

THE ROLE OF SOCIAL MEDIA MARKETING: FROM THE PERSPECTIVE
STARCOM WORLDWIDE AND FEW TOP E-COMMERCE IN
BANGLADESH

Prepared by

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



May, 2022

BUS 499

Internship Report on

THE ROLE OF SOCIAL MEDIA MARKETING:
FROM THE PERSPECTIVE OF STARCOM
WORLDWIDE AND FEW TOP E-COMMERCE
IN BANGLADESH

Internship Report Approval Form

Student Name _____ ID No. _____

Major: _____ Year: _____

Mobile Phone: _____ Email: _____

INTERNSHIP/PROJECT INFORMATION

Internship

Organization: _____

Internship /Project Report Topic: _____

Term (Tick one): ☐ Spring 2022 ☐ Summer 2022 ☐ Fall 2022

SUPERVISOR APPROVAL

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved): _____

Signature: _____

Date: _____

Name: _____

E-mail: _____

Phone: _____

INTERN ASSESSMENT FORM
(To be filled up by Internship Organization)

ULAB ID: 182011134

Name of Intern: D.M. ASIF UZZAMAN

Host organization Supervisor: ARIFUR RAHMAN

Designation: ASSISTANT DIRECTOR

Organization: STARCOM BANGLADESH

Using the following scale please assess the intern on the criteria listed below:

KEY: 5 = Excellent 4 = Very Good 3 = Good 2 = Satisfactory 1 = Not Satisfactory

Performance Criteria	5	4	3	2	1	Unable to Assess
Time Management	✓					
Communication Skills		✓				
Ability to Work In Team	✓					
Ability to Work Independently		✓				
Leadership Skills			✓			
Self Motivation		✓				
Commitment to the Task Assigned	✓					
Creativity		✓				

Comments on where the intern can improve:

Asif has shown great commitment to work, creative projects and assignments, however he is yet to explore his best communication skills.




Signature of Supervisor & Date:

Please send the completed form in a sealed envelope to:

Career Services Office, University of Liberal Arts Bangladesh
House # 56, Road # 4/A, Dhanmondi, Dhaka – 1209, Bangladesh Tel: 9665686, 9661255, 01711298916

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: D. M. Asif Uzzaman

ULAB ID # 182011134

Signature_____

Date

Declaration

I, D. M. Asif Uzzaman, do hereby declare that this report entitled “THE ROLE OF SOCIAL MEDIA MARKETING: FROM THE PERSPECTIVE OF TOP E-COMMERCE WEBSITES IN BANGLADESH” submitted by me to University of Liberal Arts Bangladesh, for the degree of Bachelor of Business Administration is an original work.

I also declare that the report has not been submitted earlier either partly or wholly to any other University or Institution for any Degree, Diploma, Associateship, Studentship, Fellowship and other similar title or prizes

.....

D. M. Asif Uzzaman

ID: 182011134

ULAB School of Business

University of Liberal Arts Bangladesh

Date: 31 May, 2022

Mr. Parvez Mahmud

Senior Lecturer

ULAB School of Business

University of Liberal Arts Bangladesh

Subject: Submission of internship report on partial fulfillment of the requirements for the BBA degree

Dear Sir:

Here is the internship report on “The Role of Social Media Marketing: From the Perspective of Top E-commerce Websites in Bangladesh”.

In my report, I tried to depict the real time scenario of social media marketing. I have tried to establish the background and the significance of social media marketing, especially for E-commerce websites. Working full time as an intern in a digital media agency, has certainly helped me to understand the industry from a whole new perspective. I have tried to put words to my thoughts and establish social media marketing as the primary media for top E-commerce websites like DarazBD, Bikroy.com, Rokomari, Chaldal and Othoba.com.

I have put my effort on this report, hope you find this self-explanatory. I will be ever present for any kind of clarification regarding this report.

Thanks for your continued support.

Sincerely Yours,

D. M. Asif Uzzaman

ID: 182011134

ULAB School of Business

University of Liberal Arts Bangladesh

Executive Summary

The World is ever evolving. The growth and the change that is occurring is fastest than ever now a days. There is hardly any time to settle. The people are now mobile more than ever. Peoples' preferences are also changing, in sync with that people now lead their lives around the social media. All the activities that people used to do in person, now doing using social as it's convenient, saving both time and money. Like many other activities, marketing also found its path towards social media.

