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INTERNSHIP REPORT
On

SOCIAL MEDIA MARKETING IMPACT ON EVENT FACTORY

Prepared for

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Prepared by

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13th December 2018

Ms. Subhat Ehsan

Lecturer, BRAC Business School,

BRAC University.

Subject: Submission of Internship Report, Fall'2018

Dear Sir,

With all due respect, this is to let you know that this is Abrar Shahriar, ID; 14304142, hereby submit my internship report on" Impact *of Social Media Marketing on Event Factory"* authorized under your supervision as one of the requirement for compelteion of BUS 400 (Internship).

This report endeavors to analyze my learning experience of three months' internship period at Event Factory's Marketing and Communication department under the direct supervision of CEO of Event Factory. The report later on discusses the impact of Social Media Marketing of Event Factory and the process behind it

I am very much thankful to you and your supervision in the preparation of this report and sincierly hope that this report shows my best effort and learning experience that I have had over the three months and live up to your expectations. Therefore, I pray and hope that you would accept my internship report. In case of any shortcomings, it will be my honor to answer any clarification and suggestion regarding the report.

Your Obediently,

Abrar Shahriar

Abrar Shahriar

ID: 14304142

BRAC Business School, BRAC University

ACKNOWLEDGEMENT

At first, I am very much thankful to almighty Allah for giving me the strength, ability and courage complete my internship program along with this report despite all the barriers. It also gives me such pleasure to thank countless person who have been directly and indirectly have helped me, guided me and showed me the right way. First of all, I would like to express my gratitude to my internship supervisor Ms. Subhat Ehsan, who has been kind enough to guide me throughout the semester completing my internship report. Her patience with me, through all my mistakes I have made, are noteworthy. Her assistance in writing this report has been crystal clear which has guided me to finish my report in due time. Secondly, I would like to express my gratitude to Mr. Ashiqul Oly, Digital Marketing Specialist at Event Factory for mentoring me as well provide me hands on experience about Social Media Marketing. I would also like to show my gratitude to Mr. Rafid Kader Rivu, CEO of Event Factory for being patient with me through all the mistakes I have made and rely on me.

Moreover, I would like express my sincere thanks to the Marketing Team of Event Factory who have helped me during my work tenure and help me to develop myself. The experience I have gained in an unforgettable one.

LETTER OF TRANSMITTAL

This is to ensure that Abrar Shahriar, ID: 14304142, BBA Program, BRAC Business School, BRAC University has worked on this report and the title of the report is "Impact of Social Media Marketing of Event Factory" to meet the requirement of internship program. This report is the final internship report and I acknowledge that.

I wish all him a very prosperous career and life ahead.

Ms. Subhat Ehsan

Lecturer, BRAC Business School

BRAC University

EXECUTIVE SUMMARY

While First world countries are shifting to Online Media leaving offline media as an obsolete one, it is high time to take this change into effect in Bangladesh. The rapid growth of Smartphone users and expansion of Fast Internet is leaning us towards a destination where we believe Digital Marketing is the future. and the more and more people are connected to internet, social media platform are seeing exponential expansion. Hence, the significance of Social Media Marketing cannot be ignored.

Even though, Social Media Marketing is a very new concept in Bangladesh, but it is catching on very first. The brands, realizing the importance of it, emphasizing more on it. More importantly, Small brands or Local Startup like Event Factory rely on Social Media as a primary channel of communication due its scalability and return on investment.

Event Factor is a vertically integrated Event Management firm with four wings envisions to bring revolution in Event Management Industry. With a mission of making clients envision of their events come true and make their events just as magical and sophisticated as they desire, the journey of Event Factory began. And since then, Event Factory have been working their way through and creating revolution.

This report includes Social Media Marketing Impact on Event Factory which encompasses History of Event Factory, what it does, how it operates in Social Media, the process to run a campaign and the impacts of it along with Digital marketing landscape of Bangladesh.

Here, the strategy Event Factory employed to attract customer during wedding season to generate leads through social media has been well executed due to proper optimization and strategical execution. In this report, I have explained as thoroughly as I could to illustrate the level of significance one company could achieve through Social Media Marketing.

TABLE OF CONTENTS:

Table of Contents

Table of Figures

CHAPTER 1
Introduction

1.1 Introduction:

Facebook, Twitter or Instagram? Is there a single day goes by when we don't scroll through any of the social media websites at least once? Probably not. And this is not uncommon at anywhere in the world. Through a variety of social media websites, the number of traffic these pull through on a daily basis are shocking. From its inception, Social Media has evolved from being a cyber-geek buzz to a vital factor for mass platform including Business, Entrepreneur, Professional and Individuals. At this moment, our day to day life is so eccentrically surrounded by Social Media websites, we find it odd if someone live off by it. Right now, the impact of Social Media in our life is impeccable. Not only it changed our interaction with people and our behavior it has also dramatically changed business process, how it interacts with customer and how it changed customer's expectation.

Social Media has been around since dawn of world wide web. And in the last 10 years we have seen a massive spike of engagement and popularity around it. These engagements included conversation, commentary and other user generated interactions. Due to this, Social Media Marketing has evolved through Content Publications and it has dramatically become simpler. Based on the tools available in social media platform as well as via third party, creating contents have become insanely easier for non-technical web users. Blogs, hosted communities, Rented and third party community have become more user friendly than ever and by the blessing of technological advancement, web communication has shifted to one-to-many froms to many-to-many.

In the context of Business, radical shift in Web Consumerism and exponential increase n Social Media engagement, Business now has more responsibility as well as opportunity. Since its inception, Social Media Has quickly became one of the most important segment of Digital Marketing providing outstanding benefits that help business to communicate and scale up Marketing Activities to millions of people worldwide. And more importantly, despite the size of the business, whether it's a local Shop or giant Multinational organization, Social Media Marketing has a place for everyone and plays a rudimental part in overall marketing strategy.

1.2 Origin of the Study:

The report, titled "Social Media Marketing Impact of Event Factory" is prepared with the intention to fulfill one of the requirement of Internship, Course: BUS 400 of BBA Program

at BRAC University. The paper is prepared under the direct supervision of **Ms. Subhat Ehsan**, Lecturer, BRAC Business School of BRAC University, **Mr. Ashiqul Oly**, Digital Marketing Specialist of Event Factory and **Mr. Rafid Kader Rivu**, Chief Executive Officer of Event Factory. I have been involved with Event Factory in Marketing and Communication Department since 1ˢᵗ August, 2018 and working here as an Intern and I have prepared this report in association with mu assigned responsibility. The purpose of this internship report is to relate my working experience at Event Factory specified to Social Media Marketing and its impact on the organization. The report will also demonstrate the process of Social Media Marketing, a campaign I have help to design and its outcome.

1.3 Background of the Study:

Over the last couple of years, Bangladesh has seen a rapid expansion in users in Social Media Platforms. Among many of the platforms offered in web, the most popular in Bangladesh are Facebook, Instagram, YouTube, LinkedIn, Pinterest and Twitter. A study conducted in January 2018 shows that, in our country we have a 49% Internet Penetration and 18% of total population are actively using Social Media. And the number is increasing exponentially. As we used to say, Internet brings the whole world a lot closer is a lot more visible and practical due to Social Media. Due to this, from a small time company to large company emphasize very much on Social Media in the digital marketing context to put the brand's name out there. We can safely assume that, the need of Social Media in any business is just getting started, and it grow bigger and stronger within a very short period of time.

Like the rest of the world, here in our country, we are also seeing the same scenario. The amount of people getting connected with internet is increasing. This can be highly reflected by the growth of Smartphone user and how telecom operators put their best effort to offer the best possible internet experience. Not only the growth signifies our development, it has also caught attention of Marketers. Not very long ago, despite being a very new concept in our country, we used to think Digital Marketing only concentrated on Email Marketing. Now a day, Organization approach Digital Marketing in a much more holistic manner. During m internship period at Event Factory, I have to opportunity to learn a side of Social Media Marketing, Facebook from one of the Top Digital Marketing Specialist of our country: Mr. Ashiqul Oly

and was fortunate enough to run and optimized a campaign in object to Employer Branding and Talent Acquisition. With this report I also tried to illustrate the Social Media landscape of Bangladesh and how Event Factory capitalize on it. However, some of the primary information has been omitted in this report due to organizational policy of Event Factory.

1.4 Scope of the Study:

Whether it's a small startup or a giant corporation, the necessity and importance of Social Media Marketing is inevitable and impeccable. Starting from maintaining brand presence to lead generation and drive potential consumers to website as well increase in sales, all these can be impacted by Social Media Marketing. At this moment, along with several MNCs, telecom companies and local leading firms spends and emphasize very much on Social Media like Facebook, Instagram, YouTube and Twitter to maintain their Brand Presence. Small and Medium Company's like Event Factory rely on Social Media primarily for Lead Generation and Sales. Company like Event Factory who prefers not to opt for Mass Media Channel focus on Digital Marketing I.e. Social Media Marketing as it can be scaled up or scaled down depending on the objective and marketing budget. According to current scenario, many of the local businesses are starting to realize the necessity of Social Media Marketing due to its effectiveness and higher ROI.

Hence, this report is intended to illustrate a detailed picture of the Social Media Marketing of Event Factory. In this report, we will discuss the process of how to run and manage a campaign, how to identify the perfect Target Audience and generate content that can bring maximum engagement and finally what other platforms Event Factory can go for.

1.5 Statement of the problem:

This study specifically aims to find the Social Media Marketing landscape of Bangladesh, how Event Factory is being affected by it and how it data insights can improve the decision making in the prospects of Social Media Marketing.

1.6 Objective of the Study:

1.6.1 Broad Objective: The Primary objective of the study is to analyze Social Media Marketing strategy of Event Factory. After narrowed it down to specific objectives:

1.6.2 Specific Objective:

 a. Analyze the Social Media Marketing Landscape of Bangladesh
 b. Analyze the process of Social Media Marketing of Event Factory
 c. Understand the relationship between Engagement and Social Media Presence
 d. Find out possible alternate solution to Social Media Marketing in Digital Marketing context.

1.7 Literature Review:

According to Techopedia, a technology based information website, **Social Media Marketing** refers to a technique that mainly targets around social media websites and application to amplify brand awareness or promote a particular product or services. These marketing campaigns usually focused to establish and promote social media presence, creating user generated contents and communicate with them through engaging contents and develop and cultivate customer relationship through customer feedback throughout the campaign. In today's advanced technology and data driven culture, Social Networking platform have become and boulevard for marketers where each and everyone have the endless possibility to reach and communicate to wider range of audience. According to CHI (2011, 46), Social Media Marketing is referred as a connection between brands and consumers where brands offer a personal channel and currency for user centered networking and social interactions. While discussing its impact Mangold and Faulds (2009) explained that the tools and approaches for interating with customers have been dramatically changed with the emergence of social media and so all sort of business should have the tendency to adopt and learn how to use social media and capitalize on it. The case is especially true in terms of gaining a competitive advantage. Which is why, in this review, we have tried to examine existing literate that focus on Business that are being impacted by Social Media Marketing. By reviewing all these, we see that, Social Media Marketing do have the potential to become the only platform for a brand where it can focus its marketing strategy towards it or it can work as an extension of current marketing strategy.

