



Internship Report

On

**“Facebook Advertising – An Innovative Digital Marketing
Communication Tool”**

Prepared For

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Date of Submission

20 December, 2017

Letter of Transmittal

12th December, 2017

Md. Fazla Mohiuddin

Lecturer,

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66 Mohakhali, Dhaka- 1212

Subject: Submission of internship report on Facebook Advertising – An Innovative Digital Marketing Communication Tool

Dear Sir, This is my great pleasure to have the opportunity to submit the internship report on the topic of “**Facebook Advertising – An Innovative Digital Marketing Communication Tool**” as part of my BBA program. I have conducted my internship program at Cookie Jar Ltd, concern of Asiatic 3sixty. This report is prepared based on given guidelines, understanding digital marketing, Facebook Advertising and its implementation, analyzing relative information and related theories collected from books and websites under your close supervision. I sincerely hope and believe that these findings will be able to meet the requirements of this program.

Therefore I would like to place this term paper for your kind judgment and valuable suggestion. I will be really grateful to you if you accept the report and consider all my mistakes generously. Lastly I want to assure you that i will be available for any explanation and clarification on this report at any time.

Sincerely yours,

Md. Toukir Kabir

ID: 13104046

BRAC Business School

BRAC University

Acknowledgement

In the process of conducting my internship report, it became quite clear to me that anyone can hardly complete an internship report alone. Many people and institutions deserve thanks and appreciation for their valued contribution. As the list of individuals and institutions I wish to thank all but it cannot be accommodated in this limited space, I therefore would like to thank some specific ones for their dedicated support.

Firstly, I must express my gratitude to Mr. Md. Fazla Mohiuddin, Lecturer, BRAC University my supervisor, who helped me to choose a topic that was of interest. His guidance in helping me to separate the important and necessary details from the unnecessary certainly helped me to stay on the correct track. He was always there for me to offer constant guidance, suggestion and help whenever I was in need. His guidance really helped me to clear my confusions in areas of the report which at first seemed almost impossible to work on.

I am also grateful to the entire team of Cookie Jar Ltd. as they had always been there for me when I needed them the most. Their active participation to all my questions, queries during my internship has made this journey a true success. Especially I want to thank my organizational supervisor

I also like to appreciate all the employees of Cookie Jar Ltd, who took time out of their busy schedule for showing my work process as well as provide helpful information throughout my whole internship. They were my constant motivators at the work place.

Lastly my sincere thanks goes to each and every one who has supported and helped me significantly in every different stages during my internship period.

Executive summary

Cookie jar is an interactive marketing communication agency dedicated to serving its clients to meet their business objectives and help them to build effective market communication techniques. Mainly their vision is to become the agency of choice of as an innovative, client-focused and socially committed service provider. Already they have worked with some big association like The Daily Star, Telenor Digital, Opera, Airtel Buzz Ltd, Tonic, BMW Bangladesh, HP Bangladesh, Dettol, Financial Express, Harpic, Veet, G4S, Be Here Now, Emami, Chaldal, Thyrocare Bangladesh Ltd. In the Cookie Jar Ltd. there i got an opportunity for completing my three months' internship program where they gave Digital marketing related activitiees like how to write different copies and make contents, how o communicates with clients, designing posts, AD campaign, how to manage plans, community management etc. so that any interns can learn and understand basic activities regarding about digital marketing. In Cookie Jar Ltd. mainly in the first phase of this study deals with introduction that presents the company overview, rational objectives, scope work and learning from the study. In order to understand the agency on which the study is carried on, the next phase of the report deals with the regular work. Then i will discuss about role of Facebook Advertising which is an innovative digital marketing communication tool and its scope and delimitation, objective, findings and recommendation.

Chapter 1

Profile of the organization

Company Overview

Background of Cookie Jar Ltd

Asiatic 360 Marketing Ltd is an IMC (interactive marketing communication) agency dedicated to serving its clients for meeting their business objectives and helps them for building effective market communication techniques.

So in this period of digitalization, customary communication is turning into digital communication, where Cookie Jar plays an effective role. On the other hand, Cookie Jar Ltd. is the sister concern of Asiatic 360. Mainly they generate ideas come spring up in the digital world by joining imaginative crusades with drawing in substance. Their tech-savvy “Cookies” give solutions for the brands to develop in the digital sphere by using digital advertising tools such as campaign management, SEM, social media marketing, campaign management, SEO, data analytics, online advertising, development of website and its testing etc.

Asiatic 360's one of the digital marketing agency is Cookie Jar, which is one of the best digital marketing agencies in Bangladesh. The founding members of the Cookie Jar Ltd. are Ali Zaker (Chairman, CEO and Managing director) and Sara Zaker (Deputy, managing director) and it got its operative license from the internationally recognized J. Walter Thompson agency. Asiatic 360 has been working for most recent 50 years and have had immense achievement rate in the field on showcasing interchanges since its origin. More than 80 customers are presently having account with Asiatic for their BTL-ATL campaign, event, activation as well as their direct marketing. Cookie Jar Ltd. was created to cater the demands of the social media and digital marketing for its customers for recent three years. Now it is one of the biggest digital marketing agencies in Bangladesh with a semiannually turnover of more than one corer taka. Its current clients are HP, GSK, BMW, Marico, The Financial Express, Reckitt Benckiser, ICT Division, G4S and some other different brands. Spread Business.

- **Vision:**

To become the agency of choice of as an innovative, client-focused and socially committed service provider. (Cookie Jar)

- **Mission:**

To help client and partner achieve their business and development objectives by providing specific solutions to their digital communication needs. (Cookie Jar)

- **Slogan:**

We make sense of digital.

Services of Cookie Jar Ltd:

Cookie Jar Ltd. has four different and unique departments by which they are trying to provide quality service towards its clients. Among all these departments, Client Service department is the most active one as they have to coordinate with the executives and deal with clients directly. On the other hand, creative department has to fulfill essential requirements of their client's wants and needs. Rest of the departments mainly ensure overall smooth functionality of Cookie Jar Ltd. Brief details about other departments are discussed below

HR department:

As Cookie Jar is the sister concern of the Asiatic Mindshare that's why HR department is situated in the Asiatic 360 center. Ms. Smita Aparna is the head of HR department who supervise about training, hiring and development process of Cookie Jar Ltd.

Client service department:

Client servicing plays a crucial part in the Cookie Jar Ltd. digital marketing industry. The core objective of this department is to generate customers and business for the company and also develop the existing customer relationships. This department also covers the responsibilities of the public relationship officers.

- Communicate the thought of both the parties between two parties
- Negotiate and consistently pitch the clients.
- Communicates with the clients to solve the problems and offer instant feedback.
- Sharing concepts for posts, promotions etc.
- Try to find out efficacy of the digital communication campaign
- If any promotion fails to engage with the selected or targeted market the whole client servicing department will try to find out the reason for it.
- Customer reaction and responsiveness about the digital communication campaign.

Planning Department:

This department mainly prepares the entire campaign plan for its all clients by coordinating with other department of the Cookie Jar Ltd.

Creative department:

This department of Cookie Jar Ltd. is responsible for the design and creation of advertisements and marketing materials. This is the concentration of the organization as it is them who make Cookie Jar Ltd. widespread and operational to the customers. Some of the responsibilities are mention below:

- Content ideation
- Visualizing the concepts
- Layout finalize
- Implementation and advertisement strategy of Facebook.
- Developing periodic post schedule for communication to the client service department.

Finance Department

The business functions of a finance department of Cookie Jar Ltd. typically include auditing, planning, accounting, organizing for and controlling its company's finances. The finance department also usually produces the company's financial statements for any digital

communication campaign and contest as well as for online marketing and advertisement campaign and media buying.

Clients of Cookie Jar Ltd:

Currently they are working with some big association like The Daily Star, Telenor Digital, Opera, Tonic, BMW Bangladesh, HP Bangladesh, Dettol, Financial Express, Veet, G4S, Be Here Now, Emami, Chaldal, Thyrocare Bangladesh Ltd.

Organization Hierarchy:

The organization hierarchy of cookie jar is shown below



Chapter 2

Introduction to the study

Preface:

Social Media has become an essential part for people. Almost every people like to spend their time in social media sites. Among numerous social media site Facebook is one of the most popular site for today's people. As the time being passed, now Facebook has become an outstanding platform for business people. Businessmen like to advertise their products and business which brought a new innovative and revolutionary sector of digital marketing communication which is called Facebook Advertising.

I completed my internship program from Cookie Jar Ltd. where Facebook advertising is done professionally as a third party digital marketing team. So, this report is prepared revolving the concept of Facebook Advertising, how it applied, its term, benefits and how my duties played at Cookie Jar Ltd.

Origin of the report:

To complete BBA Program in Business school, BRAC University, a student requires completing an Internship Program of three months' attachment with an organization followed by writing a report at the final after completing all the courses of BBA program. This report is the fulfillment of the requirement for the evaluation process of the internship program.

This report titled "Facebook Advertising – An Innovative Digital Marketing Communication Tool" is conducted on the basis of my practical experience of three months long internship at Cookie Jar Ltd. After consultation with my faculty supervisor Mr. Md. Fazla Mohiuddin, Lecturer, BRAC Business School, BRAC University and under the direction of my organizational supervisor Tazrin Jahan Binny (Excusive, Client service) of Cookie Jar Ltd I have prepared this internship report with the mentioned topic.

Statement of the Issue

This study titles "Facebook Advertising – An Innovative Digital Marketing Communication Tool" It focuses on the current digital marketing and Facebook Advertising marketing system in Bangladesh.

Objectives of the Study

Broad objective

- For understanding Facebook Advertising with its influence on digital marketing system in Bangladesh.

