Report on

Analyzing the effectiveness of Facebook and Instagram Marketing in digital marketing, scope of conversion and its impact in Bangladesh.

By

Name: Faijul Haque Real

ID: 16204058

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

Declaration

That is proclaimed herein.

1. This internship report is a unique piece of work that I created while pursuing a degree at BRAC university.

2. No previously published or written materials were used in the report, and all secondary data, facts, and conclusions were properly cited.

3. This report includes no material that has been previously authorized or submitted to a university or other institution for consideration for any other degree.

4. I have acknowledged all major sources of assistance.

Student's Full Name and Signature:

———————————————————————
Faijul Haque Real
ID: 16204058

Supervisor's Full Name and Signature:

———————————————————————
Md. Hasan Maksud Chowdhury
Assistant Professor

Letter of Testimonial

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka 1212

Subject: Submission of Internship Report on 'Analyzing the effectiveness of Facebook and Instagram Marketing in digital marketing, scope of conversion and its impact in Bangladesh.'

Dear Sir,

I would like to thank you for your support. It is a tremendous joy for me to present my internship report on 'Analyzing the effectiveness of Facebook and Instagram Marketing in growing sales and its impact in Bangladesh' and it's my BUS400 course requirement. During the time of internship, I work with the client service team, creative team, copy writing team of Mindshare Bangladesh. I also need to monitor numerous audience actions which eventually help me to understand customer behavior and decision-making in the growth of digital marketing. Additionally, I also made content for several client and manage the social media community as well.

I have done my best to create this research study and attempted to make it as accurate as feasible. However, if clarification is required, I would be glad to reply.

Sincerely yours,

_____

Faijul Haque Real

ID: 16204058

BRAC Business School

BRAC University

Date: 5th October 2021

Non-Disclosure Agreement

This agreement was signed and entered by Mindshare Bangladesh and Faijul Haque Real. Faijul Haque Real is a Mindshare Bangladesh employee seeking experience and training and may meet sensitive material because of his efforts (as defined below). The agreement's aim is to prevent Confidential Information from being released without authorization.

1. Confidential Data and Info

The term "Confidential Information" refers to non-public information about the Company's business, such as financial and accounting records, intellectual property, proprietary data, security measures, new products or services, projections, or any other proprietary business information that, if disclosed, would jeopardize the Company's business.

2. Non-Disclosure Agreement

Intern will not: a) disclose Confidential Information to a third party without the Company's prior written permission; b) create or cause to be created copies or other reproductions of Confidential Information; or c) make any commercial use of Confidential Information without the Company's prior written permission.

3. Confidential Materials Return

Any original material supplied by the Company, copies, notes or other documents containing Confidential Information which may be held by Internee, must be promptly returned to the Company.

4. Terms

The obligation of this Agreement and of Interns to keep secret information private shall remain in effect until either a) the Company terminates this Agreement in writing; or b) the confidential information provided in accordance with this Agreement ceases to be confidential.

5. General Provisions

The term 'severability' refers to the potential for seriousness. If any provision of the Agreement is determined to be invalid or unenforceable, the rest of the Agreement shall be interpreted in line with the parties' purpose.

_____	_____	_____
Yeasinur Rahman Rony	Faijul Haque Real	Md. Hasan Maksud Chowdhury
Senior Executive	BRAC Business School	Assistant Professor
Client Service	BRAC University	BRAC Business School
Mindshare Bangladesh		BRAC University

Acknowledgement

At the start of my report, I would like to thank Almighty Allah who gave me the chance to go through the BBA and the internship program. It was a wonderful chance for me to work on the topic "Analyzing the effectiveness of Facebook and Instagram Marketing in growing sales and its impact in Bangladesh".

First, I want to thank my respected Internship Supervisor Md. Hasan Maksud Chowdhury, Assistant Professor, BRAC Business School, BRAC University, whose advice, support, and guidance gave me the ability to conclude such an informative report like this. He kept track of my development and pushed me to develop effective analyzes with various modifications from the survey procedure.

I am also thankful to my mentors and co-workers from Mindshare Bangladesh, who have provided me with the time and knowledge to finish my report.

My heartfelt gratitude and admiration go to Yeasinur Rahman Rony, Senior Executive, Client Service, Asif Mahmud Shahriar, Assistant manager, Client Service and Zawad Ul Karim, Senior Executive, Client Service at Mindshare Bangladesh for providing me the time from their hectic schedule to gather data to add a lot of important material on my subject to my report.

Finally, I extend my gratitude to my friends who encouraged me, all the methods to finish the report and to complete the internship course.

Executive Summary

This Internship Report highlights my efforts as an intern at Mindshare Bangladesh's Client Service department. I've discussed my experience at Mindshare Bangladesh in the areas of content production, narrative development, communication line development, controlling tent pole dates, community management, and campaign management in particular. I have also explained in detail my 3-month experience and the effect of customer relationship management on digital marketing technology. It reflects my efforts at Mindshare Bangladesh. Additionally, these task helps me to understand the effectiveness of Facebook and Instagram Marketing in growing sales and its impact in Bangladesh.

I will discuss how a company interacts with its consumers and how social media marketing helps businesses to reach their goals. This report includes an overview, background, overview of the topic and its activities, and the tasks given to me and my problems throughout the whole internship. I will also tell you everything about my experience with my report, the many creative content released on numerous official websites and the use of campaigns to promote the brand and also influence customers.

Mindshare Bangladesh provided excellent service since its inception in 2001 in Bangladesh. It is one of the country's recognized and largest media buying companies in a short period. In this report, I addressed some initiatives in which I was part of the team and others that I participated during my internship. Mindshare Bangladesh offers a fantastic program of internships. Employees of the Agency must work strongly to build a brand and its value. If a distance between agency and client can be reduced, the responsibilities on both sides may be simpler. Digital marketing communication is a new aspect that has not yet been used widely. Further investment and research in digital media are necessary, which will lead to greater exposure to the brand and assist the marketing and advertising environment that may attract customers.

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Faijul Haque Real

ID: 16204058

Major: Marketing and E-Business

Program: Bachelor's in business administration (B.B.A.)

1.2 Internship Information

1.2.1   The Period of time, Company Name, Department and Address

Period: From April 18, 2021, to September 11, 2021

Company Name: Mindshare Bangladesh

Department: Client Service

Address: House 47, Road 27, Block A, Banani, Dhaka-1213

1.2.2   Internship Company Supervisor's Information

Name: Yeasinur Rahman Rony

Designation: Senior Executive, Client Service, Mindshare Bangladesh.

1.2.3   Job Responsibilities of the company

- I had the chance to assist the digital query management team. I was accountable for providing information that customers requested. I must analyze the issue in various situations and give information on my brand guidelines.

- If any action takes place, lead must be generated during communication with the consumer intern. Provision of different e-commerce links and information on various purchases offered by consumers.

- Interiors also participated in the concept to create future material that helps them to analyze their understanding of answering customers' questions.
- In terms of interactive post or any unique post that requires to monitor content activity, interns have been responsible for maintaining the data in excellent form and creating reports to assist the customer.
- Tracking how competitive players do things vary is an intern's job and then the report tells clients how to make adjustments to the market capture.
- Making the regular content for different Brands Like,
  - Clemon- Soft Drinks (AFBL)
  - Detos- Chips (New Zealand Dairy)
  - Spice Sticks - Chips (New Zealand Dairy)
  - Bashundhara Diapant (Bashundhara Group)
  - Bashundhara Pasta and Macaroni (Bashundhara Group)
  - Bashundhara Noodles (Bashundhara Group)
  - Savoy Ice Cream (Sena Kallyan Sangstha)
- Creating Tent Poles dates for every brand and this is basically for the content posting dates.
- Making story and build communication line for the brand.
- Direct selling for the Savoy Ice Cream and real time response for the clients etc.