To consider Social Media Marketing as a tool, one must understand every aspect of it and first and foremost is Web 2.0. Web 2.0 can be defined as a new way of using World Wide Web where content is continuously changed by all the operations in a collaborative sharing way (Kaplan and Haenlein 2010). It is a participatory version of the earliest edition, where it emphasizes user generated content, ease of use (even by non-technical users), have participatory culture and can work very well with other third party products, systems or devices.

Even though Social Media has advanced from simply providing a platform to interact with each other, over the years, gradually it became very complex, technically. It now allows marketers to make data driven decision, find behavior pattern and most importantly it allow marketers to promote product and services in the most optimized manner. Now Social Media acts as place where consumers can learn more about their favorite companies and about the product and service they offer. *"Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers' ability to reach shoppers through new touch points"* (Shankar et al. 2011, 30). This is also important for marketers to become responsive to the factors of Consumer attitude and purchase motives due to fast paced trend change. On the other hand, it is also significant to remember about competitors and their strategy and determine. Shu-Chuan Chu, Assistant Professor of Advertising at the College of Communication, DePaul University, has examined the link between Facebook brand related group participation, advertising responses and the psychological factors of consumer which helped to determine how the users within the group are intend to disclose personal data than users who weren't member. Chu (2011) explains this group engagement with a theory that Online ad require a much higher level of personal information mostly because users openly reveal their connection with Facebook groups and promote brands when share the ad with friends and family. Here in this context, research has shown that, marketer can increase awareness and reach potential customers by emphasizing engagement on Social Media sites. As now, more and more people find the easiest and productive way to communicate in Social Media, engaging contents are becoming much more viable communication method to interact with customers and increase the effect of word of mouth. Shopper now go through the entire buyer journey in Social Media where it is marketer's success to walk customers through this journey by adding value. According to Curran et Al. (2011), almost 1 in every 12 people in the world is an active Facebook user which indicates the potentiality of a ready market of a product

or services. Hence as a marketer we put emphasize on increasing company' brand image on Social Media. New tools and methods are allowing us for more personal and targeted communication which results in more engagement and ultimately more sales.

On the other hand, as history suggests, one of the common obstacle Marketers always faced is getting customer feedback. The moment marketer realizes feedback of marketing stimuli using traditional platform, it had already been too late. But Digital Marketing, specifically Social Media has changed the concept. In Facebook, we now can target multiple target audience using multiple creative and communication message at the same time without disrupting any of the segmented market. Here, we can instantly get the feedback and can make proper correction if deemed necessary. It has also been clear that, when marketers from large company launch or present a new product or services, they always consider both traditional and digital media in order to ensure maximum reach and engagement in all aspects of Target Audience. On te contrary, small and medium companies like event factory make sure their advertising money is well spent and have maximum return on investment. And as we know "*Anyone who's not engaged in some form of social media is [making] a mistake in today's world given the volume of people [who have] embraced and utilize social media*" (Le Veque as cited in Gonzalez 2010, 84).

1.8 Methodology

In this report, the nature of study is mostly qualitative. The collected data are derived mainly from secondary sources. However, some qualitative data have been collected and presented to understand the market status, current behavior pattern of consumer and to analyze trend. There also have been scopes for subjective reasoning in respect to local laws and regulations practiced and administered by the authority. All the issues came forward when conducting this study have been explored through assessing and analyzing information collected from previously written articles as well as different primary and secondary resources. More to this, some internal information has been collected, from personal interview as well as Facebook Page insights of Event Factory Facebook Page.

1.8.1 Data Collection and Interpretation:

This report contains data that are collected from both primary and secondary sources. Some of the information are collected from one to one interview of Event Factory Personnel and some are collected from Facebook Insights and Business Manager.

1.8.2 Secondary Sources:

- Event Factory Archive
- Brand Book of Event Factory
- Facebook Blueprint
- Hubspot Inbound Certification
- Audience Insights from Facebook Business Manger
- Academic Papers and Journals
- Web Articles, Statistics and Online tools

1.9 Report Review:

The whole report is categorized into four chapter and each of the chapter contains more than one section which describes the information grouped together for better understanding. The chapters are listed below:

Chapter 1: This chapter provides the origin of the report, background of the study and problem statement. It also includes scope of the report, methodology, literature review and limitations of the study.

Chapter 2: This chapter contains detailed information about Event Factory, History of Event Factory, its wings and services it provides

Chapter 3: This chapter explains the Job I am assigned to do at Event Factory

Chapter 4: Chapter 4 discussed the Social Media marketing and its impact of Event Factory. It also explains the process and Social Media Landscape of Bangladesh.

Chapter 5: In this part, I have explained the recommendation and concluded my report.

1.10 Limitation of the study:

The report is focused on Social Media marketing impact of Event Factory. While preparing for the report, no major limitation has been faced as well as no significant amount of cost was incurred. However, some minor issues that I have encountered are listed below:

a. Confidentiality: Event Factory is very strict about sharing details about the operational data or client information

b. Data Availability; Since event Factor is a startup, many of the data are not well orgnazied or available at this moment.

c. Time Constraint: Being one of the newest concept in Digital Marketing context, there were so many things I had learn from scratch. Three months of time period made it even more difficult.

d. Lack of Proper analysis: This report does not contain any proper analysis using any survey method. The aim of this report is to use available data that can be used for social media marketing and to show how it can impact a company.

CHAPTER 2
Organization Review

The event management market in Bangladesh is a promptly growing market, however the industry is very much scattered. There are numerous Event Management Companies where not all of them are registered. Existing firms can be mostly categorized in 2 different sectors, Weddings and Corporate events. According to a study, in 2014 there were about 40 mid to large scale Event Management firm where in 2018 industry has sprouted over 100 companies.

The word "Event" refers to any sort of happening, occasions or affair and the word management is- the process of dealing or controlling things or people. Interesting fact, when these two words combine together they become a cliché. In the context of our country an event management firm is one of the most common organizations which can be found here and there and basically this is very much anticipated as well. An event management firm is that organization which delivers the service of organizing an event in the most efficient and cost effective manner. If seen from the 3rd eye perception, from a simple family to a giant multinational corporation, event happens more likely on daily basis. In a family, events like birthday, wedding and in corporation's events like seminar, workshop, meetings occur frequently. In the earlier time, in both context family and corporations an event is organized by themselves. But the trend has been changed. People are now more cautious about their valuable time and energy. They now appoint an event management firm to organize an event more efficiently and flawlessly then they themselves can ever could. This is one of the primary reasons that the market of Event Management yields high profits and requires a lot less startup capital than any other business. And this is why the demand as well as numbers of event management firm is increasing.

2.1 Event Factory:

With a vision of making clients envision of their events come true and make their events just as magical and sophisticated as they desire, the journey of Event Factory began. And since then, Event Factory have been working their way through and creating revolution. Starting from customized decor to trendy and fun and sophisticated ideas, Event Factory employs a whole team to cater client's need and wants. Be it wedding or Product Launching, Event Factory has what it takes to perform with perfection. Event Factory is only company in Bangladesh which brings innovation in traditional Event Management adopting fast moving technology with a view to offer an outstanding customer experience. It has extended the operation vertically to capture and to make the whole process a lot easier Event Factory has recently launched its Ecommerce division. Moreover, Event Factory has launched four other wings to in object to provide one stop solution to customer. The wings include: Digital

Marketing and Design Solutions, Branding Merchandise Solution, IT solution and Catering Solution.

2.3 History of Event Factory:

The Journey of Event Factory began in October 2015 by launching one of its flagship event "Food Factory V1.0" at BRAC University. Event Factory takes pride to announce that the company is started by bunch of ambitious Fresh Graduates of BRAC University. The idea began at Residential Semester Campus, from then, the idea to become the most innovative Event Management in the nation is in motion. With the four wings working as a separate entity, Event Factory not only caters to Event Management clients but all the wings have individual business model and operates in respective fields autonomously. Starting with 5 people, Event Factory now employs over 50 people serving over more than 30 clients with over 100 enlisted vendors.

2.3.1 Vision: Event Factory believes in bringing dreams into reality by endorsing innovation and creativity. The dream is to offer a one stop solution service of Event Management by vertically integrating the company.

2.3.2 Mission: Event Factory is obsessed to become an Event Management firm with a goal to bring a magnitude in industry, paving the way to present creative, successful & top of the ladder events and providing a space to make your dream events come true.

2.3.3 Core Value:
- Innovation
- Boldness
- Optimism
- Above and Beyond

2.3.4 Objectives:
- Provide most innovative service.
- Hold the leading market share

2.4 Wings:

Event Factory are now operating with four wings that serve four different purpose. Each of the wings not only operates to complement Event Management services, they also have their separate business model where they operate autonomously. The four wings are:

a. **RPS Digital**: RPS Digital is a fully fledged Digital Marketing and Designing Solution with a special focus on Social Media Marketing.

b. **Event Factory Ecommerce**: Event Factory Ecommerce is a new dimension to event management services. It serves to automate Event Management services where one can use this platform to order Event Logistics through online like an Ecommerce platform

c. **Sayburgh Solution:** Sayburgh Solution aims to deliver 360-degree IT solution starting from App development, Corporate Administrative Software to Web Hosting and Cloud Management Services.

d. **Banglaco.com:** Banglaco.com is a fully fledged branding merchandise platform. The aim is to facilitate relationship with Corporates to Vendors in terms of matching the need of Branding Merchandise.

2.5 Services Event Factory offers:

From countless services, the topmost services provided are explained below:

Event Management:

We create and develop large-scale of events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions.

Logistics Support:

Event Factory distributes products and information from the very sources of raw materials through to final consumers and beyond to recycling and disposal.

Volunteer Support:

Event Factory has the most skillful and resourceful volunteers to support and carry out your events successfully

PR Support:

We carefully plan and provide PR strategies which helps to generate a positive media coverage along with establishing and maintaining goodwill and mutual understanding between your organization and its publics

Decorations:

We decorate corporate events, weddings, parties, fairs and many other events with creative and amazing way!

Decorators:

From decorating a cake to preparing year's Eve party, we have the party suppliers you need to get into the spirit.

Weddings:

Whether it's reception decoration or long day wedding, we help you at every stage of your wedding with fabulous ideas and themes!

