

Impact of marketing on Lead Generation

REDX Logistics Limited

Submitted By

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ID: 21104044

An internship report submitted to the BRAC Business School in partial fulfillment of
the requirements for the degree of
Bachelor of Business Administration

BRAC Business School

BRAC University

20th May, 2022

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Declaration

I Isfar Hossain Taosif, ID: 21104044 declare that the Submitted Research Paper is my original work and no part of it has been published anywhere else in the past. I take full responsibility, that if in future, the paper is found invalid according to basic rules, the last decision will be of the Authorities concerned. Any form of plagiarism will lead to disqualification of the paper.

A handwritten signature in black ink that reads "Isfar". The letters are cursive and slightly slanted to the right.

Isfar Hossain Taosif

Id: 21104044

Date: 6/6/2022

Dedicated To

I would start by thanking my honorable faculty Ms. Raisa Tasneem Zaman who has provided me with the necessary guidance and information needed to complete this internship report. I would like to thank H.C.H Raiyan Ahmed (Manager, Key Accounts) for all his support, necessary tips and guidelines during the activation period, and the entire team for being helpful and supportive in every little help I needed and for creating the opportunity for me to bring out my best performance.

Also, I would like to thank my team Member MD. Ershadul Murshed for teaching me all the basics of my tasks and patiently showing me every elaborate detail and guiding me throughout my internship period. I am very much thankful to RedX Logistics Limited, its management, especially employees of the Business Development department for their cordial support to prepare this internship report.

Finally, I would have to thank my family and friends who also supported me during the preparation of this report and express my gratitude to everyone involved.

Letter of Transmittal

May 20, 2022

Ms. Raisa Tasneem Zaman,

Lecturer, Entrepreneurship and Marketing,

BRAC University.

Subject: Submission of Internship Report on Impact of marketing on Lead Generation.

Dear Miss,

I am Pleased to submit my internship report on 'Impact of marketing on Lead Generation' as per your instruction to fulfill the requirement of BUS 400 course. While preparing this report, I have tried my level best to include all the relevant information, explanations, things I have learned from the organization, and my contribution to the organization to make the report informative and comprehensive. It would not have been possible to complete this report without your assistance, of which I am very thankful. Working for three months at RedX Logistics Limited was amazing and a huge learning opportunity for me. Also, it was a great experience to prepare this report and I will be available for any clarification, if required.

Therefore, I pray and hope that you would be kind enough to accept my Internship Report and oblige thereby.

Sincerely,

Isfar Hossain Taosif,

ID; 21104044

A handwritten signature in black ink that reads "Isfar". The letters are cursive and slightly slanted to the right.

Approval:

The internship report titled "Impact of Marketing on Lead Generation- REDX Logistics Limited" Submitted by Isfar Hossain Taosif (21104044) of Spring'22 has been accepted as satisfactory of the requirement for completing BUS 400 (Internship)

Examining Committee:

Ms. Raisa Tasneem Zaman
Lecturer
BRAC Business School
BRAC University

Executive Summary

This report is a detailed overview of my internship journey at RedX Logistics Limited. During my Internship I have learned a lot about Corporate Sales and its different applications. I have known about the work flow of marketing agencies along with the functions the department performs. I have learned to work in a corporate space which not only enriched me professionally but also helped me grow personally as well. My contribution was appreciated by my supervisor and other members of the department. As appreciation for my hard work and dedication RedX Logistics Limited offered me full time employment in their organization and I am currently working as a key account manager here. The career path I would be selecting for myself is quite influenced from my internship as I have had a great opportunity to practically see how the Corporate Sales sector is working and evolving in Bangladesh. However, this report has been written in a short time. I tried my best to show the relation between marketing and sales and summarized my learning in this report.

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Chapter 1: Overview of Internship

Student information

I am Isfar Hossain Taosif from BRAC Business School. I am majoring in Marketing and minor in Human Resource Management. In order to complete my graduation program and have a basic overview of the corporate world I started my internship in Redx Logistic Limited. The internship program lasted from January 28 to April 28. At the end of my internship program Redx Logistic Limited offered me full time employment and currently I am working as a 'Key Account Manager' in the Cargo Corporate Growth Team.

Internship Information

1.2.1 Company Information

REDX is a cloud-based software startup that assists real estate agents in building long-term enterprises. REDX equips agents with the finest strategies for obtaining new clients and gives the highest quality lead data for prospecting. Since its inception in 2003, REDX has assisted over 100,000 clients in the United States and Canada in achieving their business objectives. They started here in 2020.

1.2.2 Supervisor's Information

I have done my internship program under H.C.H Raiyan Ahmed. Who is working in Redx as Lead Manager, B2B Cargo Corporate Growth. In my point of view he is a young and extremely talented Experienced Marketing and Sales professional with a demonstrated history of working in the Tech-First Logistics Industry ,FMCG industry, Information technology, and services industry. Highly Skilled in Negotiation, Business Planning, Sales, and Market Research and BTL marketing. He achieved the highest ever revenue back to back in March-2022 and April- 2022 in Redx history. Now he is currently leading a team with 27 people.