Specific Objectives

- To know what Facebook Advertising is.
- For understanding it's and use and aspects in the aspect of Bangladesh as well as in the world.
- Facebook advertising benefits.
- Fulfilling my academic requirement

Limitation of the study:

To build up this study several limitations has been discovered. Those limitations are:

- Collecting primary data, it is hard to get the correct information from people because they might not feel comfortable or provide their false feeling because they want to remain surveyors' feelings to be intact.
- As this is a long term research where more information could be included. Due to the lack of time I was unable to compile all the information through.
- The precise analysis requires good amount of financial support, because of that monetary limitation it is impossible use the full potentiality of this research.
- For observing the whole corporation activities and come up with a fruitful result requires huge amount of time, so time limit is another crucial limitation of this study.

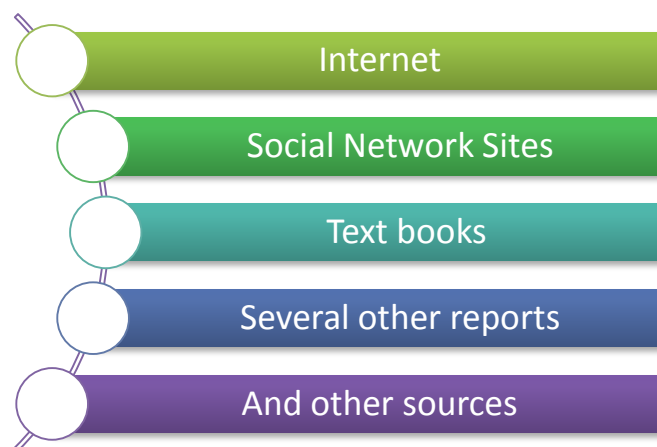
Methodology and Sources of Data

The type of this study is quantitative along with the good mixture of qualitative part. The report is based on both Primary and Secondary data.

Primary Data: This report is prepared and analyzed based on the primary data, which has been collected from a survey. Population of the study is the different social media users specially Facebook users. The survey has been done on 80 respondents. Data are analyzed according to respondent's responses and cosstabultion of their answers with SPSS. Information also collected from workplace colleagues and people who directly involved with Cookie Jar Ltd.

Data Source

- **Primary Source:** Primary data on social media is collected from surveying of target group and personal observation.
- **Secondary Source:** Like primary source, secondary source is also major stream of information for the report. List secondary source is



Chapter 3

Key Concepts in Facebook Advertisement

Digital Marketing:

Digital marketing is a guidance term for the promoting of services or products utilizing digital innovations, principally on the Internet, yet in addition including cell phones, show publicizing, and some other digital medium.

The route in which digital advertising has created since the 1990s & 2000s has become changed the way organizations and brands use innovation and advanced promoting for their showcasing. So digital marketing efforts are ending up more predominant and additionally productive, as advanced stages are progressively fused into promoting plans and regular day to day existence, and as individuals utilize computerized gadgets as opposed for going to any physical shops.



Figure: Digital marketing diagram (Source: Authors compilation)

Moreover digital marketing procedures, for example, SEO (search engine optimization), SEM (search engine marketing), digital campaign marketing, digital content marketing-commerce marketing, social media optimization, social media marketing, display advertising, direct marketing, E-mail marketing, information driven advertising and web based business advertising, web-based social networking showcasing, web-based social networking advancement, email E-books, show publicizing are ending up increasingly normal in our propelling innovation. Indeed,

this stretches out to Non-internet channels that provide digital media, for example, cell phones, on-hold portable ring tones and callback. (Digital Marketing, 2016)

There are numerous types of digital marketing tools. The digital marketing tools are:

The digital marketing tools	
• Website Testing	• Affiliate Marketing
• Facebook Advertisement	• Paid Social Media
• Search Engine Optimization	• Customer Service
• Content Curation	• Video Hosting
• Content Creation	• Email Marketing
• Organic Social Media	• Display Retargeting
• Programmatic Advertising	• Website Analytics

E-commerce:

E-commerce or web based business is an exchange of selling or buying on the web. So E-commerce draws on advancements, for example, Internet marketing, inventory management systems, EDI (electronic data interchange), systems automated data collection and processing of online transaction. Present day electronic business normally utilizes the WWW (World Wide Web) for no less than one a player in the exchange's life cycle in spite of the fact that it might likewise utilize different advancements, for example, email. (Jacob, 2017)

In spite of the fact that being developing country, selected sections of the Bangladeshi business group have grasped innovation with sensible achievement. Internet and personal computers are likewise developing as everyday business instruments. So these positive pointers are favoring the possibilities of internet business in Bangladesh. A few divisions are given underneath (Mohiuddin, 2016)

- Web Hosting, Domain.
- Online cards, gifts.
- Banking sectors (Online Banking).
- Ready Made Garments (RMG).
- Online Transportation System, Hotel Management and Tourism
- Oil and Gas sector etc.
- Online Shopping.

F-Commerce:

F-Commerce, got from online business, is the utilization of Facebook such as a stage for encouraging and executing deals exchanges either on the Facebook itself or remotely through Facebook Open Graph. Moreover, F-commerce mainly is a type of social business, the utilization of web-based social networking, online media that backings social cooperation and client commitments, to aid the web based purchasing and offering of services and products. (Marsden, 2011)

Facebook advertising:

Facebook advertising enables organizations to content targeting and advance custom advertisements on a particular group of onlookers, with costs shifting in light of the range and engagement the promotion gets. Facebook advertisements can show up in your intended interest group's News Feed of Facebook. (Hallam, 2016)

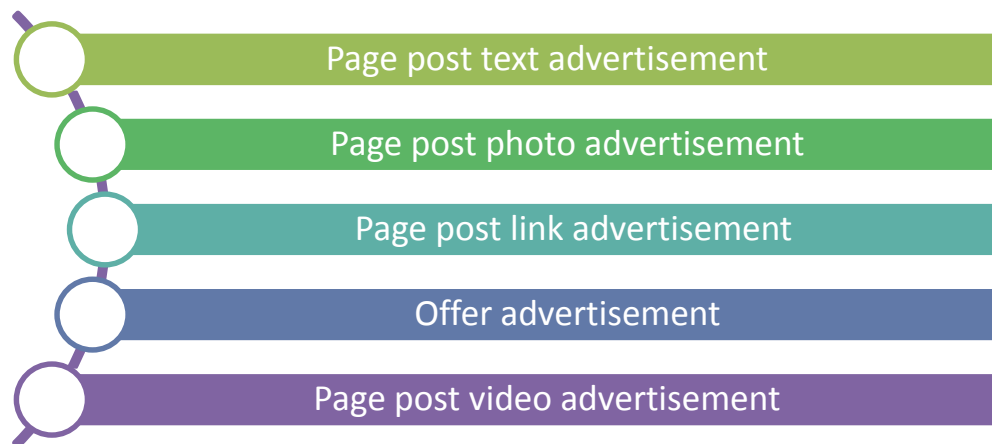
Notice can show up in one of five areas on Facebook:

- Mobile apps
- Right hand column (of your desktop newsfeed)
- On the mobile newsfeed
- Right hand column (on any other Facebook page you visit)
- Within the main newsfeed

Types of Facebook Advertising;

Facebook currently has 10 different ad types that fall in the advertising category:

- Mobile app advertisement
- App advertisement
- Domain advertisement
- Event advertisement
- Page like advertisement
- Page post advertisements



- **Domain advertisement:** Domain ads are the classic Facebook ads that you see on the right hand side of Facebook and that takes you off site when clicking them. They are typically used for direct-response campaigns where the conversion takes place outside of Facebook.
- **App advertisement:** App ads are, just like the name hints, ads for applications on Facebook. For App ads you don't set a destination, they always take people to the application itself when clicked.

- **Event advertisement:** Event ads are, like the name suggests, ads for Facebook Events. They can show on all placements and it is possible to join the event directly from the ad.
- **Mobile app advertisement:** Portable applications promotions are just qualified to appear in the News feed versatile. Taps on the advertisement takes the client specifically to the Google Play or Apple App Store, contingent upon which versatile working framework the application is for. So as to gauge versatile application introduces, the application should first be associated with Facebook. So this does not imply that it needs to incorporate with Facebook from a client encounter point of view, yet Facebook must know about its reality. (Hallam, 2016)
- **Page like ad:** Page like advertisements is promotions for Facebook Pages. For that the Page could be loved specifically from the promotion.
- **Page post advertisements:** These are Page posts that are supported with a specific end goal to build their compass. Both unpublished and published Page posts could be sponsored and in this manner utilized as Page post promotions.

Transforming a Page post into a Page post advertisement by advancing it doesn't adjust the first post as far as appearance - just as far as conveyance. For that this implies Facebook clients associate with a Page post promotions a similar way they would with an UN-sponsored Page post.

This page post advertisements incorporates five sorts as indicated by their inclination. Those are discussed below (Facebook advertising, 2017)

- Advertisement offer
- Link advertisement (Page post)
- Photo advertisement (Page post)
- Video advertisement (Page post)
- Text advertisement (Page post)

Chapter 4

Facebook Advertising – An Innovation for Digital Marketing Communication Tools

Strength of Facebook around the world:

So, from the statistics which is shown below it can be said that almost half of the population around the world use internet and about half of them use Facebook. As a result, Facebook advertising can reach to bulk amount of the population easily. (Miniwatts, 2017)

