

Report On
Social Media Marketing: A Study on The Prestige Magazine

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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

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BRAC University
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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

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Letter of Transmittal

Ms. Mahreen Mamoon

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report for the completion of BBA program.

Dear Madam,

This is my pleasure to present my report on Social Media Marketing: A Study on The Prestige Magazine. It has been prepared for completing the requirement of Internship of the BBA Program.

I would like to express my immense gratitude towards every individual who supported me to complete this whole report. Throughout the process they have helped me collecting the necessary information which was crucial for this report. In addition, I hope this report upholds the standard of a well-designed, organized and informative which properly explain the actual scenario I wanted to expose on the Digital Marketing of The Prestige Magazine.

I pray and hope that you would be kind enough to accept my report for further evaluation.

Sincerely yours,

Full Name: Imtiaj Ahmad

Student ID: 15104166

BRAC Business School

BRAC University

Date: August 25, 2019

Non-Disclosure Agreement

This Non-Disclosure Agreement is entered into by and between **The Prestige Magazine** with its principle office at H:47, Block: H, Road: 11, Banani, Dhaka and **BRAC University** located at 66 Mohakhali, Dhaka-1212 for the purpose of preventing the unauthorized disclosure of Confidential Information as shown below. The parties agree to enter into a confidential relationship with respect to the disclosure of certain information.

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Both the parties have carefully read all of this agreement and agreed upon all the restrictions described in the agreement.

Disclosing Party

Signature_____

Date_____

Receiving Party

Signature_____

Date_____

Acknowledgement

All praise and gratitude belong to Allah. With the help of Allah I have been able to complete this whole internship report.

It has been a great experience working with The Prestige Magazine for 12 weeks where I got the chance to apply my yearlong university knowledge with the practical field. My sincere gratitude goes to respected supervisor Ms. Mahreen Mamoon for all of her help, support and guidance to complete the report properly.

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Specially, I would like to thank the team leader Mr. Sharar Galeeb Chowdhury for his role on teaching me every aspects of the organization day to day and helping me to be more creative to deliver better performance at the company.

Finally, I would like to thank my family and friends who also helped me during the preparation and completion of this report.

Executive Summary

In the era of internet, people tend to collect information in a matter of a click. Corporations takes the advantage of such tradition and create model for their products and services to reach out the news to mass audience. Such model is used in different social media to make the idea into a reality. This report gives an overview on how an online content portal, The Prestige Magazine, is creating their presence on social media and their strategies to engage the target markets through interactive contents.

The Prestige Magazine is known as a premium lifestyle magazine based in Bangladesh who tries to establish creative contents and work on untapped market to let the audience know what they are unaware of. Before going for any publication, they are trying to establish a brand name on people's mind using different social media platform. In the report, the different types of content and types of activity taken by the organization has been explained here. Moreover, some statistical data has been shown also to indicate the growth of the organization over the time.

Strategically, The Prestige Magazine also follow the trending news every day and represent them with a magnificent visual. These strategy makes the organization unique than other creative agency, magazine etc.

Keywords: Creative contents; Digital platform; Social media; Engagement through creative post; Facebook; LinkedIn.

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Chapter 1

Introduction:

Transfer of information from one place to another has become a matter of second. Every day, everyone is process through a lot of information in a blink of an eye because of the invention of internet. At this age of internet, people do not have to wait long time to get any news. Whatever is happening in this world are known to almost everyone with a touch of a button. Moreover, the increase of mobile phone user in the world makes it even easier for anyone to get such news on time.

Social media is another element of the internet. People used these social media for the purpose of communicating with others. Nowadays, it has become a part of every business organization. Almost every business institution are now rely on social media to represent their activities to the potential customers day to day. The impact these social media brought for the corporation is timeless and indescribable.

