



Internship Report

‘How the brand identity of the Holy Crab was improved through social media marketing by Chromatic Limited’

Supervised By:

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Submitted By:

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BUS 400

Letter of Transmittal

Date: 29th August, 2017

To,

Md. Fazla Mohiuddin

Lecturer

BRAC University

66, Mohakhali, Dhaka 1212

Subject: Submission of Internship Report

Dear Sir,

With utmost respect, I, Emad Bin Mohammad Hassan, would like to submit my internship report entitled, ***'How the brand identity of the Holy Crab was improved through social media marketing by Chromatic Limited'***. I have completed this report for the necessity requirement of graduation.

I have spent time at Chromatic Ltd. as a photographer and production executive intern. This assigned report exhibits the information about the company and experiences. The research topic is analyzed and portrayed in the report.

My hardest working capabilities were executed into the task and request you to approve and accept my internship review.

Sincerely,

Emad Bin Mohammad Hassan

ID- 13104249

Acknowledgement

Firstly, I would like to provide my utmost gratitude and appreciation to my Supervisor at Chromatic Ltd, Mr. Enzemam Ali Moeen, who has inspired me to remain motivated and passionate about each work I am presented with and bring upon for the team. He has allowed me to enter a creative and hardworking mindset to effectively take part in an advertising company and learn about what the world has to offer through innovation and tactics. Mr. Moeen has also trained me to stay in line with current events and tactics to set and run a business apart from others. I would also like to thank the directors and team members that have provided me with knowledge for this report and everyday working life. Learning about the fusion of professionalism and creativity has helped me achieve a heightened form of enlightenment for future success in the technological and competitive society we live in today.

Furthermore and lastly, I would like to wholeheartedly thank Mr. Md. Fazla Mohiuddin who has provided an incomparable level of educational knowledge and has assisted me in every manner possible. Doing this assigned report has taught me to highlight the importance of advanced research, analyzing, organizational skills, creative thinking, and dedication. I have a large amount gratitude for all the help that he has established in order to provide better futures for all of his grateful students.

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Executive Summary

Chromatic Ltd is a company that specializes in advertising for businesses all over Bangladesh. It incorporates the skills of many intellectuals and artistic innovators to successfully advertise the clienteles that ask for assistance. As a collective whole, all the members of Chromatic Ltd. provide superior service in Bangladesh. The employees work with efficiency and creativity in order to grow as a company and help those companies which desire the same. Visualizers, art directors, brand and production executives, and web developers come together to aid economic growth for businesses.

Opportune for this time, I was able to gain knowledge for understanding the new and innovative methods of managing and executing great results for businesses of the new generations. Working with a media and advertising team instigated the fact that I had to partake in making different business campaigns.

This report exhibits my time and work experience at Chromatic Ltd. and the services that are provided. New methods for emerging businesses are discussed as well. Additionally, I display the analysis of social media advertising and the implementation of such on The Holy Crab Bangladesh, a restaurant clientele. Facebook was used for advertising through social networks and the rates of attention and effectiveness were analyzed and depicted conclusively.

Part 2- About Chromatic Ltd

2.1 About the Company

Chromatic Ltd. opens the doors of success for those who aspire for growth in their businesses. It's a total 360° advertising agency with a vision to enhance and create communication platforms on both digital and traditional for potential businesses with their customers. The company that I was privileged enough to intern for specializes in different sectors that help redefine the world of advertising. Diversified methodologies are included when taken into account for obtaining a large audience and produce successful rates for the businesses in hand. Chromatic Ltd. believes the sky is the limit when it comes to planning and implementing. The vision of this company is, "To enhance and create communication platforms both digitally and traditionally". Using innovative concepts and a great skill team, Chromatic Ltd. attempts with its best efforts to make sure clients are provided with the services that are deserved and desired in a way in which the company and the client are both proud.

2.2 Key Responsibilities of Chromatic Ltd.

- a.** Idea generation for content that would go on social media
- b.** Plan and design the whole outlook of the posts
- c.** Providing photography and videography assistance on various aspects from pre-production to post production
- d.** Research, track, and analyze competitors
- e.** Manage the social media pages along with other members of the team
- f.** Research and assist in developing various market campaigns for clients

2.3 Sectors

- a. Advertising
- b. Marketing
- c. Social media marketing
- d. Graphics solutions
- e. Content solutions
- f. Website design & development
- g. SEO
- h. Strategic consultation,
- i. App development
- j. Viral advertising,
- k. Video production
- l. Photography.

2.4 My Experience

Interning at Chromatic Ltd. has allowed me to attain an extensive amount of knowledge in the world of innovation and business

- a. I have worked alongside professional geniuses
- b. Worked in a professional, fun, supportive team that boosted my career in the marketing field
- c. I was directly involved in almost all the campaigns that occurred and helped in the structuring of many future campaigns.
- d. I had been able to create bonds with people within the creative team that are almost entirely unbreakable
- e. I learned that actual implementation of knowledge does not always align with the theories and business models presented and taught in conventional classrooms within schools and universities

- f. I have learned the importance of teamwork when attempting to accomplish a given task or personalized goal
- g. I have been able to experience the responsibilities of a creative agent
- h. I have gained the skill set to remain organized and efficient when working on an advertising project
- i. It has allowed me to think in a manner that was outside of comfort zone and clever for the aging society

2.5 The Vision & The Mission

The vision of Chromatic Ltd is “To enhance and create communication platforms on both digital and traditional.”

