

## **Report On**

### **"Facebook Ads Have a Greater Hold on Digital Marketing of Bangladesh- An Observational study on Wavemaker Bangladesh"**

Submitted By:

**Md. Shakawat Hossain**

ID: 17104094

An internship report submitted to the “BRAC Business School” in partial  
fulfilment of the requirements for the degree of  
BBA

BRAC Business School  
BRAC University  
June, 2021

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## Declaration

It is hereby declared that.

1. This internship report is my own original work while completing degree at BRAC university.
2. The report does not contain any materials that are previously published or written by third party and secondary data, facts, finding were cited through appropriate referencing.
3. This report does not contain any content that were previously accepted or submitted for any other degree at a university or other institution.
4. I have acknowledged all main sources of assistance.

### **Student's Full Name& Signature:**

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Md. Shakawat Hossain  
ID: 17104094

### **Supervisor's Full Name & Signature:**

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Ms. Mahreen Mamoon  
Assistant Professor  
BRAC Business School, Brac University

## Letter of Transmittal

**Mahreen Mamoon**

Assistant Professor,  
BRAC Business School  
Brac University  
66 Mohakhali, Dhaka-1212

**Subject:** Internship report submission titled “Facebook Ads Have a Greater Hold on Digital Marketing of Bangladesh- an Observational study on Wavemaker Bangladesh”

Dear Madam,

I am submitting my Internship Report titled “Facebook ads have a greater hold on digital marketing of Bangladesh” under your supervision as a part of BUS400. At the working period I have worked in social media management. Also, able to be a part of various social media centric planning for that I have to track various activity of audience which eventually help me know about consumer behaviour and decision making in planning of digital marketing.

I have tried my best to finish the report with the essential data and tried to make it precise. I hope that the report will meet all the queries, yet I will answer any query for more clarification,

Sincerely yours,

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**Md. Shakawat Hossain**

ID: 17104094

BRAC Business School

BRAC University

Date: July 07, 2021

# Non-Disclosure Agreement

Wavemaker Bangladesh and Md. Shakawat Hossain have made and entered into this agreement. Md. Shakawat Hossain is seeking experience and training from Wavemaker Bangladesh, and may be exposed to confidential information as a result of her efforts (as defined below). The purpose of the agreement is to keep Confidential Information from being disclosed without permission.

**1. Confidential Information**

"Confidential Information" refers to confidential information about the Company's business, such as financial and accounting records, intellectual property, proprietary data, security measures, new goods or services, projections, or any other proprietary business information that, if released, could harm the Company's business.

**2. Non-Disclosure Agreement**

Intern will not: a) reveal Confidential Information to any other party; b) make or cause to be made copies or other reproductions of Confidential Information; or c) make any commercial use of Confidential Information without Company's prior written authorization.

**3. Confidential Materials Return**

Intern shall promptly return all original materials provided by Company, as well as any copies, notes, or other documents relevant to Confidential Information in Intern's control, upon Company's request.

**4. Terms**

This Agreement and Intern's obligation to keep Confidential Information private will remain in effect until either: a) Company delivers written notification thereof terminating this Agreement, or b) Confidential Information revealed under this Agreement ceases to be confidential.

**5. Notice of Immunity from Liability**

Any federal or state trade secret disclosed in confidence to a federal, state, or municipal government official, either directly or indirectly, or to an attorney; and ii) purely for the purpose of reporting or investigating a suspected breach of law; or disclosed in a complaint or other document submitted in a lawsuit or other proceeding; shall not be held criminally or civilly accountable.

**6. General Provisions**

a) Severability is a term that refers to the ability of something to be severe. If any section of this Agreement is found to be invalid or unenforceable by a court, the remainder of the Agreement will be read in a way that best reflects the parties' intent. b) Incorporation The parties' complete understanding of the subject matter is expressed in this Agreement, which supersedes all earlier proposals, agreements, representations, and understandings. This is a good example.

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Mr. Hasan Faruque  
Director,  
Wavemaker Bangladesh

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Md. Shakawat Hossain  
Student,  
BRAC University

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Mahreen Mamoon  
Assistant Professor,  
BRAC Business School  
BRAC University

## Acknowledgement

First and foremost, I would like to express my gratitude to Allah.

Then I'd want to express my gratitude to Ms. Mahreen Mamoon, Assistant Professor at BRAC University's BRAC Business School, for her invaluable assistance, guidance, and sound counsel in writing my internship report. I enlisted the assistance of a few persons to help me prepare my report, and they were instrumental in its completion. I'd like to express my gratitude to those individuals with due respect and honor.

I'm also grateful to my Wavemaker Bangladesh mentors and co-workers, who have been extremely helpful and kind with their time and information in order for me to complete my report.

My supervisor, Mr. Hasan Faruque, Director of WAVEMAKER Bangladesh, was especially helpful in helping me grasp digital media and how it affects business. I'd like to express my gratitude to Ms. Ishrat Zahan without whom I would not have been able to continue and eventually complete a successful internship.

Finally, the new skills I learned during my internship will help me advance in my job.

## Executive Summary

The impact of digital marketing and brand promotion is the subject of my internship report. In this study, I will discuss how a company deals with clients, as well as how social media marketing assists brands in achieving their objectives. This report includes an overview of the company, background information, an outline of the issue and its operations, as well as my responsibilities. In addition to mobile and traditional TV and radio, digital marketing encompasses a wide range of service, product, and brand marketing methods that primarily leverage the Internet as a fundamental promotional channel. Although digital marketing and Internet marketing are similar in name, their procedures differ in that digital marketing is more focused, quantifiable, and interactive. With the use of technology, people may now reach out to one other instantaneously. Today's advertising is quite different from what it was a few years ago. Advertising strategy and people's lifestyles have evolved dramatically over time, and individuals now use their phones or laptops to browse social media, apps, and other digital media channels. Big businesses are reacting to this shift and attempting to offer a better product to market. Finally, this study includes a research of the hold of Facebook ads in digital marketing of Bangladesh.

