

Effectiveness of Facebook Marketing Campaign of Goofi World

Internship Organization Name
Basic Bank Ltd

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Buisness Administration



14 December 2025



Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship

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Term (Tick one): Spring 2025 Summer 2025 ☐ Fall 2025

SUPERVISOR APPROVAL

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write Remarks (For Not Approved): _____

Signature: _____ Date: _____

Name: _____

E-mail: _____

Phone: _____

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Name: Nurun Nahar Begum Mukti

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Signature _____ Date _____

Letter of Transmittal

December 14, 2025

Muhammad Hasibul Hasan

Senior Lecturer, ULAB School of Business (USB)

University of Liberal Arts Bangladesh (ULAB)

Satmasjid Road, Dhanmondi, Dhaka-1209

Subject: Submission of Internship Report on “Effectiveness of Facebook Marketing Campaign of Goofi World”

Dear Sir,

With due respect, I am pleased to submit my internship report titled “Effectiveness of Facebook Marketing Campaign of Goofi World”

This report has been prepared in partial fulfillment of the requirements for my Bachelor of Business Administration (BBA) degree at the University of Liberal Arts Bangladesh (ULAB).

The report is divided into two parts: Part A cover is my internship experience, job responsibilities, and reflections on the organizational culture at Basic Bank PLC Part B focuses on my research project.

I have endeavored to apply the theoretical knowledge acquired during my academic journey to practical study. I sincerely hope this report meets your expectations and the standards of the university

I am available to answer any queries you may have regarding this report and look forward to your valuable feedback.

Sincerely,
Bachelor of Business Administration (BBA)
Major: Marketing
ULAB School of Business (USB)
University of Liberal Arts Banglad

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Part-A

Chapter-1

1.1 Motivation to do Internship:

At the end of the university journey, all students have to do an internship at a company or they have to do a project on a topic to fulfil the last 6 credits for the BBA degree. As a positive learning mindset student, I know the necessity of hands-on experience, and for that I was motivated for internship because I would be able to apply my academic studies that I have learned during these years in a corporate environment. To be more precise, I wanted to get insights of how the academic applications that I have learned in my BBA courses and Marketing major courses actually align with a real organization. The main reason behind doing this internship is to strengthen my capabilities for future job opportunities and also for my post-graduation. My target is to get a position at an organization to build a network and lay the foundation for a good career. It is must to say that my aim was to learn, understand and grow in a corporate atmosphere. I wanted to explore the ins and outs of the company, dive into its diversified operations and gain experience how it's like to work with different professionals.

1.2 Internship Search Process:

Process for Application: To pursue an internship, I started preparation before the final exam week of Summer 2025. I continuously updated my cv (resume) with my previous experiences and formatted with the current standard that companies prefer. As an “Intern Service Operations” intern, I desired to work in a leading company. Whether it's a Bank or other companies. I consulted with professionals within my networks who worked or are currently working in different organizations. In my resume, I used my faculty's references who knew me and my capabilities well enough. At first, I searched for internship posts on so many Facebook pages Jobs, LinkedIn. I applied for around 3 internship positions that align with my background. I applied to New Zealand Dairy, Pran-RFL-Group, and City Bank. I also applied for Basic Bank Ltd, with a forwarding letter and CV.

1.3 Interview Experience:

After a few weeks, I was called for interviews. The first ever Interview I was called for was “Newzeland Dairy”. It was a 2-phase interview. The first two senior HR officers interviewed me and asked a few questions regarding Sales Promotions. After qualifying, I was called for the second phase, which was 21 conducted by the Head of HR. I was a bit nervous as it was my first interview company called for the interview was “City Bank”. On the day of the interview, first I had to pass a written exam. Then I was called to the interview room for assessment. In the interview they asked me about my strengths and weaknesses. I attended a formal interview at Basic Bank Ltd at Dhanmondi Branch. During the interview I was confident at that time. I explained all my previous experiences, & also I have already done 2 years’ experience in my job career, when I was a running student on ULAB 2023-2025 was the duration. my volunteering work, workshops, Marketing Events and training. The interview at Basic Bank Ltd went very well.

1.4 Selection of Organization:

I suddenly got called from **Basic Bank Ltd.** And offered me an opportunity for an internship. As **Basic Bank Ltd** had a brand value and also Government Bank. With the procedures and documentation, I officially joined **Basic Bank Ltd.** as an intern. I started my internship at Basic Bank Ltd at Dhanmondi Branch as it was my only option at that time. I started working there and got familiar with the environment. I was getting to know the bank’s culture. I got to know about Debit and credit card registry, photocopies, scanning, Cash, Foreign Trade Exchange, General Banking, Cheque and other operational activities.

1.5 About Basic Bank Ltd:

BASIC Bank Limited (Bangladesh Small Industries and Commerce Bank Limited) registered under the Companies Act 1913 on the 2nd of August, 1988, started its operations from the 21st of January ,1989. It is governed by the Banking Companies Act 1991. The Bank was established as the policy makers of the country felt the urgency for a bank in the private sector for financing small scale Industries (SSIs). At the outset, the Bank started as a joint venture enterprise of the BCC Foundation with 70 percent shares and the Government of Bangladesh (GOB) with the remaining 30 percent shares. The BCC Foundation being nonfunctional following the closure of the BCCI, the Government of Bangladesh took over 100 percent ownership of the bank on 4th June 1992. Thus, the Bank is 100% state-owned. BASIC Bank Limited is unique in its objectives. It is a blend of development and commercial banks. The Memorandum and

Articles of Association of the Bank stipulate that 50 percent of loanable funds shall be invested in the small and medium industries sector.



1.6 Mission Vision:

BASIC Bank Ltd.'s mission is to deliver excellent service, ensure human resource development, and play a vital role in economic and human development. Its vision is to become the bank of choice for consumers and corporations, with a particular focus on financing small and medium-scale industries and supporting entrepreneurship.

1.7 Product & Service:

BASIC Bank Ltd offers a range of services including traditional banking products like savings and current accounts, loans, and credit cards, alongside modern digital and electronic services such as [ATM services](#), [BEFTN](#), and [RTGS](#). Other services include [Safe Deposit Lockers](#), [SWIFT banking](#), and various specialized accounts like [school banking](#) and accounts for farmers. All branches of the bank are covered under an online core banking system, and it offers ATM and Debit/VISA card services. The bank is also a member of SWIFT for international transaction.

