Report On

Effectiveness of Facebook Advertising for marketing promotions
and its influence on Consumer

By

Annan Masum Ahona
ID 16204088

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

BRAC Business School
Brac University
April 2020

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:

Annan Masum Ahona
16204088

Supervisor's Full Name & Signature:

Ms. Fabiha Enam
Senior Lecturer and Assistant Proctor
BRAC Business School,
BRAC UNIVERSITY

Letter of Transmittal

Ms.Fabiha Enam

Senior Lecturer and Assistant Proctor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

This is my pleasure to display my internship report on '**Effectiveness of Facebook Advertising for marketing promotions and its influence on Consumer**' which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

_____

Student Full Name:Annan Masum Ahona

Student ID: 16204088

BRAC Business School

BRAC University

Date: April 21st,2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Aamra Infotainment LTD,Aamra Companies and the undersigned student at BRAC University Student Annan Masum Ahona for the commitment of preventing the unauthorized disclosure of confidential information of the company.

Acknowledgement

I would like to express my gratitude to almighty Allah for vesting the strength to complete this report successfully within the schedule time. This report would not have been possible without the dedication and contributions of a number of individuals as it is involved diverse field of knowledge and experience. Hence, it will be unfair to ignore acknowledging some of them as they contributed so much. I would like to express my gratitude to my honorable supervisorMs Fabiha Enam, Senior Lecturer and Assistant Proctor, BRAC Business School, BRAC UNIVERSITY and Mr Maher.Sayeed Chowdhury, Content director and Consultant of Aamra Companies Ltd for agreeing to supervise me during the internship period. Their willingness and encouragement boost my enthusiasm to prepare a credible report as well as learn something new about shipping industry. I believe this internship learning will help to grow my skills so that I can apply in my future aspect.

Executive Summary

Digital Advertising is a vast term which is not possible to learn with a small period of time. With the help of my supervisor and colleagues I have tried to implement and contribute some of my knowledge while doing the internship. This report has divided into three different parts. In the first part description of my internship , secondly about the organization amd its work process and finally the research topic with the findings and analysis.

I have tried to collect all the information regarding the topic to make a fruitful outcome so that in future it can be useful to my career also my fellow and junior mate. All the information are based on my experience, observations, one to one interview, online survey and also took the insights from the journals and article. While writing the report I tried to make sure that no confidential data has been used here out of the policy. The objective of this report is to find out the effectiveness of Facebook Advertising for marketing promotions and its influence on the consumer while making purchase decision.

First of all, this report gives a concise idea of digital advertising on Facebook of different ads; followed by how it works for the marketing promotions and its affects on the consumer while they purchase decision. This study also reflects the Key Assessment and Observation of the company and industry which is to understand the performance of the company.

Keyword: Marketing, Digital Advertising on Facebook, Marketing Promotions, Consumer Behaviour

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AIL   Aamra Infotainmnet LTD

Ads   Advertisements

TG   Target Market

Fig   Figure

LTD   Limited

Chapter 1: Overview of the Internship

1.1 Student Information

As an undergraduate student of BRAC Business School, BRAC UNIVERSITY; it is required to do an internship in a company for 3 months at least and prepare an academic report which may reflects the learning and the work experience of internship phase. My information has been listed below:

Name- Annan MasumAhona

ID-16204088

Program- Bachelor of Business Administration

Major- Marketing & Finance

1.2 Internship Information

1.2.1Period,Company Name, Department, address

I was appointed to take part in an Internship Program for a 12 weeks period with aamra infotainment limited in Creative & Digital Service Department, Commencing from January 12th to April 12th

Address is Safura Tower (16th Floor),20 Kemal Ataturk Avenue, Banani C/A,Dhaka

1.2.2 Job Scope

For the interns in the digital department duties:

- Digital post creation for social website
- Copy writing
- Community Management
- Client Servicing
- Regular Meeting updates
- Presentation
- Blog writing

1.3 Internship Outcomes

1.3.1 Student's Contribution

While working in the Creative and Digital Department it needs to generate new ideas for digital advertisements and campaign. Took part on the idea generation and implementations of different digital campaigns like valentine's day,21st February, women's Day and 26th March. Moreover, various clients has been assigned to do the community management which has been done also very efficiently. Different digital static post was created for different brands with unique copy writing. Presentations with ideas has also been delivered in the weekly basis.

1.3.2 Benefits to the Student

While doing the internship I have got benefits such:

- Learning the corporate culture
- Business Operations of the Organizations
- Static Post Creation
- Digital Campaigns
- Strategy Making for brands
- Business meetings
- Credit Note preparing
- Client Servicing doing

1.3.3 Problems during Internship

Problems and difficulties:

Routine adjustment:

Change of life routine and adjusting with it was the first challenge. I had to work 8 hours a day from 9 a.m to 5 p.m. It was a schedule that was quite long and this new routine took a few days to get adjusted.

Transportation:

Sometimes I had to work till late night and faced difficulties regarding transportation and so I felt insecure sometimes. It was not a big deal in the morning but I felt mental pressure when I had to wait a long time for the bus late at night.

Workload and Corporate Culture:

It was another challenge to cope as I had to work with various departments and maintain collaboration between them so the tasks were not that easy to handle. I worked both for client service and content development so I had to go through the customers' demand and forward to the development team and make them understand the demand and deliver the work to the client and collect feedback of the submitted task and solve issues if there were any. Initially I faced difficulties regarding completion of a task though I could overcome it within a month through the help of my seniors. Coping with corporate culture and maintaining relations with clients at a time were a big challenge for me initially but I didn't give up and through effective feedback and proper grooming from my colleagues I successfully overcame it.

1.3.4 Recommendation

The opportunity to prove as a potential employee it is a very hectic schedule for an intern. Companies recruiting interns should arrange proper grooming sessions, trainings based on the tasks they are providing to their interns so that they can have real life on job training and the opportunity becomes wider to prove as a strong competitor in the market. I will suggest an intensive training program for interns from various departments so that they can have the opportunity to learn the corporate culture and their tasks more efficiently. It will at the end bring the betterment of the organization and if they can prove themselves as potential employees the recruiter will also get an opportunity to hire their interns as permanent employees. Moreover, I will suggest my recruiter arrange drop off service especially for their female employees as it becomes a safety issue sometimes when it is late night to complete tasks on hand. It will also create job satisfaction among the female employees as well among others.

Chapter 2: Organization Part: Overview, Operations and Strategic Audit

Chapter 2 is the descriptions of the organizations, what is the functions of the company, about the industry, how the operations are goingand all the departments of the organizations, strategic analysis of the company in the industry, competitive analysis and SWOT Analysis.

2.1 Introduction

Aamra Companies is an amalgamation of businesses focused towards catalyzing the modernization of Bangladesh by providing technology driven solutions to their clients in various market segments.

aamra recognizes the up-to-date idea that Bangladeshi business companies need to apply in effective systems integration. Our corporate functions strive to provide all our customers with customized and integrated technology-based solutions that enables them to maximize their business potentials. Hence aamra holds the patents, distribution and marketing rights of a number of world renowned high technology driven products. We at aamra are continuously striving to satisfy our clients and target groups and also to serve them with the best by providing them authorized and complete service and maintenance for the same. Recognizes the power that partnership and cooperation have in achieving any goal.

Company morale believes that by harnessing the strength of togetherness with all our stakeholders, will be able to surmount any obstacle in the path and scale new heights. Accordingly, products and services are meant to create value of unity in relations to our business partners, shareholders as well as to the employees and society in general.

Methodology

For completing the graduation as per the university rules need to do an internship for three months. Thereby, chose to do the internship at aamra Companies and worked in concerns of aamra Digital Services and get to work with many different brands in the marketing Department. This internship has helped to get the depth knowledge of how digital marketing channels are done while promoting a brand. Being a marketing major this has given me the practical knowledge with relevance of my study, hoping that it would be helpful in my career in near future.

Objectives of the study

The broad objective of the study is identifying the prospects and opportunities of social media marketing by applying the theoretical knowledge and practical knowledge .The specific objective of my report is

- Learning the corporate culture

- Doing Competitive analysis and why is it important

- Finding out the importance of skills and knowledge

Limitations of the Study

While doing the report and working in the marketing department, faced many limitations regarding the marketing plan and approaches. While doing ant marketing plan or for making any content plan there is always a pre-planned structure and according to that the whole plan has to be implemented but it does not fall into the place all the time. For example for any brand promotion plan there is a traffic rule, referrals for the brands and queries and website etc. But when it is supposed to be implemented it can't be the way it is. For example. Working in a newly launched lifestyle brand named Qrius lifestyle. Social media contents and launching plan was implemented as per the structure but it has some limitations regarding the website and cannot published at the time of launching for this reason Google search network cannot be done at the time. People who cannot use Facebook or Instagram and manually search in the Google cannot get the website link for this reason the Google traffic measure cannot be calculated properly. Moreover, Email marketing was also not possible because there is a confidential issues which is restricted from the clients.

2.2 overview of the Company

This chapter includes the detail introduction of the organization, history, establishments.

History of the Company

Aamra Companies is a business-to-business conglomerate headquartered in Dhaka, Bangladesh. Established in 1985, the group's businesses include distribution and servicing of machinery and solutions for the textiles and apparels industry.

Aamra Companies began in 1985 with the establishment of Texas Resources Limited (Textile Associates Resources Limited) by Syed Farhad Ahmed and Syed Faruque Ahmed.

Soon after, the business diversified to the technological sector by setting up Texas Electronics.

The group of companies was rebranded in December 2007, as aamra, the Bangla word for "we" to consummate the tagline of the company "the Power of We". After the rebranding, Texas Electronics became Aamra Technologies Limited and Texas Resources became Aamra Resources Limited.

In 2008, Aamra companies expanded their business to the professional development segment by creating Aamra management solutions

In 2008, The Texas Group of Bangladesh changed its name to aamra (আমরা), (the Bangla word for 'we'). The group opened its first international concern in Paris to facilitate its outsourcing business in European countries in the same year. In 2009, its Singapore operation was started for international partner management and to operate its logistic business in the neighboring Southeast Asian countries.Aamra Technologies Limited., Aamra Networks Limited., Aamra Infotainment Limited, Aamra Outsourcing Limited &Aamra Solutions Limited are its concerns in the Information Technology industry.

Under the umbrella of Aamra companies, Aamra Technologies Ltd. provides core banking software, system integration, information system outsourcing, and switching and networking solutions etc.

Aamra Networks Ltd. provides data center and collocation, infrastructure as a service (IAAS), software as a service (SAAS), audio and video conferencing solutions, bandwidth etc.The service portfolio of Aamra Infotainment Limited includes web designing, content management, e-commerce development, web maintenance and applications, digital marketing campaigns etc.Aamra Solutions Limited focuses on critical solution development and support in the financial services sector.

Business process outsourcing and internet value added services are the key activities carried out by Aamra outsourcing limited.

