



BUS400
Internship Report
On
Online Marketing and it's Impact on the Consumer
Behavior of Upoharbd.com

Submitted to:
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Lecturer
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Submitted by:
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Acknowledgement

At first I want to express my gratefulness to almighty Allah for giving me the strength, ability and opportunity to complete this report within the schedule time successfully. I would like to express our debt of gratefulness to our faculty, Asheka Mahboob, Lecturer, BRAC Business School, BRAC University, who assigned me to prepare this report. Her valuable suggestions and important guidelines helped me a lot to prepare this report. Even her valuable instructions, constant inspiration, enormous patience contributed throughout the report work.. I would also like to express my gratitude to both the directors of UpoharBD.com Syed Mahmudur Rahman and Ashrafuzzaman Khan for guiding me and giving me their valuable time and suggestions to help me write this report. Lastly, I would like to give thanks to all the people who provided their assistance, information and encouragement during these three months of my internship period. I have tried to fulfill my responsibility as much as possible to make this report attractive but some errors may occur without my intension. So I am requesting to pardon me and accept my report as the precious fruit of my hard work.

With warm regards,

Mahmudul Kader Siddque

Letter of Transmittal

August 28, 2017

To

Asheka Mahboob,

Lecturer,

BRAC Business School

BRAC University

Subject: Submission of Internship report.

Dear Madam,

With due respect, I am submitting my internship report on the topic titled “Internet marketing and its impact on the consumer behavior of upoharbd.com”. It is my pleasure to inform you that it was undoubtedly an interesting opportunity for me to work on this topic to enhance my knowledge in the practical field. I would like to thank you for giving me the opportunity to do the study. Following the course requirement and complying with your suggestions, I have completed this report for your kind actions.

Therefore, I sincerely hope that you will appreciate my effort and I shall be grateful if my internship report is accepted for the appropriate purpose.

Sincerely,

Mahmudul Kader Siddque

ID-13104048

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1. Introduction

The present world is the wonder of current science and innovation where every- thing is practically achievable which was truly unimaginable only a couple of years back yet it has moved toward becoming now a supernatural occurrence of science; a typical and a simple one to perform inside the twinkling of an eye. Here, the recently rising idea of "digital marketing" is a 21st-century approach that has taken the world past the customary idea of marketing reasoning thus inventive considering, imaginative thought and worldwide state of mind is totally attractive.

As Bangladesh government has taken a huge step to digitalize the country the number of internet use has increased day by day. The use of internet has helped the economy to expand in various ways. One of the major benefit people are having is the usage of buying and selling necessary things online without going moving and any hassle. People of Bangladesh are using social media sites as a tool of communication. The more days are going the more number of internet users in this country is increasing. As the number of internet user has increased the opportunities for online shops has increased in Bangladesh. Upoharbd.com is one of the online shops which have expanded by the increase of internet users in Bangladesh. Upoharbd has started as a flower shop and now the oldest and most reputed online gift service provider of Bangladesh who is hugely famous among the people who live outside Bangladesh but now has also start to gain huge number of customers who live in Bangladesh too.

As time is becoming more valuable in people's life people are not interested to waste their valuable time by getting stuck in traffic jam or other things which will waste their time. Now people prefer online shopping more. The youths of Bangladesh prefer online shopping than before because of the internet and the social media platform like, Facebook, twitter and instagram has easy access for everyone and has better opportunity to buy and sell products. As youths are more engaged with the social media platform the opportunities for businesses has increased to promote themselves and their product as well. In Bangladesh the social media platform has a huge impact on consumer mind and it plays a vital role in the consumers mind to pick a product. So, in this report I am going to discuss about how the social medial or digital media is playing a vital role in consumers mind and how it is effecting their behavior to pick their preferred product.

1.1 Objective of the project

Objectives in an internship program are mainly two. One objective is broad objective and the other one is specific objective.

Broad objective:

The broad objective of this report is to develop the knowledge based platform of social media marketing i.e. digital marketing of e-businesses.

Specific objectives:

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

- Getting insight of social media marketing.
- Measuring effects of digital marketing campaigns.
- Knowing about UpoharBD's social media activities.
- Knowing the effect of Digital Marketing on consumers buying behavior.
- Increasing the customer engagement in their social media sites.

1.2 Scope

This report is intended to show how advanced showcasing ought to be done in various web-based social networking locales and to determine precisely what steps that I had taken after while composing this report. As I have joined Upoharbd.com at the peak of the mother's day so I had to start planning and organizing from the very first day of joining the office. Moreover, I had to think about what consumer of upoharbd likes during the occasion and which products has to be promoted during the occasion and I had to think which new brands for specific item should be included and made changes in the website. While competing this report I have understood that digital marketing in an organization has to be well planned and organized to reach the expected customers.

1.3 Methodology

While writing this internship report I have used both primary data and secondary data.

Primary Data:

This report is for the most part in light of essential information concentrated on the work that I have done amid my internship period. I have run 4 campaigns which were additionally utilized for investigate appeared in segment 3.3 and a study appeared in area 4 in light of irregular specimens which helped me to accumulate data and rolled out improvements in the site in like manner.

Secondary Data:

The secondary data which I have used during my internship report are given below:

- Upoharbd.com website
- Journals
- Article
- Research Papers
- Upoharbd.com social media platforms

1.4 Limitations

There is a limitation in each and every work we do in this word. So while completing this internship report I had few imitations too. There will be few imitations that I have faced them are:

Time limitation:

To complete this report first imitation that I had is time because I had joined at a time at upoharbd in which the sales was high and I had work day and night to complete all my tasks and I had answer all the queries asked by the customers even after the office time. So it was hard for to work in the office and managing time for the report was a bit hard.

Management Privacy:

In Upoharbd the management used to look after my works and they had limited the works of mine according to their organization policy. As an intern I did not had enough excess to all the works and all the operations upoharbd was doing. Moreover, I was not shared all the information as I was not an employee of their own.

2. Company Overview

According to upoharbd.com website, UpoharBD.com is a Bangladeshi online gift shop and which conveys gifts in Bangladesh. Here you can arrange endowments and blossoms online to be conveyed to one's companions, family and business customers in Bangladesh. They serve every minute of every day to help a person to send gift to Bangladesh from Australia, Bangladesh, Canada, USA, UK, Saudi Arabia, Qatar, European and Middle Eastern nations. They convey endowments to Dhaka, Chittagong, Sylhet and every single other city in Bangladesh. A customer can arrange cake, blossom, nourishment things and bundle presents for birthday, commemoration, Eid, Ramadan, Valentine's Day, Mother's Day and all other uncommon events.

Cost appeared for each blessing thing incorporates all administration charges for gift conveyances in Dhaka. All blessing conveyance benefit goes with a free welcome card, free five red roses and unconditional present wrapping to make each blessing adequate. UpoharBD takes extraordinary pride in offering select gathering of birthday cakes and wedding cake. All cakes are crisply heated by bread shop of your decision and it will be embellished with the desire that a person will give at checkout. Likewise you a person choose blessing conveyance date and time at checkout, rest guaranteed that Upoharbd will convey your present at any area in Bangladesh around then.

Upoharbd envy's other blessing administrations and they are continually endeavoring to be one stage ahead. They comprehend a person's prerequisites and Upoharbd.com is having the effect by helping new clients to figure out how to put in a request. They additionally offer the most broad installment alternatives with the goal that a person can submit and pay for your request in any case a person's area, accessibility of MasterCard and access to installment offices. UpoharBD is taking care of the demand of current occupied way of life by giving critical gift and same day gift conveyance benefit. Their vision is to be an indispensable piece of online

Bangladesh and they are continually tuning in to their clients to enhance benefit quality; this is an endless procedure. Upohar BD is outstanding amongst other online gift shops in Bangladesh not just on the grounds that their clients said so in several their audit yet in addition in view of the one of a kind highlights in this site. One can pick gift from more than 1700 presents for Bangladesh and pay for their request in favored cash i.e. BDT, AUD, CAD, EURO, USD and UK£. Definitely that can be sufficient to address a customer's issue however they are anxious to get customer's list of things to get. They have a solid, reliable and prepared group of client administration and gift conveyance group, which is the result of over 9 years of gift conveyance service involvement in Bangladesh. Upohar's online request following and full request history will dependably give customers a genuine feelings of serenity. Upoharbd has been partnered with a lot of famous food and bakery brands like, well food, Mr. Baker, KFC, Pizza Hut and many more which has increased their acceptance in consumers mind. It is one of the oldest gift providing service in Bangladesh.

2.1 Success path of Upoharbd.com

As one of the oldest online shop in Bangladesh it has been well established among the Bangladeshi people who are living abroad. Upoharbd not only remained as a popular online shop among the Bangladeshi people who lives in abroad but also became an online shop which is trust worthy among the people who lives in Bangladesh as well. Moreover, Upoharbd.com has become b2c which is business to consumer. They have a huge loyal customer base who has bought products from their website more than once and who has become a fan of them after purchasing a product for once. The main reason of their success in to maintain schedule while providing service and prioritizing consumer demands. They have a team full of energy who are always ready to help their consumer at their needs. Upoharbd has always kept their customers privacy no matter what happens.

