

REPORT ON
“Evaluating the Effectiveness of Digital Content Marketing on a
Premium Automotive Lubricant Brand”

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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
February 2026

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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.

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Letter of Transmittal

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Kha 224 Pragati Sarani, Merul Badda, Dhaka 1212.

Subject: Evaluating the Effectiveness of Digital Content Marketing on a Premium Automotive Lubricant Brand

Dear Sir,

I am presenting here my internship report titled “Evaluating the Effectiveness of Digital Content Marketing on a Premium Automotive Lubricant Brand”. It summarizes the key learnings and findings during my internship experience.

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

I trust that the report will meet the desires.

Sincerely yours,

Manjur E Elahi Turjo
21204084

BRAC Business School, BRAC University

Date: 01, 27, 2025

Non-Disclosure Agreement

The agreement is made and entered between ACI PLC and me, a student of BRAC University, that my paper titled “Evaluating the Effectiveness of Digital Content Marketing on a Premium Automotive Lubricant Brand” will not be published or disclosed elsewhere except for academic purposes such as evaluation and presentation. In this report, I have used only those pieces of information that were officially released or authorized by my supervisors at the organization.

Name of the Company: ACI PLC

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Description of the report: “Evaluating the Effectiveness of Digital Content Marketing on a Premium Automotive Lubricant Brand”

Acknowledgement

I would like to express my sincere gratitude to my family for their constant support, patience, and encouragement throughout my academic journey. Their understanding was a big part of what helped me finish this internship report.

I want to thank ACI PLC for giving me the chance to do my internship in the Marketing Department. I want to thank the management and staff for their help and support. I am especially grateful to my organizational supervisor, Kowshik Roy Dipto, for his helpful advice, insights, and ongoing support, which helped me learn a lot and finish this report.

I also want to thank my fellow interns for their help and cooperation whenever I needed it. This made the internship go more smoothly and helped me learn more.

I also want to thank my academic supervisor, Dr. Mohammad Shahidul Islam, Associate Professor, at BRAC Business School, BRAC University, for his support, advice, and helpful criticism.

I also extend my appreciation to my co-supervisor, Dr. Afsana Akhtar, Assistant Professor, BRAC Business School, for her valuable support.

This report would not have been possible without the guidance and support of the individuals mentioned above.

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Executive Summary

This report was written based on the internship experience, including the findings of the research undertaken during a three-month placement in the marketing department of ACI Motors PLC, the team in charge of the digital marketing of Liqui Moly Bangladesh through which Liqui Moly is distributed in Bangladesh solely by ACI Motors. This internship was done as a part of the Bachelor of Business Administration (BBA) programme requirement and the report is organized in 2 parts that are interconnected i.e. a discussion of the internship experience and a research project on the effectiveness of digital content marketing done by the brand.

Through the internship, I became part of the daily operations of the marketing department of Liqui Moly Bangladesh and assisted with content planning, writing captions, scheduling social media postings, monitoring performance, and coordinating functions across the organization. The position offered practical insight into the reality of operating a premium brand in an online setting in a competitive environment sensitive to price, where the brand would have to constantly prove itself to be a premium brand, without driving away the economically sensitive market by its content having to convey messages about quality, technical know-how and the German engineering roots. In addition to the usual assignments, I was able to create a content performance tracking system within Microsoft Excel, I also assisted in competitor observation briefs and also in campaign review meetings that provided me a research aspect of this report.

A combination of a practical finding that inspired the creation of the research project covered in the paper titled “Evaluating the Effectiveness of Digital Content Marketing on a Premium Automotive Lubricant Brand” is based on the fact that the brand has an active digital presence and consistently produces content, but the annotations of the effectiveness of this content had been only informal and haphazard. No formal mechanism was in place to know what types of content and what themes create the most response among the audience, or whether the content portfolio was on treating the brand within the premium positioning goals. This gap posed a risk (redistributed creative resources, possible weakening of the brand positioning) but also an opportunity (the possibility to make a data-driven baseline upon the refinement of the content strategy).

The research design used was descriptive and evaluative based on mixed methods orientation. The engagement data (likes, comments, shares, and engagement rates) was quantitatively measured to all 47 organic posts posted on Facebook in the course of the observation and correlated with the qualitative measurements of the content qualities, visual quality, correlative consistency, and brand congruency. The content formats (static image, video, carousel, reel) and the categories of content theme (product feature,

educational, promotional, lifestyle, event, testimonial) were identified and categorized using a designed Content Evaluation Framework. The results of the engagements were counted using an Engagement Performance Matrix. The three directional hypotheses and one exploratory research question were based on the literature on digital marketing and brand management and were used to carry out the analysis.

Chapter 1: Overview of Internship

1.1 Introduction of Myself

I, Manjur E Elahi Turjo, a student of Bachelor's of Business Administration (BBA), ID:21204084 from BRAC Business School (BBS) am enthusiastic about the academic field of Marketing at BRAC University. The curriculum of BRAC University combines theory with practice by having an internship feature in the last semester. The aim of this internship program is to narrow down the distance between theory and practice, especially in the field of focus of the student. In order to meet the necessity of this program, I had to gain an internship experience in one of the most successful companies in Bangladesh, which is ACI PLC, Bangladesh. This report summarizes the facts about the internship, the task given, the lessons learned, and the reflections of the internship experience as a whole.

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

The duration of the internship is three months, from 04/11/2025 to 03/02/2026. I was assigned to the marketing team of Liqui Moly in ACI PLC, Bangladesh, located at ACI Centre, 245, Tejgaon I/A, Dhaka-1208.

1.2.2 Information of the Organizational Supervisor at ACI Motors PLC, Bangladesh

My assigned supervisor cum Line manager is Kowshik Roy Dipto, the Assistant Product Manager of Liqui Moly brand in ACI PLC. Throughout the time period of my internship, he has been utmost helpful and ensured that I get to learn as much as I can from my experience there.

1.2.3 Job Scope: Job Description and Responsibilities.

Being a Marketing Intern attached to the Liqui Moly brand under ACI Motors PLC, my duties were formed based on digital marketing and content activities which the brand was actively developing in the process of my placement. The role was not intended to be very specific on the day one; however, it was evolving over time as I was getting to know how the brand positioning, its audience, and the workflows inside the company controlled how the content was planned, produced, and published.

During the initial weeks, I had to spend most of my time on watching and learning. I developed and browsed the available online library of Liqui Moly Bangladesh - their Facebook page, their campaign materials, product catalogues, and their brand guidelines. It was needed as it is a German brand, Liqui Moly is a premium automotive lubricant brand which has a very narrow brand image that must remain the same in any communication. Knowing what the brand represented so far and the way it had been used to present itself to the Bangladeshi market, provided me with the base that I needed to make a meaningful contribution.

After a decent understanding of the brand country-side, I was introduced into the content planning cycle. I started working primarily on ideation, writing and planning of digital content on the social media of Liqui Moly Bangladesh, which was mainly Facebook and Instagram. This entailed writing captions, providing visual ideas to post, hardly any coordination with the design team on graphic layouts, and having all content components aligned with the overall content contingent in a month. My other responsibility was to run weekly after-post audits on the performance and prepare strikes of engagement data in the form of reach, impressions, likes, shares, and comments to weekly meeting sheets which were shared with the team.

On top of daily content work, I would have engaged in assisting with small campaign activations. Another example to illustrate is when it was necessary to push a seasonal offer or product feature, I would help to

prepare the collateral digital materials, both in the form of writing the promotional message and monitoring the performance of the campaign as compared to the usual posts. I additionally assisted in keeping an internal content tracker, a spreadsheet that recorded each of the published posts together with its type, theme, date and its performance statistics. The tracker turned out to be a vital source of reference not only to my research project, but also to the team in terms of continued assessments of what type of content appealed the most to the target audience of Liqui Moly in Bangladesh.

I also on a number of occasions attended internal coordination between the marketing team and the sales department where feedback of the market, dealer enquiries and competitor activity were discussed into the future content course. These conferences were informative in the sense that they made me realize that marketing decisions are not often made in a vacuum, as they are closely interconnected with what is going on in the field, in showrooms, workshops, and channels of distributor networks. My participation during such meetings was mainly to observe but I also made notes and at other times I gave my input when the discussion involved matters relating to digital trends or social media behaviours patterns which I noticed in the course of doing my content monitoring work.

Overall, my job scope had to do with developing contents, tracking social media performance, supporting campaigns, working on internal reports, and attending meetings between functions. Although the work was not necessarily high-level strategic goals, they raised a general and coherent vision of how digital content marketing works in the context of promoting a high-quality brand, which the vision is the cornerstone of the research project reported later in this report.

1.3 Internship Outcome

1.3.1 Student's Contribution to ACI Motors PLC

In the process of my internship at ACI Motors PLC, I attempted to be as useful as possible under the provisions of what was reasonably available to an intern. It must be noted that at this point, one has to be frank enough because a large organization such as ACI Motors has tiers of operational secrecy, agency-owned marketing research, and campaigns which an intern does not have unlimited access to. With that said, in the context that was at my disposal, I was making regular attempts at making contributions that would aid the day-to-day activities of the team and in some instances, deliver what I could contribute to the digital activity of the brand in terms of value.

The other contribution that I have maintained was in the field of content performance tracking. My team prior to my joining had a subjective feel of what posts performed and what posts underperformed, but it lacked a central document that was recording all the engagement data of posts over time. I have also

suggested the initiative to construct and keep a happy performance tracker in Excel, where I will document the date of every published post, the type of content (product feature, educational tip, campaign visual, lifestyle post, and so on), the platform, and some of the essential indicators of engagement. As the weeks went on, this tracker became a valuable reference document which could be used by the team when planning the content in the future. It was useful in determining the tendencies or trends, say, that educational information about engine care would result in more saves as well as shares than an entirely promotional message, or that a reel and short-form video would always be a bigger reach than a post with a static image.

I also participated in the content creation process per se. Although the ultimate design was done by the graphic design or outsourced to creative agencies, I would be writing caption copy on a regular basis, proposing post-idea during brainstorming sessions and go over draft visuals to ensure brand consistency. There were instances when some caption I wrote or a idea of mine was utilized with little modifications. Such contributions might not sound enormous when taken solo, but working in a high-speed digital marketing setting where the team must deliver various contents weekly, the presence of a second pair of hands, who knows the brand voice and customer expectations, does make a difference.

The other competencies that I think I contributed to were in competitor observation. I regularly checked the online content approaches of other competing lubricant brands in Bangladesh: what Mobil, Castrol, Shell and others were posting on social media and made brief notes on interesting campaigns, content types or engagement strategies that Liqui Moly Bangladesh could emulate or react to. These unofficial competitor briefs were brought to my supervisor and at times were used in the content planning meetings.

Finally, towards the close of my internship, the results of my research project on the effectiveness of digital content offered a systemic, scientific-grounded view of the performance of the Liqui Moly Bangladesh content as required by the brand positioning objectives. Although the report was written in the context of academic tasks, the observations and recommendations in it were based on the real information of the brand in the digital channels of the brand itself, which makes them potentially applicable in the future planning process. On the whole, my input was consistent, thorough, and based on the daily facts of dealing with digital materials of a luxury brand in a competitive environment.

1.3.2 Benefits to the Student

In the event that I were asked to define what this internship provided me, in my one sentence, it would be as follows: practical realization of what it really takes to be a premium brand that is sold in a price-sensitive market. Classroom can teach you the segments, the targeting, the positioning, the four Ps, the promotional mix, but until you are sitting within the organization and you are witnessing how these concepts work and how limiting they are and how many different parties they are concerned with, then you will realize how much of a grey area there really is. This Liqui Moly brand internship at ACI Motors PLC made me have that appreciation in a way that no textbook can ever make.

At a more realistic level, I was exposed to the fine details of digital content marketing to a considerable extent. I was educated in the structure of a content calendar, as well as the consistency of the patterns of posting frequency, timing, thematic balance not being random but depending on the audience behaviour and platform algorithms. I got used to working with social media analytics dashboards, understanding such metrics as the engagement rate, reach, and impressions, and interpreting their numbers into operational observations. I also gained an acquiring familiarity with how brand rules work in the real world: what fonts are acceptable, what tone to use, what the visuals should not be changed, and how even minor deviations may actually water down the image of a high-end brand.

On top of the technical skills, a number of soft skills were honed in the course of the internship that I am aware will beneficially help me in the future. Undertaking the work with such a group taught me to be able to communicate the ideas as briefly as possible, how to accept and use the feedback and not to take it personally as well as how to use the time effectively when a plethora of tasks was demanding my attention every single day. It also made me feel more professionally disciplined, in general, like, appearing on time, making deadlines within a company, and the reality that reliability is no less important than innovation in a corporate setting.

As of the most crucial, the internship helped me to form a more accurate idea of my future career. Prior to this experience, my interest in marketing was rather general; I was yet to make my choice in a particular direction. After three months of being submerged in the digital aspect of brand management, watching the process of content decisions, determining performance, and the direct role of a digital presence in brand perception, issues of digital marketing and brand strategy are pulling me into a career choice. It was also a lesson to me to learn to value data in marketing decision-making because it enhances the notion that great marketing is not simply about creativity but measurement of what works and repeat of what works based on facts.

Overall, this internship was among the most significant experiences of my undergraduate experience, and the skills, knowledge, and professional practices that I was able to gather in this time will be transferred to whatever job I undertake in the future.

1.3.3 Problems and Difficulties Faced During the Internship

There can be no internship experience that can do without its challenges, and mine was not an exception. Although the general experience was too positive and educative, there were also situations and incidents that tried my patience, flexibility and resourcefulness. It is essential to be open with such challenges since they were equally educational in most respects as the hustle-free portions of the internship.

The accessibility to detailed data on campaign analytics and paid promotion was one of the first and the most intractable issues. The digital marketing activities of Liqui Moly Bangladesh are similar to those of organic content and paid campaigns, with some of them being performed by external firms. Being an intern, I could not directly access the Business Manager of Facebook and the paid campaign dashboards. This implied that in my situation of monitoring content performance, I was largely operating with the publicly available performance metrics, as well as whatever summary data was provided to me internally. In my research project specifically, this restriction limited the analysis that I was able to do, as I was not able to consider the entire picture with how budget allocation had affected content reach and engagement.

The other challenge that I faced was the mismatch between the expectation made in the academics and the reality at the workplace. At university we are socialized to think of marketing in its organization, and systematized classifications. The reality in the workplace is that decisions have to be made fast, and on a combination of experience and intuitive decision-making consideration and the amount of data that is quickly accessible. In some instances, I would have preferred having used a more systematic format in content assessment or segmentation of audience, only that the speed of the operations would not always leave me with such an opportunity to employ a rather systematic analysis. It took me a long time to learn how to make my academic instincts fit in the realistic beats of a working marketing department.

It also posed a special challenge when it came to the nature of the product itself. AOT lubricants are a product category which is not the most captivating or touching one to post on social media. The promotion of lubricants does not want to appear as uninspiring as fashion, food, or lifestyle brands where the visuality is virtually implied. More effort has to be used to make the content engaging and shareable. Learning how to market a technical, premium product to get it to the digital customer; most of which may

not be that knowledgeable regarding engine care, was a learning process that I went through during the internship.

Coordination delay between departments was also occasional. Given that marketing feature of ACI Motors, PLC works in tandem with sales, distribution, and after sales service departments, there were instances that content plans needed to be rearranged at short notice following changes in promotional priorities, or availability of inventory. An already planned and written post could end up being delayed or rewritten due to an example of a product not being in stock at that specific moment, or the sales team might desire to promote another line of products that month. Though these disturbances can be explained through the spectacles of a business, it was not always easy to remain consistent with the content schedule.

Lastly, as most interns, I also needed to juggle my internship duties and academic demands of the preparation of this report. It had to be well timed since I had to conduct research, gather information and write a well-designed academic paper and do my normal tasks in the daytime at the office. Still, there were times when demands were at their highest at the same moment and the challenge of traversing that margin without any party being damaged was one of the less noisy, but actual, challenges of the process.

1.3.4 Recommendations to ACI Motors PLC, Bangladesh

Based on my experience during the internship period, I would like to make several recommendations which, in my opinion, can positively change the internship programme in ACI Motors PLC and the digital marketing operations connected with brand of Liqui Moly in general. These are recommendations, and this essay is written bearing in mind that the organization as a whole is a lot more knowledgeable and experienced than I am, however, there is a possibility that a new viewpoint of a person who has just gone through the process may be worth something.

To start with, I would suggest a more formal onboarding system of marketing interns, especially those who are supposed to work on the brand-specific projects such as Liqui Moly. Such a short orientation program related to the history of the brand, its positioning in the global market, the context of Bangladesh and the major product brands, as well as the current digital strategy would greatly minimize the initial learning curve. However, much of this knowledge had to be assembled on my part in observation and by inquiry when I entered. A brief paper or delivery addressing these basics would enable new interns to begin providing value of some kind earlier.

Second, where possible, I would recommend providing interns with partial, controlled access to the online analytics tools on which the brand operates in a Facebook Business Manager or Meta Business Suite.

Even the access in view mode would enable interns to see the whole picture of how content is performing even down to the paid aspect of an online campaign. Such exposure would not only improve the learning process of the intern but would also make him offer more informed support to the team. This must be of course done with caution to avoid sensitive business information but controlled access would be helpful.

Third, I feel that the Liqui Moly Bangladesh digital team might use more formalized content review process. Content assessment under my watch occurred in a rather informal way, team members were more or less aware of the aspects of their performance, yet there was no pre-defined, monthly or quarterly review which would have systematically screened content performance in respect to predefined KPIs. It could be beneficial to bring in a regular content audit, even the simplest one that examines trends in engagement, the most popular types of posts, and the audience increase over time, which would allow the team to better understand the content strategy and make the necessary changes to optimize it on a continuous basis.

Fourth, it is possible to have the value in producing more educational and value-oriented information related to automotive care and engine maintenance. According to my observations throughout the internship, those posts that had practical advice or covered technical ideas using easy-to-read language were highly likely to be effective in regard to their engagement. Considering that the brand image of Liqui Moly is based on German engineering and technical perfection, it is possible to go further into educational content that reinforces the brand credibility and creates real value as part of the audience. This would also assist in differentiating Liqui Moly against the competitors that have invested more on price messaging.

Finally, I would advise ACI Motors PLC to have a small alumni system or feedback system to the former interns. Listening to past interns on what worked, what would work better and how the internship has influenced their career might enable the company to keep on improving its internship programme. It would also establish a good rapport between the organization and its past interns where some of them could become full-time employees or become a brand advocate in their respective work circles.

Chapter 2: Organizational Profile

2.1 Introduction

The purpose of this chapter is to provide the entire institutional profile of the host company of the current internship, i.e. ACI PLC. Being one of the biggest Conglomerates in Bangladesh offering multiple businesses such as pharmaceuticals, consumer goods, agribusiness, and retail logistics, ACI PLC is a great place to analyse company structure, management, marketing, operational and competitive positioning. As an intern in the Marketing team of Liqui Moly Bangladesh, it is important to comprehend the organization context to make sense of the activities involved, evaluate the efficiencies of the system, and offer improvements that are applicable. The chapter aims to give the background of the company, compare its management and human-resource systems, investigate the marketing practices according to the divisions, analyze the available financial and accounting based on the publicly available information, examine how the company operates and uses information-systems and lastly assess its competitive environment. By such a thorough survey, the chapter prepares the groundwork of further discussion in other chapters, connecting the practices that are observed to theoretical concepts.