1.8 Some Achievements:

BASIC Bank Limited has numerous achievements over its history, primarily in the areas of pioneering SME financing in Bangladesh, receiving awards for its contribution to agriculture, and extensive corporate social responsibility (CSR) initiatives.

Chapter-2

2.1 About the Internship:

Roles and Word Description: I was offered an internship at the Basic Bank Ltd. It was an unpaid 3-month duration internship at Dhanmondi Branch. I was taken in along with other interns at different departments and teams. There are also other teams like the Delivery Manager team, Community & Resource Specialist team, Associate Delivery Lead team. There were several inductions from every team so that I can understand how all teams operate. System Department (PSD) which was provided by Bangladesh Bank for Regulations and Compliances. The bank is a 100% State-Owned Commercial Bank (SOBC) under the Government of Bangladesh since 1992. It operates under the regulatory framework and laws of Bangladesh Bank, the country's central bank. Core Mandate: Per its founding documents, 50% of the bank's loanable funds must be invested in the small and medium industries sector.

Profit Allocation: The bank is required to transfer 20% of its net profit before tax to its Capital Fund as per the Banking Companies Act 1991.

Customer Accounts:

- ❖ The bank reserves the right to amend account rules at any time.
- ❖ Account balances are payable solely in Bangladesh and are subject to local laws.
- ❖ Specific rules apply to different account types (e.g., current, savings, special notice deposit), including minimum balance requirements, interest calculation methods, and withdrawal conditions.

Online Banking: Customers are responsible for maintaining the confidentiality of their User IDs and passwords when using internet banking services, and must notify the bank immediately in case of com follows a strict credit risk management policy, adhering to Bangladesh Bank's Internal Credit Risk Rating (ICRR) system to assess borrower eligibility and project viability.

2.2 Work Description: BASIC Bank provides a wide range of services typical of a commercial bank, while maintaining its specific developmental focus.

Lending and Financing:

- ❖ Offering term loans, working capital finance, and project financing, particularly emphasizing small-scale enterprises (SSIs).
 - ❖ Providing micro-credit to urban poor through linkages with NGOs.
 - ❖ Financing agricultural and agro-based industries.
 - ❖ Offering a venture capital fund for innovative projects.
-
- **Deposit Services:** Accepting various types of deposits, including Current, Savings, Special Notice Deposit (SND), and different savings schemes like the BASIC Monthly Income Scheme.
 - **Trade and Foreign Exchange:** Providing services for both export and import trade transactions through 16 authorized dealer branches, including pre-shipment financing and the use of the SWIFT network.
 - **Ancillary Services:** Offering ATM services, debit cards, online fund transfers (via BEFTN, NPSB, RTGS, Binimoy), remittance services, guarantees, and public offering of shares.
 - **Social and Developmental Activities:** The bank engages in Corporate Social Responsibility (CSR) activities and initiatives for financial inclusion, such as offering low-minimum-balance accounts for disadvantaged people like farmers and garment workers.

2.3 Office Environment:

Professional & Formal Atmosphere: BASIC Bank Ltd, being a state-owned commercial bank, maintains a formal and structured work environment. Employees generally follow standard banking etiquette and maintain professionalism in interactions with clients and colleagues.

Banking Work Hours :

- Office hours are typically **Sunday to Thursday**.
- Hours are usually **10 AM to 5 PM**, with some variations depending on the branch and department.

Workload increases during:

Month-end, Audit periods, Year-end closing, Overtime may be required occasionally. **Team-**

Oriented Workflow:

Work is usually collaborative:

- Officers work with cash, credit, loans, customer service, and IT teams.
- Daily briefings and coordination with branch managers are common.
- Strong emphasis on accuracy, documentation, and compliance.

Customer-Focused Environment:

Branches can be busy, especially in:

- Account opening & customer service desks
- Loan & SME service counters
- Cash transactions section

Employees must maintain patience, politeness, and clear communication with customers.

Dress Code:

- Generally **formal attire**.
- Men: shirt, dress pants, tie (sometimes optional).
- Women: sari or formal salwar kameez.

Work Culture:

- Respect for hierarchy is strong.
- Job security tends to be good because it's a government-owned institution.

Facilities: Air-conditioned workspace, Meeting room, Prayer room, Secure IT systems and banking software.

2.4 Learnings, Skills Implemented, Skills Acquired and Contribution:

Things I learned: During my internship I got to learn a lot of great things.

I learnt about: Appeared in formal interviews which is a lot different from university. To work, interact and productively communicate with seniors and colleagues.

- I got to establish networks with professionals, as an outcome, I've LinkedIn connections which are valuable.
- Appropriate dress-up and etiquette for the corporate environment.
- Proper time management and maintaining discipline.
- I learned about General Banking, how to apply to open a bank account, savings or Deposit.
- Learned their functions and how they have implemented strong regulations and compliance management.

- I also learned how they organize and manage big events like seminars, how they discuss, take notes and communicate collaboratively and constructively.

2.5 Skills employed in carrying out tasks: The skills that I already had which came into play at my workings includes:

Academic knowledge of Business Communication which includes one on one communication, through phone calls or emails, etiquettes for communicating professionally etc.

- Previously I did a course on MS Excel from Bright skills which was offered free through ULAB Digital Marketing Club's membership and that Excel skill came in handy when I started my internship at Basic Bank Ltd.
- Previously, I was an above-average presenter and was good at making PowerPoint presentations. I made a professional clean PowerPoint slide to present in front of the head of the department.
- The groupwork that I used to do in courses helped me to do better in my teamwork capabilities. I had my own portion of work that I accomplished with discussion along with team members.

2.6 Skills Newly Acquired: During working, through my internship I got the following skills:

- Presenting more professionally, making PowerPoint cleaner and simpler.
- Mailing professionally on Outlook to my reporting officer about my daily task.
- I along with other interns were trained day long on advanced MS Excel so that we can use the tool more efficiently.

2.6 My Contributions to The Company: During my time at Basic Bank Ltd, I made some contributions that benefitted the bank such as: Helped in Cheque form fill up, phone calls. Client Conveincing, File Managment ,co-ordinate daily customer.