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# Chapter 1: Overview of Internship

## 1.1 Student Information

Name: Md. Shakawat Hossain

ID: 17104094

Major: Marketing and E-Business

Program: Bachelor in Business Administration (B.B.A.)

## 1.2 Internship Information

### 1.2.1 Period, Company Name, Department, Address

Period: From January 01, 2021 to March 31, 2021

Company Name: Media Consultants Ltd.

Department: Digital

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

### 1.2.2 Internship Company Supervisor's Information

Name: Mohammad Hasan Faruque

Designation: Director

### 1.2.3 Job Scope

- I got the opportunity to support the digital team in query management. There I was responsible to provide information consumers are asking for. In unique scenarios I have to analyse the situation and I have to provide information my maintaining the brand guideline.
- Apart from this I also participate in brainstorming session or ide generation sessions of content. I also participate few campaigns ideation sessions as well.
- I also maintain various data those are generated by various engaging content.

## 1.3 Internship Outcomes

### 1.3.1 Student's Contribution to the Company

- As an intern the most important task is managing consumers query properly and ensure consumers are getting right set of information about what they ask for. In addition, making sure that information holds the proper brand guideline.
- In the process of communicating with the consumer intern have to generate lead if any action happens. Providing various E-Commerce link and information about various Consumer purchase offer.
- Intern also took part in the idea generation for future content which help them to analyse their understand that they got from serving consumers' query.



- In terms of interactive post or any special post which needs to track audience activity on the content has been done by intern and also maintain the data in excel and create report to serve the client.
- Tracking how competitor doing things differently is a task done by intern and then the specific report gives a direction to client about how to make changes to capture market.

### **1.3.2 Benefits to the Student**

- All these activity gives students a holistic idea about the industry.
- Opportunity to directly communicating with the consumers helps intern to have an idea about consumers psychology towards the product. How consumers behave in various scenario is also able to know.
- Interns got to know about various media planning techniques and content structure. Also, it helps in future brainstorming sessions. That means interns got to know how to brainstorm by maintaining the brand guideline.
- Finally, it also helps to accomplishing the graduation.

### **1.3.3 Problems/Difficulties**

- I faced problem due to semester started late. I was already down with 2 months of office than the semester started because of that I was unable to maintain regular activity or knowing what sort of information will be needed in future. Also, I the internship ended on time I could apply for job early.

### **1.3.4 Recommendation**

- To ensure a regularity for student semester should start on time and end on time as well. By these students can plan properly. As it is a transitional period so the predictive it become will be good for students to plan their approach towards their employment.

## Chapter 2: Overview of the Company

### 2.1 Introduction

Wavemaker is a part of GroupM, global media investment management company of world's largest advertising company, WPP plc. Wavemaker was founded in 2018 when MEC and Maxus combined forces to form a new agency. This company running on the creativity and curiosity of our 8,600 people in 139 offices in 90 countries. wavemaker is part of Asiatic 360 in Bangladesh, the country's largest communication group.

#### **Mission:**

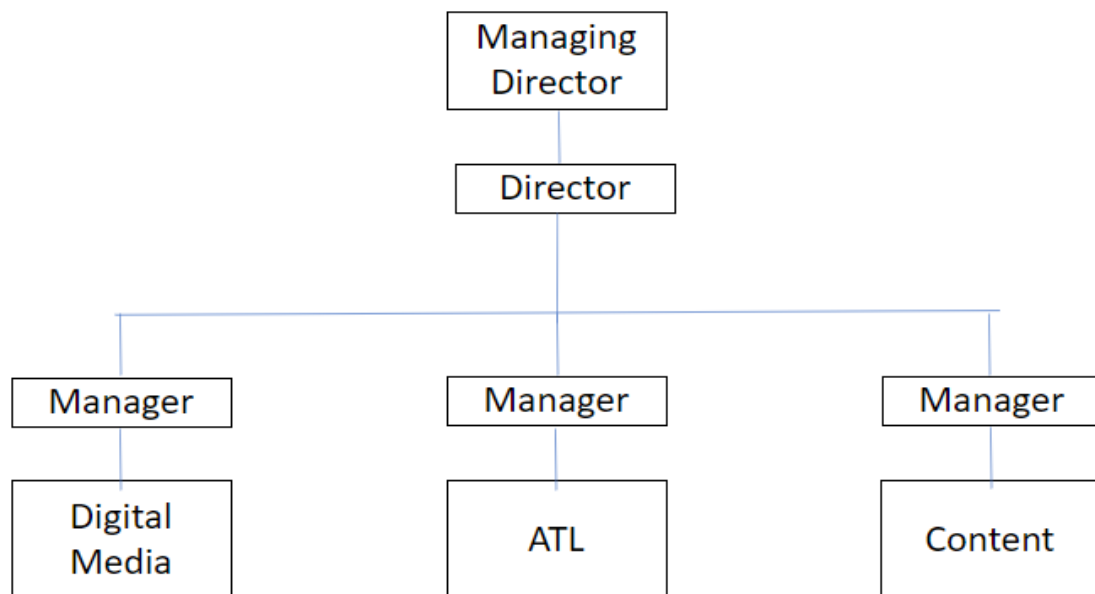
Wavemaker's mission is "To reinvent the media agency."

#### **Vision:**

Wavemaker's vision is "Let's make the future."