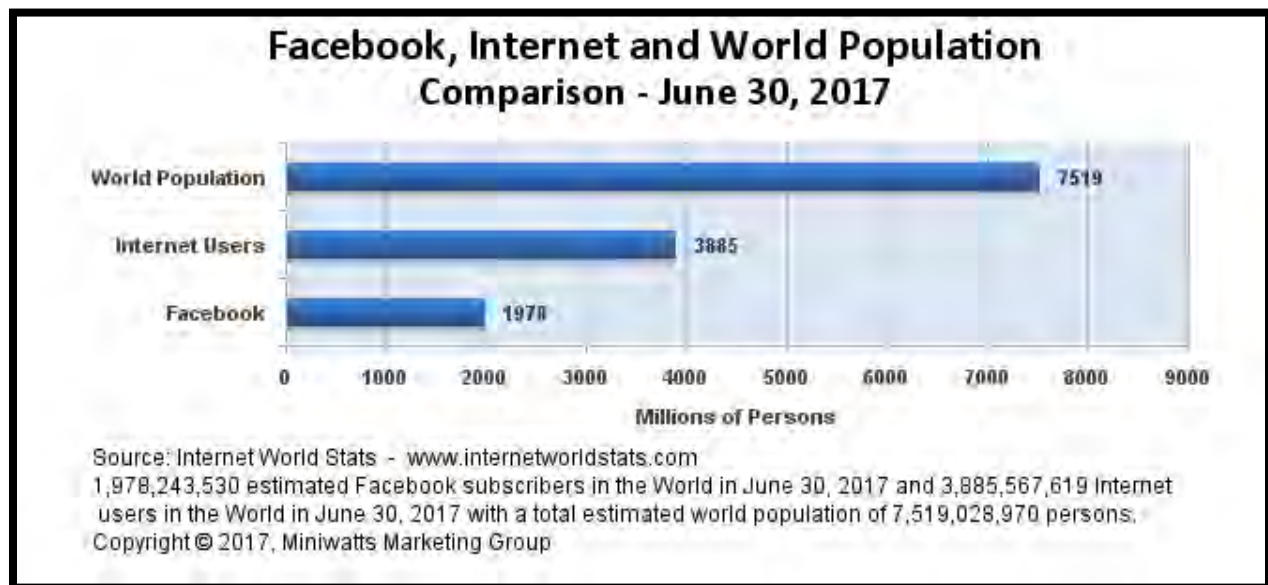


Figure: Facebook, internet and world population (Miniwatts, 2017)

This is the most popular social media site. So, people will be more interested if their necessary things here along with their social relationship maintenance.

More specifically the strength of Facebook users in Asia are larger in number than other continents. (Miniwatts, 2017)

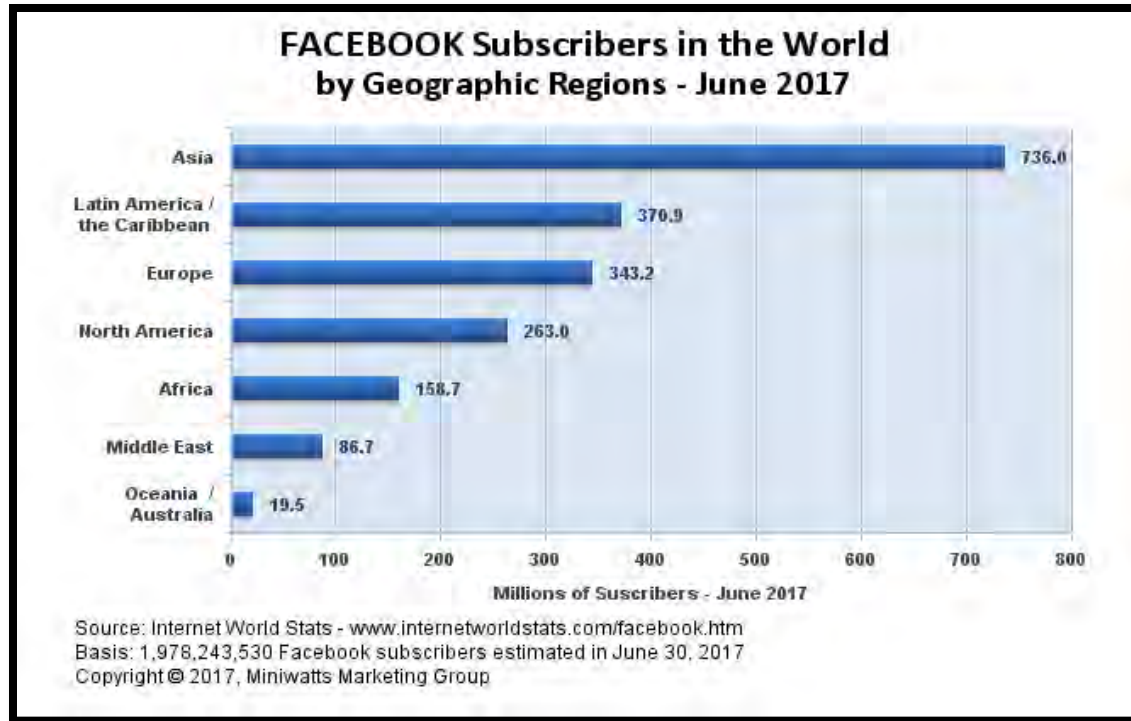


Figure: Facebook users in different continents (Miniwatts, 2017)

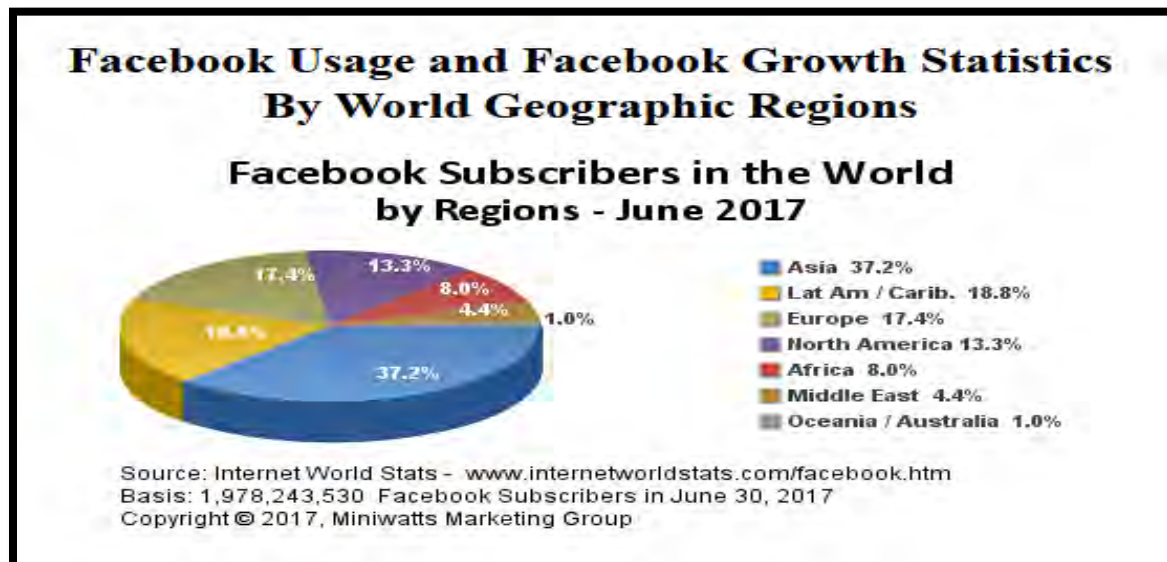


Figure: Facebook subscribers in the world by regions (Miniwatts, 2017)

A Young Population Attuned to Digital:

While traditional media is still strongly prevailing among older demographics, Facebook is more popular among younger segments. The diagram below illustrates that 77% of Facebook users are aged between 18 and 34. Bangladesh has a median age of 25.4, and the 8th largest population in the world. In fact, Bangladesh has a lower median age than most Asian countries, as the following diagram demonstrates. Additionally, youth comprise of one third of the country's entire population, while 70% of the population is under the age of 35, making media consumption increasingly skewed towards digital. (Smith, 2017)

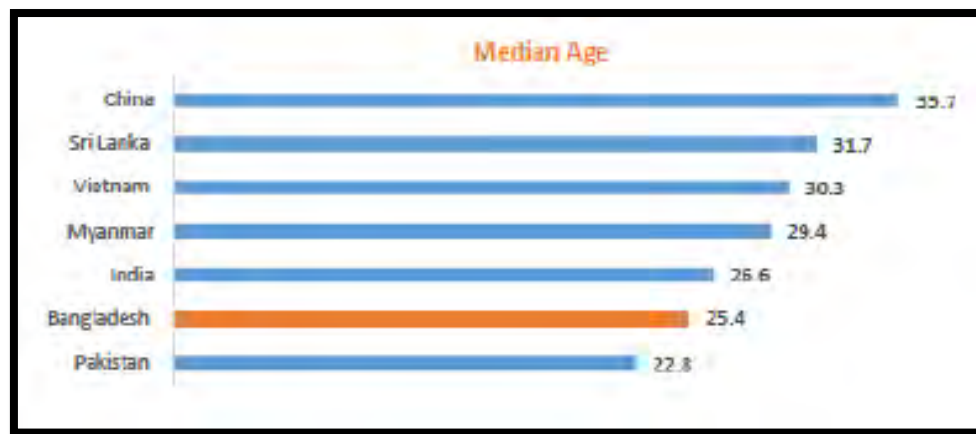


Figure: Median Age of Digital media users (Smith, 2017)

The digital space of Bangladesh is centered on this increasingly tech-savvy youth as data concerning use of social media sites such as Facebook show dominance of the age group 18 – 34 years. (Smith, 2017).

Facebook in Bangladesh

Bangladesh population: 164,827,718	Area: 142,615 sq km
Capital city: Dhaka city	Total Dhaka city population: 8,500,000
Internet users: 73,347,000 (June 30, 2017)	
Facebook users: 21,000,000 (June 30, 2017)	

(Internet Usage in Asia, 2017)

From the statistics, it is found that 21 million people are engaged with Facebook. So, Facebook Adversity can play innovatively to achieve the target audience as well as their concentration. (Internet Usage in Asia, 2017)

Digital Marketing Agencies in Bangladesh

Digital media has the ability to connect with 160 million individuals in Bangladesh; most astounding among the different types of media. This is on the grounds that Digital Media faces minimal calculated boundaries, and can hypothetically reach out to the whole populace. Moreover, 2G network as of now covers 99% of the nation's topographical zone with the 3G network making up for lost time. Given the innovative advance that is to take after, organizations are relied upon to forcefully abuse the versatility of Digital Media. (Bangladesh's Entry into the Digital Vortex Part 3, 2017)

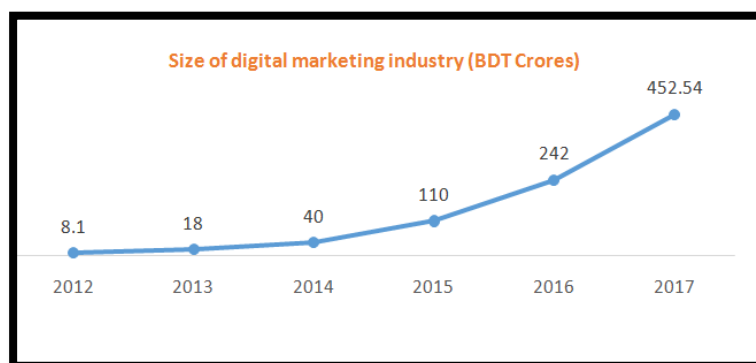


Figure: Size of digital marketing industry (Bangladesh's Entry into the Digital Vortex Part 3, 2017)

There are approximately 84 different digital agencies in Bangladesh. But almost each one of these agencies has separate department Facebook advertising. They prepare their advertisement according to the taste of Facebook users.

