

Report On
Analyzing Social Media Marketing Strategies: from the practices of
VISAThing.

By
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19304051

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

BRAC Business School
Brac University
July, 2025

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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:

Sadaf Bin Mamun
19304051

Supervisor's Full Name & Signature:

Riyashad Ahmed
Assistant Professor, Brac Business School

Letter of Transmittal

Mr. Riyashad Ahmed
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Report on the Analysis of Social Media Marketing Strategies: from the practices of VISAThing.

Dear Sir,

I would like to thank you for your support to prepare my internship Report on “Analyzing Social Media Marketing Strategies: from the practices of VISAThing”. The report is a prerequisite for completing my Bachelor of Business Administration at Brac University, Bangladesh. The internship program has allowed me to enrich my theoretical knowledge through practical exposure of marketing activities of some business.

I, hope, you will assess my report considering the limitation and mistake of the study and I would also like to thank you for your continuous guidance and support.

Sincerely yours,

Sadaf Bin Mamun
ID: 19304051
BRAC Business School
BRAC University
Date: July,17th, 2025

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between [Name of Company] and the undersigned student at Brac University.....

Acknowledgement

My deepest appreciation goes to my supervisor (Assistant Professor) Mr. Riyashad Ahmed Sir from BRAC Business School at BRAC University together with Co. Supervisor (Assistant Professor) Mr. Saif Hossain Sir from BRAC Business School at BRAC University for guiding me throughout this internship report work. VISAThing presented me with an internship position which let me build corporate experience while I also showed appreciation for this business opportunity.

On-site at VISAThing my supervisor guided me through important tasks while they showed me how the organization works as a professional company. The experienced guidance from professionals played an essential role in enhancing my learning during this experience. Social media marketing strategies became accessible to me during my internship allowing me to gain superior knowledge about actual business management.

VISAThing's senior personnel along with the management team devoted their busy schedules to answer my questions while providing essential knowledge that helped develop my professional abilities. The consistent support provided by these employees through my internship period enabled me to link academic concepts to real-world business practice models.

My business education has been strengthened by the practical experience received at BRAC University which advanced my self-development.

Executive Summary

The report originated as a result of my internship program that I have completed as a requirement of the BBA program of Brac University. This report is solely based on my internship experience of three months at VISAThing. This report has been prepared on the basis of social media marketing of VISAThing. This report is divided into three different chapters. The first chapter of the report contains the overview of the author's internship at VISAThing which is a member of the YTM group. In addition, in the second chapter of the report, the author focuses on the background information of VISAThing. For example, history, goals and objectives, mission and vision. In chapter two the departments of the company are also mentioned. In addition, a SWOT analysis was done to determine the company's strength, weakness, opportunities, and threats in the advertising sector. Furthermore, industry competitive research is also conducted using Porter's Five Forces model. Duties and responsibilities as an internee. Also, social media marketing activities, findings and analysis will also be there. Lastly, after all the analysis, a few problems that are found during the internship period, will be discussed in findings of the report chapter and finally some recommendations will be shared for the betterment of the social media marketing of VISAThing.

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Sadaf Bin Mamun

ID: 19304051

Program: Bachelor of Business Administration

Major: Marketing

Major: E-Business

1.2 Internship Information

1.2.1 Internship Basic Information

Period: 2nd March 2024 to -2nd July 2024 (4 months)

Company Name: VISAThing LLC.

Department: Marketing Department.

Address: Level 05, Tropical Maanco Tower, Gulshan-Badda Link Road, Gulshan, Dhaka, Bangladesh, 1212

Working Hours: Sunday to Thursday, 9.30 AM- 6.30 PM

1.2.2 Internship Company Supervisor's Information

Name: Md. Bockther Uddin Bhuiyan

Position: Senior Operation Officer

1.2.3 Job Scope

Job Description

The work of an intern involved supporting company officers and employees as well as providing assistance to reduce their workload during three months of twelve weeks.

Job Responsibilities

All corporate leadership responsible for my learning of corporate knowledge provided me with guidance during my internship at VISAThing. The essential skills acquired during internship time include the following important points:

1. The organization executes database marketing alongside email and social media advertising and display advertising projects.

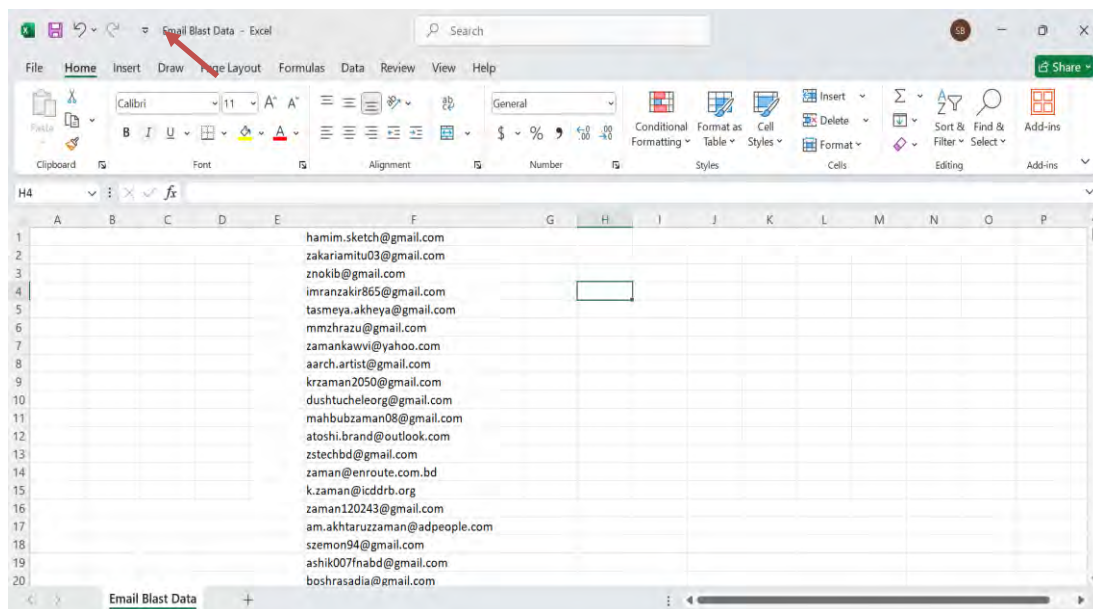


Figure 1: Excel sheet for email boosting Data.

- Contracted with others to create and deploy marketing initiatives that focused on particular market segments.
- The team worked on separating client information for creating personalized marketing contacts that achieved effective communication through digital platforms.

2. The development of an active social media platform forms an important aspect of business strategy.

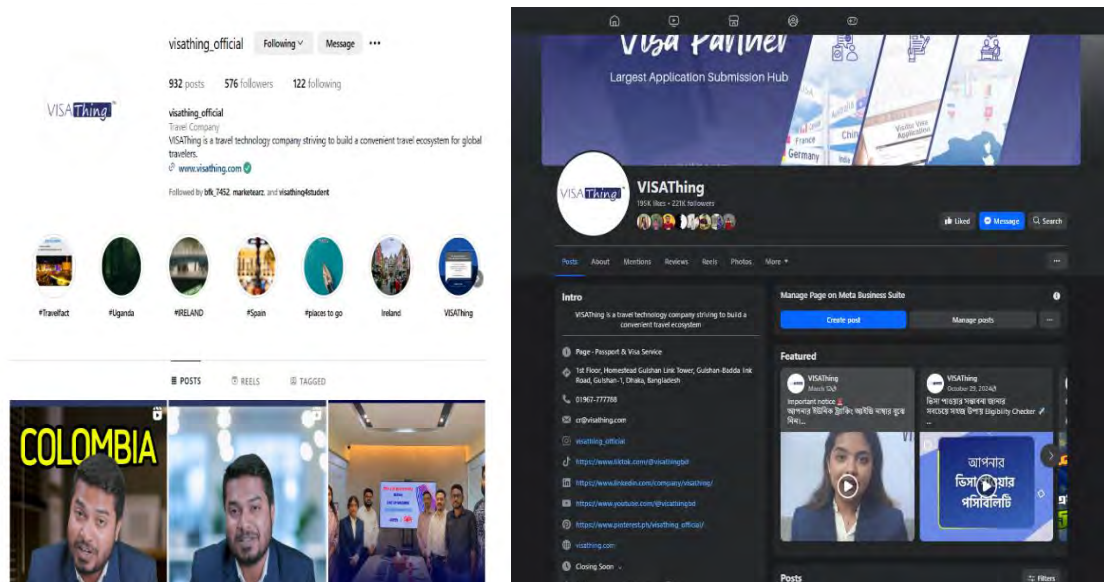


Figure 2: VISAThing's Facebook and Instagram landing page.

- Enhanced VISAThing social media content development by creating and sharing post materials.
- A review system was developed to respond to followers' comments so that interaction with the platform could be maintained.

