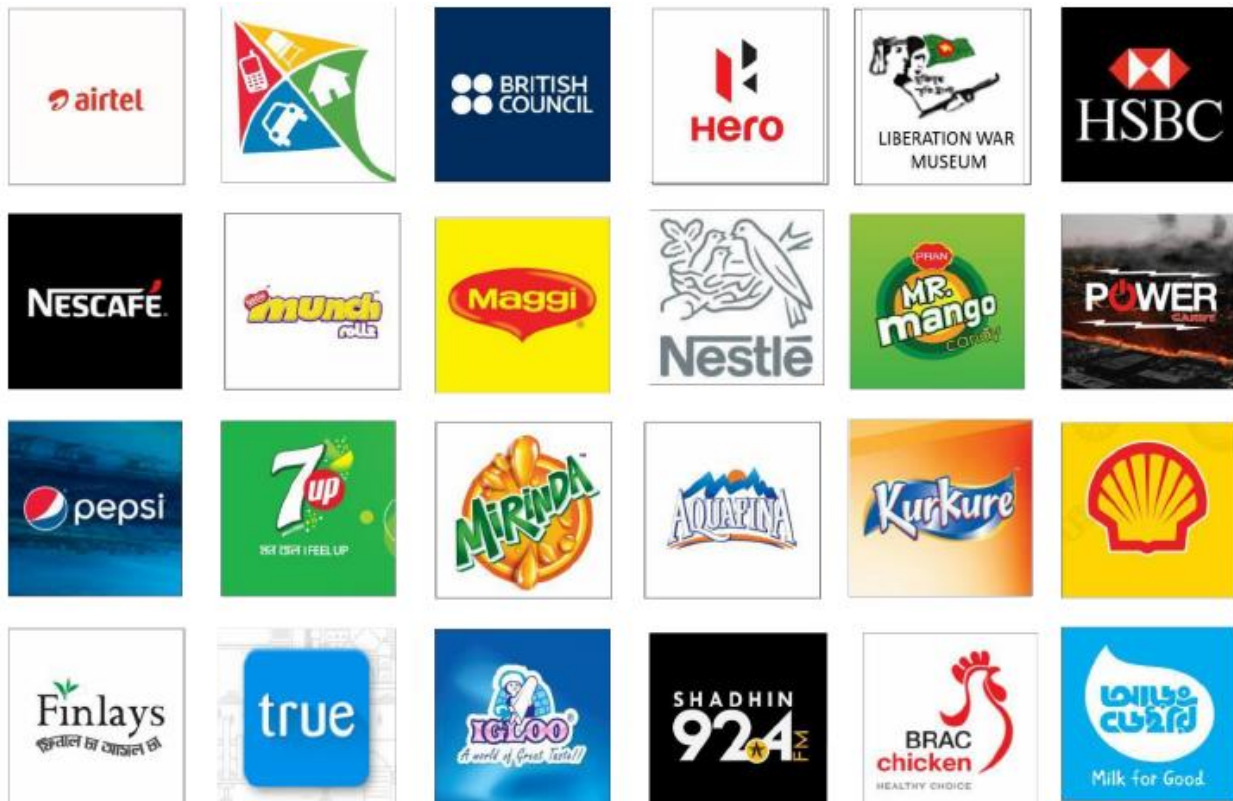

Figure 2: Pages Maintained by Asiatic Digital

1.3.4 Services Offered by Asiatic 3sixty:

The core operations of Asiatic Events Marketing Limited are:

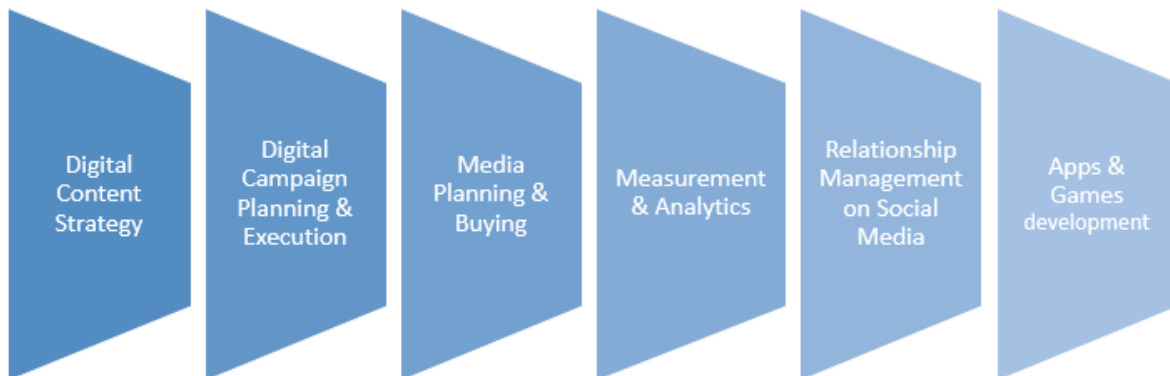**Events:** Innovative brand experience by most relevant and targeted customers.

Urban Activation: Powerful brand engagements with the right target group creating conviction and desire to purchase.

Rural Activation: Reaching audience who are beyond all other media.

Retail: An impactful reminder of brands at the point of purchase aiming successful sales closing.

Digital: Engaging with consumer through the new digital world.

1.3.5 Services offered by Asiatic Digital:

Digital Content Strategy | Digital Campaign Planning & Execution | Media Planning & Buying | Measurement & Analytics | Relationship Management on Social Media | Apps & Games development

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

Reputation Management: We also maintain the service and product related support through the Social Media. It includes replying to customer's queries received through social media website.

