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An Analysis of the Marketing Strategies of Eventizer Technologies Ltd.

Submitted To:

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“An Analysis of the Marketing Strategies of Eventizer Technologies Ltd.”

Letter of Transmittal

Mohammed Masum Iqbal, PhD

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Subject: Submission of Internship Report on “An Analysis of the Marketing Strategies of Eventizer Technologies Ltd.”

Honorable Sir,

I am writing to inform you that I have successfully completed my internship program at Eventizer Technologies Ltd. I am pleased to submit my internship report, titled “**An Analysis of the Marketing Strategies of Eventizer Technologies Ltd.**” completed as part of my BBA program requirement. This report captures my hands-on experience and insights gained during my internship at Eventizer Technologies Ltd.

I am grateful for your support and guidance, which has been invaluable throughout this project. I sincerely hope the report aligns with your expectations.

Sincerely yours,



Naimul Islam Naeem

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Certificate of Approval

This is to certify that the internship report titled “**An Analysis of the Marketing Strategies of Eventizer Technologies Ltd.**” has been prepared by **Naimul Islam Naeem**, ID: **202-11-1185** as part of the requirements for the Bachelor of Business Administration (BBA) program under the Department of Business Administration, Faculty of Business and Entrepreneurship, at Daffodil International University.

The report is recommended for submission and acceptance.



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Declaration

I, **Naimul Islam Naeem**, student of Bachelor of Business Administration (BBA), majoring in Marketing, and holding ID number **202-11-1185**, hereby declare that the internship report titled **“An Analysis of the Marketing Strategies of Eventizer Technologies Ltd.”** is my original work, prepared as part of the requirements for my degree at Daffodil International University. This report has not been submitted to any other institution or university for any degree or qualification.

I confirm that all sources and assistance received during the preparation of this report have been duly acknowledged. I also affirm that I have not violated any copyright laws while preparing this report.

Sincerely yours,



Naimul Islam Naeem

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Acknowledgment

I would like to express my heartfelt gratitude to everyone who supported me throughout my internship at Eventizer Technologies Ltd. First and foremost, I extend my sincere appreciation to my internship supervisor, Dr. Mohammed Masum Iqbal, for his invaluable guidance, encouragement, and constructive feedback. His expertise and insights were instrumental in shaping my understanding of marketing strategies within the dynamic landscape of event management.

I am also thankful to my colleagues at Eventizer Technologies Ltd. for their warm welcome and collaboration. Their willingness to share their knowledge and experiences significantly enriched my learning journey. Each interaction provided me with practical insights that complemented my academic foundation.

Furthermore, I would like to acknowledge the support of my professors and peers at Daffodil International University. Their continuous encouragement and the knowledge gained throughout my studies laid a solid foundation for my professional development.

Lastly, I am grateful to my family and friends for their unwavering support and motivation during this period. Their belief in my abilities inspired me to strive for excellence throughout my internship.

Executive Summary

This report, titled "**An Analysis of the Marketing Strategies of Eventizer Technologies Ltd.**," offers a detailed examination of the marketing strategies implemented by Eventizer Technologies Ltd., a prominent event management company in Bangladesh. Established in 2021, Eventizer functions as a decentralized marketplace that connects users with a diverse range of event vendors, streamlining the event planning process. The report aims to assess the effectiveness of the company's marketing strategies through frameworks such as the Marketing Mix, STP analysis, competitor analysis, and the utilization of Customer Relationship Management (CRM) strategies.

The report begins with an exploration of the Marketing Mix. It details how Eventizer's products including venue booking, catering, and entertainment services are tailored to meet the diverse needs of its clientele. The report examines the importance of people, processes, and physical evidence in delivering a positive customer experience, thereby reinforcing the brand's image. An insightful STP analysis identifies the market segments targeted by Eventizer. This analysis reveals the company's approach to reaching various customer demographics, including corporate clients and individual event planners. The report discusses how Eventizer positions itself within this competitive landscape to effectively meet the specific needs of each segment. The competitor analysis section assesses Eventizer's standing against other key players in the event management industry, highlighting the strengths and weaknesses of competitors. Furthermore, the integration of CRM strategies is discussed, illustrating how these strategies enhance customer interactions and facilitate personalized communication. The use of CRM allows Eventizer to collect valuable customer data, improving relationship management and fostering customer loyalty.

