

Report On

Discovering The Realm of Copywriting and Content writing at Lab Prolific

By

Dipraw Rashid Lorka

19303002

An internship report submitted to the Department of English and Humanities in fulfillment of the

degree of

Bachelor of Arts in English

Department of English and Humanities

BRAC University

September, 2023

©2023, BRAC University

All rights reserved

Declaration

I hereby declare 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 which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Dipraw Rashid Lorka

19303002

Supervisor's Full Name & Signature:

Dr Mahruba T Mowtushi

Lecturer, Department of English and Humanities

Acknowledgement:

I want to start by thanking my parents for their unwavering support during the course of my internship. Then, I'd want to express my gratitude to the Brac University ENH Department for allowing me to take part in such a breathtaking voyage. Additionally, I would want to express my gratitude to my boss, Dr. Mahruba T. Mowtushi, who has served as my greatest mentor during the drafting of my internship report. I was able to enjoy my writing process since she successfully created a welcoming and supportive setting. I never experienced pressure, only support. I would want to congratulate BRAC University for giving such a fantastic educational system. As I near the end of my academic career, I believe that the knowledge and experiences I gained from BRAC University have not only aided me in my professional life but have also significantly altered who I am as a person. These changes have also had positive results. Additionally, I want to express my gratitude to Mr. Utsho, the team leader and head of creative at Lab Prolific, who served as my on-site supervisor and helped me navigate the internship process successfully. After working with Lab Prolific, I gained a lot of knowledge about corporate marketing and content creation. On the other hand, I want to thank my coworkers for being so understanding and supportive. Finally, I would like to thank my friend Peyal, who was done with his internship just the previous semester of my internship for providing suggestions about how to dwell in the corporate market. With all of their support and encouragement, this journey has been a great experience for me. Hopefully I will be completing my graduation with a heart full of happiness and gratitude.

Contents

Ch 1: Introduction	5
Ch 2: A Short Introduction Between Me & Lab Prolific	6
Ch 3: The Journey Commences as an Intern	8
Ch 4: My Everyday Tasks as a Copy & Content Intern	11
Ch 5: A Field Trip Day	14
Ch 6: Moving On.....	15
Ch 7: All Work & No Play Makes Dipraw a Dull Boy	17
Ch 8: Works During Ramadan.....	18
Ch 9: Not a Bed of Roses	20
Ch 10: Applying Theories into Works	21
Ch 11: Conclusion	23
Works Cited.....	24
Appendix.....	24

Ch 1: Introduction

“Let the beauty of what you love be what you do.” – Rumi

The most interesting and rather funny thing about my passion over copywriting is that, when I was doing my advising in the USIS in the online semesters, I misread the course to “copyright” and thought I was going to learn legal stuff there. However, I was instantly in love as soon as the course started and I got to know about the basics of copywriting. I was able to discover that subconsciously I have been passionately seeing and observing advertisements whenever I received the chance- in T.V., billboards, posters, brochures and so on.

So, right after finishing the course with flying colors, I was determined to do my internship in the copywriting field. I received the perfect chance in Lab Prolific to try out my capabilities. Though the company was technically a startup as it was relatively new in the competition, I received the chance of learning so many new things inside and outside my job area. There were challenges of course, and I had to learn to get around with those obstacles. The courses I had to do as an English Media and Cultural Studies major helped me a lot in this internship. But among them, the ENG:404 copywriting course was the most prominent in the field. For example, I can say I learned the basics of copywriting, several techniques, audio visual promotions, essentials of persuasive writing and many more techniques and theories. The course also offered me to experience copywriting first hand as our faculty gave us tasks in exams and projects where we had to write headlines or copies for various types of products, make full-fledged brochures and so on.

Without the course, I would feel like a fish out of water literally. Also, the course inspired me to stroll the realm of copywriting, and so I researched about copywriting online after finishing the

course. All of these together made me ready enough to join as a copywriting and content writing intern at Lab Prolific. Now that I am done with my internship, I feel more than ready to join bigger and better agencies as a copywriter and dream to create wonderful works in this sector, all of because a small step that I took years ago, which is taking the copywriting course.

Ch 2: A Short Introduction Between Me & Lab Prolific

Lab Prolific is a digital marketing agency started in 2022. It is a sister concern of Prolific Infotech, which is a software development company. Though lab Prolific is relatively new in the market, it has been doing quite well in making quality contents and acquiring new clients now and then. Their services include Social Media Marketing, Content Marketing, Ecommerce Consultancy, Media Buying & Planning, Strategic Planning, SEO (Search Engine Optimization), Web Development, Mobile Application Development and so on. My nephew was already been working as a Junior Visualizer and that is where I came to know that Lab Prolific was looking for a Copy and Content intern. I instantly applied through email and joined the interview. The interview board consisted of three persons; Mr. Zaman, the CEO; Mr. Utsho, head of creative and Ms. Isha, senior content writer. They set a very comfortable atmosphere in the interview board and asked me about my study background, experiences, hobbies and many others. After that they explained me my tasks and job role as a Copy and Content intern, which I replied quite confidently and positively. After passing the interview, I was asked to visit the office again somedays later for a small test. The test included some grammar tests which were practically child's play for me. But the other task was to write an actual copy for a social media post of food chain restaurant. They were actually working on the copy themselves and wanted to try me out. I gave them a copy and 5 more as drafts

just in case. The interesting part is that copy was actually accepted by the client and it was posted for real! When I came to know about this after joining the office afterwards, I was both surprised and satisfied with my own performance.

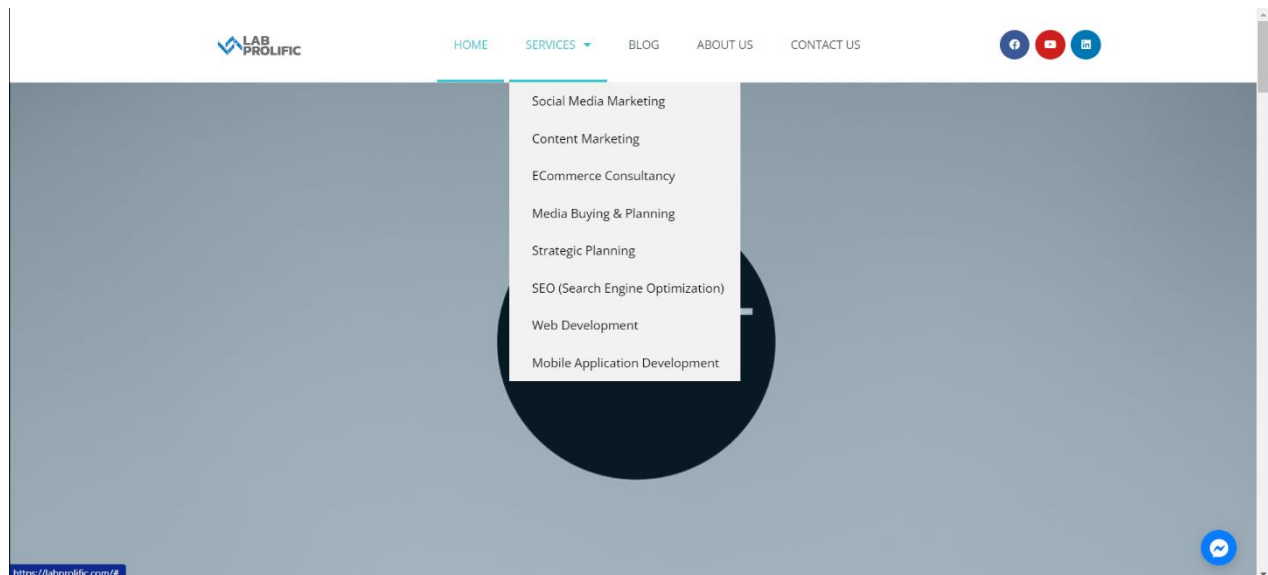


Figure 1: Lab Prolific Website

However, couple of days after the test I recieved my confirmation letter in the email and was very pleased. I was asked to join from February 6th, 2023. The reason of this odd date is that previously in the interview I explained that I had a cultural event that I have to attend till February 5th. It was really considerate of them to keep it in mind for me.



Figure 2: Lab Prolific Facebook Page

Ch 3: The Journey Commences as an Intern

Before I start writing, I want to thank Lab Prolific from the depth of my heart for giving me the opportunity to prove my capability in copywriting and content writing that I was willing for so long.

