

Report On  
Ideal Social Media Marketing Communication Strategies for  
ISP Industries of Bangladesh

By

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19264039

An internship report submitted to the Graduate School of Management (GMS) in partial  
fulfillment of the requirements for the degree of  
Masters of Business Administration (MBA)

Graduate School of Management (GMS)  
BRAC University  
January, 2022

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my 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 referencing.
3. The report does not contain material that 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:**

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**Md. Abir Hossain**  
19264039

**Supervisor's Full Name & Signature:**

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**Dr. Ekramul Islam**  
Adjunct Faculty, Graduate School of Management (GMS)  
BRAC University

## **Letter of Transmittal**

Dr. Ekramul Islam  
Adjunct Faculty,  
Graduate School of Management (GMS)  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Ideal Social Media Marketing Communication Strategies for ISP Industries of Bangladesh”.

Dear Sir,

It is of great privilege and pleasure for me to submit my internship report on “Ideal Social Marketing Communication Strategies for ISP Industries of Bangladesh” under your kind supervision. I have completed my internship at one of the most renowned ISP of Bangladesh, Link3 Technologies Limited. My fundamental thought process was to get ready for this report concurring with your instruction and rule for this particular course.

Hence, I am submitting my internship report, with the desire that you simply will appreciate my approaches that instructed by you. I have done my best to complete the report with the necessary facts and recommendations most compactly and thoroughly possible.

I trust that the report will meet the desires.

Sincerely yours,

---

Md. Abir Hossain  
19264039  
BRAC Business School  
BRAC University  
Date: January 26, 2022

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Link3 Technologies Limited. and the undersigned student at BRAC University to complete the internship report titled “Ideal Social Media Marketing Communication Strategies for ISP Industries of Bangladesh”.

---

Md. Abir Hossain

19264039

BRAC Business School

BRAC University

Date: January 26, 2022

## **Acknowledgment**

I would like to express my special thanks to BRAC University for giving me the chance to carry out this internship. I would like to express my gratitude to Link3 Technologies Ltd for allowing me to intern in their Sales and Marketing Department's Branding Section. I would like to thank Dr. Ekramul Islam, my internship supervisor for guiding me with the completion of this report. I'd also like to thank Abdul Quader, Senior Manager; and Tanim Gofur, Deputy Manager of Sales and Marketing, from Link3 Technologies LTD. for keeping me under their supervision and providing me with all the necessary information which has helped me in the completion of this report. I would also like to thank all the officials of Link3 Technologies LTD. for allowing me to be an intern at their organization and help with the necessary information.

## **Executive Summary**

“Link3 Technologies Limited” is a National ISP Company alongside a leading IT solution provider. It started operating in 2000. They offer a wide range of solutions including services like IP Telephony, cybersecurity, Microsoft office 365, and fixed fiber broadband connections serving the needs of both retail and corporate markets of Bangladesh. Link3 is also a pioneer in offering integrated solutions in the corporate sector of Bangladesh and is the only ISP connected with every bank in the country.

The report mainly focuses on how the ISP industry of Bangladesh can be benefitted from social media marketing to become future-ready. Besides, it discusses the change in brand perception after and before digital marketing communication. This report will provide an overview of Link3 Technologies LTD., its different departments, and divisions. Moreover, it will provide the strategies that need to be implemented by the ISP industry of Bangladesh to successfully set its footprint in social media marketing.

**Keywords:** Link3 Technologies ltd; social media marketing strategy; brand perception; brand awareness; ISP industry Bangladesh.

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# Chapter 1

## Overview of Internship

### 1.1 Student Information

- Name: Md. Abir Hossain
- Student ID: 19264039
- Program: Masters of Business Administration
- Major: Marketing

### 1.2 Internship Information

#### 1.2.1 Period: From November 01 2021 till January 31<sup>st</sup> 2022

Company Name: Link3 Technologies LTD.

Department: Branding, Sales & Marketing Department.

Address: Police Plaza Concord, 13<sup>th</sup> Floor (Tower-1), Plot- 02,  
Road- 144, Gulshan, Dhaka- 1212.

#### 1.2.2 Internship Company Supervisor's Information

Name: Abdul Quader

Position: Senior Manager, Sales, and Marketing

#### 1.2.3 Job Responsibilities

Following are the job responsibilities that I had been entitled to at Link3 Technologies Ltd:

- Assist in launching ATL & BTL marketing campaign.
- Provide feedback on promotional materials to maintain brand consistency.
- Formulate various marketing strategies.
- Formulating and sending SMS to retail customers.
- Design, prepare and implement festoon, banner, leaflet for the promotion of the company.
- Market visit to learn in detail about festoon, banner, gift items.
- Assist in launching promotional events.
- Collecting, comparing, and choosing quotations for banner, festoon, signage production.
- Assist in website relaunching.

- Communicating with distributors for sending promotional materials like banners, festoon, etc.

### **1.3 Internship Outcomes**

#### **1.3.1 Students' Contribution to the Company**

- Maintaining brand consistency among communication materials.
- Preparing Facebook Policy for the company.
- Oversee different projects by constantly communicating with the creative agency.
- Oversee content for website relaunch, Facebook
- Create content for promotional leaflets and flyers.
- Write SMS content for sending to retail customers.
- Manage and collect different quotations to compare prices for banners, festoons, and leaflets.

#### **1.3.2 Benefits to the Student**

- I was able to receive direct guidance from senior management for learning about different elements of branding which helped me shape my thought properly and understand steps needed to follow during preparing any communication materials for the company.
- I was able to overview how a corporate company operates in a real-world scenario.
- I was able to understand how different departments interconnect with each other through MIS and complete tasks.
- The internship helped me to realize how to implement different brand-related concepts and what are the challenges in implementing those.
- I was able to realize my weakness and strengths while completing the internship and how to face and overcome different challenges while completing a project.

#### **1.3.3 Difficulties**

##### **a) Availability of Information**

The first and foremost problem that I faced while completing the internship is that one might have to work without getting full information. There were instances where I had to perform a task with inadequate information which made completing the task difficult. Also, as full-time employees are busy with their day-to-day tasks, it was not always possible to collect the full information needed for completing the report from them.

**b) Approval of each step**

Another issue that I faced is that irrelevant of the task size, closing the task requires a long process to go through as it has to go through checking from senior management to sometimes board of directors which makes the deadline of the task difficult to achieve.

**c) Adapting to Change**

Another issue that I faced is that for a company as big as Link3 technologies Ltd., adapting to sudden changes is not always easy to achieve. Hence, I was not able to share and implement my strategies for the betterment of the company.

**d) Insufficient Secondary Data**

One of the most crucial challenges that I faced is that there is inadequate secondary data available on the internet regarding the ISP industry of Bangladesh as well as Link3 Technologies Ltd.

### **1.3.4 Recommendations**

As an intern in the branding department of the company, I could not expect more to learn from Link3 Technologies Ltd. They were patient enough to guide me through each task. However, below are the recommendations for Link3 Technologies Ltd for nurturing future interns:

**a) Be the Mentor a Fresher Need**

When a student will join as an intern, the company must assign a dedicated mentor from the department that the intern is working for. This would help the student to learn the roles of the department which will help the student in future endeavors.

**b) Providing more Access to Internal Information**

As an intern the intern will not get access to all the information that full-time executive needs however, providing basic access to information like HR policy, access to MIS, etc. would help the intern to create a fruitful report on the company

**c) Providing a clear workflow for completing a task**

An intern needs to learn how to complete a task properly and for that, a proper workflow should be provided. A proper flowchart for completing the assigned task would help the intern to know what he/she is supposed to complete in what order which would reduce the communication gap between the intern and the supervisor.

## **Chapter 2**

### **Organization Part**

#### **2.1 Introduction**

Link3 Technologies Ltd. (LINK3) is a leading provider of data connectivity and Internet services utilizing a Point-to-Multipoint (PMP) and Point-to-Point fiber-optic network, as well as Broadband Wireless Access (BWA). Link3 has a laser-like concentration on fiber-optic networks and BWA, as well as an unrelenting dedication to the market and its customers. They offer a wide range of integrated BWA communication solutions for various target customers with the help of their combined infrastructure development, strong customer alliances, and field-proven installations. (Link3 Technologies Limited, n.d.)

More installations, dedicated engineers, and technological experience are available from Link3 than from any other Data Connectivity & Internet service provider on the market. Link3's financial strength, skilled management team, powerful solution portfolio, and diverse sales base will help it maintain its dominant position as the market's top Data Connectivity and Internet service provider.

Link3 is a licensed provider of nationwide data connectivity, internet service, and domestic data communication services by the Bangladesh Telecom Regulatory Commission (BTRC). BTRC has granted it an ISP license.

Furthermore, in September 2009, Link3 Technologies Limited obtained a BTRC-approved Internet Protocol Telephony Service Provider (IPTSP) license. Since then, Link3 Technologies Limited has been offering its loyal customers IP Telephony services. For domestic and international telecommunication, Link3 has state-of-the-art voice-over IP infrastructure. For domestic Mobile/PSTN calls, Link3 has redundant connectivity with ICX (Inter Communication Exchange), and for ISD calls, Link3 has redundant communication with IGW (International Gateway). (Link3 Technologies Limited, n.d.)

Link3 has created a countrywide network with a footprint of 64 districts, thanks to BTRC permission for offering Domestic Data Communication, IPTS. To create its nationwide network, Link3 Technologies Ltd. has installed 262 individual PoP (Point of Presence).

All PoPs are equipped with Cisco Routers and Switches, High-Performance FON and Wireless Communication Devices, Online-UPS, and generators to provide optimum uptime and quality. All of the PoPs are linked together via high-capacity fiber optic and wireless communication.

During a connectivity breakdown, auto-redundancy is ensured via multiple backbone connectivity and a dynamic routing mechanism. End clients benefit from congestion-free and rapidly upgradeable service thanks to industry-standard networking equipment and high-capacity multiple Fiber Optic and Wireless connectivity. (Link3 Technologies Limited, n.d.)

