

# A STUDY ON THE MARKETING STRATEGY OF GRAMEENPHONE LTD.

চলো বস্ত্রহর

দেশের সবচেয়ে শক্তিশালী  
নেটওয়ার্কের সাথে

# A study on the marketing strategy of Grameenphone Ltd.



Inspiring Excellence

**Submitted To:**

**Mr. Mohammad Rezaur Razzak**  
Associate Professor & Head of Operations  
BRAC Business School  
BRAC University.

**Submitted By:**

**Kazi Silvia Jerin Tonu**  
Student ID: 12104188.  
BRAC Business School.  
BRAC University.

**Date of Submission:**

30<sup>th</sup> June 2016

30<sup>th</sup> June, 2016.

Mr. Mohammad Rezaur Razzak  
Associate Professor & Head of Operations  
BRAC Business School  
BRAC University.

**Subject: Submission of internship report for the completion of BUS 400 course.**

Dear Sir,

This internship report has been completed as per the requirement of the BBA program. The completion of a successful internship period followed by the submission of a report is integral to earning the final credits needed to graduate from BRAC Business School. I have tried to follow the guidance you have provided me with while preparing this report and have structured it accordingly. My three month internship period was over rather quickly as I constantly remained busy with work and unable to keep track of time. It has been an enriching three months of my life where I got a taste of the life of an actual service holder and also the idea of how an organization works. I had to acquire different skills and knowledge and also I got the privilege to create my own network. All of these have been outlined throughout the report to make it as detailed as necessary.

The completion of this report has allowed me to look back at the 12 weeks I dedicated to this company as one big learning experience and gave me the scope to grasp how my four years of learning has helped me in this journey. While preparing this report, I have stayed true to the university code of conduct and ethics by using original material. I hope this serves as a good read and adds value to the already existing vast collection of quality internship reports in BRAC University. For any further query, I will be available at your beck and call.

Yours sincerely

**Kazi Silvia Jerin Tonu.**  
Student ID: 12104188  
BRAC Business School  
BRAC University.

# ACKNOWLEDGEMENT

My first and foremost gratitude goes to the Almighty for the blessing upon me for making it this far to get the opportunity to work at a company like Grameenphone Ltd.

After that, I would like to take the opportunity to thank Mr. Mohammad Rezaur Razzak, my internship supervisor (academic), who has been very patient with me throughout the time. He has guided me time and again in the preparation of my report. He has been very much helpful especially by providing me with valuable feedback on how I can improve my report by adding more effective information in it so that the report becomes a more quality-full product. His monitoring allowed me to settle on a topic for my internship report and working on this topic has certainly proven to be educational. Without his guidance, structure and strictness, I would not have been able to finish this report.

I am also grateful to Mr. Shabbir Hossain (General Manager, Digital and Device), Mr. Atique-ul Islam Sajan (Manager, online communication team, Digital Channels, Digital and Device) and Mr. Junaid Ahmed (HR Business Partner), who have groomed me not only as fellow professionals but also as elder brothers while I served as an intern under their supervision. They often shared very valuable piece of information as well as advice and suggestions and were there always whenever I needed any kind of assistance regarding my work. I was assisted by some valuable information and the road to get all these information were only possible because of these three young and energetic people. These information have supported me all the way to complete the internship report. They have also guided me on what measures I can take to improve the quality of my report. I thank them for being there to clear any company related confusion I ever had and also for patiently counseling me about different company policies that I needed to abide by.

My final vote of thanks goes to Mr. Yeasir Mahmood Khan, present Head of customer service, who is the very reason I got the chance to work in Grameenphone Ltd. My gratitude to him for seeing potential in me that led him to hire me and my continuation at GP.

## EXECUTIVE SUMMARY

Grameenphone Ltd. is the present leading telecom operator in Bangladesh considering the subscribers' number, network coverage and age of operation. Grameenphone started its journey 19 years back with the mission to let their subscribers get the full benefit of being connected. At present, they claim that they are not just a mobile operator; they are empowering Bangladesh by providing quality network, educational support through internet and other platforms and sponsoring the potential talents of the country.

I was appointed as an intern at Digital and Device department in this organization where I had worked for 12 weeks specifically on the operation development under the supervision of online communication, marketing team. My core job was to analyze the marketing strategies which GP and other existing telecom operators follow and to develop the current strategies in context with the present digital marketing scenario of the country. The launch of GP Music App was one of the projects that I was directly appointed. Working on different projects headed by different managers gave me the chance to see how different people get work done differently yet in an effective manner. This report mentions in detail the wholesome journey I had in Grameenphone Ltd.

Using the industry knowledge I gained from my internship, I have analyzed the present digital marketing strategies adopted by GP to see how much more growth potential the Bangladeshi Market offers for the organization. The study on this created new ways of looking at the industry and allowed me to apply my knowledge to see the information in a new light.

This report includes further details on the subjects that have been talked about briefly in this section. Here, the branding objective of GP and the effectiveness of these objectives are discussed from my understanding. In the very end of this report, there are some recommendations for GP on how they can improve their social media marketing capture.

# TABLE OF CONTENTS

<b>DETAILS</b>	<b>PAGE NO.</b>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1 - 3</b>
Origin of the report	1
Scope of the report	1
Objective of the report	2
Methodology of the report	2
Limitations of the report	3
<b>CHAPTER TWO: GRAMEENPHONE AT A GLANCE</b>	<b>4-10</b>
The Telenor group	4
Grameen Telecom	4
Mission	8
Vison	8
GP values	8
Organizational structure	9
Divisions	10
<b>CHAPTER THREE: JOB RESPONSIBILITY</b>	<b>11-12</b>
<b>CHAPTER FOUR: DISCUSSION ON THE MARKETING STRATEGY ADOPTED BY GP</b>	<b>13-21</b>
Global level strategy	13
Business strategy	13
Corporate level strategy	13
Enterprise level strategy	13
Promotional tools	14-15
Digital Marketing and focus on social media marketing	16-21
<b>CHAPTER FIVE: OBSERVATION AND LEARNING</b>	<b>22-27</b>
Digital Presence of Telecom Industry in Bangladesh : Grameenphone's Facebook page & YouTube Analysis	22-23
Statistics of Facebook page of telecom operators	24
SWOT Analysis	25 - 27
<b>CHAPTER SIX: RECOMMENDATION</b>	<b>28</b>
<b>CHAPTER SEVEN: CONCLUSION</b>	<b>29</b>
<b>BIBLIOGRAPHY</b>	<b>30</b>



## CHAPTER ONE: INTRODUCTION

My Grameenphone Ltd. internship career started on February 1st, 2016. The recruitment was done after an interview and an aptitude examination. My field of major in BBA is marketing and I was offered internship in the Digital and Device department under Commercial division.

