

# **Internship Report**

On

**Social Media Marketing:**

**A Brand's Perspective**

A Case Study on

Hero MotoCorp Ltd.

In

Bangladesh



## **Internship Report**

On

### **Social Media Marketing: A Brand's Perspective**

## **A Case Study of Hero MotoCorp Ltd. In Bangladesh**

**Course Code: BUS 400**

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Subject: Submission of Internship Report for the completion of BBA program

Dear Mam,

I have the pleasure to submit my internship report on “**Social Media Marketing: A Brand’s Perspective; A Case Study of Hero MotoCorp Ltd. In Bangladesh**”

I have given enough concentration to the successful completion of my internship and prepared the internship report. It was my great opportunity to get a chance work on this challenging project and to complete the report in time. I am grateful for your guidelines and lessons.

I tried to put my best effort for the preparation of this Report. Yet if any shortcomings or flaws arise, it will be my pleasure to answer any clarification and suggestion regarding this report.

Thanking you,

Sincerely yours,

Soumiya Binte Ishaque

ID: 13104237

## **ACKNOWLEDGEMENT**

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## EXECUTIVE SUMMARY

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In the first world countries the offline media is getting almost obsolete gradually. The change is also affecting Bangladesh. The significant growth of internet and smart phone users in Bangladesh is showing us the necessity to go digital a marketer. The digital marketing in Bangladesh is a new concept. Asiatic Mindshare Bangladesh was the first one ever to realize this need and act thereby.

Hero MotorCorp is a known in all over the world. Formerly known as Hero Honda, Hero spread its market from Asia to Africa and America. Hero officially entered the Bangladeshi market in the first half of 2014 by a joint venture with Niloy Motors of Bangladesh. This was a great move for them as everyone in Bangladesh is aware of what Hero is through Indian TV channels, for this it was luxury for them to spend money on something they can achieve without expense. In this case Hero went for social media marketing for Bangladesh. The strategy was great as most of their target audience could have been found in social media.

The strategy that hero played was executed quite well with the help of Asiatic Mindshare Bangladesh as Hero's partner in marketing in Bangladesh. Mindshare planned, operated and executed the communication ideas and needs of hero in Bangladesh. Marketing through social media has always been a challenge as everything in the social media wants to stand out. To find a place of its own in such a short time is always tough. But Mindshare made possible for Hero. Hero now is the biggest bike manufacturing page in Bangladesh.



# 1 CHAPTER 1

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## 1.1 INTRODUCTION

"Social media" is a way for people to communicate and interact online. While it has been around since the dawn of the World Wide Web, in the last 10 years or so, a surge in both the number and popularity of social media sites is seen. It's called social media because users engage with (and around) it in a social context, which can include conversations, commentary, and other user-generated annotations and engagement interactions.

Publishing content has become exponentially simpler over the last several years, which has helped skyrocket the use of social media. Non-technical web users are now able to easily create content on a rapidly growing number of platforms, including those that are owned (hosted communities, blogs, etc.), rented (social networks or third-party communities), and occupied (commenting, contributing, etc.). Today's web has shifted from a "one-to-many" to a "many-to-many" method of engagement.

For businesses, the shift in web consumerism and accompanying rise in social media brings both opportunity and responsibility. The sheer amount of data that customers make available through social media alone has web marketers jumping for joy. The real magic, however, lies in the opportunity to grow lasting and scalable relationships with organization's customer base through social media. This is also where a business's online responsibility to customers begins to take shape. Whether a business is listening and engaging or not, customers are having conversations relevant to its operations.

Bangladesh is moving forward by adapting the latest technologies of the world. Adapting the 3G internet technology has made the era of digital marketing for us wider than ever. More and more people are engaging in social media and other digital media as the days go by. A total of **4,40,81,942** people are concocted with internet till last **April** and the number is growing rapidly which creates a huge space for the brands to connect with their potential buyers.

## **1.2 ORIGIN OF THE STUDY**

This paper is prepared for fulfillment of the module “Internship” to conclude BBA Program. This paper is done under the supervision of Ms. Asheka Mahboob, Lecturer, BRAC Business School, BRAC University, Supervisor Mr. Kazi Hasan Ferdous, Director, Mindshare Bangladesh and Mr. Fuad Hasan and Mr. Mofassal Aziz, Line Manager, Mindshare Bangladesh. The purpose of this internship report is to relate intern’s working experience at Asiatic Mindshare Bangladesh Limited in the department of digital media. This report will allow to express that author is current with the digital media marketing sector of the country and compliance issues in day to day work during internship.

## **1.3 BACKGROUND OF THE STUDY**

Over the last several years, there has been an explosion of growth in popular social media platforms like Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, and many others. It's safe to say that the era of social media is just getting started, and the need for social media in business will only become stronger over time. The whole world has seen the impact of the expansion and adoption of social media tactics, and the rising stats speak for themselves.

The scenario is getting in the same place in Bangladesh too. The numbers of people getting connected to internet are growing day by day here. The rapid growth in online and mobile users in Bangladesh caught the attention of the marketers and the brands. It has not been of much of time when the digital marketing was only limited to email marketing. Today the brands seek to stand out in the market by using social media rigorously. Hero MotoCorp is one of the brands which figured out the potential customer reach through the media and acted through it. This report tries to find out the present scenario of the digital media landscape of Bangladesh and how much Hero MotoCorp is tapping into it. A case study will also be presented to understand how social media marketing is affecting in-store sales. However, some fundamental information has been excluded from the report due to organizational policy of Asiatic Mindshare ltd.

#### **1.4 SCOPE OF THE STUDY:**

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

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

This report is intended to provide a detailed overview of the inception of Hero Motocorp's digital marketing in Bangladesh, the process and the growth. Through this report it will be understood the insight of Hero MotoCorp's Target audience , what kind of content audience get most engaged to and what other digital marketing channel Hero MotoCorp can go for.

#### **1.5 STATEMENT OF THE PROBLEM:**

This study aims to find out the digital media landscape of Bangladesh, how social media marketing is affecting in-store sales of Hero MotoCorp, the importance of real-time data driven decision making and the prospects of social media marketing.

## **1.6 OBJECTIVES OF THE STUDY:**

### 1.6.1 Broad Objective

The primary objective of the study is to analyze the social media marketing tactics of Hero MotoCorp Bangladesh. However, the specific objectives are-

### 1.6.2 Specific Objectives

- Understand digital media landscape of Bangladesh
- Analyze the social media marketing of Hero MotoCorp Bangladesh
- Find out the relationship between in-store sales and social media presence of the brand
- Understand the factor triggers online users
- Find out any alternative or parallel solution to social media marketing

## **1.7 LITERATURE REVIEW**

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behavior.

To consider social media as a marketing tool a retailer must understand every aspect of it. Social media cannot be understood without first defining Web 2.0: a term that describes a

new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way (Kaplan and Haenlein 2010). “It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so” (Campbell et al. 2011, 87). Web 2.0 has evolved from simple information retrieval to interactivity, interoperability, and collaboration (Campbell et al. 2011).

Kaplan and Haenlein (2010, 61) define social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” Sinclaire and Vogus (2011, 294) cite O’Reilly’s (2005) definition: “social media is a broad term that describes software tools that create user generated content that can be shared.” However, there are some basic features necessary for a website to meet the requirements as a social network website: the site must contain user profiles, content, a method that permits users to connect with each other and post comments on each other’s pages, and join virtual groups based on common interests such as fashion or politics. (Gross & Acquisti, 2005; Ellison, Steinfield & Lampe, 2007; Lenhart & Madden, 2007; Winder, 2007; Boyd & Ellison, 2007 as cited in Cox 2010).

The phrase social networking sites’ is often used interchangeably with social media. However, social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplan and Haenlein 2010, 63). Thus, social media is the environment in which social networking takes place and has altered the way in which consumers gather information and make buying decisions.

Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. “Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social

networks have extended marketers' ability to reach shoppers through new touch points" (Shankar et al. 2011, 30).

It is vital for retailers and marketers to be aware of the factors that affect consumer attitudes and motives because consumers are increasingly creating content about brands, something previously controlled solely by companies (Heinonen 2011). As a result, current research has examined what aspects of social media sites affect consumer attitudes and motives. Chu (2011) examined the link between Facebook brand related group participation, advertising responses, and the psychological factors of self-disclosure and attitudes among members and nonmembers of Facebook groups. The study determined that users who are members of groups on Facebook are more likely to disclose their personal data than nonmembers are. Chu (2011) explains group participation and engagement with online ads requires a higher level of personal information because users openly reveal their connections with Facebook groups and promote brands or products when they pass on ads to their friends. "Facebook groups provide channels that consumers deem useful when seeking self-status in a product category, as does passing on viral content about brands to their social contacts" (Chu 2011, 40). Chu (2011) also found that users who are Facebook group members maintain a more favorable attitude toward social media and advertising. Users who have more positive attitudes toward advertising are more likely to join a brand or a retailer's Facebook group to receive promotional messages. Based on this result, Chu (2011) suggests that a link exists between consumers' use of and engagement in group applications on a social media sites. The relationship between consumers' use of and engagement with group applications influences the rate and effectiveness of advertising on social media, particularly Facebook. Generally, as Chu (2011) notes, Facebook's college-aged users have the most favorable attitudes toward social media advertising and are the largest growing demographic, which suggests that social media sites are a potentially rich platform for online advertising campaigns, especially for companies with a younger target market.