1.2.4 **Some of the content Plans:** I did different thing on Mindshare Bangladesh. I work for planning content, idea generation, sales marketing through online, push marketing, dealer and retailer list, PR list etc. Here I show some of my content plan.
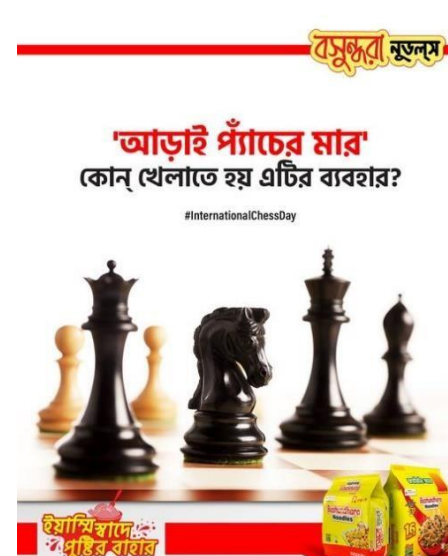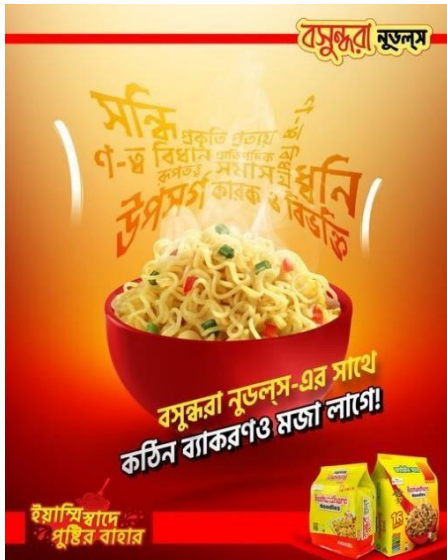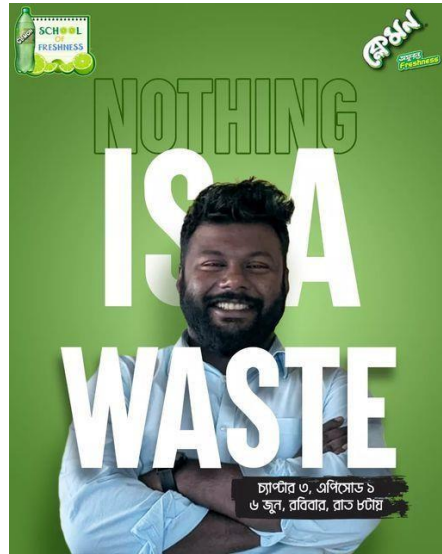
1.3 Outcomes of Internship

1.3.1 The Student's Contribution to the Company

- Basically, most important task as an intern is to handle the consumer enquiry properly and to guarantee that clients get the right information about what they want. Make sure the information is properly branded.

- In interacting with the consumer intern, lead must be generated if action is taken. Provision of different e-commerce links and information on various purchases offered by consumers.

- Interns also helped create concepts for future content, which will aid them in determining how they could best answer the consumer's query.

- Interns have developed interactive posts and any other kind of post that needs audience interaction with the material. Additionally, they have kept data in excel and generated reports for the client.

- The intern is responsible for watching how rivals operate differently, and the specific report advises the client on how to adapt in order to win market share.

- The interns also look after the consumers problem and what will be the solution, that basically has the identified by them.

- Interns also create the different unique and engaging content that helps to reach the audience.

- To engaging the audience interns basically reply to the real time and try to engage them convert them as a lead.

1.3.2 Benefits to the Student

- All this activity provides pupils an overall understanding of the sector.

- The ability to communicate directly with customers allows interns to understand the psychology of the product. How customers act in different scenarios is also known.

- Interns learned about different media planning methods and the structure of content. In future brainstorming sessions it also helps. This implies that interns have learned how to brainstorm with brand guidelines.

- Finally, it also helps to complete the degree.

- An intern can get the real-life job experience by doing the proper internship.

- The internship program helps the students to knowledge about the job market and what will be the prospects.

1.3.3 Problems/Difficulties

I started my internship from April 18, 2021, in the middle of the semester of Spring 2021. At that time, I struggled to ran both, my study and internship. As this is a media and advertising agency so there is no specific time and hour to for work, I enjoyed a lot these things. Also, I got this internship at the time of lockdown, so sometimes I had to do work from my home, and this is the main difficulties for me, If I had a chance to go to office daily so that I can learn so many things.

1.3.4 Recommendation

To maintain a regularity for the semester students should start and finish on time. Through these students can plan correctly. Since the changeover phase is so predictive, students may plan their approach to their jobs.

Chapter 2: Overview of the Company

2.1 Introduction

The media landscape in Bangladesh has changed significantly since the early 1980s. In the past, only printed media were regularly regarded the principal source of advertising. Today, TV and the Internet are the main media sources. However, the successful marketing of companies and their products does not depend only on the mainstream media. It also depends on the promotion's efficacy. This resulted in the need for powerful media management companies. An agency handles all elements of communication, from research into mass media in a nation, to organize media placements and to buy news from its clients. It is difficult from outside to tell how much work and research a good campaign is being spent on. Hundreds of potential customers are exposed to TV, newspaper, poster, and radio advertisements. All these advertisements are fully planned and organized by these media firms.

Mindshare Bangladesh is often associated with consumer awareness and popularity growth, which is a primary goal of public relations and marketing. When you consider goods of a certain kind or category, you often think of specific brand names. Mindshare is intended to create a brand as one of the finest types of a certain product or service and to even connect the brand name with the provided product or service.

A joint venture between MindShare World and Asiatic MCL, one of the leading advertising agencies in Bangladesh, was set up in June 2001. Since then, the local media environment and, of course, media investments for their consumers have changed a great deal. It is the first of its kind in Bangladesh since it is a complete media planning, buying and research company. He is a driver of media research in the Bangladesh media sector.

<u>Vision of Mindshare Bangladesh:</u>

'One stop media solution'- The goal is to provide customers in a media environment with a competitive edge that is not recognized. To build a working culture that inspires people to be curious, to be hungry and to create wonderful ideas that others want to spend time. MindShare's objective is to establish a substantial competitive edge and to develop unique media environment solutions for previously unknown consumers. This is shown by the fragmentation of broad communications, the proliferation of media, and the emergence of new technologies. This takes creativity, superior thinking, and astute buying power.

<u>Mission of Mindshare Bangladesh:</u>

Continue to expand in size and dimensions and provide customers complete communication solutions in a changing environment. Mindshare Bangladesh aims to be, with prudence, flair and dedication to the highest operating standards in the advertising business, one of the top advertising agencies in Bangladesh. Sometimes a mission is given to the agency to accomplish hierarchical objectives. They have not reduced their mission statements into single words; instead, they captured their main goal.

