



Internship Report
On
Reaching New Customers Online: Product and Content Development
at UpoharBD.com

Submitted to
Noman Hossain Chowdhury
Senior Lecturer
BRAC Business School

Submitted by
Rawnok Alam
ID: 12104028
rawnokbarsha@gmail.com

Submission Date: 29 December, 2016



Acknowledgement

I want to thank all who in one way or another contributed in the completion of this internship report. First, I want to give thanks to Almighty Allah for protection and ability to work. Secondly, I am so grateful to my respective Supervisor Mr. Noman Hossain Chowdhury. He is the one who gives me the chance to make a report like this one. Thanks to him for believing me that I could do this. He makes it possible by encouraging me in every single moment. I have faced too many difficulties as the report is based on Reaching New Customers Online: Product and Content Development at UpoharBD.com, but Mr. Noman Hossain Chowdhury helped me in every possible way he could. His challenges brought this work towards a completion. It is with his supervision that this work came into existence. For any faults I take full responsibility. May the Almighty Allah richly bless you all.

With warm regards,

Rawnok Alam

Executive Summary

This internship report contains a whole plan of digital marketing analysis on UpoharBD. UpoharBD is an online gift shop. Anyone can visit this site and buy and send gifts to their near and dear ones via online service. I have selected an effective way for researching of new products through Facebook campaigns. Here I analyzed the digital marketing that means the marketing on internet of UpoharBD. In this report I have discussed why digital marketing is important for any business. Also, I have classified and justified the information of the learning what I have found while researching on this matter. UpoharBD is an idol for other online gift shops in Bangladesh. I have studied the website of UpoharBD and came up with some digital marketing plans. At the very first stage, I had brought some research ideas and then I implemented the learning of those ideas and set my objectives. Then I did analysis of my report according to those research and SWOT analysis. Then I made my objectives what I have found from analysis. At first my objective was launching new products and reaching new customers. At this stage I have launched some Facebook campaigns discussed in the ‘Web content development’ and ‘Digital marketing of new products’ sections. I had chosen a very good strategy for my campaigns for increasing sales as well as engagement of people. Lastly, I did the analysis of my successful campaigns. I just hope that these digital marketing plans I have provided will help UpoharBD to become more popular among its customers.

Letter of Transmittal

December 29, 2016

To

Noman Hossain Chowdhury

Senior Lecturer

BRAC Business School

BRAC University

Subject: **Submission of Internship report.**

Dear Sir,

I do hereby submit the internship report on “**Reaching New Customers Online: Product and Content Development at UpoharBD.com**”. It has been a great pleasure to work in such an important topic. According to the course requirement and complying with your suggestions, I have completed the report for your kind actions.

I sincerely believe that you will find it very informative and useful. I will be happy to furnish you with further information that you may feel necessary in this regard.

Thanking you,

Rawnok Alam ID# 12104028

Contents

Acknowledgement	2
Executive Summary	3
Letter of Transmittal	4
1. Introduction	7
1.1 Objective of the project.....	7
1.2 Methodology	8
1.3 Scope.....	9
1.4 Limitations	9
2. Company Overview: UpoharBD.com	10
2.1 UpoharBD's Website (www.upoharbd.com).....	11
2.2 Market and Competitor analysis	12
2.3 4P's of UpoharBD.....	13
2.4 Internal Resources.....	16
2.5 Internal Capabilities	16
2.6 UpoharBD's Business Operation Model.....	18
3. Intern Task Description.....	20
3.1 Updating Two Sections.....	20
3.2 Requirement Analysis	21
3.3 Product Sourcing (Market research & analysis)	25
3.4 Web Content Development.....	29
3.5 Digital Marketing of New Products	37
3.6 My Other Activities	45
4. Conclusion.....	47
5. References	48
6. Appendix	49

FIGURE 1: HOME PAGE OF UPOHARBD.....	11
FIGURE 2: PRODUCT SECTIONS OF UPOHARBD.....	14
FIGURE 3: PAYMENT SYSTEMS OF UPOHARBD	15
FIGURE 4: SWOT ANALYSIS.....	21
FIGURE 5: CAMPAIGN TO GETTING IDEA OF WOMEN GIFT	25
FIGURE 6: CAMPAIGN OF GETTING IDEA FOR KIDS' GIFT.....	26
FIGURE 7: PAID & UNPAID REACH OF KIDS' GIFT CAMPAIGN	26
FIGURE 8: WOMEN GIFT IDEAS OF NEW PRODUCTS THROUGH CAMPAIGN	27
FIGURE 9: KIDS' GIFT IDEAS OF NEW PRODUCT THROUGH CAMPAIGN	27
FIGURE 10: PHOTO OF KIDS' GIFT CAMPAIGN	30
FIGURE 11: REACH OF KIDS' GIFT CAMPAIGN	31
FIGURE 12: KEYWORD RESEARCH THROUGH GOOGLE ADWORDS.....	32
FIGURE 13: MOST SERACHED KEYWORDS FOR KIDS' GIFT.....	33
FIGURE 14: TEMPLATE FOR DOING SEO	34
FIGURE 15: SEO OF A KIDS' GIFT.....	35
FIGURE 16: SEO OF ANOTHER KIDS' GIFT.....	36
FIGURE 17: CAMPAIGN FOR GETTING IDEAS OF WOMEN GIFT.....	37
FIGURE 18: REACH OF WOMEN GIFTS CAMPAIGN.....	38
FIGURE 19: CAMPAIGN OF GETTING IDEAS OF CUSTOMERS' BOOK CHOICE	39
FIGURE 20: REACH OF CUSTOMERS' BOOK CHOICE CAMPAIGN	40
FIGURE 21: KIDS' GIFT IDEA CAMPAIGN	41
FIGURE 22: REACH OF KIDS' GIFT IDEA CAMPAIGN.....	42
FIGURE 23: CAMPAIGN OF GETTING ATTACH WITH CUSTOMERS' HOBBY	43
FIGURE 24: REACH OF CUSTOMERS' HOBBY CAMPAIGN.....	44
FIGURE 25: ADDING NEW WISH 1	45
FIGURE 26: ADDING NEW WISH 2	46
FIGURE 27: CSV FILE OF WOMEN GIFT	49
FIGURE 28: CSV FILE OF KIDS' GIFT.....	50
FIGURE 29: EXAMPLE OF NEWLY ADDED PRODUCT 1	51
FIGURE 30: EXAMPLE OF NEWLY ADDED PRODUCT 2	52
FIGURE 31: UPOHARBD'S FACEBOOK PAGE	53

1. Introduction

Booming rise of e-commerce businesses has added new criteria of business portfolio with very different dimensions that never had before. Not only has the customers group changed but also their tastes of buying behavior and mode. Customers of today are more unwilling to go to a physical store often to buy this and that but feels comfortable to commit impulse buying from online with the freedom to shop 24/7. UpoharBD (Upoharbd.com) has made a milestone of success in online shop concentrated on Dhaka region people. But the challenging task of an e-commerce business is to achieve more engagement for brand awareness and tapped on into new markets.

Digital methods of communication and marketing are quicker, more flexible, realistic and rationalized. Bangladesh is now becoming more digitalized. Nowadays people of Bangladesh are getting busier and so they are finding soothe in shopping from home. Another thing is Facebook has become one of the leading shopping place rather than only being a social media networking site. So here in my project work I have discussed about digital marketing especially the Facebook marketing and other social media as well. Moreover I have identified and prepared new products for UpoharBD. Then I have uploaded brief description & pictures of those new products in the website and promoted those products in social media channels.

1.1 Objective of the project

There are two objectives of internship program. Those are:

- Broad objective and
- Specific objective.

These two types of objectives are as follows:

Broad Objective

The broad objective of this report is apprising with the professional world practically. To gain a practical experience related to major concentrated area is the broad objective of internship program.

Specific Objectives

Some specific objectives are also there beside the broad objectives. This paper was designed to accomplish some specific objectives. The specific objectives of internship program are given below:

- To accomplish the educational requirement.
- To carry out a thorough situational analysis of UpoharBD.com.
- To have a full concept about website usability of UpoharBD.com.
- To know about the SEO (Search Engine Optimization) of UpoharBD.com.
- To have knowledge about digital marketing campaigns of UpoharBD.com.
- To know about their social media activities.
- To find out new product for two sections of UpoharBD.com.
- To know about UpoharBD's overall E-Commerce related operations.

1.2 Methodology

The data I have presented in this internship report are collected from various sources. The sources are mentioned below –

Primary Source

The report is mainly based on primary data. I have collected all these during my three months long work experience time. Mainly most of them are collected from my direct works and the management & colleagues of UpoharBD.

Secondary information is those that already exist. These data were mainly collected from website, articles and social media pages. I also collected information from secondary data sources. They are:

- www.upoharbd.com
- www.facebook.com/UpoharBD
- Text books
- Articles and Journals
- Wikipedia
- Google search

1.3 Scope

Employees of UpoharBD online shop helped me to gather all information I included in my papers by providing me their data. Analyses are done by researching the website of UpoharBD.com, its' social media page and competitors. While preparing this report, I had an opportunity to gain deep knowledge about the e-commerce websites, especially in online shopping service. I have also come through many different personalities, who shared their experiences, while conducting the research. The report will also give the readers the opportunity to learn about the general e-commerce procedures and online products mechanism, the related regulations, and the obligations. The report aims at designing innovative strategies for new organizations.

1.4 Limitations

Maximum effort was given to make the study a successful one, but it suffers from some limitations those were apparently unavoidable. The major ones were:

Shortage of time period: The major limitation faced to carry out this project was mainly time constraints. It hindered the course of vast area and time for preparing a report within the mentioned period is really difficult.

Secrecy of Management: The authority of the organization did not disclose much information for keeping the organization confidential. So, some data were hard to collect for the confidentiality or the secrecy of management.

Busy working environment: The officials could not provide information sometimes because of their huge routine work. So, it wasn't possible for me to gather vast knowledge about the critical issues. It is really difficult to gather data from the place where people do not know me for a long time.

Lack of information: In the website, information of e-commerce practice in several companies was limited.

2. Company Overview: UpoharBD.com

UpoharBD is one of the oldest and leading online gift stores in Bangladesh. They are providing gift delivery services in Bangladesh since 2003 when they started their journey from a small flower shop in Dhaka. This online gift store was initiated in 2005, which is now serving thousands of customers worldwide to send gift to their friends and families in Bangladesh. Customers can now place online gift orders from Bangladesh, Australia, United States, United Kingdom, Canada, European and Middle Eastern countries and they provide gift delivery service in all cities of Bangladesh. They can place [same day or urgent gift order](#) online for Dhaka.

They deliver gifts and flowers to all houses, offices, hospitals in all cities of Bangladesh. They provide exclusive gift service in Bangladeshi wedding parties and provide customized service at corporate events. Their gift and flower delivery service to all cities in Bangladesh is available on Friday and during other national holidays too. All product prices shown on the website includes all service charges, wrapping, one greeting cards and five red roses to make it presentable. They provide free gift delivery in Dhaka, Sylhet and Chittagong and additional delivery charge applies to other cities. All gifts will be delivered on the day and time that customers will select during checkout.

While customers have a choice to pick from few Bangladeshi online gift stores, UpoharBD maintains superior gift delivery service in Bangladesh through years of experience, easy online ordering process, almost 24/7 customer service, quality of advertised products and regular updates. Unarguable integrity and honesty of their trained and educated gift delivery team is the envy of many competitors. Upohar means Gift and this is the destination of Bangladeshi community worldwide when they want to surprise their loved-ones. Their goal is to serve every customer and to transform the special moments of their 'Loved-ones' to a memorable and magical one.

