

Report On
Application of Online Marketing Techniques and Concepts to
Develop The Social Media Marketing Strategy for Impact Hub
Dhaka

By

Tanvir Mahtab
17104241

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
May2021

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

TanvirMahtab

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17104241

Supervisor's Full Name & Signature:

Syed MahfujulAlam

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Syed MahfujulAlam
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report for course requirement of BUS400 and degree requirement of the BBA program.

Dear Sir,

It is my great pleasure to present to you an internship report on ‘Application of Online Marketing Techniques and Concepts to Develop The Social Media Marketing Strategy for Impact Hub Dhaka’ as I worked under the Design and Content Development Team at YY Ventures and conducted the project for YY Ventures’ subsidiary Impact Hub Dhaka. I have done this project for fulfilling my degree completion requirement of Bachelor of Business Administration.

I would like to inform you that I have successfully completed my twelve weeks of internship at YY Ventures under the supervision of Mr. Mazbahul Islam, Content Manager, YY Ventures. It was a great experience for me to work at YY Ventures, one of the global leaders in social business.

I am extremely grateful to you for giving me the opportunity to take on the project and guiding me throughout the internship report preparation. 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 will be grateful if you kindly evaluate my internship report and give your valuable feedbacks.

I trust that the report will meet the desires.

Sincerely yours,

TanvirMahtab

TanvirMahtab

17104241

BRAC Business School

BRAC University

Date: May31, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between YY Ventures and the undersigned student at BRAC UniversityTanvirMahtab.....

Acknowledgement

At the very beginning, I would like to thank the Almighty Allah for all His blessings which helped me to complete this internship report successfully.

I would also like to thank everyone who were kind to provide me with information and gave me guidance for making this report. I would like to thank BRAC Business School for providing me with all the guidance and resources for knowledge and growth over the period of my study.

I would like to thank Mr. Syed MahfujulAlam, Lecturer, BRAC Business School for providing me with all the guidance to complete the Internship Report. My gratitude goes to Mr. Osman Dhali, Chief of Staff for giving me the chance to do Internship program with YY Ventures. Also I would like to thank Mr. Mazbahul Islam, Content Manager for supervising me throughout the internship program. Along with that I would like to thank the whole Design and Content Team who helped me in my tasks and helped me to learn new things.

Finally, I would like to thank all the faculties and mentors throughout my four years of Bachelor of Business Administration program at BRAC University. All of them helped me to get a better realistic view of the current business world and to develop the mindset and skills to overcome any challenge thrown at me.

Executive Summary

The main objective for preparing this report was to share my learnings and findings from the data collection and analyses as I made applications of a few techniques and concepts of online marketing to develop the social media marketing strategy of Impact Hub Dhaka. As I did my project I gained hands-on experience with online marketing techniques, concepts and tools like User Persona and Facebook Analytics and used my findings from these to develop the marketing strategy. Impact Hub Dhaka is becoming one of the well-recognized names in the startup scene of Bangladesh and they are contributing tremendously towards the development of the startup ecosystem in Bangladesh. During my internship I worked with both the Design and Content Team of YY Ventures and the Impact Hub Dhaka Team. I was assigned to Impact Hub Dhaka's project of finding out the reasons for their unsatisfactory online following and poor outcomes from online channels and find out solutions to yield better results. From my findings I found that Impact Hub Dhaka has already set up a brilliant base for its patrons and clients and by executing a well-planned social media marketing strategy backed by data analysis they can reach their desired milestones of acquiring new leads faster.

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	v
Acknowledgement	vii
Executive Summary	vii
Table of Contents	viii
List of Figures.....	x
Chapter 1 Overview of Internship.....	1
1.1 Student Information	1
1.2 Internship Information	1
1.3 Internship Outcomes	3
Chapter 2 Organization Part: Overview, Operations and a Strategic Audit.....	5
2.1 Introduction.....	5
2.2 Overview of the	
Company.....	6
2.3 Management Practices.....	7
2.4 Marketing Practices.....	8
2.5 Financial Performance.....	8
2.6 Industry and Competitive	
Analysis.....	9

2.7	Summary	and
Conclusions.....		10
2.8	Recommendations.....	10
Chapter 3 Project Part: Application of Online Marketing Techniques and Concepts to Develop The Social Media Marketing Strategy for Impact Hub Dhaka..... 12		
3.1	Introduction.....	12
3.2		
Methodology.....		12
3.3	Findings	and
Analysis.....		14
3.4	Summary	and
Conclusions.....		22
3.5	Recommendations.....	22

List of Figures

Figure	1:	Post	Reach	(October- January).....	16
Figure	2:	Post	Engagement	(October- January).....	17
Figure	3:	Page	Likes	(October- January).....	17

Figure 4: Post Reach (January-May).....	20
Figure 5: Post Engagement (January-May).....	21
Figure 6: Page Likes (January-May).....	21

Chapter 1

Overview of Internship

1.1 Student Information

Name: TanvirMahtab

ID: 17104241

Program: Business Administration

Major: E-Business, Human Resource Management

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: January 3, 2021 – March 31, 2021