Contributions to Different Industries:

Textile &Apparels:

- Aamra Resources Limited, Aamra Embroideries Limited and Aamra Fashions (CEPZ) Limited, provide CAD/CAM, embroidery, textile and other industrial development services, industrial automation services and distributes and services world-renowned textiles and apparels machinery.Amra started its business in the booming Textile & Apparels sector in Bangladesh in the 1980s. Today it deals with a varied range of state of the art products and services to meet the ever growing demands in local and international markets.

    aamra has participated in numerous development projects, many of which are still on, in both the public and private sectors. Aamra has one of the leading indenting houses in Bangladesh and plays a major role in the field of textiles & garments sectors. With a corporate philosophy of customer-oriented service and a clear-cut attitude to sell high quality specialized products, all concerns ofAaamra have become market leaders in their respective sectors. Presently Aamra has three separate concerns contributing to this high yielding sector of our economy.

- **Information Technology**:Aamra is a pioneer in the information and communication technology industry of Bangladesh. Having launched their first enterprise in computer

and network services back in 1987. Aamra has since then evolved its trade initiatives in the ICT sector with an aim to serve the market demands of a broad range of Business IT needs by addressing all aspects of product and project development life cycle, ranging from preliminary analysis and design, to programming, hardware and software specification, project implementation, and training.

aamra provides corporate IT solutions, offering various IT services nationwide. With expertise and specialization in providing world-class connectivity solutions such as WAN, VPN, and Roaming. Aamra places special importance on quick adoption of new technology.

Continuously striving to deliver true business benefits by simplifying connectivity and providing cost effective IT solution for maximum performance, security and convenience is what gives aamra the competitive edge. By providing complete web solutions and information services to both local and foreign clients, as well as E-commerce capabilities, order processing, payment handling, products and services delivery, and all other pertinent services throughout the transaction cycle are the core values of all aamra companies.

Working with technology that provides innovative product solutions for today's converged communication networks is another service delivered by aamra whose integrated communication gateway (ICG) product portfolio helps enterprise, SME and SOHOs worldwide migrate from legacy communication networks to next generation packet network infrastructure, all from a single integrated box.

aamra ensures its clients an exceptional level of service using appropriate mix of world-class talent, strong management focus, dedicated business units and a strongly built financial platform. aamra's strives to provide superior services by handling knowledge based and manpower intensive activities to improve the client's cost structure, competitive efficiency, price-performance and bottom line results.Presently aamra has five separate business units contributing to the ICT sector.

- **Professional Development**:

Education and HRD:aamra believes that to succeed, corporate Bangladesh needs highly trained human resources. It is only through capable and well-qualified HR can

a company attain its fullest potentials. With this in mind aamra has recently invested into HR training and staffing services sector. We endeavor to partner with our clients to ensure they have a steady stream of human resource to help attain their business goals.

- **Fitness & Lifestyle:** aamra has come forward to explore the rising business prospects of the Lifestyle Services sector. Our world-class fitness center is equipped with State-of-the-Art equipment. We aim to enhance the wellness levels of corporate Bangladesh. It has been scientifically proven that fitter employees can actually lead to a better bottom line.

Business to Consumers:

WE is a combination of Digital Services, brought together to offer a unique end user smartphone experience to the demanding users of this age.

While other smartphone brands concentrate only on delivering a box, we offer the complete experience that YOU as a user seek on a daily basis – limitless internet, a good camera to save your special moments, reliable backup storage on our cloud service so you do not have to delete any more of your favorite pictures or videos, digital content (in the form of news, entertainment and education apps), online radio and music player to soothe your spirit, and a powerful, fast processor to deal with all of these essential applications – in simple words, SMART SOLUTIONS that give you the complete experience. Behind this array of WE's services is aamra companies – a Bangladeshi group of companies with businesses in IT, Outsourcing, Textiles & Apparels and Professional Development. In the last three decades, we have been pioneers and in the forefront of business to business Technology products and solutions that include bulk internet connectivity for Telecommunications, Corporate Houses and ISPs, software and hardware services for the financial institutions, e-Payment services such as ATM, POS, credit and debit cards, storage and security solutions etc.

Partners of the Company:

Aamra companies have formed partnerships with various firms including Telekom Malaysia, TPS, BTCL, Novocom, Interblocks, Verisign, Dell, VeriFone, Finacle, Polycom, Oracle Corporation, NBS, Barracuda Networks, Tata Communications, Thales Communications, Webex, 1Asia Alliance, Cisco Systems, Sparkle, EMC Corporation, Juniper Networks,

Mikrotik, Rosenberger, Diebold, CA, Rapid SSL and Thawte.Aamra companies have also partnered with Barudan, Ecotex, Lectra, Loris Bellini, Mathis, Santex, Sclavos, Unitex, Vi.BE.MAC, Ngai Shing, Pozzi, and Cintex, for providing state of the art modern equipment for the garment industry in Bangladesh. They have partnered with Brightstar for Logistic Support and distribution, and with British Council and Technogym for providing services for professional development.Aamra is the official IT partner of the Bangladesh Cricket Board, Bangladesh Hockey Federation, Bangladesh Olympic Association, Bangladesh Football Federation and Bangladesh Sports Journalist Association.

Mission:

To empower our customers, employees, partners and communities by providing the finest products, services and practices.

aamra believes that one needs to pay special attention to the standards of living. Hence in addition to the apparel and the ICT sectors we have a range of investments in the Lifestyle sector which includes aamra fitness limited (Health Club, Gym and Fitness Center) and HR Development & Recruitment Services (T&D, Consultancy, Job Placement, Conference facilities and Business centre) seeks to improve the efficiency and effectiveness of resources (Human and Material) within corporate bodies.

Vision:

Excellence and innovation…unlimited … through the power of "WE"

The Bangla word for "WE" best encapsulates the guiding principles of our beliefs. It primarily recognizes the power that partnership and cooperation have on achieving any goal. Only when we harness the ability and capacity of each one of us, will we able to achieve the highest level of accomplishment.

Meaning that-

- ✓ Together we can stand tall.
- ✓ Together we can face all adversity.
- ✓ Together we can triumph.

Background of Aamra Infotainment LTD.:

Aamra Infotainment limited is a one-stop web & digital marketing solutions company. From web designing to content management, event management to hosting portals, online product

promotion campaigns through digital marketing to maintaining intranets; AIL has its wings spread wide across the digital world.

This reliance has been achieved since individual client's needs and requirements are reviewed thoroughly. AIL also provides content services for its corporate clients and through its popular portal bangladeshinfo.com, it portrays and presents a positive Bangladesh to the world audience.

Over the span of time, the company has delivered innovative and unique web ideas with which it has secured a commendable registration among the minds of web viewers.

The longest running local web portal, www.bangladeshinfo.com is an aamra infotainment initiative that also happens to be one of the most visited Bangladeshi sites.

We make sure that our clients run their day-to-day businesses in an easier way by maintaining their intranet and websites. AIL, having its own ISP facilities, designs and develops innovative and latest technology based web sites that merge information, interactivity and aesthetic designs into a perfect blend. Our team also develops and maintains web contents of a wide variety of websites. The portal provides the following channels: News, Business, Sports, Cricket, IT, Fashion, Music, Entertainment and Food. AIL also focuses on web solutions, advertising and a free web-based email service which includes a unique system that allows users to send emails in Bangla.

Finally, looking at aamra infotainment with a bird's eye view, it's guaranteed that you'll discover a soothing mirror where you'll look at your own image in the form of success, loyalty and reliance.

Holding the vision of Ail is to empower our customers, employees, partners and communities by providing the finest products, services and practices. Having other values like Innovation is not just another word for us. We strive to be different and impactful. That is why our clients think "Aamra" when they want something extraordinary. We create efficiency by the mixture of Strategy and Hard Work. Our emphasis on listening to our clients creates great strategies, which are put into reality with our dedication. With our 13 years of experience, it is easy for us to relate to your needs. Yet we do not stop learning so that we can keep helping you with most up to date features.

Aamra Infotainment LTD (AIL) is a one-stop web & digital marketing solutions company. From web designing to content management, event management to hosting portals, online product promotion campaigns through digital marketing to maintaining intranets; AIL has its wings spread wide across the digital world.

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Services By AIL:

Website Development:

Now-a-days website becomes an essential part of every profession. Website makes strong impact on the image of your company. It is very important when company are more concern about exploring business worldwide. The success of website depends upon effective and efficient web designing. The web designing is the spirit of website and solely depends upon the layout, structure and compilation of company's content. Each of the websites planned in a precise manner to cater specific need. The web designing holds the key and important aspect of conducting global businesses. Based on the requirements of the company website can be made dynamic depending on the nature of the site. Once they decide to create a website for the company, it's always better to brush up the concept of website although we know that they already have in-depth knowledge about it.

Website application

A web application or web app is any application software that runs in a web browser. It is created in a browser-supported programming language (such as the combination of JavaScript, HTML and CSS) and relies on a web browser to render the application.

Within the mobile computing sector, Web apps are sometimes contrasted with native apps, which are applications that are developed specifically for a particular platform or device and installed on that device. However, the two are not mutually exclusive because many applications contain elements of both native and Web apps. Programs that combine the two approaches are sometimes referred to as hybrid application

Website maintenance:

Aamra infotainment limited are fully qualified to provide this service. We also undertake to redesign or modify your site at regular intervals. Website maintenance includes editing, revising, changing existing web pages to keep your website up to date. The periodic addition of new web pages is also part of maintenance services. Creating a website can be easy compared to maintaining it. Over the years that we have been developing websites we have discovered that maintaining a site is also important nowadays.

Software Development

Software development is the process of computer programming, documenting, testing, and bug fixing involved in creating and maintaining applications and frameworks involved in a software release life cycle and resulting in a software product. The term refers to a process of writing and maintaining the source code, but in a broader sense of the term it includes all that

is involved between the conception of the desired software through to the final manifestation of the software, ideally in a planned and structured process. Therefore, aamra software development includes research, new development, prototyping, modification, reuse, re-engineering, maintenance, or any other activities that result in software products.

Embedded software development, that is, the development of embedded software such as used for controlling consumer products, requires the development process to be integrated with the development of the controlled physical product. System software underlies applications and the programming process itself, and is often developed separately.

The need for better quality control of the software development process has given rise to the discipline of software engineering, which aims to apply the systematic approach exemplified in the engineering paradigm to the process of software development.

E-Commerce

Aamra infotainment limited offering an exclusive E-commerce pack, It includes:

- ✓ Site Design & Development
- ✓ Domain Registration
- ✓ Mobile friendly design
- ✓ Payment Gateway Solution
- ✓ Hosting Service
- ✓ Inventory status
- ✓ Product Management
- ✓ Content Management& Promotion
- ✓ Business E-mail accounts
- ✓ 24/7 Customer Service

Digital Marketing

Insight, digital intelligence and innovation to create actionable and accountable digital campaign. Digital Marketing strategy for different brand / Organization. Aamra infotainment is headed by a digital marketing strategist with over a decade old digital marketing experience. Strong execution and execution of global brand campaigns we help to achieve your business goals.

1. Facebook and Social Media Marketing

Unite insight, digital intelligence and innovation to to create actionable and accountable digital campaign

2. Google Ad words and Engine

Employ the use of Google Ad Words and Engine to take your business to popular heights

3. Search Engine Optimization

All our projects are search engine optimized, to ensure that they generate better traffic and be popular.

4. Email Marketing

Email marketing service can assure that your business reaches more people than ever before.

Some of the Clients of AIL:

Here are some of the key Clients of Aamra Infotainment Ltd. These organization has been listed in the potential list of the clients.They have been catered for the development of their websites, digital marketing contents, search engine optimization etc.

