

Internship Report



Inspiring Excellence

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Submitted to: Ms. Nusrat Hafiz

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LETTER OF TRANSMITTAL

6 March, 2016

Nusrat Hafiz,
Lecturer,
BRAC University, 66 Mohakhali, Dhaka-1213

Dear Miss,

As part of completing internship requirement, I hereby submit my internship report on the "Digital Marketing Communication". This report contains a detailed description of the marketing communication in Strategeek Digital, especially in the areas of digital marketing of Robi Axiata Ltd. It also contains my experiences and learning as an intern in the Social Media team of Strategeek Digital, where I have taken part in organizing and evaluation processes of the social media team. I would like to thank my supervisors, Porag Obayed, head of operations and Director of Social and Digital Media Sidrat Talukdar, for giving me the opportunity to intern in Strategeek Digital. I also appreciate the insights and guidance that you provided me with preparing this report and complete my internship.

I hope you find this report satisfactory.

Sincerely yours,

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Acknowledgement

I would start by thanking the Almighty Allah for all His blessings. Firstly, I want to sincerely thank my internship adviser Ms. Nusrat Hafiz, Lecturer, BRAC Business School for giving me the opportunity to do my internship report under her supervision and for her unending support and providing the necessary help for the completion of this report. I would like to thank Sidrat Talukder (Director of Social and Digital Media, Strategeek Digital) for teaching me all the basics of my tasks and patiently showing me every elaborate detail and guiding me throughout my internship period, Porag Obayed (Operation Head) for all his guidelines and support, necessary tips and guidelines during the activation period, and the entire team for being helpful and supportive in every little help I needed and for creating the opportunity for me to bring out my best performance.

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Executive Summary

Strategeek Digital is a Digital Marketing Agency. Digital and social media operations are conducted under the sub-brand name Ice9 Interactive, a sister concern of Strategeek Digital. With the technological strength of Ice9 Interactive , Strategeek digital has established a strong foothold in the digital and social media branding scene of Bangladesh, with a clientele' which consists Grameenphone Ltd, Airtel Bangladesh Ltd, Robi Axiata Ltd, Asiatic JWT, Ministry of Foreign Affairs of the People's Republic of Bangladesh, Ogilvy, Uniliver Bangladesh etc. I worked with the Social Media team for Robi Axiata Limited. This team is responsible for the overall digital and social media communication of Robi. My task included the Digital marketing-related issues of the QMT e.g. conducting performance appraisal, preparing duty roster, managing payment, training(HR issue) etc. As an intern, I learned the basic quality management issues, evaluating performance of employees, management of remuneration and conducting shifting and development sessions. Strategeek Digital is a delightful workplace. Since it is still small and most employees are right out of some elite universities such as IBA – DU, NSU, BRACU, ULAB and other foreign universities, there is a coherence of ideology, taste, knowledge and culture among all the employees. The low age-difference among the employees is also a reason why the internal communication is so good. Although, workplace politics is an inevitable issue and Strategeek Digital is no different. But all difference is resolved through face-to-face meetings as soon as it surfaces. Before starting the internship. I expected a job to be tedious, robotic and tight –schedules. But at Strategeek Digital, working is fun. Relaxed schedule, paperless office, common workstations and recreational facilities make it a very desirable workplace.

The Organization:

History, Product/service offerings, Operational network organ gram:

Strategeek Digital began its journey in December, 2010 as a partnership firm by eight friends of the Institute of Business Administration, University of Dhaka. Strategeek Digital recognized a gap in the market of internal corporate based and event based videos. Since its inception, Strategeek Digital has worked with a number of local and foreign companies and gained a significant foothold in this market. A list of Strategeek Digital clients is provided below:

- Grameenphone Ltd.
- Airtel Bangladesh Ltd.
- RobiAxiata Limited
- HSBC Bangladesh
- Standard Chartered Bangladesh
- Asiatic Events
- Asiatic JWT
- E-gen
- I-PAG
- Interspeed
- Bangladesh Brand Forum
- Ministry of Foreign Affairs, People's Republic of Bangladesh
- Nokia Bangladesh
- BATB
- The daily Star
- Coca Cola Bangladesh
- Pepsi Bangladesh
- Lafarge
- Bitopi

Ice9 Interactive was founded in August, 2011 as an initiative of Strategeeek digital with the aim of creating interactive experiences for a digital world and helping enhance a brand's presence in the digital media. Ice9 Interactive aims to deliver outstanding results for their clients and their philosophy 'digital brand management' permeates everything they do. The goal is to ensure that their client's brand engages in with their customers and builds a sustainable, meaningful relationship.

Service or Product Line:

Strategeeek digitalis aimed to create the social media platform as the most effective platform in terms of cost and revenue to its clients. With this ambition Maestro provides unique services to its clients. Such as:

Firebox – a short overview

Firebox is a social media dashboard that helps the user to get an overview about his Facebook fan page and to manage queries that has landed in a certain Facebook fan page. A short overview of the usage of firebox is listed as follows:

All in one: Firebox helps the user to get a 360 degree view of his Facebook fan page. How many unanswered queries are remaining in the page, how many queries have been taken care of, queries under a certain post, customer engagement with the fan page, agents logs and analytics all these sectors are covered in firebox.

Multiple page management: Through firebox an user can manage multiple fan pages for which he has been authorized. For example, an user can have access and manage queries for multiple pages at the same time through firebox.

Multiple agents can be allowed: to maintain a page, multiple agents can be assigned. Even if they are not admins of that certain page, they can still be assigned to manage the page.

Specific customer history: Through firebox the user can find out previous conversation of a specific customer and all his engagements with the page previously.

Type of query can be specified with relevant time: In firebox, a specific post to the page can be specified as "wall post" or "message" or "comment". With the help of the interface insight the user can find out what sort of query it is and when it was landed.