Starcom Worldwide Bangladesh is one of those organizations that guide you with their digital marketing expertise. Social media marketing is now an integral part of digital marketing. As I have been working here as an intern for the last three months, I have an idea how important it is to create an impression online in today's time. Also, how these social media activities are influencing peoples preferences. They can even manipulating up to some extent.

I have done my research from the perspective of E-commerce websites in Bangladesh. E-commerce is a growing industry in Bangladesh. Companies are seeing huge potential in this field. Thus, they're investing a lot for their marketing purpose. I have tried to establish the role that social media platforms play in terms of marketing for the 5 of the top E-commerce websites in Bangladesh. The websites are DarazBD, Bikroy.com, Chaldal, Rokomari and Othoba. There was a descriptive research done on the activities of these E-commerce websites social media activities. Facebook, Instagram and YouTube are the most used social media sites in Bangladesh. The study included monitoring both numbers and activities of these E-commerce websites in Facebook, Instagram and YouTube. The study was conducted using data from different third party websites and also, a qualitative research was done on the digital marketing experts of Starcom Bangladesh professionals.

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Part (A) – Internship Experience

Chapter 1

1.1 Organization profile



The overall holding association Starcom Mediavest Group was founded in 2000. Jack Klues, who had been the Chief Executive Officer of Starcom Worldwide, was named SMG's first CEO upon its advancement. Current CEO Laura Desmond ended up one of the business world's most energetic CEOs ever when she was named to the circumstance in 2008.

Of late, SMG has had associations with associations, for instance, Facebook, Twitter, YouTube, Acxiom, Tencent and all the all the more including data, examination and "development filled ingenuity".

SMG similarly overhauled into 3 divisions—Connections (media brands), Content (imaginative assets), and Tech courses of action (RUN, extech)— to all the more probable mirror the manner in which that it as of now gathers over portion of its business from cutting edge, substance, and data/examination. The association further refined its hypothesis approach to manage change even more personally with a versatile and social-first world, with 70% being put toward focus

exhibiting methods and methodologies, another 20% on improvement, and 10% in creating markets and stages.

Starcom greatest aggressive quality is its worldwide system and how it function as one consistent, incorporated group. Starcom is dynamic in more than 100 urban communities over the globe giving us a huge nearness in all districts. Its system has the best geographic conveyance of workplaces and skill in the business. Its center and authority administrations are executed through these local center points and national workplaces, which convey crucial neighborhood learning and on-the-ground skill. Everything work to a solitary operational standard and offer a typical culture of conveying smart arrangements and world-class customer benefit. Also, everyone in Starcom arrange is connected into its worldwide online interchanges and data system. It keeps its customers (and their correspondences offices and colleagues) organized and on the up and up on all media action through its modified image destinations.

In 2006 Starcom has started their operation in Bangladesh with the affiliation of Bitopi advertising. They are handling media planning and buying of renowned local brands as well as multinational brands. Starcom Bangladesh believes the alchemy of people and technology creates experiences people love and actions brands need. Starcom Bangladesh harnesses the power of media to bridge the tension between what people want and brands need.

Things that make Starcom Unique:

- Flexibility
- We ignore the common or expected
- We are progressive
- We employ technology to keep our clients and ourselves ahead of the marketplace

Our sources of authority:

- Our people
- Our product
- Our brand building heritage
- Our satisfied clients

Starcombd gives diverse kind of administration concurring customer's need. The standard of administration that Starcombd is giving in this market is actually same what it is giving in worldwide market. Furthermore, that is the shrouded issue why Starcombd is so mainstream. By and by Starcombd is putting forth the accompanying center administrations to the customers.

Starcombd offers:

- Strategic Media Planning
- Media Investment Management
- Product Management consultancy
- Events Solutions
- Media PR Management

Also, Starcombd is also open for any kind of customized deal according to the clients' preferences.

Starcom has 2 operating offices in Bangladesh. Both are independent units. Unit 1 is Bashundhara Office, and the other office is the Gulshan Office.

The 5 Major Departments of Starcombd are –

1. Media Planning and Reporting
2. Buying Operations
3. Account Servicing
4. Digital Media Planning & Buying
5. Finance and Billing

I have been working in Digital Media Planning and Buying team of the Gulshan Office of Starcom Bangladesh.

1.2 Renowned Clients

Some of Starcom's major clients in recent times are –



banglalink



1.3 Porter's Five Forces Model for Starcombd –

1. Rivalry among Existing Competitors: Low to Medium

- A good number of competitors.
- Differentiation potential is high.
- Switching costs are low
- Exit barriers are high.
- There's a hint of brand loyalty among the clients.

