

**Report On
The Impact of Social Media on Lead Generation**

By

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**An internship report submitted to BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration**

**BRAC Business School
Brac University
January 2022**

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

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Letter of Transmittal

Ahmed Abir Choudhury

Lecturer,

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

As per the requirement for my degree completion, here is the internship report in partial fulfillment of the requirements for the degree of Bachelors of Business Administration. The purpose of my research paper is to outline the organization's operations, rules, and methods throughout diverse functional areas, examine and evaluate the organization's financial performance, conduct an analysis on their strategy building process, apply my knowledge and skills in solving problems in the pipeline, and construct findings, analysis, and recommendations based on the data available to me. The knowledge I gained from my four years at the institution studying two majors (Marketing and E-business) was used in the organization to actively take part in the solution process.

I would appreciate it if you could read the paper, and I'd be open to questions you might have regarding the research.

I have done my best to complete this research report as effectively and accurately as possible. I am convinced that you will notice my hard work and dedication after reading the paper.

Please let me know if you require any assistance in comprehending this report. Thank you very much.

Regards,

Maisha Maliha Khan

17304119

BRAC Business School

BRAC University

Date: January 27 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Roebuck Communications and the undersigned student at BRAC University, Maisha Maliha Khan. Materials used in this research paper should only be used to assess the project. Any discrepancies will lead to serious consequences for the student.

Executive Summary

Effective content development for social media platforms and apt use of media buying can lead to successful lead generation that can turn into successful conversions as well. The methodology, findings, analysis, and recommendations have been outlined in this report.

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Chapter 1: Overview of the Internship

1.1 Student Information

I am Maisha Maliha Khan (17304119), pursuing a double major in Marketing and E-business. I have always been interested in marketing; the world right now is digitally very fast-paced and I believe that E-business will go hand in hand with marketing. This has opened up a wide array of opportunities for me, especially when pursuing a career in marketing agencies. For BUS400, I decided to pursue my internship in the marketing department.

I completed my internship at **Roebuck Communications**, a marketing agency specializing in all forms of marketing and design practices. I joined here as a client servicing intern on 1 September 2021 and ended my internship on 30 December 2021. Even though I joined as a client servicing intern, I was actively participating in planning, execution, creation, design, copywriting, etc.

I completed my marketing internship under Mr. Afraad Ahmed, Business Director at Roebuck Communications. Together we handled the client, Amisheé, where one of our jobs was to improve lead generation.

1.2 Internship Information

1.2.1 Company Information

The internship program at Roebuck Communications lasted for a period of four months, from 1 September to 31 December 2021. The company is located at the heart of the capital: Suite 502, House 8A, Rd No 4, Dhaka 1212. The firm specializes in marketing which includes ATL and BTL

and digital marketing, brand strategy, advertising, productions, conceptual designs, content development, IT services, innovative solutions to lead generation, etc.

1.2.2 Internship Company Supervisor's Information

The internship company supervisor, Afraad Ahmed, has been a vital part of acquiring the data for this research project and my overall development. He is the Business Director and one of the founding members at Roebuck Communications.



Fig 1: Business card of the internship supervisor, Afraad Ahmed

1.2.3 Job Description

The key responsibilities of a client servicing intern included the following:

- Research clients' products, services, plans, competitors, and target markets.
- Meet clients for briefings and present proposals to clients for approval.
- Brief agency colleagues, and work with them to plan and implement the best advertising solutions for the client.
- Ensure that projects are completed on time and within budget. Long hours are common, and

advertising staff is expected to work flexibly to meet project deadlines.

- Travel frequently for meetings.
- Meeting clients to discuss strategy and report on progress.
- Responding to clients' requests as they arise.
- Taking part in pitches for new contracts.
- Keeping records and handling invoices.

1.3 Internship Outcomes

1.3.1 My Contribution to the Company

As the client servicing intern, I took on responsibilities as per the job description and more. Besides doing what was expected of me, I took part in content development, brand strategy, campaign plans, and monthly content calendar development.

I handled 4 accounts - Jackson's Fried Chicken, Foodpanda, Fries and More, and Amisheé. For these clients, I curated their monthly content calendars, provided concept designs, developed content for their websites or for print magazines, campaign strategies, query management, etc.