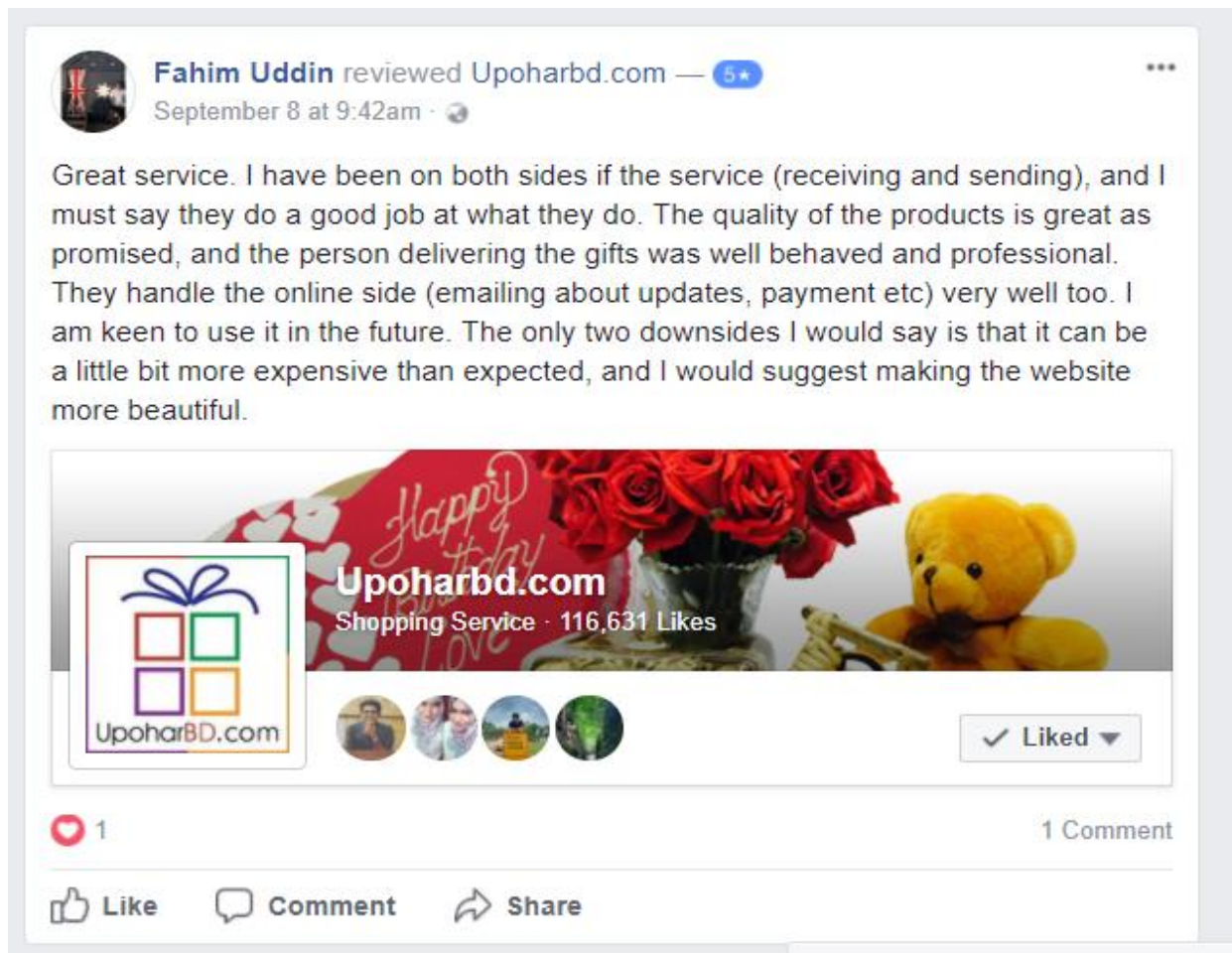


Figure 1

In Figure 1 we can see a happy customer who reviewed their service and who has been receiving their product and sending their product as we. In this the customer not only appreciated their service but also appreciated their product as well. They not only provide the gift that the customer wants to send but also provide a card, five red roses as complementary gifts to the customer. Moreover, they provide free delivery in Dhaka, Chittagong and Sylhet.

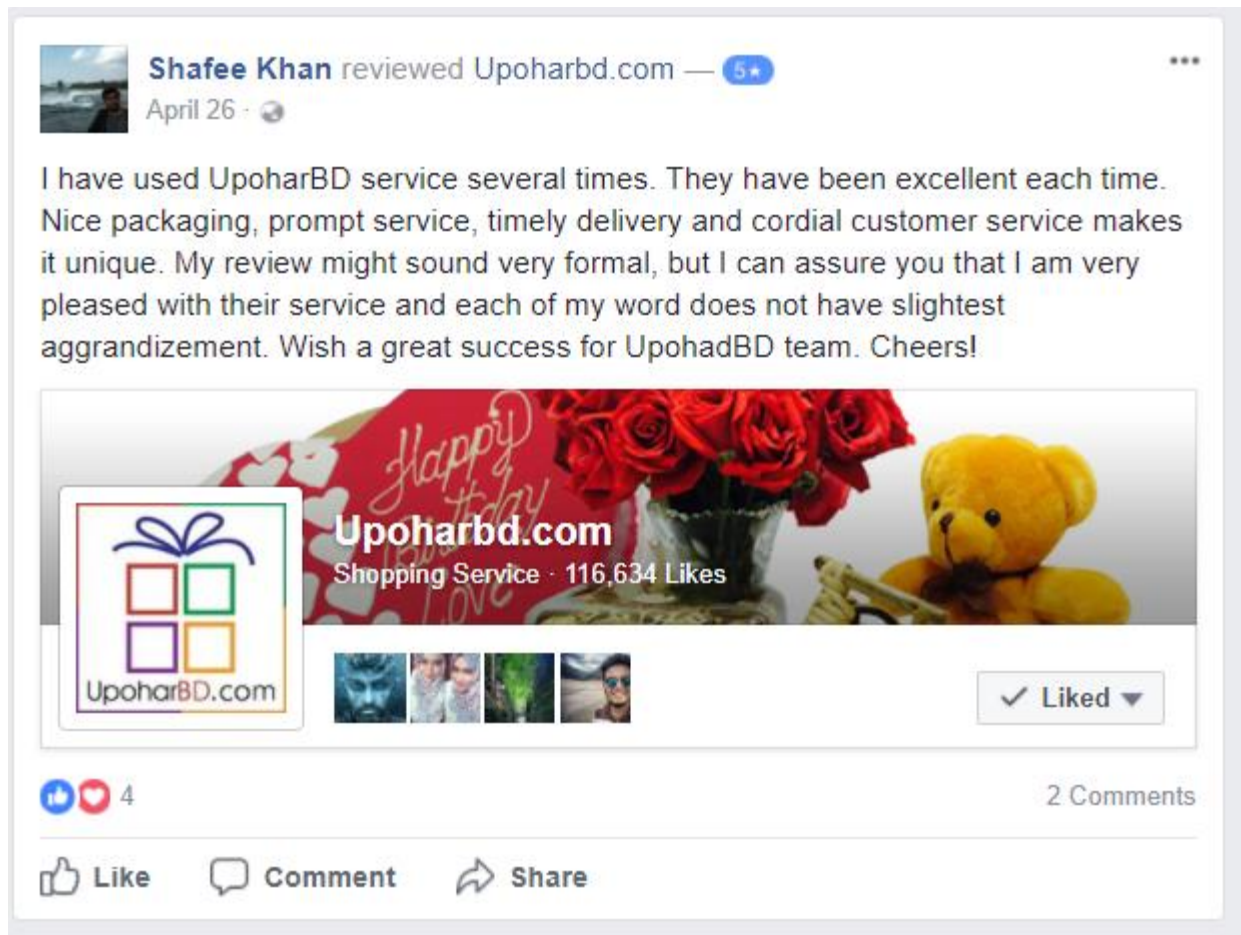


Figure 2

In Figure 2 we can see that a customer is happy about the service and the time schedule which upoharbd has maintained strictly. Moreover, this is what motivates the employees of upoharbd to work harder and harder to satisfy their customer base more often. In figure 3 there are few testimonials in their website from their customer which will show how happy their customers are about their service and customers.

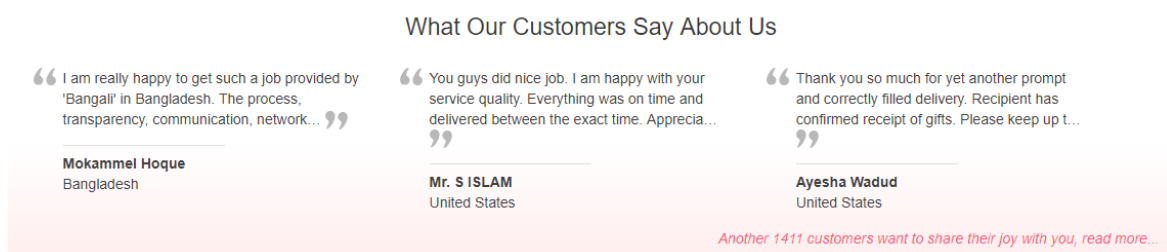


Figure 3

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

2.2 Digital Channels of Upoharbd.com

Upoharbd.com has few digital channels or medium by which they frequently communicate and promote their products to their customers. By this digital channels consumers can purchase their product and can ask about the product they want to buy. They have their website, facebook page, twitter account, Instagram account and YouTube channel by which they communicate and promote their product.

Upoharbd.com website:

If an online based business wants to succeed it's very important that they do have a website which is totally user friendly. So as a online based shop upoharbd has a website which is totally user friendly and by which the consumers can easily access to the website and can choose their preferred product and buy it easily.

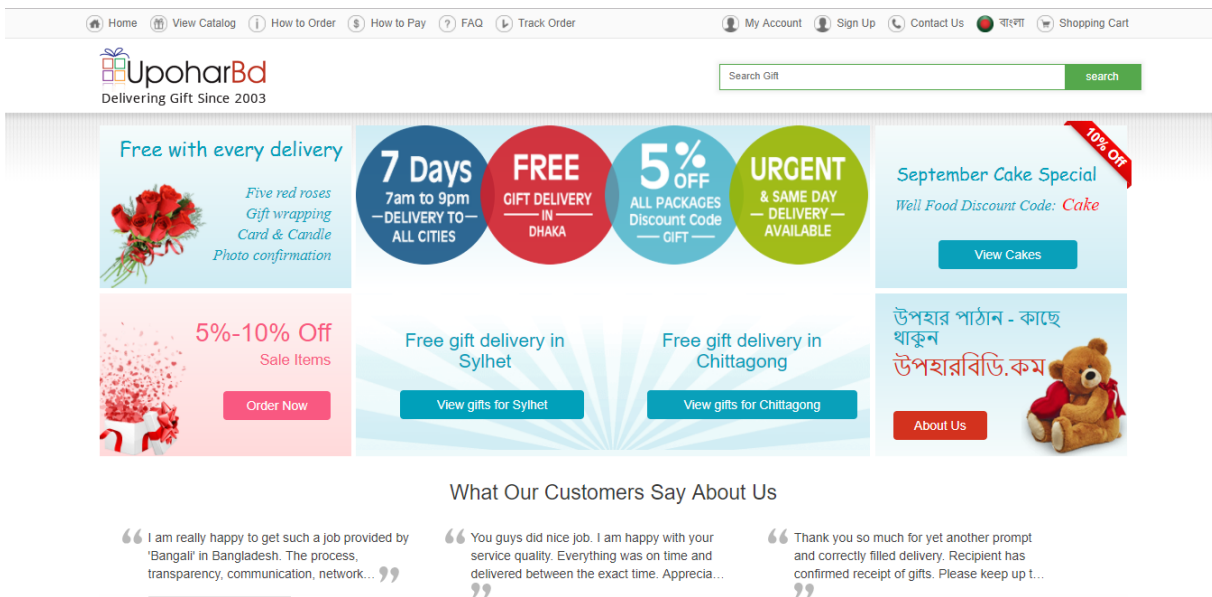


Figure 4

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

Upoharbd.com provides 24*7 online assistance to their customer so that they can access the website and can ask what they want to ask. Moreover, upoharbd website provide category based platform gift from which they user can easily choose their product for their favorite one. Furthermore, upoharbd has options to select a person's preferred way of seeing currency like BDT, USD and so on. In addition to that a person can choose the preferred way of paying by

choosing America express payment, Visa Payment, Master Card Payment, PayPal Payment and paying it on Upoharbd office directly which the consumers prefer to pay.