2. Barriers to Entry: High

- A huge capital is required to enter the competition.
- Strong network to start with is also required.
- Office setup requires a lot of capital.
- The recruitment process also needs to be precise.

3. Buyers Bargaining Power: Low

- The agency commission is fixed.
- Switching costs are generally low.
- Agency charges on the amount of money buyers are willing to spend.

4. Supplier Bargain Power: Medium

- Publishers (TV, Print, and Digital) are considered as suppliers for agencies.
- They hold the power of bargaining.
- The number of suppliers is limited.
- Suppliers don't offer much versatility.
- Agency cannot easily switch suppliers.

5. Threat of Substitute Product: Low

- Agencies like Starcom make the work easy for companies.
- It's too much hassle for small to medium companies to handle the media by themselves.
- Even the Larger companies are also dependent on agencies to minimize hassle.
- There will always be demand of agencies, as marketing is constant.

1.4 SWOT Analysis for Starcombd –

Strengths:

- Strong Networking Channels.
- Backup of million dollar clients like Banglalink and Samsung.
- Workplace is flexible and comfortable.
- The workload is manageable, and employee satisfaction level is high.

Weaknesses:

- Growth is not up to the potentials.
- The agency is little less focused about bringing in new clients.

Opportunities:

- The excellent network can bring in more mega clients
- Starcombd has an excellent track record, which can also create a lot of opportunities to grow.
- With the assistance of Starcom Worldwide, Starcombd can recruit fresh graduate and educate them through workshops.
- It will help them to recruit some brilliant employees at a convenient cost.

Threats:

- Other agencies are growing at pace, Starcombd cannot fall behind.
- Marketing is constant, but there are always alternatives.
- The agency switching costs are low for buyers, it can turn out to be a threat.

Chapter 2 – Intern’s Role and Responsibilities

2.1 My Responsibilities

As an intern, I learned many things in Starcombd. It was a great learning opportunity for me, and I have tried to make the best out of it. As I was an intern, there wasn’t a fixed job for me. Rather, I was surfing throughout the various activities that Starcombd does. This is my first time working in a professional environment. Including many things, firstly I had to learn

- Office Etiquettes.
- Time Management.
- New dimensions of Communication.
- To be in front of a computer for long hours.

Responsibilities as an employee of Starcombd

I have started working as an intern from 6th March, 2022. My internship period will last till 5th June, 2022. My office hours were 10:30 to 6:30. Starcombd is a modern day flexible workplace. The physical office was 5 days per week. Friday is a holiday and Saturday is work from home.

2.2 My Roles

My roles as an intern were –

- I started my days at Starcombd in collaboration with Planning. I was assigned to market analyzing and competitor analyzing for multiple clients. It is a part of the planning process. It included with some professional learning of MS PowerPoint too.
- I have also worked with the media buying team. I have learned a lot from them about digital marketing and social media marketing. It was a very unique experience for me.

- I have also worked under the supervision of Analyzing and Reporting unit. I have assisted in multiple campaign reports. I have learned a lot about MS Excel in this work.
- Client servicing was another thing that I was a part of during my Starcombd days. I have learned a lot about networking and communication from here. I was present in multiple meetings with our clients, including the one with ULAB Communications in the ULAB Campus.
- Monitoring the ads that we run and taking screenshots to satisfy the clients was another role of mine.
- I have also worked with the creative hub. I have taken part in brainstorming ideas for creatives for multiple campaigns.

Chapter Three – Observations, Recommendations, and Conclusions

3.1 Observations

- Starcombd is a multinational agency, working with an alignment with Starcom Worldwide.
- It offers a wide range of services.
- Digital Marketing is one of many of those services.
- Starcombd offers expertise in all aspects of digital marketing.
- In accordance with the requirements of the clients, Starcombd offers services from scratch.
- The work place is very comfortable.
- Workload is manageable.
- Starcombd offers flexibility on working hours and work from home to ensure employee satisfaction level at a high.
- To satisfy a plan Starcombd offers services like –
 1. Listen to the client, understand their motive.
 2. Assign a dedicated client servicing personnel.
 3. Work on planning of the campaign.
 4. Suggest and assist on future by providing a through forward roadmap.
 5. Work on creatives.
 6. Media Buying.
 7. Suggest and assist with the most effective ways to run the campaign.
 8. Continuous monitoring of the campaign.
 9. Maintain daily, weekly and monthly reports to keep the clients posted.