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.

Application Development: We develop the apps for the campaign we run. We develop world class app which are already using for our different campaign.

Media Campaign Development: We also do the campaigns of different media contents like TVC, videos, blueprints etc.

1.3.6 Departments of Asiatic Digital:

Art & Creative: This is the mind of the organization because it is them whom make Asiatic Digital popular and effective to the clients. They perform certain acts. Some of them are given below.

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

Client Servicing: 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. This department is the heart of the whole organization and it co-ordinates within the functions of the various department in the agency.

Media & Buying: The media and buying function negotiates the price of advertisements and also responsible for purchasing ad space, page or post boosting and time for running advertisements.

Community Engagement: The community engagement team is responsible for manage the online engagement of consumers and communicate with them over social platforms. Replying to customer's query, managing the crisis situations as well as appreciate the consumer for stay with the brand is accountability of community engagement team.

HR Department: This team looks after proper execution of HR policy and procedure, compensation and benefits, recruitment and selection, Health and Safety at all.

1.3.7 Asiatic Digital: Mission

Our Mission is to innovate, prepare and provide solutions to present and future requirements in the digital marketing industry and build the relationships between large organizations and the community that matter to them.

1.3.8 Asiatic Digital: Vision

Our Vision is to be an accredited, desired and acknowledged partner for our clients while ensuring mutual growth and satisfaction.

1.3.9 Main Competitors:

The growing use of internet, social media and the transition towards digital marketing has directed to the development of various digital agencies that are committed to managing digital properties and online activities of client brands. Many digital marketing companies are growing recently. Among all of them, few Digital marketing agencies are directly competing with Asiatic Digital. The main competitors for Asiatic Digital are given below:
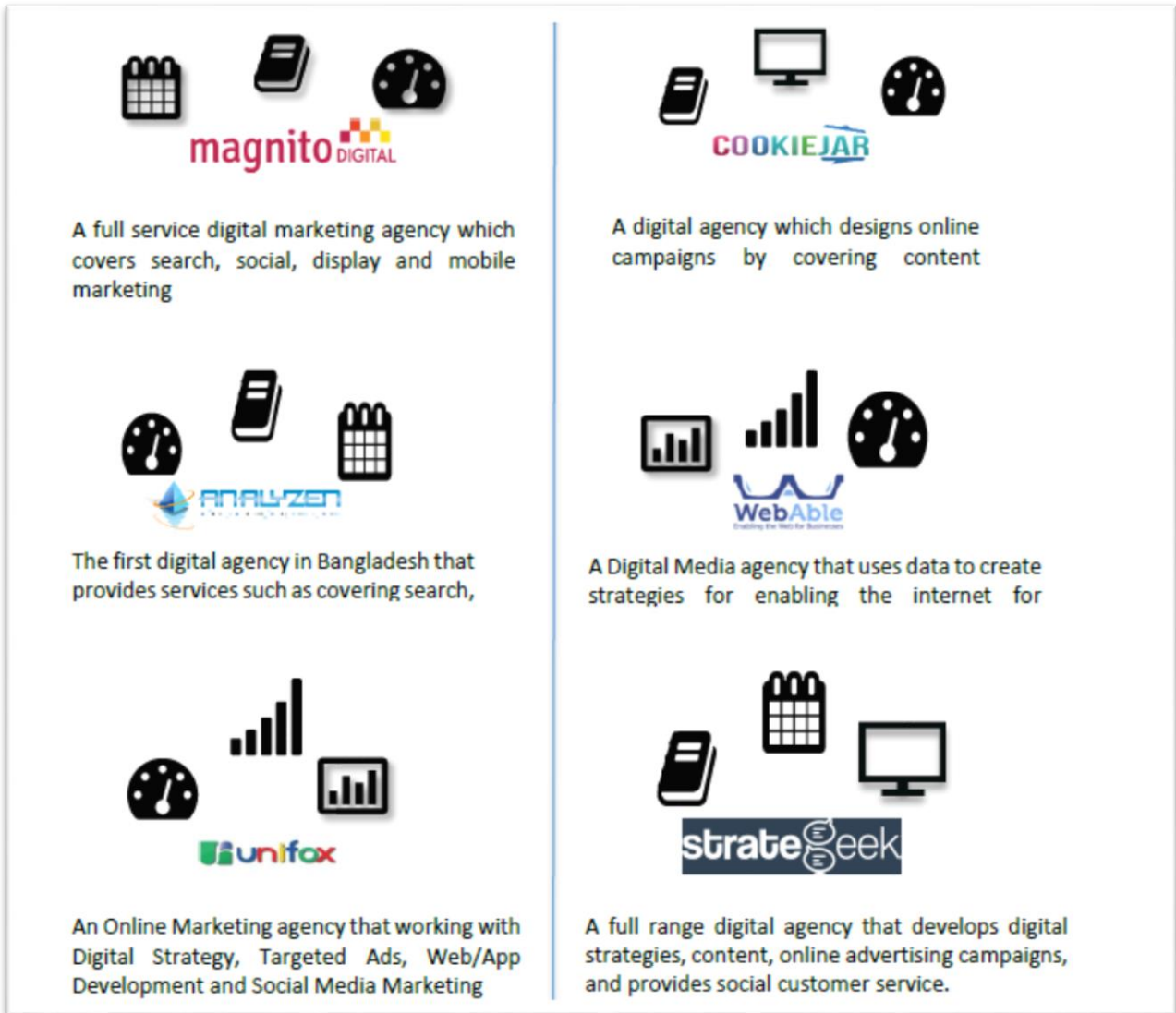

Figure 3 Digital Marketing Agencies in Bangladesh

1.3.10 Competitive Position of Asiatic Digital

With the proliferation of smartphones, internet connectivity and social networking in Bangladesh, the digital marketing industry is gaining force. This growth trend has been impressive over the last few years with the number of agencies and sectors investing in digital marketing increasing at a rapid pace. Asiatic Digital has joined its journey back in 2013. In these three years, it has come a long way and gained a rich profile in digital marketing industry of Bangladesh.

