



**BUS400**

**Internship Report**

**On**

**Use of Digital Marketing as a Learning Platform and  
Enhance Operation of UpoharBD.com**

**Submitted to:**

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## Contents

Acknowledgement .....	iii
Executive Summary .....	iv
Letter of Transmittal .....	v
1. Introduction.....	1
1.1 Objective of the project.....	2
1.2 Scopes .....	2
1.3 Methodology.....	3
1.4 Limitation.....	3
2. Company overview: UpoharBD.com.....	4
2.1 UpoharBD.com’s success path .....	5
2.2 UpoharBD.com Digital channel.....	8
2.3 Products and services.....	14
2.4 Position and responsibility at UpoharBD.com.....	15
3. Project: Social media marketing .....	16
3.1 Project Objective.....	16
3.2 Campaign Template .....	16
3.3 Campaign 1 .....	18
3.4 Campaign 2 .....	22
3.5 Campaign 3 .....	26
3.6 Campaign 4 .....	35
3.7 Generic social media engagement.....	45
3.8 Survey results and analysis .....	55
3.9 After sales analysis and recommendation .....	59
4. Contributions.....	61
4.1 Contribution to the organization .....	61
4.2 Learning .....	62
5. Reference .....	63
Appendix.....	64

## Acknowledgement

I would like to thank each and every one who one way or another contributed in the completion of this internship report. Firstly, I would like to thank the Almighty Allah for his protection and ability to work and complete this report. Secondly, I would like to express my deep gratitude and wholehearted respect to my Supervisor Md. Tamzidul Islam for giving me the privilege to explore the project in writing and guiding me throughout the completion of this report over these months. I would also like to express my gratitude to both the directors of UpoharBD.com Syed Mahmudur Rahman and Ashrafuzzaman Khan for guiding me and giving me their valuable time and suggestions to help me write this report. Lastly, I would like to give thanks to all the people who provided their assistance, information and encouragement during these three months of my internship period. May Allah bless us all.

With warm regards,

Noorjahan Anila

## Executive Summary

Any good service providing company always tries to hold on to their customers by providing great quality service but to keep the customer engagement active, digital marketing is the only key. In this report I have showcased an entire guideline of digital marketing analysis on UpoharBD.com, an online gift service provider of Bangladesh. Here I have explained in details, starting from their success story to gradually explaining about their service, my role and responsibilities during the internship period in these three months. My work mostly evolved around digital marketing which means marketing on the internet of UpoharBD.com. I have run many campaigns and also worked on market research for improving their web contents. I have explained in details some of my campaigns analysis about all the ways of doing these types of campaigns, all the planning and strategy that goes behind these campaigns. Also, I have made some suggestions and recommendations based on each of my campaigns on how it could be used to improve their service and attract customers to keep customer engagement active. I also have worked on development of contents of their products using Google keyword planner of Google Adwords. Lastly, I hope that this report will help anyone who is interested in getting a quick insight of how digital marketing works and how it could be used to improve online business to eventually achieve success.

## Letter of Transmittal

April 27, 2017

To

Md. Tamzidul Islam

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

I do hereby submit my internship report on “**Use of Digital Marketing as a Learning Platform and Enhance Operation of UpoharBD.com**”. It has been a great pleasure to work on such an interesting topic and being able to contribute my work in UpoharBD.com. Following the course requirement and complying with your suggestions, I have completed this report for your kind actions.

I sincerely believe that you will find it very informative and useful. I will be glad to deliver any further information that you may feel necessary in this regard.

Yours Sincerely,

Noorjahan Anila

ID: 12104142

## 1. Introduction

In the era of digitalization, every business is now in a requirement to have digital presence on internet. For any reputed organization having a virtual place has become more of an image issue because they know that, today's customers are more smart, up to the trend and careful than ever before. More than half of the population of Bangladesh are now active in social media than they were before. People are now spending a big deal of their daily life browsing on social media sites and more than often to purchase something or other.

People now prefer to do all sort of shopping and even transaction online and with the rise of e-commerce online presence for businesses has become an important part. This also has open many opportunities for small businesses to come forward and try their luck in the e-commerce market which was impossible before for the lack of enough money. With the increasing number of businesses digital marketing has become the only way for all these businesses small or big to survive and excel and UpoharBD.com has done a tremendous job in this sector. They started from being a flower shop and now the oldest and most reputed online gift service provider of Bangladesh who are hugely famous among the people who live outside Bangladesh but now has also start to gain huge number of customers who live in Bangladesh too.

People now want as much time as they can save whether it by not getting stuck in hours of traffic jam or going from one shop to another in search for the best deal when they can buy products sitting in the comfort of their home. As for today's generation, online marketing is doing far better than before because now every other person has easier access to their social media accounts. So, for promoting one's business and letting the customers know about their presence and services digital marketing is the only effective way. In Bangladesh the most efficient way of digital marketing is through social media sites like Facebook, Instagram, Twitter, YouTube etc. In this report I am going to discuss about how any business can generate huge profit to promote their businesses to gain customer engagement with the help of digital marketing.

## 1.1 Objective of the project

There are two main objectives in an internship program. One objective is broad objective and the other one is specific objective.

### **Broad objective:**

The broad objective of this report is to develop the use of digital marketing as a learning platform and enhance operation of UpoharBD.com.

### **Specific objectives:**

Apart from the broad objective of internship program there are some specific objectives too. This internship report was to build those specific objectives.

- ✚ To get insight of social media marketing.
- ✚ To measure performance of digital marketing campaigns.
- ✚ To know about UpoharBD's social media activities.
- ✚ To increase the customer engagement in their social media sites.

## 1.2 Scopes

This report is designed to illustrate how digital marketing should be done in different social media sites and to specify exactly what steps that I had followed while writing this report. As I joined in the peak time of valentine's month which is in February so I had to spend January planning and following the steps of digital marketing to increase the engagement of customers eventually increasing the sales. For this I had to do some research for what customers like in their website and also which new brands for specific item should be included and made changes in the website. This report helped me understand what are the things that should be well planned and consider while doing the digital marketing for any organization.

## 1.3 Methodology

While writing this internship project paper I have used both primary sources and secondary sources.

### **Primary Source:**

This report is mostly based on primary data focused on the work that I have done during my internship period. I have run 4 campaigns and did a survey with structured questionnaire containing 10 questions on 30 people who were chosen randomly.

### **Secondary Source:**

- ❖ Some secondary data were also collection while building this report they are:
- ❖ Journals
- ❖ Articles
- ❖ UpoharBD website
- ❖ UpoharBD social media sites
- ❖ Research paper

## 1.4 Limitation

For any work there are some unavoidable limitations which can not be fully avoided no matter how much one try. Some limitations will always be present like:

**Time limitation:** The assigned time to complete this report was not enough as I was doing mostly online marketing so there was always some work that I had to do even after my office hours were done and I was at home. So managing the work and completing the report at the same time was difficult.



**Management schedule:** As I joined at the time of their peak sales so the management were always busy and in a tight schedule so giving me time as well for providing information were quite hard. Also for critical designing work I was dependant on the graphics designer who was very busy during that period so I always had some difficulties.

**Secrecy of the organization:** For maintaining confidentiality and privacy many information were not shared. Hence, it was not possible to gather information to include in the report.

## **2. Company overview: UpoharBD.com**

UpoharBD is one of the first and oldest leading online gift service providers in Bangladesh. Though they started their online journey from 2005 but back in the day in 2003 they used to run a small flower shop in Dhaka. Now they are providing gift delivery service in all around Bangladesh and catering to thousands of living in worldwide. Customers are now able to send gifts to Bangladesh, anywhere from Bangladesh, UK, USA, Canada, Australia, Middle Eastern countries, Saudi Arabia, Qatar and European countries and other Asian countries etc.

They deliver gift packages, food items, cakes and flower to all cities around Bangladesh to houses, offices, hospitals etc as per customer's request. They offer 24/7 online order service and is also open during Fridays and other national holidays all year round. Birthday, anniversary, mother's day, father's day, valentine's day, wedding parties, corporate events no matter what the occasion is UpoharBD has many exclusive gifts for every occasion. They are well known for their amazing service that they provide and their product prices shown in the website included all charges except for shipping charges. For their huge demand they have recently started 2 more branches in Sylhet and Chittagong along with Dhaka and currently, they are providing free delivery for these 3 regions. They also provide complementary card and roses with their every delivery.

An excellent customer service, maintaining customer request and presentation of the products and delivery staffs are what that makes UpoharBD better online gift service provider in

Bangladesh prior to other online gift service providers. All the goods are from well known food and lifestyle related shops like Aarong, Unilever, Pizza hut, KFC, Coopers, Mr.Baker, Star kabab, Bonoful, BFC, Kings, Glazed, branded perfumes and beauty brands like Colorpop, imported sarees, salwar-kamiz etc.They provide different payment gateways like Paypal, American express, Master card, Brac Bank, Western Union, Visa, Bkash etc.

## **2.1 UpoharBD.com's success path**

UpoharBD.com is the oldest and well established online gift store among the people living in abroad. Also because of their excellent service they are becoming more famous day by day among people living in Bangladesh as well. They are very popular in B2C which is Business to Consumer market. They have big family of loyal customer who has purchased gifts from them in many occasions repeatedly. Their strict schedule maintaining rule and catering to customer's requests could be the main reason for their success. They have well educated employees and even they maintain their own delivery staffs that are well behaved and are selected for the job after a good background check to ensure safety and privacy of all customers.



Figure 01

In Figure 01 we can see a review from a happy customer of UpoharBD and just like her there are many reviews like this where their customers had shown their satisfaction with their service. They provide free delivery for Dhaka, Sylhet and Chittagong where they have branches currently and with every delivery they provide complementary flowers and cards which makes the customers happy and valued. They also welcome any sort of suggestions like shown in figure 02 and always work for improving their service more and more.

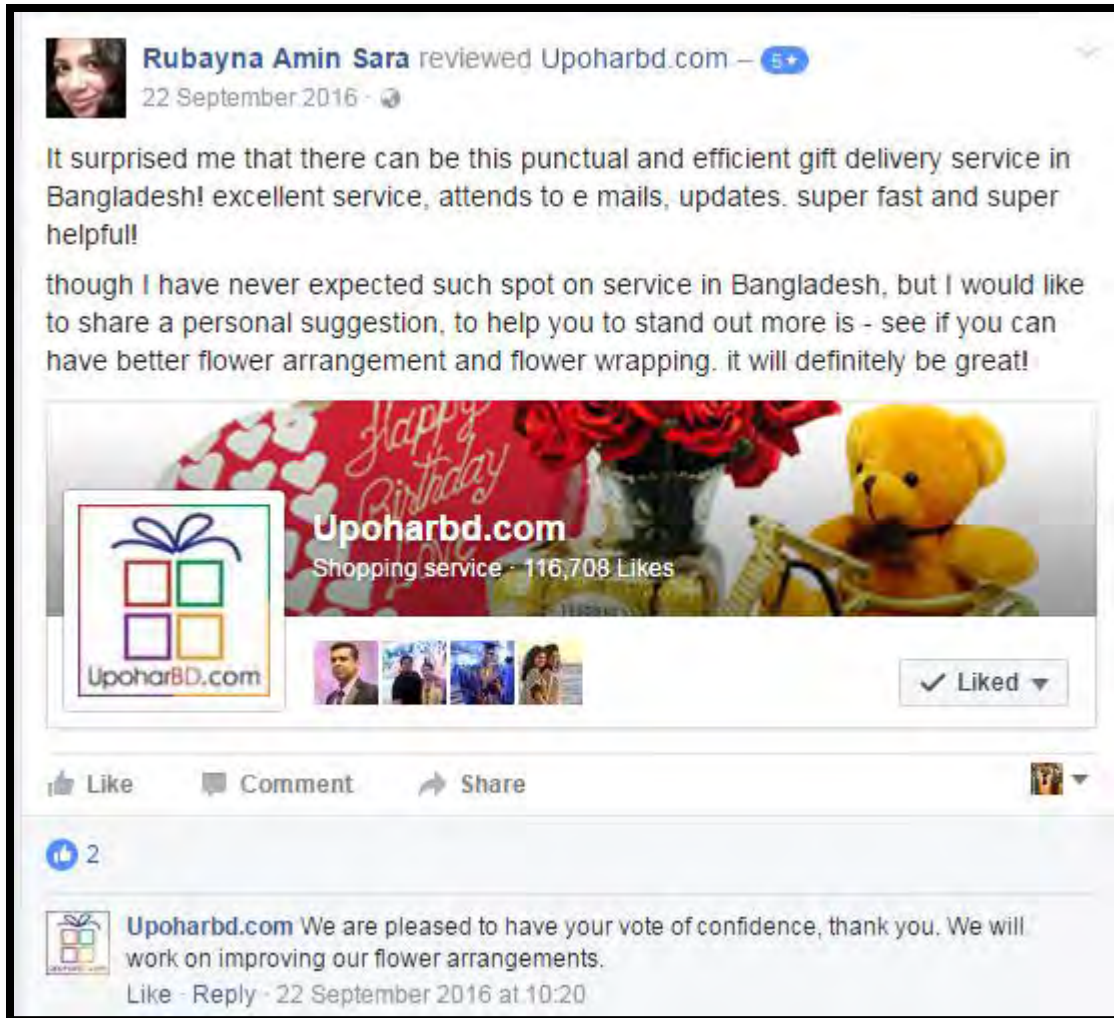


Figure 02

Link- [https://www.facebook.com/pg/UpoharBD/reviews/?ref=page\\_internal](https://www.facebook.com/pg/UpoharBD/reviews/?ref=page_internal)

They also make sure that the products have reached in the best condition to the customers and always take picture before and after the products reach to its destination. They also provide same day and urgent deliveries as per customers' requirement and have a variety of products and gift packages in that category. Their loyal customers love to shop from them and recommend them for other new customers. In figure 03 there are testimonials present in their website which are more than a thousand customers showing their satisfaction with their service.

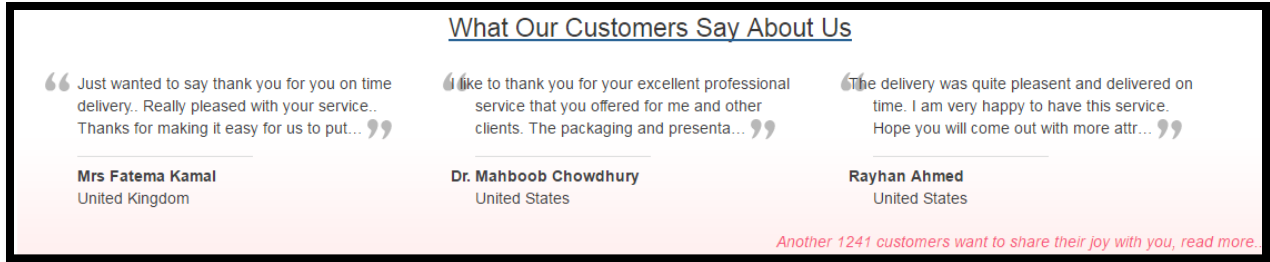


Figure 03

Link- <http://www.upoharbd.com/testimonials>

## 2.2 UpoharBD.com Digital channel

UpoharBD.com has many digital channels where customers get to reach them and visit their product and eventually make purchase. They have their official Website, Facebook page, Instagram, Twitter and YouTube channel.

### **Website:**

For any online business having a easily accessible and understandable website is very important and UpoharBD has made sure to have a great and user friendly website. They have different category for easier access and for customers to find exactly what they are looking for.

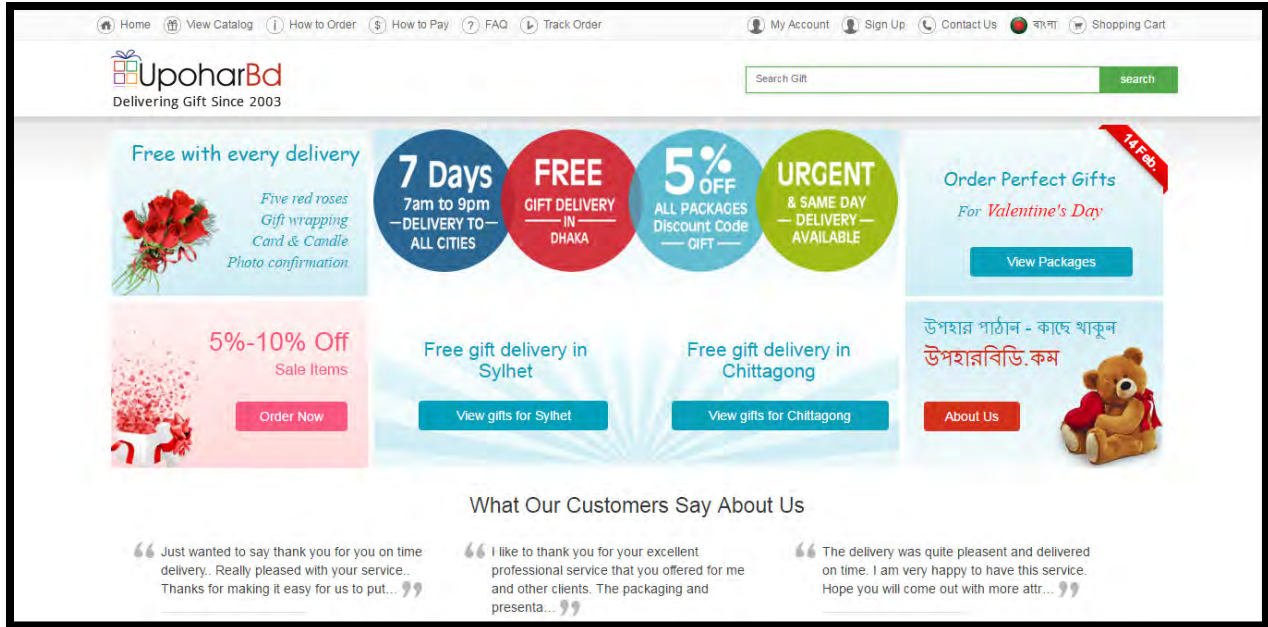


Figure 04

Link- <http://www.upoharbd.com/>

UpoharBD has 24/7 online assistance available and also have live chat option in their website for any assistance for the visitors. There are different product category and also currency changing option to see the price of the product in Taka, US Dollars, UK pounds etc. All ordering process needs to be done n their website alone.