Facebook Page:

As we all know that Bangladesh has a huge facebook community and the numbers of facebook users are increasing day by day. Keeping in mind that the users of facebook is increasing Bangladesh it very important that each online based business to have a facebook page so that the consumer can see the product and can communicate with the business. Moreover, Facebook page help to promote a product and reach the customer more easily.

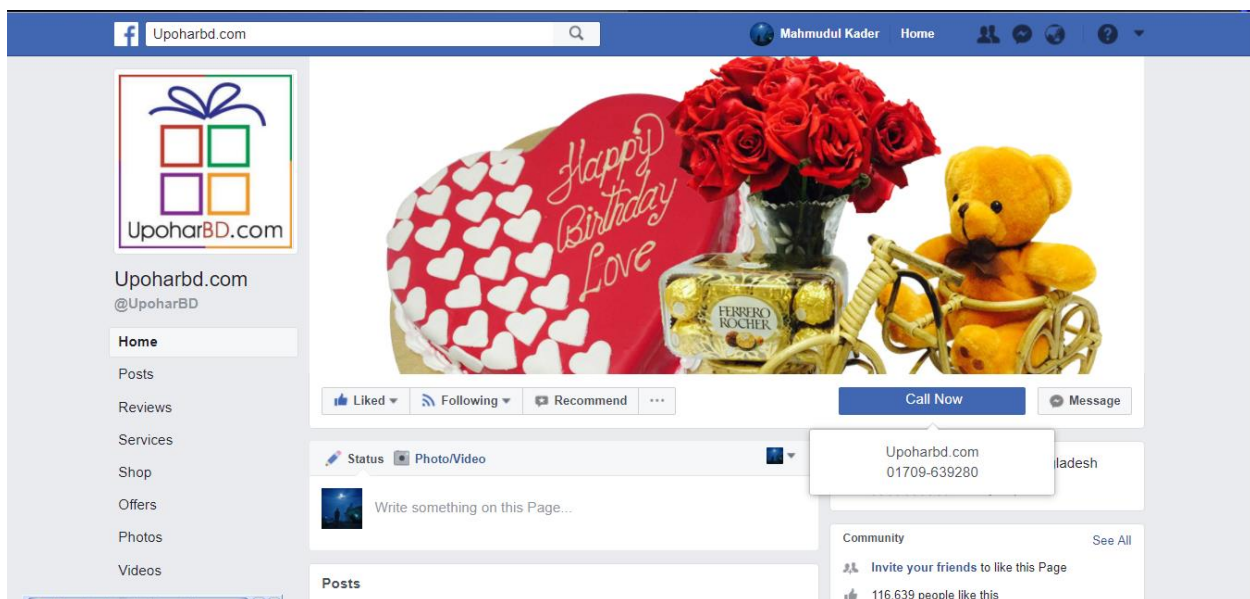


Figure 5

Link: <https://www.facebook.com/UpoharBD/>

Figure 5 show the facebook page of upoharbd.com which shows how organized their facebook page is and in which there is a phone number is by which the customers can easily communicate with them. Moreover they have message option if any customer wants to communicate with them via facebook. In addition to that on their facebook page they have review, shop options by which a customer can review their service on facebook and can directly buy a product by clicking on the shop option of their facebook page.

Twitter:

Along with facebook it's important to have a twitter account to communicate with the customer. As most of the consumers of upoharbd lives in abroad it is important for them to have a twitter account to communicate with the customer. As twitter is more used in abroad it was necessary for them to open a twitter account to communicate with the customer.

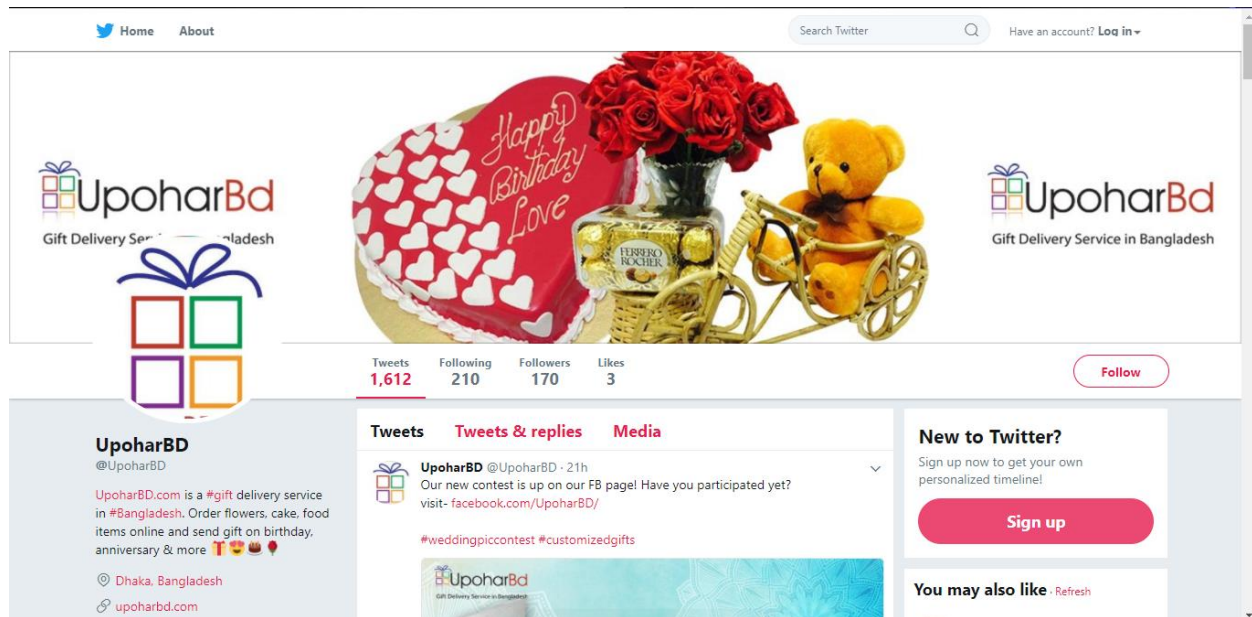


Figure 6

Link: <https://twitter.com/upoharbd>

In figure 6 we can see that this is upoharbd.com's twitter account in which they share latest offers and campaigns so that they can reach those customer who are more frequent on twitter rather than facebook.

Instagram:

As photo sharing social media like snapchat and Instagram is becoming popular day by day it is better for any organization stick to one of them. So upoharbd has a Instagram account in which they share the picture of their product and help the consumers to know about their products and service that they provide.

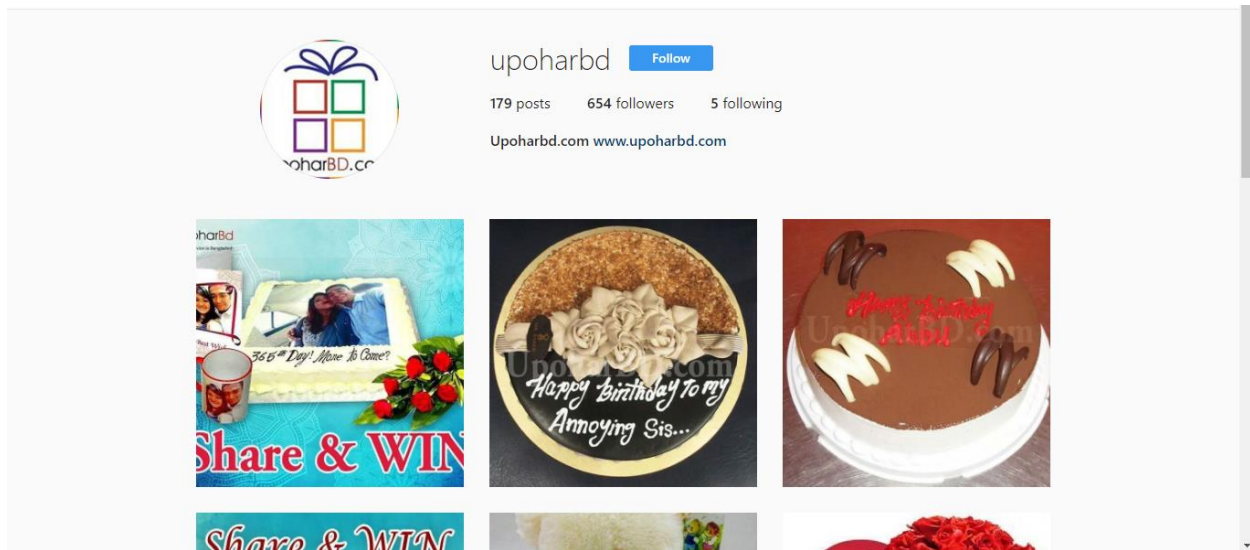


Figure 7

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

Here in figure 7 we can see the Instagram account of upoharbd.com and the pictures of their products. Which shows that they have already posted 179 posts and they have 654 followers who get constant updates of upoharbd products and services?

YouTube:

Upoharbd also has their YouTube channel by which they post essential videos for their customers and they post videos for their customers by which they will be able order to a product easily. Moreover, upoharbd YouTube videos helps the customer to understand how to order a product easily from their website.