As mentioned before, I started from 6th February. On the first day I was actually over excited, and so I reached the office 20 minutes before the starting time. On the first day I tried getting accustomed with the norms and regulations of the office, such as, at 9 am, before the office starts, everyone in the team gathers around and speaks out their tasks of that day. As it was my first day, I introduced myself and tried to memorize everyone's names and designations. My supervisor, Mr. Utsho was the team leader and Ms. Isha was the senior content writer. Mr. Utsho started to train me as a copywriter. He taught me how to market research about a client. He told me that at first, I need to know about my clients before writing any copies about their products, and to do that I need

to thoroughly research their Facebook page, website, see how they convey their messages in their posts. It was important to know about a client's taste of contents and their preferred way of marketing. In addition to these, it was imperative to also know about the client's competition businesses.



Figure 3: My first copy to be published

For this, the first client I started working on was from the USA. It was a rental service provider named RentMy. I started on researching on RentMy. Firstly, I started to go through their Facebook page, website and carefully observes how Lab Prolific has created visuals and copies for their marketing posts. Before me, the copies for RentMy were created by Ms. Isha, the senior content writer. She also briefed me about the client and instructed me how to write copies for an American client such as RentMy. I also found out some competitors of this client situated in the same country and noticed their style and what they offer their customers. However, couple of days later I was

assigned to other clients from our own country and Ms. Isha continued to work for RentMy once again.

Now let us talk about my content writing part. Just like copywriting, I have been briefed about content writing for Lab Prolific from day one. Mr. Utsho assigned Ms. Isha to prepare me for content writing as she was the senior content writer, and knew this field better than anyone else in the room. Ms. Isha informed me that I was to write blog articles for the Lab Prolific Website. At first, I felt very nervous about this, as I was totally unexperienced in both writing lengthy contents and also online blog articles. But as Ms. Isha started to train me, I started to get familiar with the task.

First of all, she explained me about the key factor about blog articles, which is SEO. SEO stands for search engine optimization. It means optimizing a written content according to the terms of a search engine so that when someone on the web searches something using the search engine related to the content, the search engine would show that content on the top of its million search results. The more optimized the content is, the higher is its chances to appear in the first page of the search result. Now days almost nobody ever looks beyond the first page of the Google search result. Of course, by search engine optimization we mean Google. Ms. Isha briefed me from the ground level about the rules and regulations of SEO. After a week of briefing and practicing, I was able to start writing blog articles. Our whole office communication was run by the slack app through various channels. So, Ms. Isha started to send me topics and keywords of the blog through slack and provided a word limit and deadline. Though at first I was struggling to meet the deadlines, as I had to also write copies for multiple clients every day, but afterwards it started to become more and more easy for me. Also, Ms. Isha was very considerate and lenient about deadlines and always kept in mind that I was an intern and this was a first time for me.

Ch 4: My Everyday Tasks as a Copy & Content Intern

Everyday I would start my day in Lab Prolific with the daily group meeting. After one week of briefing and training, I was given responsibilities of three clients; Aamar Pharma, which is a online medicine delivery service; Education One, a student counselling service and Prolific Cloud, which is another sister concern of our mother company- Prolific Infotech. I had to write copy and captions for the social media posts of these clients. Each of these accounts had their own content calendar which was shared with me. At the beginning of everyday at office I would check these calendars, discuss with the assigned client support manager about the context of the content that was assigned to that day and get the initial idea for that content. Then, I would also discuss with the visualizer who was going to create the visual picture/video for that content. Finally, I would create 5-6 copies and at least 2 captions for every social media post and send them to the respective client manager. Afterwards, he/she would choose from those options and finally clear it with the Team Lead, Mr. Utsho and send to the client end. Whenever I had ample time in my hand, I would follow the content calendars and create multiple copy captions in advance for the upcoming days.



Figure 4: Initial example of copy & caption for Amar Pharma

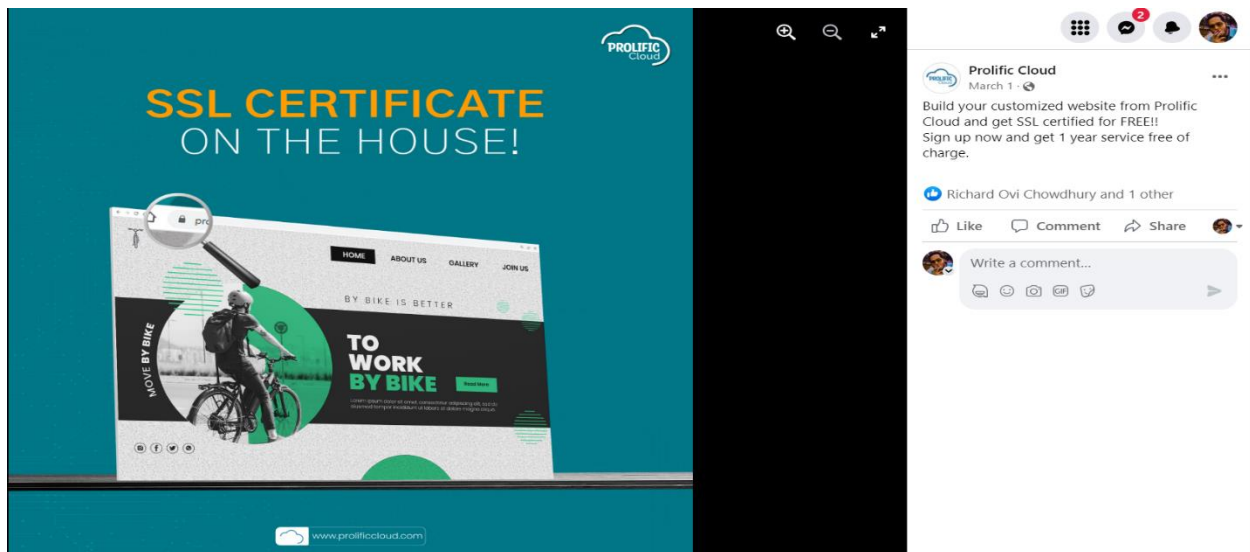


Figure 5: Initial example of copy & caption for Prolific Cloud



Figure 6: Initial example of copy & caption for Education One

Most of the times my copies and captions would be approved in the first chance. However, there were times when the client manager/ team lead/ the client required adjustments in the copies or captions and I would have to modify or fully redo them according to their instructions. These works of these initial three clients was not the same at all. The first two clients I mentioned above, Aamar Pharma and Education One was managed by Ms. Oishi, our senior business development manager. On the other hand, the third client mentioned by me, Prolific Cloud was handled by the Team Lead himself. Aamar Pharma did their marketing in Bengali, so I had to write for them in Bengali. Whereas, Education One and Prolific Cloud did their marketing in English, so, I had to create copy captions also in English. Unlike the first two clients, I had to also post the contents for prolific cloud in LinkedIn, Facebook and Twitter. The complete access to these accounts was handed overed to me.

Coming to the blogging part now. After briefing me all about SEO, Ms. Isha started to instruct me about writing the blog itself. For every blog, I had given a short title and some keywords which I had to research online about. I would try to find related blogs from big platform such as <https://hackernoon.com/> or <https://neilpatel.com/blog/> and read them thoroughly, find out how they have written it, the word length, how many sections they have created, or how they have started and concluded them. Also, after finishing the blog, I had to collect related images that would go in the blog. Sometimes it would be up to 6-7 pictures and sometimes just one or two depending on the blog. If I wanted a custom picture, I would instruct the visualizers and they would create one for me. Otherwise, I would just collect it from the web, with proper citations of course. There was another important work before publishing the blog. After finishing, I was instructed to run the blog through <https://smallseotools.com/> and <https://www.seoreviewtools.com/readability-checker/> to check their plagiarism percentage, SEO score and readability score. This is the first ever blog I had written for Lab Prolific:

<https://labprolific.com/swot-analysis-in-marketing/>

Ch 5: A Field Trip Day

For a desk worker, a field trip was like a fun bonus for me. A client named “flipper” had requested two persons from our office to visit them in order to discuss about some important matters. Unfortunately, the people that were supposed to do the visit was unavailable that day. As the team lead asked for me, I agreed at once. So, I was sent to their office in Dhanmondi with Mr. Muaz, a motion designer from our office. We both were very glad about it as we hardly had any chance to

work outside. Our expenses were later covered by the office. We also faced some difficulties finding the office building as none of us had ever been there. After entering the office, we came to know that they called us for two reasons. The first one was quite unfortunate. They had some complains about the client management from our end and some other related matter. Though none of us had to do anything with the complaint, we had to sit there and listened to them. We also assured them that we would inform the office about the complaints and they would be handled properly. The second reason was that they were opening up a new showroom in the Orchard Point shopping center and they wanted us to decorate the room. We visited their showroom in Orchard Point and discussed with them about their requirements and took some measurements of the walls. Finally, our job was done for that day and we headed for our office. Despite the ups and downs, the field trip was very exciting for me.