## 2.2 Overview of Link3 Technologies Limited

### 2.2.1 Link3 Management

The following table shows the key information regarding the top management of Link3 Technologies Limited.

|    |                        |                                                                                                                                |                         |
|----|------------------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| 1. | Name of the Company:   | <b>Link3 Technologies Limited</b>                                                                                              |                         |
| 2. | Business:              | Full-service ICT Solution Provider                                                                                             |                         |
| 3. | Date of Establishment: | <b>2000</b>                                                                                                                    |                         |
| 4. | Age of the company     | <b>19 years</b>                                                                                                                |                         |
| 5. | Address:               | Police Plaza Concord,<br>Tower-1 (13 <sup>th</sup> floor), 144, Gulshan Avenue,<br>Gulshan, Dhaka-1212<br>Tel: +88-02-55045444 |                         |
| 6. | Contact Details:       | Tel : +880-09678901234, Fax: +88-02-55045443                                                                                   |                         |
| 7. | E-mails and URL:       | e-mails: <a href="mailto:info@link3.net">info@link3.net</a> , URL: <a href="http://www.link3.net">www.link3.net</a>            |                         |
| 8. | Link3 Management:      | Chairman:                                                                                                                      | Mrs. Tahmina Ahmed      |
|    |                        | Managing Director:                                                                                                             | Mr. Sk. Raihan Ahmed    |
|    |                        | Director:                                                                                                                      | Mr. Sajjid Haider Pasha |
|    |                        | CEO                                                                                                                            | A. K. M. Morshed        |
|    |                        | CTTO                                                                                                                           | Uthant Rabbani          |
|    |                        | CCO                                                                                                                            | Zeeshan Kingshuk Huq    |
|    |                        | CFO                                                                                                                            | Mr. Zahrul Syed Bakht   |
|    |                        | CIO                                                                                                                            | Rezaul Kabir            |
|    |                        | CHRO                                                                                                                           | Ms. Sonia Mahmud        |
|    |                        | DGM, Corporate Sales                                                                                                           | Md. Arif Chowdhury      |
|    |                        | AGM, Service Delivery                                                                                                          | Mr. Mizanur Rahman Khan |

Table 1: Link3 Management List

## 2.2.2 Key Details about Link3 Technologies Limited

| Particulars                                  | Facts                                                                                                                                                                             |                                                                                                                                                 |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Legal Licenses                               | <ul style="list-style-type: none"> <li>Nationwide Internet Service Provider (ISP)</li> <li>Nationwide 3.5 GHz Exclusive Frequency</li> <li>IP Telephony.</li> <li>IPTV</li> </ul> |                                                                                                                                                 |
| Number of Employees                          | Total: 1150 (Technical: 700, Others: 450)                                                                                                                                         |                                                                                                                                                 |
| Quality Certifications                       | ISO 9001:2008                                                                                                                                                                     |                                                                                                                                                 |
| Number of offices:<br><b>Total 40 Office</b> | Dhaka: 08<br>Chittagong: 02<br>Sylhet: 01<br>Khulna: 01<br>Rangpur: 01<br>Bogra: 01<br>Barishal: 01                                                                               | Jessore: 01<br>Comilla: 01<br>Norshingdi: 01<br>Narayanganj: 01<br>Cox's Bazaar: 01<br>Mymensing: 01<br>Others 19                               |
| Total Number of BTS/PoP                      | 180+                                                                                                                                                                              |                                                                                                                                                 |
| Upstream Providers                           | Cybergate Ltd. (SEA-ME-WE-4)<br>Cybergate Ltd. (SEA-ME-WE-5)                                                                                                                      |                                                                                                                                                 |
| Network Operation Centre                     | Dhaka: 02<br>Chittagong: 01                                                                                                                                                       |                                                                                                                                                 |
| Coverage                                     | 64 Districts                                                                                                                                                                      |                                                                                                                                                 |
| NTTN Service Provider                        | <ul style="list-style-type: none"> <li>Summit Communications Ltd.</li> <li>Fiber at Home</li> <li>BTCL</li> </ul>                                                                 |                                                                                                                                                 |
| Technology partners                          | <ul style="list-style-type: none"> <li>Cisco Systems</li> <li>Allot</li> <li>DELL, HP</li> <li>Barracuda Networks</li> <li>AWS</li> </ul>                                         | <ul style="list-style-type: none"> <li>Juniper</li> <li>Microsoft</li> <li>Google</li> <li>Facebook</li> <li>Akamai</li> <li>Netflix</li> </ul> |
| Memberships                                  | <ul style="list-style-type: none"> <li>APNIC</li> </ul>                                                                                                                           |                                                                                                                                                 |

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            | <ul style="list-style-type: none"> <li>• BDIX</li> <li>• BCS</li> <li>• ISPAB</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Link3 Services</b>      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Core Service               | <ul style="list-style-type: none"> <li>• Nationwide Internet and Intranet Connectivity.</li> <li>• IP Telephony Service</li> <li>• IPTV [Newest Service]</li> <li>• International MPLS Connectivity.</li> <li>• LAN &amp; WAN</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Value-Added Services (VAS) | <ul style="list-style-type: none"> <li>• Web Services (Domain Registration, hosting, website development, SSL Certificate)</li> <li>• E-mail Hosting solution. <ul style="list-style-type: none"> <li>✓ Microsoft</li> <li>✓ Zimbra</li> </ul> </li> <li>• Antivirus &amp; Anti-spam solution. <ul style="list-style-type: none"> <li>✓ e-Set</li> <li>✓ Kaspersky</li> </ul> </li> <li>• Barracuda</li> <li>• Surveillance Solutions <ul style="list-style-type: none"> <li>✓ CCTV Solutions</li> </ul> </li> <li>• SSL Certifications</li> <li>• Bulk SMS/ E-Mail Solution</li> <li>• Application Development</li> <li>• Online Payment Solution</li> </ul> |
| Link3 Highlights           | <ul style="list-style-type: none"> <li>• Link3 is the single largest Retail Broadband internet connectivity company in Bangladesh with more than 80 thousand live customers and 140 thousand total customers.</li> <li>• Link3 is the largest Intranet &amp; Data Connectivity Company in the Bank and NBFIs</li> </ul>                                                                                                                                                                                                                                                                                                                                       |

|  |                                                                                                                                                                                                                                                                                   |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>sectors of Bangladesh with 8000+ connections in various bank branches, offices, and ATMs.</p> <ul style="list-style-type: none"> <li>• Link3 is the largest Intranet &amp; Data Connectivity Company in the Corporate sectors of Bangladesh with 3500+ connections.</li> </ul> |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

*Table 2: Key details about Link3*

### 2.2.3 Objectives

The following are Link3 Technologies' objectives:

- Facilitate and promote the use of information and communication technology (ICT) in all areas of the economy.
- Create an effective ICT infrastructure that allows for open access to both international and domestic networks.
- To provide high-speed, dedicated broadband connectivity to a client's location via a radio/wireless and optical fiber link.
- To use its network to give data connectivity practically anyplace in the country.
- Create job opportunities in the ICT sector.
- To provide comprehensive enterprise automation solutions through Enterprise Resource Planning (ERP) software to empower the corporate sector.
- To assist businesses in developing and maintaining an appealing brand identity through dynamic and inventive websites.
- To supply corporate houses with enterprise-grade data security solutions to protect their sensitive data.

### 2.2.4 Mission Statement

The mission statement of Link3 is,” Link3 exists to seamlessly connect people and organizations, enrich their lives and open them to a world of possibilities”. (Link3 Technologies Limited, n.d.)

## **2.2.5 Vision**

The vision of Link3 is,” Link3 exists to seamlessly connect people and organizations, enrich their lives and open them to a world of possibilities.” (Link3 Technologies Limited, n.d.)

## **2.2.6 Products and Services**

Link3 Technologies Limited offers a wide range of services which are as follows:

- Nationwide Retail and Corporate Internet Connectivity.
- Nationwide Data/Intranet Connectivity (IP-VPN, MPLS Layer 2/Layer 3).
- IPLC and International MPLS Connectivity.
- LAN Solution & Maintenance.
- Web Services (Domain Registration, hosting, website development)
- E-mail Hosting solution.
- SMS Solutions.
- Bulk E-mail.
- IP Telephony Service.
- Server Co-location.
- Antivirus & Anti-spam solution.
- Surveillance System.

A few of the services are being discussed in detail as follows:

### **a) Fiber Optic Connectivity**

The Dhaka Metropolitan City now has its Fiber Optic network. To provide redundancy, all of Dhaka's major base stations are connected by Fiber Optic Link via various routes. The entire city is covered by Link3's Fiber Optic Backbone, which runs from Motijheel to Uttara.

Link3 has installed a Passive Optical Network (PON) employing cutting-edge technologies from Fiber Optic Solutions companies across the world. Fiber Optic access will be offered right to the premise of the customer's home or office thanks to this exciting new technology. Customers of Link3 can presently choose from the following options:

- Intranet access across different customer sites.
- High-speed internet through the fiber-optic link.
- Leasing of dark fiber for very flexible and high-bandwidth deployments.

**b) Bank and Corporate Networking Solutions**

Link3 Technologies Limited provides a well-established network and service offering that is tailored to the needs of banks and financial institutions. They provide secure VPN services tailored specifically for banks, with a highly attractive pricing structure and unrivaled data security assurance. Firewall Security Solutions, Antivirus Solutions, and Networking Solutions are all part of their entire range of services for banks.

Several banks of Bangladesh have previously signed contracts with Link3 Technologies Limited to provide IP VPN and WAN Solutions, nationwide data connectivity, security hardware, and antivirus software solutions.

**c) Nationwide Connectivity with Virtual Private Circuit (PVC) and MPLS Networking Backbone (VPN)**

They presently provide data connectivity between Dhaka, Chittagong, and Sylhet, as well as any combination of those cities. To achieve optimum uptime, the connection is established using a highly reliable Digital- Microwave carrier with built-in redundancy. They offer MPLS Layer-3 connectivity across the nation.

Clients can choose between having their facilities connected directly via Radio Link or using their city-wide high-speed backbone in Dhaka, Chittagong, and Sylhet for a more cost-effective but highly secure solution.

**d) Global Data Communication Service**

While the Internet provides a low-cost superhighway for connecting organizations and people throughout the world, it is far from the safest or most secure route. International Private Leased Circuit (IPLC) provides a dedicated clear channel from "point A to point B" for enterprises that require the highest level of data communication security.

IPLC may be "the" answer for complete security and the highest level of service quality, but it is also rather costly. MPLS VPN, for example, is a significantly more cost-effective alternative with equivalent performance to IPLC.

**e) Enterprise Resource Planning (ERP)**

Link3 ERP (Enterprise Resource Planning Systems) is a software solution that ensures the smooth integration of all company information, including financial, accounting, human resources, supply chain, and customer data. Link3 ERP also assists in improved decision making and streamlining of expansion activities to boost performance and productivity.

**f) Web Services**

They offer a comprehensive set of Web services to fulfill any of business requirements:

- Web design and development of Web hosting
- Registration of domain names
- Database-driven and interactive websites
- B2C (Business to Consumer) and B2B (Business to Business) (B2B) Webpages

**g) Other Specialties**

The following solutions round out their service offering:

- Antivirus Software
- An All-Inclusive Networking Solution
- Configuration of DNS
- Configuration of Proxy Server
- Configuration of Mail Server

## 2.2.7 Clients List

Link3 Technologies has an extensive client list (Client List, n.d.) from corporate clients to Government organizations as well. A brief client list is attached below to whom they provide full-fledged IT solutions:

**a) Embassies in Bangladesh**

|                                                                                     |                                                                                     |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
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|                                                                                   |  |  |
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|  |  |  |
|-----------------------------------------------------------------------------------|--|--|

Table 3: Embassies as Client of Link3

**b) Banks and Non-Banking Financial Organization**

|                                                                                     |                                                                                      |                                                                                       |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|    |     |    |
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Table 4: Bank and Non-banking financial organizations as Clients of Link3

### c) Government Organizations and Armed Forces

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Table 5: Government Organizations and Armed Forces as Clients of Link3

### d) Pharmaceutical

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Table 6: Pharmaceutical Companies as Client of Link3

e) Corporate Organizations

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Table 7: Corporate Organizations as Clients of Link3

**f) Donor Agencies / NGO**

|                                                                                                                       |                                                                                                        |                                                                                                   |                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  World Health Organization           |                       |                 |    |
|  EngenderHealth<br>for a better life |                       |                 |    |
|                                      |                       |                 |    |
|                                    |  Save the Children® |  swisscontact |  |
|                                    |                     |               |  |

Table 8: Donor Agencies/ Ngo as Clients of Link3

**g) Technology Partners**

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Table 9: Technology Partners of Link3

## 2.3 Management Practices

### 2.3.1 Organization's Leadership Style

Link3 believes in teamwork and hence the leadership style that I observed here is comparable with the participative leadership style. In most of the departments, whenever there is a meeting to discuss any issue, everyone from the junior level to senior management provides an opinion, discusses elaborately and everyone is welcome to add their own opinions to any discussion without any hindrance. Due to this, sometimes a decision takes sufficient time to implement and suffers from inefficiency.

