

Report On
Customer Engagement through Social Media.

By

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18304065

An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of

Brac Business School
Brac University
July 2023

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

_____ **Mohammed Ayaz** _____
Student Full Name
Student ID

Supervisor's Full Name & Signature:

_____ **Ekramul Islam** _____
Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Full name of Supervisor

Designation,

Department

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Sir / Madam,

I'm submitting to my internship report, which is required for the BBA degree. Being actively supervised by you is a big accomplishment. "Customer Engagement through Social Media" is the report's foundation. I've done my best to use the limited time and resources provided to this report to present my thoughts and knowledge in accordance with your instructions and suggestions. I'm hoping that this report will give you adequate details on X Integrated Marketing Agency's customer engagement on social media.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you found this report useful and informative to the related subject.

Sincerely yours,

_____ **Mohammed Ayaz** _____

ID 18304065

BRAC Business School

BRAC University

Non-Disclosure Agreement

The present agreement has been established and endorsed by Mohammed Ayaz, a student enrolled at the Brac Business School of BRAC University, in collaboration with X Integrated Marketing Agency, with the primary objective of strictly prohibiting the disclosure of confidential information pertaining to the designated company.

Acknowledgment

Firstly, I would like to extend my appreciation to Mr. Ekramul Islam, a highly esteemed member of the academic faculty. Additionally, I would like to extend my appreciation to Ms. Fahmida Shams, my supervisor and team leader during my internship, for her invaluable assistance in imparting the fundamental principles of my work. The individual in question exhibited a commendable level of patience in thoroughly explaining all pertinent information, displaying a conscientious effort to rectify any mistakes I may have made, and generously expressing gratitude through their kind and welcoming demeanor. The guidance provided by her played a crucial role in facilitating my progress and development during the entirety of my internship. I would like to extend my appreciation to X Integrated Marketing Agency, its leadership, and particularly my colleagues on the Query Management Team for their invaluable support in the compilation of my internship report. Ultimately, and potentially the most significant aspect, I would like to convey my appreciation towards my parents for their consistent support and guidance amidst the diverse obstacles we have faced in our lives.

Executive Summary

This report provides a comprehensive account of my internship experience at X- Integrated Marketing Agency. During my internship, I acquired substantial knowledge pertaining to digital marketing, in addition to various other aspects encompassed within the field of marketing. This study investigates the impact of digital marketing communication on customer purchasing behavior, which has been significantly influenced by the advent of digital marketing. In contemporary society, the ubiquity of social media and internet applications has rendered them indispensable components of our daily existence. In the contemporary era of digital technology, various forms of media and other platforms exhibit distinct behavioral patterns and characteristics. The advent of digital marketing has streamlined the means by which companies engage with their target audience, leading to heightened levels of consumer interaction and financial gains for the brand. In this analysis, an examination is conducted to illustrate the utilization of social media platforms in the provision of customer service and the establishment of positive customer relationships through the delivery of satisfactory services.

Keywords: marketing; digital marketing; social media; customer engagement; connection.

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List of Acronyms

ODI	One day International
T20	Twenty Twenty
IPL	Indian Premier League
CPL	Caribbean premier League
BPL	Bangladesh Premier League
MR	Runs scored by Home team
OR	Runs scored by the opponent team
MRN	Home Team Run Rate
ORN	Opponent Team Run Rate
Batord	Batting Order
MW	Home Team Wicket
OW	Opponent Team Wicket
MAE	Mean Absolute Error
RMSE	Root Mean Squared Error
LBW	Leg Before Wicket
NBA	National Basketball Association
CSK	Chennai Super Kings

Glossary

Thesis	An extended research paper that is part of the final exam process for a graduate degree. The document may also be classified as a project or collection of extended essays.
Glossary	An alphabetical list of key terms This is an optional page and can be removed if not used. Use one table row for each item to allow sorting using Word's table tools. Apply the style 1_Para_NoSpace to table rows as shown here.

Chapter 1

1.1 Student Information

Name: Mohammed Ayaz

ID: 18304065

Program: Bachelor of Business Administration

Major: Marketing.

Minor: Human Resource Management.

1.2 Internship Information

1.2.1 Internship Details

Period: from June 14, 2022 to October 14, 2022

Company Name: X Integrated Marketing Agency

Department: Query Management Team

Address: House 40, Road 20, New DOHS, Mohakhali, Dhaka

1.2.2 Internship Company Supervisor's Information:

Supervisor's Name: Fahmida Shams

Position: Assistant Manager

Email: fahmida@justnx.com

Phone Number: +8801534712925

1.2.3 Job Scope

I have been employed as a junior engagement officer at this organization for the past year, and my primary responsibility remains unchanged, which involves managing customer inquiries on the Facebook platform. Our clientele includes prominent brands in Bangladesh such as Samsung Bangladesh, Airtel Bangladesh, Robi, BAT, Polar, and Aarong Dairy, all of which enjoy widespread recognition and popularity among households in the country. The responsibilities of Junior Engagement Officers include the identification of specific stages within the digital media of their clients and the subsequent verification of data quality. The experience of working remotely from home is generally positive, although occasional instances of negative experiences have been reported. Before commencing my shift, I found it necessary to review the account balances for each individual account, a task that would have been facilitated had I been guided from the office. Each query submitted on Facebook is directed to the specified programming components separately, facilitating efficient management and oversight. The aforementioned programs were developed by our Information and Technology division under the name "Zerocium."

The initial task at hand is to establish the customer's confidence and ascertain their specific needs, in order to evaluate the complexity of their situation and determine their preferences. The most prevalent examples pertain to data and phone plans and services, along with notifications for package deliveries, social media updates, and messages from online platforms. Individuals have the ability to gain insights into their fan page on Facebook and other online media platforms through the utilization of software tools like Zerocium. This software enables users to obtain a comprehensive overview of their fan page, and effectively manage and regulate the flow of traffic that is generated within the fan page. This software facilitates individuals in gaining insights into their fan page on Facebook and other web-based media platforms. The subsequent discourse provides a comprehensive examination of the various functions, features, and customization capabilities inherent in Zerocium, all of which I personally found to be frequently utilized.

- ❖ This device enables the selection of specific inboxes and comments.
- ❖ The system incorporates an alternative approach to inclusion, allowing for the exclusion of predetermined responses when addressing inquiries.
- ❖ It is possible to retain or delete negative feedback without accessing its contents.

- ❖ Regular monitoring of query submissions can be conducted at various intervals, such as hourly, weekly, monthly, and so forth.

1.2.4 Benefits of this Internship

I am convinced that my choice to remain employed at X Integrated Marketing Agency, as opposed to seeking entry-level positions at renowned organizations, has proven advantageous within the present job climate. As a result of the incentives provided and my pre-existing customer service skills, I have achieved proficiency in marketing for Airtel. Upon acquiring knowledge regarding the mid-range advertisements prevalent in the gadgets industry, the leadership skills required in this domain, and the underlying causes contributing to the challenges faced by these industries, I am now able to discern the specific areas where these issues manifest. In the hypothetical scenario of being employed by Airtel Bangladesh, it is unlikely that my contributions would have garnered recognition, as they are presently within my purview. On my inaugural day at X Integrated Marketing Agency, my attention will be directed towards a specific segment within the extensive scope of operations.

- ❖ The application of theoretical knowledge in a practical setting can be exemplified through an internship that centers on enhancing customer engagement through social media platforms. This opportunity allows individuals to apply the theoretical frameworks and strategic methodologies they have acquired through their academic endeavors to real-life situations. Individuals have the opportunity to gain hands-on experience in executing social media campaigns and strategies that are designed to effectively engage customers.
- ❖ The understanding of customer behavior can be attained through the utilization of social media platforms, which offer valuable insights into customer preferences, interests, and behaviors. This internship provides a valuable opportunity to analyze customer data and

metrics, enabling a thorough understanding of personalized and targeted customer engagement strategies.

- ❖ **Enhancing communication proficiency:** The attainment of effective customer engagement on social media platforms requires the acquisition of adept communication abilities. During the internship, participants are provided with the opportunity to improve and refine their written communication skills by creating engaging and persuasive content specifically designed for diverse social media platforms. Moreover, actively participating in direct engagements with customers has the potential to improve one's competence in both professional and empathetic communication.
- ❖ **The act of participating in an internship that focuses on customer engagement through social media platforms presents a valuable chance to cultivate relationships with professionals in the field.** There exists a potential opportunity for you to participate in collaborative endeavors with experienced professionals in the fields of marketing, social media management, and digital strategy. Developing relationships with professionals in the industry can provide valuable mentorship and potentially enhance opportunities for future employment.
- ❖ **Comprehension of social media tools and platforms:** The ever-evolving nature of social media platforms requires individuals to remain updated on the latest trends, tools, and functionalities. This internship opportunity will enable the acquisition of such knowledge and skills. Individuals have the opportunity to gain practical experience in the utilization of social media management platforms, analytics tools, scheduling tools, and content creation software. Acquiring proficiency in these tools can greatly enhance one's market worth and employment opportunities.

- ❖ Measurable impact: In comparison to traditional marketing channels, social media engagement possesses the advantage of being easily traceable and quantifiable. This internship provides a chance to gain knowledge and skills in monitoring crucial performance indicators (KPIs) and metrics, encompassing factors such as reach, engagement, conversion rates, and customer sentiment, among others. The acquisition of skills in evaluating the efficacy of one's efforts is crucial for maximizing strategies within the domain of social media.
- ❖ The utilization of social media platforms offers significant prospects for customer engagement through inventive methods and forward-thinking approaches. This internship opportunity provides individuals with the opportunity to actively participate in the exploration and experimentation of diverse content formats, storytelling techniques, and interactive features, all with the objective of captivating the attention of their intended audience. This activity serves as a means to foster the manifestation of creativity and promote the cultivation of innovative thinking in the creation of influential social media campaigns.
- ❖ The internship will offer an opportunity to gain insight into the importance of adaptability and agility in effectively responding to emerging trends, customer feedback, and evolving algorithms within the dynamic realm of social media. The development of these skills can be highly beneficial in various professional contexts, where the ability to adapt quickly is crucial.

1.2.5 Problems faced

One of the main challenges faced during an internship focused on improving customer engagement through social media relates to the efficient management of the dynamic and ever-changing nature of social media platforms. Interns may face difficulties in keeping up with the latest algorithm updates, innovative features, and emerging trends. These alterations can have a significant impact on the effectiveness of your strategies and require continuous monitoring and adaptation. In addition, the simultaneous management of multiple social media platforms poses a notable difficulty in creating content that is both cohesive and captivating, while also being customized to meet the unique demands of each specific platform. Interns may encounter supplementary obstacles in their positions, including the requirement to maintain a harmonious equilibrium between innovation and strategic deliberation, adeptly handling adverse feedback, and precisely evaluating the return on investment (ROI) of social media endeavors. However, these challenges present substantial opportunities for gaining knowledge, promoting personal growth, and refining skills in adaptability, creativity, and problem-solving.

1.2.6 Recommendations

- ❖ Improving the concentration and productivity of the work schedule is of utmost importance.
- ❖ There are several benefits associated with considering the practice of documenting training sessions.
- ❖ Prioritizing the consistent expression of gratitude towards the highest achiever or substitute performer is of utmost importance.
- ❖ It is imperative that internship projects and activities are closely aligned with the practical work conducted in corporate settings, as this will significantly enhance the preparedness of interns before they are integrated into an organization.
- ❖ There is a need to enhance the compensation for X Arrangements' temporary position program. The Junior Engagement Officer's annual salary exhibited a consistent increase from \$11,000 to \$14,000, with a uniform increment of BDT 100. In the absence of

complementary meal provisions or supplementary workplace perks, a conventional temporary employment program compensates undergraduate individuals with a monthly salary of approximately \$5,000.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Objective:

- i. Acquire a deeper understanding of the operational dynamics of the Query Management Team within the organization.
- ii. Obtain a preliminary understanding of the domain of electronic mail.
- iii. Examine the management of customer service from a high-level standpoint.
- iv. Acquaint oneself with the organization's constrained operational setting.
- v. The objective is to acquire a comprehensive comprehension of the functioning and activities performed by the Inquiry Supervisory team.
- vi. Conveniently avail access to the X Integrated Marketing Agency within the organizational framework.
- vii. Assess the relative performance of your organization in relation to competitors within the industry.

2.1.1 Methodology

- Smashboard Software

- Zerocium
- Website
- Social media accounts of the client
- Internship Experience
- Reasoned Analysis
- Learning in a group setting

2.1.2 Area

This section focuses on the management of the components of X Integrated Marketing Agency. The design takes into account the structural composition of the board, the operational framework, and an assessment of the organization's competitive standing.

2.1.3 Limitations

Nevertheless, notwithstanding these circumstances, it was evident that the organization demonstrated a notable degree of inclusivity and professionalism among its members. However, in my capacity as a novice employee, I faced difficulties in accessing social event details as a result of the organization's hesitancy to divulge a substantial portion of its information. Furthermore, a dearth of supplementary information was observed on the internet, which posed a challenge in terms of supporting my work and research endeavors.

2.1.4 Significance

Presented herein is a concise synopsis of my research outcomes, accompanied by a comprehensive examination of the correlation between my own findings and those of my acquaintances. Therefore, this particular aspect of the report holds significant importance and

utility. The data was presented in a systematic manner to ensure uniform visibility for all observers.

2.2 Overview of the Company

X Integrated Marketing Agency was formed in 2017 as a result of a merger between MADLY and Strategic Digital, a marketing agency that specializes in integrated marketing. High-level exhibiting companies are able to quickly meet between themselves, In addition, this allowed them to expand their products and become a "joined" plan provider. Despite the fact that the partnership is a new one in the industry, both MADLY and Strategic Digital have a history of success on their own.

At this point, the past accomplishments of two workplaces were encouraging. Lately, in our nation, they've begun displaying game plans in a 360-degree way, beginning with the development of thoughts, the dispatch of things and the progression of things, the board, electronic advancements, a more sensitive and current approach, etc.

The advancing pack is known as BTL as a result of the standard publicizing, which is provided primarily by two social occasions (Below the line). For the duration of my temporary employment, I have been employed by the X Integrated Marketing Agency's Query Management Team (QMT). under – are the services provided by X Arrangements Restricted.

- Advertising
- Creative Support
- Social Media Marketing
- Digital Marketing Campaigns
- Statistical Analysis of Data
- Management of Social Media Queries
- Inquiry into Activities & Campaigns

2.3 Management Practices

2.3.1 Top Management:

Meet the Maestros

Tahsin Saeed

CEO and an MD

Mr. Tahsin Saeed is the mastermind behind the success of a group of over 100 employees, with over 20 years of expertise in various ventures.

Drabir Alam

COO

Being a pioneer in Bangladesh's advanced advertising industry and having a large role in overseeing a large group of creative people helps bring out the best in them.

Rasel Mahmud

Group Creative Director

Having been an early pioneer in Bangladesh's advertising industry, as well as being heavily involved in oversight, he is able to bring out the best in a team full of creative.

Raquib Chowdhury

Group Creative Director

Bangladesh Brand Forum in the OVC class awarded Mr. Raquib Chowdhury all new honors in the OVC class and he is one of the outmaneuvers in this field.

Obidur Rahman

Senior Account Director

Over the course of the past nine years, Mr. Obidur Rahman has led a Query Management Team of more than 60 people, all of whom provide support on a daily basis.

2.3.2 Management Responsibilities

Aside from Mr. Porag Obayed (Senior Account Director), the top organization and other administrative group members, such as Ms fahmida Shams, Ms. Safna Meherin, Ms. Nafisa Nawara, and Mr. Wahid Ome from Query Supervisory Group (QSG) is very specific in managing the whole movement, including the client and the chiefs, expert planning and advancement, and quality certification as well as providing additional heaviness. They do so by ensuring that their delegates are well-prepared and up-to-date.

They spend a large portion of their time directing their workers and organizing meetings in case they need to give agents and front-runners rules and guidelines. While the pandemic and lockdown are taking place, our social events continue even after midnight to discuss our overall execution, mistakes, and improvement centers. For example. As a result of their meticulous planning, the organization is able to produce results that are clearer and more consistent than ever before.

The board effectively collaborates with associates to deliver exceptional customer assistance, mirroring the commitment of cutting-edge expert communities to provide support even in fundamental scenarios. The individuals comprising the administrative group of the association possess a high level of expertise in the domain of exhibition and are proficient in executing their responsibilities. Based on the aforementioned information, it has been determined that X Integrated Marketing Agency holds a prominent position as one of the leading and influential marketing agencies in Bangladesh. Notably, Robi Axiata Restricted represents esteemed companies such as BAT, Imprints, Grameenphone, and Samsung. In order to effectively handle a large number of customers, partners employ strategies aimed at maintaining their engagement

and satisfaction through the utilization and integration of data. The comprehensive advantages of this system are derived from its meticulous and exacting design.

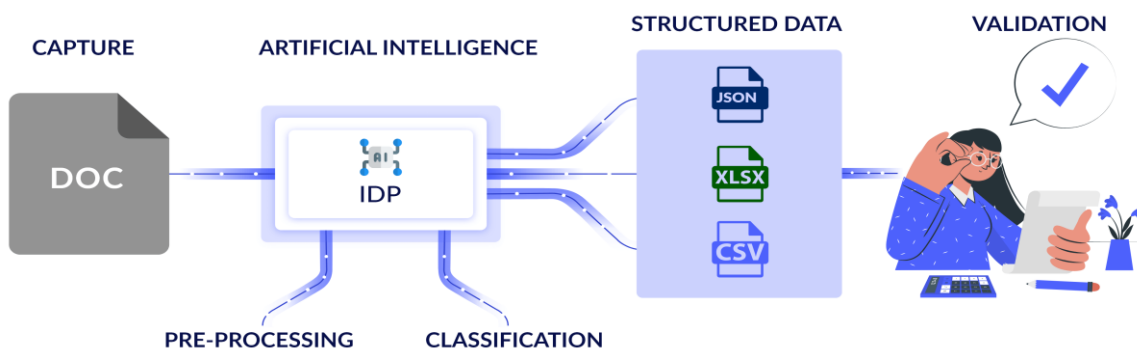
2.4 Marketing Practices

2.4.1 Integrated Marketing of X-Integrated Marketing Agency

In the context of a proficient marketing agency such as X Integrated Marketing Agency, it is noteworthy to mention that there exist an additional set of four Ps, supplementing the fundamental four Ps of marketing.