### Facebook page:

In Bangladesh now almost more than half the population uses facebook and for any well known business it is very important to be present in social media sites and UpoharBD is no exception. They have well active presence in facebook, any customers can see their products, know the prices and can contact for any help for ordering or getting any information. Their facebook page is also responded 24/7 for any assistance needed for the customers. They provide all sort of information and help needed for the customers and give guidance for ordering on their website.

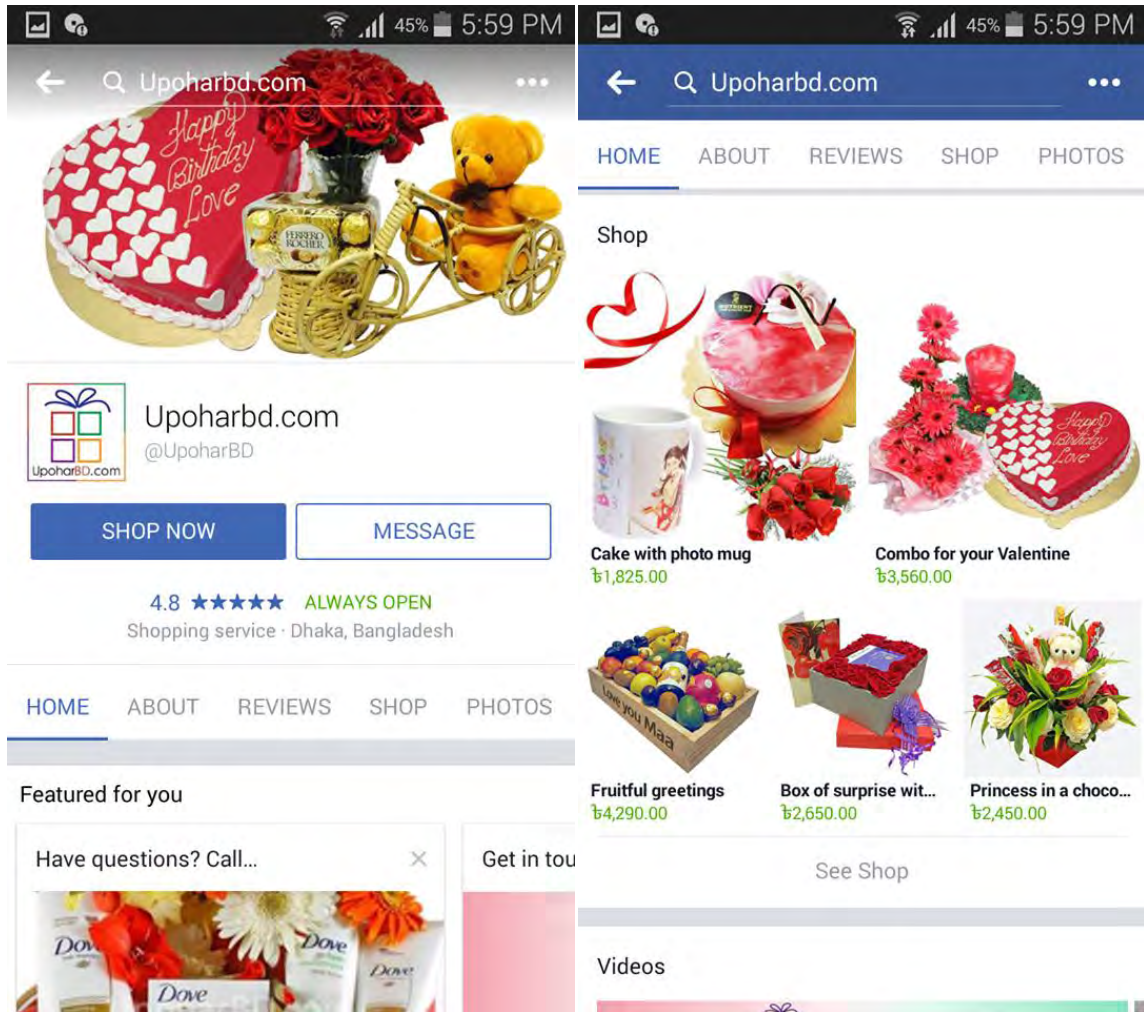


Figure 05

Link- [https://www.facebook.com/UpoharBD/?fref=ts&ref=br\\_tf](https://www.facebook.com/UpoharBD/?fref=ts&ref=br_tf)

In figure 05 we can see the official facebook page of UpoharBD and in there we can also see that they have shop now option and products information along with price information and product descriptions. Their response rate is also very good in facebook and customers do value a quick response to query.

### Instagram:

Along with facebook popularity, Instagram is also has become a great platform to promote ones business and UpoharBD has understand their value and currently working on to improve and

engage customer engagement there. They are careful about their hashtags and picture quality and visibility along with attractiveness to connect with customers to follow their account.

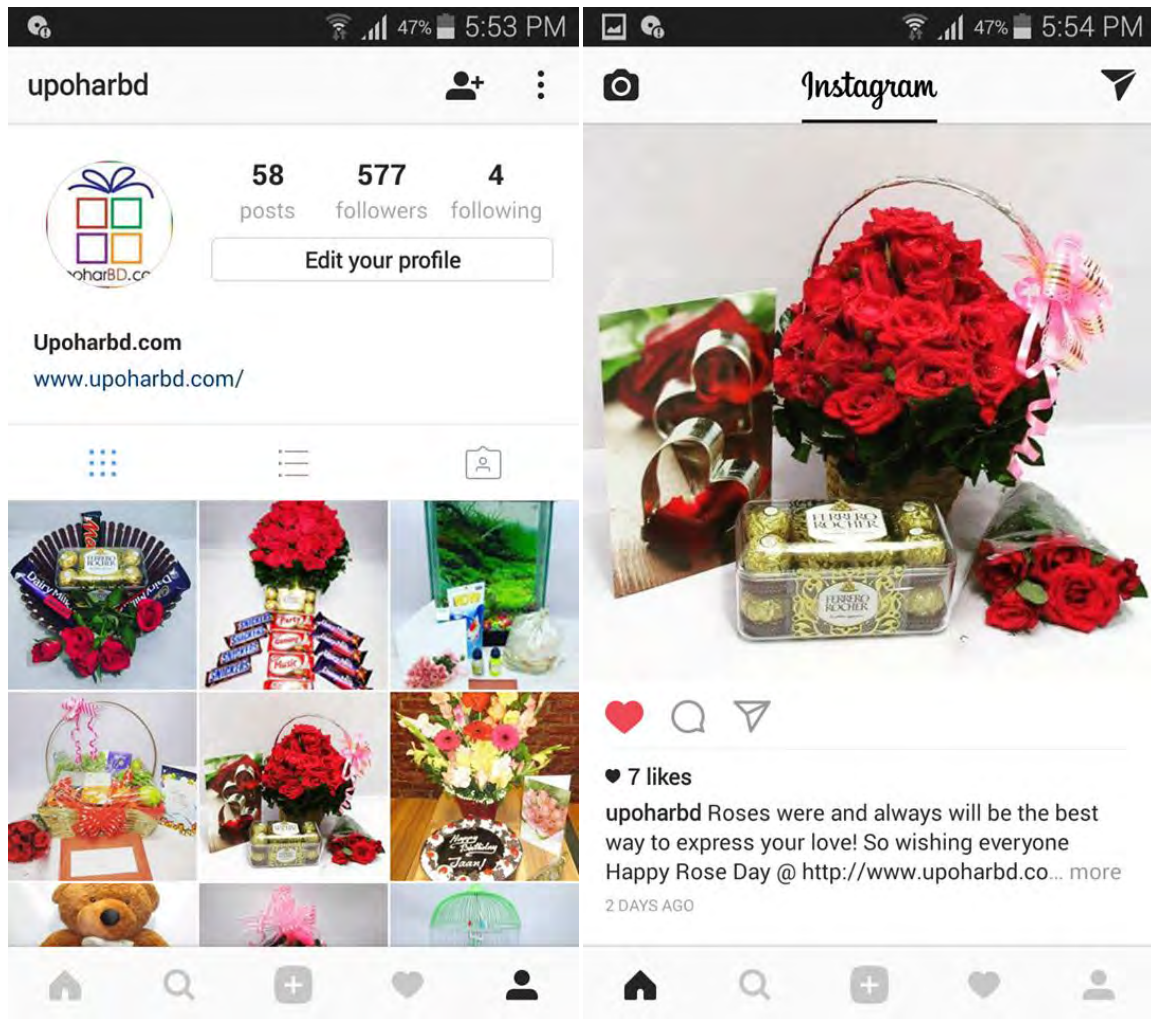


Figure 06

Link- <https://www.instagram.com/upoharbd/>

In figure 06 we can see pictures of their Instagram account and their posts for the valentine occasion. They are constantly trying different ways to attract customers and use the trending appropriate hashtags to attract customers.



## Twitter:

UpoharBD is also active in their twitter account and regularly tweets but they are mostly similar to their other social media sites. As Bangladeshi people are not much active on twitter like other social media sites they are still maintaining it with great effort and again using all on trend hashtags to connect with their customers as well.

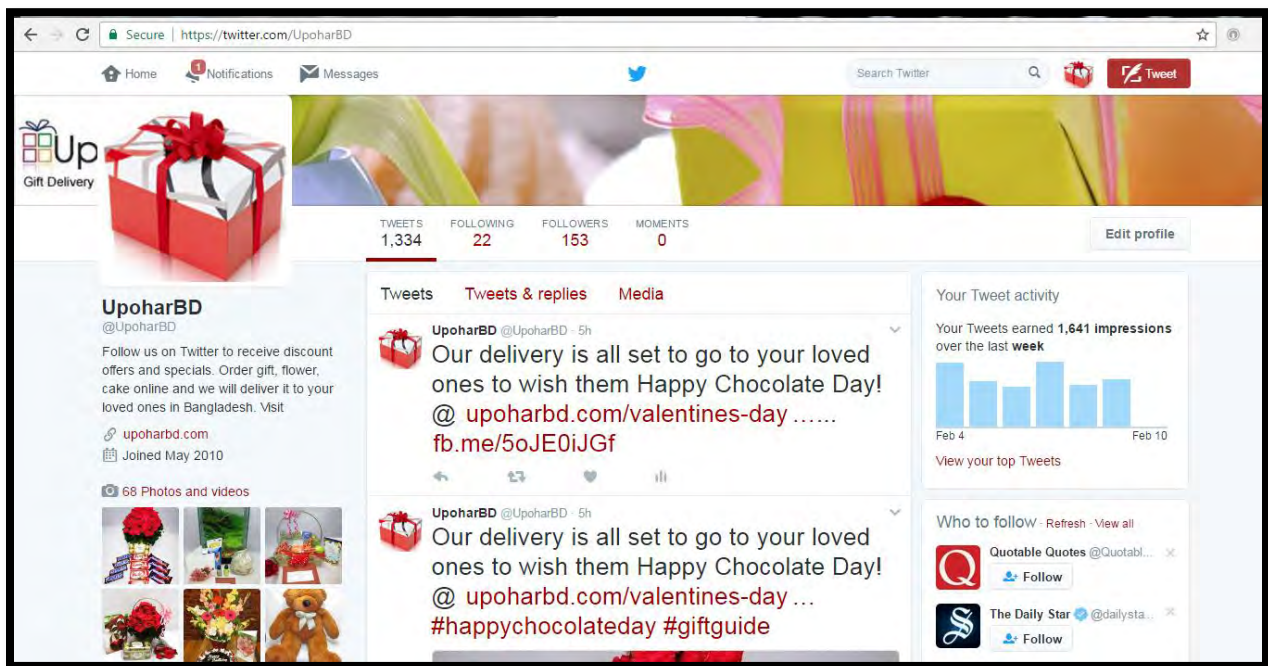


Figure 07

Link-<https://twitter.com/UpoharBD>

Here in figure 07 we can see their twitter account and their recent tweets regarding their Valentine's Day packages, we can see how active they are with 153 followers.

## YouTube:

They also have a YouTube channel shown in figure 08 and there they have some frequently uploaded videos mostly during occasions like Valentine's Day, Father's Day etc featuring many of their products and messages related to those products and occasions.

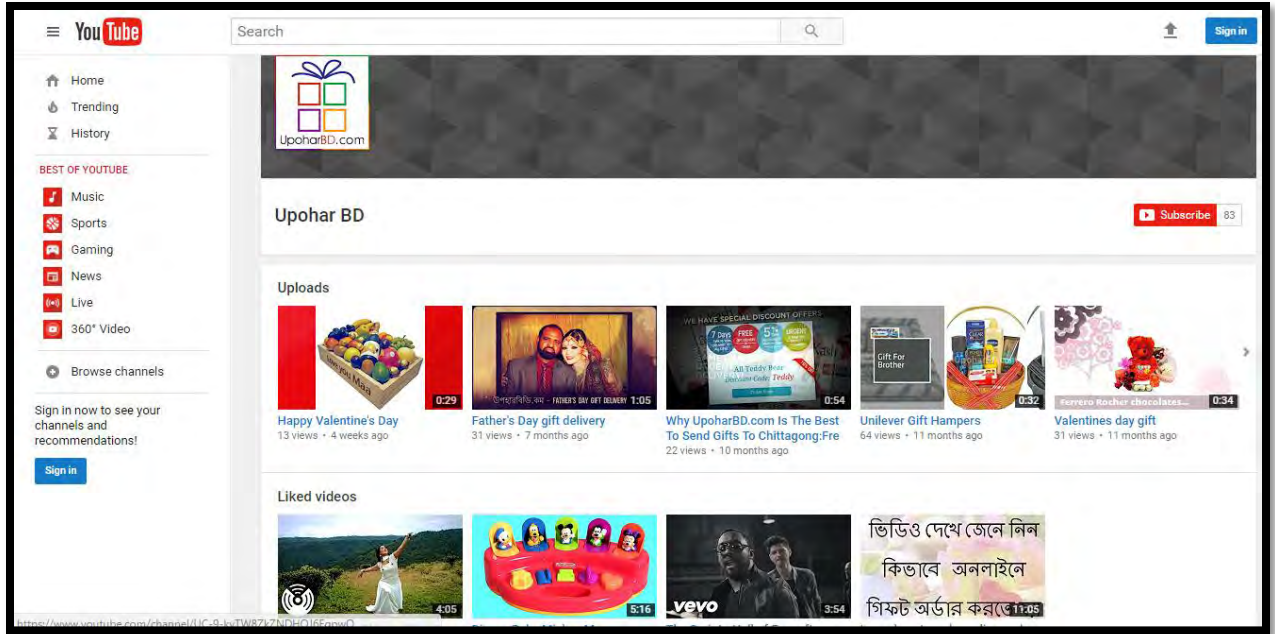


Figure 08

Link- <https://www.youtube.com/user/TheUpoharbd>

## 2.3 Products and services

UpoharBD started their journey with only flower as gift item but now they have a huge range of variety of gift products starting from fresh flowers, cakes, bakery items, dry food, sweets, fruits, soft toys, branded beauty and skincare items, home décor, baby items, handicrafts, clothing items and their newly added corporate gift items and makeup products, they also provide food deliveries like Pizza hut, KFC, Star kabab, Nandos etc. They have many gift packages which combine popular gift items in a package for easier gift selection ideas for customers. Most of their famous gift packages contain flowers, cakes and teddy bears and with every delivery they provide complementary flowers and cards.

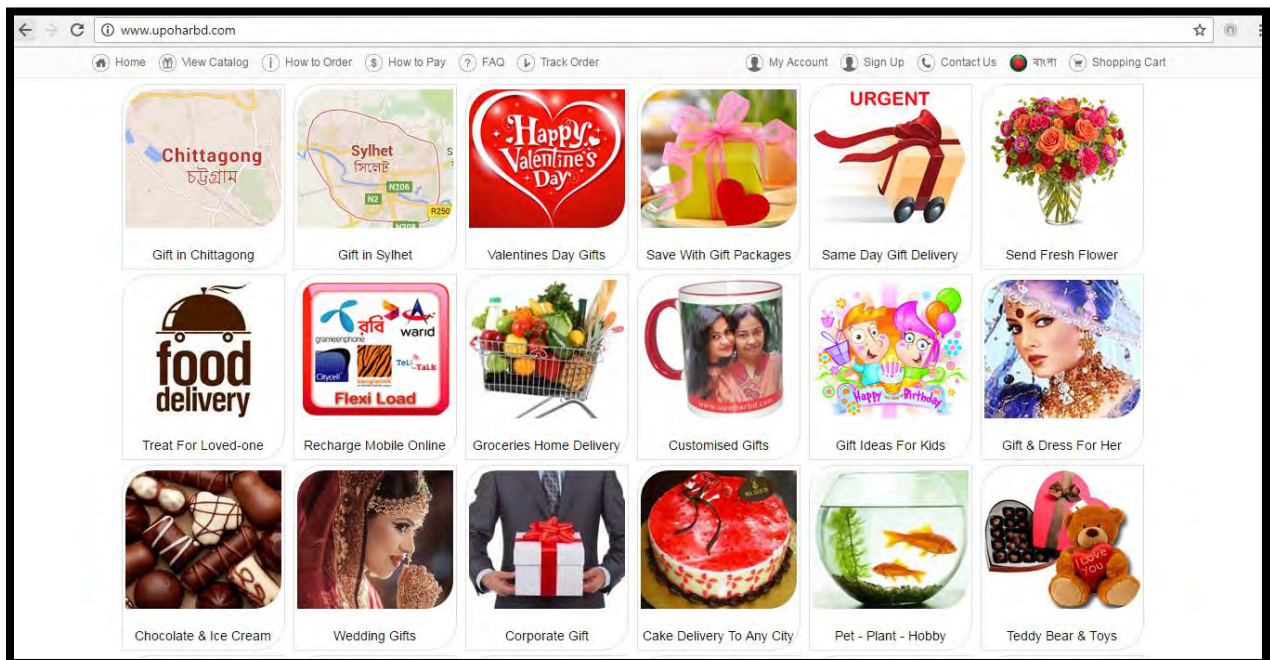


Figure 09

In figure 09 we can see a picture showing all the products categories where all sort of gift items related to those categories could be found easily and for the convenience of the students.

