

Report On
**How X Integrated Marketing Agency Is Shaping Community Management Through
Social Media**

By
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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

October, 2021

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Declaration

It is hereby declared that -

1. The internship report submitted is my own original work while completing my 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:



11.10.21
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Samara Meheruz

16104021

Supervisor's Full Name & Signature:



10.10.21

Ms. Ummul Wara Adrita

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

1st October, 2021

Ummul Wara Adrita

Lecturer, BRAC Business School.

BRAC University.

Subject: Internship Report Submission

Dear Madam,

This is my utmost pleasure to prepare my internship report named **“How X Integrated Marketing Agency is Shaping Community Management Through Social Media”** according to the provided set of guidelines.

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, sincerely, pray and hope that this report will meet your desires.

Your Sincerely,

Samara Meheruz

ID: 16104021

BRAC Business School,

BRAC University.

Non-Disclosure Agreement

This agreement is made and entered into by and between X Integrated Marketing Agency. and Samara Meheruz, the undersigned student from BRAC Business School, BRAC University for strictly prohibiting the disclosure of the confidential information of the mentioned firm.



11.10.21
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Signature - _____

Acknowledgement

I would start by thanking my honorable faculty Ms. Ummul Wara Adrita for extending her unparalleled support which has provided me with the necessary guidance and information needed to complete this internship report. Secondly, I would like to express my gratitude to Ms. Safna Mehrin Sarah, my internship supervisor and team leader, for all her support, teaching me all the basics of my tasks and patiently showing me every required detail, correcting me when I am wrong, extending her warmth as a token of appreciation and guiding me throughout my internship period. Consequently, I am very much thankful to X Integrated Marketing Agency, its management and especially my colleagues of Query Management Team for their cordial support to prepare this internship report. Lastly and most importantly, I would have to thank my parents for raising me up in a way that helps me to unleash the best version of myself every single day.

Executive Summary

The emergence of marketing has been changed severely and it went to digital production, so here in this internship report will emphasize on the role of community engagement in social media as well as the strategy of digital media which can be shaped by the marketing agency X-Integrated marketing agency. In the era of digitalization and transformation, media and other channels are operated through social media. To have a bona fide social voice for your brand, a genuine individual is needed and that involves bouncing on the web now and again. Social feeds give a steady stream of content, and clients are settling the score more demanding with regards to what, and who, they associate with. Community management is by and large what it seems like. It's drawing in with your community via web-based media sooner rather than later by reacting to remarks and questions, liking posts, sharing important substance and generally speaking satisfying the requirements of your web-based audience. Everything's tied in with encouraging connections and drawing in your present supporters, yet additionally your ideal interest group. Web-based media community management is a fundamental component in your advertising and shouldn't be ignored. X Integrated Marketing Agency Limited as an integrated marketing agency, is establishing a vital role for the brands to think about their community where the community builds in a stronger way with a big team where analytics, audience and everything could possibly be found. Therefore, in this report, I will be working on how effectively X Integrated Marketing Agency is shaping community management in social media.

Keywords: Community Management, Marketing, social media, Digitalization, Digital Communication, Influence Customer.

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List of Acronyms

Ltd.	Limited
<i>QMT</i>	Query Management Team
<i>CRM</i>	Customer Relationship Management
HR	Human Resource
<i>BTL</i>	Below The Line
BD	Bangladesh

Chapter 1: Overview of Internship

1.1 Student Information

Name – Samara Meheruz

ID - 16104021

Program - Bachelor of Business Administration

Major - Major in Marketing

1.2 Internship Information

1.2.1 Internship details:

Period – From July 2, 2021 to October 2, 2021

Company Name – X Integrated Marketing Agency

Department – Query Management Team

Address – House 40, Road 20, New DOHS, Mohakhali, Dhaka.

1.2.2 Internship Company Supervisor’s Information:

Supervisor’s Name – Ms. Safna Mehrin Sarah

Position - Senior Executive, Business Solutions

Email - safna@justanx.com,

Phone number - +8801686967321

1.2.3 Job Scope

My entry-level position period was nothing unique as my job was equivalent to what I have been doing in X Integrated Marketing Agency for the most recent two years. I function as a Community Engagement Officer of our customers who are turned out to be one of the top brands of this country like Samsung Bangladesh, Suzuki Bangladesh, Bangladesh Football Federation and British American Tobacco Bangladesh, Polar, Aarong Dairy. Being a Community Engagement Officer, my obligation is to determine the questions of my customer's individual web-based media stages just as guarantee the nature of content while doing that. The experience is rarely awful while telecommuting however there were difficulties too. The significant test was to be refreshed with every one of the balances before my shift begins in which might have been simpler in case it was led from the workplace. I used to determine questions with the utilization of two programming's created by our Information and Technology group named Smashboard and Zerocium where every one of the inquiries made on Facebook and WhatsApp will arrive on the referenced programming's individually so it is not difficult to work and monitor the questions.

First task we have in our grip is to decide the customer confusion and requests as demonstrated by their assurance and need. For example, it will in general be data/voice offer related individual SMS, application related inquiries, thing dispatch, divider posts, comments and online media messages. We mainly used Smashboard, Dashboard, Zerocium, CRM, Info360, Info Center, etc which are transcendently programming for online media that urges people to get an overall idea with respect to their fan page in Facebook and other web-based media stages and to direct similarly as control the traffic showed up in a fan page. I generally used the Smashboard programming, consequently, it's usage, features and refinement are given below –

- I. This device assists with choosing inbox and remarks independently

- II. It has alternate way includes which assists with putting away preset answers while settling questions. For instance, Ctrl+9 = “Hello Sir/Ma’am, kindly let us know how can we help you?”

III. We can straightforwardly stow away or erase negative questions from this product without opening Facebook

IV. We will monitor the number of questions landed hourly, week after week, month to month, etc.

V. It is difficult to pass up any question while utilizing Smashboard.

VI. It was a layout office through which you can acquire permission to live visits and expert activities.

1.3 Internship Outcomes

1.3.1 Contribution to the company: Since I have been with X Integrated Marketing Agency since August 2019, accordingly, I should share the overall experience I had toward the start from the gathering cycle to the primary month of the organization as a trained professional. First thing, the gathering cycle X Integrated Marketing Agency experience is a three-stage isolating measure that joins making, accentuation, and speed tests. This test technique in a general sense makes the examiner fathom whether an individual has the fundamental capacities to oversee in-need customers and regardless of whether they can pass on the organization in both Bangla and English as per customers' comfort. Likewise, if an interviewee is adequately capable, as I appeared to be, he/she will get a second assemble up from the conference board to sit for a planned gathering with the Business Director Mr. Parag Obayed. The gathering worked out positively for me as I had every one of the exact explanations to his craving and questions. Finally, I triumphed ultimately my last call-up after an opening of three days. The arrangement continued for three days and on the fifteenth day, I started my journey as a Community Engagement Officer for Suzuki Bangladesh through the Facebook channel. As time elapsed, I got the benefit to examine more brands before long and I have overseen more than 615 individual discussions of British American Tobacco

Bangladesh account and 22,413 individual visits of Samsung Bangladesh account during my work period. A total hour on move counts at 1,716 from 1 September 2020 till 20 December 2020.