In this report, I have tried to elaborately mention, while remaining within company data sharing policies, about the journey as an intern, the tasks I performed, the projects I worked and the learning I acquired. Furthermore, I have also conducted a survey for comparative analysis of the marketing strategies of GP. The findings from my survey are summarized using graphical data representation later in the report.

### **Origin of the Report**

This report was prepared as part of the BBA curriculum to successfully complete my internship and earn the required credits for completing the BBA program from BRAC University. Prior to starting work on the report, I have completed 12 weeks of work in Grameenphone Limited as an intern and based on my experiences and the data gather over these 12 weeks, the report has been structured. The report and its topic were assigned to me by Mr. Mohammad Reazur Razzak, my internship advisor and was also prepared for him under his guidance. I have also been supported by Mr. Shabbir Hossain, Mr. Atique-ul Islam Sajan and Mr. Junaid Ahmed in accomplishing this report under whom I have served the term of my internship in GP.

### **Scope of the Report**

This report provides an overview of Grameenphone Ltd. as a whole, its structure, strategies, and different functional departments. This report has been prepared after thorough discussion with my line manager and using data exclusive to the company to provide an analysis of the marketing strategies used by them. Furthermore, the scope of this report also includes a survey conducted specifically on the industry that I dealt with during my internship to allow me to use the knowledge I earned into analyzing the market. Working on this report has presented me with the opportunity to objectively look at information and create meaning out of them.



## **Objective of the Report**

The objective of this report is to highlight the functions I have performed as an intern in GP and to outline the activities of the Digital and Device department under commercial division and what role it fulfills in making GP a successful organization in Bangladesh. One of the other objectives of this report is also to discuss how the internship programs works in GP, how much autonomy they are given to do their work, what learning and growth opportunities await future graduates. This report also includes a research on “Analysis of the marketing strategy adopted by Grameenphone Ltd.” and the particular research objectives are mentioned below:

- To evaluate the existing marketing system of Grameenphone in Bangladesh and its problems.
- To know the competitive strategies of Grameenphone.
- To identify the customer satisfaction and marketing strategy level of Grameenphone.
- To observe and evaluate Grameenphone’s marketing activities.
- To extricate its problems.
- To extricate its diffusion processes throughout the society.
- To measure it’s Marketing efficiency.
- To find out the fruitful ways of solving the problems.

## **Methodology of the Report**

The primary source of data for the report was secondary data that was extracted from the company database. As an intern, I had the exclusive access to the information some of which I was able to use in the completion of this report. Besides that, I have also used information from the company website and other existing reports on Grameenphone Ltd. to produce a completely informative report.





## **Limitations of the Report**

- One of the major limitations of preparing this report was abiding by the confidentiality clause as per company policy which does not allow a lot of data to be presented in the report out of concerns of privacy. Although there were quite a few internal information sources available to me, I was often not able to utilize such sources extensively due to policy concerns. I was strictly instructed to get every small detail I used in this report cross checked with my supervisors.
- The area of research is vast. It is difficult to give a concrete result or opinion based on a vast area in one and a half month.
- Since a single hand performed the research activity, it was not be possible to collect all the information regarding the market situation.
- The conclusion drawn in this report is solely my individual perception which does not necessarily describe the actual scenario of the market.



## CHAPTER TWO: GRAMEENPHONE LTD. AT A GLANCE

Grameenphone Ltd. widely known as GP is currently the leading and largest telecommunications service provider in Bangladesh and is a part of Telenor Group which has presence in 13 markets across Europe and Asia with more than 60 million subscribers (as of June 2016). (About/Our Story, 2016) It is a joint venture enterprise between Telenor (55.8%), the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries, and Grameen Telecom Corporation (34.2%), a non-profit organization of Bangladesh. The other 10% shares belong to general retail and institutional investors. (About/Corporate Information/Ownership Structure)

### **The Telenor Group**

Telenor is emerging as one of the fastest growing providers of mobile communications services worldwide with ownership interests in 12 mobile operators across Europe and Asia. Telenor is organized into three business areas; Mobile operations covering 12 countries, and Fixed-line and Broadcast services covering the Nordic region.

- More than 150 million mobile subscribers worldwide.
- Strong subscription growth, particularly in our Asian operation.
- Listed as No.1 on Dow Jones Sustainability Index 2008.
- Ranked as the world's seventh largest mobile operator.
- Revenues 2007: NOK 105 billion.
- Workforce 2007: 35 800 man-years.
- Listed on the Oslo Stock Exchange, with headquarters in Norway

### **Grameen Telecom**

Grameen Telecom is a not-for-profit company in Bangladesh established by Professor Muhammad Yunus, winner of the Nobel Peace Prize 2006 which owns 34.20% of the shares of Grameenphone. Grameen Telecom, with its field network, administers the Village Phone Program, through which Grameenphone provides its services to the fast growing rural customers,



**telenor group**

TELENOR GROUP  
#MORETHAN  
**200**  
MILLION MOBILE CUSTOMERS

Telenor Group recognizes the uniqueness of each of our 13 markets and the unique quality of our customers across the Nordics, Europe and Asia.

