

THE INFLUENCE OF SOCIAL MEDIA ON ERA CONSTRUCTION LTD, A REAL ESTATE BUSINESS IN BANGLADESH

Internship Organization Name
ERA CONSTRUCTION LTD.

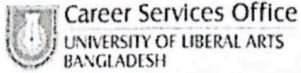
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Bachelor of Business Administration



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Internship Report Approval Form

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Internship

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SUPERVISOR APPROVAL

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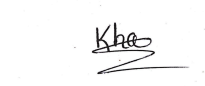


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Chapter 1: Motivation to Do an Internship

As a student, while trying to figure out my future, I was driven by curiosity and a desire to create, contribute, and explore new experiences. I still remember being chosen as a personal assistant as a teenager. While it seemed like a small role to many, it represented my first step into responsibility. At 16, while most of my friends and classmates focused on their O-Levels, I started my small business. That journey introduced me to the realities of entrepreneurship—raw and full of learning curves.

Alongside my O-Levels, I also taught tuition and managed my studies during the day, fitting in tutoring between classes—all while growing my business. Later, as an undergraduate, I worked as an assistant teacher at Averroes International School. Life was often a whirlwind of balancing school, work, and tutoring, but it was worth it at the end of the day. It truly shaped who I am today.

So when I applied for an internship, I wasn't just nervous; I was equally excited. Though I didn't want to leave the school job, which was my dream job, I bravely let go of something I deeply cherished. I was genuinely excited for the next chapter, which was waiting for me. It felt like the beginning of another new chapter. I looked forward to exploring industries I hadn't experienced before, so I applied to real estate and clothing companies—fields entirely out of my comfort zone. I didn't want to limit myself within familiar surroundings; I wanted to test my skills in unfamiliar waters and discover new strengths and areas where I might be weak, and I could grow in those sectors.

For me, this internship was never just about meeting a requirement. It was about transforming myself and gathering experiences that would challenge me daily, teach me valuable lessons, help me grow, and push me to develop in ways I never imagined.

1.2 Internship Search Process

Securing the right internship felt like a journey filled with excitement, hope, nervousness, ambition, and the belief that I could do it. Since I was always keen on creativity and strategy, I knew I wanted something in digital marketing, which is also one of my future goals. I started

applying to countless positions starting from the end of November, everything from real estate firms to big names like PRAN, bKash, ACI, and even 10 Minute School. My primary focus was on digital marketing roles because I wanted to dive deep into that field and challenge myself beyond my comfort zone.

I explored every possible platform—LinkedIn, Facebook job posts, official websites, and my university's career services. I must have applied to over a dozen places, and slowly, the responses started coming in. I got calls from three real estate companies, an international garment factory, and a few other offers.

Choosing a specific one was tough, but as Era Construction LTD aligned with my goals, I decided to go for that one. They were previously into traditional advertisement but wanted to try digital ideas, which aligns with my goals. Their focus on branding, content, and customer interaction matched my interests. I could picture myself learning while applying my skills in a space that valued growth and experimentation. It felt like the right fit—and thankfully, it truly was.

Interview Experience

Internship at Era Construction Ltd.

My internship at Era Construction Ltd. was a mixture of new experiences, preparation, and personal growth. At first, it was just a phone call from the company, saying how they were interested in having a detailed conversation and on what day I could have the detailed discussion, where they could talk about my resume and experience in detail. I was excited and looking forward to the interview, knowing I was about to take the next big step in my career journey. This step would significantly shape my understanding of digital marketing in the real estate sector and my future endeavors.

The day finally came, and I entered the room with thousands of thoughts and emotions. The first round focused on my technical knowledge. They asked about my academic background, my interests, why real estate, and what motivated me to join a real estate company. They also asked about my knowledge using tools such as Google Analytics for tracking website traffic and user behavior, SEMrush or Ahrefs for SEO and keyword research, and Google Ads or Meta Ads for managing paid campaigns. The discussion lasted for 3 to 4 minutes; the conversation then shifted to learning about social media management platforms and email marketing tools like Mailchimp and HubSpot. Finally, we discussed visual content creation, where I confidently highlighted my experience with Canva. I was honest and transparent about my strengths and areas I was still learning, and they appreciated that, emphasizing the learning process over the correct answers.

They asked me about the real estate market in Bangladesh to evaluate my understanding of the industry. I shared my observations and research, explaining how the market was changing and the increasing demand for digital presence in a traditionally offline industry. This part of the conversation allowed me to connect my academic background with real-world trends.

The second interview round was a week later, featuring a short, concise, and insightful case study. There were four questions, one of which focused on how I would address negative feedback on a social media post about a property listing. I gave a detailed yet professional response: I would maintain composure, listen to them, clear the misconceptions, validate their concern, like what led them to think about the issue, and initiate the conversation offline to resolve it privately while maintaining the company's reputation.

Another question related to another scenario involving a disagreement with a colleague over a marketing strategy. We both have different opinions, and they are my senior. Here, I mentioned the importance of communication and teamwork, explaining how I would listen to my colleague actively, share my perspective respectfully, and work together to find a solution that aligns with our campaign goals.

Each interview lasted 10-15 minutes and was filled with insightful questions. The entire selection process lasted three days and was like a detailed assessment to see how well I was prepared for the role. The final round was more of a practical detail than an interview; the interviewer went on to learn about my availability, career expectations, and salary expectations. It was a professional yet friendly approach to a rigorous process.

Looking back, it was an experience that was both challenging and rewarding. I became more confident and got a clearer picture of the kind of professional I aspire to be and what scenarios I might encounter. Along with that, I gained self-awareness and learned and strengthened my interview skills. I faced new challenges daily instead of failing and giving up. I stood up daily, learning to adapt to the new environment and understanding industry challenges, which allowed me to gain growth opportunities rather than obstacles. These were not just hurdles but opportunities for growth. For me, it was more than an interview; it marked a pivotal step in my journey, which made the beginning of my internship journey all the more significant.

Internship Organization

Era Construction Ltd is a rising real estate sector company recognized for its dedication to delivering innovative, modern, high-quality properties that cater to consumers' needs and ambitions. The company is known for merging expert craftsmanship with customer-focused solutions to develop real estate projects that are buildings and living spaces that are vibrant spaces where communities can grow.

Organizational Overview

With a clear mission to deliver outstanding properties to the consumer, Era Construction promises to meet the client's unique preferences and design exceptional real estate solutions that enrich communities while fulfilling the distinctive desires of every client. They are committed to emphasizing functionality, visual aesthetic appeal, and sustainability throughout every project in the development phase. From the initial planning to the final stage, Era Construction is guided by quality, innovation, and precision.

What sets Era Construction Ltd. apart is its expertise at every stage of the construction process, from thinking about the concept to designing and executing the idea. The team's meticulous attention to detail and pursuit of excellence ensure that every project meets clients' expectations and becomes their dream place. Their work goes beyond construction; it's more about creating an environment where consumers can breathe and become their haven under the leadership of Chairman Md. Hasem Badaruddin, the company remains firmly committed to upholding the quality, fostering innovation, and ensuring customer satisfaction.