Company Name: YY Ventures

Department/Division: Design and Content Development

Address: Level – 09, Grameen Telecom Bhaban, Zoo Road, Mirpur, Dhaka

1.2.2 Internship Company Supervisor's Information

Name: Mazbahul Islam

Position: Content Manager

1.2.3 Job Scope

- Write original copy relevant to customer and company needs
- Write brand content for: email campaigns, homepage, landing pages, social media feeds, product descriptions, blog posts and other marketing initiative or content
- Support the Content Development team by writing and editing content for websites, blog posts, marketing materials and more

- Develop a substantial portfolio of published writing samples, refine their writing skills for different audiences, and gain valuable organizational experience
- Interviewing people supported by the organization in the social entrepreneurship and social business world and relevant stakeholders
- Proofreading the content to provide grammatically correct text
- Receive feedback from the Content Manager and Team Lead and make necessary changes
- Reading relevant books and going through tutorials provided by the supervisors for better output and more polished work
- Create and grow social media presence/profiles
- Moderate comments across social media profiles
- Utilize social media profiles to campaign events
- Maintain, post and, update social media profiles such as Facebook, LinkedIn and Instagram with appropriate and appealing content
- Assist with social media analytics and reporting
- Assist in loading/producing stories/creating social media graphics
- Help develop strategies for capturing target audience and current customer engagement
- Other duties as assigned

1.3 Internship Outcomes

1.3.1 Student's Contribution To The Company

As an intern of the company, I had been involved in a wide array of tasks and responsibilities. My primary deliverables were developing copies and business communication materials for Impact Hub Dhaka, a subsidiary of YY Ventures. Added to that I together with my colleague developed the content calendar and social media marketing strategy of Impact Hub Dhaka. I also took part with my colleagues in the idea generation for some projects for our client Yunus Centre. Lastly, I fulfilled my responsibilities as an organizer when YY Ventures hosted the annual 'Social Business Youth Summit 2021' on March 2021.

1.3.2 Benefits To The Student

YY Ventures provided me with some unique benefits and opportunities. Besides giving me the opportunity to work in a dynamic business environment, I got the privilege to get exposure to and network with some of pioneers and key individuals in the social business world, experts and advocates of development and social causes and a host of new age entrepreneurs. They also provided me with the resource and space to work independently and encouraged me to bring in new ideas for developing contents for the social media channels.

1.3.3 Problems/Difficulties

I faced a few difficulties working with the manager at my assigned project for Impact Hub Dhaka, a subsidiary of YY Ventures. The manager would sometimes give me and my colleague assignments and tasks beyond our working hours and on holidays. I often had to go through a lot of pressure to submit those assignments within tight deadlines and it sometimes affected my mental health too.

1.3.4 Recommendations

The company needs to specify job responsibilities more clearly for the future interns. We were often given tasks beyond the responsibilities according to our job description and such tasks were often not in our area of interest. I doubt whether things like these are beneficial for the intern and it is also violation of some sorts to the contract between the intern and the company.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Objective: The objective of this audit is to give a better understanding of YY Ventures' overall work and goals.

Methodology: The methodology that I have used is I collected information from my workplace supervisor and extracted relevant information to produce this audit. I will be giving a brief overview of YY Ventures first and then explain how it carries out its management and marketing practices. Then I will present some indicators of YY Ventures' financial performance in the last three years briefly complete this audit by making a SWOT analysis, a summary and conclusion and some recommendations.

Scope: The scope of this audit ranged from collecting primary data from conducting interviews with my workplace supervisor to collecting secondary data from online and my workplace supervisor. The audit was conducted in one day.

Limitation: There were some limitations in conducting this audit as the office was closed for some time due to the COVID lockdown imposed by the government and so I had to wait for the office to reopen to conduct some parts of the audit physically. Also due to the lockdown I couldn't manage enough time to conduct a better and thorough audit of the company.

Significance: I think the audit was significant because I learned many new things about the company overall which I didn't figure out while I was attending office doing my internship. This gave me a better understanding of how the company is operating to achieve its goals and what challenges it is facing going forward.

2.2 Overview of The Company

YY Venture's journey started with the creation of Bangladesh's first social business incubator YY Goshti in 2016 that has backed 54 entrepreneurs to date who have improved the lives of 107,756 Bangladeshis. It was created in partnership with 'Yunus Centre', the global think tank for Social Business founded by Nobel Peace Prize Winner Professor Muhammad Yunus to accelerate the growth of social businesses.

Binding the world with the spirit of social business and innovation; YY Ventures are the weavers of today's social business world. As they knit through the gaps among people, groups, and organizations, they connect thoughts, ideas, and minds; opening doors to collective growth and realizing the essence of a truly global village.

YY Venture's social business investment is an encouragement and support that they can offer to the people willing to be the agents of change, a change they collectively envision. Their social businesses use entrepreneurial capacity and innovative means to achieve social and environmental objectives that have a sustained impact. These companies are actively working with global agendas such as SDGs, with their sustainable model and impactful objectives, they spill over into new and promising partnerships, initiatives, ideas, and innovation.

YY Ventures envisions a world of three zeros- zero poverty, zero unemployment, and zero net carbon emission.

It believes that a more equitable and just world is possible if we foster 'Social Business' while leveraging young people's talents and ideas.

Endless possibility dies the moment when aspiring social entrepreneurs back off from their incredible ideas because of being clueless on how to materialize them or due to lack of access to resources like capital. Without needed resources and guidance, innovation is barred, which is unacceptable!

And so YY Ventures invest in socially and environmentally conscious entrepreneurs who are resolving crucial issues of our times benefitting the underserved communities.

