



SQUARE TOILETRIES LTD.



Internship Report

On

USE of DIGITAL MARKETING in BRAND BUILDING EFFORTS

Course: Internship [BUS-400]

Submitted to:

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Letter of Transmittal

24 August, 2015

Tahsan Rahman Khan
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Subject: Submission of Internship Report

Dear Sir,

This is my great pleasure to submit the internship report for BUS400 course requirement. The title of the report is 'Use of Digital Marketing in Brand Building Efforts'.

I am fortunate enough that I have got the opportunity to work with them at their Marketing department to learn their marketing process and procedure effectively.

I have put my best effort to make this report a successful one. It has been joyful & enlightening experience for me to prepare this report. However this has been obviously a great source of learning for me to help me conduct similar types of studies in the future.

I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. It would be my immense pleasure if you find this report useful & informative to have an apparent perspective on the issue. I shall be happy to provide any further explanation regarding this report if required & please inform me if you have any query on this report or any other relevant matters.

Sincerely Yours,

Imran Habib
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BRAC Business School
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Acknowledgement

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Above all, I express my gratitude to the Almighty, who aided me with strength, gave me wisdom and patience to complete this report.

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I am also extremely grateful to everyone at Square Toiletries Limited for making my internship period easy, fun, interesting and most importantly for giving me the opportunity to gain valuable insights regarding the way a big organization operates.

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Lastly, I would like to take this opportunity to express my wholehearted gratitude to my fellow friends, near and dear ones who offered encouragement, information, inspiration and assistance during the exasperating period of collecting resources for the paper.

Executive Summary

This paper has been prepared in order to present an evaluation of the Digital Marketing strategy adopted by companies all over the world to build their brand and where Square Toiletries Limited (STL)'s Digital Marketing strategy stands in comparison to that. The assessment will critically evaluate the STL's Digital Marketing strategy by considering some important variables such as its history which contains detailed analyses of Square Toiletries Limited's existing brand portfolio and current extent of their presence in the digital media. Moreover, the report contains STL's goals, objectives, mission statement and visions for the future. In addition, the report also contains my specific tasks, responsibilities and duties of the job in the organization and also my critical observation and recommendation about the organization. The completion of this paper will provide a comprehensive report of the organization's digital marketing strategy to the reader. Information was collected from both primary and secondary sources to compile this paper. The sources include personal interview from STL incumbents who work in Marketing department, data from websites, and theoretical knowledge from various text books. In conclusion, the paper sums up on the Digital Marketing process of the organization and offers some feasible recommendations on how STL can use Digital Media to build their brand.

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Chapter 1

Introduction

1.1. Introduction

There is no denying that the world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis – on mobile phones, laptops, desktop computers at work, and more and companies that have not yet recognized this in their marketing strategies need to adapt fast.

Digital marketing's necessity cannot be overstated because it is not only a rapidly growing force in the current marketing playing field but it is set to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether.

The facts are that digital methods of communication and marketing are faster, more versatile, practical and streamlined, so it is perhaps unsurprising that once the technology became available we began quickly moving into the digital age. The good news is that digital offers just as much potential to marketers as it does to consumers. Before we look at the benefits of digital marketing, let's take a quick snapshot of some of the key forms of it at present:

- Websites and SEO content
- Blogs
- Internet banner ads
- Online video content
- Pay-per-click (PPC) advertising
- Email marketing
- Social media marketing (Facebook, Twitter, LinkedIn, etc.)
- Mobile marketing (SMS, MMS, etc.)

This is far from an exhaustive list, and new forms of digital marketing, such as augmented reality, are arriving all the time.

1.2. Objective

The objective of this report is to find out how various companies around the world and in Bangladesh are using digital marketing to build their respective brands. Also, to see where Square Toiletries Limited (STL) are currently at compared to other companies when it comes to utilizing digital marketing effectively.

1.3. Methodology

This section summarizes the overall study design and reflects the logical flow from the preliminary activities that initiated the study and the development of the preliminary conceptual model through the data collection and analysis, the refinement of the conceptual model, and the articulation of a set of working hypotheses. The data needed to prepare this report has been collected from both primary and secondary sources.