3. Creating and Maintaining Client Relationships

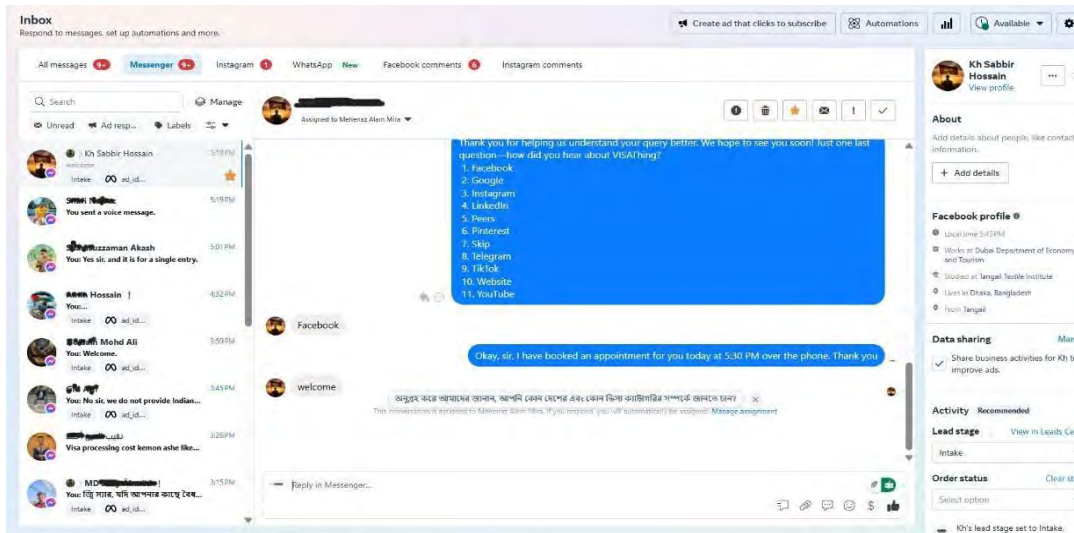


Figure 3: Attending clients query on Meta Business Suite.

- I handled client inquiries going through social media and both email and direct message channels.
- The team received my support in sustaining client relationships by delivering prompt and useful information.

4. Maintaining active social media operations on all its digital platforms.



Figure 4: Campaign Poster

- Ensured consistent posting schedules and visual branding across platforms like Facebook, Instagram, and LinkedIn.
- Together we developed VISAThing content that matched its tone and strategic direction through the creation of success stories and visa updates with promotional campaign materials.

5. Organization tracks and reports specific data from our digital marketing campaign operations.

- I evaluated essential performance indicators that included audience involvement rates and user click-through patterns together with conversion statistics.
- The team produced recurring reports showing marketing performance results together with enhancement recommendations.

6. Researching New Online Media Opportunities

- A systematic evaluation of new digital marketing platforms and enhancement tools occurred to strengthen the existing strategy.
- The team evaluated potential applications of emerging technologies through proposals which incorporated artificial intelligence in content personalization while automating tasks.

7. Social media engagement efforts alongside brand awareness programs across social media platforms.



Figure 5: Social Media banner on Visa Updates.

- Worked on developing content materials including social media posts captions and visuals which appeal to our target consumers.
- I showcased VISAThing's distinctive service portfolio which included both Express Visa Consultation and visa processing without complications.

8. Content marketing approaches at various organizational levels

- I collaborated with other staff to establish informative content which motivated viewers through blogs and videos and social media outlets.
- The content received SEO optimization which improved website organic traffic at VISAThing.

9. The contact database management while contributing to activities that generate leads.

I maintained the client contact details within our database by organizing their information for better operational efficiency.

- The team member joined lead attraction and lead nurturing campaigns that delivered consistent flows of potential clients to the business.

- The internship experience enabled hands-on learning across digital marketing and client relationship management that also developed professional abilities for working with others and analyzing situations and being creative.

1.3 Internship Outcomes

1.3.1 Student's Contribution to The Company

During my time at VISAThing, having been interned there as an intern, I had taken part very actively in the process of digital marketing and client engagement within the company; and in the cause of this, I ran the social media campaigns, kept the company online presence on a stride, and came up with unique and captivating content appropriate to the brand image of the organization. The support of email marketing initiative and lead generation activities on acquisition of new clients as well as keeping in touch with the clients through emails was also done by me. For the ongoing campaigns, I have contributed both on my side of research and ideas such as influencer collaborations, SEO optimization, etc. to the campaigns, thus ensuring that I added value to the campaigns. I looked at the performance of one or two campaigns. This allowed me to have details to some reports and suggest ideas for the actions for supporting in a decision.

1.3.2 Benefits to the student

My internship at VISAThing has helped me interact with my own personal as well as professional growth. Below are some of the advantages that I have elucidated that came from the experience:

Real-World Experience

Being offered an internship in real world of the digital marketing and client relations. I was additionally associated with showing the execution of promoting plans, web based life stages and imparting with our clients. This thing that made practicality of the application of marketing

theories so easy to understand it almost turned into a connection between practicability and academic knowledge.

Skill Development & Confidence Building

During the course of internship, I had to excel on a variety of skills such as, content creation, campaign planning, database administration and analytical reporting. It made my technical knowledge better as I learnt professional tools that could best suit to digital marketing and performance analysis. And on top of that, I was able to take up tasks in my professional life and finish them and was rewarded to do so until I gained confidence in my methods and was able to provide a better asset to the company work based.

Networking Opportunities

The internship was great in the sense as I had the opportunity to work with colleagues from top professionals as well as external partners including the agencies and influencers. Additionally, these interactions enabled me to make contacts that will be useful to my future career. Besides, my personality and communication skills are an added advantage that I got while interacting with a supportive and collaborative team environment.

Knowledge About the Industry

Internship helped me to dive deep into the beliefs and arrangement of visa consultancy and travel industry. I learned about the visa application process, about what a client wants or may have not, and how to use marketing to solve a pain point. In addition to this I also learned about ongoing trends in digital marketing and how they can be effectively used in this niche service oriented business like VISAThing.

1.3.3 Difficulties During Internship Period

The time I spent at VISAThing proved to be enriching even though it forced me to deal with multiple obstacles that assessed both my flexibility and problem-solving abilities. The internship period presented several main obstacles that included:

1. Balancing Multiple Responsibilities

During my internship period I handled every aspect starting from social media management to campaign performance evaluation. Finding equilibrium among various jobs under urgent deadline constraints presented significant difficulty for me initially although it taught me essential time-management skills and importance of setting priorities effectively.

2. Limited Industry Knowledge

When my internship started, I possessed almost no knowledge regarding both visa consultancy operations and the travel sector. Mastering the visa processing methods along with client demands as well as company industry terms required extended study time.

3. Adapting to Corporate Dynamics

Moving from an academic year to an office career required major readjustment during this period. The proper observation and work on professional communication together with workplace etiquettes and their match with operational style at the company became essential.

4. Navigating New Tools and Technologies

I had no experience working with the social media scheduling tools and data analysis platforms as well as campaign tracking platforms because they were different from anything I had used previously. I learned effective ways to work on these new interfaces by mastering their functionalities while developing my ability to meet deadlines through effective client expectation management.

5. Handling Feedback and Constructive Criticism

The process of receiving feedback for my work became challenging because it showed my mistakes. I trained myself to view feedback as a path to better myself while refining my abilities to generate excellent work outcomes.

6. Limited Creative Freedom

The marketing campaign imposed strict boundaries at some points that restricted me from using my creativity freely. The situation demonstrated why individual creativity must be directly linked to organizational objectives.

1.3.4 Recommendations

Comprehensive Onboarding Program:

A detailed onboarding program helps the future interns in adapting to it much faster. An orientation regarding the visa consultancy industry, guide to company tools and processes and training on important skills could be included in this program. This would ensure that the interns could start up contributing from day one of it.

Opportunities for Creative Input:

Offering interns a chance to add their innovative thoughts to campaigns or tasks generates both innovation and motivation. Allowing interns to take untidy ownership of whole small projects or encouraging brainstorming sessions would give them the confidence and buy in.

Chapter 2: Organization Part



2.1 Introduction

In this chapter I will write about the company I did my internship at—his organization & its operational functions and elaborates on his financial, marketing and managerial practices during my internship tenure (March to June 2024).

In the country, there is the leading visa processing center known as VISAThing which is known to provide reliable and fast visa solutions to organizations and individuals. The company provides tourist, business, and corporate visa assistance as well as the assistance to urgent visa applications through its Express Visa Consultation. Being a trusted partner in streamlining the visa application process and meeting embassy visa requirements, VISAThing is popular in ensuring hassle free travel planning.

I worked as an intern where I had a chance to work hand on hand with a team and see how VISAThing runs whether in managing client interactions or executing marketing strategies that can make use of services offered. Through this experience, I gained a valuable understanding about the company's methods for taking the value to its clients and the way that the company has held on to the top position as the visa processing center in the country.

2.2 Company Overview

VISAThing was originally under the umbrella of YTM plc, a Business Innovation Hub that designs and develops innovative business models to catalyse the growth of tourism and commerce. YTM was promoting startups and entrepreneurs to help their ideas come to life. Its

ventures included VISAThing, Marketearz, Cookants, VISAThing for Student, Cookants Fresh, and Uniclient.

Back in 2013, there was a vision of providing streamlined and professional visa consultancy services so as to tackle the issues faced by the travelers with inadequate or mistaken applications. Most of the applicants were refused visas because they did not get guidance as they expected or did not know how the process works. Such issues are certainly standardized by VISAThing with their attempt to offer reliable and comprehensive visa processing and consultancy services in accordance with embassy standards.

All YTM ventures closed up over time and eventually merged into one single entity called VISAThing Global LLC, which is testimony to the company's intention to provide its consolidated and professional services. The company now owns VISAThing Global LLC that remains as the leading visa processing center in the country which offers support for the tourist, business, and corporate visas with a customer centric approach.

However, through utmost accuracy, efficiency, and professionalism, VISAThing has achieved a reputation as a leading name of the industry for both individual and for organizational needs that help these in the vision of a digitally connected and globally recognized Bangladesh.

2.3 Management Practices

2.3.1 Organizational Structure of VISAThing

VISAThing is a private limited company starting from being set up under a limited company called Your Trip Mate Ltd, and then subsequently proceeding on with its own. Having served us for several years, it has become the leading visa consultancy service provider in Bangladesh that offers hassle free visa processing for individuals and corporate clients. The company has a hierarchical structure that makes the decision making as well as workflow management an efficient process.