The company’s mission is “To make sure we provide the clients with the services they deserve and desire in a way that we are both proud of our achievements.”

2.6 Tagline

We think within a box with no borders

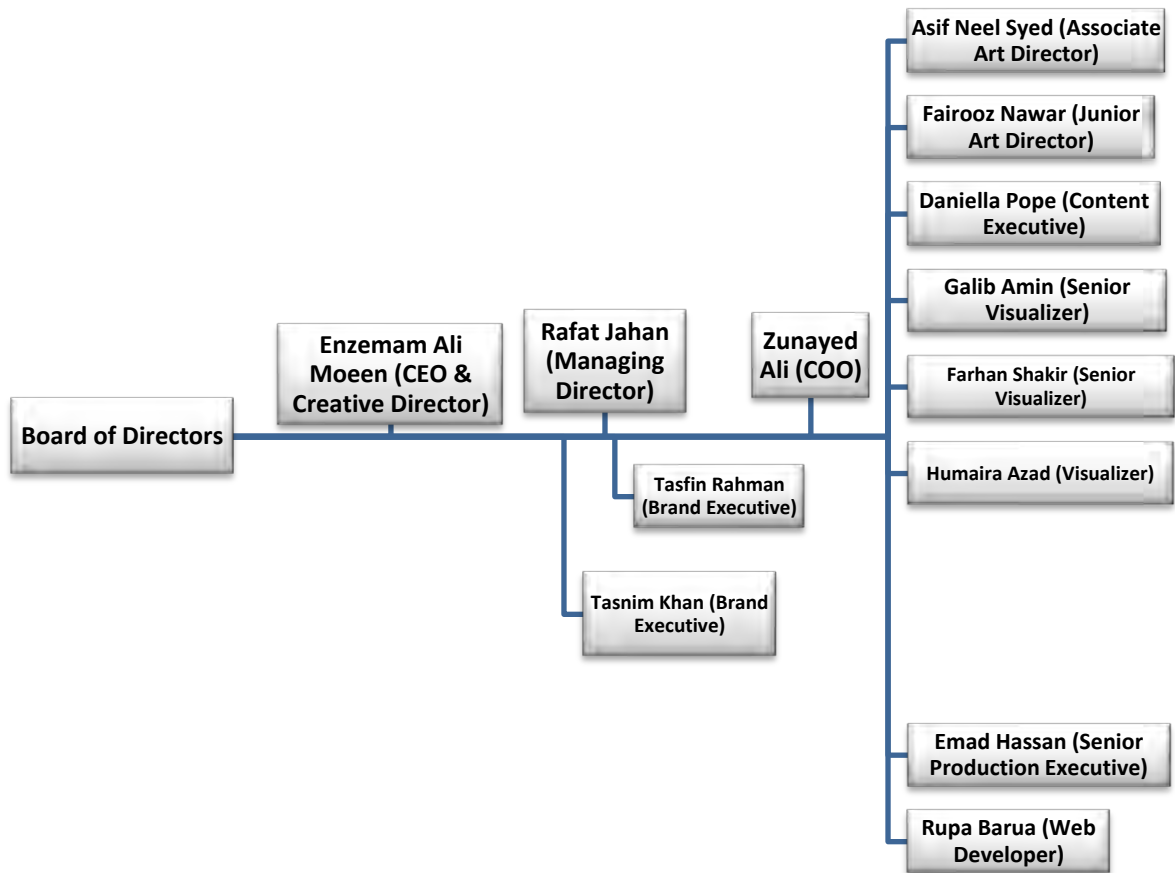
2.7 Company Business model:

Rafat Jahan: Managing Director

Enzemam Ali Moeen: CEO and Director

Zunayed Ali: COO

2.8 Organogram of Chromatic Ltd:



Ref: Author's Knowledge

2.9 The Holy Crab Bangladesh Overview

a. What is the Holy Crab Bangladesh?

The Holy Crab Bangladesh is the nation's first seafood restaurant inspired by Louisiana. The restaurant offers fresh specialty crabs, shrimps, lobsters, and a variety of sea foods cooked from fresh sea pickings.