Asiatic Digital has got many renowned multinational as well as local brands and developed their digital marketing strategies, build social media structures for many brands and achieve various awards and honors in these short period. Competing with strong competitors, Asiatic Digital has got portfolio client like Airtel Buzz, Ekhanei.com, 7Up, Pepsi, Nescafe, MAGGI, Shell and many more.
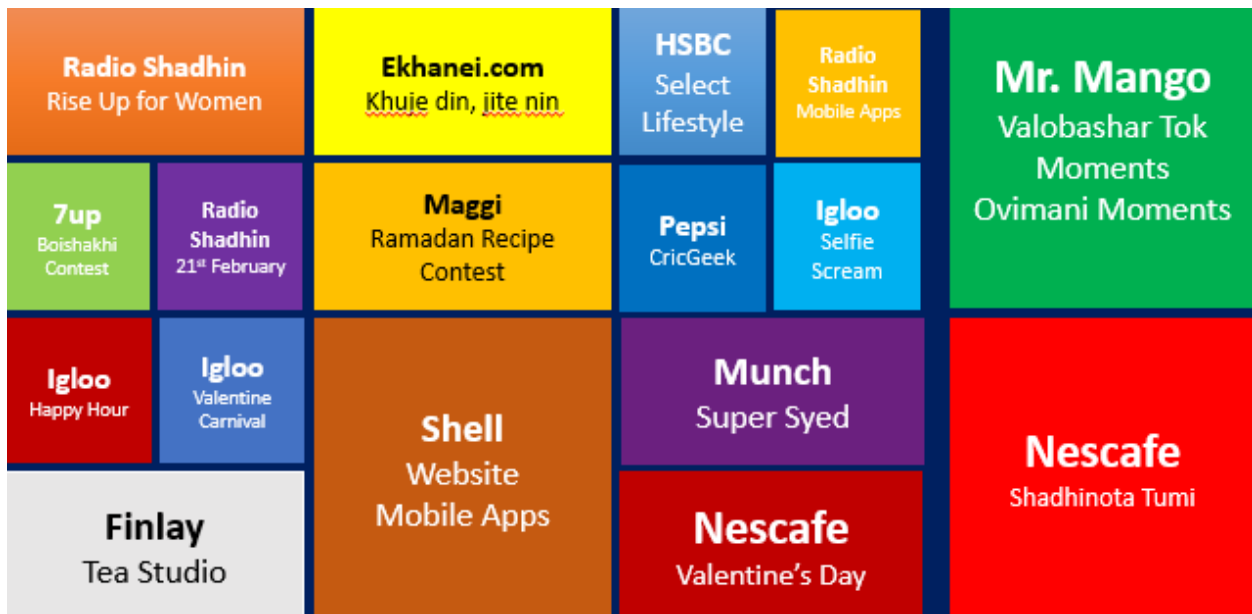
For these giant brands, Asiatic Digital has developed social median contents and took the brands far away than ever as well as made a strong position in the industry.

1.4 SWOT Analysis of Asiatic Digital

Strengths (internal):

- ✓ A well renowned multinational ad agency
- ✓ Good reputation over Marketing industry of Bangladesh
- ✓ Global multinational clients and well-known local clients
- ✓ Good Infrastructure and ambience
- ✓ Well-built relationship with existing clients
- ✓ Likely to produce greatest ROI (Return On Investment)
- ✓ Likely to be quickest and easiest to implement
- ✓ Probably justifying immediate action-planning or feasibility study

Weaknesses:

- ✓ Financial capacity is limited
- ✓ Lack of experienced and creative personnel
- ✓ Lack of access to premium relevant software
- ✓ A small number of employee motivation schemes

Opportunities:

- ✓ Many global firms are enlarging their business in Bangladesh.
- ✓ Advertising in social communication sector, especially in Facebook is increasing.
- ✓ Clients become more concern about their brand establishment.
- ✓ As Asiatic JWT is a multinational firm, new opportunities of global clients are on the horizon.

Threat:

- ✓ The number of in-house agency is increasing
- ✓ Entrance of new and local agencies in this industry
- ✓ Pitch process is not well-constructed
- ✓ Clients do the media contact within themselves

Chapter 2: Job Description

Asiatic 3Sixty is the single largest advertising group in Bangladesh. They are also connected with JWT, which is the world's best-known marketing communications brand. They launched Asiatic Digital back in 2014. They are mostly focused on social media marketing. To promote the brand and to communicate with the customer over social media platform is the main responsibility of Asiatic Digital.

