

Report On
Impact of social media marketing on brand awareness: A Study on YSDI
Trust

By
Muhammad Abid Akram
Student ID: 22264012

An internship report submitted to the BRAC Business School in partial
fulfillment of the requirements for the degree of
Master of Business Administration

BRAC Business School
BRAC University
Fall, 2024

© 2024, BRAC University
All rights reserved.

Disclaimer:

This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. To protect the confidentiality, the author/s may have disguised names, financial and other recognizable information.

Declaration

It is hereby declared that,

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Student Full Name: Muhammad Abid Akram
Student ID: 22264012

Supervisor's Full Name & Signature:

Supervisor Full Name: Dr. Iftekhhar Ul Karim
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Dr. Iftekhar Ul Karim
Designation: Assistant Professor
Department: BBS
BRAC University
Pragati Sarani, Merul Badda, Dhaka- 1212

Subject: Submission of report on “Impact of Social Media Marketing on Brand Awareness”

Dear Sir,

I am pleased to submit the report titled “Impact of Social Media Marketing on Brand Awareness”, focusing on the brand Youth Skill Development Institute (YSDI). This report has been prepared as part of internship requirement. The report explores how social media marketing influences brand awareness, analyzing key strategies, engagement metrics, and consumer perception. The study incorporates industry best practices, data-driven insights, and recommendations that may help enhance digital marketing effectiveness.

I have attempted my very best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.
I trust that the report will meet the desires.

Sincerely yours,

Muhammad Abid Akram
Student ID: 22264012
BRAC Business School
BRAC University
Date: 02/06/2025

Table of Contents

Introduction:.....	1
Relevance of this Topic:	2
Research Problem and Objectives:	2
Scope and Methodology:	3
Expected Outcomes and Contributions:	3
Sources of data:.....	3
Primary Data:	3
Secondary Data:	4
Objective of the Case Study:.....	4
Executive Summary:	5
Literature Review:.....	6
Case Part:.....	7
Background of company:	7
Service Sector of YSDI:	7
Industry Analysis:	12
SWOT Analysis of YSDI	13
Market positioning of YSDI	15
Opportunities in the Sector	16
Discussion Questions and Analysis:.....	19
What is the Social Media Marketing?	19
Why Brand awareness plays such a pivotal role for the online education institute such as YSDI?	19
How does the social media marketing help YSDI to build their brand awareness to grow trust and commitment with their target audience?	20
How is YSDI Trust using social media platforms for social media marketing strategies to improve their brand awareness?	21
How does YSDI's segmentation of tasks among various teams such as Virtual Internship Program teams improve the effectiveness of their social media campaigns?	22
How effective is YSDI's Affiliate Program in driving engagement and awareness compared to traditional marketing channels?	23
How can YSDI measure the success of its social media efforts in terms of brand awareness and conversion rates?	24
What are the main challenges that YSDI is facing currently and might face in the future in their business growth?	25
Recommendations for YSDI Trust's current and future potential challenges	28
Conclusion	31
References.....	32
Appendices.....	34

List Of Figures

1. YSDI Skills Boost Program (Page: 08)
2. YSDI International Leadership Program (Page: 09)
3. Local and International Competitors of YSDI (Page: 12)
4. YSDI Market positioning in BCG Matrix (Page: 16)
5. Growth rate of Online Education sector through Social Media (2015 – 2023) (Page: 18)

Introduction:

In an increasingly digitalized world, social media has become a powerful tool for businesses and organizations aiming to expand their reach and establish brand awareness. For a brand like Youth Skill Development Institute (YSDI) a growing organization which focused on empowering young individuals with valuable skills, social media marketing presents an opportunity to connect with a broader audience, showcase its programs and cultivate a strong brand presence. The impact of social media marketing on brand awareness for YSDI is essential for understanding how digital platforms can enhance visibility and engagement among the youth demographic which makes up a significant portion of social media users. Social media marketing allows organizations like YSDI to engage directly with their target audience through platforms like Facebook, Instagram, Twitter and LinkedIn. Unlike the traditional forms of advertising which the social media channels enable two way communication and creating new chances for YSDI to interact with their followers, answer queries and build good relationship. Through regular content creation, inspirational stories, event highlights and skill enhancement tips YSDI Trust creates a dynamic and engaging online presence that can resonate with young audience looking for educational and career growth opportunities through a trustworthy platform to gain those skills.

This case explores how YSDI Trust has managed balance social media marketing strategies to increase brand awareness. The study analyzes specific campaigns, engagement levels and customer feedback to determine the effectiveness of social media marketing in creating awareness for YSDI's mission and programs. Key areas of investigation include the reach and frequency of the posts, quality of contents, engagement rates and overall follower growth rate. These insights will help to understand the value social media adds to YSDI's brand and also identify areas for improvement and optimization. But in particular the case study aims to shed light on the role of social media marketing in enhancing brand recognition for online educational institutions. Unlike other corporate brands organizations like YSDI Trust often operate within limited budgets which makes it essential to optimize every marketing effort. This research provides valuable insights into how cost effective social media strategies can be employed by similar organizations seeking to maximize their impact and reach a greater audience without including high level costs. By examining YSDI's business activities this report highlights the potential of social media as an essential marketing tool in the current online marketing landscape which emphasizes its significance in raising brand awareness and nurturing community engagement.

Relevance of this Topic:

Social media marketing has become an essential part of modern marketing which influences how brands can reach and interact with their target audiences. As more businesses search for ways to stand out in a competitive market the social media offers a unique opportunity to build brand awareness, engage customers and ultimately drive business growth. I have chosen the topic, *"Impact of Social Media Marketing on Brand Awareness"* as my case study for my case study report because it highlights a crucial area in digital marketing that can directly affect the success of a brand.

Brand awareness serves as the foundation of a brand's equity and social media marketing is one of the most dynamic marketing tools available to enhance this awareness. Social media platforms allow brands to establish their identity, maintain customer relationships and boost visibility in a more targeted, cost-effective, and measurable way than traditional advertising channels. This case study topic is particularly relevant in today's digital-driven market landscape, where understanding how social media can shape consumer perceptions is critical to strategic decision-making.

Research Problem and Objectives:

The primary research problem addressed in this case study is understanding how the social media marketing impacts brand awareness. Despite the prevalence of social media strategies, there is still an information gap regarding its effectiveness in building brand awareness across diverse industries and markets. By examining this impact, I aim to:

- Analyze the effectiveness of various social media platforms such as Facebook, Instagram, Twitter and LinkedIn in increasing brand visibility.
- Understand the type of content that resonates with target audiences and nurtures engagement.
- Identify social media metrics which are most indicative of successful brand awareness efforts on social media.
- Investigate how social media strategies can differ by industry and what factors enhance their success.

These objectives will allow for a comprehensive understanding of this topic which will not only benefit the brand associated with my case study report but also provide broader insights into current marketing trends and best practices.

Scope and Methodology:

The scope of this study will focus on how various social media strategies such as content creation, influencer partnerships, user engagement, paid advertising, and brand storytelling impact brand awareness. I will use a combination of qualitative and quantitative research methods:

- Surveys and Interviews with consumers to gauge their perceptions of brand awareness resulting from social media interactions.
- Case Studies of successful brands to analyze key strategies and outcomes.

This mixed-methods approach will allow me to explore the complex, multi-faceted relationship between social media and brand awareness.

Expected Outcomes and Contributions:

By the end of this study, I expect to identify key social media practices that have the most significant positive impact on brand awareness. These findings can then serve as best practices that my organization, and others within similar industries can adopt to improve their brand-building efforts. Additionally, the insights will contribute to the broader field of digital marketing by providing evidence-based guidelines for effectively leveraging social media as a tool for brand awareness.