### 2.2 Management Practice

Wavemaker Bangladesh is a media agency. So, they always follow a simplistic organogram to ensure to most amount of efficiency. This simplistic organogram helps them to make their process of work short and that help them to always meet the deadline and keep them align in their objective.



In this organisation managers leads entire department and in department there are several numbers of teams.

## 2.3 Marketing Practices

Wavemaker Bangladesh as a company in service industry they practice their marketing differently than any tangible product company. They are in track of any opportunity to onboard new client. They pitch for brands when brands are looking for a digital agency and they get a chance. The products they offer are,

- Media Strategy and planning
- Media buying and investment
- Marketing Communication
- Community Management

They serve these as their client's requirement. They are actively plan media placement and buying for clients in ATL or in mainstream media and in Digital Media. Wavemaker always focuses on effectiveness of their planning buying. So, they are able to create talkability about their service in the industry and that helps them by word of mouth. Their services talk for them.

## 2.4 Financial Performance

Wavemaker Bangladesh have a dedicated financial team who look after all the transaction and make sure all are going well. Also, they are enjoying year over year growth as they are adding new clients and their clients are exploring more option and investing more as well.

## 2.5 Operations Management

In wavemaker operations are managed smoothly as everybody know their role and performing to their best to accordingly. Here entire things go according to the client's demand. If client have any requirements, they let them know. Then, in wavemaker they have a meeting about how it will be done, also how it could be more efficient and effective. According to the outcome of the meeting they discuss to the client and suggest client effective ways, also take observation of client. Depend on this discussion they create a to do list along with schedule of accomplishment dates. They share that with client and start working according to that. After the project they provide a comprehensive report to the client.

In the process, they use a lot of digital tools like, Adobe suite, Microsoft offices suite, Third party web tracker, Digital Ad platforms etc.

## 2.6 Industry and Competitive Analysis

### 2.6.1 Porter's Five Forces Analysis:

- **The bargaining power of buyers: High**

In this industry different brands are the buyer or client. Everything agencies do is according to the buyer's or client's demand. So, the bargaining power of buyers are high for this industry and also, for Wavemaker.

- **The bargaining power of suppliers: Low**

Wavemaker is a digital agency so the suppliers for them are various ad platform like fb ads, google ads, third party API ad generator. Mostly platform like fb ads and google ads is very much cost effective and well maintained so they not in bargaining issues. Third party API are still settling them in the market so till now they have very less bargaining power.

- **The threat of new entrance: High**

As everybody know about various digital ad platform and these platforms are well created and UI is very user friendly so, threat of new entrance is really high.

- **The threat of substitutes: Low**

Brands need their presence in digital medias in a manner that attracts its consumers properly. So, it demands professionals to be that attractive and effective cost wise and presence wise as well. So, threat of substitute is low.

- **Competitive rivalry: High**

As entering in the industry is easy so, there are a lot of digital agencies in the market. They all are competing each other strongly. So, competitive rivalry is high in this industry.

### 2.6.2 Differentiation strategy:

In digital marketing industry there are a lot of agencies are competing. Also, new agencies are also coming up. To compete with wavemaker follow the differentiation strategy. As the have a lot market expert who are working in the industry for long so they practice a lot of platforms. If any new is there wavemaker as well want to use it to be differentiate themself than others. Their various asset like long historical data, experience of working long helps them to be the most effective. That's how they differentiate them, So, they follow differentiation strategy to stand out from others in the industry.

### 2.6.3 SWOT Analysis:

- **Strength:**
  - **Experience:** As wavemaker have experts in the team who are working in the industry for long so, in planning time it helps everyone as they able to take their suggestion. It as a whole helps them to plan very efficiently and execute as well.
  - **Historical Data:** Wavemaker have expert who are working long in the industry. Also, they are serving the industry for long. So, they already have a large storage of data related to various platform. So, eventually it helps them to predict well and execute the plan accordingly.
- **Weakness:**
  - **Small team:** Having a small team helps wavemaker to efficient but at the same time it is a reason of less diversity in ideation of planning. Having more people will help to diversify the plan. Brain storming about project has less diversity due to small team.
  - **Third Party Dependence:** In terms of specific program or for production of content wavemaker is depended on third party which often take times. If it could be done in house than this sort of work could be done more efficiently or in less time.
- **Opportunity:**
  - **Brands investing on Digital Marketing:** Now-a-days more and more brands are leaning towards digital marketing. They are investing more and more in digital. It creates great opportunity for wavemaker as they are working in digital for long. Also, their experience and track record of doing things in a most efficient manner will keep them in an edge over competition and creating more opportunities for wavemaker.
  - **Trying out new platform:** As wavemaker try out various new platform for their clients which gives them experience of the platform which helps them to be different than others. So, other brands when would like to go for those platforms than they can pursuit more client because of their experience. So, it eventually creates opportunity for them.
- **Threat:**
  - **New entrance:** In this industry new entrance is very high. So, competition is very high. Everyone would like to sustain which eventually give more bargaining power to the buyer and it eventually create threat for wavemaker.
  - **Various government rules:** Digital Marketing is a global thing. Activities related to this are yet new to our country. So, government are still trying to create a proper regulation system. In this process government is trying various rules. Whenever government changes or employ any rule that hamper the regular process. Eventually, that create threat for the organisation.

## 2.7 Summary and Conclusions

Wavemaker Bangladesh is a growing digital marketing agency in Bangladesh. Despite of a lot of odds they are working on serving their clients and industry as a whole more efficiently and effectively. Their experience, properties are the pillars of their sustainable growth. Turning their weakness in to their strength will help them to be more sustainable in this industry. So, their regular development practice will help them to grow more and as an agency will serve the industry even more in future.