In summary, this report presents a comprehensive view of the marketing strategies employed by Eventizer Technologies Ltd., emphasizing the need for adaptability in a competitive market. The findings culminate in actionable recommendations aimed at addressing identified challenges, optimizing marketing effectiveness, and ensuring sustainable growth in the evolving event management sector.

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Chapter 1

Introduction

1.1: Introduction

The event management industry has experienced significant growth in recent years, driven by increasing demand for professional event planning services in both corporate and social settings. In this dynamic environment, companies must adopt innovative marketing strategies to stand out and effectively engage their target audiences. Eventizer Technologies Ltd., established in 2021, has emerged as a leading player in Bangladesh's event management sector, providing a decentralized platform that connects users with a diverse range of event vendors. This innovative approach has allowed Eventizer to streamline the event planning process, offering customers a seamless experience.

This report aims to analyze the marketing strategies of Eventizer Technologies Ltd. through various frameworks, including the Marketing Mix, STP (Segmentation, Targeting, Positioning) analysis, and competitor analysis. By examining these aspects, the report will provide valuable insights into how the company effectively positions itself in a competitive market and identifies opportunities for growth. Furthermore, it will explore the challenges faced in implementing these strategies and propose recommendations for improvement.

Through a comprehensive analysis of the marketing mix, the report will detail how Eventizer's products, pricing, promotions, and distribution channels work together to create a compelling value proposition for its customers. Additionally, the integration of Customer Relationship Management (CRM) tools will be assessed to highlight how these technologies enhance customer interactions and loyalty.

Ultimately, this report seeks to contribute to a deeper understanding of the marketing strategies employed by Eventizer Technologies Ltd. and offer actionable insights that can help the company optimize its approach in an ever-evolving marketplace.

1.2: Background of the Study

The event management industry in Bangladesh is rapidly expanding, driven by an increasing demand for professional and organized event planning services. As individuals and organizations seek to create memorable experiences, the need for comprehensive solutions that cater to diverse requirements has become more pronounced. This growing market has led to the establishment of numerous companies that strive to offer innovative and tailored services, making effective marketing strategies essential for success.

During the internship at Eventizer Technologies Ltd., under the supervision of Mohammed Masum Iqbal, Ph.D., a Professor in the Department of Business Administration at Daffodil International University, I engaged in an in-depth analysis of the company's operations and marketing strategies. This hands-on experience allowed me to explore the intricacies of Eventizer's services, identify target customer segments, and evaluate the competitive landscape.

The internship provided invaluable insights into Eventizer's approach to marketing, particularly how it effectively connects users with a variety of event vendors through its decentralized platform. Observing the company's strategic initiatives to engage with its target audience highlighted the importance of adaptability and innovation in a competitive market.

Overall, the experience at Eventizer Technologies Ltd. served as a pivotal opportunity to apply theoretical knowledge to practical scenarios, enhancing my understanding of marketing strategies within the context of service-oriented organizations. This report aims to build upon this knowledge by analyzing Eventizer's marketing strategies and offering recommendations for optimizing its efforts in the ever-evolving event management industry.

1.3: Objective of the Study

The objectives of the study are the following:

1. To identify the marketing strategies of Eventizer Technologies Ltd.;
2. To analyze the marketing mix of Eventizer Technologies Ltd.;
3. To identify the problems related to the marketing strategies of Eventizer Technologies Ltd.;
4. To make recommendations to solve the problems.

1.4: Scope of the Study

This research aims to explore the marketing strategies employed by Eventizer Technologies Ltd., focusing on various aspects of its marketing approaches. The study will include a detailed examination of the company's marketing mix, encompassing direct marketing initiatives, customer relationship management practices, target market identification, and competitor analysis.

The effectiveness and efficiency of these strategies will be meticulously analyzed to determine how well they align with Eventizer's organizational goals and objectives. Additionally, the study will investigate challenges faced during the implementation of these strategies, such as management stability, investment limitations, communication gaps, online presence, product pricing, feedback mechanisms, and payment systems.

Based on the findings, actionable recommendations will be provided to address the identified issues, ultimately enhancing Eventizer's marketing performance and overall organizational effectiveness. This comprehensive analysis aims to contribute valuable insights into best practices within the event management industry in Bangladesh.

1.5: Methodology of the Study

This study employs a mixed-method research methodology to analyze the marketing strategies of Eventizer Technologies Ltd. The approach is designed to gather both qualitative and quantitative insights into the company's marketing practices, effectiveness, and challenges faced in the dynamic event management industry.