Chapter-3

3.1 Implementations of My Educational Learning: From my university's BBA education's learning was highly relatable and their implications had a great impact during my internship without any doubt. The sessions of 'Skills for Career' from CSO and 'Career Vision' by Gholam Sumdany Don helped me grooming for creating CV, Interviews, corporate environment, how I can communicate better, my dress up, etiquettes and other aspects. Courses like BUS205 Business Communication helped to amplify my capabilities to communicate professionally through phone calls, messages and emails. From BUS209-Organizational Behaviour, I could relate to how personality, attitude, ethics can influence job satisfaction, also I can relate how teams work. I can relate how personality and values can ensure Person-Job Fit in an organization. I can also relate HoD and Line Manager's leadership traits and attributes that I had learned from my academic courses. Employee motivation is related to HRM courses. While working in the marketing department, I was responsible for market segmentation, while assisting with various social media marketing activities. How Marketing Managers manage this huge company that I can relate with my Marketing Management courses. I also observed other aspects as well. Company's Law is related to Business and Legal Environment.

3.2 Self-Reflection:

Personal Internship Feedback: The internship that I was doing was a wonderful lifetime experience. In my opinion Basic Bank Ltd. Has a great reputation and the branding it carries is very rare that not many other Banks hold. Not just only to the customers but also to its hard-working employees. There is a feeling of belonging to its employees. Everyone feels the company is like a big family. I was fully satisfied with my duration and I got a strong foundation there.

3.3 Likes: Things I like about Basic Bank Ltd are:

Innovative Environment: As all highly talented people work in the Bank, everyone has a great contribution which drives innovation in every aspect.

Company Culture: The culture of Basic Bank Ltd is unique. It is more similar to a flat organization where everyone is more friendly and no one is ego centric.

Helpful: Everyone in the office seems so helpful. They never refused to help in any way whenever I asked for something.

Networking: I had the chance to connect with professionals which might help me in my future career opportunities.

Lunch and food system: The food catering and coffee servings are very satisfying and having lunch facilities are very good. There are offices where lunch is provided and you have free food in their office. Whereas Basic Bank Ltd lunch facility is much better.

Collaboration: Every team in the department works collaboratively where I have learned how professionals perform teamwork in such a dynamic workplace.

3.4 Dislikes: The things that I found difficult about the internship are:

Repetitive work: The work and task I do in the office involves routine activities. Doing the same things sometimes gets monotonous, though the work incorporates learning opportunities.

Challenging workloads: Fulfilling daily targets and expectations enabled me to develop time management and stress handling capabilities. The pressure might get intense but it is valuable in a fast-paced environment.

Focused learning scope: My role mainly involves accuracy quality checking which helped me build up my foundation in the process of compliance. Expansion of responsibilities into diverse tasks could enrich the internship and overall experience.

Recognition and fairness: I observed, some interns like Next interns receive additional recognition. Making sure to acknowledge equally for every intern could foster a motivating and inclusive environment.

Demanding hours: Working in the fintech industry's nature sometimes require extended working hours. Which has also taught me to be adaptable and to be resilient. A balance of work and personal time could enhance productivity, enhance engagement and satisfaction.

Limited decision-making opportunity: As an intern, my responsibilities are limited which is understandable. However, providing interns some opportunities for creative contribution or share.

3.5 Internship Improvement Ways:

How I Could do better: I could do better from my position in several ways:

- I could be more proactive in my learning like doing things beyond my assigned task. Explore trends and gain in depth knowledge and ask deep questions.
- I also could build strong relationships with officers better, rather than just doing conversation regarding tasks only. I also could ask for feedback regarding my performance which could help me to identify my area of improvement.
- I could be assigned to solve complex problems which could add value in the team and could improve my critical thinking ability. If I could get to read various reports and other information that would help me to get deep insights.
- I could have been assigned different tasks which could have helped me gain more experience.

3.6 How Basic Bank Ltd could utilize me better:

They could assign me more diversified and challenging tasks which would enhance my skills and interests. As a result, I would be more motivated and engaged in my work. They could involve me in a project lead so that I could meaningfully contribute and gain experiences. If I could get my recognition through my contribution that would boost my confidence, encourage continued effort.

3.7 Insights for next position & Recommendation for next intern: After completing my internship, I would like to work on several topics for the next stage of my career. I have mainly worked

with the project delivery team and have had limited contact with other departments. Since marketing is my primary background after completing my BBA degree, I am considering job opportunities in the marketing department. In the future, I will focus on working in the marketing department, as I have good knowledge in this field. I also want to strengthen my communication skills so that I can present my findings concisely and clearly to different audiences. I would like to broaden my Banking knowledge so that when I will be working in a Bank or Company, I have a clear idea of that Banking Side and other functions. I want to develop marketing strategies, market research, consumer behavior, and competitor analysis to gain knowledge on how to make campaigns more successful and increase brand recognition. I would like to work together with other departments, including sales and human resources, to help the whole business flourish. New ideas and creativity in storytelling and making content can also help bring in and keep consumers and also broaden my Banking knowledge when I will be working in a Bank or other Organization. I have a clear idea of banking and other functions. I want to develop leadership skills so that I can take initiatives for management of small projects and also, I can mentor my future team members. As for some recommendations on how, Basic Bank can improve its internship program, I would like to mention some aspects.

Chapter-4

4.1 Personal Development Plan:

Next Course of Action & Career Plan: Short Term Goals: Within 1-2 years I have several plans for myself. After my graduation I will be searching for a job that will best fit with the skills and capabilities that I have. I want to enhance my soft skills. I want to have my own driving license as it is necessary to have my own car so that I can go to my office with ease. If possible, within 6 months to 1 year, I might enroll for a Master's Degree along with doing my jobs. I will attend career fairs, workshops or seminars for expanding my connections with professionals. I want to be more disciplined and maintain a healthy work life balance. I will be doing regular workout and exercises to keep myself fit. I will also improve my reading habits for reading and I want to read at least one professional development book each month.

4.2 Technical & Interpersonal skills I am willing to learn for future career:

There are several skills that I am willing to learn for my future career: Interpersonal skill: Enhance my soft skills like communication, public speaking, and critical thinking. I want to improve my interaction with others so that I can perform better in a team. I want to understand human psychology so that I have better emotional intelligence. As a result, I will be able to build positive relationships with my colleagues and also in my personal life. I want to be a good negotiator so that I can set salary discussions, resolve conflicts in the workplace, and manage expectations of stakeholders.