Since I have done double major in Marketing and E-business, I got an opportunity to work in Asiatic Digital where I gained and learned several digital marketing practices. I had the opportunity to have three months long internship at Asiatic Digital and I have come across with different tasks and activities that are conducted for Facebook brand pages. Initially as a digital marketing intern, I started working under community engagement team. The main responsibility was to handle the communication with customers through social media. For example, I had to maintain communication with the fans of different brand pages through Aegis Lisa software and Facebook page manager. At the same time, I was also allotted to work with servicing team of Airtel and help them with managing the contest. Besides that, after two weeks I was assigned to do the following jobs:

- ✓ Dealing with various international as well as local brands
- ✓ Researching on different competitors' product and their status quo.
- ✓ Brainstorming for creative ideas for various campaign and contests
- ✓ Implementing the creative brief as per clients' requirements and supervisor's suggestions.
- ✓ Maintain teams' upcoming plans for the clients.
- ✓ Research for brand expansion of PRAN Mango Fruit Drink
- ✓ Finding the statistics of different Facebook pages
- ✓ Planning for Grammenphone pitch

2.1 Specific responsibilities of the jobs

Since I have worked under different departments of Asiatic Digital, I had to handle variety of responsibilities for different brands like Airtel Buzz, 7UP, Pepsi, Shell Bangladesh, Kurkure

Bangladesh, PRAN Mango Fruit Drinks, MAGGI Bangladesh, Nestle Corporate, Nescafe, Baby & Me Bangladesh, LipIce, Mr. Mango.
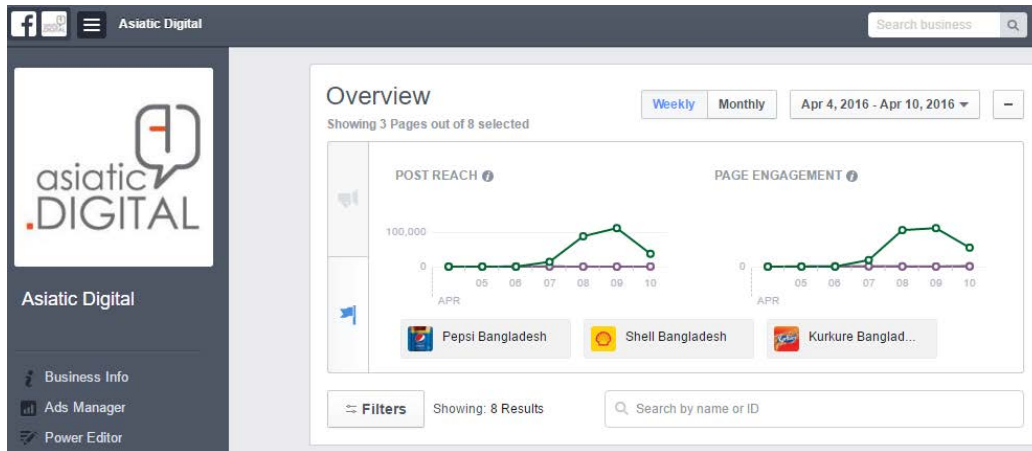

Figure 4: Business Manager Overview

2.1.1 Community Engagement:

To spread the brand to its customers, we need to reach customers a precise and exact meaning that brands are expecting, their customers will receive. At the very beginning, I had to do comment and replying on customer's feedback and query along with Community Engagement Team. It is mainly the question that our customers ask about that respected brand. Customers do it in the comment section of any Brand Facebook page or they do wall post or they inbox us.

2.1.2 Client Servicing:

At the end of first month of my internship, I was assigned with Head of Client Servicing and specially work for Global brands like Nestle, Nescafe, MAGGI, Baby & Me. Main responsibility of this division is exploring the industry and digital media for clients, formulating strategies and implementing them based on the objectives of client. This whole process consists of few steps:

- **Brief:** Brief given by the client based on their marketing objective.
- **Pitch Presentation**: Presentation made by us for client based on the brief, by analyzing industry and digital media. Mostly used for new clients.
- **Proposal**: Proposal put forward by Asiatic Digital including campaign objective, approaches, strategy, target market, projected cost and outputs.

- **Revised negotiation**: If clients have any problem with proposal, we need to rewrite the proposal and make negotiation.

- **Approved**: Final proposal need to get approval from client, otherwise we will lose client.

- **Estimate Signed**: It's a contract between client and Asiatic Digital.

- **Release Order**: Order which submitted to vendors for buying space and placing ads

- **Creative**: Executing the idea or plans of campaigns in to final formats like Facebook post, banner, GDN, GRN etc.

- **Run Campaign**: Manage the campaign by placing ads banners, videos, Facebook contest, Facebook page managing and more.

- **Optimization**: Making changes in the campaign for refining the effectiveness and to accomplish objectives.

- **Review of Campaign**: Appraising campaign based on standard and real performance of campaign which helps to understand what we planned and what actually happened.

- **Bills**: Bill submitted to client including service tax and commission and bill is made based on given information.

2.1.3 Campaign Management:

Figure 5: Sample of Campaigns

Beside community engagement and client servicing, I had to manage some campaign and contest as well. Such as before this Valentine Day, we had launched campaign for Airtel Buzz named 'Airtel Run For Love' and 'Share your photos to tell your story to the world'- a photo contest for Shell Bangladesh, 'LipIce Smile on Tour Contest' for LipIce Bangladesh and many more.

Therefore, for these campaigns, I had to maintain a database of participants and had to select winners and I needed to confirm either winners are getting a call and coming on time or not and so on.

2.1.4 Planning:

At Asiatic Digital, we prepare all the contents month before it has been scheduled. We do brain storm at the initial stage for generate the innovative idea that goes with the brand harmony. For doing so, we sit the whole team together along with calendar and upcoming events. Then we prepare a weekly session on how we are going to showcase our existing brand in front their customers. I got the opportunity to attend few meetings of planning team. From those brain storming session, I got to learn how to plan for content idea, campaign, contest of any brand.