Total Replies	22,328
Polar Ice Cream	615
Samsung Bangladesh	22413
Total Shift Hours	2860
Reply Per Hour	19.67
Earning Per Chat	BDT 7.45

Table (1): Work Statistics

1.3.2 Benefits of this Internship:

In the current spot of the work market, I solidly acknowledge my decision of not leaving X Integrated Marketing Agency over compensating passage level position offers from top multinationals paid off. For the pay they give just as the immediate experience I have gathered while dealing with the customers has made me into a contraption's thing campaign ace especially Samsung. I presently have clear considerations with respect to how thing and mission the leader's capacities, what are the middle pay advertisers for the devices business similarly as where the issue lies in this organization industry. They are as of now all conspicuous to me, which would have not been possible if I expected to tackle my work as a colleague for even Samsung Bangladesh. Fundamentally, I will make reference to a piece of the huge eliminate for my outing as an understudy at X Integrated Marketing Agency.

I. Huge data about customer wisdom similarly as an expert who needs to deal with a wide scope of customers from various age, demography, culture and organization.

- II. Totally new experience of dealing with customers, adjusting up to customers' direct.
- III. Learned to work under massive strain.
- IV. Real-valuable experience to work in an office like X Answers for Samsung Bangladesh and English American Tobacco Bangladesh.
- V. Learned new capacities in equipment advancing, culture, things, and pay source and customer the board.
- VI. Prepared report reliant upon my work understanding
- VII. Became more centered, ideal, competent, and persisting and developed the ability to adjust to grouped people with real procedure and disposition.

1.3.3 Problems Faced

As I had to work from home for pandemic during my work period, the above all test I went up against was overseeing load shedding. On account of my detachment of a PC, I couldn't sort out some way to do anything when power disillusionment happened. There were times when I was far off from every other person locally accessible and the post of a mission had as of late been made anyway neither I could do anything in the meantime nor I could disseminate someone else to do a move for my advantage on the apex of that second. In addition, the test I have looked at during my work period was to be revived with every one of the controls and changes following a two days break. As my keep going was going on, I expected to require day-offs from office and that by and large stains the movement, in light of everything, and perusing old messages preceding starting development is tricky. Later on, the action was taken to keep a google move with every one of the latest offsets with the date which in the end supported me and my partners. All in all, our

informative course happened on another device named Zerocium on the web and it didn't help me much as I was prepared ten days past the gathering happened. A recorded informative gathering would have been more helpful for the overwhelming majority.

1.3.4 Recommendations

- I. The work program ought to be more efficient and focused

- II. Training gatherings ought to be recorded

- III. Thankfulness ought to be given to the best performer or understudy reliably as an identification of appreciation.

- IV. Internship endeavors and activities could be more related to the genuine corporate works so we can have genuine arranging before joining an affiliation.

- V. The pay that temporary position program obliges X Arrangements ought to be higher. As a Community Engagement Officer, my compensation went from 12,000 up to 15,000 consistently (BDT 100 consistently premise). Nevertheless, an ordinary temporary position program will simply offer understudies around 5,000 consistently with no lunch or other office benefits.

Chapter 2 Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Objective:

- I. Learn about the association's functioning pattern of the Query Management Team.

- II. Introduction to the electronic correspondence industry.
- III. Learn how customers are overseen from the forefront.
- IV. Get an idea with respect to the association's confined work structure.
- V. Know about the functional course of action of the Inquiry Supervisory gathering.
- VI. Access X Integrated Marketing Agency's penetrability in the business.
- VII. Measure the association's circumstance among the competitors.

2.1.1 Methodology:

- I. Smashboard Software.
- II. Zerocium Software.
- III. Website
- IV. Client's social media platforms.
- V. Experience during Internship.
- VI. Rational observation.
- VII. Class Learning.

2.1.2 Area:

This section manages the components that identify with X Integrated Marketing Agency. layout thought in regards to unmistakable departmental working cycles, the board work structure, functional system, and eventually, assessment of the association's circumstance among rivals.

2.1.3 Limitations:

However, the environment of the organization is especially welcoming and the agents were incredibly solid, regardless, the entry-level position work was fairly exceptional to the extent of

social event information as the association is troubled to reveal an enormous part of their information and there were close to no data found on the web to add to my work and revelations.

2.1.4 Significance:

I have included basically the authoritative construction, organization outline, divisions by and large data, the board work, and friends' position investigation in this piece of the report. Along these lines, this piece of the report is exceptionally fundamental and useful. Furthermore, I depicted the data in a coordinated way for a better agreement.

2.2 Overview of the Company

X Integrated Marketing Agency began its action in the year 2017 which was a promoting association and a delayed consequence of a fundamental converge between two associations named MADLY and Strategeek Digital. In the high-level displaying industry, it is quick to really meet between two workplaces which not simply helped them with adding more benefits to offer yet, likewise, made them into an 'joined' advancing plan provider. Notwithstanding the way that the united affiliation is new in the business, independently the workplaces MADLY and Strategeek Digital have various past achievement records.

The past achievement of two workplaces was promising at this point. Lately, they started to give displaying game plans in our country which is a for the most part 360-degree way, starting from thought age, thing dispatch, thing progression, even the board, electronic advancing endeavors, modernized responsive courses of action, etc.

The standard publicizing is given by primarily two social occasions and the name of the resulting advancing pack is BTL (Below the line). During my temporary position period, the locale I have been working in is the Query Management Team (QMT) of X Integrated Marketing Agency The organizations which are given by X Arrangements Restricted are referred to beneath –

- Advertising
- Creative Support
- Social Media Marketing
- Digital Marketing Campaigns
- Data Analytics
- Social Media Query Management
- Activations and Campaigns Analysis

2.3 Management Practices

2.3.1 Top Management: MEET THE MAESTROS

Tahsin Saeed

CEO and MD

With an unparalleled encounter of promoting more than 20 years in different ventures, Mr. Tahsin Saeed is the orchestrator and the key formulator behind the accomplishment of a group of 100+ individuals.

Drabir Alam

COO

Being one of the pioneers of advanced advertising industry in Bangladesh and his massive involvement in oversight helps to draw out awesome from a group loaded with imaginative people.

Rasel Mahmud

Group Creative Director

Being one of the pioneers of the advanced advertising industry in Bangladesh and his massive involvement in oversight helps to draw out awesome from a group loaded with imaginative people.

Raquib Chowdhury

Group Creative Director

Sacking all new honors from Bangladesh Brand Forum in the OVC class and planning efforts like Samsung's Valentine's Day, Joker Campaign by PATHAO, etc, Mr. Raquib Chowdhury is one of the outmaneuvers in this field.

Obidur Rahman

Senior Account Director

With more than 9 years of involvement with Customer Insights and Insight Mining, Mr. Obidur Rahman is driving a Query Management Team of 60+ individuals who are offering support day in and day out.

2.3.2 Management Responsibilities

The top organization and other administrative group people in any similarity to Mr. Porag Obayed (Senior Account Director) similarly as Mr. Faruq Ahmed, Ms. Fahmida Shams, Ms. Safna Meherin Sarah, Ms. Nafisa Nawara, Ms. Anika Tabassum, and Mr. Walid Omee from the division of Query Supervisory gathering are a ton of explicit in managing the whole movement, for instance, the client the chiefs, expert planning, and progression and the quality certification similarly as offering the extra help they are not qualified for. So, top organizations keep their delegates invigorated through getting ready and updates.

A significant part of the time, they direct their laborers and collect meetings in case there is a need to offer rules to agents and forefront trained professionals. For example, during this overall pandemic and lockdown situation, we are persistently having social occasions even after 12 am to discuss our overall execution, goofs and improvement center. The organization is especially coordinated and provides each possible oversight and guidance to get more unmistakable outcomes.