Here's a snapshot of our markets and a glimpse at some of their unique qualities.

**Our Customers**

- 37% SMARTPHONE USERS
- 95% DATA TRAFFIC GROWTH
- ALL MARKETS SUBSCRIBERS: 200 mn
- 37% ACTIVE DATA USERS

\* Figures as of Q3 2015

**NORDICS AND EUROPE**



**ASIA**



**Mobile subscribers 2005-2015  
IN MILLIONS**



Grameen Telecom trains the operators and handles all service-related issues. GTC has been acclaimed for the innovative Village Phone Program. GTC & its Chairman Nobel Peace prize laureate Professor Muhammad Yunus have received several awards which include; First ITU World information Society Award in 2005; Petersburg Prize for Use of the IT to improve Poor People’s Lives” in 2004; GSM Association Award for “GSM in Community Service” in 2000. (Grameen Telecom)



Starting its operations on March 26, 1997, the Independence Day of Bangladesh, Grameenphone was the first operator to introduce GSM Technology in this country. Grameenphone pioneered the then breakthrough initiative of mobile to mobile telephony and became the first operator to cover 99% of the country's people with network. Since its inception Grameenphone has built the largest cellular network in the country with over 10000 base stations(official Facebook page of Grameenphone, 2016). Presently, nearly 99 percent of the country's population is within the coverage area of the Grameenphone network.



Grameenphone has always been a pioneer in introducing new products and services in the local telecom market. Grameenphone was also the first telecommunication operator in Bangladesh to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services. In October 2013 the company launched 3G services commercially. The entire Grameenphone network is 3G/EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently over 15 million Internet users in the Grameenphone network. With the slogan “Stay



Close”, stated goal of Grameenphone was to provide affordable telephony to the entire population of Bangladesh. Before Grameenphone’s inception, the phone was for a selected urbanized few. The cell phone was a luxury: a flouting accessory for the select elite. The mass could not contemplate mobile telephony as being part of their lives. Grameenphone started its journey with the Village Phone program: a pioneering initiative to empower rural women of Bangladesh. The name Grameenphone translates to “Rural phone”.



Grameenphone, the market leader in the industry, is trying to establish a benchmark in terms of customer service in the mobile phone industry. They have established a customer care hotline 121 which operates 24/7 round the year. There are now more than 1600 GP Service Desks across the country covering nearly all upazillas of all districts and 94 Grameenphone Centers in all the divisional cities. Furthermore, they are also serving through social media and online platforms.

Along with their core service, Airtime, Grameenphone now also offers high speed Internet, Health line service, Bill Pay and many other value added services. Grameenphone has so far invested more than BDT 26,830 crore to build the network infrastructure. Grameenphone is one of the largest taxpayers in the country, having contributed more than BDT 43,890 crore in direct and indirect taxes to the Government Exchequer over the years. Grameenphone has about 4700 full and temporary employees. 500,000 people are directly dependent on Grameenphone for their livelihood, working for the Grameenphone dealers, retailers, scratch card outlets, suppliers, vendors, contractors and others.



The right and contemporary use of technology is the key to the progress of a nation. Keeping this in mind, Grameenphone always brings the future proof technology in order to facilitate the progress. The possibilities in this new world are immense and the bright people should not be kept behind in anyway. At the end of the day, all the individual progresses accumulate to the progress of the beloved motherland. Grameenphone promises to bring the best of communication technologies so that we all can **Go Beyond**.



## Mission

**“We are here to help our customers”** - GP exists to help the customers get the full benefit of being connected. The success of GP is measured by how passionately the customers promote us.

## Vision

**“Empower societies”** - GP provides the power of digital communication, enabling everyone to improve their lives, build societies and secure a better future for all.

## GP Values

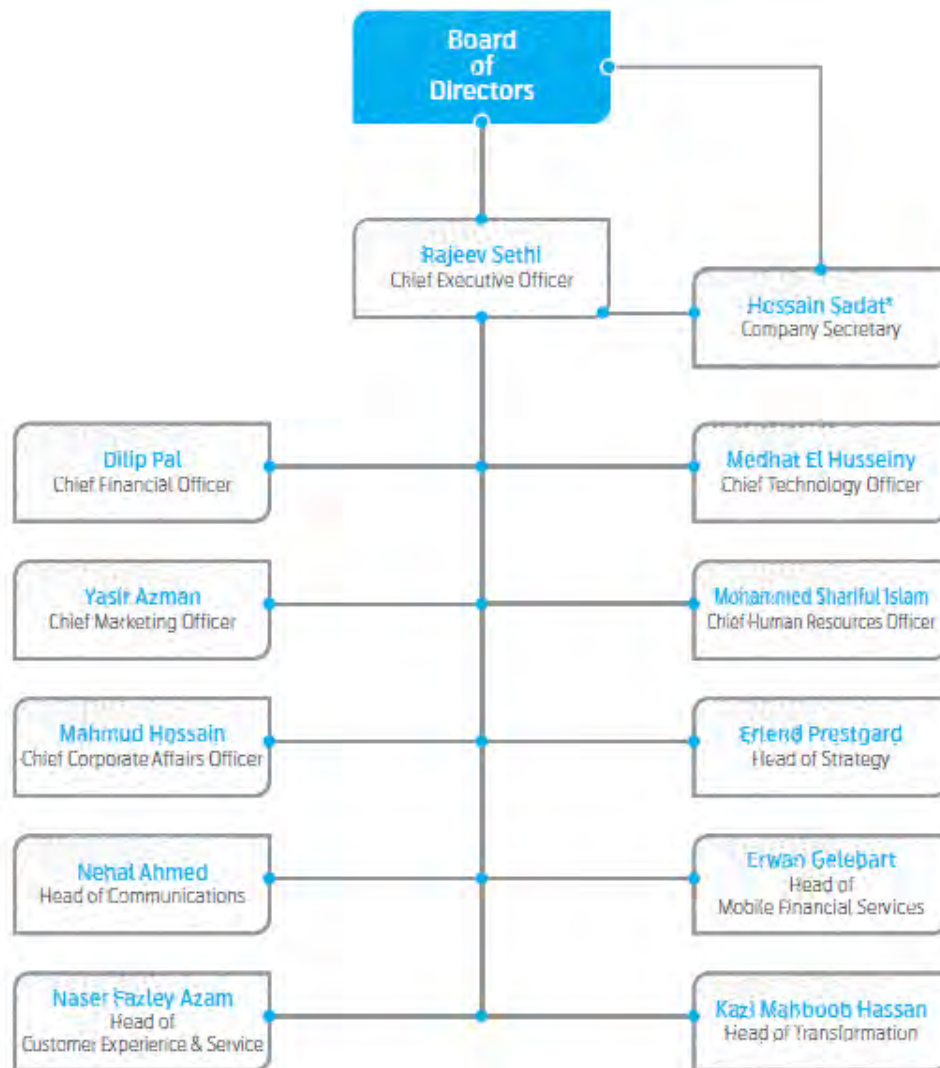
Grameenphone Ltd. is a diverse and multicultural work place with unique individuals from around the globe working together. Therefore, the company makes it a point that each of them maintains dignity, honesty and fairness towards their co-workers, acts in a respectful manner, make the work simpler and easier, be an inspiring figure for the fellow workers and try to maintain the promised that are made to the customers, to the employees and to the stakeholders as well. The below four are the four core values of GP.