The primary source of support offered by X Integrated Marketing Agency Limited is derived from its four core divisions.

Figure : Automated Data Collection and Transmission



1. Campaign Planing Time: A significant portion of the division's activities primarily involve the implementation of advanced showcasing techniques, which entail the exploration and establishment of novel pathways for diverse enterprises to penetrate the market, with a particular emphasis on leveraging internet-based media platforms.

2. Client & Service Management Team: The primary emphasis of automation within this team revolves around the establishment and administration of the brand's organizational framework via a range of automated promotional techniques. The organization employs distinct strategies to address consumer inquiries and employs an ad hoc approach to bolster its standing among a diverse clientele. The main responsibility of individuals in this role entails overseeing and implementing time-limited promotional initiatives for multiple brands, with a primary focus on online platforms.

3. Creative Team: The aforementioned team bears the responsibility of curating intricate content for the various online media platforms utilized by the customers. Dedicated staff members are responsible for the dissemination of information through a range of mediums, including static posts, promotional videos, online video commercials, and television commercials. Consequently, it is imperative to ensure that this collective remains well-informed regarding forthcoming trends, while simultaneously maintaining cognizance of the brand's image and communication design.

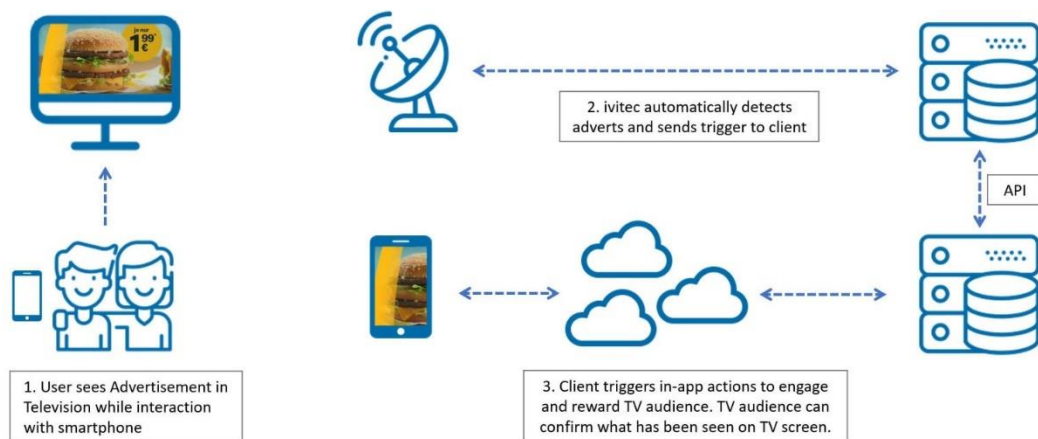


Figure : Engaging the digital audience in real time with TV commercials

5. **Query Management Team:** I am currently in attendance in my role as a part-time staff member. The primary aim of this group is to select appropriate questions. However, it is also devoted to the development of correspondence samples, the design of test formats, the training of officials responsible for handling inquiries, and ultimately, ensuring their readiness. The centralized repository managed by the IT department of our organization serves as a storage system for Airtel devices, information, and upgrades, which are accessible for our utilization. Concurrently, this methodology enables our advancement with diminished obstacles and amplifies our accuracy. This specific section will be elaborated on in future discussions. In conclusion, the aforementioned group can be considered trustworthy in producing positive content about their targeted brands on public forums that cater to customer communities with shared interests, commonly known as local community cultivation.

6.

Figure : X Integrated Marketing Agency's most prestigious clients.



Principle: The core principle of X Integrated Marketing Agency is centered on the belief that placing greater importance on quality execution is more significant than emphasizing quantity. Throughout the entirety of their operational process, the organization diligently adheres to a guiding principle that encompasses various aspects, ranging from the recruitment of new personnel to the delivery of services to their esteemed clientele. In relation to seasonal employees, they are remunerated at a relatively elevated salary range in comparison to other firms within the industry, such as Asiatic MCL, Magnito Digital Ltd, HYPE, HAVAS Digital, and others. The remuneration structure commences at BDT 100 per hour during standard weekdays, supplemented by a range of supplementary perks such as provision of lunch and dinner. The primary customer base is comprised of student understudies who demonstrate exceptional sales abilities. The X Integrated Marketing Agency provides individuals, particularly students, with the chance to participate in a professional setting that is distinct from their academic endeavors. By engaging in this practice, these individuals have the ability to enhance their financial resources. Concurrently, the organization derives advantages from the

utilization of exceptionally proficient undergraduate students who are accessible at a considerably diminished expense.

Process: The quality assurance team comprises individuals such as Mr. Faruq Ahmed (Training and Information | QMT, Business Solutions), Md. Asif Ali (Executive | Training and data | QMT, Business Solutions), and Ms. Nafisa Nawara (Executive | Training and information | QMT, Business Solutions). These team members consistently keep us informed through email correspondence and meetings regarding updates, modifications, and quality regulations. With regards to the aforementioned statement, the organization currently depends on a limited number of programs to provide assistance to our clientele.

Performance: One of our clients in this nation is a prominent brand. The brands under your management have the potential to significantly influence the perception of your presentation. In the realm of Bangladesh's communication agencies, X Integrated Marketing Agency Limited has been recognized as the third most acclaimed organization in the prestigious COMMWARD 2018 awards.

2.5 Financial & Accounting Performance

All monetary transactions are directed to the financial and accounting department of X Integrated Marketing Agency Limited. Within this specific division, our attention is directed towards the analysis and evaluation of score sheets.

- ❖ Allocation of funds by the board
- ❖ Transfer of funds between departments via a loan or early installment
- ❖ Utilization of records and revenue as motivation
- ❖ Preparation of monthly transaction statements
- ❖ Interpretation of tax regulations

❖ Management of month-to-month cash flow

The division bears significant accountability for payroll management. Consequently, the delegates are prohibited from disclosing the information held by this office. I encountered a hindrance in this matter, which resulted in my inability to collect all pertinent information.

2.6 Operations Management & Information System Practices

2.6.1 Operation Management

X Integrated Marketing Agency's operational rules include numerous ground rules and guidelines.

Human Resource & Administration:

The management of human resources within X Integrated Marketing Agency is typically overseen by this particular group. Convening a meeting with the board of directors is imperative in order to facilitate alignment and consensus among all stakeholders. The Human Resources Executive of this office is Mr. Mirza Shams. A significant component of his job entails various responsibilities, including managing and organizing expert information, administering identification cards to newly hired personnel, facilitating the onboarding process for current employees through computerized record-keeping, coordinating motivation and evaluation strategies for full-time representatives, issuing certificates of completion to individuals who have successfully completed their internships, among other tasks.

2.6.2 Information Technology System

The aforementioned association possesses a notable competitive edge due to its concentrated emphasis on information technology. The Accounting, IT Solutions, and Human Resource departments at X Integrated Marketing Agency Limited are consistently accessible to offer specialized assistance to the diverse array of departments within the organization. Furthermore,

X Integrated Marketing Agency possesses its own equipment to facilitate communication across various departments within the workplace, including finance, accounting, request management, follow-up, assessment supervision, and statistics. The responsibility of safeguarding all employees during the company's expansion remains with both seasonal workers and supervisors.



Figure (9): X Integrated Marketing Agency's Attendance Tracker

2.6.3 Engage Officers with more experience and shift work hours

To enhance customer engagement on social media platforms, it is crucial to prioritize the participation of experienced personnel and establish a meticulously crafted schedule for shift work hours. The involvement of seasoned officers contributes significant insights and expertise, facilitating their adept management of customer interactions and establishment of meaningful connections on social media platforms. Furthermore, the implementation of a driving force plan for shift work hours guarantees a consistent provision of coverage and availability throughout various periods of the day, thereby facilitating prompt responses and active engagement with customers. Through the integration of expertise and competencies possessed by seasoned personnel, alongside a meticulously devised roster, establishments have the potential to greatly augment their endeavors in engaging with customers on social media platforms.

2.7 Industry & Competitive Analysis

2.7.1 SWOT Analysis of X Solution Limited

<p>STRENGTHS</p> <ol style="list-style-type: none"> 1. Ensuring the delivery of high-quality service during the process of expansion. 2. Cultivating a proficient and knowledgeable workforce through effective management and comprehensive training. 3. Fostering a conducive and exceptional workplace atmosphere. 	<p>WEAKNESSES</p> <ol style="list-style-type: none"> 1. Responsive to critique 2. Efforts to minimize worker maintenance 3. The organization's failure to retain prospective employees.
<p>OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Establish a robust affiliation with prominent brands. 2. Ensuring a consistent influx of recent graduates 3. Establishing separate and unique business connections 	<p>THREATS</p> <ol style="list-style-type: none"> 1. The government is consistently increasing the implementation of taxes. 2. Cultivating local rivalries 3. The topic of discussion pertains to the worldwide epidemic and its impact on the global economy.

Table (2): SWOT Analysis of X Integrated Marketing Agency

Chapter 3 Customer Engagement through Social Media

3.1 Introduction

In the current era of digitalization, the utilization of social media platforms has had a substantial impact on the way businesses establish and maintain connections with their clientele. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube have become prominent tools for effectively engaging with specific target audiences, cultivating brand loyalty, and facilitating business growth. The act of engaging with customers through social media goes beyond simply creating a presence on these platforms. It involves engaging with customers in a proactive manner, sharing valuable content, and fostering meaningful relationships.

Customer engagement through social media encompasses a wide range of activities, including the distribution of informative and entertaining content, timely responses to customer inquiries and feedback, the utilization of polls and surveys, the coordination of contests and giveaways, and the delivery of personalized experiences. This technology enables improved interactions between businesses and their customers, promoting a stronger sense of community and cultivating customer loyalty. Furthermore, social media platforms provide a medium through which consumers can share their experiences, endorse brands, and exert influence on the purchasing choices of their acquaintances.

The significance of customer engagement through social media is highly important and should not be undervalued. The application of this technology enables businesses to acquire a more comprehensive comprehension of their clientele, gather valuable feedback, and tailor their offerings to effectively meet their customers' needs. By engaging in active interactions with customers on various social media platforms, businesses can potentially augment their brand recognition, foster brand advocacy, and ultimately bolster customer loyalty and retention.

However, the attainment of effective customer engagement through social media requires a systematic and intentional approach. The process involves understanding the target demographic, selecting suitable platforms, developing engaging content, and actively monitoring and responding to customer interactions. Furthermore, it is crucial to thoroughly assess and evaluate the impacts of engagement initiatives in order to consistently improve strategies and optimize outcomes.

3.1.1 Collection of a Large Dataset for Data Mining and Machine

Obtaining a substantial dataset is of paramount importance in the field of data mining and machine learning research. This is because the availability of a large and diverse dataset plays a critical role in yielding meaningful insights and developing accurate predictive models. The acquisition of data from reputable sources and the comprehension of its significance are of utmost importance. In our particular research undertaking focused on the domain of cricket, we endeavored to locate a dependable and all-encompassing data repository, which we successfully identified as Stats guru. The comprehensive cricket statistics database, overseen by ESPN Cricinfo, serves as the principal repository for cricket match-related data.

The Stats guru database system has been specifically developed to efficiently store extensive data for every match, encompassing real-time ball-by-ball commentary. The system provides a wide range of comprehensive information that can be effectively utilized for thorough analysis. The database encompasses a diverse array of data and statistics presented in various formats. Nevertheless, we have developed a distinctive data collection format specifically designed for the construction of our predictive system. An essential component of our data collection methodology entails the assignment of a team as the home team, facilitating the systematic organization of match attributes.

The chosen match attributes for our datasets include the venue of the match, the number of runs scored by the home team in a specific segment (referred to as MR), the number of runs scored by the opposition team in the same segment (referred to as OR), the run rate of the home team in that segment (referred to as MRN), the run rate of the opposition team (referred to as ORN), the batting order of the teams (indicating which team batted first and which team batted second), the number of wickets fallen for the home team (referred to as MW), the number of wickets fallen for the opposition team (referred to as OW), and the final outcome of the match.

The statistics expert employs a well-organized and user-friendly database system, which enables smooth access and retrieval of relevant information. The data is methodically organized into discrete segments, providing an extensive array of statistical data related to both team and individual records. Situated on the right-hand side of the website, there exists a prominently featured tab denoted as 'Records'. This tab fulfills the function of facilitating further organization and categorization of data by employing divisions and sub-divisions. These categories encompass various formats of cricket, including Test Matches, One Day Internationals, T20 Internationals, and several domestic competitions such as the Indian Premier League (IPL), Caribbean Premier League (CPL), Bangladesh Premier League (BPL), England's Natwest T20 Blast, Australia's Big Bash T20 League, as well as domestic First Class (4-day matches like Ranji Trophy) and List A (One-day 50-over matches) tournaments.

A comprehensive dataset has been compiled by incorporating information from various sources, encompassing T20 International matches as well as the Indian Premier League. The careful selection and organization of data results in a comprehensive and diverse dataset that holds immense value for our research pursuits. By employing data from Stats guru, it is possible to conduct an examination of match attributes, which can subsequently enable the creation of predictive models that aid in the generation of knowledgeable forecasts regarding cricket matches.

In order to ensure the accuracy and reliability of our research findings, it is crucial to obtain data from a reliable and comprehensive source, such as Stats guru. The real-time provision of comprehensive commentary and the organized structure of the database enable the analysis of various aspects of cricket statistics, team performance, and individual player accomplishments. The extensive dataset offered by Stats guru is a crucial resource for our research in the domain of cricket, particularly in the realms of data mining and machine learning. The utilization of this dataset enables the extraction of noteworthy discoveries and the generation of substantial contributions towards the comprehensive understanding of the sport.

3.1.2 Literature Review

Customer engagement

The systematic investigation of CE, accompanied by its rigorous conceptualization, began around 2010. The existing conceptualizations of customer engagement (CE) have been developed by prominent scholars such as Brodie et al. (2011, 2013), Hollebeek (2011a, 2011b), van Doorn et al. (2010), and Vivek et al. (2012). In their study, van Doorn et al. (2010, p. 253) proposed a conceptualization of customer engagement (CE) as a behavioral construct. They defined CE as the observable actions demonstrated by customers towards a brand or organization, which go beyond the mere act of purchase and are influenced by underlying motivational factors. In contrast, Brodie et al. (2011, p. 260) provided a definition for the concept of customer engagement (CE) as a psychological state that emerges from interactive and co-creative encounters between customers and a central agent or object, such as a brand, within designated service relationships. In Hollebeek's (2011a, p. 790) study, a more comprehensive understanding of customer engagement is presented. Customer engagement is defined as the psychological state of an individual customer, which is shaped by factors such as motivation, brand association, and situational elements. This mental state is characterized by varying levels of cognitive, emotional, and behavioral involvement during direct interactions with a brand. According to Vivek et al. (2012, p. 133), the concept of customer engagement (CE) can be defined as the extent to which an individual actively participates in and establishes a significant relationship with an organization's products or activities. This engagement can be initiated by either the customer or the organization. This viewpoint

emphasizes the interactive and hands-on characteristics of community engagement. France et al. (2016) argue that these studies provide not only the theoretical foundations for understanding CE, but also a strong framework for the construction of models. Several subsequent studies in the field have introduced different models and scales that have contributed to a better understanding, applicability, and validation of the components of customer engagement (e.g., Bowden, 2009; Dessart et al., 2016; Hollebeek & Chen, 2014; Hollebeek et al., 2014; Hollebeek et al., 2019; Marbach et al., 2016).

In most instances, the dimensions of CE typically included cognitive, affective, and behavioral aspects of engagement (Dessart et al., 2016; Islam & Rahman, 2017). However, in some instances, the dimensions of CE appear to vary quite substantially. For example, the variant of CE by van Doorn et al. (2010) differs from other works in the field as it proposes five dimensions in the form of valence, modality, scope, nature of impact, and customer goals, whilst emphasizing the overall behavioral manifestation of CE. Similarly, So et al. (2014, 2016) proposed five dimensions of CE in the form of identification, attention, absorption, enthusiasm, and interaction. As a result, the recognition of CE as multidimensional has led to the call by Dwivedi (2015) to consider CE as a second-order construct. More recently, Lim, Rasul, Kumar, and Ala (2022, p. 441) have sought to reconcile the varied manifestations of CE, noting that “CE is a concept that can accommodate and be approached from diverse perspectives as long as the perspective captures and explains the “nature of interaction” (e.g., type, characteristic) that customers exhibit, which can then be extrapolated for scrutiny against marketing actions in the pursuit of encouraging desired (e.g., brand loyalty) or discouraging undesired (e.g., brand switching) customer behavior,” in which this article subscribes to due to its logic, inclusivity, recency, and relevance to the present review.

