Internship report

On

"Effectiveness of Brand Presence on Digital Marketing By

Positive Hub 360"

Submitted to:

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Date of Submission: 24th June

LETTER OF TRANSMITTAL

24th June

Mr. Noman Hossain Chowdhury

Senior Lecturer

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BRAC Business School (BBS)

BRAC University

Subject: Submission of Internship Report of BBA Program

Dear Sir,

It is my great pleasure to submit the internship experience report on *"**Effectiveness of Brand Presence on Digital Marketing by Positive Hub 360".** * I have prepared this report as it is a mandatory part of our BBA program.

I have tried my level best to prepare this report to the required standard though there are many difficulties arose while I was collecting data and information for this project. I was engaged in the Digital Marketing Agency. My report is involved with the details of my working experience as an intern there.

I am submitting my report, hoping that you will appreciate my informative and detailed approach. In case of any further clarification or elaboration or any kind of queries about the report, I am always at your service to give the clarifications.

Thank you,

Chowdhury Fahim Mostafa

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BRAC Business School (BBS)

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ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

In the field of marketing, digital marketing is the newest concerned field with organizational activity aimed at promoting the brands of individuals and groups in organizational environment. This study aimed at Effectiveness of Brand Presence on Digital Marketing undertaken by POSITIVE HUB 360 as a case study.

Primary data was collected by use of personal interactions and secondary data was gathered from various sources such as the POSITIVE HUB 360 corporate plan, its marketing policy and modules and industry magazines. Literature review discussed the following based on other scholars contribution to the subject overview of social media, social media marketing, growth of social media marketing as a conclusion of the chapter.

The overview of the organization on "POSTIVE HUB 360" and well as its mission, vision, team, objective,clients, services offered by POSITIVE HUB 360 and how departments work like HR recruiting process of new digital account executive, the basic functions of the client service department like maintain relationship with the clients and prospects, creative department work and finance departments support.

The objective of the report is analyzed. The study recommends that a strategic management needs to be brought at POSITIVE HUB 360 should be considered on the basis of overall company objectives. In addition, the goals of the company should determine what social media marketing programs are to be organized for the business and employees

Before coming up with any conclusion based on this report it must be consider that the report is prepared within a very short period of time. So, there are lacking in the data. However, still the report may be helpful for any further study of effectiveness of digital marketing that is social media marketing. The study concluded that POSITIVE HUB 360 needs to take action to correct its digital marketing activities, and make sure the processes involved are duly followed.

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CHAPTER: 1 INTRODUCTION

In a global context, practical experience is must when it comes about real life scenario. Unfortunately, theoretical knowledge implication is not there as much what it should be. Accordingly, each person must have to attain applied knowledge and internship can be a great real life opportunity of that. Being Bachelor of Business Administration student having major in Marketing and minor in E-commerce, I acquired the opportunity to do my internship in Positive Hub 360.Where I also got the chance to naturalize with the reality and connected my theories with the actual world. Sometimes the actual world does not pursue the theories. Decision making depends on the circumstances not theories. It appears the concepts and theories are coming from the real life scenario which is always very challenging. This sort of learning is the key to work and learn how to toil in actual life. After completing the three months of internship I am acquainted with how the brands work after facing daily challenge particularly in marketing areas.

According to BTRC there are around 58.317 million active internets users in Bangladesh (Internet Subscribers in Bangladesh February, 2016). Among them 13.2 million is active Facebook user. It is growing swiftly and evidently showed that people's interest and passion on social media site. Moreover, nowadays people are much more contingent on social media site for searching, collecting information and to stay connected. Social media marketing is now extensively used to promote business, product or services. Nearly all the brands are now more highlighting on online social networking service to extent out their marketplace and to generate people's consciousness about the products and services.

1.2 OBJECTIVE OF THE STUDY

❖ BROAD OBJECTIVE

The main objective of the report is getting an overall idea about the effectiveness and efficiency of brand presence on Social media from other mediums of communication and among other digital communication firms.

❖ **SPECIFIC OBJECTIVES**

- To know how the social media marketing of brands are done.

- To identify the effectiveness of digital marketing in Bangladesh.

- To explore digital presence of brands undertaken by Positive Hub 360.

1.3 METHODOLOGY OF THE REPORT

The type of this study is quantitative along with the good combination of qualitative. The report is based on both primary and secondary data.

1.3.1 SOURCE OF DATA:

PRIMARY SOURCES:

This study has been used primary sources as the information is gathered specifically for this research project. The report has been prepared on the primary data such as from the observations, through interactions with colleagues and other department officials of Positive Hub 360.

SECONDARY SOURCES:

This research study also used secondary sources as the information gathered from the company overview, mission statements are from the website of Positive Hub 360, Positive Hub 2015 Profile/policy books, different papers and manuals and analyzing several confidential reports.

1.4 LIMITATION OF THE REPORT

Every report has its limitations. This report was and is no different. There were several limitations in preparing this report. The main limitations were:

- In this report there is no customer survey.

- Satisfaction of customer also can't be measured because of lack of survey.

- The scope of the report was broad and in reality was entitled to more time and effort. The major limitation could be back of time in preparing a comprehensive analysis.

- Very few secondary data can be collected from Positive Hub 360 as it has not so much data in journals or internet.

1.5 LITERATURE REVIEW

Social Media, today, is among the _best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brands since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing. This report discusses about the concepts of social media and social media marketing and other aspects lik ethe growth and benefits, role and relevance of social media in marketing, social media marketing strategies.

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

DEFINING SOCIAL MEDIA

Since social media is a relatively new concept, social media experts continue to debate a proper definition of the term, and deciding on a universally accepted definition may prove impossible (Solis, 2009). Nevertheless, considering definitions from several social media experts assist in determining a reasonable definition—one that accurately describes the core purpose of social media.

Safko and Brake (2009) observe that social media "refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media" (p. 6). Weinberg (2009) notes that social media "relates to the sharing of information, experiences, and perspectives throughout community-oriented websites" (p. 1). Comm (2009) says that social media is "content that has been created by its audience" (p. 3). The Universal McCann report

(2008) refers to social media as "online applications, platforms and media which aim to facilitate interaction, collaboration, and the sharing of content" (p. 10).

The preceding definitions describe various aspects of social media but do not identify its essence. Zarrella (2010) offers a basic definition that brings clarity to the term: Social media consists of online technologies that facilitate the creation and distribution of content. Concise and simple, this definition lays the foundation for a proper understanding of additional facets of social media.

DEFINING SOCIAL MEDIA MARKETING

With a definition of social media in place, accurately defining social media marketing is possible. A basic definition is "using social media channels to promote your company and its products" (Barefoot & Szabo, 2010, p. 13). An expanded definition is "a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels"(Weinberg, 2009, p. 3). The emphasis here is on communicating with a community, which is crucial to this discussion. Hunt (2009) maintains that social media marketing is synonymous with community marketing.

Lifetime Total Likes: The total number of people who have liked the Page over a period of Lifetime

Impressions: are the number of times a post from your Page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a Page update in News Feed once, and then a second time if their friend shares it.

Reach: is the number of people who received impressions of a Page post. Reach might be less than impressions since one person can see multiple impressions.

Organic reach: is the total number of unique people who were shown your post through unpaid distribution. Paid reach is the total number of unique people who were shown your post as a result of ads.

Total reach is the number of unique people who saw your posts, regardless of where they saw it. If your post reaches a person organically and through an ad, that person will be included in organic reach, paid reach and total reach.

Engagement: Rate is the percentage of people who saw a post that reacted to, shared, clicked or commented on it. People are engaged by the page contents. That could by videos, gifs, pictures etc. by clicking the story.

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

GROWTH OF SOCIAL MEDIA MARKETING:

A recent study, ―The State of Small Business Report," sponsored by Network Solutions, LLC and the University of Maryland's Robert H. Smith School of Business, points to economic struggles as the catalyst for social media's rapid popularity. The study results show that social media usage by small business owners increased from 12% to 24% in just the last year, and almost 1 out of 5, actively uses social media as part of his or her marketing strategy. In 2009, only 23% of marketers were using social media for years. Now that number has grown to 31%.

Here's a breakdown of what the small businesses reported as the main uses of social media marketing:

- 75% have a company page on a social networking site.

- 69% post status updates or articles of interest on social media sites.

- 57% build a network through a site such as LinkedIn.

- 54% monitor feedback about the business.

- 39% maintain a blog.

- 26% tweet about areas of expertise.

- 16% use Twitter as a service channel.

According to the study, different industries are adopting social media marketing at different rates, and while many industries have started using social media marketing in their efforts to reach more customers, many still have not positioned it as their top priority.

Chapter 2: OVERVIEW OF POSITIVE HUB

2.0 PROFILE OF POSITIVE HUB 360

Positive Hub 360is a prominent performance-based digital marketing agency based in Dhaka. The company creates value through their channel proficiency within exploring marketing, display and social media.

Positive Hub360 is much additional than just an assistance. They have specialists in search, programmatic, statistics, data crunching and the cutting-edge web technologies to create an incredible blend of talent from the leading global agencies. Their clients are UMAI, Aamra Active, Crimson Cup, Md.Fakhrul Islam Securities, Studio 2000,Neel, Thinksuccess.me etc.
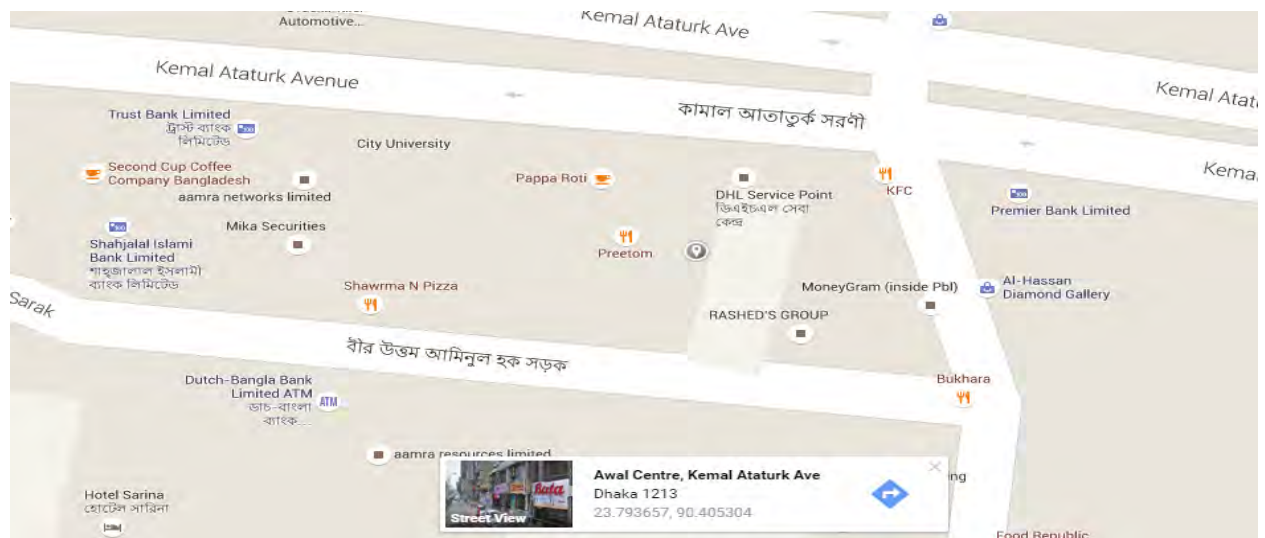
2.1 HISTORY OF POSITIVE HUB:

For four years, we created top of the line Audio & Visuals for many companies. And since later 2015, we started our venture into Digital Marketing. To become everyone's number one choice for online promotions and marketing. For four years, we created top of the line Audio & Visuals for many companies.