- Make it Easy
- Keep Promises
- Be Inspiring
- Be Respectful



## Organizational Structure:

Mr. Rajeev Sethi was appointed as Chief Executive Officer (CEO) effective from December 1, 2014 and Mr. Hossain Sadat also acts as Director and Head of Regulatory Affairs of the Company reporting to Chief Corporate Affairs Officer. (Grameenphone Ltd.)The company follows the following management profile. (Management profile)



Organizational Structure as of February 29, 2016.



## Divisions

Grameenphone Ltd. currently comprises four functional divisions. Each division has several departments under them each having a separate Director. Their functions are explained briefly:

1. **Human Resource (HR)** – The busiest of all divisions having people and quality management department, recruitment and involvement department, planning and intraday department in it. It looks after the people of the company, engages in campus activities, conducts recruitment and builds leadership. This division is known as P&O (people and organization) among the employees in GP.
2. **Customer Experience and Service** – The department which looks after the trade and sales of the company. It ensures the accessibility and visibility of the products in the market.
3. **Marketing** – Marketing division is known as ‘Commercial’ in Grameenphone Ltd. It includes Communications, Corporate Affairs (corporate communications), Digital and Device and Product departments consisting of several more teams in them.
4. **Finance** – The department looking after all the financial activities of the company and also looks after the mobile financial services as well. Direct Sales team is the one team which generates more revenue than the other teams.





## CHAPTER THREE: JOB RESPONSIBILITY

**Designation:** Intern at Digital and Device, Commercial.

**Responsibilities:** I was assigned as an intern in the online communication team, which is a part of digital and device department under commercial division. Getting the privilege to work into such multinational organization as an intern is very influential according to my perception as these organizations have diversified ways of work as well as tremendous scope of learning. Although I had worked as an intern, I have noticed that each team is assigned with a specific job and particular people were given responsibility to carry out that job. In cooperating with all the persons I have worked with, I came to learn a lot of things which will help me not only in my professional life but also in my personal life. The significance of working in a team in these multinationals are great because here every task is divided into parts and each person of a team is given specific segment to complete and after the given period, all the members sit together and join each task to make a complete project. I have worked at my department with my team and undoubtedly all of them were very supportive and helpful throughout my whole internship period. I came to know about what punctuality is and how it is maintained. Moreover, I was able to learn how works are distributed among different designated personnel, how reports are prepared and analyzed, reviewed and checked, how efficiently people interact with their associates, and how they prepare themselves to complete their tasks within the given instant.

I was assigned to a department which has so many functions keeping everyone busy all the times. My case was not any different than the others. Every day I was assigned to some tasks to deliver. The tasks were daily, weekly and monthly basis. By the end of my internship period, I was able to cover many of the smaller tasks that took up a lot of time of the managers in the strategic planning department. The responsibilities that were handed to me were as follows:

- As an intern the first task that was given to me was to collect data which are published in Bangladesh Telecommunication Regulatory Commission (BTRC) website every month. The data includes active Mobile Phone Subscribers and Internet Subscribers in Bangladesh. Mobile Phone Subscribers data includes the number of mobile phone subscribers of all the operators which are Grameenphone Ltd. (GP), Robi Axiata Limited



(Robi), Banglalink Digital Communications Limited (Banglalink), Airtel Bangladesh Limited (Airtel), Pacific Bangladesh Telecom Limited (Citycell), Teletalk Bangladesh Ltd (Teletalk).

- Another responsibility of mine was client servicing for assigned clients for the projects.
- Keeping track of all the assigned projects.
- Contributing to all the business strategies in accordance with the clients brief.
- Looking after all the social media contents which includes the official Facebook page of GP, GP Music App, Email service of GP, eShop launched by GP.
- Community Management on Social Media platforms of GP.
- Sometimes my responsibilities included occasional copywriting too.



Launch of GP music App on 1<sup>st</sup> April 2016



## **CHAPTER FOUR: DISCUSSION ON THE MARKETING STRATEGY ADOPTED BY GRAMEENPHONE LTD.**

Grameenphone has adopted different strategies to be in the lead position in the telecom industry of our country for last 19 years.

### **Global Level Strategy:**

Telenor adopted individual brand names in different countries. For example, Grameenphone Ltd. also known as GP in Bangladesh, Uninor in India, Telenor in Pakistan, Norway and Hungary, DiGi in Malaysia, Dtac in Thailand etc.

### **Business Level Strategy:**

Different airtime package for different target market which includes Nishchinto package (flat rate to all operator), Bondhu package (more importance on friends and family numbers), djuice package which was introduced specially for the youth of Bangladesh. Xplore package for postpaid users.