2.3 Management Practices

This Chapter includes the management practices of the organization which includes all the activities within the organization from developing to the final product. During my internship period I closely observed the organizational cycle of the company of different departments.From the personal observation I could realized coordination is very important and every deparment is linked to each other.

Management Practices is the things getting done as per the requirements of the product and services and evaluated of the final product and it gets to the delivery.It holds the behavior and culture of an organization. This system is a guideline to maintain the transparency and smoothnessof an organization. There two type of organizational practices I have observed:

- Internal Organizational Practice
- External Organizational Practices

Internal Organizational Practice

Internal Organizational Practices defines the practices between the organizations among different departments. Internal organizational practices are most important to build the sustainability and transparency of an organizational. I had to work mostly in the internal practices by working in a team while delivering the assigned task. I learned the organizational structure and then I get to know how I should do my work. After learning the systems and process of doing work I could finally able to give my hundred percent to my teams. Internal Organization also includes training, one to one discussions, meetings about achieving the monthly sales, knowledge about Key Performance Indicators, performance evaluations, recognitions, appreciations and monthly celebrations on achieving the monthly target. Moreover, internal practices also include the communication in both ends. From back end to front end which is very essential to get the perfect result. Since without proper communication it creates a gap which is not supported in any ends. Commutation is huge part between the employees of an organization without ensuring that it is not possible to deliver the best output of any given task

External Management Practices

External Management Practices defines how an organization deals with the stakeholders or clients. This might be anyone else apart from the employees of the organization. External practices are equally important like the internal management of the organization. It includes how to get to know the objectives of the clients, what they want from the organization, what are their requirements how they deal with the complains if they have any with the management or authorities, if they are not happy with the services, having many feedbacks etc are very sensitive issues which is very important to have a good relationship with the stakeholder in order to have a good word of mouth and spread of words.

Human Resource Department:

Human resource department ensures the recruitment of the new efficient and capable people who looks fit for the position. It also includes training, development sessions, yearly motivation and appreciation to the best employees. This department is very helpful and active in terms of all the necessary activities, measures for the new and current employees. In HR department there is also a law department which is always updated with the business laws, labor laws and employment laws and regulations.

Departments of aamra Infotainment LTD

Aamra Companies is the mother company of aamra Infotainment ltd. Which comprises of the website development and Digital Service Department. Being an Intern I worked in the digital department where I had to accumulate in both department at the same time.

Table1:List of Departments

2.4 Marketing practices

Aamra Infotainment LTD marketing department has two sub departments. One is sales and another is Creative & Digital Department.

Table 2: Marketing Dept.

Marketing and Sales Department is all about attending all the meetings with the clients about their requirements, suggestions and feedback. This process start with pitching to the clients. Pitching to the clients means based on their criteria and business objectives the client service teams makes content, static post , ovc or teaser and then they prepare a presentation and show it to the clients about all the digital content. This is how the proposal is given to the clients based on the new trend and industry. This is basically for the new clients who want to work with the organization.

Digital Department:

Digital Department works with the digital platform. Digital platform like Facebook,Instagram, twitter, Google ads etc. This department confines with the designers and visualizers who design the digital advertisements for the products. After getting all the information and layout they make the design as per the requirements of the content team. Digital contents have different kinds of varieties this can be static post of a product, or loop, small video, video commercial etc. Figure of digital Marketing activities:
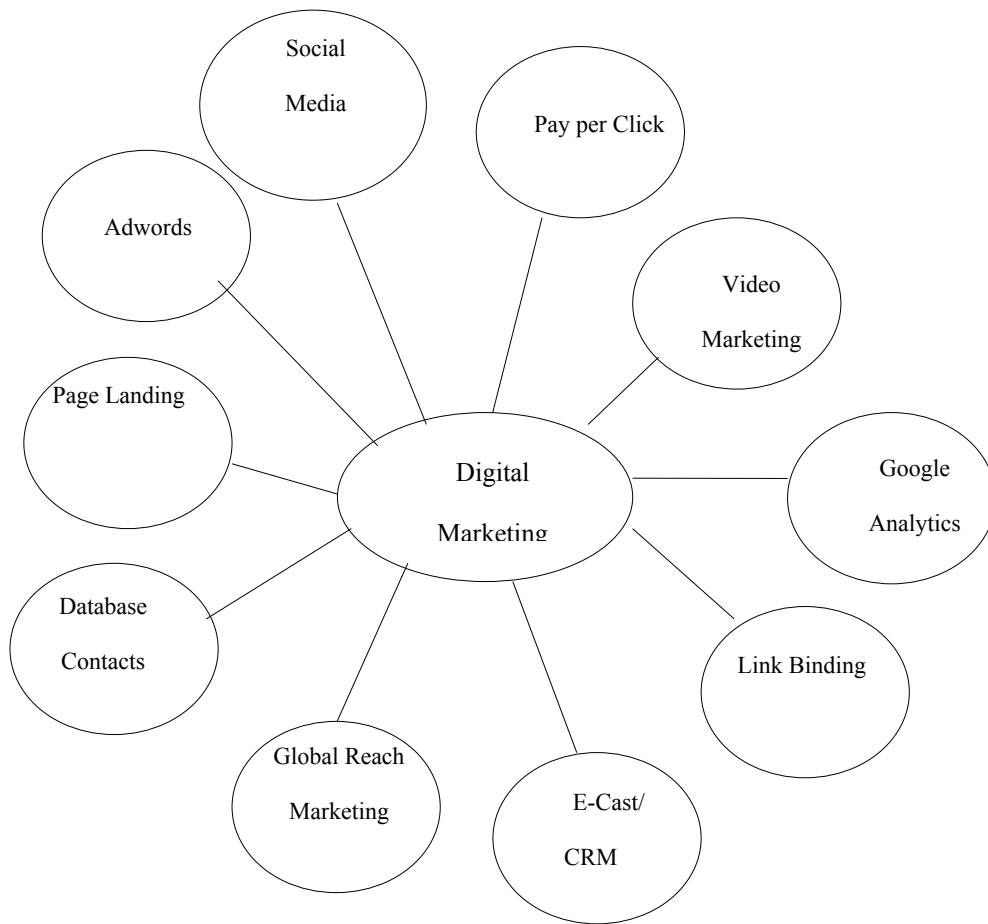
Fig1: Activities of Digital Marketing

Creative department:

Creative Department is the main power source of the whole marketing department. Creative department give lives to the whole production of the digital media. Content is the idea generation of the digital advertisements. For examples, clothing brand are introducing there new collection so that needs to be promoted to the customers with the perfect targeted group. For making it attracted and to highlight the unique selling proposition the product has to promote in a way that grabs the customer's attention. Digital static is one of the options here to grab the attention like this way. A static advertisement contains a simply crunchy copy. Copy has to be with three to seven words. Copy is used to grab the attention of the customers. Writing copies is very tricky and critical since it has to be very unique and eye catchy. For a brands it is necessary that the simple two three words copy is reflecting the whole idea of the brand and as well as the unique selling propositions of the brands. Moreover, with the copy there also comes with the caption which needs to be relevant to the topic and it has to be specific with the objective of the business. Irrelevant captions do not get proper response from the targeted group and so it may cause to lose the sales target. So the copy along with captions needs to proper meaningful with the object as well as unique so that it can get the enough response from the target customer.

Client Servicing

This department is outbound towards the clients. Client Servicing is to maintain the relationships with the clients with all the business purposes. When a client is working with the company they need to have full support from both end to maintain the sales target. Client servicing can be crucial at times because of a communication gap between two parties. Since the client may have complains or requirement and if the client service could not deliver it properly it might be a great problem for both the parties. So clients servicing needs to deal with proper concentration in order to lessen the hassles.

Community Management

Community management is handling all the queries of customers in their social media handles. Community management is also a part of this creative departmentCustomers' needs to be handled properly with prompt reply. Since social media handles of different brands are established to have a two way communications with the clients so it needs to be interactive

otherwise it creates a bad impression towards the customer.If theclients ask for any product details or any kind of queries asked bythem it needs to be promptly replied. Moreover, posting the static and loops orany kind of post needs to be uploaded in the right time this is also the task ofcommunity management.

Accounts Department

After deliveringall the clients work client service department needs to make a credit note.Credit Notes has all the details of the weekly and monthly plans of deliveries.After all the deliveries to the clients, credit notes are delivered to theaccounts department. Accounts departmentassembled all the notes and go for thecollections and deposits. This how the monthly collections and deposit aremade in the accounts department.

Fig1.1: Outlay of the Marketing Team in AIL

2.5 Financial Performance &Accounting Practices

The Company has complied with all mandatory requirements of Corporate Governance guidelines as enumerated in the Notification No. BSEC/CMRRCD/2006-158/207/Admin/80 dated 3 June 2018 of Bangladesh Securities and Exchange Commission. Malek Siddiqui Wali, Chartered Accountants in Practice have certified that the Company has complied with the conditions of Corporate Governance.

The Directors confirm that the financial statements have been prepared in accordance with the International Accounting Stand-ards and other applicable rules and regulations. A statement on implementations of the different accounting standards is set out at notes to the financial statement.

ANNUAL REPORT 2019

CURRENT YEAR FINANCIAL INFORMATION COMPARED TO LAST FIVE YEARS

(Figures are in million Taka except ratio and per share)

Table 3: Annual Report

Revenue	1457.69	1142.99	1171.44	1,114.78	1,201.53	1,016.52
Gross Profit	215.82	216.46	198.46	193.34	205.42	206.13
Net Profit Before Tax	102.75	99.96	90.50	92.02	103.37	97.94
Net Profit After Tax	76.38	89.05	83.95	82.03	91.28	83.94
Total Assets	2454.96	2.180.98	1.960.51	1.918.64	1,959.59	1,764.95
Net Asset Value (NAV)	1307.58	1286.56	1,252.48	1223.90	1,197.25	1,161.33
NAV per Share	23.62	23.24	22.63	22.10	21.62	20.97
NAV per Share (Restated)	23.62	23.24	22.63	22.10	21.62	20.97
Number of Shares	55.37	55.37	55.37	55.37	55.37	55.37
NOCFPS	6.12	0.68	2.13	5.23	(0.94)	0.59
NOCFPS (Restated)	6.12	0.68	2.13	5.23	(0.94)	0.59
EPS	1.38	1.61	1.52	1.48	1.65	1.52
* EPS (Restated)	1.38	1.61	1.52	1.48	1.65	1.52
Dividend Cash	5% (Proposed)	10%	10%	10%	10%	10%
Dividend Stock	5% (Proposed)	-	-	-	-	-

Fig.2: Financial Breakdown

Accounting Practices:

The audit committee makes recommendation on the reporting, control and compliance aspects of the Directors' and the Company's responsibilities, providing independent monitoring, guidance and challenge to executive management in these areas. The audit committee on behalf of the board strives to ensure effective implementation of the processes and procedures set out in the business plans and policies. Its aim is to ensure that high

standards of corporate reporting, control and compliance are achieved, in the belief that excellence in these areas enhances the effectiveness and reduces the risks of the business.