They are building their first social business fund to invest in pre-seed and seed-stage social businesses and actively assist portfolio companies navigating the path to notable social business funds, venture investors, partners, and clients.

By 2030 YY Ventures want to improve the lives of two million people by investing in social businesses in emerging countries.

2.3 Management Practices

The management of YY Ventures is divided into four major teams. The management of these teams operate under the leadership of a Board and a Managing Director.

The first team is the Advisory body to the Managing Director. An experienced advisor works in this team and develops strategies for the organization in collaboration with the Managing Director.

Second team is Program and Partnerships Team which is led by the Head of Program & Partnerships. Three separate teams work under this team which are led by a Program Manager, a Communications Manager and a Content Manager. Two Associates work with the Program manager to execute programs related tasks. A Graphic Designer, a Web Developer and a Social Media Coordinator works under the Communications Manager. The Content Manager works on his own.

Third team is Human Resource and Operations Team which is led by the Chief of Staff. Two separate teams-a) Operations and b) Subsidiaries work under the Chief of Staff. An Executive Business Partner, a Finance and Accounts Manager, a HR and PR Associate and a Support Staff work in the Operations Team. One Subsidiary Shishir Water works independently while the other subsidiary Impact Hub Dhaka is led by a Community Lead who is supported by a Community Host and a Support Staff.

The last and fourth team is the Research and Innovation Team which is led by a Senior Manager. His work scope encompasses around subjects of growth and partnerships of the organization.

2.4 Marketing Practices

YY Ventures solely focuses on online marketing to grow and maintain its brand image since most of its audience, clients and partners are more active on the online channels. The Communications Division and Content Division work closely to develop the brand identity of YY Ventures on online platforms like Facebook, Instagram, LinkedIn etc. YY Ventures also markets itself through maintaining close relationship with its existing partners and clients which often helps the organization with connecting with more business leads. YY Ventures also sends one pagers, flyers, newsletters, proposals, brochures etc. branding collateral to its clients and partners regularly which work as marketing materials for the organization. Moreover, since YY Ventures works mostly on project-basis with its clients and partners they develop all the marketing materials for them depending on the project.

2.5 Financial Performance

YY Ventures is seeing a healthy growth in its revenue in the last three years. In 2018 it made a revenue of tk. 1.2 crore. It increased by about 208% and rose to tk. 2.5 crore in 2019. Last year the revenue growth rate slowed down due to the Corona virus pandemic and increased by 160% from 2019 to reach a revenue of about tk. 4 Crore. 30-40% of YY Ventures' revenue stream comes from consultancy services, 60-70% from incubation programs and the rest from digital branding services.

2.6 Industry and Competitive Analysis

YY Ventures is a pioneer in the social business world and social business is becoming a key player in the startup ecosystem development industry in the recent years. It is contributing to the startup ecosystem development industry by supporting impact entrepreneurs and social startups and by contributing to the development of the startup ecosystem in Bangladesh. Below is a SWOT Analysis of YY Ventures-

SWOT Analysis:

Strength: YY Venture's strength is they work exclusively with social business. No other big company or venture is currently working in this area in Bangladesh nor anyone have the level of access to resources and expertise for doing social business that YY Ventures exclusively enjoys for being partners with the Yunus Center.

Weakness: The weakness for YY Ventures is it is solely dependent on doing social business. So YY Ventures continuously need to measure and forecast the growth of the social business industry around the world in order to figure out if the social business industry is flourishing enough or not. The moment social business stops flourishing and the growth curve starts to go downwards the company would have a hard time finding out how to keep it afloat.

Opportunity: The potentials of social business globally is YY Ventures' biggest opportunity. There is an untapped market for social business globally and YY Ventures has a lot of opportunity to tap into these markets through its affiliation with the global Yunus Center network. Even if there is a lack of scope for work in Bangladesh there won't be any lack of opportunities worldwide as YY Ventures is continuously connected with the friends of social business and the Yunus Center network.

Threat: Many ventures and companies are now aware of social businesses so they

might start their own agenda of social business and eventually emerge as YY ventures' competitors which counts as a threat for the company.

2.7 Summary and Conclusions

Together with the Yunus Center, YY Ventures is working at the forefront of the rise of social business all around the world. YY Ventures is working towards realizing its vision of creating a world of three zeros- zero poverty, zero unemployment and zero net carbon emission by supporting and mentoring impact-driven and socially-conscious businesses and entrepreneurs in all capacities and by creating a community of advocates, change makers and experts that contributes to the development of a flourishing startup ecosystem in Bangladesh. It markets itself as a creative and impact-driven supporting entity for the agents of change who are working for creating a better world. While YY Ventures still sees the growth of social business worldwide to be at an early stage, it believes that the social business industry will grow exponentially in the coming decades. YY Ventures keeps collaboration and innovation at the core of its strategies to remain itself competent to face and solve the pressing challenges of tomorrow.

2.8 Recommendations

Firstly, The company can consider diversifying their work scope by involving with the students more from the academic institutions, specially the universities through which it will be able to go deep into the grassroots of social business and help create better impacts in the society. Other organizations with similar agendas and goals of YY Ventures have already started working with the university students and have managed to establish strong brand presence through this.

