

**Internship Report On
How Local FMCG's are Transforming Their Trade
Marketing Strategy with the Power of Digital Marketing
provided by TEN's 360**

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

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my 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. I have acknowledged all main sources of help.

Student's Full Name & Signature:

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Lecturer, BRAC Business School, BRAC University

Letter of Transmittal

Jubairul Islam

Lecturer,

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BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on ‘**How Local FMCG’s are Transforming Their Trade Marketing Strategy with the Power of Digital Marketing provided by TEN’s 360**

Dear Sir,

With great pleasure I would like to submit my internship report titled ‘How Local FMCG’s are Transforming Their Trade Marketing Strategy with the Power of Digital Marketing provided by TEN’s 360’. I am currently working at the company as client service executive. I tried my best to fulfill all the requirements of internship and followed your instructions while preparing this report.

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.

Sincerely yours,

Adib Bin Samsad Lodi

Student ID : 17104122

BRAC Business School, BRAC University

Date: 18/08/2022

Non-Disclosure Agreement

This agreement is made and entered into by and between TEN's 360 and the undersigned student at BRAC University.

As you are currently employed at the organization you have access to the clients and confidential information. You agree that you will keep all these information strictly confidential and you will not share with anyone outside the organization.

Adib Bin Samsad Lodi

Student ID: 17104122

BRAC Business School

BRAC University

Date: 04/09/2022

Acknowledgement

At first, I would particularly show gratitude to my internship advisor Mr. Jubairul Islam for giving me the opportunity to have his vicinity and allowing me to submit me an official internship report on ‘How Local FMCG’s are Transforming Their Trade Marketing Strategy with the Power of Digital Marketing provided by TEN’s 360’.

I would like to thank Mr. Julfiqar (Head of client service, TEN’s 360) for being my on-site supervisor & providing me time to time information, suggestion as well as procedures to work with my topic. This report may suffer from many shortcomings; nevertheless, I have exerted my best efforts in preparing this report.

I hope this report is beneficial for those who want to have an insight on the Digital Marketing sector of Bangladesh and the overall scenario of the start-up eco system of Bangladesh.

Executive Summary

This report is written with an aim to give an overall idea of the Digital Marketing industry of Bangladesh and how local FMCG's can get the best out of Digital Marketing. This report shows us the current digital marketing scenario of the country as well as how the practices has been going on in the industry. The research methodology that I have come up with strictly follows the guidelines of the company that I work for. In this report I have come up with a few cases of digital marketing solutions that has helped the clients of the company to earn a competitive advantage over the year and how they have utilized our service to boost their sales and earn as much revenue as they possibly can throughout the years. This report also shoes the advantages and the disadvantages of the traditional marketing and how the opportunity can be exploited to expand and increase the business of the individuals.

However, amidst all the positives, there are remains a few areas for the company to improve as the digital business scenario has been ever improving and dynamic. Regular changes has to be made in order to cope with the fast paced industry. The strategies and the results are shown in the report. To understand Digital Marketing, it is also important to understand how Digital Marketing Agencies work; the introduction to TEN's 360 will help Digital Marketing enthusiasts to understand that as well. This 3-chapter internship report also includes some recommendation on how TEN's 360 can improve their service as well.

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Chapter 1: Overview of the Internship

1.1 Student Information:

Name: Adib Bin Samsad Lodi

ID: 17104122

Program: Bachelor of Business Studies

Major: HR and Marketing.

1.2 Internship Information:

1.2.1.

Period: 2nd February to Present.

Company Name: TEN's 360

Department: Client Service

Address: 63, Mohakhali, Dhaka.

1.2.2.

Supervisor: Mr. Julfiqar, Head of client Service, TEN's 360

1.2.3

Job Scope: Executive, Client Service.

Job Description, Duties and Responsibilities: Client services represent the first point of contact for clients needing assistance with businesses' products and services. They manage client inquiries by phone, email, online, or in person, maintain client records, and address client complaints. Their duties also include providing clients with technical product information and general assistance. I am to create the bridge between the clients and the company and respond to them as fast as I can following the company guidelines.

1.3: Internship Outcomes:

1.3.1

Students Contribution to the company: I have contributed to ease the process of the communication between the company and its clients answering to any of the queries with accuracy and precision resulting in better communication between the two entities.

1.3.2

Benefits to the student: Getting a firsthand knowledge about how the modern companies digital wing works and the remuneration that I obtain from the company.

1.3.3

Problems/ Difficulties: Coping up with the corporate Jurgens.

1.3.4

Recommendations: If the company expands, then there should be more internship opportunities.

Chapter 2: Organization Part

The Digital Marketing Scenario of Bangladesh.

In a developing country like of Bangladesh, the usage of Facebook, Instagram, YouTube, Snapchat is the most common digital media platforms among the mass. Everyone has a smartphone or some sort of connection to the internet all year round. Thus, making it very easy to reach the people through this internet within minutes. But to understand the trend of digital marketing in Bangladesh, the enlighten of knowledge must be channeled properly. Now what is this digital marketing? Digital marketing is the marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising, and any other digital mediums. Digital marketing channels are systems based on the Internet that can create, accelerate, and transmit product value from producer to a consumer terminal, through digital networks. The development of digital marketing, during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.

Currently the digital scenario in Bangladesh is almost like what it is in India. The digital transformation has been rapid for the last 10 years. The Bangladesh government is also playing their role in making the country one of the digitally fast-moving countries in the world. Current leaders have also promised to make the country be listed among the top digitally advanced countries in the world. The environment for digital marketing in Bangladesh is becoming extremely competitive. The demand for digital marketing in the cities has led to the multiplication of digital agencies. However, the field changes much too quickly, from what grabs audiences' attention to the words the customers use, and how it is needed to reach them – marketing agencies need to follow everything. This is only compounded when they are forced to deal with new technologies like augmented reality or voice assistants popping up, or social networks continuously changing their algorithms. It takes a conscious and consistent effort to stay up to date on digital marketing strategy. Not only it is needed to be aware of the latest trends, but you need to understand them well enough to evaluate them for your brand. For example, when a new social network, search engine, content format or app starts trending, it wouldn't be strategic to just jump on the bandwagon. It is needed to understand the trend itself, whether your target customers care about it, and if so, how you can leverage it in your marketing strategy. Following the top marketing trends not only keeps one informed, but also inspired as it can be watched what they do best in their own marketing and content.

