

Report On

“The Role of Social Media Marketing on Greenovent’s Business Performance”

By

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Submitted to BRAC Business School as a partial fulfillment of the requirements for the Bachelor of Business Administration degree, the report on an internship.

BRAC Business School

BRAC University

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Declaration-

Declaration of Internship Report

- Original work completed for a degree at BRAC University.
- Recognition of primary sources of support.

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

Shamim E. Haque

Assistant Professor and Area Director (Marketing)

BRAC University

Letter of Transmittal-

Shamim E. Haque

Assistant Professor and Area Director (Marketing)

BRAC Business School

Merul Badda, Dhaka

Subject: Submission of internship report on ‘The Role of Social Media Marketing on Greenovent's Business Performance

Sir,

It gives me great pleasure to present my internship report, which was required for BUS 400 and was titled "An in-depth analysis of Greenovent's 360-degree Services and the Role of Social Media in its Business Performance." I was assigned this project by your direction. I appreciate all of your advice and teaching.

I have made every effort to ensure that the report is as complete and concise as possible, including all necessary information and suggested recommendations.

I hope the report will fulfill the expectations.

Sincerely yours,

Farjana Haque Lisa

ID- 16304029

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between Greenovent and the undersigned student at BRAC University.

I realize in my internship journey I had access permission to the information of organization's various operations of business, data related information and written information. I want to clarify that I will not disclose any confidential data regarding company in my internship report which may have an adverse effect on the values and reputation of the company.

Organization Supervisor's Full Name & Signature:

Jakaria Ahmed Omi

Jakaria Ahmed Omi

Deputy General Manager, Greenovent

Acknowledgments

The opportunity to take part in this internship was provided to me by Greenovent for which I am grateful. I want to thank my supervisor, Shamim E. Haque, for their help and direction all through the internship. Also, I would like to appreciate my university and everyone who was involved in any way.

While at Greenovent, I gained a lot of knowledge and skills that are very important. It was so good of them to create an environment that allowed me learn while being supported all the way. In my future activities, I hope to use what I have learned here and I am equally happy about the networks I have been able to establish. Thanks again to each and every person who contributed towards making this internship an amazing and fulfilling one.

Executive Summary

This internship report discusses my experience as an intern at Greenovent's Community Management branch, a rapidly growing startup promotion office. I highlighted Greenovent's successful promotion, which engaged viewers and customers. I also highlighted Facebook ad campaigns' role in promoting brands and increasing sales. The agency offers various services, including 360-degree campaigns, TVS, media planning, event organization, and more. I provided suggestions to help the agency grow and gain experience as an advertising agency. The agency's commitment to customer satisfaction is evident in its enthusiastic, receptive, and creative approach.

Keywords: 360- degree digital marketing; TVS Bangladesh; Social Media; Clients; Facebook; Target customers; Query; Communicate.

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Chapter 1

1.1 Introduction

Nowadays, more people use social media. LinkedIn, Facebook, Instagram, Twitter, YouTube, and so on. People use these social media platforms to establish social networks, allowing them to connect online with brands and others. Every day, it transforms into an excellent business platform for organizations and individuals. They start using social media to promote their products and services. This is the history of digital marketing.

Web-based digital marketing uses technological technologies to promote goods and services, such as mobile phones and desktop computers. It is the source of the concept for 360-degree digital marketing. A 360-degree digital marketing campaign targets customers at every point of interaction. A well-planned strategy is vital since it increases the likelihood of identifying new prospects and engaging them in a number of methods.

1.2 Company Overview

While global and related agencies have taken over the public relations industry, they have brought a unique and fresh perspective. Greenovent is one of the most successful and advanced displaying offices in Dhaka. The company creates trust through investigative, marketing, presentation, and internet communication channels.

Greenovent began its journey in early 2017, with the purpose of transforming the advertising industry. They tailored the audio and images for a variety of industries. The company began dabbling in digital

marketing after 2018, with the goal of becoming the top choice for internet marketing and ads among all customers. They

developed a name for themselves in the business as a creative, cost-effective, and results-driven advertising firm that provided their customers with highly appealing, brand-organized, and innovative packages that resulted in both income rises and image improvements.



Company logo

1.3 Greenovent's Key Business Performance Metrics

Greenovent's key business performance metrics include revenue growth, client acquisition, and retention rates, return on investment (ROI), conversion rates, customer satisfaction and feedback, market share, cost per acquisition (CPA), engagement data, project completion rate, and employee productivity and satisfaction.