With every gift UpoharBD provides free photo of the gift to the recipient. This service is introduced to make customers happy about the product quality and to make sure that they have delivered the same product that they have ordered. At the checkout they will be asked to choose customers' option to receive the recipients' photo. If they select NO then they will not ask him/her for photo. All photos are taken with digital camera to ensure quality. This is the unique service which is available at UpoharBD only. They send the photo to customers' email address within 48-

72 hours of the gift delivery. Please visit their [Facebook Album](#) to view photos of few recent packages that they have delivered in Bangladesh. Customers are able to select their delivery date and time at checkout. They are the professionals when it comes down to punctuality.

UpoharBD has permanent staffs and part-time staffs. All of their staffs are well educated or continuing their study at various universities in Dhaka. They know their job very well, they are always well dressed and their manner is one of the key points to please any gift recipients. Their delivery person is the face of UpoharBD and they go through extensive background check and monitoring when they pick someone to carry their pride.

UpoharBD not only takes care of the gift items but also takes extensive care of every other small bits, such as timing, staff quality, presentation etc. This is why, UpoharBD is proud to be the [provider of an overall 'Great' service as well as providing the best possible service](#) in every areas of their business.

2.1 UpoharBD's Website (www.upoharbd.com)

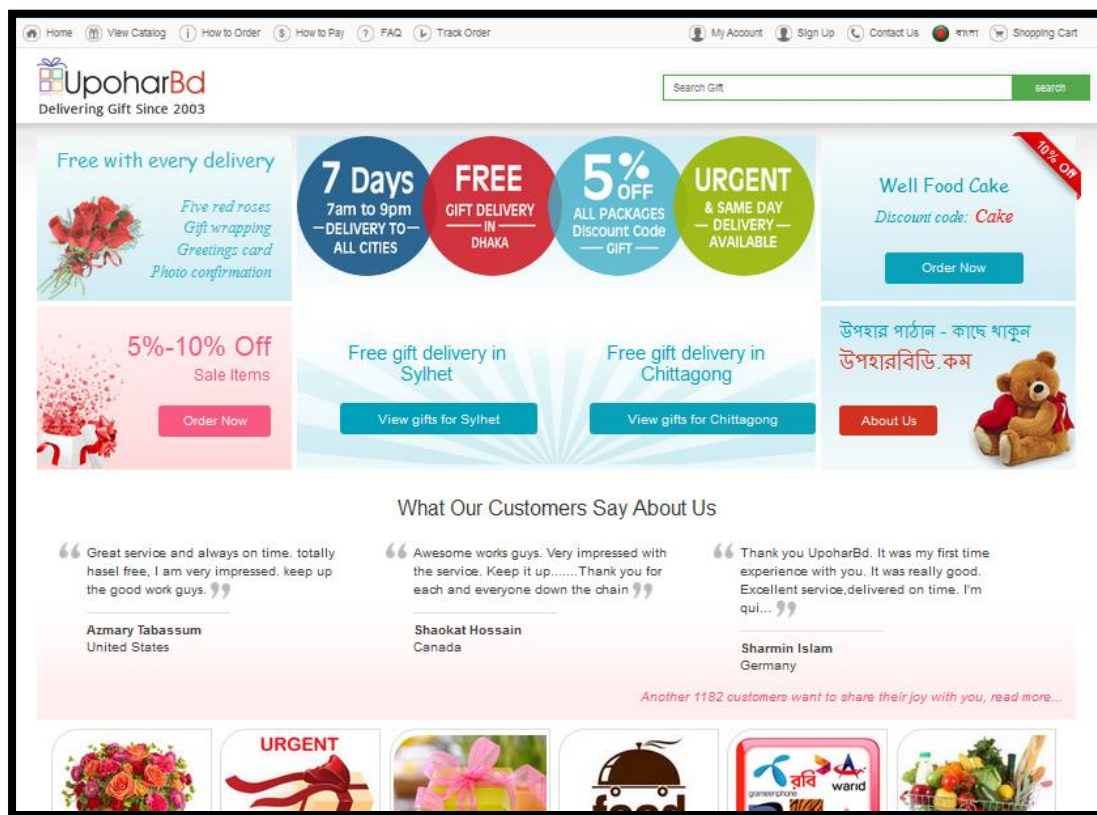


Figure 1: Home page of UpoharBD

2.2 Market and Competitor analysis

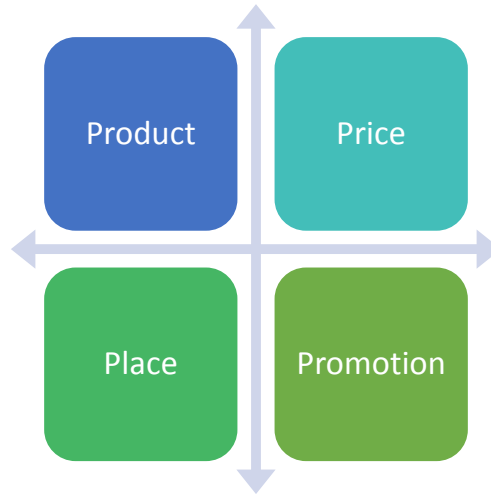
I have done some market research. From my market research, I have found that there are some competitors of UpoharBD, who are giving the similar type of services as UpoharBD. Those sites are-

- www.bdgift.com
- www.giftzhaat.com
- www.giftbd.com
- www.giftmela.co
- www.giftportalbd.com
- www.bangladeshgiftshop.com
- www.upohar2me.com
- www.utshob.com
- www.arnimgift.com
- www.deshigreetings.com

But UpoharBD is more successful among all of them. UpoharBD is well known for the quality of the products and better services than other sites. Some of the websites copied user interface of the website from UpoharBD. Some of them even partially copied business name and tagline from UpoharBD to make the customer of UpoharBD confuse and take order from them. But the service and product quality of those sites are not as good as UpoharBD.

2.34P's of UpoharBD

The 4 P's is used as an essential part of formulating and implementing marketing strategy by many practitioners. The 4 P's was originally proposed in 1960 by E J McCarthy.



Product

UpoharBD is as online services for sending gift in Bangladesh. People can send gifts to their family and friends by UpoharBD. The products of UpoharBD are flower, cake, toy, different type of deshi, Chinese, Thai and Fast foods, online mobile recharge, fruits, vegetables, fish, meat, saree, kameez, perfumes, chocolates, ice creams, cookies, wedding 'dala' packages, various gift hampers, handicrafts, corporate gifts, Sweets, Home décor, Pitha, healthcare products etc.

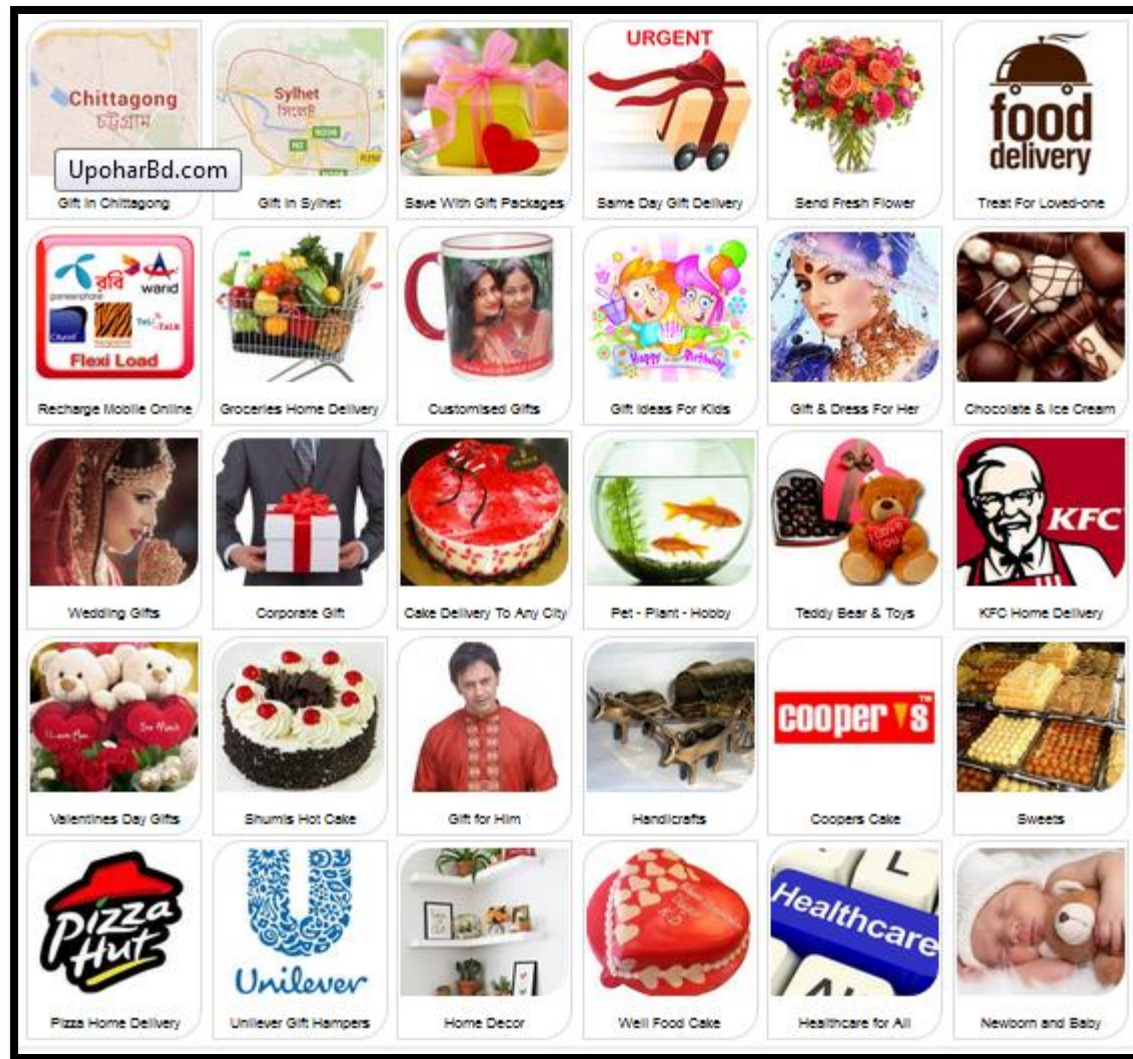


Figure 2: Product sections of UpoharBD

Price

Price is the most important fact the customer considers during purchasing the product. The prices of the product of UpoharBD is higher than the products are sold in physical stores. The price is increased because of their premium service and other costs. So UpoharBD don't have much local buyer. The target customer of UpoharBD are the people who stay outside of the country for job or other purpose but want to send gifts to their friends any families. So UpoharBD set the price based on what those people can afford, not the buying capacity of the local people of Bangladesh. UpoharBD have to bear some extra cost to deliver the products. For example, they need to make 4 trips to place order for a cake. They need to go and comeback to place the order, and then they

need to go to pick it up. Also, they have associated items and services such as flowers, cards, premium delivery using car or CNG instead of bus to protect gift items. UpoharBD accepts various payment systems in different currency.



Figure 3: Payment systems of UpoharBD

Place

UpoharBD is an online shop. So people can use it from anywhere anytime. Online shop is more useful than the physical shop. Customer can buy products from UpoharBD 24/7. Customer can also live chat with the customer service of UpoharBD. UpoharBD also has a Facebook page. Facebook is most used social media. So UpoharBD also shares their information about their products on Facebook. Although UpoharBD is an online shop, they also have offices in Dhaka, Chittagong and Sylhet. UpoharBD offers free delivery on these cities.