Some of the followings are listed:

- Provision of high-end media services utilizing the latest technologies
- Provision of fast and accurate customer service
- Set high standards of Innovative advertising at competitive prices

2.2 Management Practice

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                            CEO & MD

            Executive Director      Executive Director

   Associate Director  Associate Director  Associate Director  Associate Director

   Assistant Director  Assistant Director  Assistant Director  Assistant Director

   Sr. Manager

   Manager

   Assistant Manager
                        Sr. Executive

                        Executive
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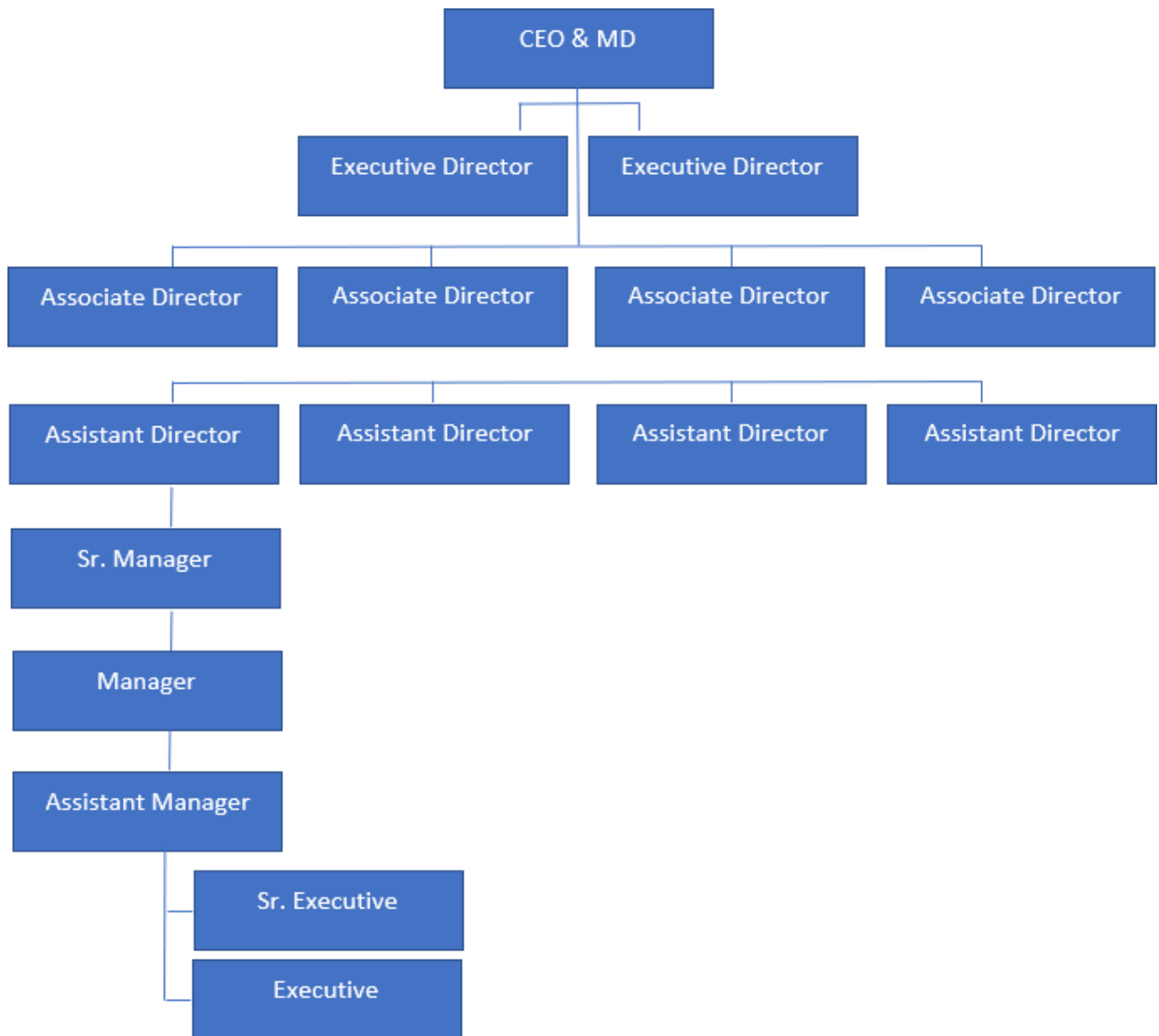
2.3 Departments

- <u>Human Resource Department:</u> Group M Ltd. owns and operates this part entirely. Ms. Hafsa Nur Deepty, Executive of human resources, is responsible for all personnel, recruiting, education, and development operations at Mindshare Bangladesh.

- <u>Client Service Department:</u> Customer service is the most critical department. They are responsible for keeping touch with clients and informing them of all their requirements. Their main goal is to fully comprehend client briefs and to stick to them while doing services. They work in conjunction with other departments to guarantee that their consumers get the services they have committed for.

- <u>Creative and Operation Department:</u> These people serve as the creative resource for the company. They develop new ideas and plan how to execute them after receiving a brief from the client. They conceive, visualize, and execute all creative projects according to the requirements provided by the customer. They guarantee that the creative is more aesthetically attractive and engaging, which benefits the client.

- <u>Planning Department:</u> This department is the foundation for all success stories. They devise marketing, contest, and implementation strategies. They collaborate with other departments to develop all strategies and supervise their execution.

- <u>Finance Department:</u> Mindshare Bangladesh's finance department works in much the same way as other companies do. They maintain an audit trail of all expenses, produce monthly reports, and thoroughly examine each client's bill. Additionally, they are responsible for budgeting for online marketing and digital communication efforts.

2.4 Marketing Practices

o **Services of Mindshare Bangladesh:**

- Media Planning: Provide results-based and completely integrated media planning and strategy services for the business objective of the client.

- Data Analysis: To assist our clients via data-driven insight across the whole media spectrum.

- Media Buying: Using consumer information and marketing to assist clients gain maximum visibility for their businesses.

- Brand and Market Research: Increased clients' brands via the combination of exceptional strategy and the best marketing methods.

- Content and Drama production: Create a wide range of print, digital, video, animated graphics, TVC, internet and social media content.

- Digital Planning and Buying: Offer our clients with a focused, tailored and results-based planning and buying approach for digital ecosystems.

- Creatives: With a team of creative minds and varied backgrounds, our customers produce audacious & inspirational content.

- Social Media Analysis: Provides social media analysis tailored to specific client needs, real-time surveillance, and trend analysis.

- Community Management: By listening and addressing the questions properly, we develop genuine brand relationships with the audience.

- Web analytics and tracking set up: We provide our clients website, e-Commerce analytics / tracking instruments, tracking tools and every facility.

- E-commerce and web development: We offer our clients with precise Web development solutions that measure business and e-commerce growth plan.

2.5 Financial Performance

Mindshare Bangladesh's finance department operates in a manner like that of other businesses. They keep track of all expenditures, generate monthly reports, and scrutinize each client's bill. Furthermore, they oversee budgeting for internet marketing and digital communication initiatives. Mindshare Bangladesh has a dedicated financial team that supervises and maintains the seamless operation of all transactional operations.

Additionally, they are expanding their investment scopes year after year as they gain new consumers and current clients.

2.6 Operations Management

The operations of Mindshare Bangladesh run well because everyone understands their job and is working to their maximum capacity. Everything is done here in line with the client's specifications. They notify them of any unique needs the customer may have. They next describe how it will be accomplished at Mindshare Bangladesh, including strategies for increasing efficiency and effectiveness. They consult with the consumer about the meeting's result and provide appropriate treatments; they also monitor the client. They construct a to-do list and calendar of task completion dates based on this conversation. They provide this information to the customer and begin work immediately. They give a thorough report to the customer at the conclusion of the project.

They do this via the use of a variety of digital technologies, such as Adobe Creative Suite and Microsoft Office Suite, as well as third-party site trackers and digital advertising platforms.

2.7 Clients of Mindshare Bangladesh

Mindshare Bangladesh's platform now has about 36 clients in two categories. Digital and ATL are the two categories. Now, a client service team is basically divided into the following categories:

OUR DIGITAL CLIENTS

We Believe in delivering BOTH- Value & Growth to our clients

Unilever	grameenphone	skitto	bKash
United States of America	Kurkure	Arla	Energypac
New Zealand Dairy	Viber	PEPSICO	NOKIA
W	TONIC	telenor | health	gsk
Mundhee	ACI	ANWAR ISPAT	Apollo HOSPITALS
BRAC BANK	BAJAJ MOTORCYCLES	BASHUNDHARA GROUP	bKash

OUR ATL CLIENTS

We Believe in delivering BOTH- Value & Growth to our clients

grameenphone	Unilever	NOKIA	BASHUNDHARA GROUP
TOTAL	BRAC BANK	gsk	BAJAJ MOTORCYCLES
Kellogg's	New Zealand Dairy	Omera LPG	brac

2.8. Industry and Competitive Analysis

2.8.1 The Analysis of Porter's Five Forces:

- Competitive rivalry: High

As we see that there are numerous numbers of agencies are in the Bangladesh's Market. Basically, all are competed with another. So, the Competitive rivalry is high.