2.3.2 Organizational Division of VISAThing

VISAThing adopts the centralized approach of decision making where the major business strategies are initiated by the top management. Nevertheless, for efficient and specialized service delivery, daily operations are taken care of by different departments.

The following departments make VISAThing core:

Visa Processing & Consultancy Department

- VISAThing's core function is to oversee client applications, their verification documents and liaison with embassies.
- Clients receive correct information on the visa policies and the application procedures as one of the dedicated team of visa consultants is always ready to help.
- This department also deals with complex cases that need additional documentation or embassy approvals.

Legalization & Documentation Department

- Document authentication is about attestation and legalization for visa application.
- Ensures that documents meet international standards by working with embassies, high commissions and government agencies.

Marketing Department

- The individual will develop branding strategies as well as execute social media campaigns and create partnerships with influencers.
- Through promotional management services the company conducts targeted advertising campaigns and email campaigns.
- The company refreshes client information for visa rules and provides testimonials along with travel advice.

Customer Service Department

- Receives client inquiries through phone calls, email, social media and in person visit.
- Advises about procedures for application of visa and assists in resolving the problems of clients regarding visa application.
- Client management (CRM) system is maintained to provide a personalized and efficient customer service.

Finance & Accounts Department

- Some of the services that will be handled by the manager include the ones relating to the management of service fees, financial transactions, compensations and company expenses.
- Helps the organization plan and control costs to keep the budget under control and maintain adequate budgetary stability.
- Further on, each department is broken down into specialized teams that are led by a team leader or department head to ensure smooth and efficient running of all operations.

IT Department

- Build and manage the company official website.
- There are both backend and frontend developers who continuously work for the betterment of our website.

2.3.3 Organizational Leadership Style

VISAThing uses a participative-democratic leadership structure that unites team-based decision-making with established performance standards. The management system brings workers and their superiors into a unified direction which creates space for enhancing customer service and visa processing. Key features include:

1. Outcome-Oriented Culture

- The organization monitors results against specific performance indicators that demand both client maintenance levels to reach 85% by 2024 and reduced approval times for visas by 15%.
- The workforce completes specialized visa and digital tool education adding up to more than 80 hours which trains staff for independent problem resolution related to organizational targets.

2. Structured Feedback Mechanisms

- The department heads meet staff members twice a month to maintain collaborative relationships between different departments. All major choices including budget decisions and content planning approvals need confirmation through Slack survey systems or team polls.
- The company uses quarterly sessions called town halls to distribute performance metrics including social media engagement figures and financial targets to the entire staff base to enhance openness between departments.

3. Hierarchical Efficiency

- The reporting structure features two levels that let frontline staff communicate concepts directly to senior executives.
- The team lead maintains responsibility for developing strategies that focus on each platform including Facebook campaign and student visa content.

VISAThing achieved market leadership in Bangladesh's visa consultancy field through its leadership framework that resulted in 25% annual social media growth and retained 95% of its workforce.

2.3.4 Human Resource Process

The Human Resource Department of VISAThing leads recruitment operations and supervises staff management and operates workplace policies. The structured HR process helps the company hire suitable talents for desired positions.

Recruitment & Selection Process

- The department heads contact the Human Resources department for reporting open positions that need filling.
- The HR department uses online platforms for job posting and evaluates all submission materials from job candidates.
- Shortlisted applicants enter a two-step hiring procedure that begins with team discussions and ends with separate meetings led by HR personnel and department leaders.
- Company decisions about hiring new staff depend on how well candidates match qualifications as well as their experience level and their skills at meeting organizational goals.

Training & Development

- The orientation programs for new employees incorporate instructions about visa regulations together with company policies.
- The company keeps employees informed about visa policy changes as well as service excellence practices and technology through regular educational meetings.

Performance Evaluation & Appraisal

- The company follows Key Performance Indicators that measure processing speed and customer satisfaction with staff service precision.

- Through quarterly performance evaluations workers have the chance to establish targets and improve abilities while getting useful feedback from their supervisors.
- Positive performers receive rewards through organizational incentives and additional bonuses in addition to career advancements.
- Labor law compliance together with employee well-being is the domain of the HR department while they work to develop a constructive workplace atmosphere.

2.3.5 Organizational Development and Employer Branding

VISAThing focuses on employee growth in addition to corporate branding because these efforts make it both an impressive workplace and a distinguished leader in visa consultancy. VISAThing has established vital projects to reach its goals which involve:

Workplace Culture & Innovation

- The company enables employees to feel responsible for their tasks along with the freedom to decide and bring novel suggestions for improvement.
- The organization conducts periodic brainstorming meetings to enhance customer service and product services.

Learning & Career Development

- The company provides workers access to professional growth opportunities that include visa policy training together with marketing and leadership training.
- Strong employees with potential receive company support in their professional advancement and possible promotions.

Employee Engagement & Motivation

- The company maintains an open-door system where staff members have complete freedom to express their problems and propose suggestions.
- The company maintains employee motivation through team-based activities together with annual events and performance-oriented recognition practices.

Work-Life Balance & Employee Support

- VISAThing implements working arrangements along with health programs which support physical and mental well-being of their employees.
- The company extended financial aid combined with remote work potential as safety measures during the COVID-19 crisis.

2.4 Marketing Practices

At the core of VISAThing's marketing strategy is the solution of complex travel problems with the aid of innovative technology. By alternative means, the company has positioned itself more as a trusted travel partner than just as a visa service provider.

Information-centric strategy:

At the core of VISAThing's approach is the development of the largest visa database in Bangladesh (www.VISAThing.com). One of the strategic purposes it fills is to close the critically missing information gap that hampered Bangladeshi travellers hitherto, to put the company in position as a repository of information, and to attract for the organic traffic through search engine optimization. This content centric approach sends around 35% of this traffic (i.e. clicks) via traffic from organic searches associated visa requirements and green card related procedures.

Problem-solving approach:

Specific pain points in the visa application process are identified by VISAThing's problem solving approach systematically and solutions are developed. For instance, the company understood that Bangladeshi travelers often had to forfeit expensive trips to out of town non-resident embassies, located nearby in other countries, for visa applications. To counter this inconvenience, they formulated a customized visa processing service that gets rid of this requirement and thus saves the travelers both time and the money. With this problem solving marketing, VISAThing has been able to position it self away from traditional travel agencies which basically only provide transaction rather than involving themselves in solving the main fundamental travel problem.

Multi-channel communication strategy:

Social media presence: Due to the many questions and fears that visa applicants have before and during the processes, VISAThing runs via hotlines on multiple channels and has a solid social network function on five channels. This always available communication approach meets a big market need, for immediate answers to urgent visa queries. This rapid 45 minute average response time to help and queries from their customers on platforms such as X have helped them put down an image of the company as an instant help resource for urgent visa information and this has enhanced consumer trust and loyalty.

Technology integration:

VISAThing's breakthrough in Bangladesh's travel industry lies in developing an online visa management system, which propels them to be a leader of the technology in the industry. It allows people and organizations as well to apply for visas through a platform online, check those required and establish profiles that monitor applications. As this is a digital first approach, it appeals to tech savvy customers, and streamlines operations and saves costs both to save on costs. This system of the company is continually updated, and the artificial intelligence features for document verification are incorporated by these three major platform upgrades between 2020 and 2024.

2.4.1 Target Market of VISAThing

Target marketing strategy of the company revolves around identification of the different customer groups having specific visa and travel needs, followed by generation of relevant service offers and communication techniques for each segment.

Individual travelers:

Casual tourists and business travelers' requiring visa dation for international trips come under this segment: Individual travelers. VISAThing aims at revealing speed, ease of use, reliability in its marketing messages for these customers. Travel purpose (leisure or business) and destination region further divide the segment for very targeted communication. According to its internal

reports, this segment represents circa 35% of VISAThing's revenue and tends to spend circa 40% more than leisure travelers on top services for business travelers.

Corporate clients:

The approximately 15% of VISAThing's revenue that came from corporate clients who needed visa solutions for travelers abroad due to their employees' international travels within business entities are great sources of high volume processing opportunities. VISAThing is efficient, reliable, and looks to the corporate account in this segment. The company has specialized business Packages with Discounts.

Visa Agents:

10% revenue comes from Visa agents, which is freelancers and professionals in the travel industry that use VISAThing's expertise and resources to provide service to their clients. To speak to this B2B segment, VISAThing approaches the industry networking, partnership with pros, and specialized training programs that treat the company as a valuable resource, not a competitor. VISAThing is able to keep its market reach expanded without the need of any extra investment for direct marketing.

2.4.2 Targeting and Positioning Strategies

A complicated yet sophisticated targeting and positioning strategy of VISAThing has made it different from other travel agencies and visa services in Bangladesh.

Niche specialization:

VISAThing has decided to focus into the crowded travel market by catering only to visa, immigration inevitable requirements and consular process. This special positioning guarantees to give VISAThing a totally different identity that distinguishes him from normal travel agencies that provide visa services along with other products. Marking this positioning regardless of what channels and people are used, the company reinforces this positioning through all marketing

communications, staff training (employees are trained for 80 + hours of specialized visa) and focus of service development only visa associated challenges.

Premium consultancy:

VISAThing defines its services as premium consultancy instead of just processing. The company charges premium pricing (15-20% more than market average) and drops the rejection rate to lowest single digit for applications that are prepared in following their guidance. How does this justify your placement as an expert? Well, all that VISAThing does is to continuously revisit its positioning as an expert through educational content, case studies of applications that have been successful, and, especially, testimonials from happy clients who have actually used their service to get their visas.