Sources of data:

To analyze the impact of social media marketing on brand awareness for Youth Skill Development Institute (YSDI), the following data sources will be utilized for research purposes,

Primary Data:

1. Phone calls and online meetings: Through phone calls and online discussions with the chairman of YSDI and other prominent employees of YSDI relevant data was gathered for this Case study research.

Secondary Data:

- 1. Social Media Analytics:** Analyze information from YSDI's official social media platforms such as post reach, engagement rates, impressions, and follower growth.
- 2. Website Analytics:** Review their traffic data, referrals and conversion rates from YSDI's official Facebook page to understand the role of social media in driving online engagement.
- 3. Business Reports:** Utilize internal business reports and documents collected from YSDI Trust detailing past and current social media campaigns and their performance.
- 4. Literature & Industry Studies:** Academic articles, case studies and industry reports on social media marketing's impact on brand awareness in the online education sector to contextualize the findings.
- 5. User-Generated Content:** Collect data from comments, reviews, testimonials and social media mentions to assess how the audiences perceive and interact with YSDI's brand online.

Objective of the Case Study:

1. To understand the effectiveness of YSDI's current social media marketing strategies in enhancing its brand awareness among its targeted audience.
2. To analyze the impact of specific social media platforms on audience engagement and brand recalling for YSDI brand.
3. To identify the actionable recommendations for optimizing YSDI's social media campaigns to enhance its visibility, reach and overall brand awareness among online public.

Executive Summary:

The Youth Skill Development Institute (YSDI) is an inspiring organization in Bangladesh's rapidly increasing online education and skill development sector which is dedicated to equipping youth with essential skills for career success. This case study explores the impact of social media marketing on YSDI's brand awareness and showcases the strategies, programs and challenges that define its growth potential. YSDI employs a multi-layered social media marketing approach in order to enhance their visibility and engagement in social media platforms. Programs such as the Virtual Internship where 10 teams perform specialized social media tasks which drives interaction and contributes significantly to the institute's digital presence. Also their initiatives such as the Wonder woman project, Skill Boost Program, International Leadership Competition and Campus Associate Program create value for the diverse range of audiences which builds trust and fostering brand loyalty. The YSDI's affiliate program further enhances their reach by balancing the word-of-mouth marketing, incentive community engagement and also driving traffic to the online platforms. Operating in a high-growth sector YSDI faces the dual challenge of navigating tough competition from established worldwide platforms all while simultaneously addressing their own resource limits. Its placement in the Question Mark quadrant in the the BCG Matrix signifies immense growth potential but it also highlights the need for strategic investments to increase their market share. Key challenges could include keeping pace with technological advancements, adapting to the changing social media trends, maintaining cost efficiency and sustaining the audience's engagement in the developing digital landscape. Despite these challenges YSDI's commitment to innovation, inclusiveness and quality online education positions it as a rising leader. By adopting emerging technologies to keep up with market demands and expanding globally then institute can capitalize on its strengths and overcome obstacles.

This case study demonstrates how YSDI's strategic use of the social media marketing has successfully increased their brand awareness which resonates with their potential customers. As they continues to innovate and refine their online marketing strategies YSDI serves as an exemplary model for leveraging digital marketing tools to achieve educational impact and market growth. With continuous effort YSDI can expand their platform's influence but also redefine the future of skill development sector in Bangladesh.

Literature Review:

Social media marketing has brought about a great change in how brands engage with their target customer that makes it important tool for increasing brand awareness especially among the younger customer demographics. Social media platforms like Facebook, Instagram, LinkedIn and Twitter have enabled brands to reach target customers at a fraction of the traditional advertising costs while also offering precise targeting and excellent interaction. According to Kaplan and Haenlein (2010) social media allows company brands to establish better relationship with their target customers as it helps them close time engagement and content sharing which creates a sense of community engagement and build trust towards the existing brand. One of the key advantages of social media marketing lies within in its ability to boost a brand's awareness among general public. As stated by Ahmed and Ibrahim (2017) that brands that can actively engage themselves in social media platforms are more likely to experience a higher level of visibility and brand awareness. This is due to the viral nature of the social platforms where content can be widely shared and potentially reach a larger audience in a short period of time than any other traditional media platforms. Additionally, marketers can use metrics like reach, likes and comments to measure their level of brand awareness.

Educational institutions such as Youth Skill Development Institute (YSDI) can particularly benefit from their social media marketing to enhance their brand image and reach a diverse range of customers. Research by Thackeray et al (2012) suggests that the use of the social media by educational organizations not only helps to increase brand awareness but it also enables these organizations to communicate effectively about their programs and values. Social media can be particularly effective for a brand like YSDI Trust because it allows for targeted outreach to young individuals who wants to develop skills and career advancement. Also, the social media marketing has proven to be a cost-effective strategy which makes it an ideal strategy for organizations with limited budgets. A study by Jarvinen and Karjaluo (2015) highlights how small to medium sized organizations can compete with bigger brands by leveraging the social media's low cost and high impact approach. For educational and development centered organizations cost-effectiveness is very important. It allows for sustainable engagement and brand awareness growth without substantial financial investment.

In conclusion, the social media marketing is an effective digital marketing tool for increasing brand awareness particularly for online organizations focused on youths and skill development. The YSDI Trust institute can leverage these insights to build a stronger online presence engage directly with their target customers and ultimately enhance brand awareness through strategic social media campaigns.

Case Part:

Background of company:

The Youth Skill Development Institute (YSDI) is an online educational organization established in 2019. It is an organization focusing to empower young individuals with the important skills required to survive in highly competitive job market. It currently has almost 11-50 employees working with around 198 associate members. Established with a goal to bridge the gap between education and employment YSDI Trust focuses on providing practical and industry relevant skill development courses across various sectors including technology, business and personal skill development. YSDI Trust serves as a platform for innovation, entrepreneurship and lifelong learning among young generation. This institute offers different types of programs from basic level courses to advanced levels designed to teach students, early career builders and the aspiring entrepreneur people with necessary skills and knowledge. Its curriculum is essentially updated in collaboration with the industry experts to ensure alignment with the customer demands. To create a holistic and engaging online learning environment YSDI Trust incorporates the online learning modes leveraging modern technology and interactive teaching methods. The organization also emphasizes greatly on soft skills development like communication, leadership and critical thinking, enabling students to become a developed skilled professionals. Community engagement and skill development is at the core of YSDI's mission and goal. By providing scholarships and outreach steps of this institute strives to empower the under privileged young people and contribute to the necessary social development. Additionally, YSDI actively utilizes the social media to promote their programs, share success stories and connect with a broader audience. Thereby reinforcing its brand presence in the education sector. With a growing reputation as a leading institute for skill development YSDI Trust is committed to shaping the future workforce people and contribute to the sustainable development of these communities through online education and skill empowerment.

Service Sector of YSDI:

YSDI Trust is a company that offers skill improvement programs to develop different skills and building an excellent career for the future. Below are detailed descriptions their different programs,

1. Skills Boost Program: The Skills Boost Program is a program designed for individuals looking for a chance to upgrade their skills in a short period of time.

Duration: 4-8 weeks.

Key Areas Covered:

- a) Digital marketing fundamentals.
- b) Graphics designing and video editing online course.
- c) Time management skills and corporate working skills.
- d) Develop public speaking skills

Mode: Hybrid (both online and offline sessions).

Outcomes: Participants gain practical knowledge and a certificate of completion and the ability to show case their new skills in a professional setting.