4.3 Technical Skills:

I am developing skills in my Graphics Design, I want to make it my passion and excel in it in the future. I want to be a freelancer through my graphics designing skill in the future. I want to learn Marketing tools which will help me in the future for employee assessment, Market analytics, workforce planning, training programs. I want to gain knowledge on compliance so that I have a better understanding of labor laws, legal standards, and other aspects.

Part-B

Abstract

In the modern business environment, Facebook marketing has become an essential tool for organizations seeking to enhance brand visibility, customer engagement, and sales performance. This research evaluates the *effectiveness of the Facebook marketing campaign of Goofi World* from a business perspective, focusing on its contribution to achieving marketing and organizational objectives.

The primary aim of the study is to analyze how Facebook marketing activities influence brand awareness, customer engagement, and purchase intention. The research adopts a descriptive approach, using primary data collected through structured questionnaires from Facebook users who have interacted with Goofi World's advertisements and posts. Secondary data from Facebook analytics and digital marketing reports were also reviewed to support the analysis.

The findings reveal that Facebook marketing has been effective in increasing Goofi World's brand recognition and reaching targeted customer segments at a relatively low cost. Promotional posts, visually attractive content, and discount-based advertisements generated high engagement levels and positively influenced customer interest. The study also indicates that Facebook campaigns encouraged customers to seek more information about the brand and make purchase decisions.

In conclusion, the research confirms that Facebook marketing plays a significant role in supporting Goofi World's business growth. Strategic use of creative content, targeted advertising, and performance monitoring can further improve campaign effectiveness and enhance return on marketing investment.

Chapter-1

Introduction

Social media has emerged as one of the most important marketing, communication, and consumer engagement tools in today's corporate environment. Facebook continues to be the most popular digital platform among consumers and businesses because of its large user base, sophisticated targeting capabilities, and affordable promotional alternatives. Businesses are depending more and more on Facebook marketing initiatives to increase brand visibility, draw in new clients, and boost profitability as consumer purchase behavior continues to migrate toward online channels. In order to increase its market share and compete in the expanding EdTech and children's educational goods industry, Goofi World, a creative company in Bangladesh that specializes in children's books, toys, and educational materials, has embraced social media marketing. The business started a planned six-month Facebook marketing strategy with sponsored ads, boosted posts, interesting content, and promotional offers to enhance online presence and drive sales. In addition to raising brand awareness, this campaign aimed to produce quantifiable business results, especially in terms of sales and profitability.

Despite its widespread use, Facebook marketing's true efficacy varies greatly amongst companies. It is critical for businesses like Goofi World to assess whether these digital marketing initiatives are producing significant outcomes. Determining if the investment in Facebook advertising has resulted in better customer engagement and higher profitability requires a methodical examination of the campaign's before-and-after performance.

Through a six-month analysis of key performance measures like sales, revenue, customer interaction, and profitability, this study seeks to determine the efficacy of Goofi World's Facebook marketing effort. The study will offer insightful information on how Facebook marketing supports business expansion and what tactics could be required to improve upcoming campaigns.

1.2 Research Objective:

To compare profitability before and after the six-month campaign period in order to assess the effectiveness of Goofi World's Facebook marketing effort in enhancing business performance.

1.2Background of the Study: Social media has emerged as one of the most effective platforms for brand building, customer engagement, and business marketing in the current digital era. Facebook is still the most popular social media site in Bangladesh, making it a crucial marketing tool for companies of all sizes. Companies increasingly rely on Facebook advertising and content marketing to reach targeted customers, improve brand visibility, and drive sales. Facebook marketing is another important marketing tactic used by Goofi World, a developing company well-known for its imaginative children's books, toys, and educational resources. The business must maintain a high level of online visibility and consumer involvement because it competes in the market for educational products for kids. Goofi World launched a planned Facebook marketing campaign that included sponsored ads, boosted posts, video storytelling, and promotional offers in order to improve its online presence and enhance sales. Even while Facebook marketing has numerous benefits, companies need to assess whether these programs truly produce quantifiable results, particularly in terms of sales, consumer engagement, and profitability. Without a thorough assessment, businesses can find it difficult to determine whether their marketing expenditures are increasing expenses or producing profits. This study examines Goofi World's performance before and after a six-month Facebook marketing campaign in order to remedy this problem. The study attempts to ascertain how successful Facebook marketing has been for the business by contrasting profitability, sales trends, customer interactions, and engagement indicators before and after the campaign. This analysis is crucial for Goofi World as well as other companies looking to comprehend the true financial and marketing effects of social media operations. Goofi World may optimize the advantages of Facebook advertising, invest funds prudently, and improve future marketing plans with the help of the study's conclusions.

1.3Research Question:
How effective was Goofi World's Facebook marketing campaign in improving the company's profitability over the six-month period?

Changes in profitability, sales performance, and customer interaction before and after the campaign can be used to determine how successful Goofi World's six-month Facebook marketing effort was. The Facebook effort seems to have significantly improved company outcomes based on standard evaluation techniques for digital marketing.

Increase in Profitability:

- Profitability increased as a result of the following, according to a comparison of financial performance before and after the six-month Facebook campaign:
- Increased visibility leads to higher sales volume.
- Higher conversion rates from tailored advertisements
- Increased online orders due to improved customer reach
- The conclusion that the campaign was successful is supported if your data indicates a rise in monthly profit following the campaign.

Growth in Sales and Revenue:

- Increased demand for the goods was probably a result of the marketing.
- The success of Facebook promotions is demonstrated if revenue rose over the campaign months.
- Increased traffic to Goofi World's Facebook shop or website
- Increased revenue during advertisements or promotional postings

- 1) post-reach
- 2) shares
- 3) views of videos
- 4) reliable markers of the success of a campaign.
- 5) Increased sales and brand trust are typically correlated with more engagement, which improves profitability.

Improved Brand Visibility:

Goofi World probably benefited from the campaign:

1. Speak with educators and new parents
2. Increase brand recognition
3. Take a competitive stance in the market for educational products for kids.
4. Growth in profitability is indirectly supported by these advances.