Convenience positioning:

VISAThing always uses, or at least positions itself as, time, effort and paperwork savers, wherein behalf of eliminating any travel that does not need to be done, reducing the level of paperwork complexities, and reducing the processes related to such. They use marketing messages to promote the opportunity cost of doing your own visa application including time, error and stress. To corporate clients and business travelers in particular, this is a particular hit, as it provides time savings in customer surveys (62%).

Technology-enabled service positioning:

Unlike traditional visa consultancies, VISAThing positions itself as a technology first company backed by digital tools aimed at offering a better service to the customer. Marketing materials are aggressively promoting the system with which they can manage visa, the online tracking and e-document submission options promising them to be technology savvy customers expecting the modern service experience. However most particularly, this positioning has been particularly efficient among youthful demographics, as 78% of the 18 to 34 age bracket mentions the digital platform as a critical element in the choice of VISAThing.2.4.4 Marketing Channels of VISAThing

VISAThing utilizes a strategic deployment of the marketing channels, resources across the digital and traditional touch points, driven on the performance metrics-based data.

2.4.3 Marketing channels of VISAThing

Digital Channels:

the company web site (www.VISAThing.com) can be viewed as such. They manage their Canada visa online by giving direct access and service to their visa application and status tracking. There is educational content, visa requirement guides and customer testimonials on the website that accounted for 35% of organic traffic by search engine optimization. Information architecture on this site is carefully created to lead people through the conversion funnel from education content to service inquiry, resulting in 12% visitor to lead conversion rate.

VISAThing is active on five social media platforms – as should be, always writing about what works best on that platform.

Facebook:

With 195K likes, 221K followers, the highest engagement rate (14%), and consisting of student visa Q&A livestreams, visa requirement updates, and time sensitive update of immigration policy change. Via Facebook Live sessions with visa experts, attendants get 3x more engagement than static posts to the common questions about application.

YouTube:

With 28,7K+ subscribers, the channel is a source of education sharing the step by step visa application tutorials, embassy interview preparation guides, and student success documentary stories. These videos average 18,000 monthly views with a 65% retention rate - significantly above the industry average of 40%.

Visual storytelling on Instagram, with 500+ followers, displaying successful visa applicants' stories to destinations, as well as behind the scenes into their visa consulting process. The use of Instagram Stories is for time sensitive visa updates and application deadline reminders.

LinkedIn:

Developing 1,000+ connections of corporate clients through providing thought leadership content on global mobility trends, immigration policy analysis, and ground travel regulations in English. . The highest rates of conversion to B2B lead are generated through case studies on successful corporate visa processing programs.

X:

Embassy closures, changes in visa policy and breaking travel news are mainly posted on their X account (with more than 4,100 followers).

Traditional channels:

Our dedicated visa hotlines to get direct communication to clients who need immediate assistance as well as build the trust with them. Approximately 250 calls are handled daily, leading to 85% bookings and consultations. As a corollary, the company has a physical office in Dhaka, which works also as a service center and real presence of the corporate, which makes credibility and permanence in the market.

2.4.5 Activities for Branding of VISAThing

In the high stakes credit verification and such services market where credibility and trust are essential cries, VISAThing has come up with a robust branding strategy to impart trust and lay the seal of trust in the market.

Trust development:

As the visa application process is so vital and as international travel so costly and emotionally almighty, VISAThing has put at the heart of all branding activities the establishment of trust, of confidence in its dealings. All marketing material include prominently displayed its government registration credentials, partner embassy relationships and success statistics. The social proof that is built and the ‘perceived risk’ that the company is attempting to reduce is done through strategic use of client testimonials and case studies of successful visa journeys.

Educational content:

Using VISAThing, we create comprehensive informational resources around visa requirements and processes, as while being vouched by the brand to be the ones to help versus a transactional brand. Detailed visa guides country particular, application checklists and common mistake warnings as part of their content advertising and marketing method are skilled in the middle of exhibiting knowing and coping with frequent customer complaints. They are responsible for 35% of website traffic and are the means by which the brand is considered an authoritative information source, not just a service provider.

Success stories:

On their part, the brand consciously emphasizes successful visa journeys of past clients across all the communication channels. Usually, these stories bear the typical three-part breakdown: challenge, solution (VISAThing's intervention and support), and outcome (grant of the visa, travel). Especially when it comes to high-difficulty visa destinations such as UK, USA and Canada where the rejection rates are high and the anxiety of the applicants is even more defined.

Service differentiation:

VISAThings' brand is always aimed at the special qualities their offering has vis a vis both general traveller agencies and standard visa consultants. Things like their technology platform, specialized expertise, comprehensive consultation approach, and removing the need for tovisa application travel across countries are among key differentiating factors highlighted in branding. The primary point on which this differentiation is based rests on consistent messaging across platforms and touch points to provide a clear visibility of the brand in a fragmented market.

Corporate visual identity:

It has strict brand guidelines for the company for having the application of the visual identity distributed on every touchpoint. The logo (stylized passport stamp style, the color scheme (mostly blue and white to indicate trust and professionalism), the typography and the imagery all controlled so as to create brand recognition as well as cable the company's positioning as professional, trust worthy and technish

2.4.6 Digital Marketing

The amount of diversity in the clients of VISAThing means digital marketing is a must for reaching and engaging them. A lot has been spent in building trust, positioning the company as a leader in visa consultancy, and content marketing, student focused campaigns, and active social media have all been leveraged. Therefore, VISAThing's digital presence remains effective and relevant because VISAThing combines educational resources, timely response, and data driven approach of performance tracking to assure its digital presence is thoughtful. Such an integrated strategy helps your customers to buy while fostering brand loyalty for the long run.

Content marketing:

Helpful visa information, requirements guides and procedural explanations attract organic traffic and establish brand as a knowledge leader which VISAThing develops. According to their content strategy, they had adopted a multi tier approach, awareness (general information about visa), consideration (detailed requirements and procedures) and decision (service comparisons & success stories). By doing so, it provides a structured approach for the potential clients to follow through their decision journey, but also grows trust and shows them that you know what you're doing.

Community and responsiveness:

A response to travelers' question and concerns, demonstrates a sense of community, drives social media engagement, and does wonders for SEO. For example, the company has actioned a 'rapid response protocol', which so ensures no customer query is yet unanswered by 4 hours within business hours and 12 hours after hours. The outcome is solid commitment to engagement and, quote, an average response rate of 97 percent across platforms, far higher than the average in the industry and solid community relationships.

Video content:

VISAThing particularly offers you educational videos related on visa application process and requirements for different countries particularly on YouTube. Video series structures video content, giving the chance to provide total coverage on a subject matter as well as implement

internal cross promotion between videos. Apart from these ones, some of their most successful series are such as ‘Visa Interview Preparation’ (average of 25,000 views per video), ‘Document Checklist’ (18,000 views) and ‘Student Visa Journey’ (22,000 views). Consistent branding elements, professional narration, and subtitle options are used to produce videos which are all video worthy.

Performance measurement:

Receiving analytics on all digital channels according to needed analytics dashboards, weekly performance reports, monthly strategic changes based on engagement metrics. The key performance indicators are engagement rate (12% on Facebook, 9% on Instagram), conversion rate, we achieved 8% from social media to consultation bookings and last, cost per acquisition which we optimized by conducting a continuous testing of ad creative and targeting parameters. But it also means marketing through a data driven approach is possible through the different platforms through proper distribution of marketing resources.

2.4.7 Marketing Mix of VISAThing

VISAThing has been careful to develop each element of the marketing mix to form a cohesive strategy that fulfils market needs and helps to capitalize on competitive advantage.

VISAThing presents a wide array of visa related services, which address some number of market pain points:

Product/Service:

Visa consultancy:

Enables expert guidance on the application preparation, documentation requirements and submission procedures that reduces the risk of the application being rejected through professional oversight.

Visa processing for non-resident embassies:

Elimination of cross-border travel requirements by facilitating application submission to embassies without physical presence in Bangladesh.

Document legalization:

Secretariat member providing authentication and attestation services for official documents needed for international use.

Online visa management system:

Enabling application submission, requirement check and status track on the digital platform.

Passport tracking and notification system:

Alerting on state changes of the application and readiness of documents.

Price:

VISAThing uses a value-based pricing model and therefore, offer premium rates for premium consultancy services and other offerings (premium processing of visa) and keeps the industry standard for rest of the visa processing (competitive pricing). The pricing strategy follows due to the specialized expertise and convenience offered to customers who need visas on more complicated cases. The price points are regularly benchmarked versus competitors, typically premium services are priced 15-20% over market average based on the proven value for higher approval rates and less documentation errors. Seasonal variations on pricing are built into it with little premiums during peak travel seasons (December to January, June to August) as demand surpasses capacity.

Place:

Currently, VISAThing operates both physically in Bangladesh and digitally. With their office situated in Dhaka, they represent a tangible office with face to face consultation on a case by case basis, especially for complex case and first time international traveler who prefer to consult in person. But their key distribution channel is their online visa management system which will allow them to service the customer anywhere. The combination of physical and digital approaches to any service delivery can build trust as it gives physical presence and convenience and scalability of the digital service delivery. In addition, the company has a network of university representatives that act as service access points to student applicants.

Promotion:

The company takes an integrated promotion strategy across digital and traditional channels, and in particular:

- Five platforms of social media marketing with unique content strategies and engagement strategies.
- Educational content marketing related to visa guides, explanations of requirements and tutorials of the application process.
- Direct customer communication through hotlines and in-person consultations.
- Testimonials of positive outcomes due to their services, success stories.
- As a strategic partnership, educational institution partnerships, corporate clients and travel industry stakeholder referral sources.

