

Report On

**“The Impact of Digital Marketing Strategies on Sales
Generation for Don Sumdany Facilitation & Consultancy”**

By

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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
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencig.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Jumana Jafrin Proma
19304007

Supervisor's Full Name & Signature:

Mr. Mukit Anis
Lecturer
Brac Business School
Brac University

Letter of Transmittal

Mr. Mukit Anis

Lecturer,

Brac Business School

BRAC University

Kha 224 Merul Badda,

Dhaka 1212. Bangladesh

Subject: Internship Report Submission

Dear Sir,

This is my pleasure to present my experience as a Social Media Intern of Don Sumdany Facilitation & Consultancy.

I have attempted my level best to finish this internship report with the required data and addressed propositions thoroughly.

I sincerely expect this report will meet the requirements and will be considered credible and informative.

Sincerely yours,

Jumana Jafrin Proma

19304007

Brac Business School

Brac University

Date: September 06, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Don Sumdany Facilitation & Consultancy and Jumana Jafrin Proma.

The information and data provided in this research paper are authentic and will only be used for internship purposes and nothing else.

Acknowledgment

Firstly, I want to acknowledge the Almighty for giving me the dedication and motivation to complete the report.

Secondly, I want to thank my academic supervisor, Mr. Mukit Anis, and co-supervisor Ms. Tania Akter for their guidance throughout the writing process.

Finally, I want to thank my on-site supervisor, Mr. Tazin Ur Rahman Mollik, Senior Digital Marketing Executive of Don Sumdany Facilitation & Consultancy for his support in finishing the internship report.

Executive Summary

Don Sumdany Facilitation is a leading soft skill and corporate training firm led by renowned corporate trainer Ghulam Sumdany Don. The business is well-known for its tailored initiatives that support the development of soft skills, leadership, and personal growth.

The first chapter of this report highlights the overview of internship details. This chapter discusses the responsibilities I had as an intern and my experience in the organization as a social media intern. Also proposes some recommendations to make the overall internship experience smoother.

The second chapter of this report encompasses the organizational aspects of Don Sumdany Facilitation. And, finally, the last chapter is the main project part that provides a comprehensive analysis regarding the impact of digital marketing strategies on sales generation for Don Sumdany Facilitation. Here the claims are backed up by the data collected recently.

Keywords: Corporate Training; Soft Skills Development; Digital Marketing Strategies; Don Sumdany Facilitation

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List of Acronyms

DSFC – Don Sumdany Facilitation & Consultancy

SM – Social Media

SEO – Search Engine Optimization

HR – Human Resources

TLSA – Teenage Life Skill Academy

PR – Press Release

PiHR – Performance Indicator Human Resources

DM – Direct Message

ROI – Return On Investment

USP – Unique Selling Proposition

Chapter 1: Overview of Internship

1.1

Student Information	
Name	Jumana Jafrin Proma
ID	19304007
Program	Bachelor of Business Administration
Major	1st Major - Marketing, 2nd Major - Computer Information Management (CIM)

Table 1: Student Information

1.2 Internship Information:

1.2.1

Company Information	
Period	4 Months
Company Name	Don Sumdany Facilitation & Consultancy
Department	Content & Digital Marketing
Office Address	Apt. A5, Moshtaque Mansion, House-67/A, Road-4, Block-C, Banani, Dhaka, Bangladesh

Table 2: Company Information

1.2.2

Company supervisor's information	
Name	Tazin Ur Rahman
Designation	Senior Executive- Content & Digital Marketing

Table 3: Company Supervisor's Information

1.2.3 Job Scope:

1.2.3.1 Job Description: Don Sumdany Facilitation & Consultancy's Content and Digital Marketing department provided me with an internship opportunity, which I am currently pursuing. I am working as a social media intern in the Content and Digital Marketing team. The role of this department involves managing the social media presence of DSFC, from creating effective content to designing or editing it, and making it more engaging for the targeted audience. This includes crafting compelling captions and posting them at designated times to increase reach and views. The team also handles media collaboration projects, audience research, and lead-generation initiatives to optimize outreach and conversion efforts. Additionally, we design all the creative graphics and videos for social media, handle all printing materials, and maintain relationships with printing vendors. We manage book publishers and writers, design merchandising, oversee the website, and implement venue branding ideas for large events.

My office hour begins at 10:00 am and ends at 6:00 pm. I am privileged to have been selected for the internship opportunity at Don Sumdany Facilitation & Consultancy, where I am learning essential digital marketing skills and obtaining valuable experience.

1.2.3.2 Job Responsibilities:

- Planning Daily Content that will be posted on all social media platforms
- Making engaging captions and copies for the content
- Posting reels on all Social Media platforms at the designated time
- Replying to comments to boost audience engagement and drive continuous social media growth
- Planning & making a social media Calendar for each month
- Making detailed monthly social media analytics reports to track performance, identify trends, and guide future strategies.
- Researching New Content ideas & implementing them
- Ensuring consistent and sustained social media growth through strategic planning, engaging content, and audience interaction.
- Learned to write PR and writeups
- Learned how to communicate with clients and conduct client calls effectively
- Taking Over the overall social media of Don Sumdany Facilitation & Consultancy

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company:

As an intern in the Content and Digital Marketing team at Don Sumdany Facilitation & Consultancy, my main task is to manage and optimize the company's social media presence. Each day, I plan the content for all social media platforms. My job is to ensure that at least one reel is uploaded daily. I check for any errors or issues in the content and seek approval from my supervisor.

Once approved, these contents are corrected by the senior designer, who handles the editing and fixes all the mistakes. I explain specific issues to him, and he resolves them, finalizing the content. After the editing process is complete, I create catchy and engaging captions for the snippets or reels that will be posted. Here my job is to make sure the caption resonates with the target audience and create an impact to boost engagement and increase reach. Once everything is ready for posting, I seek approval from my supervisor. If my supervisor points out any mistakes, I correct them. If there are no mistakes, I schedule the content to be posted at an optimal time for maximum reach.

However, my daily tasks also include replying to comments on social media, monitoring content performance, and ensuring reels are uploaded on all platforms. Additionally, I create and maintain the monthly social media calendar. Also, at the start of each month, I prepare a social media analytics report to track performance, identify trends, and guide future strategies. During my internship, I had the opportunity to learn and practice writing PR and write-ups, which was a completely new experience for me. Besides, as part of our tasks, we needed to post one or two brand ambassadorship posts on our social media and cross-post them on the brands' pages.

Lastly, during the training events, I learned how to communicate with clients effectively and handle client calls professionally. To sum up, during my internship, I took over the overall management of social media and acquired many essential skills regarding content and digital marketing.

1.3.2 Benefits to the student:

An ideal education requires both theoretical and practical knowledge. During my undergraduate studies, I gained theoretical knowledge about digital marketing, content creation, and social media management. Now, through my internship at Don Sumdany Facilitation & Consultancy, I am acquiring practical experience in these areas. This internship has shown me that the theoretical knowledge I learned during my undergraduate studies is quite different from real-world practices. This hands-on experience is invaluable for student's future professional life, as it bridges the gap between theory and application.

1.3.3 Difficulties:

Although from the beginning of my internship, my supervisor and other people on my team taught me everything from scratch about content planning and social media management in some areas I faced some difficulties those are:

- Adopting new technologies and tools, such as "meta business suite" for content management, scheduling, and publishing.
- Delays in obtaining senior approvals and preparing material for timely posting have caused time management issues.
- Managing technological difficulties including platform outages, bugs, and algorithm changes that may affect content exposure and engagement.
- Facing creative hurdles in creating engaging captions and out-of-the-box content ideas.

1.3.4 Recommendations:

- ***Enhancing Technical Support:*** Developing a technical support system for interns on-boarded to make it easier for them to flag platform outages or issues. This could be listing an IT support department or presenting a basic troubleshooting guide.
- ***Simplify Approval Workflow:*** Line managers should provide timely feedback and clear instructions to ensure content is ready and scheduled on time while maintaining the regular time of posting
- ***Boost Creativity with Regular Brainstorming:*** Regular brainstorming meetings could help with solving creative challenges and making sure content stays fresh and interesting.
- ***Improve intern HR Policies:*** Interns are temporary employees who also require proper documentation and adherence to certain standards along with providing a healthy work atmosphere in accordance.

Chapter 2: Organization Part

2.1 Introduction:

Don Sumdany Facilitation & Consultancy is a prominent force in Bangladesh's corporate or soft skill training landscape. Founded by renowned trainer, entrepreneur, author, and talk show host Ghulam Sumdany Don, the company has built a strong reputation for delivering impactful training programs that drive transformative change. With a distinguished clientele encompassing multinational corporations, financial institutions, and leading NGOs such as Grameenphone, Chevron, and BRAC, Don Sumdany Facilitation has successfully trained over 50,000 individuals (Romel, 2019). Beyond core soft skill training services, the company has expanded its influence through initiatives like the "Rise Above All" the country's biggest public speaking event, and publications such as "Unleash Your True Potential." These initiatives demonstrate a commitment to holistic personal development and have solidified the company's position as a thought leader in the industry. Don Sumdany Facilitation's premier training program, "Masterclass", radio shows like "Look Who's Talking", and television programs such as "Career Guide" further amplify its reach and impact, making it a preferred choice for organizations seeking to enhance employee capabilities and drive business growth (Romel, 2019).

2.2 Overview of the Company:

2.2.1 Company Background

Don Sumdany Facilitation & Consultancy, established by Chief Inspirational Officer, Ghulam Sumdany Don, on June 28, 2014, is a leading soft skill training provider in Bangladesh. Ghulam Sumdany Don, a former Valedictorian from ULAB and an ex-employee of Philip Morris International (PMI), a Fortune 500 company, is a leading corporate trainer in Bangladesh. In 2013 his journey took a significant turn after a traumatic event at PMI, inspiring him to create Don Sumdany Facilitation on June 28th, 2014 to make a positive impact. The firm proudly commemorated its tenth anniversary of providing exceptional service. Over the past decade, they have educated over fifty thousand individuals through corporate training, global workshops, and public speaking sessions. Their flagship event, "Rise Above All", has been held seven times thus far. Approximately twenty thousand people have been in attendance at this premier event, with over three thousand actively engaged participants. The founder has released seven self-improvement books aimed at self-betterment for all kinds of people, two of which resonate strongly with youth: "Unleash Your True Potential" and "Battling Depression".

Over the years, the firm has provided soft skill training to over twelve hundred individuals from top-tier corporations including, Grameenphone, Chevron, Perfetti, Holcim, Berger, and numerous banking institutions such as EBL, Prime Bank, and Dhaka Bank. Moreover, they have joined forces with esteemed non-governmental groups (NGOs) like BRAC, Water Aid, Plan Bangladesh, CARE Bangladesh, Practical Action, JAAGO, and Democracy International. education nonprofit JAAGO, and Democracy International.

The firm's active social media presence and wide reach are particularly noteworthy. With more than 2,000 instructional resources and 650,000 social media followers, Don Sumdany Facilitation has an unparalleled online presence. Their 180-video YouTube channel features reviews of their training sessions from clients. This helps them solidify their status as a leading figure in this area while engaging and converting more prospects into training participants via powerful promotions and digital marketing techniques.

Additionally, Ghulam Sumdany Don anchors the well-known radio program "Look Who's Talking" and writes regularly for ICE Today and The Daily Star. Both ABC Radio and ETV's long-running national TV program, "Career Guide," include his frequent contributions

In 2022, the company launched its sister concern DS Education, a study abroad consultancy that assists students with visa processing and admissions to prestigious foreign universities. Recently, they introduced the Teenage Life Skill Academy, which offers courses to teenagers aged 13-19 in areas like Psychometric Test and Career Guidance, Public Speaking, Social Skills, Social Media Awareness, Managing Emotions, Self Defense, and Money Management. The academy's first batch received significant acclaim from parents and schools. The company has taken a significant step by organizing government training programs, recently completing the first batch of "Management of Training on Soft Skills" under the ICT Division's DEIED Project. The program received positive feedback from participants.

Overall, over the last 10 years, the firm has had a tremendous influence on the training sector and continues to work to raise awareness and promote positive changes.

2.2.2 Company Purpose:

To inspire and empower individuals and organizations through top-notch soft skills training and public speaking, fostering growth and development on both personal and professional levels.

2.2.3 Vision of the Company:

To be a leading force in soft skills and personal development, positively impacting people and benefiting the community.

2.2.4 Mission of the company:

- ☐ Revolutionize the training industry by providing exceptional soft skills programs.
- ☐ Conduct impactful public speaking events to inspire and educate diverse audiences.
- ☐ Expand services by establishing Teenage Life Skill which teaches teens essential life skills, and DS Education, a sister concern that offers study abroad opportunities.
- ☐ Form beneficial partnerships and expand networking to boost reputation and market reach.
- ☐ Achieving the goal of making Don Sumdany Facilitation & Consultancy the leading training and consulting organization.
- ☐ Introduce and nurture ingenious trainers to promote excellence and innovation in the training sector.

2.3 Management Practices:

2.3.1 Leadership Style:

Don Sumdany Facilitation & Consultancy's leadership style is a combination of democratic and participatory leadership, which helps the business achieve its goals and objectives.

Democratic Leadership:

Don Sumdany Facilitation mostly employs democratic leadership, particularly among middle managers and team members. Leaders encourage team members to contribute input and feedback, fostering a collaborative atmosphere in which ideas are shared and collective decision-making is practiced. This broader, inclusive approach leads to greater employee engagement, more ideas and innovative approaches from across the organization as a whole and it results in everyone feeling ownership of where we are heading. If the employees are involved in a variety of decision-making processes, it gives them the ability to provide more quality ideas and new solutions. This approach is highly valuable for developing training programs and materials because team consensus would have to be reached in order to ensure relevance and effectiveness.

Participative Leadership:

The founder and Chief Inspirational Officer, Ghulam Sumdany Don are an example of participative leadership. He keeps staff happy and actively encourages their creative thinking, ensuring to never accept the norm in pursuit of a commitment to do better. He does this by setting a goal and inspiring his team to help it along, making them feel like they are all important pieces in the big picture. This leadership style not only keeps everyone in high spirits, it also motivates the team to transform their higher gear guarantees effective and influential training programs as well as events.

These two leadership styles are wonderful fits to help Don Sumdany Facilitation & Consultancy achieve its goal of providing high-quality training and maintaining a robust social media presence. These two types of leadership ensure that team members are motivated by and engaged with the organization's mission. This is the way in which they can redefine innovation within their company, and remain agile enough to focus on client needs that demand attention without losing sight of how important clients are; and what moves them.

2.3.2 Human Resources Planning of Don Sumdany Facilitation & Consultancy:

- 1. Development of HR Policies:*** Initially, with a small team, Don Sumdany Facilitation & Consultancy had limited HR practices. Recognizing the need for structured employee management, the company has since established comprehensive HR policies. These were developed through an inclusive process, involving a dedicated HR meeting where employee feedback was actively sought and incorporated, ensuring the policies are comprehensive and cater to staff needs.

- 2. Implementation of PiHR Software:*** To streamline HR functions, the company adopted the PiHR software. This tool efficiently tracks essential employee information, including attendance, leave balances, and detailed attendance reports. Employees can apply for leave through the app, providing reasons, and once approved by HR or higher authority, the leave is automatically recorded. This system improves record accuracy and HR efficiency.

- 3. *Recruitment and Selection Process:*** The HR manager is in charge of overseeing the recruitment process, which begins with understanding the vacant position's function and duties. Then by understating the duties and responsibilities, a comprehensive JD is written by the HR manager which is later designed to be shared as a recruitment post on the company's social media platforms like LinkedIn and Facebook. The HR manager reviews CVs, shortlists candidates, and schedules interviews. For key positions, Ghulam Sumdany often conducts interviews to ensure the best fit. Candidates may also complete assessments before final selection, ensuring the company hires suitable candidates. After the hiring process is completed then they welcome the new joiner. A longstanding tradition at Don Sumdany Facilitation & Consultancy is warmly welcoming new employees. Each new hire receives a "Don Sumdany Goodie Bag," containing branded merchandise such as a NeverGiveUp T-shirt, mug, diary, stickers, and other items. This gesture promotes a sense of belonging and company culture from the start.
- 4. *Performance Management:*** To assess and improve employee performance, Don Sumdany Facilitation & Consultancy focuses on the performance management of the employees. Frequent feedback sessions to assess, whether they reached their monthly target or not and performance evaluations to discover areas for growth in case of meeting the target, reaching out to a particular number of clients or targeted revenue acknowledging accomplishments, and matching individual performance with organizational objectives by setting clear expectations and goals.