Mission

"To create exceptional real estate solutions that meet the diverse needs of our clients while enhancing the communities we serve." Era Construction Ltd. (n.d.). Retrieved April 15, 2025, from [<https://www.eraconstruction-ltd.com/about.html>]

Era Construction Ltd. is determined to deliver value through professionalism, innovation, and sustainable development. Its mission is driven by its passion for excellence and desire to forge lasting relationships with clients based on trust and satisfaction.

Vision

"To be a leader in the real estate industry, recognized for delivering innovative, sustainable, and high-quality developments that redefine modern living and working spaces."

The company believes in contributing to the lifestyle and environmental well-being of the communities to show that real estate is not only a business but also a commitment to providing the best service. Era Construction focuses on modern designs and continuously adapts to changing client needs and industry dynamics.

Their core values, they believe, are the following:

- They operate with honesty and transparency throughout the development process.
- They are committed to exceptional craftsmanship in every project.

- They are applying modern, sustainable solutions to meet today's and tomorrow's housing needs.

One of the key reasons I found Era Construction Ltd. a suitable place for my internship was its dedication to innovation and building a relationship with its customers. Although I was more interested in a digital marketing background, I saw immense potential in contributing to a sector I hadn't worked in before. Their eagerness for new ideas and their value on continuous improvement and learning made this a perfect environment for me to grow professionally and personally. I also look forward to creativity, where I could showcase my potential.

Working with Era Construction Ltd. gave me insights into how a modern real estate company operates differently from old traditional ones, markets itself, and adapts to an increasingly digital and competitive landscape. I could apply my knowledge while gaining a new perspective on branding, engagement, and business strategy within the property development sector.

Chapter 2: ABOUT THE INTERNSHIP

JOB POSITION AND RESPONSIBILITIES:

At Era Construction LTD, my primary responsibilities as a digital marketing intern are the following:

- To enhance the company's online presence and engagement via digital strategies, focusing on social media, content marketing, and data-driven insights.
- Plan, create, and schedule content for platforms like Facebook, YouTube, Instagram, and TikTok.
- To maintain the consistent branding of Era Construction's post while ensuring the content was informative, relevant, and engaging to attract more audience and potential buyers.
- Analyzing audience engagement and performance metrics using tools like Meta Business Suite and Google Analytics.
- Monitoring the performance and planning marketing strategies to make plans for better content and a better target market.
- Design targeted ad campaigns based on location and demographic data to reach the target audience. Choose the ad setup and format, then work with the team to monitor performance and conversion rates.
- Conduct market research and competitor analysis to identify opportunities and areas that need improvement.

- I need to engage with real customers through emails, comments, and messages, providing them with information, answering queries, and forwarding serious leads to the sales team. I also helped manage feedback and created a system to log customer questions and concerns so that they could answer and solve the questions in the future through more informative content.
- I helped manage the website updates and SEO tasks, such as optimizing page content, adding relevant meta descriptions, and ensuring the page was responsive.
- Lastly, I assisted in designing survey campaigns to gather feedback on our digital marketing performance and customer satisfaction.

SKILL TAKEAWAY

In any professional environment, one must learn how to balance oneself with the organization, even with cultural differences, ethnicity, religion, and values. My internship at Era Construction taught me that balance. It was truly an experience that I will cherish for the rest of my life.

My internship at Era Construction Ltd. allowed me to apply my theoretical knowledge to the practical field. This experience helped me learn technical skills that I could use now for my page and critical strategic insights in digital marketing, which would help me in the future.

At a good workplace, the organization and the individual grow together. I had the chance to contribute to real projects while learning a lot in return, making this internship a genuinely meaningful experience.

One of the most rewarding parts for me was having zero idea how real estate businesses work, as it helped me understand how real estate marketing works in the digital world, especially in Bangladesh. I got hands-on experience planning and managing content across Facebook, Instagram, and YouTube, learning how each platform has its own style and audience. I worked on creating posts, scheduling them, analyzing how they performed, and even brainstorming better ways to connect with people through visuals and captions.

I worked with Meta Business Suite, which taught me to track engagement, reach, and ad performance. I learned to look at the data, find patterns, and understand what interests people. These insights helped me see just how important it is to create content that's not only beautiful but also strategic.

I also got involved with ad campaign planning, which I was familiar with, but it was for my beauty products. However, for a real estate company, the target audience was different. So I had to learn about the demographics and the target audience. From thinking about who we want to

reach to how to write the right message, I realized that small details matter. So, to convince the potential buyer, I involved copywriting, especially for real estate posts and promotional materials, where clarity and trust are key.

Another part I enjoyed was conducting and analyzing surveys to learn how people interact with real estate content online. It gave me a short glimpse of real estate and what potential buyers look for, and it helped me understand the importance of listening to your audience. Turning their feedback into ideas or recommendations helped me grow a more strategic mindset.

Overall, this internship gave me a strong pillar to stand tall and gain better knowledge of digital marketing, not just the technical side, but also from the potential buyer or audience side. I've developed better skills in social media strategy, analytics, content creation, and consumer behavior. But more than that, I've learned how important it is to stay curious, adaptable, and thoughtful in everything you create.

Educational Learning Applied to Internship

As a BBA student majoring in marketing with a minor in media studies and journalism at ULAB, I found some courses related to my role as a digital marketing intern at Era Construction. I have mentioned a few of the courses below:

- **Marketing and branding:** It helped me understand how to effectively position Era's real estate offerings in the competitive housing market against other competitors.
- **Digital marketing:** The strategy I learned in this course guided me in planning and managing content, focusing on our audience's preferences on platforms like Facebook and Instagram.
- **Research Methodology:** it helped me learn how to design surveys, analyze feedback from our audience, and draw insights that informed our campaign strategies, which I used to survey. I used my academic learning to interpret customer data, to identify social media trends, and to understand consumer behavior trends through structured research.
- **Public relations and strategy:** This course helped me learn how to address messages and concerns, which helped me to create a positive brand image for Era Construction, especially when responding to inquiries or sharing customer success stories.

- Strategic communication: It gave me a clearer picture of maintaining consistency in tone, language, and branding across various types of digital content.
- I also applied theoretical lessons on audience segmentation, targeting, and positioning to create content that resonates with specific demographics, such as first-time homebuyers, middle-income families, and overseas clients.
- Through media studies, I learned to craft engaging and culturally relevant content, which was helpful when producing visuals, captions, and stories aligned with local trends. I also used skills that I gained from my PR courses to build a relationship with the audience by responding professionally to comments, promoting a trustworthy image, and highlighting community impact.
- My academic projects, which involved group work and presentations, helped me develop my communication, collaboration, project management, and time management skills, which I used daily at the internship.
- I had to manage coursework deadlines, which also taught me to balance multitasking, meet deadlines, and adapt quickly to unexpected changes, which I applied during the campaign priorities.

Overall, my education provided me with a well-rounded foundation, which helped me contribute effectively to a real-world setting and strengthened my practical understanding.

Chapter 3: SELF REFLECTIONS

My internship at Era Construction Ltd. was a different experience that gave me practical exposure to digital marketing, SEO, content creation, and strategy development. I learned how to use the theoretical knowledge in the real world. I enjoyed taking ownership of tasks like on-page SEO, keyword research, and competitor analysis, all of which helped me build a stronger understanding of how strategic marketing works in the corporate world.

What I Liked:

The workplace environment was friendly and cooperative, and most team members were supportive and open to collaboration. The opportunity to work independently while receiving occasional guidance made me feel trusted and boosted my confidence.