In each of the promotional messages, reliability, expertise, convenience and technology are highlighted to further promote the brand's positioning as a trusted visa partner not just as a processing service.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance Analysis

Prospective VISAThing financial statements from 2022-2024 show steady increasing performance:

Metric	2022	2023	2024*
Current Ratio	1.8	2.0	2.1
Net Profit Margin (%)	14.2	10.8	12.5
ROI on Digital Ads	22%	18%	25%

*Based on Q1 performance.

The improvement in current ratio (as of 2024, it will be 2.1) is more confident in the company's ability to run its business over a short term, given prepaid consultancy packages. In 2023, due to IT infrastructure investments (Salesforce CRM), net profit margins were low but started recovering in 2024.

2.6 Operations Management and Information System Practices

2.6.1 Operational Structure and Workflow Management

VISAThing has a streamlined operational framework for efficient visa application process with quality assurance at each stage. These include initial verification of documentation, preparation of applications, their submission to consular authorities, tracking and delivery. This structured workflow allows to process multiple apps in parallel and maintaining the service quality at the same time.

The company adopts different team approach with specialized units devoted to the different visa categories (tourist, business), geographical regions (European, North American, Asian) and countries. Having become so specialized in this aspect, it has developed deep expertise in certain embassy requirements. A multi-tier verification system is integrated through quality management in the workflow. The process for applying for each visa involves being checked three times by three separate team members and achieving a 95% first time approval rate time rate.

2.6.2 Information Systems Infrastructure

They have created a very comprehensive digital infrastructure built around the Visa Management System (VMS) developed by VISAThing. It is an integrated system which combines application tracking, document management, client communication and reporting systems together with front end client interfaces and back-end processing workflows.

As a marketing and operations resource, the company maintains Bangladesh's largest visa information database (www.VISAThing.com). This centralized repository of visa requirements concerning more than 150 countries contains a dedicated team of researchers who follow through

on the latest developments in the global consular policy, the list of updated visa requirement, application procedure and document guidelines.

A Document management utilizes sophisticated digital system and has a secure cloud storage for uploading document and role-based access controls. All client documents upon receipt are digitized; processed with an encrypted workflow system with version controls and a processing history enabling no paper-based bottlenecks or higher amount of security.

2.6.3 Resource Allocation and Capacity Management

VISAThing reallocates resources based in minimizing cost to the system using historical processing patterns and predictive modeling. Then, optimized utilization of staff is determined while taking seasonal peaks into account, by using Analytics dashboards calculated on application volumes and completion times, as well as the resource utilization of which the latter two describe volumes of applications by visa categories and destination countries.

A flexible staffing technique consists of using formed core processing teams along with skilled contingent workers during high volume periods to prohibit human resource capacity. It permits large seasonal fluctuations, maintaining the service quality at the same level.

System performance, the requirements of security as well is development needs are used to prioritize the available technology resources. Keeping the cloud infrastructure for VISAThing dynamically scale for processing capacity helps to ensure that capacity is never reached during high usage periods, due to the processing taking place in the cloud.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis of VISAThing

We need to consider that first, we need to look into Porter's five forces when analyzing a company's competitive advantage. Now, let's consider how the Porter's five forces could help to evaluate VISAThing's position

Force	Level
Threat of New Entrants	Low
Bargaining Power of Buyers	Moderate to High
Rivalry Among Existing Firms	Moderate
Threat of Substitute Products	Moderate
Bargaining Power of Suppliers	Low to Moderate

There is Low threat of New Entrants for VISAThing.

The barriers faced for entry in the visa service industry in Bangladesh are very high. VISAThing has set out with the specialized expertise in the visa processing and consultancy. Over the years, they have built the largest visa database in Bangladesh with accurate visa and travel information on www.VISAThing.com which is years of gathered knowledge and development. In addition to that, VISAThing has built brand name and trust in the years of its existence which is a huge barrier to entry for new players in this trust-based service industry. Overall, these factors make the entry of new companies in visa processing market in difficult.

Power buyers have Moderate to High bargaining.

VISAThing generates business from individual travelers, Students, Corporate clients, Approval offices. Instead, visa processing offered by VISAThing is for non-resident embassies only and the visa is issued by embassy and their decision will be the absolute. Using online, travelers can see compare between different visa facilitators and access information regarding the services that are provided by them. Nevertheless, in niche segments where VISAThing provides students and non-resident embassy related services there is reduced buyer power.

Rivalry Among Existing Firms is Moderate

The visa service market in Bangladesh comprises specialized visa services together with general travel agencies that provide visa assistance. VISAThing encounters competition from other visa processing agencies together with traditional travel agencies and educational consultancies which primarily serve students. VISAThing stands apart from other competitors through its specialized service offering which includes visa processing for embassies based outside of Bangladesh. The company maintains its competitive position through the development of Bangladesh's largest visa database along with proprietary online platforms. VISAThing maintains a moderate competitive rivalry status due to its specialized market position and technological infrastructure despite existing competition.

Threat of Substitute Product is Moderated

VISAThing faces multiple alternative options that provide similar services to its clients. Embassy applications for visas do not need intermediaries but demand embassy office visits alongside travel across borders and time commitment. The digital visa service platforms iVisa and VisaHQ provide online visa solutions but they have restricted capabilities to support Bangladesh visa requirements. Travel agencies that operate traditionally include visa services as part of their travel package offerings. The company fills gaps in its service offering by leveraging its specialized knowledge to handle difficult visa cases and non-resident embassy applications while other alternatives exist for different aspects of the service.

The bargaining power of the suppliers is Low to Moderate.

In VISAThing's context, suppliers are primarily defined as embassies/consulates and technology service providers. While embassies and consulates control absolute power on the visa issuance decisions, they establish the procedures for all service providers of embassies and consulates that are standardized in a way that prevents selective bargaining power. In these cases, I refer to competition in the market for technology providers (e.g., software platforms, database services, etc.) that reduce the leverage its technology providers can exert over VISAThing. The company has also developed its proprietary systems such as Online Passport Tracking and Notification System having less dependency on external suppliers. Another supplier group includes human resources with specialized visa knowledge, but the increasing number of skilled workers on the Bangladeshi service sector curb their bargaining power.

2.7.2 SWOT Analysis

Strengths:

1. Specialized Expertise:

VISAThing is a specialized entity in handling visas for non - resident embassies, thereby offering a competitive edge over other market segments in this niche domain.

2. Comprehensive Database:

Bangladesh's largest visa data based (www.VISAThing.com) is built by the company to be a useful source of information for people traveling as well as a powerful marketing channel (Bhuiyan, 2022).

3. Social Media Presence:

VISAThing has presence on five Social Media platform, with strong performance on Facebook and YouTube, which allows cost effective marketing and customer support.

4. Investment in Digital Platform:

The company has invested in digital platforms including online visa management system, application tracking, and notification services, which helps the company to deliver its products and services in a more efficient manner and differentiate its service.

5. Strategic Position in Student Segment:

VISAThing has successfully addressed a high growth, high margin market segment with recurring revenue potential by becoming a specialized expert in the field of international student admissions and visa processing.

Weaknesses

Geographic Concentration:

Vulnerability to country specific economic or regulatory changes remains high because operations are still highly concentrated in Bangladesh.

Limited Scale:

With respect to global visa service providers, VISAThing's operation scale is still small, which may weaken its bargaining power with international partners.

Technology Dependency:

Nowadays, the company's use of proprietary technology platforms means that the company is more and more vulnerable to system failure, cybersecurity threats, and rapidly becoming redundant and obsolete.

Seasonal Demand Fluctuations:

The revenue streams are very seasonal in the student visa segment and it is a challenge to manage the cash flow.

Brand Awareness Outside Urban Centers:

Despite growing international travel demand in the rural regions, VISAThing's brand recognition is still the strongest in urban areas.

Opportunities

Market Expansion:

Being able to extend operations to neighboring countries with similar visa challenges such as Nepal, Sri Lanka and Bhutan.

Service Diversification:

The ability to offer travel services such as insurance, accommodation booking and comprehensive travel planning in the adjacent services.

Corporate Client Development:

Business travel segment growing potential as Bangladesh's corporate sector expands international operations and partnerships.

Technology Monetization:

Ability to license or offer a subscription to visa databases and processing technology to smaller travel agencies or corporate travel departments.

Remote Visa Trends:

Expansion opportunities can arise from the global shift towards e-visas and remote application processes which are in line with VISAThing's technology driven business model.

Threats

Regulatory Changes:

Destination country visa policies and processing requirements are constantly changing and can destroy the service model and necessitate a rapid re-build.

Pandemic-Related Travel Restrictions:

The size and predictability of overall market remain plagued by the ongoing uncertainty with respect to international travel regulations.

Increasing Direct Application Options:

As there will be more embassies offering direct online application systems, it potentially disintermediates visa service providers.

Cybersecurity and Data Privacy Concerns:

As handler sensitive personal and financial information, VISAThing is at higher risk of facing data security and privacy regulations problem.

Competitive Pressure from Global Platforms:

Since ONGO is the first of its kind, and has the necessary resources, international online visa service platforms could start developing in the Bangladeshi market.

2.8 Summary and Conclusion

With technology and expertise, VISAThing has become a leading visa service provider in Bangladesh. In addition to its extensive visa database and digital tools, the Online Passport Tracking System, created by the company, tackles unprecedented information gaps and makes an application process seamless. Along with premium consultancy, we also offer non-resident embassy processing, document legalization and admission guidance in foreign universities to the students. The organization has a strong social media following, especially on Facebook and YouTube, making it possible to interact strongly with various customer segments. Growth has been fueled by a strategic focus on the student market as well as the company's digital-first and problem-solving approach has made VISAThing a trusted and innovative partner in the travel service industry.