Corporate events

We are your one stop for event production and design, managing any size event from 50 to 15,000, within any budget in anywhere.

Educational Institution Events (Convocation)

We provide assistance in organizing convocation, Student Nights, cultural nights, concerts to make your graduation ceremony memorable one!

Merchandising

We provide essential office supplies which helps to keep your office running and help you maintain productivity.

2.6 Clients of Event Factory:

Some of the clients we have worked with so far are listed below:

Figure 1: Some of the clients Event Factory has worked with.

CHAPTER 3
The Job

3.1 The job at glance:

The job I was assigned with at Event Factory was the position of Intern in the Marketing and Communication Department under the wing of RPS digital. RPS digital is relatively a new wing of Event Factory which not only coordinate digital marketing segment of Event Factory but also facilitate Digital Marketing Solutions for other clients. During my three-month long internship period, I closely worked with the Strategic Planning sector. Here, the team was responsible for developing strategic marketing solutions for clients starting from Media Buying to Copywriting. In this three month, not only I have worked almost every day of the week, I have also had the opportunity to get hand on experience in Media Buying on Social Media, Interest Based Targeting and employing Social Media Funnel. In a holistic view, I have learned how to develop communication strategy for any prospective client and reach targeted audience with optimizing the Ad.

3.2 Responsibilities and Duties of the Job:

During my time at the internship, I have been fortunate enough to work on multiple segments of the marketing department of Event Factory. In this part included all the responsibilities I was assigned with during my job at Event Factory.

1. **Client Pitch:** One of the key role of Marketing Department of Event Factory is to prepare sales pitch to prospective clients. The team was responsible for brainstorming the idea and illustrate in PowerPoint to ensure client retention. In this role, I was assigned to do research about prospective clients as well as to prepare Sales Pitch in presentation format.

2. **Client Servicing:** In Event Factory, our motto is to turn the dream of our clients into reality. This is why, we are obligated to excel at Client Service. In this part of the job, I was responsible to maintain relationship with clients, responds to query and feedback, ensure all the client's requirement was met and give a detailed report to my supervisor.

3. **Social Media Marketing:** In this part, I had the opportunity to get my hand on experience to learn social media marketing from one of the best digital marketing specialist of our country. In this part of the job, I was responsible with the team to design and implement social media marketing strategy both for clients and Event Factory.

CHAPTER 4
The Project

## 4.1 Internet Usage and Digital Marketing Landscape of Bangladesh

As mobile users in our country are rising rapidly, internet is becoming faster, cheaper and easier. Due to this the industry of Digital marketing are rising. There used to be time when Marketers spends hours after hours, money after money to peruse mass media as an only medium of communication. But time has change, Digital Marketing has already proved to be intensely effective and have the potential of higher ROI. More importantly, the communication has become easier, effective and cheap. Companies now investing in Digital Marketing in a very impressive manner and it is rapidly growing.

Even though, a lot of companies are still sought after traditional marketing media as such TVC, Billboards, newspaper ads, the overall market is on the verge to be transformed. The primary reason for this is Media Consumption behavior of normal people. Due to mass internet penetration and proliferation of Smart Phone users, people now rely more on Internet than TV or Radio for entertainment purpose.
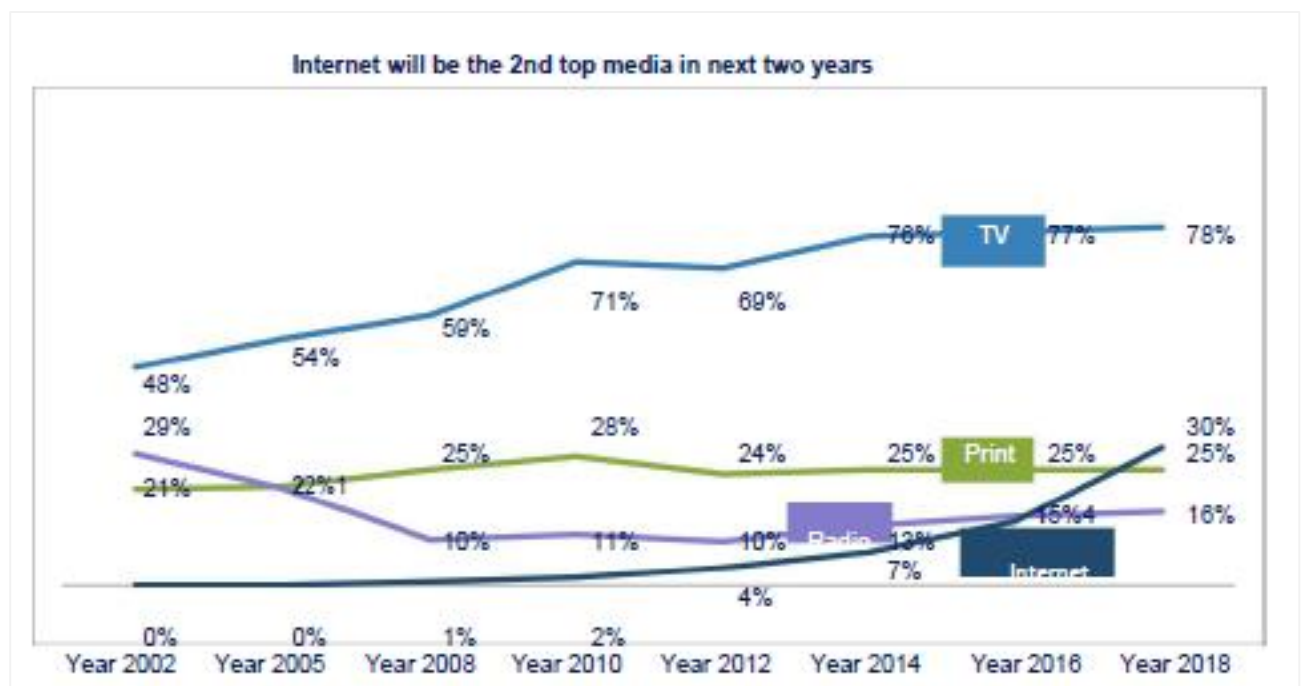
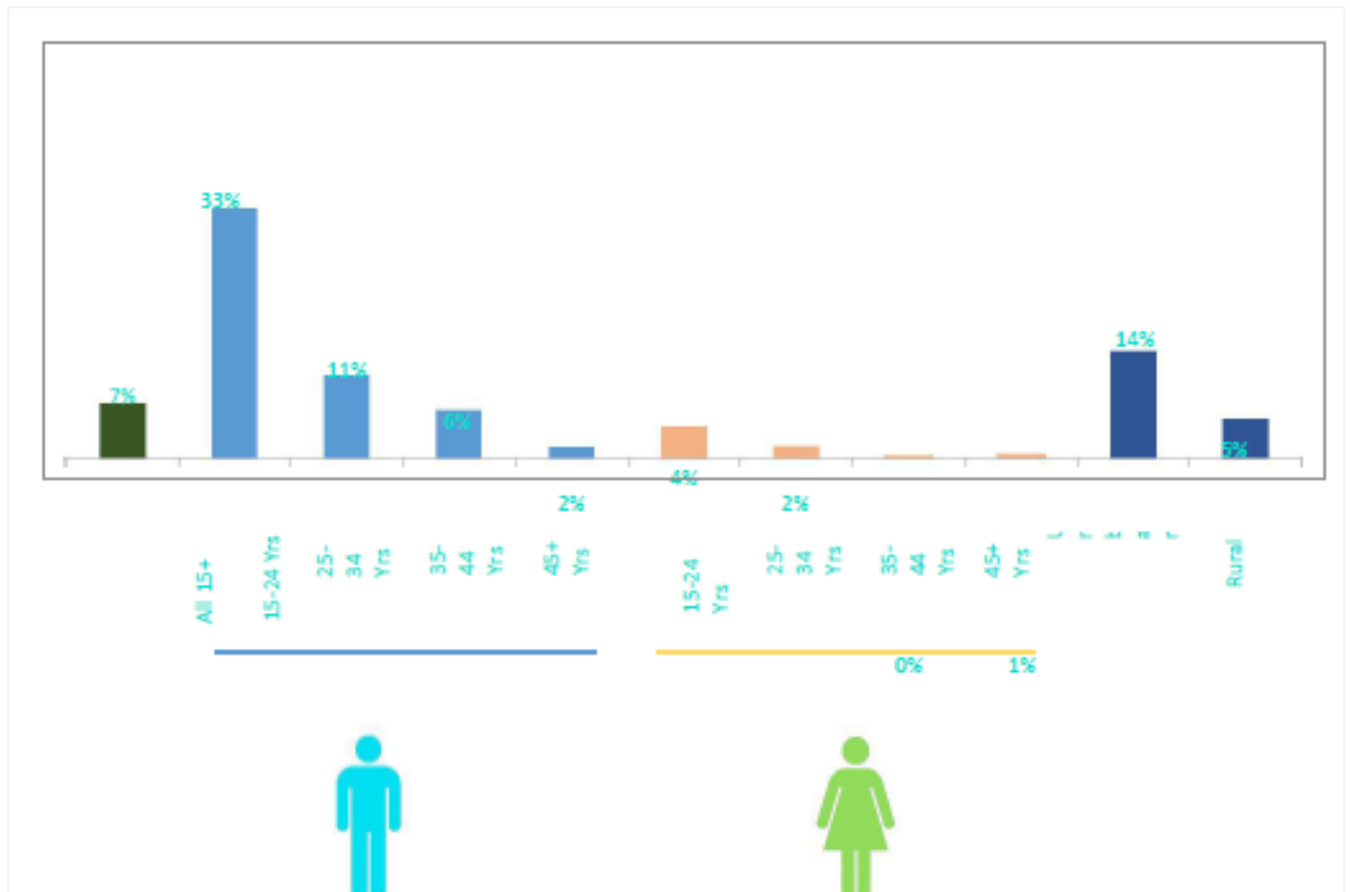*Figure 2 Rise of the Internet users in Bangladesh*