Promotion

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. UpoharBD promotes their products online to generate more sales and let people know about the brand. As an online shop, UpoharBD promotes their product online. UpoharBD promotes their products on Facebook and various Bangladeshi popular websites like ProthomAlo. The target customer of UpoharBD is the non-resident people of Bangladesh who want to send gifts to their friends and family. So UpoharBD advertises their products on countries like USA, Saudi Arabia, UK, Malaysia, United Arab Emirates, Australia, Qatar, Singapore etc as well.

2.4 Internal Resources

Resources are anything that helps a company to operate and carry out the business. It includes the use of human capital, natural resources, tangible resources, intangible, financial resources and anything that help to make a profit in a business. Now I will say about the resources of UpoharBD—

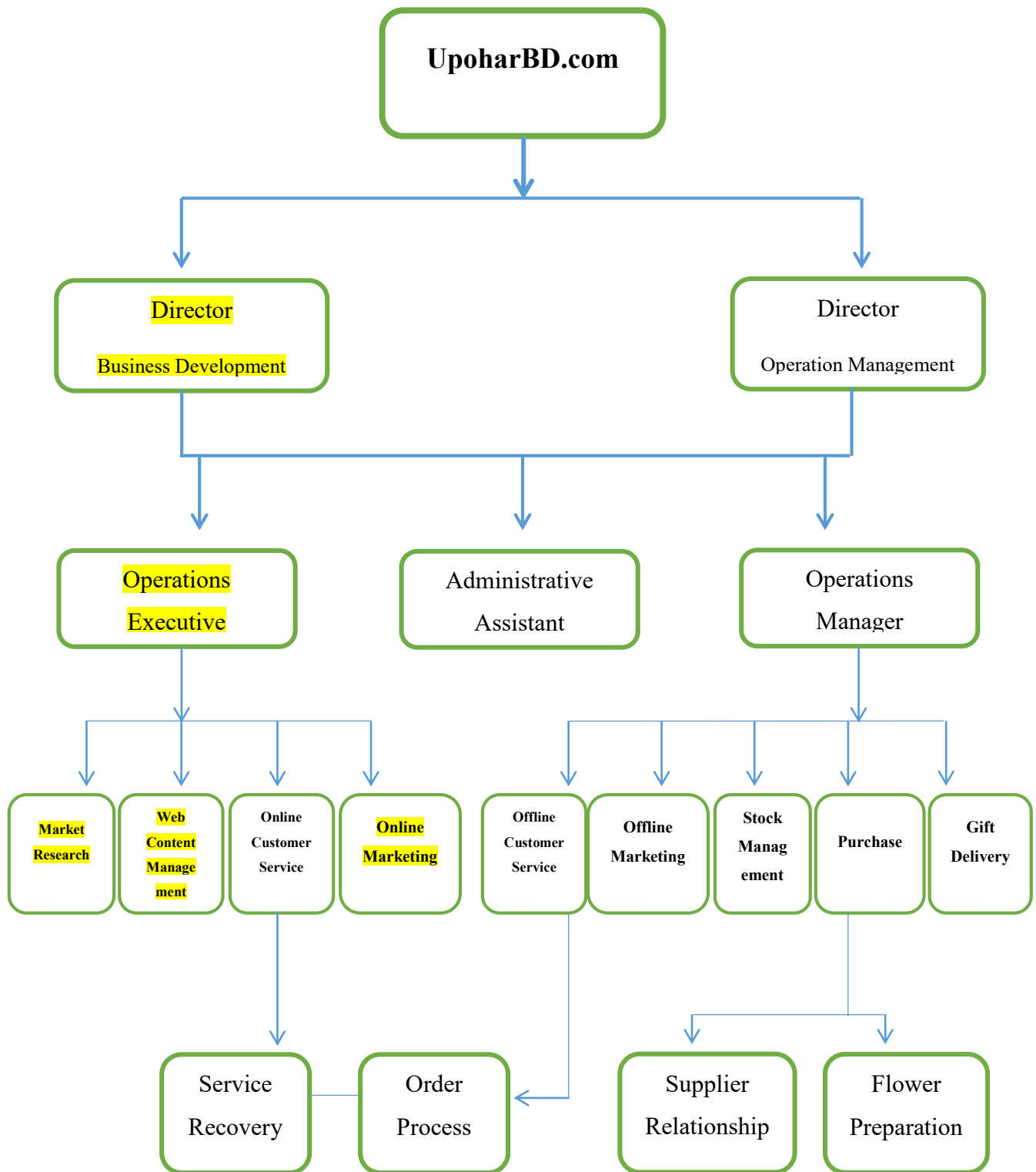
- **Financial resources:** UpoharBD (www.upoharbd.com) is a middle size ecommerce business. Seeing the size and operation of the business it can be said that the firm has sufficient financial resources to maintain the demand of the market.
- **Technological:** As UpoharBD is an ecommerce side so it has to be advanced in technologically. This firm has its own website and the web side is fulfilling all side of requirement. Like its hosting is good as well as it has good backup system. From the Google master I also see that the website has no error. This side also has a face book and YouTube channel.
- **Reputation:** UpoharBD has a very good reputation in national border and across the border. It maintains quality product and service. From the website testimonial it proves that with the customers it has a great reputation since many years.
- **Human resources:** UpoharBD has trained employees. The Business Development Director of the Company Mr. Syed Mahmudur Rahman (LinkedIn: <https://www.linkedin.com/in/syedmrahman/>) oversees growth of online business in the developing market and direct innovation of digital marketing initiatives. The service of this company and the great presentation of delivery man to deliver the products make the business different from other companies. In operation management people are doing their job with potentiality. For this reason the business sell as well as fame is increasing day by day.
- **Customer relationship:** UpoharBD is always keep relationship with their customer by using social sites. The response rate of this firm is 100% most of the time.

2.5 Internal Capabilities

There are some unique capabilities that one firm has to differentiate the firm from others. Capabilities mean the capacity to perform with the production and demand. The capabilities of UpoharBD are—

- UpoharBD has good customer review.
- It has the capability to attract people with their promotional activity.
- The management system and skills employee make organization goals successful.
- It has quality products including 'Uniliver' products.
- It has the capability to fulfil the needs of customer from national or abroad.
- The service of UpoharBD is the best service in Bangladesh online ecommerce gift shop site.

2.6 UpoharBD's Business Operation Model



My Specific Responsibilities

I did my major in E-Business and Marketing; but E-Business is the area of my interest for working. I found myself very fortunate as I got engaged with UpoharBD. Here in UpoharBD I worked under the Director (Business Development). Operations Executive was my direct reporting supervisor. Under Operations Executive I have worked on some specific area. The responsibilities are discussed below which I had been assigned to fulfill in the organization.

Market research: My first job was to do market research and adding new products in women section and kids section of the website. So I have to do a lot of research through surveys, analyzing current trends as well as visiting competitors' websites.

Web content management: Writing SEO (Search Engine Optimization) enabled content of Upoharbd.com was my initial job. Product's contents comprise with various type of information such as product name, price, description, quantity, Meta title and Meta description. If any visitor requests Google Search for a particular information, this Metadata helps to find that information easily. While this data perceived by the search engines, they play a significant role in SEO rankings.

Online marketing: To promote the new product added by me, I have done social media marketing especially Facebook marketing. I had ran many campaigns which will be discussed in the later parts.

3. Intern Task Description

3.1 Updating Two Sections

Throughout this three month, I was assigned for developing the ‘Gift Ideas For Kids’ and ‘Gift & Dress For Her’ section of UpoharBD. There are more than 44 categories in UpoharBD’s website. The following two are the frail category of UpoharBD. There are high demand for gifts for women and kids for many occasions. And considering this high demand, UpoharBD decided to add new and trendy products in these two category. UpoharBD offers various kind for gifts available starting from cake to décor items. Throughout this three months, more than 40 products are introduced in these category. Later on in this report, I will describe that how I came out with the idea of those products and development of these two category.

3.2 Requirement Analysis

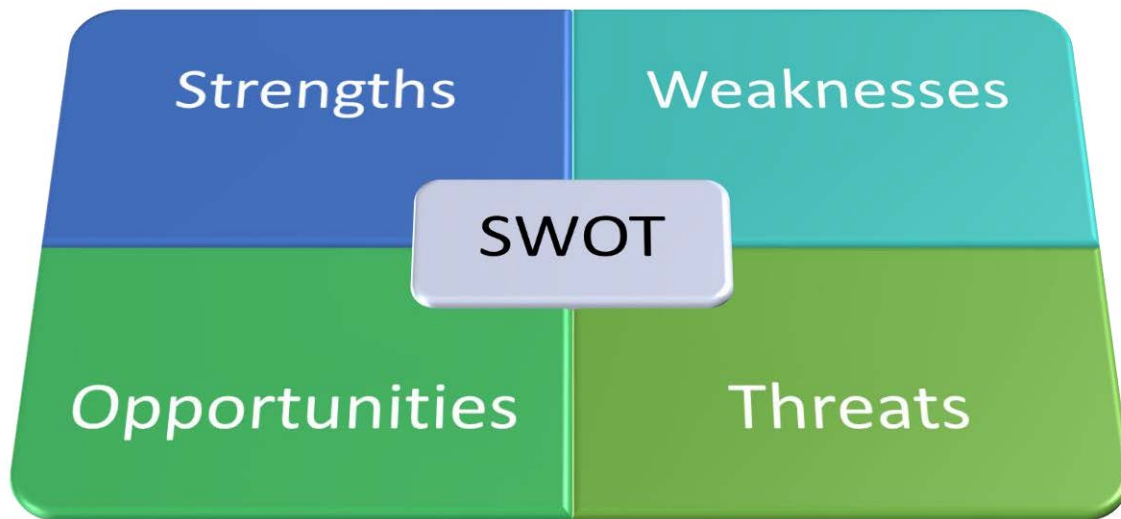


Figure 4: SWOT Analysis

UpoharBD is one of the most established and driving online gift store in Bangladesh. Being the first in the market it had a lot of advantages. In the earlier days when people wanted to send gift to their friends and family they had to rely on UpoharBD only, so that gave UpoharBD a lot of advantages. It started its business in 2003 and back in those days internet was not that popular in our country and so wasn't internet shopping. So UpoharBD gained all the popularity outside the country to those who wanted to send gift to their beloved one's from abroad. Time has changed and people of Bangladesh are now getting into online shopping and more competitors are coming. So market situation of UpoharBD is not the same as before. To do the situational analysis of UpoharBD I used SWOT analysis.

SWOT analysis consists of four elements of an organization. Those are strength, weakness, opportunity and threat. Strength and weakness are internal factors of the organization while opportunity and threats deals with the external factors. So the SWOT analysis of UpoharBD is given below.

Strengths

Consider strengths from both an internal perspective, and from the point of view of the customers and people in your market. It should also be realistic - it's far too easy to fall prey to "not invented here syndrome." Also, if having any difficulty with this, try writing down a list of the organization's characteristics. UpoharBD is the only gift service that provides online ordering facility where customers can check the prices of the products, other information and place order online easily.

- It also provides their own home delivery service which helps to increase customer satisfaction for quick service and quality maintenance.
- UpoharBD has some advantages such as they have strong brand position in abroad.
- UpoharBD is the best catalog among native competitors.
- It is providing free home delivery in Dhaka, Sylhet and Chittagong.
- They have huge collection of products.
- Their web page has world class web design, they accept multiple currencies and same day delivery service, and they also have multiple payment methods.
- UpoharBD provides photo confirmation, they have active BFP, active twitter account they have excellent customer review.