I was specially assigned to handle Amisheé, a high-profile client, who needed very personalized services. Not only was I handling their campaign plans and content development, but I was actively working on their social media platforms to enhance lead generation.

1.3.2 Benefits to My Development

Since they put me up for challenging tasks, I was able to take away the fact that I am good at planning and strategizing. I have noticed a significant difference in my thinking and approach to marketing problems. The attention to detail and the 360 brand solutions Roebuck develops for

each of their clients have enhanced my knowledge on what to start with, what to include, and how to conclude a brand presentation.

I have noticed how I can build campaigns from the simplest inspirations and they applauded me for it. In fact, I was included in another high-profile client acquisition, Uqeel. There, I built 2 campaigns, conduct TG analysis research, constructed the pre-launch, launch, and post-launch campaigns, etc. I have a better understanding of my capabilities, thanks to Roebuck Communications.

1.3.3 Challenges Faced During Internship

The main challenge I encountered during the program was mismanagement among the team. There were time management issues as well, which ended up harming my other activities like my studies or other tasks I had. A lot of the time, I had to take work home because it was getting too late and the next step in my tasks dependent on someone else. The time mismanagement took a toll on mine.

1.3.4 Recommendations to the Company

The office schedule is from 10 am to 7 pm every Sunday to Thursday. There is a one-hour lunch break from 1 pm to 2 pm, but excluding that, eight hours is enough time to complete all deliverables and then some. Taking work home, working late nights, and bottlenecks not only hamper the work output but take a hit on employee productivity and motivation as well.

All the interns there felt the same and two interns had left because the pressure was too much. Roebuck Communications is already doing very well industry and has been nominated for

numerous awards. However, if they can better manage their time, take accountability for their responsibilities, and set an example for others to follow, there is nothing that can stop them from taking down big names in the industry.

Chapter 2: Organization Assessment

2.1 Introduction

- **Objective** – While working at Roebuck Communications as a client servicing intern, I was in charge of collecting data, getting client briefs, developing content, and helping the strategy team. This helped me understand the whole chain of work processes and where I function better. Moreover, I acquired an in-depth knowledge of the market and current trends.
- **Methodology** – I was focused on gathering data for my work using primary and secondary data throughout the entire process. Interviews with my supervisor and other teammates provided the major data. Besides, I used internet resources and customer feedback their clientele had on their pages for secondary data.
- **Scope** – The purpose of this report is to help others understand how effective social media marketing can impact lead generation and ultimately turn them into successful conversions. This will also help them understand the ins and outs of marketing, where to get started, and what goes on in the work put in.
- **Limitations** – Financial data was not disclosed to the interns. Thus, competitive analysis was difficult to conduct. However, estimates have been done based on what was seen and discussed in the office space.
- **Significance** – The importance of this research paper is to bring light to how clever and witty content creation can lead to effective sales generation. Through proper research,

customer analysis, and content development, effective strategies can be put in place that can lead to successful sales.

2.2 Overview of the Company

2.2.1 Establishment

Roebuck Communications is a marketing agency established in December 2016 by four friends: Reehan Rahman, Zulyadain Quazi, Tawfiqul Islam, and Afraad Ahmed. Together, they envisioned a team that can create simple, yet incredible solutions to client obstacles. What started off as a shared office space with only four clients, quickly became a leading name in the industry with many prestigious accolades under their belt.

Their most notable work was for Sylhet Sixxers and Burger King for which they had received many awards. The team today has different departments and about 20 employees working in account management, content development, and design.

Their philosophy is straightforward: “Simple, yet Incredible”. Their motto is to create a huge impact through simple strategies. It has proved fruitful throughout the years and their intention to incorporate advanced technology and business practices are going to enhance their business model.