2.2 Overview of the Company

ACI PLC owes its inception to the local business of a multinational chemical company which started in Bangladesh in late 1960s. The local entity was reorganized into ACI Limited (today PLC) and started down the path of fast growth and diversification, after world-wide corporate restructuring in the early 1990s. It has developed over the years into a multidivisional conglomerate company out of what was once a single industry company, which has made a great contribution to the industrial development of Bangladesh. The current situation is that ACI PLC is one of the biggest companies involved in the services of pharmaceuticals, consumer brands, agribusiness, and retail logistics, indicating a strategic intent to serve different segments of domestic demand (ACI PLC, 2024).

ACI has a number of core divisions in its present structure. Pharmaceuticals division is a developer and marketer of a wide range of medicine and healthcare products. Consumer Brands division deals with a

variety of household, personal care, and fast-moving consumer goods (FMCG), and distributes basic products to both the urban and rural population. Agribusiness division provides agricultural inputs, seeds, fertilizers, animal-health products and farm mechanization services in an effort to boost agrarian economy of Bangladesh and improve food security. In the meantime the Logistics department with the retail-chain business has a country-wide distribution and retail network which enables product availability in the country. This diversifying framework gives ACI a source of resilience against sectoral volatility as well as opportunity to have synergies upon division in purchasing, distributing and selling products.

The mission of ACI PLC focuses on enhancing the quality of life of its customers through innovative and high quality products and services, which are in line with its long-term vision of the sustainable growth, corporate responsibility, and market leadership (ACI PLC, 2024). The main values emphasized in it are integrity, customer-orientation, continual improvement, and social responsibility. The structure of the organization is aimed at sustaining the following ambitions: every division operates in a semi-autonomous way with a divisional management system, but is still connected to the standards of corporate governance and strategic control, providing the organization with flexibility and centralized responsibility (Daft, 2021).

2.3 Management Practices

Leadership Style:

ACI PLC leadership style could be said to be participative and democratic, at least with regards to marketing. Working in the Marketing Department as an intern, I was able to notice that the managers always promoted teamwork in decision making. They would sit in meetings with the team members to talk on campaign ideas, market insights, consumer behavior trends and performance results instead of coming up with top-down decisions. Feedback was not just tolerated but also encouraged and this made the working atmosphere extremely open and cooperative.

When the managers were in the marketing team, they would often request us to analyze data that concerned the customer preference, sales performance, brand positioning, and effectiveness of promotions. They desired us to process the data and propose how to enhance strategies of the campaigns, optimize media budget, and enhance the brand interactions. This was done in such a way that we felt our opinions were important. I was also confident and motivated since as an intern, I felt my contribution was welcome.

This type of leadership aligns highly with the modern management concepts that involve collaboration, empowerment, and shared responsibility (Northouse, 2021). Instead of thinking only about the authority, the leaders of the Marketing Department became more of facilitators who directed the discourses and promoted inventiveness. The cross functional interaction was also frequent mainly between the marketing, sales and supply chain teams to provide a congruency between the promotional efforts and the availability of the products.

On the whole, this participative leadership style leads to increased morale among the team, increased transparency when it comes to the marketing process, and a culture of continuous improvement. Workers have the feeling of ownership of campaigns and brand performance which eventually increases individual commitment and ultimate marketing performance at ACI PLC.

Human Resources Planning and Development:

The ACI PLC has a systematic and strategic human resource planning. Recruiting is done by using public advertisements of job, campus recruitment, and internal recruitment. In those positions that required a technical or analytical accountability, like the data analysis in supply chain, candidates are not only evaluated based on their academic qualifications but also on their skills in data management tools, their ability to think analytically, and their ability to solve practical problems. This is done to make sure that employees are a fit even on technical requirements as well as the organizational values.

The compensation practices at ACI are set to be competitive in the national market, which incorporates the base pay, performance bonuses and benefits including allowances and festival bonuses. This pay system will seek to attract and retain skilled staff besides aligning the interest of the staff with the corporate interest. Moreover, ACI believes in training and development. New employees typically have onboarding orientation and current employees receive recurring training on technical competencies, quality control, safety protocols, and, more recently, digital applications and information management systems. To interns, such as us, this translated to practical exposure to data workflow, software applications, and department operations, in terms of both learning and working requirements.

Performance appraisal is done annually as a combination of quantitative Key Performance Indicators (KPIs), qualitative supervisor appraisals or peer feedback as applicable. This combined appraisal enables ACI to evaluate each employee not only by their output indicators, but also by including aspects of

teamwork, compliance with process, time management and general input to the departments achievements. The organization also ensures accountability and incentivizes continuous improvement of performance by making performance appraisal a basis of compensation and promotion decisions (Rahman and Uddin, 2020).

2.4 Marketing Practices

Since ACI PLC has a wide range of operations, marketing practices differ widely depending on the character of products, customers, and channels of distribution. The Pharmaceuticals division places great emphasis on professional outreach, medical representatives, and pharmacy and hospital based wholesale distribution, which puts strong emphasis on regulatory compliance, product efficacy, and quality assurance in marketing. The Consumer Brands division, in its turn, uses a mass-market strategy: regular product releases, extensive retail distribution, marketing campaigns, promotional offers, brand loyalty programs. These measures are to develop consumer confidence and ensure repeat buying in the urban and rural markets.

The Agribusiness division is focused on another type of customer - mostly farmers, rural dealers, and agricultural supply networks. The marketing in this case focuses on product utility, price, and improvement of the yield and after-marketing. Distribution is also enhanced by networks of dealers, regional dealers and direct supply of seeds and fertilizers, usually with field demonstrations or agronomic advice. In the case of retail logistics and the chain business, marketing strategy includes modern retail, reliability of supply chain, product assortment and periodical promotions to entice the urban middle-class consumers who prefer convenience and quality.

In the divisions, ACI also uses the combination of both traditional and modern media: traditional (TV, print, outdoor), modern (social media, online marketplace) and distributor networks, retail channels. The development of new products is common, and the company is concentrated on the innovation and its responsiveness to the tendencies of consumers. The quality, value and reliability are put into focus with regards to branding and advertising. Nevertheless, within the competitive market environment, the issues remain: the production cost increases, customers become more sensitive to prices, supply chain operations are interrupted, and more local and global brands enter the market. Market dynamics are highly dynamic and ACI should keep an eye on them to remain competitive especially in FMCG and agribusiness sectors.

2.5 Financial Performance and Accounting Practices

Due to unavailability of required data for analysis, publicly available data reveal that ACI PLC has a diversified revenue base in several divisions, which is beneficial in alleviating any risk in the sector. The revenues have been increasing over the years, especially in consumer goods and agribusiness - sectors that are still experiencing domestic demand. The profit margins would be different depending on the division, as the Pharmaceuticals and Consumer Brands would have better profit margins, whereas the agribusiness and retail divisions would have lower profit margins but would compensate by volume and breadth of distribution.

Regarding the accounting practices, the ACI is guided by accrual-based accounting and is accounted to the standard accounting principles, which is in line with the regulatory and corporate governance standards. The company also prepares their annual financial statements, makes full disclosure of assets, debts, sources of revenue, and contingent liabilities and it makes depreciation of fixed assets in accordance with the standard depreciation methods (ACI PLC, 2024). Such practices are an indication of transparency, regulatory and correct financial reporting. In the case of such an organization as ACI of such magnitude and complexity, the practices are critical to its ability to maintain investor confidence, real-time regulatory compliance and financial sustainability in the long-term.

2.6 Operations Management and Information System Practices

Marketing wise, ACI PLC has a good integration of information systems in its marketing procedures, campaign performance, trade marketing activities, and customer data analysis. Through the course of my internship with the Marketing Department, I realized that a great deal of the decisions was strongly backed by data-driven applications and organized reporting frameworks. To track the performance of the brands, promotional, and market trends the department was depending on database oriented processes, Excel based analysis and centralized tracking systems.

ERP systems as well as customized dashboards were helpful in carrying out marketing activities, including campaign tracking, sales performance analysis, trade promotions, and distributor performance monitoring. These systems enabled the team to note real-time sales information, to estimate the success of promotional activities and to measure the movement of stocks in various regions. This combined approach was useful in keeping the marketing efforts in-line with real market need.

An example is that data analytics significantly contributed to demand forecasting, promotional planning as well as determining the level of return on marketing investment (ROMI). It was not uncommon to see managers reviewing the sales trends, consumer feedback and regional performance reports before new campaigns were approved or modified strategies were made. This minimized the guess work and facilitated better targeting and allocation of resources.

Campaign planning, budgeting, promotional activities, fancy timing and dealing with the sales team were also carried out in standardized procedures. Marketing calendars were well-planned and integrated product-launching, seasonal and trade marketing programs. The partnership between the marketing, sales and the supply chain departments made sure that the promotional activity was backed by sufficient availability of the products in the market.

Altogether, the fact that information systems have been incorporated into the marketing processes can be regarded as the measure of the high focus on data-oriented management at ACI. It does not only enhance operational efficiency in the Marketing Department, but also strategic decision-making. This system-based environment, with analytical reporting and systematic processes being key factors in the formation of the marketing results, was a direct result of my internship tasks.

2.7 Industry and Competitive Analysis

ACI PLC is a firm that operates within a very competitive dynamic industry. A Porters five forces analysis shows that some critical competitive pressures exist. Competition among the current companies is stiff as there are a number of large local and multinationals in the pharmaceuticals, consumer goods, agribusiness inputs, and retail sectors. The entry barrier is medium since it is capital intensive, high standards in regulation (pharmaceuticals and agribusiness) and brand preferences. Suppliers- especially in the case of raw materials used in the pharmaceutical and agribusiness have moderate bargaining power, especially in cases where raw materials are imported or in cases where the raw materials are rare. Buyers (consumers, distributors, retailers) enjoy a high bargaining power as a result of the presence of a competitive alternative and sensitivity to prices. Lastly, its threat of substitutes exists, particularly FMCG and retail where imported products, generic brands, and low-cost alternatives seek their consumers.

SWOT analysis was carried out to establish internal strengths and weaknesses of ACI PLC, external opportunities and threats that affect the competitive positioning of the company in the dynamic Bangladeshi market.

Strengths

There are a number of internal strengths that ACI PLC has which have made it maintain a high competitive edge in various industries.

- **Diverse business portfolio:** ACI has diversified its portfolio by operating in pharmaceuticals, FMCG, agribusiness and retail and this helps reduce the dependence on a specific market and enables the organization to diversify risk in areas. This diversification improves revenue stability and also endurance to changes in the economy.
- **Excellent brand equity:** The firm has a good brand awareness and confidence among consumers in Bangladesh, especially of pharmaceuticals and consumer goods. This brand strength helps ACI to control customer loyalty and market share regardless of the stiff competition in the market.
- **Large distribution and supply chain channel:** ACI has established a countrywide distribution channel that is facilitated by a highly integrated supply chain network. This enables it to have efficient product availability, penetration of markets and operational efficiency among its divisions.
- **Implementation of new information systems:** The organization has invested in up to date operational and information systems, which facilitate evidence based decision-making, interdepartmental coordination, and enhanced reporting and control systems.

Weaknesses

Regardless of its strong points, ACI PLC has some internal threats that can restrain the operational performance unless addressed effectively.

- **Slow pace of operation:** Multiple-industry operation involves huge investment in infrastructure, technology, and human resources which tend to raise the general cost structure of the organization.
- **Lack of self-sufficiency in the imports of raw materials:** ACI has been highly dependent on imported raw material in pharmaceuticals and agribusiness and therefore it would be susceptible to exchange rate volatility and world supply shocks.
- **Challenges in the management of various divisions:** The broad spectrum of business units brings complexity in the management of business organizations and makes coordination, performance monitoring and standardization of processes more difficult.

- Risks to supply chain disruptions: Any disruption in logistics, transportation, or procurement would have a great effect on production and distribution because of the size of operations.

Opportunities

The external environment also offers a number of growth opportunities that ACI PLC can consider exploiting to consolidate its market.

- Expansions in the agribusiness industry: ACI has an opportunity to expand its agribusiness business over the next few years due to the growing demands in modern agricultural inputs and mechanization in Bangladesh.
- Growth of online retailing and e-commerce: The fast-mover online platform gives ACI the opportunity to grow its retail store using online platforms and data-driven customer experiences.
- Potential in pharmaceutical export: The developing pharmaceutical industry in Bangladesh presents ACI with a prospect of increasing its presence in foreign markets since the market meets international standards in quality and regulatory standards.
- New consumer groups: The increase in income level and urbanization is producing new groups of customers, which allows product diversification and offer premium products.

Threats

In addition to the opportunities, ACI PLC has various external threats that may affect its long term performance.

- Rising competition: Strong local companies and multinationals in pharmaceuticals, FMCG, and retail are placed in the market, which increases the pressure on prices and innovations in the market.
- Regulatory changes: The regular change in regulations of pharmaceutical, agricultural and trade can create higher costs of compliance and limitations to operation.
- Risk in terms of import cost: Exchange rate fluctuations as well as global economic instability may escalate the cost of procuring imported raw materials tremendously.
- Substitutes: Substitutes are available in the FMCG and retail markets as the consumers can access imported products, generic brands, and alternatives that are of lower costs, which escalates the threat of substitution.

On the whole, this SWOT analysis demonstrates that ACI PLC is currently in a good position to compete on the market because of its strong diversification, strong brand, operations-based approach to business, and management practices that are data-driven.

2.8 Summary and Conclusions

This chapter has provided a combined history, structure, management practices, marketing strategies, financial and accounting frameworks, operations management, information systems and competitive environment of ACI PLC. Its diversified nature in the fields of the industry, the participative leadership style, and strong human resource practices make the company one of the number of conglomerates in Bangladesh. It is able to manage complexity and scale due to its operational capabilities such as, data-driven supply chain management and integrated logistics. Meanwhile, the outward-looking of marketing strategies based on varying divisions and customer groups is a manifestation of strategic adaptability. Although financial, market issues have been an issue in terms of cost increase, competition and supply-chain vulnerability, ACI internal strengths have put it on a sound path of sustainable development.

In the case of an intern working in the Marketing team of Liqui Moly BD, all these features of the organization directly shape work processes, reporting and decision-making logic. The culture of data-based operations and participative management created in the company creates an atmosphere in which interns can have a significant impact and learn.

2.9 Recommendations and Implications

After the analysis and my time as an intern at the marketing team of Liqui Moly Bangladesh, it is possible to make a number of practical and strategy-oriented recommendations. These recommendations are practical, can be enforced within the current organizational resources, and are in direct response to the trends presented in the data on content performance.

To begin with, the marketing team ought to progressively make up the ratio of video and reel content. The data available in terms of engagement is also clear that reels attract nearly three times more interaction than still images. Thus, it would be strategically appropriate to ensure that the present reel and video share, which is currently about 28 percent, is boosted to about 40-45 percent of all content production in

two or three content cycles. One should not completely get rid of static images, which can be also helpful in making fast announcements and information about products. Nevertheless, most of the already established fixed posts can be transformed into brief dynamic video content. As an illustration, the same message can be given by use of a 20-second reel, showing the product in action, instead of having a product feature shown by one graphic. This change would position the brand with the changing digital consumption behavior.

Second, the group ought to increase the proportion of informative and value-based content. The comparison showed that educational posts were the most active posts with the highest engagement and share rates compared to all other content themes. This category is already bringing approximately 21% of the total output, which can be raised to 30-35 and became the main theme of the content calendar. Explainers of engine care, guides on choosing oil, seasonal maintenance, and explainers of lubricant technology were especially effective. The authority-based communication has a solid base at Liqui Moly since the company is a German-engineered high-quality lubricant brand. Through technical and informative textual content that will keep on offering, the brand will have an opportunity to enhance its credibility and gain long-term trust of vehicle owners.

Third, advertisement messages are to be optimized with regard to frequency and tone. Advertisements had been in the weakest categories and occasionally they did not seem to be aligned to the premium positioning of the brand. Instead of removing promotions, it would be more reasonable to do repositioning. The existing 17% should not be surpassed in promotional content, and communication should be done in a sophisticated and exclusive manner. Promotions must mention values, quality, and exclusiveness rather than sounding like they are promotion-based on discounts and clarification. Language and visual style must be of confidence and high quality brands even in exchanging price benefits.

Fourth, there is a need to invest more in lifestyle-based and testimonial content due to the need to gain a deeper level of emotional engagement. Currently, the two elements of lifestyle and testimonial content jointly contribute about 15 percent to total output though this shows promising engagement potential. By raising their joint share to approximately 20-25, the brand will be able to establish better and deeper emotional relationships with the audience. The driving culture, car passion, and ownership pride can be used as the driving lifestyle content to humanize the brand past the technical. Likewise, it can be considered that testimonials by real customers, workshop owners, and automotive professionals may become a powerful tool to promote credibility. Testimonials on video, mechanic endorsement reel, and aspirational car images could be systematically incorporated into the content mix.

Fifth, a formal monthly content performance review process is to be launched. Analysis of data-driven content evaluation system was one of the gaps that were identified as one of the major gaps in the internship. It can be introduced with a very basic monthly review meeting during which the analysis of average engagement rates, by format and theme, the top three and the lowest three performing posts, and the monthly distribution of forms and themes can be performed by the team. The summary in one page would be enough. This would build a cumulative database of performance over time, and more accurate strategic choices would be made on the future planning of the content.

Sixth, consistency in all content should be enhanced visually. The difference in the quality of the designs of agency posts and in-house posts occasionally decreased the consistency of the brand. Creating a template of standardized visuals in repeated types of content, posts on product features, educational tips, and event announcements, etc., would contribute to consistent quality. Templates would guarantee that even informational graphics, that were simple in nature, would indicate the accuracy and high end status relating to the brand. In the case of a luxury brand such as Liqui Moly, all the communication should be visually supporting reliability and technical perfection.

Lastly, the brand ought to consider digital strategies that are platform-specific other than facebook. Although Facebook will not be left out, the digital terrain in Bangladesh is changing very fast. Instagram, Tik Tok, and YouTube are very popular with the younger, urban, and car-owning population, which is a very good match to Liqui Moly target audience. The marketing team would have to create differentiated approaches, i.e., is it via Instagram as a visual story or on YouTube as an educational video and technical explainer and on TikTok as a short and engaging automobile-themed content in order to attract younger fans.

In general, these recommendations are based on the performance analysis and practical internship. Through content format refinement strategy, educational authority enhancement strategy, promotional tone refinement strategy, emotional storytelling strategy, performance review institutionalization strategy, visual consistency strategy, and platform diversification strategy, the Liqui Moly Bangladesh can substantially increase its effectiveness in digital marketing and also reinforce its premium brand positioning.