Secondly, YY Ventures needs to look for ways to build a social business fund through which it can provide funds to its incubator program graduates' startups. It is seen that

some of the graduate startups struggle after getting incubated due to the lack of funds and this hinders their entrepreneurial dreams with the startups and sometimes some startups even fail to survive and go out of service. The social business fund can help a lot in this cause and it will give their incubation program a holistic dimension.

Chapter 3

Project Part: Application of Online Marketing Techniques and Concepts to Develop The Social Media Marketing Strategy for Impact Hub Dhaka

3.1 Introduction

Background: As mentioned in the Management Practices in Chapter 2, Impact Hub Dhaka is a Subsidiary of YY Ventures. I along with another intern were assigned with the responsibilities of analysing Impact Hub Dhaka's audience and potential and current clients and its social media insights and then developing a social media marketing strategy based on the findings.

Objective: The objective of this project was to develop an effective strategy to do marketing for Impact Hub Dhaka on the social medias in a more result-oriented manner.

Significance: The project had been significant since it identified the reasons for which its social media marketing wasn't garnering the outcomes and business leads as expected. Not only that the social media marketing strategy backed by our analysis that we developed as part of our project has brought rapid rise to Impact Hub Dhaka's reach and engagement on social medias. And it has helped create a solid presence on social medias for Impact Hub Dhaka which is attracting more potential clients and business leads than ever.

3.2 Methodology

The whole project was divided into three major parts. The parts are 1. Data collection and analysis through user persona, 2. Data collection and analysis through Facebook Insights and 3. Developing social media marketing strategy based on the analyses and findings. Below I am explaining briefly how I carried out these three parts.

In part one, I prepared a user persona template to survey the current Impact Hub Dhaka members. I designed the user persona with relevant questions to understand the current members' personality, likes and dislikes and social media usage behaviour.

In part two, I visited the Page Insights section of Impact Hub Dhaka's Facebook page. I collected and analysed data from October 2020 to January 2021 to understand the audience's reaction to the contents and interaction with Impact Hub Dhaka on Facebook.

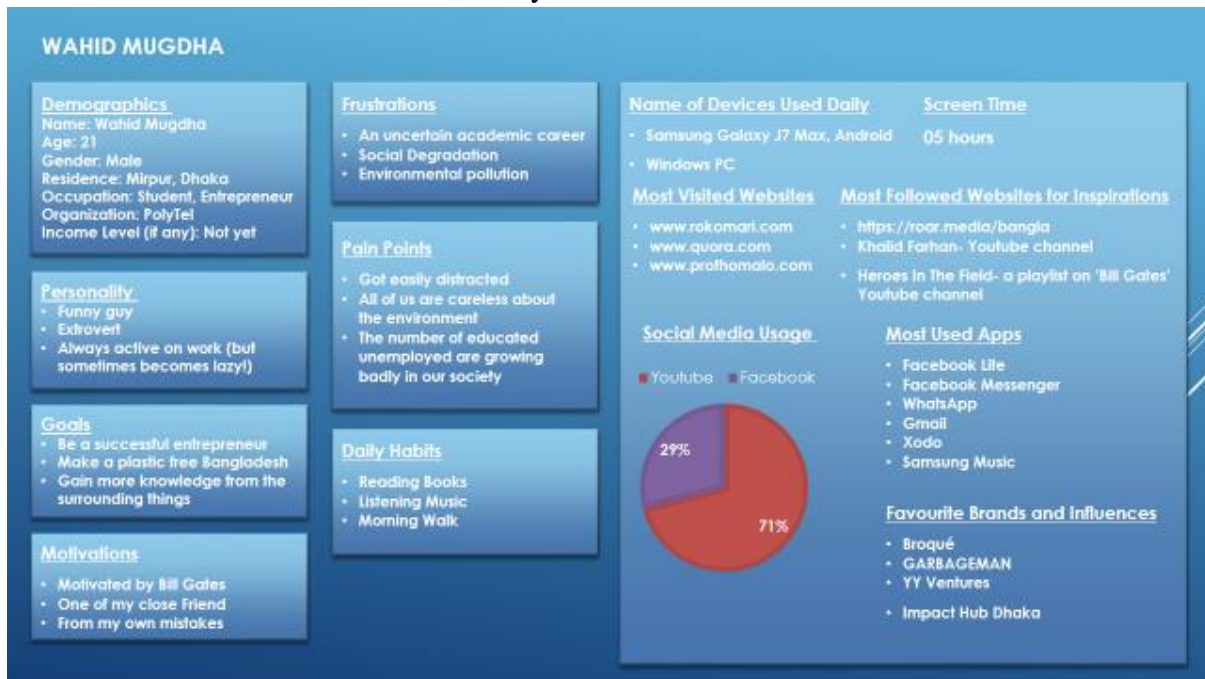
In part three, I developed a social media marketing strategy for Impact Hub Dhaka based on my findings from the analyses in part one and two. I collected and analysed data from February to May 2021 from the Page Insights page to find out the improvements in Impact Hub Dhaka's social media marketing performance after applying the new social media marketing strategy.

3.3 Findings and Analysis

3.3.1 User Persona

I surveyed five members of Impact Hub Dhaka through the user persona that I prepared to understand the members’ personality, likes and dislikes and social media usage behaviour.