In 2015 Positive Hub 360 for developing digital marketing solution for different brands separate department that is Positive Hub digital was launched. As the horizon of digital communication is expanding, the need for expert to join in became the need of time. Thus, digital marketing agency does not outsource any work from any other digital marketing agency or do any type of freelancing. So, top notch quality can be expected from them.

WE ARE POSITIVE HUB
Digital

Positive Hub 360
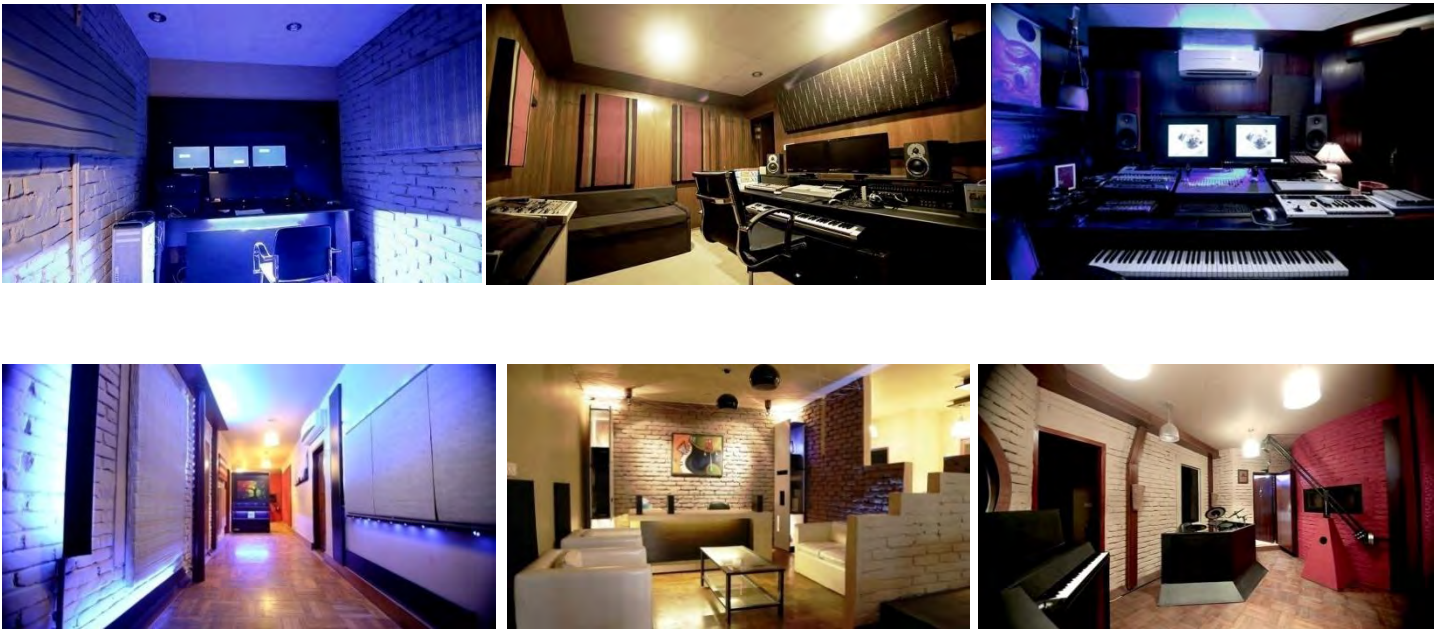
2.2 POSITIVE HUB 360 MISSION

We design and build Contents, Websites and Customer Experiences. Born out of a passion for design, problem solving of all things social media related and a determination to build and deliver functional, beautifully crafted content to individuals, agencies and businesses.

2.3 POSITIVE HUB VISION

Positive Hub Vision is ―To be regarded as no. 1 Digital marketing Agency in South Asia"

2.4 TEAM

Positive Hub Ltd has assembled a team of skilled individuals passionate with social media and a knack for knowing what they like. Combining with their skills they can handle any consumers market and attract audiences by storm.

2.5 OBJECTIVE

Positive Hub 360 digital marketing team is a combination of video and audio production teams; a one stop solution for any and every sort of online promotion. Its going to represent everything under one single umbrella. This will help them to establish a good communication platform and also our engagement posts will promote our business in a relevant manner. All of these above will set the bench mark of their company.

- To overcome the inaccuracy we plan to make the official page more active and promote the page to grab the target audience.

- To do so, we will generate necessary content (static post & AV) with our professionals.

- Our team will also take obligation of managing the page frequently.

- We will edit the video content of clients and manage their YouTube channel for them.

- The same video will be published on Facebook to maintain the brand's communication in the same shoe.

2.6 POSITIVE HUB 360 CLIENTS

These famous brands are all customers of Positive Hub because of the following reasons:

1. High service quality assurance.

2. Excellent correspondence during construction.

3. Timely finishing and delivery.

4. Cost-effective effort.

2.7 SERVICES OFFERED BY POSITIVE HUB 360

- **Digital Marketing & Communication Solution**
    - ➤ Facebook Page Management.
    - ➤ Content Planning.
    - ➤ Content Development/Visualization (Static & AV).
    - ➤ Campaign Planning & Execution.

- **YouTube**
    - ➤ YouTube channel management.
    - ➤ YouTube content development and publishment
    - ➤ YouTube content promotion.

- **Website Development**
    - ➤ Website interface.
    - ➤ Website maintenance.

2.8 WORKS AS AN AGENCY POSITIVE HUB 360

1. Understanding of the Brand

2. Establish the brand image by meeting customer requirement through good environment, friendly technology and taking care of return on investment.

3. Materialize the vision with effective and efficient human resource using lean manufacturing process with high productivity.

4. Exceed customer perceived value to make this world a better living.

5. Establishing Trusted Brand through Satisfying Customers' need offering desired products & services at an Affordable Price.
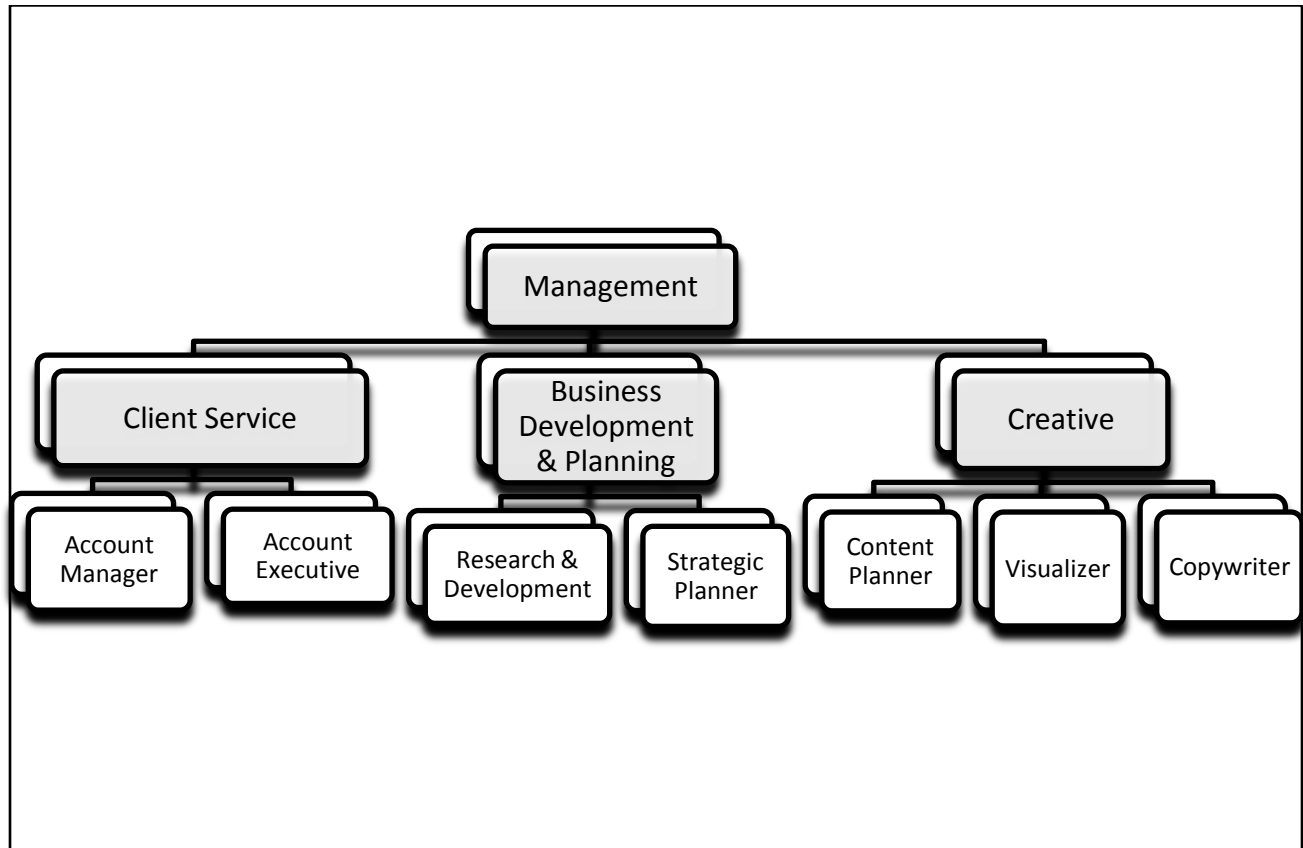
2.9 ORGANOGRAM OF POSITIVE HUB 360

Figure 1: Organogram of Positive Hub 360

2.9.1 DEPARTMENTS WORKING WITHIN POSITIVE HUB 360

HR DEPARTMENT

This unit discovers the best nifty individuals, who can keep up with our body. This unit additionally motivates the employees in many different ways.