Social Networking Sites Are Becoming Increasingly Active

With 3,352,680 Facebook users and counting, marketing on Facebook and other social networking sites is increasingly being used to reach audiences. Pages such as Grameenphone, Airtel Buzz and Robi are increasing in popularity every day, as their digital content becomes widespread. Given that people spend a significant portion of their time on social networking sites, the interaction with content is more likely, causing people to “like” and “share” posts whenever a piece of content catches the user’s attention. The role of digital marketing is to convert these ‘interactions’ into ‘product demand’.

Social Networking Sites Are Becoming Increasingly Active

With around 3,352,680 Facebook clients and tallying, showcasing on Facebook and other informal communication destinations is progressively being utilized to contact gatherings of people. So pages, for example, Airtel Buzz, and Robi and Grameenphone are expanding in fame consistently, as their advanced substance ends up plainly far reaching. Given that individuals spend a noteworthy segment of their opportunity on person to person communication destinations, the connection with content is more probable, making individuals "Share" and "Like" posts at whatever point a bit of substance gets the client's consideration. The part of computerized promoting is to change over these 'collaborations' into 'item or product request'. (Bangladesh’s Entry into the Digital Vortex Part 2, 2015)

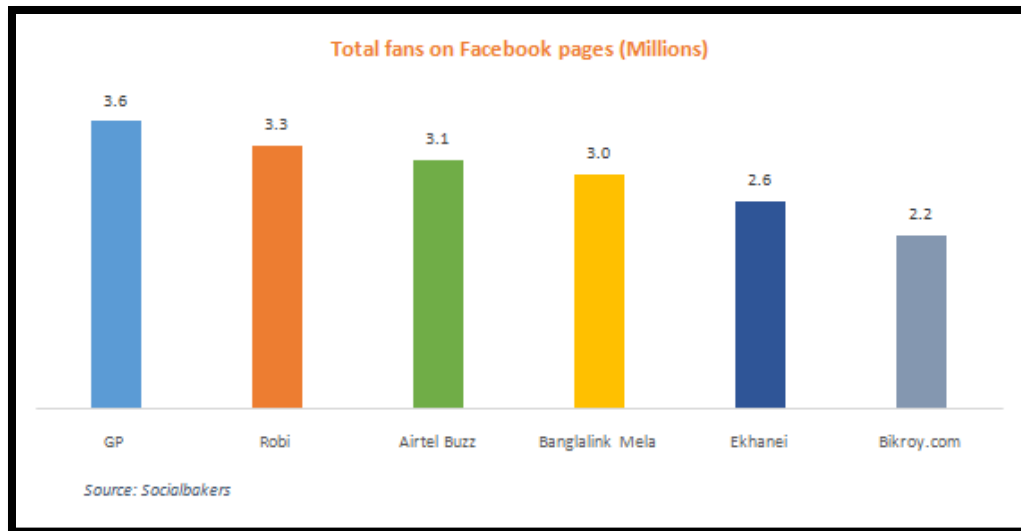
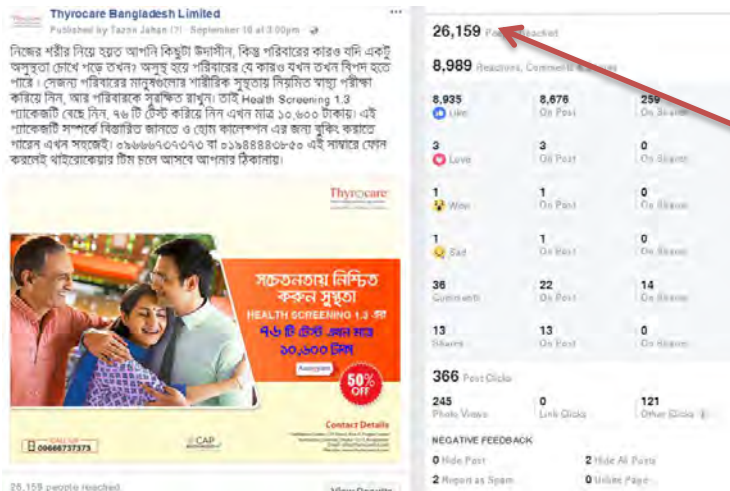


Figure: Facebook insights (Bangladesh's Entry into the Digital Vortex Part 2, 2015)

Innovative terms of Facebook Advertisement

Some innovative terms of Facebook advertise is discussed below

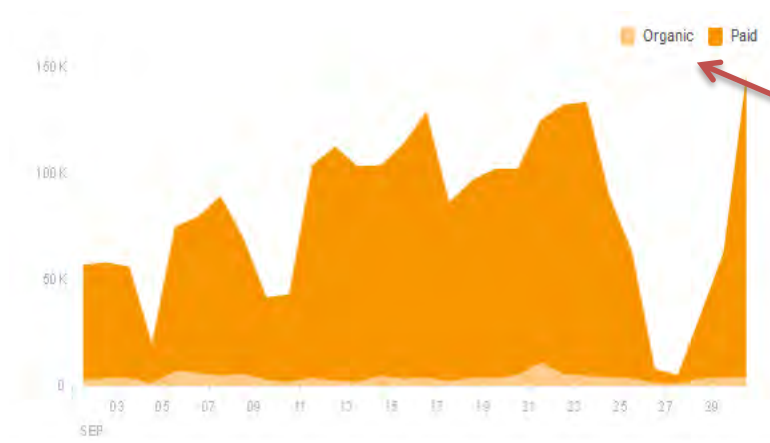
- **Lifetime Total Likes:** The aggregate number of individuals who have preferred the Page over a time of Lifetime. (Jackson, 2016)
- **Impressions:** Impressions are the quantity of times a post from your Page is shown, regardless of whether the post is clicked or not. So Individuals might see different impressions of a similar post. (Jackson, 2016)
- **Reach:** Reach is the quantity of individuals who got impressions of a Page post. So this may be not as much as impressions since one individual could see different impressions. (Jackson, 2016)



Per post reach

Figure: Per post reach (Source: Authors compilation)

- Organic Reach:** This is the aggregate number of one of a kind people who were demonstrated your post through unpaid circulation. For that paid reach is the aggregate number of novel individuals who were demonstrated your post because of advertisements. (Organic, paid and total reach, 2017)



Page organic reach

Figure: Page organic reach (Source: Authors compilation)

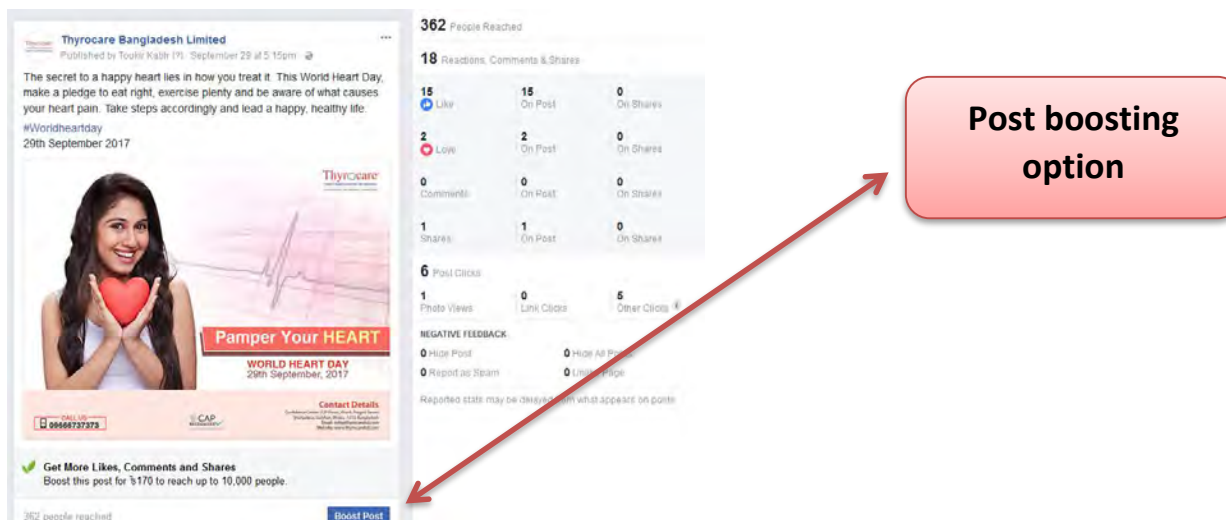


Figure: Post boosting option (Source: Authors compilation)

How Facebook Advertise benefits in Marketing:

Facebook permits to truly refine the gathering of people who are focusing with advertising, e.g. In the event that cook for expansive socio economics, the administrator can tailor promotions to each fragment of this (diverse pictures and duplicate for more youthful clients versus more established, by sexual orientation or area). On the off chance that administrator has a littler target showcase; he/she can truly concentrate the endeavors in on that specific portion of Facebook clients. (Hallam, 2016)

Facebook will likewise breakdown reach as the administrator execute his/her focusing on alternatives. This will get an understanding what merits focusing on and what isn't. (Shoor, 2016)

Moreover, administrator can likewise utilize his/her own particular Customer Relationship Management and page information to make resemble the other alike gatherings of people with the assistance of Facebook's own information. So this would help focus on your Ads at individuals who resemble your present clients, site guests. (Shoor, 2016)

Reasonable cost: FB is an incredible approach to begin. You can have your Ad up and running from as meager as 1\$ a day. (Sowulewski, 2017)

Change estimation: Making a Facebook pixel enables you to track moves clients make subsequent to survey your Ads over numerous gadgets. So Adding a FB pixel to the all pages on one's webpage where changes happen will give one's a chance to observe who changes over on one's site because of review your Facebook Ads. (Sowulewski, 2017)

To actualize pixels basically explore to the FB Pixel tab in the Ads Manager and snap make a pixel. Take after the directions on screen, at that point include the Facebook Pixel construct code to each page in light of your site.