Addressing / Signature: with the help of addressing and signature, the name of the customer is captured automatically by firebox and the name of the agent who entertained the query is automatically provided below the answer provided by the agent.

Like, delete, attach a photo: With the help of firebox, agents can like a post, delete it or attach a photo for the proper answer without being an admin of the page.

Post details: Agent can find out under which post the customer is asking the question, it can be

found just at the right side of the dashboard and agent needs not to go through any further complicated process to find it.

Time filter: agent can filter the queries based on the date or time to find out specific queries.

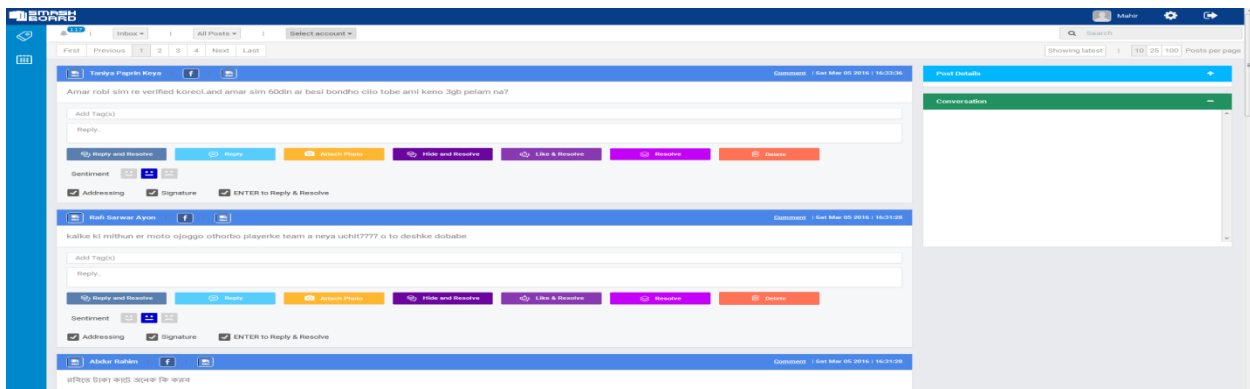
Tags: for back end analysis, agent can keep a tag. It helps users to understand what the customers are asking for, or what is trendy, for

example, keeping a tag on internet, or 3g service means customers are asking internet or 3g related queries.

Search: With the help of search option, an agent can find out his desired types of queries by just typing a key word in the search option.

Analytics: Firebox helps the user to get all sort Facebook analytics in a very simpler way. Even agent related analytics can be found too. For example, log in log out report, number of replies that the agent has provided, adherence, number of likes, deletes, attaching photos all can be found at the analytics part. Overall incoming queries in a page in a certain time period, number of replies, unique fan identification, average response time, tag based number of queries, customer interaction and overall engagement of the customers with the page; everything can be found in the analytics part.

Firebox is a smart tool to maintain a Facebook page without wasting a lot of time by doing it through Facebook itself being an admin of the page. It helps to save time, handle Facebook queries smartly, get an overview of the fan page instantly, find out its short comings and coming up with proper solution. firebox helps to create a greater business impact and provide its users a better social media marketing experience.



Driving web site Traffic:

Every website owner wants to increase their traffic; Social networks top the list of site referrals. Not to mention that they triumph in time spent on site, as well. Search Engines used to be the sole focus for driving traffic and marketers allocated all their resources there. SEO still exists but it has now become more social. Strategeek digital is aimed to drive its clients website to reach their expectation and full fill the purpose of web site management.

SEO:

With every coming update to a search engine, more social results are being integrated. Whether it is being using Facebook or Google using Google +, algorithms are not taking social results into account. Even Social networks themselves are becoming search engines. For example Facebook's graph search or Twitter being a real-time search engine. Strategeek's efforts though social will become more significant in its SEO strategies. Increasing SEO is one of the primary targets of Strategeek digital.

Content Developments:

Making creative contents for Facebook, twitter and web site is another ambition of Strategeek digital. With our creative graphic designers and planners, we aim to provide the best content service to our clients.

Query Management Service:

Strategeek digital with its own unique dashboard firebox aims to provide the best customer engagement experience within a very short period of time. Firebox is a highly efficient dashboard made by maestro marketing which is able to provide instant replies to its customers keeping all the insights and past records of the conversation with the customer. It helps the agent

to get to the customer instantly and provide necessary solutions. It also helps to keep all sorts of Facebook analytics that any client can ask for.

Data Analysis:

Data is the next big thing for business. Keeping that in mind Maestro has built its own dashboard which provides all the necessary Facebook analytics in a more arranged and effective way. With help of this analytics tools we provide the best business solutions to our clients.

Business Research:

With the help of social media analytics, derived from our own dashboard, we come up with proper marketing solutions to our customers. Business problem recognition, solution and further suggestions are given by our experienced data analysts.

Web Site Management:

Web site management, rearrangement, web hosting, cyber security all these services are provided effectively to our clients by maestro marketing. With help of its sister concern Ice 9 Technologies,Strategeek digitalprovides a complete IT solution to its clients.

Branding:

With every profile being unique, maestro can give brands a personality on social networks. How they interact, the look and feel of the profile, all encompass the general characteristics of the brand. For many businesses social profile may be more important than the website. Strategeek is aimed to provide a better branding experience to its clients.

Marketing & Sales of Strategeek digital:

Since it's a start up their initial target is to capture small businesses like restaurants and shopping malls. After operating for few months and gaining experience we will be approaching to the big businesses like telecommunication operators, electronics companies, mobile companies, air lines and lastly banks. With all our competitive advantages stated above we believe that all these companies will be interested enough to take us as their digital marketing agency.