UpoharBD has a strong customer community who are loyal to them and keep making purchase from them frequently and the reason behind is their excellent service. For any business service is the most important thing as without good service no business can survive and UpoharBD sort of got that point far better than any other gift service provider in Bangladesh. They always focus on what their customers need and try to cater those needs by taking their suggestion into

consideration or even keeping their request for something or other. They also have same day/urgent delivery service for customers who want urgent deliveries and with every delivery they provide some free flowers, card. They have various number of payment methods shown in figure 10, for their customers to have easier payment process for both living in Bangladesh and outside Bangladesh. They have paypal, visa, western union, brac bank, bkash and also if customers want he/she can come to the office to do their payment. They provide free delivery for Dhaka, Sylhet and Chittagong customers and other than these 3 cities they take courier charges.



Figure 10

## 2.4 Position and responsibility at UpoharBD.com

After doing my major in E-business and Marketing I have joined in UpoharBD as an intern on 1<sup>st</sup> of January, 2017 though the planning process started a bit early than that. I was mostly involved in social media marketing for UpoharBD and was working under the Director of Business Development. Since my joining I have worked on various campaigns keeping in mind the peak hour of their valentine's day sales.

Promotion planning: From the starting I had to plan for the campaign promotions that I had to do during the first of my joining. I had to lots of brain storing and think about the possible promotional campaigns that could be done to gain customer engagement.

Online marketing: After planning I had to run those promotional campaigns and monitor everything and make reports for these. Also I had to promote products frequently in all their social media sites like facebook, Instagram, twitter etc.

Research: During my campaigns I got to research on what products needs to be added in some categories and also what products were popular and make changes according to those research results.

Increasing generic reach: To increase the generic reach I had to promote UpoharBD in different groups and pages. As gaining generic reach is very important for online service providers so it was given extra importance after and even during the promotional campaigns which will be discussed in details in the coming parts.

### **3. Project: Social media marketing**

#### **3.1 Project Objective**

Valentine's Day is one of the biggest selling times for UpoharBD and my work was mostly about how I can contribute to increase that sale more and promote all the products getting generic reach along with other social media promotions. During my internship period I had run 4 successful campaigns for valentine's day to promote their products and also get involved in various groups and pages to increase the generic reach. I had to also do market research through those 4 campaigns to know which products should be included and which products are popular and suggest recommendations for those products based on the result I found during each of those campaigns which have been explained in details in the later parts of the report.

#### **3.2 Campaign Template**

At the beginning of my internship I had to plan for what kind of promotions that I will be doing that hasn't already been done in UpoharBD. So I had to do a lot of brain storming each time and discuss with the director, I had to come up with ideas and review if it would be right for the result we are hoping for. After many ideas few were finalized and the designing part started where I think about the banner that would be used in the campaign. Sometimes our director would have a particular design in mind and I had to design it along with our graphics designer and try to improve it. While designing I had to be careful about all the important prospect, like banner size, theme, color combination if it suits our campaign or not, if it is attractive enough to

attract customers, if it is eye catching or not. Once finishing the banner design I had to test them online shown in figure 11, to see if the image ratio and text are normal according to the facebook advert requirements. Then once approved I had to write post for all the rules and regulation and describe it so customers would easily understand what the campaign is all about.

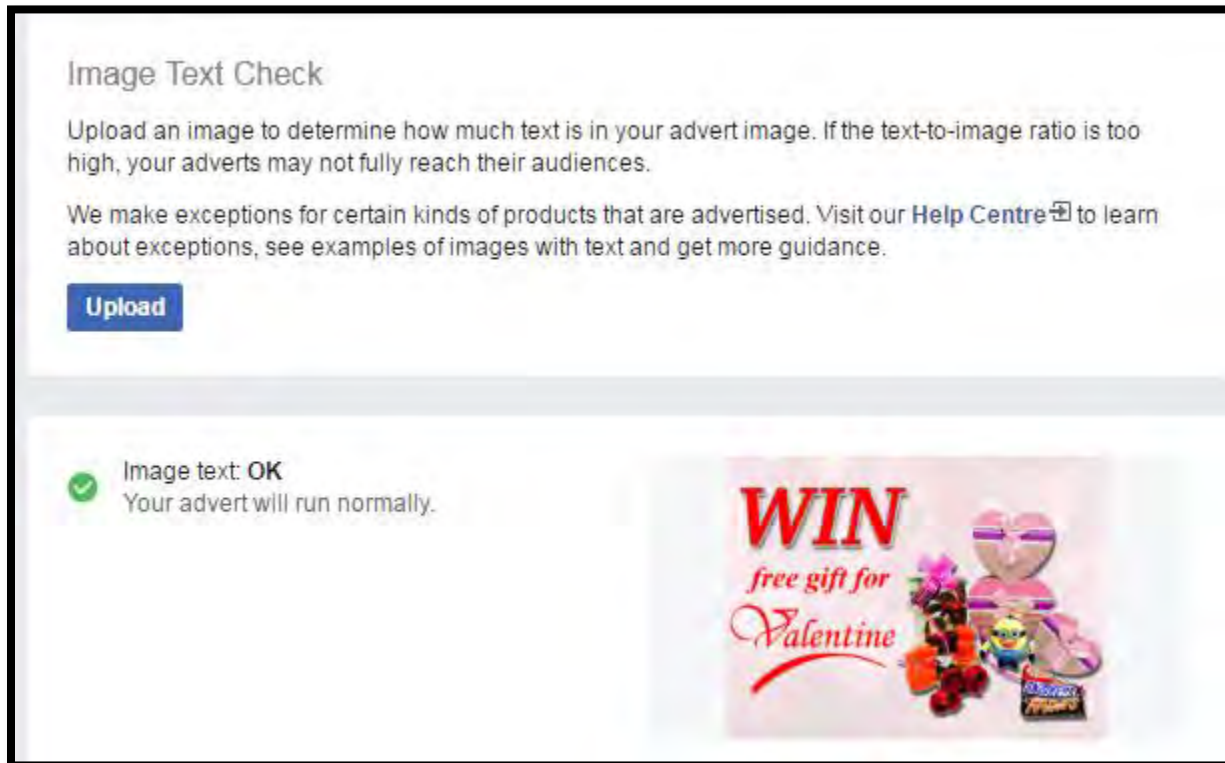


Figure 11

Link- [https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

During each campaign I had to maintain a different excel file for each campaign and at the end of every campaign made a report on it and submit it to my supervisor and director for them to review it and discuss the changes that I have recommended based on my research and campaign results.

## 3.3 Campaign 1

### Story telling contest

#### Objectives:

- To increase the sales especially from Sylhet and Chittagong along with Dhaka through social media sites.
- To engage our customers more and emotionally involve with our brand showing that we care to hear and know them.

#### Campaign Plan and Design

For our campaign 1 we have to go through a lot of brain storming as Upoharbd has already done few share of campaigns so I have to think hard to come up with an idea that is not already been done here. After many ideas I and our director finally got to agree on few ideas among which we selected the storytelling campaigns.

In this campaign we asked our valued customers to share a story about their best friends what makes them special in 2016 as the year was ending and for that the timing was from December 27<sup>th</sup> to 31<sup>st</sup> and on the New Year Eve we selected 3 winners through live lottery procedure.

I have to think and design 2 different banners for each of the campaigns. I had to think hard for what could be the banner design for example the background, color, text size, text sample etc. I had to sit with our graphic designer and talk and plan on how I and our director were thinking the banner to be then design it accordingly. As both the facebook banner needs to be in size 750x750 so we had to fix the size and then work accordingly. Once we create a banner we liked we then tried different ways to update it and make it more attractive so customers will easily like it. While designing, I also had to consider both cell phone user customers and desktop/laptop users. We have to keep in mind to make sure that the design and text are all clearly visible and doesn't lose the quality or attractiveness for being in smaller screen.

## **Campaign implementation**

Before making the campaign go live on our official page I did test runs to see how it will look for that I run it into a test page and tried how it will look and if it needed any change. For campaign implementations I have to work hard as we were writing all rules and everything to take part in Bangla so choosing the proper language like professional copywriters were quite a hard thing to do. For which our director was a big help he made sure the wording is correct and I understand how the work needs to be done properly.

Once our campaigns went live our campaign reach immediate response from customers many new and also current. Our campaign gained 4230 organic reach and after few hours we boosted it and it got another 36912 paid reach and total 1.1k likes and 74 comments. As the comments were increasing pretty fast so we came up with a new idea to give every participant their own lottery ID numbers which actually turned out to be a great idea to track our participants more easily.

## **Campaign analysis and Recommendations**


From our campaign 1 I have learnt that engaging people in telling their stories in a way that give them a platform to come with their friends and have a little chat is more engaging and works better for such campaigns. Also asking people to share their picture with their friends is a great way to initiate conversations and engagement in our page. As we provided maximum 5 opportunities to participate in this contest so people were not using fake accounts much which they previously had done. It seemed fair as each participant get more than 1 chance to take part in this contest.

From our campaign 1 on the chocolate basket gift contest we have gained a total 41,142 people reach among which 4230 were organic reach and 36912 were paid reach also total 74 comments and 2038 post clicks with 25 shares.



**Upoharbd.com**  
27 December 2016 at 17:07

~~ Be Lucky in this New Year 2017~~  
1st January 2017 আপনার Special Friend এর জন্য জিতে নিন আকর্ষণীয় Chocolate Basket  
সর্বমোট ৩জন Winner বাছাই করা হবে | ... See more



**41,142** People Reached

**1,583** Reactions, comments & shares

<b>1,161</b> Like	<b>1,075</b> On post	<b>86</b> On shares
<b>19</b> Love	<b>19</b> On post	<b>0</b> On shares
<b>2</b> Haha	<b>2</b> On post	<b>0</b> On shares
<b>8</b> Wow	<b>8</b> On post	<b>0</b> On shares
<b>1</b> Angry	<b>1</b> On post	<b>0</b> On shares
<b>362</b> Comments	<b>215</b> On Post	<b>147</b> On Shares
<b>30</b> Shares	<b>25</b> On Post	<b>5</b> On Shares

**2,100** Post Clicks

<b>1,192</b> Photo views	<b>14</b> Link clicks	<b>894</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

1.1k 74 Comments 25 Shares

Figure 12 campaign 01

Link: <https://www.facebook.com/UpoharBD/photos/a.10151357903628414.1073741825.65449203413/10154022855778414/?type=3&theater>

To engage and reach more customers we had to boost our campaigns as well as share our campaigns in different groups as they get more engagement easily. For that I had to be careful as not every group allows certain kind of posts and I could easily get banned from those groups.

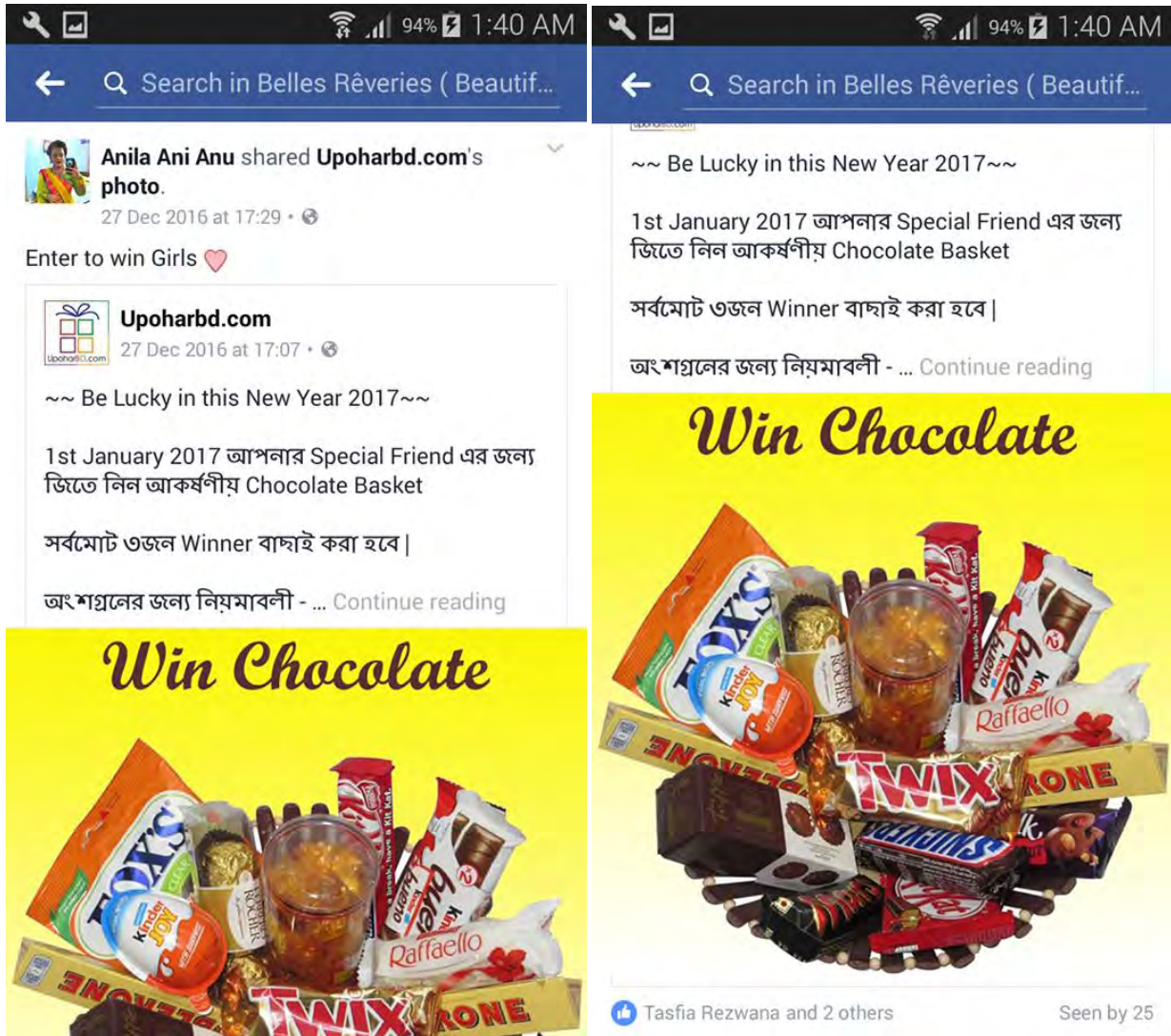


Figure 13 campaign 01

Here is an example from where I shared in a group where it was allowed and it was seen by 25 people among which some even took part in the contest and got engaged in our campaign.

**Recommendations:**

As the courier place was restricted to only 3 cities for the chocolate campaign as they could get damaged or spoiled so we could not cater to all our customers and not everyone could participate in it. So always keeping in mind to choose a gift that could be send all over Bangladesh, would be a better and fairer option. This contest provides an opportunity for upoharbd to increase their customers by providing more friends and friendship related products in their website to engage

and utilize the customers' engagement that this campaign might have gained. Though the contest required the participants to write a story and gave 5 chances for each person but some people didn't participated for 5 times as it seemed a little bothering for them to make time in their busy life to write different stories 5times. So keeping in mind to design a campaign in a way that required less effort from the customer's part would bring more success.

## **3.4 Campaign 2**

### **Favorite Valentine's Day gift contest**

#### **Objectives:**

- To increase our Valentine's day sales in all category and learn which products we need to stock up.
- To let our consumers know what new products we have brought into our valentine's day collection and increase the traffic of our website.

#### **Campaign Plan and Design**

For this campaign we asked our customers to select their favorite gift from our valentine's day collection and mention why they liked this gift. This campaign ran from 1<sup>st</sup> January to 6<sup>th</sup> January 2017 and again 3 winners were selected at the end of this campaign.

In this campaign I had to again do a lot of brain storming for what kind of design I wanted to use as banner. Then I come up with the colorful background to attract young people and worked hard with our graphics designer to find the perfect Bangla font that suited our banner. While designing we had to think carefully for what wording we want to use in the banner. As the campaign was mostly for young people so, we decided to keep it simple and the rules easily understandable.

I also did some test runs before posting it on upoharbd official page to check if it looks the way we want it. I had to do some more changes for the rules as this one was similar to the previous campaign but also different so had to write rules accordingly. As we already used ID numbers for lottery so we used it again for this campaign. After the campaign went live we boosted it in the same process and it helped us to reach more than 90 participants in total.

We gained a total of 1209 people reach among which 6986 were organic reach and 4315 were paid reach also got 860 post clicks with 108 comments and 54 shares.

### Campaign implementation

In campaign 2 we wanted to know which products customers like so that we could make a list and be prepared for the upcoming valentine's day occasion. As we requested them to select products from our website it helped to gain traffic in our website and engaging them to tell us why they liked it also help us to know our customers more and to get an idea what kind of things we could add in our valentine's day gift category.