2.2.2 Departments

There are currently six departments at Roebuck Communications:

1. **Creative** - The creative team, along with the client servicing and design departments, brainstorms in conceptualizing, content development, scripting, and building a creative route.
2. **Client Servicing** - The client servicing team is responsible for handling the clients, fixing meetings, communicating brand requirements, budgeting, and building 360-strategies for the brand.
3. **Design** - The design team helps in conceptualizing, content development, and productions. Their visual work is what is seen on billboards, digital platforms, dynamic content, packaging, clothing, etc.
4. **HR Administration** - The HR department ensures all employees follow company guidelines and policies. Besides, it holds monthly HR meetings to inform and train everyone on various aspects of maintaining office culture. It keeps track of all deliverables in all departments as well.
5. **Finance** - The finance department handles all the income coming in and going out of the business. It mainly deals with clients' accounts directly and negotiates on the project budget.
6. **Query Management** - The query management department handles the IT services and takes care of all queries that the social media platforms get. They are also responsible for

curating query reports every month to make a list of FAQs, new sales, complaints, new content development information, etc.

2.2.3 Tasks Performed

My primary responsibilities as the client servicing intern was to build social media marketing strategies as per the clients' brief in order to generate leads. This included my participation in the creative and query management departments as well.

In the creative team, I worked on ideation, conceptualization, and creating the creative route. I was involved in writing copies, creating monthly content calendars of the accounts assigned to me, communicating with clients on getting the monthly content plans approved, making corrections as per the clients' feedback, discussing campaign plans with clients, and developing content based on their requirements.

In the query management department, I was responsible for answering queries on a daily basis, solving customer problems over chat, recording phone numbers and product query details on

spreadsheets, maintaining a database of customer orders, and making monthly query reports based on the volume of queries received in said month.

2.3 Management Practices

The management at Roebuck Communications was heavily involved in delivering output on a daily basis and delivering the right amount of content for each client. My co-supervisor, Mr. Tawfiq Islam, has a set of standards that each department needs to strictly maintain.

Besides the actual process of the work that goes in finding solutions for the clients, the internal team would participate in games every Wednesday after 7 pm to bring a change of environment in their usual routine. There would be training sessions as well which they would call “Buck Session”. We would be trained on design, art direction, presentation making, etc.

2.4 Marketing Practices

Roebuck Communications does most of its marketing through Facebook, Instagram, and LinkedIn. They post creative content, both static and motion, during different occasions throughout the year. Their style of design best represents their personality and approach towards marketing.

Besides their internal marketing, they use Facebook, Instagram, and YouTube to conduct their marketing practices for their clients. Roebuck understands the importance of social media KPIs. Thus, they exploit Facebook Analytics as best as possible to specifically target those who would be interested in the product. For certain campaigns where they needed a mass audience, they tweak the preferences in the suite to cater to everyone. I was not allowed to take screenshots of the work

but two live examples would be Amisheé’s wedding campaign and Jackson Fried Chicken’s month-long Celebrations campaign.