- A complete guideline of how a digital marketing program is initiated from scratch –

Steps:

1. Google Tag Manager Account Creation
2. Google Analytics (UA & GA4) Account Creation
3. Facebook Pixel Creation
4. Domain Verification Process
5. Standard Event
6. Facebook Page Access
7. Facebook Ads Account
8. Google Ads Account
9. Google Merchant Account Creation
10. Remarketing Tag /Ad Tag
11. Goal Setup
12. Button Track

3.2 Recommendations:

- To focus more on the growth of the agency.
- I believe it has enough potential to become the market leaders.
- Starcombd needs more employees to take more clients.
- The human resource should recruit more people in different roles for the organization.
- Keep a dedicated team only to look for new business opportunities.
- Digital Marketing has endless potential, they should focus more on it.

3.3 Conclusion:

It was my first professional experience. I am grateful to Starcombd for allowing with such a welcoming environment. Every moment of this journey will be cherished by me for the rest of my life. The structure, the environment, the people – everyone's willingness has made this place an incredible place for the fresher's to start their professional career.

Part B

Research Project

Chapter 1 – Research Design

1.1 Background of the Study

Digital Marketing is the present and future of marketing. Over the last decade, digital media has taken over the media industry. People prefer to use digital platforms over broadcast and print media. Social media has been an integral part of the digital or virtual world. It has become so big that our lives are now basically evolving surrounding the lives in social media. Social media is now recognized as the most impactful part of the digital world. Digital media and social media as a platform of marketing has been used in the western countries for a long time now. In the past few years, the scenario is growing in Bangladesh also.

Facebook is the synonym of social media in Bangladesh. Almost 85% of the total internet users in Bangladesh are Facebook users. This data proves the depth of the importance of Facebook in Bangladesh. Instagram, YouTube, LinkedIn are now also getting a lot of visitors. But, most of the population is covered by Facebook, Instagram and YouTube. In this study, as we are talking about the Bangladeshi market, we'll be talking about social media marketing from the perspectives of Facebook, Instagram and YouTube.

Social media marketing is popular for all types of business. It is a vast field. So, I have decided to look into the matter from the perspective of one of the most talked and growing industry of Bangladesh, the E-commerce industry.

As E-commerce targets the internet users as their primary group of audience, they use digital marketing as their primary medium of marketing. It seemed very relevant for a study of this kind from the perspective of E-commerce websites to establish the significance of social media platforms in terms of marketing.

I will try to analyze and relate to the fact that social media platforms are creating value in terms of marketing for the E-commerce websites through this research.

1.2 Scope of the Study:

It is a fast pacing world now. The pace is increasing every day. In this ever-changing speedy world brands have to continuously look for new ways to find their target group of customers.

Social media has become one of the constants of people's lives today. Especially in the advanced countries, brands and companies have been using to communicate with their customers' using various social media platforms. Understanding the situation, Social media sites are also providing brands with technical support so that they can do their branding and marketing properly in these platforms. There are multiple reasons why social media marketing is useful, our goal is to look into those reasons through this study.

1.3 Objectives of the study:

Objectives of the study can be segmented into two. Broad objective is the generic finding that will be established through the paper. And, specific objective refers to the details, or the significance of the key finding objectives of the report.

1.3.1 Broad Objective

The objective of this study is to analyze the role of social media for the marketing of different E-commerce websites.

1.3.2 Specific Objective

- Get a view of Social Media Landscape.
- Learn the impacts that social media cause in our lives.
- Finding out the relation of Social Media and Marketing for E-commerce sites.
- Analyze the involvement of the Target Group in Social Media for E-commerce.
- Analyze the activities of E-commerce sites in social media.
- Find out ways to trigger target audience.
- Find out if there are any alternatives to social media marketing.

1.4 Methodology

1.4.1 Nature of the Study

The research is a qualitative research based on multiple things. However, some quantitative has been used in the research. Data were extracted from different secondary third party websites.

There was a survey on the Digital Team of Starcombd to help me see the problem from the perspective of a consumer and an expert at the same time. My experience working in Starcombd has also played a role to enlighten my thoughts and ideas on this matter. My understanding of the matter is also reflected in this research.

1.4.2 Research Questions:

1. Does E-commerce sites considers social media as one of the primary marketing media?
2. Is this the current scenario? Or, one for the future.
3. How relevant is this from the users' perspective?