To be sure, even in the basic situation, the board works viably with the help of the associates to offer inconceivable help to the customers similarly as to us, the cutting-edge expert communities. The request administrative gathering of the association is incredibly educated with regards to the displaying field and all of them are capable in such a manner. Subsequently, X Integrated Marketing Agency is assessed as one of the tops and driving workplaces who are ace in re-appropriating advancing activities for neighborhood similarly as overall beasts working in Bangladesh, for instance, Robi Axiata Restricted, Banglalink, Nagad, Bangladesh Football Alliance, British American Tobacco, Imprints, Grameenphone, Samsung, etc. The partners keep them invigorated with advancing, putting together data; the sensible data and capacities are a ton needed in this field to manage unlimited customers. The sensible and specific design is working on their whole system.

2.4 Marketing Practices

2.4.1 4Ps of X Integrated Marketing Agency - Integrated Marketing Agency:

Product: In my group, for taking care of customers of Samsung we use modified softwares named Zerocium and Smashboard. These two apparatuses give customer question the board instruments to driven gatherings related to advanced advertising. Smashboard is an instrument which concentrates question from Facebook which lands on this product and comparatively, Zerocium does likewise work for inquiries made on WhatsApp.

(Zerocium, n.d.) Figure (1): Zerocium and Smashboard



Price: The assessing is at this point a private issue for our office, regardless, it is expected that for Facebook organization course of action X Integrated Marketing Agency. is getting BDT 5 for each answer for elaborative questions and BDT 1.5 for commitment inquiries. On the other hand, the instrument that is being used, for instance Smashboard, Zerocium, etc has a yearly upkeep cost that ought to be paid to the IT group. Due to mystery, we couldn't get further bits of knowledge about the expense and the cost of the overall assistance.



Figure (2): Showing an example of elaborative query

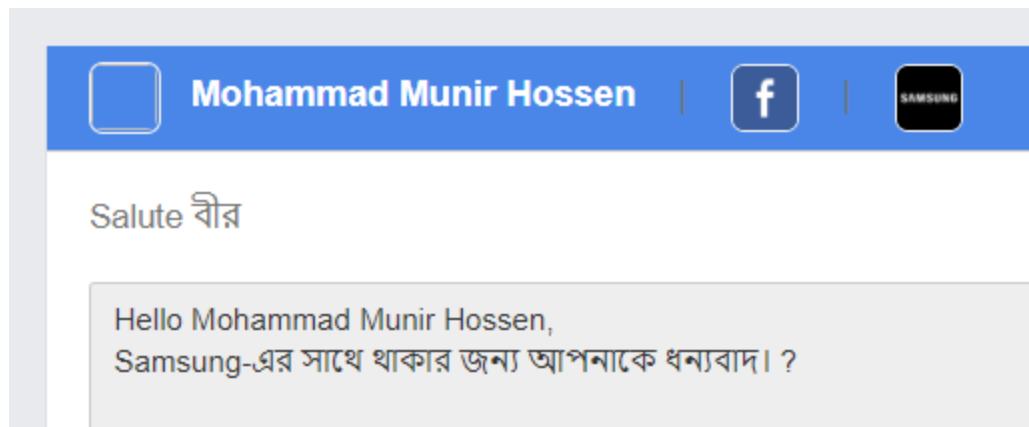


Figure (3): Showing an example of engagement query

Place: X Integrated Marketing Agency is arranged in the center of Mohakhali DOHS. As the organization is totally workspace based it doesn't for the most part have an effect from where you are offering the help to the customers as we have the actual item that urges us to show up at every customer solely through their cells. All credit goes to the item architects who made the recently referenced programming that we use to talk with our customers and proposition the help they need. Unusually, during a serious overall pandemic, we are lowered to offer help from our homes and approach every one of the information that is extraordinarily restricted and can't be gotten to from outside our office place, nonetheless, credit goes to AnyDesk programming additionally with which we are not having the alternative to acquire induction to all the data base that is hard to isolate from home.

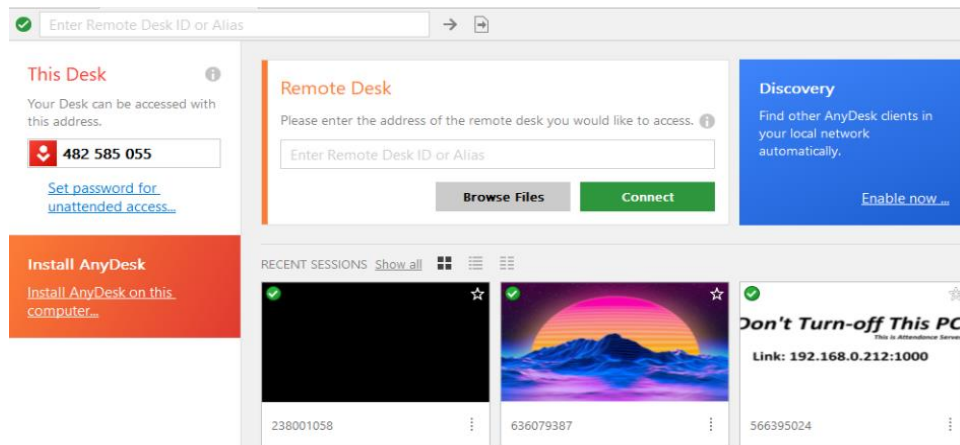


Figure (4): AnyDesk IDs which gives access to work from home

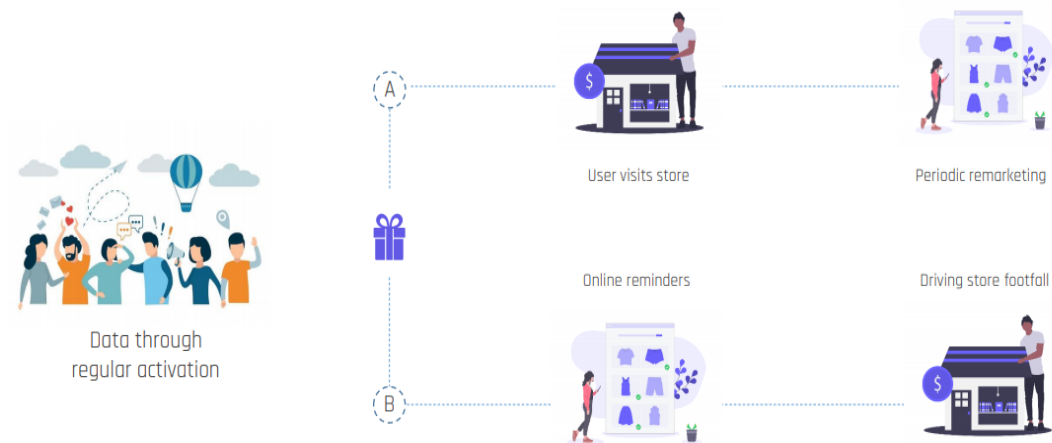
Promotion: X Integrated Marketing Agency not exclusively doesn't work for its progression yet in addition as a publicizing office, its sole commitment is to help other huge or little associations with overwhelming in their restricted time work. As demonstrated by our Head of Business Solutions, Mr. Obiad, our work at X is our restricted time factor. In case we can offer incredible help and satisfaction, our client's declaration of-mouth will help the workplace with creating.

Additionally, when X Integrated Marketing Agency makes a nice exceptional mission for its client, the actual work addresses the workplace and lifts its profile in the business.

2.4.2 Integrated Marketing of X Integrated Marketing Agency:

Besides the standard 4Ps of Marketing, there are extra 4Ps that ought to be referred to for an expert center like X Integrated Marketing Agency.