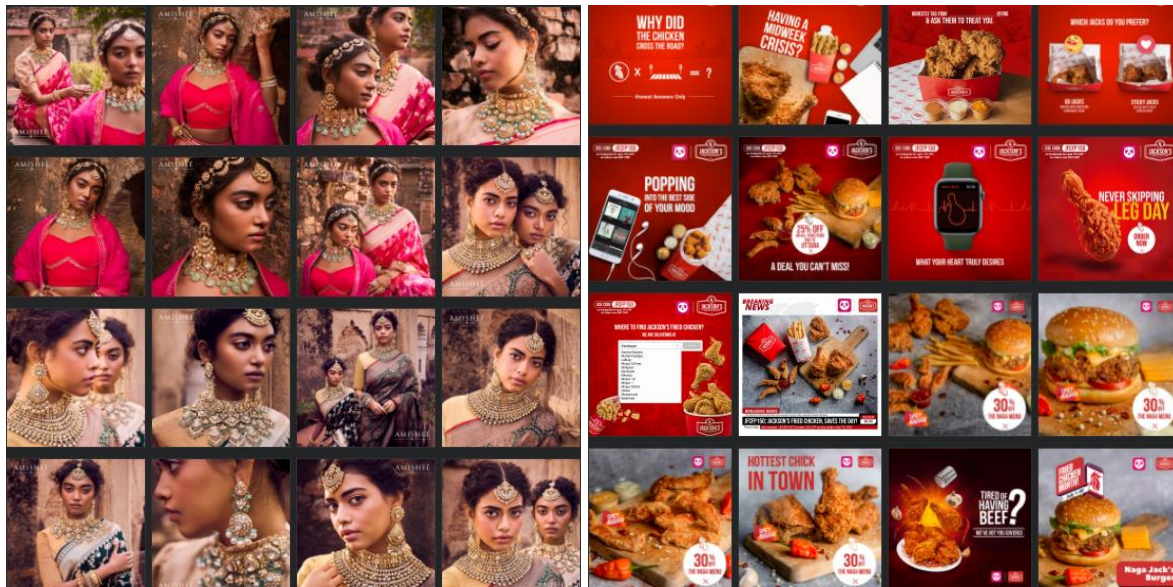


Fig 2: Screenshots of successful campaigns

2.5 Financial Performance and Accounting Practices

As the client servicing intern, I did not have access to this information. However, I was able to make an estimate of how much they earn from a single client for content development, production, campaign management, etc.

For their client Amisheé, here are the table* of deliverables and the estimated revenue:

| | |
|--|------------------------------------|
| Monthly Content Calendar (Static+Dynamic) | BDT 50,000 |
| Campaigning (Events, video productions, monthly themes, shows, photoshoots, direction, magazine photoshoots, etc.) | BDT 7,50,000 |
| Travel (When they need to travel outside Dhaka for the client; about 4 people) | BDT 1,20,000 (per head BDT 30,000) |
| TOTAL | BDT 9,20,000 |

2.6 Operations Management and Information System Practices

For the clients that needed monthly content calendars, the rule was to finish the entire month’s content plan by the fifteenth of the previous month. After that, they are being sent over to the client for approval and any feedback they may have. The client is usually urged to clear approval and feedback within two days because, after that, the calendar goes through corrections and improvements. Once that is finalized, the calendar is sent to the design team to create all the static and dynamic contents. The client servicing executive in charge of the said account sits with the

design team and discusses the vision of each content. By the thirtieth, the next month's content calendar is ready to be posted.

Each content calendar has 8-10 static contents and 2-3 dynamic contents as per the clients' requests. We use Pinterest, Behance, YouTube, and other social media platforms for inspiration for content development. Our main mode of communication was Facebook Messenger groups.

For query management, the primary focus was increasing effectiveness as per the Key Performance Indicators (KPI). Since it was customer service-based, we focused on maintaining the response rate to about 90% by answering queries within 1-3 minutes of receiving them. Some high-profile clients required us to record each query on a database so we had to do that simultaneously to reduce human error.

For query management, we employed Facebook Business Suite to answer queries on Facebook and Instagram and used Google Sheets to record our responses. This helped to share and collaborate across the cloud among multiple editors and the clients themselves. I was required to make pre-saved replies. I had collected information and the pattern of queries to create a list of answers to frequently asked questions. We used Snipboard.io to take screenshots and place the shareable links of the product queries so that the client's sales team could see it through a single

click. This streamlined the process of calling a customer and referring to their product queries in order to share relevant information with them.

2.7 Industry and Competitive Analysis

Since Roebuck Communications is still a start-up venture, the industry analysis was difficult to compare because it is still not recognized by notable agency listings like Clutch and The Manifest. It does not fall under the Top 100 marketing agencies of Bangladesh.

However, as I put their work in comparison with mid-level agencies like Purplebot Digital, WebAble, X-Integrated Marketing, etc. I believe they could be among the Top 20 marketing agencies and they could easily secure a ranking in the tenth position. They have been able to snag away high-profile clients that other big agencies could not retain and that is an achievement in itself.

2.8 Summary and Conclusions

Roebuck Communications have had a massive growth spurt in the short span of time they have been in the industry. In the last 5 years, they have won over big names like Grey Entertainment, Asiatic Exp, WebAble Digital, COdesign Limite, etc. Their philosophy in getting things done with full impact shows in their work and clients have raved about them time after time.

With more and more brands looking to enhance their presence digitally and above the line, Roebuck Communications has more room for growth. If they continue with their efforts, it will not be too long until they become the top pick among local brands. In fact, their goals of acquiring global brands will be a thing of reality very soon.