2.2 Critical Observation

Easy to identify target audience:

To identify the target customers accurately is one of the major necessities for any brand. With digital marketing, identifying the target group has become very easier. From this given picture, we can easily find the behavioral pattern of our targeted audience. Including their demographic, location, likings, lifestyle, activity, purchasing pattern and many more can be quickly recognized. For example, I want to target only 'Female' users who live in Dhaka city and interested in 'Online Shopping and Fashion' (Targeted audience age 18-28).
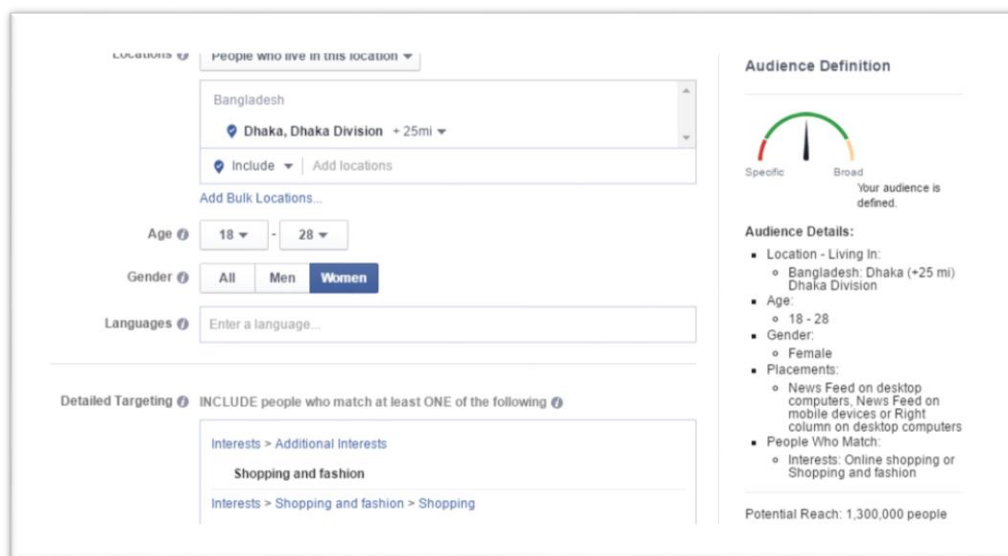

Figure 6: Identify target audience

Getting a continuous effective insight: Through digital marketing, we can effortlessly watch over how our brand is performing. We can easily know; how particular brand has performed from March to April. We can see that in last 28 days' what kind of consumers were mostly engaged with our page. In fact, we can see the most use devices that our consumers are using. On the other hand, without using the social media marketing, this would be really difficult for a company to get this insight on an up to date basis and with this low cost and effective way.
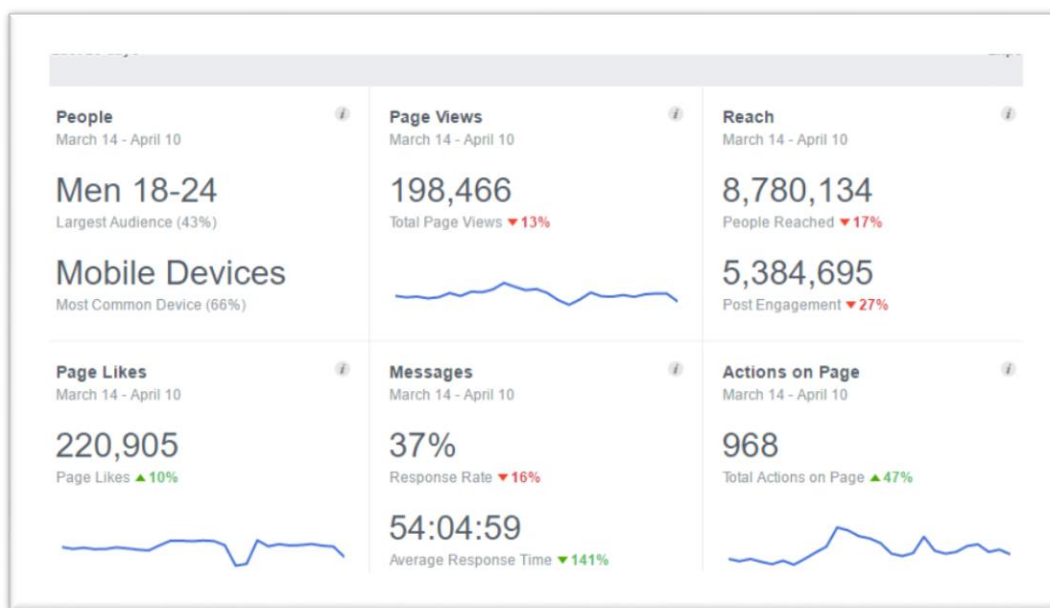
Figure 7: Effective insight from social media

Knowing the brand personally: Additional most important and interesting fact of working in agency is to know the brand personally. To communicate with brand's customers, we need to have precise and in depth knowledge about the brand's products or services. Hence, we get a prospect to know different brands exclusively.

Establishing a brand over digital platform: Most of our clients' are not new in market. Some of them are well established and also doing business for long time. Yet, they want to make their existence available over digital media as because it has become easier to get in touched with people.