Tasks like tracking keyword performance or working on the WordPress backend allowed me to improve my analytical and time management skills. This hands-on experience reinforced my interest in the field and helped me grow professionally and personally.

I received feedback on areas that I needed to improve. I was also given a budget for ad campaigns, and I could test the campaigns with my ideas, which boosted my confidence.

What I found challenging:

In this internship, I gained valuable experience. However, at the same time, I faced several challenges; there weren't many interns around my age, so sometimes, it made me hesitant to speak up in team discussions. Initially, I struggled to share my perspective or ideas, as there were senior marketing team members. During strategic discussions, my ideas or perspectives were occasionally perceived as lacking depth due to my junior position.

There were also moments when I found the project instructions unclear, particularly during competitor analysis, which slowed my workflow.

Despite these challenges, I learned the importance of asking the right questions, like which parts of my ideas need clarification or improvement, clarifying expectations, and standing firm in my ideas. These lessons helped me become more resilient and thoughtful in navigating a professional space and will continue to shape how I approach teamwork and communication moving forward.

My work betterment and the organization's best use of me

When I look back on my internship at Era Construction Ltd., there were moments when the organization and I could have used each other's strengths more effectively. On my part, I believe I could have managed my workload more effectively. While I met my deadlines consistently, there were times when I was juggling multiple responsibilities, such as creating content, researching SEO trends, drafting reports, and managing social media, which felt overwhelming. I

could have used my time management skills more effectively, broken down bigger tasks into smaller tasks, and made better use of productivity tools; it would have helped me stay ahead of schedule and reduce my stress level. I also could have gone deeper into technical aspects, such as the website performance metrics or campaign ROI analysis, which would have added more value to my contributions. I relied heavily on the creative side, but diving deeper into the data side of marketing could have provided me with a better learning experience to use my skills.

I could have also improved my communication skills. Though I maintained good professional communication, I sometimes hesitated to share my ideas confidently, especially when working with older team members. Sometimes, I questioned myself during brainstorming sessions or strategy discussions, even though my ideas might have offered a fresh perspective. Being more assertive and vocal in these instances boosted my confidence and contributed more meaningfully to team outcomes.

From the organization's side, there was room to involve me in a broader range of projects. My focus was primarily on digital marketing and SEO tasks. Still, I would have appreciated it if I had been given a little exposure to areas like public relations strategy, event planning, or field research coordination, since my academic background includes media studies and research methodology. Incorporating these interests could have enriched my learning experience and allowed me to explore different dimensions of marketing in a real-world setting. With more structured mentorship and strategic task alignment, I believe my full potential could have been better utilized in ways that also served Era Construction's broader marketing goals. But I think that was not my field or job responsibilities. So from their part, it was not necessary.

Ways to improve the workplace

- **Structured Onboarding Process:**

Era Construction could introduce a more defined onboarding process that includes an overview of company operations, key team members, project scopes, and expectations. A week-by-week roadmap can help interns feel more prepared, integrated, and confident.

- **Exposure to Cross-Functional Projects:**

Allowing the interns to collaborate with different departments, such as design, operations, or project management, would give them a more comprehensive understanding of the construction industry while enhancing their adaptability and problem-solving skills.

- **Dedicated Mentorship Program:**

Assigning interns a mentor within the marketing or business development team could provide consistent guidance, personalized feedback, and valuable industry insights. A strong mentorship system also fosters professional confidence and career growth.

- **Skills Development Workshops:**

Era Construction could collaborate with ULAB to organize practical workshops on digital marketing and branding in the real estate sector. It would also help them promote real estate businesses and make people feel more welcome to the field, as well as SEO for corporate websites or even public relations strategies for construction firms. This would bridge the gap between academic theory and on-the-ground industry skills.

- **Performance Monitoring and Academic Alignment:**

ULAB and Era Construction could work together to track intern progress through monthly check-ins and feedback sessions. These help align internship activities with academic goals, ensuring students receive real-world skills and educational enrichment.

CHAPTER 4: PERSONAL DEVELOPMENT PLAN

Drawing from my academic foundation in marketing and media studies at ULAB and the hands-on experience gained during my internship at Era Construction Ltd., I've started shaping a clear vision for my personal and professional growth. My primary goal over the next five years is to start my content channel, which I have already done—an online platform where I can showcase my creative ideas, travel blog, and cooking content, which would be my main content, along with that beauty content, share valuable content, basically a lifestyle channel, and grow a loyal digital audience. This channel will serve as a space where I blend storytelling, strategy, and visuals to create engaging content that reflects my personality and passion.

Alongside content creation, I plan to pursue a master's degree in a digital marketing-related program in Australia to deepen my knowledge in SEO, social media marketing, analytics, and digital branding. I have selected a few courses and am still in the decision-making process, so I am unsure which one would perfectly align with my long-term goals. This academic journey will help me to enhance my theoretical understanding and equip me with advanced tools to grow my brand, increase visibility, and build a business around my content. I aspire to use the insights from my master's studies to develop a strong digital footprint and eventually establish myself as

a content-driven entrepreneur who connects with audiences through a meaningful and strategic online presence.

2. Skills Development Plan

I want a successful digital marketing and content creation career to strengthen my technical and interpersonal skills. My long-term goal, which I see as my next 5-year goal, is to launch my content channel, in which I would focus on lifestyle and cooking content, which I love and am passionate about, and build a successful business around it where people will not only enjoy my content but will also learn new things every day and will look into my channel to gain new insights and will look forward to my next video. It will not be easy, but choosing the right tools and expertise is key to achieving my dreams and succeeding in my chosen field.

To strengthen my technical skills, I plan to deepen my knowledge in digital marketing, focusing on essential areas like SEO, content strategy, and performance analytics. I also plan to pursue certifications from platforms such as Google Analytics, HubSpot, and SEMrush, which will strengthen my skills and benefit me in the long run. This will also help me better understand audience behavior, measure campaign effectiveness, and optimize my keyword targeting and competitor research. On top of that, I also plan to explore and learn email marketing tools like Mailchimp for email campaigns and how to use social media automation to streamline and scale content distribution across platforms. These tools will be essential in growing my digital footprint and driving meaningful engagement for my brand.

Alongside these goals, I am also dedicated to keeping myself updated with marketing technologies like artificial intelligence and machine learning. Understanding these tools will also be helpful for me because they will help me enhance personalization using AI and predictive analytics and generate content, which will help me manage my business and content effectively. I plan to strengthen my design skills using tools such as Canva and Adobe Creative Suite to create engaging content reflecting my brand identity.

Beyond technical skills, I'm also dedicated to developing my interpersonal growth. I plan to build leadership qualities that will enable me to lead creative teams or collaborations confidently in the future. Strengthening my communication, emotional intelligence, and problem-solving skills will help me carry out my business, handle feedback, and navigate challenges resiliently. By developing all these skills, I'll be better prepared to take initiative, bring innovation to my work, and turn my digital dreams into reality.