2.9 Recommendations

Better practices in management and time management will help Roebuck build a strong internal team which will directly affect how their deliverables are completed. That is the only recommendation I would have for them because I believe that the more streamlined the process is, the faster everyone is able to finish work and enjoy their time away from work. Life outside work is very important to keep up morale.

Chapter 3: Project Assessment

3.1 Introduction

At Roebuck Communications, I was in charge of handling a high-profile client named Amisheé. It is a luxury jewelry brand with its local branch at Gulshan, the heart of Dhaka. It also has a global branch in Singapore.

The brand specializes in diamond, gold, kundan, polki, and many other forms of intricate jewels. They also provide men's engagement rings, wristbands, and cuff links. Amisheé is also the official partner of Miss Bangladesh and has built the diamond crown that is awarded to the winner. They are currently building a whole profile for the winner, Ms. Shirin Shela as the Bangladeshi representative in Miss Universe.

Amisheé receives large volumes of queries every day: they range from product queries and order placements to custom orders and collaboration proposals. My primary task was to convince customers writing to Amisheé to share their contact information. Amisheé keeps these contact information to send them offers and exclusive announcements through WhatsApp, Viber, and SMS marketing. I had to comb through the queries and build a convenient database of customers through which Amisheé could easily send bulk mailers and discount offers to. Lastly, I had to make monthly query reports showing the trend in the queries they received in that month.

- **Broad Objective** - The main purpose of this report is to highlight how social media marketing is a driving factor in generating leads through creative content development, photography, and apt client servicing by increasing response rates.
- **Specific Objective** - The project was also done to see if effective copywriting led to more customers sharing their phone numbers regardless of whether they wanted to make a purchase or not. Moreover, it also experimented with whether these customers are influenced to purchase these luxury pieces of jewelry through social media marketing.
- **Significance** - Through this research paper, I wanted to highlight the significance of social media marketing on lead generation and why digital marketing is the future of brand survival.

3.2 Methodology

Facebook Business Suite was my primary tool to conduct research and also perform query management. When I initially joined, I spent time answering some queries and figuring out a pattern of questions that came in daily. Keeping that in mind, I put my copywriting skills to use and created a template of answers for frequently asked questions in Google Sheets. Here is a snippet of some of the templates I created.

| Amishee Query | | |
|---------------|---|--|
| SL | Query Type | Query Text |
| 1 | Automated Message | <p>Hello, @__. Welcome to Amisheé. We have a wide range of exquisite handcrafted fine jewelry displayed at our showroom. Do visit us at your convenience or if you would like to know more, kindly share your contact details so that we can get in touch with you directly.</p> <p>We hope to see you soon!</p> |
| 2 | "Hi"/No query | Hello! Welcome to Amisheé. How may we help you today? |
| 3 | Price | <p>Hello!</p> <p>It is our pleasure to have you with us.</p> <p>We will be delighted to share more details and/or prices of your desired item(s) with you. It would be great if you could provide your contact details or WhatsApp number. Our staff will get in touch with you at your convenience and answer any follow-up questions that you may have.</p> <p>Our hotline number: +880194-5357313</p> <p>Thank you.</p> |
| 4 | Getting Contact Number | Thank you for your kind cooperation. Please bear with us, one of our salespeople will contact with you soon. |
| 5 | <p>PRICE</p> <p>(If we have customer contact number from previous query)</p> | <p>Hello!</p> <p>It is our pleasure to have you with us.</p> <p>We will be delighted to share more details and price of your desired item. As we already have your number from previous queries, we will share the prices directly to your WhatsApp. You can also reach out to us directly through our hotline number: +880194-5357313</p> <p>Thank you for being with us.</p> |
| | | If you could kindly share your WhatsApp or Viber number, one of our concerned persons will be able to |