Moving on to the application of CE, most marketing studies have examined CE interactions with other customer-related concepts. Among the notable concepts that have attracted significant scientific attention are brand attachment, commitment, involvement, loyalty, satisfaction, trust, and value (e.g., Alvarez-Milan et al., 2018; France et al., 2016; Dwivedi, 2015; Hollebeek, 2011b; Kumar & Nayak, 2019; Leckie et al., 2016; Nysveen & Pedersen, 2014; Prentice et al., 2020; Solem, 2016; Thakur, 2016; Vivek et al., 2012). The empirical analysis and discussion presented in these works make numerous attempts to decide which of the related marketing concepts should be considered as the antecedents of CE and which ones should be seen as the consequences of CE. The outcomes of research endeavors in this area are particularly relevant for branding and marketing as they allow marketers to plan their activities

strategically based on an informed understanding of the chain of CE and its implications for brands. To this end, it is clear that there are multiple ways of approaching CE. Thus, the manifestations of CE will need to be systematically reported, which we will endeavor to do through our systematic review

Customer engagement and social media

The exponential growth of emerging technologies, coupled with the widespread adoption of social media platforms, has significantly influenced the advancement and evolution of relationship marketing (Steinhoff et al., 2019; Thaichon et al., 2020). On one hand, the increased prevalence of intelligent devices and the extensive accessibility of high-speed Internet have greatly facilitated customers' capacity to conveniently obtain brand-related information (Lamberton & Stephen, 2016; Papakonstantinidis, 2017). On the other hand, the ease of use and widespread availability of social media platforms have enabled modern consumers to easily and openly express their attitudes and opinions towards various brands. This can be achieved through diverse methods, including leaving comments, expressing approval through likes, or distributing content through shares (Buzeta et al., 2020; Hennessy, 2018). These instances illustrate the imperative for marketers to investigate innovative approaches to interact with customers, as customer engagement (CE) is anticipated to exert a substantial influence in the digital domain, specifically via social media platforms. Prior research has presented empirical support for the positive outcomes associated with online customer engagement (CE) in relation to different aspects of brands and customers. These factors encompass favorable assessments of brands, enhanced customer loyalty and trust, as well as heightened intentions to engage in purchasing behavior and overall customer satisfaction (Brodie et al., 2013; Harrigan et al., 2017, 2018; So et al., 2014, 2016; Tsai & Men, 2013).

The use of social media has become widespread and widely employed as a tool for creating and maintaining customer-brand relationships in real-world contexts. Arora et al. (2019) and Phua et al. (2017) have identified Facebook, Instagram, Pinterest, Snapchat, TikTok, and Twitter as prominent social media platforms commonly utilized by brands to cultivate customer engagement. Facebook has emerged as the predominant platform for a multitude of brands to actively engage in interactions with their customer base (Brodie et al., 2013; Simon & Tossan, 2018). Nevertheless, the emergence of social media has brought about a heightened degree of intricacy and fluidity to the realm of customer engagement (CE). The reason for this

phenomenon lies in the capability of social media platforms to facilitate both direct interactions between customers and brands, as well as exchanges among customers themselves (Carlson et al., 2018; Cova & Pace, 2006; Prentice et al., 2020; Sawhney et al., 2005). The impact of social media on customer behavior has been substantial, as evidenced by research conducted by Hollebeek et al. (2014) and de Vries & Carlson (2014). Social media platforms have transformed customers from passive observers to active participants, actively engaging with brands and contributing to the development of brand narratives. The forthcoming review will delve deeper into the insights regarding customer engagement (CE), and will be discussed in more detail in the following section.

Objectives

Broad Objective:

- How Customer Engagement through in Social Media

Specific Objectives:

- 1) To Understand the Customer Behavior.
- 2) To Identify the Effective Customer Engagement
- 3) To clarify how social media has transformed the way brands interacting with customers.
- 4) The aim of this study is to examine the advantages of utilizing a Facebook page as opposed to traditional marketing strategies from the perspective of customers. The objective is to assess how digital marketing communication has effectively met their needs.

Customer Engagement:

When examining the topic of customer engagement, scholars like Hollebeek (2011) have observed that multiple terms have been employed to characterize this phenomenon. These terms encompass customer loyalty, customer interaction patterns, customer-company dedication, and a broader concept known as active participation. The present study, conducted by the same author, explores a range of fundamental concepts pertaining to customer involvement, encompassing commitment, enthusiasm, and conversion. These concepts suggest that consumers are inclined to demonstrate intellectual, psychological, and behavioral

involvement when they establish a connection with a specific brand of interest. Moreover, according to the research conducted by Cheung et al. (2011), customer interaction can be defined as a dynamic procedure wherein individuals actively participate in cognitive, emotional, and behavioral activities on an online platform. The primary objective of this engagement is to partake in word-of-mouth (WOM) actions and articulate their viewpoints regarding the company. According to the research conducted by Lau (2017), customer engagement is a strategic approach utilized by companies to cultivate partnerships with consumers and corporate stakeholders, with the objective of increasing brand value and improving brand loyalty. Social media platforms enable user interaction through collaboration and co-creation, thereby providing opportunities for assessment using diverse digital use indicators. The indicators mentioned by Barger and Labrecque (2013) include commitment disclosures, scores, views, feedback, and shares. Barger, Peltier, and Schultz (2016) have proposed a conceptualization of consumer engagement as a range of discernible behaviors demonstrated by individuals on social networking sites (SNSs) in their analysis. These behaviors encompass the act of articulating their viewpoints on content associated with brands, responding to said content through actions such as liking, hearting, rating, and engaging in commentary on posts, such as leaving comments on Facebook. Moreover, consumer engagement entails the generation of content for external parties, including user-generated content (UGC), which entails the evaluation of products and services and the provision of subjective viewpoints on particular brands. The involvement of user-generated content (UGC) is of considerable importance in fostering consumer engagement, as it empowers individuals to articulate their viewpoints regarding particular products or services. The presented content has the potential to exert an impact on consumer decision-making processes, manifesting in either the inclination to make a purchase or the inclination to abstain from doing so. Moreover, user-generated content (UGC) possesses the capability to influence the way a product is perceived and cultivate a communal atmosphere among consumers through these engagements.

Marketing in social media

The incorporation of digital marketing has become an unavoidable aspect of individuals' daily routines. In contemporary society, a range of social networking platforms, including Facebook, Instagram, and LinkedIn, are readily available for use. The burgeoning popularity of social media platforms has led to a substantial need for their services in both personal and professional spheres. As a result, individuals have developed a significant dependence on these platforms to meet their personal and professional requirements. Menezes (2013) posits that researchers

have noted a surge in efforts to formulate a comprehensive definition in scholarly investigations that effectively encompasses the breadth of social media, in response to its rapid development. The author additionally posits that social media functions as a multifaceted platform for individuals to actively participate in interactive dialogue and establish communities centered around common goals. In addition, the author argues that virtual communities and social networks have a substantial impact on consumers' purchasing behavior and decision-making processes. Digital advertising encompasses the strategic utilization of social networking platforms, such as Facebook, as a mechanism for brands to cultivate relationships with their clientele and focus on specific demographic segments. The objective of this advertising approach is to augment brand awareness, increase sales, monitor website traffic, and cultivate customer engagement through interactive communication. The process also involves the distribution of influential content materials on their respective social media platforms, actively engaging with and responding to their followers, analyzing the resulting outcomes, and implementing strategies for social media advertising. Keller (2009) asserts that digital media provides a more accurate method for reaching consumers in markets that hold substantial significance for accessibility. This facilitates the ability of brands to establish robust brand awareness within market segments that actively engage with online media platforms. In addition, Jansen et al. (2009) argued that the goals of online marketers are intricately connected to the promotion of their products and services, whether through digital channels or in tangible manifestations. The study conducted by Taylor, Lewin, and Strutton (2011) suggests that the efficacy of marketing efforts on social networking sites can be ascribed to the quality of the advertising content. The researchers further underscored the significance of advertisements that incorporate informative, entertaining, or social elements, particularly when disseminated via social media platforms, as they have a tendency to elicit more favorable reactions from customers.

3.1.3 Relation between Customer engagement and Social Media marketing:

Social media platforms have experienced a growing significance as effective instruments for brands aiming to enhance customer satisfaction and engagement. The extensive utilization of social media platforms can be ascribed to their widespread accessibility, user-friendly interfaces, and improved user experiences, resulting in substantial popularity among businesses and consumers on a global scale. Social media platforms have not only enabled

efficient engagement and interaction, but have also emerged as a convenient medium for promoting and marketing brands, particularly for companies with restricted financial means. Moreover, the utilization of social media platforms enables brands to establish a robust connection with a wide-ranging customer base through online advertising and cultivating personalized communication, a feat that cannot be achieved through traditional marketing techniques. If a company can successfully cultivate a robust relationship with a significant portion of its consumer base through social media channels, it possesses the capacity to augment customer involvement on the brand's social media platform. In a study conducted by Farook and Abeysekara (2016), the researchers examined the possibility of improving interpersonal connections by utilizing social media platforms. As posited by the authors, customer engagement within the realm of Social Networking Sites encompasses a certain degree of dedication exhibited by customers towards a brand's page on social media platforms. This dedication, in turn, facilitates the formation and progression of relationships. The study conducted by the researchers provided additional clarification on the topic, revealing that online stakeholders actively participate in timely interactions with both the company and other customers. These interactions take place through diverse forms of communication, such as commenting on company-related posts and engaging in product discussions. Furthermore, stakeholders contribute by providing support and criticism, as well as sharing factual information accompanied by social media links. Moreover, as proposed by the previously mentioned scholars, customer engagement encompasses not only the establishment of connections between purchasers and vendors, but also encompasses diverse other relationships involving potential and existing customers, non-customers, and society as a whole. Essentially, it encompasses the various stakeholders involved in the domain of relationship marketing. After purchasing products or services from a specific brand, customers may feel inclined to express their satisfaction and opinions by rating the brand's Facebook page or providing

reviews regarding the aforementioned products or services. In such circumstances, brands possess the capacity to effectively address and respond to consumer reviews, thereby ensuring enhanced service quality in future interactions. This will create a notable perception among consumers with regards to the brand. Moreover, brands possess the capability to distribute user-generated content on their social media platforms and actively engage in interactive communication with consumers through comments on said content. These factors are expected to play a role in the development of a positive brand perception among consumers.

3.1.4 How Facebook marketing affects brands and their customers

In the present era, Facebook has gained extensive accessibility, allowing businesses with diverse levels of popularity, size, reputation, and profitability to establish a digital presence on the platform for their respective organizations or enterprises. Through the utilization of this strategy, organizations are able to improve their ability to connect with their target audience, while also increasing their brand awareness among potential customers who may not have been reached through traditional marketing methods. Facebook, as a prominent social media platform, demonstrates a significant advantage in its capacity to independently recognize and choose relevant keywords or details related to distinct consumer segments. The aforementioned details encompass a wide range of aspects, including but not limited to relationship status, geographical locations, personal interests, employment status, preferred literary and cinematic works, as well as the specific pages or websites that individuals commonly visit. After the user has completed the selection of segments, Facebook proceeds to allocate the advertisements based on these specified criteria. This is the rationale behind brands' ability to effectively target international customers at a reduced expense by leveraging Facebook, as opposed to the significant resources demanded by conventional approaches. Based on the claim posited by Treadaway and Smith (2012), the phenomenon of Facebook marketing can be delineated as a gradual undertaking, necessitating a substantial investment of time in order to foster a broader audience for a particular brand. This involves the responsibility of persuading fans, followers, and allies to transition into engaged consumers and advocates for the brand. The e-commerce industry in Bangladesh presently heavily depends on Facebook as a primary platform for augmenting brand visibility, attracting potential clients and customers, and cultivating customer loyalty. In the present era, a significant number of small-scale entrepreneurial

endeavors and various business enterprises have developed a strong dependence on F-commerce. These entities depend on Facebook as a platform for diverse business operations, including customer acquisition and product sales. Nevertheless, the rapid expansion of one's fan base and the attraction of new consumers through the provision of products and services may be comparatively expedited for brands or organizations that have already established a strong presence and enjoy international recognition. In contrast, smaller brands and startups that operate at a local level and focus on a more specific segment of the market necessitate a considerably extended period of time to attain comparable levels of growth. To achieve success in a fiercely competitive market, an organization's crucial resources may reside in their digital content (such as images, videos, and posts) disseminated on their webpages or online communities, their strategies for engaging with customers (including addressing comments and messages), and the quality of their products or services. Through the provision of superior service, brands have the ability to foster connections with customers, acquire reviews and ratings to augment their brand equity, and occasionally obtain referrals from contented consumers. Uddin and Razu (2019) assert that consumers commonly acquire information regarding a particular product or service through primary and secondary sources in the process of developing purchase intentions. The proliferation of accessible resources on the Facebook platform facilitates the ease with which consumers can systematically arrange factual information and engage in product comparisons within a given category. From the authors' standpoint, a Facebook advertisement is regarded as a direct approach for online brand promotion, devoid of the need for prior marketing proficiency. Furthermore, it has been asserted that marketers are not obligated to allocate significant financial resources for advertising on Facebook, given that the cost of placing advertisements on the platform is comparatively affordable, commencing at a mere five dollars. Hence, Facebook is widely regarded as the optimal and economically viable option for smaller enterprises in terms of attracting their target audience, facilitating efficient communication, and influencing customers by offering superior services and products.

3.2 Methodology

The compilation of this internship report was conducted by utilizing a blend of primary and secondary sources. The primary data sources encompassed an online survey that was administered as a component of the research endeavor, as well as the author's personal

perspectives and insights derived from their internship engagement at X Integrated Marketing Agency. Furthermore, the utilization of secondary data was employed as a means to enhance comprehension of the context and industry landscape.

It is imperative to acknowledge that specific sources of information, namely annual reports and financial data, were omitted from the present report. The lack of accessibility to the aforementioned information can be attributed to its unavailability within my organization, unavailability through my supervisor, or unavailability through publicly accessible sources on the internet. Consequently, the report predominantly centers on the insights gleaned from the online survey and the author's personal observations throughout the internship.

This report endeavors to offer a precise and all-encompassing comprehension of the subject matter by employing primary sources such as the online survey and integrating personal internship experiences. The incorporation of secondary data serves to enrich the context and bolster the findings that are being presented.

Data Collection

Both primary & secondary sources of data have utilized in this research & the information generated from it can be used widely by the organization itself to update its proceedings & make further progresses

Collection of Primary Data:

The questionnaire is the main source of collecting primary data. The questions developed to collect quantitative data. Data has been collected by applying the standard questionnaire. Questionnaires were administered to 50 respondents.

Collection of secondary Data:

Data collected from various documents of marketing departments, related article, books, various educations related articles and internet.

Sampling Design

A structured questionnaire has been used for the purpose of questionnaire survey. Data for the variables has been collected from the survey.

Data Analysis Technique

Some statistical tools (Frequency) and graphical presentation (tables, pie chart etc.) have been made in this report for analyzing the collected data & classify those to interpret them clearly.

3.3 Findings & Analysis

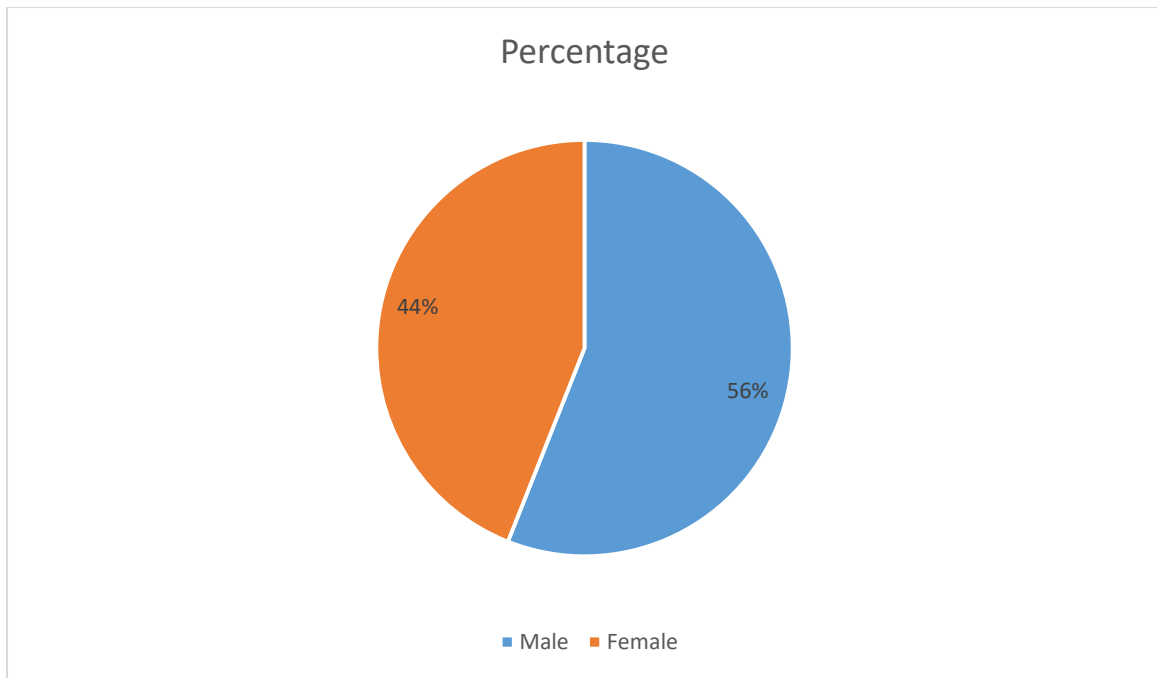
It is the subject of my report that Customer Engagement through Social Media.

It was based on primary data (survey and internship experiences) and secondary data from both internal and external sources.