## 2.8 Recommendations

Although Wavemaker is performing well yet there is an opportunity to improve by working on their weaknesses. Those are,

- **Small team:** Wavemaker can have more people in positions in entry level to increase the diversity of thoughts in contents. By joining people in entry level will not make the decision-making process longer yet will bring diversity.
- **Third Party Dependence:** Wavemaker can take necessary steps to do some third-party staffs in house. They can start will easily attainable things first to decrease the dependence.

## Chapter 3: Project Part

### **"Facebook Ads Have a Greater Hold on Digital Marketing of Bangladesh- An Observational study on Wavemaker Bangladesh"**

#### 3.1 Introduction

##### **3.1.1 Research Question:**

Research question to clarify the context is,

"How Facebook ads platform with its resources helps marketers to choose it over other ad platforms and created a greater hold on digital marketing of Bangladesh?"

##### **3.1.2 Research Objective:**

Digital marketing is growing in a rapid speed in our country. One of the most important part of it is Ads in various platform. In terms of this ads marketers first choice is Facebook. Facebook ads is very significant in our market. To know how Facebook ads enjoying such hold in this market is the primary objective of the research. In addition, by this it is possible to know about various mechanism about digital marketing and the industry as a whole.

##### **3.1.3 Significance of the study:**

The significance of the study is to know about how various digital ad platforms works and how all of them are different from each other. Most importantly how Facebook ads manage to stand out in the market of Bangladesh.

##### **3.1.4 Background of the study**

In terms of Digital Marketing in Bangladesh Market clients always priorities Facebook ads over all other platform. Even if they are trying to reach consumer through every single platform even at that time, they prepare to spend more money on Facebook ads. Facebook ads have its own effective capability for the market and by that they hold the greater share in the market.

##### **3.1.5 Literature Review:**

In the last 50 years, advertisement approaches have shifted radically, from newspaper to mass media through radio and cinema, from TVs to internet and e-mail. The next goal is social networking in mind. Through technological advancements, audiences monitor the television message they wish to be introduced to. You can watch TV programs without having to view ads, listening to the radio without hearing ads, changing your e-mail boxes so that SPAM mail goes straight to your junk folder and minimizing pop up ads while you are browsing online. Marketers are obliged to consider some means of advertisement to attract consumers in a different direction. This paper looks at how Facebook

includes ads on its platform and highlights the approaches used to help businesses target their clients in a creative manner. (Kevin Curran, 2011). The goal of this analysis was to investigate the efficacy of advertising in improving the buying intention of consumers on Facebook in 2013. It is an applied analysis with respect to its aims and a methodological descriptive sample. Both undergraduate students from Cypriot universities are counted in the statistical community. An 11-point survey was conducted for comparing and analysing the efficacy of advertising. The data study was conducted with SPSS17, the t-test parametric statistical approach and the Friedman non-parametric test. The findings found that Facebook ads has a positive impact on the brand profile and brand equity, all of which led to an important shift in buying intentions. (Dehghani & Tumer, 2015). This paper seeks to examine the effects of behavioural attitudes towards Facebook, the most common social media in the world, among millennials in South Africa (SA) and to assess if different uses and demographic variables have an effect on intentions of buying and buying. The findings show that Facebook ads has a favourable impact on the behavioural behaviours of Millennials residing in SA (intended to buy and purchase). The use characteristics, the incidence of length and profile change, and the demographic impact of ethnic orientation led to a more favourable view of Facebook ads. (Akpan & Nwankpa, 2015). The research examined the impact of Facebook advertising on the purchasing behaviour of young people. This centred on the undergraduate students of the University of Nigeria because Facebook is a true advertisement medium for youth-oriented goods because of its success with young people. It was designed to determine if these young people had access to Facebook advertising, to see them targeting young people and to figure out whether advertising affects them in order to sponsor the product. The approach was introduced when this analysis was motivated by four research questions. Questionnaire and personal interview were the data collection instruments when streamlined random sampling techniques were used to draw 396 people from the community using the Taro Yameen statistical sampling system. The data collected were recorded using clear percentages and frequencies for clarification purposes. The study has shown that a plurality of respondents' access and view youth-oriented advertising on Facebook. The results show, too, that there is no substantial margin between those who sponsor Facebook goods and those that do not, with 54.8% sponsorship or 45.2% not sponsorship. This calls for further proactive action on the part of advertising companies and marketers to render Facebook ads more attractive and attractive and to include all necessary information for more patronage of the advertising product. Facebook was one of the most critical media phenomena of the last decade as a social network platform. Organizations are involved in sharing and disseminating content, trading goods or services, keeping close to existing and prospective clients, gaining a deeper understanding of their clients and other benefits that Facebook brings. The aim of this analysis is to analyse and evaluate Facebook's efficacy as a publicity media. It attempts to understand Facebook's success as an advertising tool and how it correlates with its advantages. University students who regularly contact Facebook advertisers that cell phones and computers were surveyed. The results suggest that there is a clear connection between the efficiency and the profits gained from Facebook ads. Facebook aims to describe and promote new brands in such a way that brand identities around communities and industries are created or enhanced. (Pikas & Sorrentino, 2012). It is vital that companies recognize Facebook and the approaches behind social media advertisements, particularly for university students, to expand their businesses. All facets of life were revolutionized by information technologies. This technology introduces many modern developments. You will see the example of websites for social networking. While these channels are mostly used by the people for social networking, people often share their experience and ideas on a product or service through these media. Vast usage of Facebook across the globe has rendered it a new and essential advertisement medium, where companies put their advertisements to attract their prospective consumers. This is mainly because Facebook encourages companies with successful advertising to attract individual customers and promote their products or services. This research looks conceptually at the advertising trend on Facebook and their efficacy, which also provides guidance as to whether or not users take care of their peer engagement on Facebook. Increasing Facebook-based ads is maybe a sign that it is an effective source of market presentation and companies use Facebook advertising as a valuable strategy for