Weaknesses

Weakness is one of the attributes of internal organization. It is harmful to achieving the organizational objectives. So overcoming this is a must. The weakness of UpoharBD is given below.

- The main weakness of UpoharBD is that they charge relatively higher price than other sites.
- They have lower brand recognition in Bangladesh.
- The branches of Sylhet and Chittagong are relatively less popular than Dhaka.
- Very few and specific people actually know about this business.
- They have less emphasis on advertising than earlier years, they also have less active Facebook followers.
- They have no kind of activity on Instagram and Pinterest.
- They have no verified Facebook Page which creates a lot of misunderstanding among consumers.

Opportunities

Opportunity is the external attributes of an organization. It is the attributes of the environment. Opportunities help to achieve the organizational objectives. The opportunities of UpoharBD is given below-

- They have relatively less competitor in the market based on Gift service. So they can assure some USP and grasp the entire market.
- They can provide more internet availability. Whenever a customer needs to have any kind of information or confirmation through internet the service is should be provided instantly.
- Customer have a huge demand for quality service.
- Nowadays customers are willing to pay high for better service.
- As UpoharBD has comparatively less social media advertisement done so they have a huge social media marketing opportunity left alone because most of the people actually spend hours and hours in social media.
- They have a huge growing customer base.

Threats

Threats deals with the external factors of environmental attributes. It is very harmful for an organization. The threats of UpoharBD is given below-

- There is now huge number of online shops in the market. So availability of substitute is a bug threat (other online shops).
- As the gift service sector is very much new in the market and few sites are available with this service so there can be an upcoming direct competitor's threat.

The organisation	Strengths – S 1. Existing brand 2. Existing customer base 3. Existing distribution	Weaknesses – W 1. Brand perception 2. Intermediary use 3. Technology/skills 4. X-channel support
Opportunities – O 1. Cross-selling 2. New markets 3. New services 4. Alliances/Co-branding	SO strategies Leverage strengths to maximise opportunities = Attacking strategy	WO strategies Counter weaknesses through exploiting opportunities = Build strengths for attacking strategy
Threats – T 1. Customer choice 2. New entrants 3. New competitive products 4. Channel conflicts	ST strategies Leverage strengths to minimise threats = Defensive strategy	WT strategies Counter weaknesses and threats = Build strengths for defensive strategy

Strategy of UpoharBD: UpoharBD should use “WO” strategy where they could work for utilizing their opportunities and eliminating any weaknesses and keep growing their business as it is already quite established. So now they should try keep working on their opportunities to keep the brand name strong and try to eliminate any weaknesses and keep improving further to avoid any competitor business taking their place in the market. It will also help to build the strengths for attracting strategy.

3.3 Product Sourcing (Market research & analysis)

This is the third stage where I went for consumer research online. This research helped me to gain a broad idea about the types of gifts that consumers want. Marketing research is also a great way to build relationship with the customers. First of all the research has been done through an online campaign. This online campaign targeted two major area that UpoharBD wants to focus that is engagement and promotion. So with the help to engagement and promotion, it also served as a great research tool.

The main theme of our campaign was to generate ideas from all the comments that consumers are giving. So in the beginning I designed that what I will be giving as a gift who will win this contest. According to that, our graphics designing team created a poster for this research. Then I boosted this post or in other way I promoted this post in Facebook so that I can reach our targeted participants for this contest.

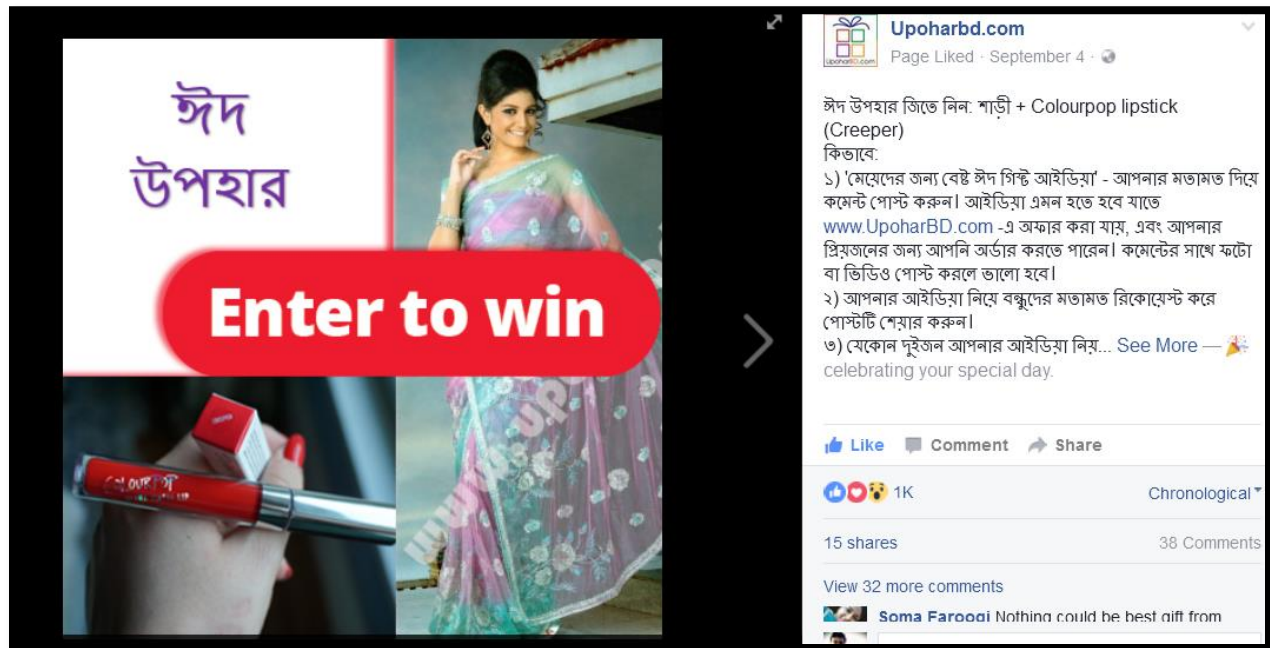


Figure 5: Campaign to getting idea of women gift

This is the post that is created for generating consumer's perception towards gifts for women. The theme of this campaign was to give an idea about gifts for women that is they need to give me some idea about what types of gifts will be suitable for our website.



Figure 6: Campaign of getting idea for kids' gift

This is the post that is created for generating consumer's perception towards gifts for kids. The theme of this campaign was to give an idea about gifts for kids that is they need to give me some idea about what types of gifts will be suitable for our website.



Figure 7: Paid & unpaid reach of kids' gift campaign

Through this campaign I were able to reach a total of 5,669 people out of which 81 responded to this post and this 81 comments are our sample size. The light orange part in the bar show the organic reach (2,441) out of total reach. And the deep orange part shows the paid reach which mean with \$3.00 I were able to reach 3,228 people.

Now I talk about the research outcome, it was very much helpful. As this research was a qualitative research where people will have open ended answers, so in this case I am not able to show any statistical outcome of this research. But I can share the gift ideas that I got from the research campaign. Branded and non-branded makeup sets, lipsticks, perfume, body care products and many more are the new additions in ‘Gift & Dress For Her’.

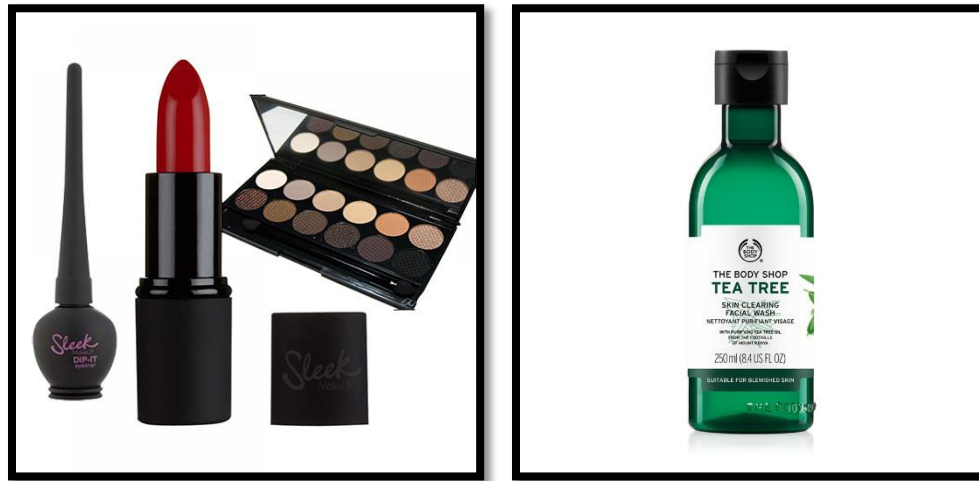


Figure 8: Women gift ideas of new products through campaign

Cartoon themed combo sets, scooty, soft toys, branded chocolates, colorful tent house and many more are the new additions in ‘Gifts Ideas For Kids’ section.



Figure 9: Kids' gift ideas of new product through campaign

This are some of the sample of products that customer wants. And based on their demand, I tried to put similar product in the website. Later on in this report, I will discuss about the product details that are currently uploaded in the website.

3.4 Web Content Development

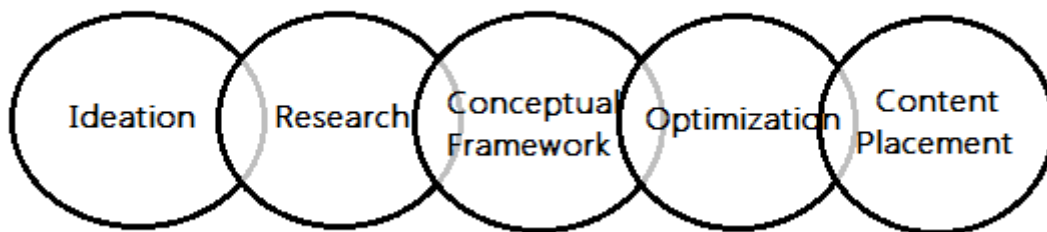
Creating a development process was my first task in UpoharBD. In the very beginning I was assigned to do a development chart which will be followed by me throughout this three months.

Web content development is the process of researching, writing, gathering, organizing and editing information for publication on websites. Website content may consist of prose, graphics, pictures, recordings, movies, or other digital assets that could be distributed by a hypertext transfer protocol server, and viewed by a web browser.

Content development is the lifeblood of website. In today's world, if anyone does not have good quality content on website then they will get passed up for someone else who does. Not only does it need to be good, it has to be relevant and up to date.

This is the whole process of developing a content in a website where the first step is to make sure that our planning and goals are fixed and well organized. And after that a research is mandatory to know that what products customer wants in that specific category. Research helps me to clear our confusion that which products should go to the website and which should not. Now as I have decided products that will be going in the website, so I need to introduce it to our consumers. And for this, a good content and SEO is mandatory for content development. In the last stage after finalizing and arranging all the contents, it is time to launch the product and go for a review.

Five stages of developing high quality web content



Ideation: There are several ways to get ideas for content that are not only catchy to the eyes of audience but are also seasonal and/or traffic-based keywords. Commenting on the campaign post is not only used for link building purposes but also for finding keywords for content. If I have a list of authority sites in my mind, I may want to visit once in a while to get some ideas.

One of my major task was adding new products in “Gift Ideas for Kids” section. To get ideas about what customers want as kids’ gift, I run a campaign in UpoharBD’s Facebook page. The campaign was like- give ideas of kids’ gift and win soft toys.



Figure 10: Photo of kids' gift campaign

The post reach was high without paid promotion. Like, comment and share are also high as well. I get so many ideas from comments of this post.