Ch 6: Moving On

From the very beginning of my internship, copywriting has always been interesting for me, no matter how many I had to write in a single day. There had been days where I had to write up to 13 copies and captions, and I would still look forward for more. However, I could not say the same about blog writing, as it was totally new to me and also sort of boring and lengthy too. However, this view about blogging was changing as the days passed by.



Figure 7: Initial example of copy & caption for flipper

About a month after writing for these three clients mentioned above, I was introduced to some new clients. The first one was flipper, which I mentioned in the previous chapter. This account was managed by Mr. Tofazzal, our Brand Service Executive. Flipper is mainly a platform for buying, selling and exchanging pre owned smartphones, but it also provides the purchase of other brand-new electronics such as laptops, smartphones and so on. The copy and captions I had to write for this client were mostly in Bengali other than some exceptions. Unlike the previous three clients, I had to face some difficulties regarding this one, as the client was most of the time unsure of what to post on their social media pages. There were times that I would carefully prepare a copy-caption and would be cancelled on the last moment and instead I would be given another content to work on. Moreover, being an electronics business company, flipper had to keep up with the latest electronics market, especially smartphones and laptops. As a result, everyday I had to keep my eye on the trending electronics market in our country and come up with new ideas for contents relevant to flipper. I would then introduce my ideas to the client support manager, Mr. Tofazzal and he

would instruct me if I were to work on a particular idea or not. On the last days of my internship, the Facebook page of flipper has handed over to me for posting contents.

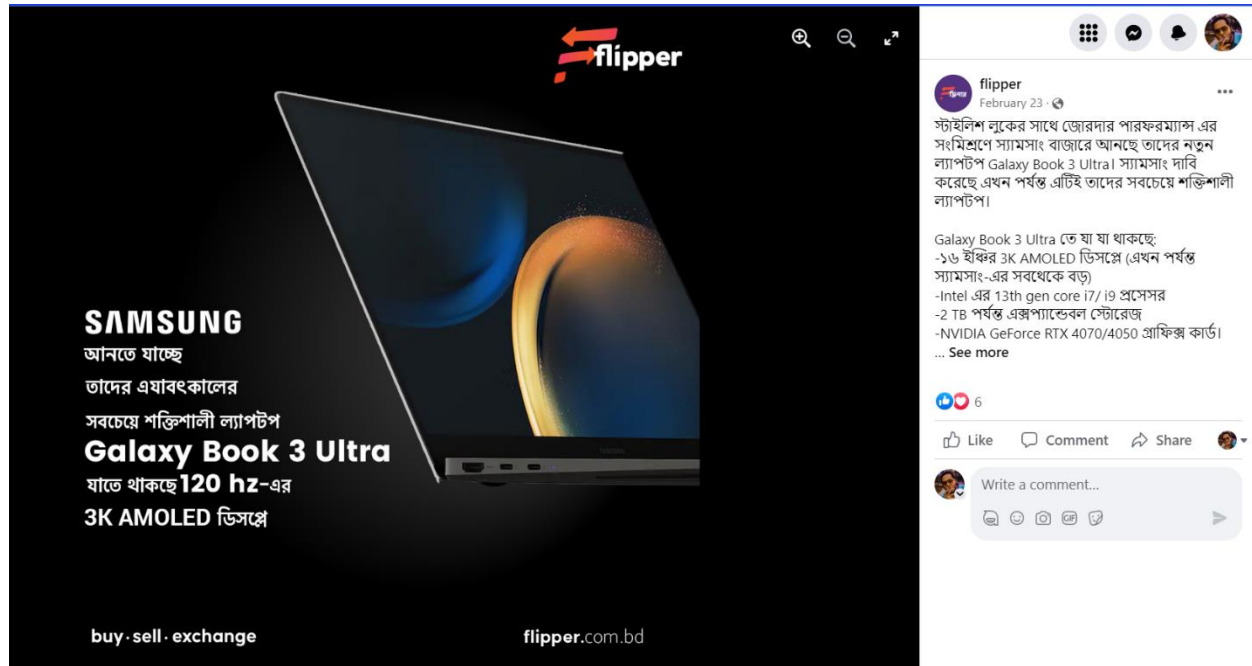


Figure 8: Initial example of copy & caption for flipper

Ch 7: All Work & No Play Makes Dipraw a Dull Boy

It was not all work during the office hours. We had our time for entertainment. The office had enough recreational instruments for the employees such as a table tennis, cricket bat and ball, some basic gymnasium equipment and so on. We would enjoy these instruments in our own times. For example, every day after having lunch, we would play table tennis that was in the office. Sometimes the office would arrange table tennis tournaments among all the employees in the office. Most of my colleagues were very friendly with me from day one. We would often go to tea stalls after lunch and have some gossips among us.

Right after I joined, I had the chance to experience a wonderful cultural event by our CEO, Mr. Zaman. The event took place on 14th February, which was coincidentally both Valentines Day and Pohela Falgun. Right after the lunch break, suddenly our CEO came into our office room to announce the good news and started planning with us about the event. As I am a man of music, I suggested him that a musical show can be arranged. To my surprise I found out that Mr. Zaman did also play guitar. After some hours of rehearsals, we got on the stage and performed some songs. Our team leader and some other colleagues also joined with us on the stage. The event concluded with a grand feast on behalf of Mr. Zaman. It was really a memorable day for me.

Ch 8: Works During Ramadan

April was the month of the Holy Ramadan. Working during the Ramadan month helped me to gain some other kinds of knowledge about the marketing and copywriting world. Moreover, this was my last month as an intern and I had gained the responsibilities of some more clients; they were Study Group and Winstar, who were also student counselling organizations.

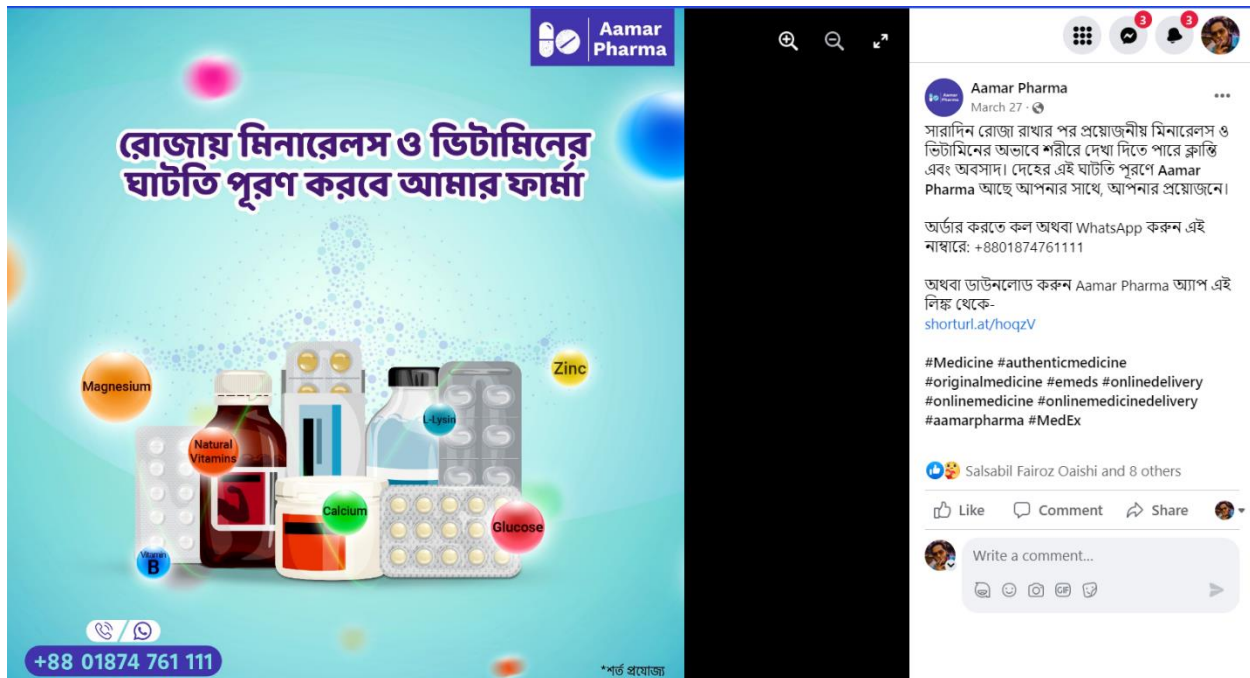


Figure 9: A Ramadan Focused copy & caption

Just like every other consumer-based company, our clients also started to relate their products to Ramadan and started marketing in that way, except for the student counselling ones. For example, I had to post a Ramadan time schedule on flipper's Facebook page. Also, Aamar Pharma started to promote their nutrient based medicinal products as a cure to the exhausting heatwave and dehydration due to fasting.