JOB :

As an intern, I worked with the Social and Digital Media team on the brand management project of RobiAxiata Ltd. Under this project, Strategeek Digitalworks to create viral media contents, games and applications for Robi's Facebook fan page and arranges different Facebook contests and campaigns. The aim is to increase the online fan base and retain the current fans by engaging them with these contents.

The Social Media team, consisting of the Head of Social and Digital Media/Managing Partner, one Campaign Coordinator/Managing Partner, one Account Manager, and five Research and Operation Analyst, plan contents and campaigns for the social media platforms. The media contents e.g. posters, trivia and video are produced by the audio-visual department of Strategeek Digital and the games and applications are programmed by the software engineers of Ice9 Interactive.

A secondary team, called the Query Management Team, directly interacts with the customers of the Facebook page by responding to their various kinds of queries and provides information. The position is called Social Media Customer Engagement Officer (SMCEO) of this team work part-time, in

shifts. Their remuneration is paid by the hours they have worked and performance is evaluated on their quality of interactions. My task was to assist in the recruitment and training of new SMCEOs, training and development of existing SMCEOs, managing duty rosters and remuneration and performance appraisal.

Job Role as Examples:

Task 01

As I work for a Digital Marketing Agency, Strategeek Digitalis affiliated with different organizations like ROBI, Square Group. Currently ROBI is our main client. We handle the entire social media of ROBI Axiata Limited, the third largest Telecom brand in our country. This work is done through software, which is known as Smashboard. We handle customers with different sort of queries. Someone asks for 3.5G package activations, someone for package migrations, someone for goongoon (welcome) tune. These are the thing we did so far in last two months. From July 17, 2015 subscribers of ROBI can use Facebook at a free of cost. This can be done through some process and most importantly this was not done overnight. We had a serious demand for this service and there are around 20-30 queries regarding this matter. We were concern as well. Later on we made a meeting with the officials of ROBI and they were also planning for this thing. Then all of a sudden we finally launched 0.facebook.com

Task 02

On January 14, 2016 we had a meeting with the officials of Philip Morris regarding the annual evening event of their company. Previously we made an annual evening program of Square Group and this time it's Philip Morris. Though I was not allowed to be in the meeting as I am an intern of that company but I requested my team co-coordinator to make myself there. This actually helped me a lot to learn how they manage an event and most importantly how do they convince their client. But I am so proud to say that the company I work for did not even convince any issue regarding their event to the PMI. Our work is done basically with the reputation of our company. This is how we are the official partners of RobiAxiata Limited. We have so many achievements with the ROBI like the "largest human flag on earth 2013"

Task 03

How we response to different type of queries of the subscriber?

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<http://m.facebook.com>

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ROBI Poribarershongethakun☺

Dhonnobad,

Mahir

This is how we generate answers and reply to the subscribers.

Task 04

Last week before we had to make a significant change on roaster for the QMT member and it has occurred within last eight months and the authority decided to make almost an equal shifts to the QMT members. Previously the were distributed among the members according to their performance. but recently the scenario has changed and it showed a different reaction from all the members. The team leader of the listening center made all the roaster and gave me to make it finalize in an excel sheet and I have to submit on the very next day of EID. I worked all night on the day 2.2.2016 and submitted the final roaster before the deadline.

From December,2016 every member of QMT will work according to new roaster and most importantly it will change in every month. So my task 04 is basically related to Microsoft Excel. I enjoyed the entire job though I had to work on that day.

Task 05

After all that work regarding the roaster, we arranged a meeting with all the QMT members on the first day afterweekend. We had a meeting with the ROBI official and they put a benchmark for the next quarters. They set a benchmark that all the queries have to be responded within 5 minutes. And most importantly they have to reply all of them. They cannot ignore or leave any of the queries. They launched few more offers to the customers and at the same time took back few other services.

All the QMT members must be active on fifteen different blog sites and they have to comment on those blogs and it has to be on a regular (weekly) basis. Members who will write blogs will get extra remuneration. Moreover, it was a hectic day for most of the QMT members as they have to work on a new roaster and most importantly the new offers seems quite confusing to the QMT's. Next two weeks I will be taught few things related to the analytics. I hope finally I will manage something to learn which is going to benefit myself.

Task 06

As we are the only Digital Marketing agency of ROBI Axiata Limited, we arranged a meeting with ROBI and Unilever Bangladesh to work as a team and create more brand value of ROBI. We all know that Unilever is currently the largest MNC in our country. They have so many products running in the market and at the same time they have a very strong brand value.

The ROBI authority decided to merge together and enhance their own brand value with Unilever. This is how they decided give a gift hamper of Unilever product to every new connection buyer of ROBI.

The new connection is named as Joy Utsob. And from 9th August, 2015 every new connection owner will get 100 taka worth of Unilever product. It will be given till the next announcement. The products which will be given are given below:

1. Fair and lovely Multi Vitamin Cream 25g (1 unit)
2. PepsodentGermi Check 45g (1 unit)
3. LUX 40g (1 unit)
4. Sunsilk Conditioner 7ml (4 unit)

These were all the things which will be given to the customers and most importantly all the negotiations were made in our office and it was a

continuous two days meeting and ROBI is now officially affiliated with Unilever.

Task 07

From this week we have introduced another task for our QMT member which is Blog writing and blog comments. We gave them 30 different blog sites of Bangladesh including twelve different username and password for the entire team. All they have to do is they have to comment on different blogs which are already posted and it has to be on a weekly basis. Every member has to comment on ten different blogs and on the other hand there are another task which is blog writing. There is an option for all the QMT members to write blogs on different current topic of the world. Though, it is a paid job for them. Every member will get 500 taka remuneration for a single blog.

These two things we have introduced this month. And hopefully these things will help me to increase my work experience and take me to the next level.