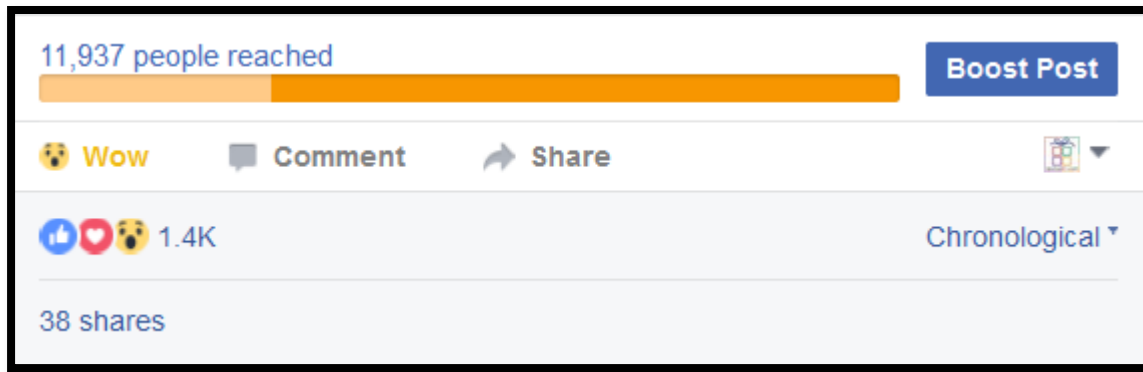


Figure 11: Reach of kids' gift campaign

Research: After the completion of idea getting process, I start to work with SEO (Search Engine Optimization). To do the SEO, firstly I work with researching keywords. Fortunately, the SEO Gods have given me an awesome free tool that tells me almost all of the information I need to make informed decisions about which keywords are best for our business. It's called the Google Keyword Planner.

Unlike the now-defunct Google Keyword Tool, the new tool has an entire suite of features that helps me identify a keyword's growing (or shrinking) popularity, filter out low-volume searches and create hundreds of keyword combinations in seconds.

So I select the keyword planner tool under Google AdWords and from the below figure I can see that I select 'gift for kids' as our product and 'Bangladesh' as our target region. From the second figure I see the result of the target product and target place.

Google AdWords Home Campaigns Opportunities Reports **Tools** Customer ID: 682-363-9471 rawnokbarsha@gmail...

Keyword Planner
Where would you like to start?

Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:
Your product or service
gifts for kids

Your landing page
www.example.com/page

Your product category
Enter or select a product category

Targeting **Bangladesh** Customize your search **Keyword filters**

Before you begin
[How to use Keyword Planner](#)
[How to see your organic data](#)
[Building a Display campaign? Try Display Planner](#)

Google AdWords Home Campaigns Opportunities Reports **Tools** Customer ID: 682-363-9471 rawnokbarsha@gmail...

Keyword Planner
Add ideas to your plan

Your product or service
gifts for kids **Get ideas** **Modify search**

Negative keywords

Date range **Show avg. monthly searches for last 12 months**

Customize your search **Keyword filters**

Keyword options
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Keywords to include

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
gifts for kids	10 – 100	Low	\$2.57	–	»

Show rows: 30 1 - 1 of 1 keywords

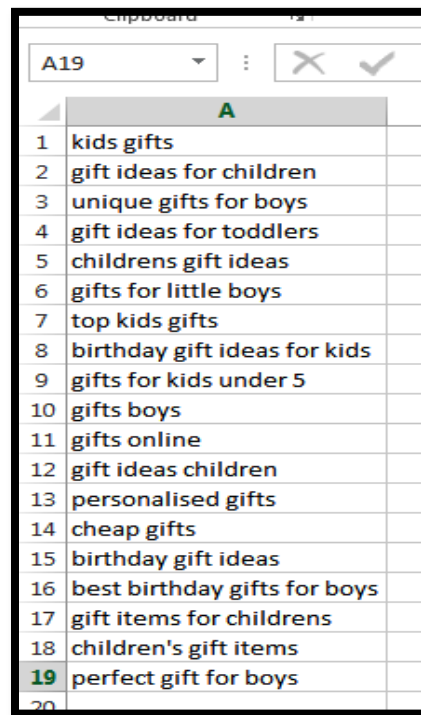
Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
kids gifts	10 – 100	Medium	\$0.18	–	»
gifts for boys	10 – 100	Low	\$0.88	–	»
gifts for girls	10 – 100	Low	\$0.66	–	»

Your plan is empty
Add ad group and keyword ideas from the table to your plan
+ Or start with an empty ad group

Figure 12: Keyword research through Google AdWords

Conceptual Framework: All the data/sources should be gathered at one place. This phase, “Conceptual Framework” would ensure that your content has a logical flow of information. Here

I gathered all the keywords favorable to customers in an excel sheet. With these keywords I formed our meta title and meta description so that customers will find our products easily.



	A	
1	kids gifts	
2	gift ideas for children	
3	unique gifts for boys	
4	gift ideas for toddlers	
5	childrens gift ideas	
6	gifts for little boys	
7	top kids gifts	
8	birthday gift ideas for kids	
9	gifts for kids under 5	
10	gifts boys	
11	gifts online	
12	gift ideas children	
13	personalised gifts	
14	cheap gifts	
15	birthday gift ideas	
16	best birthday gifts for boys	
17	gift items for childrens	
18	children's gift items	
19	perfect gift for boys	
20		

Figure 13: Most searched keywords for kids' gift

Optimization: Based on the list of keyword I have gathered earlier, pick up the best ones and use it to optimize our content. Make sure that I strategically use those texts to ensure that I am also passing value to our site's other content assets. I can also use those anchor texts for our content distribution efforts like guest posts.

UpoharBD has an exceptional layout for doing SEO. For this layout doing SEO for different product is super easy and stress-free.

Code:		
Category:		
Name:		
Price	Base(BDT):	Web (USD): ____ ; (BDT): ____
Description		
EN:		
BN		
Special Instruction		
Meta Title (40 char)		
Meta Description (150 char)		

Figure 14: Template for doing SEO

Here I have to add the image of the product first. Then the proper code, category, name and price have to be written. After that I have to write a proper description of the product both in English and Bengali. Then the special instruction which is not eligible for kids products. Lastly the most important things which are Meta title and Meta description. The Meta title is the HTML code that specifies the title of a certain web page. In coding, the Meta title is embedded at the header of a web page. Meta descriptions are HTML attributes that provide concise explanations of the contents of web pages. Meta descriptions are commonly used on search engine result pages to display preview leftovers for a given page.

Here are some SEOs I have done for UpoharBD –

Code:	kid04	
Category:	Gift Ideas For Kids	
Name:	Ben 10 Combo with Chocolates	
Price	Base(BDT):2000.00	Web (USD): ____ ; (BDT): ____
Description EN:	Ben Tennyson, a 10-year-old boy, discovers a magical device that can turn him into 10 different alien heroes, each with its own unique abilities, the most favorite cartoon character among all the kids. So we have made a package with Ben 10 themed items for kids. This package will go with – • A Ben 10 themed school bag. • A water pot. • A Ben 10 character printed ceramic mug. • A Ben 10 themed watch for kids. • Two small kinder joy. • A pencil box. The color of the bag will change based on availability. Best birthday gift for kids of all ages.	
BN		
Special Instruction		
Meta Title (40 char)	Buy birthday gifts for kids online in Bangladesh	
Meta Description (150 char)	Buy Kids Gifts Online in Bangladesh at lower price with BD's Largest Online Baby and Kids products Store. Order online for children and get free home delivery in Dhaka in any occasion.	

Figure 15: SEO of a kids' gift

Code:	pac124	
Category:	Gift Ideas for Kids	
Name:	Hulk with a M&M box and 2 kinder joy	
Price	Base(BDT):Tk.1120.00	Web (USD): ____ ; (BDT): ____
Description EN:	A Hulk Super Hero soft toy is enough to make a surprise any kids. This medium size (17"x8") soft toy is one of the best options for a kid birthday gift in Bangladesh. Cartoon and super hero characters are the most preferable gift for the kids. This hulk super hero soft toy will come with a green colored 200gm M&M box which is imported and also with 2 kinder joy chocolate. Exactly same products will be delivered from our own stock.	
BN		
Special Instruction		
Meta Title (40 char)	Order birthday gift for children online in Bangladesh	
Meta Description (150 char)	Order Superhero toys with chocolate online in Bangladesh. Best birthday gift for your children especially for boys. Get free home delivery with a reasonable price.	

Figure 16: SEO of another kids' gift

Content Placement: On page engagement is as important if not more important than attracting new visitors to your site. If our site doesn't deliver value and isn't authoritative and engaging I could lose your visitors interest.

I deliver relevant, informative and smooth flowing content, to capture interest and encourage the visitor to read on, with constant updates I can enjoy an ever increasing return visitor, who will not only read our content but could become educated as well Lead Generation making me an authority amongst our industry.

Content placement is not under my work. UpoharBD has employees especially for this section.

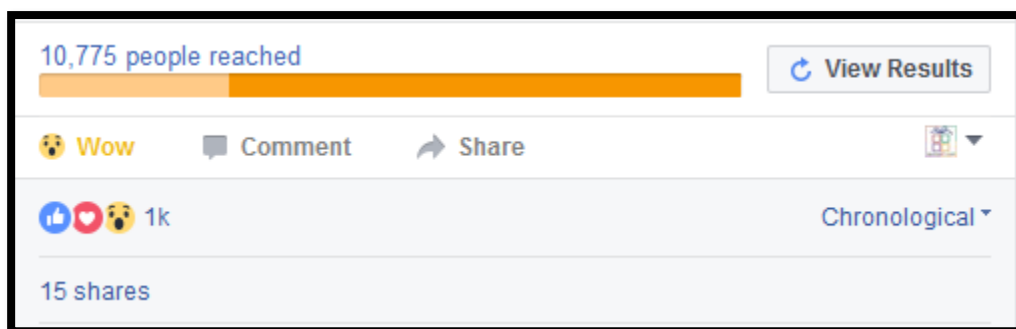
3.5 Digital Marketing of New Products

The following campaign was posted to get idea the new products idea of women section.



Figure 17: Campaign for getting ideas of women gift

Through this campaign I were able to reach a total of 10,775 people out of which 38 responded to this post and this 38 comments are our sample size. The light orange part in the bar show the organic reach 2,941 out of total reach. And the deep orange part shows the paid reach which mean with \$3.00 I were able to reach 7,834 people.