B/A Testing: FB Power Editor Enables one's to part test one's advertisements to various custom groups of onlookers, areas and age portions, all inside a solitary battle. Not exclusively would this provide important information regarding what imaginative works best, however one could likewise limit this down to what innovative works which is best for each of one's objective socio economic. (Facebook Advertising Khammam, 2017)

Facebook Insights: This will give of knowledge furnishes you with a goldmine of information about your page, your group of onlookers and one's clients. Since one would utilize Facebook experiences to investigate the execution of your natural Facebook posts, one could quantify this information against one's paid posts. (Facebook Advertising Khammam, 2017) So this information will help one when choosing focusing on choices for future posts for Facebook page. (Facebook Marketing, FB Ads and Promotions, 2017)

	A	B	C	D	E	F	G
1	Date	Lifetime Total Likes	Daily New Likes	Daily Unlikes	Daily Page Engaged Users	Weekly Page Engaged User	28 Days Page En
2		Lifetime: The total number of	Daily: The number of new pec	Daily: The number of Unlikes	Daily: The number of people v	Weekly: The number of people	28 Days: The num
3	9/1/17	120438	693	13	7495	38727	
4	9/2/17	121103	662	12	7108	42880	
5	9/3/17	121748	653	12	5280	42831	
6	9/4/17	122287	552	14	1967	39502	
7	9/5/17	122980	693	11	7774	39604	
8	9/6/17	123658	693	21	8505	41683	
9	9/7/17	124285	648	22	8527	42513	
10	9/8/17	124790	510	15	6591	41306	
11	9/9/17	125085	308	17	4243	39278	
12	9/10/17	125527	457	15	4391	37566	
13	9/11/17	126123	612	18	8464	42833	
14	9/12/17	126784	682	19	9559	44208	
15	9/13/17	127388	612	15	9316	44878	
16	9/14/17	128018	647	18	10089	45853	
17	9/15/17	128611	599	17	9241	46772	
18	9/16/17	129154	567	26	9393	49338	
19	9/17/17	129705	570	20	7131	51623	
20	9/18/17	130316	630	32	8575	51517	
21	9/19/17	130913	609	18	8974	53525	
22	9/20/17	131532	643	24	9337	54162	
23	9/21/17	132194	680	23	10534	53898	

Figure: Facebook insights (Source: Authors compilation)

Mobile: FB has very nearly 1.8 billion months to month dynamic versatile clients. Facebook publicizing enables you to target clients anyplace on their cell phone. So with purchaser versatile inquiry outperforming desktop look, it's much more critical than any time in recent memory to achieve potential clients in palm of mainly their hands. (Facebook Advertising Khammam, 2017)

Video: Consumers are observing Facebook and video offers a financially savvy answer for boosting the imperceptibility of the immense video content one has made. On the other hand, auto play naturally begins playing video in a client's news feed, progressively its probability being viewed. Furthermore, Facebook focusing on choices enable you to put your video before the most applicable gathering of people for your business. (Facebook Advertising Khammam, 2017)

Chapter 5

Duties and Learning from Internship Program

Duties and leanings from Internship Program

I started my internship program from 16th July 2017. I was recruited at Cookie Jar Ltd. through formal system. First applied submitted my CV to Cookie Jar Ltd. for my internship program. Then I was called for interview. After my interview, I was selected for internship at Cookie Jar Ltd. After that, I brought forwarding letter from my university and finally got offer letter from Cookie Jar Ltd.

I was assigned as a visualizer and supporting client service employee at Cookie Jar Ltd.

Duties as a visualizer

- Differentiating every visual from another to make more unique.
- Making a visual containing proper message to the target customer.
- Making necessary changes as per the feedback is given.
- Analyzing the view point of page member.
- Understanding the purpose of the advertisement
- Understanding the current trend
- Researching about the campaign to be launched
- Appropriate understanding of the advertisement before it is prepared.
- Making post as described in content calendar.

Duties as a client service

- Interacting with clients
- Taking brief and feedback from clients
- Giving client brief to the creative and following up with them
- Gathering online pictures for Facebook posts
- Copy writing for Facebook posts.
- Delivering output/Facebook post creative to clients for approval
- Making Weekly Post Calendar
- Making Weekly and Monthly Report
- Making Online Pitch Presentation

- Updating job lists at the end of the day.
- Arranging meeting and preproduction meetings with clients.
- Making necessary arrangements for Facebook video making and photo shoot.
- Taking part in the decision making process with the team leaders

Specific Core Responsibility

I was assigned to make visuals and supporting client service for Facebook advertisement Thyrocare Bangladesh Limited. I was responsible for reaching these brands to their customers, I needed to reach customers' an accurate and exact meaning that brands are expecting, their customers will accept. For this, I needed to make creative contents and post copies that reflect brand's message and grab the attention of customers. Here, I need to be more creative and unique. We need to play role as brand itself and also as customer. There I was also involved in community management for 24 hours so that I had to communicate with clients.

Learning from Internship Program

- **Enhanced technical knowledge**

During the internship period in Cookie Jar Ltd., I used the Adobe Photoshop, Microsoft word and excel while working in the office. I became more proficient in using Photoshop, Excel as I learned many shortcuts from my supervisors, which made me more efficient and effective.

- **Interpersonal Skills**

This internship has enriched my communication skills as I have been able to communicate with my colleagues, supervisors, and also the clients of the company. This internship has also enhanced my interpersonal skills as I have communicated with different peoples regarding different queries and dealt with their problems and also came up with my own solutions. Besides I got the

opportunities to meet different types of people from different areas of the world. I learned to handle different types of people and shared my ideas, knowledge, thoughts and perspectives.

- **Analytical Skills**

The day to day tasks performed at Cookie Jar Ltd. Has enhanced my Analytical Skills as well. I worked in digital service department and there sometimes I had to handle large volume of page engaging and post engaging data from my supervisor for Facebook boosts. Moreover, as I did many of the tasks repeatedly, I discovered more efficient and productive ways to complete those tasks within the shortest possible time. This is how these tasks have definitely increased my analytical skills.

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- **Own Development**

This was one of the most interesting and unique semesters in my whole university life. These 12 weeks has taught me time management and how to work and survive under great mental pressure. The routine life of office has made my life more disciplined, which is very essential to become successful. My supervisors sometimes, put pressure on me by giving me more tasks at a same time, which developed my multitasking ability to some extent, and I believe this will definitely help me in my future professional and personal life. I have also been able to develop myself as an individual and have somehow tried to maintain a work life balance as well.

Chapter 6

Findings and Analysis

Findings and Analysis

SWOT Analysis of Cookie Jar Ltd.

There are many competitors of Cookie Jar Ltd. in market. Moreover, as popularity of digital marketing firms is growing day by day many firms are currently operating and more are entering. Each has specialty in their unique field. For example, Digital, Grey Advertising Bangladesh, Ogilvy, Magnito, Analyzen, Unifox, are also doing excellent.

Strengths of Cookie Jar Ltd.

- Strong networking.
- Have a very sound client servicing and creative department.
- The finest digital marketing team.
- Strong devoted and efficient team.
- Devoted clients.

Weakness of Cookie Jar Ltd:

- Lack of resources in this service
- Lack of understanding about this service amongst the people.

Opportunity of Cookie Jar Ltd:

- Increasing demand of digital marketing companies on a whole among probable job seekers.
- More company now willing to outsource their promotion activities than before.
- More foreign establishments are coming in Bangladesh creating more opportunities
- Ongoing final year university or fresh graduates are willing to work in digital marketing firms than before.

Threats of Cookie Jar Ltd.

- Strong rivalry
- Unfavorable economic situation

Survey Result Analysis

In my survey I absolutely make 18 questions or inquiries to 50 respondents for having exhaustive information about various Perception of Facebook users towards Facebook Advertisement or social media advertising in Bangladesh. So in the presentation part of the inquiry investigation I attempt to locate the essential data of the purchaser like: Occupation, Gender and Name etc. for our any kind of future work or study if it's essential.

Mainly I try to conduct the information about their basic knowledge about the advanced advertising from them some surveys are talked about beneath.

Average Monthly Income

Average monthly income

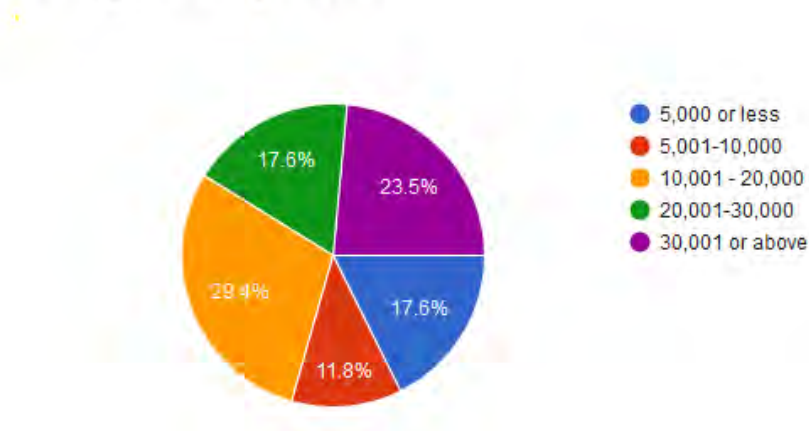


Figure: Average monthly income (Source: Authors compilation)

From the above survey we can conclude that income range from (5000 or less) is only 17.6%, income range from (5001-10,000) is 11.8%, income range from (10001-20000) is 29 % and (20001-30000) is 17.6% and (30,001 or above) is 23.5%. So this chart shows us that middle income user are mainly the highest users of digital marketing the high society individuals utilize the digital marketing for their requirements yet the middle class users are mainly more in the numbers.