Link3 promotes three ideas to their employee's minds. The first one is integrity. By integrity they want their employee to work with utmost responsibility even if no one is supervising them. Secondly, they want their employee to be respectful to their job so that they can maintain a good working environment by staying respectful to everyone around the office. Lastly, they want their employee to feel the speed by which they mean to understand the sense of urgency while delivering their work. By instilling these values inside their employees, they want their employee to achieve their goals and objectives. Other than that, they offer a beautiful working environment for their employees to work.

### **2.3.2 Human Resource Planning Process**

Link3 usually has an effective human resource planning process. As a national ISP company of Bangladesh, Link3 has more than 6000+ employees working currently across the whole of Bangladesh. Hence, without a proper human resource planning process, it would be hard to maintain the company's workforce. According to my observation and information, they maintain both hard copies and soft copies of their documents. They maintain their soft copies through their own developed MIS database and they use that information to keep a regular flow of talented workers while preventing labor shortages or surpluses. This planning process includes several steps such as determining the existing employee supply, predicting the workforce's future, balancing labor supply and demand, and making plans that meet the company's goals.

### **2.3.3 Recruitment and Selection Process**

The recruitment and selection process of Link3 consists of several steps. Firstly, when there is a need for an employee in a department, the department informs HR about this. After receiving the recruitment request, they start by creating a proper job description and first circulate inside the company and ask its internal employees to refer someone they know who fits this position. After that, if it meets the objective, then they stop there, if not, then they post job circulars in both offline and online media. Some of the popular media they use is an online job portal, directly to students via their faculty, in newspapers, etc. The third step is screening applicants. All candidates have to first attend a face-to-face interview. If they pass the interview, then they have to attend a written exam based on the job they have applied for. After that, they have to attend a final interview to get finally selected. However, depending on the job requirement, this varies. Finally, they provide a job offer to the newly hired employee.

### **2.3.4 Compensation System**

They provide market competitive rates to their employees along with yearly appraisals based on their performance and other parameters. Other than that, they also provide a performance bonus from time to time if the performance is extraordinary. However, they do not provide any equity compensation.

### **2.3.5 Training and Development Initiatives**

The HR department of Link3 is highly active. They offer various department-based training initiatives for their employees to increase their skillset and productivity. As a tech company,

they need to have various certified people to meet the industry standard to sell various products from Microsoft, Cisco, etc. Hence, they also encourage their employees to attend and also arrange various training programs, workshops, etc. to enhance their skills for the betterment of the company.

### **2.3.6 Performance Appraisal System**

Link3 has several performance appraisal systems which vary from department to department. They provide yearly appraisal, performance-based appraisal, objective-based appraisal, etc.

## **2.4 Marketing Practices**

The marketing practices of Link3 has been discussed below briefly:

### **a) Marketing Strategy**

As Link3 is an ISP company, they serve both retail and corporate customers. Hence, they have different marketing strategies in action to serve to separate customer bases based on their need. In the case of retail customers, they provide service via distributorship model which helps them to reach retail customers with less cost. For corporate customers, reach them directly via their sales team and provide service based on their specific needs.

### **b) Target Customers, Targeting and Position Strategy**

As an internet service provider company, the target audience of Link3 is anyone who uses Wi-Fi/ Lan chip-enabled electronic devices such as mobile, laptops, etc. and needs an internet connection. Apart from that, they also have another target audience for their corporate services and products which are private or public companies, institutions, establishments, etc. For their retail sales, they use a mass marketing strategy or undifferentiated marketing strategy. For corporate sales, they use a segmented marketing strategy where they have a focused customer list. The positioning of Link3 in the market as an ISP provider has been based on reliability as the government has fixed one rate for providing broadband to retail customers. However, in the corporate sector, Link3 is still the most reliable and quality internet service provider.

### **c) Marketing Channels**

As a service provider company, Link3 uses Zero-level Channel for serving its corporate customers which means the service is provided directly from producer to customers with no involvement with a middle man and uses a One-level Channel for serving its retail customers which means the provider uses a middle man or retailer to reach it, customers. In the case of Link3, they serve its corporate customers directly via their employees and

they serve their retail customers across Dhaka via a distributorship model where they have allowed several distributors based on different locations to reach customers of that area.

**d) Product Development and Competitive Practices**

Recently, Link3 management has decided to invest a large amount of money to develop its network infrastructure across Bangladesh. Besides that, as a service company, they are not developing any new product but only developing and focusing on their current service enhancement.

**e) Branding Activities**

The company is currently focusing heavily on different branding activities. Recently they have launched their new website as part of their branding activities. Moreover, they are investing heavily in banners, festoons, and leaflets for retail customers, distributors, and salespeople. Apart from that, they recently arranged a distributor meetup in November 2021 which happened for the first time in the ISP industry. They also celebrate different occasions such as national holidays where they implement various branding activities such as decorating the workplace, creating banners, social media posts, etc.

**f) Advertising and Promotion Strategy**

For advertising and promotion of their brand, Link3 regularly posts on their Facebook page about their offers, special discounts, brand awareness, and brand engagement-based posts to reach mass customers. For promotional purposes, Link3 is providing banners, festoons, and leaflets to its 100+ distributors across Bangladesh. They are also developing several new promotional strategies such as providing a gift to their corporate customers on different occasions to retain the existing customers. As part of their promotional strategy, they are focusing on setting their footprint on digital media hence they have planned to place ads via google ads, website placement, etc. In the case of social media, to stay relevant to their audiences, they post mostly promotional content. Other than that, they also post informational and educational posts besides posting entertainment content such as celebrating Bangladesh Cricket Team's victory.

## **2.5 Financial Performance and Accounting Practices**

Due to the lack of sufficient information from a secondary source and reluctance to provide a financial statement as a private company, it is not possible to discuss the financial performance and accounting practices in detail. However, according to the available information, the company has a finance department under which the accounting section exists.

The finance and account department of Link3 is responsible to maintain all the financial data systematically. The following roles are followed by the finance and accounting department of Link3:

- a) All the financial activities of Link3 technologies ltd are maintained by the finance department.
- b) The finance department keeps track of all financial accounts and arranges them in ascending or descending order as needed.
- c) The finance section totals the funds received from clients and other interested parties.
- d) These departments cover the employee's salary as well as all internal expenses, as well as pay for employees who travel to the outside Dhaka office and receive training from the corporation.
- e) The department also creates a month-by-month and year-by-year income and expense sheet.
- f) The accounts department also makes any reasonable and advantageous financial decisions for the organization.

With limited information available, these are all the roles of the accounting and finance department that I could mention in this report.

## **2.6 Operations Management & Information System**

The operations management of Link3 technologies ltd is focused into two categories:

### **a) Technical**

### **b) Business**

As it is a tech company, hence, this two are the primary operations sector for the company. The technical sides look after maintaining the server, providing necessary tweaks and backup, innovating new services and products, and providing all technical-based assistance to the company.

On the other hand, the business side focuses on serving retail and corporate customers. The main departments under the business side are:

- Sales and Marketing
- Customer Service
- Business Development
- Strategic Initiative
- Business Analysis

To ensure a smooth flow of information and maintain proper channels between departments, Link3 has developed its own MIS database and structure. It is being discussed briefly as follows:

**a) Management Information System**

Under this option, an employee can check Client Database, Change Management, reach Helpdesk and check inventory-related information.

**b) Retail Subscription Management (RSM)**

In this option, an employee can access the Retail Client Database where they can check the updated retail client list. Other than this, they can also access Change Management, Helpdesk, Inventory, etc.

**c) Inventory Module**

By availing this access, one can provide Product Requisition, Receive, Issue, Return, Transfer, Product Stock Report, Cable Issue Report, etc.

**d) Link3 Operations Module**

This option offers an employee to get access to Local Conveyance, Local Tour Bill, Subscriber Lock/Unlock, Power Maintenance, Galaxy, etc.

**e) Administration Module**

This provides an employee with access to Admin Helpdesk, Admin Store, Admin Utility Bill, User Module, etc.

**f) Human Resource Information System**

An employee can get information on HRIS, Job Card, Leave Applications, EL Encashment, etc.

Besides these, Link3 MIS also provides the following options for the employees to access in MIS:

- Innovation Center: Submit Ideas
- Record Your Attendance
- Job Card
- Attendance Application
- Shift Management
- Leave Application
- EL Encashment
- Tax Acknowledgement Slip

- Open Admin Helpdesk Ticket
- Open IT Helpdesk Ticket
- Open Power Maintenance Ticket
- Local Conveyance Claim
- Local Tour Bill
- Advance/Expense Bill
- ID/Visiting Card Requisition
- Refund Note
- Link3 Employee F&F referral entry form

Due to the restriction of access to their MIS as an intern, it was not possible to collect further thorough information about their MIS.

## **2.7 Industry and Competitive Analysis**

To discuss the industry and competitive analysis of Link3 Technologies Ltd, we will use Porter's five forces model and SWOT analysis.

### **2.7.1 Porter's Five Forces Model**

Porter's Five Forces is a business analysis model that explains why different industries may maintain varying degrees of profitability. In 1980, Michael E. Porter's book "Competitive Strategy: Techniques for Analyzing Industries and Competitors" introduced the concept. 1 The Five Forces model is commonly used to examine a company's industry structure and corporate strategy. With certain qualifiers, Porter identified five indisputable forces that shape every market and business in the globe. The five forces are widely used to assess an industry's or market's competitiveness, attractiveness, and profitability.

#### **a) Competition in the Industry**

As a national ISP company, Link3 has few competitors in the ISP industry. Some of the mentionable competitors of Link3 are Carnival Internet, Aamra Net, BRAC Net, Dot Internet, Triangle Services Limited, etc. Among all these competitors, Carnival Internet has proved to be a direct challenger of Link3 technologies ltd in recent years. Both of the companies are the biggest and have the most customer base in Bangladesh. As both of the companies are trying to expand and invest in their infrastructure at a competitive rate, the competition of Link3 in the ISP industry is moderately high.