Research has determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. "As more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for

marketing shopping decisions, promotion through these media has become important” (Shankar et al. 2011, 32). According to Curran et al. (2011), social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer’s specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand. Furthermore, Hill, Provost, and Volinsky’s (2006) research establishes that a firm can benefit from social networks to predict the likelihood of purchase intention. This can be done by taking into account a firm’s choice of network (i.e. Facebook, Instagram, Pinterest etc.) and by examining that network’s data. Assessing a network’s data substantially improves a company’s marketing efforts because it provides the company with vital information on the network’s users, which helps determine the best social media tactics for that particular site (Hill, Provost, and Volinsky’s 2006). Based on this study, it can further be argued that knowing which social media sites a company’s target market utilizes is another key factor in guaranteeing that online marketing will be successful. Sorescu et al. (2011), stress that a retailer must go beyond the advertising aspect of social networking sites and find groundbreaking ways to use them as a way to conduct conversations with consumers, instead of a one-way communication network. Sinclair and Vogus (2011) determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. “Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, MySpace, YouTube, and Twitter to voice their opinions-both positive and negative” (Sinclair and Vogus 2011, 293). Consumers’ participation with a brand on social media reinforces the need for retailers to be active participants in social networking sites and the virtual brand communities they create. Since social media sites can be exploited for the information it provides on consumer behavior with regards to their purchasing intentions, research further suggests that businesses should incorporate social networking sites into their business model or promotional mix. A business model is a system of codependent structures, activities, and processes that serve as a firm’s organizing logic and create value for customers, itself, and its partners (Sorescu et al. 2011). Mangold and Faulds (2009) recommend that social media should be regarded as an integral part of an organization’s integrated marketing

strategy and should not be taken lightly. As Curran et al. (2011) points out, almost 1 in every 13 person in the world is an active Facebook user, which points to the potential of finding a ready market for any product or service. Social networking sites are being utilized to enhance a company's brand appeal and increase their target market because "new technologies allow for more personal, targeted communications, as well as increased consumer participation in the creation of marketing and brand related information" (Cappo 2033; Jaffe 2005 as cited in Muñiz and Jensen Schau 2007, 35). Mangold and Faulds (2009) stress that traditional communication examples, which relied on the classic promotional mix to create integrated marketing communications, must give way to a new paradigm that includes all forms of social media as potential tools in designing and implementing integrated marketing communication strategies.

Retailers are paying attention when it comes to social media because it provides a key component that businesses have struggled to collect for years: feedback (Gonzalez 2010). Feedback from consumers has always been important when it comes to product, brand, and business model development. Since, most studies have examined social media marketing in terms of suggesting how to incorporate it within a business plan, and how to gauge consumers' responses, it is important that further research address which strategies work.

It has become clear that when marketers from large corporations present a new product or brand, they consider both traditional and nontraditional media in which to place advertising in order to make sure they reach their target market (Cheong and Morrison 2008). Small retailers also need to start utilizing nontraditional methods of marketing in creative and engaging ways to make certain that they attract a larger number of consumers. Sorescu et al. (2011, 11) states "another way in which retailers can engage customers is by selling not just products, but an entire experience that – while centered on the products, adds an entirely new exciting layer to the retail setting."

Small retailers have a smaller budget and tighter constraints yet provide more personal retailing, therefore a study examining how these aspects factor into a small store's social media tactics would be beneficial. Studies should also suggest how small retail businesses could initiate and maintain social media marketing to improve relationships with their customer base. To stay relevant retailers need to keep up with the changes to



ensure that they will be noticed by consumers, reinforcing the fact that more research would be valuable to all parties involved: retailers, marketers, and scholars.

“Anyone who’s not engaged in some form of social media is [making] a mistake in today’s world given the volume of people [who have] embraced and utilize social media” (Le Veque as cited in Gonzalez 2010, 84). Social media opens up a whole new world for small retailers by providing an endless array of potential interactions with consumers, which is the main reason why there is a need for an increase in studies examining the impact of this new phenomenon on small retailers.

## **1.8 METHODOLOGY:**

### 1.8.1 Nature of study

The nature of study is mostly qualitative. However, there is some quantitative data presented in this report to understand the market status. There have also been scopes for qualitative reasoning regarding the local laws and regulations administered by the authority. All issues intended from this study are explored through assessing and analyzing information gathered from different primary and secondary sources. The author has used understandings that learned from Asiatic Mindshare during the internship period.

### 1.8.2 Data Collection and Interpretation:

The report contains data that are collected from mostly secondary sources. However, one to one discussion with Hero MotoCorp personnel and Asiatic Mindshare Ltd.’s digital team member was conducted for better understanding of the selected topic.

### 1.8.3 Secondary Souces:

- Official website of Asiatic Mindshare Ltd
- Brand book of Hero MotoCorp Bangladesh
- Facebook Blueprint
- Insights from Hero Bangladesh Facebook Page Manager
- Academic papers and journals
- Different web portals, online sources and tools to gather data

#### 1.8.4 Approach

In this report the digital marketing of Hero Motor Corporation in Bangladesh was focused. Therefore, to understand the marketing techniques and process and the current scenario of the market data was collected from many online and offline sources and from the official archive of Mindshare Bangladesh.

Different quantitative data were collected from published journals, periodicals, and online sources. To better understand the market scenario, and how Hero operates and manage their marketing, informal interviews of executives and managers have been conducted.

As the type of the report is descriptive, it has information that will only be good with understanding the total social media thus digital marketing of Hero Motorcorp in Bangladesh. As there are not enough journals published about the digital marketing in Bangladesh the information used for the study was mostly the data collected form the archive of Asiatic Mindshare Bangladesh and the statistics were collected from websites that provide data to users. Author's own day to day work with the digital media department provided the basic description of the study and was exclusively monitoring the social media page of hero with the supervision of the authorities, through that got the chance to learn about digital marketing and the marketing terms and condition of Hero. Informal interviews were taken of line manager to get clear idea about the digital marketing of Hero. Entire methodology can be grouped as following

- Firstly information regarding the topic was collected from secondary sources such as various books, publications, previous research work on this topic, online portals, articles etc.
- Data was collected from NMS software and BTRC website to understand the current digital media scenario of Bangladesh
- Contacted with the digital marketing team head to get access to Hero Bangladesh Facebook Page Manager
- Gather data for the last 1 year from Business Manager to see the performance of their social media strategy
- Discussed with personnel from Hero MotoCorp's client service and team member from Asiatic Mindshare to get a better understanding of the budget spent every month on social media

- Analyzed the collected information and prepared the report.

### **1.9 REPORT PREVIEW:**

Chapter 1: It provides an overview of the origin of the report, background, problem statement, and scope of the report, methodology, limitation, literature review and other introductory information of the report.

Chapter 2: It contains a brief description about Asiatic Mindshare Ltd. and Hero MotoCorp Ltd., their mission, vision and functional nature.

Chapter 3: The report proper, it's Analysis and findings of the study- gives brief overview.

Chapter 4: The ending part- it clarifies the summary of the report, recommendations based on the preceding findings.

Each Chapter contains more than one section which describes the information grouped together for better understanding of the subject matter.

### **1.10 LIMITATIONS OF THE STUDY:**

The study was on the social media marketing of Hero Motor Corporation in Bangladesh. There were no major limitations in preparing this report. No significant amount of cost was incurred in preparing this report. However following issues created little problems:

- Asiatic Mindshare Bangladesh is very strict about giving details about their business operation for any kind of external reports.
- There are not enough data on this sector available to work with and not many researchers have been done on this yet.
- Due to insufficient time, entire industry scenario wasn't captured, only few aspects of marketing industry are covered here.
- Consequently the report does not contain any proper analysis and the recommendations given here may prove to be inadequate.

### 2.1 ORGANIZATION OVERVIEW:

Mindshare relates generally to the development of consumer awareness or popularity, and is one of the main objectives of advertising and promotion. When people think of examples of a product type or category, they usually think of a limited number of brand names. The aim of mindshare is to establish a brand as being one of the best kinds of a given product or service, and to even have the brand name become a synonym for the product or service offered. For example, a prospective buyer of a higher education will have several thousand universities to choose from. However, the evoked set, or set of schools considered, will probably be limited to about ten. Of these ten, the universities that the buyer is most familiar with will receive the greatest attention.

With this quest in mind, Mindshare is a global media agency network and the home of adaptive marketing. Mindshare's 7,000 employees are driven by the values of speed, teamwork and provocation and are dedicated to delivering competitive advantage for clients in a world where everything begins and ends in media. Mindshare is part of GroupM, which oversees the media investment management sector for WPP, the world's leading communications services group. Mindshare network consists of 116 offices in 86 countries throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific with total billings in excess of US\$31.4 billion.

The mission statement of Mindshare can be best expressed in two words – Original Thinking. Since the inception in 1998 as the first pure-play media planning and buying agency, mindshare has sought to innovate and invigorate the communications marketplace, be that through new ways to connect brands with consumers, or unrivalled buying power in the media market. This combination of science, scale and imagination is borne out of the Original Thinking ethos of the founders, which still pervades the business from top down. Company's Original Thinking mission informs and inspires the team to advise the clients, innovate in the marketplace and produce ground-breaking work.

Mindshare defines Media as the space where content, people and technology meet. This space is continually evolving driven by innovation in technology, increasing data intelligence and an open, collaborative creative culture. To succeed in this fast changing space mindshare believes brands and businesses need to be both adaptive and inventive. Mindshare seeks out the

opportunity in this change, bringing together a diversity of talent, colliding people with different skills and perspectives, with one ambition: To Invent the Future of Media for our Clients. In doing so mindshare helps them build future commercial and cultural success.

## **2.2 HISTORY:**

The company was created by the merger of the media operations of JWT and Ogilvy & Mather, then the two big full service advertising agencies within WPP Group. The launch team comprised Mandy Pooler and Nick Emery from O&M and Ron De Pear and James Walker from JWT. Initially the business faced strong opposition to the merger from the agency parents in the US region. The Mindshare global network consists of approximately 6,000 employees across 115 offices in 82 countries throughout North America, Latin America, Europe, the Middle East, Africa and Asia Pacific.