- Recruitment of fresh representatives is their prime concern.
- Training and development of the understudies are definitely their additional concerns.
- Compensation, employee benefit, leave of absence and management rules database and up degree
- Placement, execution and assessment of employees
- Formulating interrelated reports
- Reporting to the Supervisory Committee/Board on linked matters.

CLIENT SERVICE DEPARTMENT

Client servicing plays a crucial part in the Positive Hub 360 digital marketing industry. The core objective of this department is to generate customers and business for the company and also develop the existing customer relationships. This department also covers the responsibilities of the public relationship officers.

The recruitment processes for capable Client Servicing are as follow:

a) In diverse departments, daily Facebook, newspapers and online job sites etc. circulation of inaugural for digital account executive is circulated.

b) Once the CV is gathered, it is screened for the topmost candidates and they are called for the face-to-face interview.

c) Interviewee is assigned some tasks to evaluate their competence.

d) Once the assigned task is submitted the candidates get shortlisted.

e) The shortlisted candidates are called for the final meeting and the best candidate is carefully chosen among all the interviewees.

ROLES AND RESPONSIBILITIES

They communicate the thought of both the parties between two parties. They do take the brief, negotiate and consistently pitch the clients. Any problem arises this department communicates with the clients to solve the problems and offer instant feedback. Client Service Department is the soul of among all the departments as they have to maintain coordinate and maintain relationship among all departments. This client-servicing department also helps in research works and helps to generate new ideas for different brands and campaign.

The other key roles played by the Client Servicing department of Positive Hub 360 are as follows:

• Sharing concepts for posts, promotions etc.

• Efficacy of the digital communication campaign

• Customer responsiveness and reaction about the digital communication campaign

• If a promotion fails to communicate, reach or engage with the targeted market the client servicing department finds out the details for it.

This material helps Client Servicing Department expert to make decisions like

    a) Whether digital strategy works for the client or not?

    b) What sort of digital communication promotion is needed to build up more effective communication campaign?

    c) What is/was the achievement of the promotion?

CREATIVE DEPARTMENT

This department of Positive Hub 360 is responsible for the design and creation of advertisements and marketing materials. This is the concentration of the organization as it is them who make Positive Hub 360 widespread and operational to the customers. Some of the responsibilities are mention below:

    a. Developing periodic post schedule for communication to the client service department.
    b. Scheming the post creative for digital communication
    c. Visualizing the idea and concepts of campaign and contest
    d. Finalizing layout etc.
    e. Facebook advertisement strategy and implementation.
    f. Aids in crafting sample posts for pitching new clients

FINANCE DEPARTMENT

The business functions of a finance department of Positive Hub 360 typically include planning, organizing, auditing, accounting for and controlling its company's finances. The finance department also usually produces the company's financial statements for any digital communication campaign and contest as well as for online marketing and advertisement campaign and media buying.

CHAPTER 3: JOB DESCRIPTION AND RESPONSIBILITIES

3.1 JOB AS AN INTERN IN POSITIVE HUB 360

CLIENT SERVICE DEPARTMENT

As being a member of Positive Hub 360, my contributions to them had helped the company progress in numerous ways. During my period I had looked over client ranging from restaurants, to investment banks. Gathering details about companies and preparing presentations for the company. As an intern, I have assigned to different jobs whist I had to communicate and coordinate with all our departments which is quiet challenging for the first timer. Moreover, I was fortunate enough to research work for few different clients. I had chance to share and shoot my ideas on social media campaign post, promotions etc.

As Positive Hub was a startup company, the scope for learning was always there in addition to the responsibilities that I was given which helped me to understand the working environment and the duties that with them. I had the opportunity to have three months long internship where I have come across with different tasks and activities that are conducted by the Digital Client Service Department for Facebook brand pages such as Umai, AamraActive, Neel ThinkSuccess.me, etc. My value addition to Positive Hub Client Service department is discussed below:

- I received and helped in understanding briefs from clients.
- Conducted online research for the given brands.
- Another important role was to develop and deliver presentations to clients and supervisor.
- Assisted my supervisor in developing strategies & campaign for assigned client.
- Proactively seek feedback & participated in training sessions.
- I had to work under pressure and maintain the given deadline.
- As an intern I had the ability to prioritize my assigned work.
- I had to use my good analytical & problem solving skills while I was working there.
- I used my proficiency in MS office and MS PowerPoint application.
- Worked for content creation for different brand posts.
- I was also assigned to work as a copywriter (Body Copy).

CHAPTER 4: ANALYSIS OF DATA

4.1 NEEDS FOR DIGITAL PROMOTIONOF BRANDS

➢ Ongoing continuous communication with social media fans.

➢ Positive Hub 360 highlights theunique selling point (USP) of the brand through social media.

➢ Being constant updated & present in all forms of digital communication medium.

➢ Digital promotion helps sprung new ways for companies to interact directly with your customer base.

➢ Digital marketing also finds and develops new ways to connect with larger target markets in order to expand the online business.

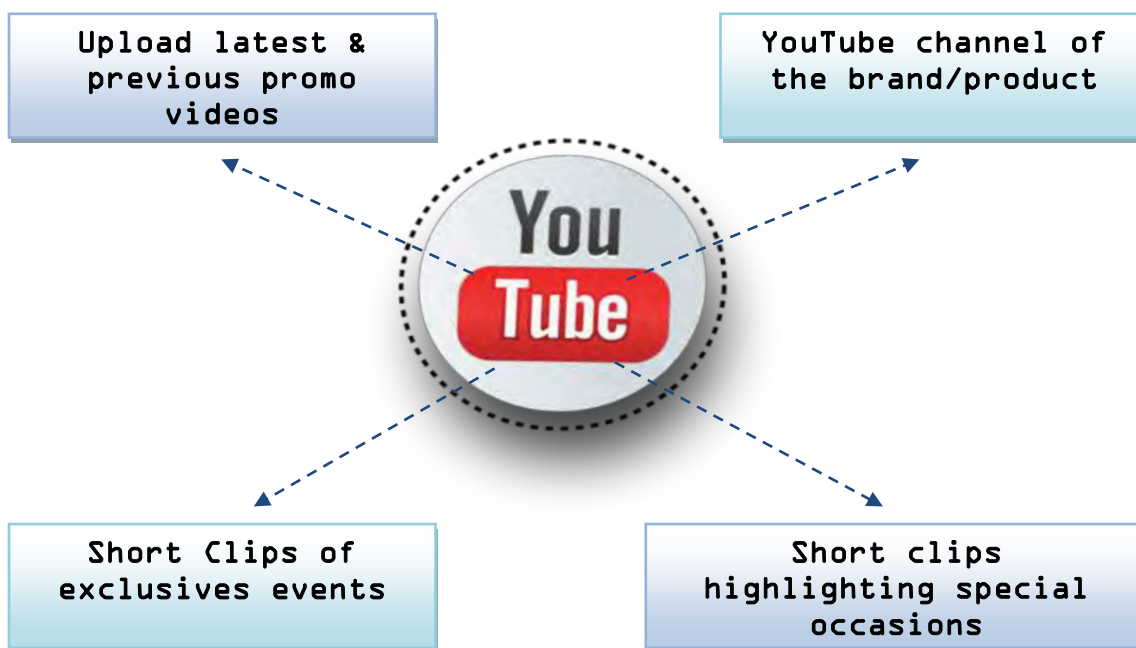## 4.2 SOCIAL MEDIA MARKETING OF BRANDS BY POSITIVE HUB 360

COMMUNICATION MEDIUM

4.2.1 FACEBOOK MARKETING OF BRANDS BY POSITIVE HUB 360

Facebook| f

Page promotion	Community Management
Post engagement	Content Management
Content Development	Insight Monitoring
Data Gathering	

4.2.2 YOUTUBE MARKETING OF BRANDS BY POSITIVE HUB 360

Upload latest & previous promo videos	YouTube channel of the brand/product
Short Clips of exclusives events	Short clips highlighting special occasions

4.2.3 TARGETING AUDIENCE BY REGION TO MAKE IT MORE RELEVANT WHERE THE PRODUCT/SERVICE IS AVAILABLE

FIGURE 2: TARGETING AUDIENCE

4.2.4 VIDEO PROMOTION

The video will be promoted on:

- ➢ Facebook (Full Video)
- ➢ GDN video ads (Google Display Network)
- ➢ YouTube Pre-roll ads (Segments from the full video)
- ➢ YouTube suggested ads

4.2.5 YOUTUBE PRE-ROLL ADS

- **Idea:** Play pre-roll ad on YouTube before any video starts.
  - Example: UMAI segmented video will be played as pre-roll ad when users play a video on topics like ―Mouth watering Sushifoods", etc.
- **Objective:** To be visible in front of the Target Group (TG) with the content of their interest.

4.3 EFFECTIVENESS OF DIGITAL MARKETING IN BANGLADESH

The effectiveness of digital marketing is dependent on plenty of issues. From brand communication to sales growth, all of the other issues through which we inclined to scale traditional forms of marketing can be used to trace back to digital marketing as well. In order to appropriately assess the impact of digital marketing we need to clarify how digital marketing works, what are the potential and who are industry references when it comes to digital marketing.

4.3.1 IMPACT OF SOCIAL MEDIA COMPARED TO OTHER MEDIUM OF BRAND COMMUNICATION

At present, we have more than 15 TV channels in the country. The charge to make television commercial (TVC) and to air commercial on those channels is very expensive. A segment of the above the line budget can do wonders in the digital marketing field. Unlike with above the route media such as press and TV you don't have to spend an immense amount, no necessity for negotiation as well. In traditional marketing as well so many campaigns are run through billboards, public relation activities, advertisements etc. Most of them are troublesome and expensive and not well directed to the target group. When it comes to social marketing, the business enjoys a lot more freedom compared to other broadcasting and traditional marketing. A decent sum of money spend on advertisement on Youtube ads, Google ads along with an active Facebook page can create wonders for the company directly or indirectly.

A great benefit of social media is that you can target, you can communicate with the desired individuals very easily. Nowadays it's pretty simple to catch the interest areas of people on Facebook and a marketer just need to find out those interest areas, the targeted group attains for a given communication. For example, Crimson Cup BD, in this case finding people who like coffee, late night snacks and more importantly who are students would be a good way to find effective audience. So, we can see that it gives plenty of options to tune the target group. This is how social media marketing communication too reach and engage maximum number of targeted audience.

4.4 DIGITAL MEDIA ANALYTICS

The effectiveness of digital campaign can be measure by analytics now. Analytics are an essential tool to measure the insights of the brand. Google Analytics, Facebook Analytics using popular websites such as socialbaker.com which has enable companies to access the brands insights. As a result of it campaigns are managed and designed well. And conversion rate is higher than any other time as the measurement is easy and understandable.