- 5. *Diversity and Inclusion:*** Promoting a diverse and inclusive workplace is a priority for Don Sumdany Facilitation & Consultancy. From my experience, the farm encourages an inclusive culture where all the employees feel appreciated and respected and cherish the variety of its staff. The farm's dedication to diversity fosters innovation, creativity, and teamwork.

2.4 Marketing Practice in Don Sumdany Facilitation:

1. Strategies Employed:

Don Sumdany Facilitation & Consultancy is known for its founder Ghuma Sumdany Don and his soft skill training and public speaking events. People not only admire him because of his proficiency in soft skill training and public speaking but also for his inspiring attitude and charisma. Hence, the main target of the farm is to try to maximize the exposure of Ghulam Sumdany Don both physically and digitally as much as possible. To do so, they mainly focus on digital exposure like promoting corporate training programs, radio shows, public speaking events, celebrity endorsements, and brand ambassadorships posts through each and every social media platform of the company. For example, “Masterclass with Ghulam Sumdany Don” is the premier tow-day corporate training event organized by the farm and when the event is coming the company starts to post videos and static posts regarding the event like posting a video by Ghulam Sumdny himself by explaining what will be happening in that training, what are the benefits, who will be benefitted etc. and boost the video to reach the maximum audience. Besides, they continuously promote the event by posting previous masterclasses pictures, promo videos, previous participant’s feedback videos, guest speaker revealing posts, and more until the training day arrives. And, on the training day, they set up the venue with banners and posters of the services the company provides.

They also create a merchandising booth where they display the physical items the company sells like NeverGiveUp T-shirts, Books published by Ghulam Sumdany Don, and leaflets of their other services like Teenage Life Skill Academy, DS Education so that it draws the attention of the participants at the venue. Besides, at each event they verbally promote their services for teenagers the company launched Teenage Life Skill Academy, for study abroad they launched DS education, etc. Moreover, they make proper documentation like taking pictures and videos of the event for posting them later on social media. Thus, at each and every event and training the company makes proper utilization of these marketing strategies to promote their events or services. Besides, the company hires vendors to utilize the documents of pictures and videos they make at each event by making reels and snippets for posting on social media on a regular basis. Also, they post various brand ambassadorship posts, brand exposure, and posts regarding hosting events by Ghulam Sumdany and in this way, they continuously increase their brand awareness, attract target audience and eventually promote the brand as a whole.

Thus, the company continuously posts regarding masterclass every day before the training day arrives. then they also follow some traditional promotional methods as well like making leaflets, banners, and posters of the services the farm provides and physically placing them at the venue of the event to attract people's attention.

2. Targeting & Positioning:

Being a soft skill training farm Don Sumdany Facilitation target all the potential clients who will feel the necessity of soft skill training. So, the targeting was kind of generalized. But, with time Don Sumdany Facilitation & Consultancy have expanded their services into various segments. Which enabled them to target clients of different demographics or segments like age, social-classes, life-style, occupation etc. They target the specific segment/segments of clients based on the services or training program they are launching. They target clients based on various social class for example, for premier event like “Masterclass” they target upper class or upper middle class corporate employees. However, they target clients based on their age group and occupation like, for various corporate trainings their target customers are corporate employees aged between 25-40 who requires essential soft skills for their career growth, for various public speaking events, free trainings for job seekers or workshops that don sumdany organizes targets varsity students or fresh graduates maybe aged between 20-25. Moreover, the target clients for the farm’s newly launched project “Teenage Life Skill Academy” are school teens aged between 13-19, who needs critical life skills like money management, self-defense, social skills for their proper mental growth. It also targets all the parents aged between 40 to 50 years who want their teens to learn life skills besides conventional education system. Additionally, the farm targets people with particular lifestyles for example celebrities, public figures, social media influencers who can be the potential guests for the radio shows, public speaking events that the farm organizes. This is how they target their clients based on the segments they fit in. But in some cases, the targeting gets generalized if the event is not launched only to target a particular segment or demographic of people.

RISE ABOVE ALL —

The country's largest public speaking initiative hosted by Don Sumdany Facilitation aims to empower people from every background to overcome obstacles. The program welcomes all seeking personal growth regardless of demographics.

Ghulam Sumdany Don published self-help books like "Unleash Your True Potential" and "Overcoming Depression" applicable to a diverse audience. Simultaneously, customized NeverGiveUp merchandise including mugs and t-shirts are available for purchase at each dynamic event organized by Don Sumdany Facilitation.

3. Marketing Channels of Don Sumdany Facilitation & Consultancy:

The firm utilizes various marketing strategies to enhance the visibility of its founder, Ghulam Sumdany Don, and to promote the company's various services. This strategy incorporates both digital and traditional marketing methods to effectively reach and engage their target audience.

1. Digital Marketing Channels of DSFC

a. Social media platform:

- ***Facebook, Instagram, and LinkedIn:*** The firm extensively uses Facebook, Instagram, and LinkedIn to promote a wide range of content, including reels, videos, static posts, event pictures, and published articles. The combination of videos, static posts, and engaging content materials makes these platforms active and engaging.
- ***YouTube:*** The YouTube channel features over 180 educational videos, including client feedback videos, self-improvement and personal development shorts by Ghulam Sumdany Don, and short reels showcasing various training events for promotional purposes. Additionally, the channel features videos that showcase significant events such as "Rise Above All" and "Masterclass".

- ***Boosted Posts and Campaigns:*** Investing in lead-generation campaigns, boosting content to increase its reach and generate leads for events, as well as providing training. For example, boosting the video for opening a new batch of TLISA to generate the maximum number of registrations.

b. Email Marketing:

- ***Newsletters:*** Clients receive regular newsletters with details about upcoming events, new batches and company news, new services, and more. The emails are tailored to various audience segments according to their interests and prior interactions.

c. Website and Blog:

- ***Official Website:*** The website provides comprehensive information regarding all training programs, events, and services with detailed descriptions, schedules, and registration ballots.
- ***Blog Posts:*** To get organic traffic and engage the visitors with soft skills, personal development topics, and event highlights.

2. Traditional Marketing Channels:

a. Print Media:

- ***Leaflets, Banners, and Posters:*** Leaflets, Banners, and Posters: widely distributed information material that is publicly shared at events to gain attention on the company's services and listings.

b. Radio and Television:

- ***Radio Show:*** Ghulam Sumdany hosted a Radio Show featured on the nation's Famous Radio Channel "Radio Foorti" where several celebrities and renowned personnel shared their life challenges and success stories.
- ***Television:*** "Carrer Guide" featured on ETV, hosted by Ghulam Sumdany further enhances the company's visibility and credibility.

3. In-Event Marketing:

a. Physical Branding:

- ***Event Setup:*** Each and every visual branding in the events like Masterclass with Ghulam Sumdany Don are covered by banners, posters as well other products so that all these things urge to advertise their services no wonder also helps for being reminded of the company name.
- ***Merchandising Booths:*** These booths at events, gather and sell merchandise of Don Sumdany's in-house production like books, T-shirts, mugs, etc. Do have promotional material for other services like TLISA, DsEducation etc.

b. Verbal Promotions:

- ***Event Announcements:*** During various events details of services like Teenage Life Skill Academy, and DsEducation are pitched to promote them and encourage audiences to take actionable steps.

4. Content Creation and Distribution:

a. Professional Media Production:

- ***Photo and Video Documentation:*** Events are documented through professional photos and videos, which are later edited into engaging reels and snippets for social media.

- ***Professional Vendors:*** The company works with vendors to create high-quality content from event documentation, ensuring a polished and consistent online presence.

5. Strategic Partnerships:

a. Celebrity Endorsements and Brand Ambassadorships:

- ***Influencer Collaborations:*** Partnerships with celebrities, public figures, and social media influencers help to amplify the company's reach and attract a wider audience.

4. Product development for reduced competition:

In this fast-moving world, buying trends and people's demands are constantly moving. The growth of the soft-skill training industry is subtle. Because, as a developing country the realization of the necessity of soft skill training for career growth and personal development came a bit late among the people of the country. As awareness has grown, many small and medium-sized companies have entered the market, offering tough competition with affordable and often free training programs, including online options tailored for the general public.

Moreover, online mentors, trainers, and influencers are capturing the training industry, leveraging their large social media followings to launch customized courses. Some have even established their own training platforms. Additionally, the post-COVID-19 era has seen a significant shift toward online learning platforms like Coursera, Udemy, and Skillshare, with many people also turning to international trainers.

Don Sumdany Facilitation is responding to these trends with measures of its own: the organization continues refining and increasing their services in response to a wider public need...that are helping them stand out. Recently it made its grand entry by Implementing a training program under the Bangladesh government to provide free soft skills development for fresh graduates and guarantee them landing jobs. Moreover, Don Sumdany Facilitation has expanded its reach taking sponsorship from esteemed organizations like Berger Paints Bangladesh Limited, Grameenphone Ltd and MGI & Bdjobs.com for training, events or projects.

In addition, the founder recognized the need for life skills training for teenagers and took the initiative to create a societal impact. This initiative resulted in the launch of "Teenage Life Skills Academy," a new program that targets teenagers and parents. The success story of the first batch and valuable positive feedback from the parents were covered by the nation's prestigious newspapers, The Daily Star and Prothom Alo.

Recognizing the challenges associated with visa processing abroad and the additional challenges associated with university applications, the firm launched its sister company, DS Education. Today, it stands as a leading abroad education consultant, specializing in both admissions and visas. Furthermore, the firm regularly strives to improve its training style, venue, and food, as well as creatively designing training modules with invitations from leading experts on guest speakers to offer novel yet educational experiences.

Social media is important to the company as a feedback mechanism and contributes significantly to biasing its strategies through ongoing improvement, engagement in product development processes, and so on.

Promotional Activities:

1. Digital Promotion: The company's primary focus is to digitally promote the founder's expertise, Ghulam Sumdany Don. They promote the training session, his hosted radio programs, public speaking, celebrity endorsements, and brand ambassadors across all social media channels. For instance, when the premium training session "Masterclass" approaches, the company disseminates videos featuring Don, who provides an explanation of the session's format and other training details. As part of the promotion, the company enhanced its targeting to ensure the maximum number of people could view this video. Also, to promote the event, they shared all the promotional videos and photos from the previous masterclasses. Similarly, they promote the session by sharing videos of speakers who agreed to join the masterclass, as well as photos of guest speakers who had attended previous events. The masterclass session is promoted by sharing promotional videos and feedback from past participants and guest speakers.

2. Event Promotion: On an event day the participants are welcomed with banners and posters of company services. They arranged a merchandising booth by displaying NeverGiveUp T-shirts, Mugs, books written by Ghulam Sumdany Don, leaflets, and brochures on other services like Teenage Life Game Academy & DS Education. Services are also promoted verbally to attendees at events. The company makes sure that they capture these events as best as possible in both photo and video to use for the content on social media later.

3. Traditional Marketing: Don Sumdany Facilitation employs traditional marketing in addition to digital efforts. They generate leaflets, banners, and brochures of other services and distributes them at event venues to attract participant's attention. Such a blend of traditional and digital marketing practices helps to provide an all-encompassing promotional method.

4. Continuous Social Media Engagement: Continuous social media engagement: the company ensures that it always has an active online presence by regularly posting about its events. The posts include snippets and reels from previous events. Moreover, the regular updates from the brand ambassadors provide the company with content to post frequently. The company also collaborates with vendors to come up with some of the best quality content that keeps Facebook and Instagram colorful and lively. When any of the stakeholders, including Ghulam Sumdany, host an event or participate in a product endorsement, they update their social media platforms with sufficient notice to ensure the target market is well informed.

5. Targeted Campaigns: Promotional efforts are tailored to the specific segments they aim to reach. For corporate training events like "Masterclass," they target upper and upper-middle-class corporate employees. Public speaking events and free workshops for job seekers are promoted to university students and recent graduates. The Teenage Life Skill Academy focuses on school teens and their parents. For large-scale events like "Rise Above All," the promotion is broad to attract a diverse audience from various demographics.

Through these diverse promotional strategies, Don Sumdany Facilitation & Consultancy effectively enhances the visibility of their founder and brand, ensuring a robust and influential presence both online and offline.

2.5 Financial Performance & Accounting Practices:

Despite my efforts to get specific financial information, the accounting and finance manager of Don Sumdany Facilitation & Consultancy informed me that it could not be disclosed owing to privacy issues and the sensitive nature of the material. This policy is consistent with the company's position on preserving sensitive financial information.

But from my long four months of observation during my internship period, I came up with some ideas about how the accounts of the farm are being handled and what kind of practices they adopt:

1. Budgeting and Financial Planning:

- Detailed budgeting processes are in place to allocate resources effectively across departments and projects.
- Financial planning is closely aligned with the company's strategic goals, supporting sustainable growth and funding for initiatives like DS Education and Teenage Life Skill Academy.

2. Revenue Streams:

The company generates revenue through a variety of means, including facilitating training programs and ticket sales at public speaking events, receiving payments from courses or batches at TLSA, charging for consultancy services at DsEducation, promoting other brands or firms, and selling merchandise.

3. Expense Management:

- The company tightly manages expenses to reduce operational costs while continuing to invest in strategic areas such as marketing and content production.
- The company manages vendor relationships to guarantee the timely and cost-effective production of promotional materials and event documentation.

4. Investment in Digital and Traditional Marketing:

- In addition to attracting new customers, digital marketing campaigns on social media channels spend large budgets to promote brand awareness.
- Adapting traditional marketing tools, such as print media and event branding, to cover a larger audience.

5. Continuous Improvement:

- Feedback from financial audits and performance reviews is used to improve accounting practices, which leads to better financial performance.
- The firm is open to variations in market and financial environment fluctuations making them resilient and sustainable.

To conclude, fair to say that Don Sumdany Facilitation & Consultancy is financially sound with a rigorous background check in financial accounting (with specifics not publicly disclosed) The measures have enabled the company to grow consistently expand its services, and continue its mission of creating a real impact through training and consultancy work.

2.6 Operations Management and Information System Practices:

With Don Sumdany Facilitation & Consultancy, operations are organized to facilitate the smooth progress of training programs and digital campaigns. From planning and content creation to event execution and social media management the company maintains a systematic approach to managing its activities.

Planning of content and events is a major aspect of operations management here. The team produces a monthly social media calendar to make sure they are posting on time, and maintaining consistency. The company is using tools such as Meta Business Suite to monitor and optimize this, on a strategy that routinely examines audience engagement and trends. Tools like Meta Business Suite are being used to monitor and adjust these plans, ensuring the company stays in tune with audience engagement and trends.

In terms of an informational system, the company uses several digital platforms to ensure that everything goes smoothly. Platforms for product management help to synchronize content, from brainstorming or conception to execution and publishing. Process Based on this single, simple process, the team is able to work efficiently on the project and deliver results ahead of schedule.

The company uses real-time performance data to make decisions quickly, which enables them to adapt their content strategies as audiences or markets change. Flexibility is key to ensuring relevant and effective training sessions are delivered.

Another focus is quality control Creative work (copy, social posts and graphics, videos, print materials, etc.) is thoroughly reviewed This makes sure that nothing is presented to the audience without it having first gone through a series of checklists designed by the company standards. Quality is a big factor, which means advanced design software and partnerships with external vendors for printing and merchandising are important (from inception to release).

However, Don Sumdany Facilitation proves to be maximally effective in all its operations and information systems and ensures a high standard of operation activity. Such an organized and flexible process allows the company to remain competitive while easily responding to client requests.

2.7 Industry & Competitor Analysis:

2.7.1 SWOT Analysis:

Strengths:

- The founder's solid reputation and proficiency in soft skill training enhance the brand's credibility
- Being a pioneer in the soft skill training industry
- Strong online presence through strategic social media use.
- Signature events like "Rise Above All" draw significant attention.
- Diversified projects and new services like Don Sumdany HR and DS Education appeal to a broader client base.