Results of the Survey

1. Please choose your gender

Gender	Frequency	Percentage
Male	28	56%
Female	22	44%
Total	50	100%

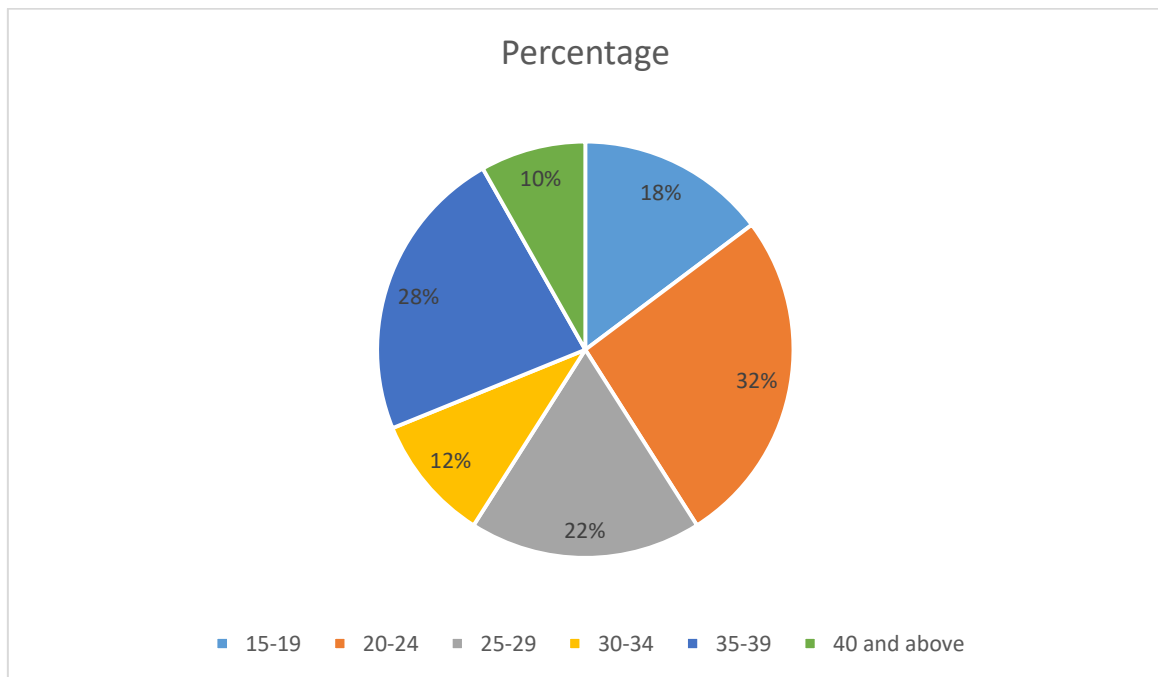


From the data analysis researcher found that 56 % are Male & 44% are female.

2. Please choose your age group:

Age	Frequency	Percentage
15-19	9	18%
20-24	16	32%
25-29	11	22%

30-34	6	12%
35-39	5	10%
40 and above	3	6%
Total	50	100%

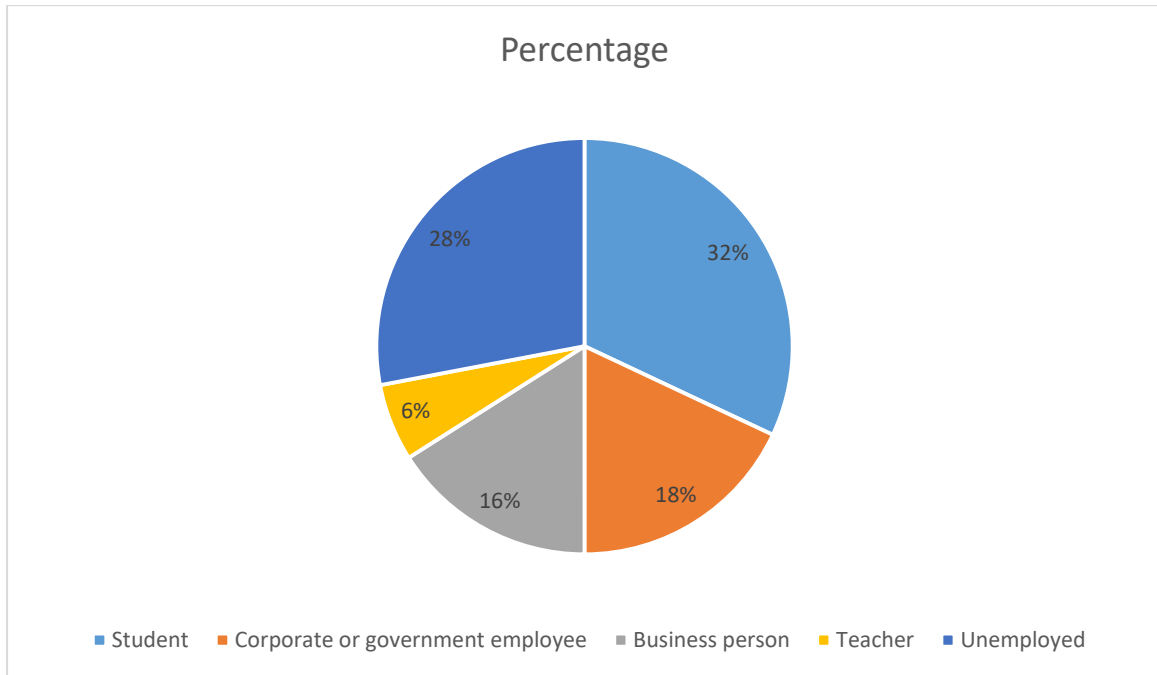


From the data analysis researcher found that most of the respondents 18% respondents are in 15-19 age group, 32% respondents are in 20-24 age group, 22% respondents are in 25-29 age group, 12% respondents are in 30-34 age group, 10% respondents are in 35-39 age group and 6% respondents are in 40 and above age group.

3. Please choose your occupation.

Educational background	Frequency	Percentage
Student	16	32%
Corporate or government employee	9	18%

Business person	8	16%
Teacher	3	6%
Unemployed	14	28%
Total	50	100%

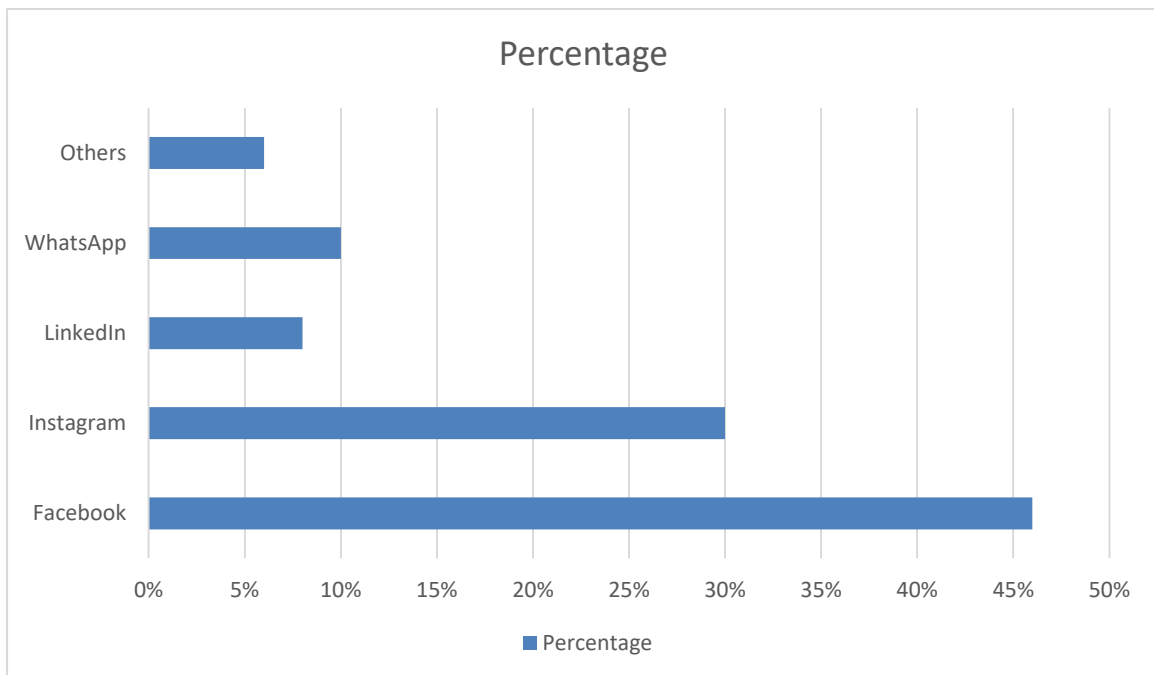


From the data analysis researcher found that 32% respondents are Student, 18% respondents are Corporate or government employee, 16% respondents are Business person, 6% respondents are Teacher and & 28% respondents are Unemployed

4. Which social media do you mostly use.

Social Media	Frequency	Percentage
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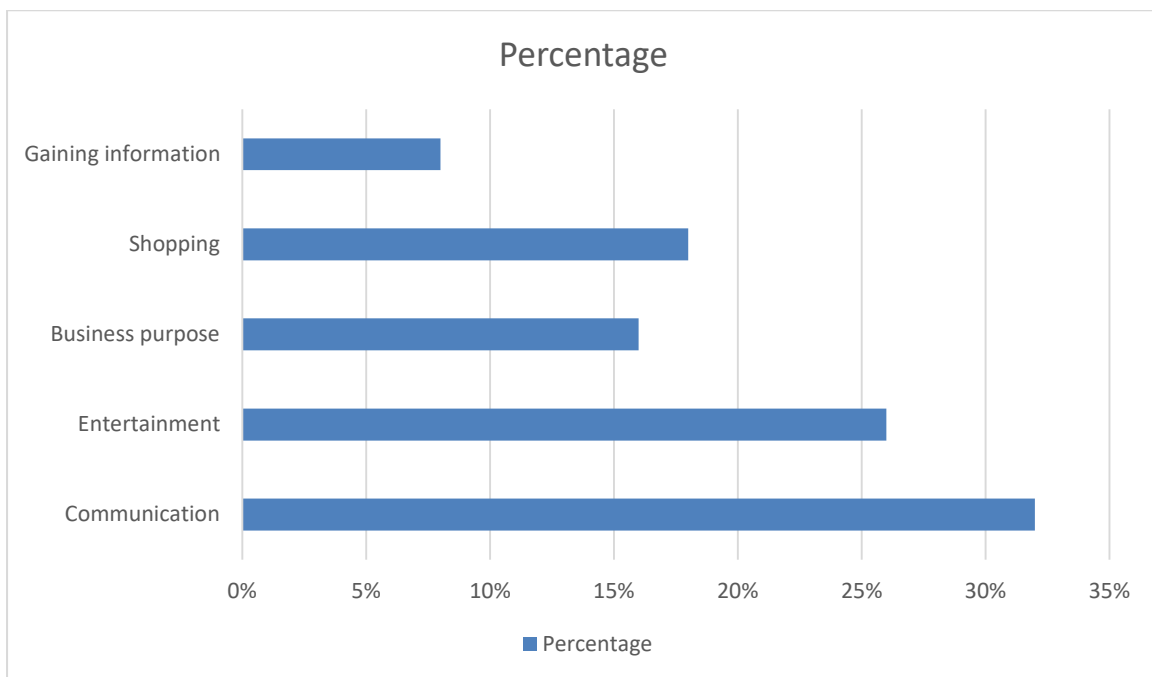
Facebook	23	46%
Instagram	15	30%
LinkedIn	4	8%
WhatsApp	5	10%
Others	3	6%
Total	50	100%



From the data analysis researcher found that 46% respondents are used Facebook, 30% respondents are using Instagram, 8% respondents are using LinkedIn, 10% respondents are use WhatsApp and 6% respondents are use others web site.

5. What are your main purposes of using social media?

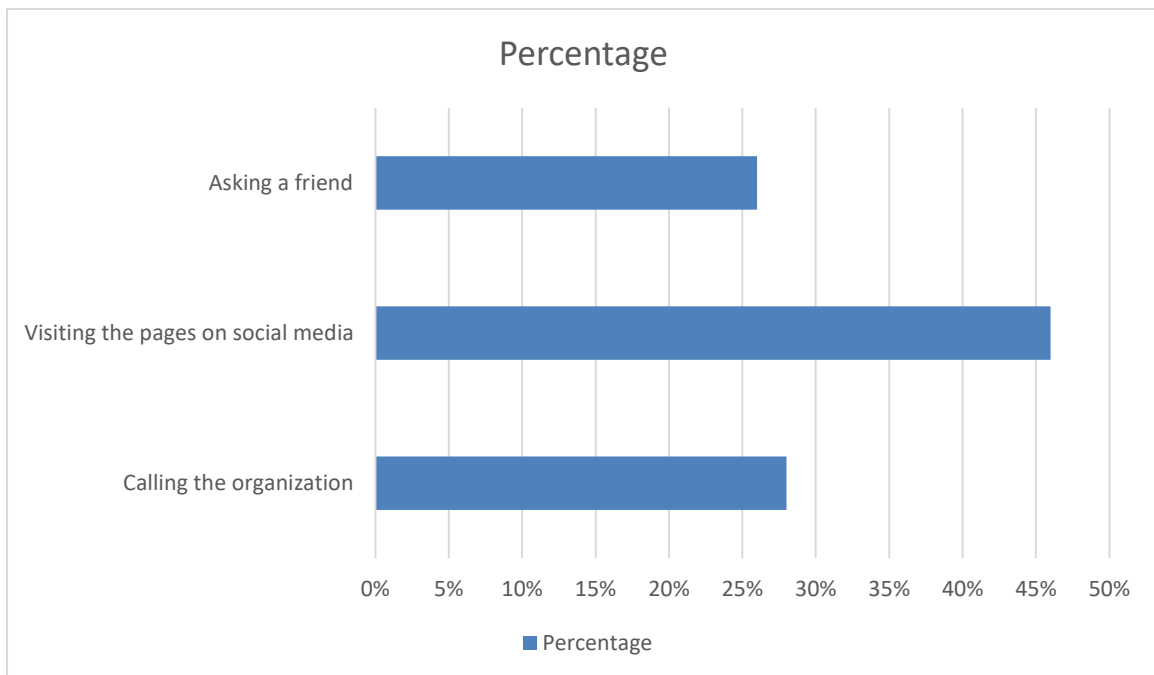
Main Purpose	Frequency	Percentage
Communication	16	32%
Entertainment	13	26%
Business purpose	8	16%
Shopping	9	18%
Gaining information	4	8%
Total	50	100%



From the data analysis researcher found that 32% respondents are main purposes of using social media for Communication, 26% respondents are main purposes of using social media for Entertainment, 16% respondent's main purposes of using social media for Business purpose, 18% respondents are use main purposes of using social media for Shopping and 8% respondents are main purposes of using social media for Gaining information.

6. What is the preferable option for you to know about any service?

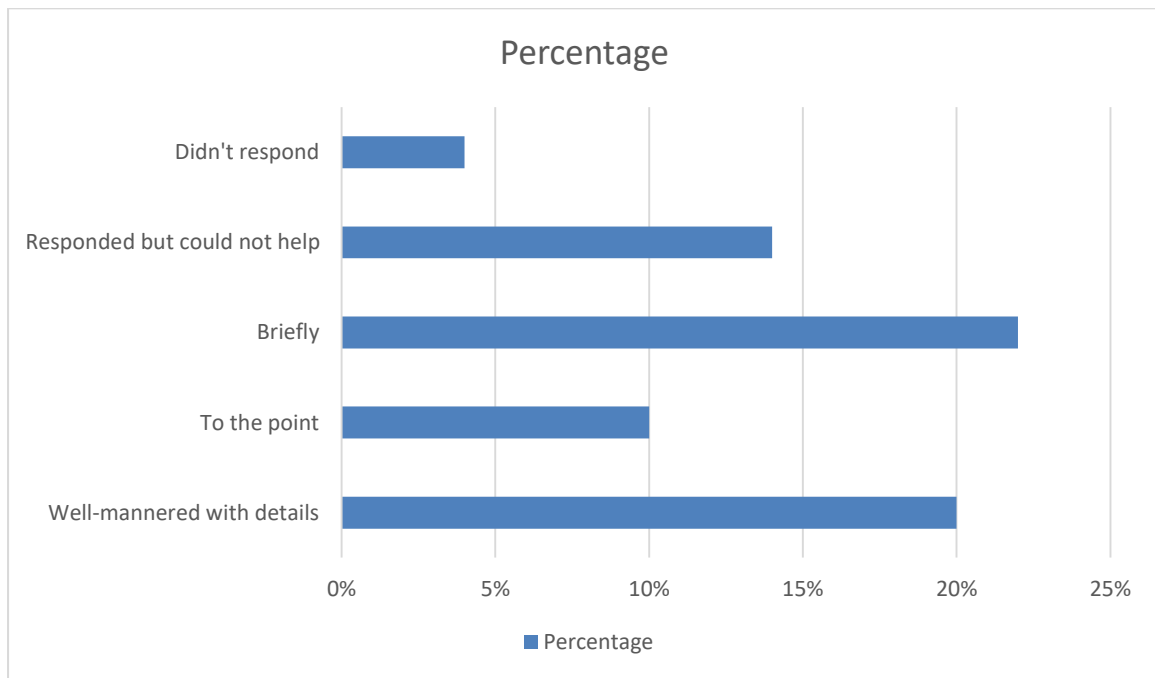
Preferable Option	Frequency	Percentage
Calling the organization	14	28%
Visiting the pages on social media	23	46%
Asking a friend	13	26%
Total	50	100%



From the data analysis researcher found that 28% respondents are Preferable Option of Calling the organization, 46% respondents are Preferable Option of Calling the organization, 26% respondent's Preferable Option of Calling the organization.