(1) YSDI Trust Skills Boost Program

2. Virtual Internship Program: This program provides hands-on experience to the students and early career professionals in a flexible online environment.

Target Audience: College students, graduates and working professionals seeking real world exposure.

Features:

- a) Internship roles in marketing, IT, content creation and business development.
- b) Regular mentorship sessions with the industry experts.
- c) Assignments and projects to stimulate workplace challenges in participants.

Duration: 1-3 months.

Benefits: Participants earn a completion certificate, gain valuable experience, and have the opportunity to network with professionals.

3. International Leadership Competition (ILC): The ILC is an annual event aimed at fostering leadership and innovation among the young individuals nationally.

Structure:

Participants must form teams to solve real-world challenges presented by industry leaders and showcase their ideas. Phases include proposal submission, virtual presentations, and a grand finale.

Main Focus Areas:

- a) Sustainable initiatives.
- b) Technology focused solutions.
- c) Social impactful projects.

Prizes: Cash rewards, recognition certificate and recognition in national forums.

Objective: To develop critical thinking, collaboration and leadership skills among young people.



(2) International leadership program designed to develop leadership quality

4. Public-speaking Workshop: This program focuses on building confidence level and

communication skills in participants which helps them articulate their thoughts effectively.

Duration: 2-3 days intensive or, a 4-weeks extended program.

Modules Contain:

Overcoming stages fear of speaking in front of big public.

Structuring impactful speeches to present.

Use of body language and voice modulation.

Engaging with the diverse audiences.

Mode: Online or, offline with live practice sessions.

Outcomes: Participants become confident speakers, capable of handling interviews, presentations and speaking in public events.

5. The Wonder Woman Project: The Wonder Woman Project is YSDI's initiative to empower women through education, mentorship and skill development training.

Focusing Areas:

a) Training in leadership and entrepreneurship.

b) Courses in technology, financial literacy and create personal branding.

c) Networking opportunities with successful women leaders.

Special Features:

Scholarships for underprivileged women.

Exclusive webinars by industry leaders and role models.

Community-building sessions to foster collaboration.

Impact: This program helps women gain confidence, access to better career opportunities, and contribute to social growth.

6. The Affiliate Program: The Affiliate Program allows individuals and also organizations to promote the YSDI's courses and services in return for rewards.

How It Works:

The Affiliates sign up and then receive a unique referral link.

For every registration or, enrollment via their link they earn a commission for the sales.

Benefits for Affiliates:

- a) Earn some passive income.
- b) Access to marketing materials and support from YSDI Trust.
- c) Recognition as an YSDI affiliate partner.

Target Audience: Social media influencers and community leaders who are passionate about skill development and career growth in the future.

7. Learn Soft Skills at Home Program: This self-paced online educational program is tailored for individuals who are seeking to enhance their interpersonal and workplace skills from the comfort of their homes.

Core Modules:

Increase communication and interpersonal skills.

Develop emotional intelligence and empathy.

Learn conflict resolution and teamwork.

Grow professional etiquette and time management.

Mode: Online learning platform with video lectures, interactive exercises and correct assessments.

Duration: It is flexible. Participants can complete it at their own balanced pace.

Outcome: The participants receive a certification and practical tips to implement in their both personal and professional lives.

8. Campus Associate Program: The Campus Associate Program is an initiative designed to create ambassadors for YSDI Trust within the university campuses.

Program Features:

1. Training the students to promote YSDI Trust's programs and activities of their institutions.
2. Regular workshops on event management, social media marketing, and peer engagement.
3. Incentives such as certificates, performance-based stipends, and internship opportunities.

Target Audience: University and college students passionate about leadership and networking and gain hands in experience which will be beneficial for future career.

Outcome: Participants gain leadership experience, professional skills, and recognition as campus influencers.

Industry Analysis:

The online education sector in Bangladesh has witnessed rapid growth over the past decade, driven by increasing internet penetration, affordable mobile technology, and a rising demand for skill-based learning. Below is an analysis of the sector based on its current state, opportunities, challenges, and future prospects.

Current State of the Sector:

Market Size and Growth:

The online education market in Bangladesh is growing significantly, with an increasing number of local and international platforms providing e-learning solutions. The sector saw accelerated adoption during the COVID-19 pandemic, which highlighted the need for remote learning solutions.

Key Players:

Some prominent online educational platforms include:

10 Minute School: A local online platform offering both academic and skill-based courses.

Shikho: They are focused on academic tutoring for school and college students.

Eshikhon: They provide professional courses in IT, business and soft skills.

Onnorokom Pathshala: It is an online education platform designed for school students.

Global Platforms: Global educational giants like Coursera, Udemy, and Khan Academy also serve Bangladeshi learners to grow skills and knowledge.



(3) List of the local and global competitors of YSDI Trust

Target Demographics:

1. School and college going students.
2. The university students and early job seekers.
3. Professionals who seek skill development.

SWOT Analysis of YSDI

Strengths:

1. Innovative Programs:

Unique offerings like the Virtual Internship Program, Skill Boost Program, and International Leadership Competition set YSDI apart from traditional education providers. Focus on youth-centric, practical skills ensures relevance in the job market. These type of innovative programs helps YSDI to stay competitive in the online education sector.

2. Inclusivity and Diversity:

Projects like the Wonder Woman Project emphasize gender equality and inclusivity, strengthening its brand as socially responsible. It also creates a positive brand image among target audience as women empowerment has become an important topic in every market sector.

3. Focus on Soft Skills and Employability:

Programs aimed at enhancing soft skills, leadership abilities, and emotional well-being prepare students for real-world challenges. As soft skills are extremely important in current job market more soft skill based online courses will generate more client interest and enhance brand awareness.

4. Cost-Effective Learning Solutions:

Affordable and flexible programs make YSDI accessible to a wide audience, including students from underprivileged backgrounds. Because of that it is also possible to provide courses in a much affordable rate to the customers which helps gain more potential clients.

5. Community Engagement:

Affiliate programs, campus associate initiatives, and storytelling campaigns create a strong connection with the target audience. Active community engagement helps YSDI to gain brand loyalty from both existing and potential target audience.

Weakness:

1. Limited Global Presence:

YSDI's reach in Bangladesh online education sector is still pretty limited. Although they are growing at a fast rate but still it isn't enough to call them a big company. YSDI's reach outside Bangladesh is also emerging and limited reducing its ability to compete with global online education platforms.

2. Resource Constraints:

Expanding programs and maintaining quality require significant resources, which may strain the company's performance and cause obstacle to reach their potential even if they are capable of providing better service and create better marketing plans.

3. Low Market Share in Competitive Sectors:

Despite operating in high-growth markets, YSDI faces stiff competition from established local and international education providers. Low market share may push away potential investors who may be willing to invest in their company. So it is of utmost importance to increase their current market share to create positive brand image and strengthen their brand power.

4. Lack of well-furnished office:

YSDI currently doesn't have a large office with enough space to carry out office tasks effectively and efficiently and to store necessary equipment. Currently they manage their operations in a small rental space office but they yet do not have an official work place of their own and it can affect their business growth.

Opportunities:

1. Partnerships and Collaborations:

Strategic alliances with corporates, government bodies, and NGOs can enhance program credibility and outreach. With new partners and shared investments risks can be diversified and handled better. Merged management can be useful for all partners as they can use shared knowledge and skills.

2. Technological Integration:

Incorporating AI-driven learning platforms, personalized education models, and interactive quiz games can enhance user experience and differentiation. It is essential for YSDI as it is an online based education platform and incorporation of technological tools is necessary for their success.