The Committee held four meetings during the year under review. The terms of reference of the audit committee clearly defines the roles and responsibilities of the audit committee. The terms of reference is periodically reviewed and revised with the concurrence of the board of directors. The roles and functions of the committee are further regulated by the rules governing the audit committee as specified by the conditions/ guidelines on corporate governance issued by the Bangladesh Securities and Exchange Commission.

- Reviewed the Company's 1st Quarterly Un-Audited Financial Statements- Statement of Financial Position, Statement of Comprehensive Income, Statement of Changes in Equity, statement of Cash Flows and related explanatory notes as on 30 September 2018.
- Reviewed the Company's Half Yearly Un-Audited Financial Statements- Statement of Financial Position, Statement of Comprehensive Income, and Statement of Changes in Equity, statement of Cash Flows and related explanatory notes as on 31 December 2018.
- Reviewed the Company's 3rd Quarterly Un-Audited Financial Statements- Statement of Financial Position, Statement of Comprehensive Income and Statement of Changes in Equity, statement of Cash Flows and related explanatory notes as on 31 March 2019.
- Reviewed the company's Financial Statements- Statement of Financial Position, Statement of profit or loss & Comprehensive Income, Statement of Changes in Equity, statement of Cash Flows and related explanatory notes as on 30 June 2019.
- Recommended for appointment of External Auditors and fixation of their remuneration.
- Reviewed the effectiveness and independence of the statutory auditors;
- Reviewed the adequacy of internal control and systems.

2.7 Operations Management &Information System

Operational Management

Operations is the process of the getting the final product. It ensures all the in between the activity which is necessary to run the business activity properly. In AIL the operational

function has some division including the everyday operations to achieve the company's mission, vision and goal. Operations in AIL has an organized process with a set of skills from planning, organizing and execution.Accumulating all these skills it helps the organization to do all the activities in a uniform manner. In AIL it has two types of division. One is business development and another is customer centric.

Customer centric operations start with communicating with the clients and pitching to them and attending meeting for them etc. It holds involvement of various department and coordination among the employees. Sales department starts with the interaction then it gets pass to the client service and then he or she gets to the designer team and this is how the cycle goes on. Here it needs a lot of communications and coordination among the team members otherwise communication gap creates hassle towards the client and made impression on the company.

Business development division is dealing with the higher authority of the companies and ensuring all the legal and ethics while giving the services. All the ongoing projects and works need to be on track by the operation head manager to get the work done within the time. Moreover employee's attendance and daily activities needs to be maintained as well. It also includes proper one to one discussion within the departments and weekly giving report and progress of the task etc. It has different line managers for all this departments to ensure the employees work productivity and progress towards every month.

For providing the service it has to undergone some stages.

- PLANNIG
- DESINGING
- EXECUTION

Planning:

Planning start right after getting know the objective of the clients. After analyzing objectives and criteria of the clients the content team make plans for the implementation. It can be a digital static post, or a motion loop or ovc or avc. The concept needs to be jotted down by keeping all the things in mind. After that some templates needs to be delivered to the designing team to make a visualization of the content.

Designing

Designing is the process of making the content into a final look. When the ideas are shared by the clients it gets designed as per the concept. Different kinds of tools are used for that.

Execution

It is the last stage for delivering the product to the clients. When the design is done it sends back to the client service team and they check through all the requirements and then delivered ti the clients. It sometimes gets approved or maybe sometimes it can have many feedback which needs to reviewed and rewind by the content and designing team as well.

Operational activity has to be maintained by making a team with the customer and the employees. Employees need to be focused and motivated enough from the authority of the organization as well to maintain the sustainability and to support the goal of the organization.

Information System:

AIL is using IT infrastructure in a business enterprise to generate and to assemble the desired information.

It helps the business process recorded and sustainable by making it tracked with the current trend. These are designed to organize the strategies and by developing the decision and the activities associated with the projects.

Continuously striving to deliver true business benefits by simplifying connectivity and providing cost effective IT solution for maximum performance, security and convenience is what gives aamra the competitive edge. By providing complete web solutions and information services to both local and foreign clients, as well as E-commerce capabilities, order processing, payment handling, products and services delivery, and all other pertinent services throughout the transaction cycle are the core values of all aamra companies.

Working with technology that provides innovative product solutions for today's converged communication networks is another service delivered by aamra whose integrated communication gateway (ICG) product portfolio helps enterprise, SME and SOHOs worldwide migrate from legacy communication networks to next generation packet network infrastructure, all from a single integrated box.

aamra ensures its clients an exceptional level of service using appropriate mix of world-class talent, strong management focus, dedicated business units and a strongly built financial

platform. aamra's strives to provide superior services by handling knowledge based and manpower intensive activities to improve the client's cost structure, competitive efficiency, price-performance and bottom line results.

2.7 Industry & Competitive Analysis

In order to promote product/services advertising has become the most effective key now-a-days. Advertising through online has become the new trend to ensure the visibility of the business. The more people entering into the modern world, the demand for digital marketing service becoming popular among the clients. As the clients, customers of today's world are most likely to get reached through online like various social media rather than in person meetings. Aamra Infotainment Ltd. has got a number of competitors in this sector. Here, I'm analyzing a few of those competitors.

Grey Bangladesh:

Grey Bangladesh is one of the top agencies in Bangladesh having 96 branches around the world. Having the experience of multinational level Grey could grab the attention of the clients within a very short time. Grey is also one of the most successful competitors holding competitive market share. They are holding a strong position for their creative ad and they are also the largest buyer of tv airtime and outdoor space. According to the social media site like facebook Grey got a 3.9 out of 5 rating from its clients and followers. Though Grey is an international level agency but its rating through facebook is not that high and indicates that it has a lot to do to boost its popularity and reach among the social media users, clients and followers. Sample tasks of Grey Bangladesh:

Asiatic:

It is one of the oldest and largest marketing agencies of Bangladesh. It was established in the year of 1966 and till now Asiatic was successful to create a high profile image while working with the top companies of Bangladesh and won the highest number of awards being an agency from Bangladesh. Asiatic provides 360 solutions for their clients. They do creative tasks, advertisement, public relations, visibility ensured to a specialized marketing plan for sophisticated Brand's product/services. According to the visitors and clients of asiatic it is holding on an average of 4.5 out 5 rating on it'sfacebook page. This rating indicates the popularity of asiatic among clients and followers and the indication is positive. It can be considered as a positive indication and it also can be considered as a strength of them to exploit the market share.

Magnito Digital:

It is the largest digital agency of Bangladesh having a good reputation of working with high profile clients from various sectors. They provide support in case of innovation of concept, management of social sites of clients, event management and designing program to content development for web, social sites and various media. Magnito digital started its journey from 2013 and it was very much capable of grabbing the attention of clients within a few years. In order to create a competitive position in the market they are combining their ability of extraction of data, content and technology. Successful development and deployment of digital contents are their key strength. According to their social sites their rating is 4.2 in a scale of 5. In the perspective of holding market share Magnito digital is not that successful but being one of the youngest agencies its performance is quite satisfactory.

Ogilvy:

Ogilvy is a multinational advertising and brand communications agency. It is one of the successful agencies ruling the market with potential clients. It has 132 office locations in 83 countries. Being one of the largest agencies it is holding a dominant position not only in Bangladesh but also around the world. It was established in 1948 and it has numerous experience of working with high profile clients. Their strength is their multinational experience. According to their social media page Ogilvy has got 4.2 out of 5 ratings.

Source:https://bangladeshbusinessdir.com/ogilvy-bangladesh/
https://www.ogilvy.com/

Here is the swot analysis of aamra Infotainment ltd. All the features are listed here are based on my personal experince and observations while doing the internship.

S	W	O	T
• Good Reputation • Of the company • Multi business of mother company • Special Expertise • Technological Oriented • Strong Relationship with • customers	• Lack of manegerial depth • New in the industry • Falling behind R & D • Less cordination in internal operating problem • High cost • Profit Oriented Client possesion	• Developing Industry • Going with the trend • New growth of channels • Merger & Acqusition • Entering into new segments	• Increased competition • Loosing key employees • Moving trends • ChangingEconomic conditions • Changing customer's preferences • Changing innovation everyday

Fig1.3: SWOT Analysis

2.8 Summary & Conclusion:

Completion of internship created a realization that the scope of digital marketing in future is booming. It is not combining itself just with posting ads on social media or typical online sites. The term digital marketing has broadened its meaning day by day. It has expanded its boundary according to the demand of clients doesn't matter where the post, ad, promotion will take place. Moreover, digital agencies also provide service in generating ideas for campaigns, strategy, promotion and even taking the responsibility of promotion through various mediums and also doing pr and market analysis for different domestic and international oraganation's new product line.With the development of technology more people are entering into the digital and so brands also want to increase their presence online, which is creating an opportunity for digital marketing. As digital marketing also consists of many other tasks to complete so many agencies are providing full facilities and this is known as 360. In this policy any agency provides idea generation to promote in the market facility. Many other agencies are also serving companies partially and for full complete support they are accomplishing a task combinely. This is how digital marketing agencies are becoming a platform for creating bonds between customers and marketers.

2.9 Recommendations

As an intern I have worked for three months and the experience was quite good but from my perspective there were few factors aamra digital can focus more and it will bring the ultimate positive result for them.

Focus on Customer Engagement:

They need to be more customer oriented and development work orders according to the demand and time to time feedback and resolving issues in time can bring more customer satisfaction.

Developing Client Retention Strategy:

Engaging with new customers rather than focusing on relationship development with current clients incur more costs and the process is a bit lengthy. Therefore, aamra should care more for their current clients while building relations with new clients.

Analysis of Client's Satisfactory Level:

Identification of client's satisfaction after certain periods can give a proper outline about the sectors of development. It will help them to develop strategies according to the clients demand. Combination of feedback after delivery of individual work and periodical feedback collection will bring the best solution to cope with the competitive market.

Chapter 3

Chapter 3 is about the findings and analysis based on the internship experinces done so far.For the findings and analysis primary and secondary sources are used.All the findings are based on the personal experinces, one to one imterview,journals, articles and online survey.

3.1 Introduction

Marketing pattern has been changed in this 20th century than ever before. Previously brands used to use traditional marketing such as printed ads like newspaper ads ,tv ads etc to promote their product. The new era has changed this pattern from traditional to digital marketing. Digital Marketing is using the digital media platform to promote business using both online and offline marketing. Here I will be more focused on the online platform to promote business hence I have the opportunity to work in the digital online platform and I can relate with my own experiences here.

Social Media Marketing media is widely used by the brands today to reach the target market. According to the different research, potential customers have shown interest in social media to do shopping influencing by different advertisements in the different platforms of social media. Social Media which has become the largest platforms for brands and companies to promote their products are Facebook,Instagram, Youtube, Twitter etc. People are exploring social media more and more from young age to elder. Moreover, through this social media activities marketers now can access to the information's and their buying pattern for example if a user followed a fashion and lifestyle brand on their social media account then it is easy for the marketers to get their preferences on type of the interest. Marketers are having this advantage of the social media channels. And so brands and companies are now driving their marketing channels in social media marketing. According to the studies researchers have

found that now companies are now using two third of their investment in social media and digital marketing than traditional marketing.