Type of action	Viewed a post	Clicked on post, without necessary interaction	Interacted with content to create an outcome
Impression	✓		
Click	✓	✓	
Acquisition	✓	✓	✓

FIGURE 3: ACTION SPECIFICATIONS

4.4.1 PEAK TRAFFIC ONLINE POSTS

10p.m-12a.m   9a.m-10a.m   3pm-6pm
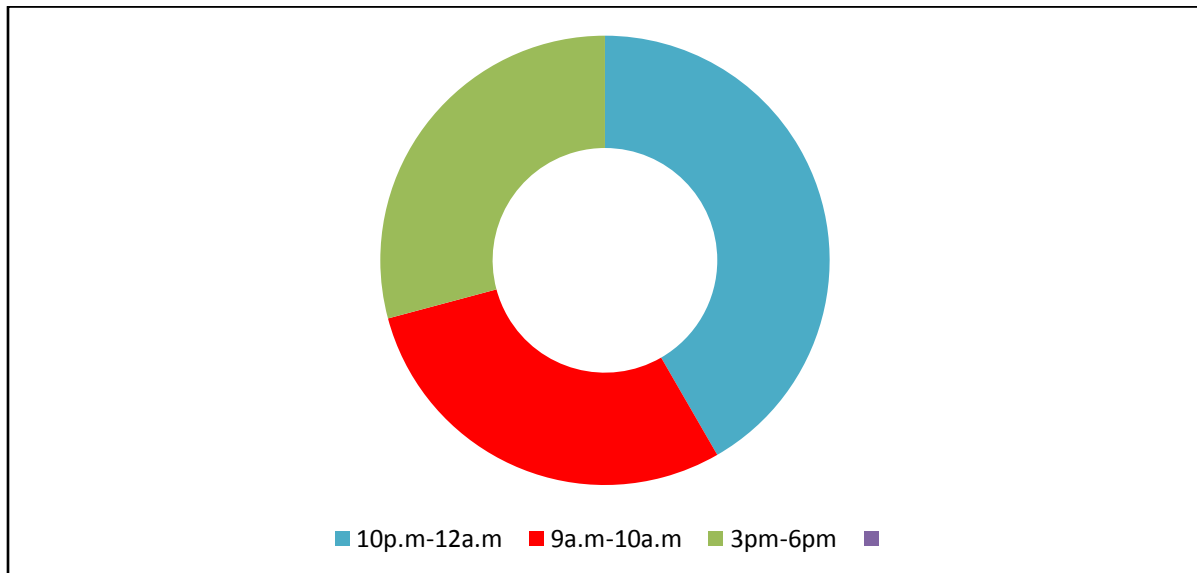
FIGURE 4 : PEAK TRAFFIC FOR ONLINE POSTS

Peak Traffic	Frequency	Percentage (%)
10p.m-12a.m	19	38
9a.m-10a.m	16	32
3pm-6pm	15	30

FIGURE 5 (I): PEAK TRAFFIC OF SOCIAL SITES
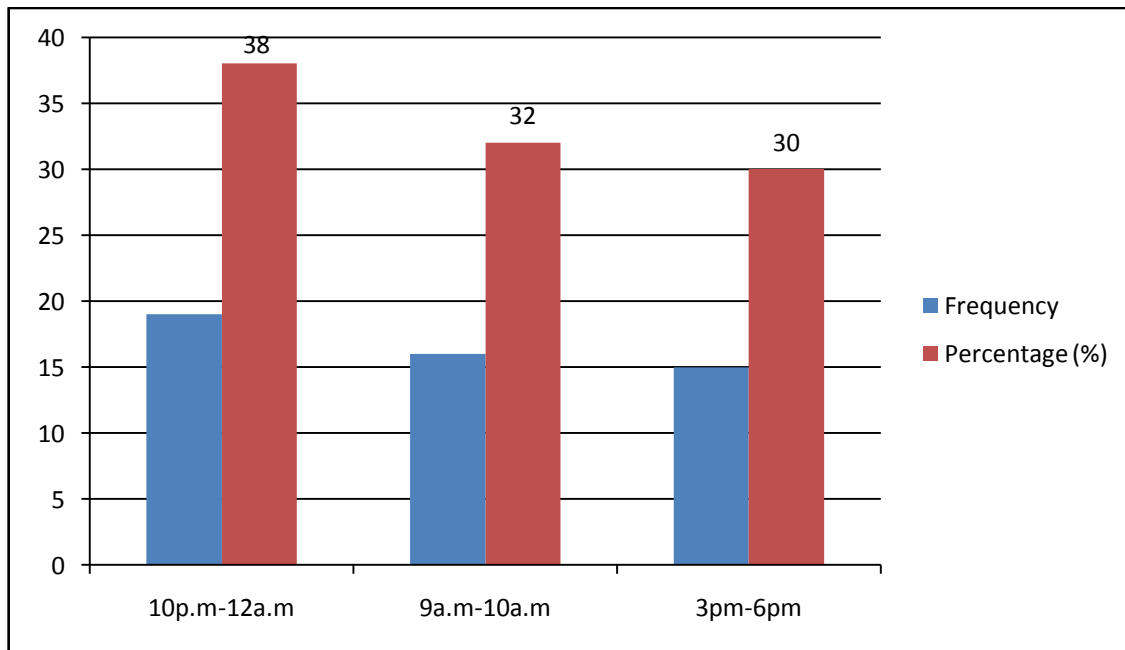
FIGURE 5 (II): PEAK TRAFFIC OF SOCIAL SITES

A total number of fifty (50) people were assumed to provide answers to the peak traffic on social sites. Table 4.5.1(i) and figure 4.5.1 (ii) shows the response received from the peoples regarding the peak trafficking on social sites. A majority of 38% of respondents indicated that they spend a lot of time in online after returning to home from 10p.m to midnight while relaxing. 32% said they visit the social sites before visiting/ going to work/ college/ university and 30% people tend to browse social sites on the way to home from college/university/work. This implies that a higher percentage of the population spends time in online during 10 pm to midnight in the social sites.

4.5 SWOT ANALYSIS OF POSITIVE HUB360

There are many competitors of Positive Hub 360 in market. Moreover as popularity of digital marketing firms is growing day by day many firms are currently operating and more are entering. Each has specialty in their unique field. For example, Grey Advertising Bangladesh, Magnito Digital, Ogilvy Noor, Unifox, Cookie Jar, Asiatic JWT, Analyzen are also doing excellent.

❖ **STRENGTHS OF POSITIVE HUB 360**
- Strong networking.
- The finest digital marketing team.
- Devoted clients.
- Strong devoted and efficient team.
- Have a very sound client servicing and creative department.

❖ **WEAKNESS OF POSITIVE HUB 360**
- Positive Hub 360 is still a startup and new in this in marketplace.
- Lack of conviction and relying completely in this service
- Lack of understanding about this service amongst the people.

❖ **OPPORTUNITY OF POSITIVE HUB 360**
- Increasing demand of digital marketing companies on a whole among probable job seekers.
- More company now willing to outsource their promotion activities than before.
- More foreign establishments are coming in Bangladesh creating more opportunities
- Ongoing final year university or fresh graduates are willing to work in digital marketing firms than before.
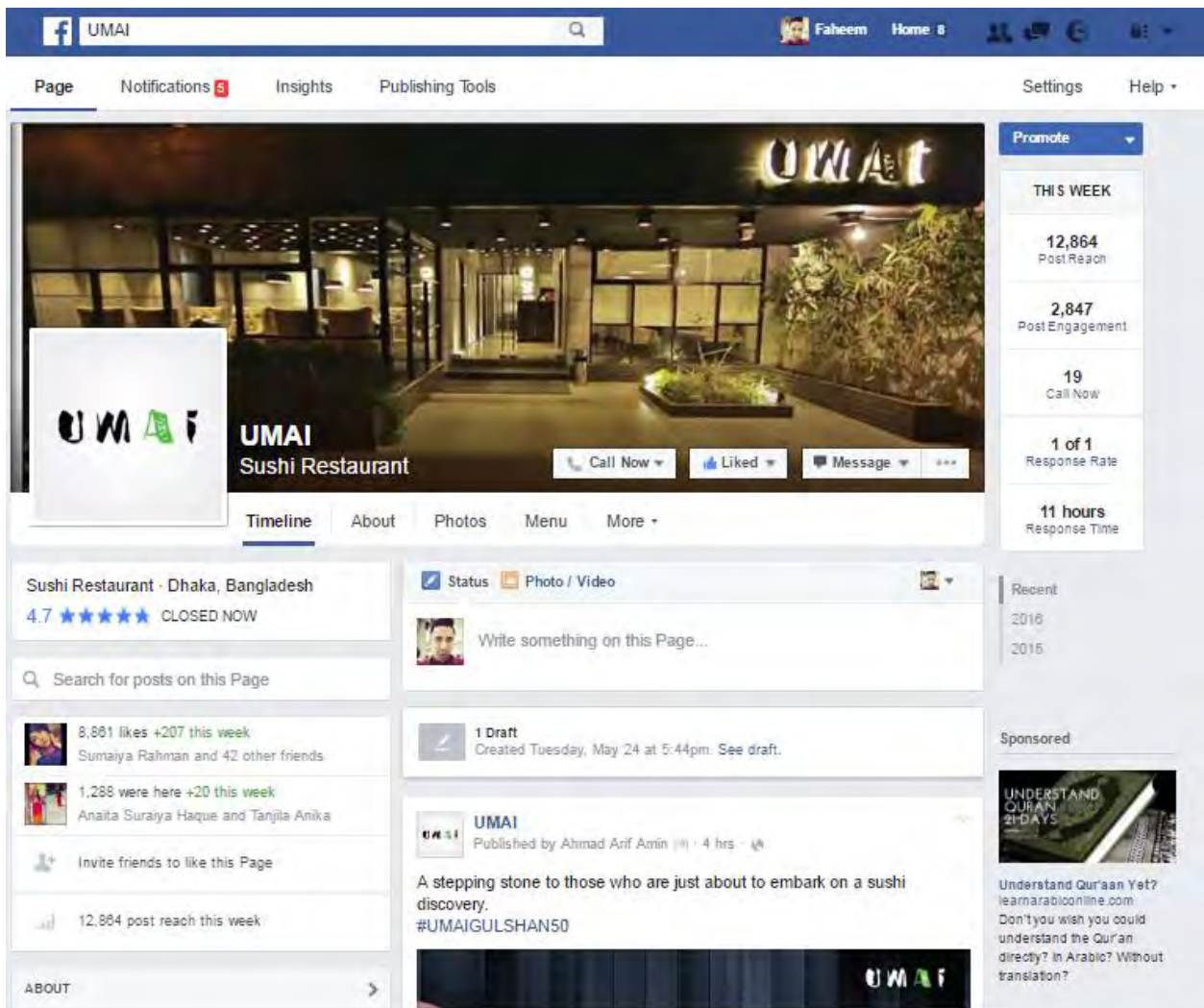
❖ **THREAT OF POSITIVE HUB 360**
- Strong rivalry
- Unfavorable economic situation
- Party-political disruption

4.6 DIGITAL PRESENCE OF BRANDS UNDERTAKEN BY POSITIVE HUB 360

In social media analysis, I will try to focus on Facebook page as the statistics on Wikipedia we can see that 41. 63% Internet users of Bangladesh are Facebook users since it is the most popular social platform in our country and it has the maximum impact for brands. I will try to show the performance of some brands undertaken by Positive Hub 360in details below. In order to do that, I will use Social Bakers and other social media analytic tools.