3. Focus on Niche Skill Sets:

Addressing emerging fields like data analytics, AI, and digital marketing can position YSDI as a leader in technical skills education. Niche skill focus assures future growth rate and business security as the demand for soft skills are ever growing and new soft skills are rising in current digital world.

Threats:

1. Economic Instability:

Economic downturns or financial crises could limit students' ability to invest in skill development programs. During any kind of financial instability can cause interference in education and eventually the overall learning environment.

2. Technological Challenges:

Rapid technological advancements may require frequent updates to course offerings, increasing operational costs. Which might cause slowing down of online data storage and effect the process. Any kind of software issues can cause problems in online platform as well.

3. Changing Consumer Preferences:

Learners' preferences for more personalized and highly interactive experiences may pressure YSDI to continuously innovate. If the online platform they operate in has technical issues then students will feel deterred and move to another platform to learn.

4. Free learning platforms:

There are some YouTube channels and other social media pages that offer some skill development training sessions for free and that is a major threat for YSDI. Because students might switch to free platforms if high quality of contents are not maintained.

5. Electrical issues:

If there are any electrical issues or, power outage then it could cause major issues for the online education platform. Because online platforms cannot reach their students without electricity and there is no way to overcome this as electricity problem is out of our control and online classes simply needs to be rescheduled and cancelled.

Market positioning of YSDI

Market positioning is important for any organization as it reflects the company's standing, strengths, and differentiation based on factors such as its brand reputation, customer base, market share, product or service quality, and value proposition. A company's market position is often influenced by its marketing strategies, innovation, and specially brand awareness. Because brand awareness enhances the existing brand power of a company which attracts both investors and customers. Positive brand image is a sign of goodwill and it greatly impacts the market position of a company. Here we will see where YSDI stands in terms of market position in online education industry. For the purpose of this case study we will use BCG matrix model to showcase YSDI's market positioning.

Youth Skill Development Institute (YSDI) falls into the Question Mark category of the BCG Matrix because, while it operates in a sector with a high market growth rate, its relative market share remains to be low compared to established competitors. The online educational and skill development sector particularly in Bangladesh is witnessing a rapid growth due to the increasing demand for digital literacy with career motivation and remote learning opportunities. The corona pandemic further heightened this trend with more individuals and organizations embracing the online education platforms. YSDI has strategically positioned itself in this expanding market by offering innovative programs such as virtual internships, the leadership competition and the Wonder Woman Project. However, its relative market share is still limited because it faces strong

competition from well-established global platforms as well as regional competitors with stronger brand recognition and much more extensive resources.

Additionally, YSDI Trust is still building their reputation and the infrastructure to scale its operations particularly for national and specialized programs. It's reliance on social media-driven strategies and grassroots marketing while effective in creating engagement has yet to translate into a widespread dominance or, revenue generation which is on par with the industry leaders. Despite its innovative offerings YSDI Trust requires a significant investment in marketing, technology and partnerships to increase its visibility, capture a larger market share and overall convert its high-growth opportunities into sustained profitability. This places YSDI squarely in the Question Mark category where the challenge lies in leveraging its potential to become a leading competitive player in the industry.



(4) YSDI's market position in the BCG Matrix model

Opportunities in the Sector

Growing Internet Penetration: With over 50% of the population having access to the internet, the market for online education is expanding. Mobile internet, supported by 4G networks, ensures accessibility even in semi-urban and rural areas. This rise of internet access has made it possible to deliver education in the most rural of areas where physical delivery of education is extremely difficult.

Government Support: The government of Bangladesh has prioritized digital transformation under the “Digital Bangladesh” initiative. Policies encouraging ICT adoption in education have boosted the sector. Governments all over the world specially the developing and under developed countries invest extensively on soft skill training and developing skilled work force. So getting Govt. funding and assistance is easy.

Increased Demand for Skills Training: As automation and globalization reshape the job market, there is a growing demand for courses in IT, digital marketing, and soft skills. As number of graduates increase every year the demand for differentiated skilled individuals are on the rise. With increasing demand for this online sector future growth potential remains high and with little effort much profit can be generated in this market segment.

Youthful Population: Bangladesh has a large, young population eager to acquire skills for career advancement, providing a robust customer base for online education providers. With such huge young generation willingness to learn and grow in soft skills their willingness can be targeted and guide them through social media marketing to become brand aware and seek out the company provided courses.

Globalization of Education: Establishing partnerships with renowned international institutions and certification programs provide Bangladeshi learners with global recognition, increasing the value of online education.

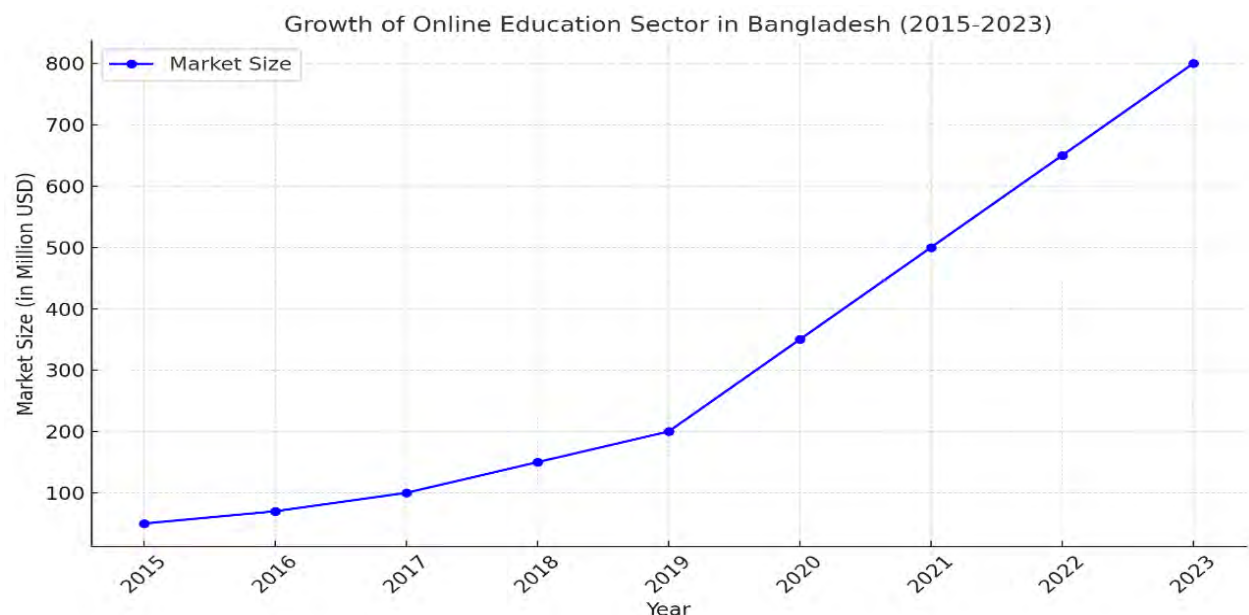
Growth of Online education sector over the years:

The online education sector has experienced remarkable growth over the years, driven by increasing internet penetration, advancements in technology, and a growing demand for accessible and flexible learning opportunities. Globally, the sector has witnessed a compound annual growth rate of approximately 14-20% over the past decade, with developing countries like Bangladesh showing significant acceleration. This growth has been further fueled by the COVID-19 pandemic, which shifted traditional learning models to digital platforms, normalizing online education for both academic and professional training. In Bangladesh the sector has grown exponentially as more people seek affordable and skill-based courses to enhance employment chances in the competitive job market. Government initiatives such as the “Digital Bangladesh” vision and increasing private sector investments have also played a major role in the sector’s expansion. Moreover advancements in the technology such as artificial intelligence and online educational quiz have made online education more interactive and engaging which attracts a broader audience. With projections indicating a global market value surpassing \$600 billion by 2030, the online education sector continues to redefine the online learning experiences and shape the future of education to new heights.