### **Corporate Level Strategy:**

GP follows product concept and offers an elegant and customized package named 'Business Solution' for the high-end corporate users.

### **Enterprise Level Strategy:**

Grameenphone Ltd. offers packages such as 'Ekota' for small and medium enterprises which is available in both prepaid and postpaid forms and has community tariff privilege. GP Public Phone (GPPP) is the package for PCO enterprises.

### **Promotional Tools:**

For the execution of the strategies that were designed and adopted by the GP authority, below promotional tools are being used every now and then.



## 1. Advertising:

- Newspaper advertisement (print media)
- Television advertisement
- Radio advertisement and also sponsoring radio shows.
- Billboard.
- Internet based advertisement.



## 2. Sales Promotion:

- Price pack/bundle offers.
- Cash refund offer
- Prizes/gifts for the premium users.
- Discount offers at different shops that has partnership with GP.





### 3. Public Relation:

- Publications
- Events
- Sponsorship (GP Hangout)



### 4. Personal Selling:

- Inside sales force that conduct outbound business from the customer care center through telephone and visit to prospective buyers.

### 5. CSR activities:

- Yes, even the CSR activities is getting considered as a promotional strategy these days. GP focuses on three major areas for their CSR activities that include health, education and environment.





## **Digital Marketing and Focus on Social Media Marketing:**

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.(Analytics, Business Intelligence and Data Management (SAS)). The key objective of digital marketing is to promote brands, build preference and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

The basic difference between digital marketing and traditional marketing is that digital marketing needs involvement of channels and methods that allows organization to measure and analyze applied marketing campaigns on the internet. One of the unique features of digital marketing is that it triggers engagement between the product/service and customers through the digital media. Such two-way communication between brands and consumers requires some form of end-user action in order to analyze the effectiveness of the applied campaign. For example, a Facebook page of a certain brand posts a creative advertisement on an issue that some consumers are offended by, as a result, the advertisers are now aware of the limitations that particular post offers.

With the expansion of smartphone's usage, social network and easy access to internet, the digital marketing industry has grown at an exponential speed. This growth has served as a testament to the sudden increase in the number of digital agencies in this rapidly growing economy. Bangladesh's recent increase in GDP per capita has paved the way for an increase in the level of internet usage. The low media age and the growth of the telecom sector have also contributed to the cause. Even though Bangladesh is still inferior to countries like Malaysia and Hong Kong when it comes to technological advancement, the internet penetration is still relatively high in the South Asian region. To be specific, the number of Facebook users has been growing and is expected to improve in coming years.



To measure the effectiveness of Digital Marketing in Bangladesh, it is imperative that we look at the major industries that dictate her economy and the role of digital marketing in those industries. The telecom industry and the FMCG are the top two industries that need to be discussed here in order to measure the impact of this new form of marketing. Currently, all the MNCs and local giants belonging to this industry have a digital media platform and have invested a significant amount of capital in the digital marketing sector in order to reach out to their target groups. In this report, a clear understanding of digital marketing's effective can be measured as analytics on Facebook pages, YouTube channels and other digital media platforms will be provided.

Social media are computer-mediated tools that allow people, companies and other organizations to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks. Social media marketing refers to the process of gaining traffic or attention through social media sites.



<https://twitter.com/grameenphone> (16<sup>th</sup> June 2016)



<https://www.instagram.com/grameenphone/> (May 30<sup>th</sup> 2016)



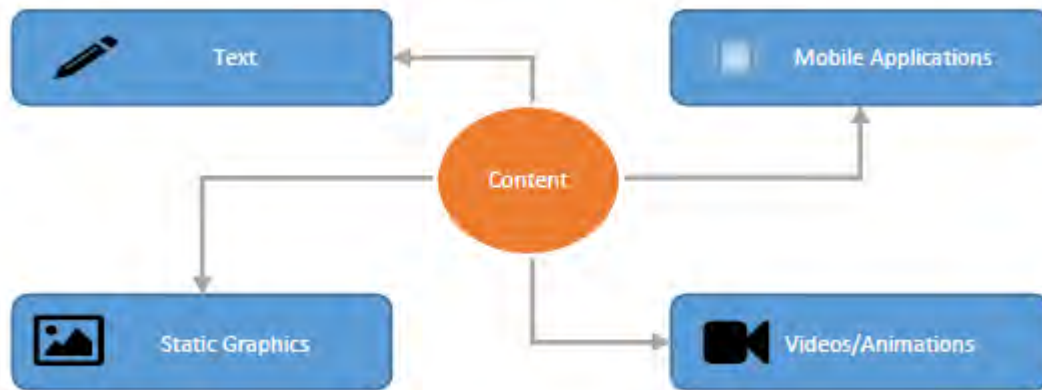
<https://www.facebook.com/Grameenphone> (June 19th 2016)

The effectiveness of Digital Marketing is dependent on a lot of factors. From brand communication to sales growth, all of the other factors through which we tend to scale traditional forms of marketing can be used to trace back to digital marketing as well. In order to properly evaluate the full impact of digital marketing we need to explain how digital marketing works, what are the scopes and who are industry references when it comes to Digital Marketing. The Digital marketing scene in Bangladesh is rapidly becoming one of the prioritized forms of marketing among the big telecoms and FMCGs. Even though, the traditional form of marketing still dominates the advertising scene as millions are spent on TV and Print Ads, Digital platforms are also given almost equal amount of attention. As companies realize that a huge chunk of their consumers spent most of their time online, therefore, the average amount of capital invested by companies on this form of marketing will only start to increase.