Weakness:

- Having a small workforce makes it difficult for the company to grow quickly and effectively manage a large number of clients and significant projects.
- Highly dependent on the founder for major responsibilities and operations such as client handling or conducting training.
- Lack of comprehensive HR policies and employee management policies from the beginning impacted employee management and satisfaction.

Opportunities:

- Soft skills are in high demand in the job market, driving the need for soft skill training.
- Expanding business like launching new services like Don Sumdany HR and DS Education opens up opportunities in different segments.
- New projects like Teenage Life Skill Academy, and DS education open up the opportunity to target clients from various demographics
- Collaborating with reputable organizations and securing sponsorships from major brands like bdjobs, berger, and GP enhances credibility, creates growth opportunities, and promotes market expansion.
- Effectively managing social media and employing digital marketing tactics to consistently expand audience reach.

Threats:

- Increasing competition in soft skill and corporate training industry
- Market saturation raises audience fatigue
- Evolving standards demand constant adaptation

2.8 Summary & Conclusions:

A leading firm specializing in corporate training and consulting is Don Sumdany Facilitation, led by renowned corporate trainer Ghulam Sumdany Don. The business is well-known for its tailored initiatives that support the development of soft skills, leadership, and personal growth. Though starting with corporate training, the firm diversified its business into multiple areas including HR services, career counseling, teenage life skill training, radio shows, etc. The organization is renowned for its cutting-edge training methodology, incorporating the newest technological advancements and industry trends to guarantee effective learning.

The company's strategic promotional efforts across multiple marketing channels have given it a significant competitive advantage. By leveraging digital platforms like Facebook, YouTube, LinkedIn, and Instagram, they have successfully engaged with a wider audience, building strong client loyalty and trust. Their distinctive approach to launching and promoting events digitally and physically sets them apart from competitors. Over time, they expanded their services by launching radio shows on the country's leading TV channel and initiating impactful projects such as the Teenage Life Skills Academy, offering free training opportunities for job seekers. By consistently adjusting to market developments, they have been able to maintain a strong competitive advantage in the business because of their everlasting dedication to quality, innovation, and fulfilling the training needs of clients.

2.9 Recommendations/Implications:

- Reinforce the organization's HR policies in such a way that employees remain in the company through an improved work environment, career progression opportunities, and appreciation of one's work.
- Come up with strategies for the participation of sponsorships from brands that are important to enhance the projects and resources of Teenage Life Skills Academy for instance collaborating with brands on hygiene-related products.
- Investment in a training venue and consultancy office to deliver sessions in a customized environment to provide better experiences for the participants and cut down fixed rental costs in the long run.

Chapter 3: Project Part

3.1 Introduction:

In the present times, there is hardly a company that can compete without using some form of digital marketing in order to get the target responses of the consumers such as purchases. In this regard, being one of the leading soft skill and corporate training and consultancy companies in Bangladesh, Don Sumdany Facilitation & Consultancy understands the importance of using various forms of digital marketing in order to capture the attention of the prospective target market and engage them in training sessions, workshops, and knowledge transfer events. The purpose of the paper is to focus on those aspects of Don Sumdany Facilitation's activity which refer to digital promotion. There are a number of social media platforms such as YouTube, Facebook, Instagram, and LinkedIn where the company chose to focus and enhance its audience and acquire such a customer base.

The objectives of this report are to offer insight that will shed light on the manner in which they exercise digital marketing and its effect on client engagement for Don Sumdany Facilitation. This encompasses the consideration of such things as content creation, targeted audience engagement, type of posting, lead interaction, promotion and ads, and frequency of posting, among others. The goal is to determine the effectiveness of these strategies and whether they bring quantifiable results or not such as increasing the number of signups, and ticket purchases and service inquiries.

The paper provides a thorough analysis of the company's digital marketing strategies, analyzing strengths and areas for development. The paper insights into the effectiveness of the company's current strategies and suggests potential enhancements to boost its digital presence and market impact using a combination of qualitative and quantitative data collection methods such as surveys, social media analysis, lead generation campaign analysis, and competitive analysis. The findings of the analysis will indicate areas the areas that is bringing positive results by increasing conversion rates and positively affecting sales generation. It also indicates the strategies and tactics that are bringing any positive outcomes and not bringing any quantifiable results.

3.1.1 Background of the Research:

Nowadays companies use various digital marketing techniques such as social media marketing, content marketing, SEO, and more. , Attracting clients and encouraging them to interact with the company via online platforms is the main objective of digital marketing. Targeting is more effective with digital marketing than with traditional techniques as it connects companies with customers who are already interested in their goods or services. This method enhances marketing outcomes and raises the return on investment (ROI) while also saving time and money (Raj & Tamilarasan, 2023). One significant advantage of digital marketing is the ability to track campaign results in real-time, giving it a more cost-effective and dynamic alternative to traditional marketing strategies. Effective digital marketing methods increase brand exposure, foster trust, and strengthen customer relationship. Digital advertisements are particularly beneficial because of their low cost and precision audience targeting. Businesses may increase traffic, improve conversion rates, and get a faster return on investment (ROI) by constantly monitoring and optimizing these techniques (Raj & Tamilarasan, 2023).

Don Sumdany Facilitation is the leading soft skill training facilitator in the country, renowned for its extensive audience reach. Don Sumdany Facilitation's success is largely attributed to its strong social media presence, particularly on Facebook. The company boasts an impressive collection of 180 videos on YouTube, featuring various topics and feedback from corporate clients about their training programs. Additionally, they host major public speaking events like e "Rise Above All" and premier corporate training "Masterclass with Ghulam Sumdany Don. Furthermore, the company's founder, retains a high public image hence his writeups are published on the Daily Star and ICE Today, broadcasts the top-rated radio show "Look Who's Talking?"and hosts the national TV show "Career Guide". And also published self-development books named books named "Unleash Your True Potential" and "Battling Depression,"

To optimize the maximum benefits of those events and trainings the company utilizes various social media campaigns, lead-generation campaigns, and promotional content such as inspirational reels, static graphics, and promotional posts, statics that generate loyal followers and sometimes actual clients. They utilize various software like Meta Business Suite or YouTube Studio to post content in specified ways and monitor the performance of different content.

3.1.2 *Objective(s):*

Broad Objective:

“Analyzing the digital marketing tactics that drive sales generation at Don Sumdany Facilitation”.

Specific Objectives:

- Analyzing the impact of effective social media content on brand recognition and interaction.
- Evaluating lead-generation campaigns that help convert target audiences into active participants.
- Utilizing client’s feedback and analytics to refine content strategy and digital outreach.
- Compare competitors' strategies to identify unique opportunities for competitive advantage.

3.1.3 Research Significance:

The growing need for soft skill training has led many public and private companies to embrace digital platforms and adopt digital marketing strategies to target their audiences effectively. This paper draws attention to the reinterpretation of companies' approach towards such digital marketing tools as paid social media, content marketing, and campaigns to recruit possible participants. Such aims help to raise the conversion on the website and make use of a lead. This report is useful in many ways they are,

1. Evaluation of Digital Marketing Strategies:

A special focus of this report is the evaluation of the digital marketing strategies adopted by Don Sumdany Facilitation & Consultancy, in particular, content marketing, promotion on social media, and customer engagement. That is why by studying these strategies the report informs about the working tactics and also reveals their weak points.

2. Impact Assessment on Audience Engagement:

The internship report highlights the effectiveness and retention of the organization's audience and how the audience engages with the organization, as this was a digital marketing activity. Using social media, website customer metrics, and other data collected during the internship, the report helps explain the audience and their perceptions.

3. Optimization of Lead Generation Campaigns:

The report studies the lead generation campaigns implemented on outreach platforms such as the Meta Business Suite. It seeks to understand how well these campaigns help in bringing in potential clients for the training programs and which strategies can help improve them further. The emphasis is on increasing the yield from lead generation by increasing the quantity and quality of leads generated, as well as facilitating better follow-up by the training team for optimal outcomes.

4. Analysis of Social Media Content Effectiveness:

The report examines audience engagement patterns from diverse social media content formats such as Reels, videos, static posts, or infographics. By looking at the success rate of each type, the report gives practical information on which types of content have the most interaction with the audience. This informs the direction of subsequent content in order to optimize Don Sumdany Facilitation & Consultancy's social media and increase promotion efforts.

5. Boosting Digital Marketing ROI:

In this particular report, the various ways in which the digital marketing ROI may be enhanced are discussed. This utilizes the information of social media metrics, advertising trends, and audience data to determine which strategies are effective. The main goal is to help the company use its resources more efficiently, prioritizing the most successful channels to improve overall marketing results.

3.1.4 *How Don Sumdany Facilitation Integrates Digital Marketing into Strategic*

Decision-Making:

These days, digital marketing is essentially a branding and marketing strategy, technique, or practice that all businesses, regardless of size, utilize. Ijomah et al., (2024) stated that businesses may use a variety of digital marketing strategies to achieve a number of goals, such as raising consumer engagement and brand recognition, generating leads and boosting conversion rates, and increasing marketing return on investment. This includes utilizing Social Media Marketing, Content marketing, SEO (Search Engine Optimization), Email marketing, and Digital advertising for greater audience engagement, reach, lead generation, conversion rates and ultimately leading to a greater ROI.

However, in this era of data-driven decision-making, digital marketing offers a great opportunity for firms to navigate valuable insights including campaign performance, number of leads generated, performance on various social platforms, conversion rates, and ROI. For instance, a study by Brown and Miller (2019) demonstrated that ROI



analysis is a key indicator of ineffective digital marketing efforts and assisting with data-driven adjustments. So, by accessing data such as campaign impact, methods, and investment, the efficacy of digital marketing efforts can be determined. Firms can utilize these useful insights to modify future initiatives and make data-driven decisions.

Don Sumdany Facilitation's primary purpose is not simply utilizing digital marketing strategies to increase audience engagement, boost content, and promote its training programs. The company also successfully incorporates digital marketing into strategic decision-making.

The company incorporates various digital marketing tools and channels for gathering valuable insights, that help in everyday strategic decision-making. For instance, the company utilizes social media analytics to assess the performance of particular content, such as the content reach, its engagement, the number of people who liked or shared it on their profile, the time the content was posted, why a particular piece of content didn't reach a large number of people, etc. This is how they evaluate the data and then adjust future content initiatives accordingly. A more detailed illustration of this may be altering the Facebook reels' thumbnail. When a reel isn't performing well, the social media team improves the material by swapping out the previous thumbnail for a more eye-catching one that has interesting text to boost engagement and reach. Furthermore, after a campaign is launched, the firm regularly checks its performance, like whether the campaign is reaching the intended audience, whether the target audience is filling out the registration form, the number of leads that have been generated this far, and so on. If the performance is not satisfactory, the digital marketing team refines the campaign or, in certain cases, suspends it until the problem is uncovered. The firm then utilizes this information to optimize future campaign results, such as the ideal budget allocation, and the demographics that are most likely to be the target audience (for example, if the training is masterclass premier, the target audience would be high-income individuals who can afford the training), the kind of content that is appropriate for this campaign, the best way to edit and post that content, the strategy for reaching potential leads, etc. However, through this constant observation of digital marketing tools and channels, the company is able to evaluate performance, improve strategy, and facilitate data-driven decision-making.

To sum up, the combination of these tactics maximizes the company's marketing endeavors and guides its future actions.

3.2 Research Methodology:

This research aims to investigate the impact of various digital marketing strategies on Don Sundry Facilitation Consultancy's sales generation and conversion rates. Hence, this research will focus on a mixed-methods approach that incorporates both qualitative and quantitative data collection techniques.

Here's a table aligning the specific objectives with the research methodologies:

Research Approach	Specific Objectives	Research Methodologies
Quantitative	Analyze the social media content's impact on brand recognition and interaction.	Social Media Analytics Report
	Evaluate lead-generation campaigns that convert target audiences to active participants.	Company Social Media Analytics Tool
Qualitative	Utilize client's feedback to refine content strategy and digital outreach.	Client Survey
	Compare competitors' strategies to identify unique opportunities for competitive advantage.	Weighted Qualitative Strength Assessment

Table 4: Alignment of Research Objectives with Corresponding Methodologies

3.2.1 Research Design:

This study used a mixed-methods research approach that combines quantitative data analysis and qualitative input to acquire a comprehensive knowledge of digital marketing performance. This method is used to triangulate data from several sources, resulting in solid and reliable findings.

3.2.2 Data Collection Methods:

3.2.2.1 Quantitative Data Collection:

1. Social Media Analytics Report:

Analyzing data is crucial for digital marketers. Businesses are realizing the need to analyze the massive amounts of data generated by social media platforms (Piccialli et al., 2018). Data gathered from social media analytics can help in problem-solving and decision-making (Holsapple et al., 2018). This technique enables marketers to determine which content kinds best engage their target audience, allowing them to modify and change their strategy accordingly ("Social media analytics: The complete guide," 2024). Stieglitz et al. (2018) emphasized several advantages of social media analytics, including better customer communications, tracking publicity, evaluating product placement, and providing decision-makers with real-time access to critical performance data. Don Sumdany Facilitation Consultancy's content and digital marketing team utilizes various social media analytics tools such as "Meta Business Suite" for analyzing the engagement of Facebook and Instagram or YouTube studio to analyze the number of audiences that the farm reached through the YouTube channel.

As part of my job roles at the beginning of each month, I create the social media analytics report for the previous month. Where I gather numeric data from various social media analytics software like "Meta Business Suite" and "YouTube Studio". Here, numeric data, such as engagement and reach for each content is recorded and incorporated into the analytics report.

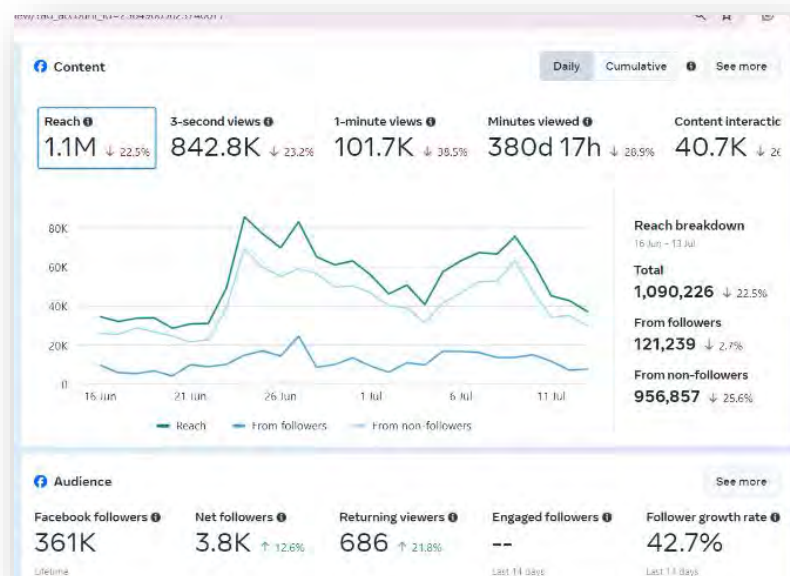


Figure 1: Meta Business Suite Content Overview

The content section on the “Meta Business Suite” tool contains all the content details, like daily or cumulative content reach, and its detailed breakdown, like number of reach from followers, non-followers, etc. Also, detailed breakdowns of every single piece of content that has been posted are also given

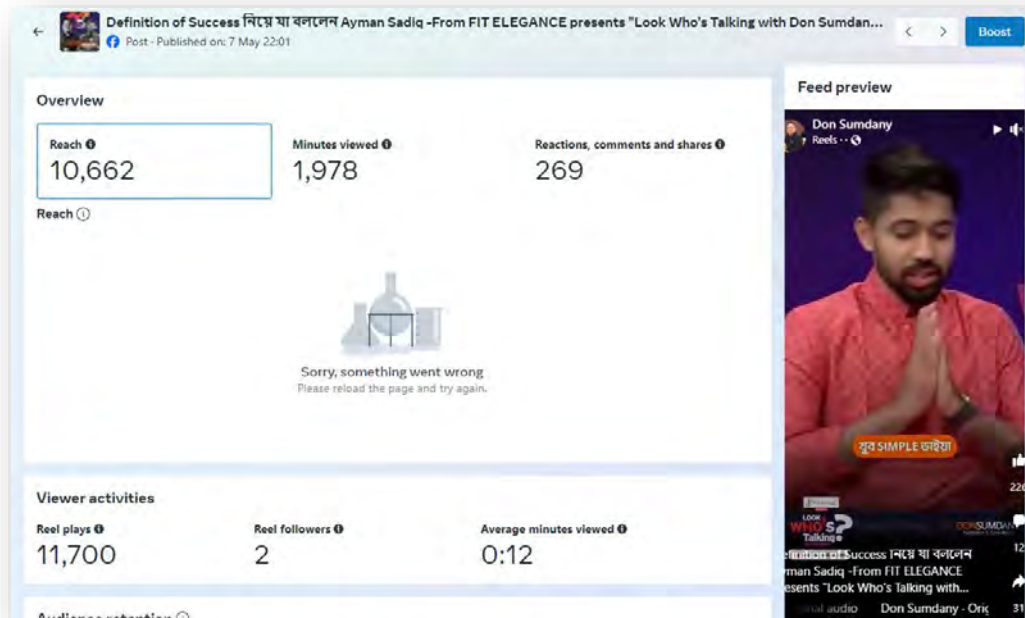


Figure 2: Meta Business Suite Reels Overview

The figure above shows the detailed breakdown of a particular reel, such as the reach, reaction, comments and shares, viewer’s activities, etc.