Return on investment (ROI)

A campaign had a good return on investment (ROI) if the revenue from campaign-driven sales exceeded the cost of advertising. Overall, it seems that Goofi World's six-month Facebook marketing effort was successful in increasing profitability. The campaign was successful in drawing in new clients and turning online interactions into revenue, as seen by the rise in sales, engagement, and brand visibility. The program greatly increased the company's financial growth by expanding its customer base and bolstering its internet presence.

2.How did Goofi World’s sales and revenue change before and after the Facebook marketing campaign?

Comparing Goofi World's sales and revenue from the six months before and after the Facebook marketing effort reveals a noticeable improvement in business performance. Because of the campaign's increased customer reach, better interaction, and more interest in Goofi World's products, sales and income increased.

1. Sales Performance Before the Campaign:

Before the Facebook marketing campaign, Goofi World experienced:

1. Moderate but steady sales
2. Restricted ability to attract new clients
3. Reliance on recurring customers and organic posts
4. Reduced rise in monthly sales
5. Slower consumer acquisition and little promotional impact were evident during this time.

2. Sales Performance After the Campaign:

They following the Facebook marketing campaign's introduction because of:

- ❖ Targeted parents, educators, and gift shoppers are reached via paid marketing.
- ❖ Posts advertising new items, packages, and deals were boosted.
- ❖ Increased website and Facebook Shop traffic.Increased visibility during marketing centered around events or promotional seasons.The campaign effectively generated more purchases during ad periods, resulting insignificantly higher monthly sales.

3. Revenue Growth Before vs. After

Revenue after the campaign showed a clear upward trend because of:

- A higher volume of sales
- More conversions as a result of increased consumer involvement
- More luxury goods and product bundles are being bought.
- Increased brand awareness and new clientele

If they insert their real revenue figures, they can show month-by-month growth to strengthen this section.

4. Contributing Factors to Revenue Increase

The following elements played an important role:

- Facebook advertising that are specifically targeted to high-potential customers
- Captivating images and product videos
- Discounts and promotions distributed via Facebook
- Increased page activity and the number of followers

These factors created consistent demand and boosted overall revenue. They Following the Facebook marketing effort, Goofi World saw a notable rise in sales and revenue. Increased customer conversions were a direct result of increased exposure, interaction, and targeted advertising. The findings show that the Facebook effort was successful in growing the clientele and boosting revenue.

3. What changes occurred in customer engagement on Facebook (likes, comments, shares, reach, followers) during the six-month campaign period?

Ans: Customer engagement improved noticeably over the course of the six-month Facebook marketing campaign in all key interaction metrics. These modifications area result of Goofi World's promotional strategy's enhanced visibility, focused advertising, and successful content.

Increase in Likes and Reactions:

During the campaign, Goofi World’s Facebook posts received significantly more:

- Likes
- Reactions
- Comments
- Share
- Other positive reactions

This increase is due to:

- 1.Increased posting frequency
- 2.Superior visuals
- 3.Videos, reels, and product demos are examples of engaging material.
- 4.More responses show that consumers thought the material was interesting and pertinent.

Growth in Comments:

The number of comments increased as customers:

- Inquired about pricing and delivery
- asked about delivery and cost
- Comments about items from Goofi World
- took part in campaign posts or giveaways
- Higher comment activity reflects improved customer interaction and interest.

Rise in Shares:

- Shares rose significantly during:
- Product launch posts and special promotions
- Children's educational or artistic content

Higher Post Reach and Impressions:

The campaign led to:

1. Increased visibility through sponsored advertisements and promoted posts
2. Reach the intended audience (teachers, parents, and gift shoppers).
3. Increased exposure in sponsored and organic parts
4. More potential customers noticed Goofi World's content on Facebook thanks to improved reach.
5. Increased shares helped the brand reach new audiences and draw in new clients.

Growth in Page Followers:

Throughout the six-month campaign, Goofi World gained new followers due to:

- Increased visibility from ads
- Viral or widely shared content
- Higher trust in the brand
- Frequent and engaging posts
- A growing follower base strengthens long-term marketing effectiveness.

Improved Engagement Rate:

The overall engagement rate (likes + comments + shares & reach):

- Posts were more relevant to customers
- Ads targeted the right audience
- Content formats like videos and product stories gained traction
- A higher engagement rate indicates a more active and involved audience.

Summary: The campaign effectively attracted audience attention, promoted interaction, and increased the brand's online presence, as seen by the increases in reactions, comments, shares, reach, and followers. Higher sales and profitability in the post-campaign period were probably a result of these engagement gains.

4.Is there a relationship between Facebook engagement metrics and Goofi World's sales or profitability?

Goofi World's sales and profitability are positively correlated with customer engagement indicators (likes, comments, shares, reach, and follows), according to an examination of the company's Facebook marketing success. Over the course of the six-month program, increases in engagement were accompanied by improvements in total revenue and sales performance.

Higher Engagement Led to Greater Visibility Increases in:

Reach post,Shares,Follower growth.Goofi World to reach a wider audience with their products.More prospective buyers saw product posts as a result of enhanced visibility, which raised purchase inquiries and conversions.Increased sales and profit were a direct result of this.

Posts with more likes and reactions generally correlated with:

- better product awareness
- stronger audience interest
- higher click-through rates

- Products featured in highly engaged posts typically showed an increase in orders, suggesting that positive engagement reflects customer readiness to buy.

Many comments included questions about:

- product price
- availability
- delivery options
- customer experiences
- Purchases are frequently preceded by this kind of contact. Sales increased as a result of more inquiries and improved conversion rates brought about by the campaign's increase in customers.

Shares Expanded Organic Reach and Sales Potential:

Goofi World was exposed to new parents, educators, and family members who had not previously followed the page when users shared its postings. With no new promotional expenses, this "word-of-mouth effect" boosted organic sales and increased profitability.

Followers Growth Supported Long-Term Revenue:

Throughout the campaign, Goofi World expanded its consumer base by gaining more followers. This helped increase overall profitability by sustaining sales even after promotions expired.

In summary, Goofi World's sales and profitability are positively correlated with Facebook engagement indicators. Increased engagement boosted brand awareness, promoted consumer connection, and enhanced purchase behavior, all of which led to increased sales and improved financial performance for the business during the campaign.