CHAPTER 3: PROJECT PART

3.1 Introduction

The given chapter introduces the research element of the internship report that investigates the effectiveness of digital content marketing in case of Liqui Moly Bangladesh, a luxury automotive lubricant brand sold and marketed by ACI Motors PLC. The paper is based on the empirical observations and information collected throughout the internship phase, and it tries to introduce somehow stylized and data-supported approach to one of the questions around which the marketing team of the brand treads day in, day out: does the online content being created work, and what exactly works best.

The study is driven by the fact that online content promotion has become an inalienable aspect of branding of nearly all products directly engaging consumers. In the case of automotive lubricant industry, the challenge is of interest. This is unlike in the case of lifestyle or fashion brands where a visual attraction directly transfers to usability but in the case of lubricant brands; there is a product category that is in an unglamorous state that most people perceive as being usable. How that a high-end brand such as Liqui Moly can potentially utilize digital content to not only inform, but also to truly engage its audience in Bangladesh and draw loyalty in its clientele is what makes the separation into practicality and scholarly interest.

This introductory segment has five subsections in the chapter. It will start with the background and contextualization of the study which is then followed by a clear statement of the problem. The objectives of the research are then presented with the objectives being what the research aims to accomplish. The significance section will cover why this study is important, as it is to the organization and to the entire sphere of digital marketing in emerging economies. Lastly, the scope of the study determines the limits within which the study functions within and poses what is in and out of the research scope of the analysis. All these subsections create a conceptual and pragmatic base within which the methodology, data collection as well as findings in other sections are established.

3.1.1 Background and Context of the Study.

Brand communicating on a global level has changed radically during the last ten years. The older advertising mediums such as TV commercials, newspaper advertisements, bill boards, and print brochures although not lapsed are no longer effective by themselves as means of building and maintaining brand awareness, especially among consumer groups, who are young and digitally inclined. The emergence of social media platforms, content search engines, video sharing platforms, and content-focused digital

ecosystems have had the effect of making brands be always present, relevant and engaging in the spaces that their consumers spend time (Kotler et al., 2021; Holliman and Rowley, 2014). Digital content marketing, which can be broadly described as the tactical production and dissemination of valuable, relevant, and consistent content to lure and keep a clear-cut audience has become one of the main foundations of new age brand tactics (Pulizzi, 2012).

This has been high in Bangladesh. The internet penetration of the country has been on a steady increase and up until the last time it has more than 130 million internet users, a substantial number of those use the internet mostly via mobile gadgets as well as use the internet extensively requiring immobiles (social media platforms, Facebook) (BTRC, 2024). To the brands present in the Bangladeshi market, it is a digital expansion that has not only provided a platform that has enabled them to reach consumers more easily, but it has also given the content creators and marketers a highly competitive environment where the fragmentation of attention and customer loyalty should be earned. The brands which succeed within this kind of space are the ones that are able to cut through the noise of their content being not merely visible but actually resonant with their particular target markets.

The brand that the centre of this study is called Liqui Moly takes a unique place in this landscape. Originating in Germany in the year 1957, Liqui Moly has made its way to the world market through being one of the well-known manufacturers of high-quality motor oils, additives, and car care products, characterized by its focus on quality, precision engineering, and technical innovation (Liqui Moly GmbH, 2024). The promotion and sale of the brand in Bangladesh are done through ACI Motors PLC which is a subsidiary of ACI Limited, one of the largest and diversified conglomerates in the country. ACI Motor, the importer, distributor and brand communicator of Liqui Moly in the country, has positioned the brand as an excellent alternative to more mass-market lubricant products offered by such rivals as Mobil, Castrol, Shell and locally produced substitutes.

The problem facing Liqui Moly Bangladesh in a digital marketing point of view is complex. To begin with, the automotive lubricant product category is not inherently a place where a visual storytelling format and emotional appeal fosters the virality on social media. Social media is not a place where consumers would normally window shop and find the contents of motor oil as they would do with other things such as fashion, food, and entertainment. That translates to the fact that all any piece of content published by the brand must draw in its attention through a mix of relevance, informative value, aesthetic appeal or emotional resonance, which is certainly a lot to ask of any marketing unit to achieve on a regular basis.

Second, being a high-end brand in a price-sensitive market, Liqui Moly does not have the option to use discount communication or price-savings messages as other competitors do. Its online content should support the image of quality, expertise, and trustworthiness - qualities that warrant the high prices - without making it seem like a snobbish and out-of-touch product. It is in balancing this digital content that one has to possess a subtle grasp of the local audience and their automotive behaviour, their search behaviour of information and what content produces the credibility in this specific market environment.

Third, the market environment in Bangladesh lubricant is becoming increasingly competitive. There are established multinational brands with substantial resources and complex international marketing engines operating in the market alongside the local ones that are engaged in competitive pricing and distribution coverage. In this market, digital content is not luxurious, it is a necessity to remain visible and relevant especially in the context of the urban, car-owning consumers who form the basic target market of Liqui Moly.

It is against this backdrop, a premium brand in a competitive price-sensitive market, attempting to create engagement and loyalty using digital content in one category of product that is not easily promoted to social media hype, that the current study takes place.

The study is based on personal observations and the data that I gathered during my internship in the marketing department, which deals with the digital presence of Liqui Moly Bangladesh, and it is expected to represent a practical, grounded evaluation of how the digital content approach of the brand is fulfilling its positioning and engagement goal.

3.1.2 Problem Statement

Though the investing in digital content production and social media presence is increasing, structural assessment of whether the digital content marketing activities of Liqui Moly Bangladesh are successfully fulfilling their target market purposes is lacking. The brand releases content frequently on its social media feeds, including features on its products, education posts, images of campaigns, promotional updates, and lifestyle-related material, but the connection between such content actions and significant brand performance measures such as engagement with the audience, strengthening brand identity, and premium positioning has not been evaluated in systematic way.

This gap was made crystal clear during the period of the internship. There was an informal and reactive approach to the evaluation of the performance of content being created and published at a consistent rate. The team was somewhat conscious in knowing what posts gained more likes or comments, but there was no structured system of being able to understand why certain forms of content were more successful than

others, or the relationship of the overall content mix with the strategic positioning aspects of the brand. Such questions as whether educational (rather than promotional) content provides more engagement than the latter, whether video does better or worse than passive imagery with this specific audience, or whether the topics of the content being prioritized are indeed asserting the premium brand position of Liqui Moly should remain largely unanswered.

Such a lack of organization of content appraisal poses a number of threats. Unless the brand knows what types and themes have the greatest engagement, it will be wasting resources on creating content that has low engagement. There is a risk that the digital existence of the brand is unwillingly undermined by the material it contains without checking whether the material reinforces desired premium positioning and, therefore, with overbearing promotion or money-driven messages that are contradictory with a premium image. And unless they keep an eye on the performance trends over time, the brand will not be able to adjust the content strategy accordingly based on data, which means that it will be prone to changes in audience behaviour and competitive dynamics.

The issue is, however, not the fact that Liqui Moly Bangladesh is not practicing the digital content marketing currently it is not. The brand is on, it is publishing and putting creative energies on the digital platforms. The issue is that this exercise is going on without the advantage of a created, data-driven assessment apparatus, capable of evaluating the efficiency of the content, recognize performance trends, and provide strategic restructuring. This paper fills this gap by undertaking a planned evaluation of the digital content of the brand, the connectivity of content attributes and audience reaction, and the appraisal of the congruence between the content strategy and the lasting positioning goal of the brand.

3.1.3 Research Objectives

The overall goal of the study is to determine the performance of digital content marketing in Liqui Moly Bangladesh based on its capacity to correlate the nature of the content and the performance of the audience and by evaluating the degree through which the interest of the brand in the digital content strategy reinforces its premium positioning in the Bangladesh market in the automotive lubricants. With this general purpose, the research will be informed by the following objectives:

- **Identify types of content and themes:** In order to categorise and investigate the various types of digital content that Liqui Moly Bangladesh publishes in its social media profiles, prime content themes, content formats, and communication strategies apply. This goal is aimed at defining a clear image of what the brand is actually placing out in the digital arena that is the starting point of all further analysis.

- **Measure audience engagement in categories:** To measure and compare performance of various types of content engagement using observable data that includes likes, comments, shares, reach, and engagement rate. It is expected to find out which types of content produce the most unified response in the audience and whether there is any significant variation in engagement among such types as, say, educational posts and promotional announcements, between video content and posts with only static images.
- **Assess congruency with positioning as a premium brand:** It is necessary to determine whether the overall tone, aesthetic imagery, message and thematic focus of the digital content in Liqui Moly Bangladesh is congruent with that of a premium brand. It can be the analysis of whether the content is supporting the perceptions of quality, technical expertise, and reliability, which are the key elements of a premium brand value proposition, or whether a particular content can be undermining that image.
- **Offer recommendations:** To convert the results of the analysis into evidence-based actionable recommendations about the possible improvement of the digital content strategy of Liqui Moly Bangladesh. These will be recommendations that are based on the observations that occur during the internship and they will be applicable in the current operational framework and resource endowment of the marketing unit at ACI Motors PLC.

The aims of these objectives are purposely goal-focused. The analysis is not supposed to create new theoretical frameworks and to test abstract academic hypotheses as separate factors. Rather it will aim to generate results which are immediately applicable to the marketing processes of the brand, as well as to the general body of understanding about the way digital content marketing works in the context of developing markets, where its function in the consumer buying process is not inherent.

3.1.4 Significance of the Study

This research has a meaning at several levels, including the organizational, academic, and practical ones, which are worth briefly describing.

In the case of ACI Motors PLC and Liqui Moly Bangladesh team in particular, this study can provide an element that was never present before: organised, data-driven assessment of the level of online content performance of the brand. The marketing department has been spending much time and creativity in creating posts to be published on the social media, the effectiveness of the content created, however, has so far remained largely an intuitive judgement. The systematic examination of the types of content that are most likely to produce engagement, the most popular themes with the audience, and the compatibility of the whole of the digital strategy with the premium positioning of the brand offers this research a

reference point to measure the content choices that may be made in the future. It also brings pointed areas that the content strategy may be improved, be it through changing the proportions of the educational and promotional content, or investing more into the video types, or changing the visual and tonal approach towards strengthening the prestigious brand image.

Academically, the research can be applied in a field of marketing studies that is underdeveloped: digital content marketing of technically oriented and premium-positioned brands in emerging economies. The source material related to content marketing is strongly biased towards the western markets and towards product segments that are naturally open to the concept of visual storytelling, i.e., fashion, food, travel, and technology. The literature on how automotive aftermarket brands, especially lubricant producers, can establish digital interaction is not very much, and even less common are studies based on the Bangladeshi market case. Albeit small granted, this study contributes to that research area that is scarcely researched and can be used to guide upcoming researchers who will be conducting studies with regards to such questions within the same market environment.

At a larger practical scale, those results of the current research can apply to any brand that is in the low-engagement products industry and is struggling with establishing an impactful digital presence. The difficulties Liqui Moly Bangladesh has to overcome, filling a useful product with interesting content on social media, investing in a higher price out of content credibility, competing with more established, better-endowed competitors in an overcrowded online world are the same challenges that many brands in the variety of industries oversee. The observations emanated within this category, which concern what content strategies are the most effective motivating strategies and how it can be difficult to retain a premium status via digital platforms, can be applicable in theory to other brands operating within a comparable limitation.

Lastly, this research is personally meaningful because it is the end result of my academic education in marketing at BRAC Business School. It is an effort to use the theoretical knowledge gained in coursework on a real life marketing issue and with real data on a real brand. My experience in executing this research, in terms of identifying the problem, data collection, and data analysis and coming up with a conclusion and recommendations has been a valuable experience in bridging the gap between theoretical knowledge in studies and practical application in practice, and I feel the product of the research is a valuable artefact of learning as well as a valuable resource to the organisation.

3.1.5 Scope of the Study

It is essential to define clearly what this study entails and on the flip side what is not entailed as well so as the results can be made out in the right context.

The case study will only look at the digital content marketing of Liqui Moly Bangladesh under the management of ACI Motors PLC. The most active and the most visible digital media that can be analyzed is Facebook as it is the most prominent medium through which the brand operates in the Bangladeshi market. The inclusion of Instagram observations, where applicable, is also included, though the main part of the analysis will be rooted in Twitter and Facebook because of the presence of engagement statistics and dominance of the platform in the Bangladeshi social media market.

The materials that were analysed are within the timeframe of the internship, as they consist of posts that were released during the months during which I had personal access to the output of the brand on digital platforms and could witness the generation, publication and performance of the content directly. This is limited in time, whereby the study represents one point in time of the digital content strategy of the brand, as opposed to an analysis with many years in it.

Regarding the variables under analysis, the research considers content features, such as the type of content in it, the general area of interest covered, the format (image, video, carousel, and others), and tone as the independent variables and the number of likes, comments, shares, and the rate of engagement as the dependent variables. A qualitative evaluation of the extent of the content conforming to the premium positioning of the brand is also done based on the brand guidelines and the positioning principles witnessed in this internship.

The analysis is limited to unpaid advertising campaigns or media-buying plans since such information was not available when undertaking the internship. Neither does it discuss off-line marketing practices, in-store marketing and distributor-level brand communication or macro corporate strategy beyond the digital content functionality. This research does not cover cross-departmental software systems, operations at the production level, and IT infrastructure gained on an enterprise-wide level.

Also, the research fails to assert that it gives a competitive analysis of the whole of the Bangladeshi lubricant market and any contents of the competitors are mentioned informally to give context to the discussion. The study is deliberately narrowed down to the online content performance of a single brand under the umbrella of a single department in a single organization, and it should be considered accordingly. At that, the paradigm and analysis technique applied, in its turn, might be easily transferred

to other brands or to different units of ACI Motors PLC in general, whereas the concrete results may be context-specific.

To conclude, the research area is chosen purposefully: it explores the topic of digital content marketing of Liqui Moly Bangladesh in social media, evaluates the results of the engagement through various types of content, and assesses the compatibility of the same content with the objectives of the premium brand positioning. Within these confines, the paper intends to provide unambiguous and evidence-based recommendations that will be valuable to the continued content strategy of the brand and be based on the facts of the Bangladeshi digital marketing landscape.

3.2 Literature Review

In this section, the already developed academic and professional literature was analyzed, and it makes possible the provision of the conceptual framework of the current research. This is not meant to be a comprehensive listing of all studies written on the subject of digital marketing since time immemorial but the natural consequence of trying to gather the most pertinent solid strands of thought that are informing the specific research questions that we are dealing with here: how does digital content marketing work, what makes it work, how it is working in the automotive industry, how premium brands are using digital platforms to protect and project their positioning, what are the engagement metrics actually telling us and how these dynamics are played through in a developing marketplace like Bangladesh.

There are 5 subsections that are thematically structured in the review. The former is concerned with the principles of marketing digital content. The second analyzes the application of content marketing with respect to the automotive market. The third examines the connection between digital content and the high-end brand placement. The fourth study of literature on consumer engagement measures and social media performance measurement. The fifth and the last subsection focuses on digital marketing practices within the context of Bangladesh outlining what has been known and what has not been known. All these five areas of literature put together the pattern of analysis followed in the subsequent sections of methodology and findings.

3.2.1 The Digital Content Marketing Concepts.

The field of content marketing was developed pre-digitally. Companies have always produced informational and educational content to entice and keep customers, such as company magazines, recipe books, how-to guides, but the advent of digital platforms has redefined the volume, rate, and quantifiable nature of content marketing in aspects that none of the previous content marketers could ever have dreamed feasible (Pulizzi, 2012). When applied in the modern context of digital content marketing, the

act of publishing and sharing high-value, relevant, and consistent content via digital methods with the goal of attracting, engaging, and retaining a well-defined audience, and ultimately into profitable customer action, freeman defines digital content marketing as a strategic process (Content Marketing Institute, 2023). The difference with the traditional advertising is that it is focused on the delivery of true value to the audience instead of directly selling them a case, as it would be in traditional advertising.

In one of the pioneering studies on B2B digital content marketing, Holliman and Rowley (2014) believed that successful content marketing demands the fundamental change of thinking about the notion of selling to the concept of helping. In their study, they had pointed out that education-informing and entertaining content is more likely to create better audience relations in comparison to purely promotional content. This observation has been replicated in an array of literature addressing B2B and B2C situations. This was reaffirmed by Baltes (2015), who added that any content marketing strategy that is successful is one where the needs and other preferences of the audience become superior to the brand centricity message and forms what she termed as a pull dynamic compared to a push one.

The literature is also broadly clear on the conceptual differences of types of content. There exist various categories of type of digital content in which researchers divide them based on the format (text, image, video, infographic, carousel, live stream), purpose (educational, promotional, cartoon, inspirational, community-building), and tone (formal, conversational, humorous, authoritative). Another content marketing matrix was proposed by Lieb (2012), who addresses the content based on the characteristics of being designed to entertain or inspire or educate or convince and an emotional or rational reaction in the audience. The specified type of classification has a direct relevance to the current research as it categorizes the content of Liqui Moly Bangladesh by thematic and format-based groups in order to determine the differences in the outcomes of engagement.

Du Plessis (2017) recently presented a systematic review of the literature on content marketing and discovered that despite the rapid development of the sphere, it lacks a coherent theoretical framework. She noted that most of the literature reviews content marketing as a part and parcel of the digital marketing strategy and not as a strategic field of study. This dispersion implies that most of the existing research is descriptive or rather case based and there is a need to have more empirically based studies which relate certain content features to quantifiable results which is the gap the current research tries to fill albeit on a scaled down levels against Liqui Moly Bangladesh.

Kotler et al. (2021) also put content marketing into context and presented it in the wider perspective of the development of the marketing thought, stating that in the age of Marketing 5.0, when technology and human values come into contact, the content should not be merely relevant and timely but authentic and

values-oriented. And in the case of a high-end brand, such as Liqui Moly, this point is particularly important: the information should not only provide product details but the underlying brand values of technical accuracy, reliability, and quality that information is worth its premium price.

3.2.2 Content Marketing in the Car Industry.

The history of automotive industry and advertising and brand communication is long and full, the great television commercials of the twentieth century, the elegant print campaigns of the enthusiast magazines. Digitization of content marketing however, has not been equal across the industry. One of the front runners has been vehicle manufacturers, most especially lavish and performance supported brands such as BMW, Mercedes-Benz, and Porsche that are investing highly in cinematic video materials, interactive digital ads, and social media narratives that confirm the aspirational brand identities that they claim (Musonera, 2018). The aftermarket segment of the market that encompasses lubricants, additives, tyres, and spare parts are at a slower stage of pursuing more advanced digital content approaches, partly due to the fact that the products themselves are less emotionally rich, and purchases decisions are less influenced by emotional brand attachment and more by guideline of mechanic feedback or cost factors.

In the sub-category of lubricant, in particular, the literature on the subject is surprisingly scanty. Large international brands such as Shell, Castrol, and Mobil have strong digital presence however academic research that assesses the use of their content strategies on a systematic basis is limited. Rosenbaum-Elliott et al. (2018) talked about the topic of premium brand communication in a broader conceptual framework and explained that when using a functional category of a product, the content is subject to a certain challenge on a digital platform: the brand needs more efforts to create a differentiation, the product itself does not provoke a level of natural interest or aspirational desire as a luxury car would inspire. The same statement can be applied directly to Liqui Moly that needs to identify methods of making motor oil interesting enough to prevent a thumb to scroll past.