UpoharBD.com  
1 January at 22:01

আমাদের ড্যায়েন্সটাইন্স গিফট প্যাকেজে আপনার পছন্দের গিফট কোনটি?  
উত্তর আনিবে ৩জন winner জিতে নিন Winnie- Pooh with honey pot.  
কিভাবে: ... See more

আপনার পছন্দের গিফট কোনটি?  
**Answer & WIN**  
3 Winners → Winnie the Pooh

11,302 people reached

Boost post

1,209 Reactions, comments & shares

428 Like	290 On post	138 On shares
4 Love	2 On post	2 On shares
3 Wow	2 On post	1 On shares
709 Comments	489 On Post	220 On Shares
65 Shares	54 On Post	11 On Shares

1,527 Post Clicks

847 Photo views	90 Link clicks	590 Other Clicks
-----------------	----------------	------------------

NEGATIVE FEEDBACK

0 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Figure 14 campaign 02

Link:<https://www.facebook.com/UpoharBD/photos/a.10151357903628414.1073741825.65449203413/10154039037013414/?type=3&theater>

## **Campaign analysis and Recommendations**

In our campaigns I have seen that the people taking part in our contest are mostly young people so for them I tried to keep the language as simple and easily understandable as possible. Giving prompt replies on every single comment were sometimes difficult due to timing, net connection and also late hours at night but I tried to manage it as much as I could. Sometimes few participants who faced any sort of issues to take part I tried to help them by providing them any link or other information etc.

To get more generic reach along with boosting our campaign and sharing it in different groups I also shared it in my personal profile. Though personal profiles are more of a small way to get generic reach but people in our profiles who are our friends and family are more engaging people than any other place. As they see us sharing the contest it also encourages them to do the same or atleast go through it and take part in it. So, in figure 15 is a picture of the campaign 02 shared in my profile and from this many of my friends got encouraged and took part and gets engaged in our website and facebook page.

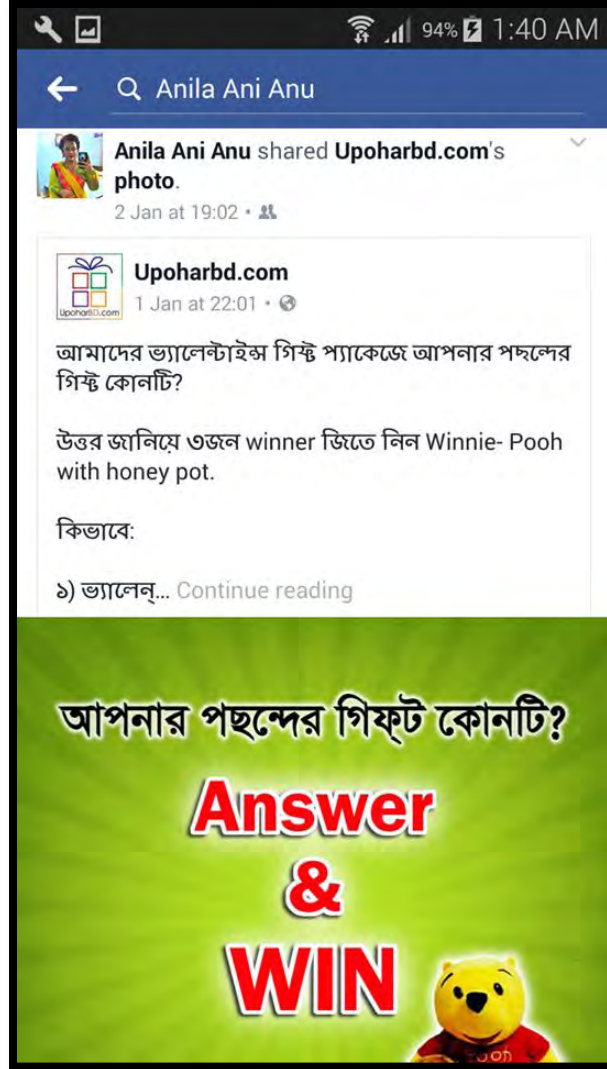


Figure 15 Campaign 02

### Recommendations:

In this campaign as we asked our customers to mention their favorite valentine's day gifts so that we could know which gifts are in demand. Also be prepared to stock up for coming valentine's day and make more new items like our top gift choices. Here is a list of 10 gift items that were the best pick by our customers:

1. Snacks wish basket (12 votes)
2. Happy she (6 votes)

3. Heart shaped red velvet cake (6 votes)
4. Bunch of flowers with blue lady perfume (5 votes)
5. Cupcake gift box every girls favorite gift (4 votes)
6. Engraved wooden photo (4 votes)
7. Valentine's day gift for her (4 votes)
8. Cake with photo mug (3 votes)
9. Combo for your valentine. (3 votes)
10. Box of surprise with perfume and roses. (3 votes)

During this contest we have seen that people are mostly choosing gifts those are good in quality as well as good value for the price it is costing. People are also seem to be interested in photo included cake, mugs or frames more that before so increasing some more choices and providing some price choices options could help them to generate more customer engagement and increase in their sales. Also promoting these new packages in facebook & istagram and arranging the products in their website so customer visiting valentine's day gift section could easily find those gifts would help them to engage more people in their website as well as their other social media sites.

### **3.5 Campaign 3**

#### **Valentine's Day plan contest**

##### **Objectives:**

- To start building valentine's day sales by suggesting them to make plan for the occasion.
- To increase the reach of our page by engaging our customers in conversation.

##### **Campaign Plan and Design**

For campaign 03 I had to suggest something different which has not been done previously for Upoharbd campaigns. So after a lot of brainstorming I came up with this idea and our director also agreed to work on it.

### **Valentine's day plan campaign**

In this campaign we requested our valued customers to share their valentine's day plan with us. This campaign ran from 8<sup>th</sup> January to 13<sup>th</sup> January and 2 winners were chosen at the end of the campaign.

For this campaign I had to again design another different banner which would suit for the occasion and also be unique at the same time. Our director wanted a particular design and my work was to make it happen and update where needed. So, I and our graphics designer worked with the red and white theme and modified the design to look more attractive. We used Bangla for the banner to be easily understood by all Bangladeshi facebook users and update d the image quality for it to be visible in mobile phones, computer or laptops easily.





Figure 16 Campaign 03 Banner

### **Campaign Implementation**

Again I did test runs before making the campaign live to see how it looks and make changes if needed. As I have already done 2 campaigns before so selecting the Bangla wordings were little bit easier than previous time. Still our director also made sure the wordings are professional enough and understandable by customers easily.

After this campaign was live it gained response very quickly. Once we boosted it we gained a total of 74,258 people reach among which 2872 were organic reach and 71386 were paid reach. It also got 791 likes and 69 comments and 53 participants in total. Also as we already discovered ID system to make things easier to keep a list so, this was quite helpful to keep an excel file.

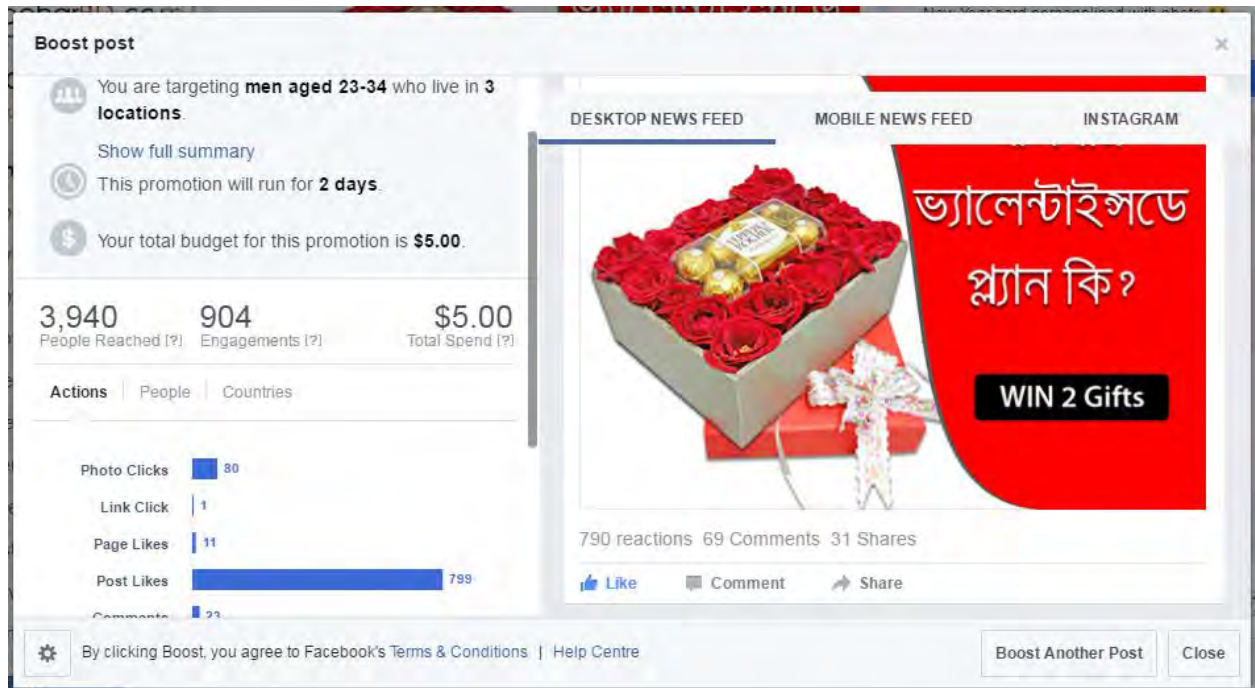


Figure 17 Campaign 03

Link: <https://www.facebook.com/UpoharBD/photos/a.10151357903628414.1073741825.65449203413/10154054531078414/?type=3&theater>

While running the campaign I also tried to get generic reach by sharing it in different groups and personal profile. I also tried to keep an eye on other famous query groups like Desperately seeking Dhaka (DSD) and answered queries related to the products that are being sold in upoharbd.com and provided gift suggestions for different occasions.



Figure 18 Campaign 03

Here is an image of campaign 03 shared in a group where it is allowed to share such posts without getting banned.

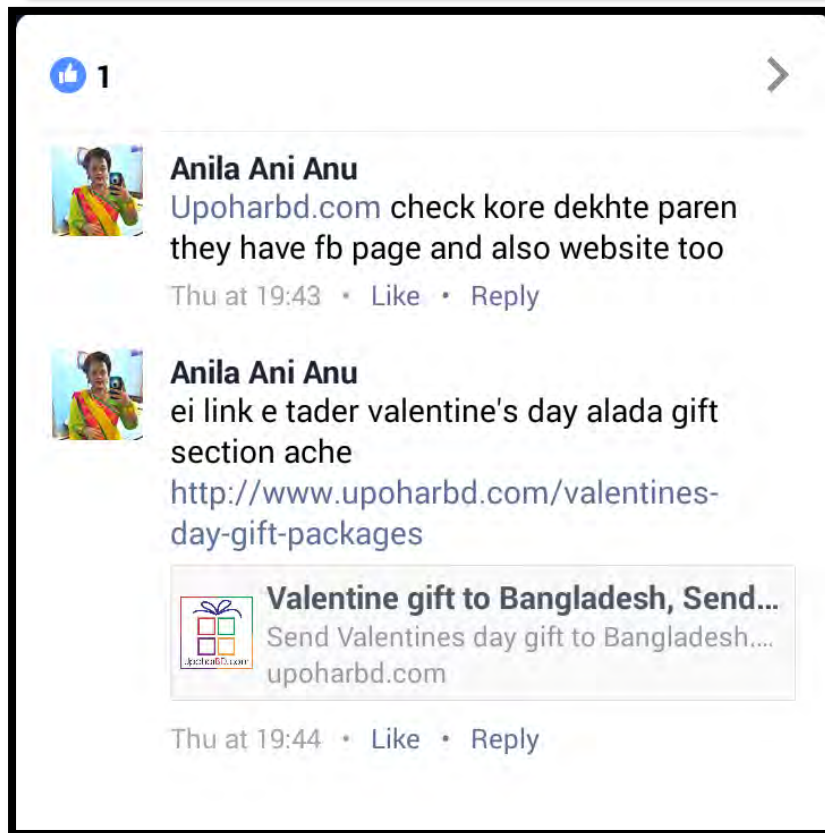


Figure 19 Campaign 03

In this image it shows a query about valentine's day gift suggestions where I suggested to search upoharbd and provided link for easier access. This will not only provide answer to the person who wanted the query but also other people participating in that particular post would also see it.

Another post where a customer asked for a particular product which is available at our website so I first tried to communicate with the person then gave the direct link for the suggestion.

**Salauddin Parvez** 5 hrs · Dhaka

সম্ভায় বড় সাইজের (৪-৫ ফুট) টেডিবিয়ার কোথায় পাওয়া যাবে?

8 18 Comments

Like Comment Share

View 12 more comments

**Nusrat Nishi archis** 😊  
Like · Reply · 1 hr

**Tusher Mir** Akta 20kg chaler bosta kina Sada rong kore , pore paint kore den. Bes hoe gelo "Shasta Tika hoa teddy bears "  
Like · Reply · 1 hr

**Istiaq Ahammed Emon** Chokbazar, imamgonj er Biskillah tower er 4 talay sob paben kome  
Like · Reply · 58 mins

**Syed Shahrier Neloy** banijjo melai chole jan  
Like · Reply · 52 mins

**Anila Ani Anu** Banijjo melay dekhte paren last year onk chilo kintu 4/5 feet er hobena  
Like · Reply · 2 mins · Edited

**Anila Ani Anu** But if you want 5feet long teddy bear u can see this link  
<http://www.upoharbd.com/teddy-bear.../super-big-teddy-bear>

**Super big teddy bear**  
Send this surprise gift to your girlfriend or wife on valentine's day, birthday, anniversary in Bangladesh....  
UPOHARBD.COM | BY UPOHARBD

Figure 20

## Campaign analysis and Recommendations:

Again as the prize for this campaign was Box of surprise with chocolate and roses so it was not possible to courier it as the flowers will lose its quality. Therefore it was not possible to deliver any other cities except for Dhaka, Sylhet and Chittagong where Upoharbd already has offices. So while gift choosing this issue needs to be considered.

Also in the contest many people mentioned that they are going to celebrate valentine's day with their parents, family and friends shown in figure 21so, we could promote valentine gifts for father, mother and other family members and even friends.

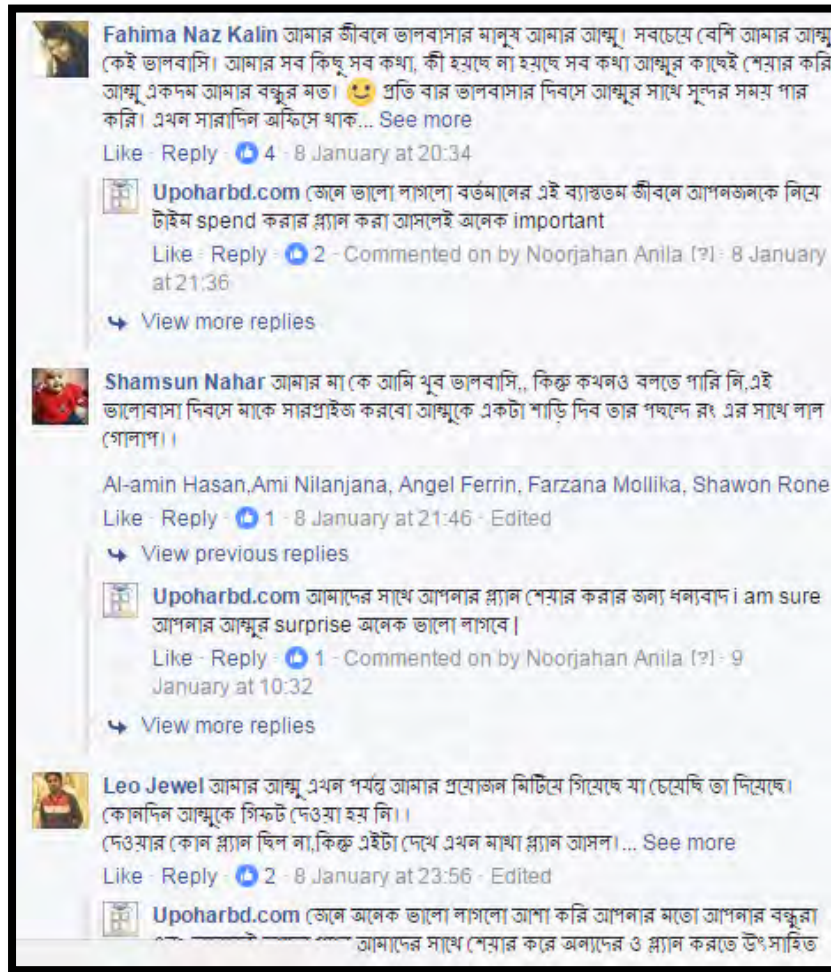


Figure 21

Upoharbd already has gift packages for parents so, including some more new packages for parents would be great way to utilize the information that we got during our research. Here we

can also utilize our learning from previous campaign which was on the best valentine’s day gift contest. There was a product titled “Snack wish basket” which was the most suggested gift by participants featuring some products in a basket with printed wishes shown in figure 22 similarly, there were some other products showing wishes for mother and father titled “fruitful greetings” & “fruits and chocolates” those products could be highlighted as valentine’s day gifts for parents in the valentine’s day section.