Part B

Research Report

CHAPTER 1: Introduction

The Influence of Social Media on Era Construction Ltd: A Study on the Real Estate Business in Bangladesh

In recent years, social media platforms have grown in popularity and importance as a tool for businesses across industries, including real estate. The slow shift from the traditional ways towards digital platforms has reshaped how companies promote their products, interact with clients, and drive purchase decisions. Era Construction Ltd., a leading real estate firm in Dhaka, Bangladesh, has embraced this approach too. With increased competitiveness in the industry, social media has become a crucial tool for marketing strategies. Without marketing and creative content, people often forget about the brand, which becomes extinct. So, in this study, we will analyze how social media affects Era Construction Ltd.'s marketing strategies and sales. The study will further look into the role of social media in shaping customer preferences and decision-making processes while identifying challenges, evaluating performance gaps, exploring potential ROI, and making strategic recommendations to improve the company's social media marketing strategies.

How Social Media Platforms Help in the Marketing and Sales of Era Construction Ltd

Social media platforms like Facebook, Instagram, LinkedIn, and YouTube are essential for marketing and reaching the audience. Era Construction Ltd. uses these marketing tools for marketing and sales strategies. These platforms allow the company to display its real estate projects to a larger audience, enhancing brand recognition and generating leads. Facebook is one of the primary platforms Era Construction Ltd. prominently uses to promote its residential and commercial properties through posts, paid advertisements, and client testimonials. They share their stories, make site visit videos, and welcome the clients to visit their office for a detailed discussion where they can address their queries. Instagram's visual appeal helps the company to present high-quality property images and video tours, providing potential customers with a more immersive experience. LinkedIn is also used to make business-to-business contacts and promote corporate projects, while YouTube offers video content such as project walkthroughs and client testimonials.

With the help of social media, Era Construction Ltd. engages with its potential customers by promptly responding to inquiries, sharing project updates, and addressing customer concerns. The interactive nature of these platforms creates a two-way communication channel that builds trust and improves customer relationships. Through paid advertisements on Facebook and Instagram, Era Construction Ltd. can target specific demographics, such as age groups, location, and interests, to reach potential buyers more effectively. This targeted approach increases the chances of converting social media followers into customers.

The Role of Social Media in Shaping Customer Preferences and Decision-Making Processes:

Social media plays a significant role in influencing customer preferences and decision-making in the real estate sector. Customers often think about buying properties, but it's not always possible to match their time with their schedule, and search for online platforms where they can learn more about properties. So, they rely on social media platforms to gather information about real estate projects, read reviews, and compare properties before purchasing. It saves both the companies and consumers time. Era Construction Ltd. leverages social media to create visually appealing content that highlights the unique features of its properties. The company shares its success stories, clients share their experience in videos, and behind-the-scenes project updates build trust and transparency among potential buyers.

Moreover, social media platforms act as a source of inspiration for customers who are actively looking to invest in properties. High-quality visuals, virtual tours, and interactive content help customers visualize the lifestyle associated with the properties. Positive customer reviews and testimonials shared on social media also help influence the decision-making process of potential buyers or someone planning to buy a property after 4/5 years but looking for options and gaining ideas, as potential buyers are more likely to trust the opinions of previous clients. Engaging directly with the company through social media comments and messages allows customers to clarify their queries, which further helps them make informed decisions.

Challenges in Using Social Media for Marketing and Sales

Era Construction Ltd. often faces several challenges in effectively using social media for marketing and sales. One of the significant challenges Era Construction faces is budget limits, particularly for running paid advertisements. While paid promotions are essential for reaching a broader audience, they require a constant investment to maintain the company's visibility in a competitive market. When the paid promotion stops, the brand's visibility disappears, and at

times, reaching the right target audience is also challenging due to changing algorithms on social media platforms, which often limit organic reach.

Another challenge is maintaining a consistent flow of content. The real estate business requires regular updates on project progress, pricing, and availability, which demands a dedicated content creation team. The company's online presence weakens without consistent content, reducing customer engagement. Moreover, competition from other real estate companies increases pressure to create more innovative and engaging content to stand out.

Another significant challenge is measuring social media campaigns' exact return on investment (ROI). While social media platforms provide analytics on engagement and reach, converting these insights into concrete sales figures could be challenging. This makes it difficult for Era Construction to assess its campaigns and strategically allocate marketing budgets.

Evaluation of Performance Gaps

Era Construction Ltd.'s current social media strategies show its strengths in brand awareness and customer engagement. However, there are areas where it could improve in content consistency, audience targeting, and conversion tracking. While the company excels in visually appealing content, there is room for improvement in producing more educational content, such as blog posts and videos on property investment tips. Additionally, better segmentation of target audiences can improve the efficiency of paid advertisements, ensuring that promotions reach the targeted audience.

The company could also improve its response time to customer inquiries on social media, which would help enhance trust and build relationships. Quick and personalized responses create a positive impression and increase the likelihood of turning inquiries into sales. Furthermore, integrating lead generation tools such as contact forms or chatbot services on social media platforms could streamline conversion and improve lead tracking.

Potential Return on Investment (ROI)

Investing in social media marketing offers significant potential ROI for Era Construction Ltd. Paid social media campaigns can generate high-quality leads at a lower cost than traditional marketing methods. By constantly creating engaging content, informative videos, and targeted advertisements, the company could improve its visibility on social media platforms and attract potential clients.

Additionally, social media provides a platform for customer testimonials and positive reviews, which act as powerful marketing tools. The word-of-mouth effect from satisfied customers can lead to more inquiries and conversions. With proper performance tracking and lead management systems, Era Construction Ltd. can accurately measure the ROI from social media campaigns, allowing the company to optimize its budget allocation for future campaigns.

Strategic Recommendations

To maximize the influence of social media on marketing and sales, Era Construction Ltd. should adopt the following strategic recommendations:

1. They should develop a content calendar: By posting consistent schedules with property listings, project updates, client testimonials, and educational content, they will help to maintain the audience's interest and improve engagement, as well as enhance the brand's visibility.
2. They should invest in paid advertisements: They should allocate a dedicated budget for Facebook and Instagram ads to reach their targeted audiences and generate more leads.
3. They should collaborate or partner with influencers: To expand reach and build credibility, they should collaborate with local social media influencers in the real estate and lifestyle sectors. This will increase their sales numbers and brand visibility.
4. They should enhance customer interaction: By implementing chatbot services on social media platforms to respond instantly to customer inquiries, they can help answer general questions and inform customers about how long it might take to reply to the queries, and they can wait for the answers.
5. They should also focus on making good video content: To increase engagement, they should create more video content, such as virtual tours, project progress updates, and customer success stories. This would gain the trust of potential buyers, even of the audience who might be future potential buyers.
6. They should use performance tracking tools: They should use tools like Google Analytics, Facebook Insights, and CRM systems to track leads, conversions, and customer interactions accurately.
7. They should focus on customer feedback integration. They should regularly collect customer feedback on social media and use it to improve services and marketing strategies. This would help address the issue; the customer might feel they are essential to the organization. They might feel heard, and gaining trust and building relationships would be easier.

Social media plays an essential role in the marketing and sales efforts of Era Construction Ltd. by helping to increase brand awareness, helping to engage with customers without the need to visit their office physically because of customers' time constraints, and in the future influencing their decision-making processes. While the company has successfully leveraged social media to promote its real estate projects, there are opportunities to improve its content consistency, customer interaction, and performance tracking. By addressing these challenges and implementing the recommended strategies, Era Construction Ltd. can maximize its ROI and strengthen its position in Bangladesh's competitive real estate market. The evolution of social media platforms presents exciting opportunities for the company to connect with customers, generate leads, and drive sales in the digital era.