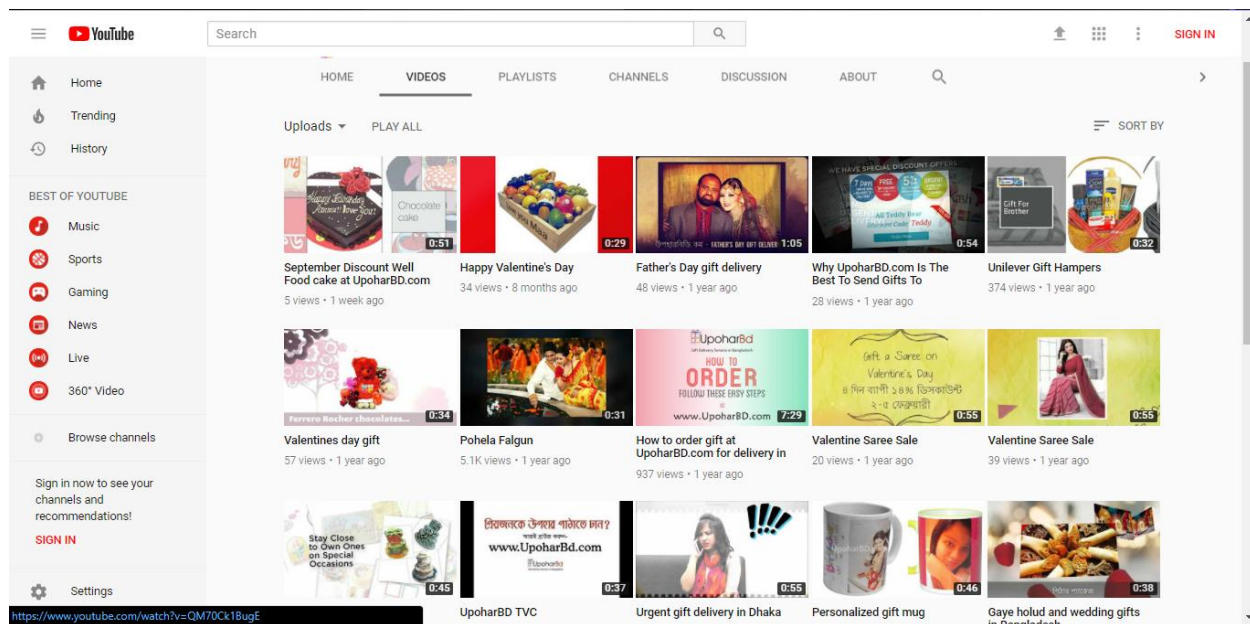


Figure 8

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

In figure 8 we can see the YouTube channel of upoharbd.com which has got videos regarding their product, their process of ordering product and their advertisements which they endorse by Google adscence.

2.3 Product and services of Upoharbd.com

Upoharbd.com initially started as an online flower shop later on by the growth of sales and expansion they have become an online gift shop to provide the best service to their customers. Now in their website they have got huge range of variety of gift products. On their website they have fresh flowers, cakes, dry food, sweets, fruits, soft toys, bakery items, branded beauty and skincare items, home décor, baby items, handicrafts, clothing items and their newly added corporate gift items and makeup products for both man and woman. They also have gifts for children as well. They have wide range of package gifts which are very popular among their customers. Moreover, all of their cakes are from popular pastry shops like coopers, Mr. baker and well food. Furthermore, their food items are from popular food chains like Burger King, Pizza Hut, KFC, Handi, and Take Out and so on. While delivering a product they deliver the product with a card and a bouquet of 5 red roses to their customers.

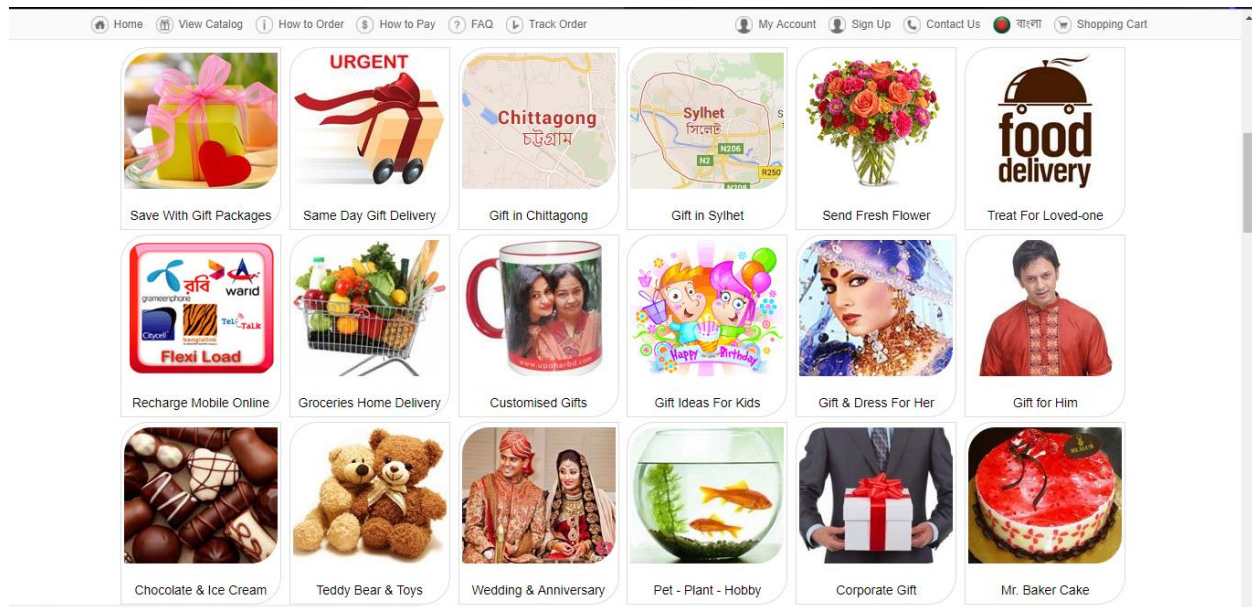


Figure 9

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

On figure 9 we can see all sorts of categories of products from upoharbd.com

Upoharbd.com has a huge number of loyal customers who frequently buy products from their site. While providing the service of upoharbd.com the staff and employees keep in mind that service comes first no matter what. They have gained popularity by providing not only best products in the market but also providing best service as well. They have been always focusing on the consumer need and wants while delivering the service and they have always maintained the standard that the consumer wanted. They also have the same day delivery service in Dhaka, Chittagong and Sylhet if a customer needs same day delivery. Moreover, upoharbd has few online methods for payment like Bkash, American Express Payment, PayPal, Visa, Western Union and master card. Furthermore, they have offline payment as well if anyone wants to pay offline. Their website is secured by McAfee, Norton Security. Furthermore, when a consumer enters the website it shows secured at the top.



Figure 10

2.4 Position and Responsibilities at Upoharbd.com

After completing major in Marketing I have joined Upoharbd.com as intern on 1st May of 2017. I was mainly working for digital marketing of Upoharbd.com and the operations of upoharbd.com. Since my joining I have worked on various campaigns keeping in mind the peak hour of their mother's day sales.

Promotion Planning:

From the very first day first thing I had to do was to think about the promotion planning. What I will do, how I will increase customer engagement in the post and which product to promote. I had to do a lot of brain storming about upcoming campaigns.

Digital Marketing:

After joining upoharbd I given access to their facebook page, twitter account and Instagram account to manage and run their digital media campaigns. I had to promote their products on their social media accounts frequently.

Research:

I had to look at the product trends and think which product was becoming popular among the customer and which product is losing its credibility so that I can promote the product accordingly.

Operations:

The main job mine was to run the digital campaigns but I was also given the duty of operations as well so that I can understand how the offline things works at upoharbd.com. I had response to the phone calls of the customers sometimes and sometimes I had look after which product was available and which products stock was finished.

3. Digital Marketing

3.1 Project Objective

As I joined just before the mother's day so I had to analyze which product has to be promoted which product should not. As my way of designing the campaign and customer engagement will lead to their sales increase so I had to think in that way and by giving small post I had to realize which product consumer likes which they didn't. During my internship I had to run a lot of campaigns to know what the consumers likes most and which type gifts consumer wants to give to their favorite one on their special occasion.

3.2 Campaign Template

After joining upoharbd I was told to run such campaigns which were not previously done before. So I had to think a lot and analyze all the previous campaigns so that they don't match with the previous campaigns. Moreover, To make a campaign understandable to the customers I had to do a lot of brain storming and I had think how consumers will accept it. In addition to that, after the campaign idea was fixed I had to discuss it with the director of upoharbd and after that I had to discuss with the graphics designer about the image we are going to post on facebook. Moreover, while designing the post with the graphics designer I had to think about the image ratio, quality and color of the image so that it is easily understandable to the customer. After completing the design I was required to write down the content of the post and rules and regulation of the campaign as well.

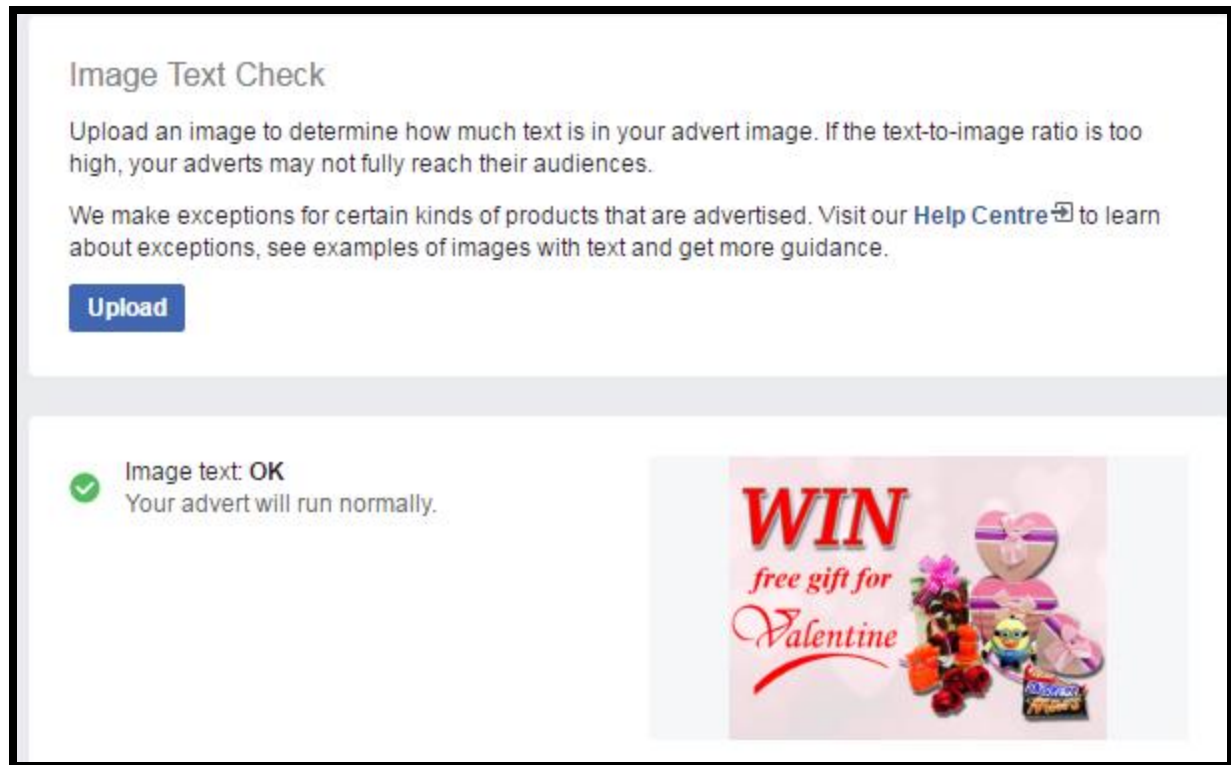


Figure 11

Figure 11 shows how the image quality was tested online whether the picture quality of the post is perfect or not.