## **2.3 ASIATIC MINDSHARE:**

Asiatic Mindshare started its operation in Bangladesh in June 2001 as a joint initiative of Mindshare World and Asiatic MCL, one of the leading ad agencies in Bangladesh. Since then it has been driving significant changes in local media scenario and off course in their client's media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying and research company. It is the key driver of media research in Bangladesh media market. Mindshare's vision is to secure competitive advantage for clients in a media world which is changing beyond recognition and which is defined by the fragmentation of mass media and high level of media inflation. This demands creativity, rational thinking and smart buying power. Mindshare is the one stop media solution that delivers all.

## 2.4 SERVICES:

**Regional & national media management:** Media is the most effective way of communicating the brand insights and thoughts to the targeted consumers. Mindshare Bangladesh manages the regional and national media for the clients. It plans the most effective way to reach the communications of the clients to the consumers through media and executes the process.

**Content & barter:** Content is the things that makes a campaign a whole. It completes the communication needs of any campaign. Being an advertising agency, Mindshare works mainly in the media management of the client. For the contents Mindshare is not that much directly responsible but it provides insights, ideas for the campaigns and tag along with creative firms to provide the best content to the customers.

**Digital:** Digital media is a fast growing media in Bangladesh. Its growth through last couple of years is huge. At present about a hundred million people is connected to internet somehow. Mindshare realized the market opportunity and is the first initiator of digital marketing in Bangladesh. It is the only media agency in the country which is directly partnered with Google and Facebook. Mindshare plans and executes all the digital campaigns of their clients.

**Econometric modeling:** Econometric models are statistical models used in econometrics. An econometric model specifies the statistical relationship that is believed to hold between the various economic quantities pertaining to a particular economic phenomenon under study. An econometric model can be derived from a deterministic economic model by allowing for uncertainty, or from an economic model which itself is stochastic. However, it is also possible to use econometric models that are not tied to any specific economic theory. Mindshare provides econometric modeling to the clients for them to know the changes in market more precisely.

**Global media insight & research:** Only managing the media is not enough for the clients in some cases. Where the competition is stiff the client needs detailed information about the media market. Mindshare provides this information through its media insight and research service. Through this Mindshare suggests the best way to reach the communication to the consumers.

**Sponsorship:** Nowadays sponsorship is the key to success in every event. Everybody wants the companies to sponsor their programs. Mindshare matches its clients to the best sponsorship deals so that the clients, to be specific the brands, gets the maximum outcome while maintaining its identity.

**Media Investment Management:** Mindshare provides consultancy and executes the media investment for its clients. Mindshare makes sure that the media investment brings up the expected return for its clients.

**Strategic Media Planning:** Strategic media planning matters the most when a brand wants positive outcomes from the media spent. Mindshare plans the strategies for media investment for its clients.

## 2.5 CLIENTS OF ASIATIC MINDSHARE LTD:

Here are the clients of Asiatic Mindshare Ltd:



Figure 1: Clients of Asiatic Mindshare Ltd.

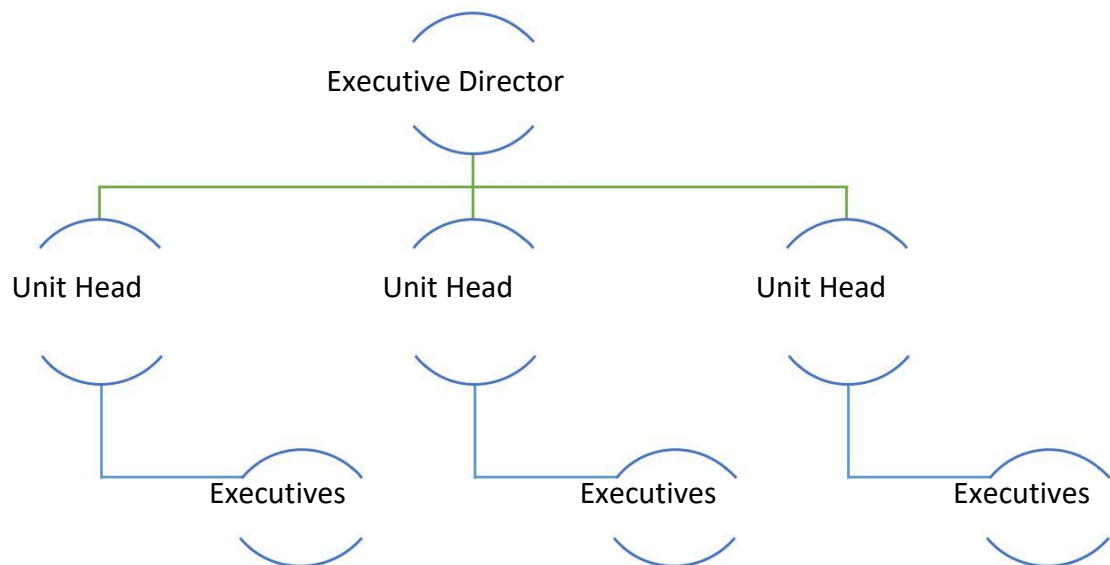
Latest additions to their client portfolio are:

1. Grameen Phone
2. Ekhanei.com &
3. Hero MotoCorp Bangladesh



## 2.6 ORGANIZATION STRUCTURE:

Asiatic Mindshare is a flat organization, an organization that has an organizational structure with few or no levels of middle management between staff and executives. The employees are given enough responsibilities and authority to deliver their work in particular timeline.



*Figure 2: Organogram of Asiatic Mindshare Ltd.*



Employee empowerment is also practiced in Mindshare Bangladesh. Employees of all level are allowed to take part in the decision making process. Not only getting the opportunity to involve in the decision making process but also have the access to communicate with the top management any time at work. Mindshare Bangladesh has almost 50 employees managing the media of the top Brands of the country.

## **2.7 HERO MOTOCORP BANGLADESH**

Hero Motocorp Ltd., formerly Hero Honda, is an Indian motorcycle and scooter manufacturer based in New Delhi, India. The company is the largest two wheeler manufacturer in the world. Hero Honda started in 1984 as a joint venture between Hero Cycles of India and Honda of Japan. In 2010, when Honda decided to move out of the joint venture, Hero Group bought the shares held by Honda. Subsequently, in August 2011 the company was renamed Hero MotoCorp with a new corporate identity.

The new Hero is rising and is poised to shine on the global arena. Company's new identity "Hero MotoCorp Ltd." is truly reflective of its vision to strengthen focus on mobility and technology and creating global footprint. Building and promoting new brand identity will be central to all its initiatives, utilizing every opportunity and leveraging its strong presence across sports, entertainment and ground-level activation. For Hero MotoCorp, technology and imagination are playing a bigger role than ever before. Imagination to foresee social megatrends and customer aspirations, imagination to identify and invest in potential markets across the world, and to choose top-tier technology to turn smart ideas into reality.

### **2.7.1 Vision:**

The story of Hero Honda began with a simple vision - the vision of a mobile and an empowered India, powered by its two wheelers. Hero MotoCorp Ltd., company's new identity, reflects its commitment towards providing world class mobility solutions with renewed focus on expanding company's footprint in the global arena.

### **2.7.2 Mission:**

Hero MotoCorp's mission is to become a global enterprise fulfilling its customers' needs and aspirations for mobility, setting benchmarks in technology, styling and quality so that it

converts its customers into its brand advocates. The company will provide an engaging environment for its people to perform to their true potential. It will continue its focus on value creation and enduring relationships with its partners.

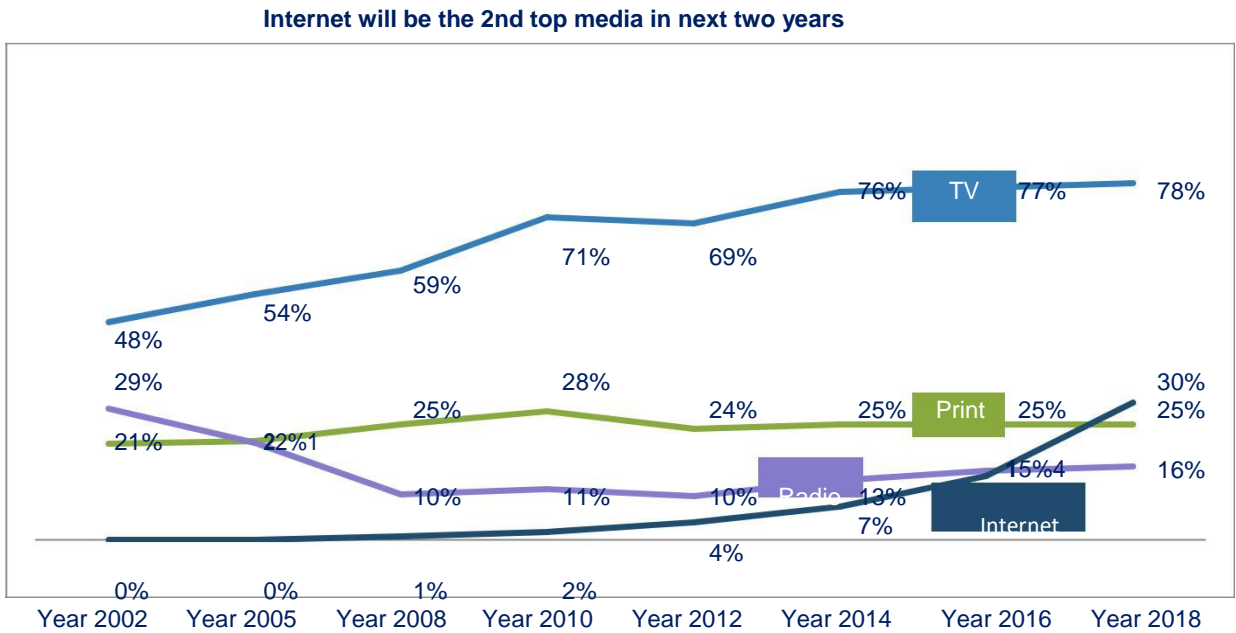
## **2.8 HERO MOTOCORP IN BANGLADESH:**

Hero officially started its operation in Bangladesh on April, 2014 with a joint venture with Niloy Motors Bangladesh. The joint venture, in which Hero MotoCorp will hold 55 per cent stake and Nitol Niloy the remaining 45 per cent, plans to set up a new manufacturing facility with an annual capacity of 1.5 lakh units. Hero Motocorp started putting advertisement in the press media at the beginning through Niloy Motors. On November Hero Motocorp's started their online activation through Asiatic Mindshare Bangladesh. Asiatic Mindshare Bangladesh watches over the official facebook page of Hero Motocorp in Bangladesh and manages the online advertisements. Asiatic Mindshare Bangladesh creates the online contents, the strategies and manage communication of Hero in social media.