1.6: Sources of Data Collection

The data utilized to compile this report has been sourced from both primary and secondary sources.

Primary Data

- Internal documents from Eventizer Technologies Ltd., including marketing plans, reports, and customer feedback.
- Interviews or discussions with key personnel involved in marketing and management.

Secondary Data

- Existing literature, market reports, and industry analyses related to marketing strategies and the event management sector.
- Online resources such as competitors' websites, marketing materials, and social media platforms.

1.7: Method of Data Collection

Data was collected through a combination of document analysis, online research, and potential interviews. Secondary data sources were systematically reviewed to gather relevant information about Eventizer's marketing strategies and industry context. Quantitative data, particularly regarding pricing and market share, was obtained from market reports and competitor analysis.

1.8: Target Population

The target population for this study includes:

- Eventizer Technologies Ltd. personnel involved in marketing and strategic decision-making.
- Competitors in the event management industry for comparative analysis.

1.9: Sample Size

A specific sample size of 30 individuals was analyzed to gather quantitative data on marketing strategies and pricing insights. Additionally, a maximum of 5 key personnel were selected for interviews to obtain qualitative insights.

1.10: Sampling Method

A purposive sampling method was used to select specific documents and key personnel from Eventizer Technologies Ltd. This approach ensured that the data collected was relevant to the research objectives and provided meaningful insights.

1.11: Limitations of the Study

- The reliance on secondary data may restrict access to proprietary information specific to Eventizer Technologies Ltd.
- The dynamic nature of the event management industry may result in rapidly changing market conditions, impacting the relevance of findings over time.
- Potential biases in the available data from competitors' marketing materials and online presence.
- Limited access to primary data sources due to confidentiality or unavailability of personnel for interviews.

Chapter 2

Overview of Eventizer Technologies Ltd.

2.1: Introduction of the Company

Eventizer Technologies Ltd. is a prominent player in the event management industry, founded in 2021 by Labib Muhannad. With its headquarters in Dhaka, Bangladesh, the company has quickly established itself as a leader in providing innovative solutions tailored to meet the diverse needs of event organizers. The company's motto, *"Empowering Events with Innovation,"* encapsulates its commitment to merging creativity with technology, ensuring that every event is not only well-executed but also memorable and impactful.

From its inception, Eventizer aimed to revolutionize traditional event management practices by leveraging advanced technology. Initially starting with basic event management services, the company recognized the growing demand for digital integration and expanded its offerings to include comprehensive solutions such as digital registration platforms, real-time analytics, and audience engagement strategies. These enhancements have positioned Eventizer to serve a wide range of clients, from corporate organizations to private individuals hosting social gatherings.

Today, Eventizer Technologies Ltd. continues to thrive by prioritizing customer satisfaction and embracing continuous innovation. The company's services are designed to ensure seamless execution and unparalleled experiences, making it a trusted partner for event management across various sectors.



2.2: Mission and Vision of Eventizer Technologies Ltd.

2.2.1: Mission

Eventizer Technologies Ltd. is committed to providing innovative and effective event management solutions that enhance the overall experience for both organizers and attendees. By leveraging advanced technology and creativity, Eventizer aims to streamline the event planning process, ensuring that every event is executed flawlessly and meets the unique needs of its clients.

2.2.2: Vision

The vision of Eventizer Technologies Ltd. is to be a global leader in the event management industry, recognized for its cutting-edge technology and exceptional service. The company aspires to transform the way events are planned and executed, setting new standards in the industry by continually innovating and adapting to the evolving demands of the market.

2.3: Objectives of Eventizer Technologies Ltd.

Eventizer Technologies Ltd. aims to achieve the following objectives:

- ✓ **Innovation:** To continuously innovate and develop advanced event management solutions that cater to the changing needs of clients and the industry.
- ✓ **Customer Satisfaction:** To provide exceptional service and support, ensuring a seamless and enjoyable experience for event organizers and attendees alike.
- ✓ **Market Expansion:** To expand its market presence both locally and internationally, reaching a broader audience while maintaining the quality of its services.
- ✓ **Quality Assurance:** To uphold high standards of quality in all aspects of event management, from planning to execution, ensuring that every event meets client expectations.
- ✓ **Sustainability:** To implement sustainable practices in event management, promoting eco-friendly solutions and minimizing the environmental impact of events.
- ✓ **Collaboration:** To build strong partnerships with other businesses and stakeholders in the event industry, enhancing the value offered to clients through collaborative efforts.