- The threat of new entrance: High

As considering the perspective of Bangladesh, opening an agency is not that much tough works. People can easily open it. As everyone is aware of the different digital advertising platforms and how well-designed and user-friendly these platforms are, the threat of new entrance is high.

- The threat of substitutes: Low

To attract the appropriate consumers, brands must have a strong presence in digital media. Therefore, it is necessary for specialists to be both affordable and effective in terms of cost and presence. So, the threat of substitute is low.

- The bargaining power of buyers: High

In this industry the clients are important, and clients are the name of Brands. So, they are the buyers and agency must do everything according to the client's demand. Therefore, the bargaining power of buyers is high in this position as well.

- The bargaining power of suppliers: Low

As Mindshare Bangladesh is the media buying agency and it best on its work. So, in this case the Mindshare has the whole superiority to plan all the thigs. As a digital company, Mindshare Bangladesh utilizes several advertising platforms, including Facebook Ads, Google Ads, and third-party API ad producers. By and large, platforms like Facebook and

Google advertising are very cost effective and well controlled, which means they are not negotiable. Third-party APIs are still establishing themselves in the market, and therefore, they currently have relatively limited bargaining power.

2.8.2 Differentiation strategy:

Differentiation allows a company to compete on a basis other than price reductions in the market. Many agencies compete in the digital marketing sector. Additionally, there are new agencies emerging. Utilize a differentiation approach to compete with wavemaker. Since they employ many market experts that have been in the business for an extended period, they use a variety of platforms. If there is something new, wavemakers want to utilize it to set themselves apart from the competition. Their many assets, such as extensive historical data and years of expertise, enable them to be very effective. That is how they distinguish themselves. As a result, they use a differentiation strategy to differentiate themselves from the competition in the sector.

2.8.3 SWOT Analysis:

A SWOT analysis is a document that outlines the strengths, weaknesses, opportunities, and threats facing your business. A SWOT analysis' primary objective is to aid businesses in gaining a complete grasp of all the elements that affect their decision-making.

Strength:

- **Experience:** As Mindshare Bangladesh has specialists on staff who have worked in the business for a long period of time, planning time benefits everyone because they are able to incorporate their suggestions. It enables them to prepare well and execute effectively as well.

- **Previous Data:** Mindshare Bangladesh has long-standing expertise in the industry. For a long period, they also service the industry. They have thus a considerable quantity of data storage connected to many systems. It allows them to adequately anticipate and execute the plan.

Weakness:

- **Small team considering the client number:** A small staff enables Mindshare to be efficient, but it is also a cause of less variety in planning. More individuals will contribute to diversifying the strategy. Project brain storming is less diverse because of a small crew. It takes some time to complete the job.

Opportunity:

- **Brands now are investing on Digital Marketing to expand business:** More and more companies increasingly depend on digital marketing. You are investing in digital technology more and more. It offers Mindshare Bangladesh a great opportunity for a long period to work with digital technology. Moreover, their experience and records of doing things in the most effective manner will keep them competitive and provide surfers more opportunities.

- **Trying out the new platform:** As Mindshare Bangladesh tests its clients on various platforms, it gives them a unique platform experience. Consequently, other companies choose for these platforms instead of pursuing new clients owing to their experience. It offers them a chance at last.

Threat:

- **New entrance:** new entrance is very high in this industry. Therefore, competition is very high. Everyone wants to maintain it, which eventually provides the buyer more bargaining strength and endangers Mindshare Bangladesh.

- **Various government rules and regulations:** Digital marketing is a global phenomenon. This issue is still very much alive in our country. The government is continuing its efforts to create an appropriate regulatory framework. Throughout this process, the government experiments with various rules. Whenever the government amends or implements a rule that impairs regular operation. This ultimately poses a threat to the organization.

2.9 Summary and Conclusions

Mindshare Bangladesh is a Bangladesh-based digital marketing firm. Despite many challenges, they aim to provide a more efficient and effective service to their customers and industry. Their experience and abilities serve as the foundation for their further development. Strengthening your weaknesses will enable you to sustain your business. As a result, they will be able to continue their steady development and provide more assistance to the sector as an agency in the future.

2.10 Recommendations and Suggestions

While Mindshare Bangladesh is doing well, the company's weaknesses must be addressed. They include the following:

- Small team: Mindshare Bangladesh's entry-level positions should be expanded to increase the diversity of thought in its content. We can accelerate decision-making while boosting diversity by bringing people together at the entry level.
- Dependence on Third Parties: Mindshare Bangladesh may take necessary steps to bring some third-party employees in-house. They may begin with basic activities and progressively decrease their reliance.

Chapter 03: Project part

3.1 Introduction

3.1.1 Research Question: Analyzing the effectiveness of Facebook and Instagram Marketing in digital marketing, scope of conversion and its impact in Bangladesh.

3.1.2 Research Objective:

From this research main objective is to understand the thought process of consumers, what are their preferred platforms, how consumers interact with digital assets of brands, what are the probable indication of consumers interest, when consumer often convent in digital platforms, what's sort of influence does social media have on digital purchase. This study will give a holistic indication of Digital Media purchase and interaction behaviors of consumers.

3.1.3 Significance of the study: The research's objective is to better understand how various digital advertising platforms work and how they vary and how agencies work on the consumer behavior changes, influence on audience with the help of content. Most importantly, how Facebook ads succeed in the Bangladesh market. Demographic segmentation and understanding the income of audience are the important thing for increasing the sales.
A perfect ecosystem of considering and purchasing online selling is increasing day by day because of vast expansion of digital marketing(Paranawithana *et al.*, 2020).

3.1.4 Background of the study: In Bangladesh, consumers of digital marketing constantly place a premium on Facebook advertising above all other channels. Even when businesses make every effort to reach out to customers through every available channel, they are willing to spend more money on Facebook advertising. Since Facebook ads have their own effective market capabilities, they have a greater market share. Instead of the pandemic situation people are very much dependent on the Facebook for promoting the products and good also Facebook is the common platform to showcase the product. Through the Facebook promotion agencies and other brands create the brand awareness and after that the promote their products and then sell it to the consumers. Moreover, proper community management also increase the sales as well. People wants the fast response for that reason on considering with that situation if you reply to the audience within 5 min so the he or she will be more interested to purchase the products(Kamal *et al.*, 2020).

3.1.5 Literature Review:

Facebook is the undisputed social media king, and as such, it may help in driving sales to your website. It's very tough, given that 80.4 percent of all eCommerce website referrals come from Facebook. With Instagram coming in second at 10.7 percent, which is also owned by Facebook(Ponomarenko, 2021). As a result, if you're looking for a way to earn some additional cash, Facebook is the place to go. However, I want to stress that, just as a website takes time to become profitable, these ideas need effort to implement. Expect a gradual increase in sales. Depending on investment, industry, ad quality and other variables, the ultimate return of each company will vary. The only way to establish your company's accurate ROI produced by Facebook advertising is to try it and evaluate the results(Barrios-Rubio and Pedrero-Esteban, 2021). If you're still on the verge of starting an advertising campaign on Facebook and would want additional information to help you make a well-informed decision, we've covered you. The advertising medium has changed dramatically in the past 50 years, from newspapers to television to the internet to e-mail. The goal is to promote networking. Audiences may monitor the TV message through technology that they want to see. You can watch TV shows without commercials, set up email accounts to automatically delete spam, and minimize pop-up advertisements when surfing the web. Marketers must find new ways to reach customers. This study examines how Facebook incorporates advertising into its platform and helps companies concentrate on consumers (Curran, 2011). Video material is the most popular kind of content on Facebook, or any social network. Video content generates 59% greater user engagement than other types of content. Additionally, video content accounted for 81.8 percent of the top 500 Facebook posts in 2018(Ponomarenko, 2021). This is mostly due to the growing use of smartphones over the years. Each year, mobile video use almost doubles. And if this trend continues, video marketing will be impossible to ignore. In short, social media allows businesses to thrive in three key areas like Building the brand - social media is a highly profitable form of digital marketing since it raises the visibility of your brand with potential customers and enables you to reach a bigger audience. You may increase your brand recognition significantly by establishing a customer service strategy for social media (Ponomarenko, 2021). 71% of consumers happy with the social media service of a company would propose it to others. Happy customers share the word about their experience with their brands(Yanenko *et al.*, 2020). By using social media, you may allow consumers to submit queries or concerns quickly and provide an exceptional level of customer care. Social networking is critical for establishing your business's reputation. Customers first meet

companies and their message through a vital source. Social listening encompasses all aspects of your customer interaction. Regular listening allows your company to monitor, respond to, and interact with its customers across social media platforms, thus improving customer service and it increase the sales (Ratnasingam *et al.*, 2021).