### 3 CHAPTER 3

#### 3.1 DIGITAL MARKETING LANDSCAPE OF BANGLADESH:

With the proliferation of smart phones, internet connectivity and social networking in Bangladesh, the digital marketing industry is gaining momentum. This growth trend has been impressive over the last few years with the number of agencies and sectors investing in digital marketing increasing at a rapid pace.



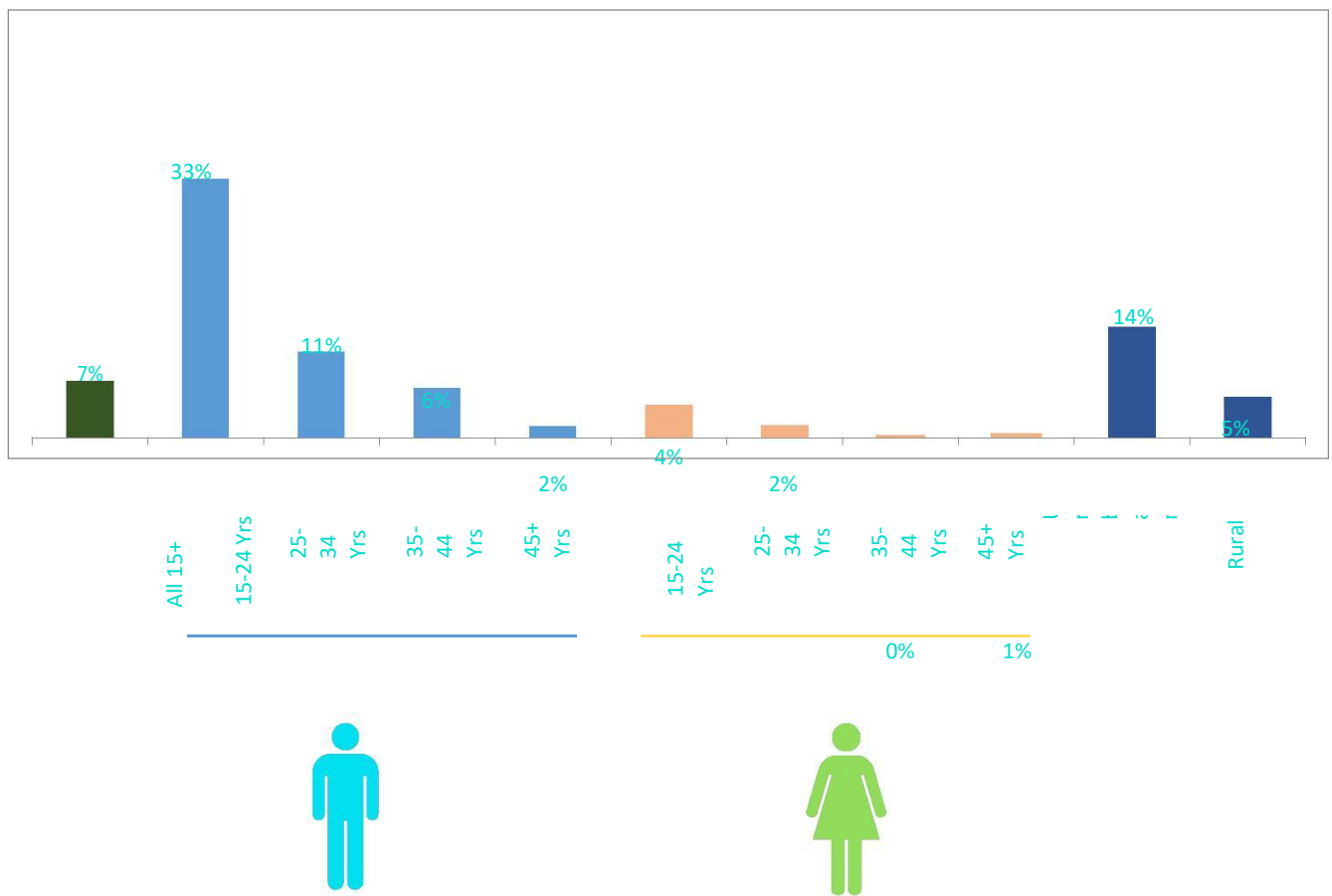
*Figure 3: Rise of Internet in Bangladesh*

Even though traditional marketing methods are still predominant with a high focus of companies on TV advertisements, billboards, and newspaper ads, the market scenario is ready to be transformed.

In a total 162 million populated country, there are 131 million people used mobile with a 81% penetration. Every hour 12 mobile phones are being sold where 8 of them are smart

phones. Unique internet users are 63.5 million and among them 19 million uses social media every day.

The diagram below illustrates that 77% of Facebook users are aged between 18 and 34. Bangladesh has a median age of 25.4, and the 8th largest population in the world. Additionally, **youth comprise of one third of the country's entire population, while 70% of the population is under the age of 35**, making media consumption increasingly skewed towards digital.



**Internet across demography: Highly skewed towards male of 15-24 age group**

*Figure 4: Demography of Internet Users in Bangladesh*

The telecom industry has experienced extraordinary growth in recent years, resulting in 99% of the population being under network coverage. This growth has been leveraged to increase internet access for the masses as experts from Mediavest claim that 60% of internet users get access using mobile phones. The telecom industry has a direct role in promoting the culture of internet usage, by introducing lucrative data packages, conducting push marketing and improving the overall mobile network infrastructure of Bangladesh.

And where these data packages are being used? Survey shows that most people use internet for the purpose of social networking. From socio economic class B to D and the age group 15- 34 and above are all active in social media. Next highest time is spent on internet is on downloading or watching videos and chatting. So we can come to the conclusion that, internet activity in Bangladesh is highly skewed towards social networking. Most of these networking are done through mobile phones. Among all the social media channels, Facebook is the most popular with a 20,000,000 population from Bangladesh. Other digital media channels are Google. Details demographics are given below.