1.2.3 Job Scope

Redx Logistics Limited is a startup organization that started their journey only two years ago. However, Their growth in the transport market is beyond expectation. This is a number oriented organization who are highly focused on young energy utilization. Redex Started their journey in 2020 with only 32 employees which increased to 800 in 2021. Now they are currency operating with 2421 employees all over the world. With the expansion of organization the job opportunity increased. I have seen many formal students from Brac university working here and being a part of history.

Internship Outcomes

1.3.1 Student's contribution

My assignments were primarily given by my supervisor HCH Raiyan Ahmed and my team members used to describe the whole task. Throughout my internship, I have involved myself in several types of work within Business Development . Everyone in the office took care of me whenever I needed their help for doing the work. Here is a brief description about my job responsibilities in RedX Logistics Limited.

Metabase and SAP Operating

RedX Logistics Limited with its own unique dashboard “Metabase and SAP” provides the best customer delivery experience within a very short period of time. “Metabase and SAP” is a highly efficient dashboard which is able to provide instant delivery updates of the customers keeping all the insights and past records of Deliverers including payment. It is a unique software which is linked with the merchant accounts. Even with this software I can generate invoice numbers and clear out the payments from there. I have successfully operated this software throughout the internship period.

Proposal Writing

Proposal writing for the new merchants and sending them was one of the core Duties I had to do in the whole internship period. Every day I had to send at least 4 to 5 proposals to new merchants. The proposal basically contained the Total number of deliveries we will be doing in the next one month and also the rates we will be working on and also the SLA we were supposed to maintain.

Responding Queries of the merchants

Merchant queries directly appear on Whats app. My task was to answer them efficiently at the same time following the guideline given by my supervisor. Good client service is defined as service that treats clients with a friendly attitude and tries to resolve their problem or question as efficiently as possible. Excellent client service is one of the key tools for the organization to achieve their future goal. The main focus was given on the quality of the answers. However, I had to make a proper balance between quality and a sooner solution to be provided and also making sure they are happy with the SLA and our service and also all their issues are resolved.

1.3.2 Learning Outcomes

The internship program at RedX Logistics Limited has enhanced the skills set and given a boost to the degree of effort I must give to any type of work. Throughout my working period I was able to get practical experience of a corporate environment. I got an exposure to an organizational workplace and also learnt a lot of things. This internship program of 3 months has given me so many important lessons which could further help me in building up my future career. My learning objects includes:

- Time Management Skill
- Punctuality
- Professional Networks
- Experiencing the Corporate Culture
- Adaptability
- Decision Making Skills
- Communication Skills

1.3.3 Problems/Difficulties faced during internship

During my Internship period, I have learned so many things and at the same time enjoyed the journey. However, initially I faced some difficulties. The first challenge I faced was actually COVID 19 we all know that we are going through a lot now a days and in this pandemic I had to go to office 6 days a week maintaining all the necessary safety measurement and also to make sure that I don't end up being covid positive so I always had to be extra careful and wear mask all the time which initially was very hard to cope up with and also it was not easy to learn everything from my supervisor maintaining the social distance always and also wearing the mask.

Second was to get adjusted to the new working environment. Adapting to an unfamiliar place was quite hard. I was unaware of how the people would be and what their reaction would be

towards me. However, over time, I became more comfortable with the environment and was able to adapt to their culture with ease.

1.3.4 Recommendations to the company for future internships

I enjoyed and learned a lot working here. I think startup culture is friendly for new students before starting their corporate life. However, I was doing my HUM 101 (World Civilisation and Culture) along with my internship program. I found it hard to cope up with start-up culture along with education pressure. I will recommend my fellow Brac mate to try an internship here. Where he/she will be able to learn a lot about the corporate world and culture. However, I will not recommend anyone if he/she has to do any courses along with the internship program.

Chapter 2: Organization Part

Overview of the Company

Redx Logistics Limited is a start up company which is currently operating with Series B investment and their main goal is to achieve the series C investment. Cargo Corporate Growth is their new line of B2B business where they provide transport service for other organizations such as Molla salt, Runner Automobiles, Debonair Group, Bata, Transcom Beverage, SS Steel, Magnum steel, Pran, AB Group, SSG and many other companies. Redx helps these companies to both import raw materials or export finished goods. Redx started their journey in january 2020 and cargo corporate growth started their journey in March 2021.

Mission Statement

Transform Bangladeshi businesses with tech-first logistics solutions.