Other research works have explored the manner in which automotive brands incorporate the utilization of certain content forms to facilitate engagement. Tafesse (2016) examined the nature of the brand post on Facebook among auto companies and concluded that posts with an element of experience and interactivity also outperformed purely informational and sales-driven posts. He further observed that visual richness especially the quality images and video was a crucial indicator of increased engagement. This result is in line with the larger body of digital marketing literature, which leans heavily in favor of visual and video content over any content that does not contain text in the social media platforms (Li and Xie, 2020).

Regarding the automotive aftermarket products, Keller and Swaminathan (2020) mentioned the need to develop brand knowledge by means of constant exposure and communication. They claimed that when brands work in a category with low frequency of purchase and intangible product differentiation is hard to represent visually, content marketing is a critical part of brand salience -brand presence that is maintained in the consumer mind so that when the purchase moment comes the brand is remembered in a positive way. With Liqui Moly Bangladesh, this is to say that such value of digital content is not always apparent in instant peaks of engagement but rather in taking place in the slow, incremental mechanism of establishing and sustaining brand recognition amongst its target.

There has been limited scholarly focus on the subject of digital content marketing as applied to the automotive aftermarket sector, and this area is the gap that the current research is attempting to fill within its small scope. Although it does not say that it bridges the gap fully, it provides empirical data on a particular brand in a particular market, which can add to the incomplete list of evidence on this matter.

3.2.3 High end Branded Positioning via Digital mediums.

Digital content and brand positioning are one of the topics of increasing scholarly interest especially with the existing brands dependent on closed, curated communication channels finding themselves in the unpredictable openness of social media. There is a particular tension to the transition of premium brands: on the one hand, the necessity to be available and involve on platforms that are designed in a manner that can attract mass is crucial, but at the same time, premium positioning is attained by exclusivity, quality connotation, and the further sense of aspirationality that needs to be preserved (Kapferer and Bastien, 2012).

In his comprehensive brand management textbook, Kapferer has cautioned that premium and luxury brand encounter a digital dilemma -risking that too much preening on social media will dilute the perceived scarcity and prestige on which the market share of the brand is built. Although the Liqui Moly brand can be regarded as a premium brand but not a luxury one, the same basic principle will work: the digital content that the brand communicates should strike a balance between making the brand relatable and making it authoritative enough to justify its higher cost. Overall, overly casual, discount-based or otherwise content, and too mediocre-like compared to that of competitors can and is likely to water down the very qualities of the brand that qualify it as premium.

According to Keller (2009), he developed the concept of brand resonance which is the final phase of brand building in which the consumer is said to have a strong psychological attachment of the brand. To

resonate, brands must be consistent in all their touchpoints, which include the digital content. With a high-end brand, each post, video, and caption will add or subtract to the consistency. When most of the social media content produced by a brand is promotional in character e.g., it is an indication that the brand is attempting to sell and not to connect, which would be the fault of its premium positioning and perceived quality.

Another pillar of premium brand positioning discussed by Christodoulides et al. (2021) is how the brand authenticity may be communicated via digital channels. They discovered that authentic perceived content i.e. content which displays actual expertise, heritage, or dedication to quality and not a product of artificial marketing sheen is more likely to elicit greater trust content among consumers. In the case of Liqui Moly whose brand heritage lies in German engineering and technical skill, this could indicate that brand awareness content focusing on the history of the brand, engineering quality or science behind its products will be better in supporting the premium positioning efforts than a promotional or generic lifestyle content.

In their empirical research, Godey et al. (2016) examined the overall social media marketing activities of luxury brands on a large scale and discovered that brand content quality on the social media had a particular impact on the brand equity dimensions (perceived quality, brand awareness, brand image, etc.). Although their study was on fashion and luxury products, the found mechanisms that they defined, content quality leads to brand perceptions, which consequently results in purchase intent, can be generalized and transferred to other premium brand products, not necessarily in the automotive aftermarket sector.

The cumulative nature of this literature leads to one fact: in the case of high-quality brands that are also involved in digital platforms, content is not a communication tool, but rather an asset of the brand. All the content helps in strengthening or destabilizing the brand in the mind of the consumer. This is the principle that informs the evaluative framework applied in this paper, which is to determine not only whether the content created by Liqui Moly Bangladesh leads to engagement, but whether it leads to the type of engagement that would help the company build a premium brand identity.

3.2.4 Engagement and Social Media Metrics: Consumer-Engagement.

Consumer engagement on social media is one of the hottest questions and controversial issues in digital marketing studies. On the most basic level, engagement can be viewed as a combination of behaviours which shows an audience member to be paying attention to, interacting with, or responding to the content of a brand. On social networks, such behaviours are usually recorded with the help of a group of publicly

visible indicators: likes (or reactions), comments, shares, saves, video views, reach, and impressions (Barger et al., 2016).

The engagement metrics are not equal in weight, but nonetheless, the literature does draw significant differences between what could be referred to as passive and active engagement. Muntinga et al. (2011) designed the COBRA (Consumers Online Brand-Related Activities) framework that introduces three levels of online brand engagement: consuming (viewing content without any interaction), contributing (liking, commenting or sharing) and creating (producing user-generated content in regards to brand). In this context, a like is a fairly broad level of interaction - the level of effort that it involves is low, and the degree of mental or emotional investment can be low as well as it is habitual, but a comment or a share indicates a higher level of mental or emotional involvement. When a brand is investigating its performance in social media, the level of interaction is more important than the amount of interaction.

The most powerful standardization of engagement among posts with varying exposures is the engagement rate which is most often computed as of total engagement/interactions divided by reach or impressions expressed as a percentage (Paine, 2011). This measure will enable better comparisons of posts which were distributed in various amounts of organic or paid distribution. Engagement rate has become a major measure of content performance in the current research and allows making comparisons with content types and content themes without the distorting influence of variable reach.

Nevertheless, one should remember that, only engagement metrics should not be relied upon. Vanity metrics Vanity metrics are a concept popularized by Ries (2011) as a lean startup metric to mean those numbers that sound good, but are not necessarily reflecting good business performance. A post with a thousand likes may not produce a sale, no brand recognition, and no change of brand perception. On the other hand, a post that has a very low level of engagement but is very relevant to the target audience can serve as latent source of brand salience. Marketers have been encouraged by scholars such as Hoffman and Fodor (2010) to go a step further than mere quantitative engagement rates and reflect on the strategic worth of social media interactions on the marketer side; that is, what they could bring to brand awareness, brand consideration and ultimately purchase behaviour.

Tafesse and Wien (2018) approached the analysis of the concept of brand post on social media more subtly, suggesting that there are six types of message strategies that are applied by brands on Facebook such as informational, transformational, interactional, promotional, personal and current-event content. Their study revealed that dissimilar methods produced dissimilar kinds and quantities of engagement and that brands could not leave it to chance and rely on somewhat one approach to content blending. This typology guides the content categorization scheme according to the current research, according to which

Liqui Moly Bangladesh posts are sorted by their types and themes to see which strategies achieve the most significant engagement results.

De Vries et al. (2012) investigated the factors that define the popularity of a post on a social media platform and found that in this case, there are such determinants as vividness (the extent to which a posting activates the senses, such as a video or rich imagery), interactivity (the extent to which a posting arouses a response), content type (is it informational or entertaining), brand post valence (negative or positive tone). This has also been cited as a result when the authors found that vivid and interactive posts consistently perform better than dull, informational posts, making it a relevant piece of information in the study of the content mix of Liqui Moly.

To address this research question, engagement will be addressed as a valid and informative though imperfect proxy of content effectiveness. The discussed metrics likes, comments, shares, and engagement rate are the most widespread and generally defined measures of the audience reaction. Although they are not a totality of the dimensions of brand impact (including offline behaviour change or long term change in attitude), they do offer a pragmatic and repeatable point of departure of the assessment of content performance, which is the main goal of this study.

3.2.5 Digital Marketing in Bangladeshi situation.

The digital marketing environment in Bangladesh has been changing phenomenally within the last 10 years. Massive population of low-end consumers entering the digital ecosystem has been created due to the proliferation of low end smartphones and the big part of this has occurred through extensive growth of low-cost mobile internet in large part due to competitive pricing in the telecommunications sector. The rate of internet subscriptions in the country has been more than 130 million as of 2024, with mobile connection taking up the largest percentage of internet (BTRC, 2024). The usage of social media has also increased accordingly, with Facebook having an overwhelming majority state, as the number of active Facebook users in Bangladesh is estimated to be more than 50 million, and it is one of the largest user communities on the platform in the entire world (DataReportal, 2024).

This online growth has transformed the way brands communicate with the consumers in Bangladesh. Through the social media, brand communication has been shifted to the forefront in contrast to traditional media, the television, newspapers, and outdoor advertising that previously ruled brand communication, especially in the urban and semi-urban population that forms the main market of premium products. Hossain (2022) reported on this change in the Bangladeshi FMCG segment of brands who invested in

social media content and community management at the outset of their development noticed tangible increases in brand awareness and consumer attitude, especially in younger generations.

Nevertheless, there are also peculiarities and challenges of the Bangladeshi digital marketing environment. To begin with, the audience is decidedly mobile-first, i.e. the content should be tailored with small screens, short attention span, and fluctuating connection speed. Slow content, pages designed to be seen on desktop computers, or content written in long text form will not perform well in the platforms most of the Bangladeshi users access their content. Second, the consumer sensitivity in Bangladesh is very high, and thus, even high-end products will have to exercise discretion in their communication, and show value, rather than quality. A brand that is deemed overpriced without defined reasons to explain the same will likely scare away the very group it is targeting.

Third, there is high competition on social media in Bangladesh. Due to the fact that the entry barriers in social media marketing are low, even small and local companies have active Facebook pages, which makes the content environment dense, with the focus of consumer attention being much disputed. In the case of a brand such as Liqui Moly, where it is competing with mega-coral corporations with massive digital budgets, as well as local competitors offering cut-throat prices and regular material in their content feeds, it is necessary to make its content unique by steering clear of the type of price-based messaging that would damage its high-end branding approach.

The scholarly publications on digital marketing in Bangladesh are increasing without being extensive in some aspects. Islamic and Rahman (2023) have conducted studies to indicate how social media advertisements influence purchase intent in Bangladeshi consumers and the perceptions of relevance and quality of content were found to be one of the most notable predictors of positive attitude in the consumer. Karim et al. (2022) investigated the social media marketing of the Bangladeshi SMEs and emphasized that the visual content and regular posting schedules are critical in maintaining the audience attention. Nevertheless, research papers that particularly look into digital content marketing, with reference to upscale brands in technically inclined products line in Bangladesh are scarce to say the least.

This literature gap is relevant since the marketing dynamics of a premium product within the price-sensitive, mobile-first, developing economy are radically different to those of the developed Western economies where the bulk of the extant literature was carried out. These assumptions regarding consumer behaviour, behaviours of using platforms, preferences of consuming content and the tendency of switching brands, which form the foundation of a much of the existing global content marketing literature, might not be relevant in the Bangladeshi case. More empirical localisation studies on the local performance of digital content strategies in this particular market setting are very much-needed.

The given study takes place in this gap. Although it does not posit to strictly answer the question of how digital content marketing ought to be applied in Bangladesh, it gives the empirical picture of how the content strategy of one premium brand is performing in the social media based on the real data provided by the Bangladeshi market. These implications, consequently, are not only relevant to Liqui Moly Bangladesh but also to any brand that tries to develop a high quality digital presence in a developing market environment where consumer behaviour, platform dynamics, and competitive conditions vary significantly to those illustrated in the majority of the current literature.

3.3 Methodology

This chapter provides the research methodology adopted in this study and how the data was collected, its organization, and analysis was performed to achieve the research objectives identified in the previous section. The research methodology is intended to be realistic, transparent and fitting the type of research that can actually be achieved under the three month internship in a working organisation under the conditions of a research. It is not posing to be an extensive empirical study of hundreds of data points and sophisticated statistical modelling. What it aspires to be is a well-documented, truthful, and repeatable methodology of measuring the effectiveness of digital content marketing of Liqui Moly Bangladesh based on the information and notes that became actually available throughout the period of the internship.

The chapter is divided into eight sub sections. It starts with the research design that outlines the general methodology and rationale of the study. Then the operational definition of variables, which describes how abstract variables such as content effectiveness and audience engagement are converted to quantifiable terms, are described. Research questions and hypotheses section explains what a research is attempting to answer and test. The section of data collection methods elaborates on the specific process of collection of the data, namely, the observation of digital data, extraction of engagement metrics and informal judgment of the experts. The instruments section is a description of the exact tools and frameworks of the data capture and classification. The section on the data analysis provides a description of the ways in which the obtained data was derived and interpreted. The ethical considerations part is dealing with queries of confidentiality, responsible use of data and academic Syria. Lastly, the limitations section gives credence to the constraints and limitations on the findings.

All of the subsections are written in such a way that in case another researcher is given an equivalent access and resources, he/she could repeat the research in a similar organizational setting. This principle of transparency is essential to any plausible research work, irrespective of its magnitude (Creswell and Creswell, 2018).

3.3.1 Research Design

A mixed-methods research orientation (standing between quantitative engagement data and qualitative content assessment) is a descriptive and evaluative research design applied in the study. This design is adopted due to the fact that the research questions require both the measurement and interpretation. Not just knowing that a specific post got a specific number of likes is not enough, the research also requires the ability to know what type of a post it was, what was its theme, how it was displayed, and how its message messages were in line with the premium positioning of the brand. A purely quantitative design would only get the numbers but the context is not there as compared to a purely qualitative design which will give rich description with no comparative rigour to determine the patterns of performance. Mixed approach will enable the two dimensions to shape the results.

The descriptive aspect of the design will include a systematic listing and classification of the published digital information of Liqui Moly Bangladesh over the period of observation. All the content can be categorized by format (static image, video, carousel, reel), thematic (product feature, educative or informative, promotional or offer-based, lifestyle or aspiration, event-related and testimonial or review) and by platform (Facebook, Instagram). This classification is based on the typologies of the content presented in the literature on digital marketing, specifically, the systems of Tafesse and Wien (2018) and Lieb (2012), modified to suit the unique content environment that Liqui Moly Bangladesh is in.

Evaluative component implies the estimation of the performance of each category of content on the basis of observable metrics of engagement, as well as in relation to the positioning goals of the brand. The engagement analysis is a quantitative one: the sources of numerical information on likes, comments, shares, reach, and calculated engagement rates are used to compare the performance of this or that type of content and a particular theme to another. The brand positioning analysis is more qualitative: it entails a review of how the tone, visual quality, and message of the content aligns with the high-end brand attributes that Liqui Moly aims to bring out attained, such as technical skills, German engineering tradition, quality of the products, and professionalism.

This is a research design that fits the scope and nature of the study. Since that only a few resources of an internship-based study such as time, access to proprietary data, and a comparatively small sample of data, given the limitative nature of the methods of the study, the descriptive-evaluative approach will enable the researcher to come up with meaningful implications without exaggerating the statistical strength of results. It is consistent with what Saunders et al. (2019) define as pragmatic research philosophy, in which

interest in creating findings relevant and applicable in a real-life scenario takes precedence over methodological purity as an objective.

An individual social media post is a unit of analysis of this study. Both every post that Liqui Moly Bangladesh publishes in the course of the observed period is considered an individual point of data, which is defined by its content attributes (independent variables) and the results of its engagement (dependent variables). This post level analysis allows comparisons on a granular level and pattern recognition of level that otherwise would have not been done had the analysis been done on a higher level of aggregation say weekly or monthly aggregate performance.

3.3.2 Operational Definition of Variables

To be clear, credible and replicable, the variables or items under study must be operationalized that is to say, in terms of how they actually appear in the data, and not just in terms of abstract or theoretical language. In this section, the independent and dependent variables employed in the research are also defined, as well as the criteria/indicators based on which each one is measured.

Independent Variables

The content nature of any social media post made by Liqui Moly Bangladesh will be the independent variables of this study. These are the qualities that must be managed by the marketing department of the brand and the study proposes that they will determine the quality of engagement that will be witnessed. Two independent variables are considered as the following:

Content Format

The visual and structural display of the post is termed as content format. The social media content at Liqui Moly Bangladesh during the period was observable as falling under the following types of formats:

Single graphic or photo with caption: This is a post that will have a single image or photograph and a caption. This is the mode through which the brand mostly uses it.

Video post: A native video, usually ranging between 15 seconds up to two minutes, uploaded to the site.

Carousel post: A many-image type post, in which the user switches between a sequence of closely related images, frequently of product lines or step-by-step educational material.

Reel or short-form video: A short vertical video which is optimized to view on mobile, usually less than 60 seconds, with quick-cut editing, or trending audio on it.

The categorization of all posts by category was performed manually by observing the published material on a brand page on its social media. All the posts were placed under one type of presentation depending on the main way to show them. Where a post was a combination of elements (such as a video embedded in a carousel), the prevailing form was applied to tagging.

Content Theme: Content theme can be described as the subject matter, as well as communicative purpose of the post. On the basis of the content volume of Liqui Moly Bangladesh and relying on thematic typologies of digital marketing research (Tafesse and Wien, 2018; Holliman and Rowley, 2014), the following thematic categories were created:

- **Product feature:** Content that states particular products with reference to a unique product of Liqui Moly, its properties, use, or technical specifications. These posts are also informational, and they are aimed at creating product awareness.
- **Educational or informational:** The material that will present practical information regarding automotive care, engine care, the choice of oil, or some similar subject and do not specifically advertise a specific product. It is so as to establish the brand as an authority in the field of knowledge.
- **Promotional or offer based:** Materials that advertise promotions, special prices, dealer incentives, or promotions which are time-limited. The purpose of these posts is a direct determination of sales.
- **Lifestyle or aspirational:** Content that relates the brand to a larger lifestyle story, e.g., the happiness in driving, car culture, road trips or car passion. The intention is emotional appeals and not informative presentation.
- **Event-based:** Content associated with a particular occasion, event or cultural event, e.g. national holidays, festivals, motorsport events or brand sponsored events.
- **Testimonial/review:** The testimonial content has comments of clients, user experiences or recommendations of mechanics workshops or automotive experts. In this type, social proof is used to form trust.

All posts were placed into one major thematic category following their general message. Where a post had some decidedly more than one theme (such as a product feature post that includes a promotion offer),

the main communicative purpose was accepted as the classification source. The procedure aligns with the research methodological practices applied to content analysis (Krippendorff, 2018).

Dependent Variables

The dependent variables of this study will be the objectifiable results, which constitute how effective a certain piece of content was concerning the audience response. These variables will be able to identify the level at which the audience took notice of, interaction with and reaction to the content published by Liqui Moly Bangladesh. There are four dependent variables, which are measured:

Likes (or Reactions)

The number of likes or reactions (love, care, haha, wow, sad, and angry reaction on Facebook) a post received. This is the simplest sign of recognition by the audience. Although a like has been defined as low-effort interaction (Muntinga et al., 2011), it gives an objective of the content exposure and its acceptance by the audience. The number of likes is registered as a raw number per post.