Chapter 3: Project

Strategic Approach to Use Social Media for Marketing in Perspective of Bangladesh

Social media is a phrase that we toss around a lot these days in order to describe what we post on sites and apps like Facebook, Twitter, Instagram, and others. The interaction among people in which they create, share or exchange information and ideas in virtual communities and networks is the basic of social media. From these two separate terms 'Social' and 'Media', we can pull a basic description: Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information (Daniel Nations, 2012). Moreover, social media depends on mobile and internet-based technologies to generate highly interactive platforms through which people and communities share, co-create, debate, and modify content. They lead significant and prevalent changes to communication between organizations, communities, and individuals. It contrasts from traditional or industrial media in many ways, including superiority, reach, frequency, usability, immediacy, and permanence.

Figure 8: Global social media research summary 2016

According to *We Are Social*, Annual growth continues apace, particularly in the number of mobile social users, which hit 31% this year (Dave Chaffey, 2016). Internet users usually spend more time

with social media sites than any other type of site. Asia-Pacific is pouring much of this growth, which internet usage rates great and number of active social media users increasing 14% on the year before. In Bangladesh the growth rates are 148% from previous year which is 13.2 million active social media users at present according to statistic.
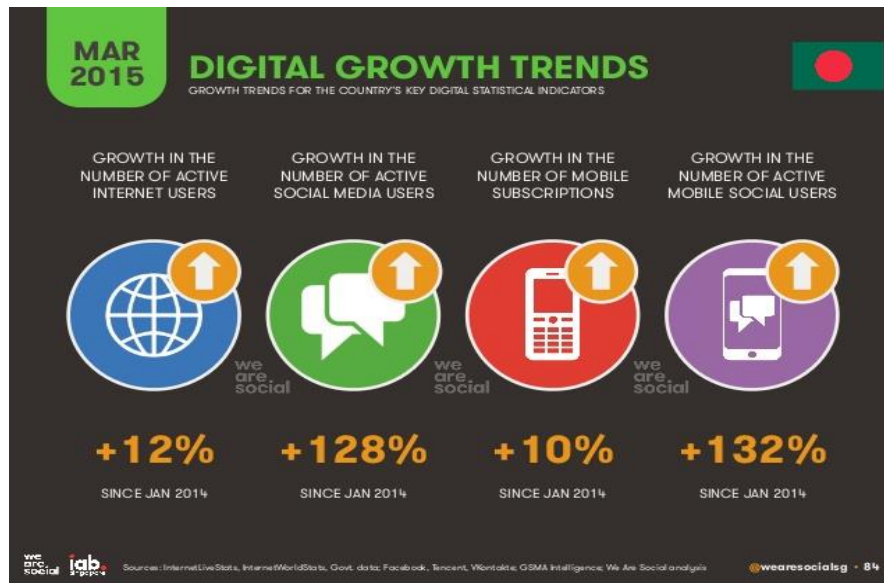

Figure 9: Digital, Social & Mobile in APAC in 2015

Keeping up the brand presence through social media is a new trend in Bangladesh. Currently, many MNC titans, telecom companies and local top organizations have their brand presence in Social Media such as Facebook, Instagram and Twitter. Likewise, there are some firms that have introduced a separate department for social media communication for their brands. Many leading international and local organizations have not yet united brand communication through social media for their brands, or promotion of their products through social media not because of financial matter, but for having lack of awareness of the assistances of social media for brand communication. But its highly likely that in near future more and more organizations will start this new era of marketing and brand communication over social media.

Therefore, this report may help present international and local businesses' decision makers to have some sort of knowledge about the benefit of brand strategy in social media of Bangladesh. In addition, organizations those want to take initiative for setting up the brand strategy in social media, they may have a good bird's eye view about first mover brand presence in social media in this locality as well as how digital marketing agency is operating in terms of locale the brand value over social platforms.

3.1 Impact of the Social Media in Bangladesh

The accessibility of online Social Media is making momentous positive changes in Bangladesh. Multinational companies, FMCG, business houses and celebrities are progressively accepting the social sites as their vital communication tool. The Internet service provider are trying to get more users to provide web services. A new social class has been developed among the youth who use Internet as an effective tool for their professional development as well as the globalization of their opinions and imagination. Countless Social media users have specified that a whole new world has been opened to them as they are getting a new source of knowledge. They are also making relations with many good friends, knowing organizations worldwide and sharing things that matter to them.

3.2 Marketing Gains from Social Media

Using social media sites such as Facebook, Twitter, Instagram and YouTube are now popular choices for business managers of most of the brands. It helps public and private online communities to create a more collaborative experience.

Improve Marketing Effectiveness: Creating direct contact with the customers to encourage their thinking without any communication intermediary, which is one major opportunity to use social media for brands. Online conversation with consumers through blogs and networking groups can monitor how effectively a campaign is running.

Generate Customer Insight: Pursuing customer desires, understanding their need, their language and liking can be tagged well through the social media. Lots of consumers express their purchase intentions, connect their product or service use experience and interpret their dissatisfaction in various stages which is the gold market researchers opt for.

Increase Customer Satisfaction: Interactions through social media can make instant and personalized response from the customers. Particularly for dissatisfied customers, facing them online can be better option to handle complaints since it can reduce failure due face-to-face conversation.