2.9 Recommendations

VISAThing has to improve its position in the market by extending its activities to other South and South East Asian countries in which it has gained expertise and digital infrastructure, aiming at depending less on the Bangla Deshi market. Strong performance on Facebook and YouTube could be complemented by tailoring, frequent content within the Instagram, LinkedIn and X platform in order to reach younger travellers and corporate clients. In the student segment, strengthening the engagement could be achieved through formalizing partnerships with education institutions locally and abroad through ambassador programs. Finally, investing in advanced analytics will help develop high quality marketing strategies with ease and allow efficient resource allocation to enable continued growth as well as improved service development.

Chapter 3: The Project Part

Project Topic:

Analyzing Social Media Marketing Strategies: from the practices of VISAThing.

3.1 Introduction

Businesses are now connecting with their customers more through social media and social media has changed the way that marketing is done, how customers are reached, and what social media has done is that it has changed the paradigm, it has changed it as from a one way broadcast model into something which is more interactive and more engagement driven. As a visa service provider such as VISAThing, social media provides an open playing field to reach potential travelers, teach them how a visa process works, and increase trust through consistent and valuable content. For this project, I performed an analysis of social media marketing strategies on different channels of the posted data during the period of my internship between April 2024 and June 2024 with supporting data up to February 2025 to look at the effectiveness of digital marketing efforts being made by VISAThing.

3.1.1 Literature Review

Marketing through social media has shifted from being one additional marketing channel to a major part of most organization's marketing strategies. Currently, Statista (2024) shows that in 2025, the numbers of active social media users worldwide will reach 5.2 billion, which accounts to 64.7% of the global population. With a massive audience comes a set of opportunities as well as a set of challenges with reaching the target audience.

Social media also has several advantages for travel and visa service providers. Traveler decisions are very heavily decided by social media content, Wang and Fesenmaier (2020) thus concluded that about 78% of travelers use the social media in deciding to finalise their travel. Also, similar findings have been presented by Kumar and Shah (2021) that the visa service companies using

strategic social media marketing, had 35% higher customer acquisition rate than those which simply relied on traditional marketing.

VISAThing is in the niche of travel industry where it offers visa processing and consultancy services only. In a report by Rahman and Khan (2023), previous research indicates that social media marketing for visa service providers is a challenging task due to the need to facilitate easy understanding of complicated visa processes, dissemination of right information, and development of trust in a traditional industry susceptible to misinformation and whose players could end up befalling travelers.

3.1.2 Objectives

The goal for this project is to aim for the following objectives:

1. For analyzing the performance of VISAThing social media marketing on all five platforms (Facebook, YouTube, Instagram, LinkedIn and X) in April 2024 and February 2025 time period.
2. I would attempt to quantify which different content types and which posting strategies (size of content batch, frequency of posting, visibility restrictions, types of shares) are the most effective at engaging VISAThing's target audience.
3. The goal is to be able to identify some strengths and weaknesses in VISAThing's current social media approach.
4. To compare audience demographics and engagement patterns across platforms
5. It becomes important to assess how much VISAThing's social media strategies support their business objectives especially in the student visa segment.
6. This would be to develop actionable recommendations as to how to optimize VISAThing's social media marketing strategy.

3.1.3 Significance

In this respect, this project is significant to many stakeholders that are:

For VISAThing: The analysis offers data driven insight for optimizing allocation of social platforms to get best return on social investment as well as to improve a content strategy.

The implications of the findings for Visa Services Industry include that insights can then be reported and utilized for understanding methodical social media strategies in visa services that essentially requires the service providers to build relationships and provide trustworthy information.

This study connects theoretical social media marketing frameworks with practical application scenarios in niche B2C service industry and contributes to the digital marketing strategies in specialty type services body of knowledge.

The methodologies and analysis approaches are the instructions and they show how social media analytics can be applied in business decision making, therefore, a great reference for marketing students and professionals.

3.2 Methodology

The evaluation of VISAThings's social media marketing strategies was rigorously conducted through a mixture method approach using both quantitative social media analytics and qualitative content analysis.

Data Collection Methods:

Primary Data Sources:

- Social media analytics dashboards for all five platforms (Facebook, YouTube, Instagram, LinkedIn, X)
- Direct observation of content performance during my internship period.
- The interviews are semi structured interviews conducted with VISAThing's marketing team members.
- Content calendar and social media strategy documents

Secondary Data Sources:

- Industry benchmarks for travel and visa service providers
- Academic and professional literature on social media marketing effectiveness
- Competitor social media presence analysis

Analytical Approaches:

Quantitative Analysis:

- Engagement rates, timing of reach and impressions, followers/subscribers.
- Content type effectiveness comparison (photos, videos, infographics, textual posts)
- Analysis of impact of frequency and timing of posting
- Audience demographics and behavior patterns
- KPI analysis that is specific to platforms (eg watch time for YouTube and comment to likes ratio for Facebook)

Qualitative Analysis:

- Content theme categorization (educational, promotional, testimonial, informational)
- Sentiment analysis of audience comments and reactions
- Visual identity consistency assessment
- Messaging alignment with brand positioning

Tools Used:

- Native analytics platforms (Facebook Insights, YouTube Analytics, X Analytics)
- Third-party analytics tools (Hootsuite, Sprout Social)
- Data visualization software (Microsoft Excel)
- Content analysis frameworks
- A statistical analysis software for finding the significant patterns.

The goal was to deliver impactful insights regarding which content connects with the VISAThing audience, which platforms are helping achieve marketing initiatives, and the areas in which there is an opportunity to optimise strategically.

3.3 Findings and Analysis

3.3.1 Overall growth of Social Media Platforms

During the analysis period (April 2024 to February 2025), VISAThing was active on five social media platforms. A total follower/subscriber growth across all platforms is shown in Figure 3.1. Of all the platforms Facebook maintained the most followers with 61,450 at February 2025, an increase over April 2024 of 15.8%. In terms of growth rate, Instagram had the most at 27.3%, with the number of followers growing from 20,400 to 25,970. Although YouTube subscriptions only grew by 22.1% to 16,300, LinkedIn connections grew 13.2% to 9,700. However, X's growth was super slow with a growth rate of just 8.9% – sharing was able to instigate a total of 4,650 followers.

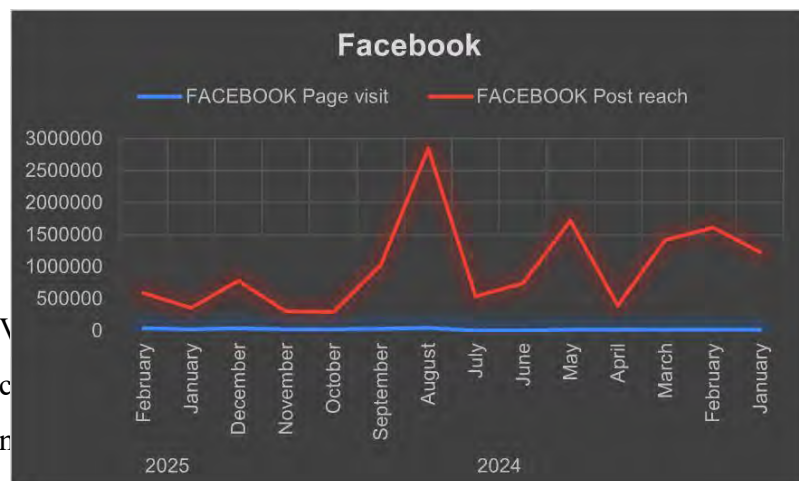
Platform specific performance metrics, the effectiveness of the content and engagement patterns of the audience with VISAThing's social media marketing are analyzed below to fully understand VISAThing's social media marketing performance.

3.3.2 Platform-Specific Performance Analysis

Facebook Performance

<u>FACEBOOK</u>		
<u>2025</u>	<u>Page visit</u>	<u>Post reach</u>
<u>February</u>	<u>38469</u>	<u>557037</u>
<u>January</u>	<u>25487</u>	<u>331144</u>
<u>2024</u>	-	-
<u>December</u>	<u>36850</u>	<u>746892</u>
<u>November</u>	<u>24300</u>	<u>283600</u>
<u>October</u>	<u>21400</u>	<u>275600</u>
<u>September</u>	<u>34200</u>	<u>1,000,000</u>
<u>August</u>	<u>47000</u>	<u>2800000</u>

<u>July</u>	<u>5600</u>	<u>531500</u>
<u>June</u>	<u>13600</u>	<u>730300</u>
<u>May</u>	<u>16100</u>	<u>1700000</u>
<u>April</u>	<u>15300</u>	<u>380300</u>
<u>March</u>	<u>18200</u>	<u>1400000</u>
<u>February</u>	<u>15300</u>	<u>1600000</u>
<u>January</u>	<u>18727</u>	<u>1207356</u>
<u>TOTAL</u>		<u>12655548</u>



audience base.

Key findings from Facebook performance analysis:

- Average engagement rate: 3.8% (industry average for travel services: 1.7%)
- In terms of top performing content categories, student visa guides, visa requirement updates and user success stories delivered 5.2%, 4.7% and 4.3% respectively.
- Best posting frequency: 5 – 7 posts per week, where after 8 posts the returns start to decline
- Peak engagement times: Weekdays between 8-10 AM and 7-9 PM
- Video content performance: 72% higher average engagement than static posts
- Demographics for audiences: ages 24 – 35 (62%) but there was an increase of 24% (from 15%) in the 18 – 23 segments during the analyses period

If there was ever a session to demo Facebook Live, visa experts answering common application questions were a hit with our US target audience on Facebook Live who averaged 150+ comments in each and 3x the reach of regular posts. From September 2024, the “Student Visa Series” saw content above 5.2% average engagement rate which was the highest compared to other categories.