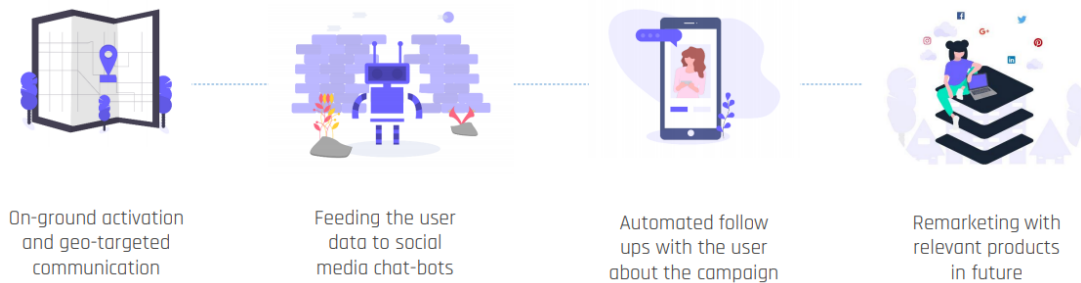
People: Mainly, X Integrated Marketing Agency Limited has four center divisions that offer types of assistance.



1. Campaign Planning Team:

This division principally contains progressed exhibiting practices where they plan, create, plan, trail, and execute the uncommon entryways for various brands especially by means of online media.

Figure (5): NURTURING ACTIVATION DATA



2. Client and Service Management team:

This team basically contains automated publicizing practices where they plan, fabricate, workspace, generally, is doled out to manage the organization related to the actual brand. They

Figure (6): AUTOMATED COMMUNICATION FROM ONGROUND DATA

have their exceptional strategies for overseeing customer requests and an unpremeditated technique for raising their picture to a really nice customer base. They will in general path and execute the restricted time campaigns for various brands especially through internet-based media.

3. Creative Team: This specific team manages every one of the advanced substances that are posted on customer's online media stages. A group of committed staff are responsible for conveying substance as static post, promotion video, OVC, TVC, etc. Subsequently, this group should be exceptionally refreshed with every one of the forthcoming patterns going on the lookout

and convey yield remembering the brand picture and their correspondence design simultaneously.

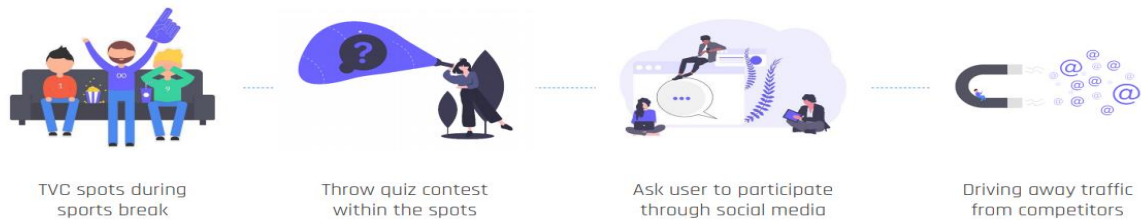
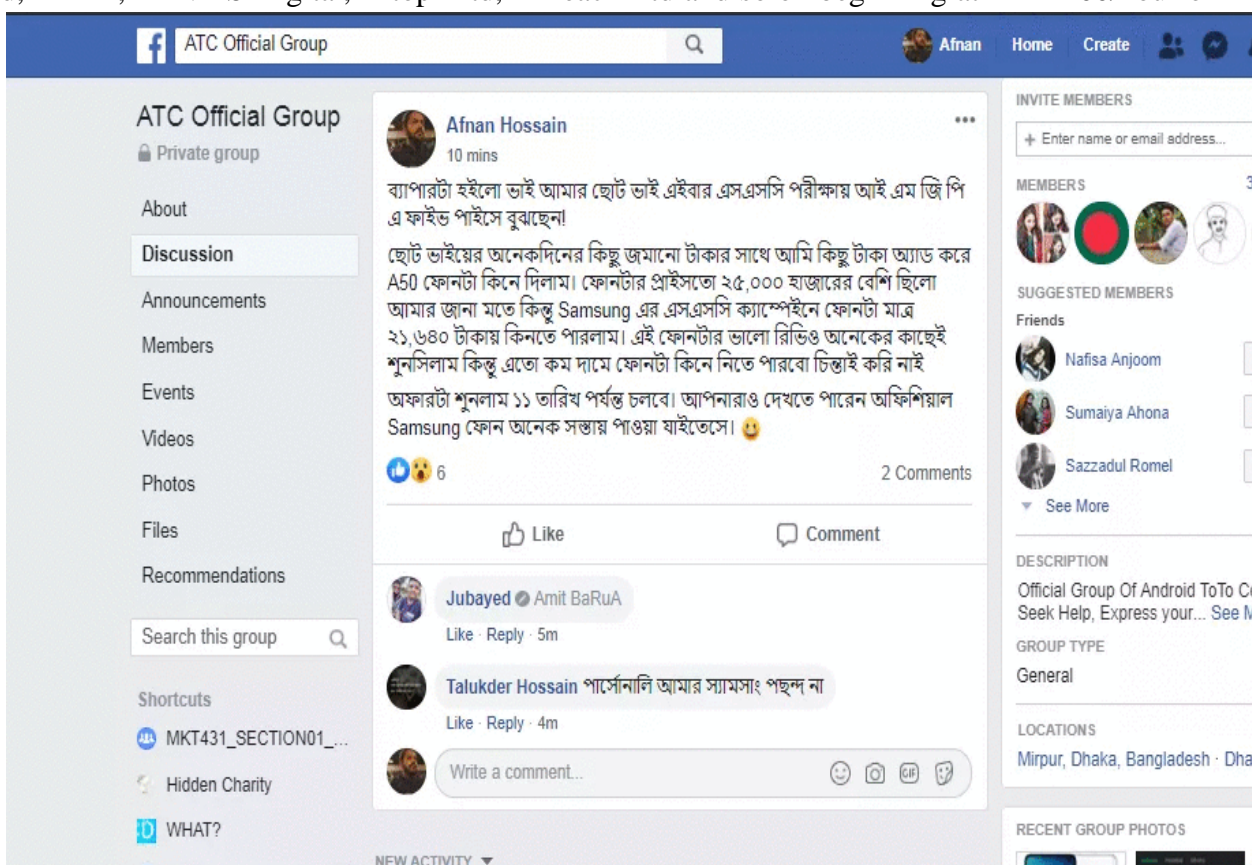


Figure (7): REAL TIME ENGAGEMENT IN DIGITAL THROUGH TVC

4. Query Management Team: This is the team I work for as a part timer. The essential assignment is to determine questions however for that, this group is devoted to plan the example of correspondence, make test layouts, train the commitment officials with every one of the necessary subtleties, and in conclusion, making them ready. For our benefit, there is a data place created by our IT group to monitor all the essential data of Samsung gadgets, embellishments, and hardware. It at the same time assists us with continuing with less problem and upgrade exactness. I will intricately return to this part in additional conversation. Ultimately and above all, this group is likewise dependable to make positive posts in regards to their planned brands on open gatherings comprising of client fragments with comparative interests which is called local area cultivating. For example, (ATC Official Group, n.d.)