7. When you ask any query, how the X Integrated Marketing Agency responded?

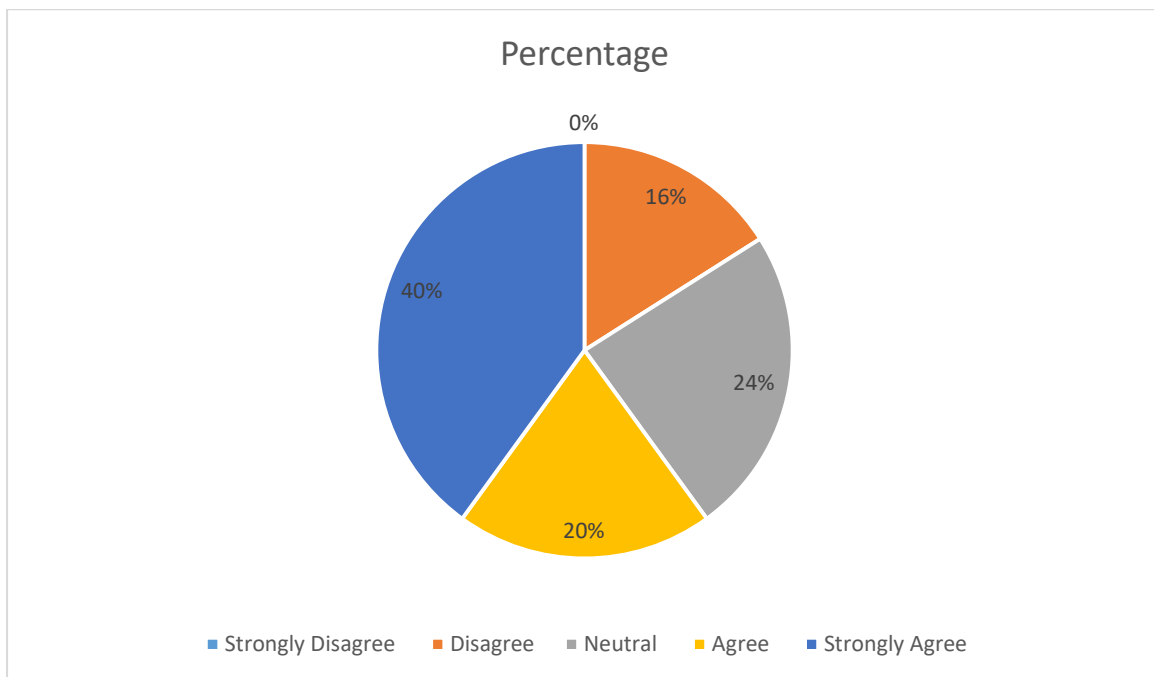
Responded	Frequency	Percentage
Well-mannered with details	20	20%
To the point	10	10%
Briefly	11	22%
Responded but could not help	7	14%
Didn't respond	2	4%
Total	50	100%



From the data analysis researcher found that 20% respondents are Well-mannered with details, 10% respondents are To the point, 22% respondent's Briefly, 14% respondents are Responded but could not help and 4% respondents are Didn't respond

8. The communication approach of brands on social media affects your purchase decision.

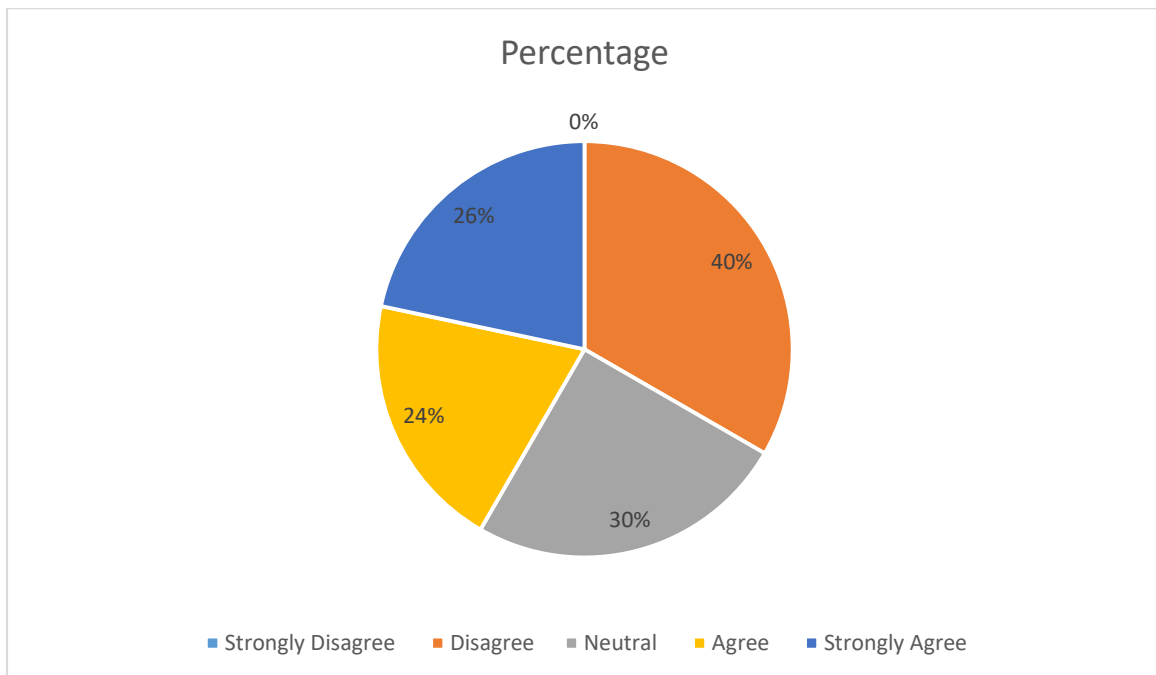
Purchase Decision	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	08	16%
Neutral	12	24%
Agree	10	20%
Strongly Agree	20	40%
Total	50	100%



From the data analysis researcher found that, most of the respondents (40%) are strongly agree position, (20%) of agree position, (24%) of Neutral. Besides, rests of the respondents (16%) are negative attitude regarding this issue.

9. You are satisfied to establish a relationship with your interested e-commerce brands through social media.

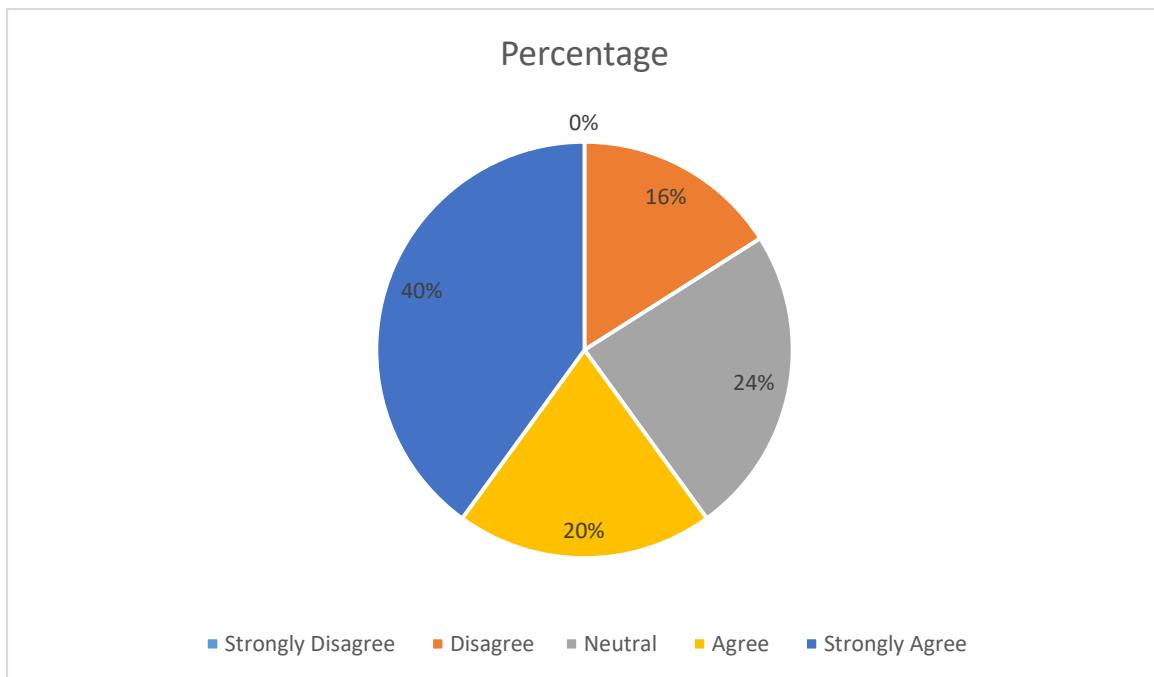
Interested E-Commerce	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	5	40%
Neutral	15	30%
Agree	12	24%
Strongly Agree	23	26%
Total	50	100%



From the data analysis researcher found that, most of the respondents (26%) are strongly agree position, (24%) of agree position, (30%) of Neutral. Besides, rests of the respondents (40%) are negative attitude regarding this issue.

10. The reviews and ratings on brands' social media pages influence your purchase decision from them.

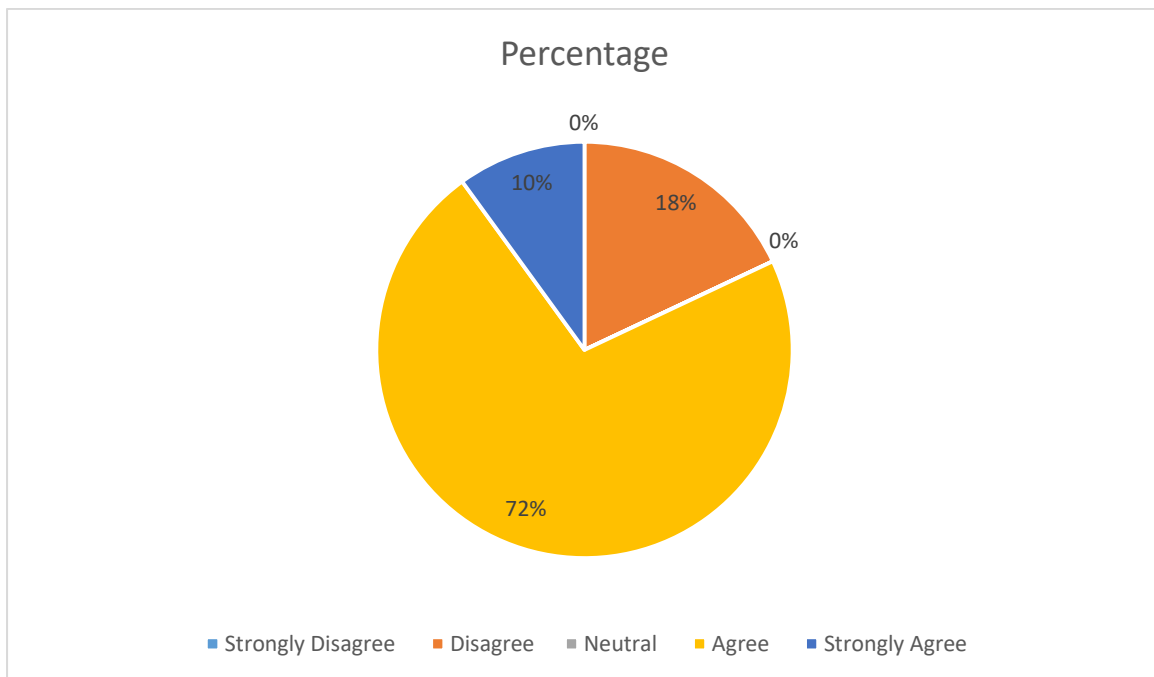
Purchase Decision	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	08	16%
Neutral	12	24%
Agree	10	20%
Strongly Agree	20	40%
Total	50	100%



From the data analysis researcher found that, most of the respondents (40%) are strongly agree position, (20%) of agree position, (24%) of Neutral. Besides, rests of the respondents (16%) are negative attitude regarding this issue.

11 You recommend a brand or an online business from social media to others if you are satisfied with their product or service.

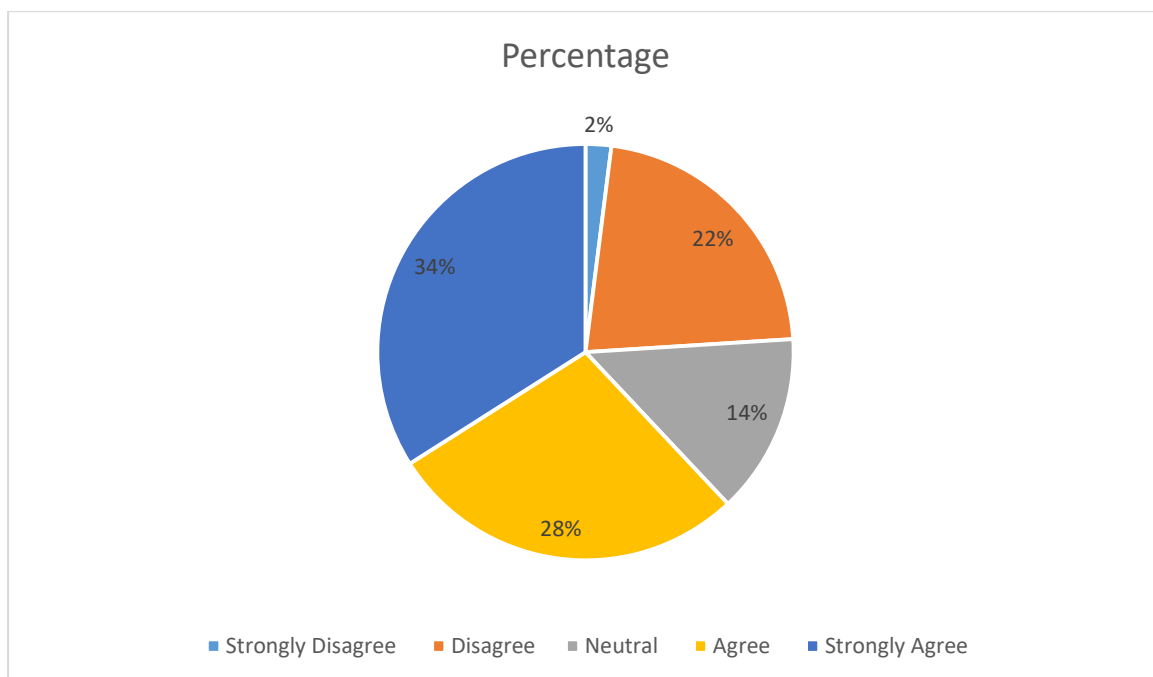
	Frequency	Percentage
Strongly Disagree	0	00%
Disagree	9	18%
Neutral	0	0%
Agree	36	72%
Strongly Agree	5	10%
Total	50	100%



From the data analysis researcher found that, most of the respondents (10%) are strongly agree position, (72%) of agree position, (0%) of Neutral. Besides, rests of the respondents (18%) & (0%) are negative attitude regarding this issue.

12. Social Media is trustworthy for buying or selling products or services.

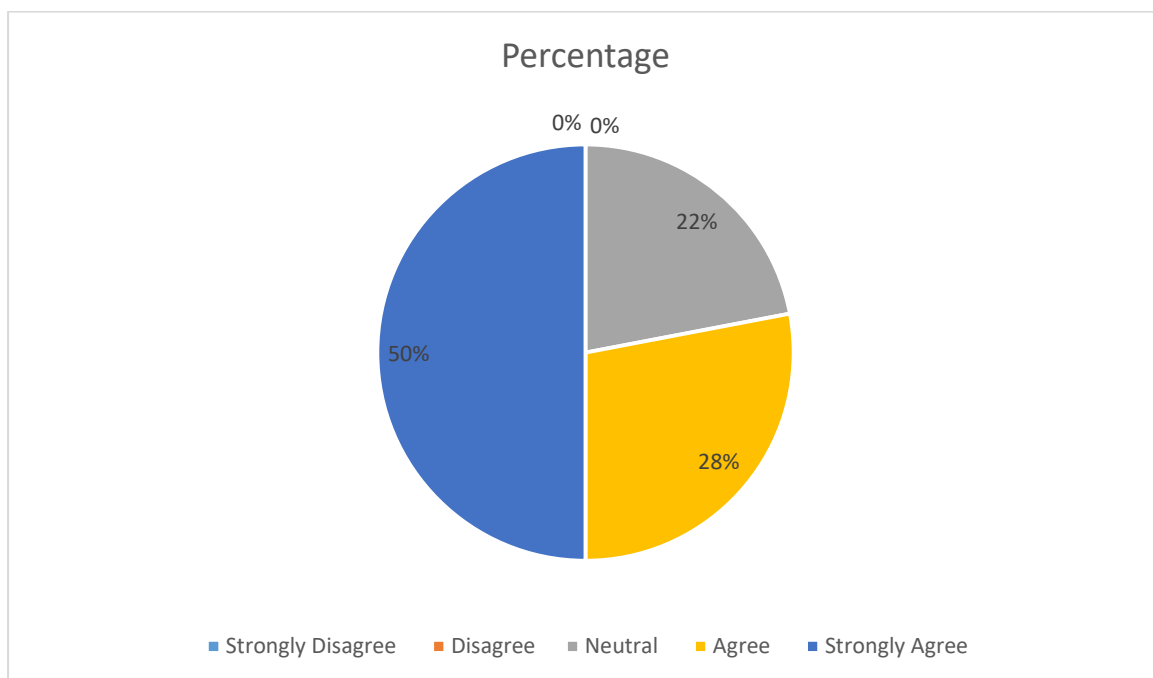
	Frequency	Percentage
Strongly Disagree	1	2%
Disagree	11	22%
Neutral	7	14%
Agree	14	28%
Strongly Agree	17	34%
Total	50	100%



From the data analysis researcher found that, respondents (34%) are strongly agree position, (28%) of agree position, (14%) of Neutral. Besides, rests of the respondents (22%) & (2%) are negative attitude regarding this issue.