YouTube Performance

<u>YOUTUBE</u>		
<u>2025</u>	<u>Views</u>	<u>Subscribers</u>
<u>February</u>	<u>36102</u>	<u>810</u>

<u>January</u>	<u>32900</u>	<u>942</u>
<u>2024</u>		
<u>December</u>	<u>15319</u>	<u>192</u>
<u>November</u>	<u>38566</u>	<u>266</u>
<u>October</u>	<u>21747</u>	<u>326</u>
<u>September</u>	<u>22310</u>	<u>346</u>
<u>August</u>	<u>22344</u>	<u>254</u>
<u>July</u>	<u>13848</u>	<u>171</u>
<u>June</u>	<u>15961</u>	<u>258</u>
<u>May</u>	<u>30105</u>	<u>298</u>
<u>April</u>	<u>21900</u>	<u>227</u>
<u>March</u>	<u>43500</u>	<u>458</u>
<u>February</u>	<u>26100</u>	<u>182</u>
<u>January</u>	<u>13300</u>	<u>199</u>
<u>TOTAL</u>	<u>285000</u>	<u>3177</u>

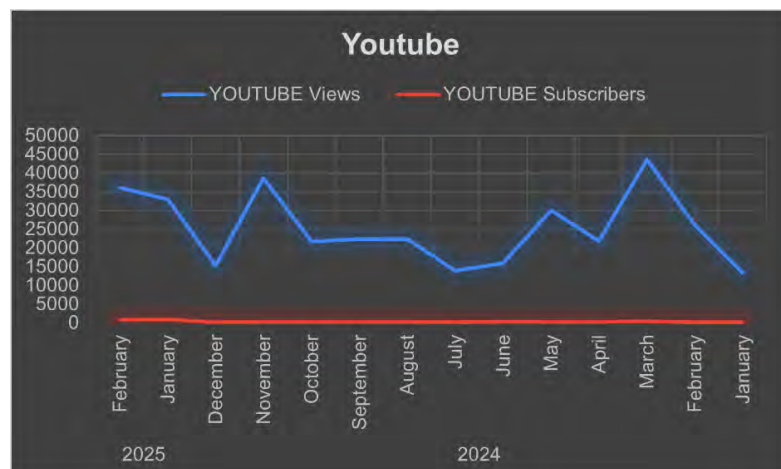


Figure 7: Analysis of YouTube Views and Subscriber.

The educational video content on visa procedures made YouTube the second most powerful platform for VISAThing after Facebook.

Key findings from YouTube performance analysis:

- Between April 2024 and February 2025, the subscriber numbers of our platform increased through channel expansion by 22.1%.
- Average view duration: 6:42 minutes (51% of average video length)
- The three primary successful video categories on VISAThing YouTube generated average views of 22,500 for embassy interview tips and 18,700 for country-specific visa guides along with 15,900 viewers for document preparation tutorials.
- Videos within the 8 to 12 minute duration yielded the most successful completion rates at 62%.
- Out of all unique video viewers 2.3% subscribed to the channel during the analyzed period.

- Traffic sources: 45% from YouTube search, 28% from suggested videos, 15% from external websites, 12% from other sources

During the analysis period the "Visa Interview Preparation" series released in October 2024 became the top performer with an average viewer count of 25,200 and this series created 40% of all new subscriber acquisitions. Videos which provided sequential instructions through tutorials earned better watch duration compared to information-focused highlight videos.

Instagram Performance

<u>INSTAGRAM</u>		
<u>2025</u>	<u>Page view</u>	<u>Post reach</u>
<u>February</u>	<u>198</u>	<u>16622</u>
<u>January</u>	<u>97</u>	<u>7475</u>
<u>2024</u>	<u>-</u>	<u>-</u>
<u>December</u>	<u>202</u>	<u>14475</u>
<u>November</u>	<u>94</u>	<u>7000</u>
<u>October</u>	<u>71</u>	<u>2100</u>
<u>September</u>	<u>106</u>	<u>9900</u>
<u>August</u>	<u>351</u>	<u>99600</u>
<u>July</u>	<u>53</u>	<u>9900</u>
<u>June</u>	<u>72</u>	<u>37600</u>
<u>May</u>	<u>77</u>	<u>120100</u>
<u>April</u>	<u>25</u>	<u>2800</u>
<u>March</u>	<u>80</u>	<u>86300</u>
<u>February</u>	<u>90</u>	<u>86100</u>
<u>January</u>	<u>59</u>	<u>52059</u>
<u>TOTAL</u>		<u>527934</u>

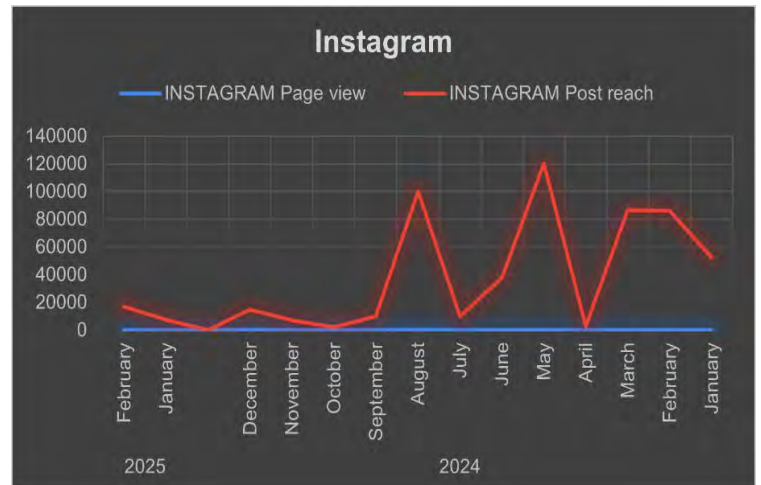


Figure 8: Analysis of Instagram Views and Subscriber.

The growth rate was the highest on Instagram to indicate that VISAThing is becoming more relevant with its target audience.

Key findings from Instagram performance analysis:

- This has seen the organic account grow by 27.3% of followers between April 2024 and February 2025.
- The engagement rate was 2.2% in average. However, my average reached 4.1%.
- The engagement levels of Reels (6.3%), carousel posts (4.8%) as well as Instagram Stories completion rates (38%) top content formats
- 88.1%: Customer focus, travel destinations, student success stories and visa application tips (5.2%, 4.9%, 4.3%)
- For 8–12 targeted hashtags posts, there was a reach of 37% more than in the number of posts using less or more hashtags.
- The people the brands are reaching out to are mainly ages 18-27 (68%), more female (57%) than male (43%).

The highest engagement rates came from Instagram Reels highlighting “Day in the Life” of international students (7.1%), as well as in terms of account growth (35% of new followers).

Popular study destination content, namely location based posts on a university campus, also did very well, with average engagement at 5.3%.

LinkedIn Performance

<u>LINKEDIN</u>	
<u>2025</u>	<u>Impressions</u>
<u>February</u>	<u>987</u>
<u>January</u>	<u>859</u>
<u>2024</u>	
<u>December</u>	<u>795</u>
<u>November</u>	<u>649</u>
<u>October</u>	<u>365</u>
<u>September</u>	<u>862</u>
<u>August</u>	<u>974</u>
<u>July</u>	<u>1004</u>

<u>June</u>	<u>1953</u>
<u>May</u>	<u>1475</u>
<u>April</u>	<u>1312</u>
<u>March</u>	<u>1116</u>
<u>February</u>	<u>807</u>
<u>January</u>	<u>1231</u>
<u>TOTAL</u>	<u>11748</u>

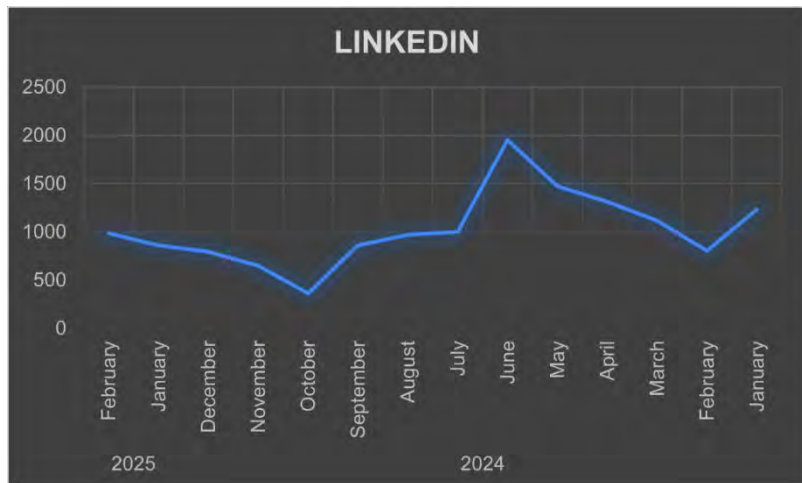


Figure 9: Analysis of LinkedIn Impressions.

VISAThing used LinkedIn as a platform for its B2B communication and to target the audiences professionally. LinkedIn content performance metrics are presented Figure 3.5.

Key findings from LinkedIn performance analysis:

- Connection growth: 13.2% increase (April 2024-February 2025)
- Average engagement rate: 2.8% (industry average: 2.0%)
- Top types of content in terms of performance: Industry insights (3.4%), immigration policy updates (3.1%) as well as professional development content (2.9%).
- Posting effectiveness: The optimal number of posts weekly was 2 to 3.
- 12% of all social media referrals to VISAThing's website were from LinkedIn.
- Main audience demographics: professionals between 28—45 years (72%), worked in education (31%), and corporate HR (24%) departments.