In Bangladesh, the scenario is also impressive. Adaptation of new technology is faster here. As a result, people in Bangladesh are also growing up with the world invention. These makes it easier for anyone in Bangladesh to get any news on time and stay up to date. Widely available android mobile phone in Bangladesh helps a lot of online portal to successfully reach their message to these viewers on time. The Prestige Magazine is trying to use this opportunity to showcase their work online so that people get to know about its existence. This will not only give them a better exposure but also help them to have success in their first publication in future.

1.1 Origin of the study:

This paper is prepared for the internship which is a compulsory requirement to conclude BBA program. This paper is done under the supervision of Ms. Mahreen Mamoon, Assistant professor, BRAC Business School. BRAC University, supervisor, Nazmul Hasan, Head of HR, Tryonyx limited. The purpose of this report is to understand the overall marketing activities of the prestige magazine on social media. Moreover, this report will ensure how author of this report is contributing to this sector and learning the digital aspects of a magazine in Bangladesh.

1.2 Background of the study:

We are living in an information age. From the moment people get up from bed to go to sleep at night, they are encountering countless information continuously. In addition, the invention of internet and social media makes the information even more available everywhere. Therefore, the adaptation of social media among people are high in numbers.

The expansion of such adaptation is part of every country, Bangladesh is no different. Moreover, the rapid growth of mobile phone user and widely available internet caught the attention of every brands in Bangladesh. Being as one of the most creative online content portal, the prestige magazine takes the advantage of this internet era to expose them to the world to a larger extent. In addition, they are also trying to generate new customer from the social media through creative graphical content that is adaptable universally. How a magazine is utilizing the impact of social media is being represented here in this report.

1.3 Scope of the study:

Nowadays, social media presence has become a trend for almost every organization. Be it a small startup or larger corporation, building brand image through social media is something that has become common for everyone. Mostly, facebook is the highest used platform for any brands to build image. However, twitter, Instagram, linkedIn, pinterest are also few medium where brand presences can be seen.

Even though it has become a trend, there are many corporations who have not yet come to these platform to showcase their products of services. Due to the lack of awareness of the impact of social media, these corporation have not taken any step towards this. However, we believe that in future almost each and every corporation will take part in this platform to showcase their idea and represent their day to day activity to the potential customers.

This report will showcase how the prestige magazine is using the social media from its beginning. Moreover, the target audience of this magazine and the kind of content used in the page and website to attract new viewers will also be discovered at the completion of this report.

1.4 Statement of the problem:

The goal of this study is to identify how a magazine can be benefitted through social media marketing when it will go for publication.

1.5 Limitation of the study:

During the completion of this report, I had to encounter a lot of limitation. Firstly, the main limitation was this magazine being a startup. As a result, not much information could be recruited from any structured journals or article or any proper document of this organization. All of the information that is represented in this report are collected from the interview with the authority of this magazine. No previous research was found on this magazine which made it difficult to extract few information.

1.6 Literature of Review:

The goal of the study is to understand the digital interface of The Prestige Magazine and how interactively it can engage the audience through its content in Bangladesh. There are numerous research papers that can be found on digital marketing strategies of brands, social media marketing etc. This report will explain the digital marketing strategies of an online portal that work similar to digital agency pattern but in a more creative way.

Social Media (includes facebook, twitter, youtube, linkedin etc.) plays a crucial role in helping the brands to reach wider range of markets throughout the world. Facebook is one pillar of marketing strategy and knowing the benefit of it on one's business makes it easier to leverage in the long term (Rebeka Radice, May 2016). This is true for almost every established brand in the country so far. In addition, to spread the word out to a mass audience, every local or international brands are depending mostly on these digital platforms because of the "one click to extract every information" era.

Furthermore, Kaplan and Haenlein explains that to understand the full interface of social media, there is no alternative of understating Web 2.0, a new way of using World Wide Web where all kinds of content are being altered by all operator in a sharing and collaborative way (2010). Nowadays, users of internet not only retrieve the information they need, but also engaging in contents that match their area of interest or create a new area of interest. This can only happen

on social media interactive posts or article. Therefore, we can understand that the importance of such digital platform for any given products are higher than ever before. Be it a daily consumer products or online content platform, every consumer needs to be engaged in order to increase the sales.