13. E-commerce brands that are well known in social media are reliable.

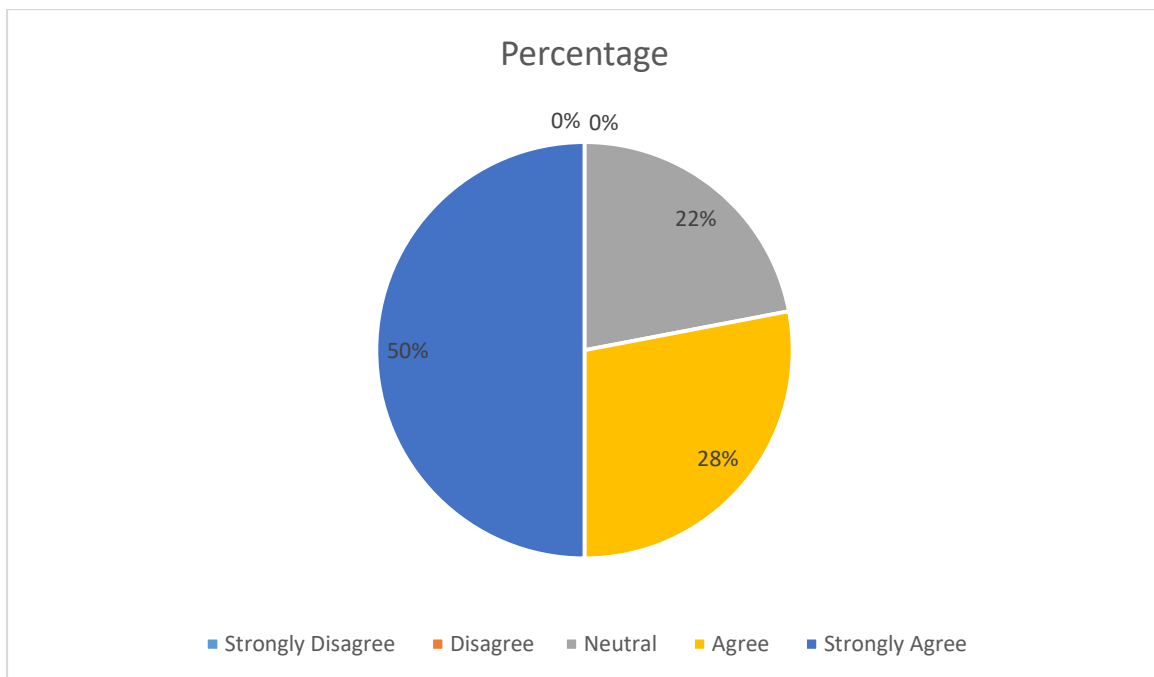
	Frequency	Percentage
Strongly Disagree	0	00%
Disagree	0	00%
Neutral	11	22%
Agree	14	28%
Strongly Agree	25	50%
Total	50	100%



From the data analysis researcher found that, most of the respondents (50%) are strongly agree position, (28%) of agree position, (22%) of Neutral regarding this issue.

14. How is your overall experience in communication with brands on social media?

	Frequency	Percentage
Strongly Disagree	0	00%
Disagree	0	00%
Neutral	11	22%
Agree	14	28%
Strongly Agree	25	50%
Total	50	100%



From the data analysis researcher found that, most of the respondents (50%) are strongly agree position, (28%) of agree position, (22%) of Neutral regarding this issue.

3.4.1 Findings from My Survey and Observation

- ❖ One of the primary findings suggests that social media platforms offer a viable approach to enhancing brand visibility and increasing customer awareness. Through consistent and frequent communication with customers, businesses have the ability to enhance the dissemination of their brand message and expand their outreach to a broader demographic.
- ❖ Social media platforms are widely recognized as valuable instruments for businesses to actively interact with customers in real-time. The utilization of this technology amplifies direct interpersonal communication and expedites feedback, thereby fostering an augmented sense of personal connection. The convenience of engaging with a brand through social media platforms and receiving timely responses is greatly valued by customers.
- ❖ The employment of influencer collaboration has demonstrated efficacy in fostering customer engagement. Influencers have the ability to effectively endorse products or services to their audience, thereby fostering trust and generating interest in the associated brand. The perceived value of influencer endorsements, which attract active customer followings, is widely acknowledged in academic literature. Such endorsements have been found to significantly enhance customer engagement and sales levels.
- ❖ Social media platforms offer a practical channel for effective customer service. Customers have the ability to initiate inquiries, request assistance, or express their concerns directly via social media platforms. The provision of prompt and helpful responses plays a crucial role in facilitating positive customer experiences and fostering customer loyalty.

3.5 Results of the Survey

- ❖ Based on the research results, it is advisable for online marketers, online businesses, and brands operating on social media platforms to create digital content and offer products that specifically target the primary customer segment exhibiting substantial engagement on these platforms. The primary aim of this strategy is to facilitate increased customer engagement with brands by leveraging social media platforms. Moreover, it is imperative for e-commerce enterprises to broaden their assortment of goods in order to appeal to male clientele and incentivize their engagement in digital transactions.
- ❖ The individuals responsible for consumer engagement on behalf of brands must possess a substantial level of product expertise, encompassing comprehensive knowledge about the offerings of the brand. This facilitates the engagement of individuals in comprehensive discussions regarding products with customers, thereby guaranteeing that customers obtain precise knowledge about the products. These factors possess substantial importance for specific customers.
- ❖ The individuals responsible for engaging with customers on behalf of brands should demonstrate a significant degree of friendliness, understanding, and professionalism in their interactions with customers. Moreover, it is crucial that they expeditiously attend to customer inquiries. The likelihood of converting a prospective customer into a loyal patron is increased through the practice of engaging in polite and respectful conversation, coupled with prompt and attentive communication.

- ❖ Furthermore, there is a widespread recognition among consumers that brands should exhibit a strong commitment to integrity with regards to their products and services. Consumers often attribute emotional significance to their preferred products, making the product selection a crucial determinant in their decision-making process. In order to optimize customer satisfaction, it is imperative for brands to provide products of exceptional quality that adeptly fulfill the demands of consumers. The correlation

between product pricing and quality is indeed valid. However, it is crucial for customers to be furnished with comprehensive information pertaining to the products. This functionality enables consumers to make informed purchasing decisions that align with their personal preferences and specific requirements. This would enhance the development of trust between brands and their customers.

3.6 Conclusion:

X-Integrated Marketing Agency recognizes the significant capacity for customer engagement offered by social media platforms. By leveraging these platforms, businesses are afforded the opportunity to gain various benefits, including increased brand visibility, enhanced customer engagement, the potential influence of influencer marketing, user-generated content, and improved customer service. Several factors contribute to the establishment of meaningful connections with the target audience and ultimately support the growth of businesses in the digital age. It should be noted that social media platforms provide businesses with a remarkably effective means to augment brand recognition. Organizations have the potential to augment their brand's visibility and expand their target audience through the deliberate establishment of a robust online presence on prominent social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube. The consistent publication of engaging and relevant content plays a crucial role in enhancing brand communication for businesses, as it helps to attract new customers and retain existing ones. Furthermore, social media platforms play a pivotal role in facilitating increased customer engagement. Businesses are provided with a direct method of communication with their customers, enabling immediate interaction and timely feedback. Customers highly value the convenience of interacting with a brand through social media platforms and receiving prompt responses. By actively engaging with comments, messages, and mentions, businesses can cultivate a sense of personal connection and establish rapport with their clientele. Within the domain of social media engagement, influencer marketing arises as a formidable and influential phenomenon. Collaborating with prominent individuals who hold significant sway over a specific niche or industry has the capacity to augment the scope and legitimacy of a brand's outreach efforts. Influencers possess the capacity to proficiently endorse products or services to their audience, thereby fostering a sense of trust and generating interest in the affiliated brand. The endorsement of influencers, who are actively followed by customers, is often considered valuable, leading to increased levels of customer engagement and improved sales performance for businesses. In addition, social media platforms offer

opportunities for businesses to enhance their customer service capabilities. Customers possess the capacity to engage in inquiries, solicit assistance, or articulate their concerns directly through social media platforms. The timely and effective handling of customer inquiries and concerns is crucial in cultivating favorable customer interactions and serves as a tangible representation of a brand's commitment to guaranteeing customer contentment. Through effectively managing customer inquiries and providing timely resolutions, organizations possess the capacity to augment customer relationships and cultivate loyalty. To optimize the potential of social media engagement, it is crucial for businesses to embrace a well-defined social media strategy. It is crucial for this strategy to align with the overarching objectives and target audience of the organization. The process should involve the meticulous selection of appropriate platforms for the intended target market, the creation of engaging and tailored content, and the continuous and proactive administration of an online presence.

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Appendix A.

Internship Report Proposal

Report on:

Customer Engagement through Social Media

1.1 Broad Objective:

- How Customer Engagement through in Social Media

1.2 Specific Objectives:

- 5) To Understand the Customer Behavior.
- 6) To Identify the Effective Customer Engagement
- 7) To clarify how social media has transformed the way brands interacting with customers.
- 8) The aim of this study is to examine the advantages of utilizing a Facebook page as opposed to traditional marketing strategies from the perspective of customers. The objective is to assess how digital marketing communication has effectively met their needs.

2. Preliminary Literature Review:

The exponential growth of emerging technologies, coupled with the widespread adoption of social media platforms, has significantly influenced the advancement and evolution of relationship marketing (Steinhoff et al., 2019; Thaichon et al., 2020). On one hand, the increased prevalence of intelligent devices and the extensive accessibility of high-speed Internet have greatly facilitated customers' capacity to conveniently obtain brand-related information (Lamberton & Stephen, 2016; Papakonstantinidis, 2017). On the other hand, the ease of use and widespread availability of social media platforms have enabled modern consumers to easily and openly express their attitudes and opinions towards various brands. This can be achieved through diverse methods, including leaving comments, expressing

approval through likes, or distributing content through shares (Buzeta et al., 2020; Hennessy, 2018). These instances illustrate the imperative for marketers to investigate innovative approaches to interact with customers, as customer engagement (CE) is anticipated to exert a substantial influence in the digital domain, specifically via social media platforms. Prior research has presented empirical support for the positive outcomes associated with online customer engagement (CE) in relation to different aspects of brands and customers. These factors encompass favorable assessments of brands, enhanced customer loyalty and trust, as well as heightened intentions to engage in purchasing behavior and overall customer satisfaction (Brodie et al., 2013; Harrigan et al., 2017, 2018; So et al., 2014, 2016; Tsai & Men, 2013).

3. Preliminary Methodology:

Primary data sources:

- Survey

Secondary data sources:

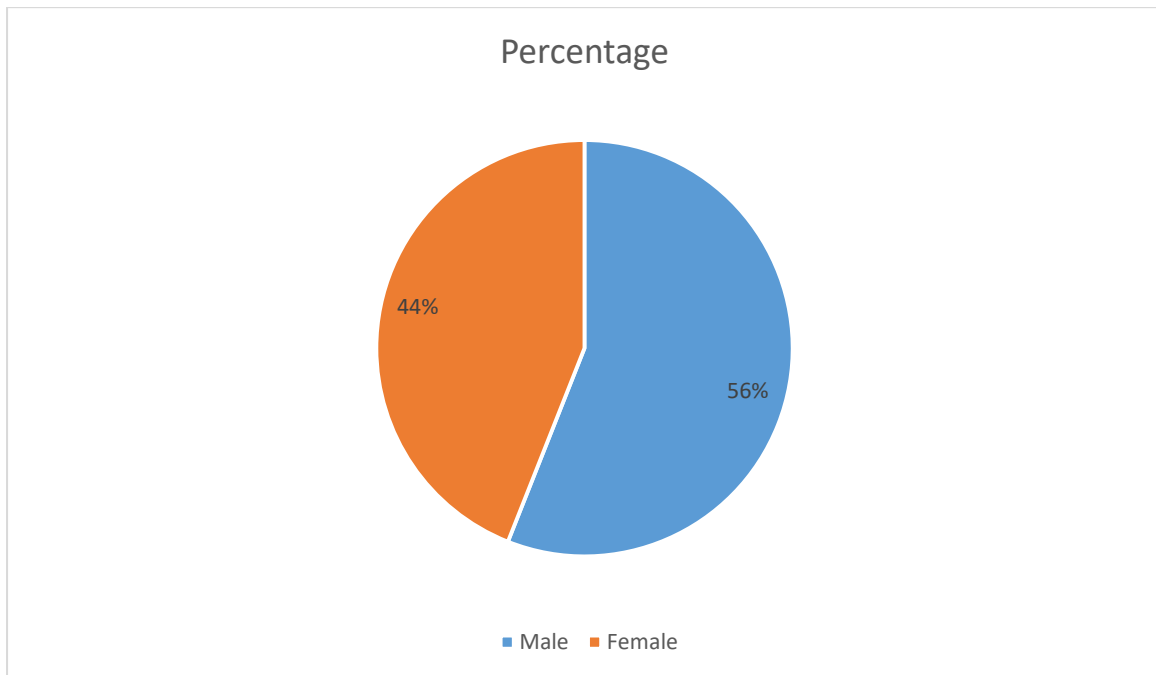
- Data collected from various documents of marketing departments, related article, books, various educations related articles and internet..

4. Timeline of the report work:

- **Report Work Timeline:** As per BRAC University Guidelines.
- **Internships Duration:** 3 months (June 14, 2022 to October 14, 2022).

1. Please choose your gender

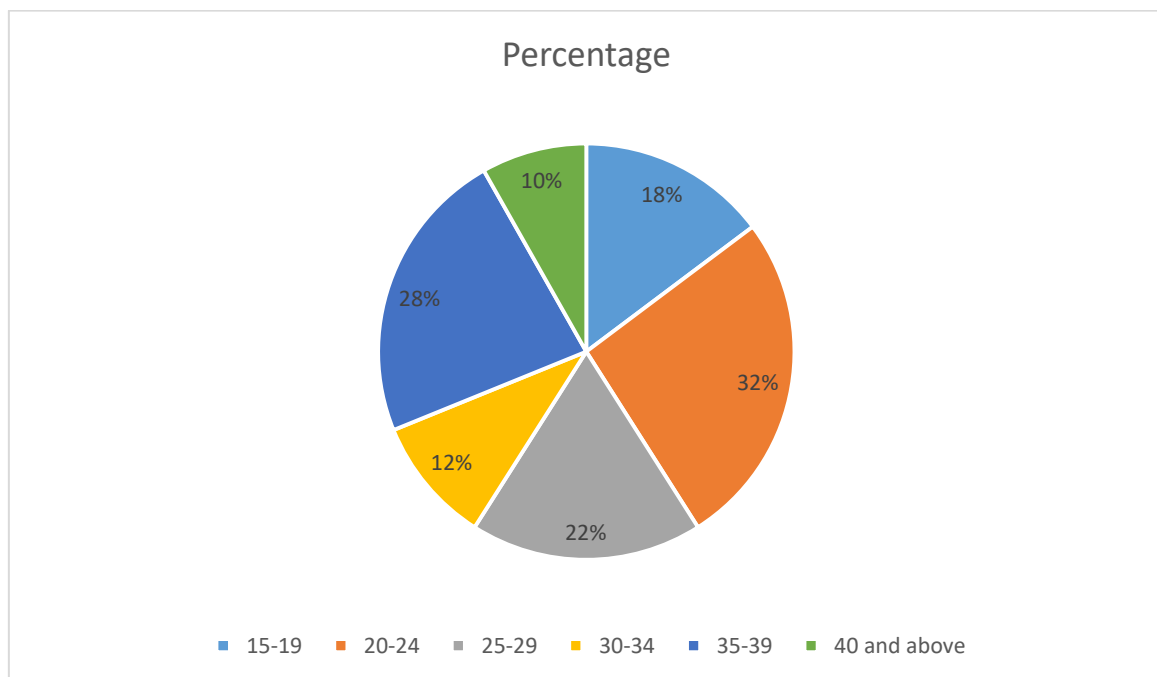
Gender	Frequency	Percentage
Male	28	56%
Female	22	44%
Total	50	100%



From the data analysis researcher found that 56 % are Male & 44% are female.