Different Brands now uses a media to promote their products and services in a professional way to cater their customers. Advertising agency are responsible for the promotions of the brands as per the brands needs. There are different kinds of media tools which have been widely used by the brands to reach out the customer in the digital platforms. There are different kinds on agency for example specialized agency, creative agency, inhouse agency and 360 degree agency. While discussing the social media marketing will be on 360 degree marketing agency. 360 degree marketing agency is the complete solution of marketing promotions of a brand. This include the website designing, designing the brand tools, social media content, media buying, graphics designing etc. This report will be focused on how social media content is performing in real time meaning that how the campaigns are generated through the social websites, engagements towards the post, how long it has been viewed and reviewed etc.

Now comes what is Digital Marketing and what is the use of digital marketing in social media likes facebook,instagram,Pinterest etc. Digital Marketing is a broad tool and social media is the medium where the brand awareness has been implemented. It allows brands to reach a wide audience across different criteria like geographical, demographical etc. Brands can have a strong relationship with the clients since it has a two way communications methods. Customers are able to have a strong communications with the brands through likes, comments and shares. Facebook has become the strong medium to connect to the brands with their customers. It allows the users to register their free account which is why a large community of people are using it for free and are able to use for the mass people.Instagram is also like that where people can register for free and can connect to the brands. Brands are taking advantage of it by using these platforms in a cost effective way. TV promotions and

newspapers ads are way more costly than the digital marketing and also more effective way in the era of digital marketing.

Objective of the study:

Primary Objective:
Primary objective of the study is to use the theoretical concepts of the courses being taught by the university at the same time applying the concepts while having the practical knowledge.

Secondary Objective:
Secondary objective of the study is to achieve the corporate culture for the future career aspects. Secondly observing and relating the both practical and theoretical knowledge

The broad objective of the study is identifying the prospects and opportunities of social media marketing .

The specific objective of my report is-

- Identifying the brands objectives and needs
- Making proper marketing plan for the brand
- Doing Competitive analysis and why is it important
- Creating Brand awareness , campaigning and promotion plans
- Finding out the importance of video Content and static content creation

Significance of the study:
The purpose of the study is to get the insights of my theoretical and practical knowledge through the descriptive research. Trying to identify and analyse the affects of Facebook advertisements on consumer while making purchase of a product or service. Findings are done based on the one to one interviews, articles , journals and online survey. For analysing simple data and percentages are used for clarity authorities study would be significant in the existing knowledge of facebook advertising and its affects on consumer buying behaviour

3.2 Methodology:

While doing the internship, this research has been done. Based on the knowledge and experience gathered in these three months. This report has been done based on the qualitative research. It can be divided into two parts. One is primary sources and another is secondary sources. For the primary sources I had the opportunity to have a one to one interview with the brand managers of different clients. Moreover my colleagues and supervisor also helps me to gather the knowledge and data. Moreover random survey has been done also based on the topic of this research project. For having the proper insights and gathering more practical and factual information and to justify my findings articles, journals by different scholars have been used for the secondary sources.

3.3 Findings & Analysis

A revolutionary change has been occurred in marketing promotions and advertising in last couple of years than never before. Technology has taken a large portion of traditional marketing like radio, tv and newspaper that is through the digital marketing approach. Digital advertisements has made the platform together from internationally to nationally. Social media platform specially Facebook is one of the example of it. Through the digital media platforms specially through Facebook it has consumers are likely to reach in a more effective way than in the printed media.

Bigger brands like Victoria Scret,LV has also started their digital campaign more seriously than their magazine ads. Marketers are taking their chance to reach people in the digital static form more quickly and uniquely to get closer to the customers based on their targets. According to the scholar (Prahalad and Ramaswamy,2004) the changing role of customers as producers of value is becoming increasingly important. Khan and Mahapatra (2009) remarked that technology has plays a vital role in improving the quality of services provided by the business units. This digital trend has been a blessings for both the end brands and

consumers since it has linked more remotely without the demographic differences. This trend has been grown from the usage ogtelephone , radio ,tvs which has been gradually taken place by the digital platforms. Brands and companies has been mostly benefitted by the usage since it has lessen a huge amount of cost which was supposed to be spent in the printed media. According to the statistics it was said that a front page ads was amount around 3 lacs per month. Now the editor and publisher do not get the money paid since digital platform has made this free to publish. Brands has been utilizing it in a effective way by putting different social static post, digital post and loop motion videos which has been very cheap compare to the traditional marketing.

According to Chaffey (2011), social media marketing involves "encouraging customer communications on company's own website or through its social presence". This has changed the game of the marketing platforms. Brands can have their approaches handling their own verified accounts. Moreover this online shopping has also helped to change the idea of marketing promotions since the online shopping idea has become popular and consumers are liking it more whether it is online shopping or window shopping. There are lot of platforms has been used to promote the products and services by the brands but the most effective and most easy for the customers is Facebook. According to the data's face book has the most rate of used than any other social media and such goes for the branding and promotions also. Big brands are now are more into different post and latest updates in the facebook. According the Dhaka tribune Asia has in the most top users' zone to use social media as a business platforms and Bangladesh is one the country of it. Bangladesh has become on the most facebook accessible country which has been utilized by the marketers heavily in recent years.

While doing the internships got the opportunity to get the depth of digital marketing of Bangladesh and had the practical knowledge of some brands utilizing it. Digital marketing is

a very vast platform and also a large platform to flaunt the marketing promotions since for the time shortage and limitations of access my findings will be only focused on Facebook. How facebook digital advertisements has influenced the consumers and their purchase intentions.

Before analyzing the digital platform it was necessary for a marketing major to identify the differences of digital marketing and traditional marketing. Under the theoretical terms traditional marketing what we see moving around the cities which basically has printed ads in the newspaper, magazine and whereas digital marketing is seeing such as in the digital form. The difference may sound pretty easy but digital marketing is way more critical than it may sound.

There are some findings of traditional marketing and digital marketing:

Traditional Marketing

- Usage platforms are billboards,newspaper,tv
- Dose not have a specific target group
- Communication is limited
- Customer can not provide their feedback
- Very expensive
- Time consumimg
- Campaign last for year or more
- Demographic challenges not every area can be covered
- Less exposure
- Distracting to other objects since not always catches attention

Digital Marketing:

- Platforms can be googleads,serachengine,social media platforms
- Can be targeted to the specific group of people
- Communication is two way.Customer and brand both can communicate directly
- Customers can have instant feedback and review of a product and service
- Cheaper than printed
- Less time consuming
- Campaign has a specific time period
- No differences of demographic or geographic
- High exposure through post boosting
- Keywords specific

Above has been the most noticeable differences between traditional marketing and digital marketing. During my internship I have worked in the digital platforms and based on this selecting the facebook analysis on consumer purchase intention. Findings and analysis will be based on the statics I have found on digital directory, articles and journal and one to one interviews with the brand managers and also from my experience and observations. I have also taken some samples from young generations to justify my findings on how digital advertisements on facebooks has influenced in the purchase intention of consumers.

Digital Creative Contents for Facebook

Facebook has been widely used social media platform in Bangladesh and in the world Bangladesh has one of the top positions in terms of the usage.

In the finding and analysis, will be focused on how facebook marketing has become influential for marketing promotions. The findings are based on how the digital advertisements look like its messages to the target market, statistical data's of the usage rate of Facebook in Bangladesh, how digital campaign can reach its target market and Facebook insights.

Analysis will be done based on some social media contents which got from the reports provided by the company.Some data analytics of how post engagements and reach is visible in the facebook with the representation of the Facebook page activity and survey with a survey done on online.

There are some digital static post which has been done by the aamra creative team and it has a special message which is holding the usp or the main messages while doing the promotions.

These brands are doing their promotions over traditional marketing which has huge engagements with the specific targeted group. Hundreds of users are subscribers are joining facebookeveryday and thus it has been the most effective tool for the marketers.
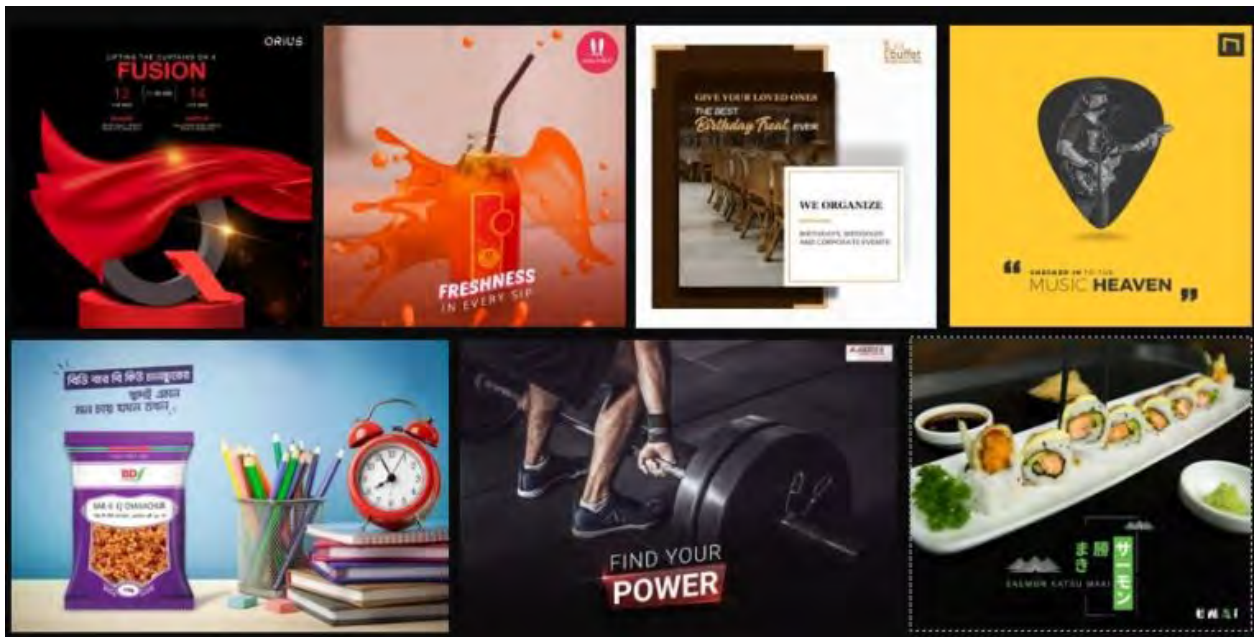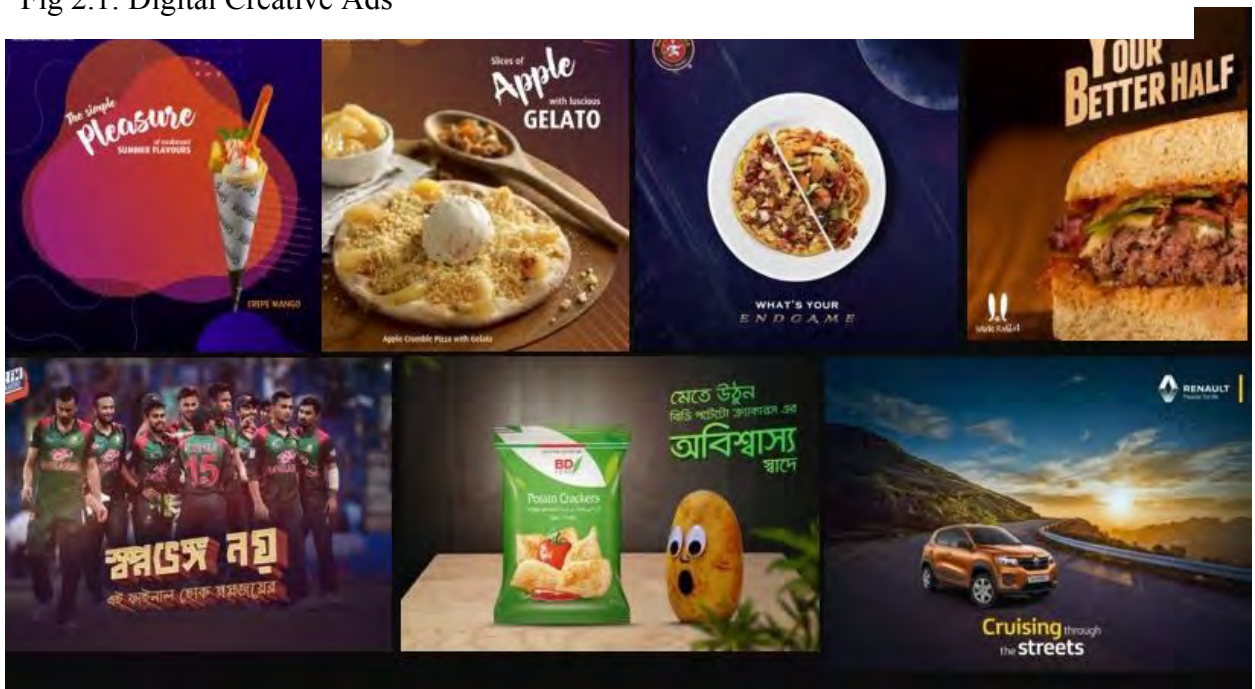
Fig 2.1: Digital Creative Ads