Chapter 2.2: Overview of the company

2.2.1: Introducing TEN's 360

TEN's 360 is an end-to end provider of tech inspired digital and traditional marketing services in the industry. They work as a Digital Catalyst for Organizations. TEN's 360 was founded with the goal of helping clients thrive in today's highly competitive marketing and tech environment. TEN's 360 is a one stop marketing service provider which provides all kinds of marketing services which targets to brand any product/service on digital and offline platform. While other companies rush to abandon traditional marketing in favor of digital techniques, TEN's 360 has bolstered their offline marketing capabilities while expanding our team with professionals to support our client's digital needs.

At TEN's 360 the team rely on three core values to drive success:

- Integrity
- Innovation
- Dedication

These three pillars form the foundation for everything the start-up does on behalf of their clients. When any clients are partnering with TEN's 360, they are choosing a one stop marketing solution service provider that is dedicated to protecting and grow their brand/company/services. Located in 43, Mohakhali C/A, Dhaka, TEN's 360 promises to be

one of the most creative marketing agencies in Bangladesh. They started the company small none the less now a vast venture with different merchandise products like posters, stickers, badges, mugs, etc. by opening a Facebook page. Upon receiving promising feedback to their merchandising business and they are on the verge of expanding their business. Currently they are divided into three sections, the marketing team, the merchandising team and the web development team. The marketing team looks after all the digital necessities of a client on the other hand; the merchandising team handles all the offline necessities. The third team deals with all the IT and the web solutions like the development and maintenance of the website and apps. Among the digital section, planning long term and short-term marketing campaign for the clients, Facebook page management, preparing customer engagement reviews, negotiations on various digital deals, client servicing or query management, Media buying are very prominent. Facebook is one of the most popular media platforms now a day. Every person of the country has access to the internet one way or the other. Hence marketing through the Facebook is the best medium to reach the common mass. But, apart from Facebook, there are also various social media platform such as Instagram, SnapChat, Linked In and Google Ads which the agency specializes on. This is what now every company wants a day to reach to their potential customers. The other thing that matters is being very trendy with the marketing campaign, to grab the maximum attention. Here where various company look for the most versatile agencies. This is where the agency comes in play with their creative ways to grab the attention of the customers. With their creative static posts, to videos to various campaigns is the part of their digital marketing strategy that creates a very deep attention to the common mass. On the other hand, on accounts of the offline marketing TEN's Posters and Merchandise comes in play. They have a wide range of products for offline marketing campaigns. For example, banners, posters, visiting cards, badges, and wristbands and so on. With these offline and online marketing strongholds TEN's 360 has been providing 360-degree

marketing solutions to the companies like RANGS, BRAC University, OnePlus Bangladesh ltd, Anker Bangladesh ltd, Amazfit Bangladesh ltd, numerous restaurants and many, many more companies. With their future endeavors intact and with a very clear vision and mission, TEN's 360 will one of the leading digital marketing agencies of the country.

2.2.2 : Services Provided by TEN's 360:

TEN's 360 offers a broad portfolio of traditional and digital marketing services. Their ability to design and deploy integrated marketing campaigns utilizing a variety of assets and channels sets us apart from other marketing services providers.



Figure 1: Services of TEN's 360

2.2.3: Offline Marketing Services:

TEN's 360's offline marketing services allow our clients to pursue growth with the same efficiency, scalability, and focused targeting that makes digital marketing platforms so desirable. Whether anyone is looking to reach a broad market or a very specific audience, TEN's 360 can design offline marketing strategies that delivers results.

- Custom Merchandises: Mugs, Posters, Stickers, Wristbands, Key rings, Badges, Wood Engraved Frames, T shirts, Pens, Caps etc.
- Print Advertising: Notepads, Letter Heads, Visiting/Business Cards, Calendars, Diaries, Company Folders, Envelops, Banners, Backdrops, X-Banners etc.
- Printed collaterals.



Figure 2: Offline Marketing Products by TEN's 360

2.2.4: Online Marketing Services:

TEN's 360's digital marketing services are a great way to take advantage of the latest marketing technology. The Start-up has experience and technical ability means clients can deploy a targeted digital strategy that delivers results from day one. The marketing team looks after all the digital necessities of a client on the other hand; the merchandising team handles all the offline necessities. The third team deals with all the IT and the web solutions like the development and maintenance of the website and apps. Among the digital section, planning long term and short-term marketing campaign for the clients, Facebook page management, preparing customer engagement reviews, negotiations on various digital deals, client servicing or query management, Media buying are very prominent. Facebook is one of the most popular media platforms now a day. Every person of the country has access to the internet one way or the other.

2.2.5: IT Support:

- Website Design & Development
- Using earned media such as Facebook, Linked In and twitter to strategically funnel customers towards client's website and acquire new customers.
- Native desktop and web applications
- Cross-platform applications (Android & iOS) to reach clients loyal customers
- Search engine optimization: Successfully position clients in search engines through a highly strategic and geographically based use of keywords, a methodical SEO strategy, blog posts and high-quality backlinks.

Unique Selling Point



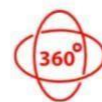
**ROI oriented
Solution**



**Cost Effective
and Practical
Business Model**



**Unique Module for
E-commerce
Based Businesses**



**360 Degree
Services**

Figure 3: Unique Selling Points of TEN's 360

2.2.6: Social Media Marketing:

- Promo Videos.
- Event Coverage.
- Event Management.
- Audio visuals.
- Animation videos.
- Infographics.
- Explainers.
- Product photo shoot.
- Event shoot.
- Graphics Design.
- Logo design.
- Advertisement designs.
- Creating engaging social contents.
- Media Buying.
- Online Community Management.
- Marketing Strategy Support and Consultancy.



Figure 4: TEN's 360 YouTube Channel

2.3: History of TEN's 360

Our story began on 2013 as the 1st Online Poster and Merchandise Shop at Dhaka named 'TEN's Posters and Merchandises' with different merchandise products such as posters, stickers, badges, mugs, etc. In 2014- 2015 we affiliated with leading brands in Bangladesh such as Artcell, Nemesis and so forth. Our dedication, determination and uniqueness brought us huge feedbacks and thus in 2015 we decided to expand our business. In 2016 we became the champion in Business Plan Competition organized by CED, BRAC University and now we are here.

2.4: Clients of TEN's 360

From 2016, TEN's 360 has worked with more than 500 Clients and still they are providing services to the top tier brands of Bangladesh and Abroad. TEN's 360 has already worked with brands like Walton, BRAC University, OnePlus Bangladesh, Anker Bangladesh, Amazfit Bangladesh, Rangs, Super Board, Xiaomi Bangladesh and many more.