1.7 Methodology:

The nature of the study was qualitative and some quantitative data collecting from the facebook insight presented to understand the market status of the prestige magazine.

The data collected for this report are collected from mostly secondary sources. Moreover, discussion with the executive directors of this company gave a clear vision on the topic that is represented here in this report.

Secondary sources are as follows;

1. Official website of The Prestige Magazine (www.theprestige.global)
2. Insights from facebook page manager of the prestige magazine.
3. Interview with CEO, supervisor and executives.
4. Different online sites related to magazines.
5. Few magazine publication in Bangladesh such as GQ, ICE Today etc.
6. In depth discussion with the head of content.

Chapter 2

Organizational overview

The Prestige Magazine is an online based content portal based in Bangladesh. In other words, it's a premium lifestyle magazine in this Asian country. The mother company "Tryonyx" established this magazine in March 2019. "Tryonyx" is a multi service company including software development, e-commerce etc., complementary module provider, commercial apps creator etc. To establish this magazine in the global platform along with national territory, there are three departments including Business Development, Marketing & Communication and Creative content designing who are working tirelessly to create contents that are globally reachable and acceptable. In addition, The Prestige magazine thrives to cover and decorate Fashion, Lifestyle, arts & entertainment, Food and Technology.

2.1 Major Activities:

Despite of being an online content portal, the prestige magazine also involves in multiple business tasks which make it more convenient for its target customer to be up to date with recent events across Bangladesh. Such activities are being represented below;

1. **Article Publication:** There are multiple creative business organization exist in Bangladesh. The Prestige Magazine consider these businesses as untapped market and people have high demand of knowing the existence of these types of creative platform. The prestige magazine team finds out these business and takes interview and publish a cover story on their website (www.theprestige.global) in article format.

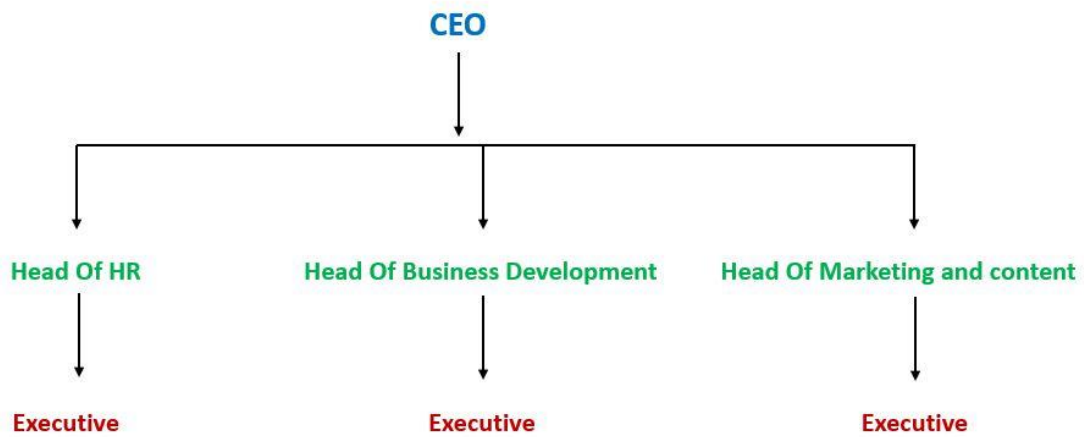
List of some significant individuals whose article have been published are as follows;

- I. Waiz Rahim (Deligram)
- II. Yeasmin Karachiwala (Bollywood Fitness Trainer)
- III. Asaad Mohammad (Tapout Gym)
- IV. Syed Rashad Imam Tanmoy (Cartoon People)
- V. Tawsif Alam Khan (Vertical Horizon)
- VI. Munzarin Zaman (La Vi En Rose)
- VII. Faria Chowdhury (SugarRush Cupcake)
- VIII. Biskut Abir (Biskut Factory)
- IX. Zarin Rashid (Feed Me)
- X. Eza Chowdhury (Samadi Yoga)