The seafood is prepared with the United States' Louisiana's cooking styles. Devouring all standards above it, The Holy Crab bases its food options off of Southern meals and presents its dishes with endearing hospitality. A multitudinous amount of food choices are available, all while retaining the fresh and juicy taste within each meal with the enticing secret homemade sauce. This business is a truly notable restaurant in Bangladesh because not only does it offer all these services, it makes sure each customer never forgets the mesmerizing feeling that each taste bud felt with each visit.

b. Market Analysis

- Target market social class: Upper middle class to those of the highest class in the social and economic hierarchy of society
- Target consumer groups: Corporate people, families, groups of 3 or more (friends family whatever)
- Target consumer age group: 18 to 48

c. SWOT Analysis



Strengths:

- A unique dining experience unlike any other restaurant in Dhaka (no utensils, you get a bib and eat off a wax paper covered table. The wax paper is replaced every meal)
- Imported shellfish from Thailand
- Located in a prime and easily accessible location (Crystal Palace, 22 Gulshan South Avenue Dhaka, Bangladesh)

Weaknesses:

- Expensive than most restaurants
- The different dining style doesn't sit well with many customers thus lowering sales
- Since its a new concept, it will require a considerable amount of time before getting proper traction in the restaurant market
- They have to import majority of their items (shellfish) due to retaining exclusivity and that increases their expenses significantly

Opportunities:

- Being a unique restaurant, it holds the opportunity to grasp a significant portion of the seafood market
- Has the opportunity to expand to Cox's Bazar/Chittagong which would be highly profitable for them as it is the seafood hub of the country
- People in Bangladesh follow trends and fads. This being an international franchise gives it the posh and bourgeois look that people like to enjoy
- Social media is targeted when advertising its business, thus gaining large exposure

Threats:

- Other restaurants that sell seafood (Fish n Co, Manhattan Fish Market, etc) are direct competitors
- Other seafood restaurants are selling their products at cheaper rates that put a dent in the sales for Holy Crab BD
- One of their direct competitors, Fish n Co, is located directly below The Holy Crab Bd in the same building (Crystal Palace, 22 Gulshan South Avenue Dhaka, Bangladesh)

Part 3- Project

3.1 Introduction to the topic

The internet consists of several outlets that allow users to upload media, voice their thoughts, stay connected with other civilians, and obtain knowledge and news pertaining to a diverse field of followed topics, all while being able to share it worldwide. Several of these websites include Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, and Google Plus. The objective of the user should be primarily taken into account when analyzing the fundamentals of social networking. Whether it is for affective growth or utilization of leisure time, these network users have an immense variety of options during usage. They possess the opportunities of staying close to companions and following pages or groups that offer heightened experiences of learning more about shared interests. Posting pictures for friends and remaining updated about celebrities is

also conceivable. Furthermore, the platform can most definitely be an aid for the search of a needed job or for the active running of a personal business page to grasp the attention of civilians both on a micro and macro scale.

Facebook is a social media website which has produced approximately 1.9 billion monthly users, in reference to the end of March 2017. These services are incorporated into daily life by about 1.28 billion people. The usage increases by 18.8 percent year by year. According to Rao (2015), since the website has launched in 2004, it has not faced notable competition in the spoken-of market. Evidently, Facebook has generated a mass amount of people worldwide that are interested in secured personalized publications, staying connected with others, and attaining a vast realm of knowledge pertaining to what is new and what is beneficial for them.

Humans have entered a new technological era that can be implemented for great advantage. Alongside the newspaper and television, the broad world of social networking exists. Visibility is an incredibly constructive necessity for any form of business. It is important for companies to make of these platforms for greater familiarization and accessibility for online lookers. When creating a Facebook page for a business, one can link other websites for their businesses. Product descriptions and positive reviews should be displayed for online-goers to be intrigued by. Paying for advertisements throughout Facebook, along with promoting the page can cause a company to gain an audience prodigious in size, due to the large amount of users. Additionally, linking promotions with interests of users, indicated by their previously liked pages, can assist with popularization. DeMer's 2014 study (cited in Kusinitz 2014) shows that 94 percent of 2014 marketers stated that an effective tool was social media marketing for their businesses and 80 percent of those stated indicated that it was paramount for an increased traffic to their websites. Businesses have the opportunity to reach a wider audience, especially when in need for economic expansion. Advertising through social networks is an effective approach towards building your business.

Some benefits include:

1. Increased exposure
2. Vaster advertising opportunities
3. Creative seekers can be found

3.2 Purpose of the project

Businesses have the opportunity to reach a wider audience, especially when in need for economic expansion.

During my internship at Chromatic Ltd., we were contacted by the Holy Crab Bangladesh to advertise their company. In order to have a wide audience, a Facebook page, aimed towards large masses of people, was created for the restaurant business. Several campaigns were demonstrated in order to have the culinary outlet grow. Alongside my photography and I execution assistance, I have helped finalize many campaigns and will exhibit each advertising method.

3.3. Join the Shellebration Campaign

Join the Shellebration is a campaign organized by Chromatic Ltd. that has been presented on the The Holy Crab Bangladesh Facebook page. Until August 22, 2017, an offer of 20 percent off of all food items was established. Several humorous posts were depicted, alongside visually aesthetic advertisements of this offer on Facebook. In order to appeal to a large public of young adults and adults on the social media website, creative posts were frequently made in order to catch attention and gain consumers for the business. Each post has a creative and tactical twist for effective advertising purposes. The posts were all finished with a public worldwide audience view setting and hashtags stating, #TheHolyCrabBD and #JointheShellebration. Hashtags are used through social media networks to facilitate search results associated with topics of interests with keywords. According to Wishpond (2014), “Hashtags can expand your content reach, amplify your brand, target your market, get your content found, improve your SEO, and more”. The implementation of these hashtags with each post can help The Holy Crab have its advertisements reach anyone in search of food or places of interest in Bangladesh.