Within the total population of 165.5 Million (2018 January) , Bangladesh has seen over 131 million mobile user (81% penetration) and surprisingly enough, in every hour 12 Mobile phone have been purchased around the country and 8 of them are smart phone.
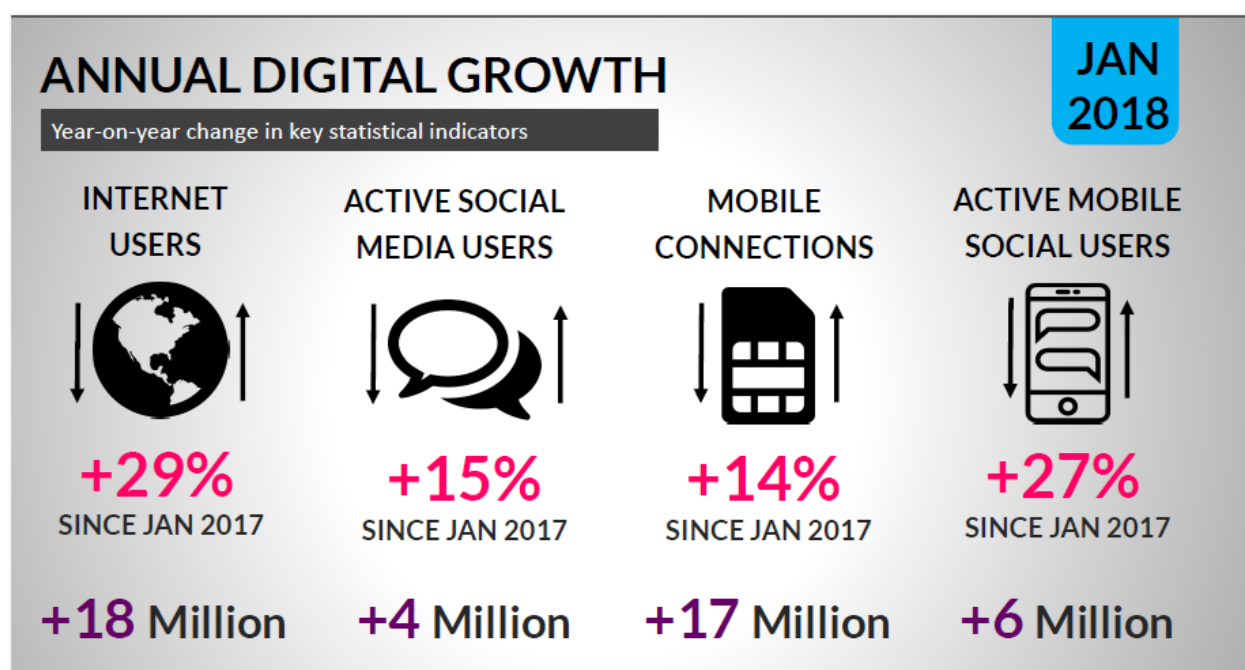
Figure 3: Annual Digital Growth (2017-2018)

On the other side of the story, the telecom industry is experiencing massive growth in the last couple of years.4G ensuring high speed interment available and accessible to almost every corner of the country ensures maximum internet engagement. As per study suggests, 99% of the total population are under network coverage and 60% of the Internet user access to internet through mobile phone. More to this, we are recently seen major telecom operators shifting their business model to cater internet hungry generation. Major telecom operators are also seen launching product to ensure maximum internet usage as this is currently the most profitable segment of telecom operators. Hence, we can say that the telecom industry has a major role in promoting internet consumption behavior of the country by introducing lucrative and cheap internet packages, conducting a very aggressive push marketing strategy and improving the internet network infrastructure all around the country.

But the question yet to be answered is where this internet is being consumed? A study shows that, about 84% of the people mostly use Internet Data for Social Media Networking. The next highest usage of internet consumption comes from streaming and downloading Videos.

Figure 4: Internet User across the country categorized based on age

Among all social media, Facebook is the most popular in Bangladesh hence being one of the top most Social Media Channel used for Marketing. A study shows that, from age 15-34 and above are most active on Social Media. After Facebook, YouTube comes next. Here consumption of internet can be categorized into two segment, one through Website and another through Mobile App. According to Alexa ranking, these are the top 5 websites of Bangladesh, 2 of which are social media platforms.

	Site	Daily Time on Site	Daily Pageviews per Visitor	% of Traffic From Search	Total Sites Linking In
1	Google.com	7:31	9.08	3.40%	2,765,735
	Enables users to search the world's information, including webpages, images, and videos. Offers...More				
2	Youtube.com	8:39	4.91	12.80%	2,133,008
	YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your...More				
3	Prothomalo.com	14:32	6.06	8.30%	9,441
	Prothom Alo is the highest circulated and most read Bangladeshi newspaper. According to Nationa...More				
4	Facebook.com	9:45	4.02	7.30%	5,669,199
	A social utility that connects people, to keep up with friends, upload photos, share links and ...More				
5	Jugantor.com	6:57	3.32	3.40%	3,444
	Jugantor is the Most Popular Bangla Newspaper in Bangladesh. It covers Breaking News, Politics...More				

Figure 5Alexa Ranking of Top 5 websites of Bangladesh

On the other hand, according to SimilarWeb, these are the top 5 apps used in Bangladesh.

	App	Publisher	Category	Usage Rank	Change	Store Rank
1	Messenger – Text and Video Chat for Free	Facebook	COMMUNICATION	-	=	1
2	SHAREit - Transfer & Share	SHAREit Technologies Co.Ltd	TOOLS	-	=	2
3	imo free video calls and chat	imo.im	COMMUNICATION	-	=	3
4	TikTok	musical.ly	SOCIAL	-	=	4
5	Facebook Lite	Facebook	SOCIAL	-	=	5

Figure 6 Similarweb Ranking of Top 5 Mobile apps in Bangladesh

Again, based on the monthly active users, reported by the most active social media platform in Bangladesh, Social Media platform usage is:
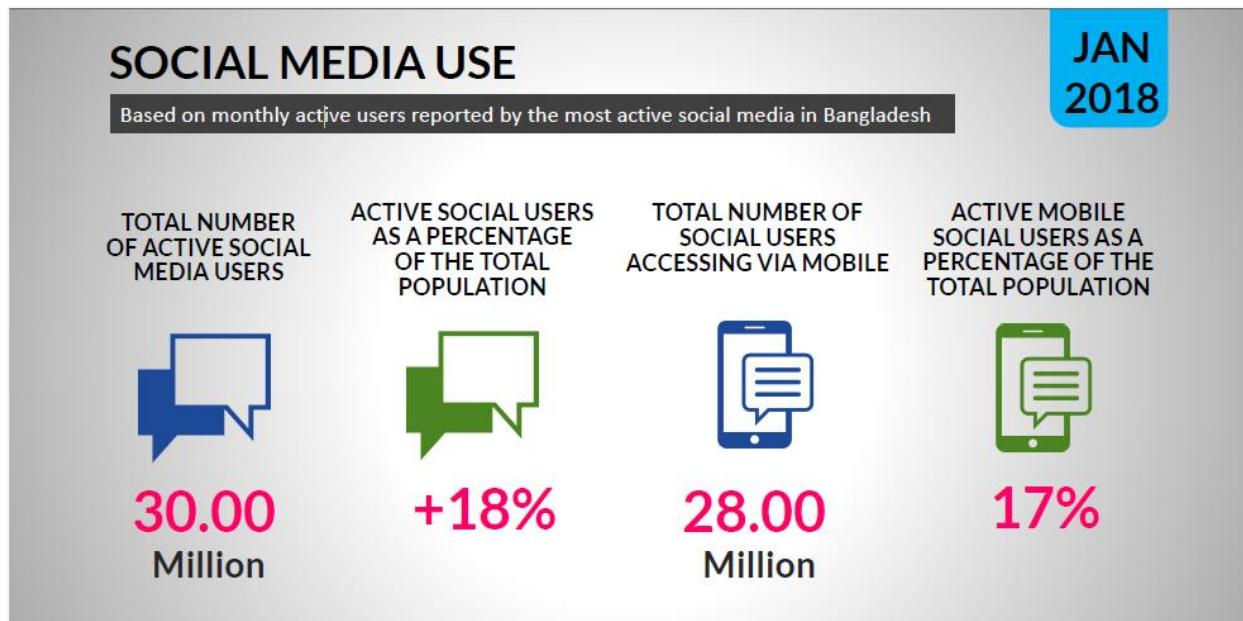
Figure 7: Overview of Campaign Summary