Figure 5: Clients of TEN's 360

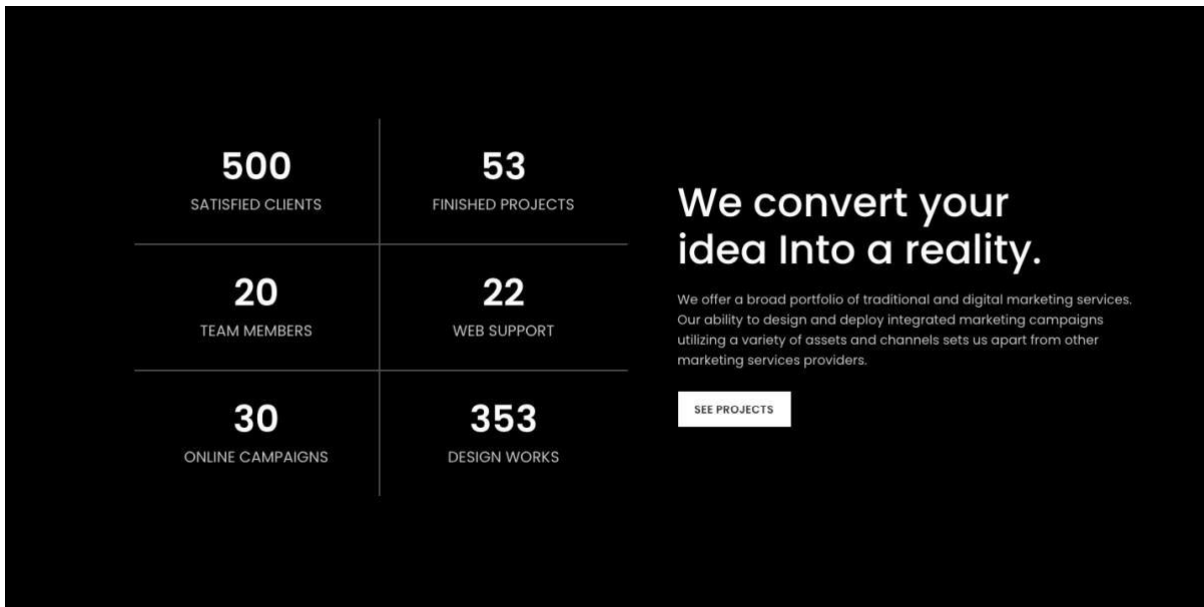
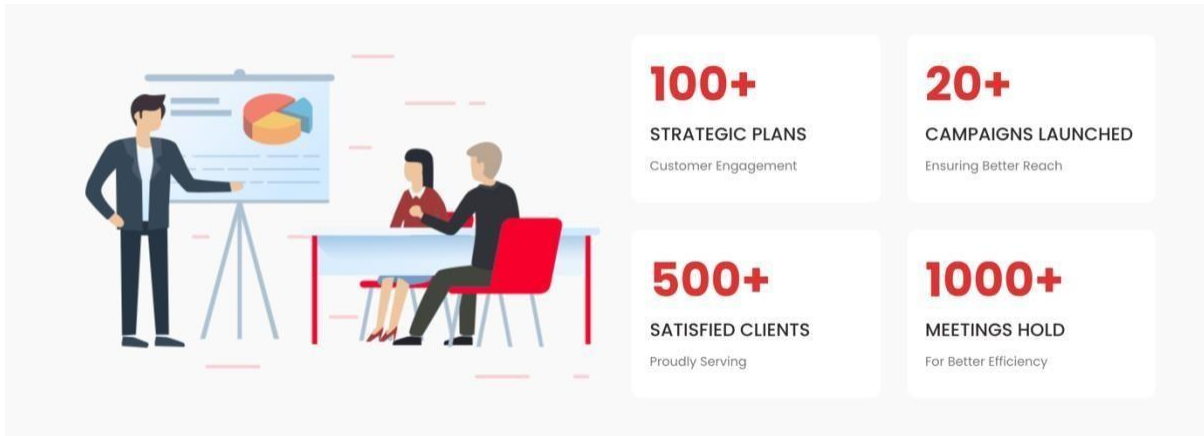
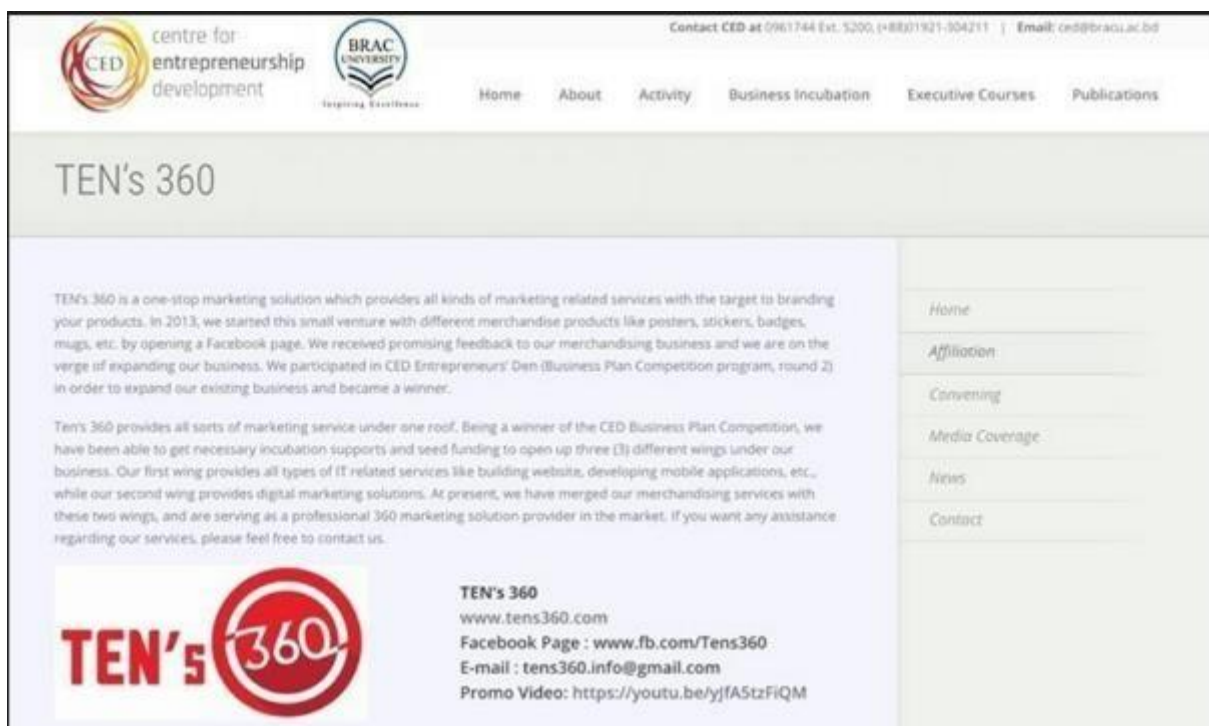


Figure 6: Experience of TEN's 360

2.5 Accomplishments of TEN's 360:

In 2015, TEN's 360 submitted their business plan to Centre for Entrepreneurship Development (CED) for their Business Plan Competition 2015. After a passing through different steps, TEN's 360 became Champion of the Competition and received Seed Fund, Office Space and Mentorship till 2022.