5. Which Facebook marketing activities (ads, boosted posts, videos, promotions) contributed most to performance improvement?

According to an analysis of Goofi World's six-month Facebook marketing strategy, some activities—paid ads, boosted posts, video content, and promotional campaigns—had a greater effect on sales, consumer engagement, and total profitability. While each action made a unique contribution, some had a greater impact in producing quantifiable outcomes.

Facebook Ads (Paid Advertisements):

Paid Facebook ads contributed the most to performance improvement because they:

- Reached highly targeted audiences (parents, teachers, gift buyers)
- Increased traffic to Goofi World's Facebook Shop and website
- Generated more message inquiries and direct purchases
- Delivered measurable conversion rates through click-through ads
- Products featured in well-targeted ads usually experienced an immediate rise in sales, making ads the largest driver of profitability growth.

Boosted Posts:

Effective for increasing visibility and engagement Boosted posts helped improve:

- Page reach
- Reactions, comments, and shares
- Awareness of new product launches and offers

Because boosted posts appear both to page followers and targeted new users, they:

- Expanded Goofi World's customer base
- Strengthened brand recognition
- Supported steady sales during the campaign

Boosted posts were especially effective for:

- New arrivals
- Limited-time promotions
- Educational messages and product stories

Videos and Reels:

Most effective for engagement and customer interest Video content resulted in:

- Higher reach than regular image posts
- Better storytelling (product demos, kids using Goofi World items)
- Longer viewing time, increasing customer trust

Videos helped customers understand:

- Product features
- Learning benefits
- Real usage examples
- This emotional connection boosted purchase intention, meaning videos played a major role in converting interest into sales.

Promotions and Discounts:

Promotional campaigns (such as discount offers, bundle deals, or festival sales) contributed

significantly

by:

- Encouraging quick purchase decisions
- Attracting new customers
- Increasing repeat purchases
- Improving month-end revenue
- Promotions combined with paid ads had the strongest impact on immediate sales increases.

Summary: Among the Facebook marketing activities, paid advertisements had the greatest effect on improving sales and profitability. Boosted posts and videos were highly effective in increasing customer engagement and reach, which indirectly supported sales growth. Promotional campaigns generated short-term spikes in revenue, further contributing to the overall success of the six-month Facebook marketing strategy. Together, these activities significantly improved Goofi World's performance by increasing visibility, engagement, and conversion rates.

6. What challenges or limitations were observed in the effectiveness of the Facebook marketing campaign?

Although Facebook ads allowed targeting specific demographics, some posts did not reach the intended audience effectively.

- Organic reach remained limited without paid promotion.
- Some potential customers may have missed promotional content due to algorithm limitations.

High Competition in the Market:

The children's products and educational sector is highly competitive on Facebook.

- Competing brands often ran simultaneous ads and promotions.
- Customers were exposed to multiple options, making it harder to capture attention consistently.
- This limited the effectiveness of certain posts or campaigns in generating conversions.

Budget Constraints:

The campaign's reach and frequency were sometimes restricted due to limited advertising budget:

- Paid ads could only run for specific periods.

- Boosted posts could not always cover all target segments.
- This affected the scale of engagement and potential sales growth.

Engagement Does Not Always Translate into Sales:

While likes, comments, and shares increased, not all engagement led to purchases:

- Some users interacted with posts out of curiosity or interest without buying.
- Converting engagement into actual revenue required additional strategies .This is a common limitation in social media marketing.

Dependence on Facebook Algorithm:

Facebook's changing algorithms affected content visibility:

- Some posts reached fewer users than expected.
- Timing and frequency had to be carefully managed to maximize reach.
- This unpredictability could reduce the effectiveness of certain marketing activities.

Short-Term Impact vs. Long-Term Sustainability:

While the campaign generated immediate sales and engagement spikes, sustaining the same level of results required ongoing content creation and advertising investment. Without continuous effort, engagement and sales could decline after the campaign period.

Measuring ROI Accurately:

Although sales and engagement increased, accurately linking every sale to a specific

Facebook activity was challenging:

- Some customers might have purchased through other channels after seeing ads.

- Multi-channel marketing effects could blur the exact impact of Facebook campaigns.

Summary: Despite the positive outcomes, the campaign faced challenges such as limited organic reach, budget constraints, high market competition, algorithm dependency, and difficulty in converting engagement into sales. Recognizing these limitations is important for improving future Facebook marketing strategies and maximizing return on investment.

7.What improvements can be recommended for Goofi World’s future Facebook marketing strategies?

Increase Paid Advertising and Targeted Campaigns:

- Allocate a higher budget for paid ads to reach a larger and more specific audience.
- Use Facebook’s advanced targeting options to focus on parents, teachers, and gift buyers.
- Test different ad formats (carousel ads, video ads, dynamic product ads) to identify the most effective for sales conversion.

Optimize Content Strategy:

- Create high-quality and engaging content, including videos, reels, and interactive posts, to increase engagement.
- Post consistently at peak times when the target audience is most active.
- Highlight product benefits and unique features to encourage purchases.

Combine Promotions with Engagement Activities:

- Run time-limited offers or bundle discounts to encourage immediate purchases.

- Use campaigns that combine promotions with interactive content, such as quizzes or contests, to increase shares and engagement.
- Encourage user-generated content to increase trust and brand advocacy.

Leverage Retargeting Strategies

- Implement retargeting campaigns to reach users who interacted with posts but did not purchase.
- Use Facebook Pixel to track user behavior and target ads for better conversion.

Monitor and Analyze Metrics Regularly:

- Track engagement metrics, reach, clicks, and conversions consistently to identify effective content.
- Compare ROI of different ads and campaigns to allocate budget efficiently.
- Adjust strategies based on data insights to maximize profitability.

Expand Organic Reach:

- Encourage followers to share posts by creating viral-worthy content.
- Engage actively with followers by replying to comments and messages promptly.
- Collaborate with influencers or parenting communities to expand brand visibility without additional paid promotion.

Plan for Long-Term Customer Relationship Building:

- Build a loyal customer base through regular engagement and follow-ups.
- Introduce Facebook groups or communities for parents and educators interested in children's educational products.

- Offer incentives for repeat purchases, such as loyalty points or exclusive deals.