After a campaign was done I had prepare a report to show what the engagement was and what the reach of that particular post was.

3.3 Campaign 1

Mother Day Campaign

Objective:

- The primary objective of this campaign was to engage the consumers emotionally with the upoharbd facebook page
- To increase the sales during the mother's day

Campaign Plan and Design:

The campaign was planned to engage the consumers with the upoharbd page during the mother's day event. In this campaign we asked the people to share their valuable memories with their mom and to share the gratefulness mothers have done for them. Moreover, this campaign was to attach the consumer emotionally with the brand. By sharing their gratefulness to their mother the consumer needed to tag 4-5 friends which have increased organic reach in the post. In addition to that, I needed to consider every option for what could be the pennant plan for instance the foundation, shading, content size, content example and so forth. I needed to sit with our visual originator and talk and plan on how I and our executive were thinking the pennant to be at that point outlining it in like manner. As both the facebook flag should be in estimate 750x750 so we needed to settle the size and afterward work as needs be. When we make a pennant we loved we at that point attempted distinctive approaches to refresh it and make it more alluring so clients will effectively like it. While planning, I likewise needed to consider both wireless client clients and desktop/tablet clients. We need to remember to ensure that the plan and content are on the whole plainly unmistakable and doesn't lose the quality or allure for being in littler screen.

Campaign Implementation:

Before posting the campaign online I had test the post so I had to open a secret page in which I had posted the image and observed it looks perfect or not. Furthermore, after completing the test I had posted in upoharbd online page and it had reached to total 12,664 customers. In addition to that, it has got total 1396 likes, shares and comments. The post was shared by total 86 people later on while this post reached and gained popularity it was boosted a bit. In this campaign no fake ids were allowed which has helped us to reach to the real facebook ids. As the number of participants in this campaign was increasing so we gave all the participants and unique lottery number so that they can engage more. Later on a lottery on live video streaming was done so that the consumer can be engaged more on this campaign.

Campaign analysis and Recommendations

After completing the campaign what I have learnt that if digital marketing is done in a way that it connects the consumer more often emotionally they will feel attached with the brand more often than any other brands in the market. Also asking people to show greatness to their mom has been an emotional attachment from the brand and the customer as well.

As the campaign reached more than twelve thousands people it was a great campaign for us and for me as an intern first task seemed successful to me. Moreover, the campaign reached more organic way then the paid way so it seemed a great campaign to me.

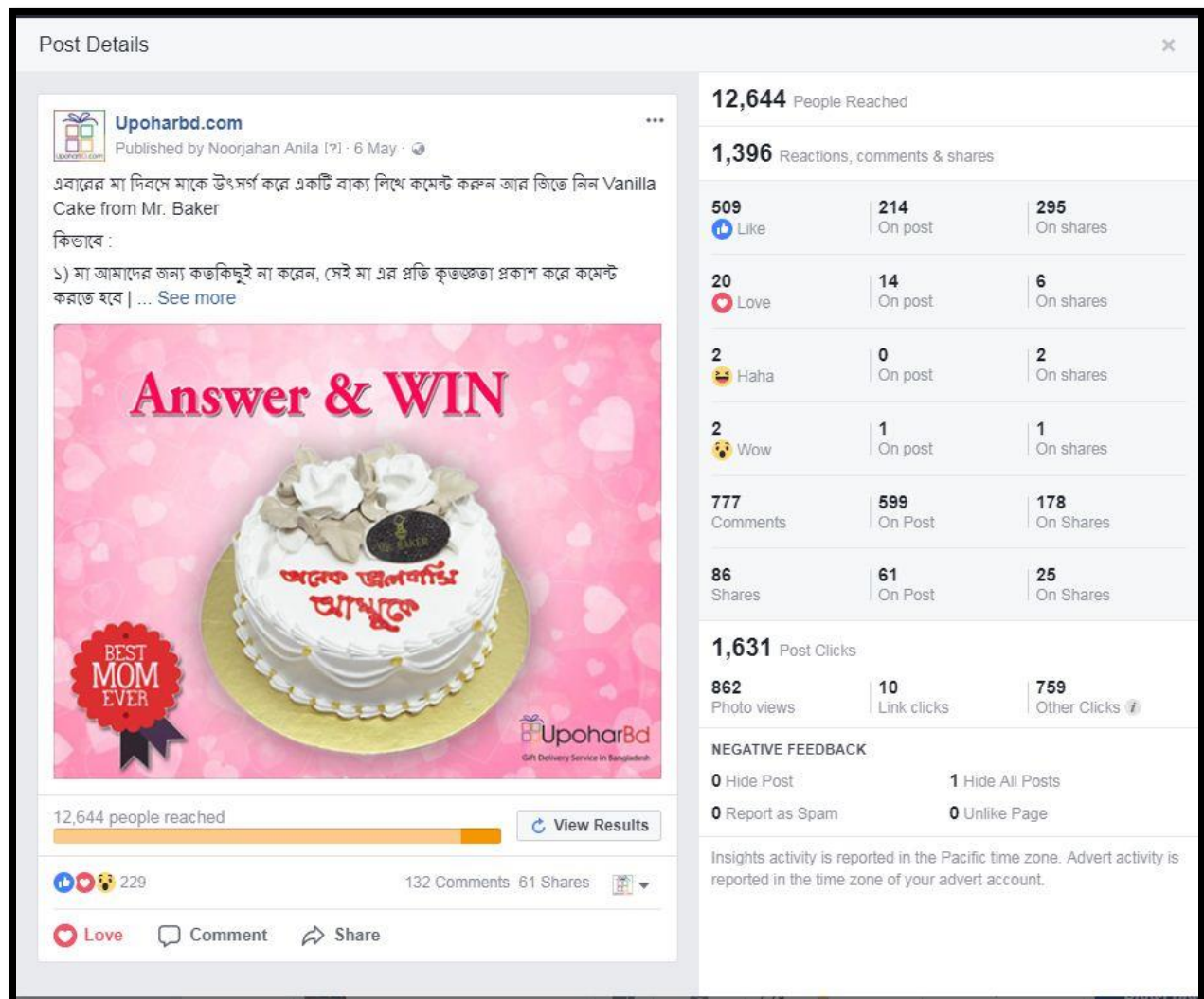


Figure 12 Campaign 01

Link:

<https://www.facebook.com/UpoharBD/photos/a.10151357903628414.1073741825.65449203413/10154350729553414/?type=3&theater>

As the campaign was reaching organically more than anything else we had to increase the reach of the product so we boosted the posted for a short time and we had the benefits of it.

Recommendation:

As the gift was only given to the people in Dhaka, Chittagong and Sylhet it has less engagement. If the gift delivery of the campaign can be added to more places more people from different city would have participated in the campaign more often. Moreover, this campaign didn't allowed anyone more than once by which the number of participants were less and the number of reach were less as well.

3.4 Campaign 2

Eid Campaign

Objective:

- The primary objective of this campaign was to engage the consumers with the upoharbd facebook page
- To increase the sales during the before the Eid
- To let know the customer about the Eid gifting tradition

Campaign Plan and Design

While doing this campaign I was advised to choose a product which goes with the tradition of Eid. As I had chosen a product which is not 100% going with the tradition of Eid but it has the appeal of Eid as the product which was promoted during this campaign was a basket full of chocolate. As we know during Eid Muslims takes sweets at the starting of the day so in this campaign the gift for the winner was a basket full of chocolates and the customers were told to share where they were spending their eid and they were told to share picture of the eid. As Eid was an occasion of happiness and sharing happiness it was expected that people were enthusiast to share their eid memories with their favorite brand which is upoharbd.com.

In addition to that, I needed to consider every option for what could be the pennant plan for instance the foundation, shading, content size, content example and so forth. I needed to sit with our visual originator and talk and plan on how I and our executive were thinking the pennant to be at that point outlining it in like manner. As both the facebook flag should be in estimate 750x750 so we needed to settle the size and afterward work as needs be. When we make a

pennant we loved we at that point attempted distinctive approaches to refresh it and make it more alluring so clients will effectively like it. While planning, I likewise needed to consider both wireless client clients and desktop/tablet clients. We need to remember to ensure that the plan and content are on the whole plainly unmistakable and doesn't lose the quality or allure for being in littler screen.



Figure 13

Figure 13 shows the campaign poster of campaign 2.

Campaign Implementation:

Before implementing this campaign I had test it as well. Moreover, this post was full of Bangla words which were a bit hard for me. As I had done test before posting it online I was able to find out my mistakes and solve the mistakes as early as possible. After implementing the campaign it has reached 9003 people which were huge in numbers as it was a short campaign. Moreover, I have communicated with the consumers who have commented on the comment section. When

we have seen that the campaign was reaching more people we have boosted it and as a result more people have involved in this post. The campaign has reached been liked, commented, shared and reacted by 1,174 people which was a huge number within a short span of time. In figure 14 an image is shown which will illustrate the reach and engagement of the consumer of upoharbd.com.