The image shows a screenshot of the TEN's 360 profile page on the CED website. The page header includes the CED logo, the text "centre for entrepreneurship development", and the BRAC UNIVERSITY logo with the tagline "Inspiring Excellence". Contact information for CED is provided: "Contact CED at 0961744 Ext. 5200, (+880)1921-304211 | Email: ced@bracu.ac.bd". A navigation menu contains links for Home, About, Activity, Business Incubation, Executive Courses, and Publications. The main heading is "TEN's 360". The profile text describes TEN's 360 as a one-stop marketing solution, mentions its participation in the CED Entrepreneurs' Den (Business Plan Competition program, round 2) in 2015, and lists its services: IT-related services (website building, mobile applications) and digital marketing solutions. A sidebar on the right contains links for Home, Affiliation, Convening, Media Coverage, News, and Contact. The footer of the profile includes the TEN's 360 logo and contact details: "TEN's 360", "www.tens360.com", "Facebook Page : www.fb.com/Tens360", "E-mail : tens360.info@gmail.com", and "Promo Video: https://youtu.be/yjFA5tzFiQM".

Figure 7: TEN's 360 profile in CED Website

Chapter 3: Project Part

3.1: Introduction:

In Bangladesh, the Digital Marketing industry started to boom with the introduction of Facebook Marketing since 2008. After Facebook launched the Facebook ads, the demand for digital marketing services skyrocketed. Advertising is embraced by companies as a means of building awareness, sales, and customer loyalty. However, in recent years advertising has changed. Digital marketing and social media marketing have gained a greater prominence (Lamberton & Stephen, 2016). While megabrands spend millions of dollars on advertising, small businesses often view advertising as an expense rather than a means of generating revenue. Small service business owners are often skeptical of the value of digital marketing and social media. (Henry, Tom & Kenneth, 2017). However, the situation has changed in Bangladesh. Traditional Advertisement like TV ads and Newspaper ads are too much expensive for the SMEs to afford. With the introduction of Social Media Marketing and Overall Digital Marketing, now advertising and reaching towards the target audience is very affordable. Now people can market their product on social media like Facebook at a per day cost of \$1 and on LinkedIn with a per day cost of \$10. This is very much affordable for the SMEs and they can market their product or services with the limited budget which can be \$10 to \$100 per month or higher, to spend for the marketing. This proves that internet can extend market reach and operational efficiency of small and medium enterprises (SMEs). (Dholekia, 2004).

3.1 Disadvantages of Traditional Marketing

There are a lot of disadvantages of Traditional marketing, and this is one of the core reasons that all the businesses, does not matter whether it is a large corporation or small, they are focusing on digital marketing more and more. Some disadvantages of traditional marketing are:

- **Not Data Centric:** Traditional marketing is not Data Centric. Therefore, one cannot measure the results of a marketing campaign instantly.
- **Expensive:** Traditional Marketing is expensive than Digital Marketing.
- **Static and not engaging:** Traditional marketing tools are not supportive of Customer Interaction and Engagements. As a result, it feels like throwing information in front of people and hoping that they decide to act. (R.D. TODOR, 2016)
- **Not Prompt:** If any brand is using static text or advertising commercial to promote the product/service. If there is any change, it cannot take place at that time.
- **Targeting and Customization:** If one is using traditional marketing tools for advertising it is hard to target a specific customer. Segments of the market can be targeted, but not an individual. For example, an ad may target young women. In comparison digital marketing techniques can track a viewer field of interest and suggest similar products.
- **Affordable Pricing:** in traditional marketing it is difficult to offer complex pricing, meanwhile in online marketing the information can explain all the different pricing variations that may appeal to buyers.

3.2 Advantages of Digital Marketing:

Digital Marketing has a lot of advantages in comparison to the traditional marketing tools. With digital marketing a lot can come under a brand's control. Targeting to the right customers, showing the right content, and also spending less; these are some of the most attractive advantages of Digital Marketing:

- **Active users' approach:** the offered online content is offered to users on an ongoing basis, and they choose to consume it or not (Wsi, 2013)
- **Users can interact with each other:** Digital marketing allows interaction between users and gives the right to comment their opinion regarding the product /service.
- **Content Diversification:** Digital marketing offers a wide variance of content and also the possibility to easily update the content when necessary.
- **Measurable Data:** Digital marketing allows brands to extract data and measure the results and take decision based on the data.
- **Adaptable:** It is easy to change online content based on users feedback (Varbanova, 2013)
- **Personalized Marketing:** Digital marketing can create offers and programs according to the target consumers interest and behavior. The approach can be customized or personalized based on the profiles or consumer behavior and their preferences.
- **Cost Efficient:** If we compare Digital Marketing to traditional mass media marketing, it has much lower cost and in many cases, websites can generate traffic even for free with tools like Search Engine Optimization (SEO) or paid tools like Search Engine Marketing (SEM) or traffic ads which lead the targeted customers to the destination website from the social media platforms like Facebook, Instagram, LinkedIn etc.
- **Engagement Preferability:** the online users can choose when to initiate contact and for how long. Thus, the consumers have ease of access to the contents or promotions.
- **Empowering effect:** One of advantages of online marketing is related with its enabling effect especially on small businesses since "internet can extent market reach and operational efficiency of small and medium enterprises (SMEs)" (Dholekia, 2004).

- **A very Large Audience Base:** Through internet and Digital Marketing, a brand can reach an entire globe by some clicks of a button, but if necessary it is also possible to tailor a digital campaign to reach a small area which can have a localized effect on the target group of the brand.
- **Availability and Flexible Duration:** Information which is present online, is permanently available and the duration of the promotion or advertisements can be controlled. For example: if a brand wants to show their ads after working hour every day or only on weekends, it is easily possible

3.3 Digital Marketing for Local FMCGs Trade:

In business markets, firms operating in developing economies deal with burgeoning use of the internet, new electronic purchase methods, and a wide range of social media and online sales platforms. However, marketers are unclear about the pattern of influence of firm-initiated (i.e., paid media, owned media, and digital inbound marketing) and market-initiated (i.e., earned social media and organic search) digital communications on B2B sales and customer acquisition. owned media and digital inbound marketing play a bigger role in influencing customer acquisition.