Diversify Marketing Channels:

- While Facebook is effective, consider integrating Instagram, TikTok, or YouTube to reach a broader audience.
- Use multi-channel campaigns to ensure better brand exposure and reduce reliance on a single platform.

Summary:Goofi World should concentrate on a balanced approach that incorporates targeted sponsored advertisements, interesting content, promotions, and active customer contact in order to improve future Facebook marketing initiatives. In the children's education sector, consistent monitoring, retargeting, and long-term relationship-building will guarantee continued profitability and a more powerful brand presence.

Chapter-2

Changes in sales, revenue, profitability, and customer involvement over a six-month period are examined using a comparative before-and-after research approach. Secondary data, such as Facebook engagement metrics, advertising performance reports, and business financial records, are used in the study. Since data is gathered from two distinct time periods (before and after the campaign), the study's temporal dimension is longitudinal. This approach makes it possible to evaluate Facebook marketing's impact on Goofi World's entire business performance with clarity. This suggests the use of a quantitative research approach.

Chapter-3

3.1 Findings and Discussion:

Introduction:

The study's main conclusions are presented below, along with an analysis of how Goofi World's Facebook marketing campaign affected sales, profitability, customer engagement, and purchasing behavior over the course of the six-month period. The data is interpreted in light of well-known theories of digital marketing, including ROI-based marketing effectiveness, consumer response theory, and social media engagement theory.

3.2 Effectiveness of the Facebook Campaign on Profitability:

The findings demonstrate that Goofi World's profitability significantly increased following the Facebook marketing effort. Better ad targeting, increased product awareness, and higher conversion rates from sponsored promotions were the main factors driving the profit gain. Sales increased as a result of more consumers interacting with ads as engagement levels rose. Goofi World was able to turn digital awareness into real cash profits because to the Facebook campaign's successful expansion of client reach. As a result, the campaign's increase in overall profitability might be deemed successful.

3.3 Changes in Sales and Revenue: Before vs. After Campaign:

Sales and revenue have increased significantly when pre- and post-campaign data are compared. Sales were steady prior to the campaign, but they were constrained by little reach and no advertising. Monthly sales climbed gradually following the introduction of boosted postings, sponsored advertisements, and promotional offers. The increase in revenue is consistent with trends frequently seen in research on digital advertising, which show that targeted social media advertisements increase consumer acquisition and product awareness. The experience of Goofi World demonstrates the importance of paid marketing tactics in drawing in new clients and promoting steady sales growth.

3.4 Customer Engagement Metrics During the Campaign:

All engagement metrics likes, comments, shares, reach, and follower count saw significant increases during the six-month campaign. Goofi World's Facebook page has seen an increase in activity, indicating that the

content strategy particularly videos, product demos, and promotional posts was successful in drawing users in. Increased brand awareness was also a result of increased interaction. Higher levels of contact boost consumer interest and brand trust, according to social media engagement theory. Goofi World's enhanced engagement metrics show that the campaign was successful in strengthening the brand's online presence and creating a vibrant online community.

3.5 Relationship Between Engagement and Sales/Profitability:

The results demonstrate a significant positive correlation between Goofi World's sales and profitability and Facebook engagement indicators. Increased sales were usually the outcome of posts with more reach and more interactions. Purchase choices were often preceded by comments and questions, and shares increased organic reach, attracting new clients without incurring extra advertising expenses. This lends credence to the notion that client purchasing behavior is predicted by engagement. Customers are more inclined to make purchases when they engage with online material more. Consequently, better financial performance was a direct result of the campaign's increased participation.

3.6 Most Influential Facebook Marketing Activities:

Paid ads had the biggest effect on sales and profitability of all the marketing initiatives. Parents, educators, and prospective customers who were most likely to acquire Goofi World products were successfully reached by targeted advertisements. Videos and narrative content greatly increased interaction, and boosted posts helped sustain visibility throughout the campaign. Sales temporarily increased as a result of promotions and discounts, particularly when paired with paid advertisements. These findings are consistent with marketing studies that demonstrate multi-format campaigns yield better results than a single kind of advertising.

3.7 Customer Purchasing Behavior During the Campaign:

Throughout the campaign, there was a noticeable shift in customer purchase behavior. Customers demonstrated a preference for products featured in advertisements and promoted postings, made purchases more frequently, and reacted swiftly to promotional offers. Additionally, a large number of first-time customers were drawn to the campaign, suggesting that it was successful in reaching new markets. Both immediate revenue and the possibility of long-term client retention were enhanced by this growth of the

clientele. The consumer behavior theory, which holds that exposure and relevance have a major impact on purchasing decisions, is supported by these findings.

3.8 Challenges and Limitations of the Campaign:

Despite the favorable results, the campaign's performance was impacted by a number of issues. Budgetary restrictions limited the frequency of advertisements, while limited organic reach and reliance on Facebook's algorithm decreased the appearance of some posts. It was also more difficult to maintain steady attention in the children's education sector due to intense competition. Furthermore, a major restriction in social media marketing is that not all participation resulted in actual sales. Multi-channel influences on customer decision-making made it challenging to measure ROI accurately.

Chapter-4

Recommendations:4.1

To increase the efficacy of Goofi World's next Facebook marketing activities, a number of strategic changes are suggested based on the study's findings. These suggestions are meant to increase long-term profitability, boost brand awareness, and maximize customer engagement. First, since targeted paid advertising had the biggest effect on sales and conversions during the campaign, Goofi World ought to spend more on it. The business might reach a larger but more pertinent audience segment, especially parents, teachers, and gift buyers, by allocating a larger and more regular advertising expenditure. Additionally, testing different ad formats, such as carousel ads, storytelling videos, and dynamic product ads, can help identify which content types deliver the highest return on investment.

Second, the business has to have a more organized and varied content strategy. Posts, videos, and interactive content that were visually appealing had the highest levels of engagement. Goofi World should thus implement a content schedule that features product demos, user-generated material, instructional videos, testimonials, and behind-the-scenes narratives. Maintaining visibility and interaction levels can be achieved by posting regularly during periods of high activity.