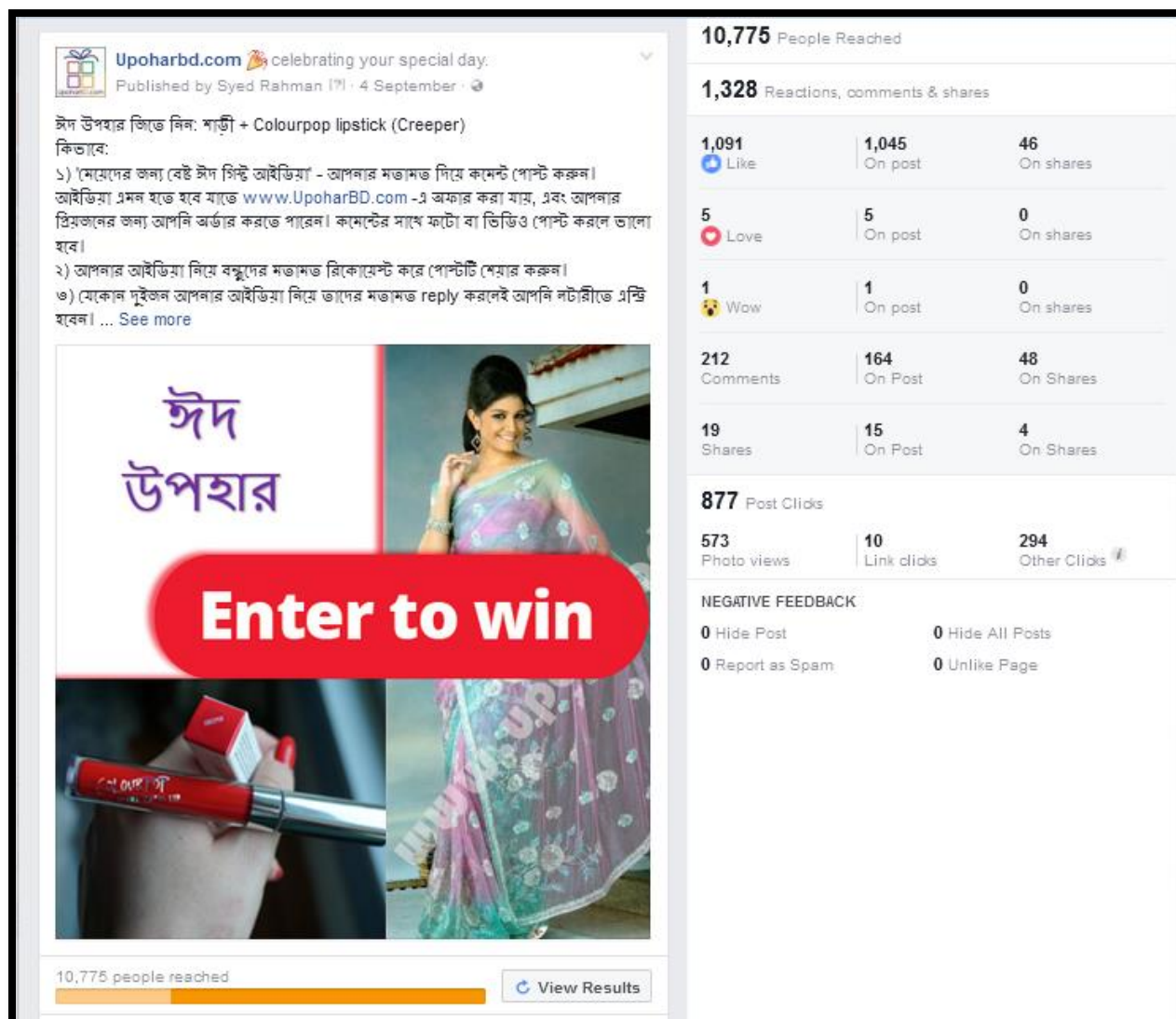


Figure 18: Reach of women gifts campaign

The following campaign was for getting the idea of books of people's choices and here I make the advertisement of newly launched aquarium in our website.



Figure 19: campaign of getting ideas of customers' book choice

Through this campaign I were able to reach a total of 15,353 people out of which 129 responded to this post and this 129 comments are our sample size. The light orange part in the bar show the organic reach 4,811 out of total reach. And the deep orange part shows the paid reach which mean with \$3.00 I were able to reach 10,542 people.



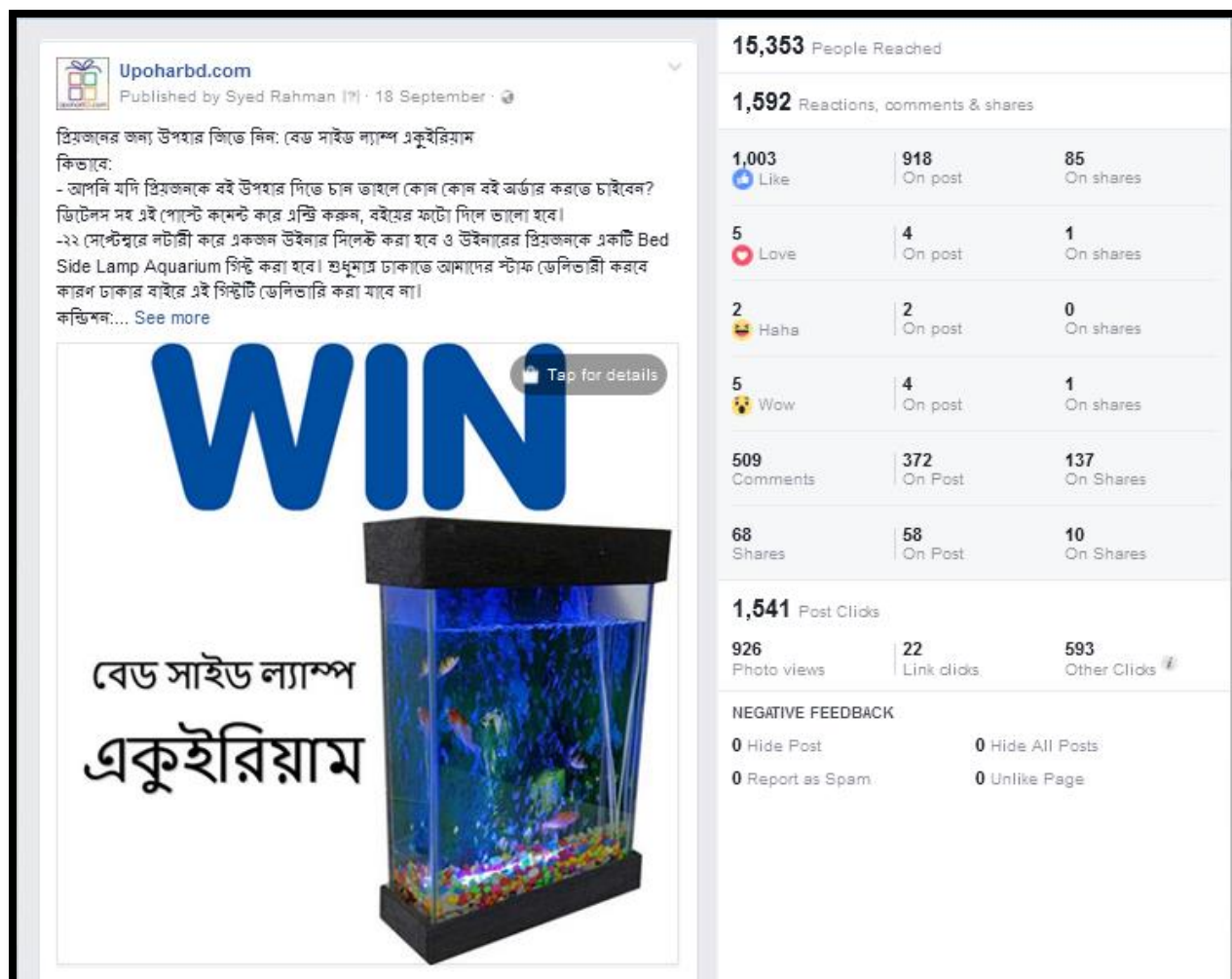


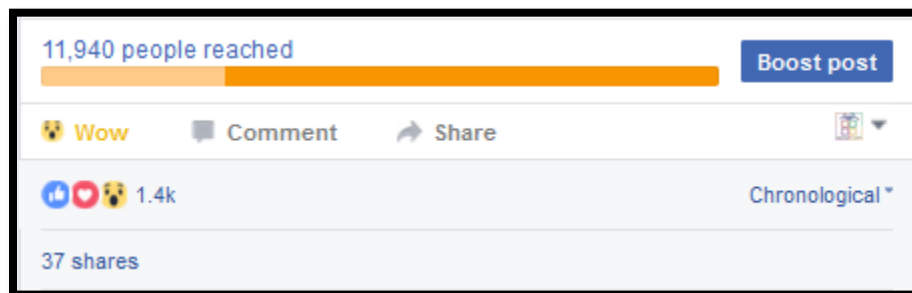
Figure 20: Reach of customers' book choice campaign

The following campaign was for getting ideas of the new products for kids section as that section was quite weak compared to UpoharBD's other section.



Figure 21: Kids' gift idea campaign

Through this campaign I were able to reach a total of 11,940 people out of which 92 responded to this post and this 92 comments are our sample size. The light orange part in the bar show the organic reach 3,235 out of total reach. And the deep orange part shows the paid reach which mean with \$3.00 I were able to reach 8,705 people.



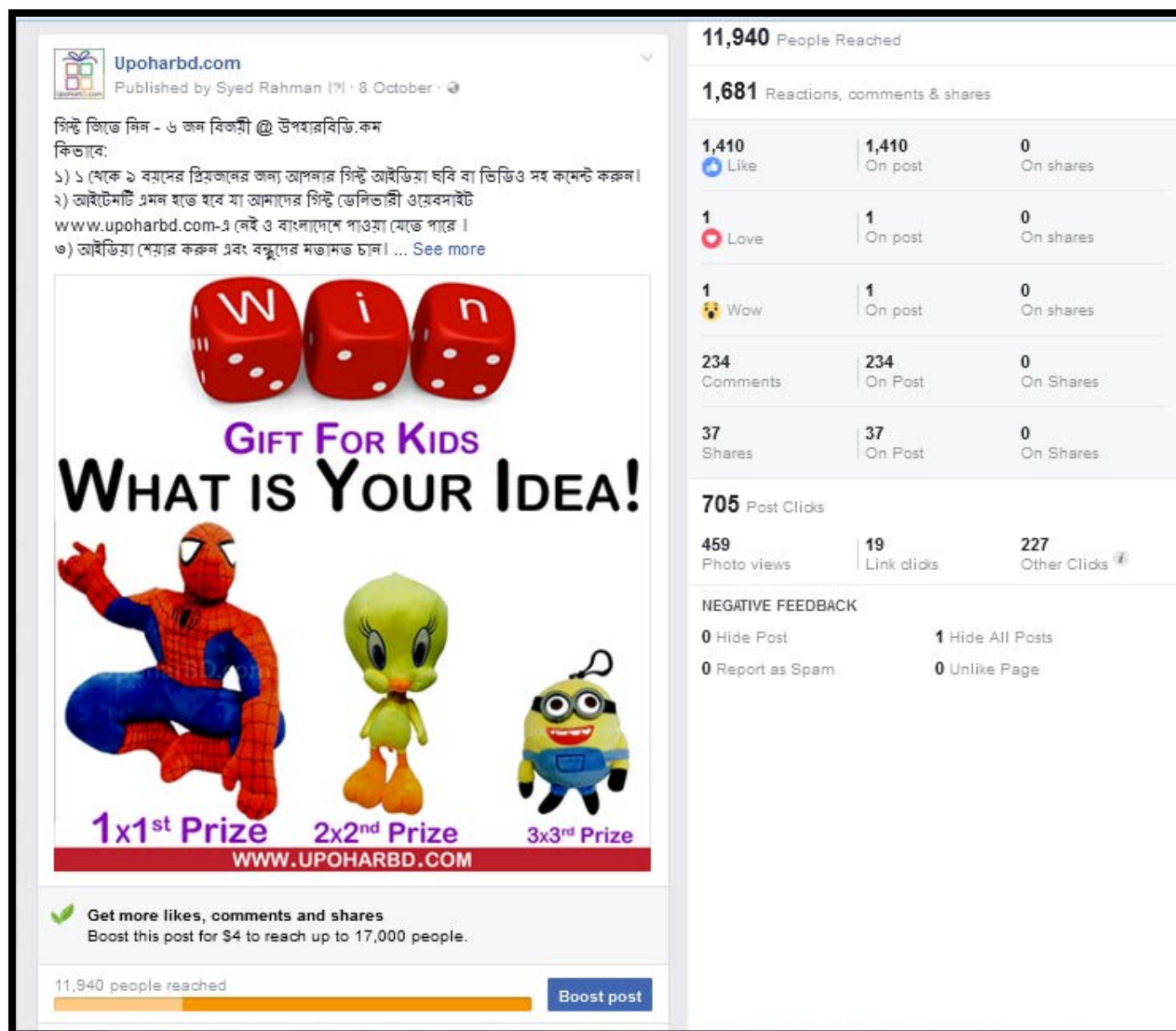


Figure 22: Reach of kids' gift idea campaign

The following campaign was for getting the idea of people's hobby and here I make the advertisement of newly launched product which is a lot of books in our website.