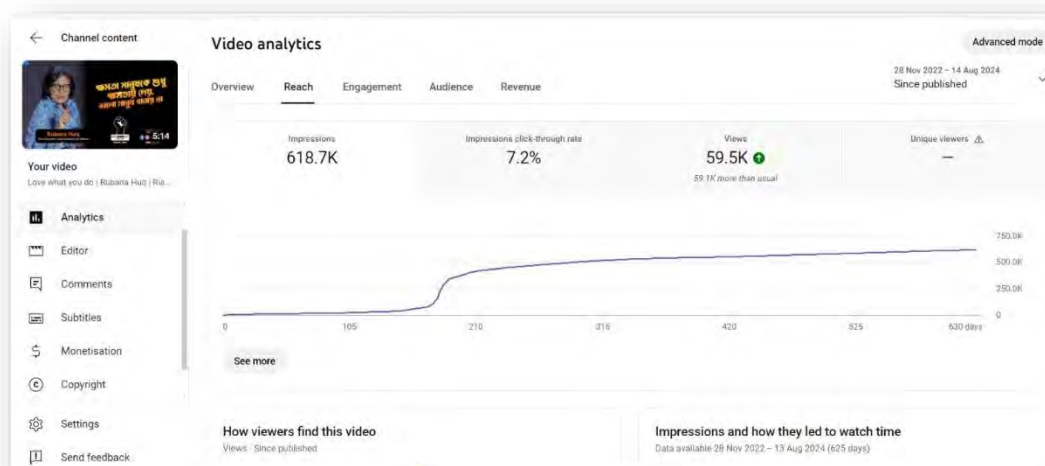


Figure 3: YouTube Studio Video Analytics

The figure above represents the video analytics section, which contains all the necessary data, such as reach, engagement, and views of particular content that has been posted on the YouTube channel of Don Sumdany Facilitation.

For this study, I collected data from the social media analytics report of the company that contains detailed numeric data (Reach) of different types of content, such as reels and static posts that have been posted on their various social media platforms, especially Facebook, Instagram pages, and Youtube channels. These data are being collected and compiled into an analytics report to analyze how various social media marketing efforts are creating an impact in reaching a huge audience digitally, bringing reliable and sustainable results.

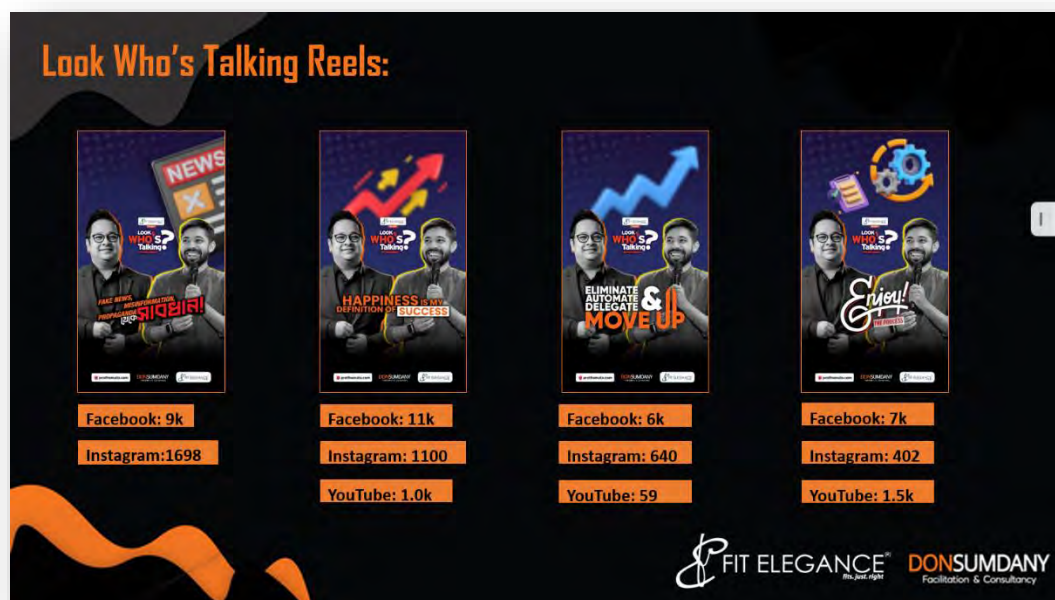


Figure 4: Reels Performance Overview

The accompanying picture depicts the reels that were uploaded to companies' social media accounts in May, namely Facebook, Instagram, and YouTube. The numerical numbers underneath indicate the reach of each reel on these three platforms.



Figure 5: Creative Static Performance Overview

The figure above represents the total number of audiences these two brand ambassadorship posts reached, which is more than 11.2K cumulatively from Facebook and Instagram.



Figure 6 : YouTube Playlist of Popular Content

Aside from the company's social media analytics report, the YouTube channel is also a major data hub. The well-organized playlist includes a variety of recorded live streams, popular show videos, guest speakers' speeches from "Rise Above All" events, educational content, and short reels.

These structured and well-organized playlists also offer valuable insights, such as identifying the most popular content types and identifying the most engaging old videos. These data significantly contributed to enhancing the performance and audience engagement on the company's YouTube channel, enabling better decision-making during the uploading of future content.

The data collected from these reports provide valuable insights into how various social media and digital marketing strategies used to promote the company's shows, events, and operations are yielding measurable results. These insights demonstrate the extensive audience reach and the potential impact on sales generation.

2. Lead generation campaigns:

Attracting potential customers and nurturing their interest in a company's offerings is known as lead generation. Lead capture is a method by which a business may learn more about potential consumers who have shown interest in its goods or services (Joseph, 2023). Lead-generation campaigns are another effective strategy to reach out to potential clients for the company and increase the conversion rate. In Don Sumdany facilitation these lead-generation campaigns are run and monitored through analytics software like Meta Business Suite. There is a step-by-step procedure from campaign launch to generating potential clients/leads for the farm:

- ***Posting targeted social media Content:*** The process starts with posting content that effectively engages potential clients. Lanjekar et al. (2023) discussed that social media is a popular platform for companies to post informative content such as infographics, videos, and blog entries. These contents may act as lead magnets, attracting audiences who are most likely interested.

Don Sumdany Facilitation could post content that resonates with the target audience, including corporate professionals seeking to enhance their soft skills, students focused on personal development and others. This posted content can include reels, snippets, or promotional statics that are being posted on the farm's official Facebook page.

- ***Leveraging Social Media Analytics Software:*** Businesses can improve their lead-generation strategy by leveraging the precise analytics and data insights provided by social media platforms (Lanjekar et al., 2023). The tool that is being utilized by Don Sumdany Facilitation for monitoring and analyzing these campaigns is Meta Business Suite software, which integrates Facebook and Instagram, allowing for centralized content creation, scheduling, and monitoring. Posts are then strategically boosted through paid promotions, with a budget allocated to extend their reach beyond organic limits.
- ***Lead Generation Process:*** Lanjekar et al., (2023) discussed that Call-to-action (CTA) buttons, sign-up buttons, and contact forms are among the lead-generating methods available on social networking networks. Lead forms and other direct messaging functions are among the many social media sites that have incorporated lead collection technologies. These solutions streamline the lead-generation process by enabling firms to directly collect information from prospective leads via the platform. Boosted contents are crafted to not only drive engagement but also to prompt viewers to take action, such as DM on the company page for more details, filling out the Google form to register for an event or training program, etc. Meta Business Suite's detailed analytics provide metrics like reach, engagement rates, click-through rates, and conversions, helping the company refine its strategies by identifying the most effective content for generating leads.

- ***Nurturing Leads:*** According to a study by Marketing Sherpa, lead nurturing increases lead conversion rates for 64% of businesses. (Jones and Smith, 2018). Don Sumdany Facilitation's training team intervenes to initiate further communication after the leads are identified through the Meta software. This may include calling them, leaving a professional note, or mailing them. This is done to learn about these leads' needs and provide specialized solutions that complement Don Sumdany Facilitation & Consultancy's offerings.
- ***Follow-up and Conversion:*** The company maintains regular follow-ups with these leads, even if they don't immediately convert, ensuring ongoing engagement. Success is measured through conversion rates, and strategies are continuously refined for better outcomes.

Data Collection:

For this report, I collected data from two previous lead-generation campaigns that were done through the Meta Business Suite software.

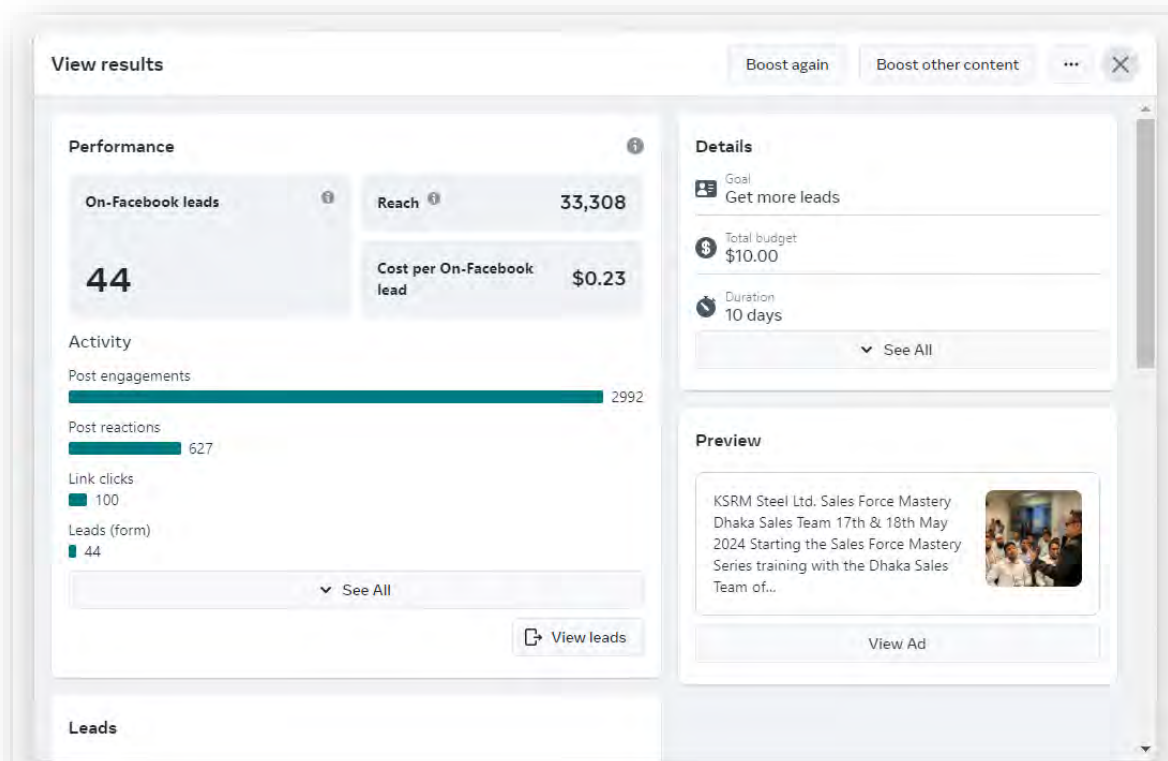


Figure 7: Lead generation campaign result

This is an example of a KSRM training lead-generating campaign. This figure shows a sample of a lead-generating campaign that was extracted from the Meta Business Suite software. The content was posted in picture format. The campaign's \$10 overall budget was intended to produce more leads (details are in the upper right corner). Consequently, the campaign reached around 33,308 individuals and produced 44 leads.

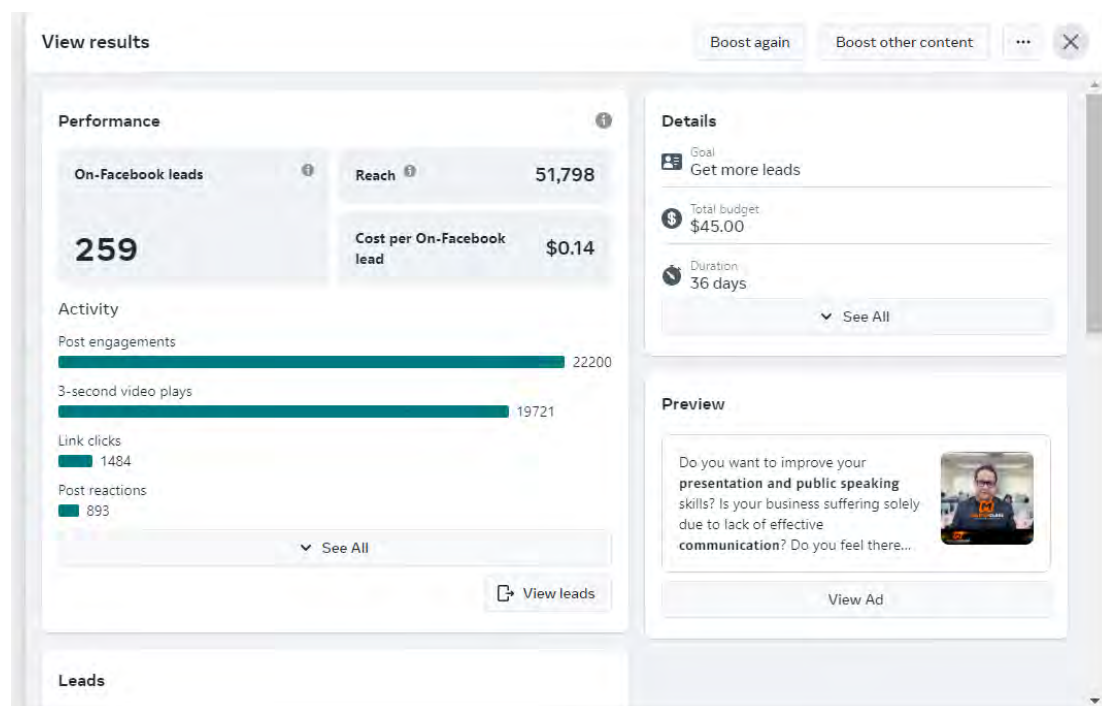


Figure 8: Lead generation campaign result

The figure above is a snapshot of another lead generation campaign taken from Meta Business Suite software. The campaign primarily promotes the event "Masterclass," and the founder/trainer himself is the face of the video. The campaign ran for 36 days with a total budget of \$45, aiming to generate more leads (details in the top right corner). As a result, the campaign generated 259 leads and reached nearly 51,798 people, which is a significant number. Additionally, the number of link clicks and post reactions is shown in the bottom left corner.

Other details, such as post engagement, post reactions, and link clicks, are also represented in the figure.