Research Context

Social media started as a medium to connect with friends and family. It has become an essential tool for businesses, even for the real estate industry, which was the traditional and boring method, and has now transformed into a digital one. Era Construction Ltd., a well-established, renowned real estate company in Dhaka, uses platforms like Facebook, Instagram, and LinkedIn to play a vital role in showing properties and interacting with potential buyers. The company uses these platforms to build brand awareness and customer trust. However, while these tools might act as marketing opportunities, Era Construction Ltd. also faces challenges in maximizing their impact, particularly around content consistency, reaching the right audience, and effectively tracking ROI. This study explores how social media influences the company's consumer engagement and property sales. At the same time, it aims to address the challenges faced in executing effective social media marketing strategies.

Research Questions

This study is based on two primary research questions, which we will explore thoroughly to see the impact and challenges of social media marketing for Era Construction Ltd.

1. How does social media impact consumer engagement and property sales for Era Construction Ltd.?

This question will help us understand how platforms like Facebook and Instagram can foster consumer engagement, build relationships with potential buyers, and ultimately influence property sales.

2. What are the key challenges for real estate companies like Era Construction Ltd. in utilizing social media marketing strategies?

This question will help identify ERA CONSTRUCTION's difficulties in using social media effectively. It focuses on content creation, audience targeting, and measuring campaign performance, affecting the company's ability to leverage social media to its full potential.

Chapter 2: METHODOLOGY

I will conduct this study using a mixed-methods research approach, integrating quantitative and qualitative data collection techniques to examine the impact of social media marketing on consumer engagement and property sales for Era Construction Ltd.

5.1 Research Design

My research design will have both descriptive and exploratory methods. The descriptive aspect will help me analyze the relationship between social media usage and real estate sales. In contrast, the exploratory element will delve deeper into the challenges and strategies used by Era Construction Ltd.

5.2 Data Collection

- **Primary Data:**
 - **Surveys and Questionnaires:** My research will have a total of 50 respondents. They will be surveyed. The respondents will include 35 potential real estate buyers who have engaged with property-related content on social media and 15 real estate professionals involved in the industry. These surveys will gather quantitative data on how social media influences consumer decisions, customer engagement, and perceptions of Era Construction Ltd.
 - **Case Study:** I will study Era Construction Ltd.'s social media marketing strategy. The study will focus on content types, frequency of posts, customer interaction levels, and engagement metrics such as likes, shares, comments, and click-through rates. I will also review conversion rates and sales data linked to the company's social media activities.

- **Secondary Data:**

- I will review industry reports, previous academic studies, and market analyses on social media marketing in the real estate sector. The secondary data will help benchmark Era Construction Ltd.'s performance against industry standards and provide context for the findings. In addition, I will analyze competitors' social media strategies to highlight potential gaps and opportunities for improvement.

5.3 Sampling Method, Data Collection, and Analysis

5.4 Sampling Method

A purposive sampling technique selects participants directly involved with Era Construction LTD. who have experience engaging with real estate content on social media. The total sample used was 50 respondents, divided into two groups:

- I will survey 35 potential real estate buyers who follow or interact with real estate content on social media or Era Construction LTD.
- I will survey 15 real estate professionals (such as sales agents, marketing staff, and digital marketers) who have insights into the effectiveness of social media marketing in their work.

3.1 Data Collection

This study used quantitative and qualitative methods to explore how social media influences customer engagement, brand reputation, and sales conversion at Era Construction Ltd.

3.2 Sample Size and Sampling Technique

The study involved 50 respondents; I selected the respondents through purposive sampling. Participants were chosen based on their relevance to the study, specifically, individuals with experience engaging with real estate content on social media or Era Construction Ltd, either as potential buyers or marketing professionals working in the sector.

3.3 Timeline

Data collection was conducted over three months, from January to March 2025, to ensure sufficient time for gathering information and conducting the study with proper analysis.

3.4 Mode of Contact

A mixed-method approach was employed, which included:

- I prepared Google Forms and conducted online surveys distributed through Era Construction Ltd.'s social media channels.
- Short Interviews: These were conducted through face-to-face meetings and phone calls with selected participants to gain deeper insight into open-ended responses.

3.5 Structure of the Instrument

The data collection tool was a semi-structured questionnaire that included:

- Closed-ended questions for quantitative data.
- Multiple-choice and Likert-scale questions for measuring attitudes and behaviors.
- Checkboxes
- Ratings (1-5)
- Open-ended questions to gather qualitative insights about participant experiences and opinions.

3.6 Tools Used

- Google Forms: These are used to distribute the survey and collect responses.
- Microsoft Excel & Google Sheets: Used to code, analyze, and visualize the data.
- Thematic Analysis: Applied to open-ended responses to identify patterns and insights.

3.7 Sample Survey Questions

The questions I asked to get to know the deeper details for my survey are given below:

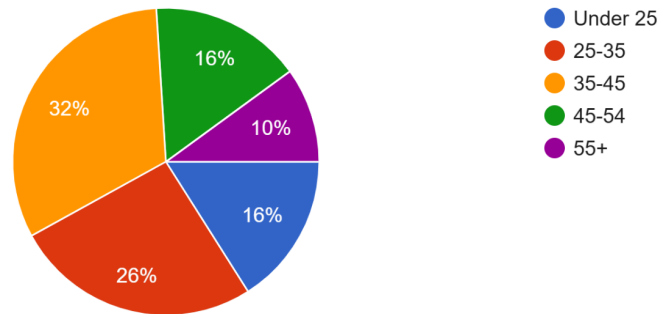
1. Do you follow or engage with real estate-related content on social media?

2. Which social media platforms are you familiar with while engaging or learning about real estate properties? (Multiple choice)
3. Have you ever contacted a real estate company after seeing their social media ad or post?
4. On a scale of 1 to 5, how much does social media influence your decision to think about buying property?
5. What type of content influences you most regarding real estate marketing? (Select up to 2)
6. Do you trust real estate companies more when they have a strong and active social media presence?
7. Have you ever seen or interacted with a post from Era Construction Ltd. on social media?
8. What would improve your experience engaging with real estate content online as a potential buyer?
9. Would you consider booking a site visit or consultation through a social media platform?
10. Which platform(s) are most effective for real estate marketing and lead generation?
11. What challenges do you face when using social media for marketing?
12. What strategies have worked best for your company on social media?
13. Does social media significantly contribute to actual sales conversion?
14. How does your team usually respond to negative comments or feedback online?
15. How frequently does your organization review or revise its social media strategy?

Chapter 3: Findings and Discussions

Age

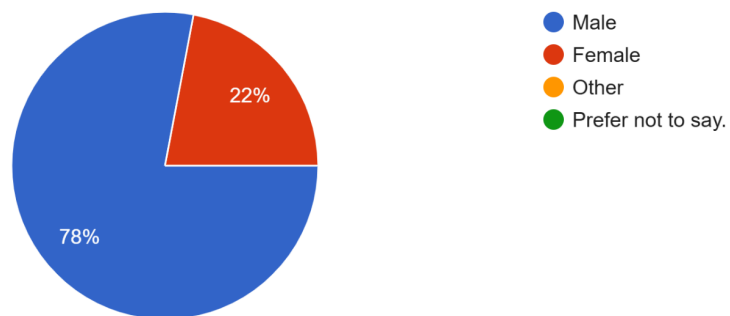
50 responses



A total of 50 respondents participated in the survey. Amongst them, 32% were aged 35-45, 26% were aged 25-35, 16% were aged under 25 or 45-54, and 10% were aged 55+.