The future growth potential of the Online Education in Bangladesh:

The online educational sector in Bangladesh holds an immense potential for transformative growth driven by favorable demographics, technological advancements and increasing demand for accessible and flexible learning solutions for the learners. With over half of the population under the age of 25 the country's youthful workforce is eager to acquire new skills that align with the demands of the global job market. Government initiatives such as the "Digital Bangladesh" vision emphasize the integration of technology into education which creates a supportive policy environment for the expansion of online learning. Increasing internet penetration, affordable smartphones and the rollout of the 5G technology further enhance accessibility making digital education more viable for urban and rural populations of the country.

In the future the online education sector has possibility to witness the rise of a hybrid learning models that mix online education with traditional classroom methods offering the best of both worlds. Skill-based courses in areas such as information technology, digital marketing and entrepreneurship will see heightened demand as automation reshapes industries and creates new career possibilities. Platforms focusing on honing skilling and reskilling professionals will play a crucial role in bridging the skill gaps in the local job market. Additionally, International collaboration and partnerships with renowned institutions are also likely to increase, allowing Bangladeshi learners to access globally recognized certifications without leaving the country. The inclusion of Bengali-language content and localized curriculum will further drive adoption among underserved populations, ensuring inclusivity and equity in education. Furthermore, the corporate sector's growing reliance on online platforms for employee training and professional development will open new avenues for revenue generation.



(5) Growth of Online educational sector through Social-media advertising [2015 – 2023]

Discussion Questions and Analysis:

What is the Social Media Marketing?

Social media marketing is a modern dynamic and essential strategy in modern digital marketing which utilizes social media platforms to connect with audiences, promote products or, services and build a strong brand presence online. This form of online marketing involves creating and sharing diverse content, such as posts, videos and tailored to engage specific type of audience segments. Businesses can also leverage targeted advertising on platforms such as Facebook, Instagram, Twitter, LinkedIn and many more to reach more potential customers based on their interests, behaviors and demographics. A significant advantage of the social media marketing is its ability to nurture two-way communication which allows brands to interact directly with their target audience, address queries and build trust. Additionally it provides measurable insights through analytics which enables the marketers to track performance, refine their strategies and optimizing campaigns for better results. Through maintaining continuous community engagement, developing brand visibility and boosting online sales, social media marketing has become an important digital marketing tool for many businesses in this highly competitive digitalized business landscape.

Why brand awareness plays such a pivotal role for an online education institute such as YSDI trust?

Brand awareness is a very important and critical fact for an online education institute like YSDI Trust as it serves as the foundation for building great trust, client credibility and market presence in an increasing competitive and digitalized education sector in Bangladesh. For an education organization that operates online brand awareness helps greatly in establishing a recognizable identity in a highly engaged online marketplace filled with both the local and international competitors. With so many options available for the learners are more likely to choose a good platform they recognize and perceive as a reliable, and strong brand awareness plays an essential role in this decision making process. It not only attracts the potential customers but also creates confidence among the parents, employers and many other stakeholders regarding the institute's many offerings. Additionally, brand awareness greatly impacts customer acquisition and retention by creating great level of memory recalling. When the young students or, professionals think about skill development programs for a well-known brand like the YSDI Trust it can leverage reputation to be the first choice. This is particularly important in the current online education sector where learners may initially be skeptical of the value and credibility of virtual platforms. Effective brand awareness campaigns, especially on the social media platforms it can highlight YSDI's success stories, program results and the tangible benefits it offers to the target audience. Additionally, a strong online brand presence enables YSDI Trust to expand their reach to more underserved communities such as rural areas or, those with a very limited access to traditional education systems. As people become familiar with the institute's mission and impact so on they are more

likely to engage with these programs. Furthermore, the high level brand awareness facilitates their word of mouth marketing which is crucial for an education institute as the satisfied learners and their alumni become ambassadors who can share their positive experiences. In the long run brand awareness contributes greatly to the YSDI Trust's brand image sustainability by attracting more learners and sponsors. It also helps that the institute gains competitive advantages such as securing partnerships with the renowned organizations or, launching other collaborative initiatives. In essence the brand awareness is not just about the online visibility but also about creating a meaningful connection with their target audience which can drive enrollment, builds community trust and strengthen YSDI Trust's position as a leader in the online educational sector.

How does the social media marketing help YSDI to build their brand awareness to grow trust and commitment with their target audience?

Social media plays a crucial role in building brand awareness for an online education organization like YSDI Trust due to the social media's unparalleled ability to connect with a diverse huge audiences in a cost effective and engaging manner. As an online education provider YSDI operates in a very competitive landscape where reaching and engaging with target demographic is essential for growth. Social media platforms such as Facebook, Instagram, LinkedIn and YouTube can provide YSDI with a dynamic space to showcase their online programs, share success stories and interact with prospective learners in real time. Unlike the traditional marketing channels social media allows for a highly targeted campaigns that cater to the specific demographics such as the young professionals, students or, women seeking some personal and professional development. This precision of the targeting ensures that YSDI Trust's message reaches to the right audience and amplify impact.

Additionally, the social media creates a two-way communication enabling YSDI Trust to build good trust and credibility by directly engaging with their targeted audience. Responding to queries, addressing issues and sharing success stories to create a sense of community and good reliability. The visual and interactive nature of the social media also helps for YSDI Trust to communicate their value proposition effectively through the videos, info graphics and live sessions. For instance virtual tours of programs, instructor interviews or, live question sessions can provide prospective learners with a quality insight of what YSDI Trust tries to offers.

Moreover, the social media platforms are instrumental in also leveraging user generated content such as the testimonials, success stories and reviews which serve as strong endorsement for their brand. Viral marketing campaigns, collaborations with the influencers can also greatly further expand YSDI Trust's reach and drive a good organic engagement. Analytical tools provided by these platforms enables YSDI Trust to measure the effectiveness of their online campaigns, optimize strategies and also align efforts with its organizational goals. In this current digital-first world, where the learners increasingly turn to online sources for education social media acts as a bridge between YSDI Trust and the potential learners and also transcending geographical

boundaries and enabling a more global reach. It not only enhances their visibility but also positions YSDI Trust as a good thought leader in the skill development sector space showcasing their commitment to empowering the young people through more innovative learning solutions. By consistently delivering value through these creative and meaningful interactions on the social media, YSDI can solidify their online presence, differentiate itself from the competitors and also drive a more long term brand loyalty.

How is YSDI Trust using social media platforms for social media marketing strategies to improve their brand awareness?

YSDI Trust uses many types of social media platforms to stay connected with their potential clients and advertise their programs and the company brand. It is discussed down below,

Firstly YSDI's Facebook page plays a greatly role in enhancing their brand awareness by serving as a primary platform for engaging with their target audience and showcasing its programs. Through regular updates, posts and the interactive content such as the videos and success stories YSDI Trust can do very effectively communicate their mission and the value of their online education institute. This page acts like a hub for promoting events and share testimonials and to celebrate the student achievements which can greatly nurture a sense of community among the current and also the prospective learners. This interactive and viral nature of the Facebook allows YSDI Trust to engage directly with their target audience through the comments, messaging and live sessions building good trust and a strong sense of connection with their online FB followers. By leveraging Facebook's vast reach levels and the versatile marketing tools, YSDI Trust can amplify their brand presence, attracts new learners and reinforces their current position as a strong competitor in the skill development and online education sector.