1.)



Fig: The Holy Crab BD Facebook Post

The Holy Crab Bangladesh page on Facebook was provided with an advertisement by Chromatic Ltd. The post announces the Join the Shellebration campaign. Two hashtags were included in the post in order to gain popular attention. Pinpointing on the fact that twenty percent was off of all food purchases, the campaign advertisement also prominently states that only 24 hours are left for the campaign. The use of block letters shows the importance of what the audience might miss if they fail to attend. Evidently, this urges potential food-buyers to feel the necessity to partake in the campaign. Along with the announcement, there is an illustration of a jocular crab. The usage of endearing art and clever fonts allows The Holy Crab BD to rise in popularity.

2.)



Fig: The Holy Crab BD Facebook Post

An advertisement was posted on August 12, 2017. In order to appeal to a large audience, the picture tactically uses a popularized fictitious character eating the food offered at The Holy Crab. With Darth Vader from Star Wars portrayed, the ad will catch anyone who is familiarized or is a following fan of the legendary movie franchise. “May the force be with you,” was altered into “May the sauce be with you,” for comic relief. The clever advertisement incorporates unambiguous humor with references to the cinematic hit, along with its vivid colors, hashtags, and alluring food photography to advertise the delectable products offered by The Holy Crab, all administered by Chromatic Ltd.

3.)



Fig: The Holy Crab BD Facebook Post

On August 12, 2017, the restaurant Facebook page posted a picture with text and hashtags to advertise the Join the Shellebration campaign. The rather idiosyncratic depiction presents a crab within a box circumscribed by complementing hues of blue and red in order to catch the eyes. Curiosity is now produced by the audience in response. The advertisement is complimented by an inquisitive riddle with its answering being The Holy Crab! Riddles and jokes is a tactful use to grasp the attentions of both unaware and prospecting consumers to uncover answers and following product advertisement.

4.)



Fig: The Holy Crab BD Facebook Post

Chromatic Ltd. has provided The Holy Crab Facebook page with a Join the Shellebration campaign advertisement on August 17, 2017. With effective hashtags and a public audience setting view, the advertisement portrays an artistic render of Raba Khan. Raba Khan is a well-known celebrity in Bangladesh that is popularized by online viewers nationwide. With an extensively large fan base and about nineteen thousand likes and nineteen thousand followers on her Facebook page, Raba Khan is highly appreciated for TheJhakanaProject, a social media-based humor group. Since The Holy Crab BD is aimed towards Bangladesh online-goers with its keyword, BD, many nation residents will gain the urge to follow the campaign and visit the restaurant for its celebrity visit and delightful food.

5.)