1.4.3 Data Sources:

1.4.3.1 Primary Data:

The survey that was done on the employees of Starcombd, both from the perspective of a target audience of E-commerce sites' social media marketing and also as a digital marketing professional. There was a total 12 people involved in the survey.

ParticipantsProfile:

- Number of Participants: 12
- Age Group: 24 to 35

- Gender: Both Male and Female
- Residence: Dhaka City
- Profession: Starcom Bangladesh Digital Media Team
- Education Level: Highly Educated

1.4.3.2 Secondary Data:

Data extracted from different online sources are used as secondary data for this study.

- DarazBD, Bikroy.com, Chaldal, Rokomari and Othoba.com official Facebook page.
- DarazBD, Bikroy.com, Chaldal, Rokomari and Othoba.com official Instagram page.
- DarazBD, Bikroy.com, Chaldal, Rokomari and Othoba.com official YouTube channel.
- Similar Web Free version.
- Rocket Reach Free version.
- Wikipedia.
- Google Alexa.
- Datareportal Website.

1.4.4 Hypothesis:

The hypothesis of this study is, “Social Media plays a major role in terms of marketing for E-commerce sites.”

1.4.5 Limitations of the study:

As the research was done with limited resources, there are certainly some limitations of the study.

The limitations are –

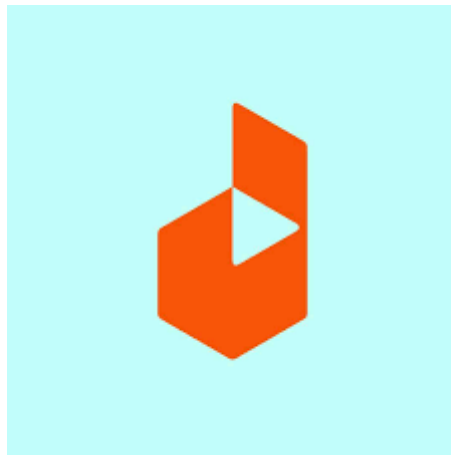
- Sales data for the E-commerce websites are not available for me to use. For this reason, I couldn't provide the direct impacts on the sales data.
- All the stats that are used in this research, are taken from various third party sources. I have used the payment free versions of those sites, paid versions may bring in more valuable insights of this matter.
- The population for this study, is the target group of people in the social media for the E-commerce sites. The number is huge. In proportion to that the sample size is much smaller in my study. I have used my colleagues at Starcombd as my sample.
- I couldn't have used the view of an insider from E-commerce websites and social media platforms. If the research was done on a bigger arrangement, Insights from E-commerce websites and social media platforms would certainly be crucial. As I have done the survey in Starcombd, I could get the views of both experts and target audience at the same time.

Chapter Two

Theoretical Background

According to multiple sources, the top 5 E-commerce websites in Bangladesh are,

1. Daraz.com.bd
2. Bikroy.com
3. Rokomari.com
4. Chaldal.com
5. Othoba.com



Daraz Bangladesh

Daraz has started operating in Bangladesh in 2013. It is highly regarded as the number one E-commerce website of Bangladesh. DarazBD has been successfully marketing in multiple social media websites. They also use these sites to reach their current customers, also engage them with various engagement activities on social media.

DarazBD has the most followers among the E-commerce websites in Bangladesh. They have more than 14 million followers on Facebook. They are also active on YouTube. They put content regularly on YouTube also. DarazBD has 130K subscribers on their YouTube channel. This large number of subscribers list allows them to market on YouTube also. DarazBD has very active presence on Instagram as well. They have more than 450K followers on Instagram who are active also.

After analyzing DarazBD official Facebook, Instagram and YouTube, their major activities are –

1. Promotional posts.
2. Engagement posts.
3. Sponsored Static posts.
4. Sponsored Video posts.
5. Influencer marketing.
6. Online Video Contents.
7. Real Time Posts.
8. Posts on important events.
9. Facebook Live giveaways.
10. Offer Posts.
11. Quiz posts.
12. Discounts posts.
13. Winner announcement posts.
14. Featured posts on sellers, etc.



Bikroy.com

Bikroy.com claims that they are the country's biggest marketplace. It was initiated with a view to create a platform to buy and sell second – hand or used products. Now, both new and used products are available in Bikroy.com.

Bikroy.com has an active presence in Facebook, Instagram and YouTube. It has 4 Million followers on Facebook. More than 50K followers on Instagram and About 7K subscribers on YouTube.