| | | |
|----|--|---|
| 5 | PRICE (If we have customer contact number from previous query) | <p>Hello!</p> <p>It is our pleasure to have you with us. We will be delighted to share more details and price of your desired item. As we already have your number from previous queries, we will share the prices directly to your WhatsApp. You can also reach out to us directly through our hotline number: +880194-5357313</p> <p>Thank you for being with us.</p> |
| 6 | Re-convince to share number | <p>If you could kindly share your WhatsApp or Viber number, one of our concerned persons will be able to show you pictures and similar products. They will also be able to answer any follow-up questions you may have.</p> |
| | Re-convince to share number (cannot share prices, 3rd time try) | <p>Unfortunately, we refrain from sharing pricing details online. The gold and diamond prices are dependent on today's prices and your customization. Thus, in order to maintain safety and full integrity, we prefer to contact you directly through messages on WhatsApp/Viber or your contact number to share the details with you. This is also convenient for you to refer to whenever you need to go back to get the information. We hope you understand.</p> |
| 7 | Post Comments (Price) | <p>Hello!</p> <p>We will be delighted to share more details and/or prices of your desired item(s) with you. Please check your inbox. Thank you.</p> |
| 8 | Price (IG Comments) | <p>Good day! Please check your inbox. Thank you!</p> |
| 9 | After sending the message in WhatsApp | <p>Hello! We have sent you a message on WhatsApp. You can get back to us at your convenience. Thank you & have a nice day!</p> |
| 10 | Away Message | <p>Hello. Thank you for reaching out to us. We are currently unavailable but we will get back to you as soon as possible.</p> <p>Thank you for your cooperation. Have a lovely day!</p> |
| 11 | Location | <p>Hello! Welcome to Amisheé!</p> <p>We are located at Rangs FC Enclave, Plot No. 6/A, Road No. 32, Gulshan Ave, Dhaka 1212.</p> <p>Visit us at your convenience to see a wide range of exquisite handcrafted fine jewelry displayed at our showroom. You can also reach out to us directly through our hotline number: +880194-5357313 for the location.</p> <p>We hope to see you soon!</p> |

Fig 3: Screenshot of Amisheé queries template

I created a list of sixteen templates of various queries which included price information, asking for contact numbers, follow-up answers after getting contact numbers, apology messages for not being able to share price details online, etc. Throughout the four months working at Roebuck, different queries kept coming in and I made new templates as per the new campaigns and requirements of the brand.

Amisheé refrains from sharing pricing details online in order to restrict anyone from taking screenshots and sharing them publicly. They want to ensure that there is no competitive pricing so they reveal pricing information over a call or through WhatsApp messages. This is why I had to

write compelling messages to convince the customers to share their contact information. Here is a snippet of the yellow book I created.

| Amishee Query | | | | | | | | | | | | |
|---------------|---------------|---------------|---------------|-----------------|-------|----------------------|----------|--------------------------|----------|-----------------|--------------|----------------|
| Sl | Date of Query | Mobile Number | Customer Name | Source of Query | Query | Query Type | Priority | Notes | Whatsapp | DATE OF SUPPORT | SUPPORTED BY | SUPPORT METHOD |
| 40 | 16-Nov-21 | | | Facebook | | price | - | | Whatsapp | 16-Nov | | - |
| 41 | 18-Nov-21 | | | Facebook | | price | - | | Whatsapp | 18-Nov | | - |
| 42 | 20-Nov-21 | | | Instagram | | price | - | | Whatsapp | 22-Nov | | - |
| | 20-Nov-21 | | | Facebook | | price | - | | Whatsapp | 22-Nov | | - |
| 43 | 20-Nov-21 | | | Facebook | | price | - | | Whatsapp | 22-Nov | | - |
| 44 | 20-Nov-21 | | | Facebook | | price | - | | Whatsapp | 22-Nov | | - |
| 45 | 21-Nov-21 | | | Facebook | | price | - | | Whatsapp | 22-Nov | | - |
| 46 | 21-Nov-21 | | | Facebook | | price | - | lives in Canada. add '+' | Whatsapp | 22-Nov | | - |
| 47 | 21-Nov-21 | | | Facebook | | price | - | | Whatsapp | 22-Nov | | - |
| 48 | 21-Nov-21 | | | Facebook | | price | - | | Whatsapp | 22-Nov | | - |
| 49 | 23-Nov-21 | | | Facebook | | price | - | | Whatsapp | 24-Nov | | - |
| 50 | 23-Nov-21 | | | Facebook | | price | - | | Whatsapp | 25-Nov | | - |
| 51 | 24-Nov-21 | | | Facebook | | price | - | | Whatsapp | 25-Nov | | - |
| 52 | 24-Nov-21 | | | Facebook | | price | - | | Whatsapp | 25-Nov | | - |
| 53 | 24-Nov-21 | | | Facebook | | price | - | | Whatsapp | 25-Nov | | - |
| 54 | 25-Nov-21 | | | Facebook | | price | - | | Whatsapp | 25-Nov | | - |
| 55 | 25-Nov-21 | | | Facebook | | price | - | | Whatsapp | 25-Nov | | - |
| 56 | 25-Nov-21 | | | Facebook | | price | - | | Whatsapp | 25-Nov | | - |
| 57 | 25-Nov-21 | | | Facebook | | price | - | | Whatsapp | 25-Nov | | - |
| 58 | 25-Nov-21 | | | Instagram | | product availability | - | | Whatsapp | 25-Nov | | - |
| 59 | 26-Nov-21 | | | Facebook | | price | - | | Whatsapp | 27-Nov | | - |
| 60 | 26-Nov-21 | | | Facebook | | price | - | | Whatsapp | 27-Nov | | - |
| 61 | 26-Nov-21 | | | Facebook | | price | - | | Whatsapp | 27-Nov | | - |
| 62 | 26-Nov-21 | | | Facebook | | price | - | | Whatsapp | 27-Nov | | - |
| 63 | 26-Nov-21 | | | Instagram | | product details | - | | Whatsapp | 27-Nov | | - |
| 64 | 26-Nov-21 | | | Instagram | | price | - | | Whatsapp | 27-Nov | | - |