4.2 Social Media Landscape:

According to statistics from Statcounter, the top three Social media of Bangladesh are Facebook, YouTube and Instagram. The number of Facebook users is already increasing rapidly and many of us use YouTube as a substitute of Entertainment. But, on the other hand, despite being a very small user base, Instagram is also increasing its user base rapidly.
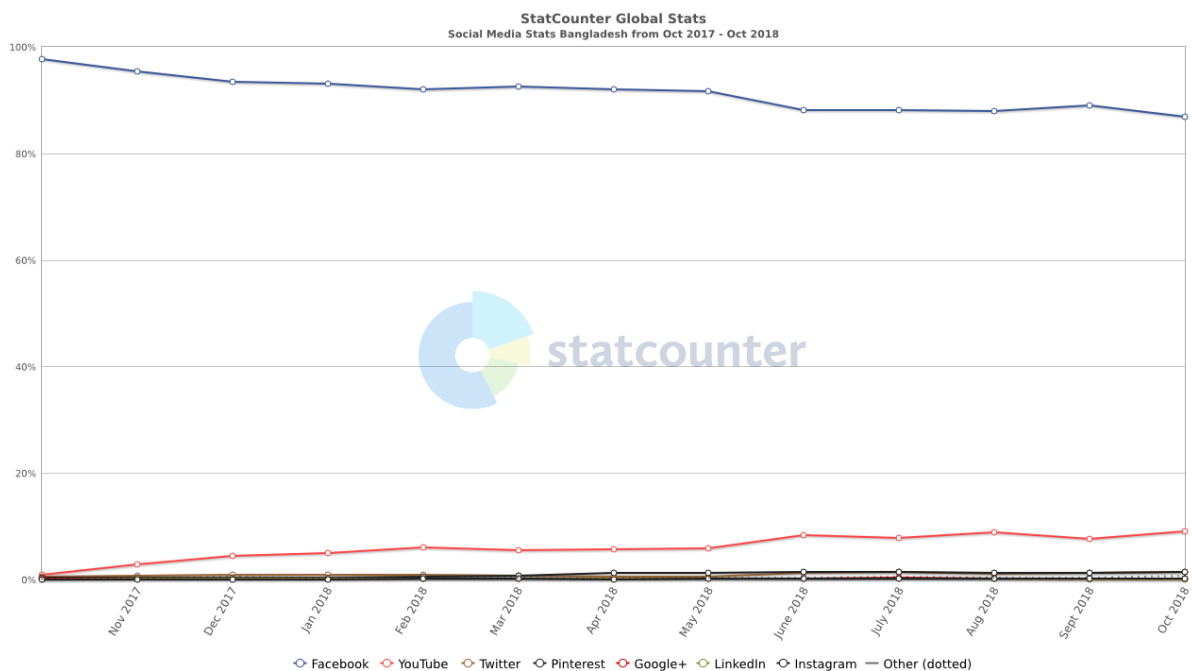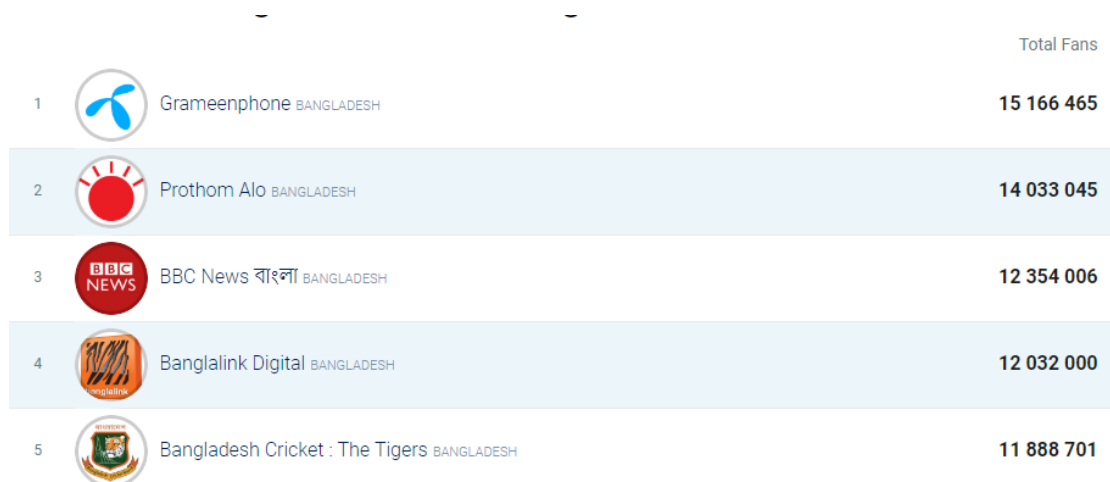
Based on the above statistics, we certainly can put top priority on Facebook when we talk about social media marketing. According to one study, currently there are 30 Million active Facebook user in Bangladesh and the average growth rate is 15% (2018). Among these 30 Million users, 93% of them access Facebook through mobile. Based on Facebook Audience Insights, 75% of all users in Bangladesh are Men and the rest are Women. Among these, most of the users are between 18-24.
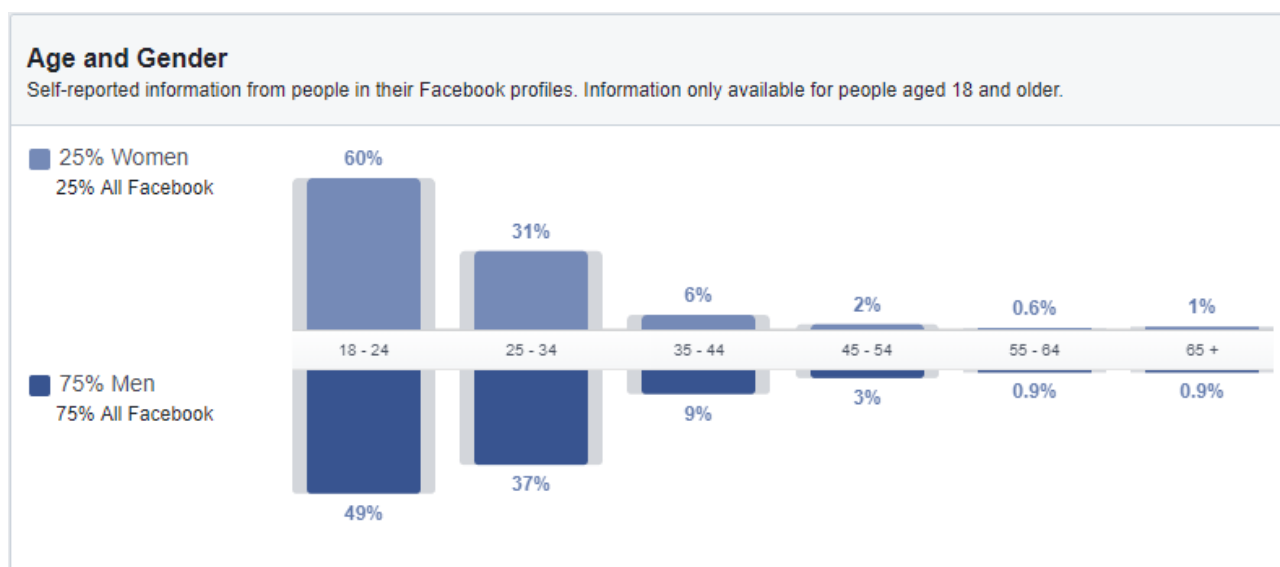
Figure 9: Facebook User Demography of Bangladesh.

Again, from Marketing point of view, Brand are emphasizing more and more on Social Media which is highly reflected by the top 5 Facebook pages of Bangladesh, among which 4 of them are brands.

		Total Fans
1	Grameenphone BANGLADESH	15 166 465
2	Prothom Alo BANGLADESH	14 033 045
3	BBC News বাংলা BANGLADESH	12 354 006
4	Banglalink Digital BANGLADESH	12 032 000
5	Bangladesh Cricket : The Tigers BANGLADESH	11 888 701

Figure 10: Top Facebook pages of Bangladesh

4. 3 Impact of Social Media Marketing:

As we have already discussed the Social Media Marketing Landscape, lets understand why we need Social Media Marketing and how it can help a brand in marketing context. Even thiugh Figures and number that we have already given us a much thourough look of Social Media over all people in both virtual and physical world, Social Media can dug deep with its claws and failiting to acknowledge its potential and to not take advantage for a brand is an unforgivable crime. Socai Media can help a brand to maximum exposure, because:

1. **No geographical boundaries**: In traditional media we are very much restricted by the geographical boundaries, and if we want to go borderless, the incurred cost will be unimaginable. This is where social media takes the upper hand. Not only we can, as a marketer expand our horizon with a couple of clicks, Its reasonable as well. Anyone, anywhere can reach anywhere in the world if properly targeted.

2. **Larger Sales, Flatter Profits:** If the product has the tendency to go international, Social Media can help to reach people around the world. And the more people reached, the more sales and the more profits. This is very true for service oriented business, specifically those which does not need direct field communication and can be done and delivered over the air. Social Media also gives the business an advantage to set up nearly a cost free environment that can ensure a global presence.

3. **Two-way communication:** As Social Media converge both customer and brand together, this has turned out to be a great platform for marketers to listen to their customers. Traditional marketing approach is usually one-way communication and even though customers can get their feedback to brands, it is already too late. Social Media diminishes the time frame and made the platform very easy to have a two-way communication. And no matter the feedback is, the follow-up can be pretty quick.

4. **Marketing Budget:** While Brands like Event Factory cannot compete in the traditional marketing platform due to budget restrictions, Social Media can increase and amplify the marketing expense in a very large scale.

4.4 The process of Social Media Marketing at Event Factory:

We have already discussed about the impact of Social Media Marketing, how people behave around it and most importantly the variety of social media websites used in our country. In event factory, by social media marketing we mostly focus on Facebook and Instagram. And fortunately enough, to advertise in both of these platform, we only need to use one single tool: Facebook Business Manager. Through Facebook Business Manager, one can research on Target audience to identify the potential one and can create creative, set on budget and run an advertisement. Through Facebook Business Manager we can select objective to determine which course of action we prefer to move forward and then set on optimization method.

The Facebook Business Manager offers a ton of tools and customization for marketer from help in pinpoint target market to optimize ad delivery for maximum ROI. Before we move forward, we first need to understand what some of the tools are and what they do:
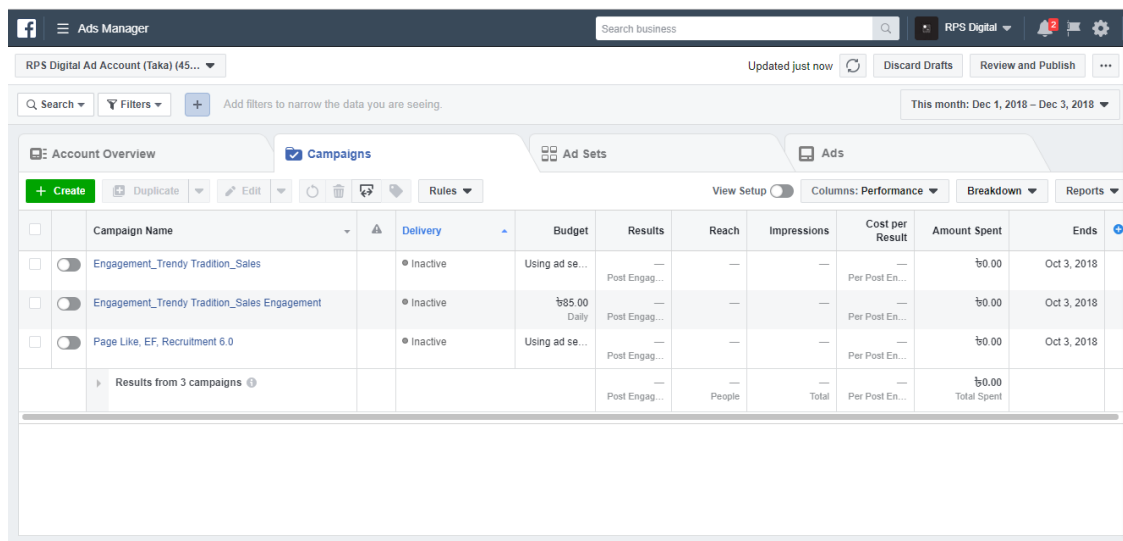
A. Facebook Business Manager: Launched in 2014, Facebook Business Manager is one of the easiest and unique tool Facebook ever launched for Marketers. Facebook Business Manager allows us to manage Facebook Business Pas, Ad Accounts, Apps, Payment Methods, Managing all the users and theirs access. It is one tool that allow all Facebook marketers to streamline the whole operation.
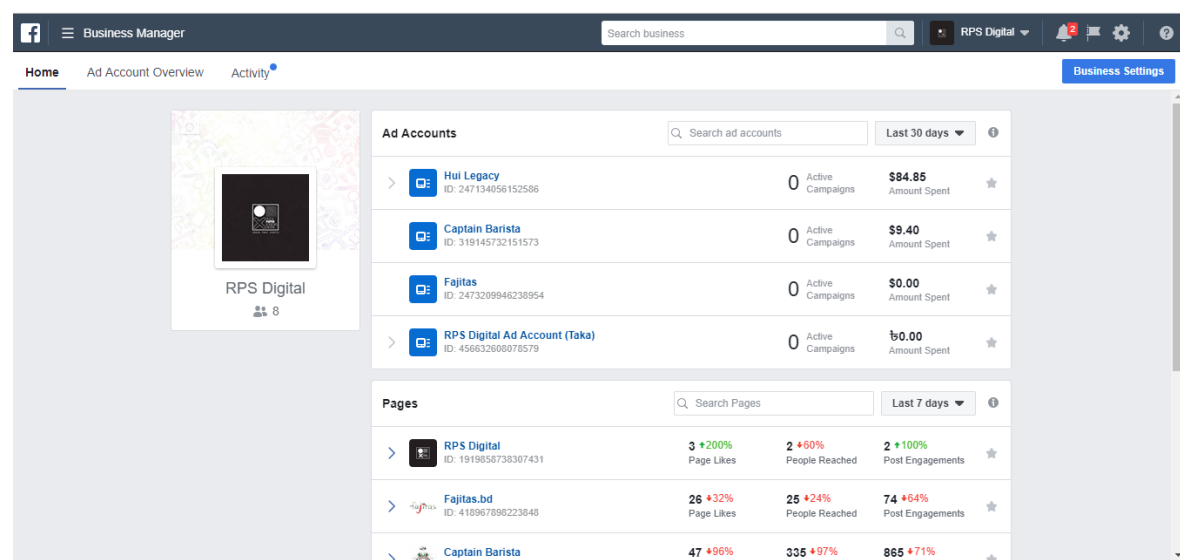
Figure 11: Facbook Business Manger

B. Ads Manager: Ads Manager is the beginning of running a Facebook advertisement. Ads manger is an all in one tool to create ad, managing place and schedule, how they will run, how it will optimize, on which time it will be shown to people, what

characteristic of Target Group should see the ad and track all the campaigns and check for performance against KPI. Not only Ads Manager is a powerful tool, it is designed for advertiser of any level of experience.