**b) Potential of New Entrants into the Industry**

To become a national ISP company with coverage across Bangladesh, one would need a substantial amount of investment and a distribution channel. Hence, the barrier to entry is high in the ISP industry.

**c) Power of Suppliers**

As Link3 is a technology-based company, they import most of their electronic equipment from China and USA and there are lots of suppliers and manufacturers of these devices. Hence, the power of suppliers is moderate as there are lots of suppliers to source raw materials from.

**d) Power of Customers**

As the rate of the internet packages was set by Government under the campaign, 'Ek Desh, Ek Rate.', every internet service provider has to charge the same amount from retail customers for providing internet connection. Due to this, the power of customers has been greatly reduced in recent times as they cannot bargain with the prices anymore.

**e) Threat of Substitutes**

Although Link3 is a national ISP company, there are thousands of local ISPs serving in smaller areas across Bangladesh. Besides, there are few national ISP companies as well providing similar services to customers as Link3. Hence, a customer can easily switch from one service provider to another which makes the threat of substitution moderately high.

## **2.7.2 SWOT Analysis**

SWOT analysis (strengths, weaknesses, opportunities, and threats) is a framework for assessing a company's competitive position and developing strategic plans. Internal and external elements, as well as existing and future possibilities, are all evaluated in a SWOT analysis.

**a) Strength**

▪ **Skilled Human Resource**

One of the main strengths of a service company Link3 has is skilled and certified IT professionals as well as business graduates. As a service company, having skillful employees is the key to growing and providing the best service in the market.

▪ **Widest Coverage**

Among all the national ISPs of Bangladesh, Link3 has the widest network coverage in Bangladesh.

- **Effective Distributorship Model**

Link3 has around 100 distributors across Bangladesh through two commission models which are 20% and 40% shared commission model. This is a strong strength of Link3 that it could adapt to this model with ease to serve its retail customers.

**b) Weakness**

- **Old Infrastructure Model**

As a 20-year-old company, Link3 did not upgrade its network infrastructure regularly. However, with the increased competition and customer awareness increased, Link3 cannot ignore this anymore and the outdated infrastructure model has been a major weakness of Link3.

- **Lack of Efficiency in solving Network Issues**

Being a major internet service provider company, multiple steps are involved to solve any issue. When a customer faces internet-related issues, they want an instant solution but this chain of steps delays the problem-solving.

- **Presence in the Digital Media**

Another key weakness of Link3 is not having enough presence in the digital media. As an old company, Link3 is more comfortable in trade marketing than digital marketing which has become a major weakness for Link3 in this post covid era.

**c) Opportunities**

- **Targeting more Retail Customers**

In the post covid era, everyone has understood the importance of having a good internet connection at home, and Link3, as an already established national ISP company, can explore and invest heavily to get as many as retail customers on board for a continuous stream of revenue. With the developed IT knowledge among the Bangladeshi citizen, everyone needs internet and Link3 can step up their game to become the number one choice for internet connection for retail customers.

- **Becoming a lifestyle ISP company**

With added value with their internet service, they can become a lifestyle by cross-selling their products in the market. For example, they can become a partner with different OTT platforms like Netflix, Hoichoi, etc. along with different game companies to create a bundled package that would attract more customers who use the internet for entertainment.

- **Branding in Digital Media**

As Link3 is an internet service provider company, they can brand their services and products on social media like Facebook, Instagram, etc. to attract the next generation customers. Besides this, they can brand their services on other digital websites where Bangladeshi visit the most. This would help them to stay ahead of their competitors in this digital era.

**d) Threat**

- **Alternative to Broadband Connection**

The biggest threat Link3 may face in near future is wireless internet connectivity via satellites or telecom companies. If there is an alternative where customers can avail internet at home without even taking any broadband connection, this would make the whole ISP industry obsolete.

- **Government Regulations**

With the,” Ek Desh, Ek Rate” campaign by the government, Link3 cannot charge higher for their retail connections anymore, and if the regulations change regularly then the new regulations might not be always in favor of the ISP industry so they need to have alternative plan to tackle those in future.

## **2.8 Summary & Conclusions**

Although I was an intern of the Branding department of Link3 technologies ltd, I had to communicate and work side by side with sales, business development, customer service, and other departments as well, hence, I was able to observe how a national ISP company works to meet the customer requirements and provide service countrywide. As a national ISP company, Link3 offers a diverse set of services, including the internet, intranet, IP telephony, web security, and web services. Although Link3 prioritizes quality over money, competition is becoming increasingly fierce. To retain and attract potential customers, Link3 should focus on price and add some value-added services (VAS). Lack of a long-term ICT plan, uninformed clients, stiff competition, insufficiently skilled technical employees, competitors pricing strategy, and government rules and regulations are some of the primary issues that Link3 will encounter in the future. As a result, Link3 should develop a long-term strategy to address these upcoming issues.

## **2.9 Recommendations**

- a)** The current market is quite competitive. To articulate Link3's POP (Point of Presence) and POD (Point of Difference) toward target customers and retain and find potential customers, Link3 should market its services to clients using various promotional tactics.
- b)** To build a positive image in the minds of customers, Link3 should include SM (Social Marketing) and CRM (Customer Relationship Management). Because every business has a responsibility to the well-being of society. As a result, Link3 should include both SM and CRM activity.
- c)** Link3 is more concerned with the quality of the services than with the pricing. As a result, Link3 is more expensive than its competitors. So, to keep existing customers and attract new ones, Link3 should provide some VAS (Value Added services). VAS could include IP Telephony, IP TV, a free email account, and free or low-cost domain hosting via the Internet/ Intranet.
- d)** Link3 may use a more advanced ERP system to speed up the service delivery process. As far as we know, Link3 is looking into implementing a better ERP (Enterprise Resource Planning) system to improve service delivery as well as focusing on service quality delivery.
- e)** Link3 must formulate and implement the proper strategy by investing properly in branding & promotion in digital media as creating digital content can place them in the minds of their customer in a positive way and can be a great competitive advantage over competitors.

## **Chapter 3**

### **Ideal Social Media Marketing Communications Strategy for ISP Industries of Bangladesh**

#### **3.1 Introduction**

In Bangladesh, 5.743 million people are using ISP for accessing the internet according to a report published by BRTC in February 2020 (BTRC, 2020). Among all these internet users, most of them use it for browsing social media like Facebook, YouTube, Instagram, TikTok, etc. and among all these social media platforms, Facebook is the preferred choice when it comes to using social media. The next spot is for YouTube in terms of popularity and user base. However, when we are focusing on social media marketing communications, the preferred go-to place for placing ads for brands is Facebook. Hence, our discussion will prioritize Facebook mainly.

##### **3.1.1 Background**

Facebook is an online platform that was created to connect and socialize with each other. Facebook's latest mission statement is that people use Facebook to stay connected with friends and family, discover what's going on in the world, and share and express what matters to them. However, with the continuous revolution in information technology, Facebook has become much more than that. Facebook is now the biggest Social Media Platform with approximately 1.93 billion daily active users as of 2021 and that brings numerous opportunities for ISP industries to acquire and connect with its customers like never before.

In the case of Bangladesh, there were 52958100 Facebook users in Bangladesh in October 2021, which accounted for 30.6% of its entire population. The majority of them were men - 67.8%. People aged 18 to 24 were the largest user group (23200000). The highest difference between men and women occurs within people aged 25 to 34, where men lead by 7400000. (Facebook users in Bangladesh, 2021)

With the presence of such a large number of users from Bangladesh, ISP companies can take the opportunity of establishing their presence solidly on Facebook which can be one of the biggest competitive advantages.

Apart from Facebook, the ISP industry also needs to focus on YouTube, Instagram for the expected growth if it aligns with its targeted customers.

### **3.1.2 Objectives**

Following are the main objectives of this study:

- Understanding the current social media practice of the ISP industry.
- To analyze the social media content posted by the ISP companies.
- Comparing related national and international internet service providers' approaches.
- Finding the strategy gap in the social media marketing approach by the ISP industry.
- Determining the best practices to be followed by the ISP industry.

### **3.1.3 Significance**

This report's findings will be crucial to the ISP industry in shaping up their strategy in social media and how to act the way it was intended in the social media space. While a lot of the brands from other industries, for example, the telecom industry, are strategizing their marketing approach in a way that matches with the audiences of social media, however, the ISP industries are yet to find and implement a proper plan for the social media marketing. The study would focus on the current approach of the top brands in the ISP industry and discuss how should their approach be in social media for the best outcome.

## **3.2 Methodology**

To prepare the report, the focus was given mainly on the secondary data. As we will be discussing the social media marketing approach by the ISP industry, the majority of the data were collected from the Facebook pages, YouTube channel to complete the study. Other than that, few primary data were collected from the approach of Link3 in the social media space.

## **3.3 Findings and Analysis**

### **3.3.1 Current Social Media Practices of the ISP Industry**

To analyze the way different brands are using Facebook to connect with their audiences, we will focus on Link3's direct competitor's brands and a few national and international brands from both related and unrelated industries.

#### **3.3.1.1 Competitor's Practices**

For this analysis, we are considering, Carnival Internet, Amber IT, and Link3 Technologies Limited. The analysis has been created based on the data collected from their Facebook pages from 1<sup>st</sup> of August till 7<sup>th</sup> November.

### a) Carnival Internet

Carnival Internet has a Facebook page with 77478 likes (Carnival Internet, 2021). Among all the National ISPs of Bangladesh, Carnival has the best digital presence on Facebook in terms of content quality. They usually follow the mentioned policy as follows:

#### ▪ Content Types

The Facebook posts of Carnival Internet are a mixture of different types of content. They usually focus more on video content and static content. Alongside, they also share curated content like sharing technology-based news links from other websites, going live, conducting FB events, and posting dynamic content.

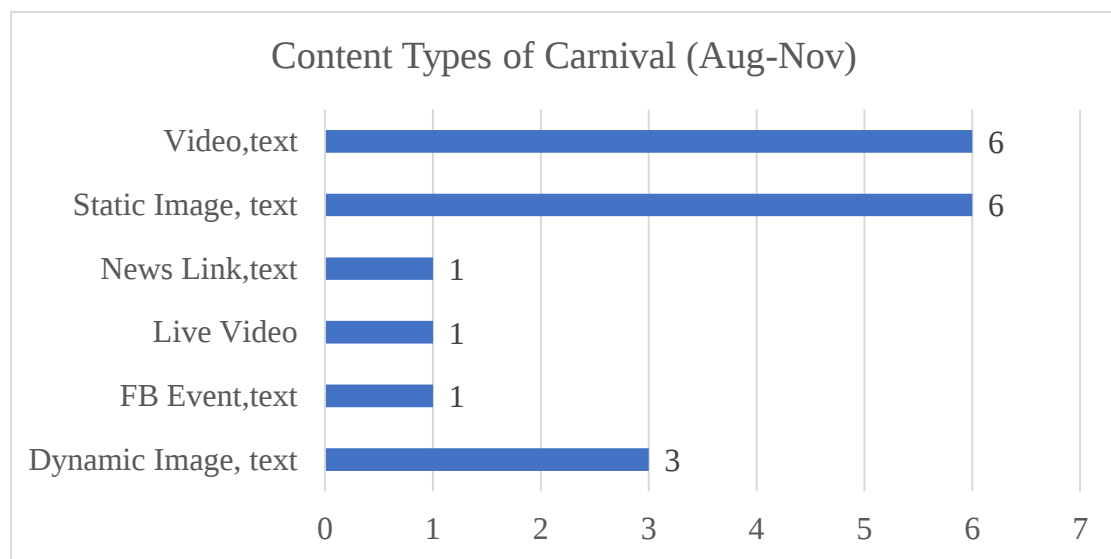


Figure 1: Content Types of Carnival Internet

#### ▪ Content Categories

Usually, every Facebook post can be divided into four categories which are educational, endorsed post, informational, and promotional. Carnival Internet focuses most on posting content that falls in the Promotional category. Besides, they have also posted educational content and Informational content with equal weight.