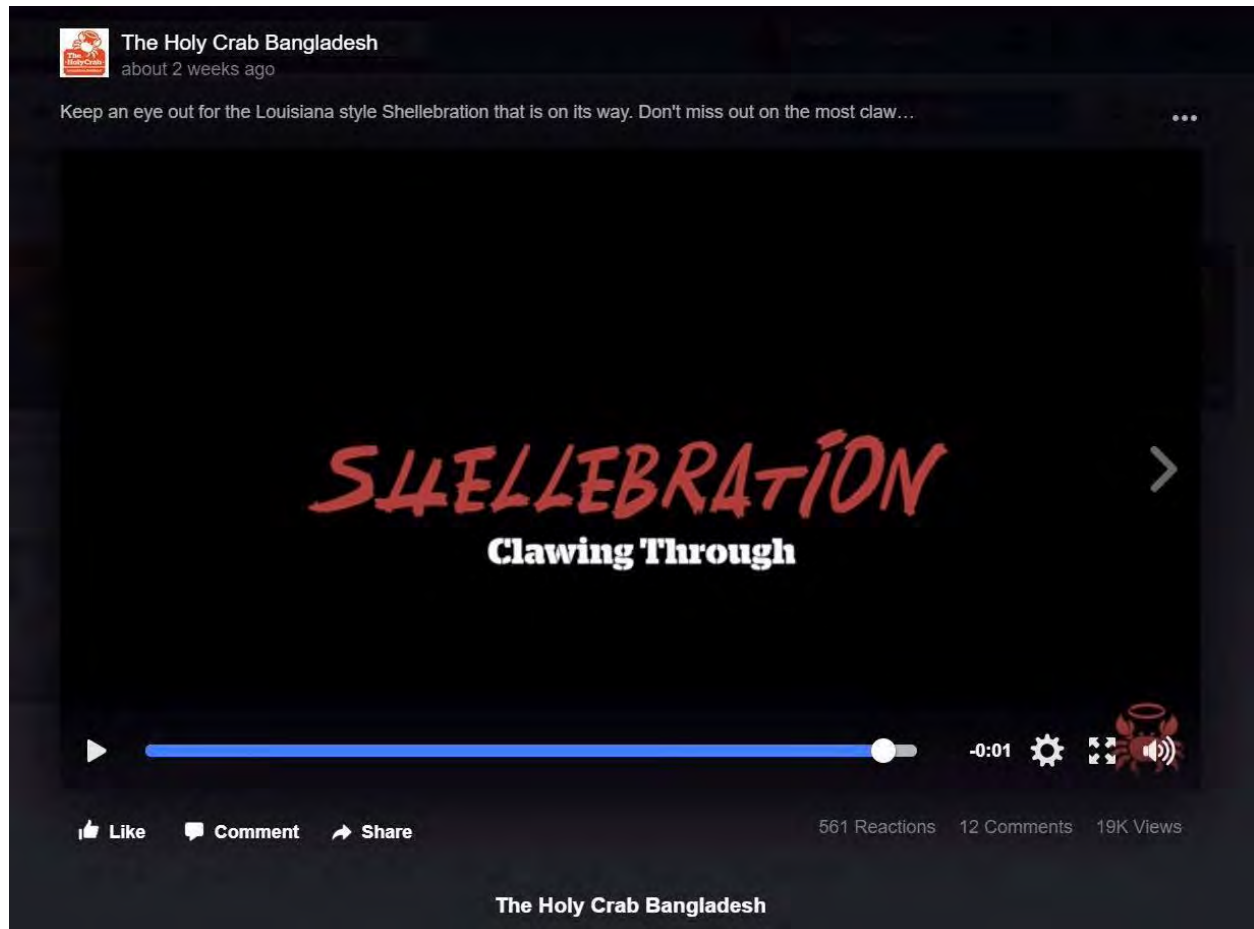


Fig: The Holy Crab BD Facebook Video

One of the specializations within Chromatic Ltd. includes cinematography. The genius company created an inventive and artistic advertisement for the Join the Shellebration campaign. This was then posted on The Holy Crab Bangladesh Facebook page. The video includes elaborate flickering lights to catch the attention of viewers and a suspicious vibrant book with the business name on its cover. The caption and video itself causes Facebook users to become curious on what to keep an eye out for what The Holy Crab will provide. The method of creating aesthetic videos that avoid straight forwardness and keep people on the edge of their seats are great for business to surprise audiences with great food offers and delectable delights that can be attained.

3.4 The Friendship Day Campaign

Friendship day is a widely celebrated holiday in modern day Bangladesh. It is appreciated by many young adults and adults throughout the nation. Chromatic Ltd. had agreed to help advertise The Friendship Day Campaign for The Holy Crab Bangladesh on the social media platform, Facebook. With the incorporation of cinematography skillfulness, Chromatic Ltd. had advertising media for the website. Friendship Day emphasizes the importance of bonds between humans. The Holy Crab BD and Chromatic Ltd. have taken the advantage of using this fact associated with society and prompting the audience to share the enticing media with their friends and those close to them. This day is celebrated with food and happiness and therefore, The Holy Crab Bangladesh, is a perfect spot for seekers of joy and hunger fulfillment.

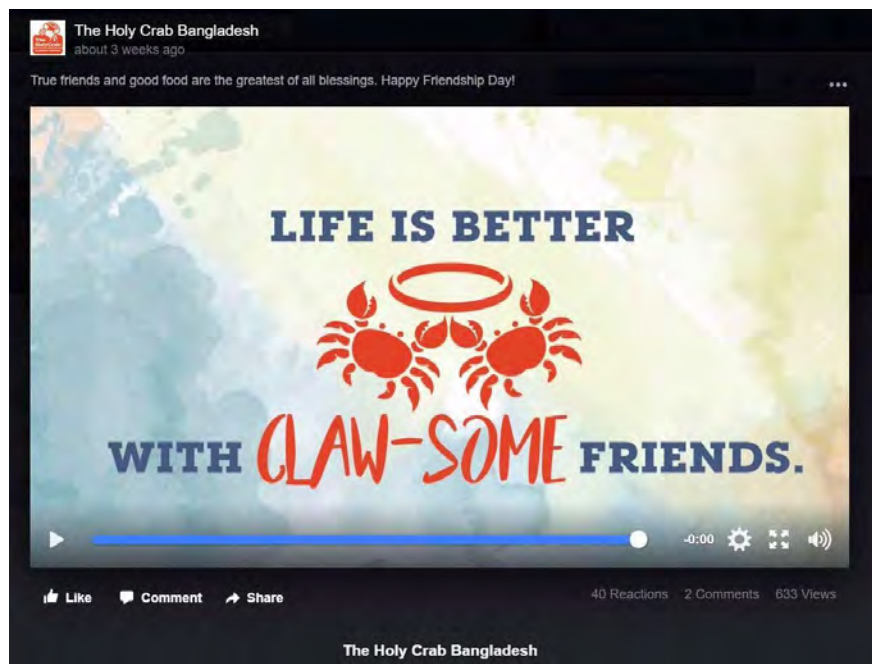


Fig: The Holy Crab Bangladesh Facebook Video

Chromatic Ltd. had assisted The Holy Crab Bangladesh with its Friendship Day Campaign. On Facebook, a video was released with striking animation. The short six second clip reveals the statement, “Life is better with claw-some friends.” The cinematographer and editor had decided to use humor and elaborate artistic transitions in order to familiarize and appeal to the public.