Figure 12:Facebook Ads Manger

C. Audience Insights: This is one of the most unique and powerful tool at Facebook Business Manager. Audience Insights allows Facebook marketers to research and identify potential target market. Audience Insights helps marketer to identify TG through demographics, page likes, location and language, Facebook Usages and purchase activity. More importantly, Audience Insights lets marketers target through interest. Audience Insights is a very powerful tool because, it allows marketer analyze data of all the users of Facbook
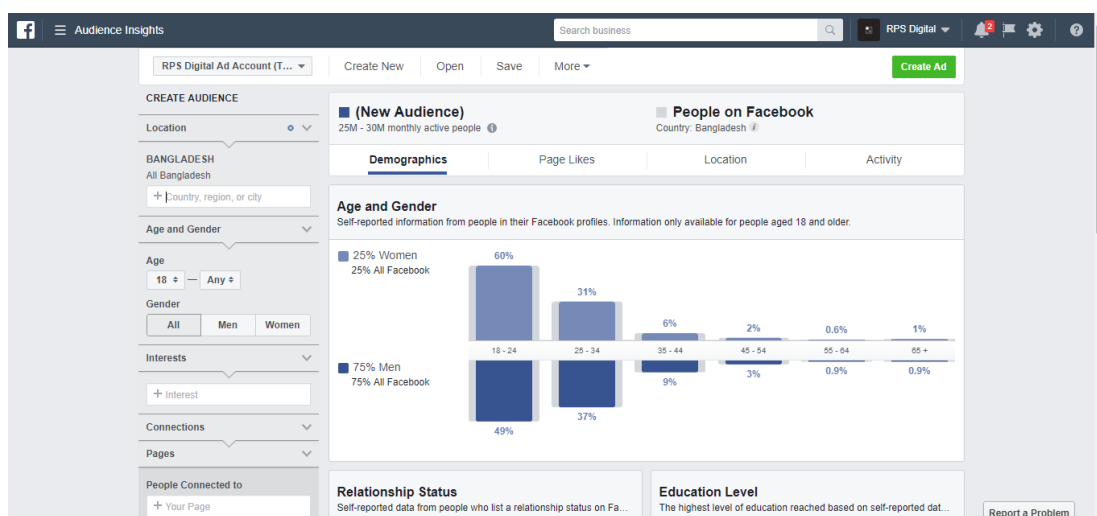

Figure 13:Facebook Audience Insights

D. Facebook Pixel: Facebook Pixel is a line of codes that allows marketer to retarget potential customers. It is integrated on the website and help to track conversion from Facebook ads, optimize ads. By collecting data and build targeted audience as such: People who have visited Event Factory's website, Facebook ads are targeted to them. Through this, ad can be highly optimized by targeting the right type of audience.
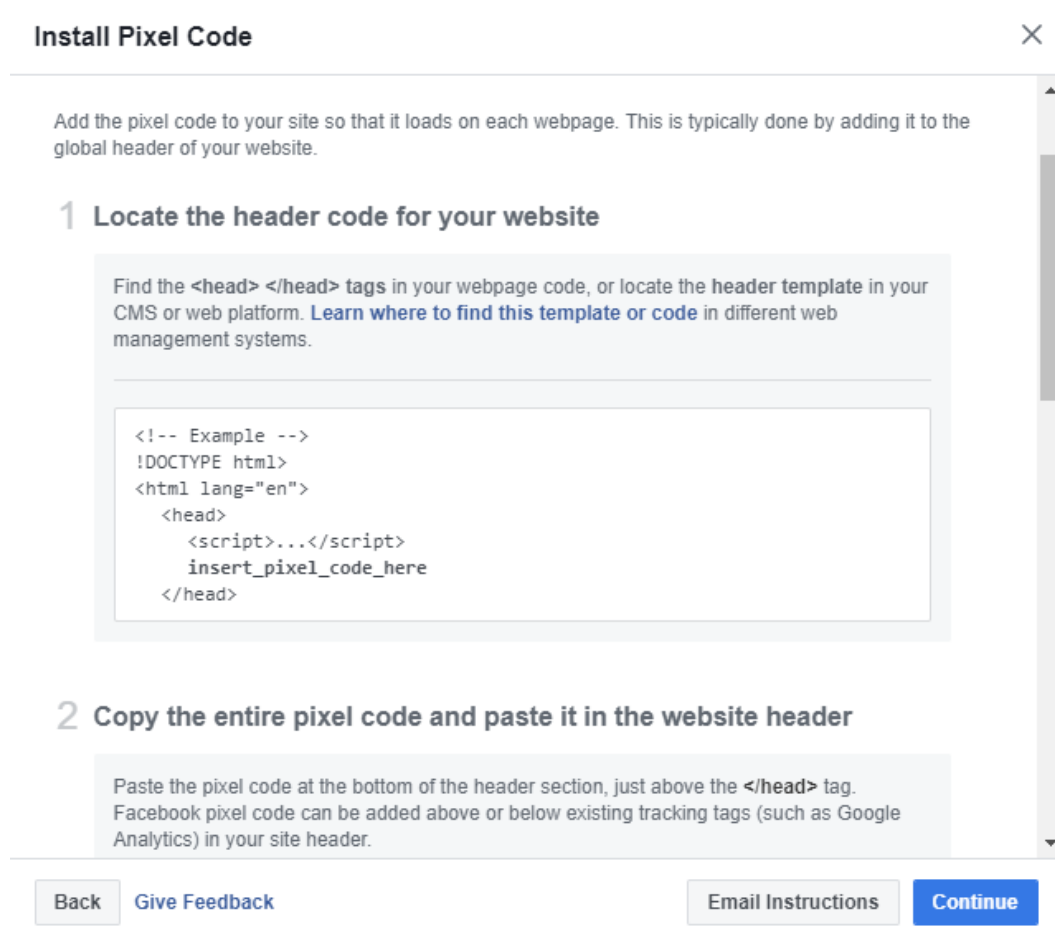
Figure 14: Facebook Pixel Integration

As we have surfaced the basic items of Facebook Adverting, we are going to walk through the process of placing a Facebook and Instagram Ad for event Factory. Event Factory has its own set of Branding guideline and while creating a content or communication material, it is mandatory for any of the employee to follow them. On top of this, Event Factory follows a very casual and trendy communication tone to communicate its audience. But it may vary depending on the Target Audience as well the communication message. During my internship period, I have the opportunity to get hands on experience on placing a Facebook Ad and Media buying. The process is explained below:

4.4.1 Step 1: Select Marketing Objective

Before we begin the work, the first task of Marketing team is to set marketing objective. This allows the team to understand how to design the campaign, what type of content needs to prepared and to set the KPI.

4.4.2 Step 2: Identify the target Audience:

The second step for the team is to Identify appropriate target audience. The more accurate the target audience is, the more the campaign success. To determine this, the marketing team research the target audience through audience insights. Here we use multiple parameter to identify the best and appropriate target audience which we deem to fit for our communication. One of the practice we follow to identify the appropriate target audience is to create a buyer persona. A buyer persona is hypothetical character representation of the whole target market based on real time data about consumers. It allows marketer to understand the behavior pattern of the TG as well as to understand demographics.
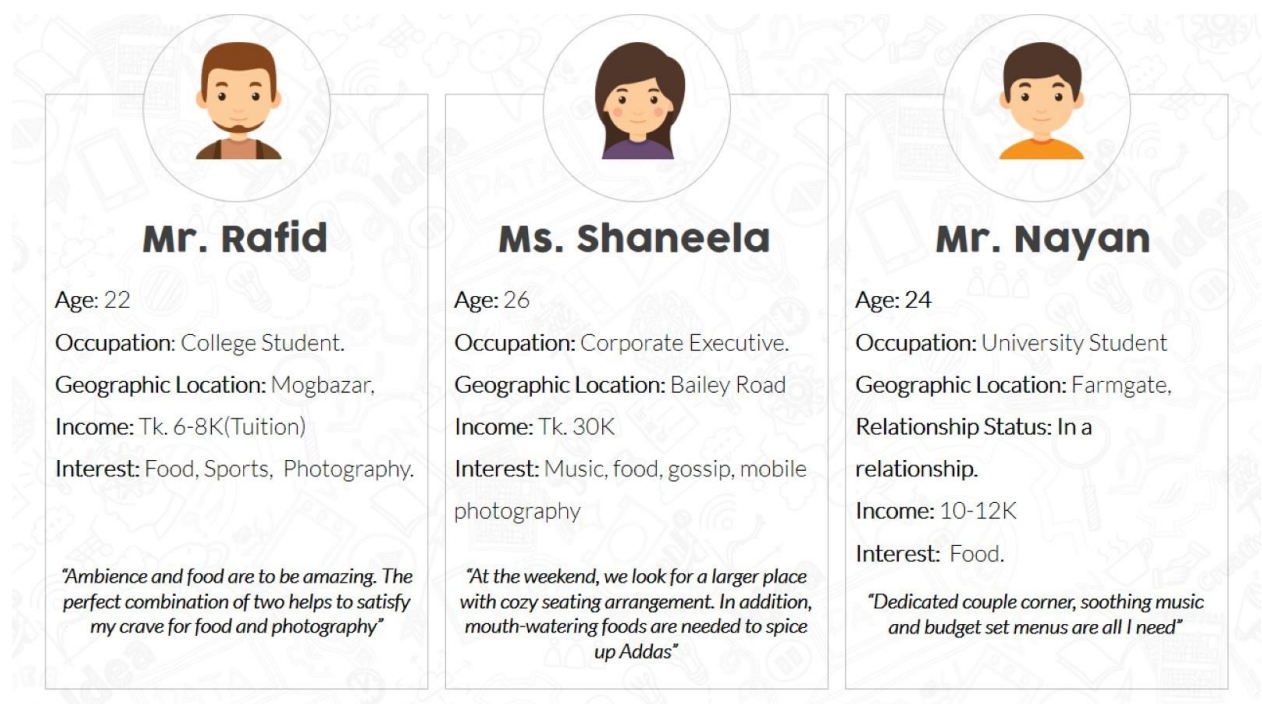
Mr. Rafid

Age: 22

Occupation: College Student.