Project:

Social Media Marketing and the Position of RobiAxiata Limited

Research, findings and description:

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. Advertising is

defined by Richard F. Taflinger as "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." Advertising is now done enormously through social media such as Facebook, twitter or google plus etc. It is normally done by a third party known as digital marketing agency. A digital marketing agency is a service based business dedicated to creating, planning, and handling advertising for its clients through social media. A digital marketing agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more. Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers). Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance. Digital marketing was defined in Wikipedia as "marketing that makes use of electronic devices (computers) such as personal computers, smart

phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks". People often refer digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing. Strategeek digital is a leading agency of Bangladesh, formed by 7 numbers of fresh entrepreneurs with a dream of becoming country's number one digital marketing agency. Heart part of this project is dealing with client servicing. A client servicing is the face of a digitalmarketing agency. Responsibilities of client servicing include understanding the client's needs and expectations. In fact, the advertising process begins with the client servicing person visiting the potential client for a brief. He then needs to communicate this to his agency. His job is to hunt for new business and be a bridge between the agency and the client. Key responsibilities of client servicing are managing internal workflow and developing strong partnerships with clients. My report is based on one of our biggest client RobiAxiataLimited. For years now, marketers have reported their greatest social media interest as tracking salesthrough social media efforts. New research indicates that social media may finally be directlydelivering the paying customers vendors have longed for. Internet Retailer's "2015 Social Media 500," a study of 500 leading merchants' use of social media, reveals that retailers' increased efforts to build social media audiences (follower numbers were up an average of 33% on Facebook from 2013 to 2014) are paying off. In 2014, total social commerce sales that could be tracked to social networks hit \$3.30 billion, up 26% from 2013's \$2.62 billion, which is

quite a leap. The study also revealed that overall traffic to retailer websites originating from social networks ticked up 7%. A positive trend in social selling has been echoed by other reputable studies. According to leading statistics provider Statista, by the end of 2015, social selling will amount to \$30 billion worldwide, a 50% increase over 2014's \$20 billion. Twitter, Facebook and Pinterest (and even Amazon.com) are busy developing buy-type buttons and promotions to help marketers track sales directly to the platform. Pinterest is already gaining traction as an ad platform with its rollout of promoted pin native ads. Provable ROI for social media will mean more budget attributed to it. Networks design these buy buttons to reduce the steps it takes for website visitors to buy items from the store. Social platforms are clearly aiming for revenue that isn't only ad-based. The same study found that approximately 31% of all traffic to the top 10 digital properties was mobile-only visitation. For example, Facebook is the number-three digital property, getting 207 million unique U.S. visitors. Google and Yahoo! are numbers one and two. Customer data and insight provider Gigya reports that in Q4 2014, Facebook not only became the provider of 61% of all social logins, but also makes up 72% of all ecommerce social logins (also called identity providers). Facebook's 61% stretches far ahead of Google+'s second runner-up status at 22%. Note the big blue slice below.

In Bangladesh, keeping in mind this latest trend of social media marketing, companies are investing in a large scale in social media marketing to grab these increasing number of customers. For example leading telecommunication operators of Bangladesh like Grameenphone ,Banglalink, Robi and Airtel have gone aggressive to capture these social media customers. GP and Robihas already captured more than 5 million fans in 2015, aiming to capture more in coming years. To make the growth smooth, telecommunication operators have already started hiring digital marketing agencies who have the same business offering as Strategeek has. Apart

from telecommunication operators, small businesses like restaurants, online shops, shopping malls, electronics companies are also being interested to hire agencies for social media marketing . Content creation is of the fields they are highly interested to invest into. With the improvement of social media usage in daily life of Bangladeshi people , the traditional

marketing concept is being dominated by digital marketing concept as its cost effective, possible to monitor the customers, and easy to reach to the customers with highly effective selling and branding messages. Strategieek targets all these companies as their clients and provide an effective and profitable digital marketing experience.

Latest Developments and Strategies

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

1. **Segmentation:** more focus has been placed on segmentation within digital marketing, in order to target specific markets in both business to business and business to consumer sectors.

2. **Influencer Marketing:** Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated SCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Salesforce CRM. Many universities now focus, at Masters level, on engagement strategies for influencers.

To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

3. **Online Behavioral Advertising:** Online Behavioral Advertising refers to the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences

4. **Collaborative Environment:** A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organizations relationship with their customer as well as spawn ideas that would otherwise be overlooked.

An important consideration today while deciding on strategy is that the digital tools have democratized the promotional landscape.

5. **Remarketing:** Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.

6. **Game advertising:** Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sport games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

Digital Marketing Channels

Digital Marketing is facilitated by multiple channels, As an advertiser one's core objective is to find channels which result in maximum two way communication and a better overall ROI for the brand. There are multiple online marketing channels available namely;

1. Affiliate marketing
2. Display advertising
3. Email marketing
4. Search marketing
5. Social Media
6. Social Networking
7. Game advertising
8. Online PR
9. Video advertising

Multi-channel communications

Push and pull message technologies can be used in conjunction.

Self-regulation

The ICC Code has integrated rules that apply to marketing communications using digital interactive media throughout the guidelines. There is also an entirely updated section dealing with issues specific to digital interactive

media techniques and platforms. Code self-regulation on use of digital interactive media includes:

- Clear and transparent mechanisms to enable consumers to choose not to have their data collected for advertising or marketing purposes;
- Clear indication that a social network site is commercial and is under the control or influence of a marketer;
- Limits are set so that marketers communicate directly only when there are reasonable grounds to believe that the consumer has an interest in what is being offered;
- Respect for the rules and standards of acceptable commercial behavior in social networks and the posting of marketing messages only when the forum or site has clearly indicated its willingness to receive them;
- Special attention and protection for children.

Objective:

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising.

Social media networks were a novelty 5 years ago, but today their importance is no longer debated. Yes, businesses have definitely realized the power of social media and accepted that social media marketing has to be part of their marketing and PR mix.