Obviously, our office time was modified from 9 am-3.30 pm considering most of the employees had to join Iftar at their house.

Ch 9: Not a Bed of Roses

Apart from all the good things I experienced and learned from the internship, there were also many obstacles I had to overcome, because everything comes for a price. There were challenges in every step of this journey. Firstly, the blog writing. As mentioned previously, in the earlier days I had to struggle much in blog writing as it was very lengthy and totally new to me. Moreover, I was also facing difficulties in managing time for both copywriting and blog writing, as I had to do both on the same days. There were days when I had to write over 10 copies and captions, and also asked to write blogs. When I finally realized that both of these works can not be done in the same day simultaneously, I explained it to Ms. Isha. I was very fortunate that she understood my situation and suggested me a solution. After I tried her solution, things became easier than before and I was able to bring harmony between these two different tasks.

Another problem arose when the summer came in the middle of March, and honestly, I was quite disappointed with how the office ignored our situation. Though it became really hard to work in the heatwave in those days, the management did not manage any air conditioning system for us and kept telling us that they were struggling for funds. Finally, we had to relocate to a smaller room which had air conditioning from before and was used as a meeting room. It was really difficult for us to manage a team of 13 persons into one small room.

Another minor challenge was about the holidays. As we had some USA based clients, our holiday was on Saturday and Sunday, instead of Friday and Saturday. I had to rearrange my holiday plans for this, which excluded meeting with my friends most of the times, as they had conventional Friday-Saturday holidays. The last one I would like to mention that our salary cycle was also a bit different. We were given our salary after 26th of the month, instead of the first week. This also

made me modify my financial plan for every month. Moreover, my salary of the last month there, which means April, was given to me in the end of June, which was very upsetting.

Apart from these inconveniences, everything else was pretty fine by me. Also, I did not expect that it would go entirely smooth, because, again, everything comes for a price.

Ch 10: Applying Theories into Works

As mentioned previously, Eng404: Copy writing course was the main reason that I joined into a copywriting job, but I could not have done it properly without the help of other media major courses I had done through my journey in Brac University. Those courses are Eng440: English for the Print Media, Eng401: Editing, Eng440: English for the Print Media, ENG333: Globalization and Media, Eng331: Cultural studies: Theory and practice and lastly Eng465: Translation Studies. Let me explain some of their contributions one by one:

Eng404: Copy writing: The book that was taught in this course was *The Elements of Copywriting: The Essential Guide to Creating Copy That Gets the Results You Want*, written by Robert Bly and Gary Blake. This was a complete book about copywriting that taught us from the very ground level to the application stage.

The course informed me about the do's and don'ts of ethical copywriting. For example, it taught me how to avoid sexism and racism by replacing and using certain phrases and words. This theory became very useful to my copywriting and content writing. Also, from the course I learned how to create interesting and eye-catching headlines instead of boring and irrelevant ones. This very

theory was very useful in order to create eye catchy copies for products as well as interesting titles for my blogs.

Another useful technique that I learnt from this course was that one should keep the sentences short and write in simple words, rather than making it long. Also, it is imperative to write in short paragraphs in order maintain attention of the reader, rather than writing in humongous paragraphs. This technique came in handy in times of writing blogs. After finishing a blog, I would recheck it fully for long sentences or paragraphs. As a result, my blogs started to become easier to read and fluent.

Last but nor least, I would like to mention another noteworthy theory that I learned from this course, which was really vital in my copywriting role in the office. The theory goes as “Don’t be cleaver in the sake of being cleaver”. The theory clearly urges to write copies in a simple way, using simple words, and prohibits the use of jargon words so that the audience does not become confused.

Eng465: Translation Studies: This course was about learning how to translate from English to Bengali, and vice versa. It was another great help at my copywriting. As a copywriter, I had to always write copy-captions in both English and Bengali. It would have been really difficult for me to do these without knowing the fundamentals of translation. This course practically prepared me to face such challenges related to translating from Bengali to English, or vice versa.

There were such times when the client would provide me some details in English and I had to translate them in Bengali in order to ready a content. Situations like those allowed me to apply the theories that I learned in the course. Some of the theories are Modulation, Calquing, Intra-System

Shift, Merging and others, which were from mainly two books that was taught in the class- *Translation: An advanced resource book for students* and *Introducing translation studies: Theories and applications*.

Eng440: English for the Print Media: This was another prominent course from my major area. The course focused on the tactics and regulations of writing in print media such as newspaper, magazines, tabloids and many others. From this course I came to know about the five news value factors of print media; they are **prominence, proximity, timeliness, consequences and oddity**. These 5 news value factors mainly helps to regulate the newsworthiness of any news story. Though they are meant to be used for news stories, I also managed to utilize four of them into my copywriting and blog writing, and I will explain them below:

Prominence: Before writing any news story, we have to consider the importance of that topic over the audience. Any event, person, or company with a significant following will always be considered newsworthy because they already have a sizable audience. In my copywriting tasks, I remembered this particular point before writing a copy for a product. Before choosing an USP (unique selling point) for a product, I double checked the importance of that USP in the market by analyzing the mentality of the consumers. For example, when I wrote the copy for flipper where I put emphasis on the USP of “free delivery”, I considered the power of free delivery over the customers, where customers get automatically triggered to buy something where there is a free delivery offer on the table.



Figure 10

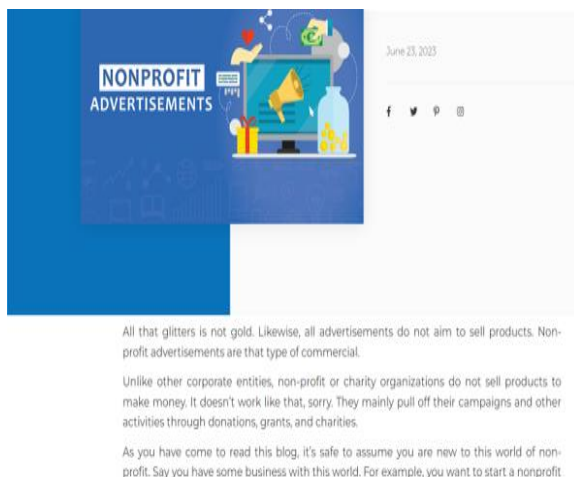


Figure 11

Also, while setting up a proper title for my blogs, I kept in mind what specific words attracted more audiences to click on blogs more than usual, and wrote the titles according to that. For example, in my blog on non profit advertisement, I inserted the word “investment” to attract more web users.

Proximity: Proximity means the relation between the target audience and the location of the event that has taken place in a particular story. In simple words, it is the distance between the audience and the news event. For example, people living in Bangladesh will be inherently more interested in an event that has taken place in their own city than an event that is happening in Mauritius. While copywriting, I kept this point in my mind and tried to relate the copies to events or trends that are taking place in Dhaka, as my target audiences were in this city. For example, while writing a copy for Aamar Pharma that was on medicines for seasonal flues, I connected the copy with the seasonal flues that was taking place at that time in Dhaka city in order to connect my copy to the target audiences.