4.6.1 UMAI:

FIGURE 6:UMAI FACEBOOK PAGE

This is the official brand page of UMAI, a Japanese Restaurant in Bangladesh and is known for its delicious dishes. It has a very strong presence on Facebook and YouTube, two of the most popular social media sites in Bangladesh. UMAI is a family-friendly contemporary Japanese restaurant serving the best tasting family-oriented Japanese cuisine where experiencing freshly sourced, authentically prepared and immaculately presented sushi, sashimi and many more of favorite Japanese dishes.With an experience of more than 25 years as a sushi chef, their Executive Chef has worked in various renowned restaurants in several countries including Japan, Canada, South Africa, Hungary, Russia, Norway, Monaco & Greece.

4.6.2 STATIC CONTENTS FOR UMAI FACEBOOK PAGE:

As UMAI is Japanese Cuisine Restaurant the Japanese culture, food and etiquettes research where done by our research department. Even The copy write up(Body Copy) in the picture and captions were researched. For each brand we maintained different communication style while we were writing body copy for them.

FIGURE 6.1: STATIC CONTENTS FOR UMAI FACEBOOK PAGE

FIGURE 6.2: STATIC CONTENT FOR UMAI FACEBOOK PAGE

FIGURE 6.3: STATIC CONTENT FOR UMAI FACEBOOK PAGE
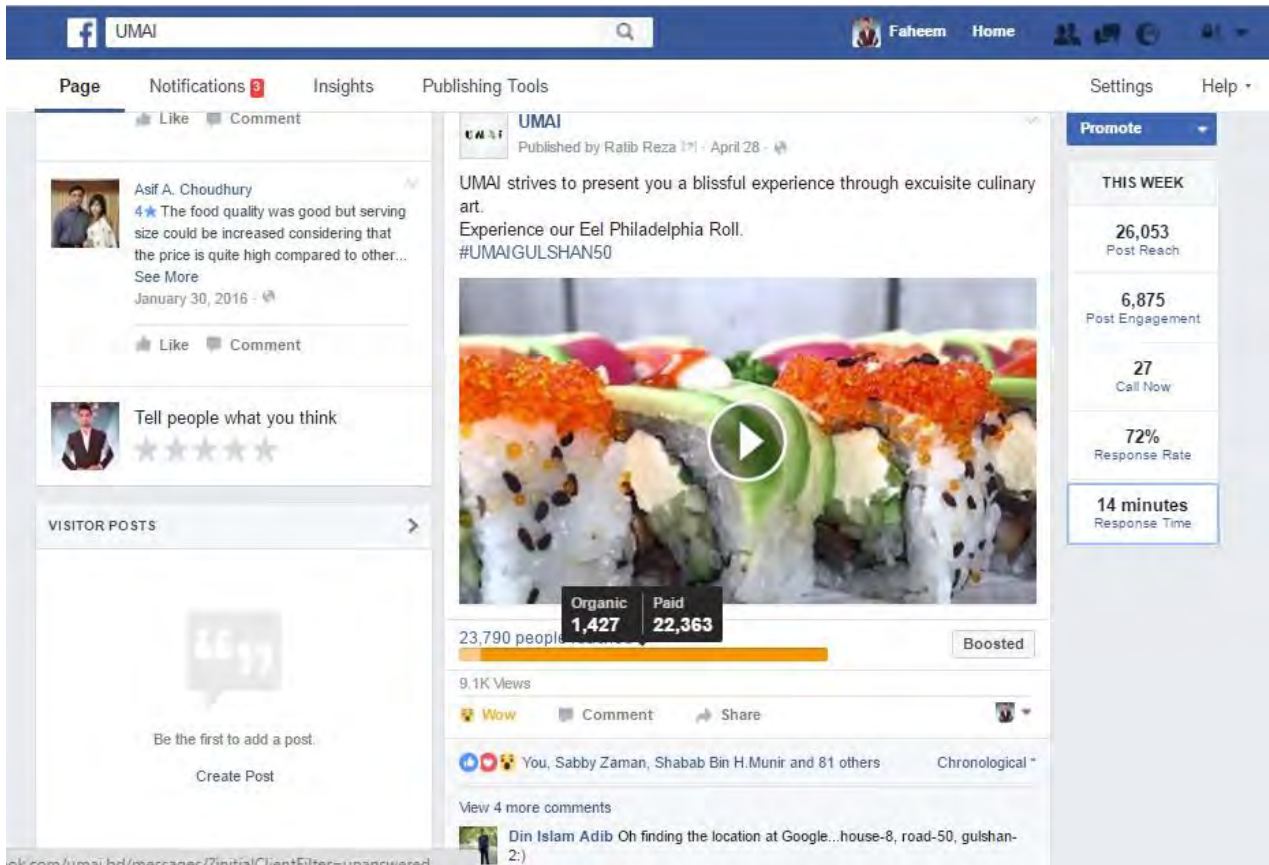
4.6.3 VIDEO POSTS FOR FACEBOOK PAGE:

FIGURE 7: ORGANIC VS PAID REACH FOR VIDEOS

This UMAI Video have been by viewed by 9,100 people. It reached around 23,000 people. Organically 1,427 reached and boosted or paid for reaching people is around 22,363 people. Our objective was to reach as much as people on board. A well-researched and sophisticated caption is created to engage with the audience. As UMAI is a targeted to premium people of Dhaka City the post is well targeted and well defined.

4.6.4 PEOPLE ENGAGEMENT ON UMAI PAGE:

FIGURE 8: PEOPLE ENGAGEMENT ON UMAI PAGE

8,861 people have liked the UMAI brand page. Among them 81% and 19% of men and women respectively people are engaged in Facebook page. This sort of detail insights on Facebook about the geographical location and number of ratio of men and women gives clear indication that are engaging or not .This Is how we have a clear understanding of our target audience and create posts according to it.

4.6.5 POSTS OF APRIL REACHED:

Published	Post	Type	Targeting	Impressions	Engagement
04/11/2016 3:47 pm	His excellency Mr. Masato Watanabe, the ambassador of Japan to Bangladesh, has made his graceful presence to UMAI and it was an honor to wel			37.9K	639 3.6K
04/25/2016 10:38 pm	UMAI takeaway Lunch Box. * Teriyaki: Chicken/Beef/Salmon * Cabbage with dressing * Steamed rice * Pickle * Freshly skinned fruits #UMAIGULSHA			28.2K	3K 936
04/20/2016 5:02 pm	Try out our signature California Maki Roll and taste that defines freshness. #UMAIGULSHAN50			19.7K	309 84
04/03/2016 7:30 pm	Simplicity is the sign of perfection. #UMAIGULSHAN50			19.3K	422 1.9K
04/10/2016 8:03 pm	Our new approach to a quintessential Japanese delicacy. #UMAIGULSHAN50			16.7K	450 1.4K
04/01/2016 8:15 pm	For a light, aromatic, refreshing experience; our green tea blend is selected from fresh picked high-grown tea leaves. #UMAIGULSHAN50			16K	253 1.7K
04/13/2016 7:00 pm	Come to UMAI this weekend, explore great tasting food with your friends & family. #UMAIGULSHAN50			14.1K	252 1.8K
04/21/2016 7:30 pm	An Immaculately presented dish is like a perfectly stroked brushwork. An art on its own. #UMAIGULSHAN50			13.3K	224 2K
04/28/2016 7:39 pm	UMAI strives to present you a blissful experience through excuisite culinary art. Experience our Eel Philadelphia Roll. #UMAIGULSHAN50			11.7K	275 56
04/12/2016 7:00 pm	UMAI proudly presents you the finest sushi bar in town. #UMAIGULSHAN50			11K	251 1.4K

FIGURE 8.1: POSTS OF APRIL REACHED AND ENGAGEMENT

In UMAI in the month of April the post reach increased compare to the past two months. Here the first post (4/11/2016) indicates post impressions total is 37.9k from which 7,663 is organic and paid around 30,200 reach. And the post engagement was 4,239.In the 2nd post on (4/25/2016) the engagement was high around 3,936. Post engagement is the indicator which type of contents the Target Group is engaging or not. These insights are a good indicator to understand the post engagement among all fans in Facebook.

4.6.6 NUMBER OF LIKE SOURCES:

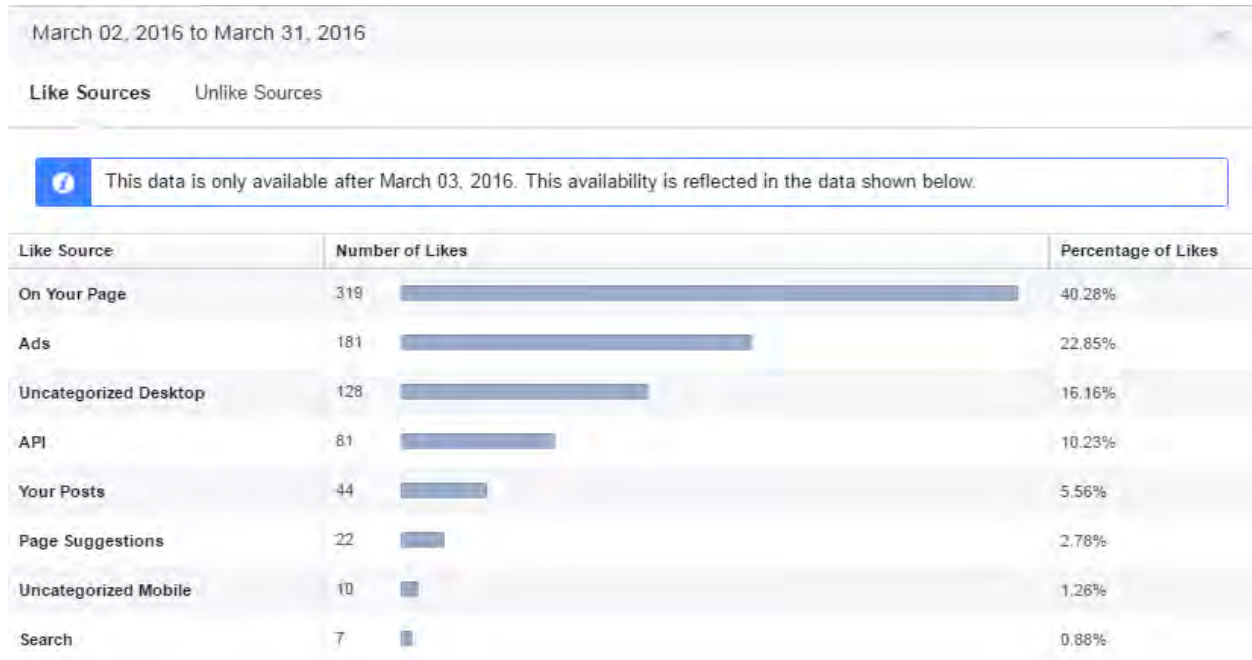FIGURE 9: NUMBER OF LIKE SOURCES (MARCH)