In 2013 End of Year Report, marketers now place very high value on social media marketing:

- 86% of marketers stated that social media is important for their business
- 89% of marketers stated that increased exposure was the number one benefit of social media marketing

These are the definitive benefits of social media marketing that are listed:

- Increased exposure
- Increased traffic
- Developed loyal fans
- Generated leads
- Improved search ranking
- Grew business partnerships
- Reduced marketing expenses
- Improved sales
- Provided marketplace insight

It's obvious that social media will continue to have a significant impact in 2016 on marketers and business owners: They now have the ability to reach out and communicate on a personal level with their target audience on a daily basis. This is a game changer for businesses engaging in marketing, sales, customer service and other business activities. This is very powerful and has never been available with traditional marketing!

The success gap is widening between businesses that are using social media in an informal, ad hoc manner and those taking a more planned, strategic approach.

This has significant implications:

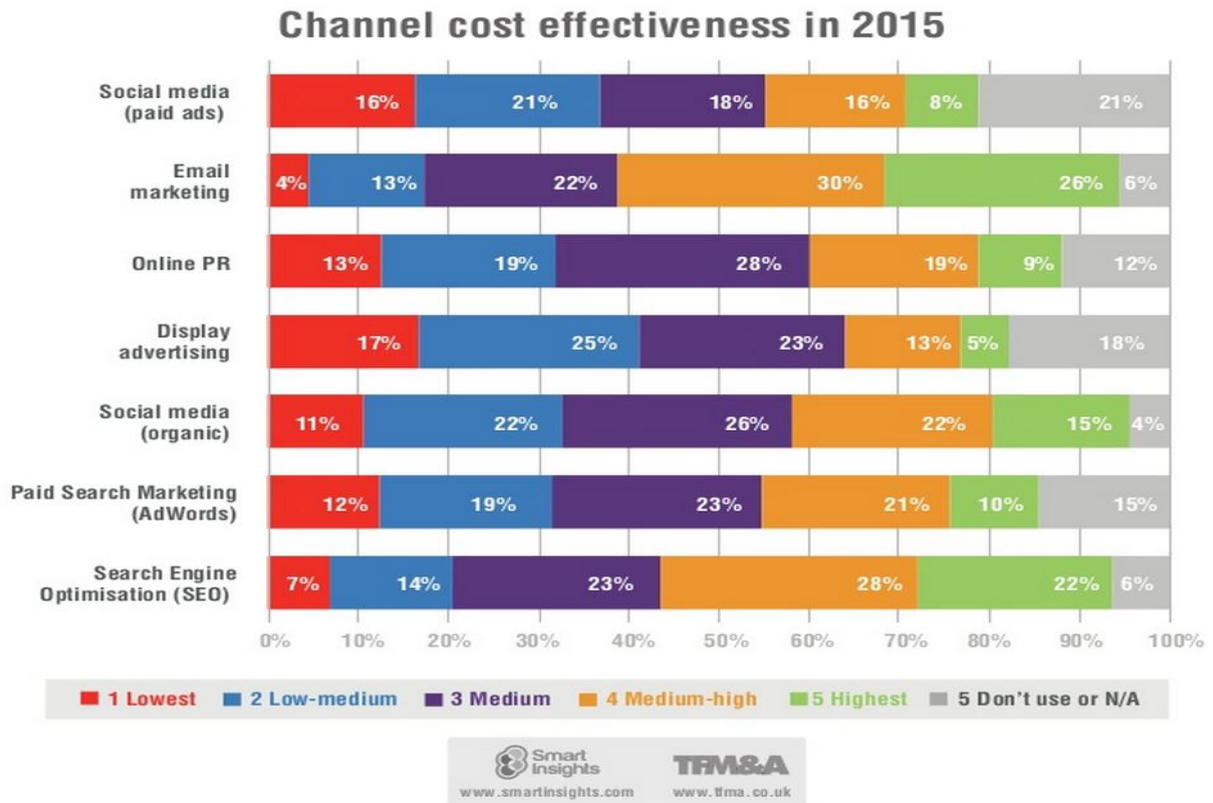
- Businesses that use social media strategically are more satisfied with the results than ad hoc users, who are more skeptical about the value of social media.
- Businesses that use social media as part of a planned corporate approach are 1.5 to 2 times more likely to anticipate revenue growth than ad hoc users.

Recently, Facebook reported that its quarterly profit jumped 90% from the same time last year. This is somewhat due to spiraling advertising revenue, but it also highlighted an increase in its monthly active users, now totaling 1.35 billion people worldwide. Coincidentally, the 1st October this year marked the third anniversary of the film, "The Social Network", signifying a milestone in the growth and societal impact of not just Facebook, as social media was considered prevalent enough that millions of dollars were invested in producing a film about it. As much as the film highlighted the importance of social media for the general public as a platform where they could voice their opinions and converse with friends across the globe, we are left with the question of how we can transfer this to the commercial and business context. Can social media be as important to businesses? People gravitate to social media sites for information and interaction, whether it be for entertainment or insight. Social media sites offer businesses the opportunity to utilize its volume economy, presenting them with a rapidly increasing vast user base of potential customers and communications targets for free. The success of the two dominant social media giants, Facebook and Twitter should be encouragement enough. Facebook alone has risen from 100 million active users in 2008, to its current 1.35 billion, whilst Twitter is on 271 million active users. Whether it is LinkedIn, Twitter, Ello, or dominant Facebook, each social media platform presents an opportunity for businesses to