Changing the conventional “awesome” to “claw-some” adds a comical essence for people to appreciate and therefore share and continuing following. Results can include new consumers of The Holy Crab BD’s food products and therefore produce positively generated chart growths for the business.

3.5 Thailand Campaign

The Holy Crab Bangladesh has many characteristics that separate its business from many other restaurant companies in Dhaka. Chromatic Ltd. has helped advertise this new restaurant that possesses innovating and appealing consuming options for any customer. The implementation of trivia and questionnaires alluring to online users ranged from young adults to elders. The campaign exhibits the opportunity to interact with visually appealing posts down in the comment section and through supplementary sharing options. Those who tend to set aside practical use of social networking and rather indulge in leisurely enjoyment with the platform can partake in these displayed campaigns. Not only do they possess the ability to indulge in these endeavors, they can find out where to eat next! This quirky and interesting idea was advertised throughout the website for users to find. The application of color coordinated photography and vibrant tones were included in this campaign. And of course, the hashtag, #TheHolyCrabBD, was used for the advertisements. Seekers of food in Bangladesh will be able to come across this well-diversified page and campaign. Facebook users can comment and share posts, therefore allowing the overall exposure of the business to grow in mass amounts. The page consists of wall posting options and the choice of messaging questions. Many viewers can be prompted to increase the activity on the Facebook page from the interest and curiosity to pertaining to finding out the answer for the riddle produced by the ad. Evidently, the success rate of the Facebook page would most definitely be positive. Tactful advertising methods prompt these users to do as expected and therefore cause economic growth for the business due to heightened responsiveness, sharing and consuming.

1.)



Fig: The Holy Crab BD Facebook Post

Chromatic Ltd. had help with the posting of this advertisement for The Thailand campaign. It questions the audience with where soft shell crab shuffles in from. A multiple choice set of different answer options are provided below. Those who come across the Facebook page through either a hashtag, location setting option, recommendation or advertisement can now indulge in an enjoyable activity. This causes users to continue looking through the page and remaining active for the productivity of The Holy Crab Bangladesh.

2.)



Fig: The Holy Crab BD Facebook Page

Following the previous post with The Thailand campaign question, Chromatic Ltd. has portrayed a photograph a Thailand edited with text associated with the campaign. The company's artistic visionaries had captured a beautiful view of Thailand which can be heavily appealing for the eyes of users and therefore is a tactful grasping method. Users that have been following the page are updated through their Facebook notifications and can now be well aware of the answer to the previous ad's campaign, that being Thailand. The crabs are described as freshly stuffed in the ad and Thailand as the land of smiles. The positive attributes described and the activeness of the page with its likers and new viewers create the boundless impact of generating restaurant appreciators and more consumers.

3.6 Results and Limitations

a.) General Findings

Facebook Posts:

People Reached	307,100
Reactions and Shares	66,470

Statistics for the First Video:

Video views	19,500
Video average watch time	0:14
Post engagement	575
Top audience	Men, 18-30
Top location	Dhaka Division

Statistics for the second video:

Video views	634
Video average watch time	0:05
People reached	3,008,445
Post engagement	42
Top audience	Men, 18-30
Top location	Dhaka Division

Besides crude statistics, there were a variety of reactions and comments to the different posts displayed by the website. The Holy Crab Bangladesh had responded to each of these posts and comments in order to keep users occupied. Chromatic Ltd. also noted down the criticisms and positive responses displayed in the commentaries and each of the posts on the walls. Taking the audience's reactions in account will help drive the company to make improvements in new and upcoming methodologies pertaining to social media advertising.

b.) Facebook Post Statistics

Data was collected for each post made by The Holy Crab Bangladesh Facebook page. The information includes:





























































- Publish date
- Post
- Type of post
- Targeted audience
- Reach: Organic/ Paid
- Post clicks
- Reactions
- Comments
- Shares
- Promote