Figure 11

Timeliness: This news value factor suggests that current and immediate events or information always attracts the most audience attractions. Audiences provide their utmost attention if the event or information is a “hot topic”. In order to write copies for flipper, I always stayed updated with tech related news, as flipper was a platform for buying and selling electronic commodities. For example, when Samsung announce the release of their brand new model of laptop, I immediately wrote a copy on it and published it on the very same day.



Figure 12

Consequences: Consequences refer to affecting greater number of audiences with a news story. In order to attract more attention, I had to analyze and second guess my copies if they were going to attract a great number of consumers. For example, when the brand-new Samsung smartphone

became available for pre order in Bangladesh, I instantly wrote a copy about it declaring that customers can easily pre order this latest gadget with ease from flipper.



Figure 13

Eng331: Cultural studies: Theory and practice: This is another special course that helped me understand culture and trends. A theory was taught in this course that was named “Popular culture and high culture”. I was able to comprehend the importance of trends and pop culture norms and write my copies according to the trends people was following at that current time.

Ch 11: Conclusion

When I chose media as my major over literature or linguistics, one of the main attractions was getting the chance of doing an internship in the corporate world. Now that I am done with my internship, I can proudly say that I was right with my decision. The internship has helped me to acquire skills such as punctuality, responsibility, social communication, working under deadline

and many others. Most importantly, it has allowed me to put my creative writing skills into application, which I would not ever know otherwise. Moreover, the internship was gateway to the corporate world for me, as I am now ready to face the challenges of the corporate competition.

Works Cited

1. Blake, and Robert W. Bly. *The Elements of Copywriting*. Macmillan, 1998.
2. Hatim, B., & Munday, J. (2019). *Translation: An advanced resource book for students*. Routledge.
3. MUNDAY, J. (2016). *Introducing translation studies: Theories and applications*. Routledge.

Appendix

Appendix 1

Amar Pharma
February 10 • 🌐

Amar Pharma তে প্রথমবার অর্ডারে ঘরে বসে ডেলিভারি পান কোনরকম চার্জ ছাড়াই।
Amar Pharma আছে আপনার সাথে, আপনার প্রয়োজনে।

প্রয়োজনীয় ওষুধ অর্ডার করতে কল করুন অথবা WhatsApp করুন এই নম্বরে-
+8801874761111

অথবা ডাউনলোড করুন Amar Pharma অ্যাপ এই লিঙ্ক থেকে-
<https://play.google.com/store/apps/details>

#emeds #onlinedelivery #onlinemedicine
#onlineosu #osudhpotro
#onlinemedicinedelivery #amarpharma
#healthylifestyle #healthcare #healthyliving
#familytime #MedEx See less

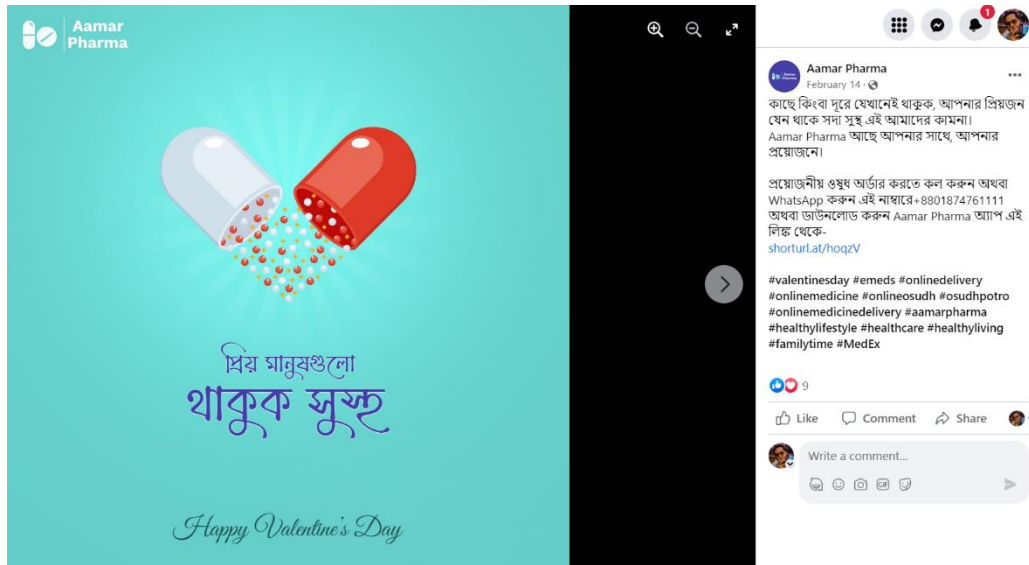
1.1K 1 1

Like Comment Share

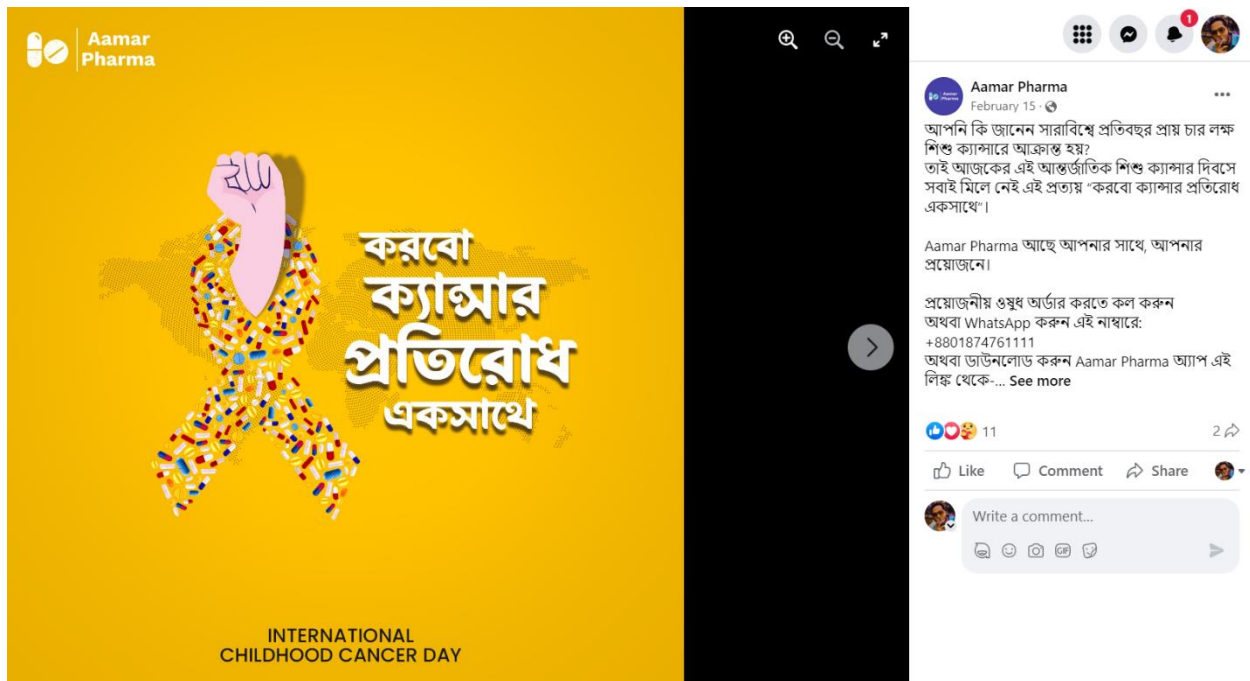
Most relevant

Write a comment...

Appendix 2



Appendix 3



Appendix 4

Aamar Pharma
February 24 · 🌐

আপনার ওষুধ আপনি ভুলে গেলেও আমার ফার্মা কিন্তু ভুলবে না!
আমার ফার্মা অ্যাপ-এ আপনার প্রেসক্রিপশনের ছবি আপ্লোড করে দিলেই প্রতি মাসের ওষুধ পৌঁছে যাবে আপনার বাড়িতে।
তাই ঘরে বসে ওষুধ পেতে আজই আপ্লোড করুন আপনার প্রেসক্রিপশন আর ঘরে বসে পেয়ে যান আপনার প্রয়োজনীয় সব ওষুধ।

Aamar Pharma আছে আপনার সাথে, আপনার প্রয়োজনে।

প্রয়োজনীয় ওষুধ অর্ডার করতে কল করুন
অথবা WhatsApp করুন এই নাম্বারে:
+8801874761111... See more

👍❤️👏 9 1 📌

Like Comment Share

Write a comment...