3.1.6 Methodology:

In our country, digital marketing is developing at a fast rate. One of the most essential elements is advertisements on different platforms.

- The primary option for these advertisements is Facebook and Instagram. Intend to use both primary and secondary data. For primary data, it will be based on direct questioner to the audience and users of Facebook and Instagram, their experiences, feedback, and comments.

- Also, secondary data will be the literature reviews, research articles, Facebook Blueprint, Google Analytics, Facebook Ad Manager, Facebook Business Suite etc.

# Findings and Research Interpretation:

Age
104 responses
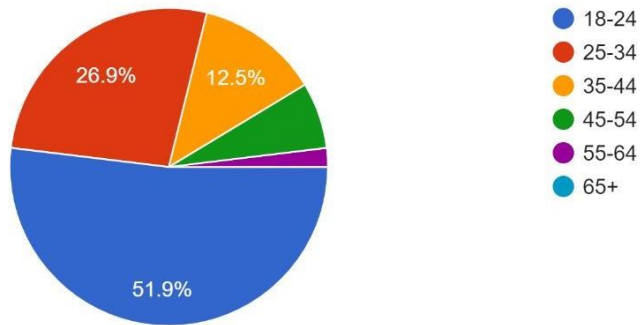
Interpretation: From the above pie chart, we can conclude that 51.9% of the total sample belong to the age group of 18-24 years. Which denotes that most of the teenagers are highly involved in this process. Additionally, 26.9% of the sample population belong to the age group of 24-34. This indicates that, gen-y is also a bit influenced from the process. Followed by age group of 34-44,45-54 which has the 12.5%,6.7% and 1.9% involvement in this process.

Gender
104 responses
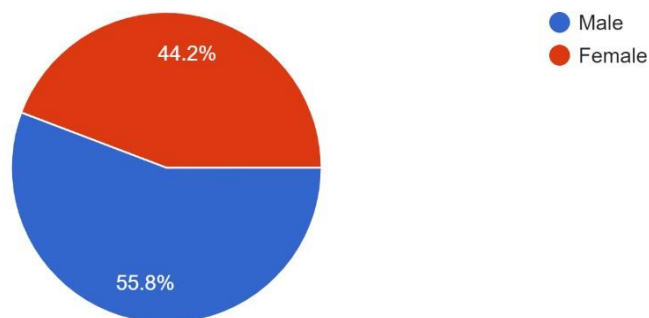
Interpretation: From the illustration above, it is evident that, 55.8% of the sample size are male. Being a male dominated society, most of the consumers who makes purchase are likely to be males. But the gender difference between the male and female is not very long. Because

the females are just 10% behind the male population. This symbolizes the rising purchasing power of the females off this country.

What is your experience regarding buying and selling products and services from Facebook?
104 responses
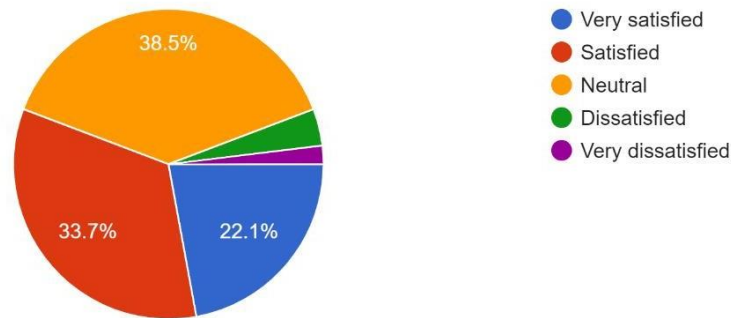
Interpretation: This pie chart explains the satisfaction level of the consumers who trade/buys/sells the products and service from Facebook. Among all the responses, 38.5% consumers have explained that they are very neutral in terms of satisfaction whereas, 33.7% of the respondents find this medium satisfied moreover 22.1% of the whole respondents are very satisfied with the system. The main reason behind this amount of positive response is integration of Facebook in People's Daily life. Facebook is not just the biggest social media site of the world it has a great impact on the day-to-day life of any Bangladeshi people. So it becomes very easy for sellers to target their consumers via Facebook. On the other hand, it is also easier for the consumer to look for the products over Facebook. So, it has a high satisfactory response on both buying and selling side.

Is it convenient for you to choose your desired products from Facebook and Instagram rather than physical shops?
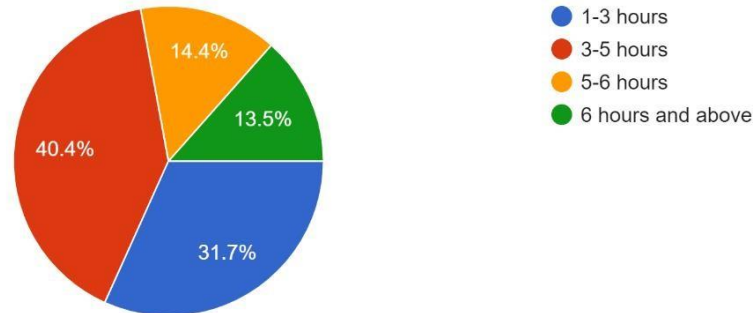104 responses
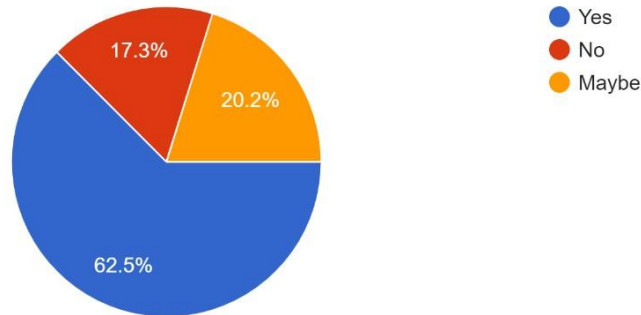
Interpretation: This pie chart signifies the current situation and the mentality of the consumers toward social media purchases. The reason behind such claim is, 62.5% of the whole respondents find Facebook and Instagram more convenient rather than physical shops. And 20.2% respondents are still on the neutral side whereas only 17.3% respondents are skeptical about this marketplace, so they want to stick with the physical shop preferences. One of the One of the core reasons behind search statistics and percentages is the rise of urbanization and dual disposable income. Because nowadays more and more nuclear families are coming forward. Furthermore, nowadays the husband and wife both arms for the family. So, they both have dual disposable income, but they run short in time. So rather than going to the physical brick and mortar stores they prefer Facebook or Instagram marketplace for the purchase of the desired product.

How much time do you spend on Facebook on a daily basis on average?
104 responses

- 1-3 hours
- 3-5 hours
- 5-6 hours
- 6 hours and above

14.4%
13.5%
40.4%
31.7%

Interpretation: The pie chart illustrated above signifies the amount of involvement our respondents have with the social media sites. Among 104 responses, 40.4% of the respondents spend three to five hours scrolling social media sites. 31.7% are on the verge of one to three hours of usage whereas 14.4% people use Facebook more than five to six hours a day. Lastly 13.5% respondent uses Facebook more than six hours a day. From this graph from this graph, we can conclude that, there is a huge number of consumers users Facebook. This can be the main reason behind so many purchases. And that is the reason why Facebook is becoming more and more favorite medium for the brands for their marketing purposes.