Figure (8): COMMUNITY SEEDING

Principle: The fundamental belief of X Integrated Marketing Agency is quality execution other than amount. That isn't only a simple explanation; rather you can discover the philosophy on all that they do beginning from recruiting specialists to serving brands. They keep an extremely sound compensation scale for seasonal workers, truth be told, they have the most significant salary scale contrasted with different administrations gave in the business like, Asiatic MCL, Magnito Digital Ltd, HYPE, HAVAS Digital, Bitopi Ltd, D'Reach Ltd and so on beginning at BDT 100/hour on



ordinary non-weekend days with the wide range of various advantages like lunch, supper and bites also. They mostly enlist student understudies who have extraordinary sellable abilities to serve clients in this field separated from examining. This is most likely a mutually advantageous arrangement for both the association just as the low maintenance laborers as student understudies can discover a work environment separated from their investigations and cover their pocket cash,



Clients we are serving in different scope



then again, X Integrated Marketing Agency can get great qualified understudies to work for them for an exceptionally minimal price.

Process: Our quality confirmation group comprises of Mr. Faruq Ahmed (Sr. Executive | Training and Information | QMT, Business Solutions), Md. Asif Ali (Executive | Training and data | QMT, Business Solutions), Imtiaz Hossain Farabi (Executive | Training and Information | QMT, Business Solutions) and so forth who are continually keeping us refreshed in regards to different item dispatches, changes and quality rules through email and gatherings. As referenced before, this association is now depending on a few programming to get our support of our client's doorstep.

Performance: We have been working with one of the top brands in this country. The brands you administration can be a reasonable impression of the presentation you give. X Integrated Marketing Agency Limited has denoted the spot with third most granted organization in COMMWARD 2018 in its dispatch year across all correspondence offices in Bangladesh. (htt

Figure (9): Top clients of X Integrated Marketing Agency

2.5 Financial and Accounting Performance

In X Integrated Marketing Agency Limited, the money and records office is taking care of the entire piece of the organization's income. This present division's primary works are-

- Tally records.
- Fund the board.
- Loan, early installment, interdepartmental exchange.
- Interdepartmental records and money impetus.
- Preparation of month to month accounts.
- Tax evaluation.
- Monthly pay stream.

As this department handles pay, this is significantly characterized. Thusly, the delegates are not allowed to reveal the information of this office. Along these lines, it was an obstruction for me and I could simply assemble central information.

2.6 Operations Management and Information System Practices

2.6.1 Operation Management:

The functional rules of X Integrated Marketing Agency. have a bunch of ground construction and guidelines.

Human Resource and Administration:

This team generally manages the Human Resource related tasks of X Integrated Marketing Agency. The HR tasks fuse meeting, assurance, enlistment, execution assessment, pay the board, and parcel. Mr. Mirza Shams is the Human Resource Executive of this office. He is for the most part noticed doing tasks like managing all the expert information, outfitting them with course of action letters, ID cards, giving them induction to the work environment by enlisting them into the entry machine, masterminding inspiration and assessment plans for full-time delegates, giving experience letters after end, etc.

2.6.2 Information Technology System:

Information Technology is the greatest unit selling point that separates this association from the rest. For information structure use and upkeep X Integrated Marketing Agency Limited has an Accounts, IT Solutions, and Human Resource Department which offers particular assistance the entire day, consistently to the wide scope of different parts of the association. Moreover, to keep up a correspondence with the overall office, finance, recording, request, portion follow up, survey oversight, charge entry, giving work orders, data area – X Integrated Marketing Agency. has its own device. For seasonal workers and heads, they continue partaking in continuing to programmed to save every one of the specialists all through advancement.



Figure (10): Attendance Input Tool of X Integrated Marketing Agency.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis of X Solution Limited:

<p>STRENGTHS</p> <ol style="list-style-type: none"> 1. Quality service with growth 2. Good leadership and supervision 3. Great office environment 	<p>WEAKNESSES</p> <ol style="list-style-type: none"> 1. Uncooperative response to criticism 2. Low worker maintenance endeavors 3. Unable to retain potential workers
<p>OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Can construct a solid association with top brands 2. Retention of potential fresh graduates 3. Differentiate business arrangements 	<p>THREATS</p> <ol style="list-style-type: none"> 1. Developing rivalries locally 2. Steadily developing government-forced taxes 3. Worldwide pandemic and downturn

Table (2): SWOT Analysis of X Integrated Marketing Agency.

2.7.2 Porters Analysis of X Solution Limited:

The six parts of Porter's Analysis portray how feasible the business is and shows the circumstance of X Integrated Marketing Agency. among competitors. The intricate conversation of the six parts of my organization are shared underneath

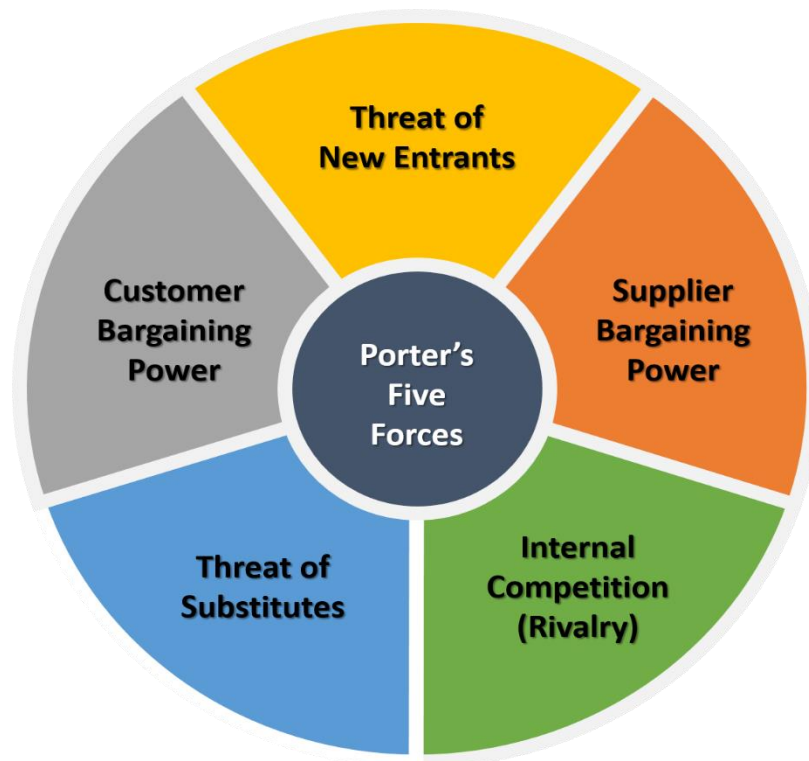


Figure (11):

Porter's Five

Forces Model of X Integrated Marketing Agency.

1. **Threat of New Entrants** - The six parts of Porter's Analysis portray how feasible the business is and shows the circumstance of X Integrated Marketing Agency. among competitors. The intricate conversation of the six parts of my organization is shared underneath.
2. **Customer Bargaining Power** – We can obviously say that the haggling force of buyers or customers are considerably more than it ought to be. Regardless, the setting of

Bangladesh is with the ultimate objective that we by and large need to proceed as shown by our clients wish and gave rules.

3. **Supplier Bargaining Power** - A piece of the key providers especially for the Query Management Team are the programmers who should be paid on a yearly enrollment premise. As there are numerous such expert associations broadly, the dealing force of suppliers is somewhat less.
4. **Threat of Substitutes** - The solitary risk to computerized advertising and electronic media responsive gathering is that the client decides to open up their own high level advancing region and request administrative group, which in term would be unnecessarily costly for them to supervise, thusly, the risk of substitute is low. In any case, changing to another association is a from the scratch cycle with a fair tendency of risk aside from in case clients are not satisfied at all from the recipient's end with the organization.
5. **Internal Competition** - The inner contention is moderate and for the most part bases on the capital of Dhaka in the computerized promoting space of this country. As not all those workplaces can convey extraordinary quality substance and deal quality help, X Integrated Marketing Agency. is one of the top-of-the-line associations with respect to creativity and organization.