Figure 23: Campaign of getting attach with customers' hobby

Through this campaign I were able to reach a total of 12,319 people out of which 43 responded to this post and this 43 comments are our sample size. The light orange part in the bar show the organic reach 2,691 out of total reach. And the deep orange part shows the paid reach which mean with \$3.00 I were able to reach 9,628 people.



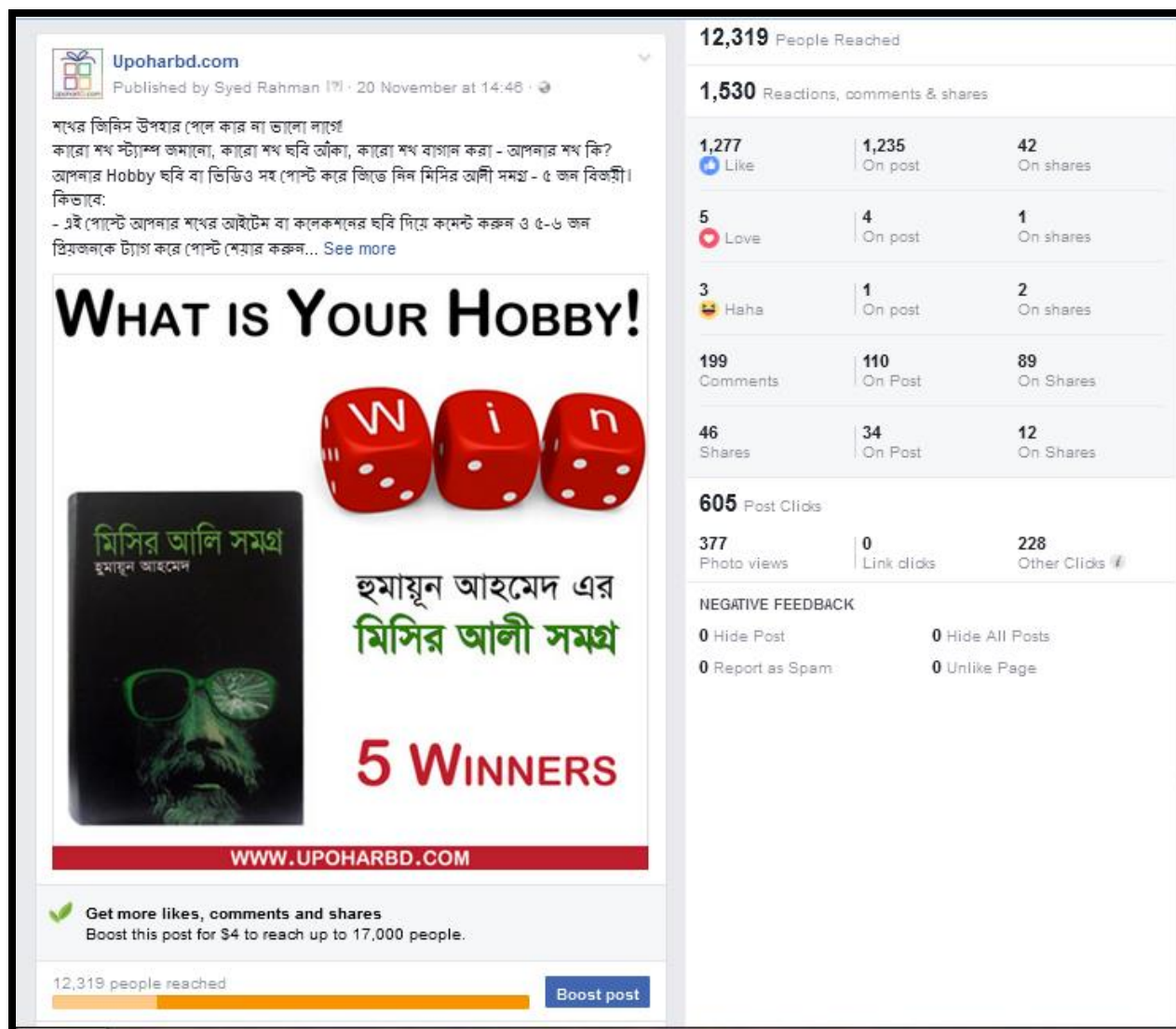


Figure 24: Reach of customers' hobby campaign

3.6 My Other Activities

Rather than doing market research, analysis, doing SEO of new products and managing campaigns I have done some additional works in UpoharBD in the back end of the website. UpoharBD adds greeting card wishes for every occasions while sending gifts to the customers. I have worked on this greeting card wishes section. I have added some new relations and occasions as well as some meaningful wishes in the UpoharBD's greeting card wishes section. Here are some examples of my work –

The screenshot shows the UpoharBD admin interface. The top navigation bar is red with the website URL 'www.upoharbd.com'. Below it, a status bar shows 'Logged in as: Barsha [Logout | Change Password]' and 'IPG MS Service Status: Port 1 Port 2 || 14 Nov 2016, 14:12 PM'. The left sidebar contains a list of navigation links including 'Navigation', 'Admin Home', 'Store Home', 'IPG MS', 'Bangla Typing', 'Operation Tracking', 'To Do', 'Cost of Sales', 'Photo Tracking', 'Requisition', 'Store Config', 'General Settings', 'Taxes', 'Countries & Zones', 'Currencies', 'Logo', 'Modules', 'Shipping Methods', 'Payment Methods', 'Affiliate Tracking', 'Alternate Checkouts', 'Languages', 'Module Installer', '3rd Party', 'Customer Tracking', 'Customer Sessions', 'Manual Payments', 'View Manual Payments', 'Add New Payment', 'Stock', 'View Offline Products', 'Add Offline Product', and 'Offline Categories'. The main content area is titled 'Greetings Card Wish' and contains a form for updating a wish. The form has the following fields: 'Relation' (My Mother), 'Occasion' (Apology), and 'Wish Title' (Apology for Mum). The 'Wish' field contains a poem: 'In this game of life / That we all have to play / We make our moves strategically / We watch what we do and say / If we're not careful / Not doing our very best / We can stumble and fall / And cause others to be stressed / Before I can walk again / I know I have to crawl / Forgive me for hurting you / Please, don't put up that wall / Please forgive me!!!'. An 'Update Wish' button is located at the bottom of the form.

Figure 25: Adding new wish 1

[Navigation](#)
[Admin Home](#)
[Store Home](#)
[IPG MS](#)
[Bangla Typing](#)
[Operation Tracking](#)
[To Do](#)
[Cost of Sales](#)
[Photo Tracking](#)
[Requisition](#)
[Store Config](#)
[General Settings](#)
[Taxes](#)
[Countries & Zones](#)
[Currencies](#)
[Logo](#)
[Modules](#)
[Shipping Methods](#)
[Payment Methods](#)
[Affiliate Tracking](#)
[Alternate Checkouts](#)
[Languages](#)
[Module Installer](#)
[3rd Party](#)
[Customer Tracking](#)
[Customer Sessions](#)
[Manual Payments](#)
[View Manual Payments](#)
[Add New Payment](#)
[Stock](#)
[View Offline Products](#)
[Add Offline Product](#)
[Offline Categories](#)

www.upoharbd.com

Logged in as: **Barsha** | [Logout](#) | [Change Password](#)

IPG MS Service Status: ■ Port 1 ■ Port 2 || 14 Nov 2016, 14:13 PM

Greetings Card Wish

Update Wish

Relation:

Just Friend

Occasion:

Birthday

Wish Title:

Birthday wish for friend

Wish:

You're a kind and generous person
 Who can brighten up one's days
 Bringing much joy to other's
 With your kind and thoughtful ways

You're a wonderful dear friend
 Who makes cares just disappear
 With your warm endearing smile
 Through out each day all year

That's why this greeting comes
 On your very special day
 To wish you all the best
 In a very endearing way

Happy Birthday

Update Wish

Figure 26: Adding new wish 2

4. Conclusion

UpoharBD is a trendsetter for the future online business prospects. It is the result of unique idea and professionalism. As our country has a rich culture and strong family bonding, so it makes me happy when I see our loving ones smile out of joy. By doing market research, analyzing those, launching new products and managing campaigns, I tried to put things together to achieve my goals and objectives. I examined the effectiveness of the marketing through different type of implementations. Not all the implementation was successful but most of them worked. Within this short period of time frame bringing the whole thing live was a great challenge as well. Hence I tried to increase the engagement rate of UpoharBD and earn some revenue to the company.

Working for UpoharBD was an amazing experience for me. Under the majestic supervision of experienced and knowledgeable mentor Mr. Syed Mahmudur Rahman I have learned a lot about digital marketing and implementing them in real life.

5. References

- (n.d.). Retrieved from UpoharBD: <http://www.upoharbd.com>
- Dave Chaffey, F. E.-C. (2006). *Internet Marketing Strategy, Implementation and Practice*. England: Pearson Education Limited .
- Peterson, S., Jaret, P., & Schenck, B. (2013). *Business Plans Kit For Dummies*. Hoboken: Wiley.
Retrieved from <http://www.dummies.com/how-to/content/how-to-calculate-market-share-for-your-business-ma.html>
- Rahman, S. M. (2015). Optimizing Digital Marketing for Generation Y: An Investigation of Developing Online Market in Bangladesh. *International Business Research*, 8(8), 150.
- Tampon, V. (2012-2016). *Digital Phillipines*. Retrieved from <http://digitalphilippines.net/content-development/>
- Rahman, S. M. (2015). Consumer expectation from online retailers in developing e-commerce market: An investigation of generation Y in Bangladesh. *International Business Research*, 8(7), 121.