- **Primary Data Source:** Primary data has been collected through the structured interviews from the executives Marketing Department of Square Toiletries Limited. In addition, information was gathered through my personal observation and practical deskwork.
- **Secondary Data Source:** Secondary data has been collected from the internet and some theoretical knowledge from various text books, different journals and annual reports that were available in the internet.

1.4. Limitations

This report has quite a few limitations. First of all is the lack of information due to strict confidentiality, limitation of time to prepare this report, lack of related data and information and last but not the least is, not sufficient knowledge and experience to do this type of task.

Chapter 2

The Organization

2.1 Overview of the Organization

Square Toiletries Limited (STL) has been operating in Bangladesh as one of the leading manufacturing companies in FMCG industry. Square Toiletries Ltd. started its journey in 1988 with a single product as a separate division of Square Pharmaceuticals. In 1994, Square Toiletries Ltd. became a Private Ltd. Company.

At present, STL is the country's leading manufacturer of international quality cosmetics and toiletries with 20 brands and more than 55 products covering a wide range of categories like skin care, hair care, oral care, baby care, fabric care, scourers and male grooming.

Besides core business functions STL has long been taking active part in different philanthropic activities like employment generation program for vulnerable community, financial aid to disadvantaged and natural disaster affected people, helping acid victims, tree plantation, creating mass awareness on health and hygiene issues, supporting in education and various local community programs and many more. Square Toiletries Limited does not only limit its journey by satisfying consumers providing quality products. It also embraced the society & its people with different initiatives.

2.1.1. Square Toiletries Limited at a Glance

Type	Privately held
Company Size	5001-10000 Employees
Website	http://www.squaretoiletries.com
Industry	Consumer Goods
Founded	1994
Managing Director	Mr. Anjan Chowdhury
Headquarter	Rupayan Centre (11th & 12th floor), 72 Mohakhali C/A, Dhaka-1212, Bangladesh

Source: Wikipedia

2.2 Vision

Meeting the unique needs of the consumer by delivering quality with care.

STL attempts to understand the unique needs of the consumer and translate that needs into products which satisfies them in the form of quality products, high level of service and affordable price range in a unique way.

2.3 Mission

STL offers consumers affordable and quality products.

- To treasure consumer understanding as one of its most valued assets and thereby exerting every effort to understand consumers' dynamic requirements to enable them in offering maximum satisfaction.
- To offer consumer products at affordable price by strictly maintaining uncompromising stance with quality. With continuous R&D and innovation STL strives to make its products complying with international quality standards.
- To maintain a congenial working environment to build and develop the core asset of STL – its people. As well as to pursue for high level of employee motivation and satisfaction.
- To sincerely uphold the responsibility towards the government and society with utmost ethical standards as well as make every effort for a social order devoid of malpractices, anti-environmental behaviors, unethical and corruptive dealings.

2.4 Values & Principles

Fulfilling commitments to the Society.

Well-being of consumer, employee and society are the three foundation pillars of the values and principles of Square Toiletries Ltd. STL believe that it is their obligation to work for the welfare of society. In spite of being a commercial organization STL doesn't always opt for profit, rather it tries to be even more focused towards the fulfillment of its commitments to society and hence has an intense sense of responsibility to its customer, its people and its









society as a whole. From the day to day business operation to quality policy, in every single activity of STL these core values and principals are reflected.

2.5 Square Toiletries Limited Brands:

Currently, STL is the country's leading manufacturer of international quality cosmetics and toiletries with over 40 products under the following 20 brands:

2.5.1 The Brands of Square Toiletries Limited

Brand Name	Logo
Jui	
Meril	
Meril Baby	
Meril Splash	
Meril Revive	
Chaka	

Chamak	
Senora	
Freshgel	
White Plus	
Magic	
Kool	
Xpel	
Spring	

Sepnil	
Zerocal	
Select Plus	
Shakti	
Saaf	
Madina	

Chapter 3

Internship Experience

3.1 Job Description

My job during the internship included the following responsibilities:

- To prepare survey format in connection with both marketing objective and marketing research objective
- To keep track of all research databases
- To confirm the accuracy of data and contact field researchers to resolve questions, inconsistencies or missing data, when necessary.
- To review data entered by comparing it with the questionnaires and make the necessary corrections.
- To make data coding and data entry in SPSS for all survey researches and disseminate them to supervisor before the deadline.
- To interview the respondents over telephone, when necessary.
- To conduct small scale survey among in-house respondents starting from sample distribution to feedback collection in order to accelerate the decision making on the project
- To keep record of STL and competitor product's advertisement circulated in newspaper and magazine to facilitate understanding the happening in print media.
- To print and document of all research reports.
- To carry out any instructions that are given for the continuation of the work by department.