Fig2.2 : Digital Creative Ads

Fig1.3: Digital Creative Ads

Fig 2.3:Digital Creative Ads

In the given picture it is the digital advertisement of a lifestyle brand and here you can see the activity of how the post has done. In this post through ad managers can shows that the post has reached of exact what percent of number .Here marketers can easily count the reach of their promotional post. In this figure it is easily countable seeing this post marketers can improve their style or concept for next post. Now if it is done in the newspaper or tv we cannot say if it was actually been targeted or not because for this TV or printed media you cannot count that but in the facebook it can easily be done. Which has make the promotions of marketing more effective and efficient than it was previously done.

Usage rate in Bangladesh:

This are the digital static post used in the Fcebook for promotions in their official pages. This individual post has a special and unique copy which is holding the unique selling proposition to grab the attention of the customers. Every caption has an individual caption with the details of the product and services. According to the daily star it is written that ninety percent of there is lost because of the spending of digital marketing. Digital post are more influential and prominent and most importantly cheap than the printed ads in the newspaper this has been the reason for companies are more into Facebook marketing.From a recent report of The Daily Star (April 19,2020) "Companies in Bangladesh are spending nearly Tk 1,000 crore every year on digital marketing on Facebook and Google to reach their target audience." It has been said that the digital advertising are reaching to the people more easily since it has been the most accessible source for the millions of users of Facebook and consumers are getting used to do online shopping directly tapping in the facebook pages. The daily star report more claims that "In 2017, about Tk 110 crore was spent on digital marketing campaigns, according to Asif Iqbal, an expert in this field. Of the sum, 50 percent went to

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Facebook and the rest to Google and others."Bangladesh's total ad market size is worth Tk 1,500-1,600 crore a year, adds Iqbal, also the executive director of marketing at Meghna Group of Industries."This year, the digital marketing value will at least double," says Iqbal, who has worked in marketing at several digital companies. However, industry insiders claim that the actual amount spent on digital marketing is already a lot more than Tk 110 crore as most of it is done through unofficial channels.So it has been clearly mentioned by the industrialized that the spending has been shifted to digital advertising than the traditional media. So one of the main reason behind is that social media speciallyfacebook is used by millions of people than in the newspaper ads,tvetc so this has become more influential for marketers to promote the products than in the traditional media.Her are the list of users in Bangladeshby the Digital Statics of Bangladesh 2019.

INTERNET USERS AND 2020 POPULATION STATISTICS FOR ASIA

ASIA REGION	Population (2020 Est.)	Pop. % World	Internet Users 31-JAN-2020	Penetration (% Pop.)	Internet % Users	Facebook 31-JAN-2020
Asia Only	4,294,516,659	55.1 %	2,300,469,859	53.6 %	50.3 %	867,984,000
Rest of World	3,502,099,051	44.9 %	2,273,680,275	64.9 %	49.7 %	1,331,444,570
ALL THE WORLD	7,796,615,710	100.0 %	4,574,150,134	58.7 %	100.0 %	2,199,428,570

Source: Internet World Stats.

Fig2.4: Usage rate of Facebook in Asia

NOTES: (1) Asia Population data are 2020 mid-year estimates. (2) Asia Internet Usage Statistics in this table are for January 31, 2020. (3) The Facebook data are estimates for Jan 31, 2020. (4) CLICK on each region or country name for details for each individual location.

(5) For mythology, help and definitions please see the site surfing guide. (6) Population estimates are based mainly on figures from the United Nations Population Division and local official sources. (7) Internet usage numbers come mainly from data published by CNNIC, ITU , Facebook, and other trustworthy sources. (8) Data from this table may be cited, giving the due credit and establishing an active link back to Internet World Stats. Copyright © 2020, Miniwatts Marketing Group. All rights reserved worldwide.

Fig 2.5: Top Countries Facebook Usage rate.

Source:Digital Data 2019

So from the statistics of the figures of 2.4 and 2.5 it has been clearly shown the rates of Facecook users in Asia. Asia has more than fifty percentages of users of facebook and in the top countries using facebook Dhaka is in the second city to use facebook. This has been

utilized efficiently by the marketers to promote their products and from this it is found that the facebookis the most effective place to place the product and services and marketers are using this tool to promote their product and thus digital advertisements such as the above creative ads has been promoting more by the companies to utilize this tool to get more exposure and targeted sell.

Getting the Reach of the right target market:

Another finding while doing the research with the primary and secondary resources are that the reach of the right customers throughfacebook advertising. When the digital advertising or video motions are post from the official business page it has the proper details of how the post has been reached to the people and how it can done better if is not properly targeted. When the post has been published with the setting the perfect target market then it can be traced easily how this post has reached in the internet and necessary post can be taken for that. Based on the statistics it can be have post boost as well which helps to reach the post more to the targeted group based on the demographic, geographic etc.

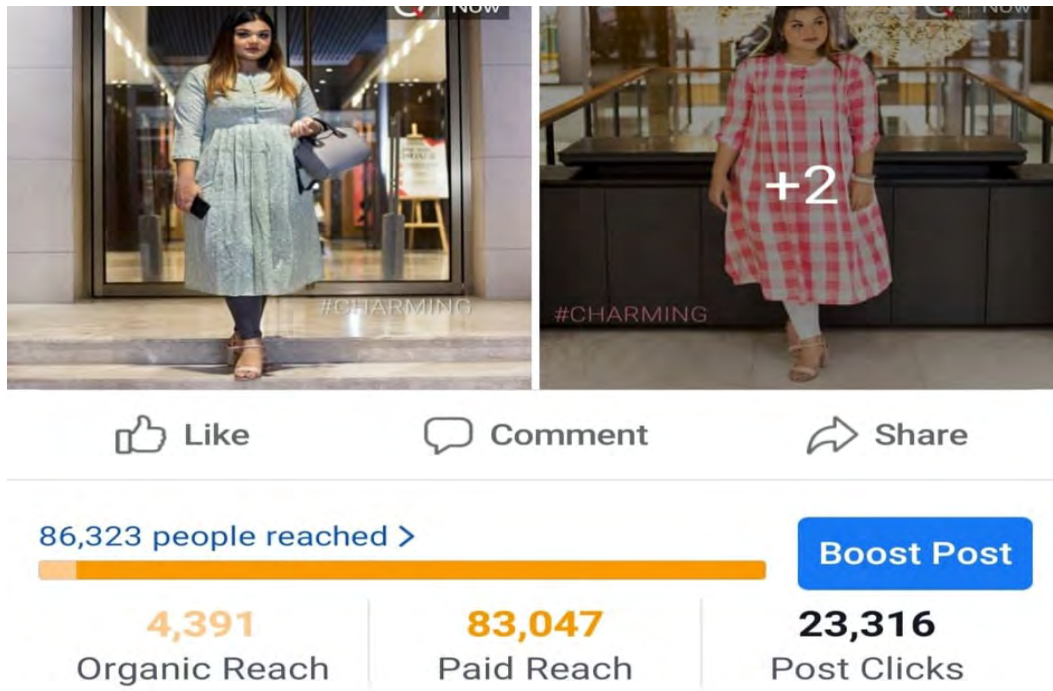
Fig 3.1: Advertising Post Reach on the Business Page

Fig 3.2: Women's Day Campaign

Fig 3.3: 26th March Campaign (Advertising Post Reach on the Business Page)

Here in the figure 3.1,3.2 & 3.3 has the reached counts and how many people has seen thatads and what are the engagements of the post with specific calculation specifically.

For a successful campaign or promotion it was always needed to have a proper target market. Target market needs to identified and implemented in order to reach to the proper target market. In the digital asv it has the chance to set a target market of your preferences. In the facebook there is the option of that based on the criteria marketers set the target market. For example for a lifestyle brand for a casual dress target can be set based on the fashion, lifestyle, makeup etc. This can be the preferences which can be set. While setting this it automatically can trace the target group who has the similar choices like the product it is selling now. So by setting the target market it can be said that it can targeted towards the preferences the target group can be identified. Fcebook has the tool called hyper tagging which has the option to tag the right people. Now if we think about the newspaper, putting on ads on the newspaper of a clothing brand it can in their fashion page or in the main newspaper. After this in a statics we see that the on an average the reach can be like 34000 to 44000(company portfolio) where as in the digital advertisements it can be double by setting the right target group. Another important thing is that in newspaper we cannot trace if it has been noticed by the right target group or not because it is above the line media which does not ensure the age gender location. Same goes for the tv and radio as well marketer cannot measure here if it targeting the right group or not. Facebook has the option of setting the target based on the gender, location and preferences. These have been utilized properly by the marketer while putting the target market. Those who has preferences of a specific products it can be traced through their profile like follows and also the other features can be targeted through this. For example a new restaurant has been opened which is in gulshan and very expensive. For this preferred area is in Gulshan, banani, basundhara. They are my targeted group and for the preferences it can be on food lovers, likes on different restaurants of

specific cuisine and the profession might set for the bankers. So this how it can be set and the promotions are done to get the perfect target market to the right customer.