Bikroy.com emphasizes on the followings in their social media activities -

- Wide range of availability.
- Sponsored posts on Cars.
- Engagement Posts.
- Real Time Posts.
- Event based Static and video posts.
- Offer and Discounts Posts.
- Promotional offer posts.



Rokomari.com is the leading online based book sellers of Bangladesh. They are the pioneers in book selling business online. They have been doing really well recently, they have enriched their products list recently. Included a huge number of books in their collection. Also, the “Rokomari Boimela” Campaign has been a super hit.

Rokomari has a good number of followers in Facebook. Their followers are very active, and purchase online a lot. 2.4 Million People follow Rokomari.com on Facebook only. More than 80K followers on YouTube and Same number of followers in Instagram also.

Their common activities are –

- Products Promotion.
- Books availability.
- Best Sellers Posting.
- Book Launch
- Sponsored Posts.
- Mostly static Posts.
- Some video posts as well.
- Other educational products availability.
- Offers and discounts.

Chaldal



Chaldal is basically a home delivery based grocery shop. It has been so popular for the last few years in Dhaka. They has already created a market of their own in a very short amount of time.

Chaldal is very active with their digital marketing, very focused on social media marketing also. Chaldal has around 523K followers on Facebook. Another 12.7K on YouTube and 13.9K on Instagram. They didn't focus on the numbers, rather they invested a lot on sponsored promotion. There is hardly a day without a Chaldal ad on our newsfeed.

Chaldal commonly posts about –

- Current market prices.
- Offers and Discounts.
- Free home deliveries.
- Real time posting.
- Event posting.
- Posting to engage people.
- Products availability.
- Posts videos and statics.
- Sponsored posts and ads.



Othoba.com

Othoba.com has becoming a good place to get everything with its unique offers and a different marketing approach. They are giving a completion to an E-commerce giant like DarazBD.

Othoba has 1.3 Million followers on Facebook, another 17K on Instagram. They are not the most active on YouTube. Their focused on Meta social media sites for their marketing. Othoba.com follows a different path than the most.

Othoba.com activities on social media consists,

- Unique products promotion
- Exclusive discounts
- A different approach of selling
- Sales promotion
- Real time posts
- Event based posts
- Sponsored statics and videos.

Chapter 3

Analysis and Findings

After analyzing these websites social media activities, numbers of followers, revenues, traffics, the survey on the consumers and experts of digital marketing, I have found out 5 core reasons that are enough to create a lot of value. The 5 reasons are –

Awareness

An active presence on the social media increases the brand awareness. The consumers' familiarity of the brand increases with the help of social media activities.

Impression

People's impression is important for a brand to stay in the market for a long time. Generally, people likes to purchase from the brands that suits their personality. In order to create a good impression, social media marketing is integral.

Reach

Social media marketing allows the brands to reach the right group of people. Reaching the right group of people is more important than reaching the maximum number of people. Social media marketing allows brands to do so.

Conversion

Social media can be influential to take over other brands consumers. It is possible to target the consumers of competitors on social media. Continuously reaching them and offering them with intensives, can be fruitful to convert them as customers.

Sales

Social media marketing has a direct impact on sales. Consumers can purchase from social media with one click. So, this is a huge opportunity for the brands, and to make the best use of it, social media platforms are crucial.

There are a number of ad types available to influence the consumers. For example, types of Facebook ads are:

- Image Ads
- Video Ads
- Poll Ads
- Carousel Ads
- Slideshow Ads
- Collection Ads
- Instant Experience Ads
- Lead Ads, etc.

These ads can be used according to use, and to target the right audience. There are various tools offered by social media websites to target the targeted group of people. Using the correct parameters and ad type will certainly result in larger sales numbers, which is the ultimate goal of marketing, or digital marketing, or social media marketing.

In terms of media buying, there are 10 types of ads that brands can choose to go after with the objective of those,

1. Post Engagement: Engage people in the posts.
2. Page Likes: Increase the number of likes.
3. Click to Website: Increase website visit.
4. Website Conversion: Clicks on website.
5. App Install: Get more people to install the app.
6. App Engagement: Engage people with the app.
7. Event Response: Promote events on Facebook.
8. Offer Claim: Promote timely offers.
9. Video View: Sponsored videos to get the maximum views.
10. Lead Generation: Collect lead information.

Chapter 4

Recommendations and Conclusion

4.1 Recommendations

There are certain popular techniques that are being used by the E-commerce websites in their social media marketing campaigns,

Page Boost is one of the most basic ways to reach target audience on social media. Facebook, Instagram or any other social media site provides this paid service. This service enables the marketers to choose audience based on their location, gender, age, interest etc.