3.2 Learning Outcome

I have learned lots of things during my internship. The most important of them all was how to work in a big organization such as STL. I learned how to work in a team environment and to support the team members. I also learned how to conduct field surveys in a market and

communicate effectively with the consumers and retailers alike. All in all, this experience has helped me learn how to conduct myself in a professional manner.

3.3 Critical Observations & Recommendations:

There are some critics and observations, which I have noticed throughout my internship program. I have also made some recommendations along with my observation. If some effective initiatives are taken, then the internship program could be more helpful for the candidates and also at the same time the organization could get the most output from the interns.

From my point of view, there should be a formal orientation program for the interns to introduce with company's culture, values, employees and job responsibilities. In addition, Square Toiletries Limited should reserve at least two or three desks and computers in each department so that, whenever a new worker join, he or she can start their tasks within a very short time. Furthermore, it is required to replace the old configuration computer with the faster one to boost up work performance and save time. Moreover, job rotation is not practiced by the interns; interns should be given the opportunity to work in more than one function to get involved more with the company. During my internship program, I have found that the work load was more compared to the number of existing executives and working under pressure for a longer period of time may damage the determination of the employees and simultaneously it may increase their mental strain.

Nevertheless, I am extremely grateful to everyone at my department for making my internship period easy, fun, interesting and most importantly for giving the opportunity to gain valuable insights regarding the way a big organization operates which is very remarkable.

Chapter 4

Project Part

4.1 Background Discussion

For discussing the topic- ‘use of digital marketing in brand building efforts’, the first issue that comes to mind is digital media.

Digital media are any media that are encoded in a machine-readable format. Digital media can be created, viewed, distributed, modified and preserved on computers. Computer programs and software; digital imagery, digital video; web pages and websites, including social media; data and databases; digital audio, such as mp3s; and e-books are examples of digital media. Digital media are frequently contrasted with print media, such as printed books, newspapers and magazines, and other traditional or analog media, such as pictures, film or audio tape.

Smith (2010) said that, “Digital Marketing is the practice of promoting products and services using digital distribution channels. Digital Marketing is also referred to as e-marketing and includes digital or online advertising, which delivers marketing messages to customers.”

According to Okazaki, Katsukura and Nishiyama (2007), “Reaching consumers through digital media is considered to be the most promising field of development for marketing in the upcoming decade.”

4.2 Efficiency in Digital Marketing



Figure 4.1: Coordinating the Experience

There are some methods to increase the efficiency in digital marketing. Customers today continually interact with brands in their way of making purchasing decisions. That includes receiving marketing e-mails, searching for products online and using mobile devices to find retail coupons etc. However, completely different parts of an organization manage most of those contacts. Digital channels can unify that experience and prevent the wastage of opportunity. Across a variety of B2C and B2B clients, companies accelerate revenue growth by tightening the coordination of the end-to-end experience (Figure 4.1). This growth represents the cumulative impact of capturing more online traffic, engaging consumers effectively, raising sales conversion rates, and then strengthening bonds with the brand after sales are made. If done right, television commercials should at least inspire keywords for consumers to search. Then, great search positioning should offer easy-to-find Web links to specific offers being promoted in other media. Moreover, links should go deep into specific places to help consumers learn about and buy products. Retailer sites also should contain the same product with the same image, rich descriptions, and inventory availability. Most importantly, all these images and messages should be consistent.

4.3 Digital Marketing around the World

- **IKEA Offers Virtual Wedding Online:** All through their ‘Wedding Online’ service, where users can select from a range of beautiful locations, decorated to the max with IKEA products tapping new trends, before connecting with Facebook, and live-video streaming with their friends and family to the virtual wedding and recording the memories for the future.
- **Mercedes-Benz’s GLA Car Builder in Instagram:** Mercedes-Benz has started GLA car builder in Instagram. By going to the new GLA Instagram page, the user is taken on a guided journey inside Instagram to explore and customize his or her new car. The user

can choose everything from wheels, colors, sunroof etc. At the end, the user is taken to the end product that he just created and can share on Instagram as well.