Vision Statement

Peace over perfection

The mission for Reds is to introduce the tech oriented transport service in all over Bangladesh where people will be able to order anything from anywhere all over the country. Here, this organization encourages their employees to creative thinking and pace over perfection. They blitz-launched RedX across the country in three weeks to serve small entrepreneurs. Also, They had just launched Unicorn (first phase of Mokam) to mark the start of a new era for small neighborhood shops. Moreover, They worked day and night to fix the fulfillment problems of Reseller and started seeing the best days. They launched the first Digital Credit product for small entrepreneurs of the country. The amount of market RedX captured in just 2 years is beyond expectation. RedX received the best logistics company award in 2021 for operating during Covid-19 outbreak. RedX was born amid one of the most uncertain periods in modern history. However, in only 5 months, they achieved one of the most remarkable victories in the startup world, becoming the market leader with 13x more daily deliveries. After only three months on the market, their pride Mokam was facing extinction. But we gained control and ended 2020 with 30 times greater volume than December of the previous year. Despite the biggest difficulties, Reseller was able to navigate through the turbulence and complete the year with a profit in December.

Core Values:

- Merchant first.
- Connect the dots of transport.
- Think 10X

They follow customers and are always right. Also, constantly hunting for more merchants helps RedX to grow faster. Also, they welcome creative thinking and peace of perfection for their employees.

Marketing Practices

Redx Logistics Limited started their journey in Bangladesh in 2020. They started their business from the traditional courier parcel sector. Where they were competing against other parcel delivery organizations like sohoz, pathaw and paper fly. From there they integrated their business into the cargo delivery sector. Where people can courier their parcel outside Dhaka in all over Bangladesh. From there they introduced a new B2B business model where they started to work with other giant organizations like Runner Automobile limited, Molla salt, SS Steel Industry, Pran, Reverie power Plant and many more. I worked in the cargo corporate team in Redx.

2.2.1 Marketing Strategy

This sector of business is currently operating in the blue ocean region. Big organizations still use local transport providers in order to move their product. Redx is providing transportation service to those clients where they can rent trucks from redx apps and also can pay the bill through the internet. This business model is welcomed by bis organizations as they can now track their product and pay the bill without any kind of hastel.

Identify Potential Customer

As they are operating in the Blue Ocean region every organization who moves their product with trucks is our potential customers. However, it is hard to implement a marketing strategy in this huge market size. Therefore, Redx is targeting some particular sectors like RMG, FMC, pharmaceutical, Consumer Goods and Import/Export. These RMC sectors are considered as golden costumes as the RMG sector in Bangladesh is huge. Also, Redx Can have a continuous demand from RMG as there is no particular session for RMG.

Analyze Market

The main goal for Redx marketing is to capture the market and educate the market about the business model. As the introduction of this business model was only one years, many people do

not even know that they can order trucks with only the touch of their hand. The good news is that the market is huge and there are many unreached spaces which can be captured. However, the market is huge and it is hard to reach every corner of the market and educate those potential customers.

Analyze Competitors

After observing the huge success of Redx many organizations like Loop and Sohoz are entering this sector. Also, there is a successful tech based transport company named Truck Lagbe. Redx is benchmarking many aspects from Truck Lagbe. Such as their operation process, their way of sourcing trucks also in many cases Redx is following the same channels to reach their potential customers. Big giants like Sohoz entered this business with huge potential but they failed to succeed due to their lack of identity in the market. Now they are gradually backing up from this section. Redx learned an important lesson from their mistake and are currently focussing on their marketing strategy where they are positioning themselves in the marketplace. Here, Redx is both benchmarking from their competitors and also learning from their mistakes.

Marketing Mix:

- Product: The product of Redx Cargo Department is Truck. They supply covered Van, open truck, freezing vehicle, trailer and pick up van to their customers. Redx currently operates 478 trucks of their own and every day they are sourcing on average 500 trucks from local vendors through Redx agents.
- Price: Redx is providing two types of service (fixed rate service and market rate service). In fixed rate service Redx firstly completes an agreement with the customer and provides a vehicle at the agreement rate throughout the whole year. No matter if the market rate is high or low they provide service at that rate. In market rate service firstly an agent from Redx and customer observe the market morning and agree to a rate. That day the Redx provided trucks to that customer at that agreed rate.
- Place: Customers can order trucks through Redx apps. Also, Redx assigned Key account Manager for every customer. Companies can communicate with those KAMs and place

their order. There are 219 operational hubs established all over Bangladesh where customers can also visit and enjoy service from Redx.

- Promotion: Redx did not paint their trucks with traditional blue and yellow color rather than they painted red and black. Redx took permission from BRTA and they only operate different color trucks in the Bangladesh market. Also, they put a sticker in the back of every sourced truck in the market. Also, they conducted a marketing campaign at the end of february which ended up to be a huge success. The campaign was to click a selfie with the truck having a RedX sticker on. As the main for redx can so edutate about their existence in the market. People with proper selfies had to post it on social media in order to get eligible for the raffle draw. The number of responses was very high and this campaign ended up with huge success.

Market Position

As Redx is currently operating in the Star segment where the market share is very high compared to the competitors, the growth rate is also high. Therefore, Redx is providing high quality products at a lower rate. This market is still in the blue ocean region therefore Redx is sustaining in this market by providing high quality services at a low rate.