6. Appendix

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Ad group	Keyword	Currency	Avg. Mont	Competiti	Suggestec	Impr. shar	Organic in	Organic av	In account	In plan?	Extracted	From
2	Seed Key	womens g	USD	10 – 100	0.22					N	N		
3	Keyword	l gifts for h	USD	10 – 100	0.15					N	N		
4	Keyword	l gift ideas	USD	10 – 100	0.15	2.13				N	N		
5	Keyword	l gifts for w	USD	10 – 100	0.22	0.06				N	N		
6	Keyword	l gifts for m	USD	10 – 100	0.11	0.08				N	N		
7	Keyword	l birthday g	USD	100 – 1K	0.36	0.21				N	N		
8	Keyword	l best gifts	USD	10 – 100	0.18	0.17				N	N		
9	Keyword	l gift ideas	USD	10 – 100	0.11					N	N		
10	Keyword	l gift ideas	USD	10 – 100	0.09					N	N		
11	Keyword	l christmas	USD	10 – 100	0.17					N	N		
12	Keyword	l christmas	USD	10 – 100						N	N		
13	Keyword	l christmas	USD	10 – 100	0					N	N		
14	Keyword	l presents f	USD	10 – 100	0					N	N		
15	Keyword	l birthday g	USD	10 – 100	0.28	0.54				N	N		
16	Keyword	l gifts for w	USD	10 – 100	0.22	1.14				N	N		
17	Keyword	l gifts for gi	USD	100 – 1K	0.16	0.83				N	N		
18	Keyword	l birthday g	USD	10 – 100	0.12	0.09				N	N		
19	Keyword	l presents f	USD	10 – 100						N	N		
20	Keyword	l great gifts	USD	10 – 100	0					N	N		
21	Keyword	l top gifts fi	USD	10 – 100						N	N		
22	Keyword	l unique gif	USD	10 – 100	0.29					N	N		
23	Keyword	l gift ideas	USD	10 – 100	0.35	1.53				N	N		

Figure 27: CSV file of women gift

Keyword Planner 2016-12-28 at 10_31_15.csv [Read-Only] - Excel (Product)

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

Cut Copy Paste Format Painter Clipboard

Calibri 11 A A B I U Font

Wrap Text Merge & Center Alignment

General \$ % , .00 .00 Condition Formatting Number

A1 Ad group

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Ad group	Keyword	Currency	Avg. Mont	Competiti	Suggestec	Impr. shar	Organic in	Organic av	In account	In plan?	Extracted	From
2	Seed Key	kids gifts	USD	10 – 100	0.29	0.11				N	N		
3	Keyword	gifts for ki	USD	10 – 100	0.29	1.37				N	N		
4	Keyword	gifts for b	USD	100 – 1K	0.16	0.18				N	N		
5	Keyword	gifts for gi	USD	100 – 1K	0.16	0.83				N	N		
6	Keyword	gifts for ch	USD	10 – 100	0.2	0.09				N	N		
7	Keyword	personaliz	USD	10 – 100						N	N		
8	Keyword	cool gifts	USD	10 – 100						N	N		
9	Keyword	childrens	USD	10 – 100	0.42	1.31				N	N		
10	Keyword	christmas	USD	10 – 100	0.21	0.02				N	N		
11	Keyword	christmas	USD	10 – 100	0					N	N		
12	Keyword	personalis	USD	0 – 10						N	N		
13	Keyword	present	USD	10 – 100						N	N		
14	Keyword	personaliz	USD	0 – 10						N	N		
15	Keyword	christmas	USD	0 – 10						N	N		
16	Keyword	present	USD	10 – 100						N	N		
17	Keyword	gift ideas	USD	10 – 100	0.18					N	N		
18	Keyword	gift ideas	USD	10 – 100	0.25	0.09				N	N		
19	Keyword	kids prese	USD	10 – 100						N	N		
20	Keyword	best gifts	USD	10 – 100	0.14	0.01				N	N		
21	Keyword	personalis	USD	10 – 100						N	N		
22	Keyword	boys gifts	USD	10 – 100	0.07	0.09				N	N		
23	Keyword	birthday g	USD	10 – 100	0.23	0.06				N	N		
24	Keyword	birthday g	USD	10 – 100	0.23	0.06				N	N		

Keyword Planner 2016-12-28 at 1

READY

Figure 28: CSV file of kids' gift

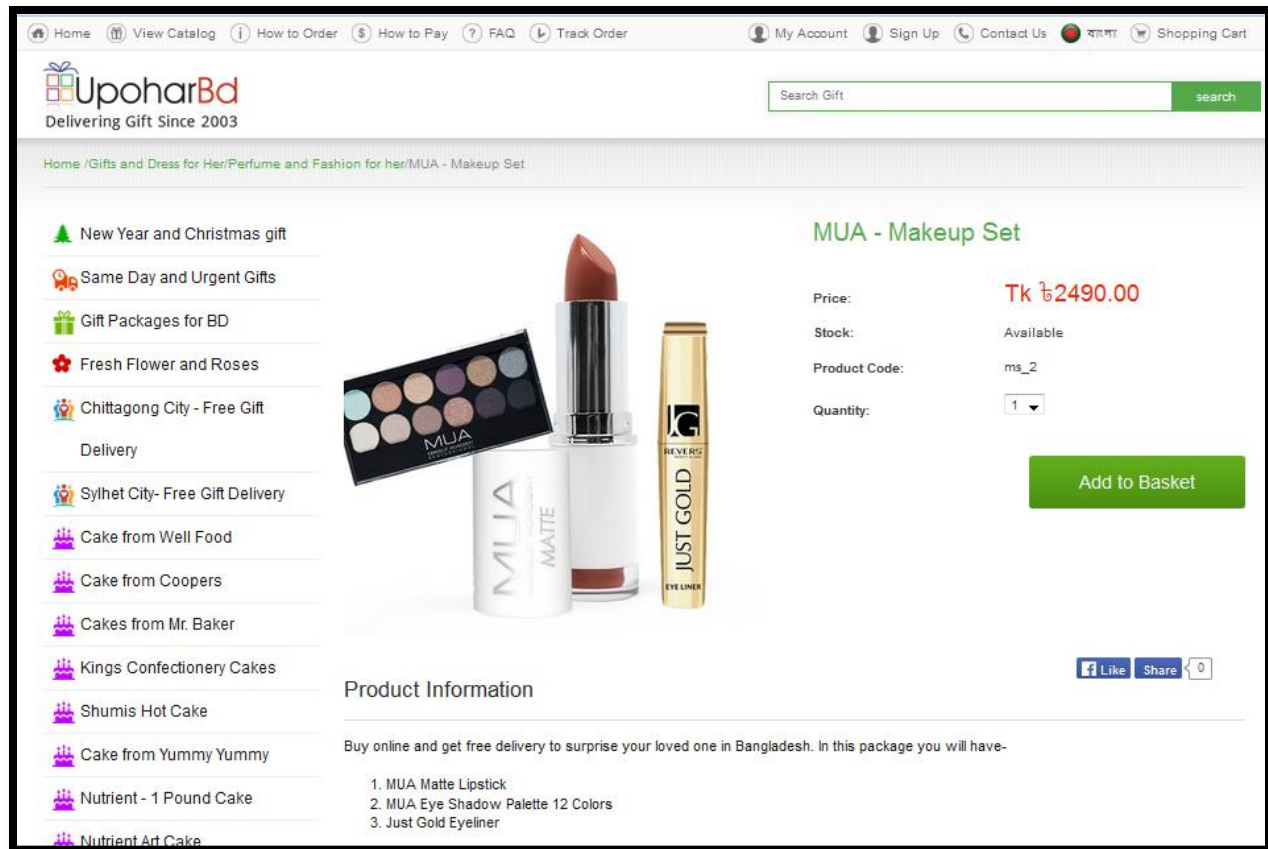


Figure 29: Example of newly added product 1

[Home](#)
[View Catalog](#)
[How to Order](#)
[How to Pay](#)
[FAQ](#)
[Track Order](#)
[My Account](#)
[Sign Up](#)
[Contact Us](#)
বাংলা
[Shopping Cart](#)



[Home](#) / [Gifts and Toys for Kids/Kids Learning Materials](#) / [Frozen Backpack](#)

New Year and Christmas gift

Same Day and Urgent Gifts

Gift Packages for BD

Fresh Flower and Roses

Chittagong City - Free Gift Delivery

Sylhet City- Free Gift Delivery

Cake from Well Food

Cake from Coopers

Cakes from Mr. Baker

Kings Confectionery Cakes

Shumis Hot Cake

Cake from Yummy Yummy

Nutrient - 1 Pound Cake

Nutrient Art Cake

Frozen Backpack



Price:

Tk ৳1595.00

Stock:

Available

Product Code:

school_gift

Quantity:

1

Like

Share

1

Product Information

Walt Disney Picture presents Frozen, the most favorite movie to the kids and the characters of the movies are more appalling to them. So give them their gift at any occasions.

This package will go with -

1. A Frozen character designed school bag
2. A water pot
3. A tiffin box

Figure 30: Example of newly added product 2

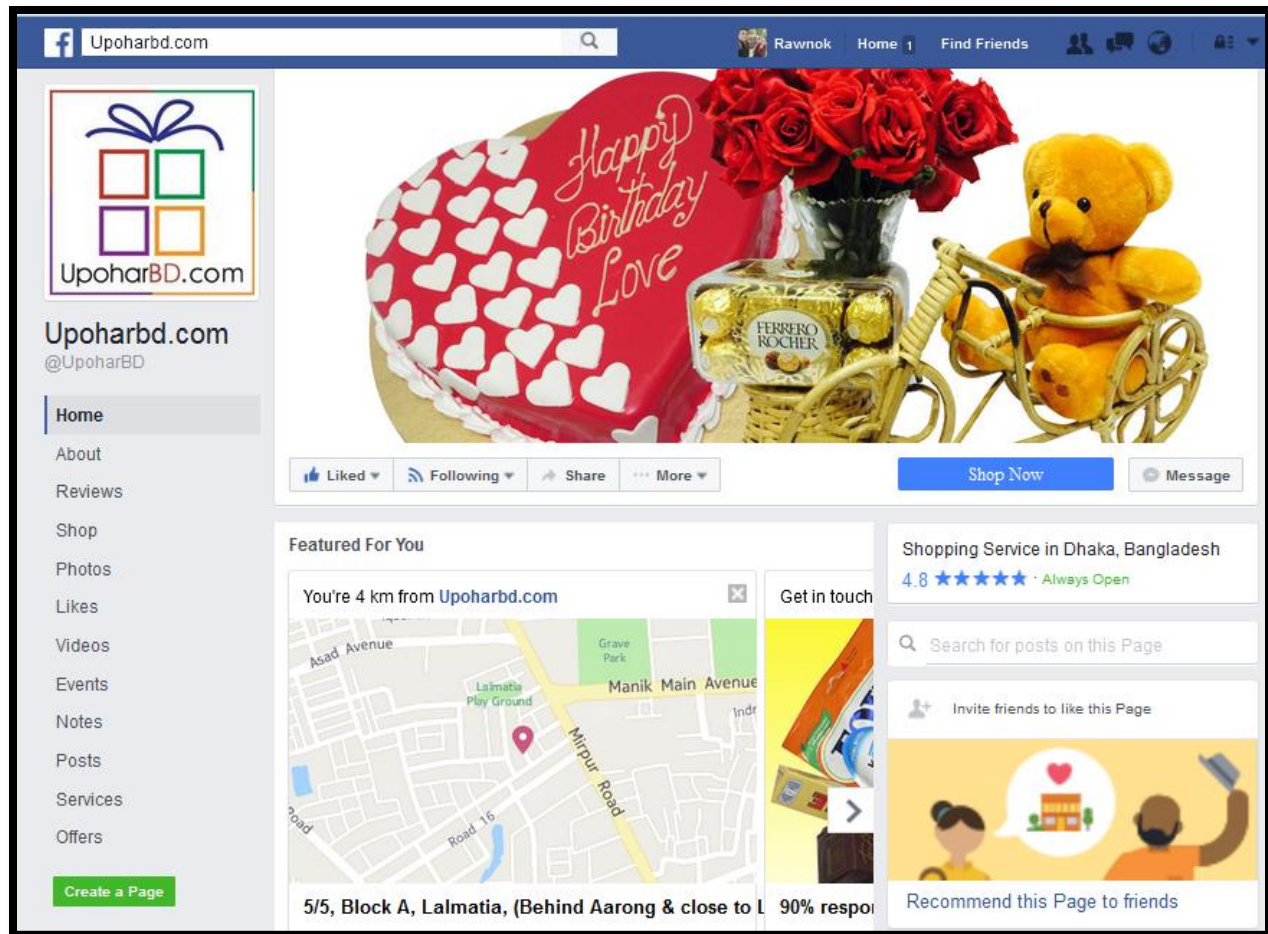


Figure 31: UpoharBD's Facebook page