- ✓ **Training and Development:** To invest in the continuous training and development of its team members, ensuring they are equipped with the latest knowledge and skills in event management.

2.4: Government Affiliation

Eventizer Technologies Ltd. operates in compliance with the regulatory framework established by the Government of Bangladesh for businesses in the event management sector. The company adheres to the guidelines set forth by relevant government agencies, ensuring that all its operations are conducted legally and ethically.

As a registered entity, Eventizer benefits from government support programs aimed at promoting entrepreneurship and innovation in the technology sector. These initiatives often provide resources for startups, including financial assistance, training, and access to networks that can enhance business growth.

Additionally, Eventizer Technologies Ltd. may engage with local government bodies to secure necessary permits and licenses for hosting events, ensuring that all gatherings meet safety and regulatory standards. This collaboration with government institutions reinforces the company's commitment to responsible business practices and contributes to its reputation as a trusted player in the event management industry.

2.5: Team Members of Eventizer Technologies Ltd.

Eventizer Technologies Ltd. is powered by a diverse and skilled team dedicated to delivering exceptional event management solutions. The team comprises professionals from various backgrounds, each bringing unique expertise and experience to the organization. Key members include:

- **Labib Muhammad - Founder & CEO:** With a vision to revolutionize the event management industry, Labib leads the company, overseeing strategic direction, operations, and business development.

- **Chief Technology Officer (CTO):** Responsible for the technological advancement of Eventizer, the CTO drives innovation and ensures the implementation of cutting-edge technology in event management solutions.
- **Marketing Manager:** This team member is tasked with developing and executing marketing strategies, enhancing brand visibility, and promoting Eventizer's services to potential clients.
- **Event Managers:** A team of skilled event managers handles the planning, coordination, and execution of events, ensuring every detail aligns with client expectations and industry standards.
- **Customer Support Team:** Comprising dedicated professionals who assist clients with inquiries, provide support during events, and ensure a seamless experience for all attendees.
- **Finance and Administration:** This team manages the financial aspects of the business, including budgeting, accounting, and administrative functions, ensuring the company operates efficiently.

2.6: Infrastructural Strength

Eventizer Technologies Ltd. boasts a robust infrastructure that underpins its operations and service delivery. The company has invested in both physical and technological resources to ensure efficiency and effectiveness in managing events. Key aspects of its infrastructural strength include:

- **Modern Office Facilities:** Eventizer operates from a well-equipped office space designed to foster collaboration and innovation among team members. The office is outfitted with the latest technology and amenities, creating a conducive work environment.
- **Advanced Technology Infrastructure:** The company utilizes state-of-the-art software and hardware to streamline its event management processes. This includes event planning tools, customer relationship management (CRM) systems, and data analytics platforms that enhance decision-making and service delivery.
- **Network of Vendors and Suppliers:** Eventizer has established strong relationships with a network of reliable vendors and suppliers, ensuring access to high-quality services and products required for successful event execution.

- **Training and Development Facilities:** The company prioritizes the continuous development of its team members by providing access to training resources and workshops, which help to enhance skills and stay updated with industry trends.
- **Scalability:** Eventizer's infrastructure is designed to be scalable, allowing the company to adapt to varying event sizes and complexities. This flexibility enables the organization to take on projects of different scales without compromising on service quality.
- **Customer Support Systems:** Robust customer support infrastructure is in place, including dedicated support teams and communication channels, ensuring timely assistance and a seamless experience for clients and event attendees.

2.7: Why Choose Eventizer Technologies Ltd.?

Choosing Eventizer Technologies Ltd. as your event management partner comes with numerous advantages that set it apart in the industry. Here are several compelling reasons to consider:

- ✓ **Expertise and Experience:** With a team of seasoned professionals, Eventizer brings a wealth of knowledge and experience to every project. The company has successfully managed a variety of events, ranging from corporate functions to large-scale celebrations, ensuring a high level of proficiency in event execution.
- ✓ **Tailored Solutions:** Eventizer understands that each event is unique, and thus, offers customized solutions tailored to meet specific client needs and preferences. This personalized approach guarantees that every detail aligns with the client's vision and objectives.
- ✓ **Innovative Technology:** Leveraging the latest advancements in technology, Eventizer incorporates state-of-the-art tools and platforms to enhance the event experience. From event planning software to real-time engagement tools, the company ensures a seamless and interactive experience for attendees.
- ✓ **Strong Vendor Relationships:** Eventizer has cultivated strong partnerships with reliable vendors and suppliers, enabling access to high-quality resources at competitive prices. This network ensures that clients receive the best services and products for their events.