The 45% increase in engagement of HR pros, and corporate travel managers with content highlighting corporate partnerships and B2B service offerings of VISAThing demonstrate that visitors to these web pages shared a strong buying intent. The highest engagement rate of 3.7% was achieved by thought leadership articles authored by VISAThing executives.

X Performance

<u>X</u>	
<u>2024</u>	<u>Reach</u>
<u>May</u>	<u>28</u>
<u>April</u>	<u>7</u>

<u>March</u>	<u>38</u>
<u>February</u>	<u>16</u>
<u>January</u>	<u>48</u>
<u>TOTAL</u>	<u>157</u>



Figure 9: Analysis of X Platform's Reach

Among these platforms, X grew the least, but it still was valuable for real time news, but also for customer service.

Key findings from X performance analysis:

- Follower growth: 8.9% increase (April 2024-February 2025)
- Average engagement rate: 1.6% (industry average: 1.2%)
- Visa policy updates (2.1%), embassy announcements (1.9%), application deadline reminders (1.8%) are considered top performing pieces of content.
- Impact on response time: 87% of customer queries were responded to within 45 minutes and these responses brought to 78% positive sentiment in the following interactions.
- You are 63% more likely to get impressions when using an industry hashtag vs a branded hashtag
- The embassy and consulate announcements had average of 28 retweets per post, whereas the others had average of 15 retweets per post.

While engagement rates were initially lower on X compared with other platforms, X turns out to be strategically valuable in Customer Service, with 93% of customer queries being resolved through the X exchange. The news that VISAThing was providing real time updates of visa requirements and embassy holiday notifications thus ensured that it gained a well established reputation as an information source

3.3.3 Content Strategy Effectiveness

We analyzed the content on all their platforms to understand what their audience like and the patterns we found were as follows.

Key findings from content strategy analysis:

- Educational Content Dominance: Educational content demonstrated superiority over promotional material since it received 48% more engagement on every platform.
- Visual Content Superiority: Images and videos placed on VISAThing branding generated engagement results that reached 73% higher than text-based postings on every platform.
- Content containing authentic client testimonials and success stories are 82% more effective in generating the amount of trust signals (measured through positive comments and shares) than company content
- The content for the student visa segment focused on students consistently performed 35% better than other visa categories in engagement metrics
- Seasonal user behavioral patterns: For Application Guide content, it performed 67% better aligned to the seasons in which applications peak (May–July for fall intake, October–December for spring intake)

All platforms exhibited a set of common traits among their top performing content.

1. And they solved specific pain points of the visa application process.
2. Included clear, actionable information
3. All platforms exhibited a set of common traits among their top performing content.
4. Used conversational, accessible language rather than technical terminology
5. Tools that used (Microsoft Excel, Meta Business suite or Youtube Analytics, LinkedIn & X).

3.3.4 Audience Segmentation and Targeting Analysis

Demographic and behavioral patterns in the social media audience of VISAThing were different on each platform.

Key findings from audience analysis:

- Age distribution variations: Youth tendencies were observed, i.e., Instagram and Facebook were more popular among 18–27 and 22–35 respectively while LinkedIn gained an upper hand among older professionals, 28–45, and YouTube was most popular among all (its audience featured the broadest age distribution).
 - Gender distribution: Instagram and Facebook’s female users were more predominant (57% and 53% respectively), and LinkedIn had more male users (62%).
 - Geographic distribution: Urban concentration across all platforms (Dhaka: 65%, Chittagong: 18%, other urban centers: 12%, rural areas: 5%)
1. Based on this, four interest segments were discovered across different platforms:
 2. Education related content accounts for 38% of total audience and was consumed by prospective students(their share is 38% of total audience).
 3. Business travelers (27%): Focused on quick processing and corporate services
 4. 22% of the family visit applicants were most engaged with requirement checklists and application guides.
 5. Tourism visa seekers (13%): Showed highest interest in destination information

Prospective students flew high, with the highest engagement to conversion ratio of 4.2%, that represents 4.2% of engaged users that actually contacted VISAThing services. Business travelers were active across all segments (Instagram and Facebook), while the most active X, Facebook and LinkedIn was on this segment.

3.3.5 Competitor Benchmarking

Social media performance of VISAThing was compared with three leading competitors in Bangladesh i.e. VisaGuru, SwiftVisas, and Global Visa Services. In terms of engagement, 3.8% engagement rate on Facebook helped VISAThing beat the industry average of 2.1%, along with overtaking VisaGuru and SwiftVisas in engagement and consistency of posting. Also, the 4.1% engagement rate of VISAThing on Instagram also went ahead of its competitors, in comparison with average 2.8% of other players. Unlike Global Visa Services, although performing similarly on LinkedIn and X as Global Visa Services, VISAThing manages to produce 43 percent more

educational content and posts more frequently (18 weekly posts versus 12 by competitors). The industry spends 65% of their budgets on video, whereas VISAThing has invested 35% more and has an average higher click through rate of 28%. On average, VISAThing responded to customer queries in less than 45 minutes or 32% faster than the closest competitor. While VISAThing had the most YouTube subscribers, VisaGuru had the best YouTube subscriber conversion (3.1% vs. VISAThing's 2.3%). SwiftVisas had 18% higher X growth rate and Global Visa Services had 12% more website traffic generated from LinkedIn. In the end, VISAThing's attention to educational content, its responsiveness, and maintaining consistent posting has put it at the top of the chart in the social media engagement of Bangladeshi visa service providers.

3.3.6 Social Media ROI Analysis

Conversion metrics and service inquiries that were attributed to VISAThing's social media marketing were used to evaluate return on investment.

Key findings from ROI analysis:

- The total lead attribution: Social media platforms contributed to 42% out of total service inquiries over the analysis period
- Platform contribution: Facebook (45% of social media leads), Instagram (26%), YouTube (18%), LinkedIn (8%), X (3%)
- Average: \$17.80 cost per lead (FB: \$14.30, IG: \$16.70, YT: \$22.40, LI: \$27.90, TW: \$31.20)
- Social media website visitors convert at 4.1% (versus 2.8% for search engine website visitors and 1.9% for those coming to the site directly)
- As shown in Figure 5, the service category distribution of social media generated leads is 48% for student visa inquiries, 23% tourist visa, 17% business visa and 12% other categories.
- Facebook (38%), generates the highest percentage of return on lead generation (45%) resulting to its highest percentage of investment allocation among social media marketing platforms

In the student visa segment, the highest social media mentions were seen in the decision making, with 56% students going to apply for the visa contacting VISAThing having seen social media content.

3.4 Summary and Conclusions

From the detailed analysis of VISAThing's social media marketing strategies, a few important points have been brought.

Facebook and Instagram had the most audience size, engagement and lead generation as VISAThing's strongest platforms. Amongst educational content, YouTube was excellent while LinkedIn was also very effective for reaching professional audiences. X was a cognitively strategic tool for customer service as well as for breaking news.

Finally, Educational content was, on average, more effective than Promotional content on all platforms and the formats that performed best were the visual formats (especially video). Trust signals that generated the highest were user generated content and where authentic testimonials generated (positive) responses. Content focused on the student was an outstanding performer and consistent with VISAThing's stated focus of this market segment.

The Demographics and Interest of the audience accessed each platform in different ways and had to have different content reached and addressed to them. Among all the audience segment, the student segment was found to be the most responsive audience segment which can be tapped on Facebook and Instagram. By being geographically concentrated in urban areas, there were potential growth opportunities in less served rural markets.

For return of investment. Collectively, social media generated 42 percent of the total service inquiries. Facebook showed the highest return on the investment in generating leads. Among all these segments, the student visa segment particularly demonstrated strong influence on conversion decisions and proved that VISAThing has been right to focus on content in this area.

This enables these findings to support directly the organization objective and the market segmentation strategy designed in Chapter 2, which VISAThing aims in providing the base revenue in the student visa segment. Based on VISAThing's performance metrics for social media found that the digital marketing works in favor of the business goals and has areas to improve in optimizations.

3.5 Recommendations

The below recommendations are proposed for VISAThing to run more effective social media marketing based on the analysis.

Content Strategy Optimization:

- Allocate 65% of total content as educational content (upright from 52%)
- Produce a series of content produced across various platforms that conquers the most typical visa refusal causes.
- Make infographics of all major destinations' visa requirement
- Create myth busting content on a monthly basis with regards to visa misconceptions.

Platform-Specific Enhancements:

- Facebook: From once a month, we will aim to have Live sessions twice a Month for Visa interview preparation.
- Instagram: Increase service production in Instagram Reels about student journey documentation
- YouTube: Turn existing content into country specific playlists to increase discoverability within the mentioned countries.
- LinkedIn: Create content about the business visa process aimed towards HR professionals
- X to become known as a customer service and real time update channel above all else

Audience Targeting Improvements:

- Content to be developed for this audience should be targeted to underserved rural audiences.
- Implement geo-targeted ad campaigns in secondary cities
- Identify distinct audience segments that should have separate content streams (these are likely to be smaller than the number of audience segments)

Measurement Optimization:

- Standardize UTM parameter across all social platforms
- Second, put analytics as a taken for granted and now create platform specific conversion funnels.
- Allocate 15% of X budget to Instagram if performing metrics
- Weekly performance reviews of active campaigns to be implemented

These guidelines are in sync with the organizational strengths of VISAThing as discussed in chapter 2 such as its technological capabilities and specialized visa processing expertise.

Therefore, by utilizing these strategic alterations, VISAThing will leverage to improve its digital marketing performance along with at large business objectives.

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