form unique relationships with and reach out to a wider consumer base, share key content about the business and provide marketing and networking potential. Social media is a key element in assisting consumers in their decision making process. Branded social media pages increase recognition and awareness online and companies can advertise their business to potential and also current customers and clients daily, through posting relevant content. Such content can consist of news and information about your company's services but can also contain useful links increasing exposure to your site. As of early 2014, statistics state that 71% of all internet users are now active on social media sites. More and more companies are developing content marketing strategies, sharing blogs, info graphics, and whitepapers at every opportunity. But if companies aren't afraid to also share content from other brands that may be of interest to their target audience, they are putting their customers' interest first, and may gain a fresh perspective themselves. Customers and clients can also interact directly with businesses via social media. Appearing responsive and attentive to consumers provides an invaluable opportunity for businesses to build customer loyalty and strengthen brand image. An important feature of such interpersonal interaction with consumers is the humanization of the brand in an increasingly digital world, whereby consumers can relate to and attach a personality, maybe even names and faces to the business which aides them in building up a rapport with consumers, allowing them to connect emotionally with the company. Social media sites provide a breeding ground for people who are influential and trusted enough to give their opinions and endorsements for businesses and their products. For example, Microsoft's LinkedIn page features behind the scenes information, Q&A posts, and blogs, providing invaluable

information for small and large businesses alike. Social media can facilitate endorsement from within these groups, acting like a sort of trusted inner circle of friends. There are many ways to track the reputation of a business and how it will be performing on social media sites. A few examples include:

- CTRs (click through rate) - measuring the number of users that click on your specific link/site.
- The number of comments, 'likes', 'shares', 'retweets', 'favorites' or mentions you receive on content on your social media page.
- Statistical programs such as Google Analytics to tell you how many people are visiting your site, how they are using your site and where they were directed to your site from features that allow you to see exactly who is viewing your page such as that featured on LinkedIn.
- Opinion polls to gauge reaction to content and also clarity on how many people are engaged enough with your content to participate in the poll.
- It is clear to see from statistics, that using social media sites to promote a business proves successful in expanding the overall growth and helps to solidify the businesses concept and meaning. In conclusion, social media presents a large opportunity across multiple channels to build on and promote service, content, advocacy building and insight.



For a successful social media marketing communication few points needs to be kept in mind. Such as :

- **Planning** – As discussed previously, building a social media marketing plan is essential. Consider keyword research and brainstorm content ideas that will interest your target audience.
- **Content is King** — Consistent with other areas of online marketing, content reigns king when it comes to social media marketing. It should be Made sure that business is offering valuable information that ideal customers will find interesting. Create a variety of content by implementing social media images, videos, and info graphics in addition to classic text-based content.
- **Consistent Brand Image** — Using social media for marketing enables the business to project your brand image across a variety of different social media platforms. While each platform has its own

unique environment and voice, your business' core identity should stay consistent.

- **Blog** — Blogging is a great social media marketing tool that lets a business to share a wide array of information and content with readers. Your company blog can also serve as your social media marketing blog, in which you blog about your recent social media efforts, contests, and events.
- **Links** — While using social media for marketing relies primarily on business sharing its own unique, original content to gain followers, fans, and devotees, it's also great to link to outside articles as well. If other sources provide great, valuable information someone thinks the target audience will enjoy, it would be a great idea to linking to them. Linking to outside sources improves trust and reliability.
- **Track Competitors** — It's always important to keep an eye on competitors—they can provide valuable data for keyword research, where to get industry-related links, and other social media marketing insight. If the competitors are using a certain social media marketing technique that seems to be working for them, doing the same thing, but better is always great.
- **Measure Success with Analytics** — Someone can't determine the success of social media marketing strategies without tracking data. Google Analytics can be used as a great social media marketing tool that will help to measure the triumphant social media marketing techniques, as well as determine which strategies are better off abandoned.

Analysis of social media marketing trend:

Much like the past 15 years, 2015 so far has brought plenty of good news for digital marketers; increasing digital ad budgets, increased focus on content and SEO has given them plenty of opportunities to show their worth and marketers. The stats that have come out so far from various studies and compilations this year demonstrate this clearly. However, they also show there are problems with digital marketing that companies are still not overcoming. Big data has been a big trend for a few years now, but it is clear that many businesses are not able to turn data into insights effectively. Accurate measuring ROI remains a problem for many, whilst some are still failing to get tangible results from Social Media.

The analysis takes place as follows:

Positive:

- One third of businesses are planning to introduce a DigitalTransformation program and one third already have.
- Content marketing in 2015 generates 3 times as many leads as traditional outbound marketing, but costs 62% less.
- Content creation and management now claim the second-largest share of digital marketing budgets.
- On average, 60% of a marketers' time is devoted to digitalmarketing activities, fuelling demand for digital marketing skills
- 28% of marketers have reduced their advertising budget to fund more digital marketing.
- 73% of B2B marketers use video as a content marketing tactic, and 7% of marketers plan on increasing their YouTube marketing.

- 71% of companies planned to increase their digital marketing budgets this year
- 78% of companies now say they have dedicated social media teams in 2015, up from 67% in 2012