Appendix 5

Aamar Pharma
March 17 · 🌐

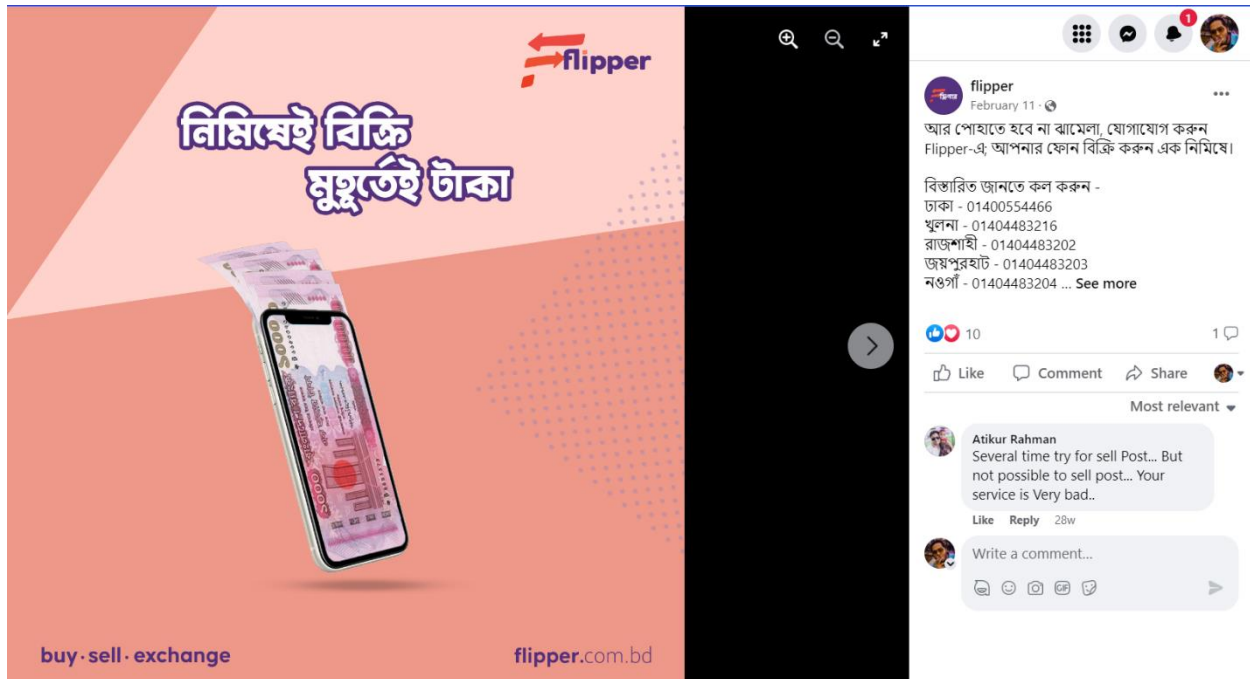
আজ ঐতিহাসিক ১৭ই মার্চ। ১৯২০ সালের এই দিনে জন্ম নেন হাজার বছরের শ্রেষ্ঠ বাঙালী বঙ্গবন্ধু শেখ মুজিবুর রহমান, পরিবর্তিত হয় বাঙালী জাতির ইতিহাসের গতিপথ।
আজ গভীর শ্রদ্ধার সাথে স্মরণ করি তাঁরই কথা, রক্ত দিয়ে এনে দিলেন যিনি স্বাধীনতা।

👍❤️ Salsabil Fairoz Oaishi and 5 others

Like Comment Share

Write a comment...

Appendix 6



**নিমিষেই বিক্রি
মুহুর্তেই টাকা**

buy · sell · exchange

flipper.com.bd

flipper
February 11 · 🌐

আর পোহাতে হবে না বামেলা, যোগাযোগ করুন
Flipper-এ আপনার ফোন বিক্রি করুন এক নিমিষে।

বিস্তারিত জানতে কল করুন -
ঢাকা - 01400554466
খুলনা - 01404483216
রাজশাহী - 01404483202
জয়পুরহাট - 01404483203
নওগাঁ - 01404483204 ... See more

10

Like Comment Share

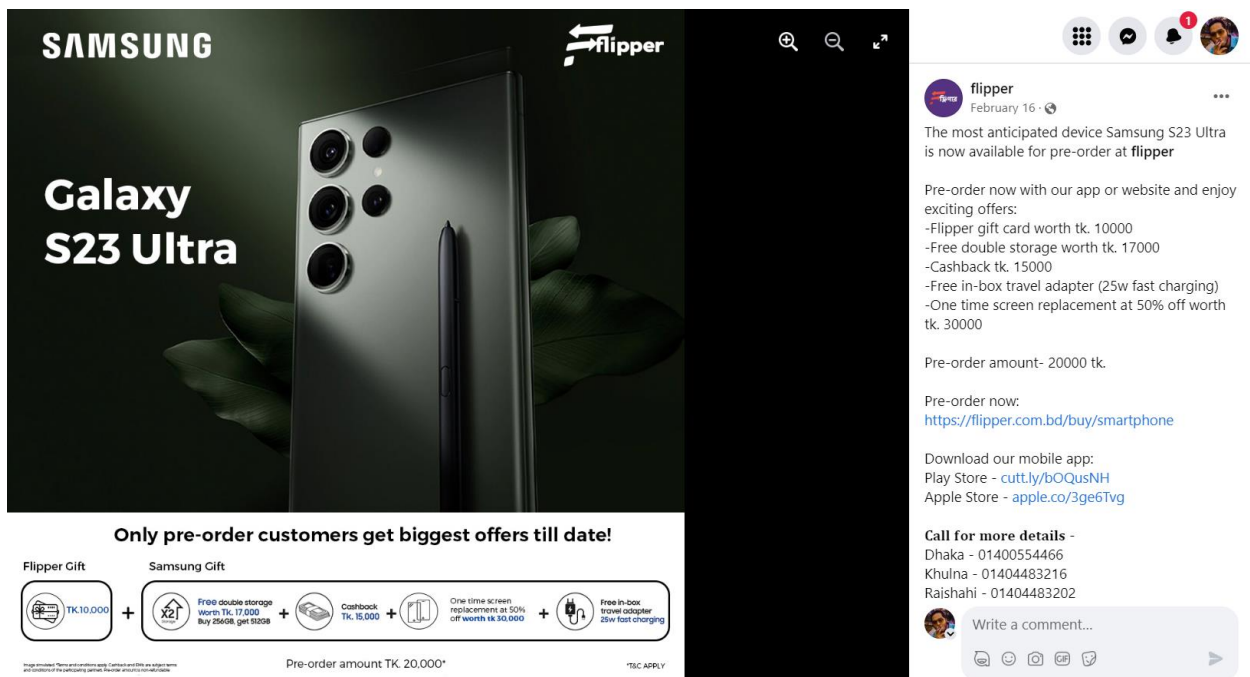
Most relevant

Atikur Rahman
Several time try for sell Post... But not possible to sell post... Your service is Very bad..

Like Reply 28w

Write a comment...

Appendix 7



SAMSUNG

Galaxy S23 Ultra

flipper

flipper
February 16 · 🌐

The most anticipated device Samsung S23 Ultra is now available for pre-order at **flipper**

Pre-order now with our app or website and enjoy exciting offers:

- Flipper gift card worth tk. 10000
- Free double storage worth tk. 17000
- Cashback tk. 15000
- Free in-box travel adapter (25w fast charging)
- One time screen replacement at 50% off worth tk. 30000

Pre-order amount- 20000 tk.

Pre-order now:
<https://flipper.com.bd/buy/smartphone>

Download our mobile app:
Play Store - cutt.ly/bOQusNH
Apple Store - apple.co/3ge6Tvg

Call for more details -
Dhaka - 01400554466
Khulna - 01404483216
Raishahi - 01404483202

Write a comment...

Only pre-order customers get biggest offers till date!