2. Please choose your age group:

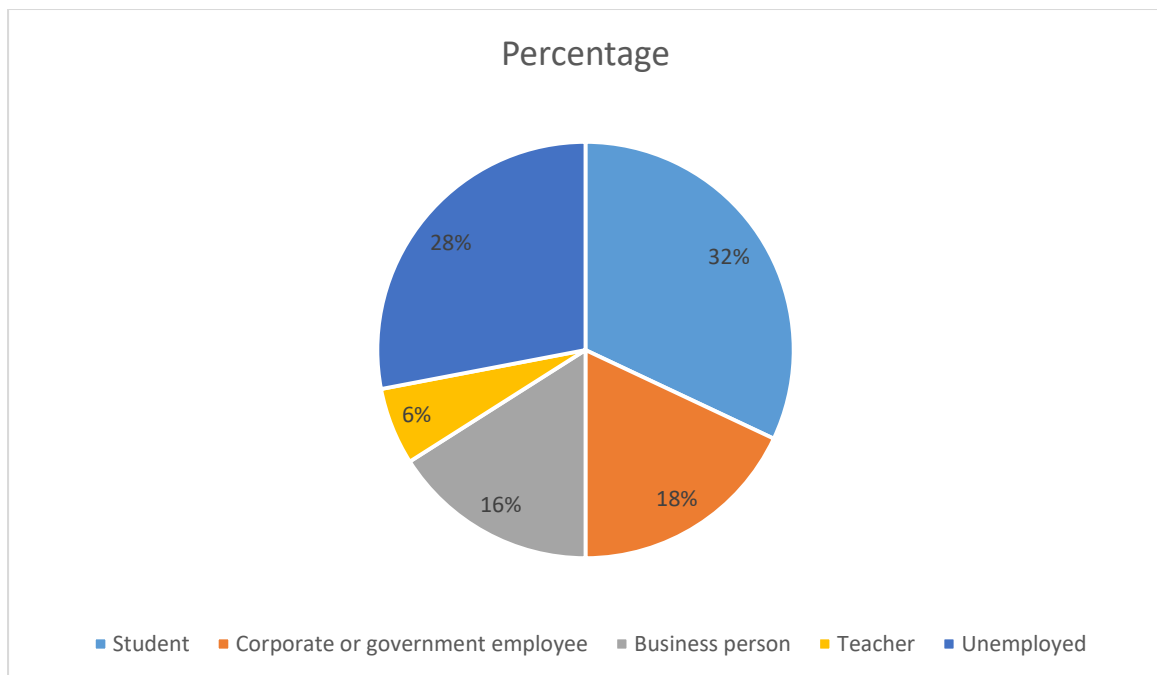
Age	Frequency	Percentage
15-19	9	18%
20-24	16	32%
25-29	11	22%
30-34	6	12%
35-39	5	10%
40 and above	3	6%
Total	50	100%



From the data analysis researcher found that most of the respondents 18% respondents are in 15-19 age group, 32% respondents are in 20-24 age group, 22% respondents are in 25-29 age group, 12% respondents are in 30-34 age group, 10% respondents are in 35-39 age group and 6% respondents are in 40 and above age group.

3. Please choose your occupation.

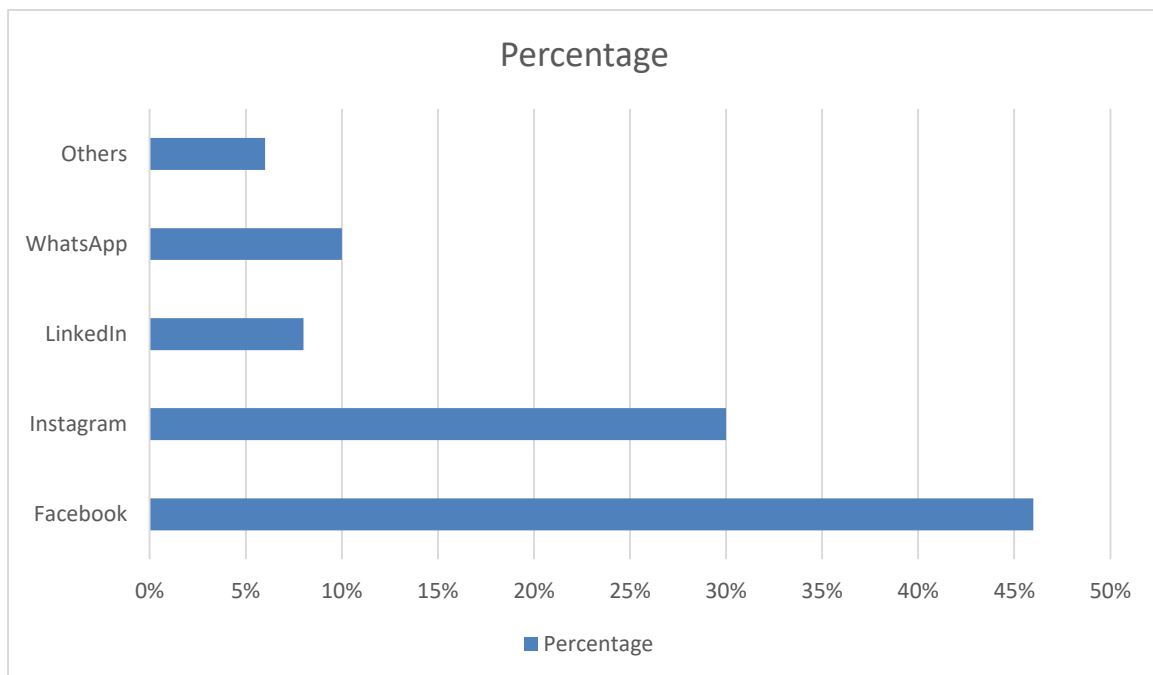
Educational background	Frequency	Percentage
Student	16	32%
Corporate or government employee	9	18%
Business person	8	16%
Teacher	3	6%
Unemployed	14	28%
Total	50	100%



From the data analysis researcher found that 32% respondents are Student, 18% respondents are Corporate or government employee, 16% respondents are Business person, 6% respondents are Teacher and & 28% respondents are Unemployed

4. Which social media do you mostly use.

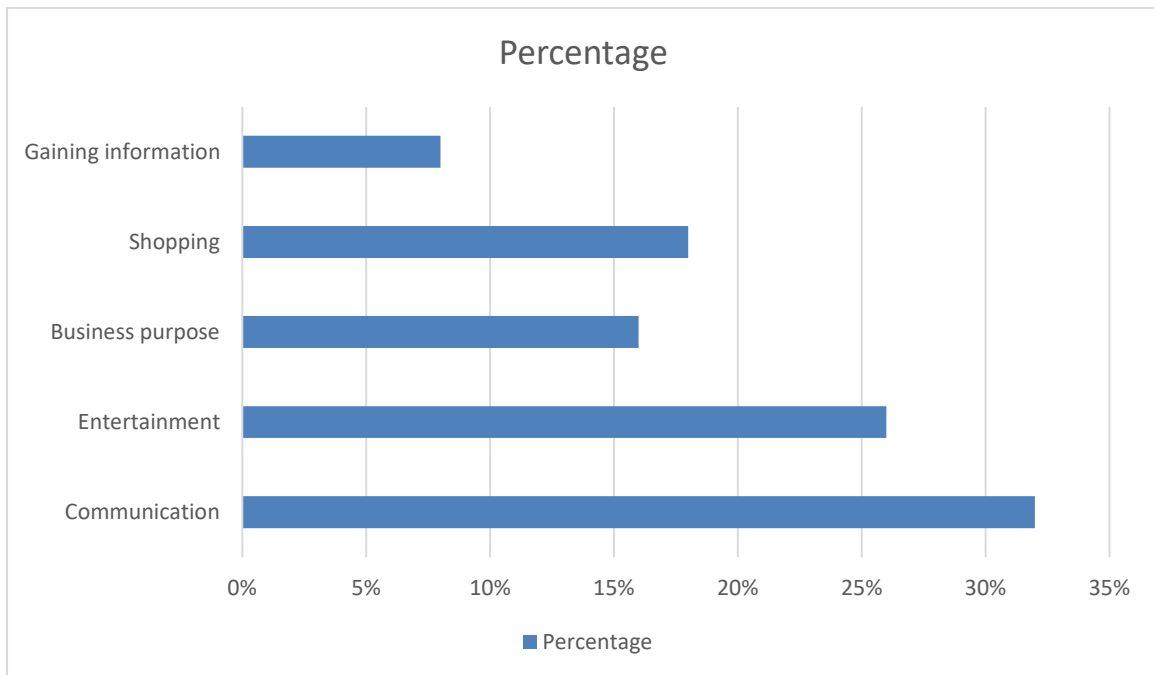
Social Media	Frequency	Percentage
Facebook	23	46%
Instagram	15	30%
LinkedIn	4	8%
WhatsApp	5	10%
Others	3	6%
Total	50	100%



From the data analysis researcher found that 46% respondents are used Facebook, 30% respondents are using Instagram, 8% respondents are using LinkedIn, 10% respondents are use WhatsApp and 6% respondents are use others web site.

5. What are your main purposes of using social media?

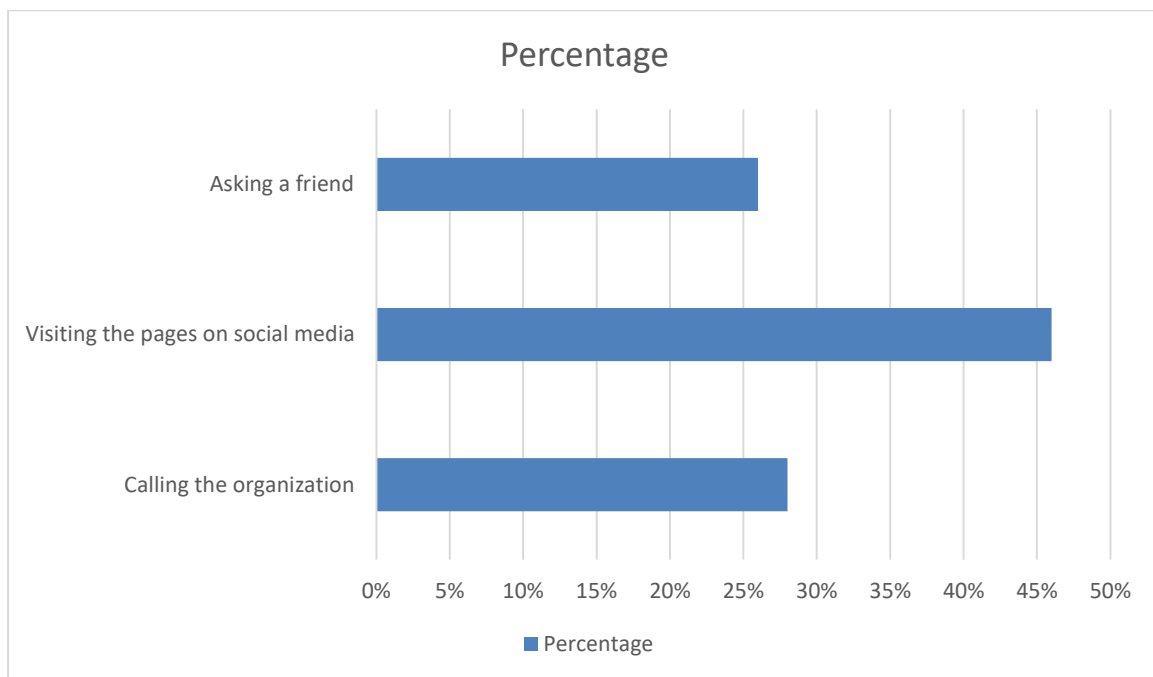
Main Purpose	Frequency	Percentage
Communication	16	32%
Entertainment	13	26%
Business purpose	8	16%
Shopping	9	18%
Gaining information	4	8%
Total	50	100%



From the data analysis researcher found that 32% respondents are main purposes of using social media for Communication, 26% respondents are main purposes of using social media for Entertainment, 16% respondent’s main purposes of using social media for Business purpose, 18% respondents are use main purposes of using social media for Shopping and 8% respondents are main purposes of using social media for Gaining information.

6. What is the preferable option for you to know about any service?

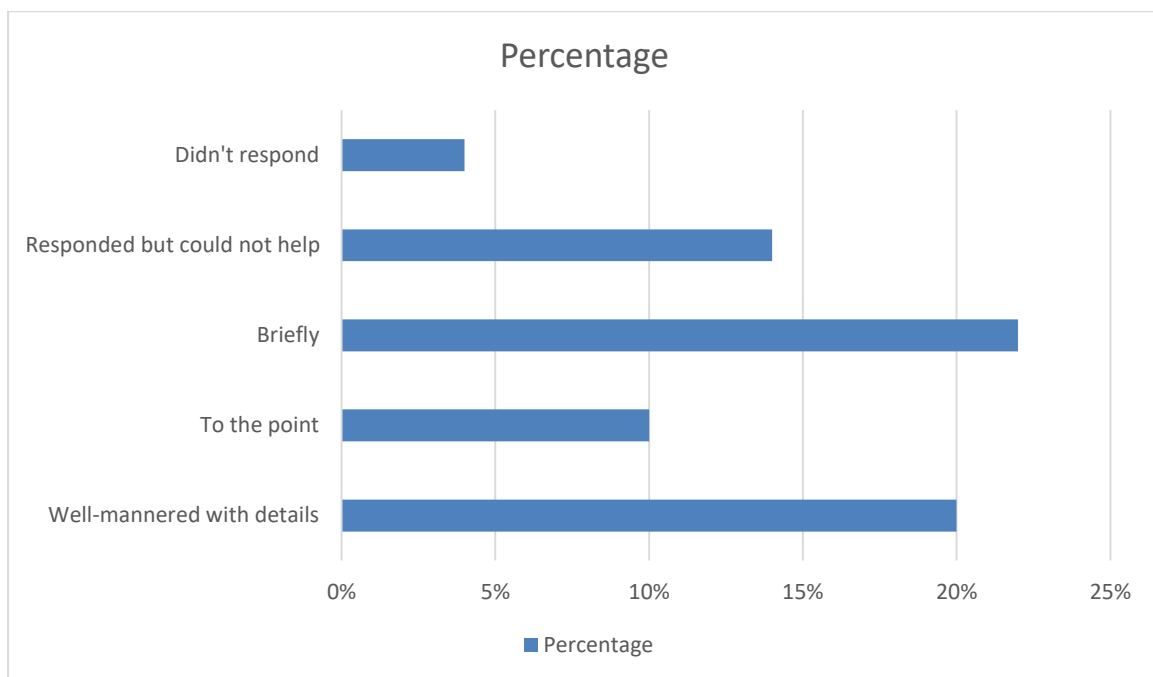
Preferable Option	Frequency	Percentage
Calling the organization	14	28%
Visiting the pages on social media	23	46%
Asking a friend	13	26%
Total	50	100%



From the data analysis researcher found that 28% respondents are Preferable Option of Calling the organization, 46% respondents are Preferable Option of Calling the organization, 26% respondent's Preferable Option of Calling the organization.

7. When you ask any query, how the X Integrated Marketing Agency responded?

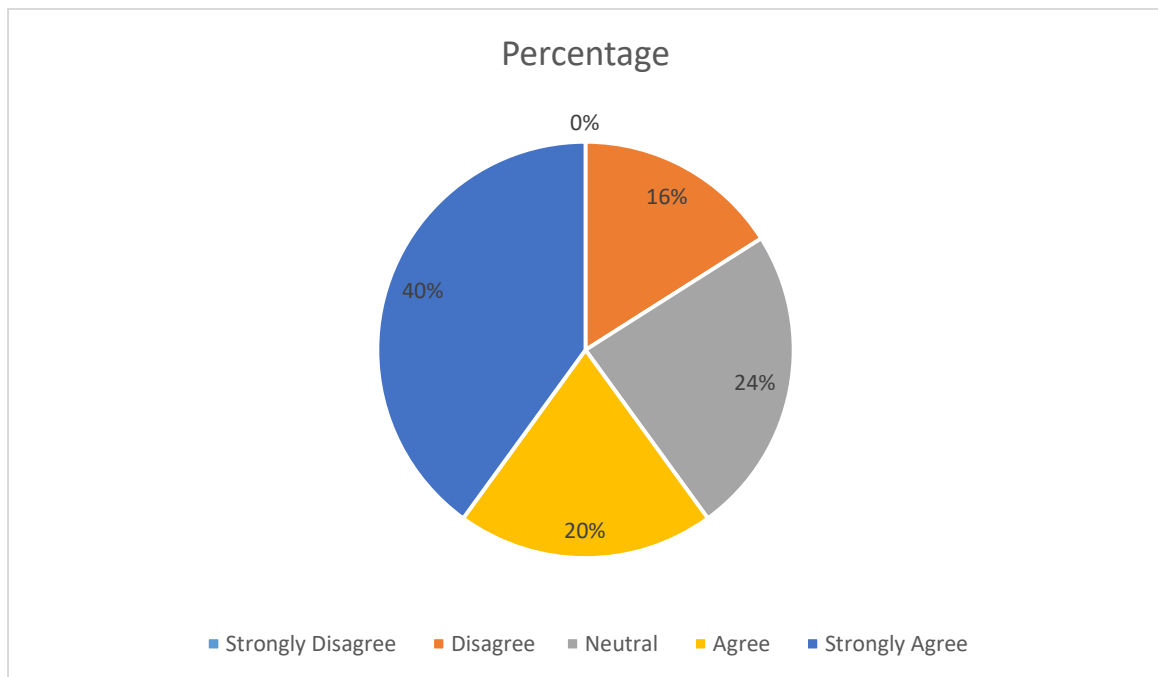
Responded	Frequency	Percentage
Well-mannered with details	20	20%
To the point	10	10%
Briefly	11	22%
Responded but could not help	7	14%
Didn't respond	2	4%
Total	50	100%



From the data analysis researcher found that 20% respondents are Well-mannered with details, 10% respondents are To the point, 22% respondent's Briefly, 14% respondents are Responded but could not help and 4% respondents are Didn't respond

8. The communication approach of brands on social media affects your purchase decision.

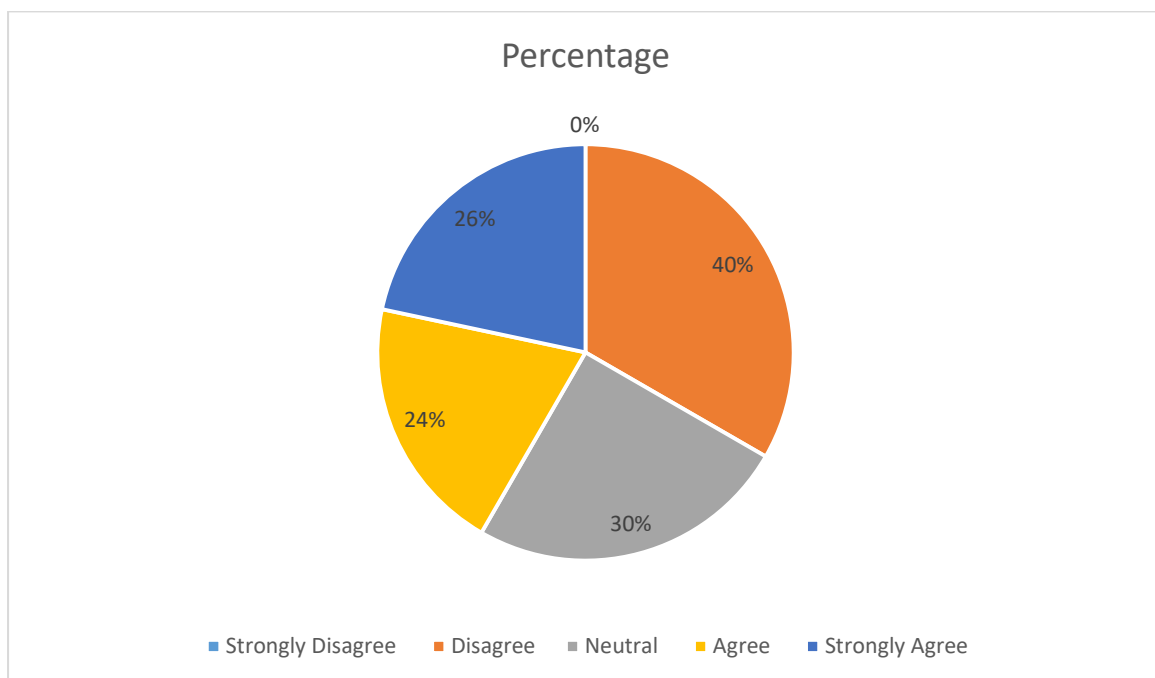
Purchase Decision	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	08	16%
Neutral	12	24%
Agree	10	20%
Strongly Agree	20	40%
Total	50	100%



From the data analysis researcher found that, most of the respondents (40%) are strongly agree position, (20%) of agree position, (24%) of Neutral. Besides, rests of the respondents (16%) are negative attitude regarding this issue.