Gender

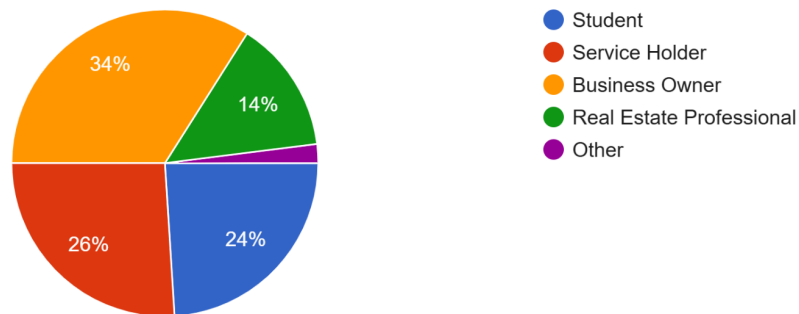
50 responses



According to the data collected, 78% of the respondents were identified as male, and 22% were identified as female.

Occupation

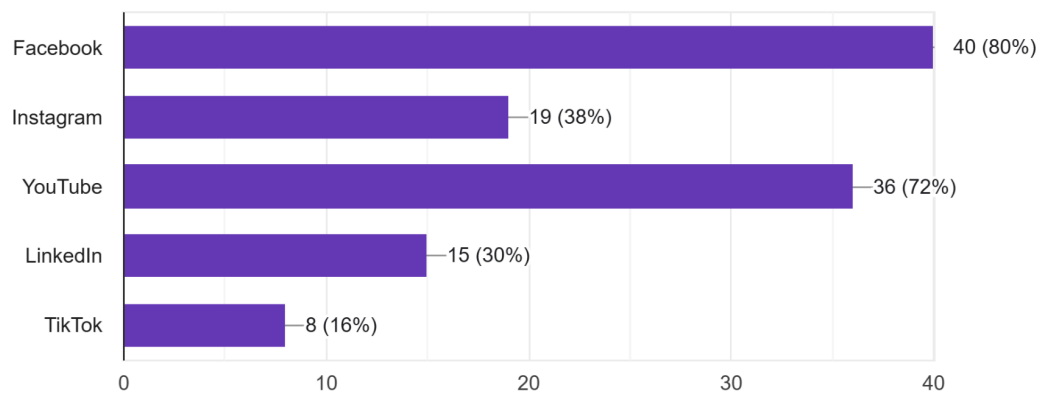
50 responses



For the occupation, 34% of the respondents were business owners, 26% were service holders, 24% were students, 14% were real estate professionals, and 2% were others.

Which social media platforms are you familiar with while engaging or learning about real estate properties? (Select all that apply)

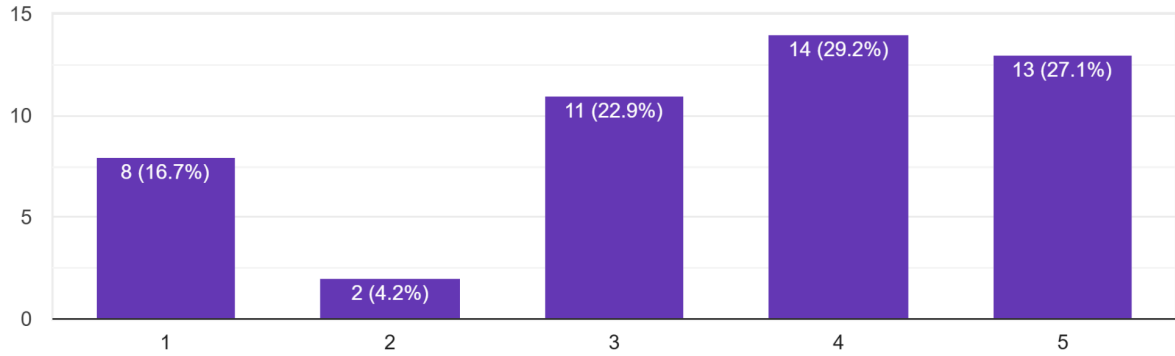
50 responses



For another question, they were asked which social media platforms they were familiar with while engaging with or learning about real estate properties. This was the data collected. Facebook had the highest vote of 40%, and TikTok the lowest, with 16%.

On a scale of 1 to 5, how much does social media influence your decision to think about buying property?

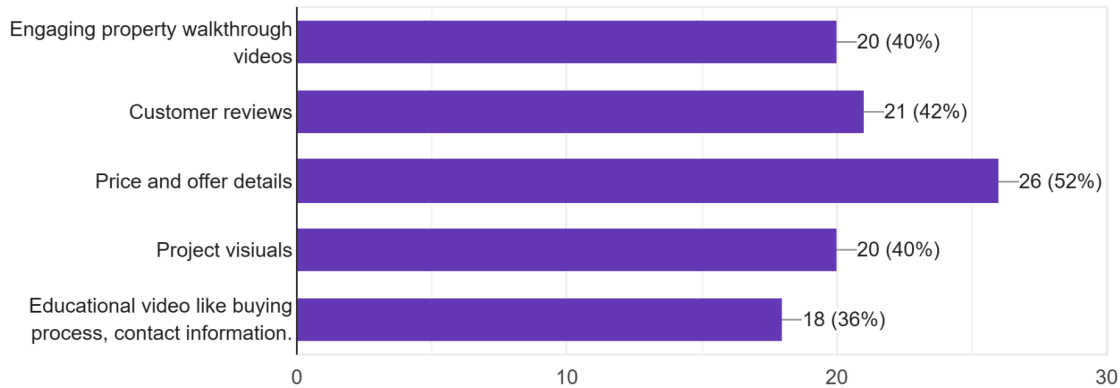
48 responses



Respondents were asked to rate on a scale of 1-5 how much social media influences their decision to buy property. There were 48 responses, and they rated their answers. 27.1% rated five stars, which shows high influence; 29.2% rated four stars; and 16.7% rated 1 star, the lowest rating. These results show that the majority of respondents believe social media has a high to very high influence on buying decisions.

What type of content influences you most when it comes to real estate marketing? (Choose up to 2)

50 responses



Respondents voted for the price and offer details the most, 52%, the highest rating. This shows potential buyers looking for transparent and accessible financial information when looking for videos, and are interested in buying on social media platforms.