Fig 4: Screenshot of query database

Sensitive information has been blocked out in the image in order to maintain privacy.

We were asked to keep a database of information of customers who did not share their contact information as well so that they could be sent mailers and discount offers. This was looked at as a list of potential customers. Here is a snippet of the query list of customers with no contact details.

| A | B | C | D | E |
|----------------|------|--------------------|----------|-----------|
| Requested Date | Name | PRODUCT QUERY LINK | FACEBOOK | INSTAGRAM |
| 1-Nov-21 | | | | c |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 6-Jan-22 | | | | DM |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 6-Jan-22 | | | | DM |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | m | |
| 2-Nov-21 | | | | DM |
| 2-Nov-21 | | | | DM |
| 2-Nov-21 | | | | DM |
| 3-Nov-21 | | | m | |
| 3-Nov-21 | | | c | |
| 3-Nov-21 | | | m | |
| 3-Nov-21 | | | | DM |
| 3-Nov-21 | | | m | |
| 3-Nov-21 | | | m | |
| 3-Nov-21 | | | m | |
| 3-Nov-21 | | | m | |
| 3-Nov-21 | | | m | |
| 3-Nov-21 | | | m | |
| 4-Nov-21 | | | m | |
| 4-Nov-21 | | | c | |
| 4-Nov-21 | | | m | |
| 4-Nov-21 | | | m | |

Fig 5: Screenshot of queries without contact details

I also kept a count of how many queries were received via Facebook and Instagram messages and comments. I used Snipboard.io to take screenshots of the snippets of the product image the

customers would send and put the link in the “Product Query Link” section. This helped the sales team at Amisheé to quickly see what the customer is referring to when he or she is called.

Lastly, I created monthly reports every month to compare the data received and evaluate whether the activities in that month were successful or not.

3.3 Findings and Analysis

Our social media content development was the primary reason why there were large volumes of queries. Through Facebook and Instagram content sharing, more people were pleased by the aesthetics and were tempted to make a positive purchase decision. I researched product photoshoots to create mood boards of how the products will be displayed on their social platforms.