2.8 Recommendations

- Try to hold experienced representatives and lower the lay-off repeat.
- Try to move low maintenance workers with a badge of appreciation reliably consistently.
- Need to have an unrivaled exact definitive design for a superior resource the board.
- Integrate more and better-advancing solutions for their separated portfolio.
- Rise up driving force plan for Engagement Officers with more experience and move hours.

Chapter 3: Project Part: “How X Integrated Marketing Agency Is Shaping Community Management Through Social Media”

3.1 Introduction

I have worked as a Community Engagement Officer during my temporary position period at X Integrated Marketing Agency. I have straightforwardly taken care of the brand, Samsung Bangladesh, Polar Ice Cream, Aarong Dairy. In this range of time, I have attempted my level best to obtain every one of the essential abilities to haggle with clients, see precisely the thing the client is requesting and in view of that set the necessary example of correspondence to give the client a sufficient arrangement. In view of my experience, I have picked this subject to continue with to develop my entry level position report.

3.1.1 Objectives:

The center target of this report is to find out with regards to what advanced correspondence is meaning for the web-based purchasing conduct of Samsung clients. The entire correspondence design comprises of most extreme persistence and focus while managing every customer to clear their approach to from interest to purchasing. To be explicit -

- Identify the elements that make an extension between computerized correspondence and web-based purchasing.
- Specify the elements that influence the client online commitment.
- Provide supporting subtleties to the reason.

3.1.2 Significance of the Study:

I have focused in on this report basically on the standard work of advanced promoting and affiliation, the centrality of web-based media correspondence and its effect on the affiliation's pay. Thus, completing this report is a ton of immense to the extent data getting and including my whole position learning adventure. Furthermore, I endeavored to portray all perspectives of online media stages, buyer dedications and its effects on the business. It might make a critical data base in the follower's brain.

3.2 Methodology

3.2.1 Research Methodology:

Research Method area will talk about research strategy and different data collection tools and techniques and strategies which will be suitably used in getting experimental information. To guarantee dependability, exactness and suitability of findings. In addition, in the part, definite conversation of the methodologies that will be embraced and explanations for the determination of these methodologies will be introduced. Moreover, this research will be followed through a regression analysis of the collected data from the research.

3.2.2 Research Design:

Research design bears critical significance in the conduction of the examination. This subsection spins around to introduce three primary viewpoints that incorporate clear distinguishing proof of the exploration procedure that will be embraced in the examination study, portrayal and clarification of technique, and thinking of the determination of the proper or explicit exploration methodology. It aids the achievement of exploration targets. Choice of the examination system is viewed as truly troublesome and complex undertakings, when choosing research methodology, recognize reason for research and existing accessibility of data (Fraley and Hudson, 2014).

In the current study, survey strategy will be embraced and properly used. The review research regularly utilized in the sociology explores. Essentially, surveys are utilized in the business settings, and market basically research. They frequently assemble the information from the quantitative means, yet could accumulate subjective data through the open-ended inquiries. The example of respondents of the review shifts from one examination to another, however is

essentially chosen from the choice populace through organization of survey. Survey should be possible vis-à-vis, on the web or over phone.

However, the quantitative data from the research will be analyzed following the method of regression analysis where dependent and independent variables will be found out to do the research or survey.

3.2.3 Data Collection Method:

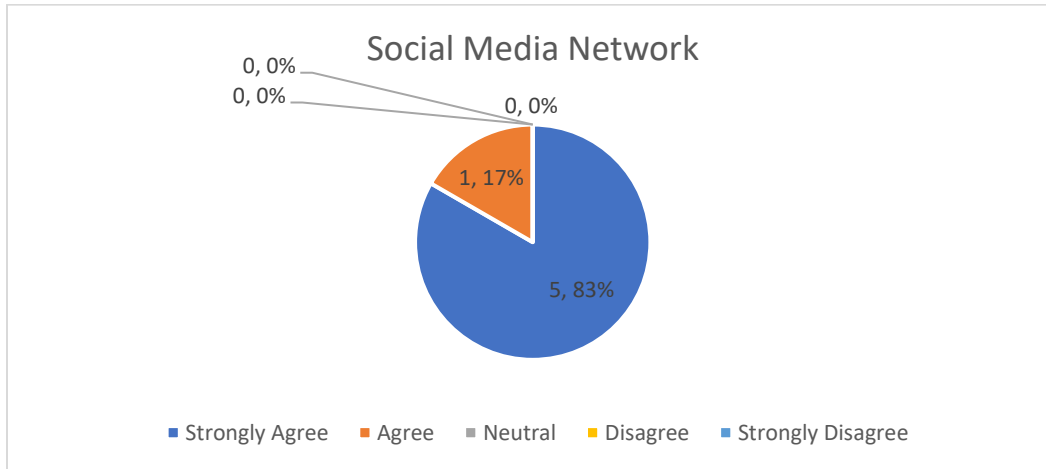
For this research, I have selected 6 persons from the company, where 2 is from creative, 2 is from strategic and 2 from client service department to know about the effectiveness of community management in social media. I am using primary data as the information that I have gathered are specifically for my research. In order to collect my data, I will be following computer administered mode.

To collect the data of the research, there will be online survey for the participants of the research where 19 questions will be asked to find out the research and quantitative analysis of the research will be followed through a regression analysis of the data.

3.2.4 Findings and analysis:

From the online survey, following data has been found out. First section is about the importance of social media network:

Figure (12): Social Media Network Pie Chart



This chart shows that most of the people believes in developing the brand value through social media network where the advertisement develops with the emergence and effective procedure of social media.

The following section is about building community in social media

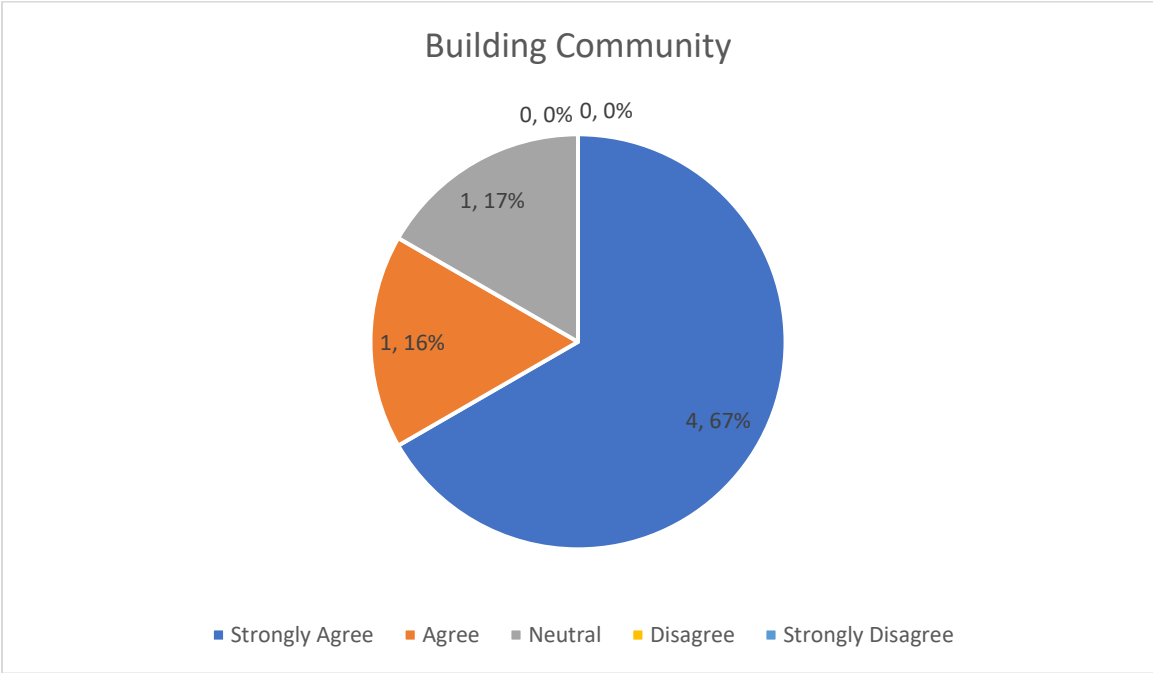


Figure (13): Building Community Pie Chart

Here, building the community is important to develop within the social media network, they develop the purchase decision based also people connect with each other about the product in social media. Along with that, developing a friendly environment within the context is necessary to develop. Also, Word of mouth is developed through the emergence of the community management.