9. You are satisfied to establish a relationship with your interested e-commerce brands through social media.

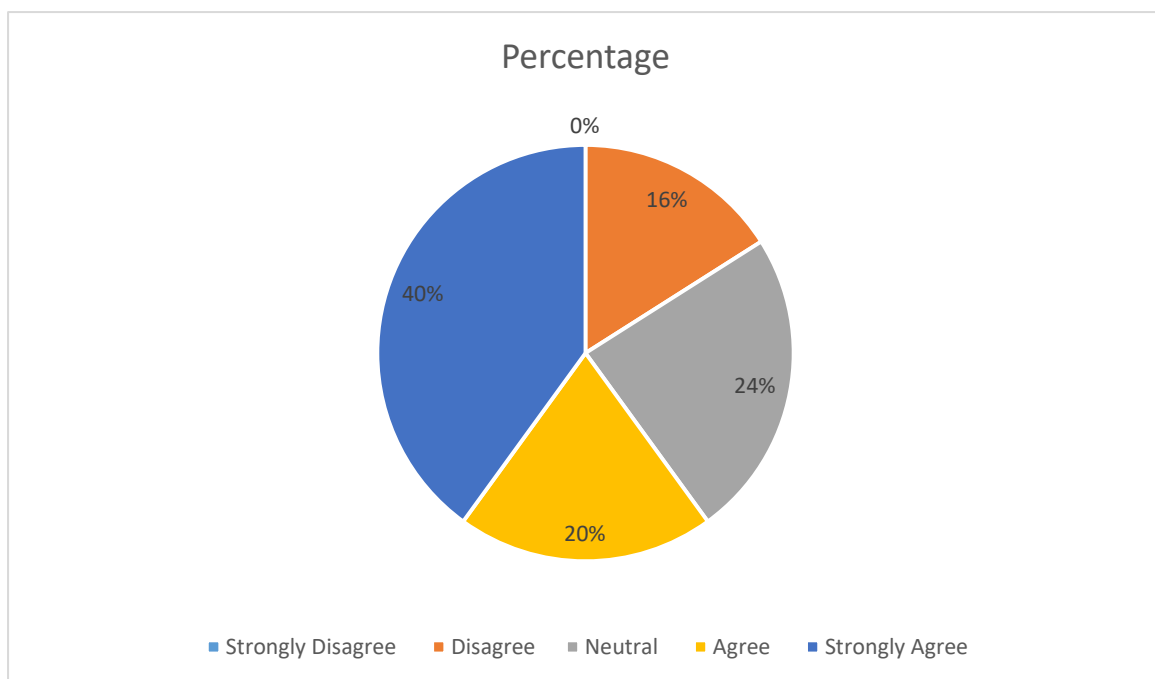
Interested E-Commerce	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	5	40%
Neutral	15	30%
Agree	12	24%
Strongly Agree	23	26%
Total	50	100%



From the data analysis researcher found that, most of the respondents (26%) are strongly agree position, (24%) of agree position, (30%) of Neutral. Besides, rests of the respondents (40%) are negative attitude regarding this issue.

10. The reviews and ratings on brands' social media pages influence your purchase decision from them.

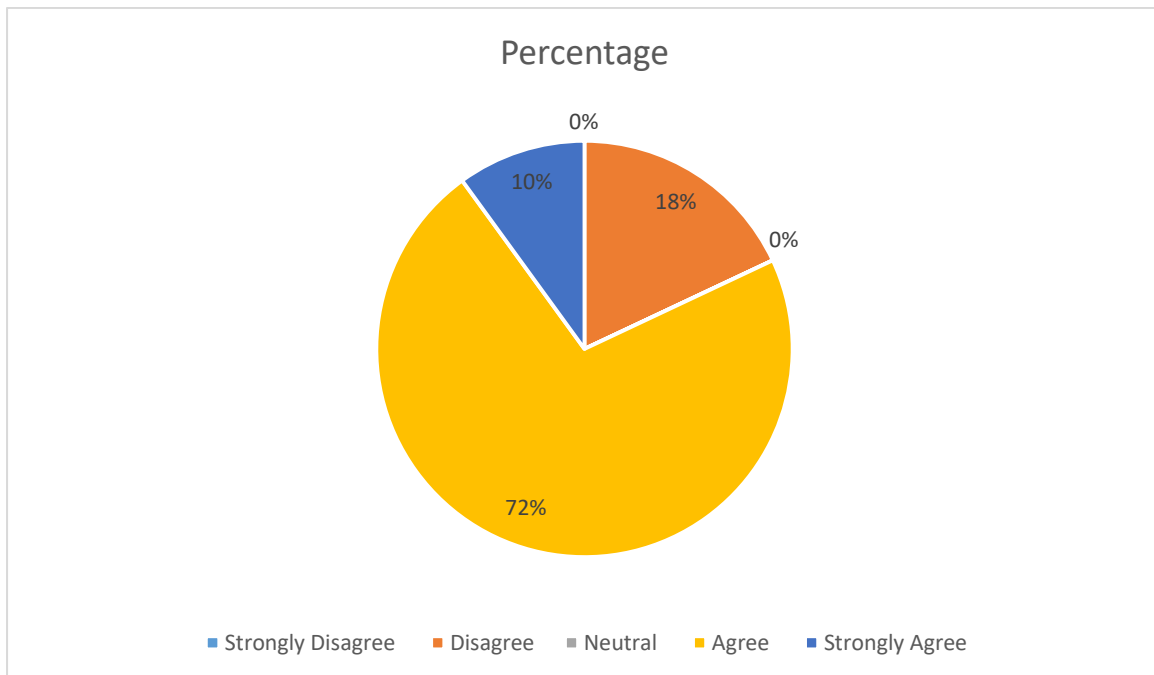
Purchase Decision	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	08	16%
Neutral	12	24%
Agree	10	20%
Strongly Agree	20	40%
Total	50	100%



From the data analysis researcher found that, most of the respondents (40%) are strongly agree position, (20%) of agree position, (24%) of Neutral. Besides, rests of the respondents (16%) are negative attitude regarding this issue.

11 You recommend a brand or an online business from social media to others if you are satisfied with their product or service.

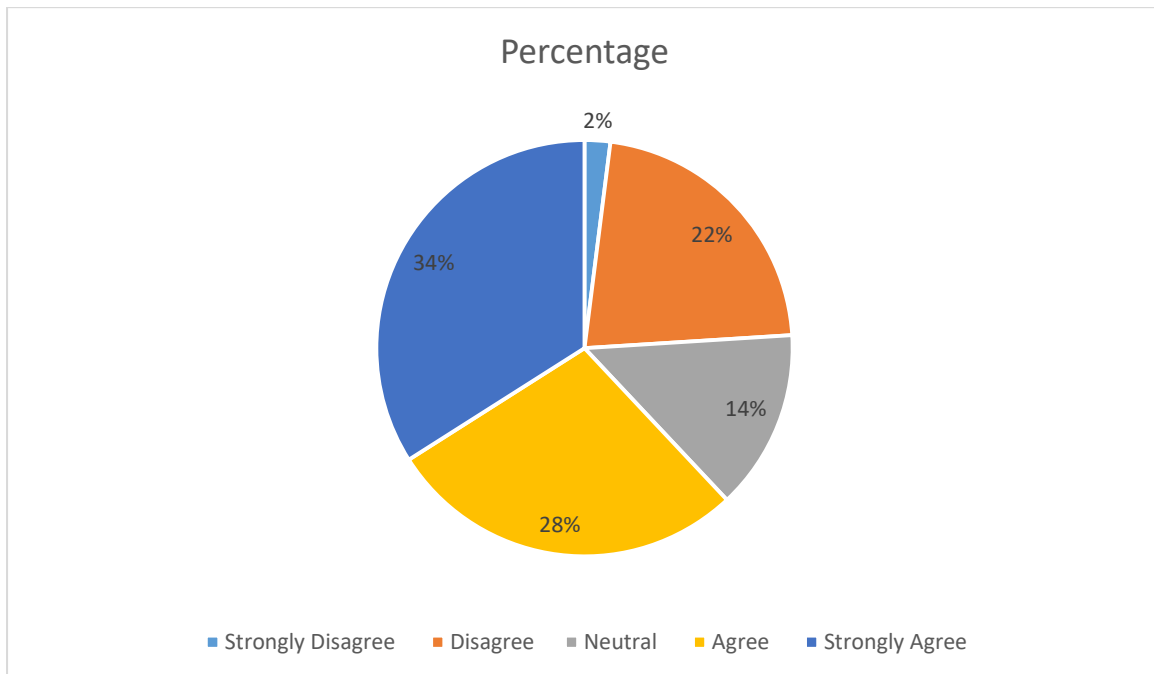
	Frequency	Percentage
Strongly Disagree	0	00%
Disagree	9	18%
Neutral	0	0%
Agree	36	72%
Strongly Agree	5	10%
Total	50	100%



From the data analysis researcher found that, most of the respondents (10%) are strongly agree position, (72%) of agree position, (0%) of Neutral. Besides, rests of the respondents (18%) & (0%) are negative attitude regarding this issue.

12. Social Media is trustworthy for buying or selling products or services.

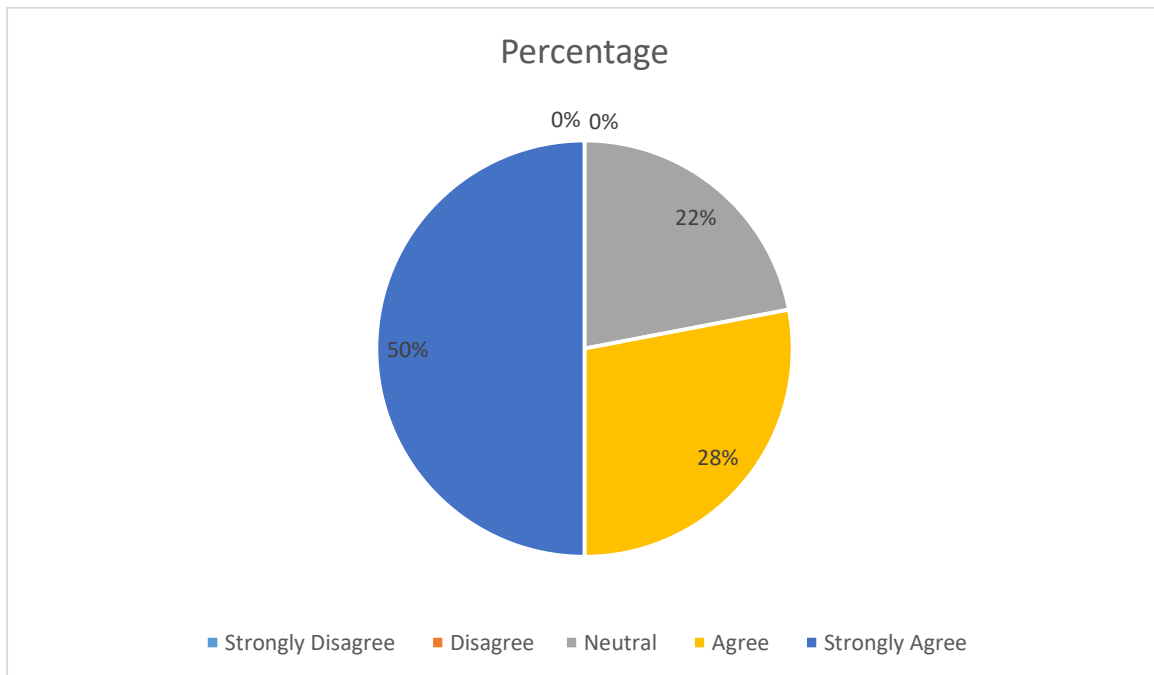
	Frequency	Percentage
Strongly Disagree	1	2%
Disagree	11	22%
Neutral	7	14%
Agree	14	28%
Strongly Agree	17	34%
Total	50	100%



From the data analysis researcher found that, respondents (34%) are strongly agree position, (28%) of agree position, (14%) of Neutral. Besides, rests of the respondents (22%) & (2%) are negative attitude regarding this issue.

13. E-commerce brands that are well known in social media are reliable.

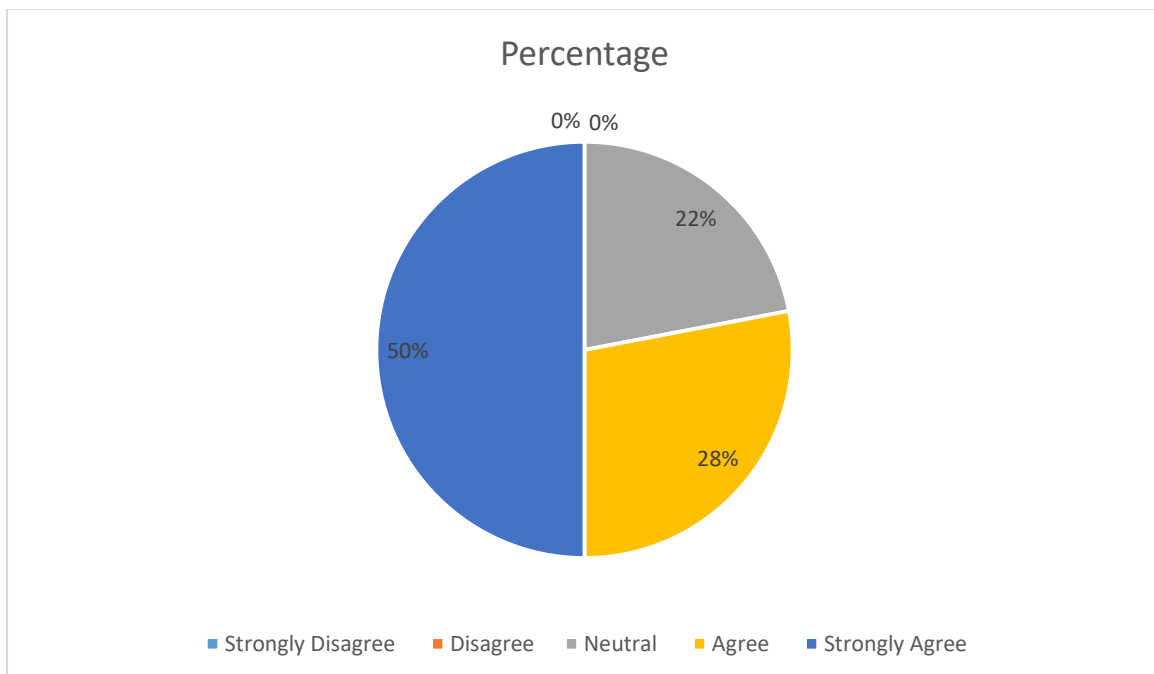
	Frequency	Percentage
Strongly Disagree	0	00%
Disagree	0	00%
Neutral	11	22%
Agree	14	28%
Strongly Agree	25	50%
Total	50	100%



From the data analysis researcher found that, most of the respondents (50%) are strongly agree position, (28%) of agree position, (22%) of Neutral regarding this issue.

14. How is your overall experience in communication with brands on social media?

	Frequency	Percentage
Strongly Disagree	0	00%
Disagree	0	00%
Neutral	11	22%
Agree	14	28%
Strongly Agree	25	50%
Total	50	100%



From the data analysis researcher found that, most of the respondents (50%) are strongly agree position, (28%) of agree position, (22%) of Neutral regarding this issue.