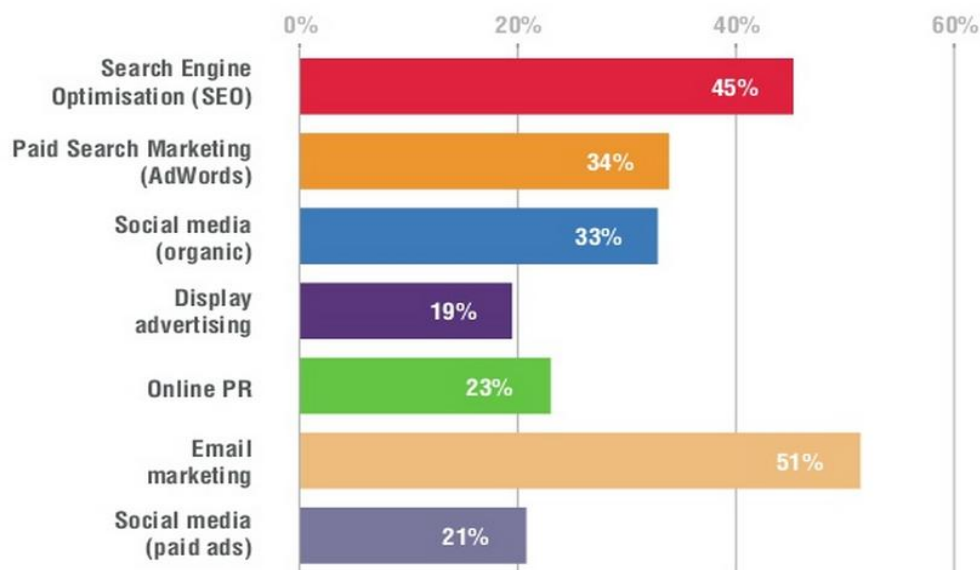
Negative:

- 50% of companies are using digital marketing, but they don't have a plan!
- 62% of companies did not agree with the statement 'we have the analysts we need to make sense of our data' whilst 63% did not agree with the statement 'we have a good infrastructure in place to collect the data we need'.
- Nearly three quarters (71%) of businesses creating more content in 2015 compared to 2014, but only 12% feeling they have an optimized content marketing strategy. Quality is still a challenge with 68% still rating their content marketing as basic or inconsistent
- 70% of marketers were not confident in their companies' ability to measure the return on mobile ad spend.
- 52% of Americans think that most online shopping sites need improvement, whilst 79% of Brazilians and 87% of Chinese people think this.
- 83% of consumers reported that they have had a "bad experience with social media marketing".
- The top three social networks used by B2B marketers are LinkedIn (91%); Twitter (85%); and Facebook (81%). However, just 62% of marketers say that LinkedIn is effective, while 50% say the same for

Twitter and only 30% of B2B marketers view Facebook as effective.
December 2014

- Only 8% of companies have an email marketing team, despite the fact it is often rated as the platform the delivers the highest ROI of any digital marketing tactic.
- Almost half- 48%-of all emails are opened on mobile devices. Yet 39% of marketers say they have no strategy for mobile email, and only 11% of emails are optimized for mobile.

Top Online Marketing Channels in 2015



Intriguing:

- 15% of Google searches have never been searched for before.
- 60% of all Internet activity in the US originates from mobile devices and about half of total Internet Traffic flows through mobile apps.
- 50% of all mobile searches are conducted in hopes of finding local results, and 61% of those searches result in a purchase.
- The most followed brand on Twitter is Facebook

Most commercially important Digital Marketing Trend for 2015?



Position of Robi :

RobiAxiata limited is now the most successful company in the “world” in terms of social media marketing through Facebook. Robi back in 2012 noticed that young consumers are not interested to visit the off line customer care centers because of the location, long waiting time and further hassles. As a result Robi identified digital media as an effective media to solve this problem. The goal was to turn customers as happy brand advocates. Robi hired Strategeek digital as their digital marketing agency. A small but dedicated query management team were hired by Strategeek to entertain all the queries posted in the robil official Facebook fan page. Engaging the contents and the campaigns resulted a huge number of fans increasing within a very short period of time. The page grew from 8 thousands fans from 2012 to 5.6 million fans in 2015. It brought a greater engagement with the fan page and increasing number of sales. But it also posted a new problem. It became impossible to a small number of managers to respond the increasing number of queries. Determined to solve the problem Robi came up with a bigger idea. The company identified dedicated fans as their advocates and made them the admin for the page, so that they can reply too. It resulted 40% of the responds even in the busiest months. As a result Robi was awarded as the worlds number one socially devoted brand by “social bakers”



Methodology:
Assignments & Contributions:

My first assignment was to assist in recruitment and selection of a new SMCEOs for the QMT. As this is a part-time job, undergrad students are preferred. I was assigned to call for applications and was supervised with the recruitment. Though it was a human resource based work. inStrategeek digital, there is no specific departments like other companies.

After the recruitment, applicants were called in for an aptitude test. Since the role of a SMCEO involves in responding to the customers, applicants were presented with a number of scenarios and their responses were recorded. This test also measured their command over formal English and

Bangla languages and Avro, the Bangla-typing software which is heavily used to respond to customer queries in Bangla. The aptitude test was followed by a short interview session where the applicants were tested whether they are fit for the job psychologically and all the terms and conditions were made clear.

My second assignment was to assist the team in formulating a new KPI and performance appraisal system for QMT. The QMT was formed in the October of 2013 but till now their performance was being measured softly, with just a few guidelines from Robi. Since the number of interactions were becoming larger every day due to increasing fan base of the page, it was becoming harder to evaluate the performance. I was a little familiar with the performance evaluation of the Customer Managers of Grameenphone call center. I helped to come with the system to randomly pull ten interactions for each SMCEOs from the records and evaluate the performance of those interactions based on the KPI.

My other routine assignment was to prepare duty rosters for the QMT, keep track of sign-in and sign-out time of the SMCEOs and manage other issues related to the shifts. For preparing duty rosters, first shift preference sheet was provided to the SMCEOs to take in to account which shifts on which day they would prefer to take. With that reference, I had to distribute out the shifts evenly. Sometimes, if someone fell sick or had unavoidable circumstances, I had to manage another SMCEO to get to cover the concerned shift. This was a particularly difficult task because most of the time the SMCEOs would not want to do any other shifts other than their own ones. So, I had to be strict and exercise my authority provided to me to get them to do the shift.

Learning from the Internship Experiences:

This internship experience has been truly a learning process for me. Learning in office would include the proper use of Microsoft Excel 2010. In MVRK Studios I got to learn preparing a Gantt chart which was very helpful in making certain decisions. They use their own software which is known as SmashBoard. My colleagues & senior bosses were very helpful regarding the project that I was working on. I was the only intern working on this project. I had to undergo certain trainings regarding the activation program for which we were recruited.