Marketing Budget

The budget of the mentioned marketing campaign was thirty five lakh taka. Where most of the money was used for buying prizes for the lottery. It was a customer interaction marketing where more people participated voluntarily. Redx gave away 2 motorcycles, 1 lakh taka discount card and many other prizes from this campaign.

Execution

This Marketing campaign was a huge success as the strategy was being executed properly. The amount of people participating in this campaign was beyond expectation. Bellow introduced a project plan where I determined the effectiveness of this marketing campaign with the help from secondary data.

Redx is more focused on the content marketing campaign, SMS and Social media marketing. Redx has the contact number of every driver at least once provided services on behalf of redx. Redx partnered with an advertising agency called ADA. who helps Redx to reach its potential customers through data mining. As it is hard to change the point of view of the traditional market. Redx is trying to earn their trust through mobile phone sms and newspaper advertisements.

Industry & Competitive Analysis

Porter's Five Forces

Bargaining Power of supplier

Redx Logistics limited actually uses their own truck fleet to provide logistic service for their customers. However, due to increasing demand Redx sometimes has to source trucks from the market. Here, the local truck vendors act as suppliers. In this transport market if someone wants to source a truck with cash payment he/she has to pay almost 20% more than credit payment. Redx usually makes vendor payments with cash. Therefore, the bargaining power of suppliers is close to zero in this business model.

Buyers Bargaining power

Redx trend to provide credit services for their clients. They have several packages for their clients such as half yearly credit service, quarterly credit service, monthly credit service and weekly credit service. Usually giant organizations subscribe for half yearly credit service. Here, unlike local vendor organizations, you can enjoy logistic service from Redx and pay the bill after six months. Therefore, the bargaining power of buyers is also not so much.

Competitive rivalry

There are only few competitors like Truck Lagbe, Loop frigate and Sohoz are in the market. Among them Sohoz is already preparing to leave the market as this business model requires a lot of investment. Truck Lagbe is considered as the main rival of Redx as they entered the market with huge investment. Also, they are providing lower rates than Redx and burning a lot of their investment which is a risky business. If they fail to capture at least 50% of the Redx market, it is expected that they will also fail to sustain in the market.

Threat of substitution

As discussed earlier there is only one competitor in the market that can substitute Redx in this logistic business. However, the chances are pretty low. However, there is a new business model expected to enter the market byt Nitol Tata where they will lease their trucks to the organizations. Here, those organizations will be able to provide the payment in installment. This business model can be a huge threat for Redx

Threat of new entry

The threat of new entries is huge in this market. Transport service providers like Truck Lagbe, Loop Frigate and Redx are earning huge revenue from the market. Therefore, many investors are continuously observing the market and waiting for the perfect opportunity to enter. However, this business now requires a lot of time, man power, suitable vendors to link up and investment. So those startups will have to overcome a lot of challenges in order to sustain in the market.

Swot Analysis

Strength

The main strength of Redx is they hire good quality employees and they also conduct employee training programs for new joiners and weak performers. Also, Redx encourages and appreciates hard working employees. These employees helped Redx to capture this amount of market share in just two years. Also, the series B investment is helping to expand their business all over Bangladesh. Along with this the marketing team is showing some innovative ideas in order to both introduce Redx and Business models in the market.

Weakness

The billing team and credit team are the main weaknesses of Redx. As the business model is new in the market, they are finding it hard to collect dues. Clients are holding a lot of dues against Redx which is affecting the working capital. Also, it is hard to take legal actions against those business giants.

Opportunities

This market is full of opportunities. There are many scope for vertical integration such as RedX can introduce overseas transport service both by air and by seas like DHL. Also, they can introduce retail service for their clients. Moreover, the market is huge and there are many places yet to explore.

Threats

Firstly, new startups or other transport services like Royal International Transport Service or DHL entering the market will be a huge threat for redx. They do not have enough investment or manpower to compete with those giants. Secondly, working capital stuck as client due also can be a threat. As this business model requires a lot of working capital.

Conclusion and Recommendation

To conclude, Redx is currently enjoying the competitive advantage in the market. However, the competitive advantage is not that sustainable. If any competition comes up with more investment that company will be able to kick Redx from the market. In order to sustain for the long term I think Redx should focus on their billing team, credit collection team and legal team. Also, they should concentrate on their supply chain where they should introduce some loyal vendors who will stand with Redx no matter what. Also, they should focus on long run goals rather than short run achievements.

Chapter 3: Project Part

Introduction

People's buying decisions are now highly influenced by marketing. In transport businesses like Redx Logistics Limited the target market is huge as this sector of business is still in the Blue Ocean stage. The number of competitors is increasing but the market is huge in number. Here, it is important to conduct the mass marketing rather than target any particular sector because many people do not even know that business like this exists where you can book a truck or cargo from any part of the country and you can pay the bill online. Our marketing team ran a huge content marketing campaign at the end of february. I tried to figure out the efficiency of the marketing campaign through the lead and sales results as I am working in the growth team. Therefore, it will be easy for me to collect the primary data and determine the efficiency. In the marketing campaign RedX Logistics Campaign mainly focused on the company representation, educating the huge market, mass advertising, multiple isolated channels and third party information.