2. **Weekly Contents:** Every week there are about 6 static post, 3 videos publish in the prestige magazine's facebook page. The content team is responsible to generate new ideas every week and implement it within that week. Moreover, the static post includes, the product post, engagement post, and daily trends while in video mostly brief story of successful Bangladeshi personalities are being posted.
3. **Business Relation with clients:** The prestige magazine also collaborates with the creative business organization, as mention before. Regular meeting with these organization brings lot of opportunity for both parties.
4. **Sponsorship:** To make an event successful, there is no alternative of sponsorship. The prestige magazine takes part in multiple prestigious events organized by different institution and universities. Such as; AKS Model United Nation, Business competitions in universities, seminars related with social issues etc. Furthermore, varieties sponsorship are being provided to these events from the magazine including media partner, title sponsorship and so on.

2.2 Organization Structure

The prestige magazine can be considered as a flat organization which has a structural organization with limited employees. Moreover, the existence of middle management between staff and executive is absent. All of the employees of this organization are being given open space to share their ideas and implement it without any upper level confirmation. Here, employees are encouraged to take the lead of any project and nourished them to become future leader. Since there is no involvement of middle man exists, any employee can directly approach to the CEO and discuss any business related issue. In any tasks such as decision making, ideation, business development issue, everyone is welcome to participate. Opportunity like this not only make the employees confident about their work but also give them a complete satisfaction at workplace which helps the magazine to grow very fast.



The prestige magazine has almost 16 employee along with multiple campus ambassador in different universities and schools across Dhaka. These employees and ambassadors are managing recognition of the brand in different platform.

2.3 Vision:

According to the high official member of this company, the vision of this magazine is to achieve content revolution via means of interactive and signature content. Its graphical representation of each content makes it possible to move forward to its original goal faster.

2.4 Mission:

The prestige magazine's mission is to build a platform that will be recognized globally and fulfill its customers' needs and demand for articles, creative contents, entrepreneurial business solution and so on.

Chapter 3

Social Media Marketing of The Prestige Magazine:

With vision of becoming a top notched premium lifestyle magazine in Bangladesh and global platform, The Prestige Magazine takes the advantage of the impact of social media. Since they have the vision to go for publication at the end of this year, presence in social media will create a better brand image among its target audience. Moreover, through this social media platforms, they are representing their creative work through different types of quality resources.

3.1 Targeting:

The prestige magazine targets both males and females from 18-45 age group who are interested in creative entrepreneurial business, trend news and untapped market institutions. Moreover, they try to create contents in the most attractive design to get the attention of mass market despite having interest in that particular topic or issue.

3.2 Contents:

Content is the most important element of any magazine. It has the power to get the attention of potential customer despite of their disinterest. Moreover, good quality content helps the target market understand the concept better and can sustain in the magazine business in the long run. The prestige Magazine mainly posts static content along with infographic video presentation. Each content is prepared by the content team of this magazine. Moreover, each week they try to find out the trending news and create an infographic through extensive research of that particular event. Posts in GIF format got much popularity in recent times. As a result, the prestige magazine also build infographic contents in GIF format with little information.

The content pillar of this magazine are as follows;

1. Product post
2. Engagement post
3. Illustration of iconic individuals
4. Life hacks
5. User generated content and many more...

Some of the example of such creative contents that got highest reach are shown below,

BTV DEBATERS
THEN NOW

IMRAN KHAN
Govt. Laboratory High School, Dhaka

REBECCA SHAFEE
Holy Cross Girls' High School

NOBONITA CHOWDHURY
Holy Cross Girls' High School

FAHAM ABDUS SALAM
Comilla Cadet College

Former Chief Strategy Officer at Snap Inc. and currently starting up an undisclosed e-commerce platform

Currently obtaining her postdoctoral fellowship at Harvard Medical School after obtaining a PhD in Physics and Astrophysics from Harvard University

Editor DBC 24/7 News, Professional Singer and Television Host

Currently working as a Regulatory Scientist in Canberra after obtaining a PhD from the "Australian National University"