Revenue growth measures financial health and market demand for services. Client acquisition and retention rates mainly relate to the number of new clients and the performance of the existing clients in terms of its acquisitions and retention rates. In marketing, the ROI is used in determining the value of a marketing strategy, plan or campaign. Conversion rates relate to the ability to turn potential customers into active buyers with any agreed mode of payment. Customer satisfaction and feedback should not be taken lightly for the reasons that they are significant when it comes to encouraging people to come back again and again or recommending the business to other people. Cynosure market share is one of the ways of determining the position of an organization within the advertising and digital marketing sectors. Specifically, to determine the cost per acquisition, we consider the total sums required for attracting the necessary amount of clients or partners. Engagement data aids in determining the level of effectiveness of such techniques as we launch our online advertising. Measuring the completion rate of the project can be useful to estimate the effectiveness of the work done and the ability to manage projects and the business as a whole. And how can we forget that each employee can work more efficiently and be more effective, and therefore produce better results as well as be a source of happy, satisfied customers.

Chapter 2

2.1 The Role of Social Media in Increasing Sales Revenue

Marketing and sales have received one of the largest blows ever due to social media. It has also afforded tremendous opportunities for companies to mass-market their products and achieve record-breaking sales. Organizations have had the leverage to determine where to place the ads through social sites such as Facebook, Instagram, Twitter, LinkedIn, TikTok, among others, thus increasing the impact of the marketing campaigns yields high conversion rates.

It is very important to note that customer engagement can go a very long way in selling products using social media. Such highly involved target customers become fans of the brand and purchase more from the associated company. Fortunately, social media marketing has a variety of widgets that enable organizations directly engage with customers, address their concerns, and effectively fashion goodwill. This contributes to building loyalty and ensures that customers keep coming back for their requirements as the company fosters and maintains a high lifetime customer value.

Mario Ruiz highlights two strong emotions in the process of selling on social media, which is user-generated content and social proof. Shares of those viewers who are influenced in some or the other way by online positive comments and feedback can be significantly high. Of course, influencers are not left aside here too! Oh yes, these people with lots of followers in their circle can actually influence individuals' buy behaviours.

Generally, social commerce refers to the use of social networks in selling products and it is becoming more and more prevalent. The features which ease the process and help customers end up with a purchase are introduced in today's platforms like Instagram or Facebook. And of course, data analysis and understanding are critical to ensure that businesses are always on the lookout for what their customers require in real-time, which is very helpful in personalizing the marketing efforts.

For social media, customer relationship management is yet again a really useful tool. This empowers firms to maintain close contact with clients, solve problems swiftly, and generate customized experiences. And here's a cool thing about social media is it can be a great way to achieve a rapid increase in a brand's exposure because of its availability across various platforms. The impact of the current users creates a flow and the inclusion of each new user only multiplies this effect.

The research is clear social media marketing particularly contributes to increasing up the sales revenue. But when this is accompanied by social commerce and incorporation of analytics into the firm's CRM strategy, its effects are amplified.

2.2 Role of Social Media in Customer Acquisition and Retention

Linkedin has been identified as an essential platform for organizations to gain and retain their client base. In the current generation it opens up great chances to engage the potential and current customers thus assisting in acquisition and maintaining those customers in the market. Social media also has a broad reach in terms of its users, akin to traditional platforms, and therefore businesses target millions of customers without needing to spend a lot of funds. Targeted marketing ads on social media networks can greatly improve the ROI and overall success of the campaigns, and possibly the rate at which people are purchasing certain products.

Another major concern of public concern is influencer marketing in social networks. That is when individuals with many fans plug certain commodities and that is a method of proving the credibility of the services or products a person is offering while looking for other buyers. In a survey conducted in 2017, De Veirman, Cauberghe, and Hudders concluded that influencer marketing does have an impact when it comes to people being well-informed of a brand and consequently become loyal customers.

But wait, there's more! Social media is also good for customer retention. When it comes to comment, message, and post even in business, it gives some sort of feel or community and loyalty. That of course results in better relations and more sales since people keep coming back. Social media also provides business information and knowledge that enable human beings to create unique experiences for consumers for them to be unique, thus making them attracted to this business again and ago.

And guess what? Leveraging social media is especially effective when it comes to engaging in customer support services. Twitter and Facebook allows the customers to engage them for assistance several times; whenever such businesses are on the top of IT and offer appropriate customer relations on the social media platform, it makes the customers remain loyal.

And there remains one more meeting to consider! Social media is indeed amazing for being used as a tool for advertising as well as for organizing and developing the loyalty programs. Companies can sometimes provide bargains, specials, and additional incentives to people who follow them in return, making people loyal and continuing patronizing the business. By answering the next two questions, you will understand why utilizing social media more and more in business marketing efforts makes getting and maintaining customers even more critical.

2.3 Social Media's Role in Improving Greenovent's Sales Revenue

Greenovent is one of the fastest-growing audio and image solutions companies based in UAE was launched in the year 2017. They have also taken the matters of digital marketing in their own hands and are completely dominating channels like Facebook, Instagram, Twitter & LinkedIn. They are all about looking fashionable and being relevant to people by using hashtags, citing hot topics, and collaborating with other popular users. It is therefore not surprising that they started gaining popularity across the social media platforms where they attract new clients and are able to post consistent results.