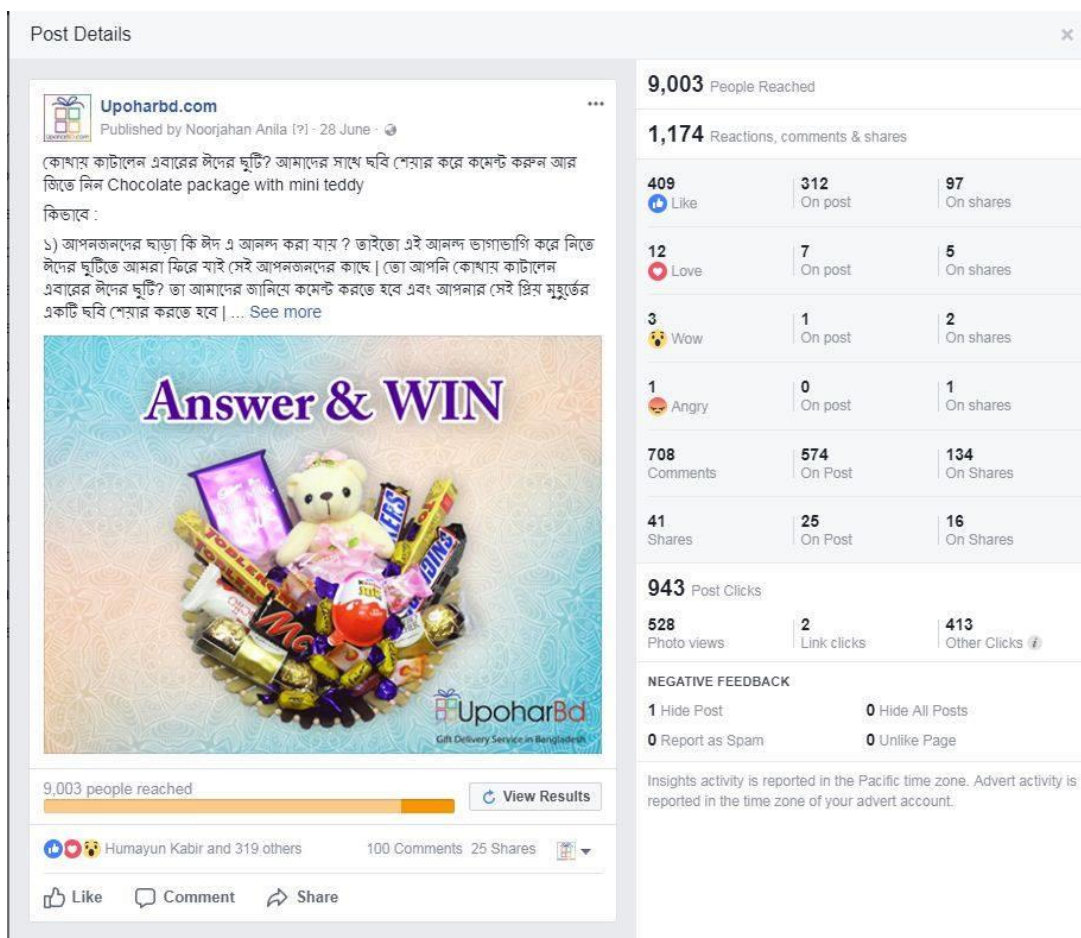


Figure 14

Campaign Analysis and Recommendation

After completing the campaign what I have learnt that if digital marketing is done in a way that it connects the consumer; they will feel attached with the brand more often than any other brands in the market. In this campaigns we just asked them to show their happiness towards us with their family and friend and how they were spending their eid.

As the campaign reached more than twelve thousands people it was a great campaign for us and for me as an intern first task seemed successful to me. Moreover, the campaign reached more organic way then the paid way so it seemed a great campaign to me. The campaign was just ran for three days but the number of engagement and enthusiasm proves that how consumer were connected to the brand. Moreover the reach of the more organic reach proves that how people or the consumer of upoharbd feels about them and how they were attached to the brand.

Recommendation:

For the recommendation of this campaign I have to say that the time was short and the gift was attractive for the children and youths. Moreover, few people were not interested about the sharing of their eid pictures and location which has cost in as a less number of consumer engagement in this campaign. The number of engagement can be increased if the gift for the winners were delivered to more places than Dhaka, Chittagong and Sylhet. As previous, in this campaign a lot of people didn't participated due to location of the participants and winners of the campaign lottery.

3.5 Campaign 3

Friendship Day Chocolate Gift Contest

Objective

- The objective of this contest was to which product needed to be stock up before friendship day
- Which Chocolate product was popular among the consumers

Campaign Plan and Design

While doing this campaign I was advised to choose a product which goes with the friendship day and to run a campaign by which the number of product before the friendship day can be stocked. For this campaign we asked our customers to select their favorite chocolate brand from our chocolate collection. This campaign ran from 15th to 19th july of 2017.

In this crusade I needed to again do a great deal of conceptualizing for what sort of plan I needed to use as banner. At that point I think of the vivid foundation to pull in youngsters and buckled

down with our illustrations creator to locate the ideal Bangla textual style that suited our standard. While planning we needed to think precisely for what wording we need to use in the banner. As the battle was for the most part for youngsters along these lines, we chose to keep it straightforward and the guidelines effortlessly justifiable. As it was a banner of chocolates we needed to look for a lucrative banner. After running previous 2 campaign I was a bit doing better while writing Bangla.

I likewise did some trials previously posting it on upoharbd official page to check on the off chance that it looks the way we need it. I needed to do some more changes for the principles as this one was like the past crusade yet in addition distinctive so needed to compose runs as needs be. As we effectively utilized ID numbers for lottery so we utilized it again for this crusade. After the crusade went live we supported it in a similar procedure and it helped us to achieve more than 90 members altogether.

For the very first time I have crossed more than 15,000 reached on this post. The post has reached 25,829 people which was huge achievement for me and the team.

Campaign Implementation:

Before implementing this campaign I had test it as like previous two campaigns. Moreover, this post was full of Bangla words which were a bit hard for me. As I had done test before posting it online I was able to find out my mistakes and solve the mistakes as early as possible. After implementing the campaign it has reached 25,829 people which were huge in numbers as it was a short campaign. Moreover, I have communicated with the consumers who have commented on the comment section. When we have seen that the campaign was reaching more people we have boosted it and as a result more people have involved in this post. The campaign has reached been liked, commented, shared and reacted by 2,524 people which was a huge number within a short span of time. In figure 1 an image is shown which will illustrate the reach and engagement of the consumer of upoharbd.com.

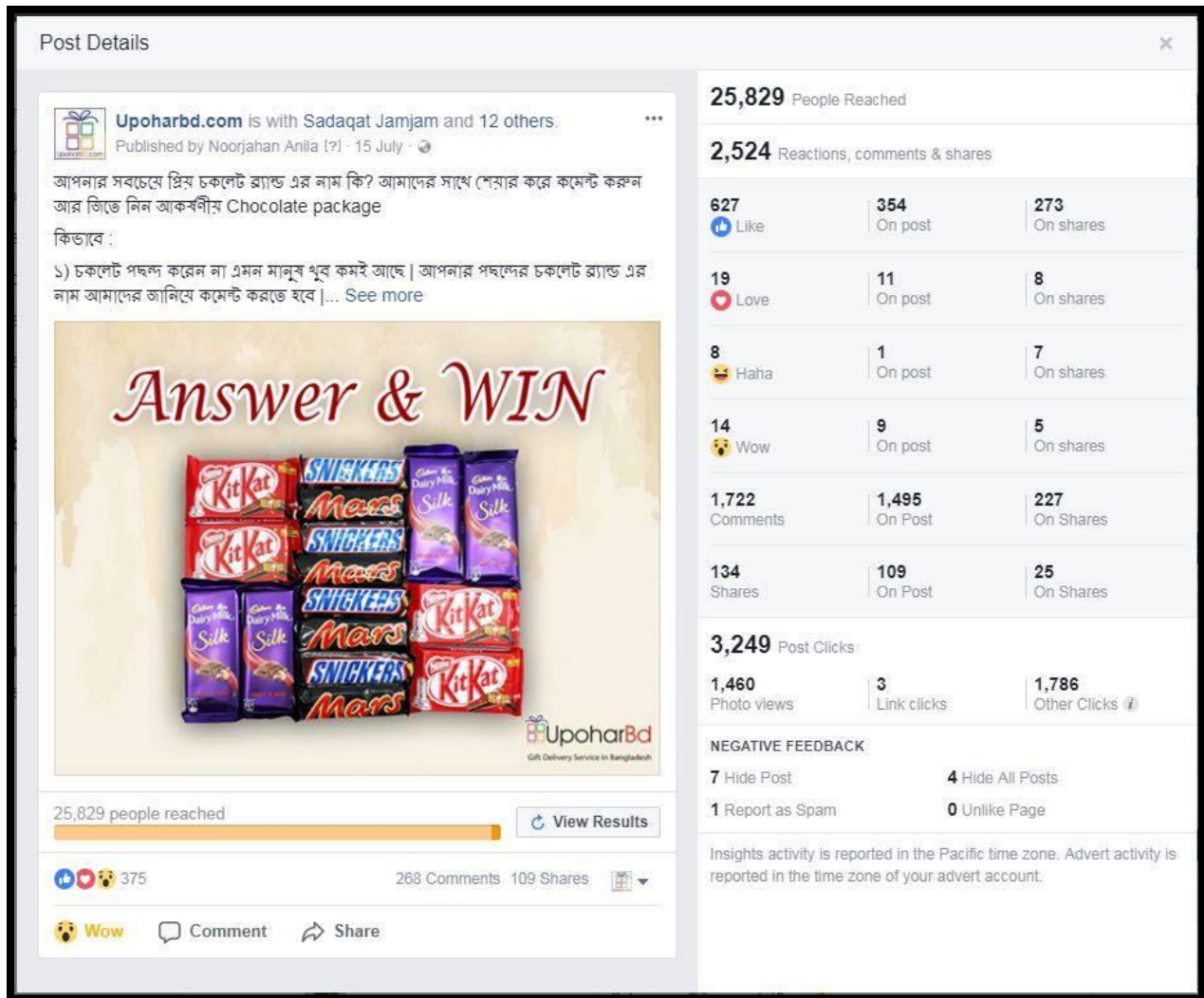


Figure 15

Link:

<https://www.facebook.com/UpoharBD/photos/a.10151357903628414.1073741825.65449203413/10154570972078414/?type=3&theater>

This figure show how successful this campaign was and how much it was appreciated by the consumers of upoharbd.com. Moreover, the main reason behind this campaigns success was the it was totally liked by the youth consumers and the gift was lucrative as well.

Campaign analysis and Recommendation

In our campaigns I have seen that the people participating in our challenge are for the most part youngsters so for them I endeavored to keep the dialect as basic and effortlessly justifiable as could be expected under the circumstances. Giving brief answers on each and every remark were

once in a while troublesome because of timing, net association and furthermore late hours around evening time however I attempted to oversee it as much as I could. Some of the time couple of members who confronted any kind of issues to partake I endeavored to help them by giving them any connection or other data and so forth.

After reaching the post in a generic way we have decided to boost the post by which the number of people reached has increased and the number of people liked commented and shared has increased more than before.

Recommendation

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

1. Snickers
2. Hursheys
3. Kit Kat
4. Galaxy
5. Cadbury Silk
6. Toblerone
7. Ferrero Rocher
8. Mars
9. Patchi
10. Guylian

In this campaign we have seen that people were more responding to their likes and dislikes which has increased engagement of the consumers in our post more than before. From this I have learnt if the campaigns are related to consumers likes and dislike the feel interested about it and if the campaign gift is something lucrative to customers it attains more attention to the consumer mind. If the youths are connected via a campaign then the number of post reaches increases more than any other appeal. Young people always look for something trendy and something which attracts them.