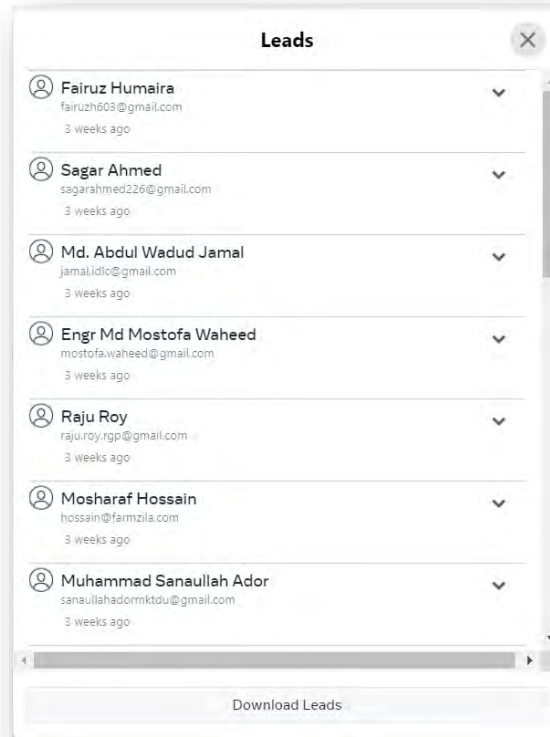


Figure 9: Leads generated from the campaign

At the bottom of Figure 7, we can see the option “View Leads.” If we click the option, the software will provide a detailed list of leads generated from this particular campaign. This is the list (Figure 8) of leads generated from the campaign, showcasing the names along with their corresponding email addresses. The social media team collects this data from Meta Business Suite and passes it to the training team, ensuring they can promptly reach out and engage with these potential clients for further communication. The training team engages with these leads over the phone, providing them with event details, addressing their inquiries, offering necessary advice, and guiding them through the payment process. The goal of this lead nurturing process is to convert leads into actual event participants, thereby generating sales.

When a lead makes a payment, the team stays in touch with them and provides any necessary updates about the event.

In addition, as the event day approaches, the team continues to reach out to the participants, reminding them to attend and providing details such as the event's time, venue, dress code, and food options. Thus, the entire process, from posting targeted content to guiding them through the sales funnel, works.

3.2.2.2 Qualitative Data Collection:

- ***Survey & questionnaire:***

As part of the qualitative data collection method, I choose the survey & questionnaire method to collect more accurate data from the clients & audiences of Don Sumdany Facilitation. I created a questionnaire on Google Forms and collected responses for this survey aimed at understanding how effectively the company's social media and digital marketing strategies are communicating their services to the intended audience. The survey was directed at individuals who have either been clients of Don Sumdany Facilitation, regularly engage with their social media content, or attended their training sessions or events. The main objective was to assess whether these digital marketing and social media efforts are generating tangible results, such as increased sign-ups for events, ticket purchases, or inquiries about services. The questions were crafted to gauge whether the company's online presence and social media activities are motivating people to take meaningful actions.

Data Collection:

For the survey, I gathered responses from 50 participants who had prior exposure to Don Sumdany Facilitation through training sessions, events, workshops, or social media. The survey comprised 12 questions, including multiple-choice, linear scale ratings, Yes/No questions, and open-ended feedback. I carefully designed the questions to be clear and precise, ensuring they effectively conveyed the intended message. Multiple-choice questions included well-considered options to avoid confusion, while Yes/No questions were straightforward, focusing on participation and engagement. Checkboxes were provided where multiple answers were possible, allowing respondents to accurately reflect their experiences.

Survey Questionnaire Link: <http://tiny.cc/64clzz>

Survey Questionnaire:

How did you first hear about Don Sumdany Facilitation? *

☐ Social media (e.g., Facebook, Instagram, YouTube, LinkedIn)

☐ From a friend or colleague

☐ Print media (e.g., banners, leaflets, brochures)

☐ Online advertisement

☐ Other: _____

Which social media platform do you usually see our content on? *

Choose

Facebook

Instagram

YouTube

LinkedIn

None of them

Which of our social media platforms do you engage with the most? *

☐ Facebook

☐ Instagram

☐ YouTube

☐ LinkedIn

☐ None of them

Have you ever made a purchase or signed up for an event or service after viewing our online content? *

- ☐ Yes
- ☐ No

If yes, which type of content influenced your decision the most?"

- ☐ Short reels (explaining service/event details)
- ☐ Videos (e.g., training sessions, feedback videos)
- ☐ Static Posts (e.g., training pictures, promotional static)
- ☐ Other: _____

How would you rate your overall experience with our social media content? *

- | | | | | | | |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Poor | ☐ | ☐ | ☐ | ☐ | ☐ | Very Good |

What do you think we could improve in our digital marketing efforts?

- ☐ Content Quality
- ☐ Frequency and Consistency of Posts
- ☐ Posting More Training-Related Content
- ☐ Engagement with Audience
- ☐ Ad Targeting
- ☐ Other: _____

Would you recommend Don Sumdany Facilitation & Consultancy to others based on your experience? *

- ☐ Yes
- ☐ No
- ☐ Maybe

- **Competitive Analysis:** To fully grasp a company's operating environment, a competitive study is necessary. It greatly influences the tactics used by the company to gain and maintain an edge over the competition, which in turn boosts performance (Deshpand & Gatingon, 1994). However, due to the intense rivalry in both local and international markets, the focus on competitive analysis has grown excessively. To assess a company's competitiveness in today's global market, we must know its competitors, their strategies, their successes, and their failures (de Azevedo Avila, 1997).

As the soft skills training industry expands, competition is intensifying due to emerging training and consultancy firms. These firms, like Don Sumdany Facilitation, are gaining prominence and establishing a strong online presence. This growth in professional training companies is making the competitive landscape increasingly challenging. Most of these farms are established or directed by proficient trainers who built strong reputations due to their competency in soft skills and corporate training.

For the competitive analysis, I conducted the **Weighted Qualitative Strength Assessment** to compare key metrics with Don Sumdany Facilitation's core competitors to assess its competitive position. Moreover, I thoroughly discussed the **Differentiation Strategy** that Don Sumdany facilitation implies to stay ahead of competitors.

1. ***Weighted Qualitative Strength Assessment:*** The Weighted Qualitative Strength Assessment evaluates a business's competitive position by comparing it to two competitors. The assessment uses key competitive factors, each rated for strength on a scale (e.g., out of 5 or 10). Each factor is also assigned an "importance weight," with the total weight adding up to 1. The strength rating for each factor is multiplied by its important weight, and the results are summed to determine the overall competitive strength rating. This score reflects whether the business holds a competitive advantage or disadvantage compared to its rivals—the higher the score, the stronger the firm's competitive position.

In this paper, I conducted a weighted strength assessment of "Don Sumdany Facilitation" alongside two other competing corporate training & consultancy firms founded or directed by competent trainers, which provide almost similar training offerings. The companies I have researched on are **Mind Mapper** and **Quazi Consultants**. Mind Mapper is a leading management consulting firm and its Managing Director and & Lead Coach is "**Ejazur Rahman**" a leading trainer and coach in the country. On the other hand, Quazi Consultants is founded by renowned leadership development coach & trainer, "**Quazi M. Ahmed**". However, the key competitive factors, tailored to this research, focus on their online presence, reputation, content, innovation, services, client loyalty, and audience engagement. I collected data based on these and came up with eight measurable key competitive factors:

Competitive Strength Assessment

(rating Scale: 1 = very weak, 5 = very strong)

Key Success Factor/ Strength Measure	Importance Weight	Don Sumdany Facilitation		Quazi Consultants		Mind Mapper	
		Strength Rating	Weighted Score	Strength Rating	Weighted Score	Strength Rating	Weighted Score
Reputation & Image	0.15	5	0.75	4	0.6	5	0.75
Quality/Training Performance	0.10	4	0.4	4	0.4	4	0.4
Social Media Engagement	0.20	5	1.00	4	0.8	3	0.6
Audience Reach	0.15	5	0.75	3	0.45	4	0.6
Quality Content	0.15	4	0.6	3	0.45	4	0.6
Diversity of Service Offerings	0.05	5	0.25	4	0.2	3	0.15
Innovation and Adaptability	0.10	3	0.3	3	0.3	3	0.3
Client Retention and Loyalty	0.10	5	0.5	4	0.4	4	0.4
Sum of importance weights	1.00						
Overall Weighted Competitive Strength Rating	4.55 3.6 3.8						

Table 5: Weighted Qualitative Strength Assessment

2. *Differentiation Strategies:*

Unique Selling Proposition (USP) Assessment: Don Sumdany Facilitation sets itself apart in the crowded training industry through a few standout elements. Ghulam Sumdany's personal branding, known as a famous corporate trainer, is a valuable resource for the company because it attracts customers who require professional training. Furthermore, Don Sumdany Facilitation is extremely successful on social media platforms where it has many followers that enhance the company's visibility and interaction with clients. This presence is helpful for managing existing clients and acquiring new ones.

Further, the company applies and has the ability to provide a number of individual services to the corporate clients, which makes this one specific in comparison to others who offer more generic training services.

3.3 Findings and Analysis:

- ***Lead Generation Campaigns:***

Digital marketing advancement has made a huge number of data available to businesses regarding campaign performances, consumer behavior, and marketing trends. These data can be used to optimize marketing strategies for their next campaigns (Potter, Olaoye, & Doris, 2024). Lou, Xie, Feng, and Kim (2019), emphasized the importance of analytics tools for tracking the performance of social media campaigns and the effectiveness of firm's lead-generation efforts. In the data collection method, numeric data has been collected from the analytics tool (Meta Business Suite) for this paper. This data includes the number of leads collected from two different types of campaigns, as well as the allocated budget for each campaign. However, to analyze the effectiveness of each campaign we will utilize the numeric data that is, the number of leads and budget allocated for each campaign to compare the cost-effectiveness of both campaigns. Hence, the allocated campaign cost will be divided by the number of leads generated in each campaign, and by doing so we will get the value of Cost Per Lead.

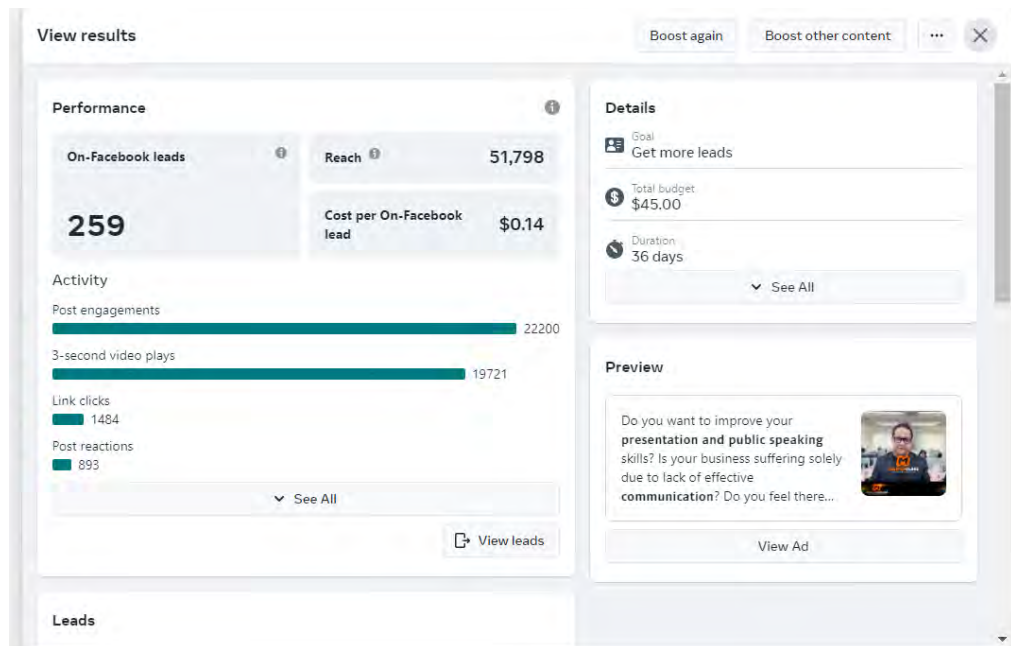


Figure 10: Leads generation campaign result

So, in the first campaign that featured the promotional content of the event “Masterclass with Glulam Sumdany” total leads generated 259 and the allocated cost was \$45.00.

So,

$$\begin{aligned}\text{Cost Per Lead} &= \text{Campaign Cost} / \text{Number of Leads} \\ &= \$45.00 / 259 = 0.17\end{aligned}$$

The CPL for the Masterclass Promotional campaign is approximately \$0.17 per lead.

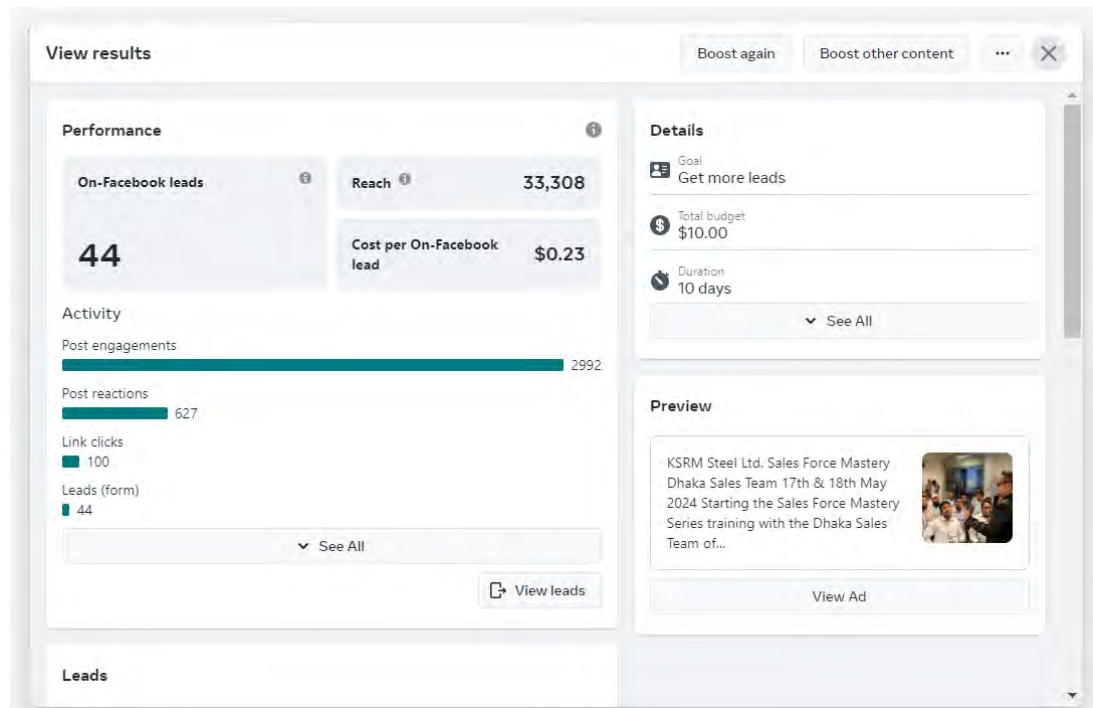


Figure 11: Leads generation campaign result

On the other hand,

The KSRM Training Post” campaign generated a total of 44 leads and the allocated cost was \$10.00.

So, for this campaign,

$$\text{Cost Per Lead} = \$10.00 / 44 = 0.227 \approx 0.23$$

The CPL for the “KSRM training campaign” is approximately \$0.23 per lead

When comparing the results of both campaigns, it can be said that the Masterclass promotional campaign is the more cost-effective one because it generates a higher number of leads at a lower cost per lead (\$0.17 compared to \$0.23 for the KSRM Training campaign). However, compared to the Masterclass campaign, the "KSRM Training" campaign cannot be considered as efficient because it generated fewer leads at a higher cost per lead. So, the results of both campaigns clearly distinguish their cost-effectiveness.