Most preferred social media:

Which Social Media do you use the most?

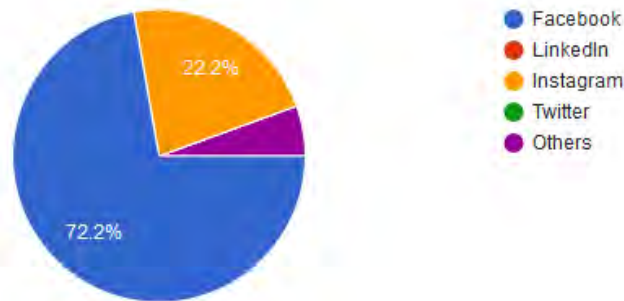


Figure: Most preferred social media (Source: Authors compilation)

From the above diagram we can arrive at the conclusion that around 72.2% of Bangladeshi individuals who utilize web-based social networking favor utilizing Facebook and 22.2% of the general population lean toward twitter. So Facebook is most prevalent social site today's in Bangladesh so it is fundamental for the brands to keep up brand nearness in this interpersonal organization where vast bunch of populace could be come to effortlessly with the better focusing on and cost successfully.

Facebook Advertise remembrance ability:

Could you remember any advertisement on Facebook?
(specify)

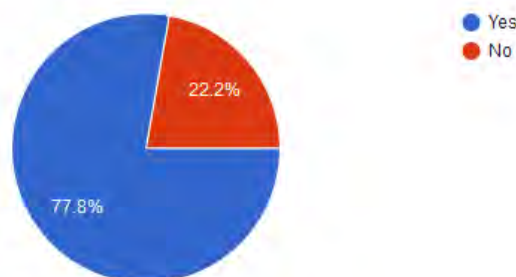


Figure: Facebook Advertise remembrance ability (Source: Authors compilation)

From the above study we can say that around 77.8% individuals recollect distinctive ad on Facebook. On the other hand, they indicate distinctive Ad like Airtel, Daraz and so forth yet 22.2% individuals couldn't recollect any notice on Facebook.

Facebook Advertisement acceptability:

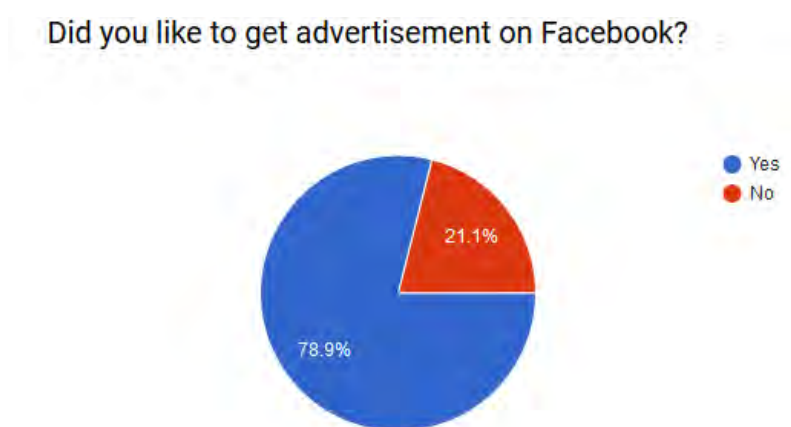


Figure: Facebook Advertisement acceptability (Source: Authors compilation)

The above survey shows us that 78.9% people more are likeable to get a unique advertisement on the Facebook & about 21.1% people do not like at all to get any kind of advertisement on the Facebook. However, around vast amount of people like to get pass their time of different kind of product or items from these kind of different advertisement.

Attitude towards Facebook Advertising

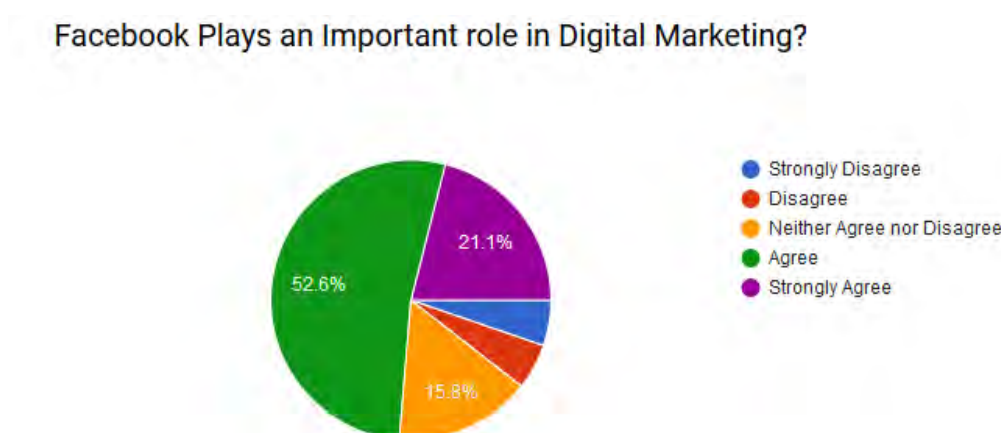


Figure: Attitude towards Facebook Advertising (Source: Authors compilation)

The overview demonstrates that 21.1% individuals are firmly concurring about the contention and 52.6% are concur that web-based social networking assumes a vital part in computerized advertising. 15.8% individuals neither concur nor can't help contradicting the contention. 5.3% and 5.3% individuals differ and emphatically can't help contradicting the contention.

Daily time spending on Facebook:

How much time do you spend in Facebook?

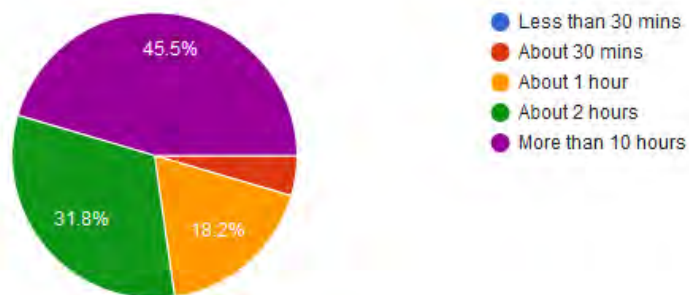


Figure: Daily time spending on Facebook (Source: Authors compilation)

However, the overview demonstrates that how much time ones spend mainly on the Facebook against the energy spends on general on the web. So we can see that 4.5% individuals spend under 30 minutes behind online networking, 18.2% individuals spend around 60 minutes, 31.8% individuals spend around 2 hours and rest spend about over 10 hours. So finally what we can understand from here is that individuals invest a considerable measure of energy behind web-based social networking. For that this is a very positive sign for advanced promoting on Facebook.

Facebook preferred brands

How many FB brand pages you have liked?

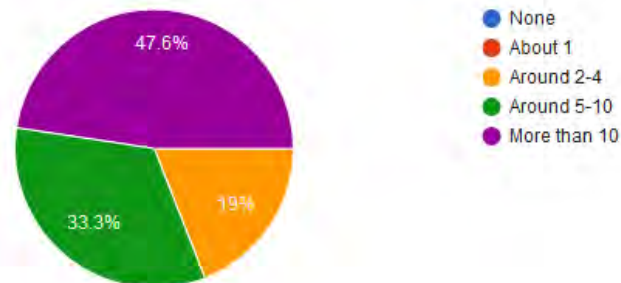


Figure: Facebook preferred brands (Source: Authors compilation)

We can easily understand from the review that around 47.6 % of Facebook users more likeable than 10 different brand pages and 33.3% of individuals like around 5-10 Facebook mark pages, 19% individuals like 2-4 pages. For that it demonstrates that individuals are intrigued on mark pages and they tend to like brand pages. What we can close from here that for a brand page to be powerful they have to make it more customer connecting with by giving likable posts, drawing in Facebook challenge to expand interest and focused on advancement of the page and also posts for effectiveness.

Mentality towards Facebook Advertising compare to websites

Do you think Facebook brand pages are more interesting than brand website?

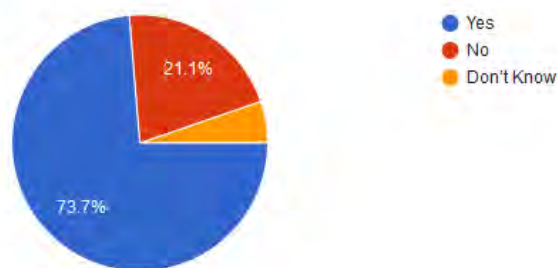


Figure: Mentality towards Facebook Advertising compare to websites (Source: Authors compilation)

From this survey we can understand that about 73.7% users almost like brand pages compare to brand websites. So this survey shows that it will be more efficient and effective for maintaining brand pages on the Facebook compare to regular website of different brands.

Brand pages' notification

Do you get regular notification from Brand pages?

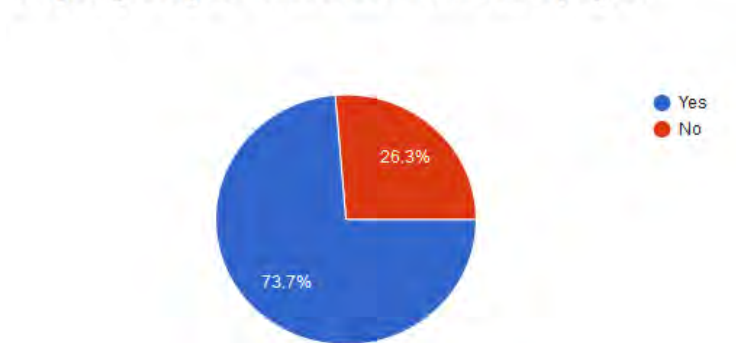


Figure: Brand pages' notification (Source: Authors compilation)

The study shows that 73.7% clients do get notice from the brand pages where as 26.3% clients don't get informed from the brand mark pages. So here we could see that individuals do get consistent updates from mark pages when any kind of new action happens on the page timeline. This is uplifting news for brands on the Facebook and another purpose behind keeping up mark nearness on Facebook.