3.6 Campaign 4

Friendship Day Package Gift Contest

Objective:

- The objective of this contest is to increase the sales of the products during friendship day
- Another objective of this report is to engage consumer with the upoharbd social media sites

Campaign plan and Design

While doing this campaign I was encouraged to pick an item which runs with the Friendship day and to run a crusade by which the quantity of item before the friendship day can be supplied. For this campaign we requested that our clients select their most loved chocolate from our chocolate accumulation. This crusade kept running from July 29th to august of 2017.

In this campaign I expected to again do a lot of conceptualizing for what kind of plan I expected to use as standard. By then I think about the clear establishment to pull in adolescents and locked in with our representations maker to find the perfect Bangla literary style that suited our standard. While arranging we expected to think definitely for what wording we have to use in the standard. As the fight was generally for youths thusly, we kept it clear and the rules easily reasonable. As it was a pennant of chocolates we expected to search for a lucrative flag. In the wake of running previous campaigns I was a bit improving the situation while composing Bangla.

Campaign Implementation

Before executing this crusade I had test it as like past two battles. In addition, this post was brimming with Bangla words which were somewhat hard for me. As I had done test before posting it online I could discover my slip-ups and settle the mix-ups as ahead of schedule as could be allowed. Subsequent to actualizing the battle it has contacted 8,461 individuals which were colossal in numbers as it was a short crusade. In addition, I have spoken with the buyers who have remarked on the remark area. When we have seen that the battle was contacting more individuals we have supported it and therefore more individuals have engaged with this post. The

battle has come to been loved, remarked, shared and responded by 1,291 people which was a gigantic number inside a limited capacity to focus time. In figure 16 a picture is indicated which will outline the scope and engagement of the customer of upoharbd.com.

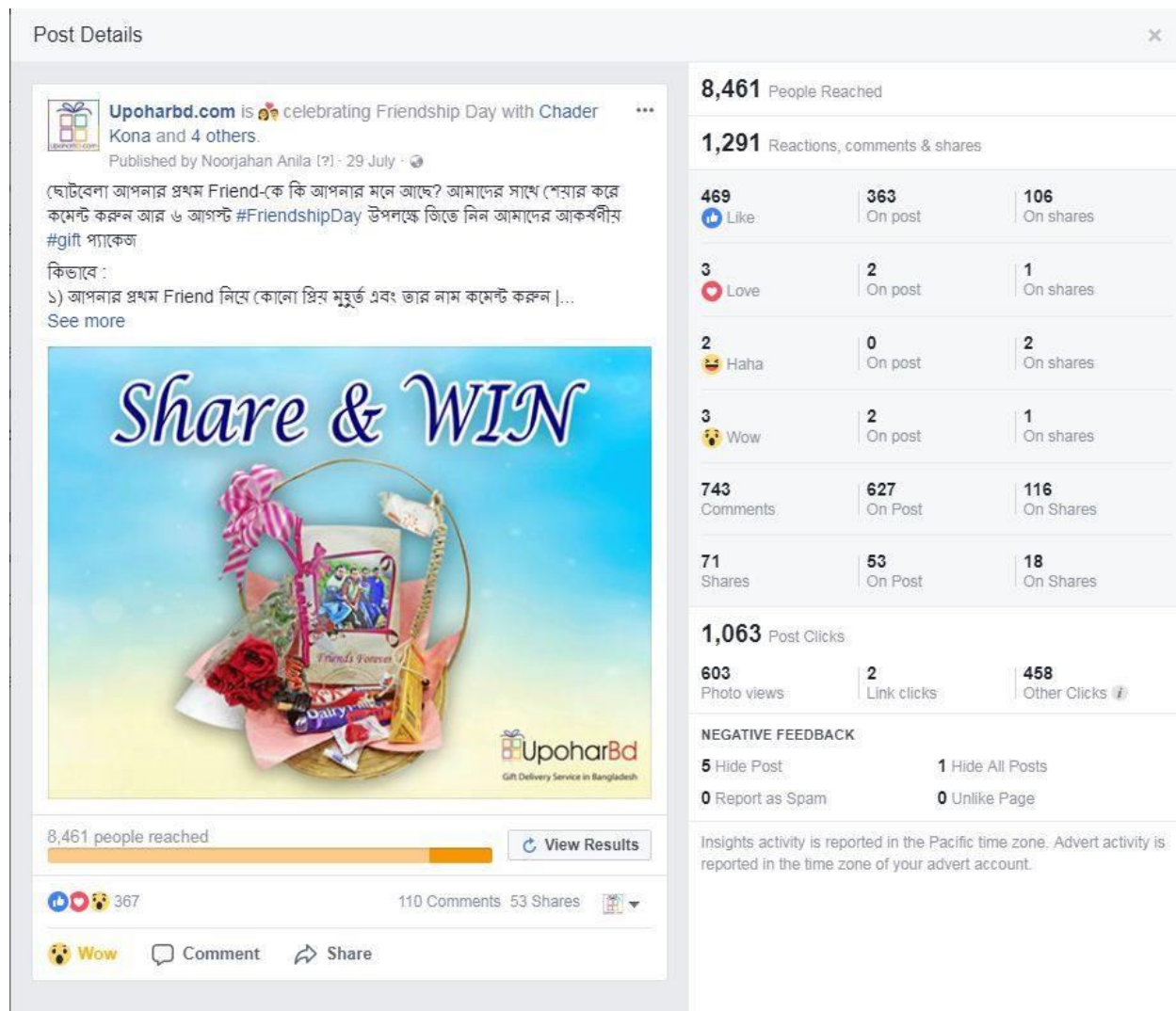


Figure 16

Link:

<https://www.facebook.com/UpoharBD/photos/a.10151357903628414.1073741825.65449203413/10154602659528414/?type=3&theater>

3.7 Operations

I have not only contributed in upoharbd.com's digital marketing but also I have participated in the various operations of Upoharbd.com. Those are explained below:

Customer Service:

In upoharbd I have also worked in the customer service. In customer service I have worked to response to the calls of the consumer and responded the consumers who tried to communicate on their facebook page. Furthermore, I have worked to reply the question who has asked on upoharbd official website as well.

Accounts:

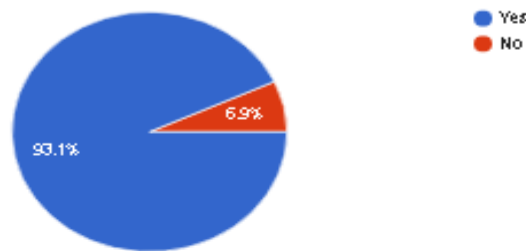
I have also worked on Upoharbd.com on their accounts department to analyze their accounts and the cost and profit they are generating each month. Moreover, I have worked on their accounts to analyze how much each digital marketing boosted post cost and how much it occurs profit for them.

4. Survey results and analysis

In the time of doing my internship report i did a survey on 30respondants regarding Upoharbd.com online shopping and their view about it and also requested them to share some views on Upoharbd.com. This survey was done randomly. here are some my findings.

Do you shop online?

29 responses



If yes then how many time in a month you shop online?

28 responses

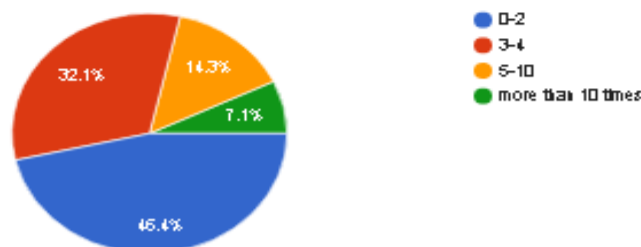


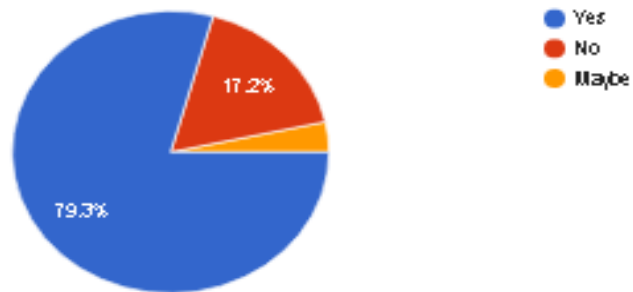
Figure 17

in figure 17 , there are about 93.1% people who are engage into online shopping and the number is 29 out of 30 and there are other 6.9% people who do not prefer online shopping rather than going into physical market place and the number is 1 out of 30. About 46.4% people are doing online shopping rarely like 1 or 2 time in a month and therer are other people who prefer their shopping online and do frequently like 32.1% in 3 or 4 times, 14.3% in 5 to 10 times and 7.1% more than 10 times.

In figure18 , there re about 79.3% people who have heard the name of upoharBD.com in around 30 respondants. Other 17.2% and 4% people who have heard or never heard of upoharBD.com.

Have you ever heard about the name of 'UpoharBD.com' ?

29 responses



Have you ever seen the online advertisements of UpoharBD.com?

29 responses

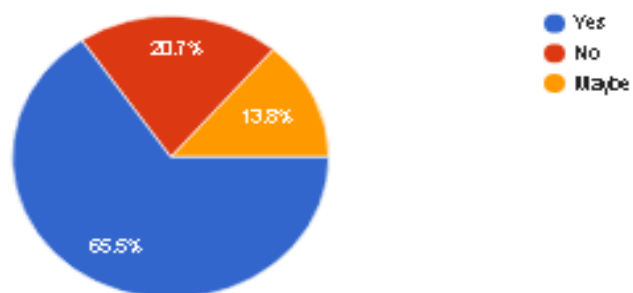
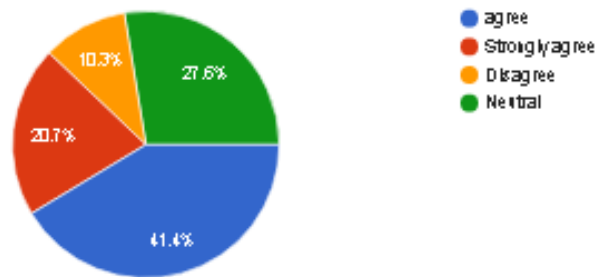


Figure 18

When it comes to customer satisfaction and customer engagement then it plays a vital role to sell products over the internet and also throughout upoharBD.com.

Do you believe the advertisements of UpoharBD.com are persuasive enough to order their products?