Literature Review

The purpose of the initial literature review is to give a quick summary of the existing research and past lead generation findings. The review was conducted by reading academic articles that took a variety of approaches to the subject and were mainly acquired from internet sources.

The consumer Market perspective frequently changes along with the time. Previously consumers would prefer the quality of product before brands. Nowadays, consumers are preferring the values that the brands are creating even before interacting with products (Nimkar, N. 2020). Therefore, New generation marketers' key role is to generate values for the target market even before the product encounters with the consumers. This can be done with the help of Infographics, Webpages, Podcasts, Videos, Books, blogs and other media which are generally known as content marketing (Josh, S. 2017). Content marketing, as a major component of customer engagement marketing, continues to expand year after year, and hundreds of organizations, believe it or not, either haven't invested in content or are just getting started. According to eMarketer, about 80% of marketing professionals worldwide expect content-led efforts to rise over the next two years (Mark, E. 2020). Most B2B decision-makers conduct online research for a new loyal vendor, and they frequently use Google to do so. According to a report conducted by Marketing Sherpa in 2012, 71 percent of B2B purchases began with an online search. The study was conducted in order to improve the content of the case company's website through search engine optimization (SEO) in order to create more leads and better service current customers (Lieu, C. 2018). According to Intellistart, B2B organizations with mature lead generation processes generated 133 percent more revenue in 2022 than companies with ordinary lead generation procedures, and content marketing was one of the fundamental pillars of a Sales Enablement strategy. Also, According to the Content Market Institute, 70% or more of B2B marketers are indulging themselves by creating more content than they ever have before. B2B marketers use LinkedIn to provide content in 94% of cases. In order to properly engage with potential consumers or leads, one must have the correct material at the right

moment. Successful engagement is defined as understanding your target client so well that your content invites them to take action that will result in the creation of desired value (Scott, F 2021).

Not to mention the Covid-19 issue, which was most likely one of the most significant catalysts for increased active use of technology. At the same time, it has had a long-term impact on digital marketing and sales all over the world. Due to the rapid digitalization and post-covid environment, analyzing consumer behavior in a digital context has become more of an essential objective. Making buyers aware of the goods is one thing, but capturing consumers values is another. This may be viewed as a separate concept from what customers were looking for and receiving online (Sirén, T. 2021). However, I think the study of marketing is a never ending process as both the environment and the consumers concepts are changing rapidly especially when it comes to lead generation. Moreover, currently content marketing is playing an essential role when it comes to mature lead generation.

Objectives

Board Object

Implication of content marketing on lead generation has a positive impact over efficiency.

Secondary Objective

1. What are the most effective marketing strategies for lead generation?
2. How can we combine marketing and lead generation together ?
3. How can we determine the efficiency of marketing cost?

The main objective of my report paper is to determine the efficiency of content marketing in startup businesses like Redx Logistic Limited which is currently operating in a huge market. My null hypothesis is “Implication of the content marketing on lead generation has a positive impact over efficiency”. Moreover, after fishing my report reader will be able to identify the most

effective marketing strategies for the mass market. Also, will be able to connect marketing with lead generation and determine the return on investment for marketing expenses.

Data Collection

I created the above questionnaire in order to collect secondary data. With the help of these data I will be able to either accept or deny my null hypothesis. I distributed the questionnaire among my colleagues from REDX Logistics Limited and collected 22 responses.

1. What is your name?
2. Your employee ID?
3. Which Sectors are you looking after?
 - Which Sectors are you looking after?
 - FMCG
 - Pharmaceutical
 - Consumer Goods
 - Import/Export
4. Amount of organic lead generated in February?
5. Total revenue earned in February?
6. Your Fulfillment ratio in February?
7. Do You think the Content marketing campaign run by Redx in March reached our target market audience?
 - Yes
 - No
 - Maybe
8. Amount of organic Lead generated in March?
9. Total Revenue earned in March?
10. Your Fulfillment ratio in March?
11. How satisfied are you about the quality of lead generated in March?

- Very Unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very Satisfied

12. In your opinion which type of marketing is most effective in the transport sector like RedX.

- Digital Marketing
- Social Media Marketing
- Email Marketing
- Content Marketing

Data Analysis

From my questionnaire I included question 1 and 2 in order to identify the responses identity. Where I was able to collect responses from the following volunteers.