Below are the User Persona of two surveyed members-

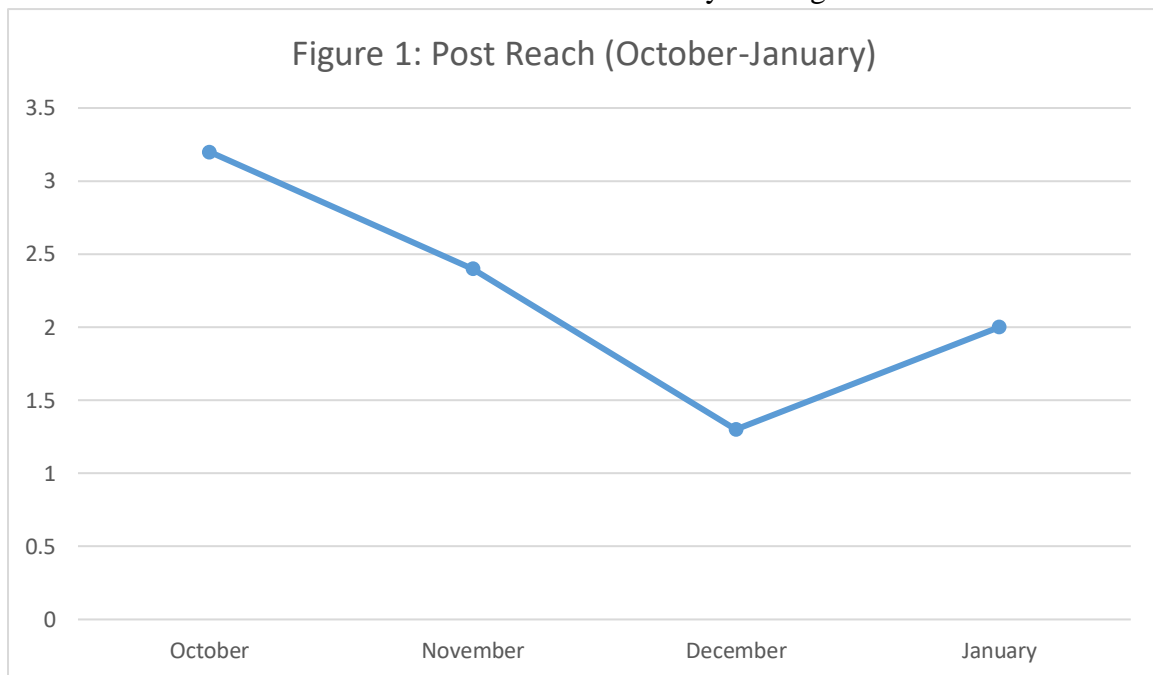


Some of the key findings I came up with after analysing these User Personas are-
Impact Hub Dhaka members (i.e. patrons and clients) are

- Socially and environmentally conscious
- Wants to create and contribute to positive impacts in the society
- Entrepreneurial
- Curious to learn

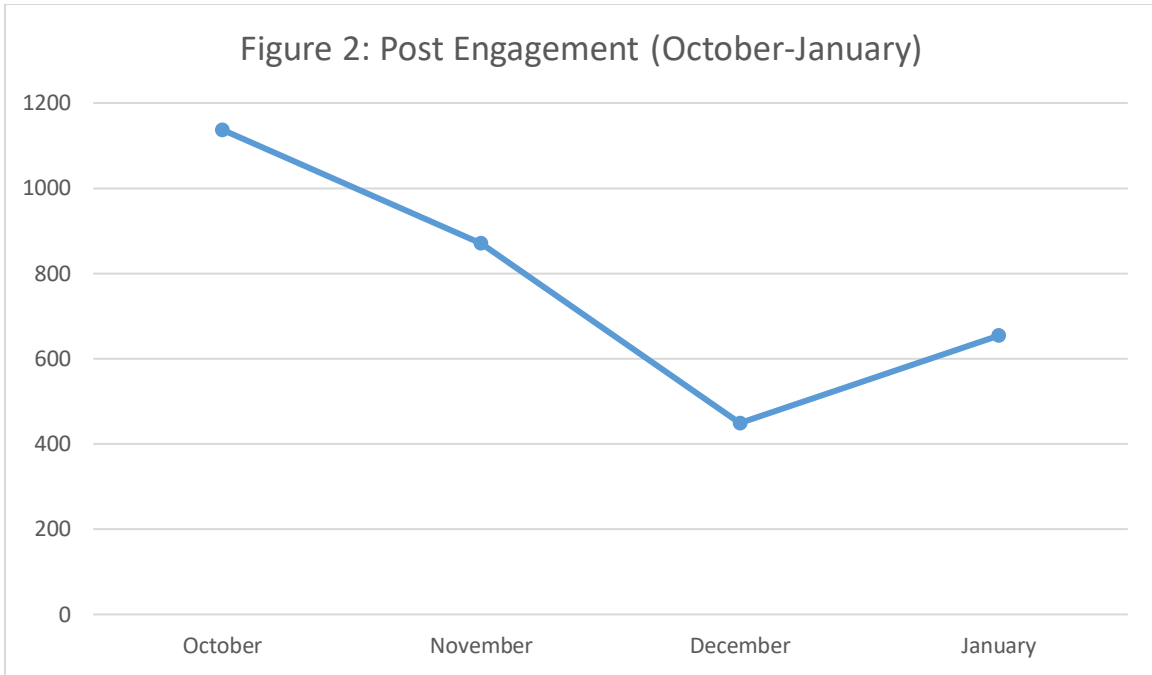
3.3.2 Facebook Page Insights

Firstly, I visited the Page Insights section of Impact Hub Dhaka’s Facebook page and from the Overview menu collected the data from October 2020 to January 2021 for three categories: 1. Post Reach, 2. Post Engagement and 3. Page Likes. I have visualized the data with charts to understand the trends. For ease of visualization I have only plotted the data at the end of each month. The data visualization and analysis are given below-