The content genre in Digital Marketing comes mainly in four forms. An illustration is shown below:



As per the above image, the contents in digital marketing usually come in any of the four forms mentioned. Analytics are an important tool to measure the effectiveness of a digital campaign. Up until now, brands had not paid much attention to the analytics of well-designed campaigns; however, in recent times it has started to become an important factor as it allows companies to realize to what extent their campaigns are successful. From using Google analytics, Facebook analytics to using popular websites such as socialbaker.com have allowed the companies to finally measure the effectiveness of their digital campaigns. Being Digital means being technologically advance. So, as the technology always brings progress so the digital world grows along with it. With the upcoming technology the digital media also brings up its own advancement in the field of advertisement. That's why in the year 2015, the digital media progression is a step ahead from the year 2014. New things are coming up and becoming a new form to promote your brand in the digital world. Among all there are some noticeable improvement happened around us in the digital media those are: Rise of Digital Mobile Video Advertising. Video advertising is a new addition to the digital marketing world. It adds an extra flavor to the field of marketing. This form of advertising has been used in different websites, especially in the news portal, e-commerce site, in YouTube, Face book and so on. It has been placed in such a way that the viewer will watch it unknowingly and they cannot ignore it. By the time they find a way to ignore they will get the related message. These kinds of video advertising are very short in nature, generally these last 10 to 20 seconds. But with this limited time it leaves the maximum effect. Even it is effective in Smartphone and tab as well. While opening a site it



pop up on the screen and there is no way to ignore it. This year the brands of Bangladesh have become more involved into contest ideas. For engaging more audience into the Facebook page of the brands, they are organizing different contests. Especially the photo contest has become most popular which got a large number of audience response. Even dubsmash video contests were there. Few quiz contests during the world Cup cricket has got a great response. So, the contest has becoming one of the great ideas to promote your page and brand in the digital world.

When an advertisement is broadcasted on a mainstream marketing platform it does not guarantee reach towards specific target groups. Moreover, traditional form of marketing being one way communication does not allow the consumers to see what they want to see. This is where Digital marketing comes with a difference. Brands can now be choosier and can put in denominating factors such as age, sex, location in order to cater to the right target group. With the flexibility and technological innovations attached to digital marketing, brands are able to modify content in accordance with the target group and thus attain better conversion rates. Additionally, digital marketing is a consumer friendly platform, allowing the consumers to see only what they desire, thus creating a rather loyal fan following from the brands perspective.

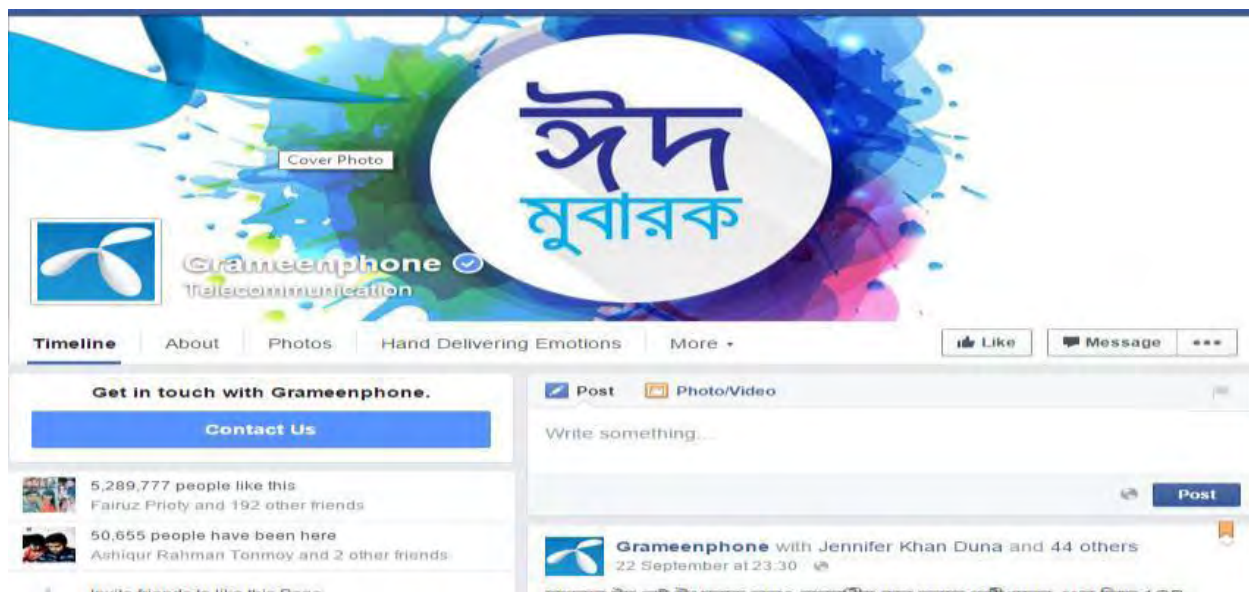
The cost of putting out a digital marketing campaign is comparatively way less than a traditional marketing campaign. For example, a Facebook business page can be boosted for as little as 5 US Dollars. This means that means Digital Marketing allows business to reach 1000 people at a cost that would have taken traditional marketing as high as 17 times the original price held for digital campaigns. The small and medium enterprises usually donot have a heavy marketing budget at their disposal, but the beauty of digital marketing is that it plays on a level field and gives everyone an equal chance of competing. If the contents of small businesses are creative enough, it can easily take on the likes of big companies in terms of making the message across.

Digital Marketing theoretically has the means to approximately reach out to the total population of the country that is 160 million people. Such is the reach because digital media is not limited by the logistical obstacles that come with traditional forms of marketing. As we know, the 2G network provided by the telecoms covers most of the geographical location of the country and the network is going to get better with the emergence of 3G. As technology progresses with time, brands are going to take full advantage of such expandable factors associated with digital media.



Bangladesh currently possesses nearly 10 million active Facebook users and that number is increasing every single second. As a result, a lot of marketing is being used on social media sites such as Facebook and many others to reach the chosen target group. Telecom pages such as Airtel Buzz, Robi, Grameenphone, Kaymu.com etc. are making a lot of noise as their popularity on Facebook is growing day by day. As social media now occupies a noteworthy period of consumer's time, therefore catchy content are instantly liked and shared reflecting the brand reach of these posts and pages. Digital Marketing facilitates such interaction which in return creates a significant number of ROI. As more products are sold every day due to the digital influence, this could be an important factor that takes digital marketing on top of all other traditional forms of marketing.