Willingness of participation on Facebook Advertising for a campaign

Have you ever participated in any Facebook Brand page poll?

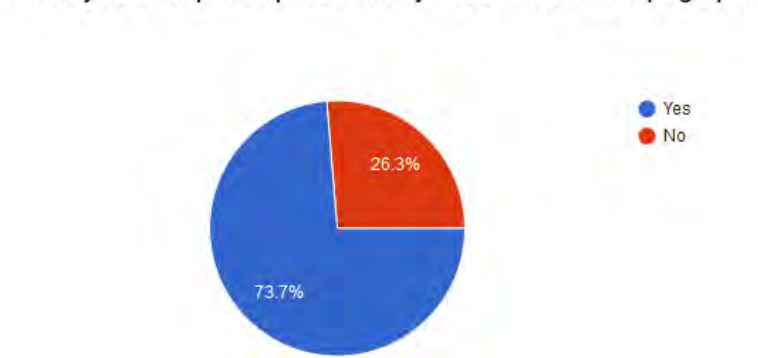


Figure: Willingness of participation on Facebook Advertising for a campaign (Source: Authors compilation)

We can see from the overview that around 73.7% percent of clients like taking an interest on mark page surveys. Cooperation on surveys is imperative as it could easily demonstrate the ubiquity and input of the administration offered to clients. Surveys can likewise indicate how famous a specific crusade was.

Preference of Facebook Advertisement:

Do you think you know more about the brands through Facebook than other communication (TV, Newspaper, Billboard, and Radio)?

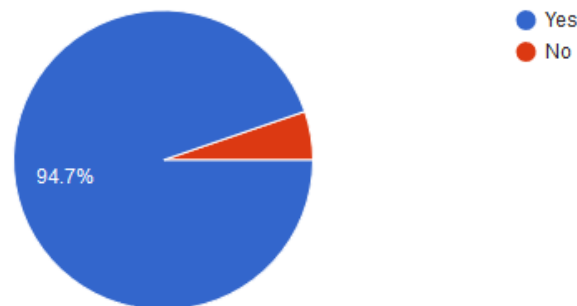


Figure: Preference of Facebook Advertisement (Source: Authors compilation)

This survey provides us the information that most of the people around 94.7% believe that they know more about Facebook brands by Facebook advertise rather than other different communication like TV, Billboard, Radio, Newspaper etc. and 5.3% that don't. So we could conclude this in here that Facebook user mainly believe that they know in a good about the Facebook brands by Facebook advertise rather than other different communication like TV, Billboard, Radio, Newspaper etc.

Comparison between Facebook and other sites advertisement

How many AV/TVC/Newspaper ads you have seen of brands those you have liked in Facebook?

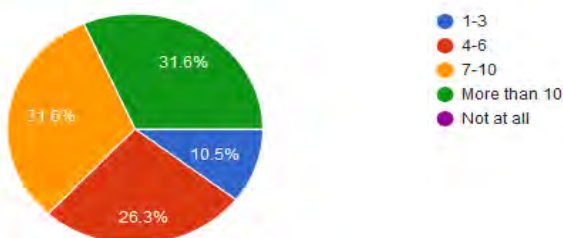


Figure: Brands those have linked in Facebook (Source: Authors compilation)

we can easily understand from this pie chart that around 10.5% of individuals who have taken after or connected brand pages observed 1-3 different methods for correspondence from a similar brand, 26.3% of individuals who have enjoyed mark pages saw 4-6 different types of correspondence from a similar brand, 31.6% of individuals who have loved brand pages saw 7-10 different types of correspondence from a similar brand and whatever is left of individuals who have loved brand pages saw more than 10 different types of correspondence from a similar brand. We can finish up here that individuals do look for the brands that they have seen on different types of correspondence and inquiry them on Facebook and other interpersonal organizations to become more acquainted with additional about the brands and to take after those brands amid their opportunity via Facebook

Preferred brand on Facebook

What kind of communication on brand page you like most on Facebook?

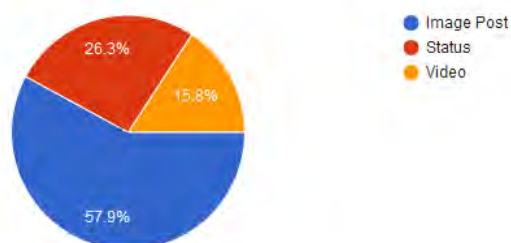


Figure: Preferred brand on Facebook (Source: Authors compilation)

From the chart we can find out that around 57.9% Facebook users like any type of image post as we already know that pictures have more visually attractive and engaging power than video or status posts. On the other hand, status also shows a very good popularity percentage among users because they could rate the product service of any particular or specific brand. Video contents has also a good reach among the Facebook users.

Reliability on Facebook advertisement

Did you purchase products advertised on a Facebook Page?

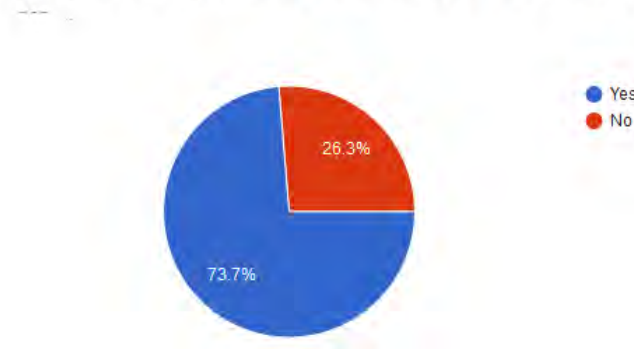


Figure: Reliability on Facebook advertisement (Source: Authors compilation)

We can easily understand from this pie chart that a vast percentage which is 73.7% of Facebook users buy or purchase products or items advertised on Facebook. On the other hand, around 26.3% did not buy the product or items from Facebook page. So that we could conclude by saying that people are beginning to more reliable on social media marketing rather than previous.

Liked post on Facebook

What kind of post do you like on Facebook Page?

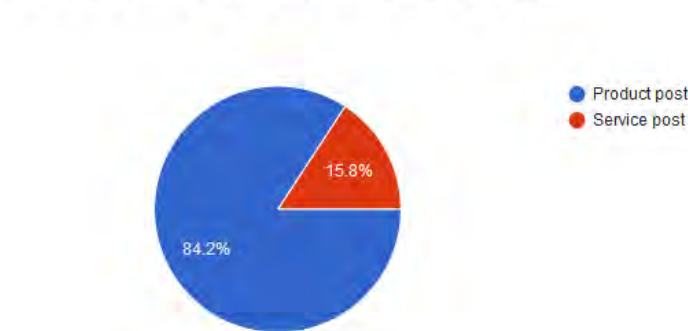


Figure: Liked post on Facebook (Source: Authors compilation)

From this above chart we can understand that about 84.2% prefer product posts than non-product posts by most Facebook users. Moreover, any brands for effective on various social media or Facebook their contents should more focused on direct product related, lifestyle of people etc. posts however the other thing which happens whenever we provide more focused on brands contents to much product contents which result is like users avoid that page or follow that page.

Suggestion to visit Facebook page:

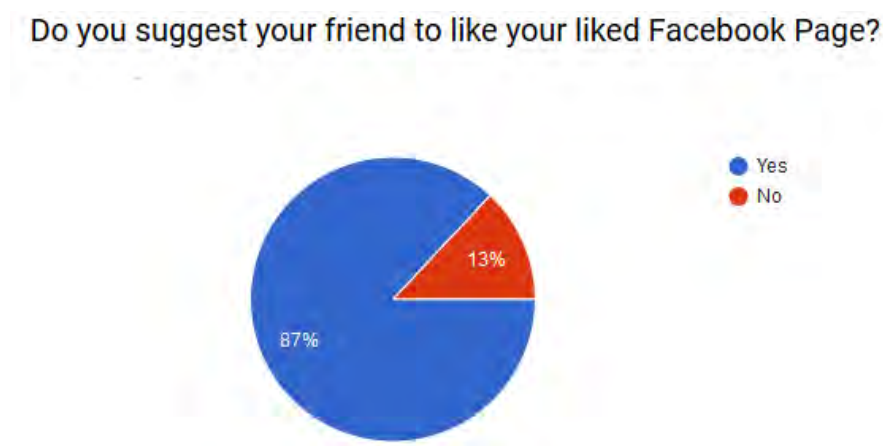


Figure: Suggestion to visit Facebook page (Source: Authors compilation)

From this survey question we can know that most people almost 87% suggest brand pages as they are effective that's why they suggest their friends compared to 13% who don't. So lastly we can easily conclude here by saying that if users like a page because of its contents he or she has a very good chance for suggesting that page to another friend or user who might also follow the page by liking it. So in this way it can assure that no money is utilized to promote of its brands page.

Challenges of Cookie Jar Ltd.

During my internship in Cookie Jar Ltd. I observed some constraints and challenges which were sometimes very hard to solve. Though the workplace is very well decorated and located in a major location of Banani, it lacks employee friendly work space. Considering the emerging number of clients and employees, work space should be extended. Also there is lack of enough professional employees to handle all the clients of the organization. Another most critical challenge was to cope

up with the tough mental pressures of generating new idea's every next day. Though all the employees were very helpful they always motivated me to keep pushing myself. But they also helped me to make my internship report by providing information and ideas. From my perspective Cookie Jar Ltd. is one of the most pleasant places if a person is capable of handling mental pressure and long working hours. A brief observation is being given below:

- **Totally dependable on internet**

As this company deals with the digital marketing only internet is the one and only operation area here. And it can be this company's one of the weakest point as well. Our country is still on the verge of developing the total internet system is still not up to the mark. Sometimes the speed decreases to a very low level, sometimes the internet connectivity is not available, the internet providers are not that much professional to deal with any kind of connectivity problem within the earliest possible time, so as a whole for the internet connectivity problem the company's operation stops. But there is a big window of opportunity is that our country is getting updated every next day so it's just a matter of time that we can permanently overcome this problem.