29 responses



On a scale of 0-5, rate the online advertisements of UpoharBD.com

28 responses

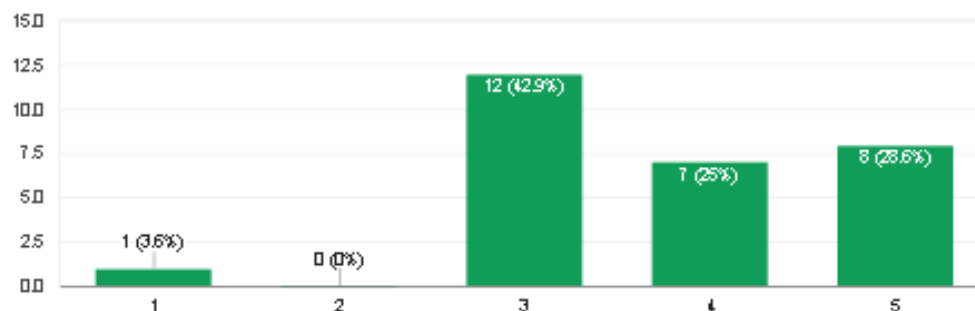
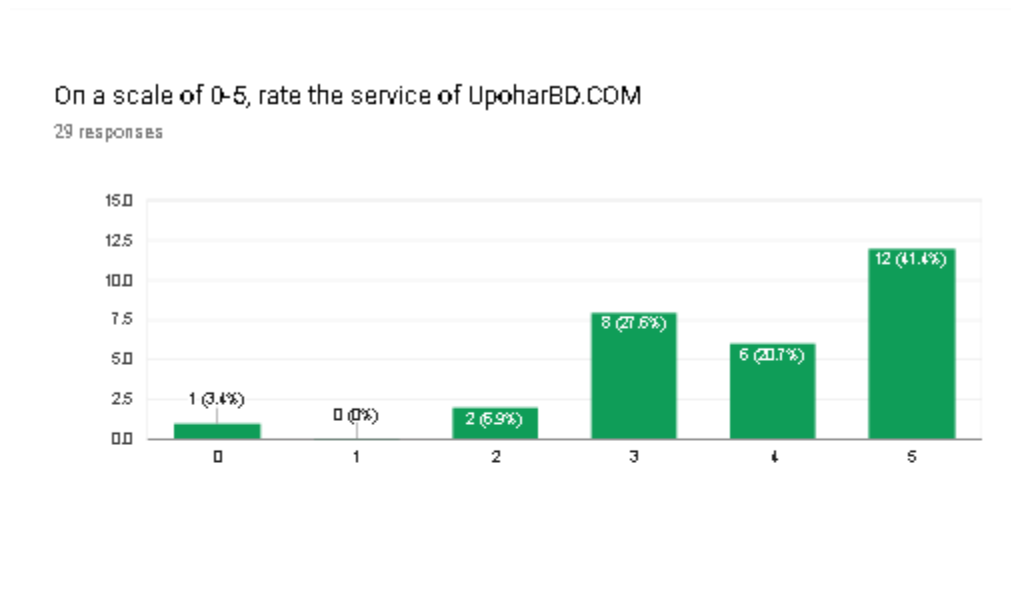


Figure 19

in that case on a survey of 30 respondents there are about 41.4% people who believe that the advertisement of UpoharBD.com is enough persuasive to engage customer to order their products. Other 20.7% people do not agree with the advertisement policy or strategy of upoharBD.com and 10.3% and 27.6% people are disagree and neutral on that thing.

At the time of doing survey i asked to rate upoharBD.com about their satisfaction about its online service. Around 3.4% people rated it in 1 and 6.9% people rated in 2 and 27.6% rated it 3, 20.7% rated it 4 and other people 41.4% rated it 5.



Do you agree that the products advertised by UpoharBD.com were essential & necessary enough for particular event

29 responses

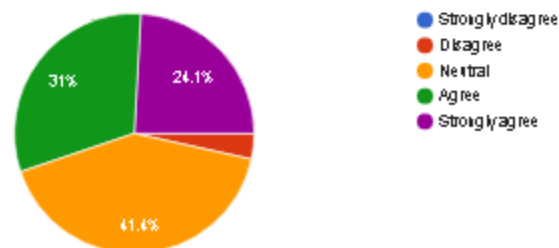
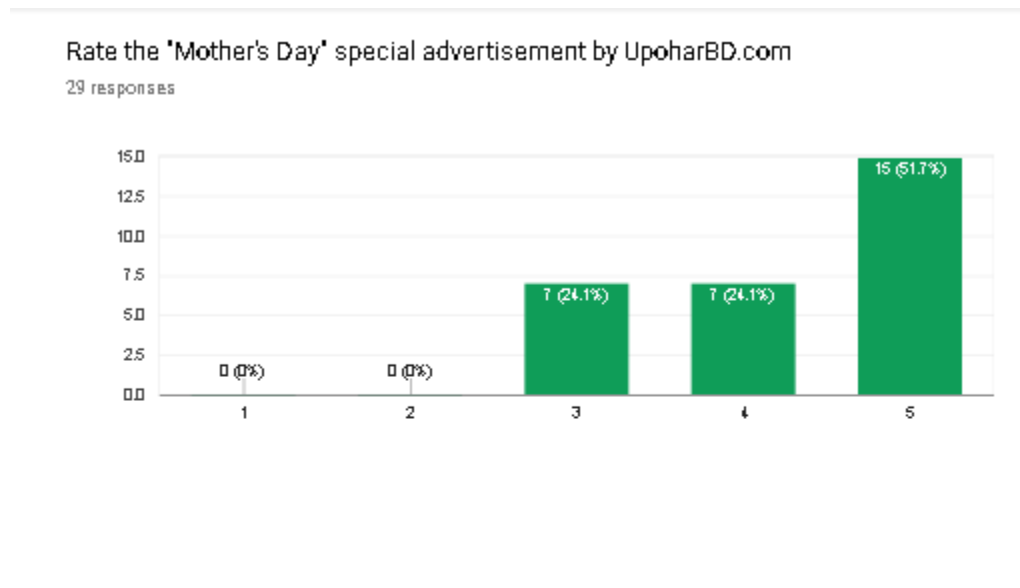


Figure 20

when I asked about the product necessity and essentialities of UpoharBD.com and its advertisement for particular event which engage customer to buy there are about 41.4% who neutral about upoharBD.com and on the other hand 31% were agree about necessity of particular event.

UpoharBd.com have some special events on various event like mother's day. they have some various advertisement which also engage customer to engage in event. On a rate of 5 i asked them to rate about advertisement engagement. Around 51.7% rated it 5 and 24.1% and rated it 3 and 4.

I asked about if there need to be any improvement about advertisement of upoharBD.com, where around 44.8% said yes and 22.7% and 30.5% sais no and maybe.



Do you think that the online advertisements done by UpoharBD.com need to be improved

29 responses

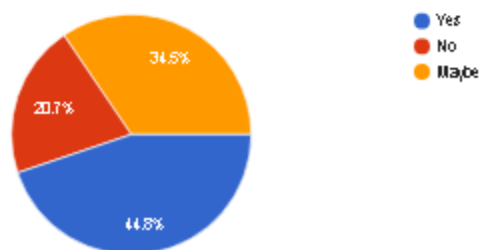


Figure 21

I hope that that survey from the respondants will be helpful for the organization and they will take enough steps to improve their organization that are mentioned in the survey by those precious 30 respondants.

5. Contributions

Amid my temporary position period, I have taken in a great deal about calling life and got the opportunity to change my view on how things function contrastingly in a corporate association. I endeavored to contribute in the most ideal way I can to be useful for the association.

5.1 Contribution to the association

At the point when an association initiates assistants they give a chance to learn and get a genuine decent situation of corporate life that is holding up in front of us. In return they need the understudies to contribute in the most ideal way they can for the advancement of the association and I am certain UpoharBD is no special case. I joined the association in the time of their pinnacle deal and for that my commitments are given beneath:

- I ran numerous effective crusades for Mother's Day to draw in shoppers more in their web-based social networking destinations.
- I directed research for brands that should have been included or refreshed in the site.
- Expanded their non specific reach in their online networking locales and endeavored to advance and pull in various city clients.
- Enhanced their Instagram viewpoint and influence it to look more refreshed like other related online shops as of now are.
- Enhanced the precise ability of their facebook page add more shading to it by giving beautiful pennants to posts.
- Prescribed changes that should have been done before Valentine's Day in this way, the deals would build more.

5.2 Learning

In the previous 3 months I have learnt a considerable measure by working in the association as an understudy and I am trusting that it would help me in an incredible arrangement particularly in the start of my expert life.

- Learnt essential level of illustrations planning while at the same time outlining for pennants and altering pictures.
- Gained proficient information and aptitudes for advanced showcasing.
- Gained essential learning on Google adwords and SEO on a more useful level.
- Learnt about request handling and steps that goes behind the procedure.
- Learnt to make a layout of computerized showcasing which I seek would be useful after individuals looking for information about this field.

Reference

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3. <http://www.thefinancialexpress-bd.com/2017/01/19/59635/Digital-marketing:-The-Bangladesh-scenario>
4. <http://futurestartup.com/2017/02/18/digital-marketing-space-in-dhaka-gets-competitive-digital-only-agencies-face-challenges-from-incumbent-advertising-agencies/>

Appendix

Survey on UpoharBD.com

The purpose of this survey is to analyze the Impacts of Digital Marketing on the consumer behavior.

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

Do you shop online?

- ☐ Yes
- ☐ No

If yes then how many time in a month you shop online?

- ☐ 0-2
- ☐ 3-4
- ☐ 5-10
- ☐ more than 10 times

Have you ever heard about the name of 'UpoharBD.com' ?

- ☐ Yes
- ☐ No
- ☐ Maybe

Have you ever seen the online advertisements of UpoharBD.com?

- ☐ Yes
- ☐ No
- ☐ Maybe

Do you believe the advertisements of UpoharBD.com are persuasive enough to order their products?

- ☐ agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Neutral

On a scale of 0-5, rate the online advertisements of UpoharBD.com

	1	2	3	4	5	
Worst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Good

On a scale of 0-5, rate the service of UpoharBD.COM

	0	1	2	3	4	5	
worst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very good

Do you agree that the products advertised by UpoharBD.com were essential & necessary enough for particular event

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Rate the 'Mother's Day' special advertisement by UpoharBD.com

	1	2	3	4	5	
Worst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Good

Do you think that the online advertisements done by UpoharBD.com need to be improved

- ☐ Yes
- ☐ No
- ☐ Maybe