THEPRESTIGE.GLOBAL

TEXTILE ART ORIGINS

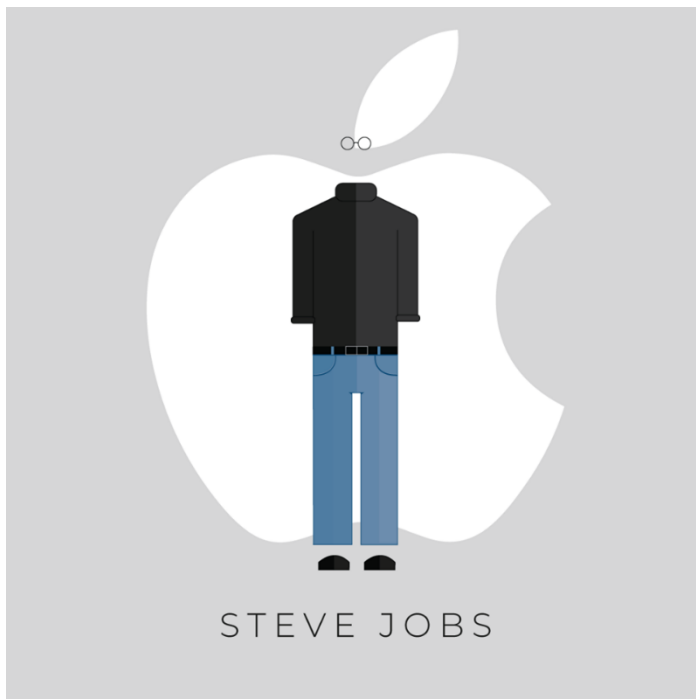
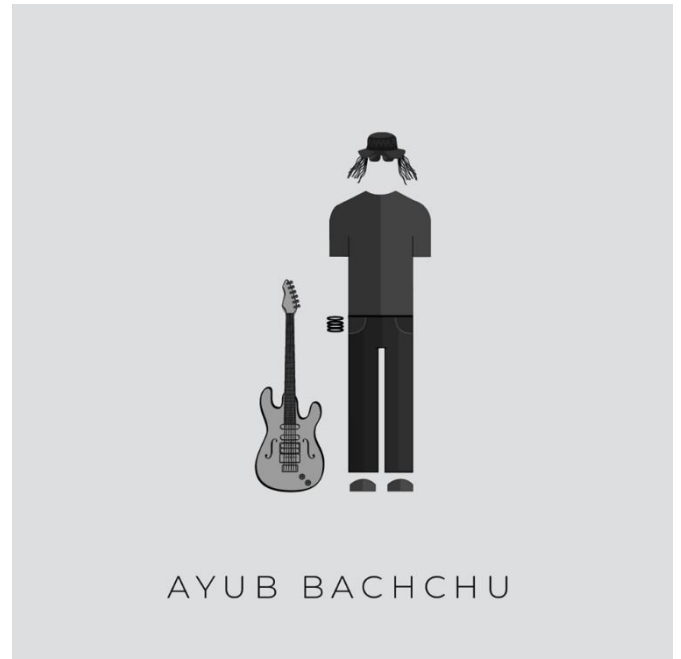
CAN YOU DESCRIBE
YOUR FAVOURITE
BRAND
USING EMOJIS?

P

SOUNDTRACK
TO OUR LIVES

P

16



3.3 Success Matrics Analysis:

To measure the level of success a facebook page has reached, there are few factors including total reach, total engagement, total views etc. for the last 2 month The Prestige Magazine starts gaining lot of interaction among the viewers. Moreover, the engagement rate has been raised dramatically due to its creative contents.

We will be evaluating the total reach, total engagements and total likes between July to August 2018 to measure the success of the magazine. In addition, we will also look into some of the statistic regarding the gender based reach of our all contents.