Feedback and Communication:

This has been the most effective tool for the marketer to improve their market plan. When a product is implemented in the market it needs to have a proper feedback so that it can be modified further and communication is the blessings for the digital media because it is two way communication and brands can communicate with the customer through this media. If they have any query that can be asked directly. They can even tell their feedbacks in the comment or message sections so it is very much effective for the company's to get to know if it is conveyed properly or not. Moreover there is a share section through this customers can share this to their profile to let others know about this even. This how digital advertisements has been effectively used for getting the feedback and communication with the customer. When there are more engagement of the post and more queries of the post it is likely to assume that the campaign has been very successful when any promotional post is given and the customer is asking about the queries and questions and then sharing their feedbacks is it assured that the post has been successful and customer is talking about it. So it has been clearly found out that the two way communication has been really helpful in terms of the sales target and to reach the customer properly. Moreover the queries needs to be answers properly without that customers may feel annoyed and if they does not get back the reply soon it may have a negative impact to the company so it is needed to instantly reply soon so that the promotional activity can be successful with terms of engagement also. Fig 3 has the feedbacks of the customers where they appreciated the concept and there it has been clearly proved about the success of the campaign.

Tracking the Outcome

Business pages of facebook has this ad managers and business managers tools with this the analysis and how the trend is going can be tracked easily. The data's are based other reactions of the oage. It shows the activity bow it is doing on this. This figures in the below is showing the trends for last 28 days how they are doing om that.

This is the monthly post and it is doing on the post. How the post has been reached through the net likes and followers can be measured as well. This how analysis can be dome on the campaign on how the pages are doing on that basis
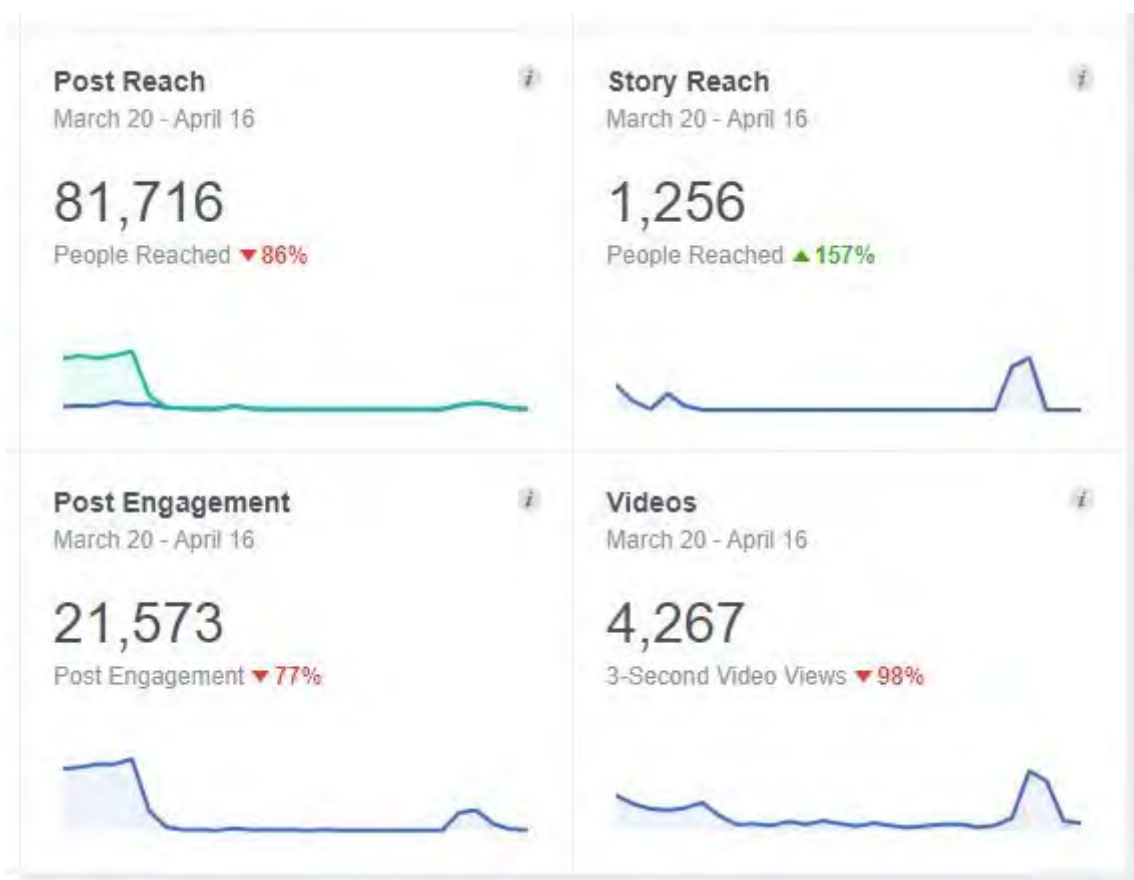
Fig 3.4: Track Record

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/14/2020 12:30 PM	এবারের নববর্ষের আনন্দ থাকুক অটুট প্রিয়জনদের সাথে, নিজ	▪◄	🌐	2.8K	128 140	Boost Post
04/13/2020 7:14 PM	কিউরিয়াস এর প্রথম বর্ষবরণ, তাই সুদীর্ঘ পূর্বপ্রস্তুতি ও পরিকল্পনা	▭	🌐	2.7K	446 190	Boost Post
04/13/2020 3:62 PM	কিউরিয়াস এর প্রথম বর্ষবরণ, তাই সুদীর্ঘ পূর্বপ্রস্তুতি ও পরিকল্পনা	▪◄	🌐	1.3K	191 69	Boost Post
04/12/2020 10:14 PM	কিউরিয়াস এর প্রথম বর্ষবরণ, তাই সুদীর্ঘ পূর্বপ্রস্তুতি ও পরিকল্পনা	▭	🌐	2.4K	610 160	Boost Post
03/30/2020 2:26 PM	BREAKING THE VIRUS CHAIN Dear valued customers,	▭	🌐	1.8K	27 63	Boost Post
03/26/2020 12:00 AM	পরাধীনতা থেকে মুক্তির কৌতূহলে কোটি বাঙালী যে যুদ্ধের শপথ	▪◄	🌐	1.6K	57 62	Boost Post
03/23/2020 5:33 PM	BREAKING THE VIRUS CHAIN Dear valued customers,	▭	🌐	2.5K	83 132	Boost Post
03/19/2020 8:12 PM	It is not the time to panic but to be aware. With a few simple	▭	🌐	2.6K	55 93	Boost Post
03/18/2020 5:43 PM	Sublime colors that exudes elegance. Bear the personality	▭	🌐	86.4K	15.9K 244	View Promotion

Fig 3.5: Track Record

Holding the Brand Image

Brand image is what the marketers need to peruse to the right customer to make it sustainable in the market. For this reason brands usually came up with an idea oe image which can be portrayed as a personality of a brand rather than being a just a business for making money. Since many brands are coming every day and many brands are going out of the market for the differences. For this reason making a personality of a brand and making it to the market is very important. So while doing any digital campaign it is mandatory to understand if it properly portrayed or not and with this digital advertisement it it possible to know. In this figure it is showed that in the women's day campaign it has been portrayed with the newly launched brand and people are talking about it. They are appreciating with the concept which

can be seen with the comment feedbacks and with the reaction. Digital advertising can be measures with this easily.
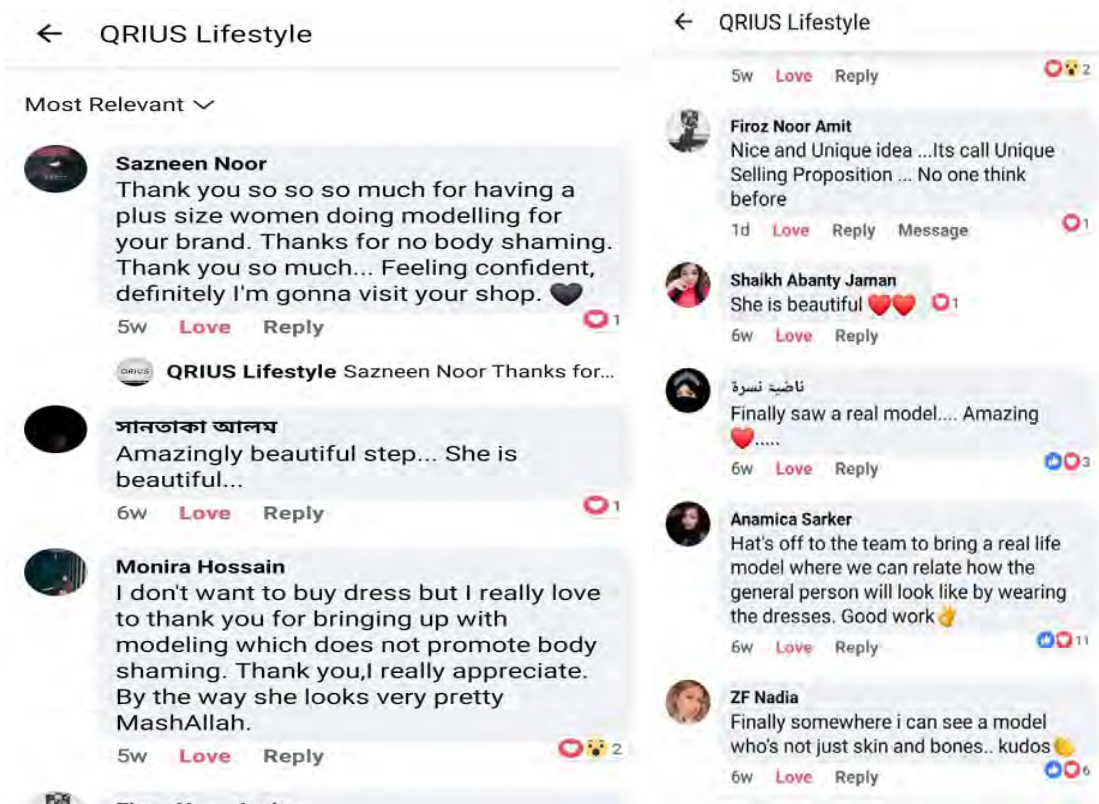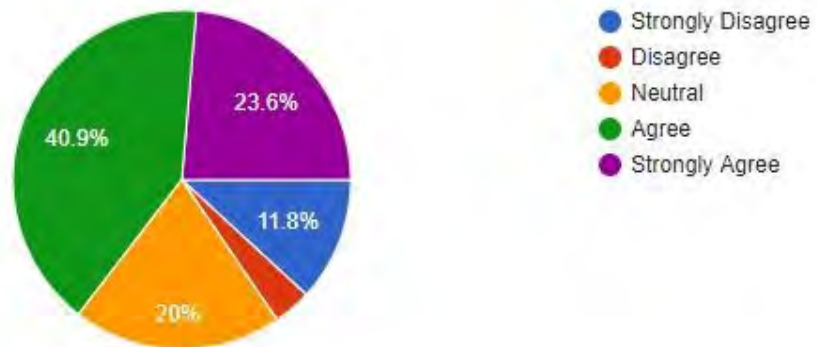

Fig 3.6: Feedbacks from the Customers on the Brand's Concept

Above figures are the feedbacks from a campaign which has been done in the women's day by the newly launched lifestyle brand and thus get such feedback which is showed that the given engagement and likings towards the digital campaign.

Moreover I have done a survey as well to justify the analysis on the customer's perspective as well. It was a random survey of 112 people .Here are some of the data from the survey based on the findings I have done so far from the customer's perspective:

Do you think digital ads on Facebook is more effective than Newspaper ads?