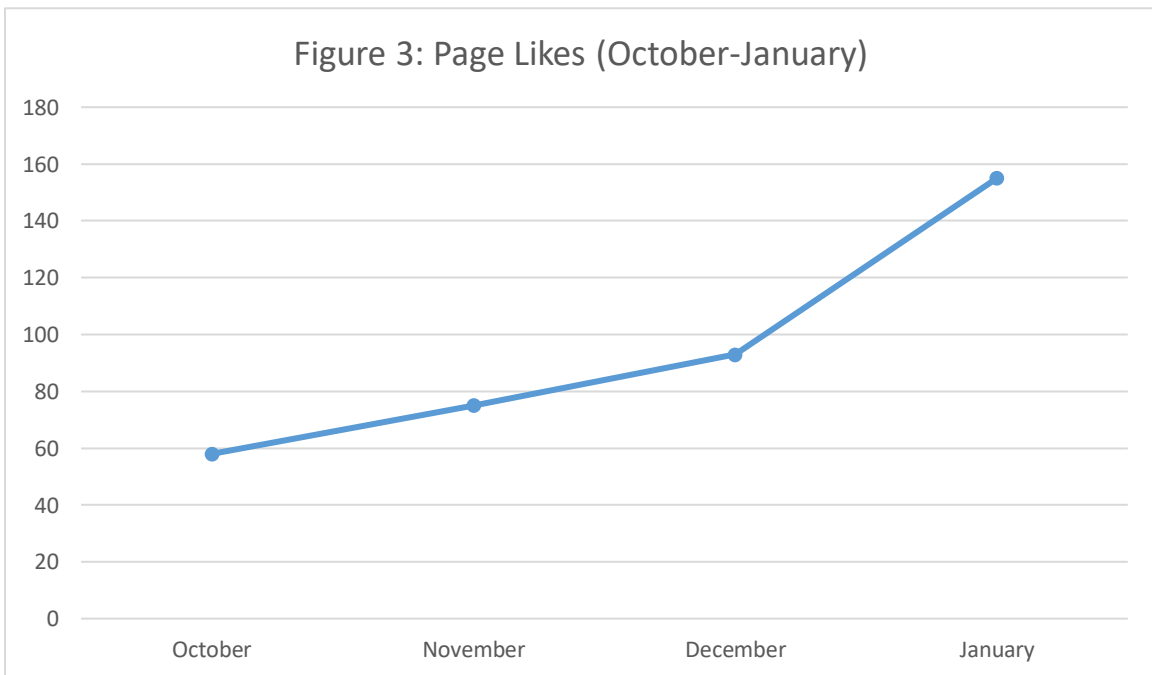
By the end of October the Post Reach was 3.2 K. By November it went down to 2.4 K which further degraded to 1.3 K by December. From there it rose somewhat to 2.0 K by January.

Post Reach decreased by 75% and 54% from October to December. Then it rose by 153% by January.



The Post Engagement was 1137 by October. It deteriorated to 871 by November and even more to 449 by December. It then saw some improvement as it went up to 654 by January.

The Post Engagement decreased by 77% October-November, 51% November-December and then increased by 146% December-January.



By the end of October the number of Page Likes was 58. It increased by 129% to reach 75

likes by November. The growth rate slowed down a bit and number of likes increased by 124% to reach 93 by December. Then the rate of growth saw a rise of 166% and number of likes reached 155 by January.

The keys findings I came up with after analysing these data are-

- Post reach and reach growth is unsatisfactory. Needs to reach more different groups of audiences.
- Post engagement is poor. The content planning needs rethinking.
- Page Likes growth is unsatisfactory. Needs to post more engaging contents and do more engaging marketing campaigns to attract more likes.

3.3.3 Developing a Social Media Marketing Strategy and Analysing its outcomes

After carefully analysing my findings from User Personas and Facebook Page Insights and listening to insights from my manager and the company's top management, I pointed out two issues for which we are were not getting satisfactory online presence and new leads-

1. Lack of Brand Awareness
2. Lack of Brand Positioning

We developed a social media marketing strategy keeping these issues and the findings of our previous analyses in mind. We formulated a set of strategies for the social media marketing strategy-

Strategy 1: Regular social media promotion of Impact Hub Global posts. Regular promotional contents and campaign partnerships with NGOs and volunteer organizations those help highlight the values of Impact Hub. These will help in improving Brand Awareness and Brand Positioning of Impact Hub Dhaka and as a result will lead to more online engagements, page likes and potential business leads.

Strategy 2: Promotion of the community of Impact Hub Dhaka. Our target audience needs to know that we are more than just a coworking space as we promote the power and goodness of belonging to a community of change makers. This will help create a strong Brand Positioning for Impact Hub Dhaka in the minds of its audiences.