All Posts Published

Reach: Organic/Paid

Post Clicks

Reactions, comments & shares


Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
07/08/2017 12:41	 Dig into our juiciest Louisiana style Lobster packed with meat cover			5.4K 	248 731 	View Results Boosted: \$1.03
06/08/2017 17:29	 Experience the mouth watering taste of Louisiana style seafood as			19.3K 	440 3.6K 	View Results Boosted: \$6.59
06/08/2017 17:14	 True friends and good food are the greatest of all blessings. Happy			834 	77 39 	Boost post
31/07/2017 18:17	 End your savory journey on a sweet note with Tres Leches, only at			1.2K 	75 56 	Boost post
30/07/2017 00:46	 The Holy Crab Bangladesh updated their business hours.			508 	5 15 	Boost post
27/07/2017 19:00	 If you're feeling under the weather, our Seafood Chowder is sure to			1.2K 	98 48 	Boost post
27/07/2017 17:32	 Sip into summer with our deliciously refreshing Mango Juice, only			1.1K 	70 56 	Boost post
24/07/2017 16:39	 To all those who participated in our trivia posted on the 11th of Jul			1.6K 	97 40 	Boost post
20/07/2017 14:35	 Come to a sticky but sweet end with our Sticky Toffee Pudding! Onl			18.8K 	370 2.9K 	View Results Boosted: \$5.00
19/07/2017 13:38	 Let all your troubles go and relax with our refreshing flamingo!			9.1K 	203 2.3K 	View Results Boosted: \$5.00
16/07/2017 19:02	 Prepare to dig into our Dirty Rice, a new addition on its way to our			3.3K 	588 77 	Boost post
12/07/2017 19:35	 Choose between the most tender shrimps and juiciest crabs with ou			57.9K 	6.4K 4.4K 	View Results Boosted: \$30.00
11/07/2017 20:08	 Sometimes it's good to have a lot on One's table. Dig into our "Swi			64.9K 	8.2K 4.9K 	View Results Boosted: \$30.00

11/07/2017 14:54	 We ensure that we get the best produce from all parts of the world t			6.1K		1.1K 137				Boost post
09/07/2017 12:54	 At The Holy Crab, we strive to give all our customers a wonderful e			10.5K		652 1.9K				View Results Boosted: \$5.00
06/07/2017 19:02	 Cast your anchors at The Holy Crab this weekend and dive into our			2.9K		623 139				Boost post
05/07/2017 19:14	 You have to try this amazingly refreshing Kiwi and Lychee infusion.			1.8K		286 87				Boost post
04/07/2017 15:58	 Try our succulent Shrimp Roll packed with tender shrimps tossed in			1.9K		371 61				Boost post
04/07/2017 12:19	 Dive into our Scrumptious Seafood Delicacies! #TheHolyCrabBD			24.5K		7.5K 1K				Boost post
03/07/2017 13:38	 Magic Sword...			4.4K		491 240				Boost post
01/07/2017 13:29	 CRISPY FISH FINGERS WITH C AJUN FRIES...			12.6K		1.2K 632				Boost post
26/06/2017 08:27	 Timeline Photos			1K		162 30				Boost post
25/06/2017 22:27	 Eid Mubarak, everyone! We will be open from 2pm onward on Eid			1.4K		179 33				Boost post
25/06/2017 16:00	 Eid Mubarak, everyone! We will be open from 2pm onwards on Eid			1.5K		189 53				Boost post
22/06/2017 15:03	 The Holy Crab Bangladesh shared their post.			12.6K		1.5K 815				Boost post
22/06/2017 15:03	 The Holy Crab Bangladesh shared their post.			1.9K		146 47				Boost post
22/06/2017 14:17	 Friends & Family #TheHolyCrab <3			41.4K		8.8K 2.2K				Boost post

Each post has caused a rise in popularity growth for The Holy Crab Bangladesh. Picture posts have attained a greater number of views, reaches, and activity when in comparison with video posts. This will be taken into account when Chromatic Ltd. provides advertisements in the futures. Videos will be improved and pictures will be advertised more frequently to grab the most amount of attention from viewers.

c.) Limitations:

- Due to the nature of the campaign many of the results cannot be merged properly due to lack of time.
- Many of the details of the campaign cannot be revealed due to the necessity keeping some manners in privacy for the company due to the requirement of retaining the privacy of the inner workings of the company.

3.7 Literature Review

Galak and Stephen (2010) set forth that while web-based social networking was previously the space of more youthful, educated, early adopter customers who were speedier to embrace new advances, it has now developed into standard and spreads an expansive statistic range Stephen, S., Andrew, T., and Galak, J. (2010) The correlative parts of conventional and online networking attention in driving promoting execution.

An examination by Info-illustrations advances that at any rate half of Twitter and Facebook clients say they have turned out to probably discuss, suggest or buy an organization's items after they started drew in with the organization via web-based networking media (Jackson, 2011). Organizations can advance items and administrations, give moment bolster, and additionally make an online group of brand lovers through all types of web-based social networking, for example, long range informal communication destinations, content groups, virtual universes, websites, microblogging locales, web based gaming locales, social bookmarking, news destinations, gatherings and that's just the beginning (Zarella, 2010; Kaplan and Haenlein, 2009; Weinberg, 2009). Moreover, web-based social networking empowers purchasers to impart data to their companions about the item and administration brands (Stileman, 2009; Mangold and Foulds, 2009). These discussions between the associates give organizations another practical approach to expand mark mindfulness, help mark acknowledgment and review, and increment mark steadfastness (Gunelius, 2011). Along these lines, one might say that web-based social networking encourages firms to assemble mark reliability through systems administration, discussion, and group building (McKee, 2010)