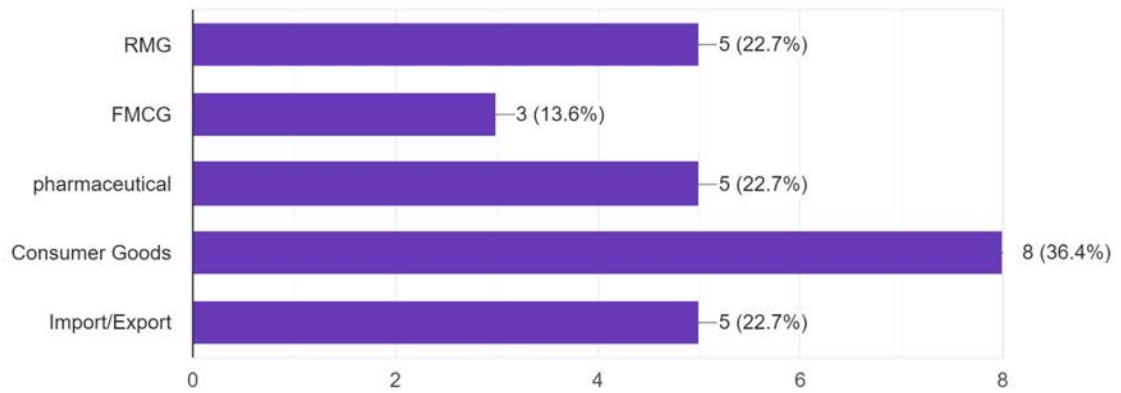
SL Number	Name	Employee ID
1	Khaled kabir Sajib	926108
2	Md. Naimul Huda	874353
3	Sanyul islam sany	886498
4	Shariful Islam	182284
5	Md. Ershadul Murshed	284020
6	Chowdhury Raihanul Islam	433503
7	Raiyan Ahmed	987608
8	Simon Chowdhury	870795

9	Mohammad Shazzad	203717
10	Md. Kazi Mamun Morshed	862013
11	MD. FARUQUE	247981
12	Mohammed Saif	234698
13	Shafiul Akber	233352
14	Zakaria Ahmed	677773
15	Raisha Islam Arin	254658
16	Salma Maliha Preity	95796
17	Sumon mahamud	81702
18	Md. Mushfiqur Rahaman	300127
19	Fahad Enayet Siddique	541206
20	Isfar Hossain Taosif	451993
21	Himel Mia	9204792
22	Sohel rana	9205873

Question 3 was about the sector the employee was dealing with. Which will help us to draw a proper picture for the effect of content marketing in different sectors.

Which Sectors are you looking after?

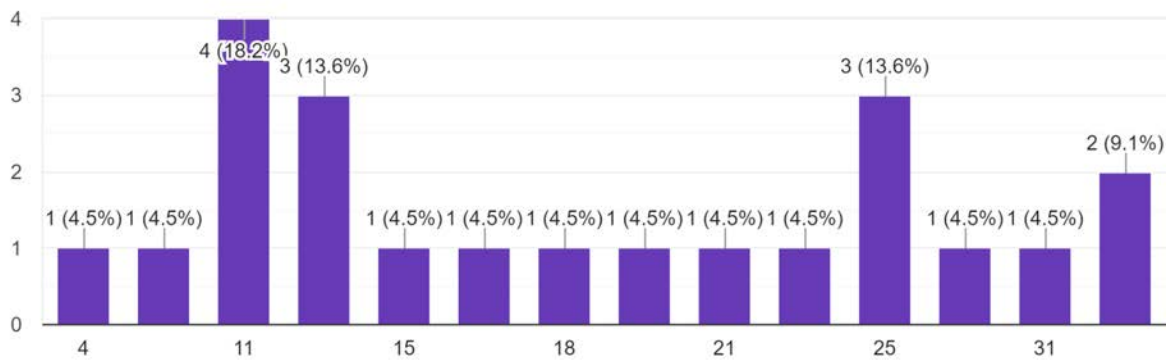
22 responses



Question 4 & 8 helped us to identify the difference between February and March.

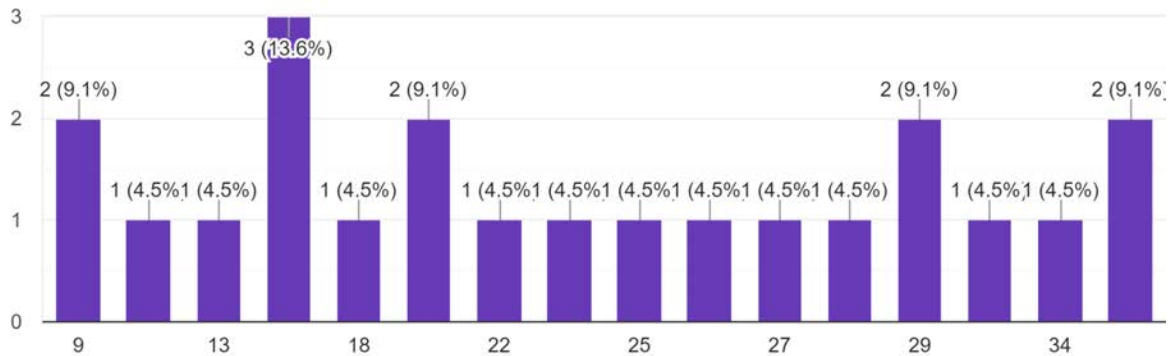
Amount of organic lead generated in February?