Secondly, YSDI Trust's online Instagram page play an important role in building their brand awareness by balancing the platform's highly visual and good interactive nature to engage with the target audience. By sharing the compelling content such as program highlights, student testimonials and event updates that showcase success stories, YSDI Trust creates a relatable and inspiring great online presence. Instagram has widespread popularity among the younger demographics which also aligns with YSDI Trust's mission to reach aspiring new learners and professionals, making it an ideal platform for increasing the visibility. Interactive features like stories, polls, and question sessions allows YSDI to engage directly with their audience and fostering a sense of good community and trust. The use of hashtags and consistent branding can also ensure that their content reaches to a much broader levels of target audience including the potential students, partners and the stakeholders. Also, Instagram can provide good insights into the audience preferences and also engagement, enabling YSDI Trust to refine their strategy and maximize the impact, further solidifying their online presence in the more competitive online education sector in Bangladesh.

YSDI Trust's online YouTube account is a great social media marketing tool for enhancing brand awareness by balancing the platform's widespread popularity and visual appeal. By sharing high quality videos, such as course previews, testimonials, the success stories, webinars and educational content it is possible for YSDI Trust to effectively showcase their good expertise and value of proposition to a more global audience. YouTube promotes engaging and relevant content and allows YSDI Trust to reach potential new learners beyond the immediate network, especially if the videos are optimized with the right amount of keywords. Tutorials, skill-based demonstrations and good event highlights can position YSDI Trust as a trusted authority in skill development and also education. Additionally, the high interactive features of YouTube such as likes, comments, and shares, fosters good community engagement and allows for YSDI to build meaningful connections with the online viewers. By consistently publishing good informative and inspiring content YSDI Trust not only strengthens their brand identity but also drives huge online traffic to the social media channels which increases the audience engagement and overall visibility on their online media platforms.

YSDI's LinkedIn page is also very helpful in expanding their online brand awareness by serving as a professional online platform to showcase the programs, achievements and the company values. Through consistent sharing of the relevant content such as updates on the training programs, success stories of alumni and industry insights, the page positions YSDI Trust as a thought leader in the current skill development industry. LinkedIn's more network driven customer engaging approach allows YSDI to connect with the professionals, students and other organizations which expands their reach to a more targeted audience. The platform's robust analytics and online advertising tools enable YSDI Trust to run more tailored campaigns, ensuring their message reaches the key target customers. Endorsements and recommendations from their alumnus play a key role in building credibility. Positive testimonials shared on these platform act as a social proof encouraging new users to explore YSDI's services. The platform's job posting feature also helps YSDI Trust attract some qualified good professionals for faculty and administrative roles and further solidifying reputation as a leading online education institute. Moreover LinkedIn's great endorsement and recommendation features can amplify YSDI Trust's credibility as the testimonials from satisfied students and partners foster good trust and attract the more prospective learners ultimately solidifying their brand presence in the online education sector through social media.

How does YSDI's segmentation of tasks among various teams such as Virtual Internship Program teams improve the effectiveness of their social media campaigns?

The Virtual Internship Program at Youth Skill Development Institute (YSDI) is a unique and dynamic initiative designed to provide hands-on learning opportunities while simultaneously enhancing social media engagement and brand awareness. The program operates through 10

specialized teams and each focuses on distinct tasks that contribute to the overall social media strategy. **The Learning Resource Team** creates and posts educational content to inform and engage audiences and establishing YSDI Trust as a trusted knowledge hub. **The Creative Fun Engagement Team** posts intellectual and interactive posts such as polls and challenges, to keep the audience entertained and connected. **The Emotional Well-Being Team** focuses on mental health awareness by sharing tips, motivational content and resources for the purpose of fostering a sense of community and care. Meanwhile, the **Knowledge Quiz and Challenge Masters Team** designs brain storming quizzes and challenges encouraging active participation and reinforcing knowledge retention. **The Video Journalists Team** produces engaging video content, including behind-the-scenes looks, interviews and event coverage which helps humanize the brand and maintain their visual engagement. **The Daily Icebreaker Creator Team** focuses on crafting unique conversation starters encouraging followers to interact with the posts and build a personal connection with their brand. This helps to connect with target audience on regular basis which ensures that the audience does not lose their interest from the brand. **The Conversation Starter Team** actively engages with the followers online through comments and replies ensuring a two-way communication on the channel. **The Storyteller and Testimonial Collectors Team** amplifies the voices of YSDI's community by sharing some inspiring stories and testimonials from the students and alumni reinforcing a sense of trust and credibility. **The Micro Content Creators Team** produces short impactful pieces like memes and tips that are very quick to consume and easy to share, thereby maximizing reach. This type of contents can generate curiosity among the target audience which results in further exploration of other contents and ultimately increasing brand awareness. Finally, **The Feedback Collection and Comment Responders Team** ensures audience feedback is acknowledged and collected, fostering a sense of loyalty and continuous improvement and answers any queries or, confusion of the target audience. Responding to viewers answers and generate their interest is of utmost importance for this group. Together all these teams work to ensure consistent and engaging content that keeps the audience informed and entertained but also strengthens the brand's good digital footprint. By harnessing all these creativity and dedication of their virtual interns, YSDI Trust significantly boosts the social media engagement, enhancing brand awareness, and positions itself as a strong competitor in youth skill development.

How effective is YSDI Trust's affiliate program in driving the engagement and awareness compared to the traditional marketing?

The Youth Skill Development Institute's (YSDI) affiliate program is a unique strategic initiative that greatly contributes to brand awareness by balancing the collaborative marketing strategy. The program allows for individuals like students, educators and influencers to become affiliates who promote YSDI Trust's courses, workshops and other services through their personal and professional networks. Affiliates use the unique referral links to share YSDI Trust's offerings across social media, blogs and other online platforms which ensures that YSDI Trust's presence

reaches a broader and much more diverse range of audience. By tapping into the affiliates' existing networks and credibility YSDI gains access to potential students and learners who might not have encountered the brand otherwise.

This program not only creates a good cost-effective marketing channel but also greatly enhances trust and authenticity, as promotions come from these individuals who are seen as peers or trusted sources rather than some direct advertising. Affiliates are incentivized through commissions, rewards, or recognition based on their performance, encouraging them to actively and creatively promote YSDI. The program also ensures the consistent exposure to YSDI Trust's brand, as affiliates often engage their networks through the regular posts, testimonials and success stories tied to the YSDI programs. Additionally, the affiliate program generates very valuable data and insights into consumer behavior, which greatly helps YSDI refine its marketing strategies. As affiliates can share personalized content tailored to their audience's interests, the program contributes to the localized and targeted outreach, increasing the likelihood of conversions. By transforming the affiliates into brand ambassadors, YSDI Trust not only expands their reach but also strengthens their reputation as a trusted provider of skill development and online education. Through this dynamic style relationship it is possible for YSDI to amplify brand awareness, attracts more learners and also cement their position as an emerging skill development institute.

Based on all these analysis it can be said that YSDI Trust is doing a very good job of utilizing the social media platforms to increase their brand awareness and also expanding their potential customer base along with their potential target audience. If they can maintain this level of effectiveness of social media marketing it is possible for them to grow even further in the online education sector.

How can YSDI Trust measure the success of their social media efforts in terms of brand awareness and the conversion rates?