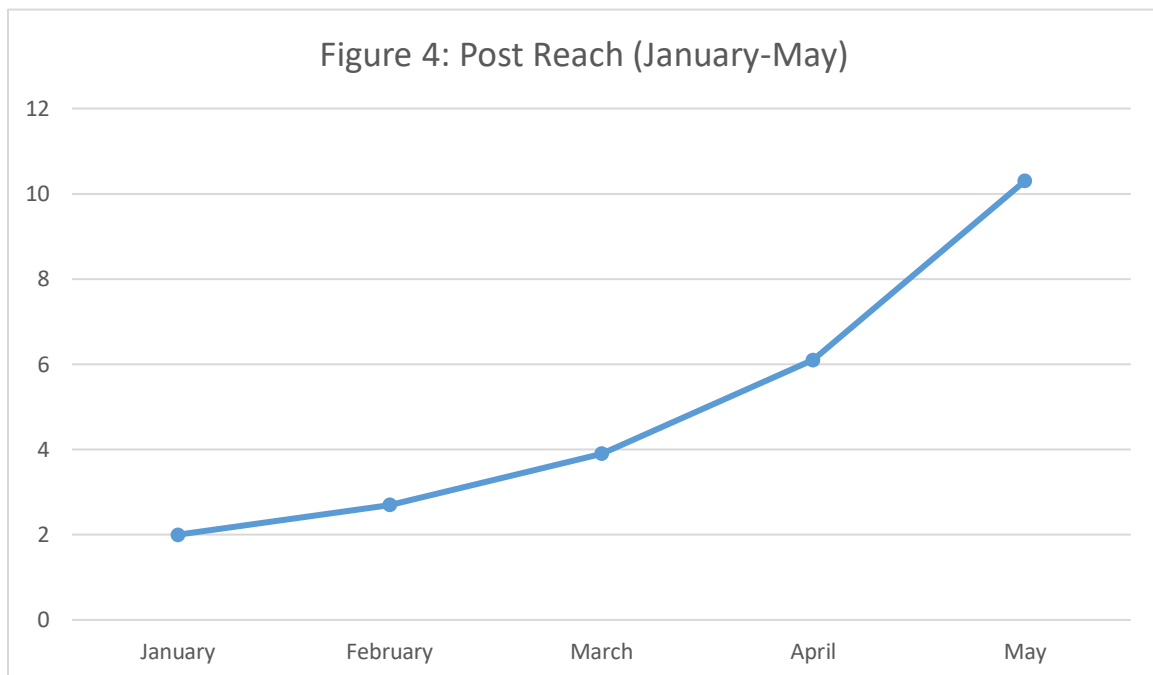
Strategy 3: Promotion of Impact Hub Dhaka through highlighting its ambience, architecture and décor with cinematic photography and videography. It will help increase Impact Hub Dhaka's Brand Awareness and Brand Positioning online and can attract a lot of potential patrons into paying Impact Hub Dhaka a visit.

Strategy 4: Create more meaningful social media contents with more subtle presentation. The topics, copies and visuals of the contents need to be developed in such a way that through the contents Impact Hub Dhaka can form a deeper connection with the entrepreneurial change makers of the country. Through highlighting its commitment to help establish social and environmental justice through its contents, Impact Hub Dhaka will be able to grab the attention of more diverse groups of audiences and it will eventually lead to more business leads and opportunities.

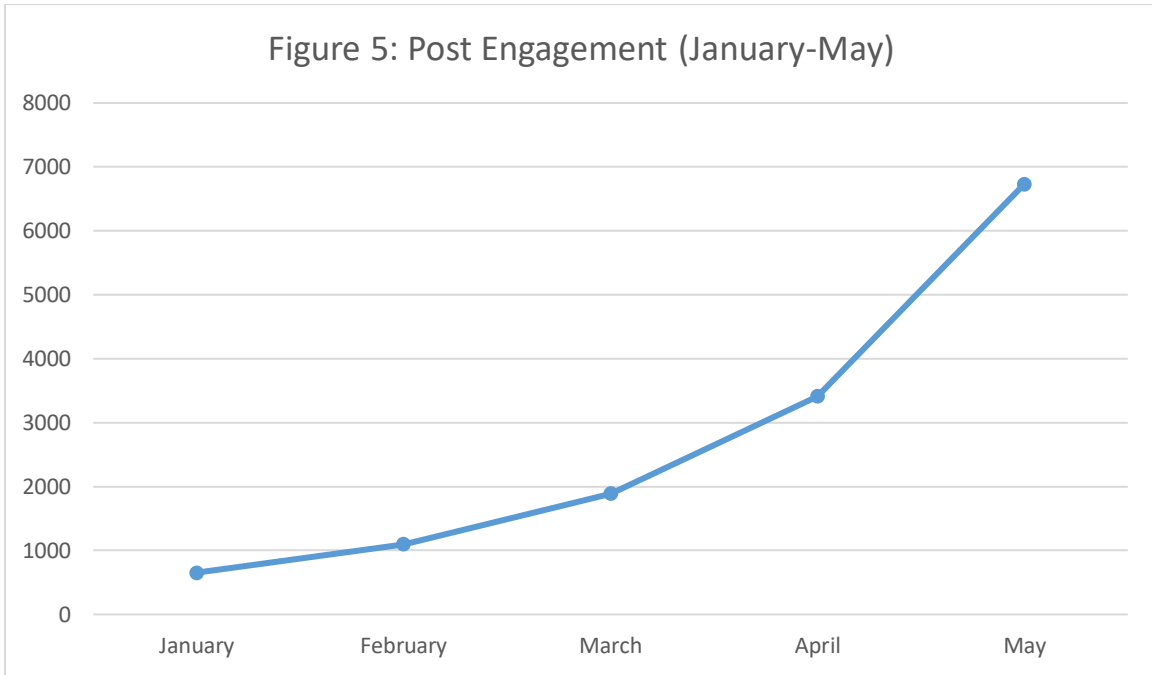
Strategy 5: Carefully develop and post certain contents to boost through Facebook ads. Pick up the times for publishing posts strategically based on the data found on the Page Insights indicating the periods during which there are the most audiences online. These will increase the chance of maximum Post Reach.