110 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

40.9%
23.6%
11.8%
20%

Do you buy products seeing ads on Facebook?
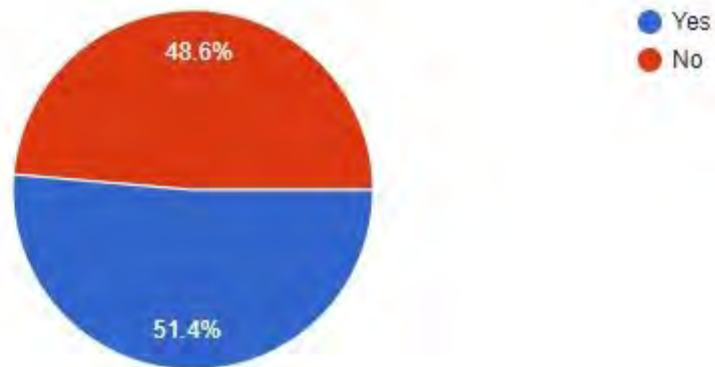
109 responses

- Yes
- No

48.6%
51.4%

Fig 4: Survey Result Insights

3.4 Summary & Conclusion

Social sites have been a very effective tools for the marketers in this challenging era where tons of new business and competitors are growing every day. Facebook is one of the most used sites which is being efficiently used by the marketers to get the best of the marketing promotions. While doing the research it gets clear with the fact that the reasons for doing the digital campaigns raisings so fast and gaining popularity since people are progressive people are joining the social media meaning that it can be accurately targeted towards the brands preferences and objectives. The findings have been done on the effectiveness of digital advertisements on how the marketing promotions are being done and success behind that. Marketers are taking the advantages of it with the potential of reaching the target customers and engaging them with the campaigns. Moreover the cost is also very low compare to the printed media of Bangladesh which has been another bonus point in the field of marketing promotions. However, while doing the research it has been a quite different journey for me and being a marketing major it helped to get the insights of digital marketing which I believe will add a new dimension in my future prospect of career.

3.5 Recommendations

Recommendations listed below:

•Cost is a big issue while doing the marketing promotions in the traditional way where digital media is very cheap compare to that. Marketers need to utilize that in more efficient way.

•Insights of the page manager of Facebook needs to look on a more analytical way since marketers barely see the updates of the Facebook

•Not only the Facebook other sites needs to be utilized as well to get the most customers

•Using the digital campaign new innovative ideas need to be implemented to get the brand awareness outside the digital platforms
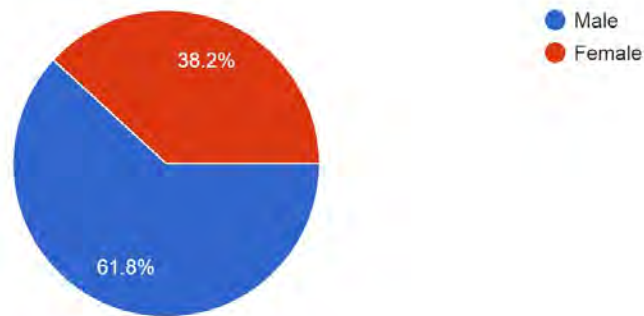
•Some brands are still lacking behind on the digital platforms. Every brands should tale the advantage of it

•Since it is in the digital platform there are many chances to be more creative with different features of Facebook.
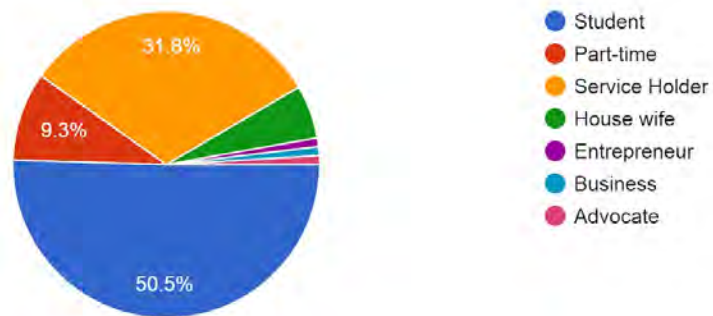
Appendix

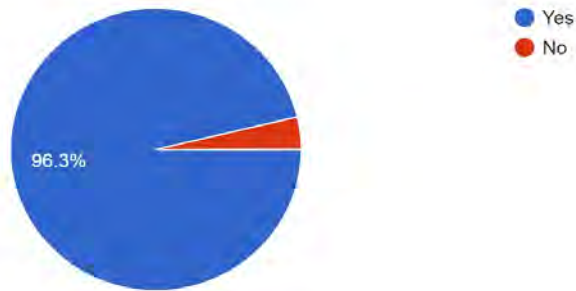## Online Survey Form

What is your Gender?
110 responses

- Male
- Female
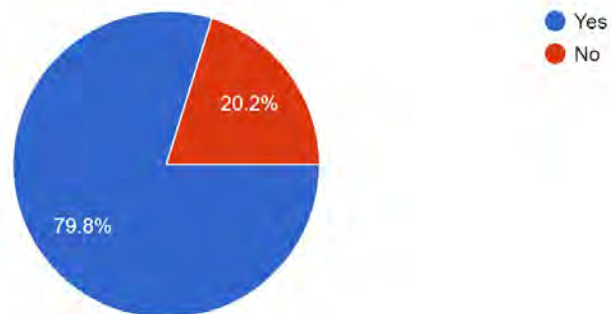
38.2%

61.8%

Occupation?
107 responses

- Student
- Part-time
- Service Holder
- House wife
- Entrepreneur
- Business
- Advocate

31.8%

9.3%

50.5%

Do you have Facebook Account?
108 responses

- Yeş
- No

96.3%

Do you follow different brands on Facebook?
109 responses

- Yes
- No

20.2%

79.8%

Do you buy products seeing ads on Facebook?
109 responses

- Yes
- No

48.6%

51.4%
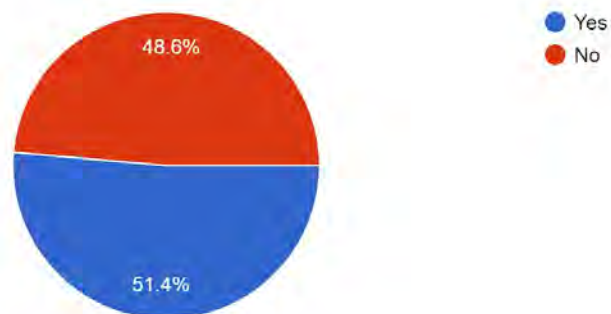
Why do you follow brands on social media?
104 responses
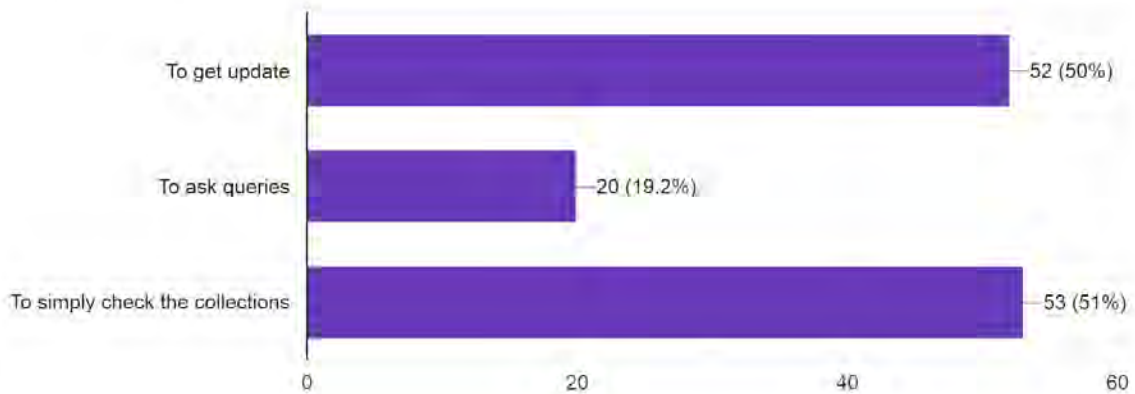
Category	Count
To get update	52 (50%)
To ask queries	20 (19.2%)
To simply check the collections	53 (51%)

Do you think digital ads on Facebook is more effective than Newspaper ads?
110 responses

- Strongly Disagree — 11.8%
- Disagree
- Neutral — 20%
- Agree — 40.9%
- Strongly Agree — 23.6%
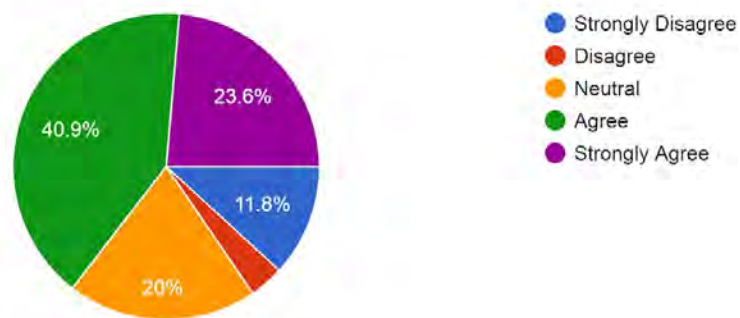
Digital ads on Facebook is easier to know about a newly launched brand.
109 responses

- Strongly disagree — 8.3%
- Disagree
- Neutral — 15.6%
- Agree — 50.5%
- Strongly agree — 22%
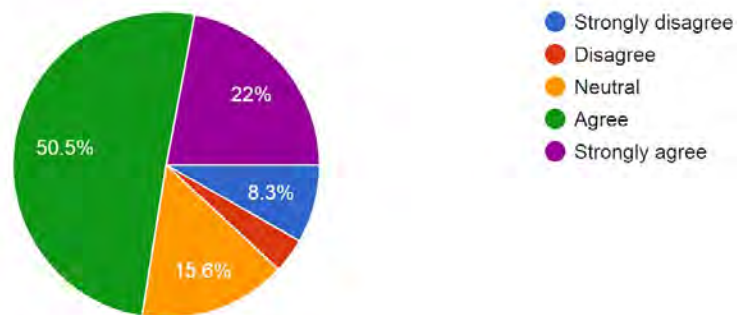
Digital ads on Facebook gives the customer opportunity for product review.

108 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

50%

21.3%

19.4%
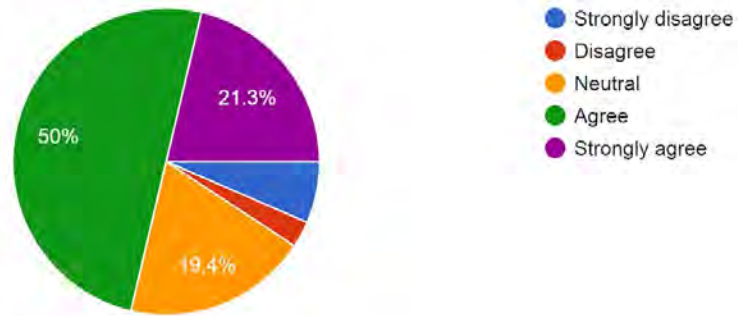
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Appendix A.

An Example of an Appendix

Appendices should be used for supplemental information that does not form part of the main research. Remember that figures and tables in appendices should not be listed in the List of Figures or List of Tables. Refer to the Thesis Template Instructions for more information.