Comments

The count of the comments made on a particular content by the users. The nature of comments is more interaction than the likes because it involves the user to develop and compose a message that implies a further cognitive or emotional interaction with the information (De Vries et al., 2012). Communication received is captured as a crude number. Whether comments are positive, negative, or neutral; whether they pose questions or give opinions; or, along similar lines, are qualitative, is recorded informally and no systematic sentiment analysis is applied to these since this is beyond the objective of this study.

Shares

The cumulative number of shares of a post done by the users themselves to their profile, groups or using direct messages. Social sharing is the most popular one since the process of sharing presupposes that the user considered the content valuable or interesting enough to recommend it publicly to his/her circle (Barger et al., 2016). Stocks are kept as a crude number of each post and they are subjected to specific consideration in analysis because they are the most obvious indicator of the content resonance.

Engagement Rate

The engagement rate is a composite metric, which is used to calculate the engagement of each post to normalize the engagement of a post with the reach or the number of followers. In this research, the engagement rate will be estimated to be:

$$\text{Engagement Rate} = (\text{Likes} + \text{Comments} + \text{Shares}) / \text{Reach} \times 100\%$$

In the event that the brand has the reach data unavailable (as often happens due to access restrictions to their analytics dashboard) they employed a follower-based engagement rate, which is computed as the number of interactions divided by the number of followers of the page during the making of the post. This method is not as accurate as reach-based computation, but it complies with the normal procedures in social media investigation where full access to analytics is unavailable (Paine, 2011). The engagement rate allows making meaningful comparisons between posts with different degrees of organic and algorithmic distribution that is vital in determining the true performance differences in content compared to the differences that may be brought about by varying platform exposure.

Summary of Variable Operationalization

Variable Type	Variable	Measurement	Data Source
Independent	Content Format	Categorical (image, video, carousel, reel)	Manual content observation
Independent	Content Theme	Categorical (product, educational, promotional, lifestyle, event, testimonial)	Manual content classification
Dependent	Likes/Reactions	Raw count per post	Social media platform data
Dependent	Comments	Raw count per post	Social media platform data
Dependent	Shares	Raw count per post	Social media platform data
Dependent	Engagement Rate	Percentage $((L+C+S)/\text{Reach} \times 100)$	Calculated from platform data

3.3.3 Research Questions / Hypotheses

The research questions and directional hypothesis ensure that the study is directed by a series of research questions and corresponding directional hypothesis. Research questions are the broad areas that the study will examine, whereas the hypotheses are the narrow areas of the research which the analysis is expected to determine. They are based on the reviewed literature on Section 3.2 and they are correlated with the operational variables that have been established in the previous section.

Research Question 1: Does the digital content format (static image, video, carousel, reel) relate to the degree of the audience engagement to the Liqui Moly Bangladesh?

Hypothesis 1: Video and reel-based content will cause greater engagement rates in comparison with the still image posts, which is in keeping with the evidence regarding the visual vividness and the content performance of social media (De Vries et al., 2012; Li and Xie, 2020). The reason is that motion, dynamic content attracts more attention in a saturated feed and platform algorithm favours consumption of videos.

Research Question 2: Does thematic concentration of digital content (noted as product feature, educational, promotional, lifestyle, event, testimonial) affect the degree of audience involvement of Liqui Moly Bangladesh?

Hypothesis 2: The rates of engagement will become higher when educational and informational materials are used compared to pure promo or offer-based content. This assumption is based on such principle of content marketing as people are more engaged to the content that offers them some value (education, practical knowledge) rather than the content that is focused on selling (Holliman and Rowley, 2014; Baltes, 2015). Educational material can also be used to create the same effect of credibility and support the perception of expertise, in the context of a premium brand.

Research Question 3: Does Liqui Moly Bangladesh have a digital content strategy that its premium brand positioning goals are met?

Hypothesis 3: The content mix of Liqui Moly Bangladesh as a whole will demonstrate a logical correspondence with the attributes of premium brand, though there will be certain areas where the promotional content or discount-ants will take away the final impression of the premium. The literature about premium brand communication in the digital space informs this hypothesis by assuming that a brand that works on the social media level must strike the balance of content with care because the attitude of exclusivity and quality, which underlies the premium pricing concept, must not be ruined (Kapferer, 2014; Christodoulides et al., 2021).

Research Question 4: What are the actionable improvements that can be suggested to make the Liqui Moly Bangladesh better regarding their digital content efficacy?

The question has not a formal hypothesis since it is essentially exploratory and recommendation-driven. The response to this question will be obtained with the synthesis of findings to the first three research questions, translated into practice recommendations to the marketing team of the brand.

Summary of Hypotheses

Hypothesis	Statement	Direction
H1	Video and reel content will outperform static image posts in engagement	Video/Reel > Static Image
H2	Educational content will outperform promotional content in engagement	Educational > Promotional
H3	Content mix will show general premium alignment with some gaps in promotional emphasis	Partial alignment expected

3.3.4 Data Collection Methods

The data used in this research methodology was gathered using a combination of several supplementary techniques, which were set to represent various aspects of the research issue. Applying numerous sources of data is not a purely academic tradition; it reliably promotes research credibility, as it is clear that people have no convictions based on a specific, possibly limited, source of information (Creswell and Creswell, 2018). The three main data collection approaches which were adopted included digital content observation, engagement metrics analysis as well as informal expert opinion method. Moreover, this part explains the sampling frame, content selection criteria, and data collection period in general.

Digital Content Observation

The systematic review of the published online data of Liqui Moly Bangladesh was the basis of the data collection process. During the internship, I went through all the materials delivered on the official Facebook page of the brand and, as applicable, its Instagram page. The following attributes were noted against every post:

- Date and time of publication
- Platform (Instagram, Facebook, or both).
- The form of content (static picture, video, carousel, reel)
- Product feature (product feature, educational, promotional, lifestyle, event, testimonial)
- Caption text summary
- Description (short remarks on the pictures, colour scheme, and other elements of the design employed).

This observation was made rolling based observation during the internship and each new entry was made one to two days after it was posted. The action was also observed on the platforms, and all the classifications were done by me referring to the operational definitions in Section 3.3.2. Although this comes with a certain level of subjectivity, especially in thematic classification where some of the posts may be classified in multiple categories, the fact that the classification criteria used were consistent, and the content sample was relatively small, served to reduce inconsistency.

Engagement Metric Analysis

In the case of every observed post, the engagement statistics were retrieved based on the publicly visible metrics presented on the site. The data points obtained were the following:

- Total likes or reactions
- Total comments
- Total shares
- Views on the video (where it can be watched).
- Reach and impressions (when shared internally between the team)

The engagement data was usually captured around five to seven days after the post was published, hence enough time was given to the post to stabilize its engagement. This lag is typical of the content analysis of social media, as engagement numbers keep growing during the hours and days after publication before leveling off (Tafesse, 2016). Early-recording would underreport engagement, and late-recording would report engagement which was triggered by secondary sharing or algorithmic rediscovery as opposed to inductive audience response.

Where reach data was made available within the company in the form of team overviews or a display of dashboards, it was included into the dataset. Nevertheless, due to a lack of a direct access to Facebook Business Manager or Meta Business Suite, the data on reach and impressions could not be obtained on each of the posts. In that instance, the engagement rate proxy, which is based on the follower had to be employed in Section 3.3.2. This weakness is admitted freely and discussed further on the limitations section.

Unofficial Expatriate opinion and Internal Intelligence.

Besides the quantitative data as a result of content observation and use of the metrics recorded, informal data obtained through interaction with members of the marketing department at ACI Motors PLC, worked to the advantage of the study. These were not formal research tools of interviews, i.e., there was no interview guide, no recordings, no transcription and coding of the recordings. Instead they were the organic discussions that were held in the process of working with the team: meetings when planning the content of a campaign, post-campaign feedback, even just simply talking about what the team felt worked best, and what the more experienced members made observations about audience behaviour patterns.

The insights had a situational purpose in the study. They assisted me in a deeper meaning of the quantitative data regarding the reasons why some content choices were made, what were the limitations of the team (budget, availability of creative assets, stronger competitor brand priorities), and what were the internal perceptions of the digital performance of the brand. Although such insights cannot be considered the primary data used in the analysis, they shaped how findings were interpreted and recommendations were made in a manner that the purely numerical analysis would not have been able to accomplish.

Sampling Frame and Content Selection Criteria

This study will use the sampling frame of all the organic social media posts that have been published by Liqui Moly Bangladesh on its official Facebook page within the period of observation of the internship. The research relies on census method instead of sampling method of research - i.e. all the posts published within the period of observation are considered in the study, and no random or stratified sampling is carried out. This sampling was done due to the fact that the total of posts that were published within the period, were few enough to be analysed as a single entity and therefore, no sampling would be needed and this would be a waste of the available data.

- The dataset contained content provided that it satisfies the following criteria:
- It was published on the official page of Liqui Moly Bangladesh on Facebook within the period of observation.
- Published as an organic post (not a paid-only dark post that has no organic interventions).
- Organized into one of the established format and theme groups.
- Data on engagement that can be viewed publicly or by the virtue of being shared internally at the time of recording.

Any post that was purely administrative (like a change of profile picture or an update of cover photo), those reposts by users and not made by the brand in the first place, or those that were deleted or never published at all were not to be included in analysis.

3.3.5 Instruments Used

The data collection tools in this research were considered feasible, clear, and suitable, based on the type of data available. Since the type of study is content-level analysis of social media performance in a single digital ecosystem of a brand, it does not imply that the research tools involve complex statistical tools but structured frameworks of systematizing, categorizing, and comparing information in a uniform and replicable way. Two major tools were applied, and they include It consists of a content evaluation framework.<|human|>Content Evaluation Framework. and Performance of the Engagement Matrix..

Content Evaluation Framework

The fundamental classification tool applied to classify each social media post and all of its content attributes is the Content Evaluation Framework. It is organized in the shape of a structured spreadsheet so that every row denotes one post and every column records one attribute. The following are the fields that are noted in the framework of a single post:

- Post ID: This is a numeric ID of a post.
- Publication date: The day that the post was published.
- Platform: Instagram or Face.
- Content format Static image, video, carousel, reel.
- Theme of content Product feature, educational, promotional, lifestyle, event, or testimonial.
- Caption summary: This is a short text explaining the caption text and its most important message.
- Visual notes: short notes about the visual presentation, colour scheme, the way of the graphics, the quality of photographs.
- Brand alignment test: Informal assessment of the correspondence between the tone, visuals, and messages presented on the post and the premium branding of Liqui Moly based on a brief qualitative measure that the correspondence was strong, moderate, or weak alignment.

It was a spreadsheet that was upheld in Microsoft Excel and updated on an ongoing basis as new material was released during the internship. It was both the research data capturing instrument and the tracking of internal content mentioned above of Section 1.3.1.

Engagement Performance Matrix

The second important tool is the Engagement Performance Matrix that is aimed to gather and structure the quantitative engagement data of each post. Similar to the Content Evaluation Framework it is presented as a structured spreadsheet where each row will represent a post, whereas each column will represent a particular engagement metric. The matrix records:

- PostID: As in the Content Evaluation Framework, with this identifier, it is possible to connect content attributes and the engagement results.
- Likes/Reactions: Total count.
- Comments: Total count.
- Shares: Total count.
- Video views Where applicable.
- Reach: Where can be found by internal team level data.
- Engagement rate: Now calculated as $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Reach} \times 100$ or where reach data is not available based on the Proxy of the number of followers.

The two tools, the Content Evaluation Framework and the Engagement Performance Matrix, are connected with the common Post ID attribute that allows the analysis to investigate the correlations between content attributes (measured in the former tool) and the performance levels in terms of engagement (measured in the latter). It is such an interrelated structure that contributes to the possibility of the comparative analysis: the study can ask questions such as do educational posts cause an increased engagement rate compared to promotional posts? or do video posts perform better than static pictures as far as sharing is concerned? through the cross-reference of two data-sets.

3.3.6 Data Analysis Techniques

The data analysis methods that will be used in the research are intentionally simple. The study is not based on advanced inferential statistics, regression modelling, or machine learning algorithms. This is to be explained by both practical and principled reasons. In practice, the dataset is quite small, the overall counts of posts that were published throughout the time frame of the observation do not justify the use of methods that allow one to infer about the large samples. Principled, the objective of the analysis is to generate interpretable clear insights that can be used in making real content decisions at ACI Motors PLC, and not to prove that it is statistically sophisticated. The methods applied are appropriate to the research questions and agree with the analytical strategies that are usually employed in applied research on social media marketing (Tafesse and Wien, 2018; De Vries et al., 2012).

There are three major methods of analysis:

Engagement Rate Analysis

The major analytical tool is the computation and contrast of the engagement rates of various content categories. The average engagement rate of all posts in each content theme and each content format will be obtained by averaging the engagement rates of posts within the content theme. It is possible to make direct comparisons, e.g., the average engagement rate of video posts can be compared to the average engagement rate of the image post without any promotional content, or the average engagement rate of the educational posts can be compared to the average engagement rate of the promotional posts.

Besides the mean, the median engagement rate is also reported where applicable especially when the category involved has few high-performing or low-performing outliers that may confound the average. A range (minimum to maximum engagement rate) in each category is also observed to represent the variability of performance.

These quantitative statistics: mean, median and range are the keystones to the quantitative analysis. They are easy to compute, easy to understand and directly respond to the research questions on whether the various content approaches produce different engagement results. All the calculations have been carried out in Microsoft Excel and, where necessary, cross-checked against simple Python scripts with the Pandas library.

Competitive Content Performance Analysis.

In addition to the comparison in terms of the engagement rate, the study offers a more comprehensive comparative analysis of content performance in the defined categories. This will be done by looking at the engagement rate, as well as the actual figures of likes, comments, and shares of each content type. This is to give a more holistic view of performance: one content category can be ranked highly on engagement rates compared to reach but still bring in low absolute values compared to those contributed by fewer people, or the opposite.

The amount of content being published on each category is also looked at in this comparative analysis. In the case, however, that the brand is posting more product feature content but those content pieces are not doing so well as compared to those that are educational content and are not published as frequently, then this imbalance becomes a strategic discovery - it would indicate that the content mix is not optimally distributed. It is thus not only the content which is performing well that is looked at, but the amount of the best performing content is also looked into in comparison to the one which is not doing well.

Visualization of Trend and Pattern Analysis.

As a supplement to the numerical analysis, the data is provided in a form of visual representation to create a form of data that is convenient and easy to understand. The findings contain the following types of visualizations:

- Bar graphs: These are utilised to compare the average engagement rate, the mean likes, comments and shares to the content type and content topic. The visual comparison of performance differences is obvious as bar charts are easy to read and to compare side by side.
- Pie charts or stacked bar charts: These are used to illustrate the content mix - what percentage of the total output of the brand comes in each category of format and theme. This assists in determining whether the content strategy is balanced or biased towards specific ones.
- Line charts or scatter plots: These are employed when suitable, to show the tendency over time or the correlation between variables, e.g. have the observed engagement rates risen or fallen during

the time-span observed, or does the relationship between the frequency of posting and engagement performance seem to be visible?

These plots are created in Microsoft Excel and Matplotlib library of Python. Their findings do not take the place of the numerical analysis but are presented as supporting evidence to it. Each visual has a written explanation of what the chart displays and what it implies to the research questions.

3.3.7 Ethical Considerations

The aspect of ethical integrity is an indispensable part of any plausible research project, and this study, although it is a rather small-scale project, follows the fundamental principles of ethical research conduct. There are three areas of ethical consideration that apply in this project.

Organizational Data Confidentiality.

The study was carried out in the working surroundings of the ACI Motors PLC, and some of the information, which was experienced during the internship period such as internal marketing budget, paid campaign spending, agency contracts and strategic planning documents are confidential and they are not revealed in this report. The information employed in the analysis is restricted to content and engagement that can be observed publicly with no support except the information that was specifically provided to me to work on and does not hurt competitive interests of the organization.

None of the employees are named in relation to the research data. The informal insights that have been mentioned in the data collection part are generically credited to either the team members or the colleagues but not mentioned personally. This will make sure that the research does not have any professional implication or inconvenience to the people who assisted me in my learning under the internship.

Responsible Use of Digital Information

The data concerning a social media engagement utilized in the present research is the social media metrics on the official pages of brand on social media, which are publicly available. No individual user activity, personal profiles, or any private user data were also tracked, collected, and analysed. The engagement statistics (likes, comments, shares) provide aggregate numbers, which do not indicate who is a particular user and what actions he/she performs. The given approach complies with the ethical standards of social media research which identifies the difference between publicly available aggregate data (that may be used in research without any separate consent) and personal or identifiable data (that may be required with the explicit consent) (Townsend and Wallace, 2016).

The report did not reproduce or quote any comments posted by users or any other user generated content in a manner that would identify specific users. In cases where comment behaviour is cited, it is written about aggregatively only.

Academic honesty and Ethical behavior

The study has been carried out based on the academic integrity provisions of BRAC University, as well as the BRAC Business School. The sources used in the report are all referred to well. The data is reported accurately without any form of manipulation and selective omission. In places where the information failed to prove a hypothesis or in cases where the results were not clear, this is made evident and not hidden. The weaknesses of the research are addressed openly in the next subsection, which is a demonstration of a concern with intellectual honesty that is core to a credible research, whether a large or a small study (Saunders et al., 2019).

The study has been undertaken at the knowledge and unofficially with the consent of my supervisor of the organization at the ACI Motors PLC. Though approval by an ethics review board was not necessary since this study does not require subjecting a human being to an experiment, a medical facility, or a vulnerable group, the ethos of ethics research governance was adhered to throughout by ensuring that the research process was done without any harm to the participant; confidentiality was observed, and accurate, fair presentation of the research findings.

3.3.8 Limitations of the Study

In any research study, however well planned it is, it is constrained by factors, which influence the scope of the research, its depth, and the generalizability of the research findings. Telling the truth about those limitations is not a source of weakness, but it is a sign of intellectual honesty, as well as, it allows the reader to estimate the scope of limits with which the conclusions must be perceived. The limitations that are applicable to this study are the following.

Poor Access to Access Paid Campaign Data.

The inability to include the data of paid campaigns into the analysis may be regarded as the most prominent limitation of this study. The digital marketing processes of Liqui Moly Bangladesh will involve organic and paid content, the efficiency of organic posts can always depend on whether they are boosted, allocated a certain amount of budget to promote such posts, and what targeting parameters were established in the paid distribution. Due to the lack of access to either the Facebook Business Manager or

the paid campaign dashboards during the internship, the analysis is relying largely on data of organic visibility of engagements, and any available information on reach that was distributed internally.

It implies that not all of the engagement variances between posts can be explained by a disparity in their paid promotion, but not by the disparity in the quality of the content or the attention levels of the followers. The high engagement of a post can be due to the fact that it was considerably boosted, rather than because the content of the post was more engaging. The study cannot completely unravel these effects that it cannot do without paid data. It is upon this limitation that the comparative engagement findings should be interpreted.