As for Greenovent, they have realized that the customers and their means of communication are crucial. Ensuring they engage with any comments and messages made and are also creating content that is engaging in order to keep the customers arriving at their doors again and again. Oh, wait They're not just about plain ads also They natives have mastered Behavioral advertising on some other ways on platforms like Facebook Ad and LinkedIn Ad, yes, you get the most of its. But also want to use data to better tailor their marketing plans here are new and innovative ideas, such as campaigns that kill – videos and live streams.

However Greenovent is not limited to that; they allow their customer to speak the rest of the success story. They tell their clients to give testimony on their social media platforms mostly on the social media platforms to establish credibility. But let me assure you, start an organic promotion, and you will wash in new business and see your sales skyrocket to the sky. From what Greenovent and its successful targeting of the social media initiatives show, it seems Greenovent knows how to make customers smile.

2.4 Social Media's Role in Improving Greenovent's Customer Acquisition Activity

This wonderful digital marketing company that I par takes in is known as Greenovent has evolved tremendously to greater extents. It started initially with only audio and image sharing, but now AVVo takes a central position of the company. Their main accomplishment is that they provided a readily usable text for people who engaged in education, either as students or teachers, during the final century of the Byzantine Empire. Ya, they have this bowler of a strategy working social media that has turned out the heat in getting more customers. The company

of Greenovent has learned how to apply the strategies in social media sites such as facebook, Instagram, LinkedIn and twitter that would help it promote the brand and popularize in a twinkle of an eye.

They are all about creeping, lurking, and following the trending hashtags, and joining, creating conversations that are hot. And this winter, they have recruited some popular influencers to help them spread the word even further. It's a winning combination! But we cannot overlook their advertizing techniques on platforms such as Facebook Adverts, LinkedIn Adverts and Instagram Adverts. They are frigging good at making those ads push up conversion and making everything work so much better.

But Greenovent doesn't still do that. Well, apart from these key areas they have a touch of persona there too. They engage with the audience through comments, direct messages, and queries and other viral items. The best way is always to capture the trust and confidence of the customers by ensuring they understand that the existing company is the one to turn to whenever they need their advertising needs met. And it is supported by the data analytics collected from various industries. Indeed, they get a glimpse into how their customers are using digital platforms, especially social media, and thus can improve on the way they attract these customers, implying efficiency and improved conversion rates.

Additionally, they have amazing campaigns and contests, Greenovent knows how to grab attention and create buzz around its brand. They're always coming up with innovative ways to catch the eye of potential customers.

So, if you're looking for a digital marketing company that knows how to rock the social media game and get you real results, Greenovent is the one to go for. They're transforming the industry and making big waves.

Chapter 3

3.1 My overall experience and learning

Being a marketing major I have no problems in the marketing sector. During my internship at Greenovent, I learned how to deal with customers and different types of advertising strategies. Though I have little knowledge of content writing, I could manage to work on it. In my internship, I have worked as a Social Media Manager Intern for TVS Bangladesh. It was a bit tough job for me as a person who has little idea about bike's features and functions. But I managed to work for it. During this internship, I was responsible for replying to customers' queries, maintaining all social media platforms of TVS Bangladesh, maintaining the posts of queries, managing crises, etc. I also helped TVS Bangladesh to reach its target position by answering queries on Facebook. Overall it was a great opportunity and challenge for me. I am glad to have such an amazing opportunity to learn and grow as an employee in the marketing sector. So, I can say that the internship was a great experience and taught me valuable skills for my upcoming career.

Chapter 4

4.1 Conclusion

An internship at an advertising agency like Greenovent is always beneficial for any student as they usually emphasize practical implementation combined with whatever knowledge you have acquired from your academic career. This writer had the opportunity to be able to handle social media inquiries for TVS Bangladesh as well as being able to be a part of many different sectors of this advertising agency. From ad campaigns, content writing, brand identity designs, event planning, digital marketing, etc. this internship helped me develop skill. In various sectors. It also taught me how to work under pressure, think creatively, manage projects, handle clients, do digital marketing, and work in a team.

4.2 Recommendations

To excel in an advertising internship, you must never stop learning, practicing your craft (communication), and improving your time and task management skills. Building relationships with others and networks is just as imperative; be forward-looking rather than constantly fire-fighting while focusing more on one's professional development within and/or outside the organization. In addition, employees working under this department should also get to know their organizational culture so as to create appropriate relationships with others among other things like reflecting on the past which can lay a strong foundation for a glowing future among many other things. Keeping abreast with social media trends – for example using Trello, Asana, or Microsoft Planner platforms; and, actively participating in team meetings too may help ensure that one doesn't fall behind his/her colleagues thus remaining relevant always. Furthermore, individuals should take up initiative of doing extra duties apart from what they are supposed to normally do plus being open to new methods if any as this might improve their overall productivity in the long run while at the same time ensuring that such opportunities are maximized for personal growth. Finally; they (employees) ought to be thankful to their respective organization for the opportunity availed but should also ensure that they have taken the most out of it by learning new things and reflecting on past events among many others so as to help advance the organization forward.

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