How frequently you purchase from Facebook and Instagram
104 responses

- Regularly
- Weekly
- Monthly
- Occasionally

49%
20.2%
17.3%
13.5%
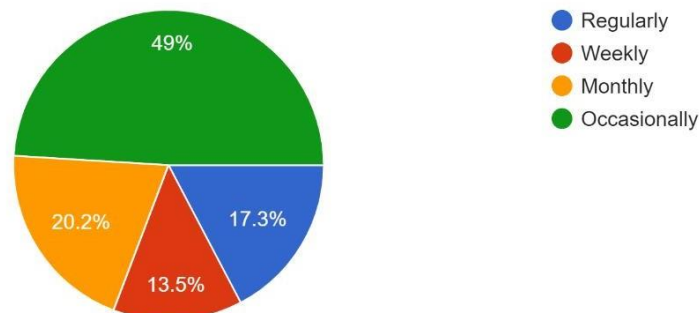
Interpretation: When we asked our respondents about their purchase frequency from Facebook and Instagram marketplace, we got a mixed set of responses. Where, most of them (49%) occasionally purchases from these marketplaces due to trust issues. But there is a decent number of impulsive buyers who buys regularly (17.3%) from these marketplaces. Diversifying the answers, 20.2% after despondence prefer monthly purchases and 13.5% respondents our weekly buyers off this marketplace.

What is the most used app on your phone?
104 responses
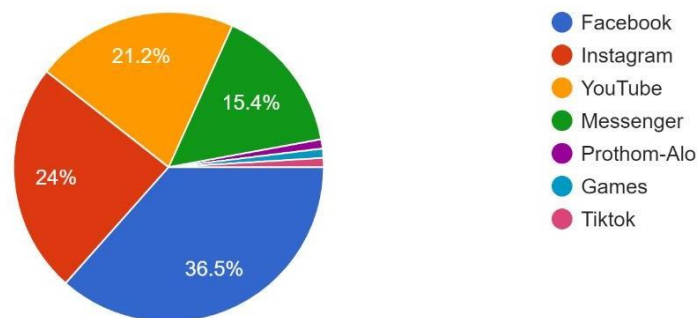
Interpretation: This pie chart contains a lot a lot of answers to our questions. We asked our respondents about their most used app on their phone. In this segment, 36.5% of the respondents says that Facebook is their most used app. Following that, Instagram is on 24% YouTube is on 21.2%, messenger is on 15.4%. This pie chart answers why it is so important to create and existence on social media sites like Facebook and Instagram. Because these sites contain most of the engagements among all the social media sites in the world.

Does Facebook posts help you to know about current affairs or trending things?
104 responses

- Yes
- No
- Maybe

16.3%

11.5%

72.1%
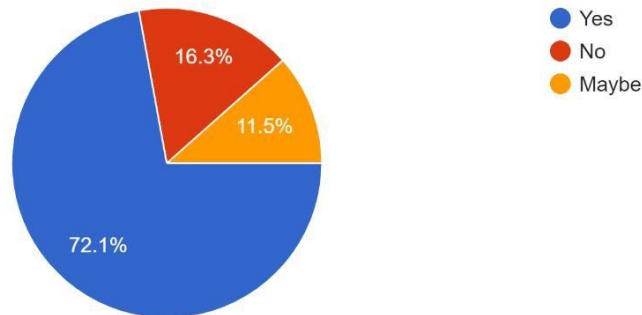
Interpretation: It has been evident that Facebook is not just only a random social media site to upload photos. Facebook has been widely used not only buy consumer goods or fashion brands, but also buy a lot of news portals. The reason behind this is a lot of people uses Facebook daily. Using this opportunity, news portals like to showcase all the headlines and breaking news is in Facebook. So, when we asked our respondents about did Facebook and the current affairs, a majority of 72.1% of the responses said yes. And 16.3% said no due to the fear of misinformation.

Does Facebook posts influence your buying pattern or behavior?
104 responses

- Yes
- No
- Maybe

22.1%

18.3%

59.6%
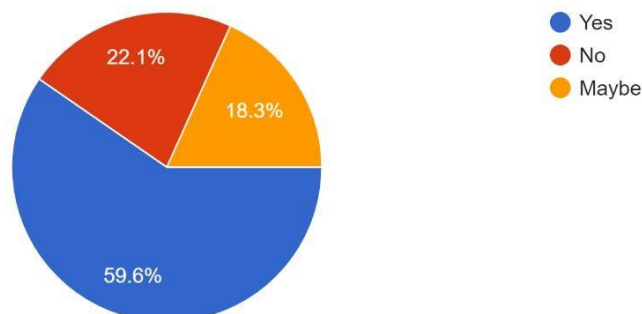
**Interpretation:** As mentioned earlier Facebook is an integral part of any modern person's life. So, after being so much impactful entity, it has a high stake in the buying pattern behavior of any users. So, among our 104 responses almost 60% people agrees that Facebook posts

influence their buying patterns. Whereas only 22.1% people disagrees with this question. Whereas 18.3% respondents are still skeptical.

Does the viral content triggered you to purchase products or services?
104 responses
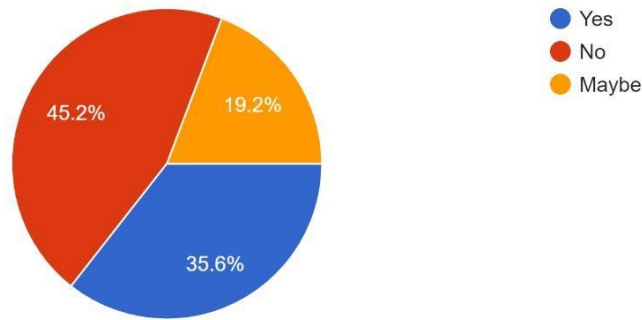
Interpretation: The pie chart seen above can answer why this phrase "viral" is a controversial myth. In the field of social media marketing. We asked the respondents about the effect of viral content in their purchase process. 45.2% concludes that viral content does not trigger them to fail a product or service. But at the same time, 36% respondents express that viral content does trigger them toward purchase a particular product or avail a particular service. Whereas only 19.2% find them skeptical about this question.

For shopping, which type of payment system you prefer?
104 responses
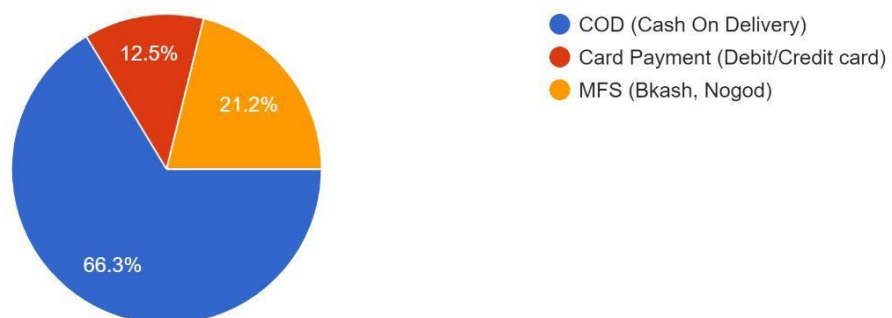
Interpretation: From the pie chart above it is illustrated that, the consumers Cooper trace any product or avail any service from social media marketplaces, they prefer COD (66.3%) over a card (12.5%) or MFS (21.5%). One of the key reasons is the fear of fraudulent. Due to trust issues respondents are more inclined toward COD.