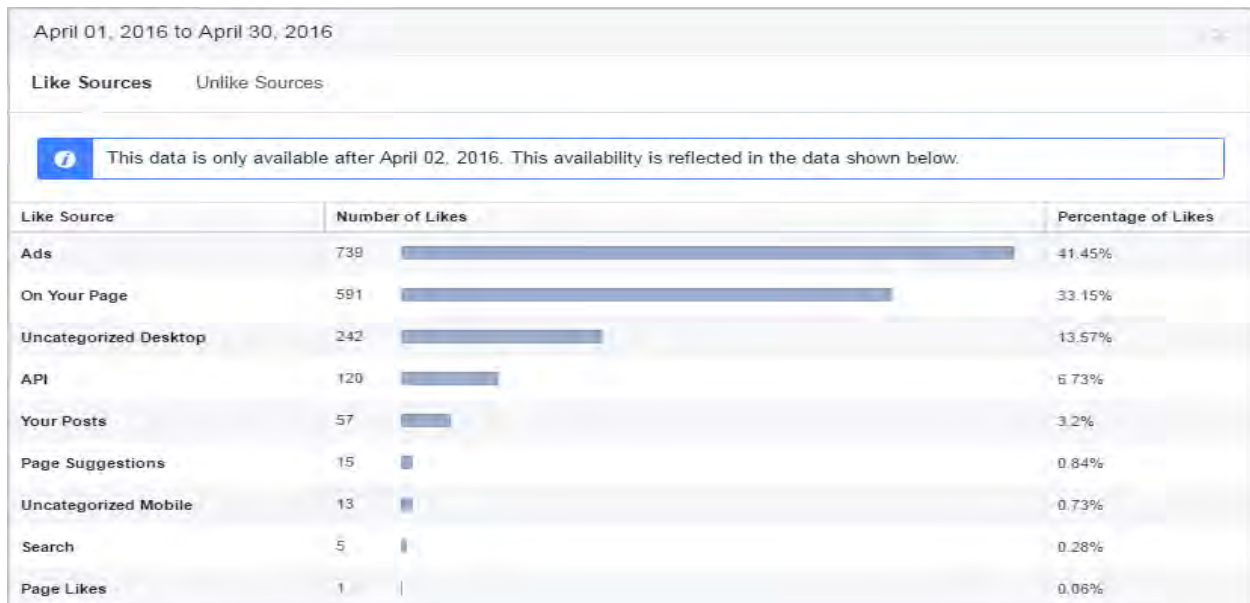FIGURE 9.1: NUMBER OF LIKE SOURCES

The number of like sources has increased in compare to the month of 3rd of March to 2nd of April, 2016. For instance, Ads no. of like was 319 in March, whereas on April, Ads like have increased to 739.This insights is good means to understand the sources of likes coming in.
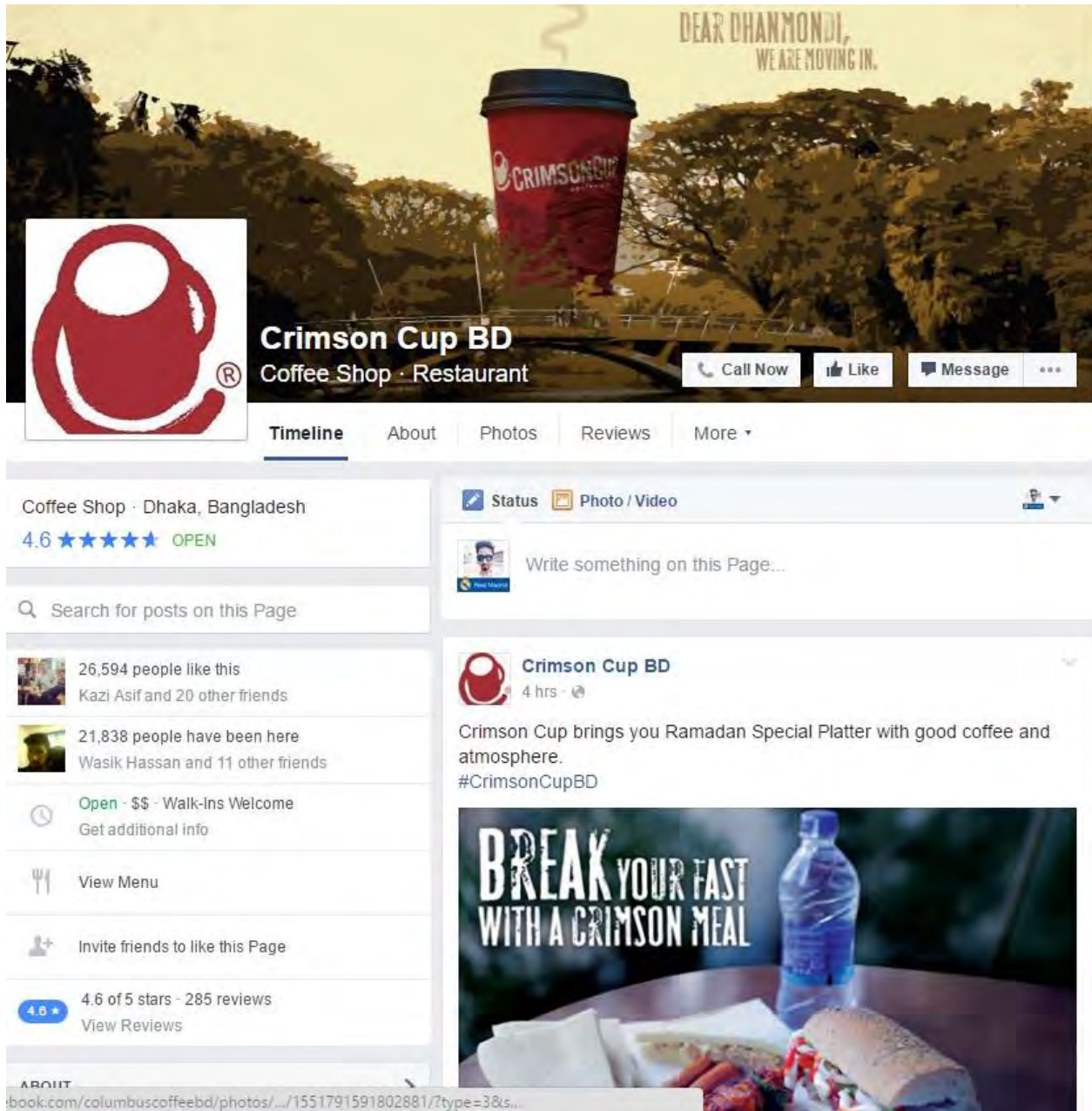
4.7 CRIMSON CUP BD:

FIGURE 10: CRIMSON CUP FACEBOOK PAGE

Crimson Cup is one of the popular coffee shops in the world. Now its franchise has arrived in Bangladesh. It gives the complete coffee experience of the real taste of American coffee and tea from Columbus, Ohio. Crimson Cup BD is the official brand page of Bangladesh. At this moment, 26,594 people have liked the Facebook page. Crimson Cup is a great example of Social Media Marketing.
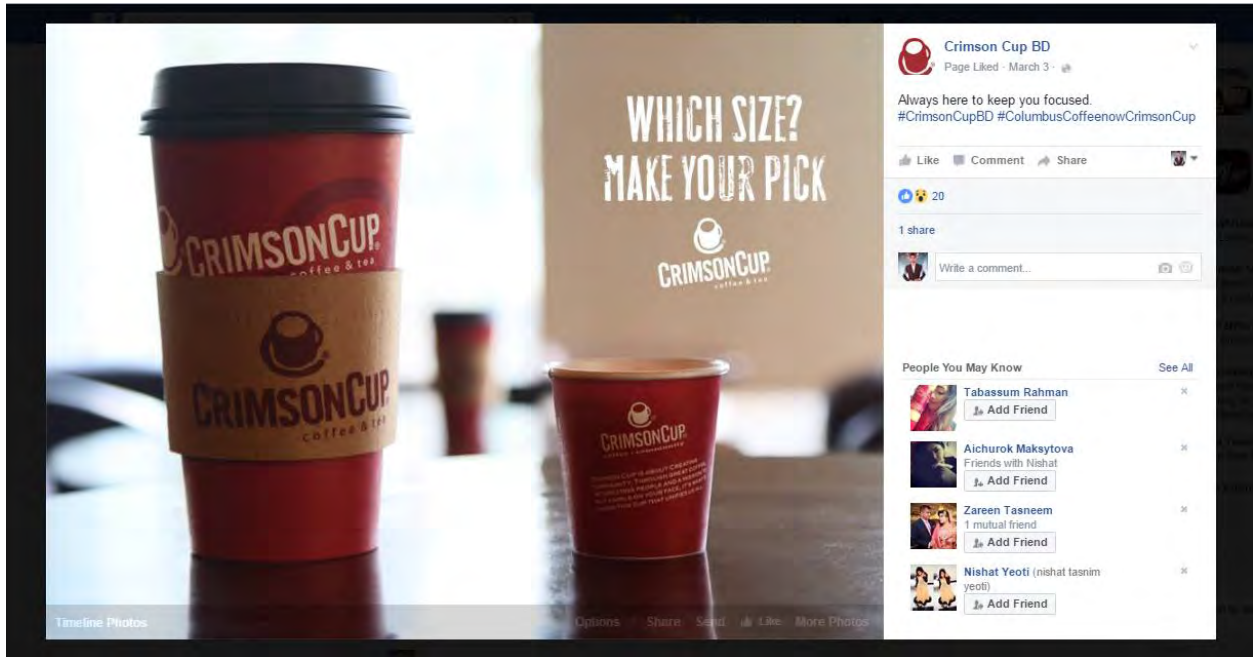
4.7.1 STATIC CONTENTS FOR CRIMSON CUP BD