Section C: Sales promotion through Community management

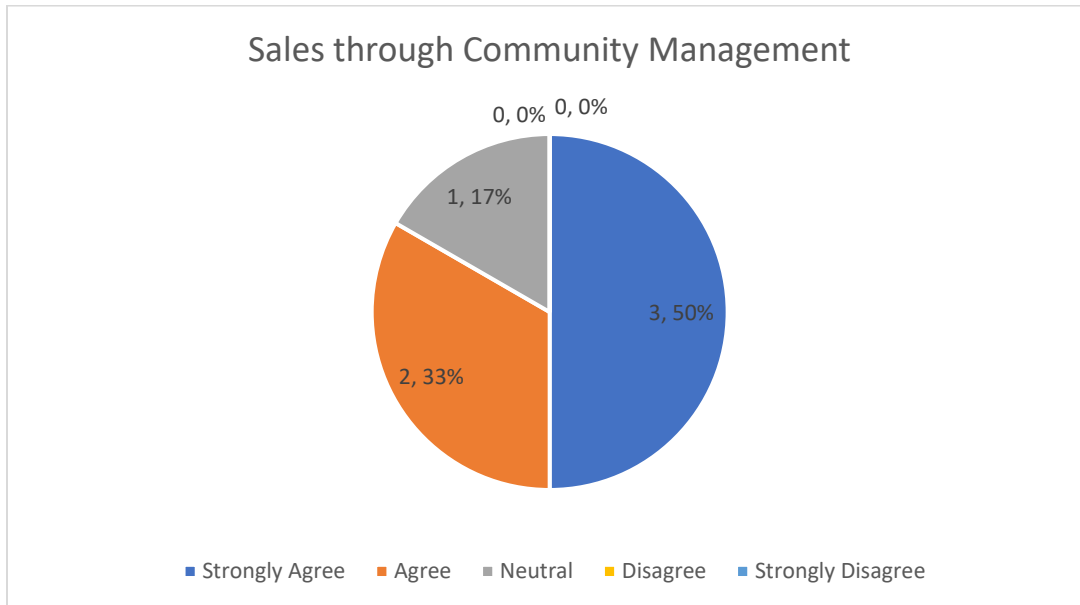
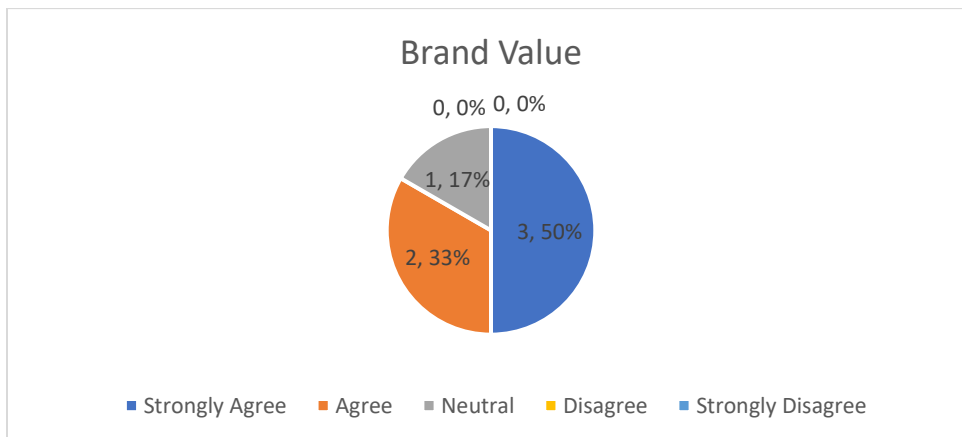


Figure (14): Sales through Community Management

It is possible to generate leads and sales from the community management where people find easier to establish the purchase decision.

Section D: Establishing Brand Value

Figure (15): Brand Value Chart



Community management also emerges to develop the brand value and maintain the brand value of company which is agreed mostly by the employees.

3.2.5 Regression Analysis:

Regression analysis orders to estimate the relationship among variables that are involved in the context of social media on company’s growth that regression analysis will be conducted. However, from the existing researches (Mubin, Lal, & Hussain, 2013) it has been analyzed and identified that there is various sort of techniques that can be utilized for the modelling and analyzing of variables. The main values that can be extracted from regression analysis are that how much dependent variables are changes when any one of the independent variables is varied. Linear regression has been utilized in the research of social media on company’s growth. This approach overall this relationship between a scalar dependent variable y and one or more explanatory variables (or independent variables) denoted X .

Table 1: Variables Entered

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Social Media Network, building community in social media, sales promotion through community management, Establishing brand value		Enter
a. All requested variables entered b. Dependent’s variable: Company’s Growth			

Table 6: Model Summary

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.352	5.614	6	26	.000
a. Predictors: (Constant), Social Media Network, building community in social media, sales promotion through community management, Establishing brand value b. Dependent Variables: Company's Growth					

The main predictor of this study is Social Media Network, building community in social media, sales promotion through community management, Establishing brand value where the regression $R = .494$ and adjusted $R^2 = .352$ of this study. Another necessary aspect of model summary is correlated with Frequency change i.e 9.6% which leads towards the value of df1 to df2 i.e 6 to 26 and level of sig i.e 0.000. The result of ANOVA is given below:

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	494.256	6	82.876	.000a
	Residual	782.352	26	30.090461	
	Total	1276.608	32	39.894	
a. Predictors: (Constant), Social Media Network, building community in social media, sales promotion through community management, Establishing brand value b. Dependent's variable: Company's Growth					

In ANOVA table show the Sum of square is associated with regression R and the value of Residual. In accordance to the results, it is analyzed that value of regression and residual evaluated in term of sum of squares i.e (494.256 and 782.352), df i.e (6 and 26) and mean square i.e (86.876 and 30.0905). These entire components are helpful for the finding of this study. Here the frequency is