Do you think the reviews displayed on Facebook page proves authentication and justification regarding quality of product or services?
104 responses
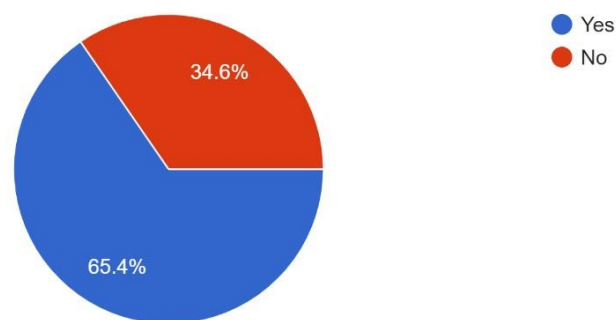
Interpretation: Trust issue is one of the biggest backlashes which is stopping this market to reach its potential growth. The Consumers seek confirmation and assurance regarding their purchase. Speaking of which, whenever they want to make a purchase, they look for ratings, reviews, comments on the pages regarding their services and products. Among our total sample, 66.5% thinks all these reviews are authentic and justifiable. But 34.6% agrees to disagree and they think these reviews are not enough, as it can be easily forged.

Which type of contents mainly influence you for purchasing?
104 responses

- ● Emotional
- ● Humorous
- ● Rational
- ● Trending
- ● Special Contents on special date

37.5%
21.2%
32.7%
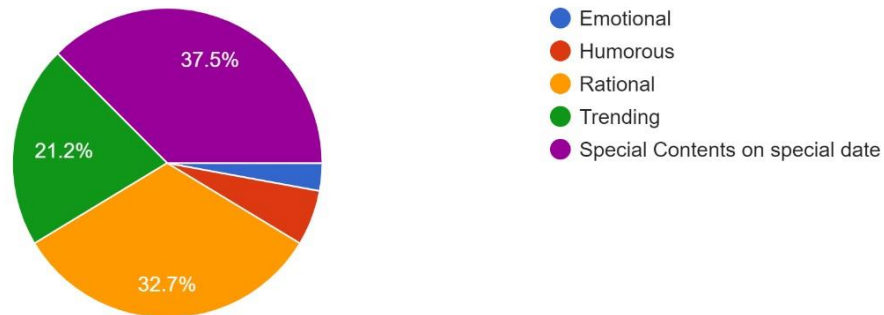
Interpretation: Content is one of the most important part of any campaign. It becomes more important when it is on social media marketplaces. When our respondents were asked about the category of their influential content, 37.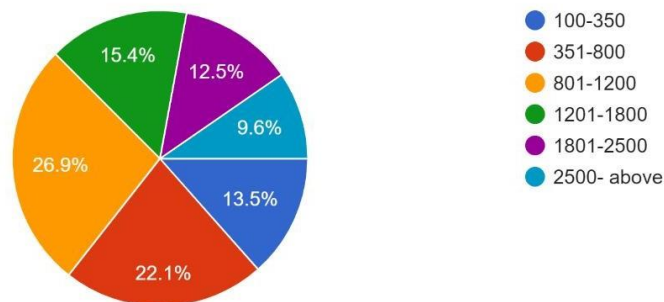5% said that special contents on special date. Followed by 32.7% which is rational. 21.2% are influenced by trendy contents.

What range of pricing do you prefer for purchasing from Facebook and Instagram?
104 responses

- ● 100-350
- ● 351-800
- ● 801-1200
- ● 1201-1800
- ● 1801-2500
- ● 2500- above

15.4%
12.5%
9.6%
26.9%
13.5%
22.1%

Interpretation: from the illustration above we can easily conclude that, people avoid social media marketplaces for pricey products. In this pie chart it is evident that, a huge number of product buys product priced 801-1200(26.9%) BDT. Followed by 351-800 BDT [22.1%], then 1200-1800[15.4%], 100-350 BDT [13.5%],1801-2500 BDT [12.5%]. Remaining number of respondents [9.6%] tend to buy product which prices more than 2500 BDT.

How often do you see or interact with sponsored posts on Facebook?
104 responses

- Always
- Sometimes
- Never

56.7%
19.2%
24%
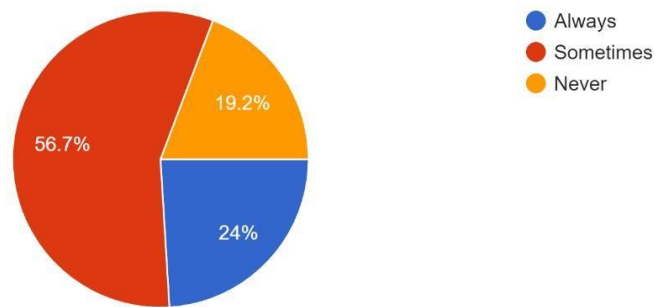
Interpretation: Businesses have a lot of engagement targets which they need to meet. To reach to their untapped customer, sponsored ads on Facebook can help them to promote their business. Both locally and internationally. Most of our respondents [56.7%] sometime interact with the sponsored ads. Whereas some of them [24%] mostly interact with them and some of them [19.2%] finds it very artificial and that's why they do not reply with all those sponsored ad.

Do you find Facebook or Instagram sponsored content relevant to you?
104 responses

- Yes
- No
- Maybe

37.5%
20.2%
42.3%
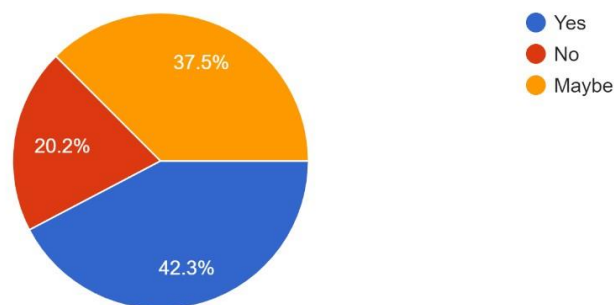
Interpretation: Facebook uses various algorithms and clusters to improve their ad relevancy. They use so many tools, sometimes it violates user privacy. That is the reason why a massive number of respondents [42.3%] finds all the advertisements necessary. Whereas only a handful number of people finds it irrelevant. The percentage shows the success of all the algorithm and clusters used by these social media sites to increase the relevancy of advertisements.

Correlational Test

Hypothesis:

Null(H₀): There is no positive relationship between relevance of Facebook ad contents and customer interaction

Alternate(H₁): There is positive relationship between relevance of Facebook ad contents and customer interaction

Correlations

		acebook or Instagram sponsored ntent relevant to you?	n do you see or interact with ored posts on Facebook?
acebook or Instagram sponsored ant to you?		1	.367**
			.000
		105	105
you see or interact with sts on Facebook?		.367**	1
		.000	
		105	105

n is significant at the 0.01 level (1-tailed).

From this table,

r=.367

d= 0.01 level

From the table above, it is clearly evident that both variables of the hypothesis have a somewhat weak [r=.367] relationship with a significance at 0.01 level. So, we can conclude that the relevance in Facebook ad content has a positive relationship with customer interaction. Hereby, we reject the hypothesis (as the p value is less than 5%).

Independent Samples Test

Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
Do Facebook posts influence your buying pattern or behavior?	Male	59	1.7119	.81051	.10552
	Female	46	1.4348	.74988	.11056

levene's test for equality of variance:

Null(H$_0$): There is no statistically significant difference between the variance of the buying patterns between male and female.

Alternate(H$_1$): There is a statistically significant difference between the variance of the buying patterns between male and female.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Do Facebook posts influence your buying pattern or behavior?	Equal variances assumed	1.829	.179	1.795	103	.076	.27708	.15433	-.02899	.58315
	Equal variances not assumed			1.813	99.964	.073	.27708	.15284	-.02614	.58030

Interpretation

To reject the null hypothesis, the P value must be less than 5%but in our Levene's test of equality of variance, it has been seen that the significance or the P value is.179.This is more than 5%.Henceforth, we cannot reject the null hypothesis.

T-test for equality of means:

Null(H$_0$): There is no statistically significant difference between the means of the buying patterns between male and female.

Alternate(H₁): There is a statistically significant difference between the means of the buying patterns between male and female.