- **Nike ‘Phenomenal Shot’ Real Time Advertisement:** As part of Nike’s ‘Risk Everything’ Campaign, they have teamed up with Google to create real-time ads that aim to let fans celebrate, re-mix, customize and share the celebration with their friends around the world, with each ‘phenomenal shot’ ad of a sponsored Nike player going live just 10 seconds after the moment happened in the game. Each real-time ad is then distributed via the Google Ad network across all devices.
- **Toyota’s ‘Try My Hybrid’ Campaign’:** The ‘Try My Hybrid’ Campaign by Toyota in Norway is a social and mobile platform featuring real Toyota Hybrid owners- who for no money, signed on to let strangers, friends and neighbors and also friends of friends through Facebook, test drive their Hybrid. Apart from accessing the new customers, it also shows the loyalty of Toyota’s existing customers in Norway.
- **Volkswagen Golf GTI’s ‘The Fastest YouTube Ad’:** Volkswagen GTI in Spain targeted YouTube to find new ways to communicate their message. They have launched ‘The Fastest YouTube Ad’ that literally cannot be skipped because the ad is too short and ends very quickly. In fact most viewers will need to see the ad more than one time since it ends so fast.
- **The Vodafone Pixel Hunt:** In 2011, there was a great promo for Vodafone’s release of the LG Optimus in Germany, created to help highlight the quality of the 5 mega pixel camera. The promotion was called the Vodafone Pixel Hunt and was based around an online game that held 5 million pixel images that just happened to be holding 100 new LG phones under 100 pixels. In under a month, the entire 5 million pixels were clicked out by over 300,000 visitors, pixel by pixel. This is a great reminder that some of the simplest engagement campaigns can generate the best results.

4.4 Digital Marketing in Bangladesh

In Bangladesh, the digital marketing is still mostly limited to online advertising on websites, advertising on mobile apps and paid Facebook promotion. However, slowly but surely, more creative digital marketing is taking a hold in Bangladesh. Below are a few examples of such marketing:

- **Food Panda’s ‘Save 1 Hour’ Campaign:** Recently, the largest online food delivery platform in the country, Foodpanda Bangladesh, went into a contract with model Naila Nayem for a “Save 1 Hour” campaign. The campaign, “Save 1 Hour” ran for 4 week, on social media (Facebook, Instagram and Twitter). This campaign focused on the 1 hour that people save, while waiting for food to arrive; and more importantly, how that 1 hour may be invested in other activities. Every week, Naila Nayem was telling her fans and followers how she used the time she saved by ordering on Foodpanda, by channeling it into other productive and recreational activities. Along with Naila Nayem, people was requested to send in creative ideas and plans in the form of photos, short videos, etc. on what they could do in the 1 hour they saved by ordering on Foodpanda. Every week, prizes of various sorts were being given to participants with the most creative answers.
- **Samsung’s Six Second Challenge:** Samsung Mobile’s brand ambassador is the Bangladesh cricket team captain Mushfiqur Rahim. Recently, as part of Samsung Mobile’s promotion, he said all the names of the captains that Bangladesh cricket team had in six seconds in a video and then issued the same challenge to his team mate Taskin Ahmed and two other friends. The people were also encouraged to take the challenge and also to challenge three of their friends. They were also asked to share their video using the tag #6SecChallenge and the lucky ones got Samsung Smartphone.

4.5 STL’s Involvement in Digital Marketing:

- **STL’s websites and Facebook Pages:**

STL has their own websites like squaretoiletries.com and supermombd.com. They also have Facebook pages for some of their brands. In those websites and Facebook pages they provide various important information for the people ranging from hygiene to cooking in such a way so that it relates to their brands. It also helps to achieve ore following for their pages.