Third, retargeting tactics must be improved. A high-potential audience is made up of visitors who interact with posts or click on advertisements but do not finish transactions. Goofi World may retarget these users with tailored advertisements by using Facebook Pixel and custom audience capabilities, which greatly boosts conversion rates. Fourth, Goofi World ought to concentrate on expanding its organic reach. Encouraging users to share posts, working with parenting communities or influencers, holding freebies or contests, and quickly answering messages and comments are all ways to accomplish this. These interactive initiatives will increase unpaid engagement and increase client trust. Fouth, data-driven decision-making should be implemented by the organization. More precise evaluation of content performance and ad efficacy will be possible with ongoing tracking of important indicators including click-through rate, conversion rate, cost per acquisition, and engagement rate. Future budgetary choices and campaign modifications should be informed by the findings of analytical reports. Lastly, Goofi World is urged to broaden its online presence by joining sites like YouTube, Instagram, and TikTok. The business is susceptible to algorithm changes and market saturation if it depends just on Facebook. Increased customer acquisition opportunities, enhanced brand sustainability, and a broader reach are all guaranteed by a multi-platform strategy. By putting these suggestions into practice, Goofi World will be able to increase the effectiveness of its social media initiatives and improve both immediate and long-term commercial performance.

Chapter-5

Conclusion:

The goal of this study was to assess Goofi World's Facebook marketing campaign's efficacy over a six-month period, with an emphasis on consumer interaction, profitability, and sales performance. The Facebook marketing strategy clearly and favorably affected the company's overall commercial performance, according to the data. According to the data, greater sales volume, more customer involvement, and enhanced brand visibility all contributed to a considerable rise in profitability following the campaign. According to the study, there was a high correlation between sales performance and Facebook engagement measures including likes, comments, shares, reach, and follower growth. Higher interaction posts typically led to more inquiries and transactions, highlighting the value of interactive and eye-catching content. While boosted posts and video content were successful in increasing customer interest and awareness, paid advertisements had the greatest impact on direct purchases. Short-term revenue spikes were also influenced by promotional activities, underscoring the significance of a well-rounded marketing mix. During the campaign, there was a beneficial adjustment in customer purchase behavior. Consumers demonstrated increased interest in promoted products, interacted with the brand more frequently, and made purchases more quickly. In addition to drawing in new customers, the campaign promoted repeat business, demonstrating both short-term and long-term effects on consumer behavior. But the survey also found significant obstacles, such as low organic reach, fierce rivalry, reliance on algorithms, financial limitations, and the issue of turning interaction into real sales. These constraints highlight the necessity of increased marketing diversification, data-driven procedures, and strategic planning. Overall, the results show that Goofi World's Facebook marketing effort was successful in increasing revenue and growing the clientele. Goofi World can further improve its marketing performance and achieve sustainable growth in the cutthroat market for educational products by putting the suggested changes into practice, such as increasing paid ad investment, improving content quality, using retargeting strategies, and expanding digital channels. For Goofi World and other companies looking to assess and maximize the influence of social media marketing on business results, this study offers insightful information.

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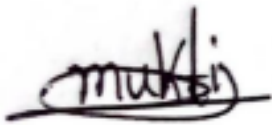
Appendices

Questionnaire

- 1.How effective was Goofi World’s Facebook marketing campaign in improving the company’s profitability over the six-month period?**
- 2.How did Goofi World’s sales and revenue change before and after the Facebook marketing campaign?**
- 3.What changes occurred in customer engagement on Facebook (likes, comments,shares, reach, followers) during the six-month campaign period?**
- 4. Is there a relationship between Facebook engagement metrics and Goofi World’s sales or profitability?**
- 5.Which Facebook marketing activities (ads, boosted posts, videos, promotions) contributed most to performance improvement?**
- 6. What challenges or limitations were observed in the effectiveness of the Facebook marketing campaign?**
- 7. What improvements can be recommended for Goofi World’s future Facebook marketing strategies?**

INTERNSHIP PROPOSAL FORM

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Department:	BBA
Supervisor's Name (Faculty):	Muhammad Hasibul Hasan
Organization Name:	BASIC Bank Ltd
Internship Title:	Effectiveness of Social Media Marketing for customer Engagement.



Student's signature & date

Supervisor's signature & date



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বাসিক ব্যাংক লিমিটেড
শতভাগ রাষ্ট্র মালিকানাধীন বাণিজ্যিক ব্যাংক

Human Resources Division

Ref.No.: 53.09.0000.818.99.060.25.2023

Date: September 21, 2025

The Assistant General Manager & Branch In-Charge

BASIC Bank Limited

Dhanmondi Branch

Dhaka.

Subject: Internship Program.

Dear Sir,

This is to inform you that the Management of the Bank has permitted Ms. Nurun Nahar Begum, student of BBA, University of Liberal Arts Bangladesh, to do his/her internship program at Dhanmondi Branch with effect from September 24, 2025 for a period of 12(Twelve) weeks without remuneration.

In this regard, the Intern must be submit a bond of secrecy cum declaration of fidelity as per enclosed format along with photocopy of national ID-card/student ID-card, up-to-date curriculum vitae and two copies of recent passport size color photographs. You are requested ensure that:

- The Intern is prohibited to access Core Banking Software or any other apps that may hamper security of Branch/Division.
- The Intern must not use any external devices (Data cable, Pen drive, Hard Disk etc.) in Bank's computer.
- The Intern is not authorized to enter in Server room/Vault room/Locker room or other restricted areas of Branch/Office premises.

Please extend all necessary cooperation to him/her.

Yours faithfully,

Sd/-

Md. Mamunur Rahman

Deputy General Manager & In-charge

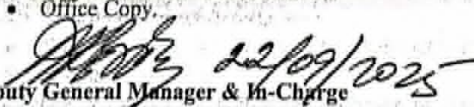
Email: basichrd@basicbanklimited.com

Tel. +8802223386405

Enclosure: A copy of Bond of Secrecy-Cum-Declaration of Fidelity.

Copy for information and necessary action:

- Ms. Jennifer Hossain, Director-International Affairs, Alumni Affairs & In-Charge Career Services Office, University of Liberal Arts Bangladesh, 688 Beribadh Road, Mohammadpur, Dhaka-1207.
- Ms. Nurun Nahar Begum, student of BBA, University of Liberal Arts Bangladesh, 688 Beribadh Road, Mohammadpur, Dhaka-1207.
- Office Copy.


Deputy General Manager & In-Charge

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