- **Insufficient number of manpower**

The employees of Cookie Jar Ltd. are very serious at their work and well trained at what they are doing. But if considered by all departments the manpower is very less. I have seen a couple of incidents where this company failed to deliver the required thing within the promised time to the clients just because of this problem.

- **Shortage of Workspace**

Sufficient work place is a must to create a workable environment for the employees in the organization. It has only 19 members but due to the lack of desk space and working materials like laptop/desktop, white board etc. Sometimes it becomes a problem to work.

- **Lack of Marketing and Promotion**

Marketing and promotional activities is a fundamental criterion for any service oriented business. As a digital media service it should be one of their core focuses. However, comparatively Cookie Jar Ltd. not do so much showcasing or promotional activities to promote their own Facebook page or their organization. That's why they face some difficulties while getting new clients as they don't have proper recognition.

- **Long working hours:**

During my three months' internship I worked from 10 am to 8 pm most of the days of the 5 days per week. Social life needs to be maintained along with professional life, but it became very hard to keep my social life intact. Proper time sense is also a part of my motivation to work for so that I can make a balance between both. An exact time schedule needs to be set so that employees can give more time to their family and concentrate more on the work. Long working hours without any basic benefits becomes frustrating sometimes.

- **Lack of formal atmosphere:**

Here in Cookie Jar Ltd. the working environment is not that formal enough. I liked it because I don't like the orthodox formal workplace where employees are bound to wear formal outfits and every single operation has a rigid structured way to do. That's why sometimes this company faces difficulties when clients usually visit the office.

Recommendation

- The first problem that I have noticed is lack of proper communication. As it is a digital marketing agency, proper communication must be needed within the employees otherwise it will be difficult to handle a single client.
- Second thing I noticed was lack of manpower. Here I want to recommend that the investors or the founders of this company should come forward, and input more financial support in the company as they are the sister consent of Asiatic JWT so that it can bring more capable employees. They should understand that it's the capable employees who actually get things done for Cookie Jar Ltd. Moreover, with the right number of employees it will be much easier for Cookie Jar Ltd. to deliver the promised deliverables to the respective clients within the desired time.
- The next thing I figured was shortage of workplace. As I have worked in the office I can say that they have got adequate space of workplace what they need to do is rearrange it so that everyone feels comfortable working there.
- Cookie Jar Ltd. another constraint is lack of marketing and promotions. It is one of the most vital requirements of today's business. So the investors should understand the necessity of promotion and publicity that it could bring them more famous clients easily.
- Now comes the most important thing to be fixed in Cookie Jar Ltd. That is long working hours. Yes, they should understand that the employees who are working heart and soul for the betterment of the company has got their own personal life too. That's why within a very short notice the company should introduce a balanced working hour for the sake of the employees so that the resources can work with more heart.

Conclusion

There is no escaping Facebook these days, either for individuals or for businesses. Today, it is impossible to separate Facebook from the online world. On the whole, the study sought to investigate the overall idea about Facebook Advertising – an innovation for digital marketing communication tools using Cookie Jar Ltd. as a case study and analysis and recommendations provided.

Cookie Jar Ltd. will need to take action to correct its digital marketing activities, and make sure the strategies involved are duly followed. The analysis of this research indicated that Cookie Jar 's nature of work depends mainly on new mediums of social media marketing. Social media marketing trends are continuously changing so Cookie Jar Ltd. must forecast the changes that might happen in the future.

From the results of the study, it can be concluded that Cookie Jar Ltd. certainly had a well-established policy to invest in the digital marketing of brands of the clients; however, the processes involved are not being duly followed. Employees who realized the need for change in attitude and want to develop them through formal education training that could be in application development, website designing and development, service marketing order themselves to acquire those certain skills.

Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. It is high time that every business adopts Facebook Advertising and takes it seriously.

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Appendix

Survey Questions

I am **Md. Toukir Kabir** , ID- 13104046, a BBA (Spring 13) student studying at BRAC University. This is a survey on “**Perception towards Facebook Advertisement in Bangladesh**”. The purpose of this term paper project is to understand the attitude towards Facebook Advertisement in Bangladesh. You are invited to participate in this survey program for the completion of this project.

There are few easy survey questions. Your responses will be confidential and I won't publish your opinion or won't make any business. The results of this study will be used for academic purposes only. Your participation in this survey is voluntary. You may choose not to participate. If you decide to participate in this research survey, you may withdraw at any time. If you decide not to participate in this study or if you withdraw from participating at any time, you will not be penalized.

Signature

(Signature will be considered as your consent)

Survey Questions

Name:

Age:

Gender: Male /Female

Occupation:

1) Did you use any social media?

- Yes
- No

2) Average monthly income:

- 5,000 or less
- 5,001-10,000
- 10,001 - 20,000
- 20,001-30,000
- 30,001 or above

3) Which Social Media do you use the most?

- Facebook
- Twitter
- Instagram
- LinkedIn
- Any Other

4) Could you remember any advertisement on Facebook? (If Yes please specify)

- Yes
- No
- Other:

5) Did you like to get advertisement on Facebook? (If Yes please specify) *

- Yes
- No
- Other:

6) Facebook Plays an Important role in Digital Marketing?

- Strongly Disagree
- Disagree
- Agree
- Neither Agree nor Disagree
- Strongly Agree

7) How much time do you spend in Facebook?

- Less than 30 min
- About 30mins
- About 1 hour
- About 2 hours
- More than 2 hours

8) How many FB brand pages you have liked?

- None
- About 1
- Around 2-4
- Around 5-10
- More than 10

9) Do you think Facebook brand pages are more interesting than brand website?

- Yes
- No
- Don't Know

10) Do you get regular notification from Brand pages?

- Yes
- No

11) Have you ever participated in any Facebook Brand page poll?

- Yes
- No

12) Did you participate in any brand Facebook page contest?

- Yes
- No

13) Do you think you know more about the brands through Facebook than other communication (TV, Newspaper, Billboard, and Radio)?

- Yes
- No

14) How many AV/TVC/Newspaper ads you have seen of brands those you have liked in Facebook?

- 1-3
- 4-6
- 7-10
- More than 10
- Not at all

15) What is your opinion about the effectiveness of brand Facebook page compare to traditional communication tools?

Very Effective _ _ _ _ _ Not Effective

16) What kind of communication on brand page you like most on Facebook?

- Image Post
- Video
- Status

17) Did you purchase products advertised on a Facebook Page?

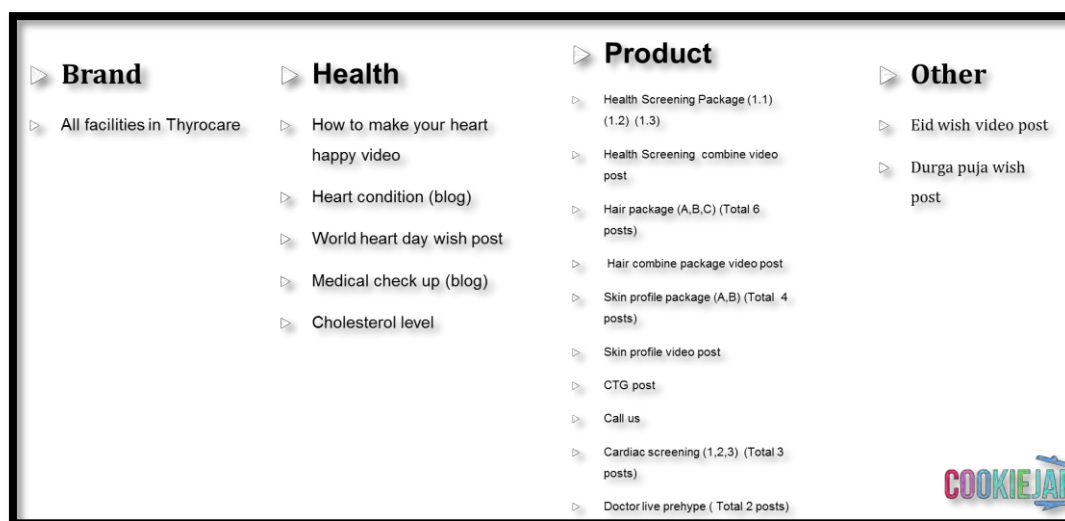
- Yes
- No

18) What kind of post do you like on Facebook Page?

- Product post
- Non Product post

19) Do you suggest your friend to like your liked Facebook Page?

- Yes
- No



Brand guideline for Thyrocare Bangladesh creative contents

☞ **Color:** We prefer to use logo color for our branding issues. The suggested color code is as follows-



☞ **Font Guidelines:**

- ☞ **For English Font-** Times New Roman / Sans-Serif Fonts (Arial, arialbd, ariali, Avgardd, Avgardn, calibri, CATANLTN, Hum521n, Rupee Foradian Standard Co, Rupee Foradian Standard, ZURCHN, ZURCHL)
- ☞ **For Bangla Font-** Bijoy
- ☞ **Font size:** Body Text (8 to 14pt), Subhead Text (14 to 36pt) and Headline Text (36 to 72pt)
- ☞ **Decorative Fonts:** It can be used for promoting services in special days like **Mother's Day** or **Health Day**.

☞ **Icons:**

- ☞ Any icon or element that is in the logo can be used.
- ☞ Icons can be used for highlighting the key points

☞ **Images:**

- ☞ All of the images can be used that are provided by us.
- ☞ Images should be used depending on different packages
- ☞ Images should be used and can be designed based on the requirements of the brand communication.