As there are low barriers to the use of social networking technologies, small companies can make use of social media in the same ways that large corporates can, without the need for extensive resources. Furthermore, customers are not merely viewing the content served to them on static company websites. They have the potential to create and upload their own content and interactively engage with companies and other customers. Thus, it seems likely that through various types of interaction, SMEs could gain value from social media, including jointly created value with other parties

Chua et al (2009) and Parker and Castleman (2007) recognized that small and local companies are not a homogeneous group, but rather that they differ in several ways. For example, Small Business owner- managers differ from each other in their age and educational level, their attitude towards Digital business, their degree of entrepreneurship, market and/or export orientation, their business goals, and their degree of preference for face-to-face interaction with customers, strategic focus, customer orientation, business growth, business at

level of eBusiness knowledge and skills. Furthermore, they note differences in the pressure from customers and/or suppliers to use digital business tools. Each of these different dimensions makes every business different and means that they need personalized services which should also be budgeted in a way which is affordable for them as well. The leading agency with higher operation cost can only focus on the large corporations but the small FMCG's who might be niche but has a very big market which is an uncharted territory for the leading marketing agencies.

Chapter 3.4: Research Methodology:

The primary objective of this study is to get the overall idea of the digital marketing sector of Bangladesh, Business nature of small FMCGs, and their requirements for digital marketing and lastly, how TEN's 360 delivered the result to the the Local FMCG clients.

The study is primarily based on secondary data. The data and information have been collected from Company reports, Company website, newspapers, Journals, and Research paper, etc. Primary data has been collected from client interviews and talking to the client service department of TEN's 360. The report shows the following data:

- Which Local FMCG Brands took service from TEN's 360
- What sort of services were provided to the local FMCG?
- What were the result of the promotion?
- If the primary objective were served by TEN's 360
- What type of budget were needed to serve the client?

o As the budget and revenue is sensitive data, I tried to present the data in the following manner:

- High Budget (1,00,000+ BDT Monthly Expenditure)
- Medium Budget (50,000- 1,00,000 BDT Monthly Expenditure)
- Low Budget (20,000- 50,000 BDT Monthly Expenditure)
- Special Budget for Start-ups (up to 20,000 BDT Monthly Expenditure)

Chapter 3.5: SWOT Analysis of TEN's 360

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Therefore, we use SWOT Analysis as a technique for assessing these four aspects of a business. This technique, which operates by 'peeling back layers of the company' is designed for use in the preliminary stages of decision-making processes and can be used as a tool for evaluation of the strategic position of a city or organization. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives. Here is the SWOT Analysis of TEN's 360.

- **Strength:**

- The digital marketing industry is like the tech industry we know. The market is international for TEN's 360.
- TEN's 360 is adaptive to new technologies. The digital marketing practices change each year, and the start-up has successfully adapted with the change and continuing the service to the brands
- As TEN's 360 received a funded office space from Centre for entrepreneurship development (CED), the operation cost is lower than the competitors in the first five years, which is the most important time for a business.
- The founders and the team members are young and adaptive to change therefore it is easier for the company to sustain in avert situations.
- TEN's 360 delivers Return on Investment (ROI) focused services like PPC marketing which is comparatively new in the industry. Versatile services are a core strength of the start-up.

- **Weakness:**
 - The digital marketing team of TEN's 360 is superior than the IT team which is a weakness for the start-up
 - TEN's 360 does not have high capital which is a weakness if the business deteriorates it will be tough to sustain with the low capital.
 - The industry is highly competitive and new marketing agencies are disrupting the market which is a weakness.

- **Opportunity**
 - As the industry is truly global, the foreign market can be accessed for expansion. Opening offices in the developing markets like Myanmar, Singapore can be done to expand the business.
 - The business model is scalable which opens new opportunities for the start-up.
 - More diversified services like chatbots and data centric marketing can open new opportunities for TEN's 360.
 - Along with the seed funding, TEN's 360 can look for additional capital injection for a rapid growth.

- **Threats**
 - Traditional marketing agencies are opening digital wings and taking up the major clients with their links and lobbying.
 - Predatory pricing can harm the business.
 - With the huge number of competitors, the market is being saturated which is a threat for the future.

3.6: Case Studies on how TEN's 360 is helping the Local FMCGs

Let's see some of the start-ups and Local Companies with whom TEN's 360 has worked with to acquire the given objective by the client and how they were able to manage to get the results. Here, we would see which type of contents were used, which type of strategies were taken by the team of TEN's 360.

All the clients that will be mentioned here have spent a budget which will not have been possible in traditional marketing tools like Newspaper and TV ads.

Work procedure of TEN's 360 with clients:

Wondering how TEN's 360 could integrate and boost a Local FMCG business revenue system? Its time work alongside in close range to find out.

- **Reviewing the business:** what is the Current progress and where the client exactly wants to be.
- **Exploiting the weakness of competitor:** What gaps they have and what to improve on the client end.
- **Impacting on the TG:** persuasion on the right people, at the right time.
- **Evaluation:** We keep a close eye on the whole business process while balancing between Current and expected sales.

After these, TEN's 360 customizes an adaptable yet efficient marketing plan for the business.

Case 01: Stackbee Distribution Ltd.

Client: Stackbee Distribution Ltd.

Official sole distributor of ANKER & OnePlus in Bangladesh.

Deliverable: E-Commerce Website and Maintenance (ongoing project)

Budget: Low Budget (see research methodology for the breakdown)