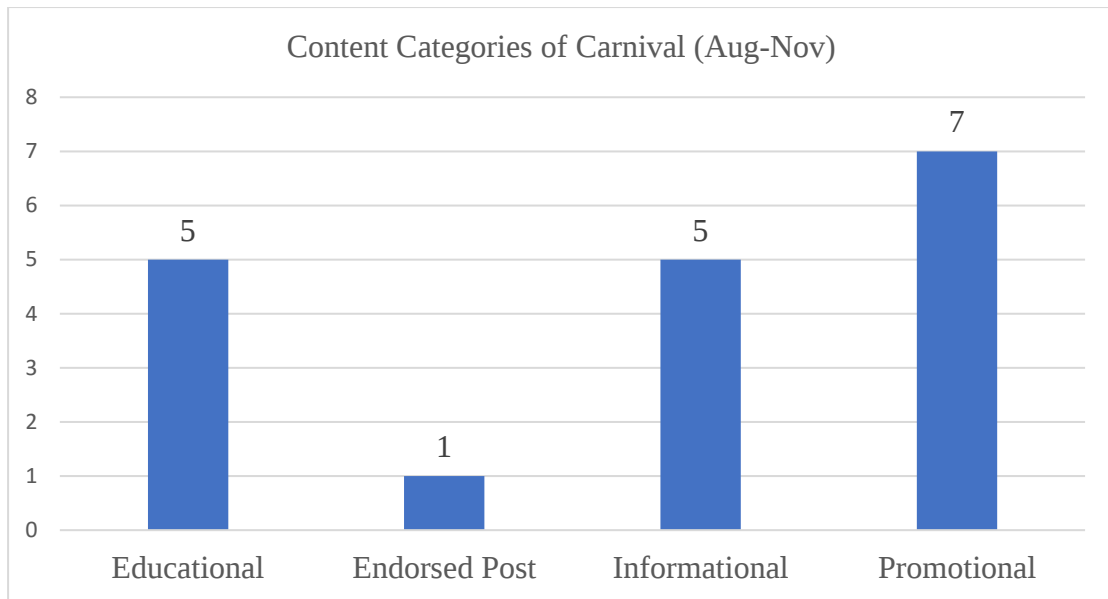


Figure 2: Content Categories of Carnival Internet

- **Content Marketing Goals**

We have divided their marketing goals into seven categories which are service promotion, service awareness, holiday celebration, engagement, brand endorsement, and brand awareness. Among these categories, Carnival Internet puts most focus on engagement and brand awareness-based content while posting on Facebook.

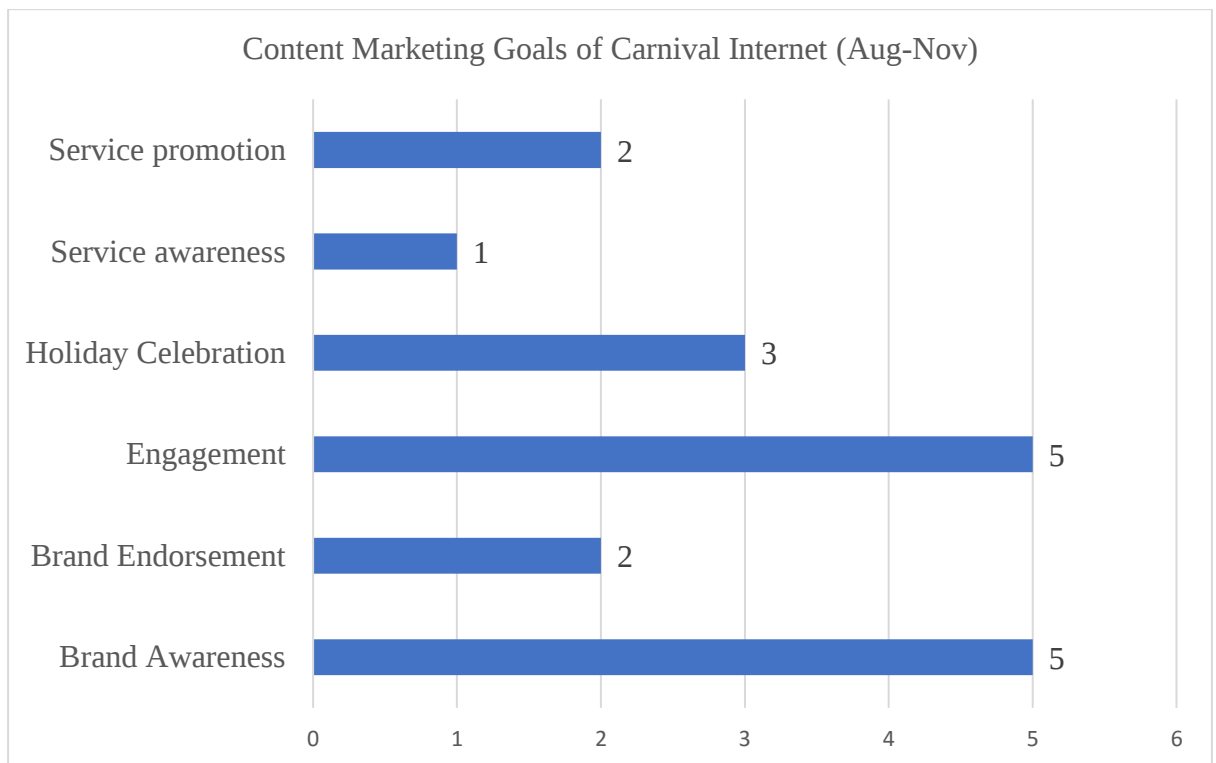


Figure 3: Content Marketing Goals of Carnival Internet

## b) Amber IT

Amber IT is another prominent national ISP company of Bangladesh that has a Facebook page with 121588 likes (Amber IT, 2021) on their page. Amber IT is moderately active on Facebook in creating content for audiences. Their usual policy is mentioned as follows:

### ▪ Content Types

Amber IT creates more content that consists of static images with text as a caption. This is their favorite content type to post. Besides this, they also post contents that are dynamic images with text as a caption. Other than that, they seldomly post contents that are video with a text as a caption.

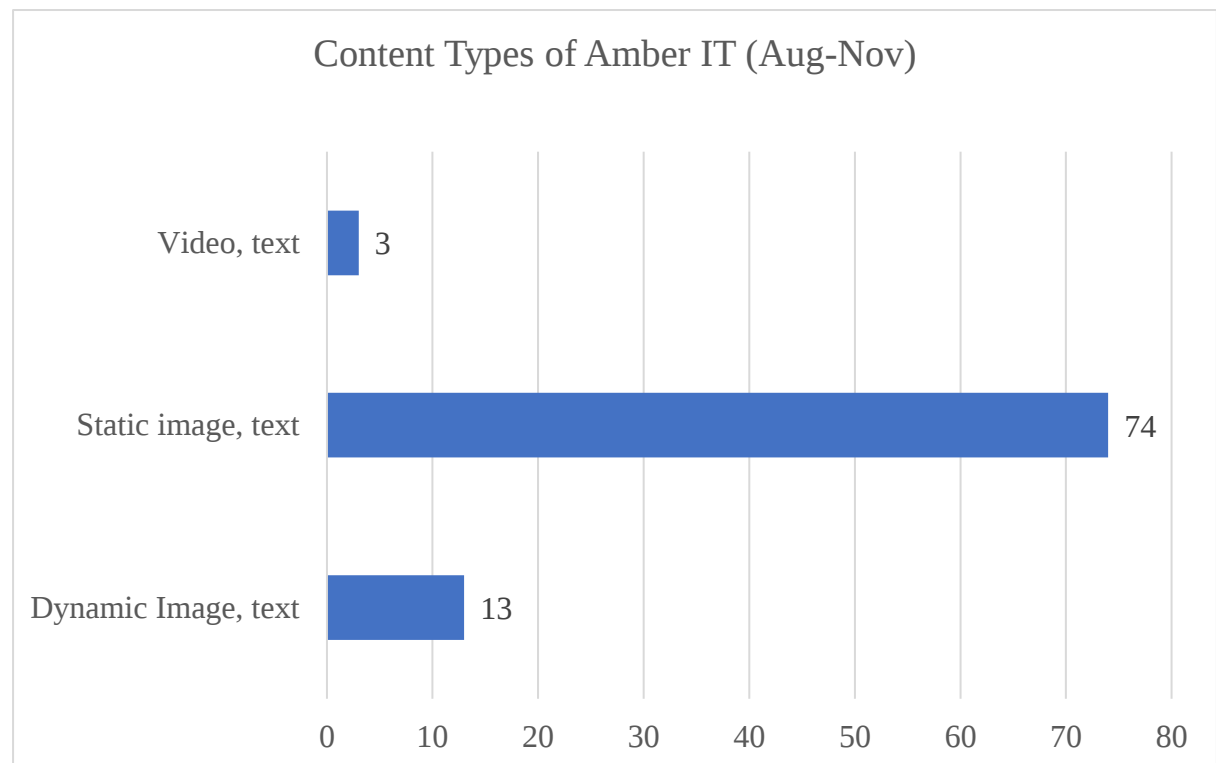
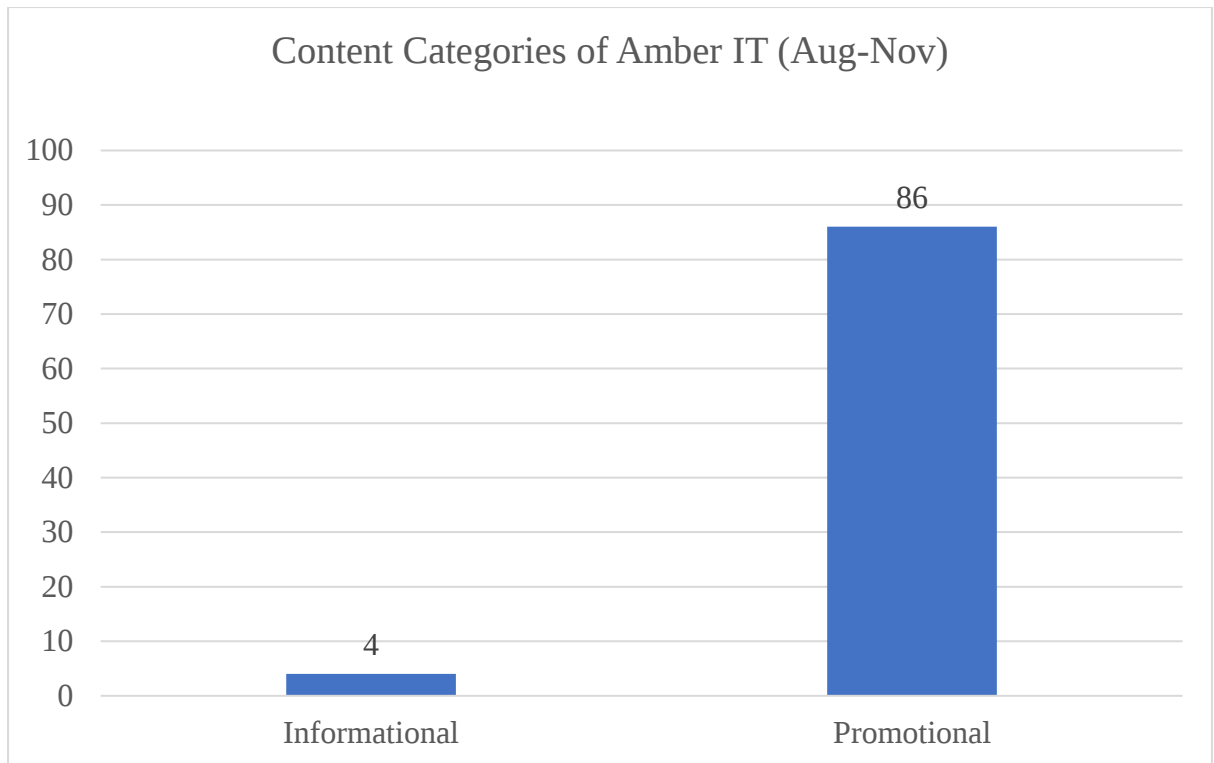