Youth Skill Development Institute (YSDI) can measure the success of their social media marketing efforts in terms of brand awareness by leveraging combination of qualitative and quantitative factors. Key performance indicators for example: likes, shares, comments, and clicks provide valuable insights into how many people are being exposed to YSDI Trust's social media contents and how actively they can interact with them. Metrics such as follower's growth rate and audience demographics on the social media platforms such as Facebook, Instagram and LinkedIn and many others help YSDI Trust to better utilize their ability to attract and retain their existing target audience. Additionally, brand sentiment analysis which are also being derived from comments, direct messages and the mentions offers qualitative insights into the audience's perception of the brand. YSDI Trust can also track website traffic sources but particularly visits driven by social media campaigns using marketing tools like Google Analytics to measure how effectively social media drives potential learners to their site. Surveys and feedback collected from the students and

affiliates can provide the direct insights into their brand recognition and recall. Moreover monitoring also the number of conversions such as enrollments or, registrations originating from social media campaigns indicates how brand awareness can translate into tangible outcomes. By analyzing these metrics collectively YSDI Trust can also evaluate the impact of the social media marketing efforts on building and sustaining their good brand presence.

To measure the success of their social media marketing efforts in terms of conversion rate YSDI Trust can implement a more multiple layered approach to using both the qualitative and quantitative tools. YSDI Trust can measure the success rate in terms of the conversion rate by closely tracking down just how effectively their social media campaigns lead to the desired actions such as registrations, program enrollments or, the affiliate sign-ups. This also involves using necessary analytics tools available on the social media platforms for example: Facebook Insights, Instagram analytics and LinkedIn Analytics as well as third-party tools the likes of Google Analytics to monitor and evaluate the journey of the users from initial engagement to conversion. Metrics such as click through rates on the promotional posts the number of link clicks leading to the program pages and the number of users completing a registration form or, simply making a purchase can directly indicate the level of conversion rate. Integrating the social media analytics with the customer relationship management system provides a deeper insights such as identifying which platforms or types of content can generate the highest amount of return on these investments. Additionally, tracking secondary metrics like the number of inquiries generated through social media, testimonials received or, the time users spend on the landing pages can provide indirect indications of conversion success. By continuously analyzing these metrics YSDI can refine their social media strategy to focus on tactics that most effectively and turn audience engagement into actionable outcomes and therefore optimizing their overall impact on brand growth and awareness. This is how YSDI analyzes their efforts and achieve the desired brand awareness and their conversion rate they aim for.

What are the main challenges that YSDI is facing currently and might face in the future in their business growth?

Although YSDI is doing relatively well as a fairly new institute in the online education sector still YSDI has a long way to reach its full potential and become a dominant contender in the online education industry. Here we will take an in depth look at all the possible challenges that YSDI is facing and might face while growing as a successful online education institute.

Youth Skill Development Institute (YSDI) operates in a competitive and dynamic educational landscape. Which is why they are facing some challenges and difficulties currently in their business while operating in online education market will be discussed below,

1. Limited Financial Resources:

As a growing organization, YSDI faces constraints in allocating sufficient resources for expanding its programs, investing in advanced technologies, and scaling its operations globally. Budget limitations might restrict the reach and effectiveness of marketing campaigns particularly paid advertisements on social media and reduce the ability to compete with larger players.

2. Measuring and Demonstrating ROI of Social Media Marketing:

Tracking the return on the investment for social media marketing efforts is challenging particularly when linking engagement metrics such as likes, shares and comments to tangible business outcomes such as enrollments or, revenue growth. Difficulty in quantifying ROI may hinder future budget allocation for social media strategies and create uncertainties in campaign effectiveness.

3. Resource and skill gaps among the Virtual Intern Teams:

YSDI Trust's Virtual Internship Program which is innovative but relies on interns to execute critical social media engagement tasks. Making sure these interns are adequately trained and consistently performing at a high level can be very challenging. Inconsistent task performance from these teams can reduce the overall quality and the impact of YSDI's social media initiatives.

4. Dependence on Social Media Algorithms:

YSDI Trust's reliance on the social media platforms for their marketing exposes them to the unpredictable nature of the online platforms. Changes in the algorithm can drastically affect the visibility of these online contents. Reduced visibility due to policy updates can disrupt audience engagement and also the brand awareness efforts.

5. Establishing Credibility and Trust in a Global Market:

Expanding into more international level markets requires building good trust and credibility with the global audience which can be a very challenging task for a relatively new organization like YSDI Trust. Limited international recognition can hinder the adoption of YSDI Trust's programs by the online learners and organizations outside the primary domestic market.

6. Retention of Affiliates and Participants:

Retaining their affiliates, campus associates and program participants is also extremely important to sustaining growth and engagement but maintaining their motivation and their participation over the long term period can be very challenging. High turnover rates among the affiliates or disengaged participants can very negatively affect the YSDI Trust's brand advocacy efforts.

YSDI Trust operates in a very high growth but highly competitive sector which can present several tough challenges that they might face in the future. These challenges come from the rapidly evolving nature of the online education market and the skill development market, technological advancements and the ever changing consumer expectations. Below are some of the main challenges YSDI Trust might encounter in future of their business,

1. Increasing Competition in the Online Education Market:

As the online educational sector continues to grow YSDI trust will face greater competition from global online educational platforms also from the regional and local players. These competitors often have greater resources, advanced technologies and also established reputations making it harder for YSDI Trust to maintain a clean distinct competitive advantage in the market. To stay relevant, YSDI Trust will need to continuously innovate and differentiate themselves through unique offerings and a superior user experiences.

2. Keeping up with the technological advancement:

The online education industry is being greatly revolutionized by the new emerging technologies such as AI, machine learning and block-chain. YSDI Trust might face the challenge of integrating these technologies into their online programs to keep up with the ever growing expectations of the modern learners. Failing to adapt to these advancements could make their offerings much less attractive compared to their competitors that provide quality learning solutions.

3. Building and Retaining a Skilled Workforce:

As the organization grows the recruiting and retaining of skilled professionals including educators, marketers and the technical experts will be critical. Competition for talent in the online education and tech sectors is fierce and YSDI Trust will need to offer a more competitive compensation, opportunities for growth and a strong organization culture.

4. Managing Costs and Ensuring Sustainability:

Balancing the growth with the cost management is a significant challenge. YSDI Trust will need to invest greatly in technology, marketing and talent acquisition while also ensuring affordability for their online learners. Finding the right balance between profitability and accessibility will be very critical to the long term sustainability.

5. Addressing Economic and Social Challenges:

Economic downturns or the changes in the consumer behavior may also impact the learner's ability to invest in these skill development programs. Additionally, addressing the social challenges such as making skill based education accessible to underprivileged groups will also require innovative and inclusive strategies.

Recommendation for YSDI Trust's present and future potential challenges

YSDI Trust's present and future challenges they might face have been discussed and now we will take a look at some possible suggestions that can solve all these challenges. Adoption of these mentioned suggestions below could play a more significant role in dealing with YSDI Trust's challenges and pave a clear path to better business growth and success.

Now a few possible recommendations to solve all these challenges that YSDI Trust is facing currently is discussed down below,

1. Partnerships, Cost effective marketing and Fund opportunities:

YSDI Trust should seek partnerships with some established organizations and also other educational institutions to share resources and enhance program offerings. Also focusing on organic growth strategies such as SEO, content marketing and collaborations with influencers in the education space can possibly reduce dependency on paid advertisements. Exploration of grants or, sponsorships targeted at skill development initiatives or educational advancements.

2. Advanced analytical tools and clear KPI definition:

YSDI can implement tools like Google Ad sense to better track target audience and generate more user focused contents and link them to campaign efforts. Effective use of these social media marketing tools can help them stay ahead in the competition. YSDI needs to set clear objectives for each campaign for example enrollments, inquiries and measure focused specific outcomes.

3. Training, supervision and incentives:

YSDI should develop structured onboarding and regular training for their interns to ensure consistency in their work quality. This will also help them with better communication and build trust with their employees. Assign mentors or supervisors to monitor intern performance, provide feedback, and help maintain high standards. Besides this continuous communication is important for building network. Motivate interns by incorporating creative and engaging performance tracking or, rewards for achieving specific targets.