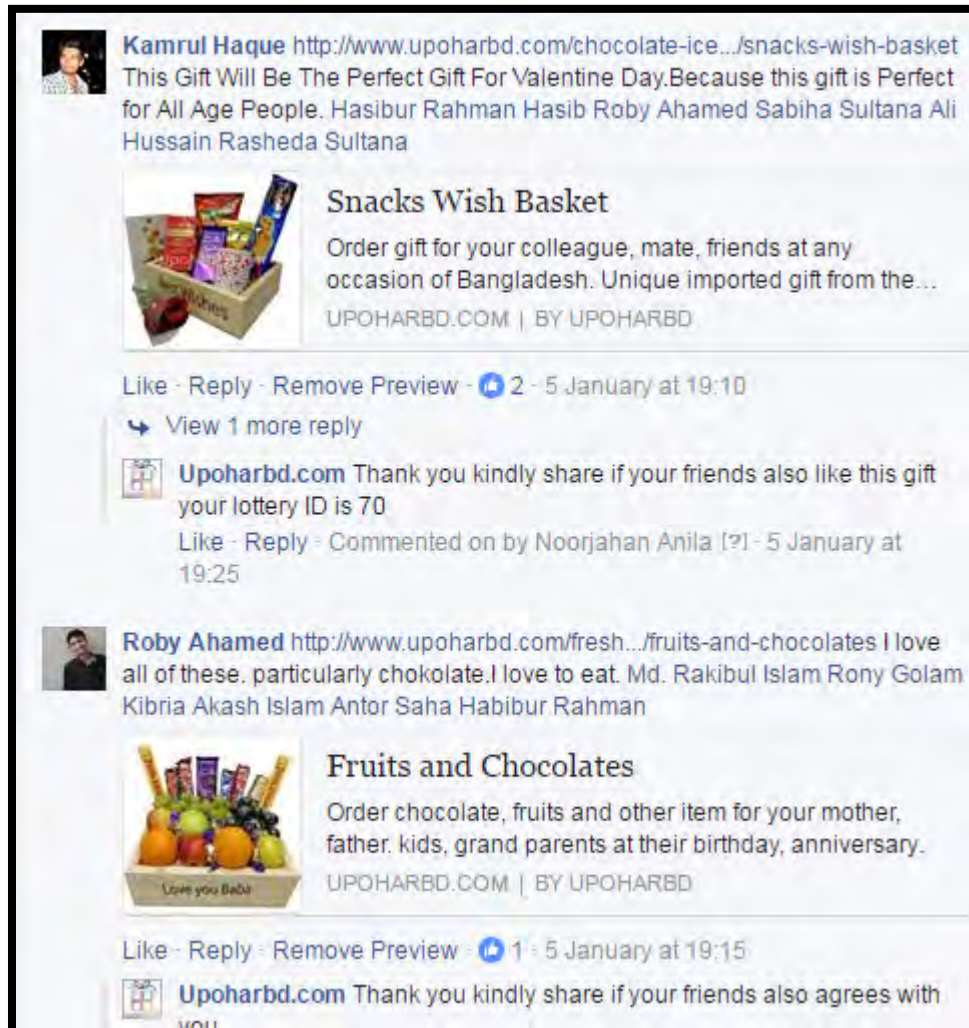


Figure: 22

## 3.6 Campaign 4

### **Favorite cake brand contest**

#### **Objectives**

- To learn which cake brand is popular in different cities in this case in Dhaka, Sylhet and Chittagong.
- To increase the sales for cakes from different shops available in Upoharbd website and make changes according to new suggestions by customers.

#### **Campaign Plan and Design:**

As the New Year started so keeping in mind the birthdays and other occasions our director wanted to run this campaign asking about the favorite cake brand name. For this campaign we had to design a banner which would fit perfectly for this cake themed campaign. We followed the instructions that were given by our director and designed the banner accordingly. Our graphics designer did a great job and after some suggestions I and our director agreed on the banner design which came out quite well.





Figure 23 Campaign 04 Banner

The font design and color is always the tricky part sometimes it looks good on computer but not in mobile phones so we always had to keep checking on if the colors are alright for both in cell phones and computers, same with the fonts.

### **Campaign Implementation**

In this particular campaign we wanted to separate the winners focusing on 3 different cities where Upoharbd currently has offices. For this contest the post language was the challenging part as I had to make it simple and easily understandable for the customers so there are no confusions. As the language is in Bangla so writing as like professional copywriter was

sometimes challenging and even confusing. I had to provide examples and make it simple, short and in easily understandable.

Once the campaign went live it immediately caught attention and reached more than 3000 people in first 2 hours. The reason behind this could also be the timing as we posted this campaign at 10pm instead of previous post timing. This campaign gained a total of 43,368 people reach among which 15,533 were organic reach and 27,835 were paid reach. It also gained 252 comments and 823 likes with a huge number of participants from all over Dhaka (148), Sylhet (15) and Chittagong (29). For this campaign we again provided lottery ID but this time we used Dhk for Dhaka, Syl for Sylhet and Ctg for Chittagong along with the ID numbers.

### **Campaign analysis and Recommendations**

From this campaign I learnt that the 10pm timing worked pretty well rather than the previous timing and people are more interested in food items also as it was 3 different winners from 3 cities so it gives a fair chance for all 3 cities participants to take part and win.

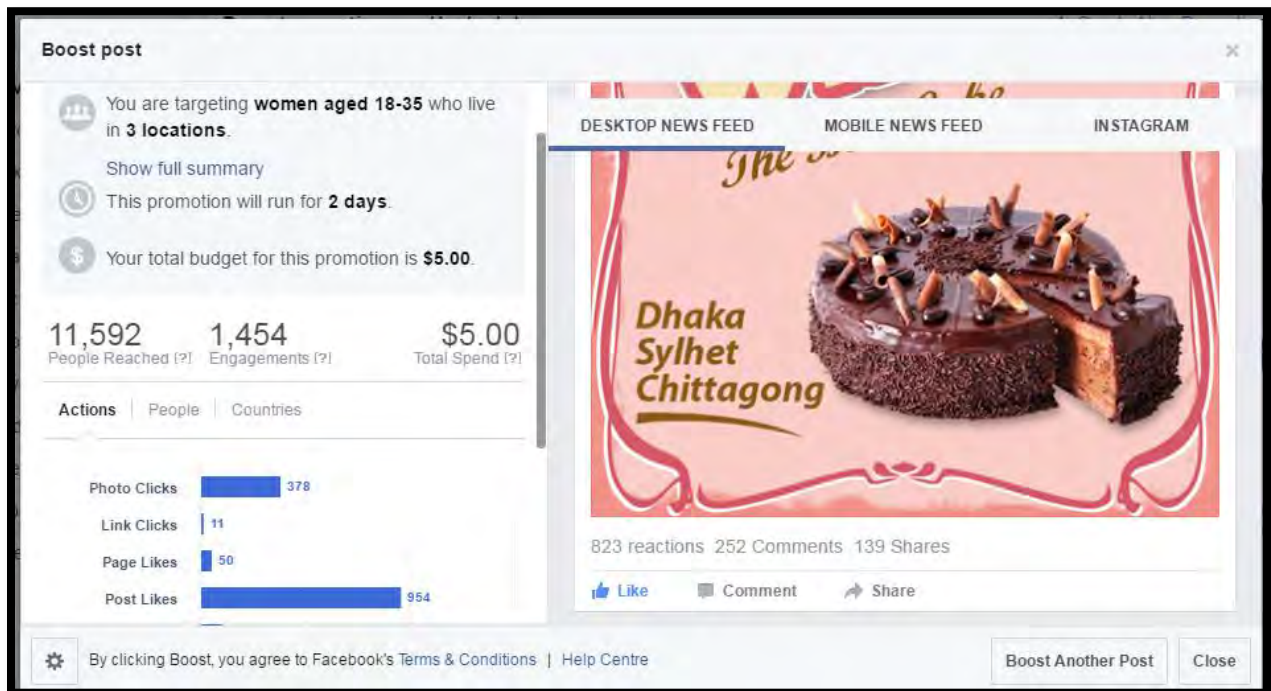


Figure 24 Campaign 04

Link: <https://www.facebook.com/UpoharBD/photos/a.10151357903628414.1073741825.65449203413/10154070945768414/?type=3&theater>

Also the rules were very simple for this campaign all the participants had to do was to comment their favorite cake name and city name and tag some friends which was not like a story writing contest so it was less complicated and the rules were very simple. So participants liked it very much and I get to learn that using examples to understand the rules are quite helpful and less complicated participation actually helps to get more traffic in our Facebook page.

For getting generic reach I also had to post 5 regular posts and previously some other post featuring for campaign 03, popular valentine's day gifts. The planning part started from 24<sup>th</sup> December where I had to post 15 posts that was to be used in between the campaigns. During the campaign 03 for valentine's day gift suggestion I posted featuring valentine's day related gifts. For favorite cake brand name I had to post 5 posts featuring 5 different cake brands for different occasions. I was instructed to make attractive banners for each post and design the wording myself. I had to do a lot of brain storming to come up with what particular designs I wanted to use and then explain these to our graphics designer. I had to give suggestions and make our designer understand the design I had in mind and suggest changes to make it look more attractive and the way I wanted them. I posted them at the previously used time around 10pm. For the wording I used English for 3 posts and Bangla for other 2 posts. I had to keep in mind the image size and the word limit for each posts and the language fit for those posts. I tried to use simple yet catching taglines to attract customers and provided links of each product to engage them in our website and finally making the purchase. Previously, the images used in the page and instagram were mostly on the white color side but I tried to make it colorful using different colors with different designs that I felt suited for the images. The main plan was to make the images more attractive and eye catching so customers will like it and get engaged in it.

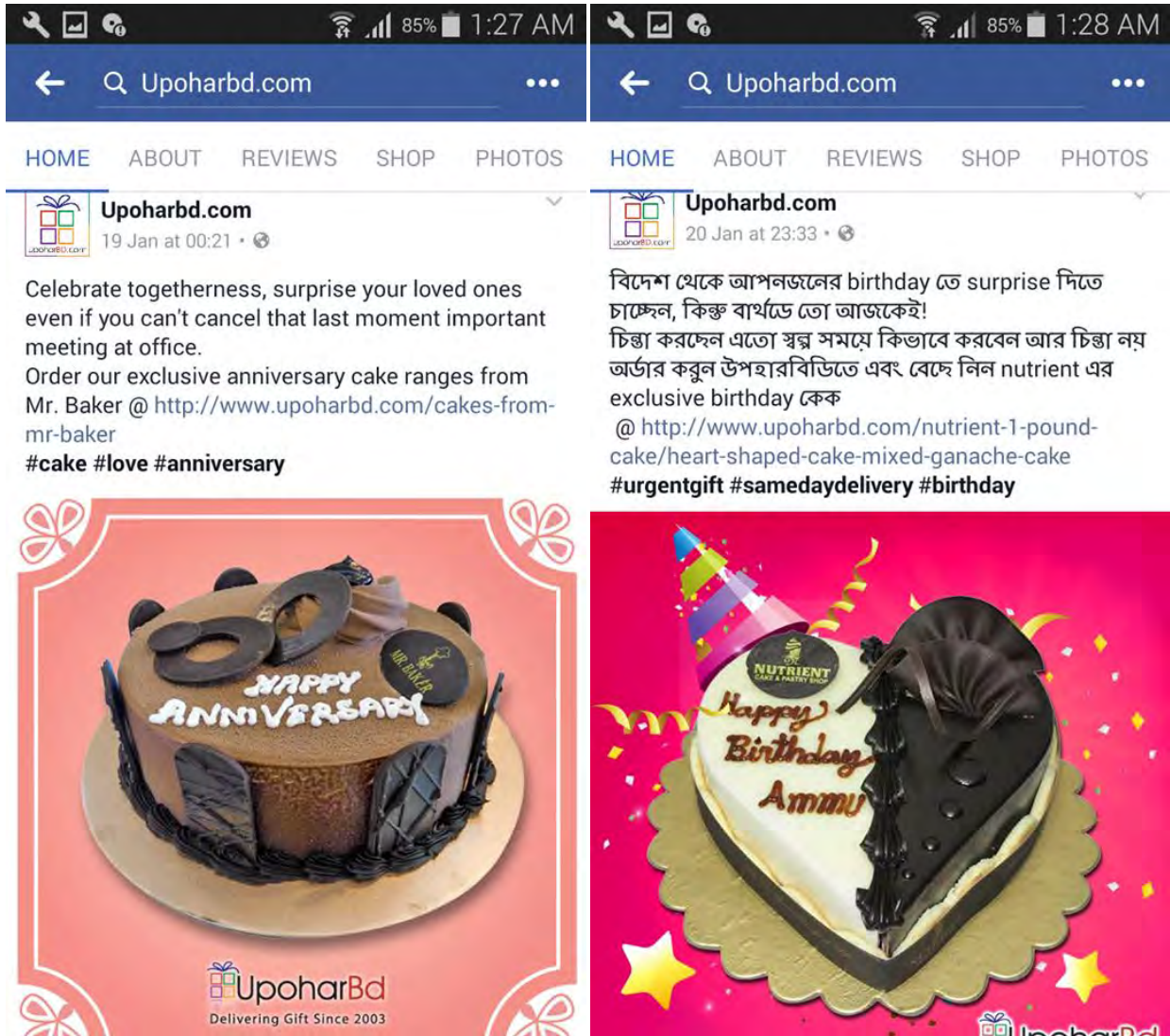


Figure 25

In this figure 10 we can see that there are 2 different posts images featuring both English and Bangla wording. I used different hash tags for different post to focus different occasions.

## **Recommendations:**

In campaign 04 as we requested our customers to mention their favorite cake brand name so that we could know which city has demand for which brand's cakes and which cake options needs to be increase. Here are the top cake brands for 3 different cities:

### **Dhaka**

1. Coopers 63 votes
2. Mr. Baker 41 votes
3. Hot cake 17 votes
4. Tasty Treat 8 votes
5. Nutrient 5 votes
6. Kings 3 votes
7. Fluffy cakes 2 votes
8. Yummy yummy 2 votes

### **Sylhet**

1. Hot cake 3 votes
2. Mr. Baker 3 votes
3. Kings 3 votes
4. Coopers 2 votes
5. Flavors 2 votes

### **Chittagong**

1. Coopers 13 votes
2. Hot cake 7 votes
3. Kings 5 votes
4. Flavors 2

During our research I saw that Hot cake is very famous in all 3 cities after Coopers. When I searched the website of upoharbd I saw that there was a huge range of cakes under Hot cakesection but most of the cake prices are starting from 4147 tk to 4779 tk.

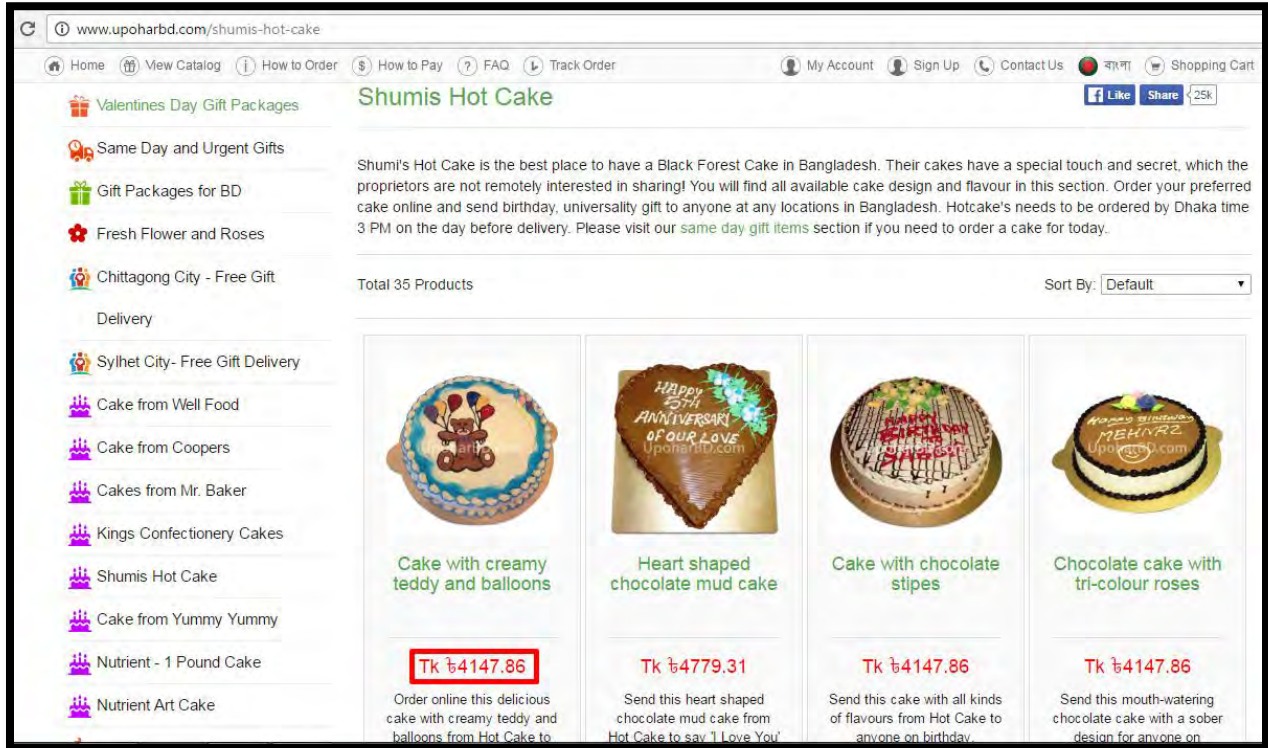


Figure 26

Link: <http://www.upoharbd.com/shumis-hot-cake>

Though in Upoharbd the range of hot cake is quite big but for budget friendly customers, there is only one option for cake weighting less than 2kg which is 800gm cake without any other flavor choice.





<p><b>Tk ৳4463.95</b></p> <p>Order online this cake with two different flavours: blackforest and special blackforest from Hotcake for your loved-one on birthday, anniversary, and all other gift occasions in Bangladesh. You can...<a href="#">Details</a></p>	<p><b>Tk ৳4779.31</b></p> <p>Order this Special Blackforest cake by Hot Cake with a contrast of dark and fluorescent colour for your loved-ones in Bangladesh today and become a special person to them. Price is shown for 2 kg...<a href="#">Details</a></p>	<p><b>Tk ৳4463.95</b></p> <p>Order online this cake with two different flavours: blackforest and special blackforest from Hotcake for your loved-one on birthday, anniversary, and all other gift occasions in Bangladesh. You can...<a href="#">Details</a></p>	<p><b>Tk ৳4147.86</b></p> <p>Order this attractive and delicious smiley designed cake with roses from Hot Cake, Bangladesh. We are offering all kinds of flavours for this cake, you can change the flavour as required before...<a href="#">Details</a></p>
 <p><b>White and purple coloured creamy cake</b></p>	 <p><b>Hotcake Blackforest for urgent delivery</b></p>	 <p><b>Birthday deal with candle, cake server, balloons and caps</b></p>	 <p><b>Cake with lots of creamy flowers</b></p>
<p><b>Tk ৳4147.86</b></p> <p>Order this attractive white and purple smiley designed</p>	<p><b>Tk ৳2184.16</b></p> <p>Have you forgot to order cake for birthday or anniversary, and you need a</p>	<p><b>Tk ৳1390.00</b></p> <p>Send all Birthday accessories in one deal gift</p>	<p><b>Tk ৳4147.86</b></p> <p>Order online this cake with lots of creamy flower on top</p>

Figure 27

In figure 27, we can see that the red border represents the price for the only cake weighting under 2kg and most other prices are above 4000tk represented by the green border in the same picture.