Time Limitations of Internship Research.

The research was being done under the framework of the three months internship and capacity, which puts natural restrictions on the amount of data that was capable of being gathered and analysis extent that are capable of being conducted. Six months or year-long longitudinal study would be able to reflect seasonal changes in content strategy and audience behaviour as well as impact of large scale campaigns or product releases and longer term trends in engagements not seen in a three month snapshot study. The results of the current research must then be interpreted as a depiction of a particular point in the history of the brand digital content, rather than a multi-period and multi-tiered assessment.

Besides, the dual nature of carrying out internship duties and doing academic research at the same time, implied that the time allocated to data collection and analysis was limited among the daily obligations of the marketing team. Although all were done to guarantee comprehensive and correct data recording, the study was not carried out under the controlled conditions of a full-time academic research.

Specific Data Constraints of the platform.

The social media, especially facebook, puts a limit on visibility and accessibility of specific data points. The numbers such as reach impressions, and saves are not publicly accessible, but page administrators can view them on the analytics dashboard of the platform. As it has been mentioned in the data collection section, I was not fully given administrative access to the social media analytics of the brand. Although certain data was provided by the team informally, not all of them received informal data dissemination, and some of them (like the number of saved posts on Instagram, click-throughs, or demographic profiles of the audience) could not be analysed at all.

This limitation of the platform reduces the list of engagement metrics that might be checked and indicates that the engagement rates computation in this study are based on engagement metrics that are publicly visible and, in certain cases, on the proxies of follower counts, as opposed to exact reach numbers.

Although the follower-based proxy is a legitimate substitute in social media studies, it can be imprecise compared to a reach-based computation and can be overstated or underscored or the actual engagement rate based on the Algorithms of each platform.

In addition to these three main limitations, it is also noteworthy that this study presents research based on one brand in one market and this narrows down its results in generalization. These audience behaviours, content strategies, and engagement dynamic with Liqui Moly Bangladesh may appeal but not directly to other brands, other product categories and other geographic markets. The results are meant to be the most immediate in practical value to Liqui Moly Bangladesh and ACI Motors PLC but may have application indirectly to other similarly placed brands in other market settings, but they, is not to be regarded as universal prescriptions.

Lastly, qualitative aspect of the analysis (especially the evaluation of consistency of brand positioning) deals with some subjective judgement. Although this evaluation was based on the stated positioning principles of the brand and the operational definitions met in the methodology, the application of which was facilitated, this evaluation was implemented by one researcher (the intern) with no inter-rater reliability tests. A research involving multiple independent assessor would have a better test of brand alignment, which could not be done in the context of this project.

All these limitations do not exclude the study results, but they mark the limits within which the study results can be interpreted. The study is presented with valuable, evidence-based information in a well-outlined scope and does not make any claims that are not within its reach.

3.4 Findings and Analysis

This part gives a discussion of the study findings in the form of research questions and hypotheses that were formulated in the methodology. The analysis will be based on the material and interaction statistics of the internship period of observation of 47 organic posts published by Liqui Moly Bangladesh on its official Facebook page. The Content Evaluation Framework, which categorizes posts based on their format and subject matter and the Engagement Performance Matrix, which evaluates the engagement performance of the post, were used to categorize each post and performance, respectively (as they were described in the section above them).

The results have been given in five subsections. The former works as a summary of the online content plan that took place in the period. The second examines the content that is being published in terms of type and themes. The third looks at viewer interaction in terms of various types of content. The fourth measures how well the content fits in terms of Liqui Moly premium brand positioning. The fifth

subsection will banter over the important findings that have been made prior to the discussion and recommendations that will follow in Section 3.5.

It is worth mentioning before getting into the details that the figures that are shown here must be read against a background. It is a small sample of a single brand with small observation period. The identified patterns have implications in this context, although they are pointing, but not conclusive. They indicate trends and recommend orientations, as opposed to laying down some universal regulations. With that caveat considered, the data does represent a consistent and informative narrative of the way Liqui Moly Bangladesh digital content is doing and where it might be possible to create strategic enhancements.

Excel File Link : [Descriptive Analysis of LM Social Media data](#)

3.4.1 Review of Liqui Moly Bangladesh Digital Content Strategy.

Liqui Moly Bangladesh had a fairly active online presence in Facebook during the time of observation wherein it posted an average of about 3.6 posts weekly. This rate of posting is reasonable by the standards of the Bangladeshi social media - some of the competing brands in the lubricant market post on a daily or almost daily frequency, and others are much more inactive. The level of constant production was basically constant with no longer than several days between updates, implying that the group had an operational content schedule and was dedicated to frequent reaches out to the audience.

The general strategy, which comes out both in the content itself and in the discussions of the internal team, is placing Liqui Moly as technically the best, Germany made option in the Bangladeshi lubricant market. The brand is not price competitive, the product prices vary higher than those of competitors such as Mobil, Castrol and constituent because of the pricing strategy and this scope is echoed in the content strategy, which tends to avoid hard-selling on discourse at the expense of quality and knowledge Abdication messages. Nevertheless, the implementation of this strategic intent is unequal, as the in-depth analysis presented below is going to reveal, certain types of content correspond more closely to the premium positioning than others.

The Facebook page of the brand, the main digital platform in the Bangladeshi market, has about 62000 followers at the beginning of the observation and increased slightly to about 64500 followers at the end. Although this is a positive growth rate, it is rather slow when compared to the rate at which certain competitor pages are expanding, indicating that the current content strategy, though content to keep the existing audience, is not offering the form of content that can be shared and gone viral enough to ensure the next level of organic page growth.

Content was made within the company with the help of creative agency. Everyday content planning, caption production, and performance measurement fell under the marketing team at ACI Motors, whereas more professional visual assets, especially campaign-based content and video creation were usually created with the assistance of the agency. This intermediate/large model is prevalent with mid-to-large organizations in Bangladesh and has the merit of both internal knowledge of brand and external creative power, but may cause coordination issues to the content timeliness and consistency.

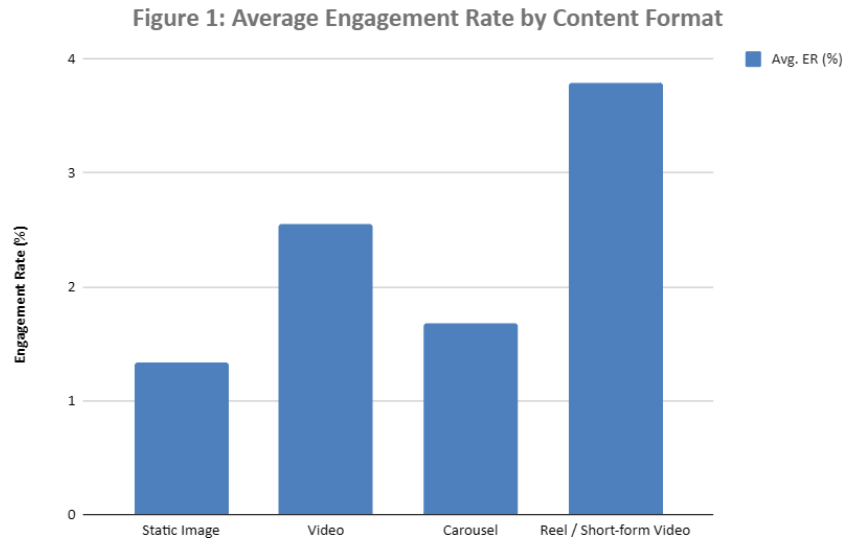
3.4.2 Content analysis Content types and themes.

Among the 47 posts analysed, the patterns in content formats and content categories can indicate the evident tendencies in the content priorities of the brand, and can also show the aspect of the content priorities that are severely underorganised.

Content Format Distribution

Table 1: Distribution of Posts by Content Format

Content Format	Number of Posts	Percentage of Total
Static Image	28	59.6%
Video	9	19.1%
Carousel	6	12.8%
Reel / Short-form Video	4	8.5%
Total	47	100%



The statistics demonstrate that the use of static image posts is very high as almost 60 percent of all the content posted throughout the observation period. This is not uncommon to the brands in Bangladesh where the most accessible and least time consuming content creation form is the use of static graphics, as it takes less time, equipment and budget compared to video and motion based content creation. Nevertheless, it is also the possible discrepancy with platform trends: the algorithm of Facebook in terms of organic reach distribution gives more and more preference to video and reel-format content, and the overall literature on digital marketing strongly suggests that dynamic visual content is superior to static imagery in terms of engagement (De Vries et al., 2012; Li and Xie, 2020).

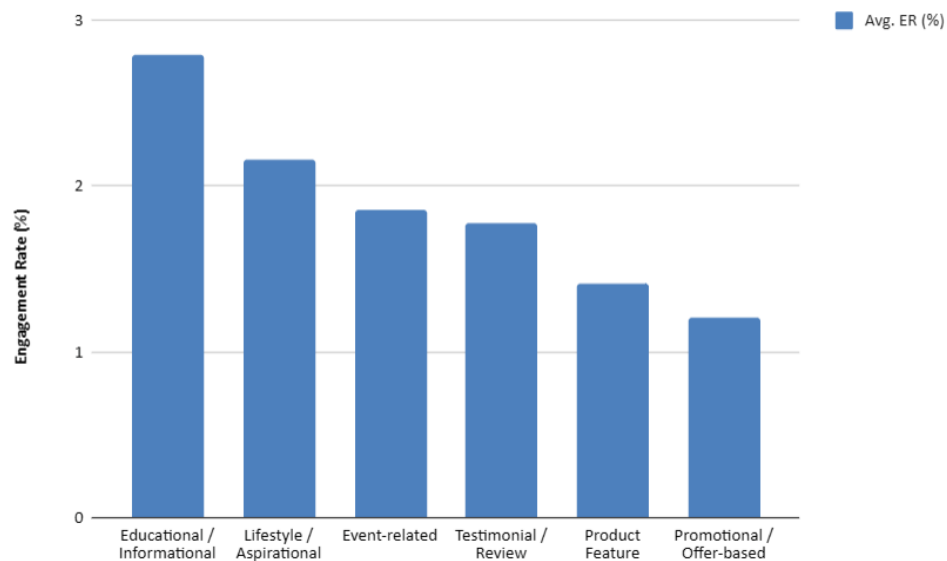
At 19.1 percent of the total output, video posts are a significant but still secondary image in the content mix. These consist of product demonstration videos, brief brand videos, and some behind-the-scenes shots of happenings or collaborations. The most frequent applications of carousels (at 12.8) were with educational materials (e.g. step-by-step guides to maintenance) and displaying product range. Reels, which are most explicitly favoured by the algorithms of the current platform, only constituted 8.5% of the total output, or only four posts out of 47. This small number of reels was outstanding at the time of observation and, as the analysis of engagement will indicate, an opportunity missed, considering the rather good output of reel content at the time of its publication.

Content Theme Distribution

Table 2: Distribution of Posts by Content Theme

Content Theme	Number of Posts	Percentage of Total
Product Feature	16	34.0%
Educational / Informational	10	21.3%
Promotional / Offer-based	8	17.0%
Event-related	6	12.8%
Lifestyle / Aspirational	4	8.5%
Testimonial / Review	3	6.4%
Total	47	100%

Figure 2: Average Engagement Rate by Content Theme



Using thematic distribution, it can be seen that product feature posts are the most important contents in the calendar of content as they constitute more than a third of all contents posted. Such posts usually emphasize one of the Liqui Moly products such as the viscosity grade they offer, the targeting application of the product, the German certification of the products and are aimed at creating the product awareness of a targeted group. Although the product features constitute a compulsory aspect of a brand content strategy, the focus that is at 34 per cent raises a concern as to whether the content mix emphasizes heavily on informing the audience on products and slightly less on entertaining them through other avenues.

The second largest category according to the amount of educational and informational posts is 21.3. These are engine maintenance tips, oil grading systems, seasonal car care tips, and general automotive knowledge. This category, as will be revealed in the analysis of engagement, brings above its weight in the interactivity of the audience - which has important strategic implications.

The content that falls within the promotional and offer-based category (17 percent) consists of posts regarding dealer discounts, special pricing affords, buy-one-get-one deals, and promotions with the partner. Although some amount of promotional material is required and allowed in any given brand, the percentage in this case can be tracked. In the case of a premium brand, over-promotional messages may unwillingly become a warning that the company is desperate or undermine the image of quality that is the basis of premium prices (Kapferer, 2014).

The other three groups, including event related (12.8), lifestyle or aspirational (8.5) and testimonial or review (6.4) groups contribute to a little more than a quarter of the overall content. Of special significance is the low representation of lifestyle content. The fact that there is virtually no aspirational content which can leverage those emotions in the case of a brand that aims to identify itself with driving excitement, automotive passion, and the high-end lifestyle is a weakness in the content strategy. Likewise, testimonials and reviews as powerful social proof and trust-building tools are the most underutilized type of content even though they would support legitimacy - in the case of a brand whose higher price implies that a consumer must trust that there that there is a difference in quality that they cannot personally confirm (pre- Buying).

CONTENT EVALUATION FRAMEWORK — Liqui Moly Bangladesh							
(document 1: Content classification tool for categorizing each social media post along its content attributes (see also 4.4.3))							
Post ID	Date	Platform	Content Format	Content Theme	Caption Summary	Visual Notes	Brand Alignment
UM-001	01-Aug-2025	Facebook	Static Image	Product Feature	Highlights viscosity grade and German certification of Top Tec 4100	Clean product photography on navy background; brand colours consistent; high resolution	Strong
UM-002	03-Aug-2025	Facebook	Static Image	Promotional / Offer-based	Announces dealer discount on selected Liqui Moly products this month	Discount badge overlay on product image; urgency-driven red accents; busy composition	Weak
UM-003	05-Aug-2025	Facebook	Static Image	Educational / Informational	Explains the importance of regular oil changes for engine longevity	Infographic style with step-by-step visuals; clear typography; branded colour scheme	Strong
UM-004	08-Aug-2025	Facebook	Video	Educational / Informational	Seasonal car care tips for monsoon driving conditions in Bangladesh	Branded tip card with icon-based layout; educational tone; clean design	Strong
UM-005	10-Aug-2025	Facebook	Video	Event-related	Coverage of Liqui Moly participation at Dhaka Motor Show 2024	Event photography with brand banners visible; documentary style; mixed resolution	Moderate
UM-006	12-Aug-2025	Facebook	Static Image	Promotional / Offer-based	Special pricing event for workshop partners — limited time offer	Price-focused layout with dealer information; cluttered with multiple offer details	Weak
UM-007	14-Aug-2025	Facebook	Static Image	Promotional / Offer-based	Limited-time offer on Engine Flush + oil change combo package	Offer announcement with bold typography; countdown element; mass-market aesthetic	Moderate
UM-008	16-Aug-2025	Facebook	Video	Promotional / Offer-based	Partnership promotion with authorized service centres nationwide	Sale banner design with percentage-off callout; inconsistent with premium brand standards	Weak
UM-009	18-Aug-2025	Facebook	Reel / Short-form Video	Product Feature	Showcases Top Tec 4100 with technical specs and recommended applications	Professional layout with product specs overlay; studio lighting; premium feel	Strong
UM-010	20-Aug-2025	Facebook	Static Image	Product Feature	Features Engine Flush as the recommended choice for modern engines	Studio-shot product with German flag motif and certification badges	Strong
UM-011	23-Aug-2025	Facebook	Static Image	Product Feature	Introduces Engine Flush with emphasis on OEM approvals and performance	Minimalist design with product centre-frame; technical data sidebar	Strong
UM-012	25-Aug-2025	Facebook	Video	Product Feature	Product spotlight on Ceramic — engineered for precision	Dark background with product glow effect; spec sheet integrated below	Strong
UM-013	27-Aug-2025	Facebook	Static Image	Product Feature	Presents Optimal Synth benefits for high-mileage vehicles	Clean product photography on navy background; brand colours consistent; high resolution	Strong
UM-014	29-Aug-2025	Facebook	Static Image	Educational / Informational	Guide to understanding motor oil grading systems (SAE / API standards)	Diagram explaining technical concept with brand watermark; accessible visual language	Strong
UM-015	01-Sep-2025	Facebook	Casual	Product Feature	Details the German-certified quality standards of Engine Flush	Professional layout with product specs overlay; studio lighting; premium feel	Strong
UM-016	03-Sep-2025	Facebook	Static Image	Promotional / Offer-based	Festive season sale: premium products at special introductory prices	Discount badge overlay on product image; urgency-driven red accents; busy composition	Weak
UM-017	04-Sep-2025	Facebook	Static Image	Product Feature	Comparison post: why Optimal Synth outperforms conventional oils	Studio-shot product with German flag motif and certification badges	Strong
UM-018	07-Sep-2025	Facebook	Video	Testimonial / Review	Workshop owner in Chittagong endorses Liqui Moly for engine performance	Customer photo with quote overlay; authenticity-focused; workshop setting	Moderate
UM-019	08-Sep-2025	Facebook	Video	Educational / Informational	Tips on identifying genuine vs counterfeit lubricant products	Illustrated explainer with numbered steps; Liqui Moly blue palette throughout	Strong
UM-020	10-Sep-2025	Facebook	Static Image	Testimonial / Review	Long-time customer shares experience after 2 years with Liqui Moly	Workshop environment with mechanic endorsement; real-world feel; natural lighting	Strong
UM-021	13-Sep-2025	Facebook	Static Image	Lifestyle / Aspirational	Celebrates the joy of a Sunday morning drive through scenic Bangladesh	Cinematic car photography with warm golden-hour tones; aspirational mood; high quality	Strong
UM-022	15-Sep-2025	Facebook	Static Image	Testimonial / Review	Professional mechanic review: why he recommends Liqui Moly to clients	Before/after engine imagery with testimonial text; split-frame layout	Moderate
UM-023	16-Sep-2025	Facebook	Static Image	Lifestyle / Aspirational	Connects car care ritual with the pride of vehicle ownership	Lifestyle shot of vehicle maintenance as ritual; premium feel; soft focus background	Strong
UM-024	21-Sep-2025	Facebook	Static Image	Product Feature	Deep dive into MoD2 Leaktect technology and engine protection	Minimalist design with product centre-frame; technical data sidebar	Strong
UM-025	24-Sep-2025	Facebook	Static Image	Event-related	Highlights from workshop training event for mechanics in Chittagong	Group photo at venue with Liqui Moly branding; candid style; natural lighting	Strong
UM-026	25-Sep-2025	Facebook	Reel / Short-form Video	Lifestyle / Aspirational	Aspirational imagery of well-maintained vehicles on open roads	Cinematic car photography with warm golden-hour tones; aspirational mood; high quality	Strong
UM-027	29-Sep-2025	Facebook	Static Image	Product Feature	Seasonal recommendation: Special Tec AA for summer driving conditions	Dark background with product glow effect; spec sheet integrated below	Strong
UM-028	01-Oct-2025	Facebook	Casual	Educational / Informational	How engine oil protects your car: a visual explainer	Infographic style with step-by-step visuals; clear typography; branded colour scheme	Strong
UM-029	03-Oct-2025	Facebook	Static Image	Product Feature	New stock arrival: Pro-Line Engine Flush now available at authorized dealers	Clean product photography on navy background; brand colours consistent; high resolution	Strong
UM-030	06-Oct-2025	Facebook	Casual	Promotional / Offer-based	Buy 2 get 1 free on selected Liqui Moly additives at partner stores	Price-focused layout with dealer information; cluttered with multiple offer details	Weak
UM-031	08-Oct-2025	Facebook	Static Image	Educational / Informational	The science behind synthetic vs. mineral oils — which is right for you?	Branded tip card with icon-based layout; educational tone; clean design	Strong
UM-032	10-Oct-2025	Facebook	Reel / Short-form Video	Educational / Informational	Five signs your engine oil needs changing — don't ignore these	Diagram explaining technical concept with brand watermark; accessible visual language	Strong
UM-033	12-Oct-2025	Facebook	Static Image	Promotional / Offer-based	Exclusive 1st offer: discounted rates on full synthetic oil range	Offer announcement with bold typography; countdown element; mass-market aesthetic	Moderate
UM-034	15-Oct-2025	Facebook	Static Image	Product Feature	Technical breakdown of Ceramic additive composition	Professional layout with product specs overlay; studio lighting; premium feel	Moderate
UM-035	17-Oct-2025	Facebook	Video	Product Feature	Positions Synthoil Energy as the premium choice for car enthusiasts	Studio-shot product with German flag motif and certification badges	Strong
UM-036	19-Oct-2025	Facebook	Casual	Event-related	Recap of brand activation at automotive exhibition in Dhaka	Professional event coverage with branded overlay graphics; polished finish	Moderate
UM-037	21-Oct-2025	Facebook	Static Image	Event-related	Behind-the-scenes of dealer conference and new product launch event	Event photography with brand banners visible; documentary style; mixed resolution	Moderate
UM-038	23-Oct-2025	Facebook	Video	Lifestyle / Aspirational	Automotive passion content: the art of keeping your engine perfect	Lifestyle shot of vehicle maintenance as ritual; premium feel; soft focus background	Strong
UM-039	25-Oct-2025	Facebook	Video	Product Feature	Highlights Ceramic compatibility with latest vehicle models	Minimalist design with product centre-frame; technical data sidebar	Strong
UM-040	28-Oct-2025	Facebook	Casual	Product Feature	Features the full Top Tec 4100 product range with application guide	Dark background with product glow effect; spec sheet integrated below	Strong
UM-041	31-Oct-2025	Facebook	Static Image	Product Feature	Professional-grade performance: Top Tec 4100 for workshop use	Clean product photography on navy background; brand colours consistent; high resolution	Strong
UM-042	03-Nov-2025	Facebook	Static Image	Educational / Informational	Understanding oil viscosity: what 5W-30 actually means for your engine	Illustrated explainer with numbered steps; Liqui Moly blue palette throughout	Strong
UM-043	06-Nov-2025	Facebook	Casual	Educational / Informational	Winter driving tip: preparing your vehicle for cold weather conditions	Infographic style with step-by-step visuals; clear typography; branded colour scheme	Strong
UM-044	08-Nov-2025	Facebook	Static Image	Promotional / Offer-based	Workshop loyalty program: bulk purchase discounts for registered partners	Sale banner design with percentage-off callout; inconsistent with premium brand standards	Weak
UM-045	10-Nov-2025	Facebook	Static Image	Event-related	Liqui Moly sponsors local car enthusiast meetup in Gulshan	Group photo at venue with Liqui Moly branding; candid style; natural lighting	Weak
UM-046	12-Nov-2025	Facebook	Reel / Short-form Video	Educational / Informational	How additives improve engine performance: a technical overview	Branded tip card with icon-based layout; educational tone; clean design	Strong
UM-047	13-Nov-2025	Facebook	Static Image	Event-related	Photo highlights from International Lubricant Expo presence	Professional event coverage with branded overlay graphics; polished finish	Moderate