4. Arrangement of well-furnished workplace:

YSDI should search for a well-furnished office space to operate their day to day business task. To complete their business activities, create business plans and group discussion it is of utmost importance for a business institution to have a well-structured office place. That is why YSDI should incorporate a larger and better designed office space.

5. Build trust and credibility through localized strategy and partnership:

Customize content and offerings for different regions to connect with diverse audiences. Focusing and developing contents for target audience in remote locations of Bangladesh can be of great benefit in building trust and credibility as this will show YSDI truly aims to empower not just city

folks but rural people with lack of opportunities as well. This is a policy implemented by many institutes to increase credibility and social trustworthiness.

6. Diversify platforms, own channels and algorithm adaptation:

YSDI should expand presence to multiple platforms, including email marketing, forums and other professional networks. Staying updated with platform changes and optimize content accordingly such as using trending hashtags or creating short-form videos will help YSDI to limit dependency on social media algorithm.

Now, some possible recommendations to deal with future challenges and obstacles that YSDI might face will be discussed below. Adopting these steps might help YSDI to be better prepared to deal with sudden challenges they may face in the long run.

1. Innovative course offering:

YSDI can introduce highly lucrative courses focusing on emerging skills such as sustainable practices like freelancing, AI, machine learning and block chain technology to stand out. These are the courses that are on high demand. These courses are the ones that can attract most online learners as in the modern corporate world demand for employees with these tech skills are rising exponentially.

2. Continuous tech upgrade and tech partnership:

YSDI should regularly update content and delivery platforms to keep pace with technological trends. Continuous update and research is necessary to keep up with ever changing demand and customer perception. It is also important to partner themselves with other tech firms to stay up to date in terms of technological resources. Being partner with a tech focused company will help YSDI to stay updated with latest software for business operations and gain them from their partner firms.

3. Efficient resource allocation and revenue diversification:

YSDI can use predictive analytics to optimize their resource allocation for marketing, operations, and content development. Resource allocation can really help an organization in times of uncertain economic conditions or sudden calamities that can affect business process. YSDI can explore corporate training partnerships and government-backed projects to secure additional funding for their institution.

4. International level programs and global certificates:

YSDI has already launched international leadership competition so they should try to launch more programs like this to gain learners at global scale. That will give not only exposure and brand awareness at global scale but also gain more revenue sources.

5. Leveraging data and analytics:

YSDI can use AI to analyze learner behavior and predict trends for proactive course development to offer to their potential learners. Implementation of algorithms to suggest courses, resources and suggest career paths based on the learner interests. They should track metrics like completion rates, learner satisfaction and post course employment rates to refine offerings.

Conclusion

YSDI Trust has emerged as a dynamic online institution in an ever changing landscape of skill development and online education but particularly among youths in Bangladesh. By balancing innovative programs such as the Virtual Internship Program, Skill Boost and International Leadership Project YSDI has not only addressed the ever growing demand for employable skills but also enhanced their existing brand awareness through strategic social media marketing. The institute's ability to engage with their audience through more targeted campaigns, affiliate marketing and the interactive virtual internships underscores their commitment to a more modern education. Despite the commendable progress of YSDI it should not be forgotten it operates in a very competitive and rapidly evolving industry where challenges such as increased competition, technological advancements and the audience retention demand is an ever increasing and keeping up with these changes is crucial for a fairly new and growing online education institution like YSDI Trust. It showcases the potential for future growth and showcases the need for significant investment and innovation to greatly enhance their existing market share. Also by embracing emerging technologies continuously changing their offerings and expanding at a global level YSDI Trust has the potential to solidify their position in the online education sector.

In conclusion, YSDI Trust is doing a good job of utilizing the online social media marketing coupled with learner focused approach, can significantly impact the brand awareness and the market positioning. The institute's journey also reflects the broader trends of the online education industry and serves as a case study in navigating challenges, leveraging opportunities and also creating meaningful impact. With the sustained efforts in innovation, quality, and inclusivity, YSDI is poised to drive transformative change in the education sector while achieving its vision of empowering youth through skill development.

References

1. AIContentfy. (n.d.). *The power of social media for brand awareness*. Retrieved from <https://aicontentfy.com/en/blog/power-of-social-media-for-brand-awareness>
2. Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. S. (2018). The effect of social media marketing on brand awareness through brand image and perceived quality: A study of retail consumers. *Open Journal of Business and Management*, 6(1), 138–151. <https://doi.org/10.4236/ojbm.2018.61009>
3. Algharabat, R. S., Rana, N. P., & Dwivedi, Y. K. (2023). The impact of social media marketing on brand awareness, brand image, and brand loyalty: A systematic review and meta-analysis. *Marketing Intelligence & Planning*. Advance online publication. <https://doi.org/10.1108/MIP-06-2023-0248>
4. Allied Market Research. (2023). *Online education market expected to reach \$319.17 billion by 2025*. Retrieved from <https://www.alliedmarketresearch.com>
5. Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image, and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
6. Elevated Marketing Solutions. (n.d.). *How would a social media marketing company boost brand awareness for small businesses?* Retrieved from <https://elevatedmarketing.solutions/how-would-a-social-media-marketing-company-boost-brand-awareness-for-small-businesses/>
7. Islam, M. S., & Habib, M. A. (2022). Mapping emerging massive open online course (MOOC) markets: A case of Bangladesh. *Education and Information Technologies*, 27, 12345–12367. <https://doi.org/10.1007/s10639-022-10876-5>
8. Khan, M. M., Rahman, S. M. T., & Islam, S. T. A. (2021). Online education system in Bangladesh during COVID-19 pandemic. *Creative Education*, 12(2), 441–452. <https://doi.org/10.4236/ce.2021.122031>
9. Key Medium. (n.d.). *The role of social media in enhancing brand awareness*. Retrieved from <https://keymedium.com/social-media-brand-awareness/>
10. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
11. Nguyen, T. T. H., & Nguyen, T. T. (2023). The impact of social media marketing on brand awareness and purchase intention: A case study of Vietnamese fashion brands. *KnE Social Sciences*, 7(1), 234–245. <https://doi.org/10.18502/kss.v7i1.10225>

12. Research and Markets. (n.d.). *Online education market size, competitors & forecast to 2032*. Retrieved from <https://www.researchandmarkets.com/report/online-education>
13. Saputra, I. G. B. K., & Wardana, I. M. (2023). The role of brand awareness mediating the influence of social media marketing on purchase intention. *International Journal of Asian Business and Management*, 2(4), 559–576. <https://doi.org/10.55927/ijabm.v2i4.5752>
14. Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2017). *Marketing: Real people, real choices* (9th ed.). Pearson.
15. Sprout Social. (n.d.). *Brand awareness: What it is and strategies to improve it*. Retrieved from <https://sproutsocial.com/insights/brand-awareness/>

Appendices

1. Why Brand awareness plays such an important role for online education institute such as YSDI?
2. How does social media marketing help YSDI to build brand awareness and grow trust & commitment with their target audience?
3. How does YSDI's segmentation of tasks among different teams (such as Virtual Internship Program teams) improve the effectiveness of their social media campaigns?
4. How effective is YSDI's Affiliate Program in driving engagement and awareness compared to traditional marketing channels?
5. What are the main challenges that YSDI is facing currently and might face in the future in their business growth?
6. How can YSDI measure the success of its social media efforts in terms of brand awareness and conversion rates?
7. Which social media platforms generate most customer response which helps gain brand awareness?