So, people who might be looking for 1kg cake won't find anything to fit their budget nor requirement. Therefore, Upoharbd needs to add 1kg cake option more in their website with different varieties like they have for Coopers cakes. Also they needs to promote Hot cake more in their facebook page so that people who have mentioned Hot cake as their favorite could see that Upoharbd has different varieties of cakes with different price ranges fit for all people.



Figure 28

In figure 28, we can see that how many people were mentioning Hot cake as their favorite cakes which show a huge demand for Hot cake's products and going through the suggestions I made could help upoharbd management to capture more customers that they might be losing all this time.

Also the combo packages featured in their website under valentine's day packages some included cakes but most of those cakes say happy birthday instead of happy valentine's day so looking at those simple details could help capturing attention of potential customers.



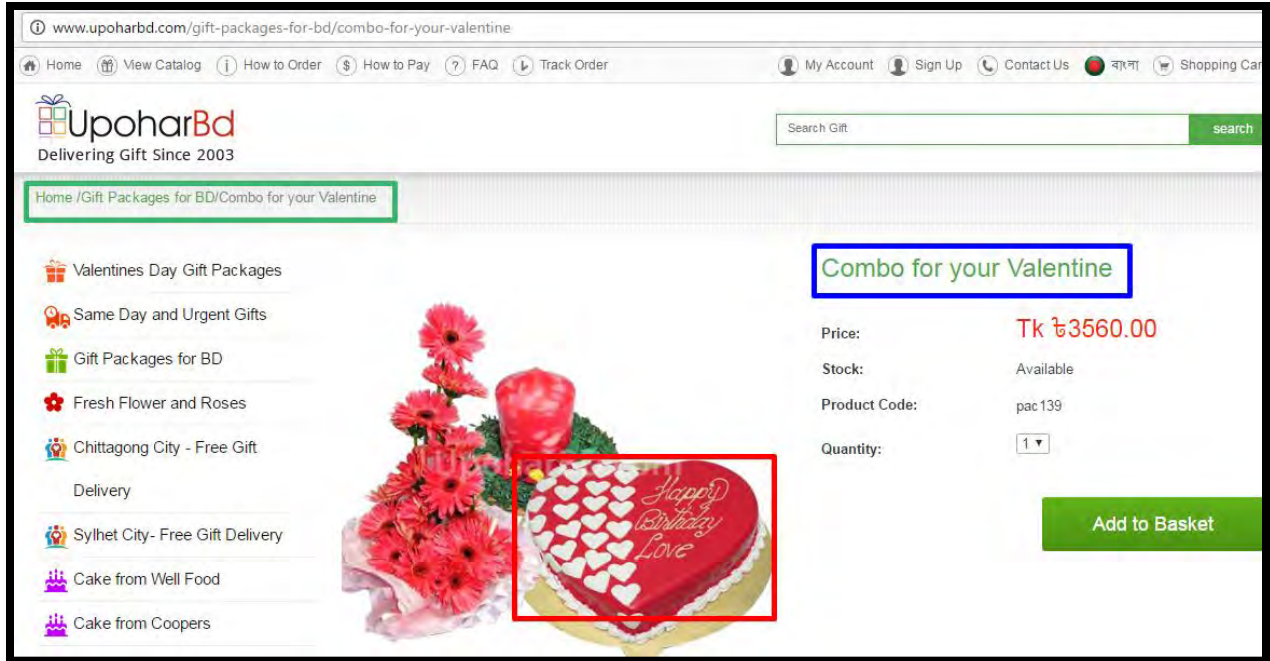


Figure 29

Link: <http://www.upoharbd.com/gift-packages-for-bd/combo-for-your-valentine>

In figure 29, we can see that the red box shows that the cake's message says happy birthday in valentine's day section which is shown by the green border but the blue box shows the product name as "Combo for your valentine".

Nowadays people are too busy to plan before many days, they want things to happen soon and instant. Providing urgent cake delivery option for hot cake could increase the sales more and generate more customers which is the ultimate goal for all campaigns.

### 3.7 Generic social media engagement

The importance of social media scanning and replying to generic enquiries is very important. Everyday people search about different sort of things all over social media sites and replying to those queries could provide potentials customers who could eventually be loyal customers. So, increasing social media engagement is very essential for acquiring new customers without losing money. During my internship period I had to do a lot of promotions for gaining generic social media engagement.

#### **Join groups and pages:**

The first thing that I had to do is to join different sort of groups and pages where customers are most likely to come with their queries looking for suggestions. So, I joined many groups like-

- Desperately seeking Dhaka
- Desperately seeking Sylhet
- Desperately seeking Chittagong
- Melody of life
- Belles riveries ( Beautiful Daysdreams )
- Romoniderghorshongsharjibonchobi
- Pop of color
- Foodbank
- E-commerce Association of Bangladesh (e-CAB)

#### **Get engaged in groups:**

As most groups do not permit promoting businesses so I had to be careful about it and had to show some engagement rather than just for promotional purpose. I had to even use my friend's or sister's ID to get into those groups as many groups do not approve an entirely new ID. So I had to often reply or comment to their other general post and comments to appear as an active member of respective groups.

## Scanning queries using keywords:

As in these thousands of people are added so being able to keep an eye on every post is not possible so I had to keep scanning for my related queries. For that I had to use key words like “Gifts”, “Valentine”, “14 February”, “Gift ideas”, “Teddy bear” etc.



Figure 30

In figure 30, we can see that the red box shown the key words that helped me find the posts that I was looking for and eventually promoting certain product of UpoharBD. Here I have provided link and tried to be minimum still engaged in conversation with saying that I wish him well.

Another example where I used other key word “valentine” and find another potential customer shown in figure on the next page. There I tried to help him my mentioning two types of products

that is available in our website but instead of specific link I used the entire package link here so that the potential customer could have a look at the huge range of product and so does the other people who have commented in the post.

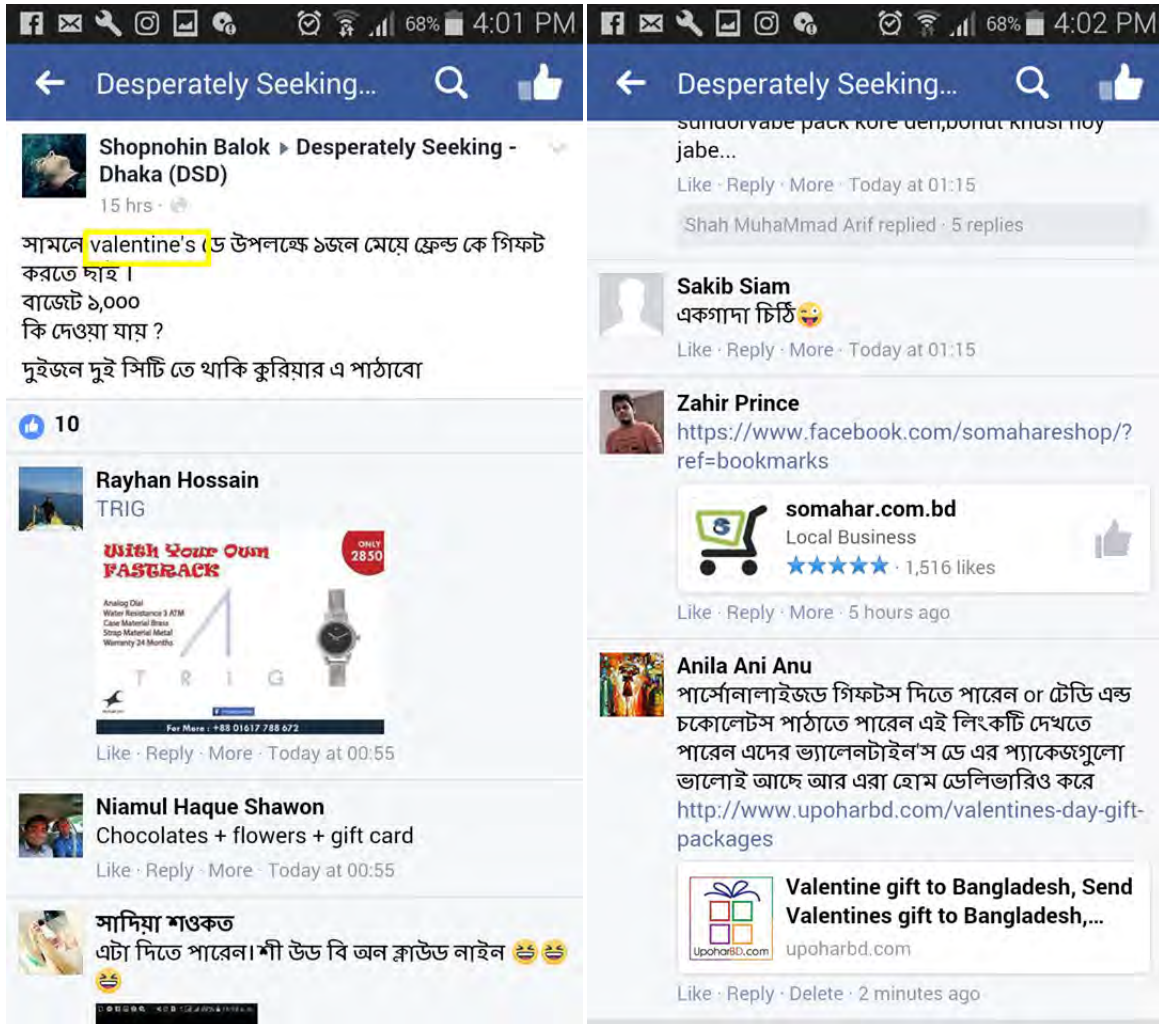


Figure 31

Even where people were not actually asking about gift ideas or links but I still tried to create an opportunity where I could create a situation to promote my product in a way which won't look promotion. For example in figure 32, I have used a friend's id to ask a question so that I could reply it and recommend and eventually promote our product and services.



Figure 32

### Scanning thoroughly:

Sometimes promotion related post won't come up with keywords too then I had to spend hours thoroughly scanning groups to find related posts to get generic engagement which was time consuming but at the end I got many post where I could promote UpoharBD and engage customers in persuade them into visiting our website and contacting our facebook page.

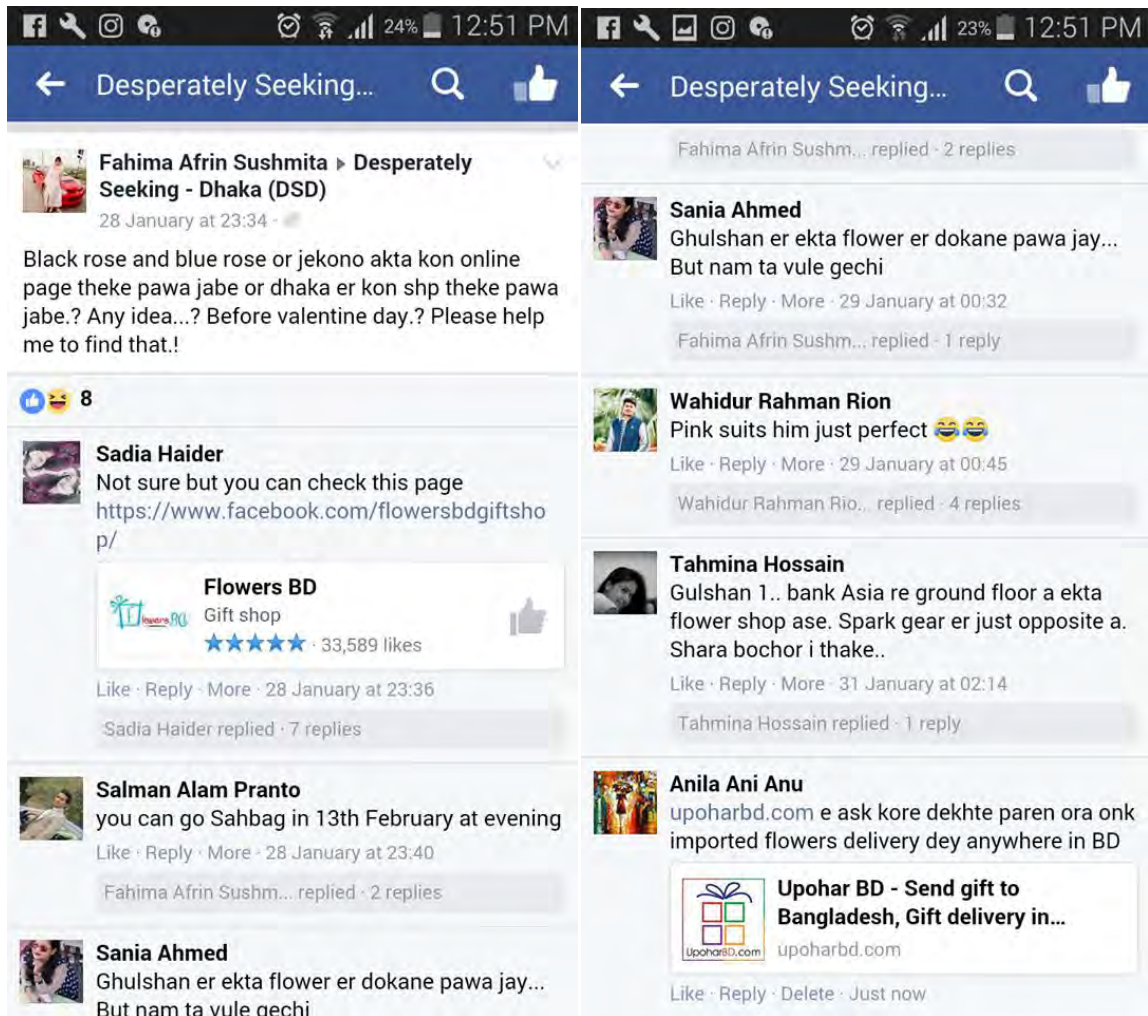


Figure 33

In this figure 33, the customers wanted black and blue roses which I know that is not available in Bangladesh but we can't exactly say no or prove our customers wrong so I had to create a situation where they would still go and visit our website and look in our social media pages in search for the products where we would be able to try to make her understand the situation and if possible convince to purchase alternative product if possible from us. In this case the customer did went to our page and then after understanding the situation did looked and queried about our other gift products.

Though I was mostly promoting our valentine's day products but where I found the opportunity to promote other products too I tried to make it happen. While scanning thoroughly I did found

some people looking for baby shower products and in general baby products, gift to send their parents, spouses for other purposes etc.



Figure 34

Here we can see that someone was asking about baby shower gift ideas so first I tried to provide normal suggestions for gift ideas and then I came again to provide picture which was a screenshot of the product from the website where the address is totally visible, instead of link not to directly saying that she should buy from them but to say that my previous comment was

regarding that type of products which will not attract direct suspicion but will show as a genuine effort of help.

### Try to engage different cities:

As UpoharBD also has branches in Sylhet and Chittagong so I also tried to promote products in groups solely for those cities like Desperately Seeking Sylhet and Desperately Seeking Chittagong. During this period what I have noticed that these groups are not as much active as the Desperately Seeking Dhaka which is mostly based for Dhaka people but all people try to keep their engagement in it.

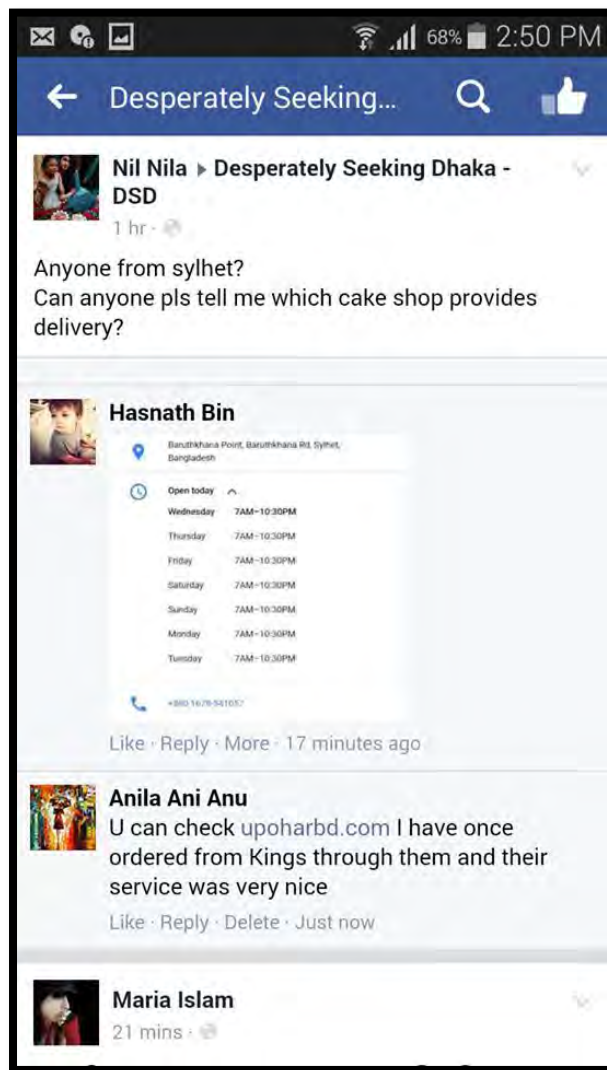


Figure 35



Here I have tried to show myself as a previous customer who has already ordered from UpoharBD and here instead of any specific links I tried to use the website address so the customer would visit for herself and be familiar with the kinds of service we provide.