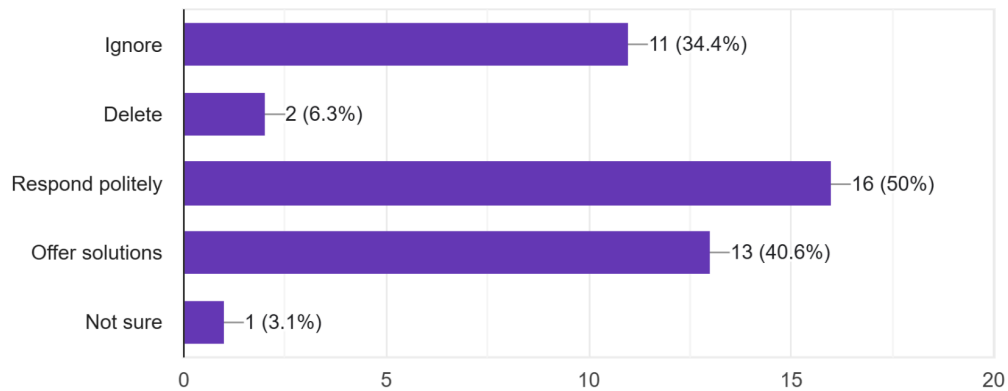
Customer reviews follow closely, influencing 42% of the respondents. This shows the need for and importance of trust, credibility, and social proof, and plays a key role in shaping consumer perceptions for companies like Era Construction LTD.

40% of respondents voted for walkthrough videos, suggesting that visually rich and immersive content is in high demand to create the market in social media and for engagement.

Educational videos that provide consumers with information about pricing, location, and visual storytelling received a 36% vote. This shows the buying process and highlights the demand for informative content.

How does your team usually respond to negative comments or feedback online?

32 responses

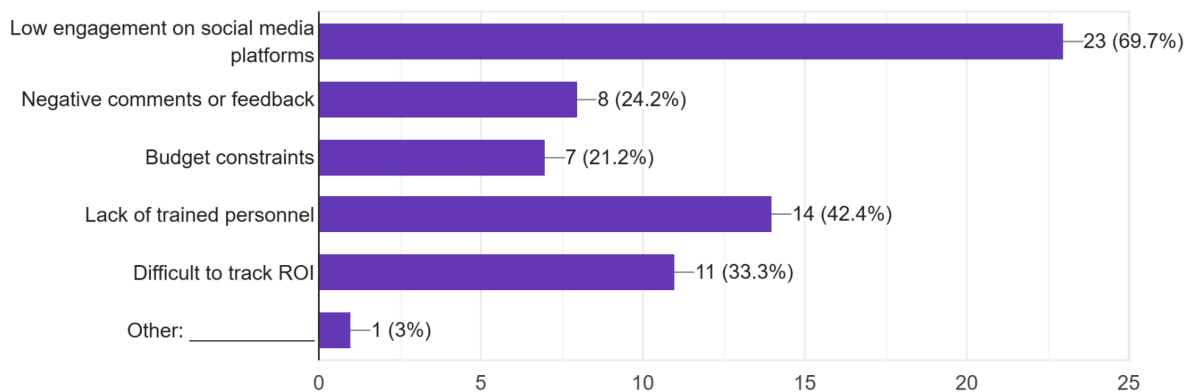


For the following question, they were asked how their team usually responds to the negative comments. The respondents voted for responding politely the most. It had a 50% response rate, whereas delete had 6.3 % of the vote, and not sure had the lowest, 3.1% of the vote.

These insights show that companies like Era Construction Ltd and similar businesses aim to handle criticism with solutions and communication. However, there is room for improvement in adapting to a more solution-oriented approach and engaging with consumers to avoid misunderstandings. This would help improve engagement strategies and build trust and credibility on social media platforms.

What challenges do you face when using social media for marketing? (Select all that apply)

33 responses



The respondents were asked this question to identify the key challenges marketers face while using social media platforms as a marketing tool. They were allowed to select multiple boxes to give them a broader option to identify the obstacles. They selected low engagement the most, with a vote of 69.7%. This indicated that even after active social media use, marketers struggle to capture the right audience or their interest and interaction, which is also a significant obstacle for companies like Era Construction LTD.

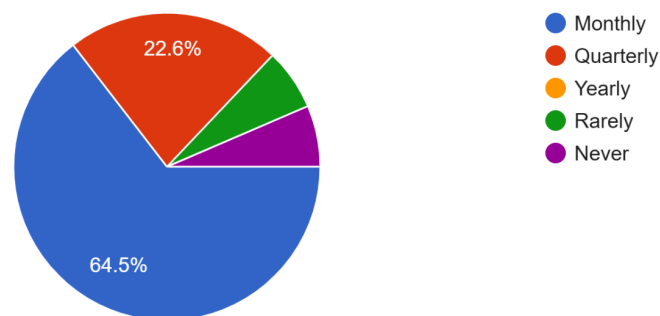
The second highest was lack of trained personnel, which had a response rate of 42.4%. This shows a skill gap in managing social media platforms effectively and crafting engaging content to keep the audience engaged, which hinders digital strategies overall.

33.3% of respondents voted for challenges like difficulties tracking ROI, which reveals concerns about the effectiveness and measurability of social media efforts. It becomes challenging for companies like Era Construction to optimize their digital marketing spend without precise analytics or return on investment.

Other challenges include negative comments, which have a rate of 24.2%, budget constraints, which are 21.2%, and others, which are 3%. These are comparatively less challenging than common barriers, which limit strategic flexibility and confidence in online engagement.

How frequently does your organization review or revise its social media strategy?

31 responses



These data show how marketers analyze their social media strategy. The highest percentage is 64.5, which is reviewed monthly. 22.6% review it quarterly, and 6.5% check it rarely or never.

Open-Ended Recommendations

These are the recommendations suggested by the respondent, who made both positive and negative comments. A summary of the responses is given below.

Positive Comments:

• High-quality walkthrough videos and tours are appreciated.
• Educational content is helpful.
• Posting in both Bangla and english.
• Collaboration with influencers.
• Showing content like real buyer stories.

Negative Comments:

• Videos are not very informative. It lacks the principal details.
• Slow or no responses to messages or comments.
• The brand strategy lacked creativity.
• Negative comments were not appropriately addressed and were viewed negatively.
• Lack of clear CTAs, information like how to book a visit.

When I joined Era Construction Ltd. as a digital marketing intern, my first challenge was demonstrating how impactful social media could be for a real estate business. After a thorough discussion and showing my views, I was given a limited trial budget of BDT 10,000, I did not spend the whole budget in once, as I was also unsure about the real estate campaigns, so what I did was, proposed small campaigns to see what results we could generate with just BDT 1,000 over 5-day periods. It was experimental, it was hands-on, and it was exciting.

This was not only about running ads; it was about learning consumer interest, evaluating the impact of quality content, and introducing fresh ideas to the team. I adopted a methodical approach, running a campaign and adjusting the target market, location, and demographic for every BDT 1000 spent.

Metric	Results	Insights
View	22,360	It shows the property attracted a broader audience.
Reach	17,43It reached	had a wider audience than expected.
Post Engagement	3345	There were lots of audiences who reacted, commented, edited, and shared.
Engagement Growth	4.9k ↑ 122,800%	A clearer signal that audiences were curious to learn more about the business.
Net Follower Growth	85 ↑ 1516%	There was follower growth, too.

Campaign Results

The outcome was quite good. I was satisfied with the result and thought I was going somewhere. Because the second campaign was a failure. I faced technical issues, and the whole campaign ended within a day. I did not receive satisfying results. Spent 1000 BDT. So, I was worried. But the third campaign was good. Here's what we achieved with the test ads:

This was the data collected from one of the campaigns, which made good progress in five days.