As accommodating an internet connection is now cheaper than ever, both provider and customer can now easily get access to fast internet. Such easy access has allowed the mass population to avail other forms of media that are as fascinating as social media. For example, the growth of YouTube users and also a huge number of YouTubers have taken digital advertising to new lengths as now Pre-roll ads, ads in between etc. are seen whenever a video is being played on this platform.





## CHAPTER FIVE: OBSERVATION AND LEARNING

### Digital Presence of Telecom Industry in Bangladesh - Grameenphone's Facebook page & YouTube Analysis:

After analyzing Grameenphone's activities on social media platforms we can state that they are mostly focusing on social life, their offerings, contest and occasion related posts. For example, during Eid they shared multiple Eid based posts, Post on World Heart Day, Post on how you can reunite with your friends during vacations, Birthday post of a famous artist. Through these type of posts they relate and engage their target market group.



Similar to Facebook, Grameenphone has a heavy presence on YouTube thanks to the diverse range of video content they have to offer. Be it music, drama, comedy or sports, one would find interactive videos belonging to every genre that the current youths usually flock to. And such smart presence is not only limited to one channel only. Grameenphone also has a sister









channel called Bondhu Garage, which specifically caters to the trends among the youth and has a very ultra-modern vibe to it.



<https://www.youtube.com/user/grameenphone>



### Facebook Page Statistics

Page Performance Indicator	 grameenphone	 grameenphone	 airtel	 রবি	 Citycell	 আমাদের ফোন
Likes	4,800,042	5,287,430	4,229,071	4,999,711	96,815	181,616
Posts Per Day	6.62	2.7	5.1	2.6	0.41	0.55
Engagement Rate	8.75%	12.10%	12.74%	9.93%	3.58%	0.4%
Likes, Comments & Shares per post	11,468	53,444	25,085	30,594	263	1,051

From the above analysis we can see that almost all the big telecom organizations have a major presence on all the digital platforms, specifically Facebook and YouTube. Such dedication towards these platforms reflects the importance these Telecoms are giving to the all-new digital era. Suffice to say, these telecoms are not investing on the digital scene just for the sake of it, as we can see the integrated marketing communication is well maintained in all these digital platforms. For example, whatever Grameenphone is doing on the ATL and BTL scene, it is being reflected on their digital platform as well. Such aligned form of marketing means that these companies know it's a consumer driven industry and if the consumers go digital, the companies go digital too. Moreover, Telecoms now have separate campaigns for the digital scene only.

These campaigns not only allow the companies to cater to their online consumers but also give them instant feedback on how they are faring with the competitors. As we all know digital is two-way communication platform, organizations can now easily discover the happening trend and construct their campaigns accordingly. As a result, the telecoms are now more careful how they carry themselves online as it is there for all the consumers to consume and judge. The competitiveness that was seen in the mainstream marketing has now moved on to digital platforms as well making the digital marketing scene more interactive and competitive than it ever has.



## SWOT Analysis of Grameenphone Ltd.

The SWOT analysis of Grameenphone Ltd. is described as below:

### Strengths

- Market leadership and financial soundness
- Largest geographical coverage
- Largest coverage of international roaming service
- Strong distribution channels
- Dynamic management team
- 24 hours customer services
- Skilled human resources

### Weaknesses

- Comparatively high call-rate
- Complicated pricing structure

### Opportunities

- Increased demand for telecom service
- Continuous growth opportunities
- New international gateway
- Increased cross border communication

### Threats

- Aggressive marketing strategies by competitors
- Switching behavior of customers
- More rigid government regulations