3.3 Objective of the Project

The core objective of an internship program is to create the bridge between the theoretical understanding and implication of it in the real-world professional life. There are number of courses which were undertaken during my BBA program in BRAC University and I have chosen Marketing and E-Business as majors because of great importance of these field in the current world. However, all the courses I have completed those might not have matched precisely in the practical work. As well I have come across a numbers of relevance and incompatibilities during pursuing my internship program. Furthermore, during internship I could relate many activities with E-business major courses materials which helped me in various aspects of social media platforms. Specially the knowledge of Google AdWords, Display Networks, G&R, Social Media Analysis and many more topic were covered in 'MSC 446 Marketing on the Internet' course which has actually helped me vastly in my work life.

3.4 Methodology

For accomplishing this project, I directly worked with Asiatic Digital as an intern and I have personally handled this client with the help of my supervisor. The report will be based on both Primary and Secondary data.

3.4.1 Primary Data: This report is mainly based on the primary data, which has been collected from my three months' work experience at Asiatic Digital. Some information has been collected from workplace colleagues and people who directly involved with the agency. Variables for research:

Dependent: Social and online media users Perception

Independent: Different social media and tools like Facebook, Instagram, Twitter etc.

3.4.2 Secondary Data: Like primary source, secondary source is also major stream of information for the report. Secondary sources are:

1. Internet
2. Social Network Sites
3. Text books
4. Several other reports
5. Newspaper, articles, journals
6. Other relevant sources

3.5 Limitations

To finish up this study, some limitations has been revealed. Those limitations are given below:

• To collect primary data, it is really hard to get accurate information about the companies. We were not legally permitted to share client's information, client's brief and our research information and they might not feel comfortable about provide the information.

• This is a long term research where more information could be included. Due to heavy work pressure that I was assigned for from the very beginning. I was unable to compile all the information through the internship period. Instead, I had to finish it after completing the internship.

• To perceive the whole organization activities and come up with a fruitful outcome, it requires huge amount of time. So, time limit is another decisive restraint of this study.

• The internship proposal is conducted based on several secondary data which were rather inefficient or unreliable.

3.6 Strategic Approach for Brands

Social Media Marketing is the logical progression for the industry, because it is cheaper, more effective and accessible with the fastest growing reach. Social Media Marketing is coming up fast through the ranks of available advertising channels on the backdrop of a conducive technology environment. This is catalyzed by the increased use of smartphones ever since the internet is in the palm of people's hands.

Social Media marketing in Bangladesh is fast catching up as a favored media outlet among Telco's, FMCG and other businesses. For engaging on social platform, companies do follow some strategies. On Facebook, the most popular social network in Bangladesh, they offer the companies different type of contents.
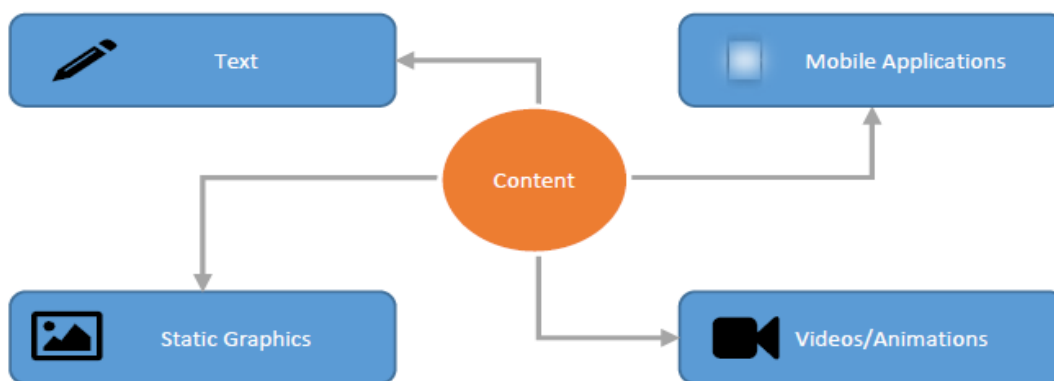

Figure 10 Different Types of Content on Facebook

The illustration shown above indicates the types of content that are applicable in Facebook. Mobile apps directly involve the user in an activity that connects the brand. Videos and animations are more active than static images because users have a tendency to interact more with motion images. Text is minimum interactive, as it requires users to take the trouble of reading the material.

The most frequently used form of contents are static graphics and text. Text contains status updates and posts while static graphics consist of images, infographics, and short clips. Videos is less projecting because of high bandwidth requirements and high production budgets. Though, with rapidly developing structure, both static graphics and mobile applications are likely to become more popular.

3.6.1 Strategies That Asiatic Digital Follow:

Asiatic Digital use all of these different content to rule over the social media on behalf on the brands. To stay on a flow, Asiatic Digital follows specific strategies to maintain the brand value. At the first, we take brief from the client which can be face to face meeting or over phone discussion but they have to send a formal mail to client servicing department. After that, client servicing department will talk to planning team about the brief and planning team will sit for brainstorming. The planning team will generate the idea and develop the content plan for whole month or specific occasion. The content can be different types:

Product Post: In this type of post, direct product from the brand will be promoted. Product post can be Pictures, Videos, or Text. But there will be clear mention of product in the content.

Figure 11 Product Post Sample

Celebration Post: During any occasion, brands want to get close to its consumer. To celebrate the occasion with the fan and wishing them in proper way, celebration post is very important.

Figure 12 Celebration Post Sample

Real Time Content: Real time content is the practice of brands engaging their audience via social media that is relevant to a specific current event or cultural happening. For Bangladesh, Real time content gets the most popularity among other posts in Facebook.

Figure 13 Real Time Content Sample

Campaigns: To achieve a specific KPI for the brand and reach to the consumer, campaign is super popular ways of social media marketing. Currently in our country, all of the brands are going for social media campaign more than offline campaign.