Figure 4: Content Types of Amber IT

### ▪ Content Categories

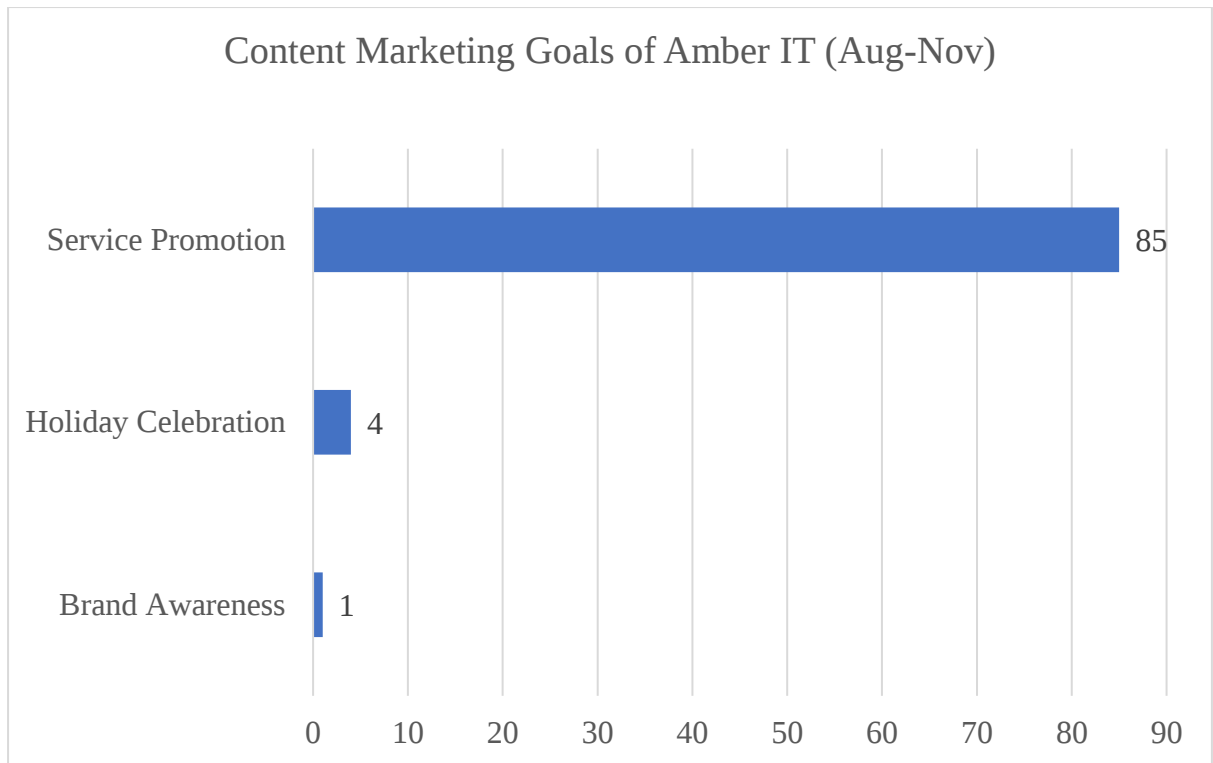
Amber IT seems leaner towards the promotional category. The majority of their posts are promotional-based content where they promote their offers, discounts, new packages, discounts, etc. They also post content from the informational category but in a negligible number.



*Figure 5: Content Categories of Amber IT*

▪ **Marketing Goals**

Their marketing goals or focus can be distributed into three categories which are service promotion, holiday celebration, and brand awareness. Amber IT's social media marketing promotions focus most on promoting their service to the audiences. Other than that, they also post to celebrate different holiday celebrations like religious holidays, national holidays.



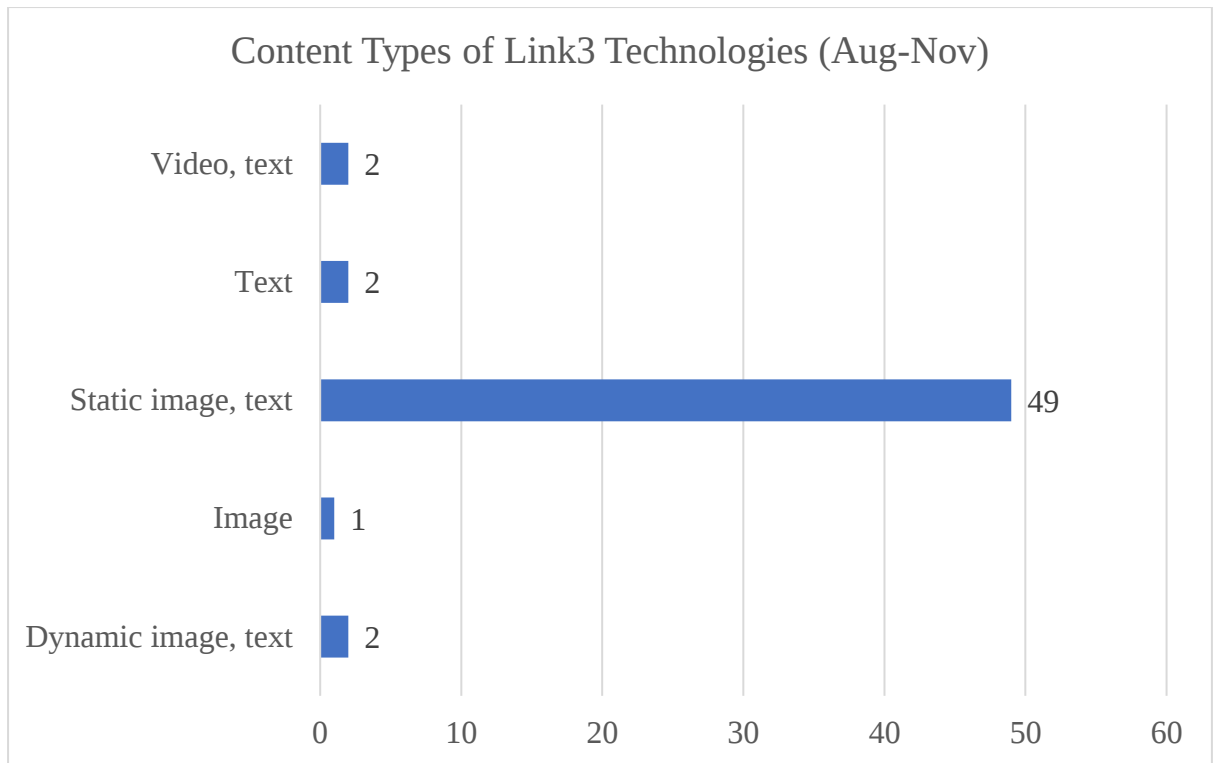
*Figure 6: Content Marketing Goals of Amber IT*

**c) Link3 Technologies LTD.**

As the market leader, Link3 technologies limited has a total of 395709 (Link3 Technologies, 2021) Facebook page likes. Although they are the market leader, they do not have a strong presence in the social media space.

▪ **Content Types**

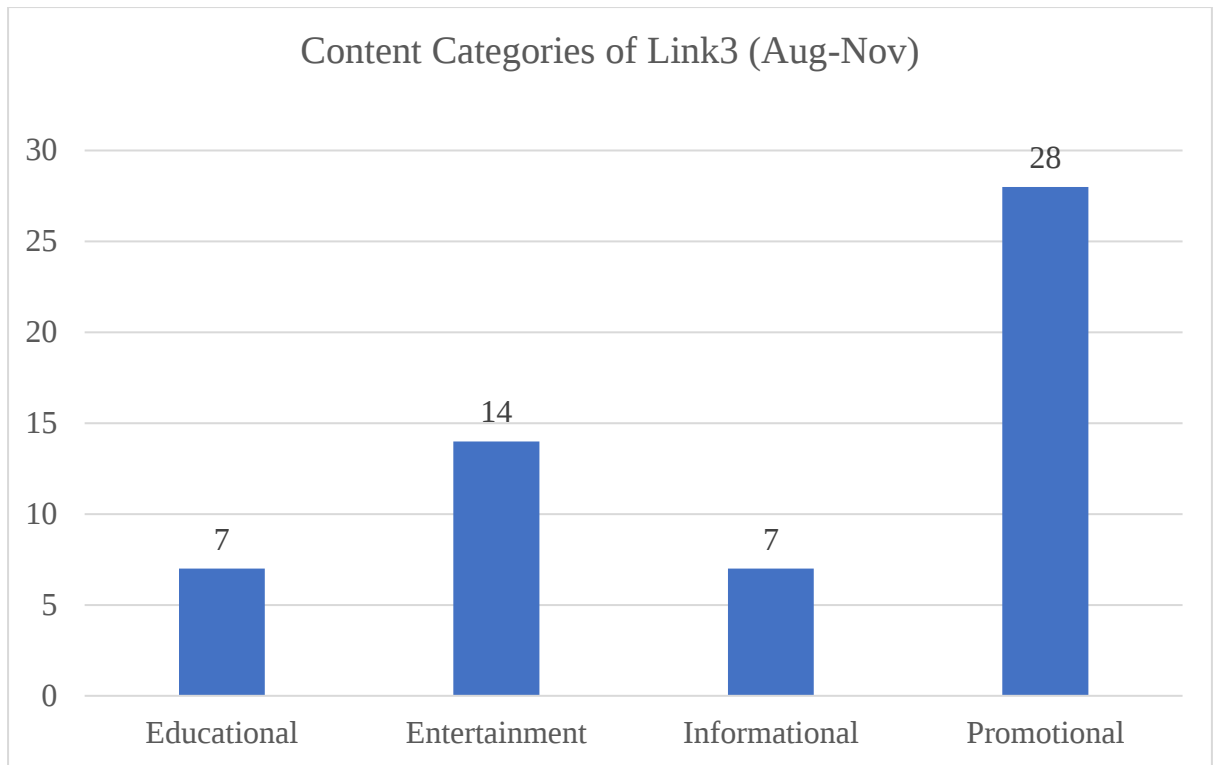
The majority of the posts of Link3 in Facebook are static images with text as a caption. Other than that, they also post contents that are video, text; only text; only image; dynamic image, text.