Then again for Chittagong I tried to reply to post that are related to the products and services of UpoharBD. Here I tried to engage in conversation and also provided the link for the product similar to the kind the customer was looking for.

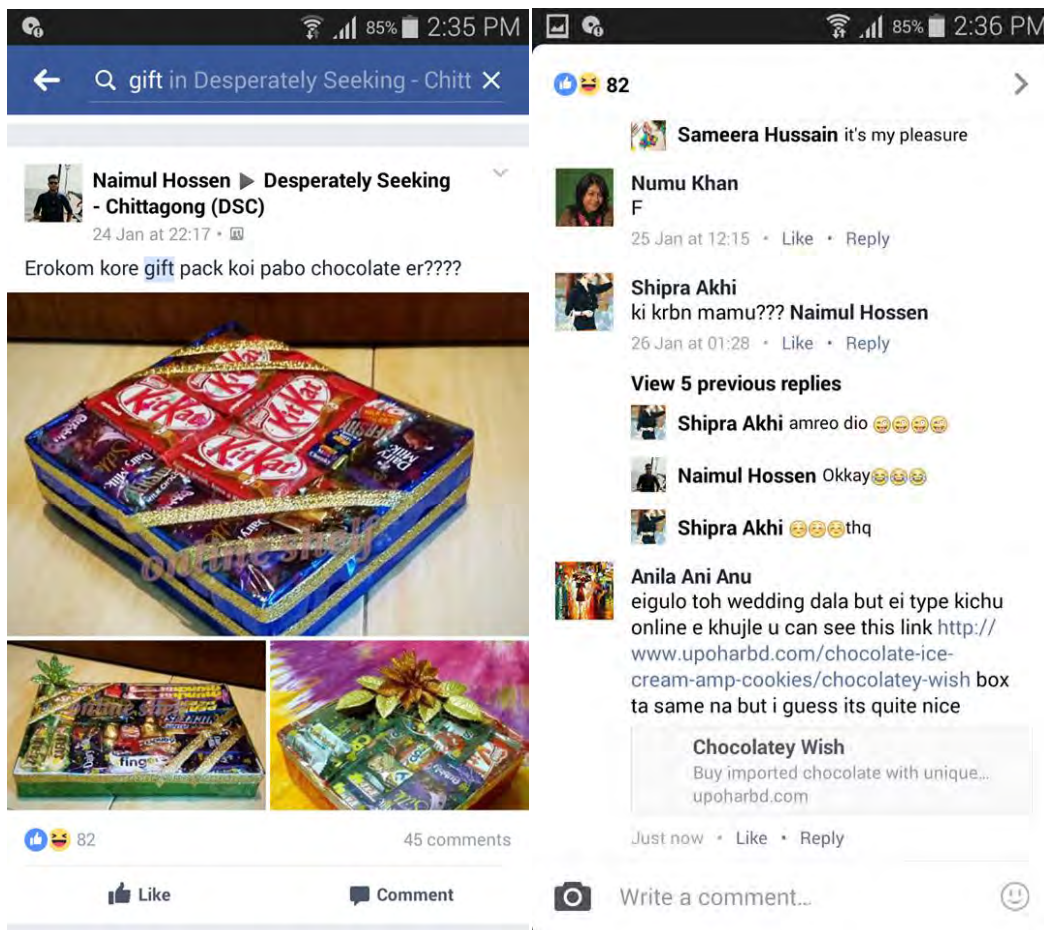


Figure 36

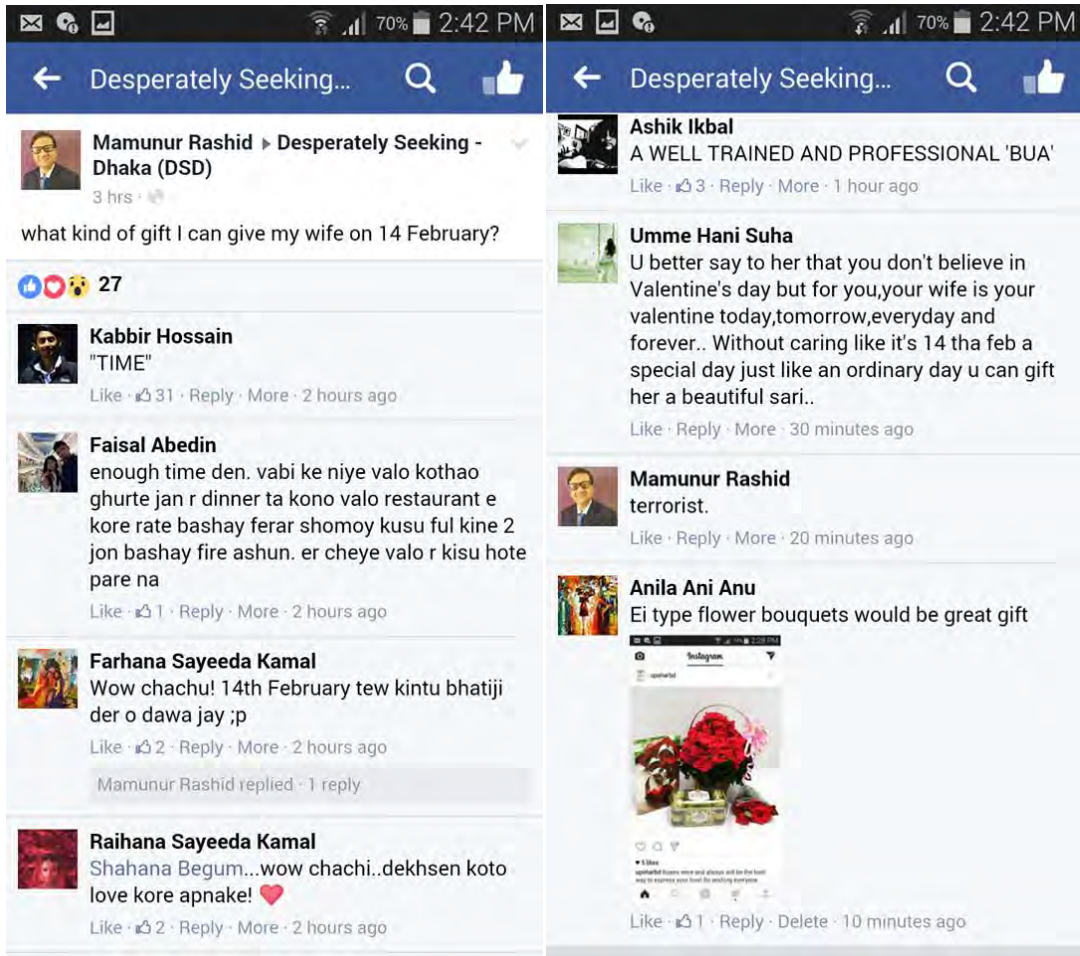


Figure 37

In figure 37, I waited for first customers to respond to the query so that when I finally comment it would be shown along with many other notifications too. Here instead of using a link or website screenshot I have provided a screenshot from the Instagram account of UpoharBD. So that potential customers will be interested to visit the Instagram account and of course know about the service and products.

Here is another example of increasing generic engagement during the valentine week I posted regularly multiple posts in their Instagram and Twitter featuring all sorts of products especially valentine related showing as being delivered or all ready to be delivered and got huge response. People were more connecting with us with likes and comments and were following us.

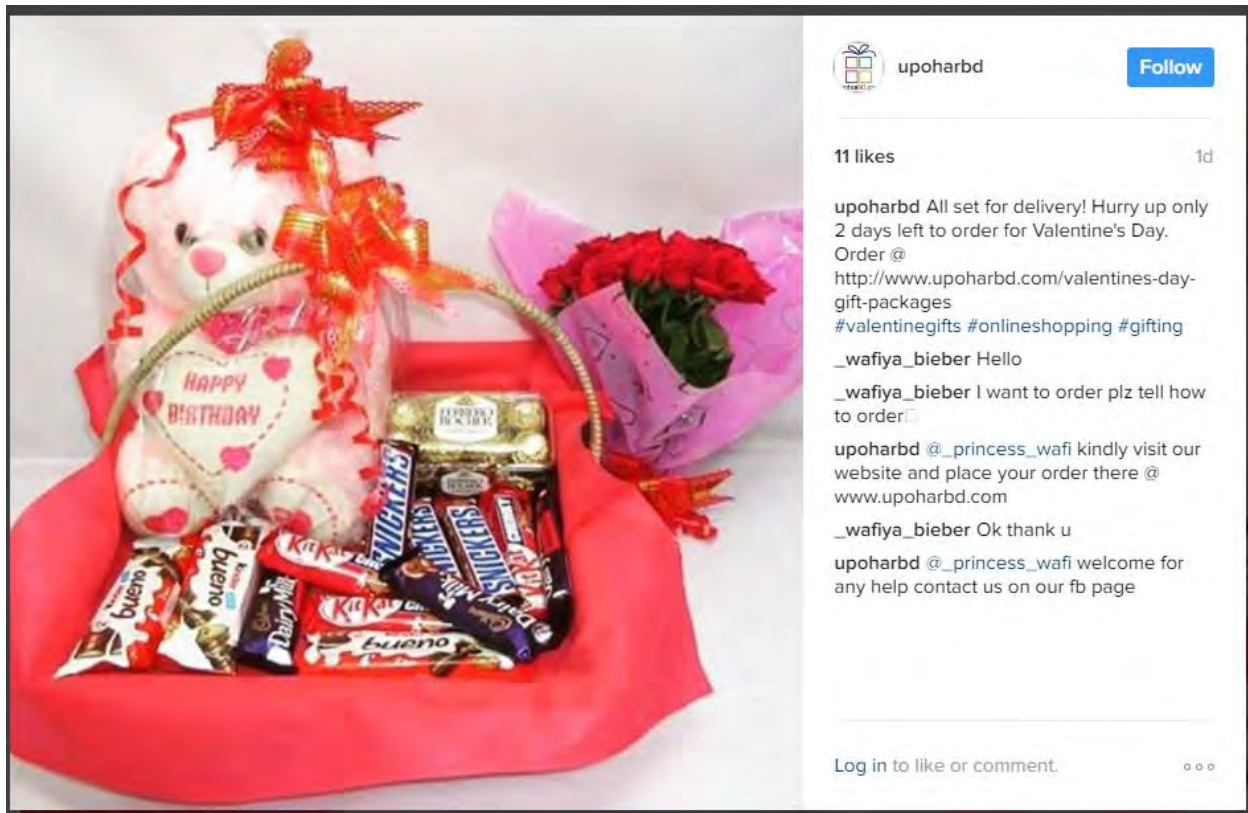


Figure 38

Link- <https://www.instagram.com/p/BQXO8LIBdVS/?taken-by=upoharbd>

In this picture (figure 38) we can see that a customer after following our posts commented regarding asking about the product purchase details and as to order from UpoharBD one has to order through their website so I replied her to go to the website and also provided link for that.

Like these, I have tried many other ways but as I could not include everything in it so provided some example which I thought were important and would be helpful for anyone who would be interested in ways of getting generic social media engagement.

### 3.8 Survey results and analysis

I did a small survey consisting 33 respondents for market research where I included some questions regarding online shopping and their view on UpoharBD.com also requested them to share their precious suggestions with us. The survey was structured and done randomly. Here are some of the findings:

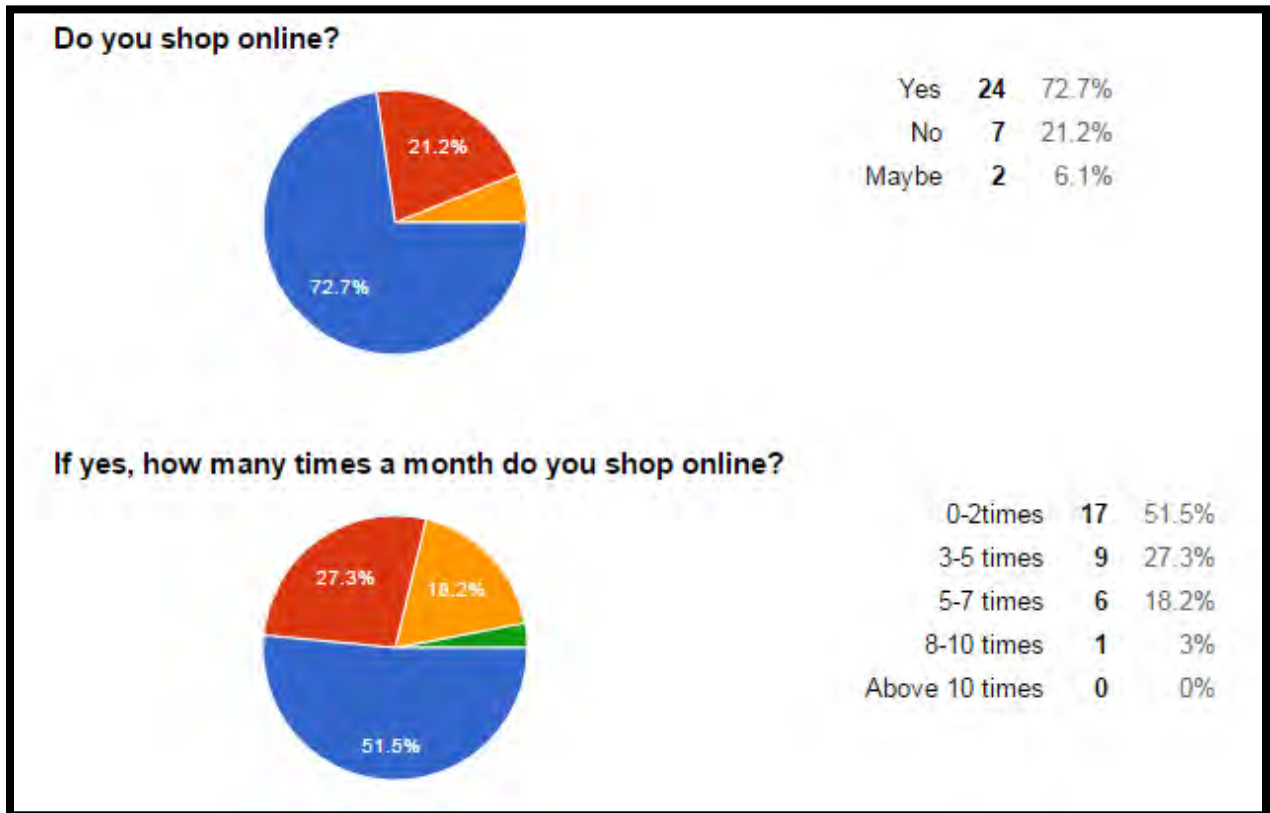


Figure 39

In figure 39, we can see that among 33 respondents, 24 mentioned shopping online and 7 mentioned about not shopping online. Then there were 17 respondents who mentioned shopping online 0-2 times monthly where the second highest number was 9 who shopped 3-5 times a month online.

Then in figure 40, it is shown that 27 respondents among 33 knew about UpoharBD.com and their service and among them 15 respondent mentioned purchasing from them.

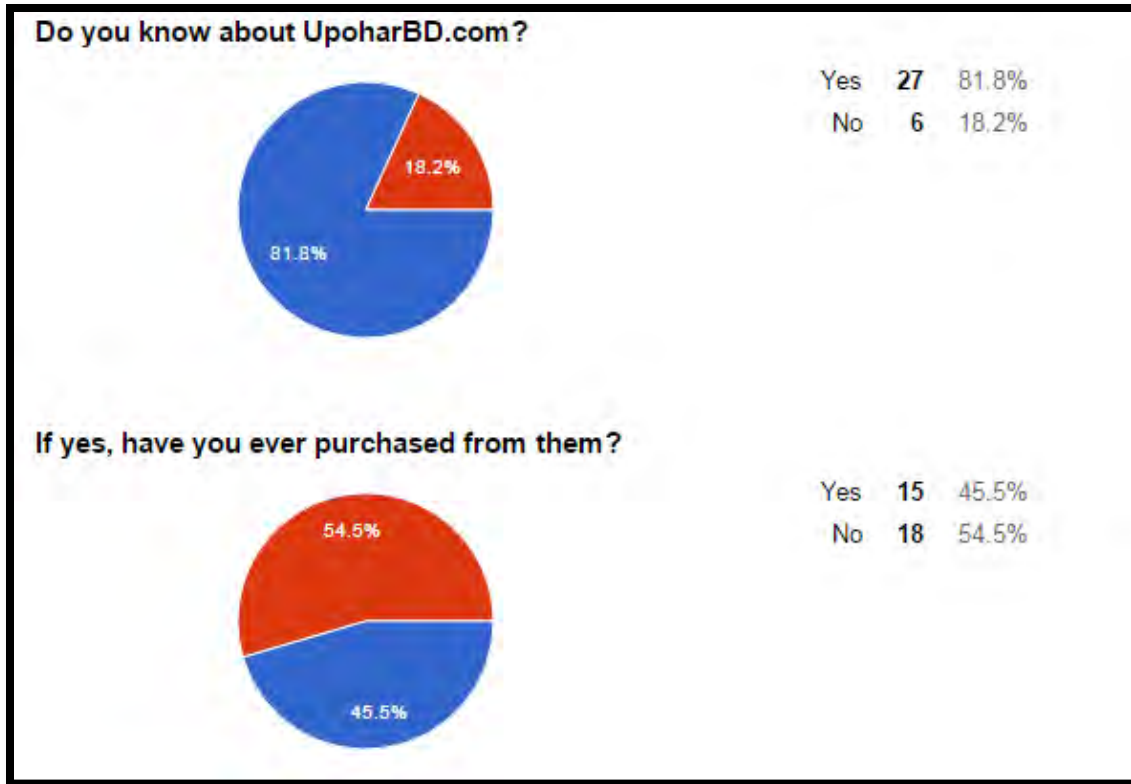


Figure 40

Then when I asked our respondents about what they consider while purchasing anything online 13 of them mentioned about quality where 7 emphasized on price and 5 on delivery time shown in figure 40.