Interpretation

Just as before, in order to reject the null hypothesis, the P value or the significance must be lower than 5%. But as a matter of fact, In our table of equality of variance, the significance or the P value is 0.076.Which is more than 5%.So as a matter of fact, we cannot reject the null hypothesis.

So, after the independent sample T test, we can clearly state that there is no significant difference between the means of buying pattern influence among male or females.

Independent Samples Test:

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Does Facebook posts influence your buying pattern or behavior?	Equal variances assumed	1.829	.179	1.795	103	.076	.27708	.15433	-.02899	.58315
	Equal variances not assumed			1.813	99.964	.073	.27708	.15284	-.02614	.58030

Recommendation

During my research, I realized that Facebook is an extremely popular social networking site. Additionally, people are more likely to take action after seeing an advertisement on Facebook than any other platform. Because Facebook is a social networking site, it serves a distinct purpose for its users in comparison to other advertising platforms. Facebook is the ideal platform for reaching the biggest potential audience due to its massive and engaged community. Additionally, Facebook's large active user base enables the corporation to become more effective and precise.

Facebook advertisements dominate digital marketing in Bangladesh because they are less expensive than other platforms, reach more customers more quickly, and provide more analytical data. This is because to the platform's enormous, active, and resilient user base, as well as its well-defined and structured structure. As a result of these factors, Facebook advertising has surpassed all other kinds of digital marketing in Bangladesh, and businesses favor Facebook marketing over other platforms.

With a large active user base and an attractive platform, Facebook Ads dominate Bangladeshi digital marketing.

Because Facebook ads are less expensive and reach more customers faster than other platforms, they dominate Bangladeshi digital marketing. User base that is large, engaged, and dedicated; well-structured platform

As a result of these factors, Facebook advertising dominate digital marketing in Bangladesh more than any other platform. As a result, Facebook Ads dominate Bangladeshi digital marketing since they are less expensive, reach a larger audience, and offer extensive statistics. I discovered during my investigation that Facebook members are really engaged. Additionally, Facebook has the highest conversion rate of any marketing channel. As a social media network, Facebook serves a certain purpose for its users. Facebook is the ideal medium for reaching the most people due to its massive and engaged audience.

Conclusion

Throughout this research we found that most of the people are young those are basically using fakebook, Instagram and other digital medium for different purpose. They are very satisfied after getting the service from online medium. People are basically got the good experience by purchasing and selling the online goods as they get the product easily. In this condition, people are basically use most of the time Facebook for purchasing their goods. Because they spent most of the time in Facebook. The one of the main reasons is having smart phone. By using the smart phones purchasing behavior are changing. People bought the product without thinking anything.

The researchers concluded that content appeal is gender-neutral. Males, on the other hand, like to tag friends and share entire posts, whilst females prefer to share only the contents. Additionally, content that is more targeted and enticing to consumers is more likely to be shared. On the other hand, marketers may successfully engage more people through social media content that is more relevant to their everyday life and integrates itself into their communication process in order to get more attention. As a result of these behaviors, social media users are more likely to share your content, perhaps converting them into brand ambassadors for your firm. To summarize, viral marketing contributes to the growth of a brand's social media presence, which in turn improves the brand's public image.

Additionally, Facebook's massive active user base improves its efficiency and accuracy. As the community manager for a large business page in our field, I'm well aware that customers prefer to receive responses through Facebook. Additionally, having a social media platform gives individuals the impression that they are learning about products or services from a peer. To build a powerful, enduring brand presence, marketers must combine the focus point and appeals and align them with the brand philosophy.

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Appendix

Questionnaire

- Name
- Age
  - o 18-24
  - o 25-34
  - o 35-44
  - o 45-54
  - o 55-64
  - o 65+
- Gender
  - o Male
  - o Female

- What is your experience regarding buying and selling products and services from Facebook? -

  - Very Satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very Dissatisfied

- Is it convenient for you to choose your desired products from Facebook and Instagram rather than physical shops?
  - Yes
  - No
  - Maybe
- How frequently you purchase from Facebook and Instagram?
  - Regularly
  - Weekly
  - Monthly
  - Occasionally
- How much time do you spend on Facebook on a daily basis on average?
  Ans: (Short Answer)
- What is the most used app on your phone?
  - Facebook
  - Instagram
  - YouTube
  - Spotify
  - Others (Mention)
- Does Facebook posts help you to know about current affairs or trending things?
  - Yes
  - No

- Maybe
- Does Facebook posts influence your buying pattern or behavior?
  - Yes
  - No
  - Maybe
- Does the viral content triggered you to purchase products or services?
  - Yes
  - No
  - Maybe
- For shopping, which type of payment system you prefer?
  - COD
  - Card Payment (Debit/Credit card),
  - MFS (BKASH, NOGOD)
- Do you think the reviews displayed on Facebook page proves authentication and justification regarding quality of product or services?
  - Yes
  - No
- Which type of contents mainly influence you for purchasing?
  - Emotional
  - Humorous
  - Rational
  - Trending
  - Special Contents on special date
- What range of pricing do you prefer for purchasing from Facebook and Instagram?
  - 100-350
  - 351-800
  - 801-1200
  - 1201-1800
  - 1801-2500
  - 2500- above
- How often do you see or interact with sponsored posts on Facebook?
  - Always
  - Sometimes
  - never

- Do you find Facebook or Instagram sponsored content relevant to you?
  - Yes
  - No

**FAIJUL HAQUE
REAL**

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CAREER OBJECTIVE

would like to work in such an open structure and steadily growing up organization having a modern friendly environment. It would be a great opportunity for me if I can get a chance to work in a creative, challenging, and dynamic environment where I can build up my career in an honest and decent way as a professional.

EDUCATION & QUALIFICATIONS

Bachelor of Business Administration | Brac Business School, Brac University.
(2016 Fall - 2021 Spring)
CGPA: 3.34;
Higher Secondary Certificate | Business Studies, Adamjee Cantonment College.
(2013 – 2015) GPA: 5.00;
Secondary School Certificate | Business Studies, Shaheed Police Smrity School & College.
(2011 – 2013) GPA: 4.94

EXPERIENCES

- **Trainee Executive at MGH Group**
- **Intern at Mindshare Bangladesh (Client Service)**
- **Business Development Executive (BD Badges House).**
- **Communication and Marketing, Team Lead(ClassRoom).**

ORGANIZER

- Berger presents ADwiz 2017
- Vision 2019, Business Magazine
- Club Fair 2019 "Fresh presents Summer Sault"
- 13th Convocation Brac University-2019
- NRB Jobs presents 'Brac University National Career Fair' 2019
- E-Carnival (2017, 2018)
- Events, Seminars & Industry Visit

ACHIEVEMENTS

- Published – VISION 2019 (Business magazine)
- ULIP-2020 (Unilever Leadership Internship Program) – 2nd Round.
- ADwiz 2017 (National Marketing Competition)- Quarter Final.

TRAINING AND WORKSHOP

- Professional Skills Development Program (PSDP-2020)- CV Writing, Cover Letter Writing, Job search, Career Counseling's, Grooming and Etiquette Professionalism.
- Marketing 4.0- Workshop on effective social media optimization (February 19, 2019).
- Social Media Marketing and Content Creation workshop' organized by iflix (October, 2019).
- Brac University Business Club Presents 'BRAINIACS 2018'. (March 28, 2018).
- Brac University Business Club Presents 'Inspiration- Learn to Lead. (July 17, 2018).
- Brac University Business Club Presents 'Make your mark'. (October 23, 2018).

CERTIFICATION

- The fundamentals of digital marketing by google, Google Digital Garage.
- Google Ads Display Certification Issuing authorityGoogle Digital Academy (Skillshop)
- 13th Convocation Brac University (2019).
- Blood donation campaign by Bangladesh Thalassemia Foundation (2018 & 2019).
- Spelling Bee, BRAC University (2017)