*Figure 7: Content Types of Link3*

▪ **Content Categories**

Considering the content that they post on Facebook, they post mostly promotional-based content, followed by entertainment-based content. Other than these two, they also post contents that are educational and informational.



*Figure 8: Content Categories of Link3*

▪ **Content Marketing Goals**

Most of the content that they post on Facebook is solely to promote their services like offer types, discounts, etc. Also, they focus on creating engagement-based posts and content that create brand awareness. Besides these, they also create content that is news based, holiday-based, brand endorsement, holiday celebration.

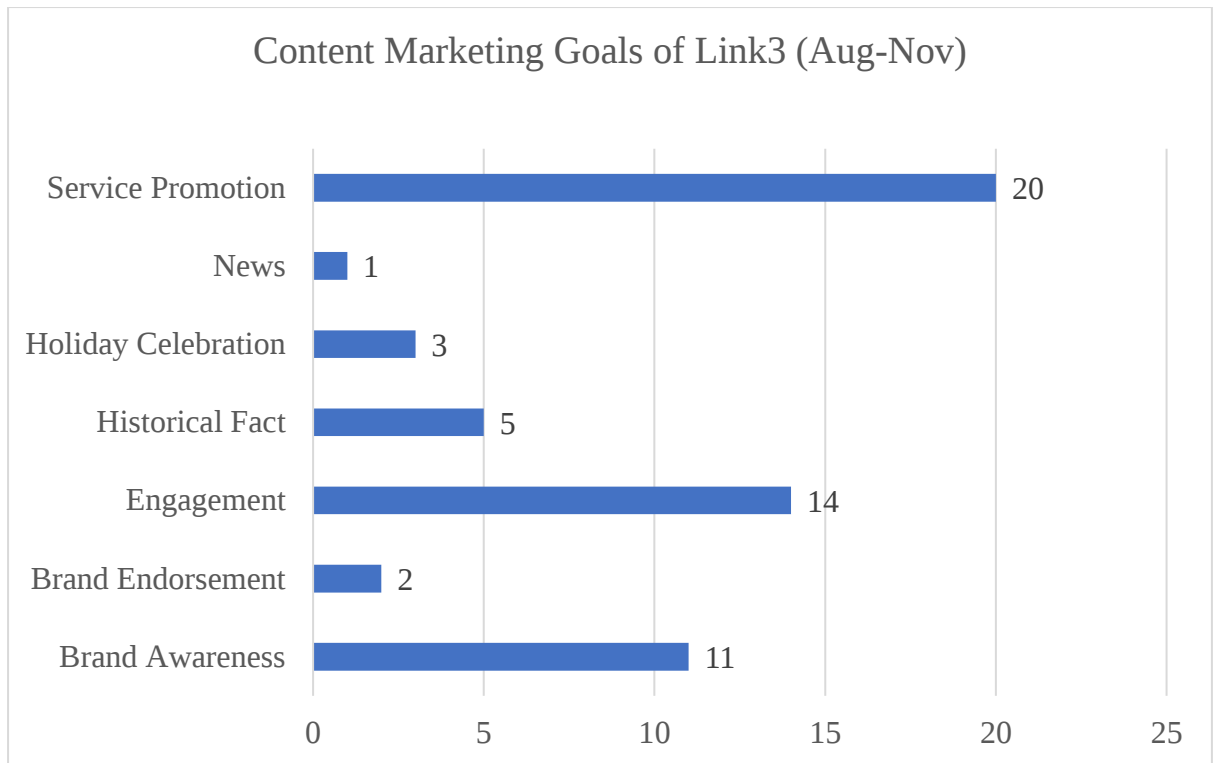


Figure 9: Content Marketing Goals of Link3

### 3.3.2 International ISP Brand

#### Xfinity

In this section, we are going to analyze **Xfinity** which is the largest Internet Service Provider company in the U.S.A. with over 30.6 million internet subscribers (Xfinity, 2021). They are one of the leading ISP brands that have adopted several strategies to engage with their customers on Facebook. The strategies are being mentioned as follows:

- **Content Type**

After analyzing the Facebook posts of Xfinity, we can see that the majority of their posts consist of the static image. Besides that, they also share dynamic images and a few video contents as well.

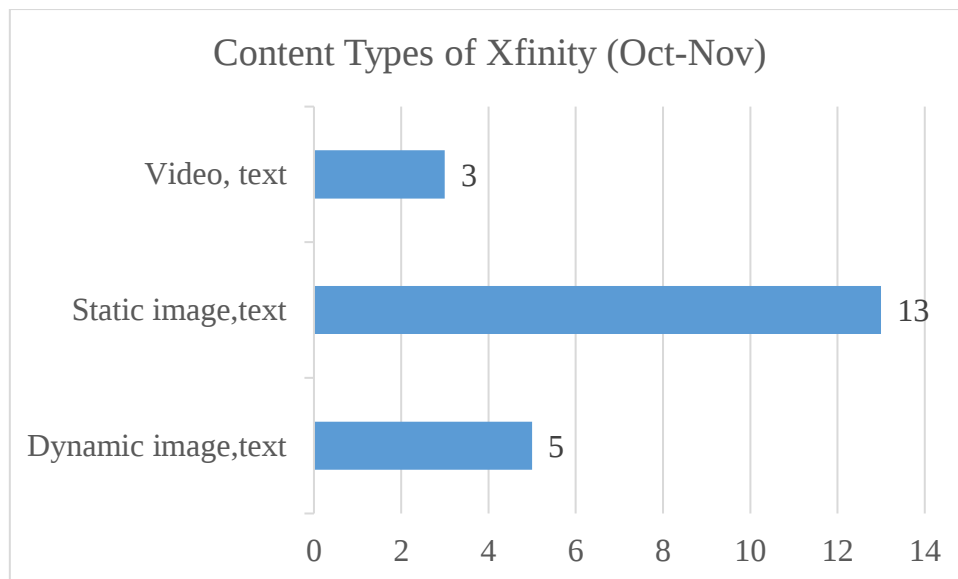


Figure 10: Content Types of Xfinity

- **Content Categories**

As Xfinity is an ISP company, to stay relevant with their industry, they share informational posts mostly, followed by entertainment and promotional posts.

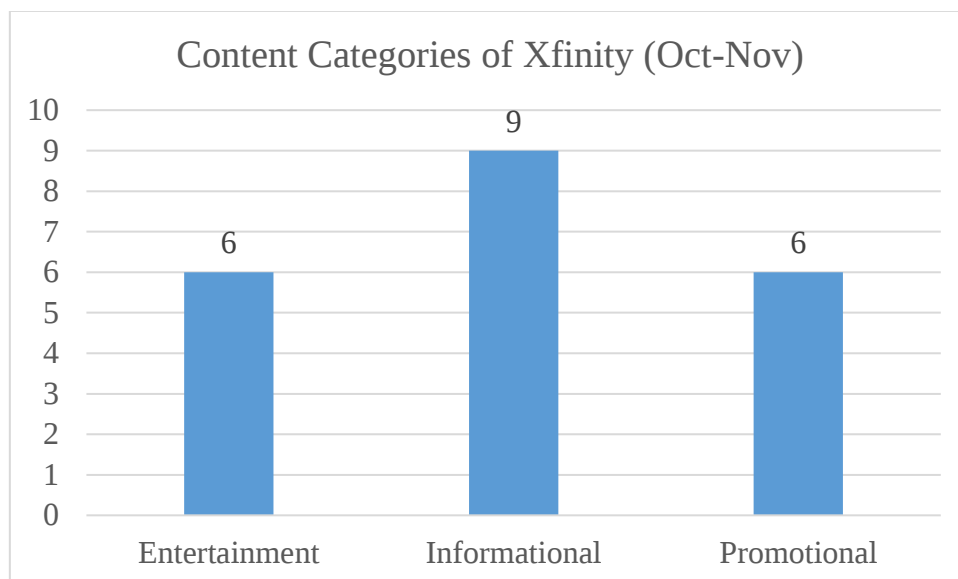
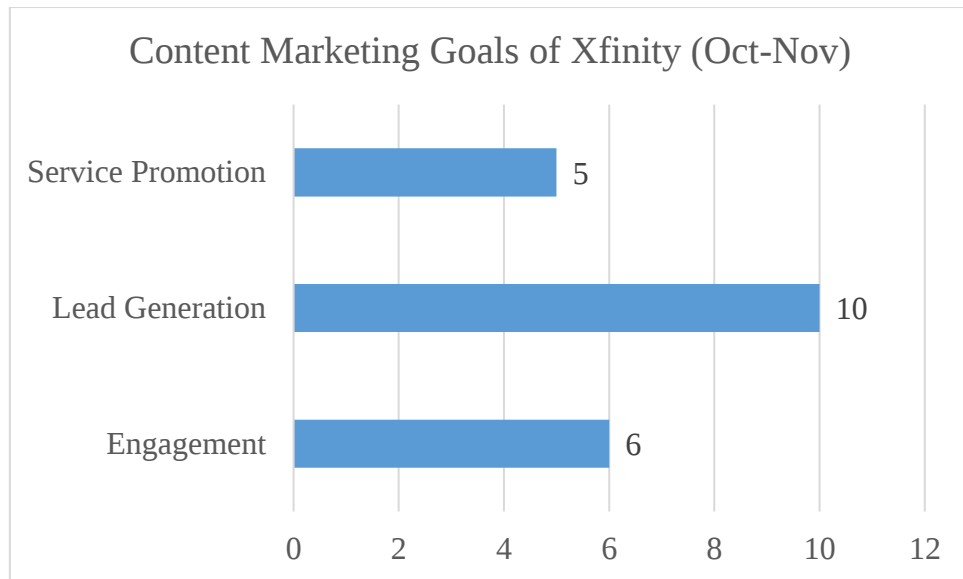


Figure 11: Content Categories of Xfinity

- **Content Marketing Goals**

They focus on mainly three goals which are lead generation, engagement, and service promotion. Among these three, lead generation is the most common goal behind their Facebook posts. Apart from that, they also focus on service promotion and engagement.