As customer satisfaction is an important key for any service providing business, here we can see (figure 41) that 12 respondents rated UpoharBD.com with a 3 and another 11 respondents have given them 4 and only 7 of the respondents rated them below 3 which I would say a good number for a service provider organization like UpoharBD.com shown in figure. Also in figure 42 where I asked about which occasions they usually buy gift most respondents mentioned birthdays and anniversaries and other respondent mentioned other occasions like bangla festivals like pohela boishakh, pohela falgun etc in others.

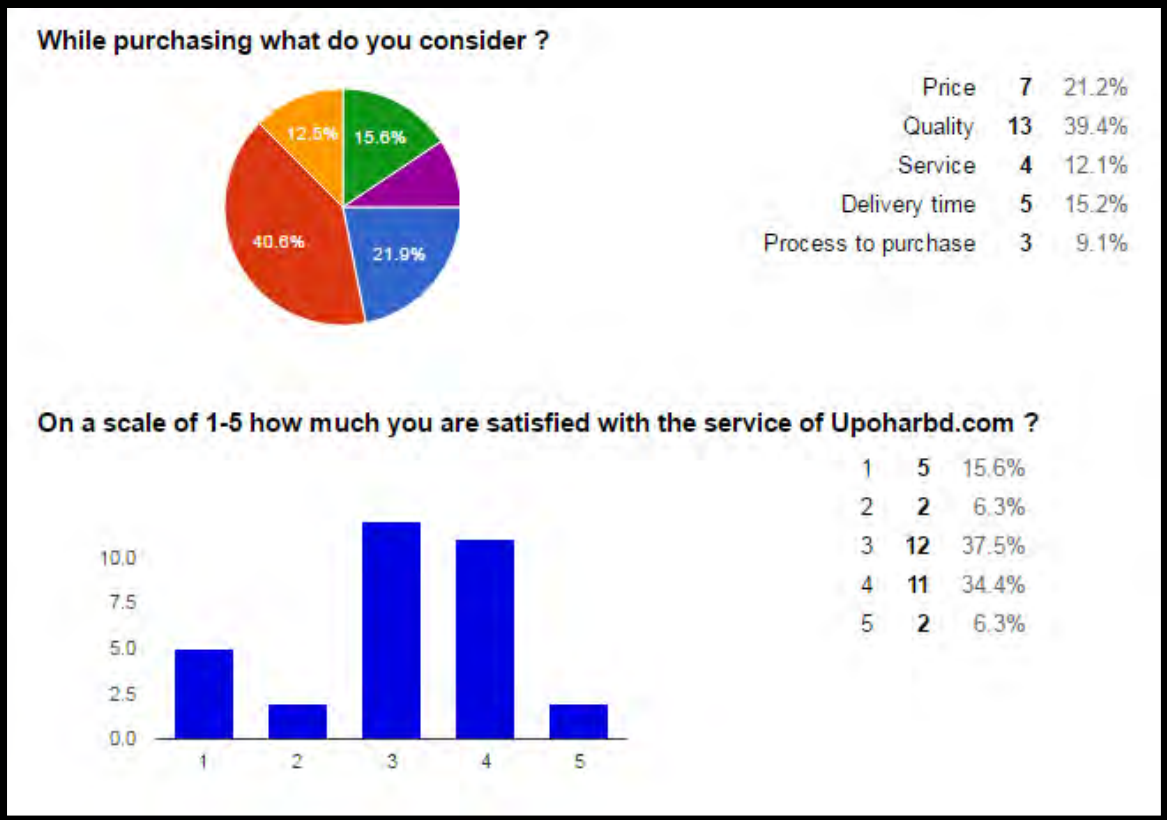


Figure 41

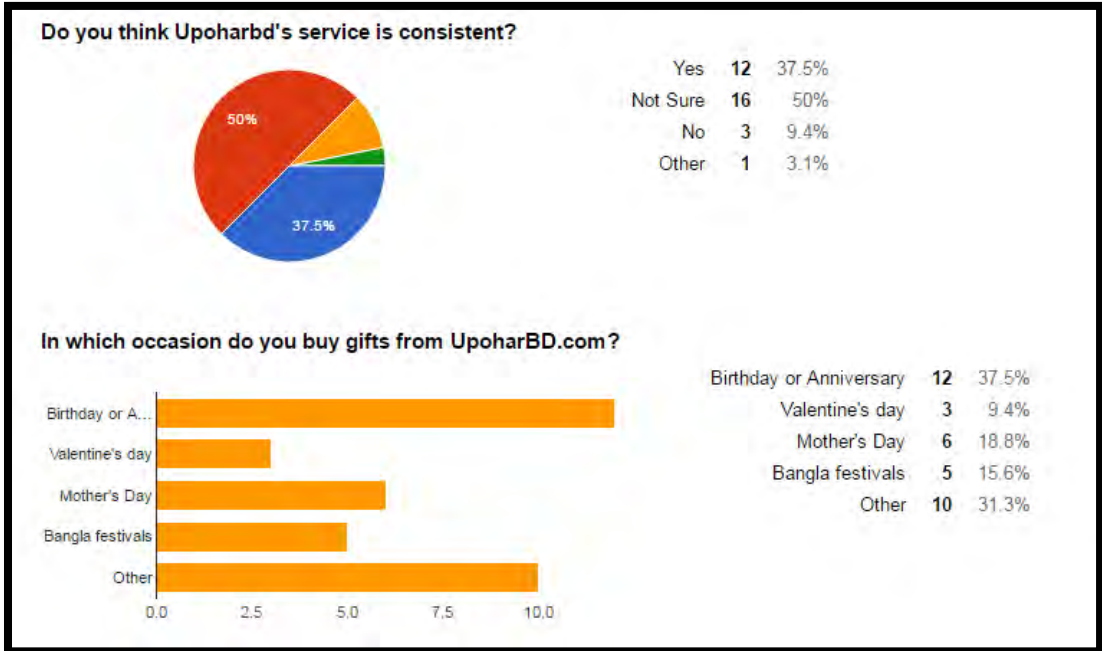


Figure 42

Lastly, in figure 43, we can see that when I asked about any suggestions from those 33 respondents, they provided us with many suggestions for improving the service of UpoharBD.com. Among these suggestions respondents mostly mentioned about having more affordable pricing of the products available in UpoharBD.com and about their minimum amount to purchase system which is around 2 thousands taka to avail their service.

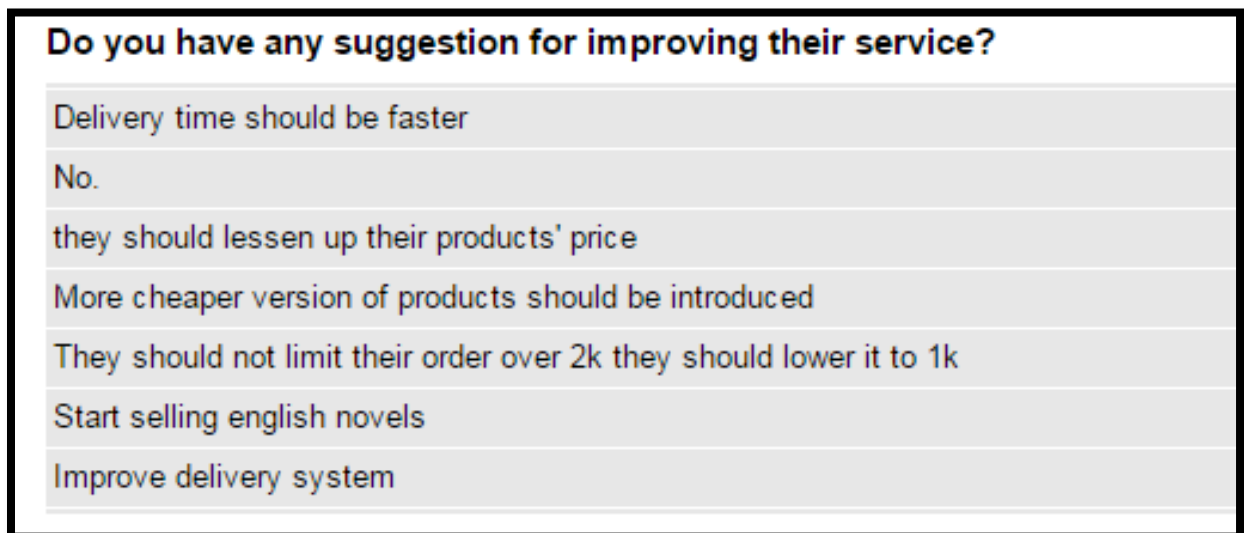


Figure 43

I hope that this survey and the results we have found from our respondents would be helpful for the organization and they will be taking into consideration all the suggestions that our respondents mentioned in this survey.

### 3.9 After sales analysis and recommendation

Previously I have mentioned that, during valentine campaigns I had to do pre-sales analysis and provide recommendations accordingly. Based on which changes were made and now here are the lists of products that were actually sold and were popular. Also I am going to describe what I think could be the factors behind these products sales.

#### **Top 20 products:**

1. Grameen Phone flexi load 57
2. Cadbury dairy milk chocolate bar 24
3. Double heart pillow 22
4. Ferrero rocher chocolates 20
5. Kitkat chunky 19
6. Cake with photo mug 17
7. Robi mobile easy load 16
8. Valentines day gift for her 15
9. Banglalink mobile i top up 14
10. Box of surprise with chocolate and roses 14
11. Hamper with lots of love 14
12. Valentine hamper with fragrance 14
13. Airtel mobile ezee load 12
14. Cadbury dairy milk silk chocolate bar 11
15. Heart shaped red velvet cake 11
16. Gift with live plant and roses in a vase 10
17. Cupcake gift box, every girls favorite gift 10
18. Cadbury perk 10
19. Engraved wooden photo 10
20. Chocolate mousse cake 9

So, the above products were the top 20 products ordered during valentine's day sales and if we compare them with our suggested products list previously mentioned in campaign 02 that



products like box of surprise with chocolate and roses, heart shaped red velvet cake, valentines day gift for her, cupcake gift box, cake with photo mug and engraved wooden photo etc six of the top ten recommended products were in the top twenty list of products sold in valentine's day.

	A	B
1	Recommended top 10 products	Sold top 20 products
2	1. Snacks wish basket (12 votes)	1. Grameen Phone flexi load 57
3	2. Happy she (6 votes)	2. Cadbury dairy milk chocolate bar 24
4	3. Heart shaped red velvet cake (6 votes)	3. Double heart pillow 22
5	4. Bunch of flowers with blue lady perfume (5 votes)	4. Ferrero rocher chocolates 20
6	5. Cupcake gift box every girls favorite gift (4 votes)	5. Kitkat chunky 19
7	6. Engraved wooden photo (4 votes)	6. Cake with photo mug 17
8	7. Valentine's day gift for her (4 votes)	7. Robi mobile easy load 16
9	8. Cake with photo mug (3 votes)	8. Valentines day gift for her 15
10	9. Combo for your valentine. (3 votes)	9. Banglalink mobile i top up 14
11	10. Box of surprise with perfume and roses. (3 votes)	10. Box of surprise with chocolate and roses 14
12		11. Hamper with lots of love 14
13		12. Valentine hamper with fragrance 14
14		13. Airtel mobile ezee load 12
15		14. Cadbury dairy milk silk chocolate bar 11
16		15. Heart shaped red velvet cake 11
17		16. Gift with live plant and roses in a vase 10
18		17. Cupcake gift box, every girls favorite gift 10
19		18. Cadbury perk 10
20		19. Engraved wooden photo 10
21		20. Chocolate mousse cake 9

Figure 44

Factors behind the top 20 products being sold during valentine's day could be many but some of them are mentioned below:

**Price:** In the top 20 products we can see that there were some online recharges which is pretty large in number so many people are sending money recharge more during this time. Reason behind this could be as mobile recharges cost quite less and people could easily pay some instant recharge for loved ones who needed it. Also there were some simple chocolates and heart pillows too which are also not that expensive and easily affordable. Those products were mostly cost between 200-4000tk which is what most people make budget for giving gifts.

**Value for the money:** Most of these products might seem good value for the money. Customers are now more conscious than ever. They always want good value for their hard earned money, so this could easily be a factor.

**Attractiveness:** How well the products packaging was could be another factor. As for loved ones people always look forward for some gift that look good and attractive so that anyone would easily like.

**Presentation on the website:** As products recommendation were made during the campaigns based on its research results and changes were made like re-arranging the products list and all. So, products listing representation could also give suggestions for which products could be bought as gifts.

**Easy delivery:** As not all gift packages would be able to send to all over Bangladesh other than UpoharBD's 3 branches so they have certain restrictions about it. So, their regular customers must have clue about it and could send gift that could be actually and easily possible to deliver and won't cost them extra money.

## 4. Contributions

During my internship period, I have learned a lot about profession life and got to change my view on how things work differently in a corporate organization. I tried to contribute in the best way I can to be beneficial for the organization.

### 4.1 Contribution to the organization

When an organization recruits interns they give an opportunity to learn and get a real good scenario of corporate life that is waiting ahead of us. In return they want the interns to contribute in the best way they can for the betterment of the organization and I am sure UpoharBD is not any exception. I joined the organization in the period of their peak sale and for that my contributions are given below:

- ✚ I ran many successful campaigns for Valentine's Day to engage consumers more in their social media sites.

- ✚ I conducted research for brands that needed to be added or updated in the website.
- ✚ Increased their generic reach in their social media sites and tried to promote and attract different city customers.
- ✚ Improved their Instagram outlook and make it look more updated like other related online shops already are.
- ✚ Improved the visibility of their facebook page add more color to it by providing colorful banners for posts.
- ✚ Recommended changes that needed to be done before Valentine's Day so, the sales would increase more.

## 4.2 Learning

In the past 3 months I have learnt a lot by working in the organization as an intern and I am hoping that it would help me in a great deal especially in the beginning of my professional life.

- ❖ Learnt basic level of graphics designing while designing for banners and editing pictures.
- ❖ Gained professional knowledge and skills for digital marketing.
- ❖ Gained basic knowledge on Google adwords and SEO on a more practical level.
- ❖ Learnt about order processing and steps that goes behind the process.
- ❖ Learnt to make a template of digital marketing which I hope would be helpful for people seeking knowledge about this field.

## 5. Reference

UpoharBD. (2003). Retrieved from [www.upoharbd.com](http://www.upoharbd.com): <https://www.upoharbd.com/>

Rahman, S. M. (2015). Consumer Expectation from Online Retailers in Developing E-commerce Market. *International Business Research* , Vol 8, No 7.

Rahman, S. M. (2015). Optimizing Digital Marketing for Generation Y: An Investigation of Developing Online Market in Bangladesh. *International Market Research*, Vol 8, No 8.

## Appendix

The image consists of two screenshots from the Facebook Publishing Tools interface.

The top screenshot shows the 'Publishing Tools' section with the 'Scheduled Posts' tab selected. It displays a list of four scheduled posts:

Post Content	Scheduled Time
প্রিয়জনের রুদ্র দেয়া দিতে বিশেষ দিনটিকে যিরে বিশেষ আয়োজন। নিজ হৃদয়ে আপনার বাক্যবন্দী আবেগ আর প্রিয় ফুলের সুবাসটি আমাদের হারা পৌষ দিন ভালোবা...	30 January 2017 at 11:00
Surprise your loved one with the complete package of sheer goodness and something to cherish for days from our amazing valen...	30 January 2017 at 22:00
প্রিয় উৎসবে আপন মানুষটি হবে উত্থুক আরও প্রানবন্ত, আরও কোমন। বণীল এইদিন গুণগত মানের গণের অসিকারে আমরা থাকতে চাই আপনার পশে, ভালোবাসার ...	31 January 2017 at 01:00
১০ ফেব্রুয়ারী এর মধ্যে #ValentinesDay অর্ডার করে #Win করুন Free gift! (কিভাবে: :) View #gift and order ড্যালেন্টাইল ডে packages @ http://w...	31 January 2017 at 22:00

The bottom screenshot shows a desktop preview of a post from 'Upoharbd.com' scheduled for 12 February 2017 at 09:00. The post content is:

ভালোবাসার মিম্ব সুবাসে মুহুরে ছুপুল প্রিয়জনের অঙ্কর। তাকে উপহার করুন অসাধারণ সব উপহার আমাদের ড্যালেন্টাইল ডে কালেকশন থেকে @ <http://www.upoharbd.com/gift-packages-for-bd/surprise-like-never-before> #valentinegift #giftforlove #urgentdelivery

The preview image shows a gift box and a bouquet of red flowers. The post has 'Boost post' and 'Edit' options.

Figure 45: Scheduling post on Facebook

## Survey on UpoharBD.com

\* Required

1. Do you shop online? \*

Mark only one oval.

- Yes
- No
- Maybe

2. If yes, how many times a month do you shop online? \*

Mark only one oval.

- 0-2times
- 3-5 times
- 5-7 times
- 8-10 times
- Above 10 times

3. Have you considered to buy gifts online? \*

Mark only one oval.

- Yes
- No

4. Do you know about UpoharBD.com? \*

Mark only one oval.

- Yes
- No

5. If yes, have you ever purchased from them? \*

Mark only one oval.

- Yes
- No

Figure 46: Survey question part 01

6. While purchasing what do you consider ? \*

Mark only one oval.

- Price  
 Quality  
 Service  
 Delivery time  
 Process to purchase

7. On a scale of 1-5 how much you are satisfied with the service of Upoharbd.com ? \*

Mark only one oval.

- 1    2    3    4    5

8. Do you think Upoharbd's service is consistent? \*

Mark only one oval.

- Yes  
 Not Sure  
 No  
 Other: \_\_\_\_\_

9. In which occasion do you buy gifts from UpoharBD.com? \*

Check all that apply.

- Birthday or Anniversary  
 Valentine's day  
 Mother's Day  
 Bangla festivals  
 Other: \_\_\_\_\_

10. Do you have any suggestion for improving their service? \*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Figure 47: Survey question part 02