Figure: Content Evaluation Framework

3.4.3 Analysis of Audience Engagement

Sub-section gives the engagement information disaggregated by the type of content and content theme, which directly answers Research Question 1 and 2 and their related hypotheses. Instead of just looking at

the raw number of engagements (average likes, comments, and shares per a post), the analysis will be conducted using normalized engagement rates to present a comprehensive view of content performance.

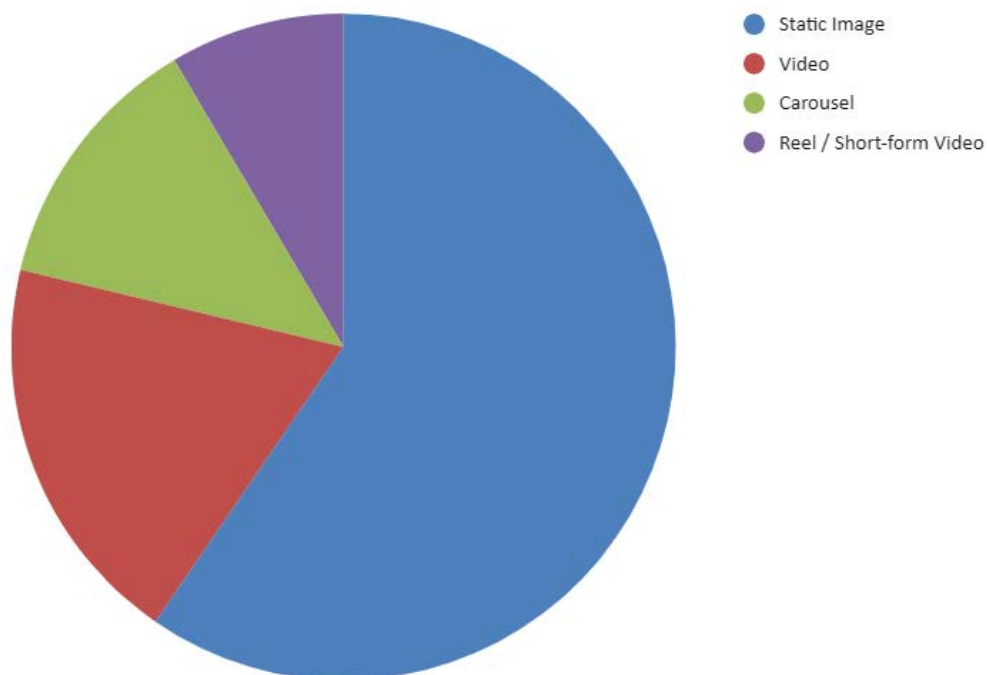
Engagement by Content Format

Table 3: Average Engagement Metrics by Content Format

Format	Avg. Likes	Avg. Comments	Avg. Shares	n	Avg. ER (%)
Static Image	74	6	4	28	1.31%
Video	138	14	11	9	2.53%
Carousel	91	9	7	6	1.66%
Reel / Short-form	203	22	18	4	3.77%
Overall Average	101	9	7	47	1.82%

Note: ER = Engagement Rate, calculated using follower-based proxy. Green highlight indicates top-performing format.

Figure 3: Content Format Distribution (n=47)



The story with regard to the engagement data by format is unambiguous. The reel and short form video content perform considerably better in all the other kinds of formats in terms of engagement. Although taking only 8.5 percent of the total content output, reels were the content that earned the highest number of likes (203 per post), comments (22 per post), shares (18 per post), and the best engagement rate, at 3.77. It is approximately three times higher than the engagement rate of the static image posts, which mean 1.31%.

The performance of standard video posts was also good, an average engagement rate of 2.53 percent was achieved which is about two times greater than that of a static image. The level of likes on the videos was 138 on average, as well as 14 comments per post, so this proves that the audience is much more eager when it comes to moving visual material rather than the one that does not move. Carousels fall in between ranges as they have the lowest level of engagement at 1.66% although this is still higher than that of video types.

Posts consisting of static images, which have been the majority of the content of the brand, continue to have the lowest level of engagement in all the metrics. The 74 and 6 average likes, and 4 shares per static post, at 1.31 percent engagement means that the format will support the consistent posting rhythm, but not the level of active engagement with the audience needed to propel the brand forward on the social media platform.

Assessment of Hypothesis 1: The evidence confirmed H1. Video and reel-based information produces significantly better engagement rates, as compared to the use of the static image posts. Reels especially are better by a very far margin in comparison with any other format. And the implication is obvious: the content format mix of the brand is now reversed, as compared to how the engagement data would have indicated it should be. The most successfully performing format (reels) is the least produced, and the poorest performing one (static images) is the most widespread in the content calendar.

Engagement by Content Theme

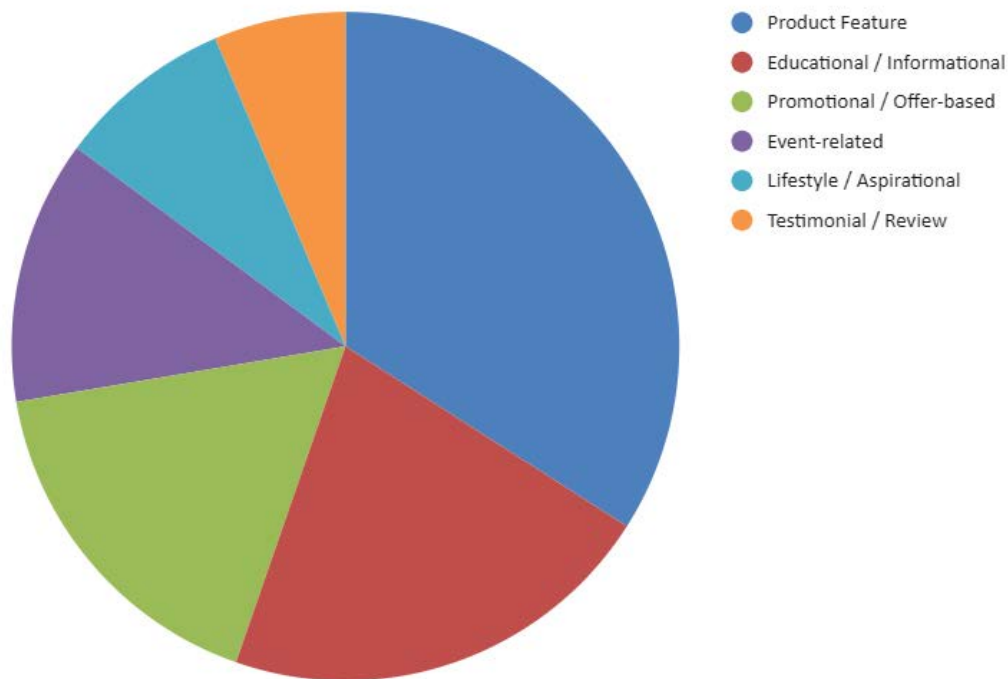
Table 4: Average Engagement Metrics by Content Theme

Theme	Avg. Likes	Avg. Cmts	Avg. Shares	n	Avg. ER	Rank
Product Feature	82	5	4	16	1.41 %	5th
Education al	147	18	15	10	2.79 %	1st

Promotional	68	7	3	8	1.21 %	6th
Event-related	106	8	6	6	1.86 %	3rd
Lifestyle	119	11	9	4	2.16 %	2nd
Testimonial	95	12	8	3	1.78 %	4th

Note: ER = Engagement Rate. Green highlight indicates top-performing theme. Cmts = Comments.

Figure 4: Content Theme Distribution (n=47)



The analysis of engagement in the domain of themes indicates an impressive trend. Educational and informational contents occupy the first position in the list with an average rate of engagement of 2.79, almost two times higher than that of promotional content (1.21) and significantly higher compared to product feature posts (1.41). Educational posts were also the ones that brought the highest share (15 per post) and among the highest number of comments (18 per post), suggesting that it was not only passive consumption but also active engagement between the audience and content promotion.

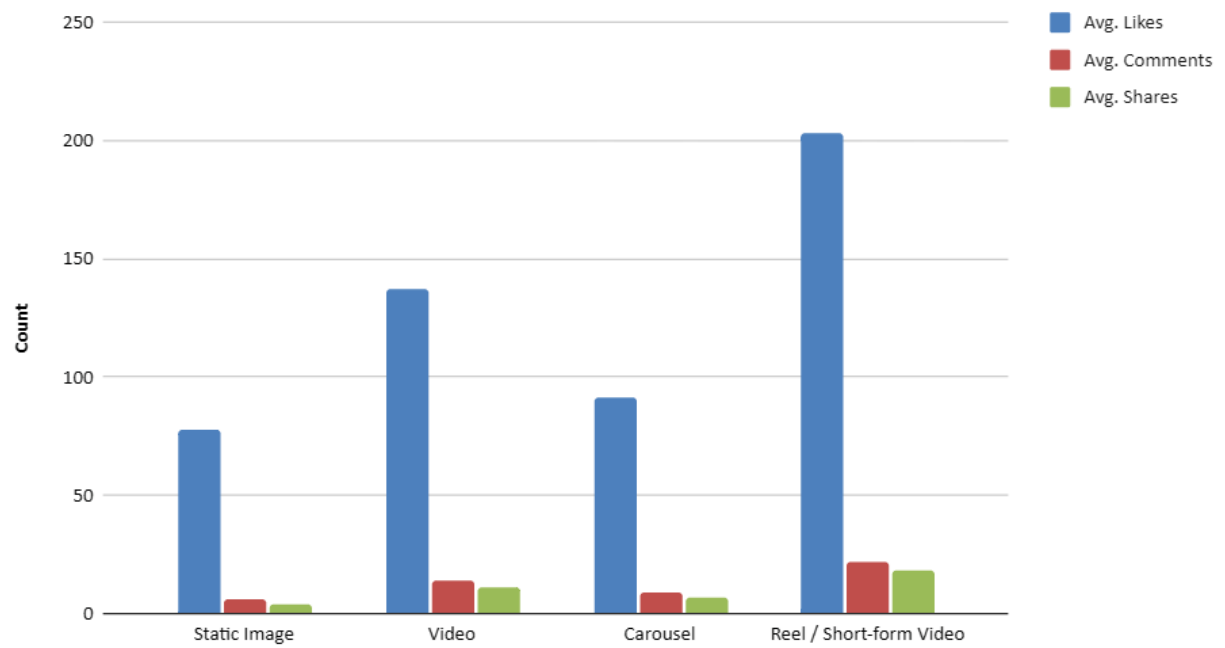
The lifestyle and aspirational content is second with an engagement rate of 2.16 percent because of the above-average likes (119) and shares (9). This is remarkable considering that lifestyle posts constitute 8.5 percent of the content. The viewer feedback indicates a desire to see more content that bridges the gap between the brand and the wider auto culture and driving passion - a desire which is not currently being handled by the content calendar.

Posts about a specific event do well with an average of 1.86, and this is because of the timeliness and topicality that an event content intrinsically has. Although the testimony has the lowest production rate, 1.78 percent of engagement rate and extremely high utilization of comment features (12, on average) create an impression that the audience considers having an engaging conversation when they see a veritable real-life experience of another customer or a professional recommendation.

On the other extreme feature posts of the product and promotional posts hold the fifth and sixth positions respectively. Features of the product, although published most often, yield lower than average rates of engagement. Promotional content does the least impressively, and has the least percentage of engagement (1.21%), shares (3 per post), and likes (68 per post), which is only good. This result goes in line with the core message of the content marketing literature that people on social media react more favorably to the content that offers a form of value such as educational value, emotional value or entertainment value rather than content whose main purpose is to sell or promote (Holliman and Rowley, 2014; Baltes, 2015).

Assessment of Hypothesis 2: H2 is massively supported. Educational tidings rank high among all engagements factors and highly. The difference in engagement rate between the highest performing theme (educational, 2.79%), on the one hand, and the lowest performing theme (promotional, 1.21%), on the other hand, is more than double. This has weight of direct strategic implication on the content planning of the brand: the audience is indicating, by their behaviour, that they place a lot more value on knowledge and practical information provided by Liqui Moly than on sales oriented messages.

Figure 5: Average Absolute Engagement by Content Format



ENGAGEMENT PERFORMANCE MATRIX — Liqui Moly Bangladesh								
<i>Instrument 2: Quantitative engagement data for each post, linked to Content Evaluation Framework via Post ID (Section 3.3.5)</i>								
Post ID	Likes / Reactions	Comments	Shares	Video Views	Reach	Reach Source	Engagement Rate (%)	ER Formula
LM-001	67	2	3	N/A	6729	Platform Data	1.07	$(67+2+3)/6729 \times 100$
LM-002	70	6	3	N/A	N/A	Follower Proxy	1.13	$(70+6+3)/63250 \times 100$ (proxy)
LM-003	97	14	10	N/A	4432	Platform Data	2.73	$(97+14+10)/4432 \times 100$
LM-004	149	20	18	755	5807	Platform Data	3.22	$(149+20+18)/5807 \times 100$
LM-005	136	13	12	653	5590	Platform Data	2.88	$(136+13+12)/5590 \times 100$
LM-006	54	8	2	N/A	5333	Platform Data	1.20	$(54+8+2)/5333 \times 100$
LM-007	49	6	3	N/A	N/A	Follower Proxy	0.85	$(49+6+3)/63250 \times 100$ (proxy)
LM-008	146	10	7	791	N/A	Follower Proxy	2.36	$(146+10+7)/63250 \times 100$ (proxy)
LM-009	198	16	11	1238	6598	Platform Data	3.41	$(198+16+11)/6598 \times 100$
LM-010	69	4	2	N/A	9375	Platform Data	0.80	$(69+4+2)/9375 \times 100$
LM-011	57	3	2	N/A	5082	Platform Data	1.22	$(57+3+2)/5082 \times 100$
LM-012	142	12	10	698	7100	Platform Data	2.31	$(142+12+10)/7100 \times 100$
LM-013	59	1	4	N/A	6882	Platform Data	0.93	$(59+1+4)/6882 \times 100$
LM-014	123	10	9	N/A	7030	Platform Data	2.02	$(123+10+9)/7030 \times 100$
LM-015	63	9	2	N/A	8916	Platform Data	0.83	$(63+9+2)/8916 \times 100$
LM-016	25	7	2	N/A	N/A	Follower Proxy	0.95	$(25+7+2)/63250 \times 100$ (proxy)
LM-017	73	2	2	N/A	11000	Platform Data	0.70	$(73+2+2)/11000 \times 100$
LM-018	121	18	13	551	N/A	Follower Proxy	2.43	$(121+18+13)/63250 \times 100$ (proxy)
LM-019	141	19	10	978	6115	Platform Data	2.78	$(141+19+10)/6115 \times 100$
LM-020	90	10	5	N/A	6818	Platform Data	1.54	$(90+10+5)/6818 \times 100$
LM-021	111	6	4	N/A	7076	Platform Data	1.71	$(111+6+4)/7076 \times 100$
LM-022	74	8	6	N/A	6423	Platform Data	1.37	$(74+8+6)/6423 \times 100$
LM-023	91	5	4	N/A	N/A	Follower Proxy	1.53	$(91+5+4)/63250 \times 100$ (proxy)
LM-024	77	2	3	N/A	N/A	Follower Proxy	1.07	$(77+2+3)/63250 \times 100$ (proxy)
LM-025	109	7	6	N/A	8079	Platform Data	1.51	$(109+7+6)/8079 \times 100$
LM-026	120	20	16	784	N/A	Follower Proxy	3.27	$(120+20+16)/63250 \times 100$ (proxy)
LM-027	23	2	1	N/A	N/A	Follower Proxy	1.17	$(23+2+1)/63250 \times 100$ (proxy)
LM-028	114	11	13	N/A	6026	Platform Data	2.29	$(114+11+13)/6026 \times 100$
LM-029	65	5	3	N/A	8022	Platform Data	0.91	$(65+5+3)/8022 \times 100$
LM-030	91	5	4	N/A	7407	Platform Data	1.35	$(91+5+4)/7407 \times 100$
LM-031	123	12	9	N/A	6486	Platform Data	2.22	$(123+12+9)/6486 \times 100$
LM-032	254	27	19	1418	N/A	Follower Proxy	4.00	$(254+27+19)/63250 \times 100$ (proxy)
LM-033	60	5	2	N/A	7976	Platform Data	0.84	$(60+5+2)/7976 \times 100$
LM-034	75	2	4	N/A	N/A	Follower Proxy	0.79	$(75+2+4)/63250 \times 100$ (proxy)
LM-035	126	10	9	485	5823	Platform Data	2.49	$(126+10+9)/5823 \times 100$
LM-036	89	9	7	N/A	N/A	Follower Proxy	1.84	$(89+9+7)/63250 \times 100$ (proxy)
LM-037	129	7	5	N/A	9724	Platform Data	1.45	$(129+7+5)/9724 \times 100$
LM-038	154	13	12	1128	8404	Platform Data	2.13	$(154+13+12)/8404 \times 100$
LM-039	115	10	8	837	5758	Platform Data	2.31	$(115+10+8)/5758 \times 100$
LM-040	75	6	3	N/A	6222	Platform Data	1.35	$(75+6+3)/6222 \times 100$
LM-041	64	3	3	N/A	N/A	Follower Proxy	1.20	$(64+3+3)/63250 \times 100$ (proxy)
LM-042	117	11	8	N/A	7684	Platform Data	1.77	$(117+11+8)/7684 \times 100$
LM-043	114	14	13	N/A	5851	Platform Data	2.41	$(114+14+13)/5851 \times 100$
LM-044	52	8	1	N/A	N/A	Follower Proxy	1.00	$(52+8+1)/63250 \times 100$ (proxy)
LM-045	94	6	2	N/A	7034	Platform Data	1.45	$(94+6+2)/7034 \times 100$
LM-046	240	25	26	1406	6525	Platform Data	4.46	$(240+25+26)/6525 \times 100$
LM-047	78	6	4	N/A	4335	Platform Data	2.03	$(78+6+4)/4335 \times 100$