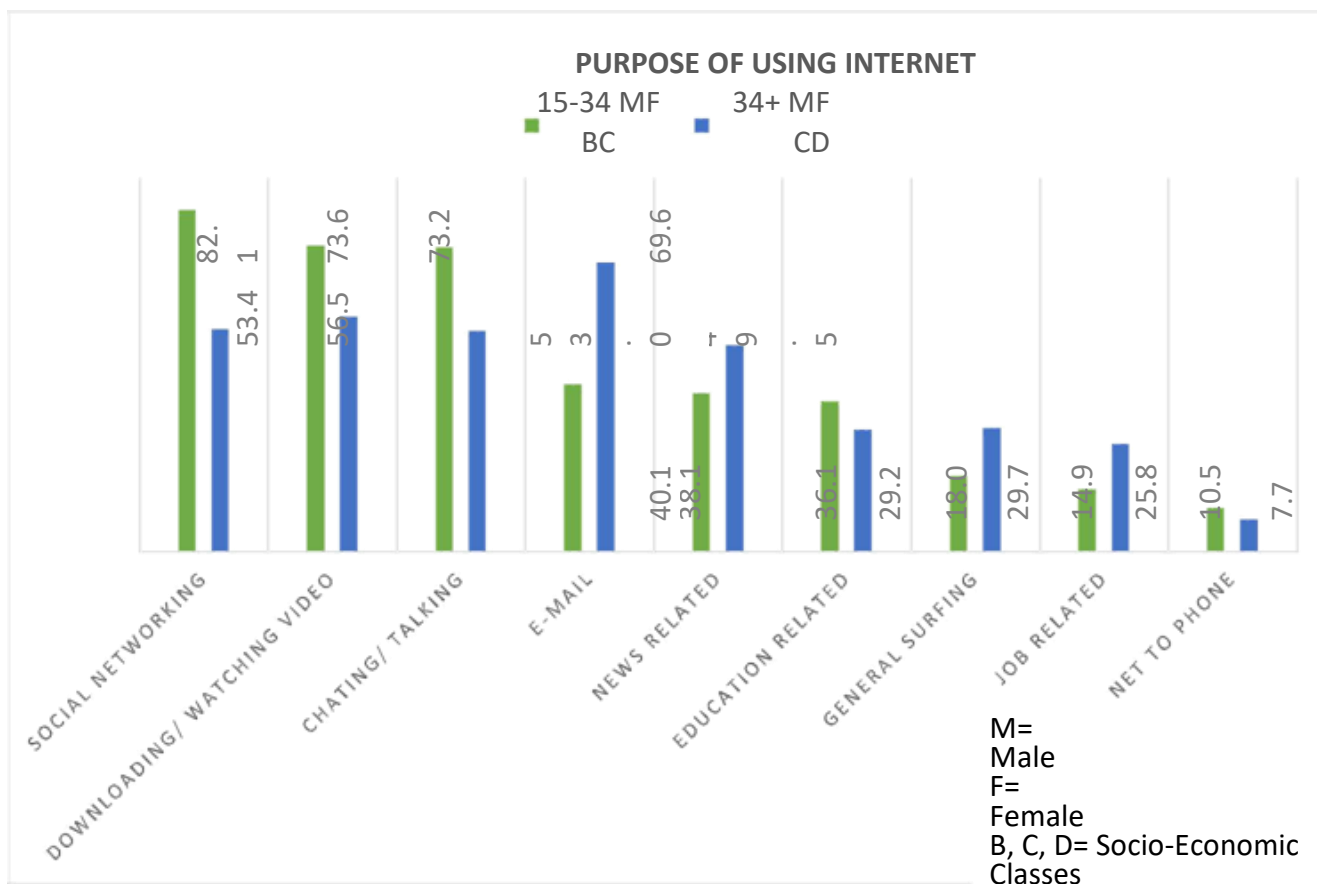


Figure 5: Purpose of Using Internet in Bangladesh

### 3.2 FACEBOOK DEMOGRAPHY:

Currently there are 20,000,000 people accessing Facebook from Bangladesh. Detailed breakdown is given below:

Table 1: Facebook Demography of Bangladesh

Gender		Age	Male	Female
Male	15,000,000	13-18 yrs	3,100,000	1,300,000
Female	4,100,000	19-25 yrs	6,600,000	2,000,000
Unknown	900,000	26-35 yrs	3,500,000	640,000
Total	20,000,000	36-45 yrs	830,000	140,000
		>45 yrs	390,000	81,000

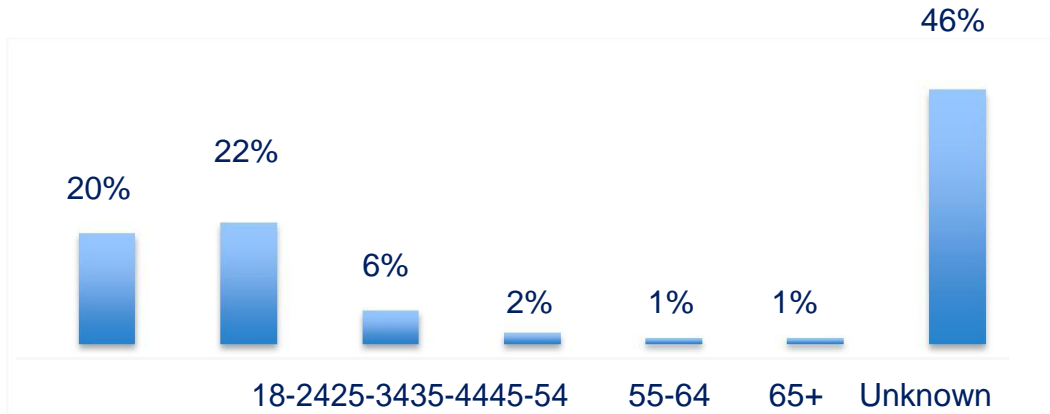
The growth rate of Facebook users in Bangladesh is relatively high in this subcontinent. The top Facebook pages are shown below-

*Table 2: Top Facebook Pages in Bangladesh*

<b>Rank</b>	<b>Brand</b>	<b>Total Fans</b>
<b>1</b>	Prothom Alo	8,247,540
<b>2</b>	বিবাব িংলা - BBC Bangla	7,379,819
<b>3</b>	Daily Naya Diganta	7,143,010
<b>4</b>	Grameenphone	6,604,434
<b>5</b>	Rtv	6,480,094
<b>6</b>	banglalink mela	6,286,129
<b>7</b>	Robi Axiata Limited	6,245,808
<b>8</b>	bdnews24.com	6,070,665
<b>9</b>	independent24.tv	5,124,507
<b>10</b>	Airtel Buzz	5,110,616
Source: socialbakers.com		08-May-17

All the top Facebook pages in Bangladesh are of brands. This gives us clear view of that how much the brands are involving their business in social media.

### 3.3 GOOGLE DEMOGRAPHY:

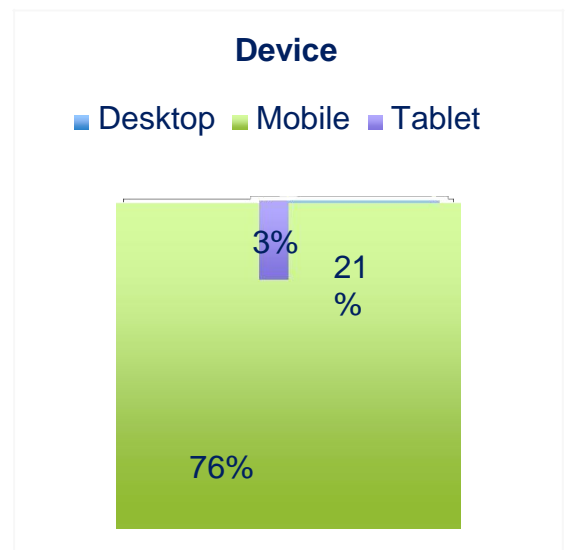
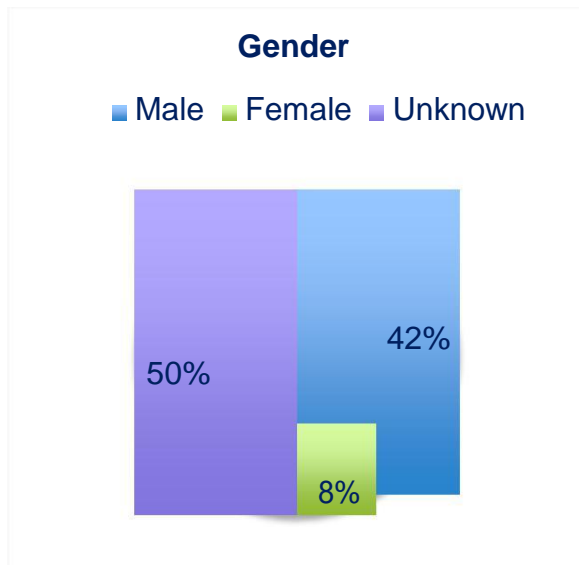


30M – 35M Cookies  
2.5B – 3B Impressions

Figure 6: Google Demography of Bangladesh

Any advertisement on Google’s display network is on average accessed on 30 to 35 million devices.

And around 2.5- 3 billion people might see that ad. That shows us the potential reach of this platform. The demography here too is skewed towards male of 25-34 ages. People access Google display network via mobile the most.





From these data we can easily come to the conclusion that the future of digital media is very bright in Bangladesh. And as most of the people are active in social media, we can safely assume that social media marketers have huge resources to tap into and big challenges ahead.

### **3.4 SOCIAL MEDIA MARKETING OF HERO BANGLADESH:**

Hero started of its marketing in Bangladesh through print media ads but gradually Hero shifted to online advertisements. Hero now depends greatly on its Facebook page for marketing and promotional activities. Hero launched its first TV advertisement in Bangladesh on December 2014. The marketing of Hero MotoCorp. in Bangladesh is mainly focused on digital media marketing, to be precise social media marketing.

Hero Motorcorp Bangladesh markets only in Facebook among all other social media available. It has launched a page named Hero Bangladesh. The reason to choose Facebook for social media marketing is its popularity in Bangladesh. Through no other media channel can a business reach over 1 billion people, target exactly the demographic you wish and have direct communication with your customers. In Bangladesh almost 12,200,000 people use Facebook from different platforms such as PC, tabs and mobile phones.

The Facebook page for hero was launched in September of 2014. The main objective of the page is to provide information about the products of the brand and communicating with the followers. The page **Hero Bangladesh** seeks to stay connected with the consumers and the potential customers in many creative ways. The page engages with the people to communicate the brand values and the brands identity. The Facebook page now has over **459,187** fans at the moment. This huge follow up was only generated within five months of its inception. This remarkable success was only possible because of the brand value and the way of communication. The communication for Hero is done by Mindshare Bangladesh. Mindshare comes up with different creative contents to communicate with the people and reach the brands words to the potential customers.

### **3.4.1 Targeting:**

Hero MotoCorp Bangladesh targets males ages from 18- 45 group as in Bangladesh mostly males are interested about motorcycles. While starting any campaign, they use cricket, motorcycle, gaming etc as interest targeting.

### **3.4.2 Brand Context:**

Hero Bangladesh prides itself as the single largest two-wheelers manufacturer in the world. So it has a critical brand image to maintain. Hero Bangladesh has a formal tone while communicating with their customers online. Strict code of conduct is to be maintained while doing community management. Their main assets to help maintain their brand image is:

- Website: Hero MotoCorp's website is full of useful specifications of the bikes they offer and the website is country specific. They urge online users to visit their website in most of the queries as it is already loaded with information.
- Price List Tab: Price List Tab is a unique asset in Hero's Facebook Page that is absent in their competitions. Price list tab has a list of all their products' updated prices.
- Query Tab: Query Tab has a form with contact details where users can make enquiries, give feedback and even complain and brand representative reach them as soon as possible. This tool helps maintaining a balance between in-store sales and service and social media presence.