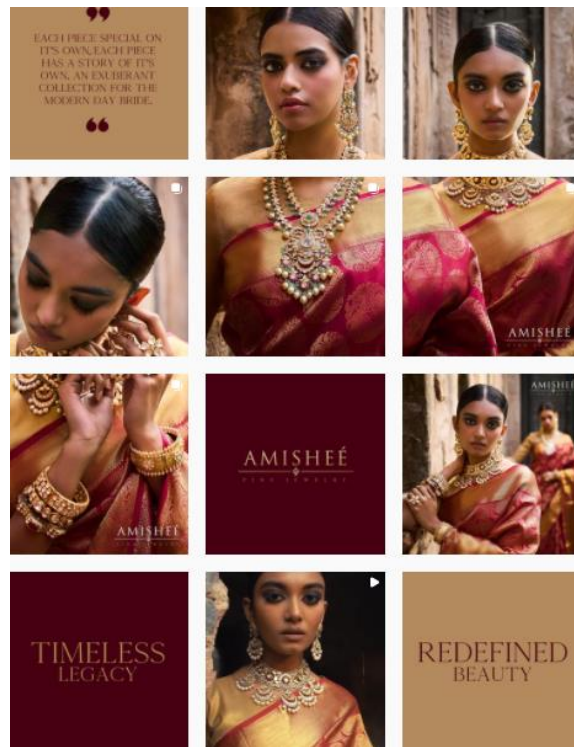


Fig 6: Amisheé's Instagram product display mood board

Moreover, for special occasions, I researched inspiration to use the jewelry and create relatable content in order to create buzz around our content and allow the audience to relate it to Amisheé.

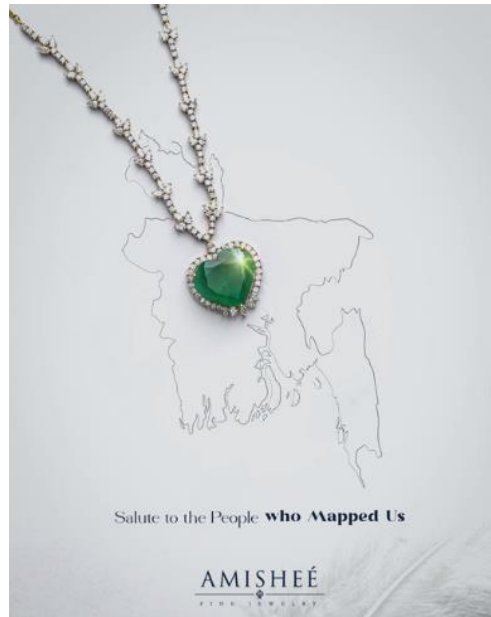


Fig 7: Victory Day dynamic content for Amisheé socials.

Because each post was sponsored for paid reach, they would get about 150 comments per post in which the majority of the comments asked for the price in both Facebook and Instagram. People would also send messages through the posts or click the ads to ask for the price. When I did a tally of how many comments and messages Amisheé received through their posts, the majority of it was from comments which was a result of the content design and paid sponsorship of the post.

The content development has been very attention-grabbing and attracted a large pool of customers around the nation. In fact, Amisheé was generating international buzz as well through those

campaigns and a lot of queries and orders came in from foreign countries like Canada, the USA, the UK, Malaysia, etc.

People would send in a lot of queries through messages as well and that was our main aim. The goal was to convince them to share their contact details using effective copywriting. 8 out of 10 times, it worked and I was able to build a database of customers who provided contact details.

3.4 Summary and Conclusion

Through this four-month internship program, I had the opportunity to learn a tonne and also have the privilege of implementing my ideas in helping some big names grow. Handling Amisheé under my supervisors' guidance at Roebuck Communications helped me realize how powerful ideation can be in influencing people's decisions. When it is done effectively through social media, the success rates become much higher. Using Facebook Analytics and dabbling at media buying, I was able to push up their following by almost 100,000 from their previous count.

This helped me understand not only my capabilities but also intrigued my interest in digital marketing and conceptualization. Seeing my work everywhere in the digital world is a sense of immense satisfaction. In fact, by the end of my internship, my work was recognized by one of the biggest design companies in Bangladesh, COdesign Limited. They offered me a position as a copywriter and a planner and this was the biggest confidence boost.

I am thankful that I got a headstart at a dynamic start-up like Roebuck Communications. I did not feel like an intern, but a part of the core decision-making team. Learning never stops for anyone and I only hope to keep growing from this point onwards.