Figure: Engagement Performance Matrix

3.4.4 Alignment of Digital Content with Premium Brand Positioning

Question 3 of the research will involve the investigation of whether the digital content of Liqui Moly Bangladesh is consistent with the premium brand positioning. This is qualitative evaluation that is based on the notes on brand alignment, which is noted in the Content Evaluation Framework and further

corroborated by the notes made during the internship time. The evaluation uses four levels of premium brand communication namely, visual quality, tonal consistency, the emphasis on messaging, and the proportion between content on values versus discount content.

Table 5: Brand Positioning Alignment Assessment by Content Theme

Content Theme	Alignment	Observations
Product Feature	Strong	Consistent emphasis on German engineering, technical specs, and quality certifications. Visual quality generally high with clean, professional layouts.
Educational	Strong	Reinforces brand as a knowledgeable authority. Positions Liqui Moly as an expert voice in automotive care. Builds trust-based premium perception.
Promotional	Weak	Discount-focused messaging risks contradicting premium positioning. Some posts resemble mass-market promotional tactics rather than premium brand communication.
Event-related	Moderate	Quality varies. Some event posts are polished and brand-appropriate; others appear rushed with inconsistent visual standards.
Lifestyle	Strong	Effectively associates the brand with driving culture and automotive passion. Aspirational tone supports premium identity.
Testimonial	Moderate	Concept is strong but execution varies. Some testimonials feel authentic and persuasive; others appear generic or lack visual polish.

Visual Quality

Overall, the aesthetic of the content of Liqui Moly Bangladesh is above average in terms of Bangladeshi social media. The posts about product features and the pictures of product campaigns have a clear design, homogeneous colour schemes (synonymous with the brand navy blue, white, and red), and professional lettering. Nonetheless, quality disparity is evident in the posts that were created under agency and those that were created promptly internally to fill regularly scheduled slots. There were some of the latter group with lower quality imagery, font and layout inconsistency, or cluttered layouts that fell short of the visual quality that the premium brand is supposed to have. This discrepancy, though justified by resource

requirements, can undermine the premium image in the long-run in case a sizable enough percentage of the content are of lower quality than the visual line.

Tonal Consistency

The digital communication of the brand is largely informative and rather professional, which is reasonable in a premium technical brand. Captions are rather objective, product-oriented and are simply written. The tone loses its grip where the promotional posts are carried out, and the language is skewed towards urgent-oriented expressions on some occasions (Hurry!). Limited offer!" or: Don't miss out!), more characteristic of mass-market / much-cheaper promotion. The rhetoric of a high-end brand should continue its high level of rhetoric when conveying messages about offers, highlighting promotional messages as exclusive deals and not as a sale frenzy.

Messaging Focus

The content portfolio message cuts across the content portfolio generally asset the premium positioning of the brand, especially in the product feature and informational content. The focus on German designation, global qualifications, and high science of products is regular and well implemented. The areas that the messaging could be reinforced are in the lifestyle and aspirational category which at this point has a small proportion of output. The luxury brands worldwide prefer to invest a lot on the aspirational storytelling, the message that makes the audience feel they are in a select and quality conscious group. The content of Liqui Moly Bangladesh is good, but it might use more of this emotional aspect that is no longer dominated by rational and specification oriented messages.

Value-based vs. Discounted Balance.

It is where the biggest tension was noted. The percentage of promotional and offer-based content, 17% of the overall output, does not represent an alarming percentage on its own. However, with the additional consideration of the fact that an effective percentage of the content with a sales or discount aspect was also presented within some product feature posts that carry price-based callouts or dealer-specific deals, the effective percentage of content becomes closer to 25. In the case of a brand whose premise of value is centered on its exclusivity cost, such degree of price-related communication should be carefully examined. Whenever a premium brand focuses attention on its price, even with discounts like Kapferer (2014) put it, this brand will be putting itself in danger of bringing back the question that it does not want its consumers to remember: is it really as expensive as they are selling it?

Assessment of Hypothesis 3: The result partially corresponds to H3. The comprehensive content strategy reflects fair extent of positive correspondence with premium brand positioning, especially product feature

and educational material where quality and expertise are promoted. Nonetheless, the promotional content stream adds a certain degree of tension and the visual and tonal dissonance in some categories all indicate that the premium brand image is not being upheld throughout all the content in a consistent manner. The alignment is also found at strategic level which is unbalanced in implementation.

3.4.5 Summary of Key Findings

The discussion in the above subsections has a number of definite and practical conclusions. These are highlighted as follows and will be formulated into strategic recommendations in the following section.

- **Content format combination is reversed to the engagement performance.** Almost 60 percent of the content is comprised of the smallest engagement rates (1.31 percent), which are made up of the static image posts. Less than 9% is represented by reels that lead to the greatest engagement rates (3.77%). The 19% is also underrepresented by video posts (2.53% engagement rate). The brand is making what least works most and most works least.
- **Most performing theme is educational content.** Educational posts dominate all the thematic categories and create the most number of shares per post (15), which implies a high level of endorsement by the audience. This observation confirms the principle of content marketing which suggests that value-based content will do better than sales-based content at establishing relationships with the audience.
- **Least performing theme is promotional content.** The least amount of engagement (1.21 percent) and the least amount of shares (3 per post) of any theme belong to promotional posts. The relative lack of interest in promotional content among the audience speaks volumes on expressing that seemingly the most sales-related content of the brand is also the least effective in the creation of the digital engagement.
- **The content of lifestyle and testimonial is produced in lesser quantities compared to the potential of engagement.** The content that have a higher engagement rate (2.16% and 1.78% respectively) are lifestyle content and testimonials, but combined, it produces less than one-fifth of the total output. By increasing their share, the total engagement performance may be enhanced, as well as the emotional appeal to the brand, and the trust-based one.
- **Usual alignment to premium brand but poorly implemented.** The product feature and educative content serve as the support to position the brand as a high-end, high-quality product, yet sometimes fails by promotional messages that discuss the product more in the tone of a mass-market and visual discrepancies of quality in posts.

- **Increase in the number of pages was not significant within the time of observation.** The number of follower of the brand increased to about 64,500 at the end of observation compared to 62,000. Though this is good, this growth indicates that the existing content strategy is keeping the existing audience but failing to produce high-reach, shareable content that can be used to drive substantial organic growth.

Taken collectively, these results categorize a brand with the correct strategic undertones - quality, expertise and an online presence are all relevant and valued at this company, but the content implementation process can be streamlined. The mix of the content can be rebalanced, the distribution of the forms can be determined and streamlined towards better-performing ones, and the proportion between the value of information and the promotion field can be enhanced. The second section shall convert these findings into some particular and practical recommendations to the Liqui Moly Bangladesh marketing team.

3.5 Decision and Recommendations.

The results provided in the previous section of the report describe the situation of the digital content of Liqui Moly Bangladesh in detail, showing what is working and what is not working, as well as where the strategy of execution of the digital content concerning the premium branding positioning needs to be fine-tuned. This section interprets those findings into meanings that can be used by the strategy, a list of managerial implications, and actual recommendations that the marketing department at the ACI Motors PLC can implement to increase the effectiveness of digital content in the brand in future.

3.5.1 Strategic Interpretation of Findings

On the most general note, the statistics narrate a tale of a brand that has been doing a lot of things correctly but not right in the right proportion. Liqui Moly Bangladesh possesses the operational content, a well-developed brand as the product with German engineering and quality, and a group of professionals who know the necessity to have the consistent digital presence. It is a brand that is on the go, regularly publishing, and not committing any disastrous positioning mistakes. These are real virtues that cannot be disregarded or ruled out when they seek to be optimized.

Nevertheless, this analysis shows that there is an evident discrepancy between what the brand can produce most and what the audience reacts to most. The information presentation is mostly controlled by the

presence of static images, which produce the poorest engagement rates. Product features and promotional posts are the content theme mix accompanied by the lowest information and have some of the lowest performance. In the meantime, those formats and themes that elicit the most viewer reaction such as reels, video, educational content, and lifestyle content are the least actively produced. It is not a rare case, and most of the brands engage in this trend where the easiest or most convenient to operate according to the work is created instead of the most effective. It is just a trend that can and must be fixed.

The second strategic implication is that the premium positioning of the brand though great on strategy is inconsistently applied throughout the content portfolio. The content of product features and education is excellent in terms of solidifying expertise and quality. However, the promotional content feed, in its every now and then application of urgency-related, mass-market linguistics, and its focus on discounts, creates a tonal dissonance that undermines the high-end perception. Where pricing is already a roadblock to price-sensitive consumers in a market segment where Liqui Moly competes with price, any content that attracts attention to price instead of to value increases the roadblock further to price-sensitive consumers.

The third lesson would be the emotional aspect of the brand on the web. Premium brands by definition require reaching consumers not only in a rational manner (product specifications and technical information) but also in an emotional manner (aspiration, belonging, identity). The existing content approach is biased towards the logical aspect. The good attributes of a product and informative content are great in establishing credibility, however, on their own, they do not establish the emotion connection that makes a consumer a brand loyalist. The fact that lifestyle, aspirational, and testimonial content is underrepresented in the digital communication of the brand indicates that this aspect of emotional serves as an under-explored field of online communication.

The combination of these three strategic interpretations such as the imbalance in the format and theme, the inconsistency in positioning and the gap in the emotion illustrates the spheres where the intended refinements can produce meaningful outcomes.

3.5.2 Managerial Implications for Liqui Moly Bangladesh

This study has a number of direct implications on the management and operational planning of the digital marketing role of Liqui Moly Bangladesh.

First, engagement data should recommend content instead of operational convenience. The existing content schedule seems more determined by the content simplest to create (static images, product features) as opposed to what is received with the greatest degree of audience success. Such resource limits

are actual, and must not be ignored, but the data also strongly implies that even a small shift in the production efforts of the two scenarios of not moving more resource to the presentation of the single image, but rather moving part of the same resource to the creation of a viral video, and not of presenting the product features, but of providing education, would yield a better performance in the overall engagement. These changes will not need a radical restructuring - it will be a planned gradual change in priorities.

Second, the brand should have a better internal structure of dealing with promotional materials.

Not everything that is promoted as such is detrimental to premium positioning but the implementation is everything. It would be good to have a list of internal rules about how the promotions are to be disseminated in a digital format, and that means that the idea of a promotion message should always be positioned within the context of quality (promoting the Opel German engineering at a special price and not pastel promotional message at 20%), and that promotional messages must be similar in visual and tonal values to the content of the rest of the portfolio.

Third, it should focus on investment in video production capability. The figures regarding the engagement cannot be possibly doubted as video and reel content perform better in any case than any other format. However, these are the formats that form less than 28 percent of all output. The obstacle probably is the capacities to produce the video materials, as it is difficult to produce video materials in less time, with less equipment and skill than to produce immobile graphics. The team ought to discuss how to reduce this barrier, be it creating smartphone video internally, reducing the editing work-flow, or special short-form content days when several such reels are made in one sitting.

Fourth, there should be institutionalization of a regular performance review of the contents. Among the root causes that have been discovered during this research is the fact that Concrete assessment at Liqui Moly Bangladesh has been more or less informal and reactive. Developing a monthly or quarterly content performance analysis even a basic one that can review the pattern of engagement by format and theme, track the shift of content over time, and compare the performance with that of past periods would give the team the feedback component it requires to make content decisions on a continuous basis as opposed to basing it on intuition or anecdotal observation.

Fifth, the brand must look into increasing its emotional and aspirational messages to its rational, specification-based message. Driving culture, car care as a ritual, the pleasure of being able to possess cars that are well kept, these are some of the types of content that can be found through lifestyle that prestigious car brands around the globe prioritize to gain even closer relations with their audiences. In the

same manner, social proof in terms of testimonials by actual users, mechanics, and automotive professionals can be used to build purchase confidence related to the brand recognition.

3.5.3 Recommendations for Improving Digital Content Effectiveness

The following are specific recommendations that can be presented based on what was found and more importantly strategic interpretation above in regards to Liqui Moly Bangladesh marketing team. These will be pragmatic, capable of being operationalized using available organizational resources and aimed directly at reacting to the trends that are observed in the data.

- **Bring both the content format mix closer to video and reel content.** The statistics indicate that reels create an interaction rate that is almost three times as high as stationary images. It is advised that the percentage ratio of reel and video production of the current 28 should be slowly rising by half to 40-45 of total production within two to three content cycles. It does not imply the total absence of static images, since, despite being included in swift informational content and product announcements, these should be replaced with more dynamic visual language in a significant amount. In practice, the team could start by changing some of the intended static posts into the form of short videos: a product feature that would otherwise be a single graphic can be refined as a 20-second reel of the product in action, e.g.
- **An augmented share of value and educative content.** The most performing theme in the analysis was educational content; it was the most engaged field, and the most shared post per share. At 21% of overall output, there is a suggestion of going to around 30-35% which would be the largest theme in the calendar: content. The kinds of educational material that was most memorable in the observation duration shared similarities of the engine care tips, oil choice guides, tips of seasonal maintenance, and lubricant technology explainers. The brand enjoys inherent success in this area due to its German engineering and technical expertise - it will be able to effectively position itself as the voice of authority in car care, and the audience has demonstrated that it appreciates this type of content.
- **Decrease the frequency and change the tone of promotion messages.** The least-performing theme was promotional posts which were also the most incompatible with premium brand positioning. It is no longer recommended to remove promotional content so much but make sure that all promotional messages are developed in terms of language and images that are consistent with what the brand is and should be regarded as; promote its positioning as a premium brand more than 17 percent of the entire output currently disrupted. Promotions must be made to sound

like exclusive, and not a clearance sale. Even the communication of price advantage should be done confident and quality-oriented.

- **Invest in lifestyle and testimonial material to make the emotional appeal.** These two groups are the least produced in comparison with their potential engagement at present. Content related to lifestyle, which appeals to driving culture, automotive passion and the pride of vehicle ownership can establish the emotional attachment which cannot be extended by technical content. Social evidence through testimonials of actual customers, workshop owners and even automotive professionals is more effective than messaging created by a brand in terms of inspiring trust. It is proposed to ensure that the percentage of the combined share of lifestyle and testimonial content is raised to at least 20-25 percent of the total production (which is the current level 15%). These may be customer story videos, mechanic endorsement videos and aspirational car culture images.
- **Introduce content performance review on a monthly basis.** An unorganized, periodic evaluative system of content was one of the fundamental problems that were pinpointed in this research. It is suggested to implement a basic review monthly, during which the team will discuss the successful performance of the engagement in the previous month of the content in terms of format and subject. This does not even have to be an analytical treatise - a one page summative on an average engagement rate by category, top three, and bottom three performing posts, and a format/theme mix scorecard of the month, would be enough to be put in place. The result of this review process, as time goes by, would be a cumulative amount of performance data, which would be used to make progressively more refined choice decisions about what to put into the contents.
- **Enforce and ensure visual styles uniformity of all content.** There should be less difference in the visual quality of the agency and in-house posts that are daily. This may be done by establishing a group of consistent visual styles of general types of posts (product feature illustrations, education tip cards, event advertisements) so that each post has a minimum level of visual appearance. Templates also ensure brand consistency without having to have agency-level designs on each piece of content. The most important point is that in case of high-end brand, every post should not appear as something created on a whim, even some simple informational graphics must speak the accuracy and quality the brand is supposed to be.
- **Delve into Instagram and other new platform content strategies.** Although this paper has concentrated the major part on facebook, the overall digital environment in Bangladesh is changing. Instagram is also becoming more popular, especially to the younger and urban educated demographic with the ability to own cars; which also forms the main target demographic in Liqui Moly. Tik Tok and YouTube Shorts are also trending. Instead of posting the same content on all

platforms, the brand should think about creating platform-specific content strategies, which can leverage the strengths of each platform: Instagram as a visual storytelling platform and reels and YouTube as a longer educational video and possibly Tik Tok as the platform of reaching younger automotive fans.

These seven guidelines are provided as a viable roadmap of gradual change and not a demand of radical change. Liqui Moly Bangladesh has a sound base of the digital content strategy. What is being prescribed by these recommendations is a fine-tuning, a more conscious bringing into being of content production and the ways it is received by the audience as indicated by a pattern of response (as well as the needs that have to be met in order to sustain a high level of premium brand production).

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