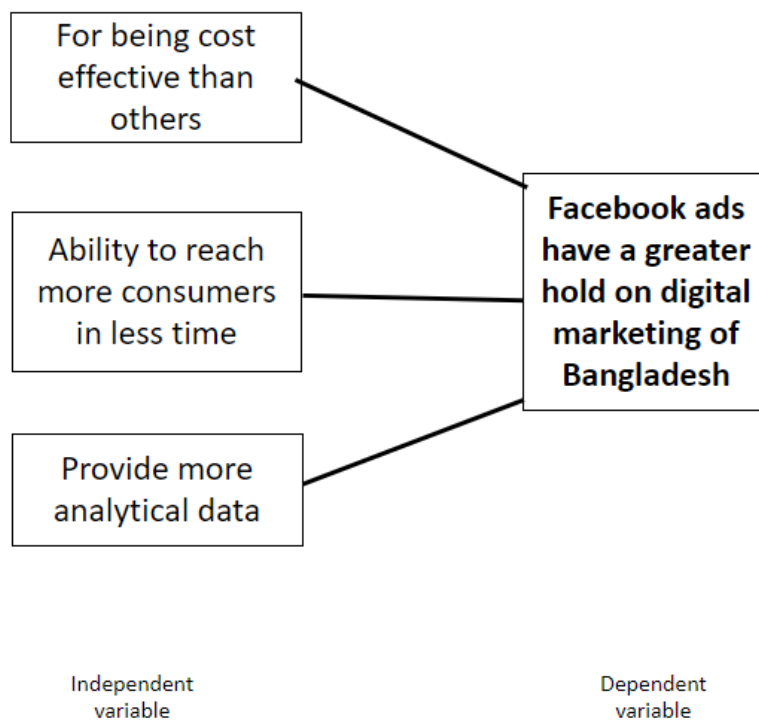


attracting consumers. In only a few years, it has been a part of the corporate advertising mix to build visibility and influence consumers in focus markets. Due to its success, companies position their advertisements on Facebook to raise visibility and influence purchasing behaviour. (joshi & kalia, 2017)

## 3.2 Methodology

In terms of coming up to a statement about Facebook ads preference this research will be advanced by both primary and secondary data. It will be based on direct questionnaire reply and few literatures already studied in this topic will be utilise to understand the narratives. Also, here survey and finding of that survey will be acknowledge to make the study more relatable for the market.

### 3.2.1 Theoretical Framework



### 3.2.2 Hypothesis:

**H1:** Facebook ads have a greater hold on digital marketing of Bangladesh for being cost effective than other platforms.

**H2:** Facebook ads have a greater hold on digital marketing of Bangladesh Ability to reach more consumers in less time.

**H3:** Facebook ads have a greater hold on digital marketing of Bangladesh due to Provide more analytical data.

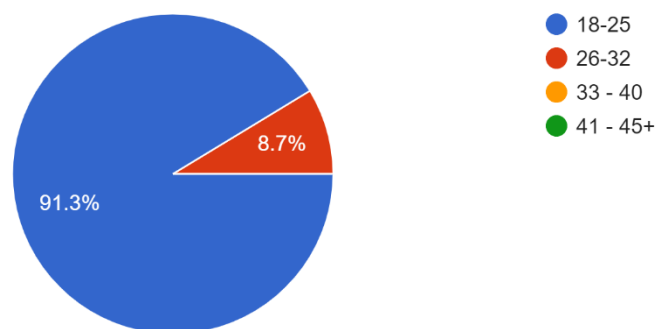
## 3.3 Findings and Analysis

### 3.3.1 Findings:

#### Demographic (Age):

To understand the scenario about this research participant are randomly picked and 90% of them are in between 18-25 years old.

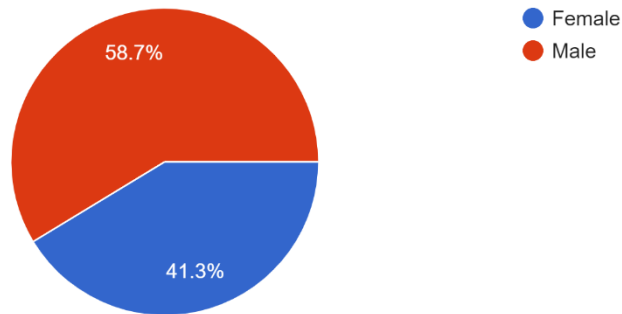
1. Age  
46 responses



**Gender:**

To understand the scenario about this research participant are randomly picked and 58.7% of them are Male and 41.3% are Female.

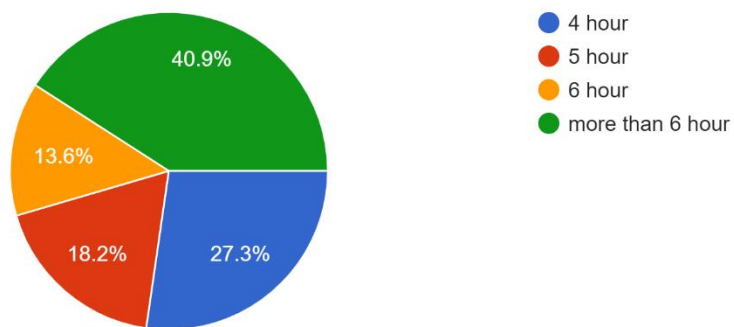
2. Gender  
46 responses



**Avg. screen time:**

40.9% of the participants have screen time more than 6 hours, 13.6% have 6 hours, 18.2% have 5 hours and 27.3% have 4 hours.