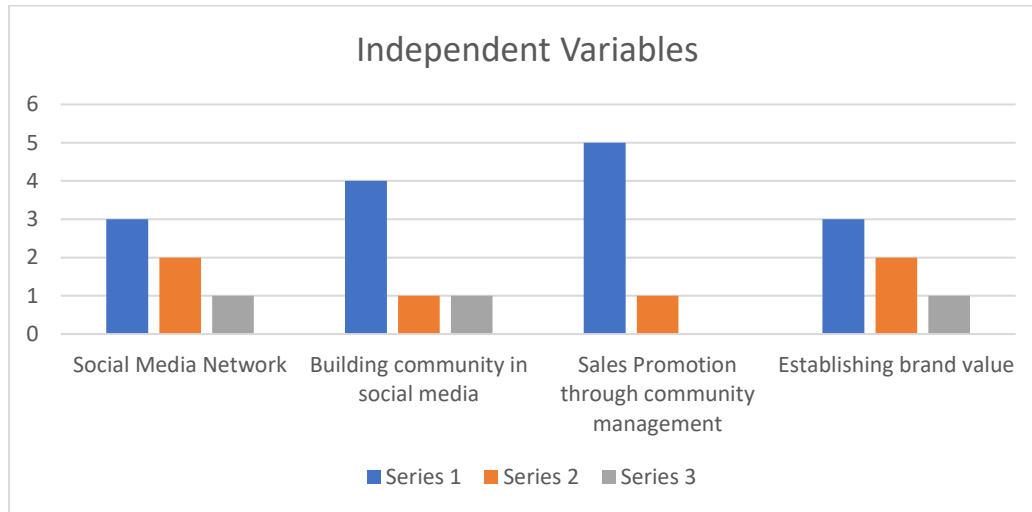
it shows the variance in the research table that is mentioned in the review of literature and the sig level = .000

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Social Media Network	.356	.135	.252	2.474	
	Building community in social media	.144	.120	.166	1.102	
	Sales promotion through community management	.454	.128	.393	3.093	
	Establishing brand value	.219	.152	.203	1.560	
<p>a. Independent variables: Social Media Network, building community in social media, sales promotion through community management, Establishing brand value.</p> <p>b. Dependent Variables: Shaping the community engagement in social media</p>						

Coefficient tables are based on two major components that are unstandardized coefficient and the other one is standardized coefficient. The main emphases was on determining and analysing the impact of social media on company's growth. In this research study, main focus is on the main variables that are used in the model and find out the best predictor which are very helpful for further research as well. The main functionality of multiple regression analysis models of coefficient results is to finding out the best predictors from theoretical frame work model.

So, in accordance with the data, independent Beta value of social media network is .252, and establishing community in social media is .166 and sales promotion through community management is .393 where the emergence of sales promotion with the balance of community management seems effective and shaping the business of community management in X-Integrated marketing agency.

Figure (16): Independent Variables



Appendix

Dear Respondent,

I request you to respond to the questions honestly. Your response will be kept strictly confidential. Your participation will add value to this research and it will be appreciated.

Part 1: Personal Information

What is Your Gender? – Male/Female
Marital Status? – Single/ Married
What is your age? – 20-30/31-40/41-50/51 above

Part 2: Instruction

Please read each of the following items carefully and fill in the answer that best corresponds to your agreement or disagreement.

Strongly Agree (SA)	Agree (A)	Neutral (N)	Disagree (D)	Strongly Disagree (SD)
1	2	3	4	5

Section A: Social Media Network

SN	Statement	SA	A	N	D	SD
1	Social media network is very helpful in purchasing the brands.	1	2	3	4	5
2	I regularly view the advertisements of the brands on the social media networking sites	1	2	3	4	5
3	The advertisement on the social media network influences my selection of particular brand.	1	2	3	4	5
4	The advertisement on the social media networks gets me updated regarding a particular brand or product.	1	2	3	4	5

Section B: Building community in social media

SN	Statement	SA	A	N	D	SD
1	Social media develops a community of the customers.	1	2	3	4	5
2	People connect with each other about the product in social media.	1	2	3	4	5
3	Developing a friendly environment with the social media within the community.	1	2	3	4	5
4	Word of mouth is developed through the emergence of the community management.	1	2	3	4	5

Section C: Sales promotion through Community management

SN	Statement	SA	A	N	D	SD
1	Sales Promotion being offered on the social media networking sites makes me aware about a particular retail outlet.	1	2	3	4	5
2	Sales Promotion through community engagement being offered on the social media appeals me to visit a particular retail outlet.	1	2	3	4	5
3	Sales Promotion being offered appeals the customers to purchase the brand online.	1	2	3	4	5
4	Regular sales are generated with the effective community management.	1	2	3	4	5

Section D: Establishing Brand Value

SN	Statement	SA	A	N	D	SD
1	Community management regularly maintains the brand value of any company	1	2	3	4	5

2	Community management help to let people know about a new brand in the market	1	2	3	4	5
3	Community management help to maintain the crisis management of any brand	1	2	3	4	5
4	Community management enhances the brand value online.	1	2	3	4	5

3.3 Summary and Conclusion

I would like to thank my supervisor Ummul Wara Adrita ma'am again for allowing me to compose a report on the subject I was monstrosly anticipating. More than 5 million people in our country join every year in an online media. In this way, the meaning of web-based media in promoting regions is moreover growing. Notwithstanding the way that associations are ending up being careful that they are utilizing mechanized workplaces to keep up their quality in the high-level field. A significant quite some time ago when promotions were made and run by a piece of the world's most innovative characters, the current world is taking positively a lucid and tangled technique for crunching data. Creative mind is still there, yet to the new data driven world it is losing the driving seat. To be exact, the computerized showcasing area is presently fiercer than any time in recent memory and purchasers these days are currently more intelligent than at any other time. A little proviso in the advanced correspondence might bring about different mishaps and will spoil the brand appearance of the comparing customer. In the present circumstance, the computerized advertising offices who are taking care of advanced correspondence, should be extremely sharp towards new examples of discussion that the clients of these days are yet to be presented. The organizations should be available to analysis too and take positive inputs from that. Moreover, the brands ought to know about their accomplice channels activity and conduct towards their objective client with the goal that they may not get the extension to by implication discolor their standing. Keeping the referenced variables on mind I will close expressing that the buy conduct of purchasers from online will advance to one more level as of late to come.

3.4 Recommendations

- Agencies ought to underscore on the way that computerized correspondence ought to be arranged focusing on the mass market.
- The crusade cost should mirror the genuine value the brand is advertising. Somewhere else, it makes an exceptionally bad introduction at the forefront of customer's thoughts. To delineate, the value given on static post ought to be actually equivalent to the proposed cost from online webpage.
- Try to squeeze into client's shoe while dealing with their question. Proposing hotline number for littlest of issue is an extremely obsolete practice.
- Keep a severe eye on accomplice channel's methodology towards the client fragment while conveying items.
- Should impart in a similar language the client has made question.
- Distribute surveys among the dedicated clients to get their fair criticism and later, work on the misfortunes.

3.5 Future Scope and Prospect of Research

The extent of computerized promoting and its impact on customers is raising as time advances. The possibility of this field has no limits as it has advanced to one more level in this season of pandemic. As per a new distributed article, the extent of computerized advertising has detonated in the course of recent years and 88% of the organizations are at present utilizing online media as an essential warning stage. In the event that we look forward to 2020 and then some, there are a few strategies that a large portion of the organizations ought to follow to be in this race. Initially,

advancing item or administration through online media powerhouses have turned into an extremely snappy component to stand out enough to be noticed. The customers actually accept different shoppers that organizations promoting their products. I'm anticipating that more companies should take on this methodology. Also, static and dynamic recordings are as yet the vital components to get buyer's reconnaissance. Short recordings of 25-55 seconds are awesome to snatch anybody's fascination and in the event that it gets the assessed commitment, the reason has effectively been served. Ultimately, computerized advertisers are answerable for making this transformation in this industry by keeping in speed will every one of the worldwide and neighborhood patterns. Ultimately, doing on the web and affirmed courses like web investigation, Google AdSense, etc, an advertiser can imagine opening an office like X Integrated Marketing Agency. furthermore, one might get an opportunity to play with brands however one sees fit make the web based purchasing measure for shoppers considerably greater and better out and out over the long haul.

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