*Figure 12: Content Marketing Goals of Xfinity*

### **3.3.3 Telecom Company**

#### **Airtel Buzz**

Airtel is renowned for being relevant and engaging customers on social media platforms especially Facebook. It has approximately 83 lakh likes (Airtel Buzz, 2021) on its page. Among all the brands that we have analyzed till now, Airtel is the most successful one in engaging customers and being relevant to their customers on Facebook.

- **Content Type**

Airtel buzz mainly targets the youth segment of the country and to engage them the most with their brand, their post mainly consists of static images with a text as a copy. In addition, they also post dynamic images with the least focus on video-type content.

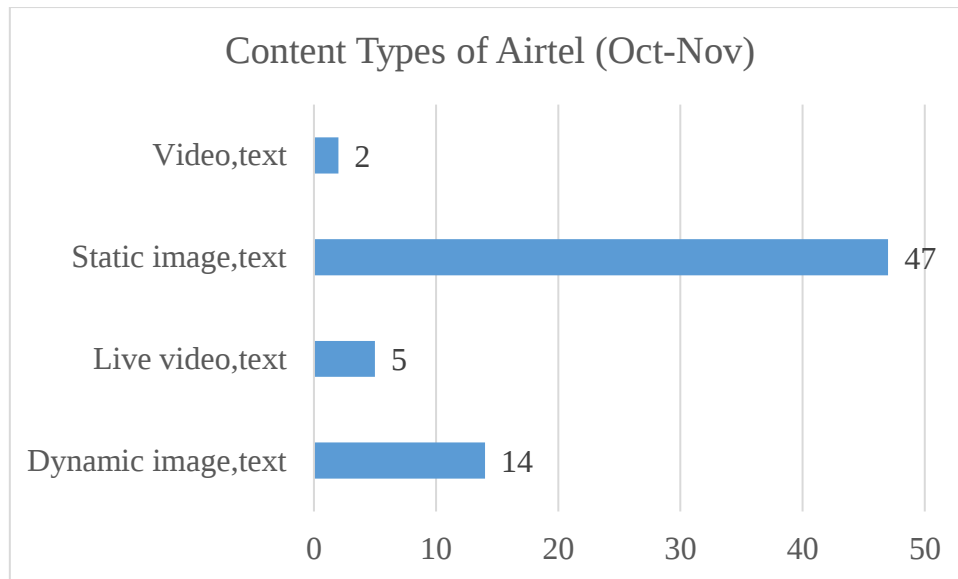


Figure 13: Content Types of Airtel

#### ▪ Content Categories

To stay relevant to their targeted audiences, the majority of their posts consist of entertainment posts to engage with their audiences which include games, puzzles, funny comic strip which results in high organic engagement with their contents. Also, they post promotional content along with informational posts with equal importance.

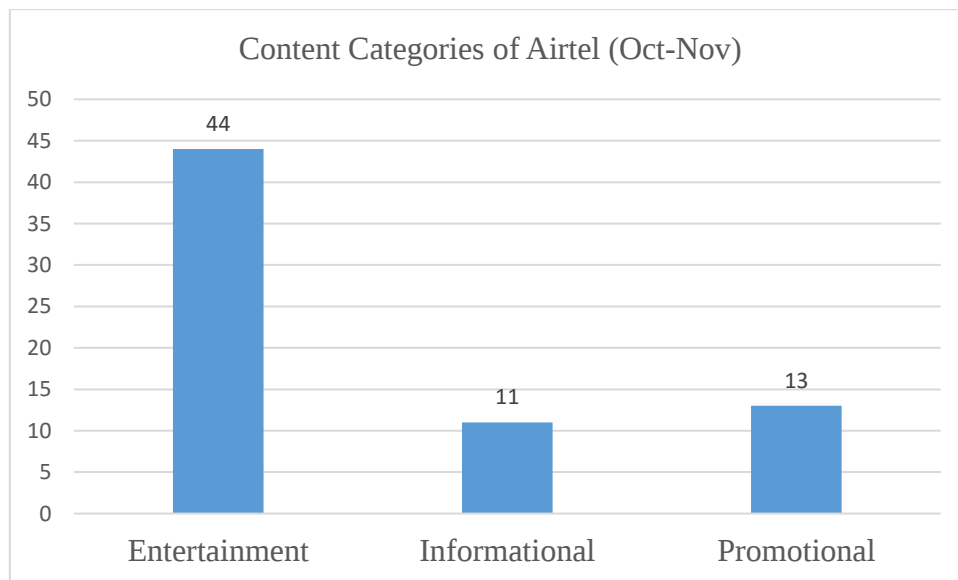


Figure 14: Content Categories of Airtel

#### ▪ Content Marketing Goals

As a youth-centric telecom company, Airtel buzz focuses most on engaging with its customers. Among 68 posts, 54 posts were posted for engaging with their customers.

They also share content with the goal of service promotion as well and few posts had a goal of lead generation and service awareness.

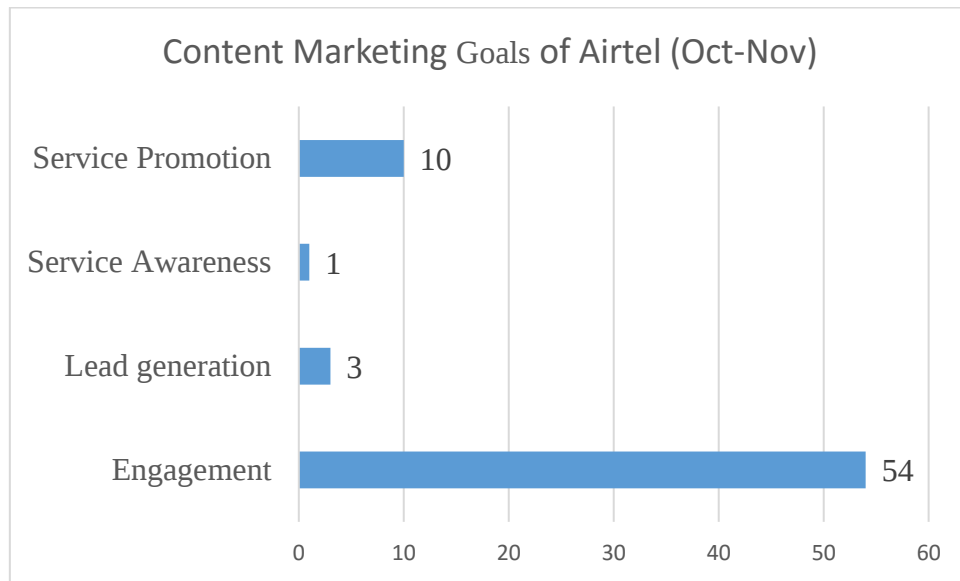


Figure 15: Content Marketing Goals of Airtel

### 3.4 Summary & Conclusions

From the above study, we can see that the brands that post more engaging content are winning in the social media marketing strategy. As most of the existing customers and potential customers are on Facebook, they tend to focus the most on Facebook hence the comparison has been based on Facebook mainly. We can observe that Carnival Internet is most successful in engaging audiences and creating relevant content for the audiences. Also, if we observe Airtel, we can see that they are focused more on engaging customers than promoting their services. As the audiences of Facebook are using the platform to get entertained hence, Airtel understands this and acts the way their audiences want them to. Instead of having a voice of a serious brand, they engage with their customers in a friendly and humane manner which helps them to stay relevant to their audiences and generates high engagement and customers love to engage in social media.

In conclusion, we must say that posting only promotional-based content on social media would only hurt a brand, not build one. Hence, a brand, no matter how serious they are, must stay relevant to the platform they are in because if they do not act in the way their customers want them to, they would skip the brand completely and it would provide an opportunity to the competitor's brand to grab their customers. Hence, a brand must obey the rules of social media and be social instead of using it solely to promote.

### 3.5 Recommended Strategies

We have set a few recommendations as part of our strategies to grow engagement and be relevant on Facebook as well as on YouTube & Instagram. The recommendations are as follows:

#### **Platform: Facebook**

- **Collaborating with Influencers:** It will help them to reach the students and young professionals within the age of 15 to 35 as they are the main consumers of influencers' content in social media.
- **Creating short videos** (within 30 secs to 60 secs) on top websites or apps to increase productivity/efficiency which will produce values for the customers of ISP companies.
- **Celebrating international holidays** related/unrelated to tech will showcase our enthusiasm in our industry and customer will gain knowledge.
- **Create hashtags** for particular days of the week and share content based on them. For example, “#wedtech” where we can promote interesting news related to tech.
- **Have a giveaway or contest:** This strategy would help customer engagement and as customers like to engage with the brand, this would help to increase brand awareness and make our brand interesting to customers.
- **Posting positive customer reviews:** It will help to showcase strength as a service provider company and bring in potential customers as seeing these reviews on Facebook will help them to make the final decision in their customer journey stage.
- **Ask a question:** Asking an open-ended question will invite the followers to engage and will provide us with a chance to engage with them as well by liking and commenting back with them.
- **Promoting curated content:** They can target the movie or TV show enthusiasts by sharing recent news, ratings, upcoming shows/movies, and what to watch on different OTT platforms by educating them about this. This would help them to position their brand to these customers as an interesting brand as well as they can showcase that they offer buffer less OTT experience.
- **Posting Inspirational Quotes:** They can post inspirational quotes from tech influencers like Jeff Bezos from Amazon, Jack Ma from Alibaba, Bill Gates, Elon Musk from Tesla, etc. This will motivate customers to engage with the posts.

- **Telling the story of LINK3:** People want to know about a company before they decide to purchase their service so sharing their origin story on YouTube will help the customers to learn about them and rely more upon them.
- **Answering FAQ:** Customers like to gain knowledge beforehand about the common queries before purchasing a service. Hence, answering FAQ videos will help to gain trust from potential customers and retain customers as they want an effortless way to educate themselves about a company.

#### **Platform: YouTube**

- **Promoting upcoming movies/ TV shows/ online games:** By doing so, customers will be interested to visit their YT channel even more and potential customers will perceive their connection as the perfect connection to download and enjoy these.
- **Promotional content highlighting the rest of our services:** They can create videos about the different services of ISP companies such as payment gateways, SSL certification, internet and intranet services, CCTV, and security surveillance. For example, they can provide a basic tutorial of these services and how it solves their problem. By doing so, potential customers will be able to learn about the companies when they search for the problem on YouTube.
- **Creating troubleshooting videos:** They can provide common troubleshooting videos of their services which might include both hardware and software-related issues of their products and services.

#### **Platform: Instagram**

- **Promoting almost the same content as Facebook** but according to the guidelines and standards of Instagram. They will focus more on image-based content for Instagram. As **Gen Z (1997-2012)** mostly prefers Instagram rather than Facebook their presence on Instagram will help them to reach and influence these potential customers. This will also help them to stay ahead of other competitors who are focused mainly on Facebook.
- **More focus on story-based vertical content** which can include the same content created for FB but in a vertical appearance.

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