Flipper Gift: TK.10,000

Samsung Gift:

- Free double storage Worth Tk. 17,000 (Buy 25GB, get 50GB)
- Cashback Tk. 15,000
- One time screen replacement at 50% off worth tk. 30,000
- Free in-box travel adapter 25w fast charging

Pre-order amount TK. 20,000*

*TSC APPLY

Appendix 8



flipper

**Pick-up ফ্রি
তাই ডেলিভারি ফ্রি**

buy · sell · exchange

flipper.com.bd

flipper
March 3 · 🌐

পুরোনো ফোন flipper-এ sell করলেই থাকছে ফ্রি pick-up এর সুবিধা। তাই বুথ হস্তান্তর এড়াতে ঘরে বসেই বেস্ট প্রাইসে ফোন sell করুন flipper-এ।

বিস্তারিত জানতে কল করুন -

ঢাকা - 01400554466
খুলনা - 01404483216
রাজশাহী - 01404483202
জয়পুরহাট - 01404483203... See more

5

Like Comment Share

Write a comment...

Appendix 9



BANGLADESH
JCI
RAJSHAHI HAIF MARATHON 2023

**গর্বিত
Tech Partner**

flipper

flipper
March 6 · 🌐

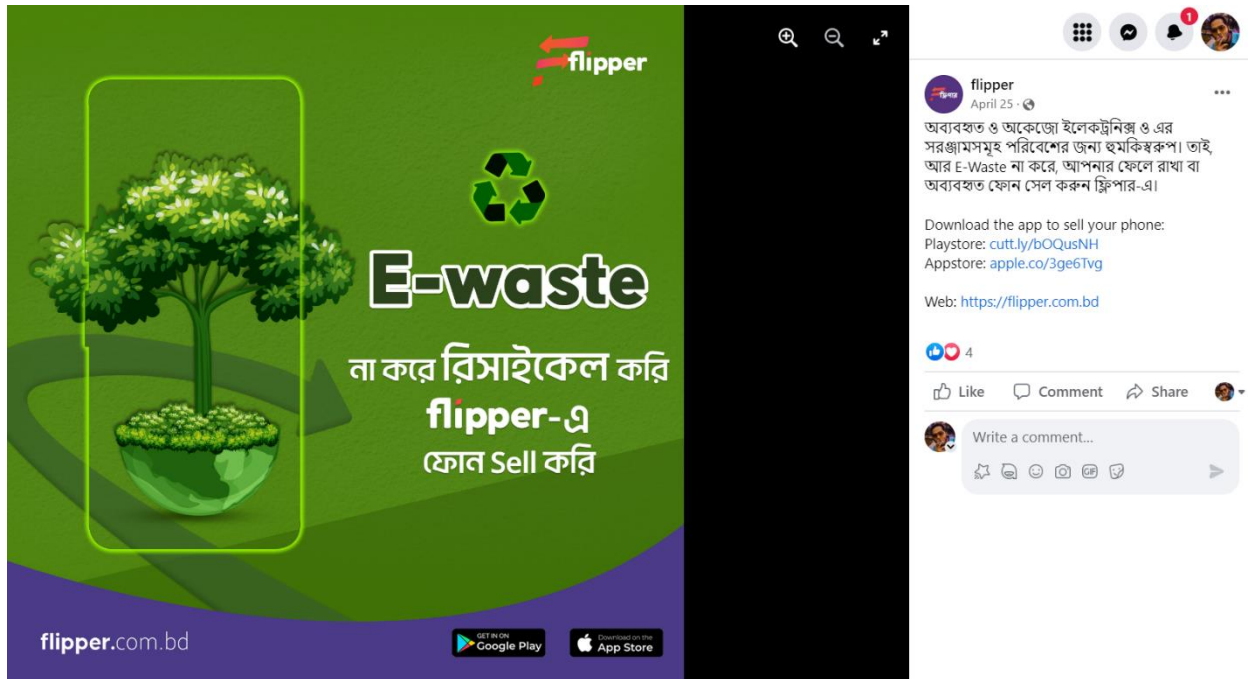
আসন্ন ১৭ মার্চ অনুষ্ঠিতব্য বঙ্গবন্ধু JCI রাজশাহী হাফ ম্যারাথন ২০২৩-এর অংশীদার হতে পেরে আমরা গর্বিত। প্রতিযোগিতার প্রথম ১০ জন বিজয়ীদের জন্য টেকনোলজি পার্টনার Flipper-এর পক্ষ থেকে থাকছে ১০% ডিসকাউন্ট কুপন।

12

Like Comment Share

Write a comment...

Appendix 10



The image shows a Facebook post from the 'flipper' app. The post features a green background with a tree growing from a globe, symbolizing environmental friendliness. The text in Bengali encourages users to 'E-waste' (recycle) and 'flipper-এ ফোন Sell করি' (sell phones on flipper). The post includes links to the app on Google Play and the App Store, and the website <https://flipper.com.bd>.

flipper
April 25 · 🌐

অব্যবহৃত ও অকেজো ইলেকট্রনিক্স ও এর সরঞ্জামসমূহ পরিবেশের জন্য হুমকিস্বরূপ। তাই, আর E-Waste না করে, আপনার ফোন রাখা বা অব্যবহৃত ফোন সেল করুন ফ্লিপার-এ।

Download the app to sell your phone:
Playstore: [cutt.ly/bOQuNH](https://play.google.com/store/apps/details?id=com.flipper)
Appstore: apple.co/3ge6TVg
Web: <https://flipper.com.bd>

4

Like Comment Share

Write a comment...

Appendix 11



The image shows a Facebook post from 'Education One'. The post features a red background with a Union Jack flag and a photo of Al Mamun Limon holding a certificate. The text in Bengali describes how Al Mamun Limon got admitted to the University of Portsmouth and started his MA Business Communication. The post includes contact information for Education One.

Education ONE
February 15 · 🌐

Al Mamun Limon fulfilled his dream, what about you?

We are very delighted to announce that our fellow student Al Mamun Limon got admitted into University of Portsmouth, UK. Education One wishes him all the best and hopes that he will do great in the long run.

Thank you Mamun for believing in Education One.

For your further queries regarding admission, specific entry requirements, tuition fees & living costs, and visa procedures, please feel free to **Contact** us:

eo.bd0... See more

19 6 1

Like Comment Share

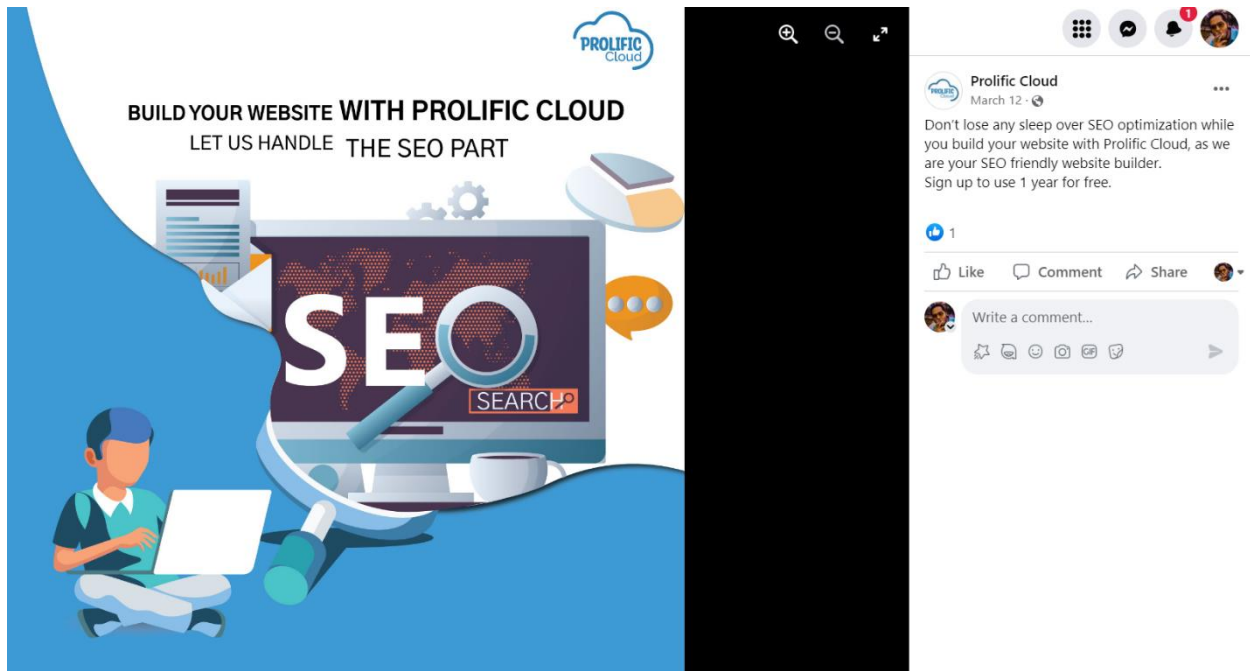
Most relevant

Write a comment...