22 responses



Amount of organic Lead generated in March?

22 responses



In question 5 & 9 I collected the total amount of revenue collected by the respondents in both February and March.

February Total Revenue: 84,126,215

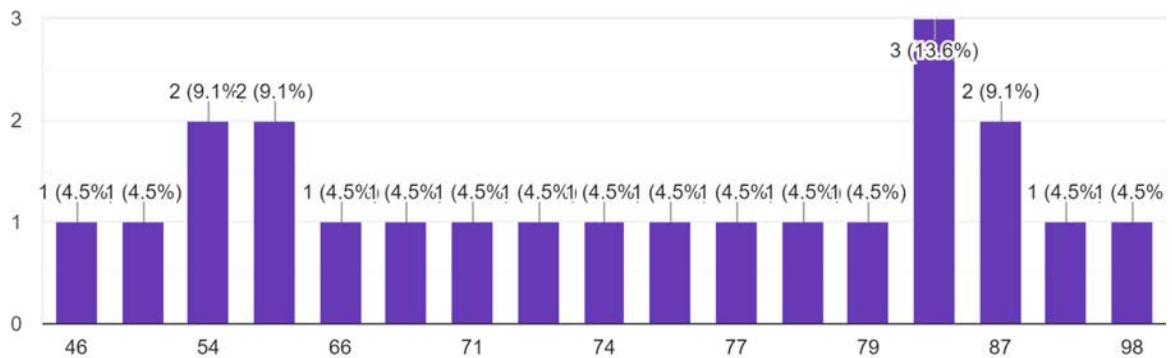
March Total Revenue: 93,940,199

Compared to February in March respondents collected 9,813,984 taka more which is almost 12%. In the start of March REDX Logistics Limited throwed a content marketing campaign. Where they mainly focused on social media and newspapers. There was also a campaign on social media where people can participate in one lottery contest. In order to participate all they needed to do is to capture a selfie with a REDX truck and post it. This campaign ended up to be a very successful campaign as the cost was 3500000 (Thirty Five Lakh) taka. Here we had almost 2.8 times return on investment.

Question 6 & 10 was about the fulfillment ratio for both of the months.

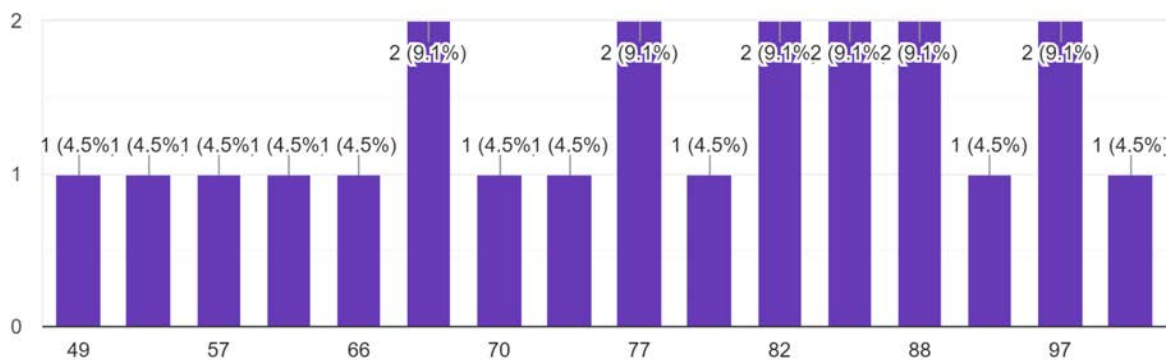
Your Fulfillment ratio in February?

22 responses



Your Fulfillment ratio in March?

22 responses

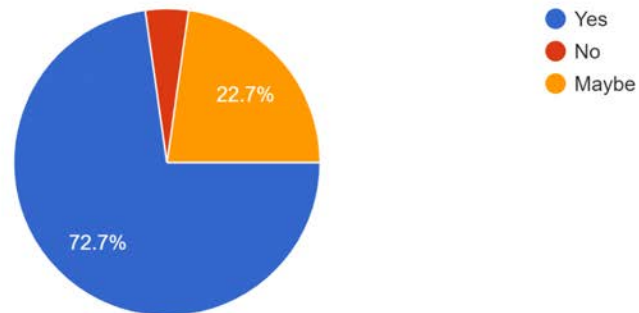


Both the quantity and quality of organic lead generated in March is greater than February. As the amount of lead generated increased in March also the fulfillment ratio increased in March.

In the middle of the questionnaire we asked the respondent about their opinion on the efficiency of the marketing campaign. Where almost 72 percent of them think that the campaign was effective, 5 percent of them think that the campaign was not effective and 23 percent of them are not sure about the efficiency.

Do You think Content marketing campaign run by Redx in March reached our target market audience?