### **3.4.3 Content:**

Hero Bangladesh mainly posts photos as research shows Facebook users reacts more to photos than to text. Promotional videos are also posted but mostly during campaigns and in case of a new product launching. Due to the huge popularity in recent time, some gifs are also being posted these days on the page. All these posts are created by Mindshare employees.

There are 5 types of posts that are promoted in the page. These are called content pillar. A detailed analysis of how users react to each type will be shown in a later section. These pillars are-

1. Product Shot
2. User Generated Content (UGC)
3. Tips
4. This or That
5. Quotes
6. Real Time Marketing posts (RTM)

#### **3.4.4 Media Buying:**

There are 10 types of Facebook Adverts any brand can go for. Those are-

1. Post Engagement- Get more people to see and engage with your Page posts.
2. Page Likes- Connect more people with your Page.
3. Click to Website- Increase the number of visits to your website.
4. Website Conversion- Get people to take valuable actions on your website, such as signing up for a demo or making a purchase. Use the Facebook pixel to track and measure conversions.
5. App install- Send people to the store where they can purchase your app.
6. App engagement- Get more people to use your Facebook or mobile app.
7. Event response- Promote your Facebook event to increase your attendance
8. Offer claim- Promote timely discounts or other deals for people to claim in your store.
9. Video View- Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.
10. Lead generation- Collect lead information from people interested in your business

Among these Hero Bangladesh only uses Post Engagement and Page likes ads to increase brand awareness and reach of their business.



Figure 7: Page Likes Ad by Hero Bangladesh



Figure 8: Page Post Promotion by Hero Bangladesh

### 3.4.5 Success Metrics:

There are many success metrics to measure a page's performance in Facebook such as Reach, Paid Reach, Organic Reach, Post Engagement, Post Reach, Views etc. To measure Hero Bangladesh's performance we will consider three metrics- Total Reach, Page Like at EOM and Post Engagement.

The data is collected from page insights. The research timeline is from January 2015 to April 2016 but focused mostly on February, March and April 2017.

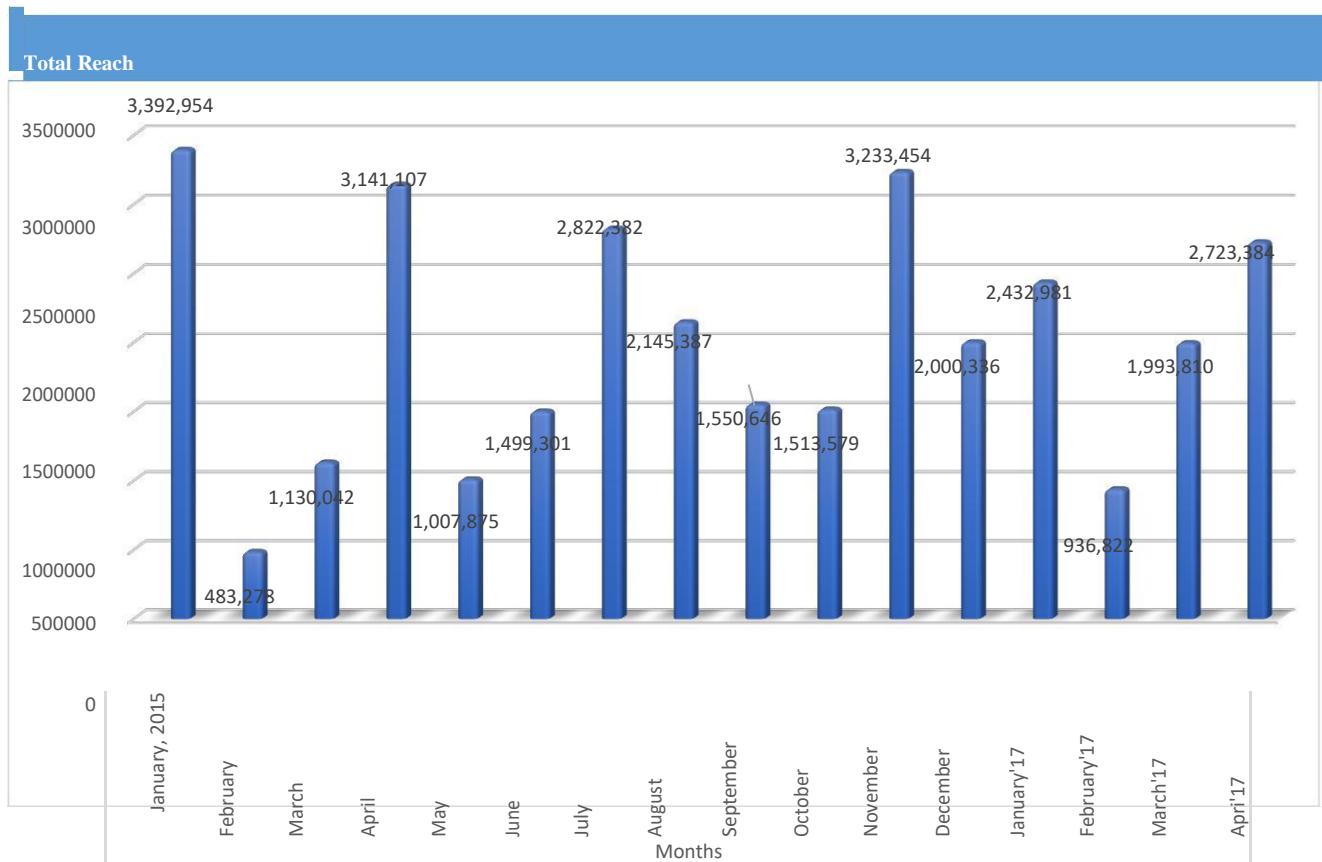


Figure 9: Total Reach of Hero Bangladesh

Reach is the number of people who received impressions of a Page post. Reach might be less than impressions since one person can make multiple impressions. In the last three months, Hero Bangladesh reached more than 8 million people on Facebook. In Bangladesh around 20,000,000 people uses Facebook (data

collected in May). That means Hero reached 40.43% of the total Facebook Population in Bangladesh.

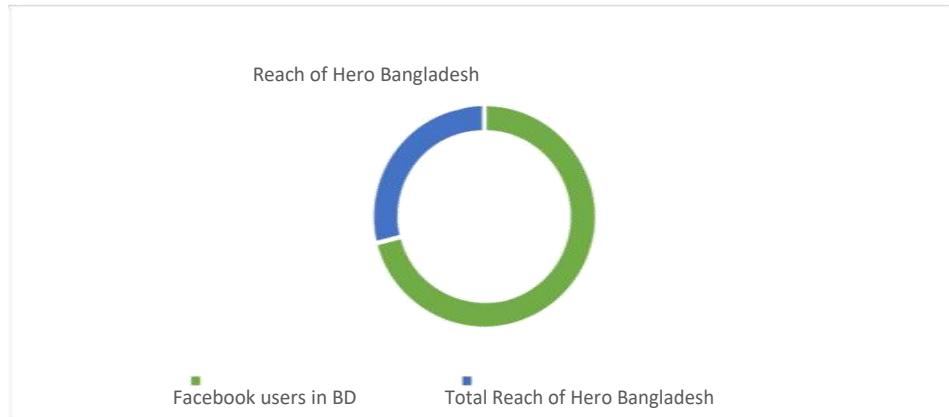


Figure 10: Comparison between Hero's Reach and Facebook Population

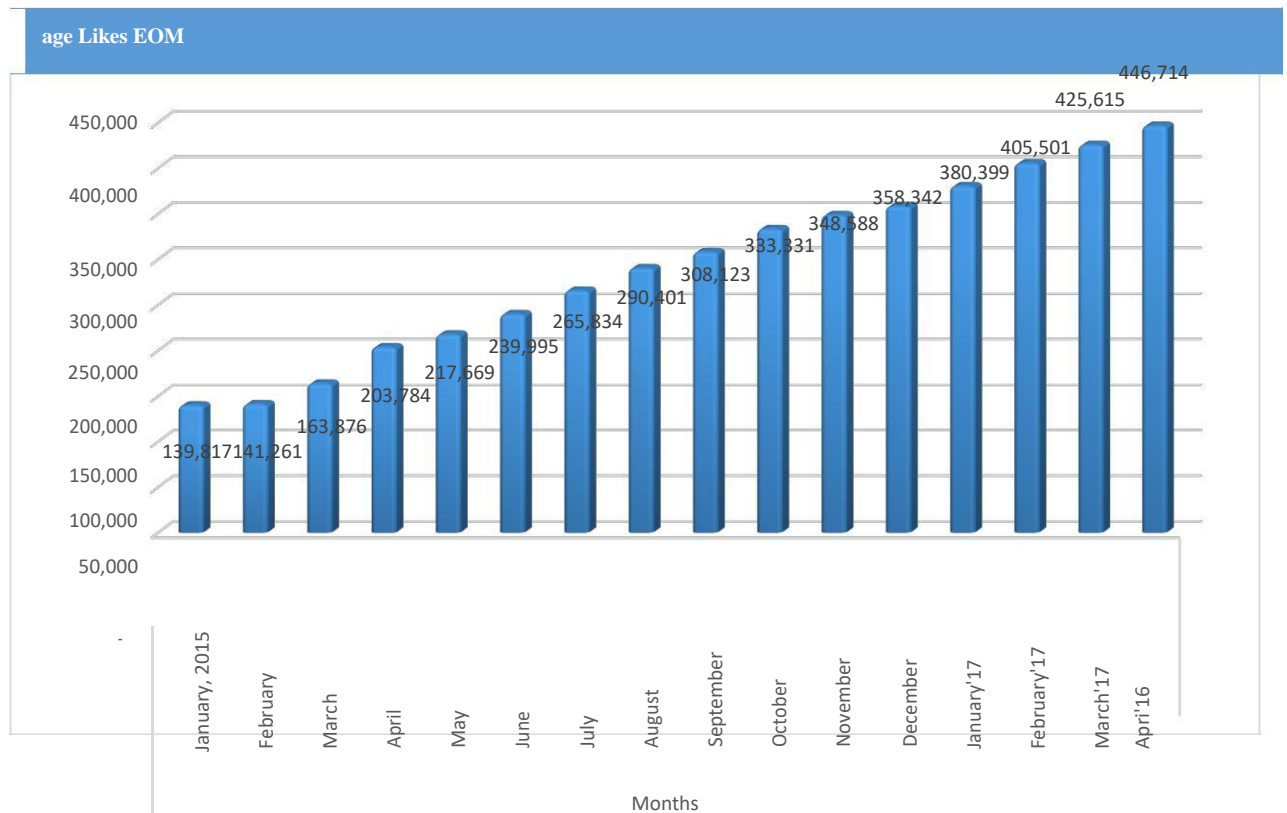


Figure 11: Total Page Likes at the End of the Month

We can see that, Hero MotoCorp’s Facebook has a steady growth in page likes. In the last three month, Hero Bangladesh Facebook had a firm increase in page likes of **5%**.