Geographic Location: Mogbazar,

Income: Tk. 6-8K(Tuition)

Interest: Food, Sports, Photography.

"Ambience and food are to be amazing. The perfect combination of two helps to satisfy my crave for food and photography"

Ms. Shaneela

Age: 26

Occupation: Corporate Executive.

Geographic Location: Bailey Road

Income: Tk. 30K

Interest: Music, food, gossip, mobile photography

"At the weekend, we look for a larger place with cozy seating arrangement. In addition, mouth-watering foods are needed to spice up Addas"

Mr. Nayan

Age: 24

Occupation: University Student

Geographic Location: Farmgate,

Relationship Status: In a relationship.

Income: 10-12K

Interest: Food.

"Dedicated couple corner, soothing music and budget set menus are all I need"

Figure 15:Sample of Buyer Persona

4.4.3 Step 3: Crafting the creative

Based on the TG we have analyzed; we now have a working knowledge of how the creative should be. Depending on the TG interest, Planning team set a brief for Creative department to develop a content. Planning team define the parameters for content type, idea for the content, copy for the content as well. This brief is then passed along to Creative Team where based on

the brand guideline., they create a content for Facebook Ad. After feedback and follow up final version is prepared for Ad placement.

4.4.4 Step 4: Creating the Ad

After all the process mentioned before being done, Planning team create the ad through Facebook Ad Manager. While creating an Ad at Facebook, one needs to complete three steps:

a. Campaign: Campaign is the foundation of Facebook Ad. Here, we need to fix marketing objective. A campaign may consist of one or more Ad Sets and Ad. Based on the objective we select, Facebook will optimize the Campaign and charge accordingly. Currently, Facebook Campaign offers 11 objectives under 3 categories: Awareness, Consideration and Conversion.

Figure 16: Facebook Marketing Objective

In Event Factory, we mostly use Engagement, Video Views and Conversion objective quite often. Brand Awareness and Reach are more feasible if we have a bigger budget and we want to increase our brand image as much as possible. Based on the objective we select, Facebook optimize the campaign and show according to the best match as per our Target Audience. For Example: If we set our objective to Engagement and select Post Engagement as an objective criterion, Facebook will optimize the ad in such way that, it will appear to those people's newsfeed who is more likely to engage with my Business Page and contents and based on the engagement, Facebook will charge for each engagement appear on the page or content.

b. Ad set: Once We select Marketing Objective for the campaign, the next to complete is Ad sets. Ad sets define the parameter of Facebook ads. It starts from creating target audience, setting the placements as well as ending with a budget. An Ad set typically contains three segments Audience, Placement, Budget and Schedule. In the beginning of this process, Event Factory sets up its audience. Based on the research we did on audience insights and using our subjective analysis, we create buyer persona. And based on buyer persona, we create our Target Audience for the campaign. Now, while setting up the perfect TG, we need to input couple of things. Demographic Parameter needs to be input first where we set which area we want to show our Ad to, the age group, gender as well language. For example, for wedding program campaign, we have confined the location only within Dhaka. On the other hand, for a local business who rely more on walk in customer, Facebook allows drop-pin location and set a radius. This allows customer to be show advertisement nearby the business. Additionally, we during our wedding program campaign, we have set our target age with an age to 22-35 and both Male and Female. Once we set demographic targeting, we can move forward to detailed targeting. Here we can identify and target our potential audience based on interest. We can also narrow it further or expand it based on our objective and budget. The narrower the audience as well appropriate the targeting, the more Ad will be optimized and Cost per result will be minimum. And Finally, we can set a connection to our target audience with people who uses our page or app or responded to events or exclude them. After selecting the audience, next comes up Placement. This category decides on which platform Facebook will show the ad. Here, this understanding is very crucial that marketer understand target audience very well. Social Media Users exhibit variety of behavior in different social media platforms. For example: Instagram users tend to engage in content that is more organic, on the other hand, in Facebook users pretty much expect anything. In Facebook, depending on the marketing objective, we have the option to place our Ad in 15 different places. Now we can choose our own version of placement or allow Facebook to place the ad automatically for us. These placement platforms include: Facebook, Messenger, Instagram and Audience Network. We also have the option to pick which type of device deem fit for our advertisement. If the Ad is a longer video or need Wi-Fi to be connected, we can also select devices to show the Ad when connected to Wi-Fi.
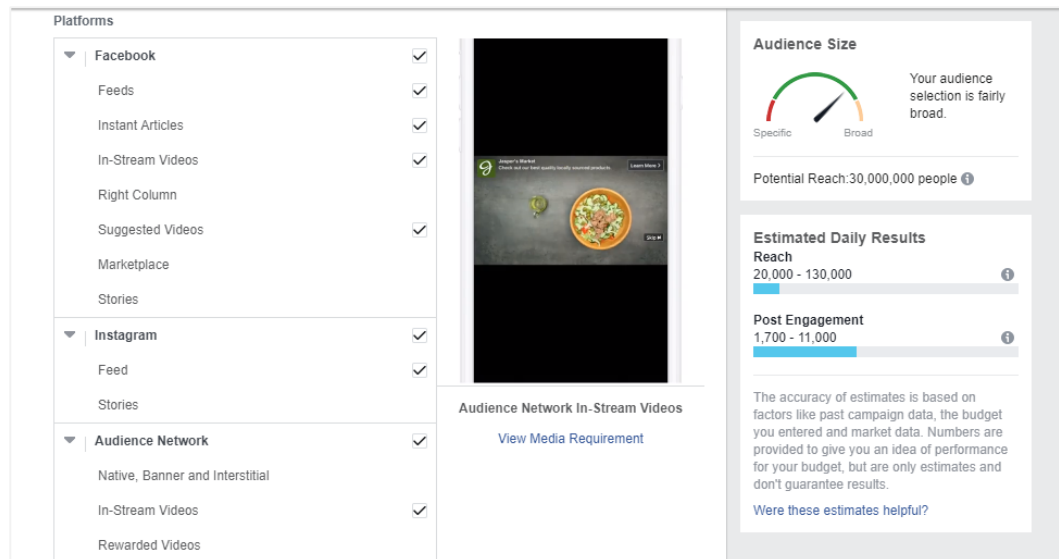
Figure 17:Facebook Ad placement

Next stop is the budget, here we define how much we would like to spend on our campaign. We have the option select a total budget we opt to sepnd for the whole campaign period or we can set a daily limit. In this part we can also select how long we will continue this campaign and can break it down to time schedule. For example: From a trend analysis we found out that, people residing in Dhaka tend to hang out at restaurant on Thursday night and Saturday Night. So to run campaign for a restaurant, the best way is to schedule ad on Wednesday Evening to Friday Evening.

c. Ad: Ad is where the creativity happens. This is what audience see. In this level, we can pick what our creative content will be, what will be copy and how the ad will look like. In this section, typically there are two section and these are Identity and Creative. In Identity we select the Facebook page and Instagram Account from which the Ad will be promoted and in the creative section, we choose how our Ad will look alike. Facebook Ad can take couple of different formats: Single Image, Video, Slide Show, Carousal and Collection. We can also add an instant experience that includes a landing page in the Mobile version in object to create interaction with the Ad.
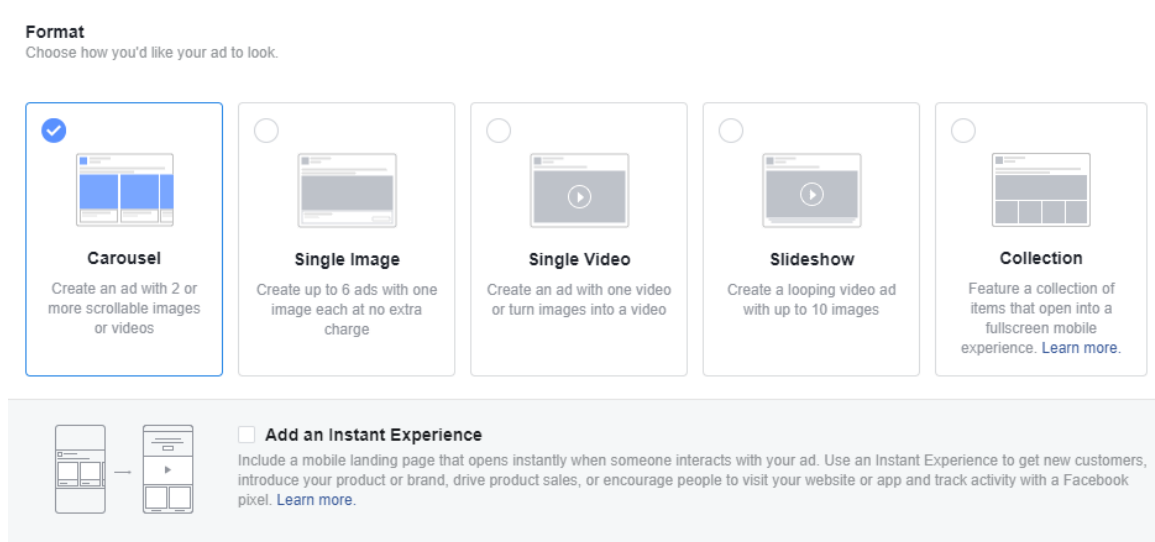
Figure 18: Facebook Ad format

After completing all these three steps, we publish the Ad and Facebook takes it under review. Every Ad that being publish is reviewed by Facebook manually before the campaign begins. This is to make sure each and every Ad is created according to Facebook Ad policy.

4.5 Impacts of Social Media at Event Factory:

Impacts of Social Media at Event Factory is unprecedented. Being a local startup with budget constraint in Marketing is always crucial for a company like Event Factory. Working with a very limited budget, the marketing team usually go for Digital Advertisement to optimize the delivery. And within digital platform, we typically opt for Social Media Marketing. During the time of my internship, I had the opportunity to design multiple campaigns on behalf of Event Factory. More importantly, I had the opportunity to run a campaign for Employer Branding with a very short budget all by myself. During my internship, we have run 3 campaigns in total with a combined budget of $150 of which we have spent $145.78. The time period consists of October 1 2018 to December 1 2018. This budget was mostly used for Engagement, Conversion and Video Views objective.