In a nutshell, the success of the "Masterclass Promotional" campaign can be attributed to its low investment per lead, which allowed the campaign to reach a larger number of potential clients for the firm. However, several crucial aspects contributed considerably to the success of the "Masterclass promotional" campaign, which resulted in a larger number of leads. There are several studies that pinpoint the positive relationship between well-targeted social media campaigns and consumer purchase intention, or taking action towards purchase decisions (Balakrishnan et al., 2014; Chang, 2015). However, promoting content that is engaging, contains the necessary information, and is relatable to the target audience, as demonstrated by Lanjekar et al., (2023), often drives significant lead generation since engaging and compelling content increases the chances of attracting potential leads for the company. The Masterclass campaign promoted well-targeted content (demonstrating who would benefit from the event), properly narrated (providing details like venue, food, time, and date), and influenced calls for action through signing up for a registration form (including clips from previous events, engaging activities, and a preview of the venue). Moreover, according to Joseph (2023), in this era of digitalization, one of the smartest moves one can make is to earn a benefit through video promotion. Evidence has shown that video content has the greatest impact on customer engagement on Facebook by positively influencing the number of likes, comments, and shares (Lopes, A. R., & Casais, B., 2022). In the above pictures, we can observe that the "Masterclass campaign" promoted video content, reaching nearly 52K people, while the "KSRM Training" campaign promoted training pictures, reaching only 33K people, a respectable number but not as high as the video content.

When compared to other attributes such as post engagement, link clicks, and post-reaction, the promotional video of Masterclass is also higher, which overall positively boosted lead generation. Besides, video production is undeniably the most powerful content marketing tactic, particularly in B2C. (Lou et al., 2019)

Furthermore, in the masterclass content, the video features the renowned Corporate trainer, Ghulam Sumdany, discussing his training program, which has significantly enhanced the value for his customers. Also, he describes all the necessary details of training in a charismatic way, ending the video with a call for action. All of these attributes have a positive impact on customer engagement and, eventually, effective lead generation.

However, Gaikwad (2023) discussed that lead generation is considered effective when it includes creating high-quality content, utilizing sign-up forms, and landing pages to gather necessary details and contact information. When content is valuable and engaging, it can be utilized to influence customers to take steps like signing up, downloading, or watching a product or service demo (Casais & Lopes, 2022). Similarly, the video content of Masterclass positively influenced audiences to sign up for the event, which in turn positively influenced lead generation.

- ***Social Media Performance:***

Nowadays, digital marketers invest their money on social media platforms to achieve greater audience engagement. One of the most common goals for marketers is to increase consumer involvement, but this kind of investment will be in vain unless they know how to use these platforms to their advantage when creating and sharing content (Lee, Hosanagar, & Nair, 2018). Aakonmäki, Müller, and Brocke (2017) discussed, of more than 1,500 marketers being surveyed, 72% confirmed that making content that people want to engage with is their number one social media goal, with 65% confirming that learning what kinds of material perform best is their number two priority. The social media presence of Don Sumdany Facilitation plays a key role in reaching and engaging its audience.

The company promotes its operation on several social media platforms. Among them, Facebook is the crucial one which currently has a total of 363k followers. Other platforms are also performing well in case of engagement the YouTube channel has 36.2k subscribers and Instagram has 17.6k followers. Various types of content, like reels, static posts, and videos, are being posted on those platforms. However, the social media analytics reports provide the content performances of different social media platforms of the company, mainly Facebook and Instagram pages and YouTube channels.

Content Analysis based on Social Media Analytics Report: Marketers often track the amount of interaction with their posts on social media to determine the efficacy of their marketing efforts. Aakonmäki, Müller, and Brocke (2017) define engagement rate as "the number of responses and interactions generated by social media content." Don Sumdany Facilitation's social media analytics report includes statistics for two sorts of content: reels and creative static. When it comes to specific type of content like reels, the content reach and the audience engagement overall outperform than other type of content such as pictures posted as static posts. To verify this, we previously collected from the company's analytics report.

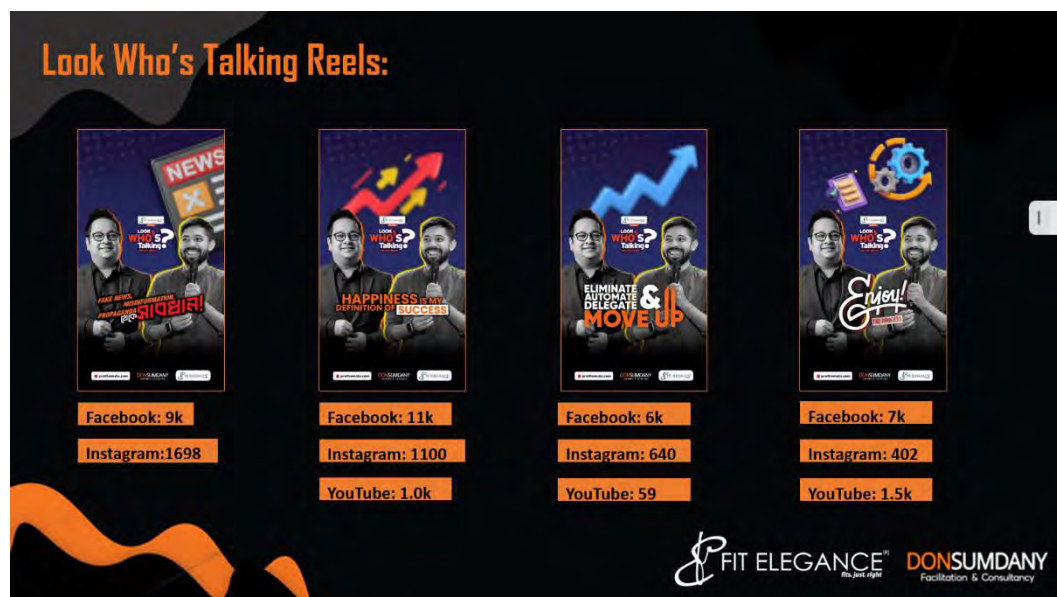


Figure 12: Reels Performance Overview

From the above Figure, we can see these four reels are being posted on Facebook as reels and cross-posted both on YouTube as shorts and on Instagram as reels. Here, we can observe the reach of each reel that has been posted, with Facebook having the highest reach for each reel



Figure 13: Creative Static Performance Overview

The figure above represents two creative static posts cross-posted on Facebook and Instagram in a particular month. The total reach of these posts across multiple platforms was 5.5k and 5.7k, respectively. So, here also the difference in audience engagement in terms of reels and static posts is visible. So, the reels that have been posted on various social media platforms have comparatively higher reach than the static posts that has been posted on these platforms. Several studies have looked at the influence of posting formats and categories on various social media sites. These researchers analyzed reels' dominance over other posts such as images and videos. However, according to Liang and Wolfe (2022), reels play a big part in gaining more exposure and reach, as a result, improving audience engagement when compared to other kinds of postings like videos and photos. Although Instagram's reach isn't as high as Facebook's (as shown in the figure), after discussing this with my senior, I learned that Instagram's reach is considered appropriate according to platform standards

In addition, as can be seen from the figure above, Facebook has a substantially larger audience reach (nearly 6K–11K) for reels than other platforms like YouTube and Instagram. Hence, Facebook can be considered the core platform the company utilizes to reach the widest possible audience. Despite Instagram reels' lower reach compared to Facebook's (as seen in the figure), my senior line manager informed me that the content & digital marketing team is always coming up with new strategies to increase the reels' exposure to as many people as possible. However, according to Yuvarani and Saravanan (2021), the use of Instagram's reel features greatly aids in achieving social media objectives and keeping up with current trends, which has a beneficial effect on digital marketing. According to Instagram COO Justin Osofsky, the reels are a fantastic method for users to find new content on the platform, which is why the advertising works so well with them. All sizes of brands may benefit from this innovative approach that reaches audiences where they already spend time entertained (Yuvarani & Saravanan, 2021).

Nonetheless, Don Sumdany's digital approach isn't complete without YouTube. The channel is expanding at a steady rate, even if viewer engagement is lower than Facebook. Despite this, the figure above makes it clear that YouTube shorts have lower engagement when cross-posted with Facebook reels. On the other hand, the business has made its YouTube channel more user-friendly and accessible by organizing its material into several playlists. Videos that are 20 to 30 minutes long, such as the "Rise Above All Guest Speaker's speeches," are given more attention.

This includes video editing, such as transitions, logo addition, thumbnail creation, and ideal posting timing. As a result of these efforts, these video contents often perform well in terms of interaction and reach.



Figure 14: Popular Rise Above All Contents on YouTube

Despite the data in the report showing that YouTube shorts need more work, videos are better at drawing attention to the unique and creative aspects of a product or service, which helps viewers grasp the creator's message (Berni et al., 2020). Research has shown that videos are more successful at generating sales than images in real-world applications, and they also help study participants notice critical features.

- **Competitive Analysis Findings:**

1. Findings: Weighted Qualitative Strength Assessment: From the weighted qualitative strength assessment that I conducted in the competitive analysis part of qualitative data collection:

Key Success Factor/ Strength Measure	Importance Weight	Don Sumdany Facilitation		Quazi Consultants		Mind Mapper	
		Strength Rating	Weighted Score	Strength Rating	Weighted Score	Strength Rating	Weighted Score
Reputation & Image	0.15	5	0.75	4	0.6	5	0.75
Quality/Training Performance	0.10	4	0.4	4	0.4	4	0.4
Social Media Engagement	0.20	5	1.00	4	0.8	3	0.6
Audience Reach	0.15	5	0.75	3	0.45	4	0.6
Quality Content	0.15	4	0.6	3	0.45	4	0.6
Diversity of Service Offerings	0.05	5	0.25	4	0.2	3	0.15
Innovation and Adaptability	0.10	3	0.3	3	0.3	3	0.3
Client Retention and Loyalty	0.10	5	0.5	4	0.4	4	0.4
Sum of importance weights	1.00						
Overall Weighted Competitive Strength Rating	4.55		3.6		3.8		

Table 6: Weighted Qualitative Strength Assessment

I got the overall weighted competitive strength ratings of three of the companies. And the ratings are **4.55** for Don Sumdany Facilitation, **3.6** for Quazi Consultants and **3.8** for Mind Mapper. However, the rating score reflects whether the business holds a competitive advantage or disadvantage compared to its rivals—the higher the score, the stronger the firm's competitive position.

Based on the results, Don Sumdany Facilitation holds a stronger competitive position in the training industry with a higher score of 4.55, compared to its two competitors. This advantage is largely due to the firm's effective use of social media, strong client retention, diverse service offerings, and a solid reputation for meeting training needs.

However, after analyzing the lead generation campaign conducted by Don Sumdany Facilitation, it is obvious that the company employs various effective social media strategies to attract and generate leads. This involves utilizing various features available on these platforms, such as posting engaging content in different formats, properly using the reel feature on Facebook, creating user-friendly and well-organized YouTube channels, and posting video content to promote major events. Besides, the company utilizes various lead nurturing strategies, which play a key role in strong client retention. According to Joseph (2023), the term nurturing leads refers to interacting with target leads, providing them with useful information, and fostering a positive connection with them. Joseph (2023) further discussed that at each stage of the sales cycle, lead nurturing is crucial. Businesses must nurture leads by paying attention to their needs and requirements, providing them with necessary updates, and answering their inquiries about the firm's offerings. Don Sumdany Facilitation nurtures lead by engaging with them over the phone, providing them with event details, addressing their inquiries, offering necessary advice, and guiding them through the payment process. But this process doesn't end here; the company continues to nurture the leads by effectively utilizing social media, by posting targeted and relatable content that influences them to take action, such as signing up for events, purchasing tickets, making payments, or making a service inquiry call. Joseph (2023) emphasized that nurturing leads with quality content can guide in persuading them to purchase the products or services the firm offers.

However, based on my experience with the company, I noticed a pattern of repeat clients. This phenomenon can be attributed to the digital marketing team's effective use of social media to attract and generate leads, as well as the training team's lead nurturing efforts. Thus, by utilizing various digital marketing strategies, the company effectively utilizes social media, as well as various lead nurturing strategies for strong client retention.

The other two competitors, Mind Mapper and Quazi Consultants have close scores of 3.8 and 3.6, respectively. While the differences in scores are not vast, Mind Mapper edges out Quazi Consultants slightly, thanks to its quality content, broader audience reach, and better client retention. Quazi Consultants, though reputable with quality training, needs to enhance its social media strategy and innovation to improve audience reach and gain a stronger competitive edge. Overall, Don Sumdany Facilitation leads in competitiveness, followed by Mind Mapper and Quazi Consultants.

2. Findings: Differentiation Strategy:

- ***Strong Personal Branding:*** Ghulam Sumdany Don's leadership is one of the essential factors that distinguish the company. His well-established brand as a corporate trainer adds significant value to Don Sumdany Facilitation's credibility and attractiveness against competitors who do not have such a figure in the driving seat, thereby gaining an advantage. His competency in various areas, such as public speaking, soft skills training, book and article publishing, startup management, and project management, inspired the experts.
- ***Effective Social Media Engagement:*** There have been remarkable audience engagement results thanks to the company's effective management of the Facebook, YouTube, and Instagram pages.

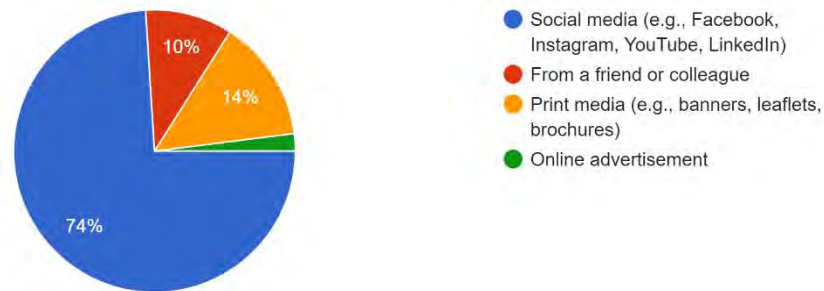
Such an endeavor not only increases brand awareness, but also enhances the client base and creates new businesses, something that most of the competitors here strive to achieve.

- ***Diverse Service Offerings:*** Don Sumdany Facilitation offers a wide variety of training programs and services, depending on the needs of various corporations. The company not only imparts life skills to younger teenagers and offers free vocational training programs to job seekers aspiring to study abroad, but it also combines consulting with HR recruitment services for other professionals, effectively catering to all target markets.
- ***Client Retention and Loyalty:*** The company performs particularly well in terms of client retention, as evidenced by the increase in client base. The quality of the training and customer satisfaction with the company show in this loyalty. Clients have verbally commented positively on the training in recommendation videos. On LinkedIn, Ghulam Sumdany Don engages in building strong client relations by providing occupational and business assistance. Nonetheless, it is repeat business and client loyalty that mostly contributed to Don Sumdany Facilitation's growth.
- ***Innovative Approaches to Training:*** Don Sumdany Facilitation stays ahead of the curve by adopting and even pioneering new training methods and activities. Sticky note activity, role play, IQ quizzes, fun games, surprise guest speaker's speeches, group activities, and Q&A sessions all these creative approaches during training make it a wholesome experience for the trainees.

Overall, this highlights how Don Sumdany Facilitation has effectively differentiated itself in the market, securing a competitive advantage that positions it ahead of other firms in the corporate training sector.

- **Survey Findings:** After collecting the responses from 50 people the survey findings came up. Here is the comprehensive breakdown of the survey findings:

How did you first hear about Don Sumdany Facilitation?
50 responses

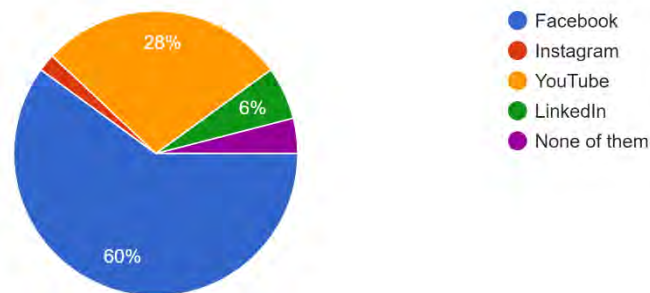


The first question aimed to identify the platform where Don Sumdany Facilitation is most effectively raising service awareness. For that, the options given were social media, word of mouth like from a close friend or colleague, and print media (such as banners, brochures), and online advertisements. So, according to the response, 74% of respondent (37 out of 50 people) responded, they first heard about Don Sumdany Facilitation on social media like through its Facebook page, YouTube channel, or company LinkedIn profile. Meanwhile, 14% (7 respondents) cited print media, and 10% (5 respondents) mentioned hearing about the company from a friend or colleague. Online advertisements were the least effective, with almost no respondents selecting this option.