S.L	Facebook Page Name	Likes
1	Kool - Get Noticed	132K
2	Revive - Stay Ahead	25K
3	ZEROCAL	589
4	Senora	39K
5	JUI Beautiful Hair	32K
6	White Plus - Teeth Guardian	56K
7	Meril Splash - Fresh is Beautiful	53K
8	Supermom BD	38K
9	Magic Bauliana	12K
10	Square Toiletries Limited	24K

Figure 4.5.1. STL’s Facebook Pages (All data up to May 28, 2015)

- **Advertising on Various Websites**

STL has advertised and still advertises on various popular websites. The list of those websites are as follows:

S.L	Website name	Site category	Advertisement Location
1	prothom-alo.com	News	Home page banner
	eprothomalo	News	Home page banner
2	bdnews24	News	Home Page & All Detail Page in Bangla
3	banglanews24.com	News	Home Page & All Detail Page
4	kalerkantho	News	Home Page & All Detail Page
5	Banglamail24.com	News	Home Page & All Detail Page
6	bikroy.com	Classifieds	Home Page & 4 Category Page
7	mzamin.com	News	Home Page & All Detail Page
8	priyo.com	News	Home Page & All Detail Page
9	Natunbarta	News	Home Page & All Detail Page
10	samakal	News	Home page bottom banner
11	Poriborton	News	Home Page & All Detail Page
12	esamakal	News	Home page banner

Figure 4.5.2. STL's Online Advertisement Platforms

- **Boosting Posts on Facebook:**

Square invest money to use the boost feature Facebook to boost some of their selected posts which they want as much people as possible to know about. Square spend from Tk. 50000 to even Tk. 100,000 to boost their posts depending on the importance of those posts in their marketing campaign.

- **Online Campaign**

STL use various websites and their own Facebook pages to promote their brands and run various competition. Recently, STL has started a new competition where the mothers take selfies with their babies and then send the photo to STL's Supermom Facebook page. Then



from the sent photos, 20 will be selected and posted on Supermom's Facebook page. Then based on the number of likes, 3 photos will be declared winners and the senders of those photos will receive smart phones. There was also a quiz competition on prothom-alo.com website during 2015 world cup cricket. The quiz competition was named Kool World Cup Cricket Quiz and there were attractive prizes offered for the winners.

- **Opened E-store on E-commerce Websites**

STL currently have exclusive agreement with two e-commerce websites named Akhoni.com and chaldal.com. On those websites, the STL products are sold at a small discount. STL are also in negotiation with other e-commerce websites like Daraz.com.

- **YouTube Channel Integration**

Although STL had a YouTube channel since 2013, only now in 2015 they are looking to integrate their YouTube channel in their digital marketing efforts more seriously. They are uploading their new advertisements or any videos related to their brand to this channel. For example, they are uploading videos on how to cook using Zerocal.

Chapter 5

Recommendations

There are still lots of aspects of digital marketing where Square Toiletries Limited can improve upon. By following these proposed recommendations, Square Toiletries Limited can build their brand in a way that might ensure maximum customer satisfaction with a competitive position in the market:

➤ **Social Media Campaign using Brand Ambassador:**

STL need to hire a brand ambassador who will promote STL's products and campaigns on social media. For example, they can have an agreement with a celebrity who has lots of followers on Facebook to promote their product Zerocal. The celebrity would then show how to cook using Zerocal on his or her Facebook page. That would create lots of awareness about Zerocal and many people will be interested to try the product out themselves.

➤ **Sponsoring Blogs:**

If STL can sponsor a compelling blog, it has the potential to rank well in the search engines. 80% of daily blog visits are new so this is a great driver of new website traffic. Additionally, a blog can serve as content for a Facebook and Twitter post as well as a teaser for an email marketing campaign. By creating better blog content, STL's web traffic will increase. Bangla blogs like 'Baadh Vangar Awaj', 'Sachalayatan' etc have lots of following. If STL sponsor a blogger who for instance writes about local or foreign tourist attraction, or hygiene, and at the same time promotes STL's websites indirectly, it will expose lots of blog readers to STL's products.

➤ **Make STL Websites Mobile Friendly:**

STL should make their websites more mobile friendly. There is a big audience who browse internet using mobile and many of them end up purchasing the products. So STL's websites need to be easy to use from mobile devices. Also, since most of the mobile and tablet device users use Opera Mini internet browser, the link to STL's e-stores and other websites can be provided on the Opera Mini Mobile Browser's home page. This will help to bring in the mobile and tablet users to the Square e-store on websites such as chaldal.com and akhoni.com.