Sponsored Post or Post boosting means reaching the target segments' home pages. This is also a service offered by the social media sites, and it's a paid service. The motives of this type of campaigns are basically reach, awareness and impression based.

Using static images as advertisements is another norm in this industry. The marketers publishes these contents through their social media channels or pages, the name varies from platform to platform. These statics can both be organic and sponsored.

1. Video ads are used to draw more attention and also to interact more with the audience. The custom audience feature is also applicable for this. Thus, the target audience is reached. The video ads are a great tool to create a brand image and form a bonding with the target group of people.
2. OVC stands for Online Video Commercial. These are video contents to drive the target audience towards them. Therefore, boosting the sales is merely the purpose of OVC's, there are multiple important causes of OVC like Branding, PR, CSR, etc.
3. Paid Partnership

4. Brand Ambassador based
5. Facebook/Instagram live or YouTube premiere
6. Organic Posts/ Organic Stories
7. Sponsored stories

4.2 Conclusion

Social Media has become an essential part of people's everyday lives. It has the potential to become one of the main media within the next 5 years. People are now dependent on social media for multiple reasons and it will certainly open the door for brands to look for their target group of people on social media. It is up to the brands to do something out of the box to make them unique from the pack. If brands are willing and innovative enough, social media marketing can certainly help them to reach their goal.

Chapter 5

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Appendices

Questionnaire:

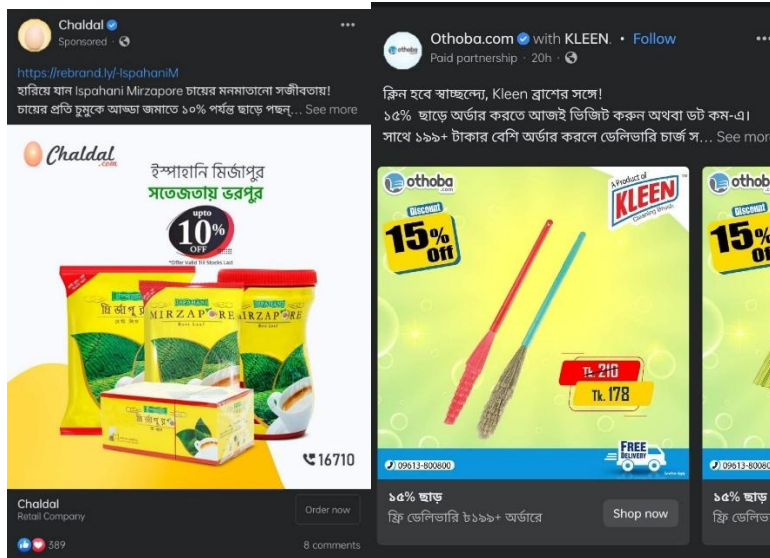
1. Which of the following age group are you in?
 - a. 18-23
 - b. 24-29
 - c. 30-35
 - d. 35+
2. Select your gender.
 - a. Female
 - b. Male
 - c. Non Binary
3. Where do you live?
 - a. Inside Dhaka
 - b. Outside Dhaka
4. Which media outlet do you prefer?
 - a. Broadcast Media
 - b. Print Media
 - c. Online Media
5. How often do you purchase online?
 - a. Never
 - b. Rarely
 - c. Often
 - d. Very Often
6. Rate the following E-commerce sites according to your preference.
 - a. Daraz
 - b. Bikroy
 - c. Rokomari
 - d. Chaldal
 - e. Othoba
7. Rate the following E-commerce sites according to their online activities.
 - a. Daraz
 - b. Bikroy
 - c. Rokomari
 - d. Chaldal
 - e. Othoba
8. Do you have a social media account?
 - a. Yes
 - b. No
9. Do you have accounts in Facebook, Instagram and YouTube?
 - a. Only FB.
 - b. Only Instagram.
 - c. Only YouTube.
 - d. FB & Instagram.
 - e. FB & YouTube.
 - f. Instagram & YouTube.
 - g. All of the Above.
 - h. None of the Above.
10. Have you ever purchased from these E-commerce redirected from social media platforms?
 - a. Yes
 - b. No
11. How much time do you spent daily on social Media?
 - a. Less than an hour
 - b. 1-2 hours
 - c. 3-4 hours
 - d. 4+ hours