These findings suggest that social media is the primary platform for raising awareness about Don Sumdany Facilitation's services, followed by print media, word of mouth, and, lastly, online advertisements.

Which social media platform do you usually see our content on?

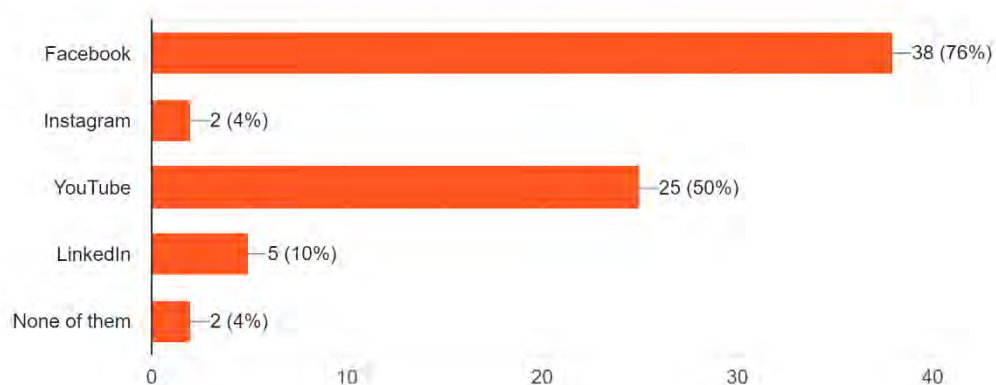
50 responses



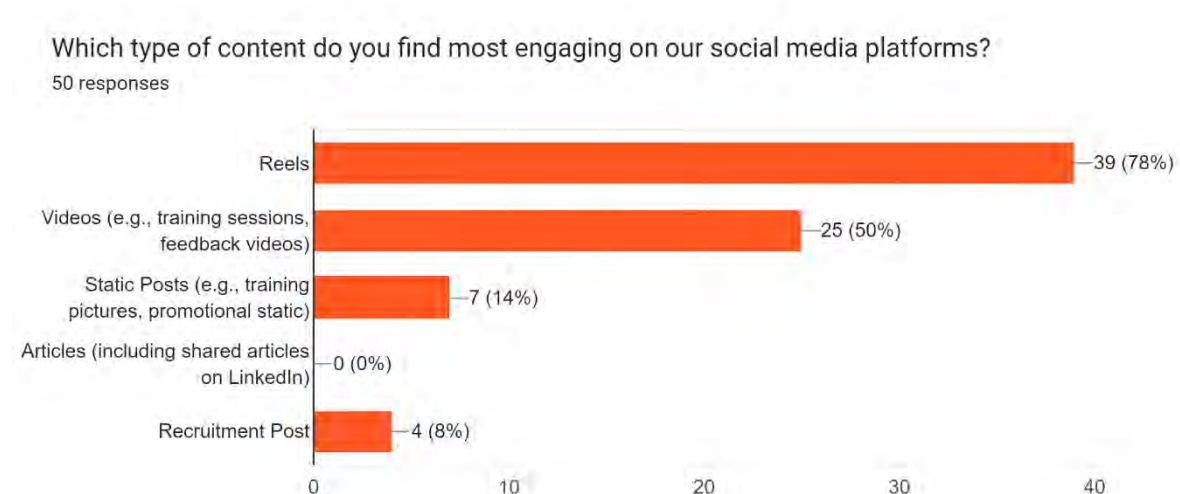
The results indicate that Facebook is the most common platform where people see Don Sumdany Facilitation's content, with 60% of respondents (30 people) choosing it. YouTube comes in second, capturing the attention of 28% of your audience (14 respondents). Instagram and LinkedIn are much less frequent, each used by 6% of respondents. Only a tiny fraction, 2%, reported not seeing your content on any platform listed.

Which of our social media platforms do you engage with the most?

50 responses



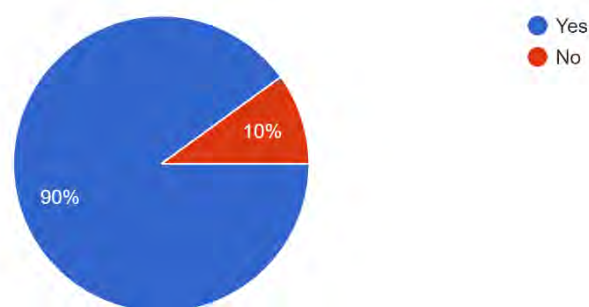
The bar chart indicates that Facebook is the dominant platform for engagement, with 76% of respondents (38 people) interacting with the company's content there the most. YouTube also plays a significant role, engaging 50% of respondents (25 people, or nearly half). LinkedIn comes in third with 10% (5 respondents), while Instagram and those who don't engage with the content at all each account for 4%.



Based on the result, we can see on the bar chart that Reels are the most engaging type of content, with 78% of respondents (39 people) finding them most appealing. Videos, such as training sessions and feedback videos, are also popular, engaging 50% of the audience (25 people, or nearly half). Static posts, like training pictures and promotional content, engage 14% (7 respondents), while recruitment posts engage 8% (only 4 respondents). Interestingly, no respondents found articles shared on LinkedIn engaging.

Have you ever attended a training session or event by Don Sumdany Facilitation?

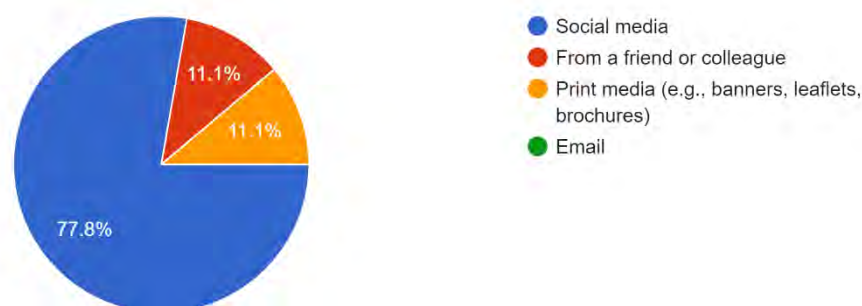
50 responses



The pie chart above clearly shows that a significant majority of participants, 90% (45 respondents), have previously attended a training session or event organized by Don Sumdany Facilitation. Only 10% of respondents have not yet participated in any sessions or events.

If yes, how did you learn about the training session or event?

45 responses

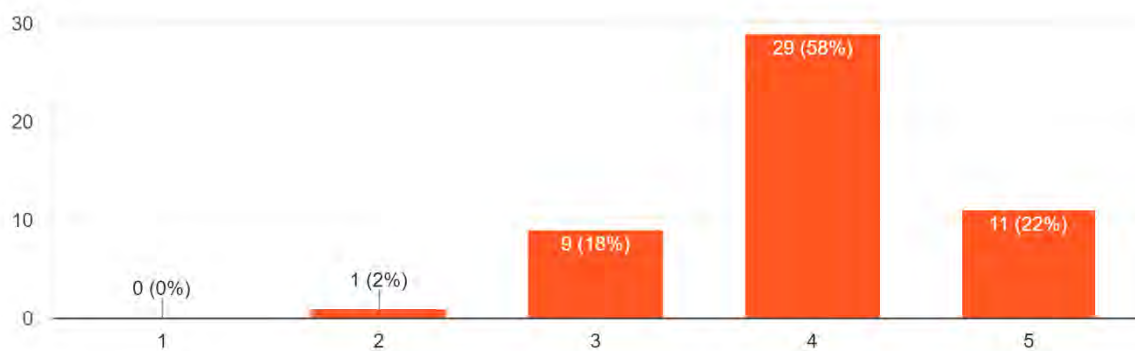


Linking with the previous question the participants were being asked if they had attended a training session organized by Don Sumdany Facilitation previously so from which platform they got to know about the event. However, the result of the pie chart reveals that a significant majority, 77.8% of respondents (35 people), learned about the training session or event through social media.

The remaining 22.2% of participants are evenly divided among other sources: 11.1% (5 respondents) found out through a friend or colleague, 11.1% (5 respondents) were informed by print media such as banners or brochures, and 11.1% (remaining 5 respondents) received information via email. This highlights the dominant role of social media in promoting the event, while other channels contributed equally but to a lesser extent.

How would you rate the effectiveness of our social media content in conveying our services?

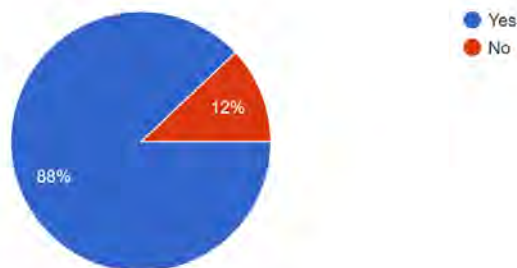
50 responses



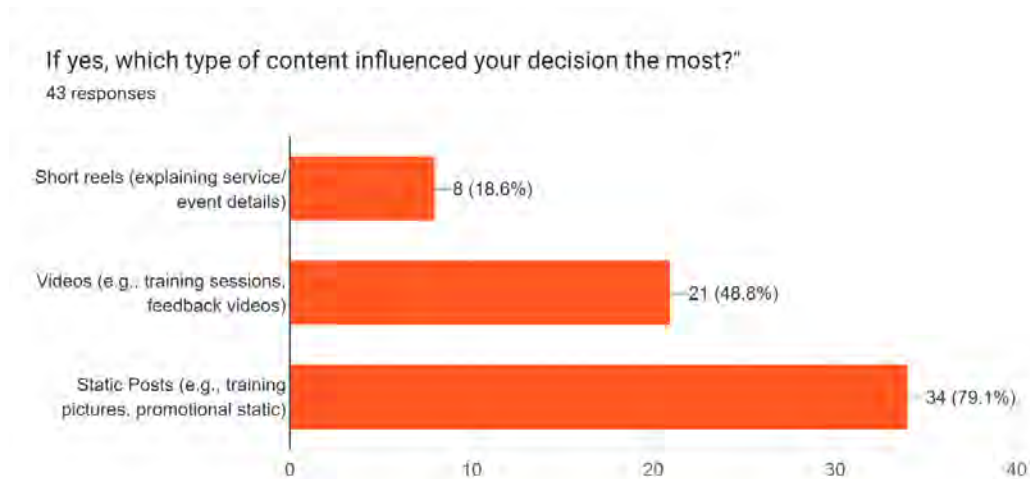
The result of this linear scale reveals that a majority of respondents (58%) rated the effectiveness of social media content in conveying services as a 4 out of 5. Additionally, 22% (11 respondents) gave it the highest rating of 5. On the lower end, 18% rated it a 3, and only one person (2%) gave it a 2. No respondents rated it a 1. These results suggest that while most find the content effective, there may still be opportunities to enhance its impact.

Have you ever made a purchase or signed up for an event or service after viewing our online content?

50 responses



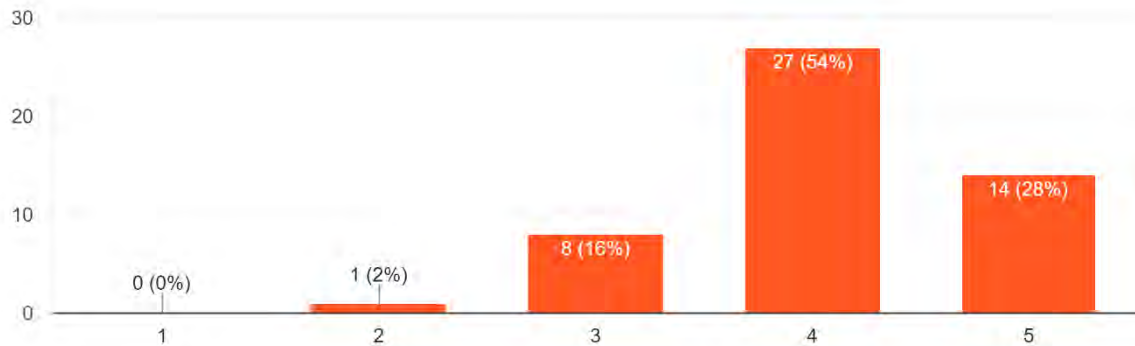
The result of this Yes/No question shows that 88% of respondents (44 people) have purchased a ticket or signed up for an event or service after viewing the online content, while only 12% have not. This indicates that the majority of the audience finds the content compelling enough to take action, highlighting its effectiveness in driving engagement.



In a follow-up to the previous question, participants were asked if they had signed up for an event or purchased a ticket, and what type of content most influenced their decision. The results indicate that static posts, such as training pictures and promotional slides, had the greatest impact, with 79.1% of respondents (34 out of 43) identifying them as the most influential. Videos, which included training sessions and feedback clips, also played a significant role, influencing 48.8% of participants (21 out of 43). Meanwhile, short reels, offering concise explanations of services or event details, influenced 18.6% of the respondents (8 out of 43).

How would you rate your overall experience with our social media content?

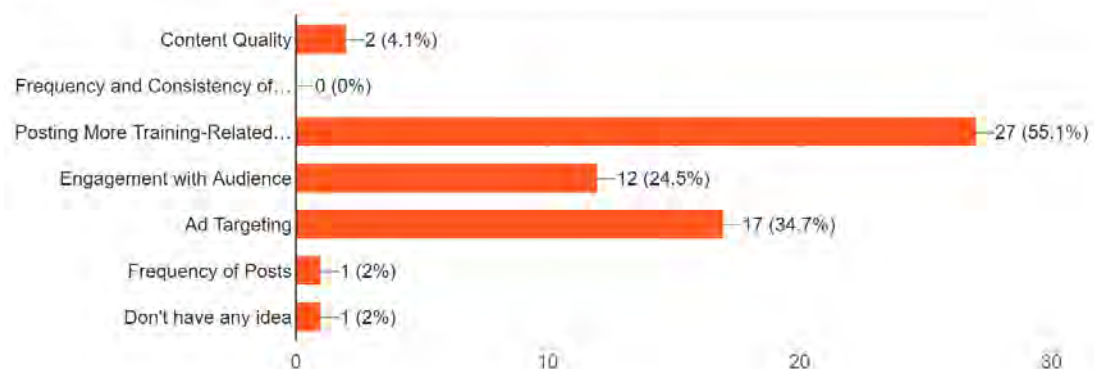
50 responses



The linear scale ratings indicate that most respondents had a positive experience with the social media content. Out of 50 responses, a majority awarded the content a rating of 4 (54%) or 5 (28%), reflecting a generally favorable impression. A smaller segment rated it a 3 (16%), and just one respondent gave it a 2 (2%). Notably, no one rated their experience as a 1. These results suggest that while satisfaction levels are high, there is still potential for improvement to reach even greater satisfaction levels.

What do you think we could improve in our digital marketing efforts?

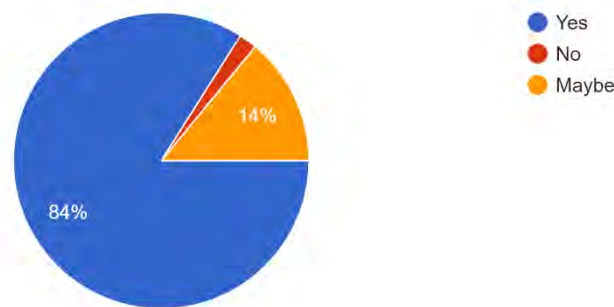
49 responses



In the above section, participants were asked to suggest how the farm can improve their digital marketing efforts. The results indicate that the top priority for improvement in digital marketing efforts is posting more training-related content, with 55.1% of respondents (27 people) selecting this option. Ad targeting was the second most suggested area for improvement (34.7%), followed by increasing engagement with the audience (24.5%). Very few respondents highlighted issues with content quality (4.1%), and none expressed concerns about the frequency and consistency of posts. This indicates that while participants are largely content with the quality and consistency of posts, they see room for improvement in posting more relevant content, better ad targeting, and enhancing audience engagement.

Would you recommend Don Sumdany Facilitation & Consultancy to others based on your experience?

50 responses



In the final survey question, respondents were asked if they would recommend Don Sumdany Facilitation & Consultancy. The results show strong support, with 84% (42 out of 50) indicating they would recommend the service. Additionally, 14% (7 respondents) were uncertain, choosing 'Maybe,' while a small minority of 2% said they would not recommend it. These findings suggest a generally positive perception of the consultancy's offerings.