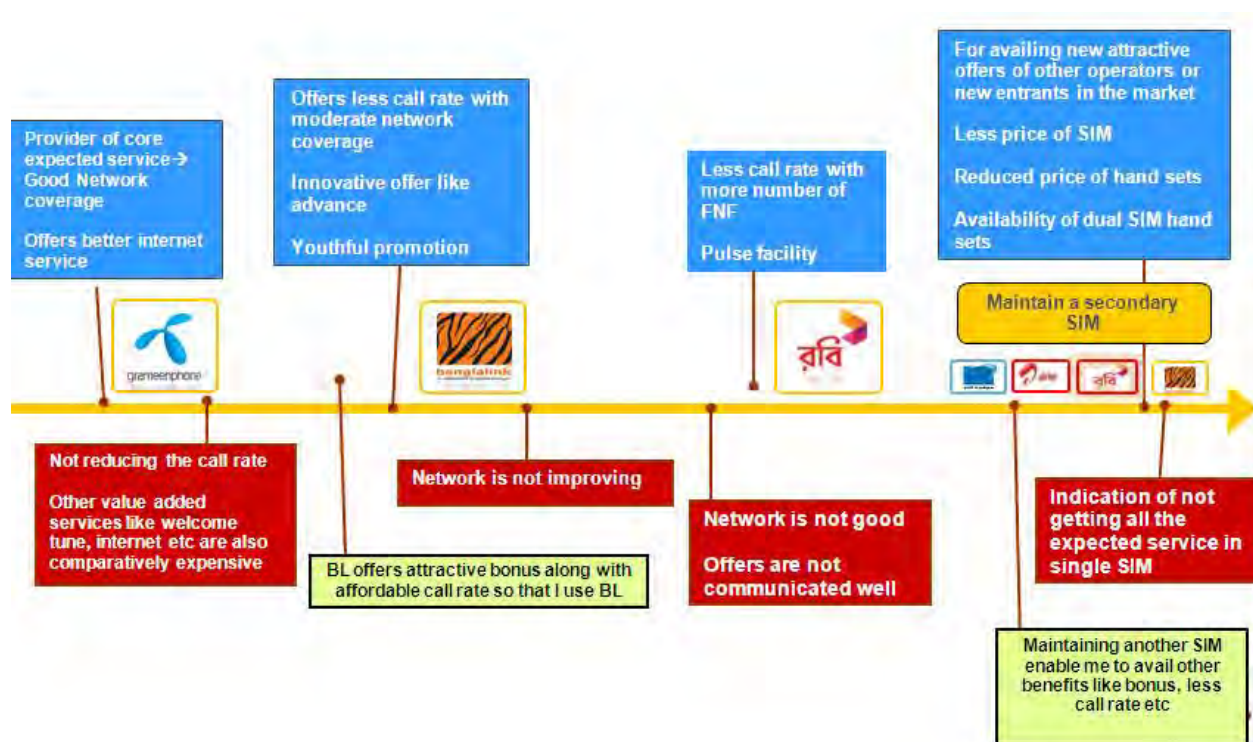


## Strengths:

In the current telecom industry of Bangladesh, Grameenphone Ltd. is holding the leader position in terms of the subscription number, number of BTS and range of network. Also, GP has always maintained a tremendous energetic management body with a very strong and skilled Human Resource division as well. Employees working in the HR are expert into their specific field. They provide appropriate guideline to manage the human resources of the organization. They motivate employees to exert high energy levels through different ways. They raise employee's commitment and loyalty to the organization. Even they also bring diversified workforce to the organizations. The requirement process is taken care by the HR and it's a very strong process as they follow different recruitment tools. GP has the widest international roaming coverage and also the largest geographical network coverage in the country which makes it one of the strengths of the organization. The distribution channel of GP is one of its assets too.

## Weaknesses:

The pricing structure of GP products are a little confusing and complicated for the general people and also it is a little higher in comparison to the other existing operators of the country.





**Opportunities:**

In telecom sector GP currently holds the first position in terms of subscribers and in terms of revenue. As GP has a very strong HR into their organization, so they have the opportunity to set new strategies about creating learning opportunities for the employees. It is to make them competent in front of the competitors. With the expansion of roaming coverage, GP holds the opportunity to increase its cross border communication.

**Threats:**

Robi and Banglalink are the strong competitors for GP in terms of subscribers and revenue. Also many talents are working on those organizations. For those today these two companies are considered as the top two competitors for GP. Again, there are customers who have this tendency to switch to different operators and this is also considered as a threat for GP which may cause to lose their market share. Lastly, the regulations and law imposed by the government can also be taken as a threat for the company.



## CHAPTER SIX: RECOMMENDATION

- More investment on digital marketing – in order for the industry to have more growth, brands need to put more money in this sector so that the agencies that work on the ideas do not have to compromise on their working due to budget restrictions. It is often seen among agencies that creative idea on digital platforms are put on hold due to lack of budget.
- Emphasis on video content – brands and agencies need to work together in increasing the number of audio-visual content on the digital media platforms. Currently the scenario is dominated by image and text content mostly even though video content ensures more engagement from the consumers' end.
- Digital presence on all platforms – in today's world, brands tend to think that an efficient Facebook page is sufficient to create the digital presence. However, Facebook is not the only digital platform out there in present technologically upgraded world. Website content, YouTube channels, Twitter, Instagram, snapchat, Tumblr, Flickr, Pinterest etc. are all needed to make an overall impression on the consumers mind. As we all know that it's a consumer driven industry, therefore the industry moves where the customers move.
- Promoting Digital Marketers – Digital marketing can only grow as the people involved in it allow it to be. Marketing agencies and brands like GP should be encouraged thinking of the career prospect that is associated with the industry and encourage fresh graduates and traditional marketer to indulge them with more knowledge of this telecom industry.
- In order to sustain customer satisfaction and performance of the employees, the organization should underscore internal variables like leadership, strategic alignment, service guarantee, customer relationship and management of customers.
- Grameenphone Ltd. should also look up the matter to improve their pay grade because this will only improve the growth of GP itself in the long run.



## CHAPTER SEVEN: CONCLUSION

Grameenphone Ltd. keeps modifying their talk time packages with several offers on daily basis. However, till date, the acceptance of GP among the youth is lesser than the other competitors because of the pricing of GP's product. Where one can afford unlimited internet with high speed via other operators connection, GP is still providing expensive net packages. Although GP is trying their best to get engaged with the customers through various social media platforms and their service motto is – “CUSTOMER FIRST”, it has been observed that the growing subscription number has lesser youth in it. Although cost-effective pricing strategy is the best tool, if GP can deliver superior value by exceeding the customer expectations on product attributes and continues such customer engagement in the upcoming days, it sure will be able to hold its' number one position in the telecom industry.



## BIBLIOGRAPHY

- (n.d.). Retrieved June 15, 2016, from Grameen Telecom:  
<http://www.grameentelecom.net.bd/>
- (n.d.). Retrieved 2016, from Grameenphone Ltd.:  
<http://www.grameenphone.com/about/corporate-information/corporate-governance/organization-structure>
- (n.d.). Retrieved 2016, from Analytics, Business Intelligence and Data Management (SAS): [http://www.sas.com/en\\_sg/insights/marketing/digital-marketing.html](http://www.sas.com/en_sg/insights/marketing/digital-marketing.html)
- *About/Corporate Information/Ownership Structure*. (n.d.). Retrieved June 15, 2016, from Grameenphone Ltd.: <http://www.grameenphone.com/about/corporate-information/ownership-structure>
- *About/Our Story*. (2016). Retrieved June 15, 2016, from Grameenphone Ltd.:  
<http://www.grameenphone.com/about/our-story>
- *Management profile*. (n.d.). Retrieved 2016, from Grameenphone Ltd.:  
<http://www.grameenphone.com/about/corporate-information/corporate-governance/management-profile>
- *official Facebook page of Grameenphone*. (2016, June 26). Retrieved June 27, 2016, from Facebook:  
<https://www.facebook.com/Grameenphone/photos/a.137318699616926.25404.135237519825044/1421131157902334>