Challenges I faced while carrying out the campaign

The success was motivating, but the process also had a few challenges:

- **Content Consistency:** Posts were not going out regularly, which hurt visibility.
- **Limited Budget:** I was using small testing funds, so scaling successful campaigns was not always possible.
- **Targeting Gaps:** Narrowing to serious buyers was difficult without advanced ad tools.
- **Resource Strain:** The digital marketing work was being done by a small team, making it harder to keep up with content creation, analytics, and trends.

These insights became valuable conversation starters within the team, opening up discussions around long-term strategies and possible improvements.

CHAPTER 4: RECOMMENDATIONS

Based on the findings and discussions, we thoroughly discussed the problems. Below are several recommendations that Era Construction could use to address the issues, improve its online presence, increase engagement, and boost sales.

1. By Investing in Social Media Marketing and Strategy Development

- They can increase the advertisement budget for social media marketing activities and focus on paid promotions. They could also collaborate with influencers and create creative campaigns to reach broader audiences in the market.
- They can create a dedicated content calendar for platforms like Facebook, Instagram, and LinkedIn, using engaging formats such as reels, infographics, educational posts, and behind-the-scenes content.
- Launch consistent brand messaging and visual identity across all digital platforms to ensure professional brand coherence.

2. By Strengthening Content Marketing and SEO Integration

- Prioritize content that aligns with high-ranking keywords relevant to Bangladesh's construction and real estate industry. SEO tools like SEMrush and Google Keyword Planner can guide content development.
- They could publish a blog section on the company website where informative articles, project spotlights, and industry trends can boost SEO and user engagement.
- Optimize all on-page elements, including meta descriptions, headings, and image alt texts, to improve search engine visibility.

3. By Utilizing Influencer and Client-Generated Content

- They could partner with micro-influencers in the real estate or home decor niches to increase reach and authenticity, or could collaborate with TikTokers who make good content and could attract a broad audience.
- They can also encourage satisfied clients to share their success stories, their journey with Era, how they found them, how their service was, and overall, a complete video to gain trust from potential buyers. They can also post photos/videos of completed projects, repurposed as user-generated content across platforms.

4. They could Improve Performance Monitoring and Analytics Use.

- Conduct monthly performance audits using tools like Google Analytics and Meta Insights to track reach, engagement, bounce rates, and conversions from social media campaigns.
- Use the insights gathered to refine content strategy and effectively target the right audience

segments.

- By regularly reporting the findings to upper-level management with valuable and informative suggestions to improve the overall ROI.

5. By Introducing Skills Training and Internal Workshops

- Provide regular training for the marketing team in digital tools (Canva, Adobe Suite, Meta Business Suite), SEO, content writing, and paid advertising.
- Encourage certification programs through platforms like HubSpot, Google Digital Garage, and Coursera, where interns or employees could participate and gain knowledge and ideas.
- Establish knowledge-sharing sessions where interns and employees can discuss new trends and share new ideas.

6. By Promoting Cross-Functional Collaboration

- Improve coordination between the marketing, project, and sales teams to ensure consistent messaging and leverage client feedback so that they can transfer that information into new campaigns.
- Include interns and junior team members in brainstorming and creative discussions to encourage innovation and improve team morale, understanding, and bonding.

If these recommendations are used effectively, Era Construction Ltd. can significantly improve its digital marketing infrastructure, align with modern marketing practices, and build a more impactful and connected online presence. These strategies will also attract more leads, strengthen brand trust, and position the company for long-term digital success.

CHAPTER 5: Conclusion

Reflecting on my three-month internship at Era Construction Ltd, I gained valuable new experience in digital marketing and a deeper understanding of how the company approaches its online presence, which will help me. I used a mixed-method approach to gather the information and insights—I observed daily operations as an intern. I ran a survey to hear directly from our target audience, potential buyers. This study helped me see the company's internal strategies and consumers' perspectives.

The survey results were eye-opening. While the company has a basic presence on social media, 62% of respondents said they never interacted with any content, and only 21% were aware of the

Facebook page. However, many respondents showed interest in content like behind-the-scenes updates, real project visuals, and client stories, which would help build trust and connect with consumers or potential buyers. That told me there's a real opportunity here for Era Construction to grow.

It's clear the company has taken some steps toward digital growth, but there's still a lot of growth potential. Social media updates occasionally occur, and SEO strategies haven't been fully explored. Through my experience, I saw how small changes could have better results, such as using more visuals, adding meaningful captions, or being more consistent, could make a big difference.

Eraa Construction can strengthen its digital game by investing more time in understanding what the audience wants, sharing content that tells its story, making more informed videos, and using tools to track its performance. More importantly, the company has a solid foundation—it must be more intentional about its online presence.

Ultimately, this internship showed me that digital marketing isn't just about tools or algorithms—it's about building genuine connections. With the proper steps, Era Construction can become a stronger, more visible brand in the digital space.

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CS003



INTERNSHIP PROPOSAL FORM

Name:	Khadija Tun Munnie
ID:	203011060
Department:	BBA
Supervisor's Name (Faculty):	Moinak Kanungo
Organization Name:	Era Construction LTD
Internship Title:	The Influence of Social Media on Era Construction Ltd, a Real Estate Business in Bangladesh

Student's signature & date,


13.02.24



Supervisor's signature & date



January 1, 2025

Strictly Private and Confidential

Appointment Letter

Dear Ms Khadija Tun Munnie,

After thoroughly considering your skills and potential, we are pleased to formally confirm your appointment as a Digital Marketing Intern at Era Construction Ltd. Your joining date has been confirmed as January 1, 2025.

As a **Digital Marketing Intern**, your **key responsibilities** will include, but are not limited to:

- Developing and executing digital marketing campaigns to enhance brand awareness.
- Manage social media accounts, create engaging content, and monitor audience engagement.
- Assisting in website content updates and SEO optimization to improve online visibility.
- Conducting market research to analyze real estate trends and consumer preferences.
- Coordinating with the marketing team to develop promotional materials and advertisements.
- Tracking and analyzing key performance metrics to optimize marketing strategies.
- Engaging with potential clients through digital platforms and responding to inquiries.
- Supporting event marketing efforts and promotional campaigns.

Your working days will be **Sunday, Monday, Tuesday, Wednesday, and Friday**, allowing flexibility for your classes on **Thursday and Saturday**. Your working hours will be from **10 AM to 6 PM** at our corporate office.

Your stipend for this position will be **Tk. 20,000** per month, payable directly to your bank account.

You will be required to attend the office in **Mahtab Center, Shahid Syed Nazrul Islam Sharani, Bijoy Nagar, Dhaka 1000, Bangladesh.**

Your start date is **January 01, 2025.**

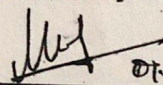
By accepting this appointment, you agree to abide by the company's policies and guidelines, which will be provided on your first day. Please do not hesitate to contact us if you have any questions.

Should you have any queries or questions in the meantime, please do not hesitate to reach out to us.

We look forward to you joining the team.

Signature (Khadija Tun Munnie):



Date:  01.01.25

01.01.25

Era Construction LTD.

Managing Director
Era Construction Ltd.

THE INFLUENCE OF SOCIAL MEDIA ON ERA CONSTRUCTION LTD, A REAL ESTATE BUSINESS IN BANGLADESH

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