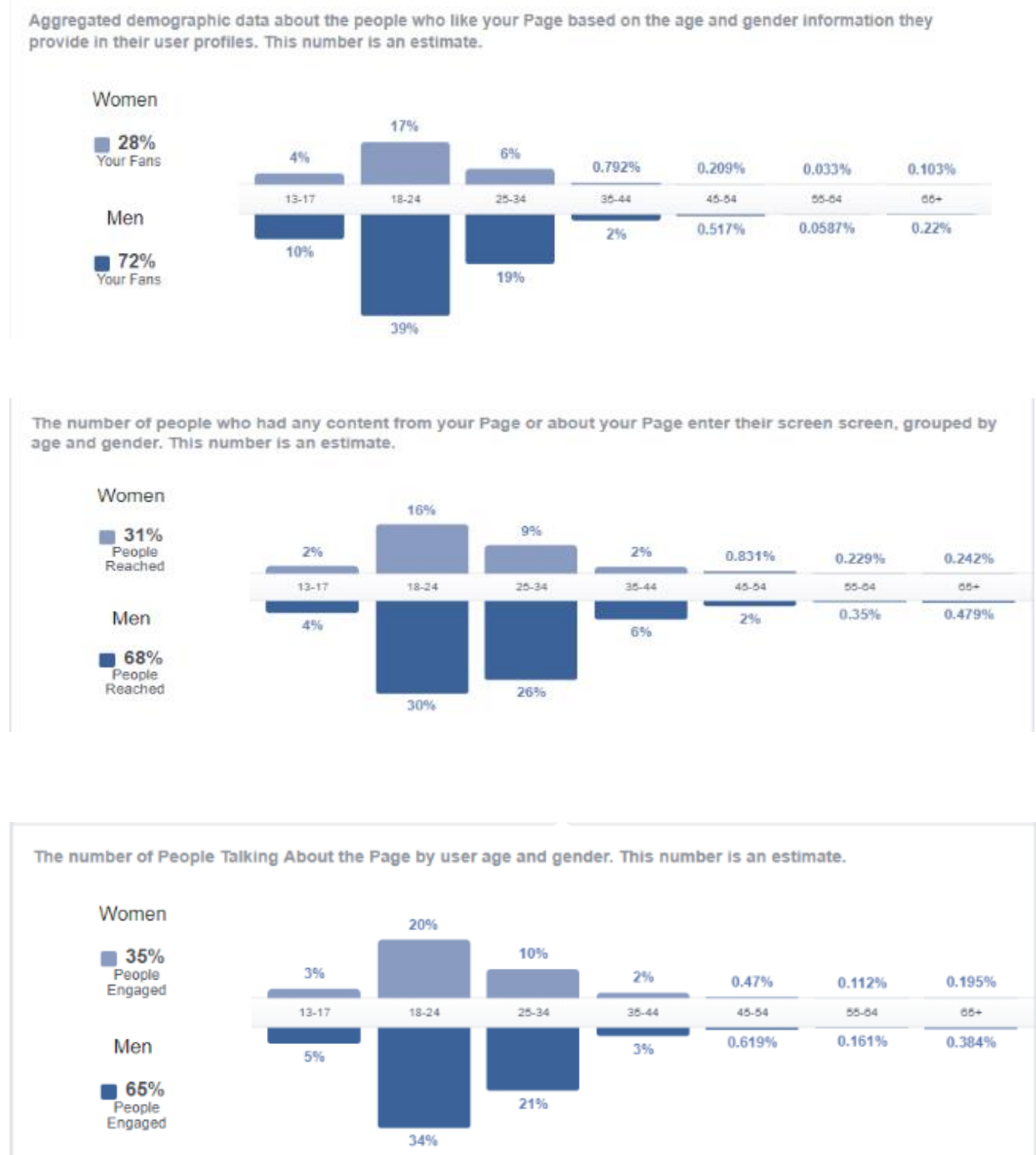
The following data is collected from the page insight. The duration of the research is from July 2019- August 2019.