After starting to develop contents following the new social media strategy mentioned above,

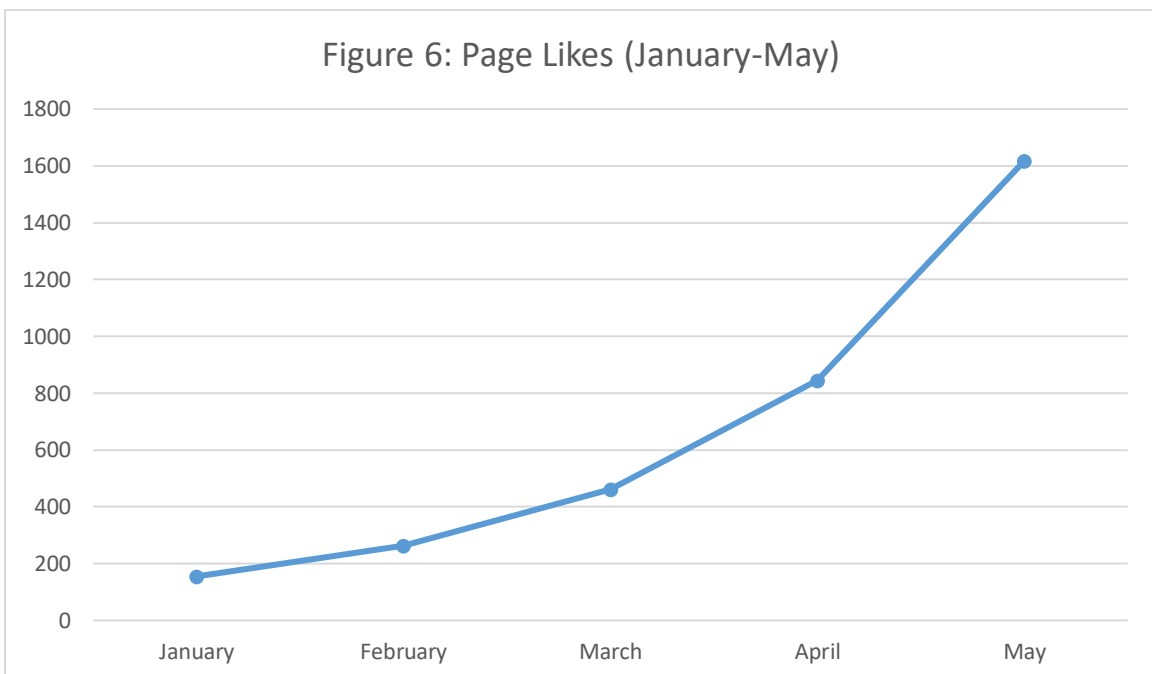
the online presence of Impact Hub Dhaka started to improve drastically! Let's find out how well Impact Hub Dhaka's Facebook page started to connect with its audience by looking at the data visualization and analysis of Impact Hub Dhaka's rapidly rising Post Reach, Post Engagement and Page Likes below-



In January the post reach was 2 K. From there it increased by 135% to 2.7 K by the end of February. It further jumped by 144% to 3.9 K by March. It continued to grow and by April it grew by 156% to 6.1 K. It rose more by 169% to 10.3 K by May.



The Post Engagement reached 1096 from 654 from January to February and increased by 168%. It increased more by 172% by March and reached 1887. It further rose by 181% by April and reached 3409. It jumped up by 197% to reach 6732 by May.



The Page Likes rose up by 170% from 155 to 263 from January to February. It increased further by 175% to 461 by March. It increased further more by 183% to 844 by April. The Page Likes jumped up by 192% more by May to 1617.

Some of the key findings from this analysis are-

- The growth rate of Post Reach, Page Engagement and Page Likes has been rising since adopting the new social marketing strategy.
- Post reach grew by 415% from January to May.
- Post Engagement rose by 929% from January to May.
- Page Likes numbers have grown by 943% from January to May.

3.4 Summary and Conclusions

The project provided a great opportunity to work with online marketing techniques and concepts like User Persona and social media analytics. With the help of these applications I tried to solve a real-life problem that Impact Hub Dhaka was facing with unsatisfactory online following and below par Brand Presence by developing a new social media marketing strategy. I hope following this strategy will bring fortunes to Impact Hub Dhaka in multiples in terms of new customer acquisition and customer retention.

3.5 Recommendations

Impact Hub Dhaka may focus more on working more with students. We have found out that the highest growing group of patrons of Impact Hub Dhaka are students so I think it will be more impactful and beneficial for Impact Hub Dhaka if they go directly to the students and connect with them more strongly through more activities and collaborations.