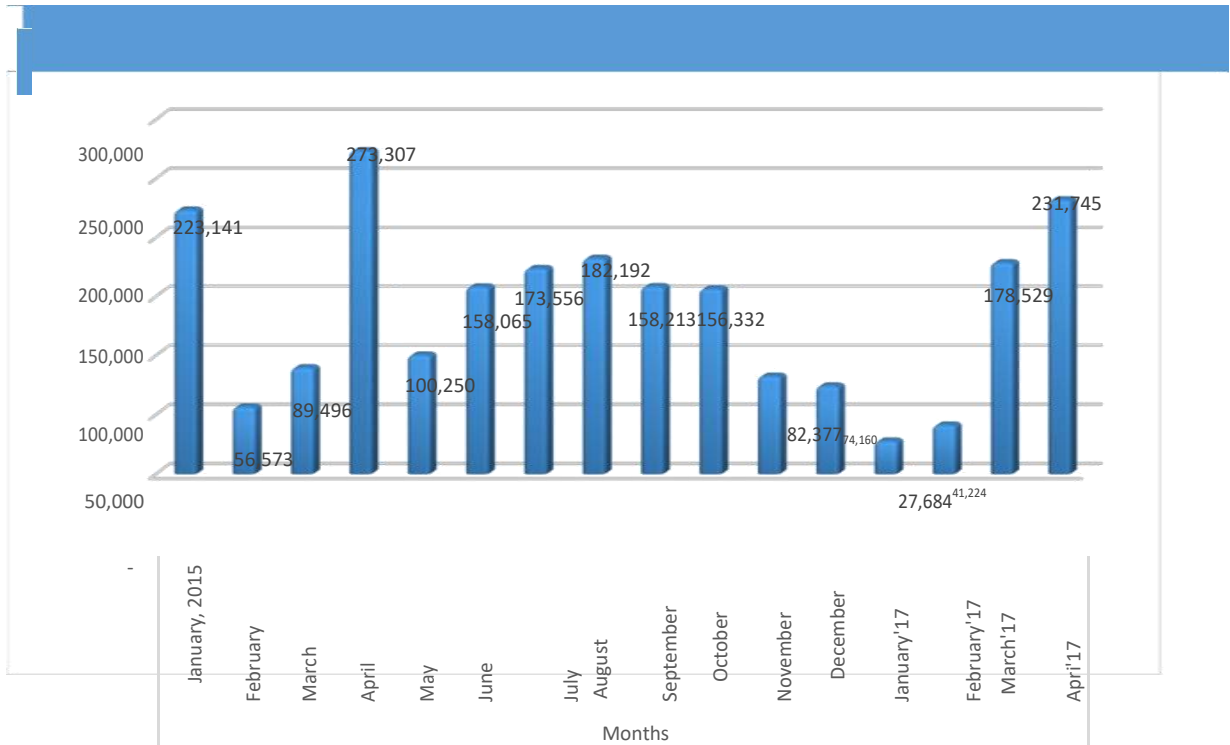
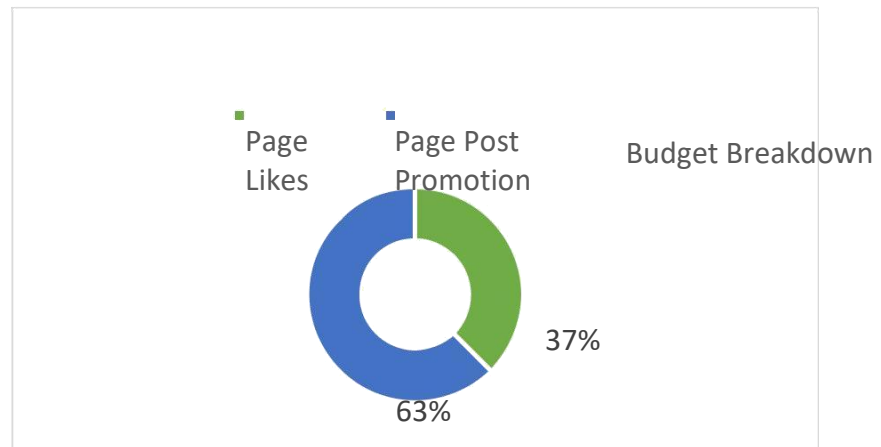


Figure 12: Post Engagement of Hero Bangladesh

Post Engagement generally means the numbers of likes, comments and shares there are per post. In March 2017 Facebook introduced new reactions which also fall under post engagement. Other metrics include photo clicks, views etc. Hero Bangladesh’s post engagement fluctuates because of the budget allocation. Detailed budget breakdown is given in a later section.

### 3.4.6 Budget Breakdown:

Hero MotoCorp allocates \$800 per month for Facebook Adverts. As per the contract, among this \$800, \$300 is used to increase page likes and \$500 is used to promote page posts.



*Figure 13: Budget Breakdown: Objective-wise*



Weekly Budget breakdown is shown below for the month of February, March & April, 2017-

Component	February			March				April			
	Feb 7 -	Feb 15 -	Feb 22 -	March 8 -	March 15 -	March 20 -	March 27 -	April 3 -	April 10 -	April 17 -	April 24 -
	14	21	29	8	15	20	27	3	16	23	May 1
Spent In Page Likes	\$ 76.89	\$ 108.77	\$ 113.96	\$ 29.46	\$ 24.13	\$ 45.42	\$ 104.53	\$ 65.31	\$ 82.98	\$ 108.91	\$ 107.99
Spent In Engagemen	\$ 105.67	\$ 96.34	\$ 298.07	\$ 56.27	\$ 76.89	\$ 98.34	\$ 202.41	\$ 97.59	\$ 75.00	\$ 55.03	\$ 369.00
Total	\$ 182.56	\$ 205.11	\$ 412.03	\$ 85.73	\$ 101.02	\$ 143.76	\$ 306.94	\$ 162.90	\$ 157.98	\$ 163.94	\$ 476.99
Month End Spent	\$ 799.70			\$ 800.35				\$ 798.91			

Table 3: Budget Breakdown: Month-wise

Boosted post during these months falls under these content pillars:

- Tips
- Product Shots
- UGC

As mentioned before, post engagement fluctuates because of the budget allocation. Hero Bangladesh boosts different kinds of post in different months to see what kind of post works best and gets the most engagement from users.

### 3.5 FACTORS THAT TRIGGERS ONLINE USERS:

We have seen the number of engagement from users per month. But what triggers the users to react on a post. In the last three months, there were 43 posts from Hero Bangladesh. And by analyzing the posts, we can come to the conclusion that, people react more to product shots that are lucrative picture of the products offered by Hero. These types of the posts get the most reach and engagements too. The next most engaged posts are user generated contents where users are asked to answer a question. In the plain eyes, UGC's were supposed to get the most reactions. But people are mostly amazed by the product and ask questions about price, parts, mileage, top speed and how to buy.

Category	No. of Posts	Reach	Likes	Comments	Share	Views	Clicks
Product Shot	16	3,016,050	360,659	3,072	632	78,793	104,887
UGC	11	2,262,319	151,383	1,184	397	39,506	54,320
Quotes	8	443,337	63,926	295	103	8,591	10,636
Tips	5	419,090	44,522	537	311	12,704	21,627
This or That	1	8,860	529	25	15	1,754	1,974

*Table 4: Types of Content that triggers engagement from online users*

There are some negative reactions too but in the comparison those are very few. People mostly comment positive feedback, suggest changes and ask about different specifications of the bikes. A sentiment analysis is given below to see how people reacted to the posts in the last three months.