➤ **Twitter Outreach:**

Twitter is a great platform where STL can grow their following organically. Although, the total users of Twitter are still significantly less the total Facebook users in Bangladesh, more and more people are getting into Twitter. STL should start searching for hashtags related to cosmetics and toiletries industry and reach out to users in this fashion. For example: #hygiene. They can also retweet any informative post made by someone else on their twitter account. That will increase consumer engagement. The users will begin asking questions related to the hashtag. Moreover, if STL can start a campaign on twitter named something like #Washyourhand or #Femalehygiene, the result will be more interaction and core following of people who are interested in STL's content. STL should start reaching their target audience via tweets through the Twitter outreach strategy.

➤ **Facebook Lookalike Audience:**

There is a feature on Facebook called Lookalike Audiences which allow advertisers to target Facebook users who are similar to their customers away from Facebook. Advertisers could ask Facebook to find the top 1% (optimize for similarity) or 5% (optimize for greater reach) of users in a specific country who were similar to their customers. The benefits are: i) STL can find users similar to any visitor to our websites ii) They can find users similar to those who visited a specific page of our site. For example, STL can use the users who bought

STL's products online as our basis for Lookalike Audience. So Facebook would then find users similar to those who bought a particular product iii) They can also find users similar to those who visited a specific section of STL's website. For this to work the URL structure needs to include that category within it or visitors need to be guided to specific landing pages when looking for product types.

➤ **Email Marketing:**

E-mail marketing remains the best digital channel for ROI. STL should send e-mail containing link to the STL's e-store and other websites like Supermom to the people in a way so that it is not considered as spamming.

➤ **YouTube Videos:**

Since Google owns YouTube, by implementing videos into STL's online marketing mix, STL can start to get search engine exposure for the videos that they upload onto YouTube. There are a lot of great tricks to obtain more video Search Engine Optimization (SEO). Choosing a proper title tag, uploading a transcript and embedding the YouTube video are just some of the tricks for optimal SEO exposure. Online video should definitely be included in STL's digital marketing strategy as this form of rich media can be a game changer in terms of publicity for STL. People will interpret the YouTube videos that STL are taking their marketing initiatives very seriously.

➤ **Digital PR:**

STL can build off of the content contribution by implementing a Digital PR strategy. If STL reach out to various media related websites like prothomalo.com, bdnews24.com etc and send them over a solid pitch, they might just write an article on the company or feature one of their employee in a news report on their website. The more people talking about STL, sharing

news about their business on social media and mentioning their brand, the better exposure they will receive.

➤ **Use Google AdWords:**

Google AdWords is a perfect tool to get more traffic to STL's websites. STL need to specify the keywords that they want to trigger their ads. They should think like the consumers do when coming up with the keywords and avoid terms that customers would not use. It would be better if the keywords are geo-targeted which means the local audience will see those advertisements more. Furthermore, the advertisements will have to be attention grabbing with attractive graphics.

➤ **Promoting STL Websites through SMS:**

STL can advertise their websites and E-store through SMS. They should have an agreement with mobile operators like GP or Banglalink to send SMS blasts containing STL's URL to a large audience.

Conclusion

Square Toiletries Limited started its journey with a single product in the consumer goods industry of Bangladesh and now it has a turnover of USD 75 million. Now not only are they one of the largest FMCG company in the country but it is now exporting its finished products to 13 countries including UAE, Germany, UK, Australia, Malaysia etc. Day by day its business activities are expanding as products offerings of the company are best suited to their target customers. However, with the advent of the digital media, STL now has a great challenge to become efficient in digital marketing in order to gain advantage over their competitors. Overall, they have a well-planned digital marketing system, but there are still many areas to improve upon. Recommendations were made based on to solve those difficulties that arise to cope with the changing digital marketing landscape. Customers' changing need and wants also affect the digital marketing activities. Hopefully, by implementing or reviewing the recommendations of this project, in the near future Square Toiletries Limited will have a much larger presence in the digital media and become one the best competitors in the consumer goods industry.

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