To conclude, the survey findings provided valuable insights for analysis. Don Sumdany Facilitation has used its Facebook page to reach out and engage the maximum number of people, indicating effective digital marketing strategies. Based on the restOnline ads, however, seem to have the lowest effectiveness, whereas more conventional means of spreading the word, such as print media and word of mouth, do help raise awareness to some extent. However, several studies indicated that advertising online opens up the possibility of reaching a wider audience. According to Imsa & Irwansyah (2020), online advertising allows consumers to directly engage with businesses from their point of view. Consequently, several studies examine the efficacy of online advertising from the perspectives of both consumers and businesses. Moreover, because the postings are consistent and of high quality, participants have a favorable experience with the content as a whole. The results, however, point to the need for concentrating efforts in certain domains. There appears to be a strong audience preference for training-related material, as respondents have expressed a desire for more of it. Also, ad targeting might need some work to make sure the correct folks see the proper ads. With ad targeting, businesses can determine exactly which group is most likely to click on their ads and make a purchase. Internet Protocol (IP) address data gives a precise demographic to aim after. Location, behavior patterns, and the ability to recall previously visited websites are among the crucial pieces of information revealed by this data (Imsa & Irwansyah, 2020).

Furthermore, audience engagement is another area with room for improvement because participants have shown a desire for more participatory and captivating material. Not only does the high propensity for respondents to suggest Don Sumdany Facilitation show that people have a favorable impression of the brand, but it also shows that there is room for improvement in the company's digital marketing methods, which might lead to more satisfied consumers and more sales. By tackling these areas, the firm can expand upon its current capabilities and maintain its growing influence and effect.

3.4 *Summary and Conclusions:*

The report aimed to analyze various digital marketing tactics, methods, and implications utilized by the training and consulting firm Don Sumdany Facilitation that have significantly impacted their business growth, specifically sales generation. This paper's literature review delved into the firm's social media and content marketing strategies, which were sourced from the firm's social media analytics report. Besides the detailed lead generation campaign, which is the major source of generating sales by utilizing digital marketing strategies, Furthermore, the comprehensive competitive analysis provided valuable comparative data that analyzed the firm's competitive position compared to other prominent industry competitors. The paper's methodology section provided an analysis of two types of data collection methods (quantitative and qualitative) to collect valuable numeric and qualitative data to analyze the impact of social media and digital marketing strategies that have been employed. The primary aim of this analysis is to evaluate the effectiveness of the firm's use of these strategies in achieving its primary business objectives, which include expanding its reach to a larger audience, engaging them with effective social media marketing strategies, generating leads, and ultimately boosting conversion rates for sales. After analyzing social media performance, lead generation campaigns, survey results, and competitive analysis, the provided data indicated the strategies that are successful in sales generation and also pinpointed the areas that need improvement.

In conclusion, this paper provides insightful information about the digital marketing strategies used by Don Sumdany Facilitation & Consultancy. The outcome highlighted the significance of a comprehensive digital marketing strategy in achieving organizational goals and gaining a competitive edge in this sector. This report is a useful tool for firms looking to maximize the impact of their digital marketing initiative, and it also provides opportunities for hands-on learning for those, especially interns, who want to have a deeper grasp of digital marketing and how it positively impacts sales generation.

3.5 Recommendations/Implications:

The findings and analysis section of this paper identified areas that require further investigation to achieve the ultimate goal of utilizing various digital marketing strategies to enhance audience engagement, boost conversion rates, and ultimately boost sales generation. Hence, the recommendations indicated in this paper can play a key role in future digital marketing strategy planning and implementation, which can ultimately influence sales generation and attain a competitive edge in the industry. The company utilized various social media platforms effectively to strengthen its online presence. The company is generating higher engagement on Facebook, according to both survey findings and the analytics report. However, the reach of the content and client feedback suggest that the company's Instagram account requires attention. The company should devise diverse strategies to enhance the reach and engagement of its Instagram content. Particularly in the case of Instagram reels, the available features offer a significant advantage in achieving social media objectives, which in turn can positively impact digital marketing strategies (Yuvarani & Saravanan, 2021). Instead of just cross-posting Facebook content, the company should come up with separate content and digital marketing strategies to ensure that the content is engaging as well as entertaining.

Furthermore, the audience's feedback was crucial in identifying areas for improvement, particularly in terms of online ad engagement, ad targeting, and posting content that resonates with the audience. Though several studies discussed that the maximum number of people find online ads annoying and prefer to skip them, it has a huge impact on building brand loyalty and attitude (Davidavičienė & Vida 2012). Aside from that, businesses can determine exactly which group is most likely to click on their ads and make a purchase with ad targeting (Imsa & Irwansyah 2020). However, Don Sumdany Facilitation's service dimension has increased significantly, leading the company to target various demographics. Ad targeting can come in handy here.

Moreover, in addition to posting reels about various TV shows, events, and educational content, the company can include several unique pieces of training-related content in the content calendar. This will provide audiences with a glimpse of the company's training program. Examples of such content include short reels featuring participant feedback, glimpses of training activities, and live broadcasts during training events. Furthermore, the results of lead generation campaigns indicate that promotional video content has a greater potential to generate leads.

Additionally, some researchers have highlighted the positive impact of video content on lead generation (Joseph, 2023) Therefore, the digital marketing team must give additional focus to their content strategy, create high-quality content, and edit video content to optimize campaign results. Improvements in these areas can maximize the digital marketing outcome and, ultimately, sales generation.

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Appendix

Final Proposal Part

Introduction:

Due to the unparalleled chances, it offers companies to connect and interact with their target customers, digital marketing has completely changed the way organizations develop. Numerous digital tactics, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and pay-per-click advertising, have emerged as a result of this shift (Naveena & Devi, 2024). These technologies provide organizations the ability to precisely assess campaign performance, tailor content, and engage with customers in real time. With cost-effective alternatives that can be customized to practically any budget, digital marketing leveled the playing field for businesses of all sizes (Naveena & Devi, 2024). However, among all types of digital marketing strategies, social media marketing has become one of the most effective and rewarding methods for engaging target audiences and converting them into potential customers. According to Fan 2023, social media marketing is the most successful strategy a company can utilize to increase traffic, create leads, get useful information about the market and rivals, save expenses, receive client feedback, and boost brand visibility. This report discusses the impact of how a training firm, “Don Sumdany Facilitation & Consultancy” utilizes a range of digital marketing specifically social media marketing strategies to effectively target its core audience for corporate training, learning events, brand collaborations, and workshops. By curating engaging social media content such as videos, reels, snippets, and static posts, the company aims to connect with its audience and drive actual sales by boosting the overall conversion rate.

Background of the Industry:

In today's fast-paced business environment, training and skill development programs are crucial for boosting employee performance and productivity in the workplace. In recent years, people have recognized the importance of skill development for securing jobs, enhancing performance, and accelerating career growth. In order to enhance employee performance and promote consistent career advancement, a large number of small training companies, a number of well-known professional trainers, and online mentors provide soft skills development programs. These programs focus on interpersonal skills such as communication, collaboration, time management, flexibility, and emotional intelligence. Employees recognize the relevance of soft skills in the workplace and appreciate these programs for contributing to successful cooperation, increased teamwork, and overall professional growth. Nowadays, Bangladesh's rise in global economic prominence is driving substantial changes within its corporate sector. This expansion necessitates a workforce equipped with international business expertise. To address this growing requirement, corporate training programs are becoming increasingly vital. These programs aim to enhance employee skillsets, ensuring they possess the capabilities necessary to navigate the complexities of today's interconnected business landscape.

PORTER'S FIVE FORCES

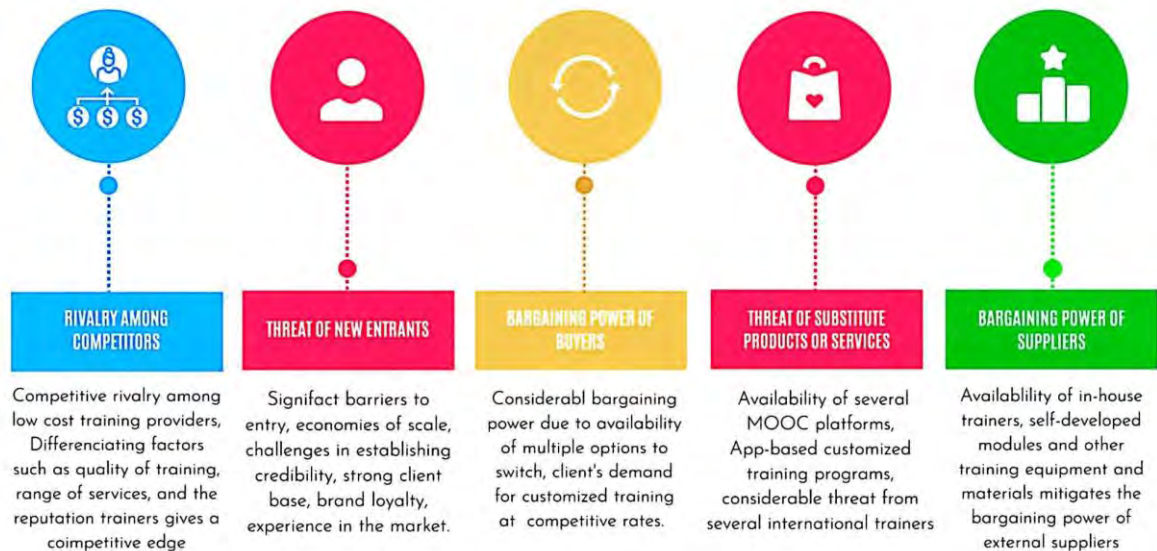


Figure 15: Porter's Five Forces Industry Analysis

Rivalry Among Competitors: "High"

- Competitive Landscape:** In recent years, numerous training farms have emerged in Bangladesh, offering high-quality training programs that attract people's attention. Consequently, companies providing corporate or public training are now employing a range of strategies to stand out from competitors. These include leveraging digital platforms, running creative marketing campaigns, thinking about out-of-the-box training activities, and booking premier venues. The industry has thus become highly competitive. Additionally, the presence of several low-cost training providers has further intensified this competition.
- Differentiation:** Training farms create differentiation by developing a strong and reputable image for their internal trainers, ensuring high-quality training, hosting

sessions in premier venues, incorporating creative and engaging activities, and offering a diverse range of services.

Threat of New Entrants: “Low”

- **Barriers to Entry:** While the landscape of the training industry is shifting with the rise of several new training providers like online training programs, digital soft skill coaches, and free training options, establishing a strong client base or credibility can pose significant challenges for newcomers.
- **Brand Loyalty:** Several established training firms have earned strong customer loyalty through years of experience in the industry, posing challenges for newcomers.
- **Economies of scale:** Larger firms benefit from economies of scale, enabling them to offer more comparable services at competitive pricing.

Bargaining Power of Buyer: “High”

As numerous training providers have emerged in the industry, clients have the flexibility to choose the option that best suits their requirements. As a result, clients are increasingly demanding customized training at competitive rates.

Threat of Substitute Products or Services: “High”

As people began to recognize the importance of soft skills training, numerous substitutes and options emerged in the industry, presenting tough competition to existing players. The availability of several MOOC platforms (Massive Open Online Courses) such as Coursera and

Udemy, along with free courses and training, poses significant threats. Additionally, app-based customized training programs have become popular alternatives for those looking to improve their soft skills conveniently.

Bargaining Power of Suppliers: “Low”

Most of the training companies depend on their in-house production or resources like their own qualified trainers, training equipment, and modules which mitigates the need of external suppliers. And that’s why the bargaining power supplier is substantially low.

Background of the company (Don Sumdany Facilitation & Consultancy):

Don Sumdany Facilitation & Consultancy is a renowned corporate training and consultancy firm founded by the renowned corporate trainer, one-to-one coach, and motivational speaker Ghulam Sumdany Don. In a remarkably short period, the firm has earned considerable acclaim for its expertise in professional development and has worked closely with a variety of clients spanning different sectors, including banking, RMG, multinational corporations, and NGOs. Besides, each year it launches the nation's biggest learning & public speaking event named, “Rise Above All”, collaborating with renowned brands, and famous guest speakers. Additionally, the company organizes corporate training sessions periodically for employees from various corporate giants. In the current digital landscape, Don Sumdany Facilitation & Consultancy acknowledges the significance of utilizing digital marketing platforms to broaden its audience, attract prospective clients, and boost sales. Acquiring insights into the intricacies of digital marketing tactics and their impact on sales outcomes is essential for Don Sumdany Facilitation & Consultancy to remain competitive in the training sector.

Objective:

- Evaluate the company's social media content strategies, such as posting frequency and engagement approaches, to improve audience reach and interaction.
- Investigate the effectiveness of creative content, such as reels, videos, and promotional static, in increasing brand recognition and consumer interaction on Don Sumdany Facilitation's social media channels.
- Evaluate the effectiveness of paid advertising and lead-generation strategies in attracting the target audience and converting them into active participants in training programs and events.
- Analyze client survey data and social media analytics to identify trends and improve content strategy and digital outreach.
- Evaluate competitors' strategies to identify potential areas where Don Sumdany Facilitation can differentiate itself, offering unique value propositions and gaining a competitive edge.

Rationale:

In today's business landscape, digital marketing has become an influential tool for companies seeking to engage consumers and prompt specific actions, like completing a purchase. As a leading training company, it is very important to understand how various digital marketing strategies help to attract potential target customers, generate leads, and eventually convert them into actual participants in training, workshops, and learning events. This data-driven analysis is projected to generate actionable insights for optimizing Don Sumdany Facilitation's digital marketing strategy, potentially leading to measurable improvements in sales performance and business growth.

Preliminary Methodology:

- ***Data Collection Method:*** This research aims to investigate the impact of various digital marketing strategies on Don Sumdany Facilitation Consultancy's sales generation and conversion rates. Hence, this research will mainly focus on quantitative data collection methods that will include gathering numeric data from previous lead generation campaigns, social media analytics reports like Facebook Insights and Instagram Insights will provide data on reach, engagement, and website traffic generated from social media campaigns, and social media analytics software like Meta Business Suite, YouTube Studio that will gather data on audience demographics, content performance, and conversion tracking. etc. These data will be analyzed to identify correlations and potential causal relationships between specific digital marketing strategies and Don Sumdany Facilitation's sales performance.
- ***Survey & Questionnaire:*** Developing a survey questionnaire that will include questionnaires targeting Don Sumdany Facilitation's customers or potential clients to collect insights on their interactions with Don Sumdany Facilitation's digital marketing initiatives and their purchasing behaviors.
- ***Lead Generation Campaigns:*** The analysis will also focus on the success of lead generation campaigns managed through Meta Business Suite. Information on leads acquired, engagement levels, and conversion rates will be reviewed to identify which approaches are most effective in drawing in potential clients and boosting sales.

- ***Social Media Analytics Reports:*** Information from platforms like Facebook and Instagram will be leveraged to measure how effective the company's digital marketing is. These reports will offer valuable data on metrics such as engagement, reach, impressions, and website traffic, which will be reviewed to assess the success of various content formats and marketing campaigns.
- ***Competitive Analysis:*** This research will also encompass a competitive analysis, involving thorough investigations into competing farms to gather insights on their campaigns, customer engagement strategies, and overall digital presence. These findings will be compared with Don Sumdany Facilitation's digital marketing effectiveness.

Data Sources:

Data will be gathered from both primary and secondary sources. Primary data will be obtained through Don Sumdany Facilitation consultancy's internal sales reports, social media analytics reports, lead generation campaigns, social media analytics software, and client feedback collected via surveys. Secondary data will include information from industry reports, articles, and case studies related to the industry.

Resources Needed:

To conduct this research, it is essential to have access to Don Sumdany Facilitation's internal sales and marketing data, collaborate with relevant departments, and receive guidance from supervisors and mentors.

Limitations:

- As the study demands sharing confidential information hence, obtaining Don Sumdany Facilitation's internal sales and marketing data can be challenging due to potential access restrictions.
- Focusing on past data for marketing impact may be insufficient as digital marketing evolves rapidly, and past success doesn't ensure future results.
- Surveying Don Sumdany's clients may include the risk of selection bias, but can be mitigated by including a broader audience or using competitor analysis and industry reports.