FIGURE 10.1: STATIC CONTENTS FOR CRIMSON CUP BD

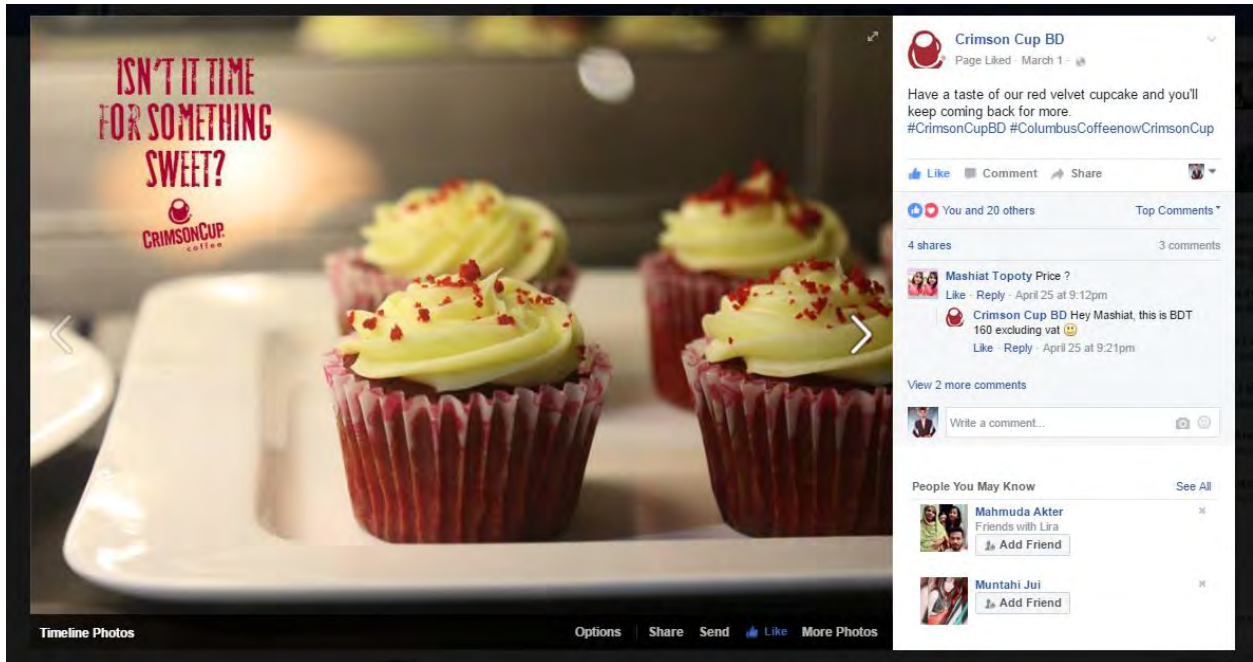FIGURE 10.2: STATIC CONTENTS FOR CRIMSON CUP BD

FIGURE 10.3: STATIC CONTENTS FOR CRIMSON CUP BD

FIGURE 10.4: STATIC CONTENTS FOR CRIMSON CUP BD
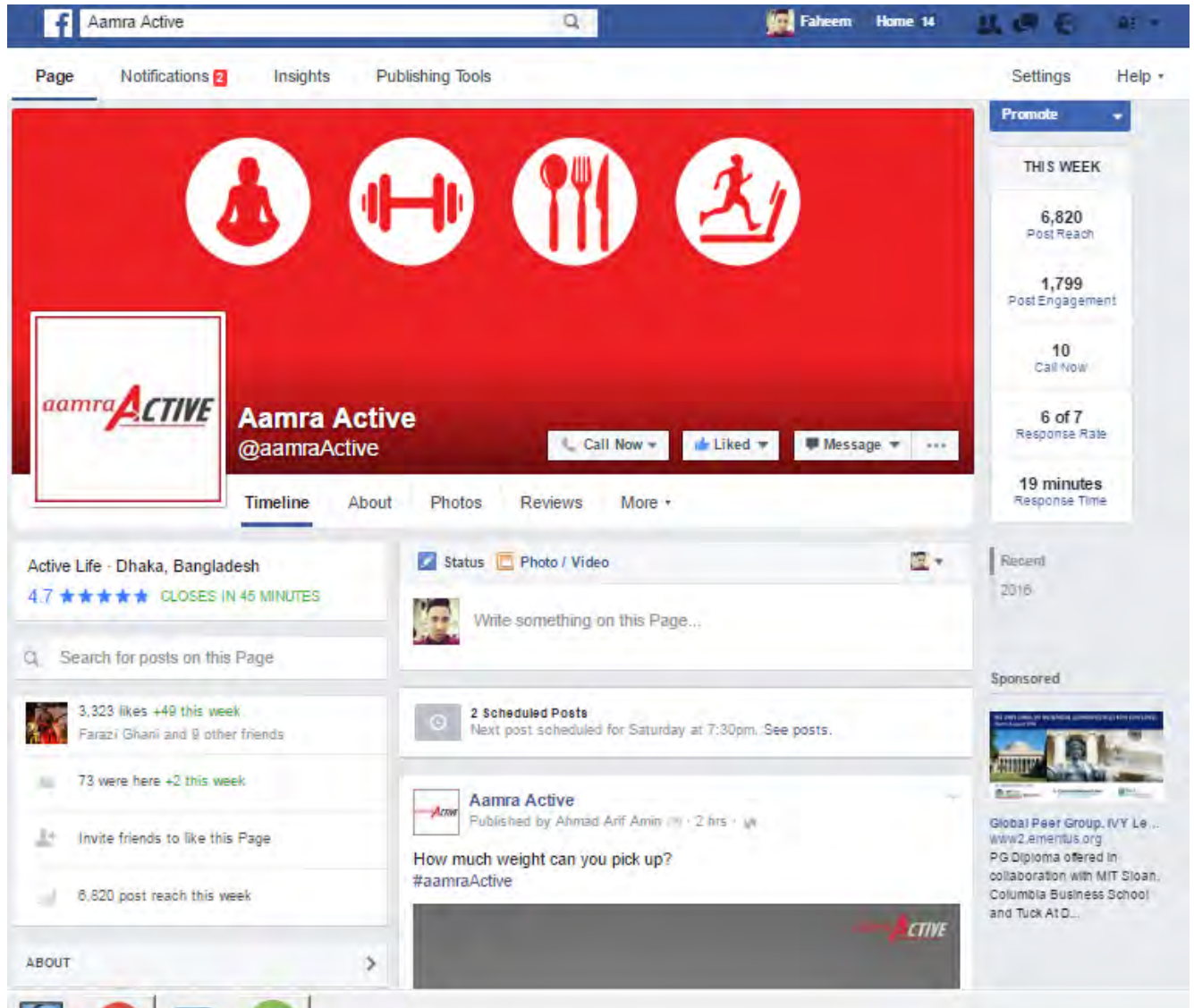
4.8 AAMRA ACTIVE:

FIGURE 11: AAMRA ACTIVE FACEBOOK PAGE

Aamra Active is a brand new gym and lifestyle centre. It is an exclusive lifestyle center providing its members with a complete fitness solution and a platform for networking. Aamra Active is the official brand Facebook page.

4.8.1 AAMRA ACTIVE PEOPLE REACHED:

FIGURE 11.1 AAMRA ACTIVE PEOPLE REACHED
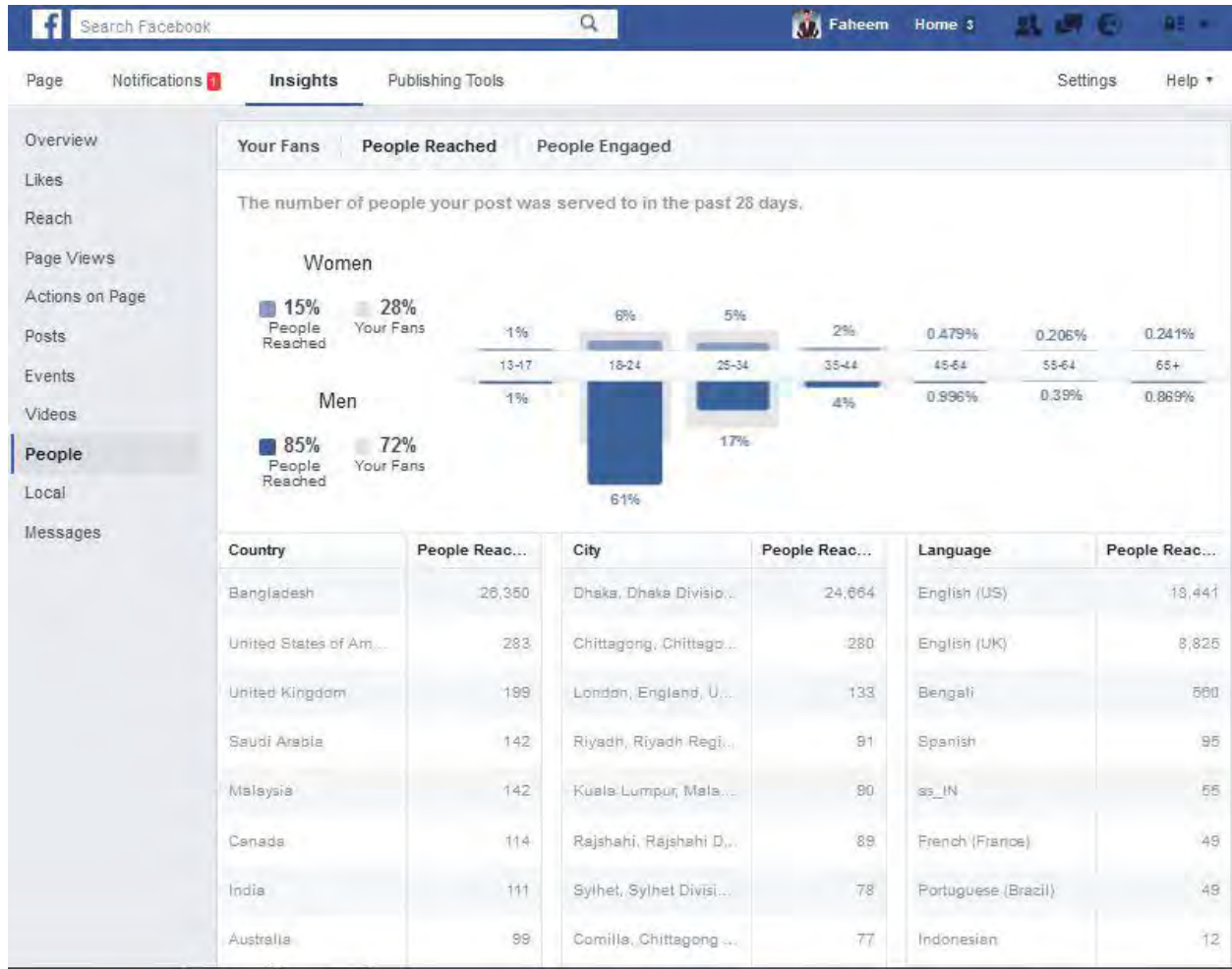
Now, 3,323 people have liked the Aamra Active Facebook page. Among them 85% and 15% of men and women respectively people have reached in the Facebook page.