Moreover, clients see online networking destinations as an administration channel, where they can draw in on constant bases with the businesses. The Internet and Web 2.0 have enabled

proactive customer conduct in the data and buy process (Burmann and Arnhold 2008). In the data time, clients make utilization of online networking to get to the coveted item and brand information (Li and Bernoff 2011). The development of online brand groups, including person to person communication destinations, has upheld the expansion of client produced web-based social networking correspondence

As indicated by the substance characterizations presented by Daughterly and partners (2008), UGC is centered on the purchaser measurement, is made by the overall population as opposed to by showcasing experts and is basically conveyed on the Internet. A more far reaching definition is given by the Organization for Economic Co-Operation and Development (OECD 2007): "i) content that is made openly accessible over the Internet, ii) content that mirrors a specific measure of innovative exertion, and iii) content made outside proficient schedules and practices"

3.8 Recommendations:

The Holy Crab is a fairly new restaurant. Due to this fact, it possesses a long way until it truly makes a significant mark in the minds of consumers; but if the marketing is executed properly and its qualifications breach the normal standards in which its competitors follow, attaining that worthy mark will no longer be unattainable. By not only following the provided campaigns, but also enhancing the quality and versatility of the cultivated content, the process would become much more of ease. Enhancing content through interactive features in film and photography would be advantageous when facing competitors. Additionally, finding and making deals with vendors for obtaining necessary materials at lower costs would be helpful. Following these recommendations would result in superior efficiency and higher profits. Most importantly and conclusively, The Holy Crab must not fail in making sure that the quality of the food does not aggravate as a restaurant venturing on the upscale market.

3.9 Conclusion:

Chromatic Ltd. has provides a great deal of advertising services to businesses nationwide. Social media advertising was incorporated into the work of the company for the growth of The Holy Crab Bangladesh. Many posts were included in the Facebook page created for the business, including pictures with texts and videos. It is clearly evident that these advertising posts and promotions have resulted in economic growth for The Holy Crab Bangladesh. Overall, the campaigns were moderately successful and the brand identity has improved for The Holy Crab BD. The new and technological era that we now reside in possesses a great deal advantages for companies and businesses to see personalized improvements through innovation, cleverness, and creativity.

Part 4: Supplementary

4.1. Appendix

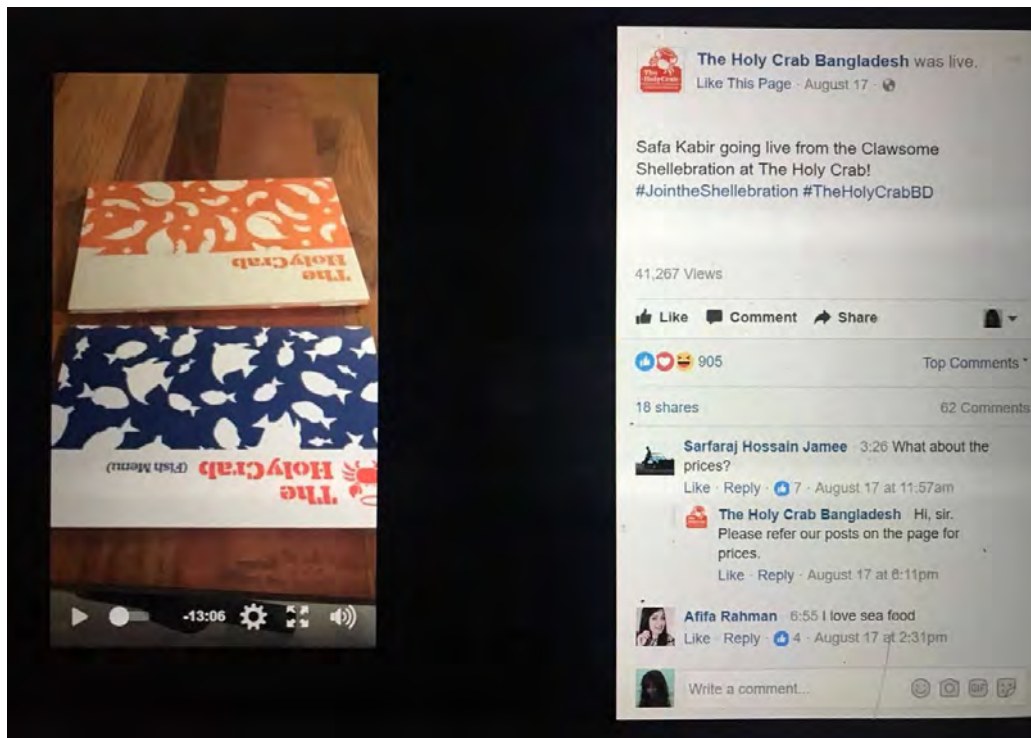


Fig: The Holy Crab BD Facebook Live Video

The Holy Crab Bangladesh receives a vast amount of its feedback and responses within the comment sections of its posts. This example depicts a comment from an online user questioning the prices for the product provided by the business. The Holy Crab Bangladesh responds to its active followers and commentators and has done as such. This primary source shows that people can ask questions on this popularized website and attain the responses needed for further information required. Those who are interested in the restaurant will be able to affectively act upon their desires developed through social media advertising.

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