3. Your avg. screen time  
44 responses

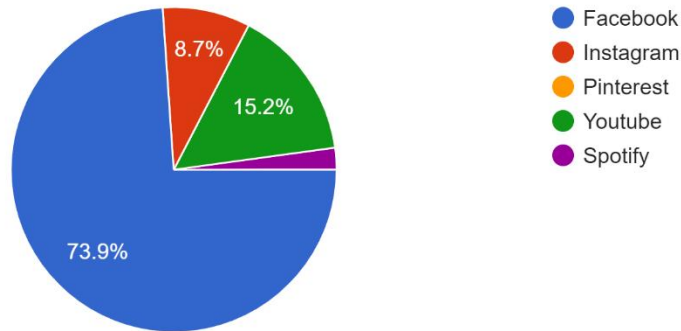


**Most used app:**

73.9% use extensively Facebook, 8.7% Instagram, 15.2% YouTube, 2.2% Spotify, 0% Pinterest.

4. Most used app on your phone

46 responses

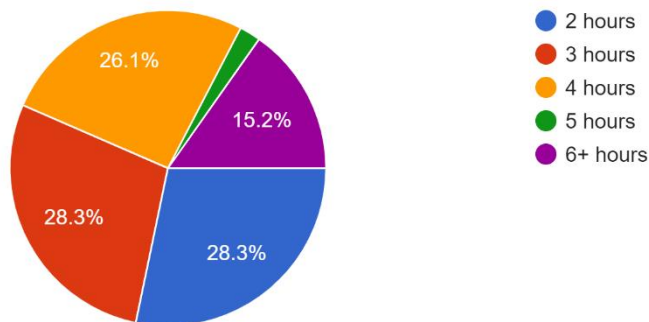


**Time daily you spend on Facebook in avg.:**

28.3% participants use Facebook for 2 hours on avg. a day. Where 28.3% participants use for 3 hours, 26.1% for 4 hours, 2.2% for 5 hours and 15.2% for 6 hours plus a day.

5. How much time daily you spend on Facebook in avg.?

46 responses

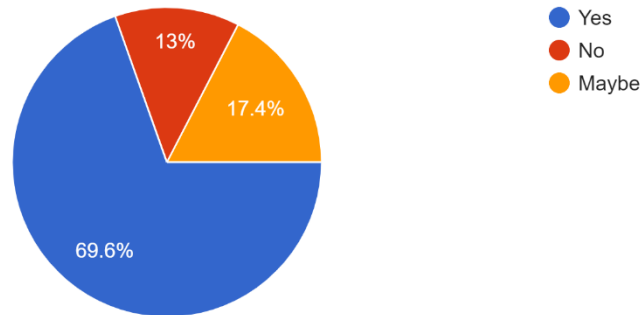


### Facebook for knowing current affairs:

69.6% participants use Facebook to know about current affairs, 17.4% are maybe use Facebook and other 13% don't use Facebook for current affairs.

6. Does Facebook posts helps you know about current affairs?

46 responses

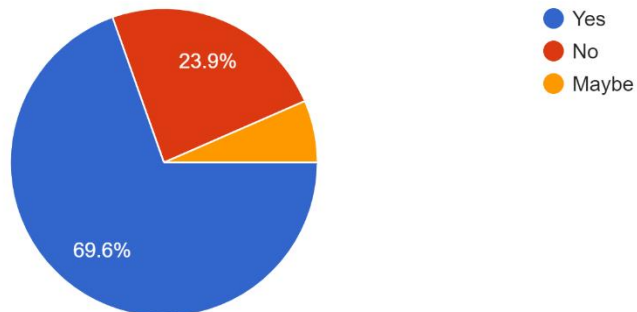


### Relevance posts Action:

69.6% often tag their friends, 6.5% sometimes tag their friend and 23.9% do not tag their friends.

7. Do you often tag your friends to the posts they are related to ?

46 responses

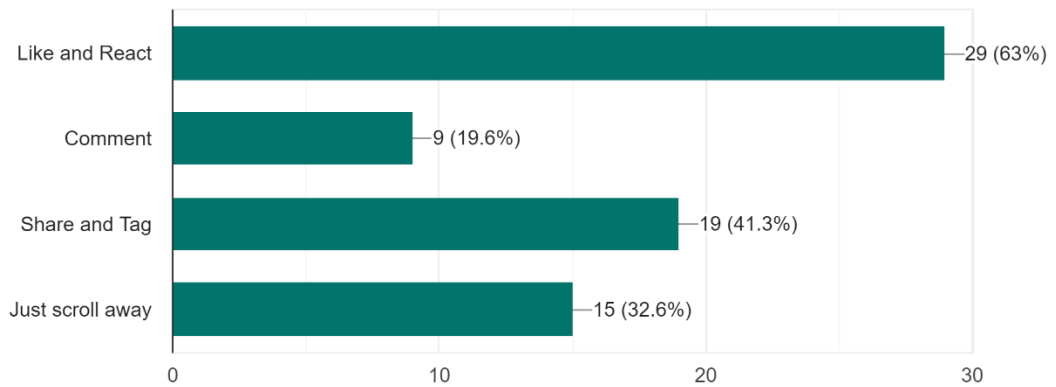


**Action taken for interesting posts:**

63% like or reacts, 9% comments, 41.3% share or tag friends and 32.6% just scroll away.