4.8.2 PEOPLE ENGAGEMENT:
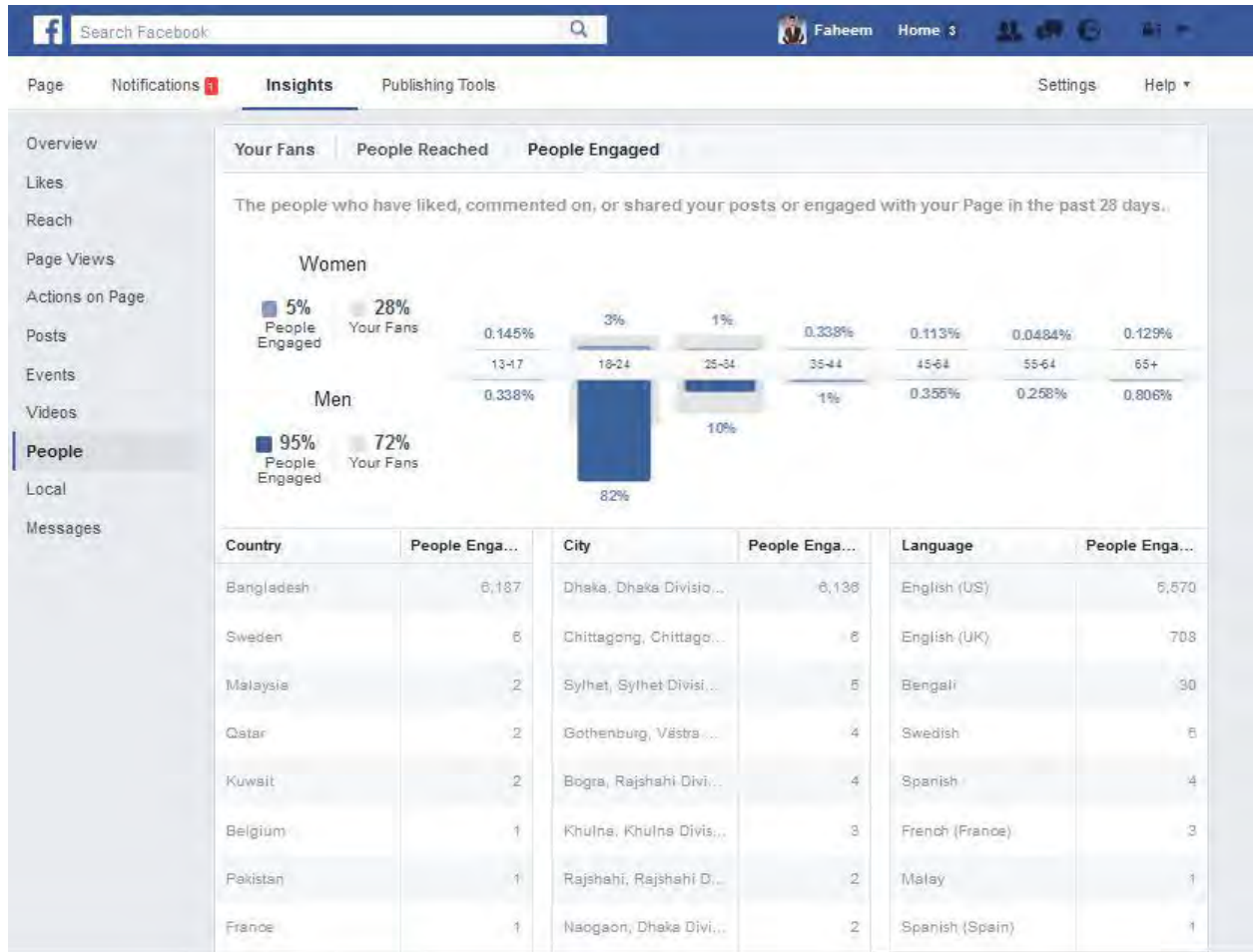
FIGURE 11.2 AAMRA ACTIVE PEOPLE ENGAGEMENT

Only 95% and 05% of men and women respectively people are engaged and 72% and 28% of men and women respectively are fan in Aamra Active Facebook page.

4.9 NEEL:

FIGURE 12 FACEBOOK PAGE OF NEEL DETERGENT

Neel is a brand new white detergent powder. Neel Super Whiteness is the official Facebook page which has around 5,003 likes. We create content such as quizzes, gifs and static posts for them.

4.9.1 STATIC CONTENTS OF NEEL

FIGURE 12.1: STATIC CONTENTS NEEL DETERGENT

FIGURE 12.2: STATIC CONTENTS NEEL DETERGENT

4.10 FLAVORS

FIGURE 13: FACEBOOK PAGE OF FLAVORS

Flavors is an authentic Chinese cuisine restaurant. It is another venture of platinum hotels. It is situated in Banani, Dhaka. We created gifs, static, videos for them for their Facebook page.

4.10.1 STATIC CONTENTS

FIGURE 13.1 STATIC CONTENTS FOR NEEL DETERGENT

FIGURE 13.2: STATIC CONTENTS FOR NEEL DETERGENT

4. 11 THINKSUCCESS.ME
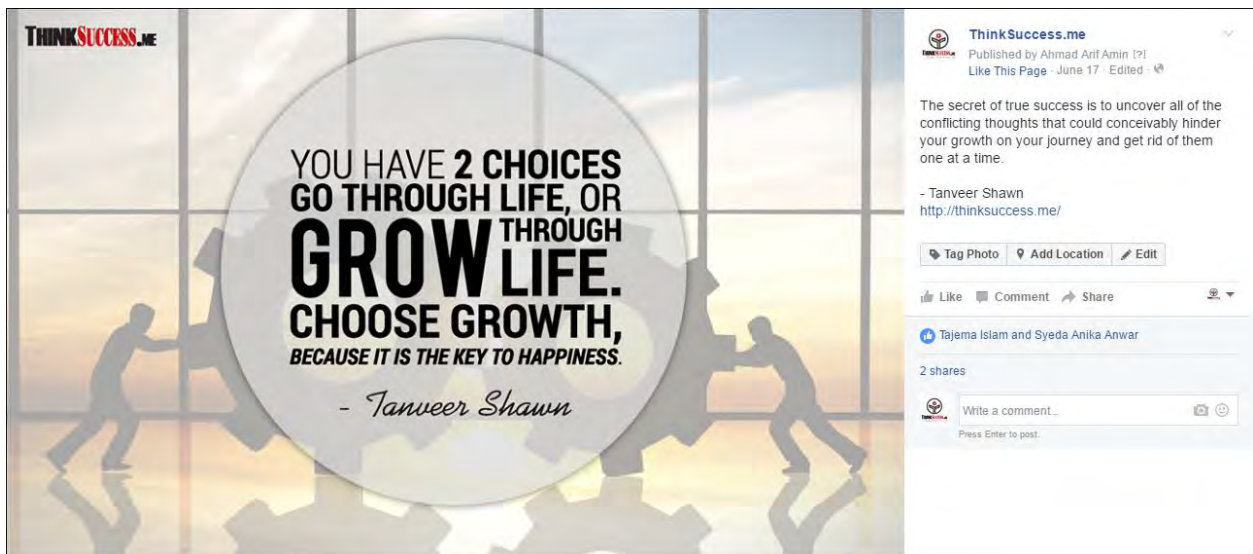

FIGURE 14.1 STATIC CONTENTS FOR THINKSUCCESS.ME

FIGURE 14.2 STATIC CONTENTS FOR THINKSUCCESS.ME

CHAPTER 5: RECOMMENDATION

Operationally and legally Positive Hub360 is running smoothly. Strategically the difficult, Positive Hub 360 is facing is the long term growth. Market penetration and making more people aware of the services is the main issue. The branding of Positive Hub 360has been done now and just the acceptance among people is necessary. Therefore, Positive Hub needs to attract young graduates by:

- Organizing workshops/seminars in universities.
- Participation in career fairs.
- Operating Management trainee/apprentice programs.
- Organizing workshops.
- Maintaining more liaison/ networking

The above steps will help the firm to be recognized by the people very swiftly.

Again Positive Hub 360 should go for the following steps as actions to improve its current position:

Positive Hub360 should strategically manage its business. The firm should make a SWOT (Strength, Weakness, Opportunity and Threat) analysis to compare its current status with other firms involved in the same business. SWOT analysis will also help the firm to forecast the future steps to be taken to improve its digital marketing process.

The firm should procure more internal employees who are experienced and skilled enough to support the firm in its strong competition and who have prior experience about marketing strategy.

From the first day, the firm should restate that their participation on this ―team" is not only necessary, but beneficial to the overall production and success of the business. Employees that have a clear understanding of their role and contribution tend to be more motivated and happy in their job. So the management of the firm should involve in making its employees understand their role and contribution to the firm.

Positive Hub 360 as a digital marketing firm should make good connections and linkups with other Digital Marketing firms. This will help the firm in its digital marketing process. The connections and linkups will help the firm to grow up.

The management of the firm should also believe in creating a positive work environment for the existing employees. So that the digital marketing service team can feel appreciated, this will motivate them to work hard and enhance their performance at their work.

It would be wise not to underestimate the costs associated with marketing on social media. Though the potential to reach a wide audience is both immediate and as simple as opening a Facebook account it should not be undertaken lightly.

A serious point to be remembered is the potential for damage to the brand going viral across the internet. Repairing this damage could cost considerable money and effort.

Sufficiently qualified staff would need to be hired plus the costs associated with training other staff using the company accounts would need to be factored in. These costs are beyond the purview of this report and further research in this area is highly recommended.

Chapter 6: CONCLUSION

There is no escaping social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world.

On the whole, the study sought to investigate the overall idea about the effectiveness and efficiency of brand presence on Social media from other mediums of communication and among other digital communication firms using Positive Hub 360 as a case study and analysis and recommendations provided. Positive Hub 360 will need to take action to correct its digital marketing activities, and make sure the strategies involved are duly followed.

The analysis of this research indicated that Positive Hub's nature of work depends mainly on new mediums of social media marketing. Social media marketing trends are continuously changing so Positive Hub 360 must forecast the changes that might happen in the future.

From the results of the study, it can be concluded that Positive Hub 360 certainly had a well-established policy to invest in the digital marketing of brands of the clients; however the processes involved are not being duly followed.

Employees who realized the need for change in attitude and want to develop them through formal education training that could be in application development, website designing and development, service marketing order themselves to acquire those certain skills.

Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement – and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. It is high time that every business adopts social media and takes it seriously.

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