We had received the product knowledge training from the Query Manager himself. We had also been given access to information regarding the product, the company itself & all about the activity program of Strategeek digital. We had been trained to provide adequate training to the Brand Promoters & Supervisors in order to maintain efficient activation process.

Strategeek digital is a delightful workplace. The office has been decorated in very transparent and modern way. There is actually no brick wall or any kind of walls that obstruct the view across the whole office. Rooms are divided by glass doors which can fold open to make rooms even larger. There are no designated workstations, employees are free to sit and work wherever they want with their laptop, which is provided by the office and Wi-Fi connection. In the recreation room we could even play video games on the PlayStation if there were no work or at the end of a work-day. There were adequate refreshments available at all times with coffee vending machines, cold drinks and refrigerator facilities.

As mentioned, the employees are mostly from IBA-DU, NSU, BRACU, ULAB and other foreign universities, which created a similar ideological environment in the place. There were clear communication among all the employees and least amount of conflict. Although there was a subtle

pressure on everybody MVRK Studios and Ice9 Interactive were growing very fast and newer projects were coming in every week.

My supervisors, Mashrur Noor Afsar and Sidrat Talukdar were very helpful. Mashrur was very friendly and always eager to help me learn the works. Sidrat was more reserved, still very helpful. He always spoke to the point and measurably. Other employees were also very friendly and it was very easy for me to blend in and get used to working over there.

As an intern, I was paid remuneration, calculated on a day-basis. The remuneration more than satisfactory. Coupled with the nice workplace and work-life balance, it was acceptable.

The difficulty I faced mostly was regarding the duty rosters of the QMT. As mentioned above, when someone was unable to do his shifts suddenly, finding a replacement was hard. The QMT operated with just enough SMCEOs to cover all the shifts. There are 1 substitute who could be called in only on weekends and the female SMCEOs were not given any shifts which would end at night, considering their transportation problems. As a result, even fewer SMCEOs were available for replacement but since all of them already have assigned shifts according to their preferences, most of the time they would not want to do any extra shifts. At those times, I had to be diplomatic and convince them to do the shifts in exchange of some other form of compensation – an extra day-off etc. Sometimes, I did have to be strict and have an SMCEO work two shifts back-to-back.

Interaction with supervisors and co workers

It was a different experience dealing with supervisors to whom I was directly accountable to. Unlike in University and school our actions directly had impact on the company's image and process and any mistake would lead to real consequences.

However the scenario was made very easy as I was the only intern of this organization so I got overwhelmed every time wherever I was sent. I had to constantly report to my supervisor about the current status of the activation almost twice a day.

These relations gave me a more down to earth picture of how the department functions and helped me build an extensive network of professionals in the organization in charge of different processes. This will be my greatest asset coming out of the internship program if I pursue my career in FMCG and even more so if in the same organization.

Challenges:

I had to face different types of difficulties in MVRK Studios. As this type of organization runs on the creativity so there is nothing called punctuality. Most of the time I found out that my colleagues and the bosses were playing games and watching movies and that is why I had to wait for so long time. Though it does feel bore at all as the office environment is great. But it does not feel good always. So from my point of view it was a bit challenging for me to work in MVRK Studios.

Influence of Internship on my career plans:

Strategeek digital is one of the largest digital marketing agency in Bangladesh. Being a student in the marketing background, I have always wanted to work with the brands and try to give my best effort to prove myself worthy & efficient to work in any Digital Marketing Agency . I never believed that I would be given that chance to prove myself in such company. I found that this internship which MVRK provides is really a challenging experience compared to other companies which offers internship. I believe

so far Strategeek digital has given me fair chance to prove myself to be a worthy candidate for an entry level job in Strategeek digital. This industry is a very competitive industry & innovative ideas from young individuals are very much appreciated.

Redoing my Internship:

If I had to redo my internship, I would want to do it again in Strategeek digital, but this time I would like to do things which were not done in the first time. I would make some necessary changes to some process. I would like to keep the deadline for recruiting Query Managers to be very strict, as this would enable us to control the quality of the Social Media response to a certain point. The trainings would stay uniform and the communications would stay the same. We can control some unwanted incidents.

Recommendation:

My first recommendation to Strategeek digital would be to create full time opportunity for the QMT members. Because as the number of fans in the page of RobiAxiata Limited is growing faster than any other times, the number of queries are increasing too. As a result, the pressure for the QMT members is getting higher day by day. It would be a great idea if the company comes up with an agreement with RobiAxiata Limited to create full time opportunity for the QMT members to reduce the pressure on existing members. My second recommendation to the company would be to change the office to a bigger one, because the number of employees and the accommodation capacity of the office does not match. Taking a bigger office would be a wise decision because in future the number of employees is going to increase. My last recommendation to the company would be to focus more on content making team as the competitors are doing outstanding with their clients. For example, Magnito Digital with their client

Grameenphone is making world class contents and it is causing challenge to strategeek

digital. If the company hires more skilled graphic designers, then the problem will be solved according to my understating.

Conclusion:

In most places where an internship opportunity is available, interns are generally treated very poorly, often not compensated and assigned to clerical jobs. But working at Strategeekdigital has been a delightful experience. Here, I get to do some actual HR work, learn things and treated more like a brother than an intern. It was different from what I was expecting in every possible way. Although, I did realize that the culture of a workplace depends largely on the kind of workplace. Strategeek digital is an agency, not a corporation. The rules and environment and culture in an agency are often very casual than a corporate house, which is more formal and strict. This realization is motivating me to choose a career in an agency rather than a corporate house, so that I can have the work-life balance that all professional struggle to have in this country.

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