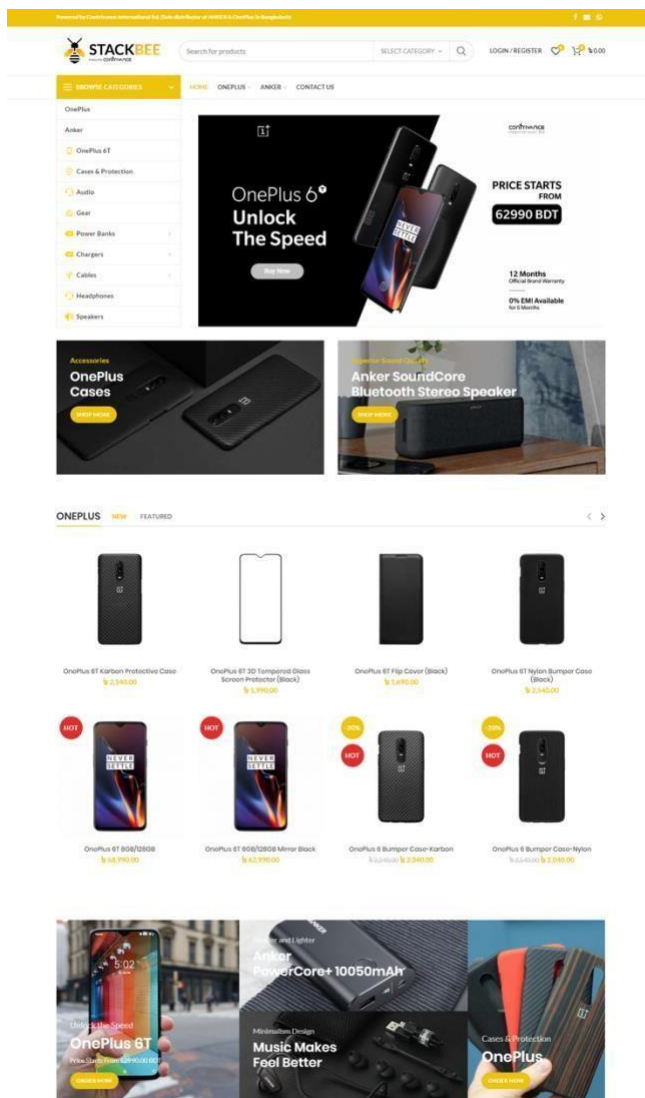


Figure 8: Front page of www.stackbee.net

Result: BDT 5,00,000 average sales through the e-commerce site, which were not possible before

Case 02: The Buffet Stories

Introduction: The Buffet Stories Dhanmondi is very common and popular place for the buffet lovers of the town that loves to have the affordable buffet either for lunch or dinner. This is paradise for the foodies as the restaurant offers Deshi, Indian, Thai and Chinese cuisines. People from all around Dhaka city flock the restaurant as reservation remains full most of the time. Situated just at the heart of Dhanmondi beside Rifles Square, it holds a serene view from the 5th floor. With the success of the business running more than a year, another branch has been opened late 2019 at Mirpur 11, with better sitting arrangements and more spacious spacing.

Objective

The Buffet Stories needed to use its online channels to get more strides in their two branches, via cautiously arranging their online presence and by and large showcasing system, TEN's 360 served the brand for more than a year to settle on it one of the top decisions for individuals who love extreme Buffet Feast in Dhaka from selecting the most important aspect, the restaurant name and logo, to providing online- offline promotions we worked in a 360° way. TEN's 360 provided marketing ideas, designed the entire menu, table toppers, brochure, logo and every other printable as a part of the offline marketing service.

For the online promotion we set their whole Facebook presence. We brainstormed monthly contents based on the Unique Selling Propositions (USP) they provided to the customers.

Reach

After Starting the page from scratch, our promotion like Ramadan offers, and various eye-catching posts took the page to cross 50k likes within 6 months. We had on an average 20k-30k reach on each of the posts of the page. After the success of Dhanmondi Branch, we partnered up to launch the Mirpur Branch as well which was another big success.

Services Provided:

Digital Content Design, Digital Strategy and Plan, Digital Media Buying, Community Management, Digital Presence Setup, Offline Printing Services (Menu, Banners, X Banners, Table Toppers, Flyers, Visiting Card, Discount Card etc.)

Budget: Low Expenditure.



Figure 9: Cover photo design for the Buffet Stories



Figure 10: Social Media Content for The Buffet Stories



Figure 11: Social Media Content Design 02 for The Buffet Stories

Case 03: Misfit Technologies Ltd.

Introduction

Misfit Technologies LTD is a tech company that has various subsidiaries that is currently operational in Bangladesh, Myanmar, and Singapore.

Alice Labs and Smartbees are two subsidiaries of Misfit Tech that has been operational in Bangladesh and is the partner of TEN's 360. Alice Labs is a Conversational Artificial Intelligence Platform. This helps one to build a chatbot that can be designed to have a conversation with people through Facebook messenger and Viber. On the other hand, Smartbees works as a market researcher through Facebook or other social platforms with the help of distributing various forms among the people.

Objective

Misfit Tech, wanted to utilize its digital channels of Alice Labs and Smartbees to bring in more footsteps in their scene. By carefully planning digital and overall marketing strategy for Alice Labs, TEN's 360 is serving the brand efficiently and cost effectively.

From selecting the monthly digital contents to providing online promotions we worked in a 360° way. For the online promotion we set their whole digital content for the month on the page of Alice Labs. We conceptualized month to month contents based on the Unique Selling Propositions (USP) they are offering to the clients. We have also opened a group for the chatbot users where free discussions and various informative links are being provided to build up the community of users. This group has been set up from the scratch by TEN's 360 and is being maintained properly.

Reach

We had on an average 2k-3k reach on each of the posts of the page of Alice Labs. And as only the media buying is done for Smartbees, their reach comes up to 200k-300k.

Services Provided:

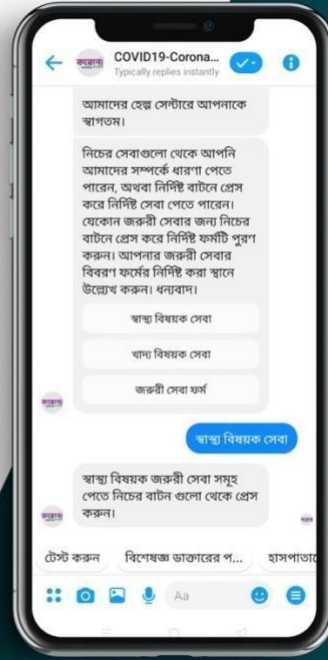
Digital Content Design, Digital Strategy and Plan, Digital Media Buying, Digital Presence Setup for Group

Budget: Low Expenditure.



Figure 12: Social Media Content Design for Alice (sub brand of Misfit Technologies)

সুস্থতা, সচেতনতা,
জরুরি সেবা
এখন ঘরে বসেই



alice  করোনা
ইনফো

Figure 13: Social Media Content Design for Alice (sub brand of Misfit Technologies) 02



Figure 14: Social Media Content Design for Alice (sub brand of Misfit Technologies) 03

Case 04: Nexel Research Ltd.

Introduction

Nexel Research LTD (NRL) is a full service, multi sector research firm specializing in sophisticated research methods to provide clients useful insights and wide-ranging perspectives in making informed business decisions. Their operation involves end to end research process starting from initial design, through execution and analysis, to the development and implementation of data-based recommendations allowing the clients to look at the picture holistically or in parts and identify aspects relevant to the project.