Figure 14 Campaign Sample

3.6.2 Example of social media strategies that I was directly involved with:

In this most important part of the report, I will try to show some approaches for different brands that I have experienced in these three months. Till now, I have mostly discussed about social media platform and brands. Now I will show how we maintain the strategic approach for brand communications. For this, I have chosen portfolio brand accounts that have been maintained by Asiatic Digital and I have directly worked with:

Airtel Buzz:

Airtel buzz is the official brand page of Airtel Bangladesh, is one of the top telecommunication companies of Bangladesh. It has a very powerful 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, Airtel buzz is the top Facebook brand page in Bangladesh with over 4,993,369 fans liking its page and getting posts and status of its product and services on their home feeds. Furthermore, it has one of the highest numbers of people talking about this which is on average about 80,000 people at a specified time in its page which show that the fans of this page are highly active and the page is engaging. In their Facebook brand page insights, we can see that most of their posts have an unpaid reach of 837k which is one of the maximum reach for a Bangladeshi page on Facebook. Not only that, Airtel's brand videos also one of the most viewed brand videos in YouTube. Other observation shows that they keep attention of their consumers with an average of 3 post per day with 2 lifestyles and fun related service and 1

product posts. Airtel buzz key target is to increase page likes and post likes on its page to increase engagement with customers for which they do both paid and non-paid post page promotion through Facebook boost option.

Few Campaigns that I have managed successfully:

Figure 15 Few Campaigns of Airtel Buzz

Picture from the right side, that was a movie contest organized by Airtel Buzz where each winner got 5 movie tickets for watching 'Deadpool' at Cineplex. The left picture was T-20 World Cup campaign where each winner got a Huawei smartphone. Both of these campaign was managed by me since I have selected the winners and took client approval. Then I had to communicate with winners over social media and collect their contact information. After that we had to contact

with them and distribute the prize. I also had to communicate with the fan over Facebook who are interested to know anything regarding these campaigns.

7UP Bangladesh

7Up Bangladesh is the authorized Facebook brand page of PepsiCo group. One of their major objectives is presence on social media websites such as Facebook is to communicate with their consumer and stay in touch with them. Currently 7Up Bangladesh has around 484,210 fans on its page with more than 200,000 post reach on current weeks which show that people are sound engaged with this page through likes, comments and shares of its posts. The other inspection is that they frequently post product related posts and entertaining video on their Facebook pages which are product related to gain notice and engagement of customers. They are also running months long campaign over Facebook which is attracting more people.

Contest that I have managed:

Figure 16 7UP promotion

3.7 Analysis and Findings:

1. Since the internet is in the palm of people's hands, the use of smartphone is increasing every day and so does the number of social network users. Social Media Marketing is the reasonable headway for the marketing industry. Even then, only 2% of the advertising expense goes into digital marketing. (Digital Marketing Landscape in Bangladesh 2015, 2015)

2. The ultimate advantages of Social Media Marketing is that it allows companies to reach out to more user at a lower cost. Boosting posts on Facebook costs only about USD 5 for example. The typical cost for reaching 1,000 people using Facebook is almost 8 times cheaper than the print media and around 17 times cheaper than that of Television ads. (Blue Print, 2016)

3. Social Media Marketing is extremely accessible since there is very little physical barrier to growth. It has the capacity to reach out to 13.2 million Facebook users in Bangladesh. And number is increasing with 148% growth per year. This is because Social Media Marketing faces little logistical barriers, and can tentatively extend to the entire population. (Digital, Social & Mobile in APAC in 2015, n.d.)

4. Social networking sites are becoming gradually active with growing fan bases. Pages such as Grameenphone, Airtel Buzz and Robi are increasing in popularity every day, as their digital content becomes widespread. People spend a significant portion of their time on social networking sites, the interaction with content is more likely, causing people to "like" and "share" posts whenever a piece of content catches the user's attention.

5. The growth of social media marketing is inevitable. The digital marketing industry will undergo exponential growth over the coming years with current agencies to grow larger, and new ones to launch.

Chapter 4: Conclusion

4.1 Recommendation

While doing my internship at Asiatic Digital, I have experienced the whole working process of the unit and came up with some recommendations which I would like to include:

Provide Training Program for Employee: Company should continue providing training facility so that the employees get more knowledge. It will help the company to choose the right employees.

Increase Funds on Social Media Marketing: Now a day's people are interacting with Digital marketing. Clients always try to keep the cost low on social media marketing which is one of the reasons to failure of brands.

Increase CSR Activities: Asiatic has very less number of CSR activities, so I think they should increase their CSR activities. It would not only be beneficial to the people of the country but also for the company itself.

Increase Efficiency of Brand Pages on Social Media: Always using product advertisement or same post again and again can make consumers bored. So a brand page should also post non product related post which helps consumers in different way.

Transportation Facilities: Since, most of the time, employees have to work late and stay at office, Asiatic should offer transportation facilities to its employees:

far away.

More Staffing for Social Media Marketing: More staffing needed in this specific sector. Without proper knowledgeable employee, a firm cannot reach the shore.

4.2 Conclusion

The successful completion of this internship shows that the future of marketing is in the hands of digital. Digital marketing is not only apprehensive with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era, marketer is not the custodian for a brand; people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two-way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provides lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement; brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

The research focused on the how digital marketing works. Consumers are highly information seeker and they will do research about a product before going to a retail shop. Therefore, brands want to give platforms to consumers to understand their product or to get a really feel of that brand.

I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

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