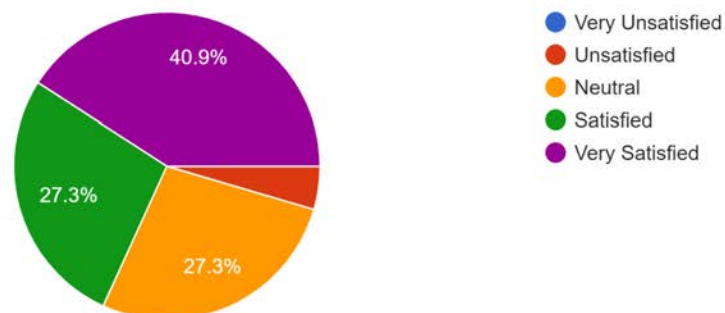
22 responses



In the end part we run a survey about the satisfaction level on the difference in their revenue and fulfillment. And lastly we asked a question on which type of marketing they preefer for the transport business like REDX.

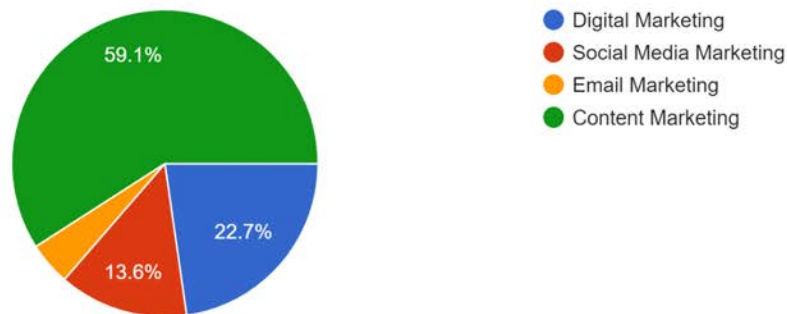
How satisfied are you about the quality of lead generated in March?

22 responses



In your opinion which type of marketing is most effective in transport sector like REDX?

22 responses



Summary and Conclusion

Content marketing builds trust, promotes it Company skills through useful and interesting content. This tool is very versatile to attract customers. This is it Works particularly effectively in such cases.

- A new product or yet a potential goal is not clear to the audience. You need to create demand, show value.
- The service or product is quite complex and you need to teach the business model not just value.
- The offer is very clear, simple, but there are many Competitors - you have to stand between them and gain the trust of customers.

Current Strategic situation for Redx falls under all three categories such as this kind of credit transport service is new to the Bangladesh transport market. Introduction of Redx in the cargo market was the primary challenge of Redx. Which Redex successfully achieved through a content marketing campaign. From the collected data we can see that the amount of lead

generated in February was 357. Also, in March there were 481 which was 34% more than the previous month. Moreover, Total fulfillment percentage for february was 1609 and in march it was 7% higher 1730. Which concludes that the both amount of lead and fulfillment increased and the more generated leads in march were successful leads not just dead lead.

After conducting the data analysis part I think I can accept my null hypothesis. Which is “Implication of content marketing on lead generation has a positive impact over efficiency’. The content marketing campaign run by Redx Logistics Limited cost almost 3500000/- Taka and the increase in revenue was almost 9,813,984. Which gives us almos 2.8 times return on investment. That marketing campaign was very much successful and unique for this sector of business. While working there I saw the dramatic number increasing in both lead generation and sales in revenue. The process of appealing to the entire market rather than a single target group is known as mass marketing. To reach the largest potential audience, the marketing method employs mass distribution and mass media. The goal of mass marketing is to reach as many potential customers as possible. As Redx is currently operating in the mass market I think their content marketing was a great success. Moreover, this marketing campaign had a huge return on investment impact on lead generation. We can use the return on investment index in order to determine the efficiency of the marketing strategy.

Customer interaction has proven to be the most efficient tool to reach Redx target market. As social media marketing is becoming the best platform for both mass marketing and target marketing. Redx can use this platform more often along with traditional marketing like sponsoring, newspaper marketing and television advertisement.

Recommendation

My recommendation will be aiming for mass marketing rather than aiming for a target group. Currently we are reaching the clients for demand as this business model is still unknown in the

large portion of the market. If we are able to reach both the organization and vendors in every corner of Bangladesh our clients will come to us in order to meet their demand. We can achieve this status with the help from mass marketing tools such as Search Engine optimization and Sms marketing. Also, as we are expanding our business we have collected a lot of data on the way such as driver names, driver contact number, truck owner contact information, route fare, route cost and many more. Which is just sitting in the server. Redx can use this information in order to upgrade their business model and reach the target market. Suppose, with the help from previous collect route fare, the client will be able to see the estimated cost in the app.

Appendix

Redx Logistics Limited is a fast growing startup company. However, I think they are not focusing enough on their marketing strategy. The budget for the marketing campaign in February-March was not efficient. Though the marketing and creative team of Redx have done a wonderful job with that very little budget. However, they will be able to show more great results if they increase the marketing budgets. Also, as Redx is trying to fill the boot of a traditional business model, they are following the traditional approach. Redx can use only their existing data to modernize the business model.

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