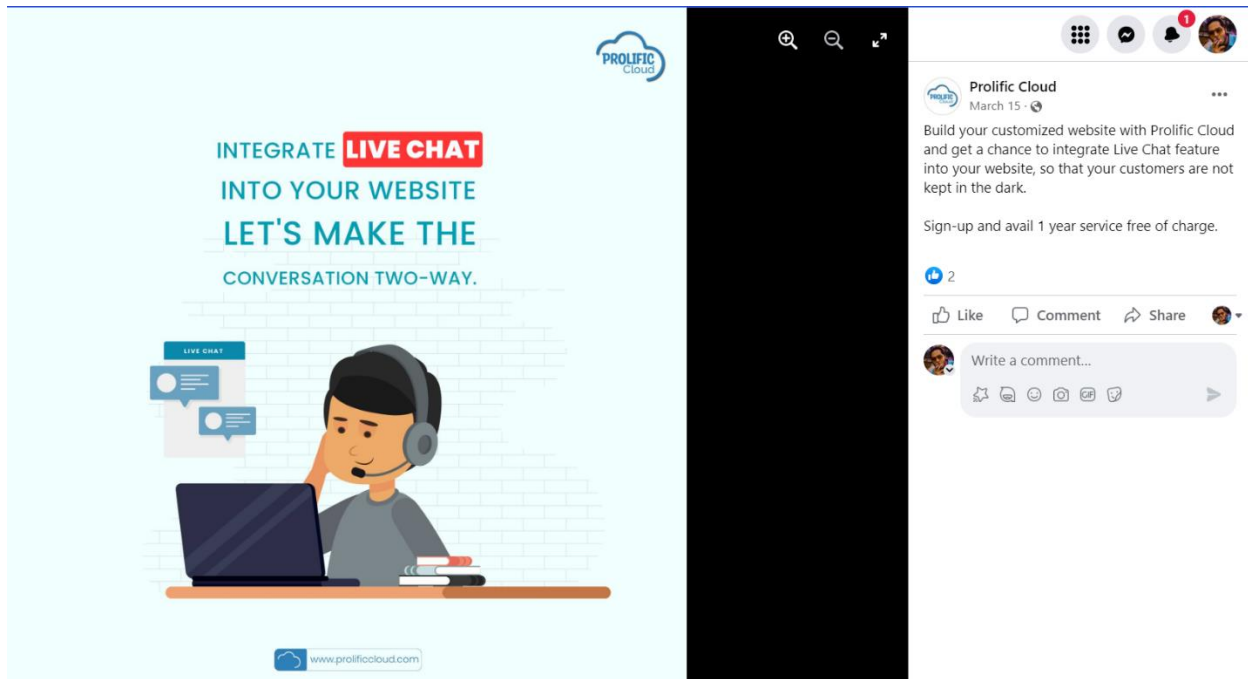
Appendix 12



Appendix 13

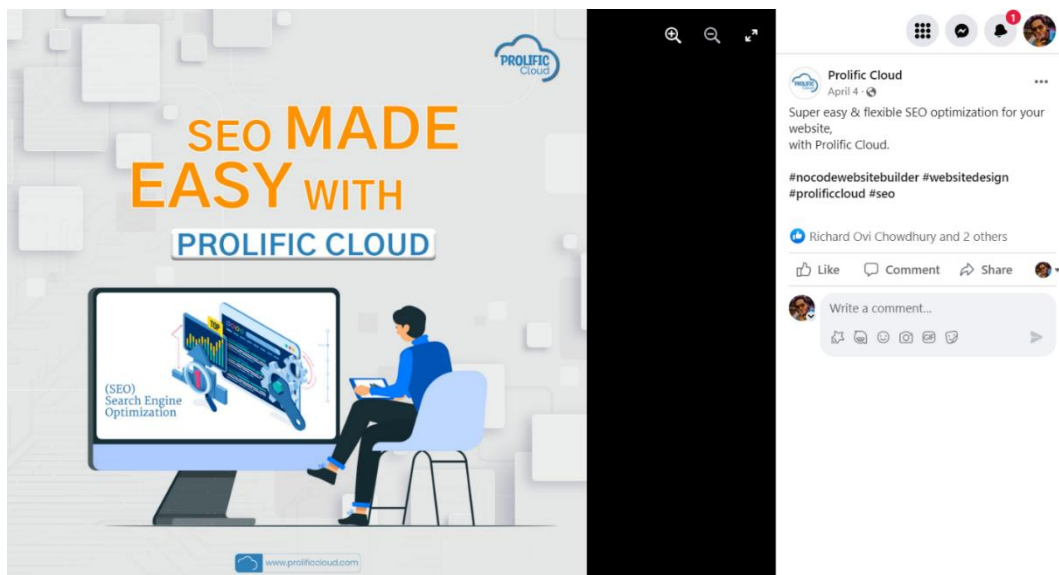


Appendix 14



The image shows a Facebook post from Prolific Cloud. On the left is a promotional graphic with a light blue background and a brick wall pattern. It features an illustration of a person wearing a headset and sitting at a desk with a laptop. Above the person are speech bubbles with the words 'LIVE CHAT'. The text on the graphic reads: 'INTEGRATE **LIVE CHAT** INTO YOUR WEBSITE LET'S MAKE THE CONVERSATION TWO-WAY.' At the bottom of the graphic is the Prolific Cloud logo and the website 'www.prolificcloud.com'. On the right is a screenshot of the Facebook post interface. The post is from 'Prolific Cloud' dated 'March 15'. The text of the post says: 'Build your customized website with Prolific Cloud and get a chance to integrate Live Chat feature into your website, so that your customers are not kept in the dark. Sign-up and avail 1 year service free of charge.' Below the text are icons for 'Like', 'Comment', and 'Share', and a comment box with the placeholder text 'Write a comment...'. There are 2 likes shown.

Appendix 15



The image shows a Facebook post from Prolific Cloud. On the left is a promotional graphic with a grey background and a pattern of white squares. It features an illustration of a person sitting at a desk with a large monitor. The monitor displays a line graph and the text '(SEO) Search Engine Optimization'. Above the person, the text reads: 'SEO MADE EASY WITH PROLIFIC CLOUD'. At the bottom of the graphic is the Prolific Cloud logo and the website 'www.prolificcloud.com'. On the right is a screenshot of the Facebook post interface. The post is from 'Prolific Cloud' dated 'April 4'. The text of the post says: 'Super easy & flexible SEO optimization for your website, with Prolific Cloud. #nocodewebsitebuilder #websitedesign #prolificcloud #seo'. Below the text are icons for 'Like', 'Comment', and 'Share', and a comment box with the placeholder text 'Write a comment...'. The post is liked by 'Richard Ovi Chowdhury and 2 others'.

Appendix 16



EXPERIENCE A YEAR OF FREE TRIAL
NO STRINGS ATTACHED!

NO Card
NO Commitment

www.prolificcloud.com

Prolific Cloud
April 5 · 🌐

You don't need Cards to set foot In Prolific Cloud.

So forget about cards and sign-up today. Enjoy 1 year trial for free.

#nocodewebsitebuilder #websitedesign
#prolificcloud #cardless

Richard Ovi Chowdhury and 1 other

Like Comment Share

Write a comment...

Appendix 17



STILL CODING FOR YOUR WEBSITE?
OKAY, BOOMER!

www.prolificcloud.com

Prolific Cloud
April 16 · 🌐

Prolific Cloud is the future of website building- the "No Coding" website builder. Join today & enjoy 1 year free trial!!

#nocodewebsitebuilder #websitedesign
#prolificcloud

Richard Ovi Chowdhury and 2 others

Like Comment Share

Write a comment...

Appendix 18

<https://labprolific.com/nonprofit-advertisements/>

Appendix 19

<https://labprolific.com/why-the-subject-line-of-a-business-email-is-important/>

Appendix 20

<https://labprolific.com/what-is-subdomain/>