Post reach refers to the total impressions made on a contents during a certain period. As we can see here, the post reach for the last 2 month was 891,693 which is pretty impressive. Being as a startup company, having such amount of reach indicates larger success in future. Furthermore, the post engagement has increased for 177% in the last one month. The more engagement it gets, the more popularity the facebook page receive in the facebook algorithm.

Considering the total likes of The Prestige Magazine page which is over 30,000, for the last one month alone the page likes has increased for 457% which is an evidence of an outstanding performance

Gender based total reach, fan and engagement are as follows,



This estimated bar graph shows the aggregated demographic data about the people who likes The Prestige Magazine page based on the age and gender information they provide in their user profile. This helps us to identify the actual follower of The Prestige Magazine. As we can see, 72% of the follower belongs to Men where there is only 28% presence of Women. Moreover, in terms of total people reach male is 68% and female is 31%. At the same time, for the total people engagement, the percentage of men is 65% while the Women is 35%. These insights gives us direction on where to improve. In addition, the content team now understand that they need to work on contents that attract women follower as well. Since the page targets both the male and female, we need to attract more female follower in order to give a fair percentage on both side. To be able to get the attention of both gender, the content should be unique and universally acceptable.

Chapter 4

Recommendation

- 1. Campaigns:** The Prestige Magazine should focus on launching campaign on a regular basis for certain periods of time. Campaigns encourage viewers to learn more about the page and increases engagement among the viewers. So far, not a single organized campaign has been initiated by the team. We believe, launching campaign will gain more followers and boost the excitement among the people who likes the content of this magazine.
- 2. Ambassadorship:** This premium lifestyle magazine promotes 5 different factors including, fashion, art & entertainment, food, technology and lifestyle. They need to recruit ambassador from each departments. The recruitment process should be such that the selected individuals should have strong background and interest on these 5 factors respectively. For example; some who has large knowledge and connection about fashion industry, he/she should be recruited. The same should be applied for other departments as well. This ambassadorship program will bring a lot of new clients, article and untapped, unknown stories which can be shared on the website and facebook page so that the target market gets more excited about this organization.
- 3. Larger Team:** To ensure an effective and efficient result, there has to be a team that is big enough to take any challenges and implement any tasks on time. Since The Prestige Magazine team is built up on a small team, they need to grow it by adding more potential and creative individuals. Adding more employees can add more value to the company by providing support on time. Especially when it comes to delivering contents regarding trend's news, there as to be enough resources to collect these news and start working in it so that the news get delivered within proper timeline.
- 4. Collaboration:** At this moment, The prestige magazine is engaging with lot of creative business entrepreneurs in terms of cover story or interview. However, to grow this magazine as top notched in Bangladesh, they need to start collaborating with these business organizations in some way or the other. What this collaboration will bring to the magazine is amazing, because ensuring larger collaboration will increase the total

reach of their contents not only online but also offline when the magazine will go from online to publication.

- 5. Exclusive contents:** In order to differentiate the prestige magazine from other online or offline media, they need to come up with exclusive content more on a daily basis. Only considering the increment of total reach cannot give a sustainable result. Therefore, there should be a dedicated team for each section to capture the real life contents and present them with attractive visual in order to get the attention of target customer.
- 6. Revenue Model:** There has never a proper business model been structured so far. According to the head of HR of this magazine, whole financial transaction regarding The Prestige Magazine is being done by its mother company “Tryonyx”. Therefore, it is high time to set up some strategy to build up revenue model for this magazine so that it can become an independent entity to grow.

4.1 Conclusion:

The growth of Digital communication has been changed drastically over the past few years, especially the social network sites in particular. With a vision of Digital Bangladesh, it can be said that the use of internet and mobile phone will increase drastically that are beyond our imagination. From advertising to getting people bought their desired products and services are being done online which makes the life easier for today's consumers. Therefore, it will be easier for The Prestige Magazine to create a brand image on social media that can sustain in the long run to the customers and continuous growth of the viewer will be ensured dramatically. Finally, the team from The Prestige Magazine should work on day to day strategy make the social media presence stronger and long lasting so that the quality of the content never goes down.

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