8. Which action do you often take when you find an interesting post on Facebook?

46 responses

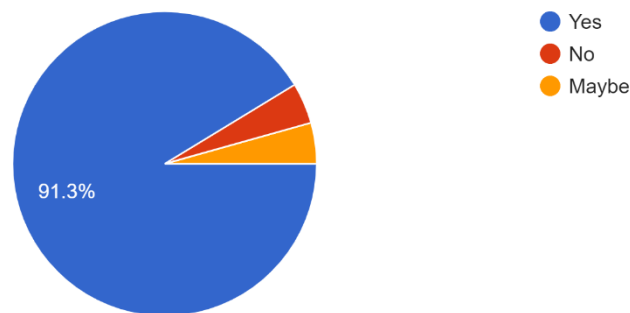


**Following any business page:**

In between all the respondents 91.3% follows business pages on Facebook, 4.3% not sure about following could follow, other 4.3% do not follow.

9. Do you follow any business page on Facebook?

46 responses

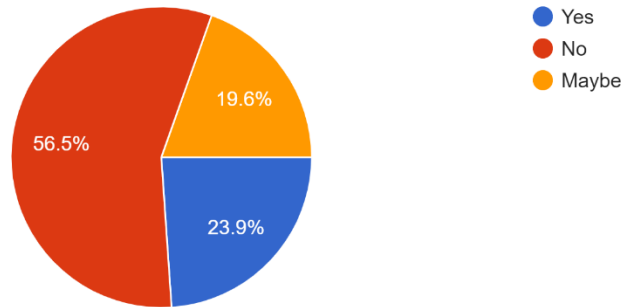


**Sharing posts of business pages:**

56.5% participants do not share business pages post, 23.9% share business posts, also, 19.6% participants could share business pages posts.

10. Do you often share posts of any business page on Facebook ?

46 responses

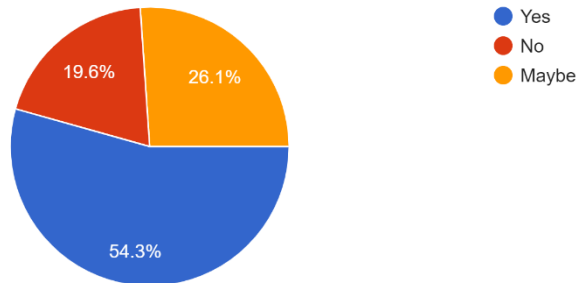


**Facebook sponsored posts or videos relevance:**

From all the participants 54.3% finds sponsored posts relevant to them, 26.1% also could find relevant sometimes and 19.6% do not finds them relevant.

11. Do you find Facebook sponsored posts or videos relevant to you?

46 responses



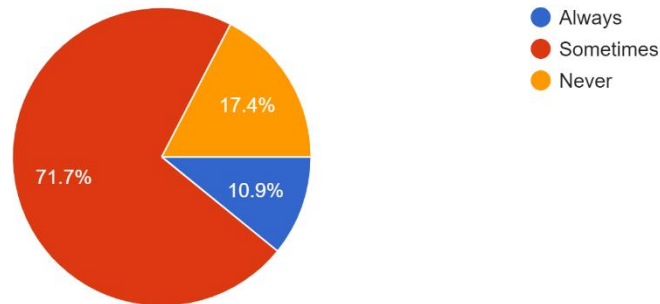


**watch or tap sponsored post on Facebook:**

71.7% sometimes tap or watch sponsored post, 10.9% always watch or tap sponsored posts and 17.4% never tap or watch sponsored posts.

12. How often you watch or tap sponsored post on Facebook

46 responses

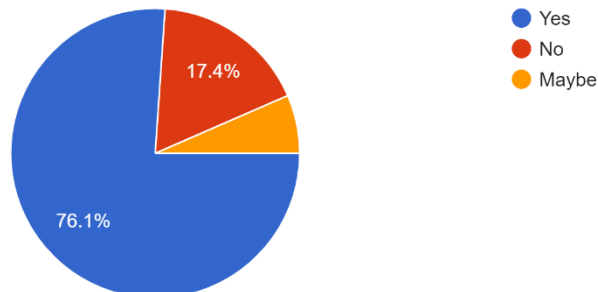


**Purchasing product on Facebook's information:**

From all the participants 76.1% purchased product with the information they found on Facebook, 6.5% may buy from Facebook's information, 17.4% not purchased product only by Facebook's information.

13. Do you ever purchased any product by knowing about it from Facebook?

46 responses



### **3.3.2 Analysis:**

Throughout the research I got to know that people are very active on Facebook. Also, people are taking action more on Facebook than any other ad platform. Facebook being a social media always plays a different role to its user than any other ad platform. Having such a huge active community makes Facebook a better platform to reach more people than any other platform. In addition, this huge active user base helps Facebook to be more efficient and accurate at the same time. My experience when working as a community manager of a large business page of this market helps me to understand that people tend to clear their queries more on Facebook than any other platform. Moreover, being a social media always give its user the feeling that they are knowing thing about product or services from someone like them. So, eventually business is running ads but it sometimes works as a word of mouth (WOM), one of the oldest and proven method to promoting products or services. Also, from client perspective, effect of Facebook ad is very much visible in a short period of time. Also, Facebook ads dashboard is one of the richest dashboards in terms of giving analytical data. Also, the costing model of Facebook ads are well defined that it is easy to understand than any other platform.