12. How much can social media marketing influence your purchasing habits?
(Rate one to five)

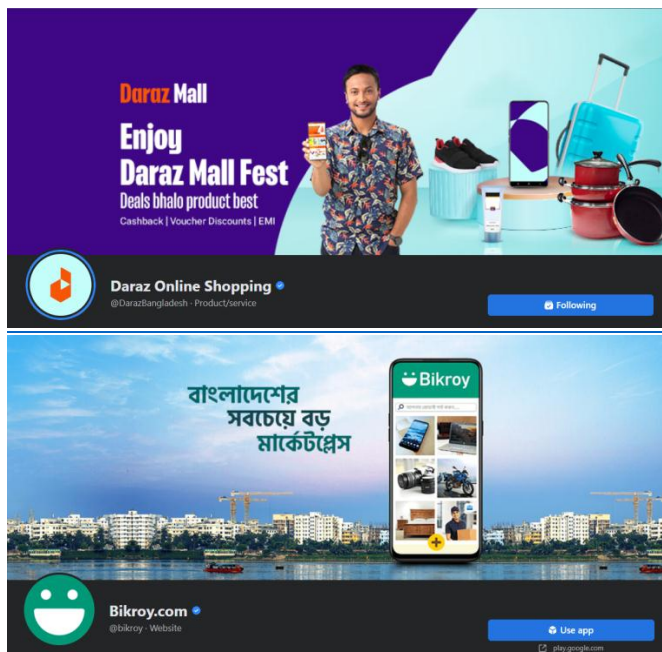
Exhibits

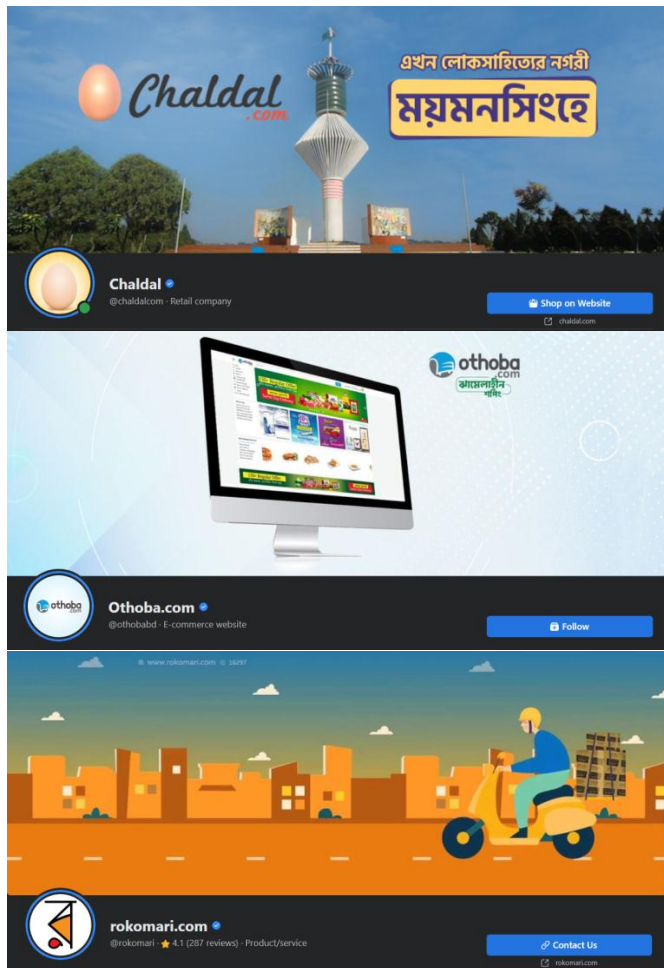
Sponsored Facebook Posts:





Facebook Pages Preview:





Charts

Social Media followers:

Name	Facebook	YouTube	Instagram
Daraz	14 million	130K	453K
Bikroy	4 million	6.95k	55.8K
Rokomari	2.4 million	78.6	80.3K

Chaldal	523K	12.7K	13.9K
Othoba	1.3 million	948	17.1K

*Collected manually from Facebook, YouTube and Instagram

Revenues:

Name	Revenue
Daraz	\$1.22 billion
Bikroy	\$26 million
Rokomari	\$8 million
Chaldal	\$17 million
Othoba	\$9 million

*According to RocketReach, ZoomInfo and Wikipedia

Traffic from Social Media networks on desktop,

Name	Social Media Traffic
Daraz	6.35%
Bikroy	8.49%
Rokomari	14.99%
Chaldal	4.72%
Othoba	18.71%

*Data extracted from Similarweb.com