Objective

Nexel Research LTD (NRL) wanted to have a full corporate brand identity, to thrive in this competitive corporate environment, with a complete corporate profile. Along with Upholding sound decision making through the use of real-world data and productive recommendations to work towards result oriented solutions.

Reach

TEN'S 360 did a complete corporate profile for them, that helps their customers to understand their business better along with designing their logo, website, letterheads, visiting cards and envelope.

Services Provided:

Full and Complete Corporate Profile, Website designing and maintaining, Logo design, Letterhead Design, Visiting cards and envelope design.

Budget: Medium

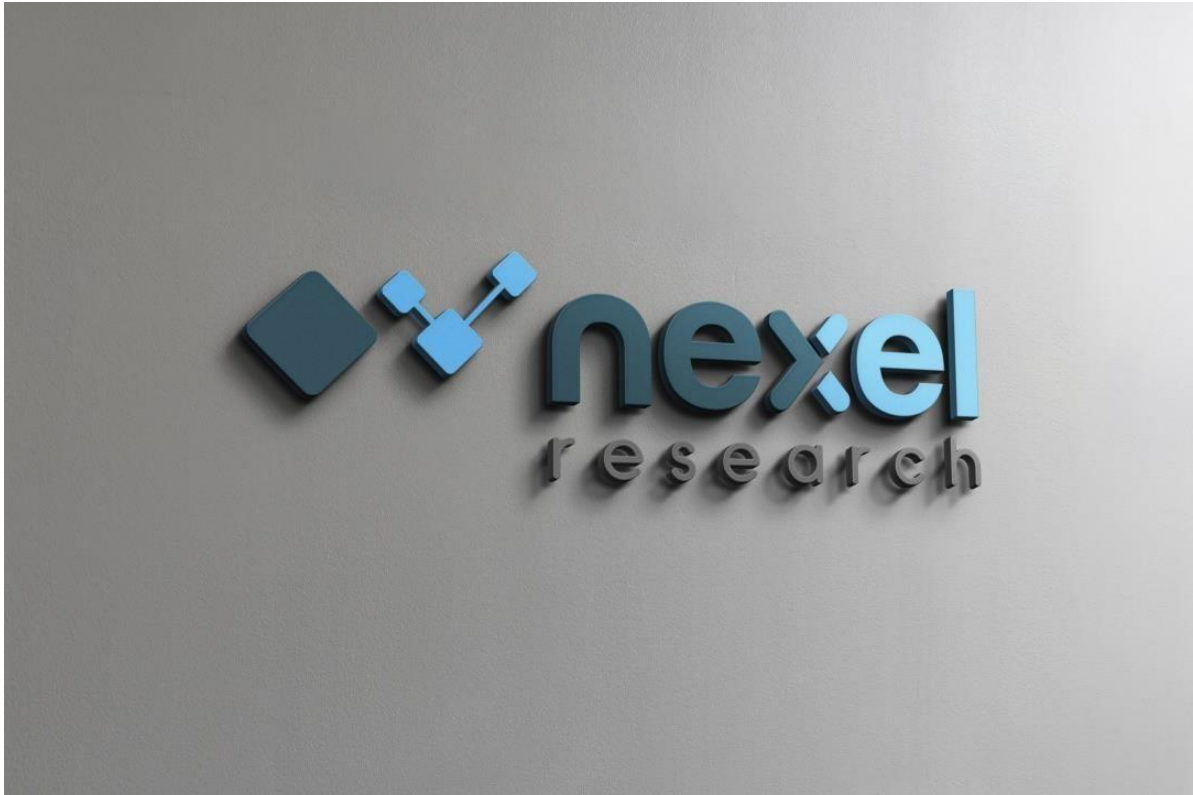


Figure 15: Logo Design of Nexel Research Ltd

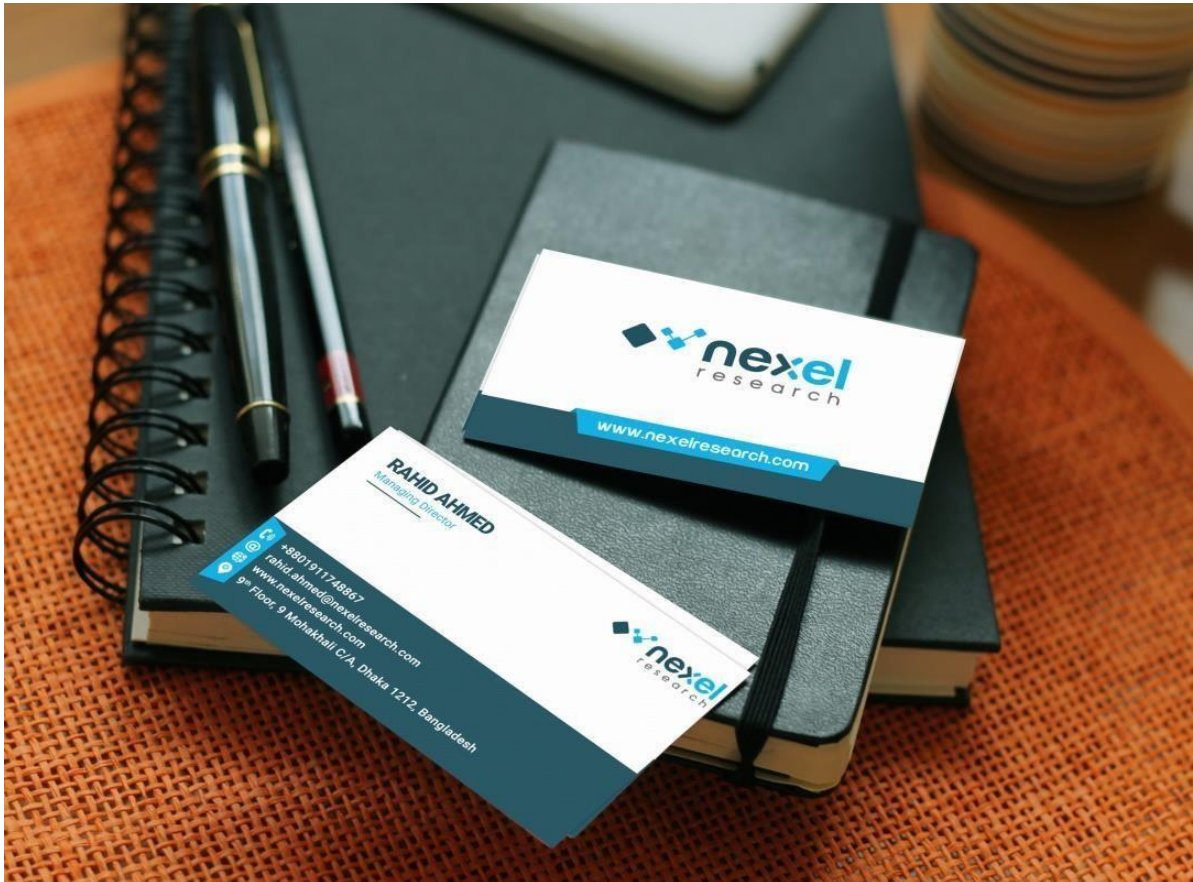


Figure 16: Visiting Card Design for Nexel Research Ltd.