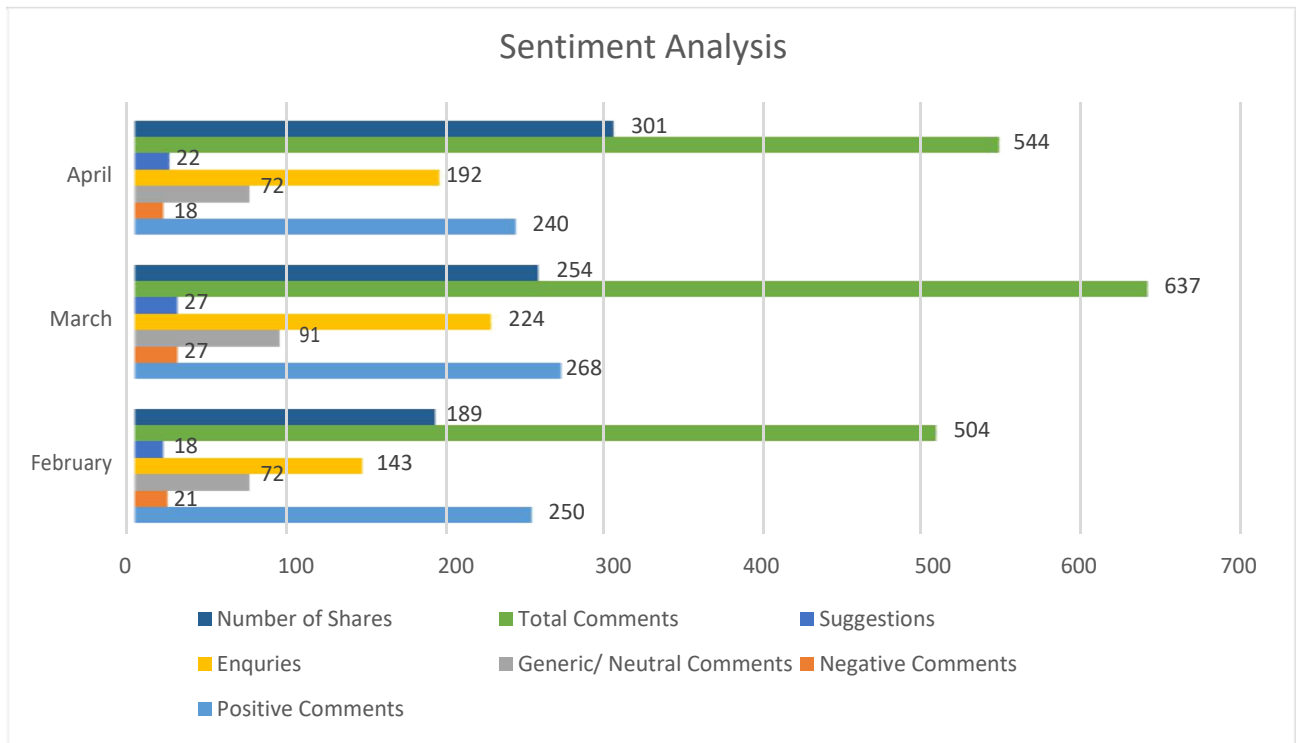


Figure 14: Sentiment Analysis of Hero's Fans

### 3.6 EFFECT ON IN-STORE SALES OR SERVICE

Before starting social media marketing many marketers ask themselves how this may help selling the product. Orange Mobile and Google did an experiment to see if digital marketing at all affect in-store sales. The purpose of digital marketing is to pull customers to the product or service in opposite of offline marketing where they push the customers. Social media marketing helps to be on the top of the mind of the customer. This help building awareness, loyalty and customer retention. Researcher faced a case study where the facebook page of Hero Motocorp help diminish a service gap between customer and sales people.

Hero Motocorp recently brought a new model Hero Hunk 2016 to the market and the hype about this model were clearly seen in the social media as many of the fans were asking about price and specification of the model. In this trail, a gentleman asked about this model and Researcher directed him to him nearest outlet.



The screenshot shows a Facebook post from Ayonave Bhattacharjee, a member of the Hero Bangladesh group, dated April 15. The post text reads: "I am a user of hero from 13 years, I just sold hero glamour, now I want to purchase new hero hunk 2016, please tell me when it will come, I m eagerly waiting for it,thank you." Below the post are 4 comments. The first comment is from Steve Roy Rupon, dated April 17 at 11:26am, stating "2016 Hunk available in BD showroom now." and includes a photo of a red Hero Hunk 2016 motorcycle. The second comment is from Hero Bangladesh, dated April 18 at 12:53pm, replying to Ayonave: "Dear Ayonave Bhattacharjee, Hero Hunk 2016 is available in our showrooms. Waiting for your warm steps there. Thank you for your interest." There is also a comment from Synthia Islam dated April 18 at 12:53pm.

Later that day, he commented that he contacted with one of the outlets and they told him that the product is not in the inventory yet. As per the requirement of Hero Bangladesh, I then gave him the number of our helpline as they have the proper resources to direct him to the appropriate outlets.

But a service gap was discovered in the customer service of Hero. Ayonave Bhattacharjee, commented again that the sales people was inadequate and told him the product is not being imported in Bangladesh yet. He was enraged and pointed specifically if this is how Nitol-Niloy deals with customers.



**Ayonave Bhattacharjee** I talked with sylhet popular auto works,they don't have it still now,and cant say any date for delivery...

Like · Reply · April 18 at 4:12pm



**Hero Bangladesh** Kindly reach out to our helpline : 09636666666 & 01919099012 / 01755570937. Kindly post your queries on the Query Form too, and we will get back to you. The link our query form : <https://www.facebook.com/HeroMotoCo.../app/1704886233064069/>

	<p><b>Hero Bangladesh</b> Hero MotoCorp Ltd. (Formerly Hero Honda...)</p>
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Like · Reply · Remove Preview ·  1 · Commented on by Synthia Islam [?] · April 18 at 6:56pm




**Ayonave Bhattacharjee** I called 01755570937,he told me, its in the market and he don't know why its not available in sylhet,then I called sylhet office that's no 01755570954,he told me no hero hunk 2016 came to bd yet,and will not come further.I told him about help line assurance then he told that,go to them and purchase it from there,I really don't understand that language, is this the feedback system of Nitol Niloy!!!!?????

Like · Reply · April 19 at 12:51pm



**Hero Bangladesh** Dear Ayonave Bhattacharjee, kindly inbox us your contact number. Our representative will reach you as soon as possible to resolve the matter.

Like · Reply ·  1 · Commented on by Synthia Islam [?] · April 19 at 2:10pm

As per Mindshare's requirement, this message along with proof was sent to the digital head of Hero at Mindshare and a ripple effect happened. Within that day, the message was forwarded to the Sales Head of Bangladesh, who then forwarded to the regional manager of Dhaka. Mr. Ayonave Bhattacharjee was contacted by the headquarters and the matter was resolved then and there. The email-thread is attached below for better understanding.

There are many service gaps between retailers and customers. Marketers are always looking for ways to reduce these gaps but most of the time complains of the customers are left unheard. But due to the raise of usage of social media, these complains are easier to hear. Social media as a platform gave more power to the people and in result marketer are now bound to hear what the customers are looking for. If met properly, the answer to these calls can lead to better relationship between consumer and marketer and this can result in brand loyalty which in the ultimate goal for every marketer.

**From:** Abu Aslam [mailto:aslamdhaka@gmail.com]

**Sent:** Wednesday, April 20, 2017 1:03 PM

**To:** mohammad shetu

**Cc:** Rafi Ahmed; Md. B.Doza Chanchal; Abdullah AL EHSAN; Ankit Nigam; Akash Dixit

**Subject:** Re: Facebook Fan Queries

Thanks Firoz, Please convey this message to Sylhet showroom and ask them to followup.

Regards,

On Wed, Apr 20, 2017 at 12:43 PM, mohammad shetu <boom\_shetu@yahoo.com> wrote:

Dear Sir,

Just right now I talked with Mr. Ayonave , he was our Sylhet customer. He have quarry for our New Hunk 2016 model feature upgrade. So, I already informed him my all feature about New Hunk 2016 model.

He agreed with me that he will visit our Sylhet showroom .

**Thanks and Regards**

**Mohammad Firoz Mahmud**

Manager (Regional Manager)

(Sales & Marketing)

Dhaka -1

**Niloy Motors Ltd.**

Nitol Niloy Group,



#### 4.1 RECOMMENDATION:

1. Communication of Events and offers:

As the operation of Hero Motorcorp is done by Niloy Motors in Bangladesh, so whenever Niloy motors takes up any marketing strategy, offers or events it should be communicated with page managers and thus communicated through the page.

2. Communication Language:

The posts that are shared through the page are always communicated in English. The people of Bangladesh (the Facebook users) might know English but if the message is communicated in Bengali it will be more helpful and be more understanding.

3. Synchronization:

The page though operated in Bangladesh, is controlled by Hero head quarter in India and has no direct connection with Niloy Motors. This lack of synchronization leads to a communication gap. This communication gap kills the effectiveness of many campaigns

4. Integration:

The proper integration of offline and online communication is needed to establish to get better outcomes of the media spending.

5. Content Management:

Hero Bangladesh always promotes product promotion or UGC types of posts. But from experience, real time marketing or reactive marketing always bring out better results for marketers. Hero should post reactive posts to major incidents or events in Bangladesh

6. Campaign

We haven't seen any significant campaigns from Hero Bangladesh's page in the last three month. Campaigns get more engagement from users. It is high time Hero should start putting out more campaigns.

## 7. Mobile Integration

Most of Hero's queries are answered by directing users to their Facebook tabs or website. But many of the customers complained that they cannot access these links as they are not mobile friendly. Hero should look into the matter and build a mobile friendly webpage.

## 8. Alternate Channels

Hero MotoCorp only uses Facebook for digital marketing. And even through Facebook they just use two types of media buying. Even though they have a rich website, they are not using it up to its full potential. It is highly recommended that they should use Google Display Marketing or Search Engine Marketing as soon as possible.



## **4.2 CONCLUSION:**

Digital Marketing is the future. The way it is growing in Bangladesh it can be said that within 5 to 10 years it will be the most powerful medium of communication for every brand. The invention of augmented reality experiences and virtual marketing has made it even stronger than before. As a first mover in Bangladesh hero has made its mark. Through events and campaigns it is making its place in the people's mind share with association of mindshare Bangladesh. Proper initiative from the brand can stand out in the social media and make a solid place of its own.

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