Within this period after spending given budget, we have been successful to compile the following result:

Figure 19:Overview of Campaign Summary

The marketing team of Event Factory have divided this amount to spend on 11 campaigns of which 6 of them are Engagement, 2 of them are Video Views and others are Page Like, Conversion and Event Response. And based on the Insights provided on Facebook, these are the audience we have successfully reached to base on demographics:
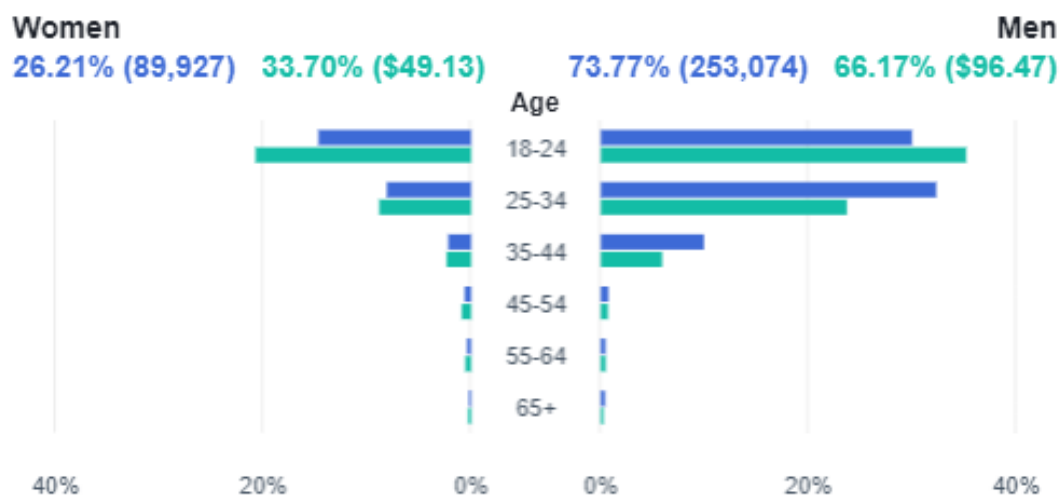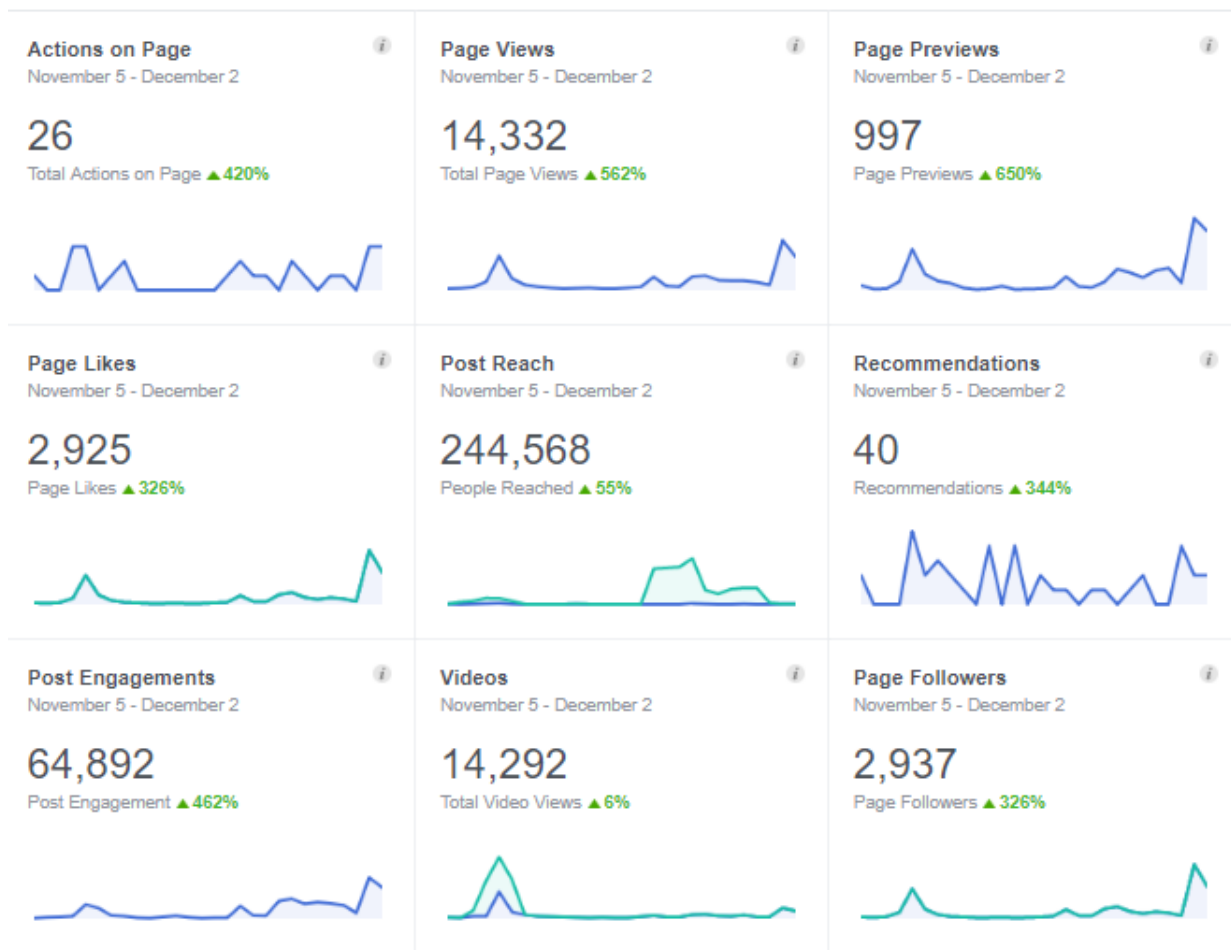

Figure 20:Overview of Campaign Demographic

On the other hand, during last 28 days, action of the Facebook Page has increased by 420% with a total page views of 14,332. Post reach have been increased to 55% as well as 462% increase in Post Engagement.

Actions on Page	Page Views	Page Previews
November 5 - December 2	November 5 - December 2	November 5 - December 2
26	14,332	997
Total Actions on Page ▲420%	Total Page Views ▲562%	Page Previews ▲650%

Page Likes	Post Reach	Recommendations
November 5 - December 2	November 5 - December 2	November 5 - December 2
2,925	244,568	40
Page Likes ▲326%	People Reached ▲55%	Recommendations ▲344%

Post Engagements	Videos	Page Followers
November 5 - December 2	November 5 - December 2	November 5 - December 2
64,892	14,292	2,937
Post Engagement ▲462%	Total Video Views ▲6%	Page Followers ▲326%

Figure 21:Page Insights from the campaign Result

We can see from the above insights that, during my time of internship, Facebook page of event Factory have seen a significant growth. Page likes and engagement have been significantly increased. Promoted contents were fall under these three categories:

1. User generated contents
2. Event Experience
3. Tips

And as mentioned earlier. Results of the campaign vary from the budget allocation and type of the creatives. In respect to this, Event Factory sometimes uses Split Test to identify which Ad works best. Unfortunately, during my time of internship, we haven't done any.

To summarize our campaign result and breaking down the budget:

Objective	Results	Cost per Result	Reach	Amount Spent
Post engagement 6 Campaigns	26,899 Post Engagements	$0.003 Per Post Engagement	265,694	$92.58
Reach 1 Campaign	76,543 Reach	$0.13 Per 1,000 People Reached	76,543	$10.00
Video views 2 Campaigns	8,757 10-Second Video Views	$0.002 Per 10-Second Video View	35,256	$18.26
Event responses 1 Campaign	200 Event Responses	$0.05 Per Event Response	7,952	$10.00
Page likes 1 Campaign	185 Page Likes	$0.08 Per Page Like	6,688	$14.94

Figure 22:Overall Campaign summary and budget breakdown

4.6 Effects on Sales:

What good it brings if the amount we spend on Marketing doesn't bring in any Sales? It is team's great success that, during my internship period, we have secured to manage a conversion rate of 34%. Most of the campaigns we have launched during my internship period are concentrated on the Wedding Season of 2018. We have launched our campaign from August 2018 and till then we have managed to generate lead of 102 Clients in multiple aspects. Most importantly, apart from all other marketing activities we conduct over the time, Social Media Marketing has proved to be most reliable and effective one. The number of clients we have generated through lead generation in Social Media based on category is given below:

Category	*Lead Generation*
• Wedding and Decor	38
• Photography	47
• Corporate Events	3
• Educational Institute Events	2
• Social Media Marketing	5
• Merchandise	7
Total Lead Generation:	*102*

CHAPTER 5
Conclusion

5.1 Recommendation:

Based on my understanding and experience, the recommendation for Event Factory is explained below:

a. Sales Promotion: Sales promotion is still proved to be one of the powerful marketing tools marketers employ. And in social media, it is also proved to be very effective. As from my understanding, even though a small startup like Event Factory cannot always go for heavy promotion, but if strategized correctly, we can ensure a higher number of Lead Conversion ion once sales offer is communicated.

b. Communication Tone: All the communication material Event Factory use is in English. In addition to this, we also maintain a very casual tone in our communication. From my understanding, this can cause improper segmentation of Target Market and may fail to communicate with mass number of people.

c. Budgeting: As We have already discussed, for a small startup like Event Factory, it gets difficult to ensure bigger Marketing budget. But if it can be done, Digital Marketing have a tons of other segments Event Factory can explore to ensure maximum ROI.

d. Integration: As from my understanding, the proper integration of Offline and Online Marketing activities of Event Factory is yet to be established. This is due to lack of automation in Business operation and Communication gap between the team.

e. Alternate Channels: Digital Marketing has a lot of area to explore and the ROI on these are outstanding as well. But, in Event Factory, we mostly utilize Social Media Marketing as a primary channel of communication. Hence I recommend to explore other digital platforms and to integrate all the channels with proper synchronization.

5.2 Conclusion:

As the technology is developing, we are moving towards a fast paced, data driven era and hence we see digital marketing as the future. In the context of Digital Marketing, we cannot ignore the significance of Social Media Marketing. In Bangladesh, even though it is very new concept, we can certainly say that, within the next 5 years, Social Media Marketing will be one of the most powerful medium of communication. With modern technology as such Augmented Reality and Virtual Reality Marketing, user experience has become more interactive as well as engaging. And a tech Savvy, Fast Mover company like Event Factory should be making its place in the mind of the consumer by taking proper imitative to stand out from the crowd.

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