Figure 17: Letter Head Design for Nexel Research Limited

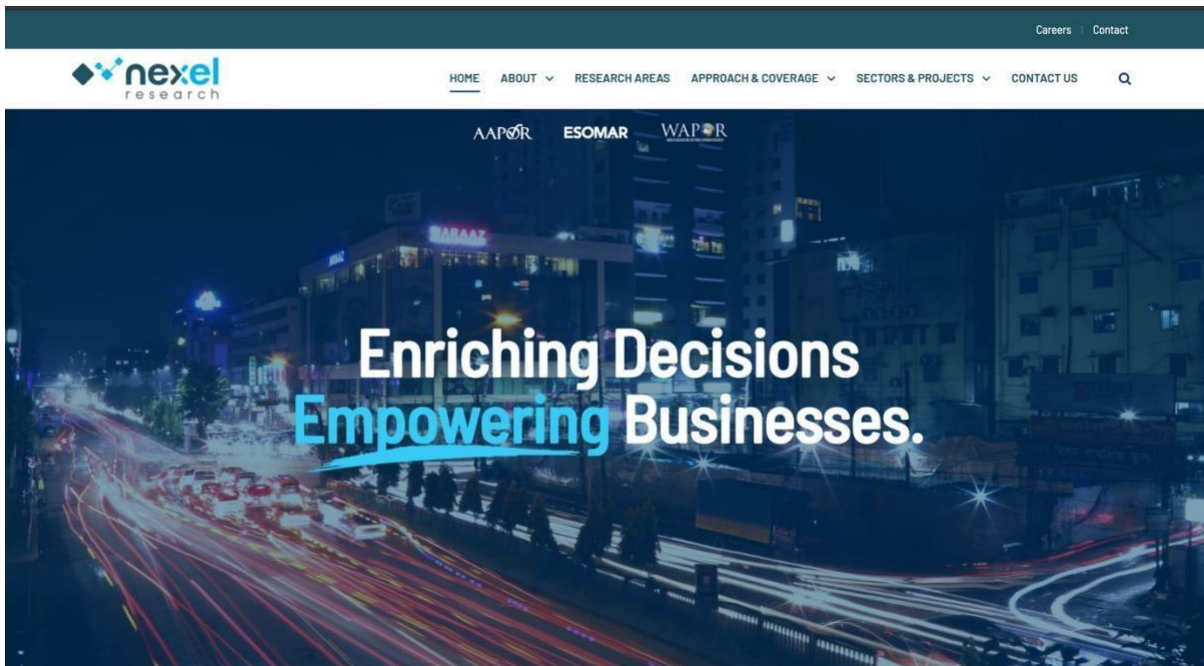


Figure 18: Full Website design for Nexel Research Ltd. (<https://nexelresearch.com/>)

Case 05: FoodHD (Food Home Delivery)

Introduction

FoodHD was looking for an agency which will assist them in their launching along with both online and offline supports and they decided to go for TEN's 360.

Objective

FoodHD was a new entry in the market which is why we kept our goal small and simple- Introduction of the Brand.

From designing their logo to creating theme-based contents we provided an all-round service like Shakib Al Hasan. Not just USP's we tried to include humor, pop culture, Bangladeshi culture into their contents. As for the offline marketing we designed t-shirts for their delivery boys, brochures, tokens, coupons, and every other printable material.

Reach

For the primary level, FoodHD was launched to deliver foods at three different points of Dhaka. Gradually people from other parts of the city wanted them to get their food delivered. Their Facebook page was also getting pretty good number of engagements everyday with every content.

Budget: Low Budget



Figure 19: Social Media Content for FoodHD



Figure 20: Social Media Content for FoodHD 02

3.6: Recommendation and Conclusion

3.6.1 Recommendation

The digital marketing agency in almost established concept in Bangladesh comparing to other industries. This business is now expanding, and we have a lot of potentials because of having a very large market, but most of the Brands especially local Brands are not well aware of how it works, how to use digital tools and dos and don'ts of digital marketing. Here are my recommendations for TEN's 360 to be more effective in their services:

- As being one of the prominent marketing agency TEN's 360 have some responsibilities toward their clients to educate them well about digital marketing.
- TEN's 360 should give client a thorough knowledge on using platforms and tools carefully. TEN's 360 has to make clients understand that It is not good to use every platform everywhere for every advertising and creating a content cannot always directly generate sales.
- TEN's 360 has to be more conscious about query management as it is an important aspect of digital marketing where Brands interacts with consumers.
- TEN's 360 should be more aggressive about creating new clients.
- TEN's 360 should increase its focus to build up interpersonal relationship with Brand managers which will increase the probability of doing business for longterm.

- TEN's 360 should have some in-house training or counseling for increasing the understanding and effectiveness of the team members as it is very important because here we have to work as a team. If the co-ordination hampers once then it is difficult to get back the rhythm of work.
- TEN's 360 should more focus on its own marketing more. TEN's 360 should promote their achievement in advertising world more frequently.

India which is our neighbor country is now well aware of the potential of digital marketing. And their government is keen to develop this sector. The advertising industry of India is projected to be the second fastest growing advertising market in Asia after China (IBEF). The government of India and Canada already signed an audio-visual coproduction deal for increasing the exchange of art and culture. It is estimated that by 2022, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent. Government of Bangladesh should take necessary steps like investing, signing agreements with other countries to encourage exchange of their cultures, trends and art and giving necessary supports to the agencies for the growth of this potential market

3.6.2: Conclusion

In this era of Digital Marketing, it has become affordable to create an online presence for your business and get your desired customers with the power of Digital Marketing tools like Social Media Marketing, E-mail marketing, Search Engine Marketing, Search Engine Optimization etc.

Now, it is up to the industry to educate the potential clients which can be large corporations or Small local FMCG companies. TEN's 360 and other Digital Marketing agencies can play a vital role in this sector and thus help the economy of Bangladesh to boom even more.

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