Facebook ads have a greater hold on digital marketing of Bangladesh for being cost effective than other platforms, Ability to reach more consumers in less time, due to Provide more analytical data. All of this is happened because of having a huge, active and strong user base along with a well-defined and well-structured platform. So, for all these reason Facebook ads as a platform have greater hold on digital marketing in Bangladesh and brands are more tend to do Facebook marketing more over any other digital marketing platform for Bangladesh market. So, Facebook Ads have a greater hold on Digital marketing of Bangladesh as it offers more cost-effective channel, ability to reach more people and rich analytical data with the help of its huge active user base and its well decorated platform.

### 3.4 Summary and Conclusion:

Facebook advertisements have a stronger grasp on Bangladeshi digital marketing since they are less expensive than other platforms and can reach more customers in less time since they provide more analytical data. All of this is due to the presence of a large, active, and loyal user base, as well as a well-defined and well-structured platform. As a result of all of these factors, Facebook advertisements as a platform have a stronger hold on digital marketing in Bangladesh, and firms are more likely to use Facebook marketing for the Bangladesh market than any other digital marketing platform. As a result, Facebook Ads have a stronger grasp on Bangladeshi digital marketing since it provides a more cost-effective channel, the opportunity to reach more individuals, and extensive analytical data. During my investigation, I discovered that people are extremely active on Facebook. Furthermore, people are more likely to take action on Facebook than on any other marketing network. Because Facebook is a social media network, it always serves a distinct purpose for its users than any other advertising site. Facebook is a superior medium for reaching more people than any other platform because it has such a large engaged community. Furthermore, Facebook's large active user base allows it to be more efficient and accurate at the same time. My experience as a community manager for a large business page in this market has taught me that consumers like to get answers to their questions on Facebook more than anywhere else. Furthermore, being a social media gives its users the impression that they are learning about products or services from someone who is similar to them. So, eventually, businesses will run advertisements, but they may also rely on word of mouth (WOM), one of the oldest and most effective methods for promoting products and services. In addition, the influence of a Facebook ad is highly evident in a short amount of time from the client's perspective. In addition, the Facebook advertisements dashboard is one of the most comprehensive in terms of analytical data. Furthermore, the Facebook ad costing mechanism is so well stated that it is easier to grasp than any other platform.

## Bibliography:

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Kevin Curran, S. G. (2011). Advertising on facebook.

Pikas, B., & Sorrentino, G. (2012). The Effectiveness of Online Advertising: Consumer's Perceptions of Facebook Ads.

## Appendix:

### Survey questionnaire:

#### 1. Age

- 18-25
- 26-32
- 33 – 40
- 41 - 45+

#### 2. Gender

- Female
- Male
- Other

#### 3. Your avg. Screen time

- 4 hours
- 5 hours
- 6 hours
- More than 6 hours

#### 4. Most used app on your phone

- Facebook
- Instagram
- Pinterest
- YouTube
- Spotify

#### 5. How much time daily you spend on Facebook in avg.?

- 2 hours
- 3 hours
- 4 hours
- 5 hours
- 6+ hours

#### 6. Does Facebook posts help you know about current affairs?

- Yes
- No
- Maybe

#### 7. Do you often tag your friends to the posts they are related to?

- Yes
- No
- Maybe

8. Which action do you often take when you find an interesting post on Facebook?

- Like and React
- Comment
- Share and Tag
- Just scroll away

9. Do you follow any business page on Facebook?

- Yes
- No
- Maybe

10. Do you often share posts of any business page on Facebook?

- Yes
- No
- Maybe

11. Do you find Facebook sponsored posts or videos relevant to you?

- Yes
- No
- Maybe

12. How often you watch or tap sponsored post on Facebook

- Always
- Sometimes
- Never

13. Do you ever purchased any product by knowing about it from Facebook?

- Yes
- No
- Maybe



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I would like to work in such an open structure and steadily growing up organization having 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 my Career in an honest and decent way as a professional.

## Experience

- Intern** WaveMaker Bangladesh  
Jan 2021 – Mar 2021  
Media Consultants Ltd.
- Teacher** Bloomfield International  
July 2019 – Dec 2019  
School & College  
After School Program

### Personal Skills

- Team Work
- Communication
- Adaptability
- Negotiation
- Stress management
- Presentation Skill

### Other Skills

- Microsoft Office Suite
- Power BI

### Certified Online Courses

- Content Marketing: Grow Your Business With Content Marketing - Udemy
- The Fundamental of Digital Marketing – Google Digital Garage

### Hobbies & Interest

- Traveling
- Photography

### Reference

## Education

**BACHELOR OF BUSINESS ADMINISTRATION** Marketing and E-Business, BRAC University  
CGPA: 3.20  
2017-2020

**HIGHER SECONDARY SCHOOL** Business Studies, Dhaka Commerce College  
CGPA: 4.50  
2014-2016

**SECONDARY SCHOOL CERTIFICATE** Business Studies, Ideal School & College  
CGPA: 4.88  
2012-2014

## Co-Curricular Activates

**General Secretary,** Brac University Business Club (BIZBEE)  
JAN 2020 – DEC 2020

### ORGANISER

- Yamaha' Casessionation 2020**  
An inter university 360° Business Case Competition organized by BIZ BEE
- IGNITE**  
A skill oriented web series, first of its kind arranged by Brac University Business Club (BIZ BEE)
- Vision 2019, Business Magazine**  
Vision – The exclusive business magazine is a unique creation of BIZBEE

**Volunteer**  
2016 - Present

**Utsho Bangladesh**  
A school for underprivilege children

## Personal Information

Father's Name : MD. Soliman Chowdhury  
 Mother's Name : Mafuza Begum  
 Nationality : Bangladeshi  
 Religion : Islam  
 Birth date : 13<sup>th</sup> Nov 1998  
 Sex : Male  
 Blood Group : O +ve  
 Marital Status : Unmarried