- ✓ **Commitment to Quality:** Eventizer is dedicated to maintaining high standards of quality in all aspects of event management. The company prioritizes attention to detail, ensuring that every element of an event is executed flawlessly.
- ✓ **Exceptional Customer Support:** Eventizer places great emphasis on customer satisfaction, offering responsive and dedicated support throughout the event planning and execution process. Clients can rely on the team to address their concerns and provide assistance at any stage.
- ✓ **Proven Track Record:** With numerous successful events under its belt, Eventizer has established a solid reputation in the industry. Client testimonials and case studies highlight the company's ability to deliver outstanding results consistently.
- ✓ **Value for Money:** Eventizer strives to provide high-quality services at competitive prices, ensuring that clients receive excellent value for their investment. The focus is on delivering exceptional experiences while remaining budget-conscious.

2.8: How Eventizer Technologies Ltd. Maintains Quality!

Eventizer Technologies Ltd. is committed to delivering high-quality event management services that meet and exceed client expectations. The company employs several strategies to ensure quality is consistently maintained throughout all stages of the event planning and execution process:

- **Standardized Processes:** Eventizer has established standardized operating procedures that guide every aspect of event management. These processes are regularly reviewed and updated to incorporate best practices and ensure consistency in service delivery.
- **Skilled Workforce:** The company invests in hiring skilled professionals with extensive experience in event management. Continuous training and development programs are provided to keep the team updated with industry trends and enhance their skills, ensuring high-quality service.

- **Quality Control Checks:** Eventizer implements rigorous quality control measures at each phase of the event planning process. This includes regular evaluations and assessments to identify potential issues early and rectify them promptly.
- **Client Feedback Mechanism:** The company actively seeks feedback from clients before, during, and after events. This input is invaluable for understanding client needs and preferences, allowing Eventizer to refine its services and improve overall quality.
- **Vendor Selection:** Eventizer carefully selects its vendors and suppliers based on their quality standards and reliability. Strong partnerships with reputable service providers ensure that all aspects of the event, from catering to technical support, meet high-quality benchmarks.
- **Performance Metrics:** The company employs key performance indicators (KPIs) to measure the effectiveness of its services. Regular analysis of these metrics allows Eventizer to track performance, identify areas for improvement, and make data-driven decisions.
- **Adaptability and Problem-Solving:** Eventizer's proactive approach to problem-solving ensures that any unforeseen issues are addressed swiftly and effectively. The team is trained to remain adaptable, allowing for quick adjustments without compromising quality.
- **Post-Event Analysis:** After each event, Eventizer conducts a comprehensive review to assess outcomes, gather insights, and identify lessons learned. This analysis not only highlights successes but also pinpoints areas for improvement, informing future event planning.

2.9: Core Values for the Customer

Eventizer Technologies Ltd. upholds a set of core values that guide its operations and shape the customer experience. These values reflect the company's commitment to providing exceptional service and building long-lasting relationships with clients:

- **Customer-Centricity:** Eventizer places the customer at the heart of everything it does. Understanding client needs and expectations is paramount, and the company strives to exceed those expectations through personalized service and attention to detail.
- **Integrity:** Honesty and transparency are fundamental to Eventizer's operations. The company believes in maintaining open communication with clients, ensuring that they are informed throughout the event planning process and any challenges are addressed candidly.
- **Quality:** A steadfast commitment to quality is central to Eventizer's mission. The company continuously seeks to enhance its services, ensuring that every aspect of an event meets the highest standards of excellence.
- **Innovation:** Eventizer embraces creativity and innovation in event management. By staying updated with the latest trends and technologies, the company provides fresh and engaging experiences that captivate attendees.
- **Collaboration:** Eventizer believes in fostering strong partnerships, both with clients and vendors. Collaborative relationships enhance the planning process and contribute to the successful execution of events.
- **Responsiveness:** Timely communication and responsiveness to client inquiries and concerns are prioritized. Eventizer ensures that clients receive prompt support at all stages, creating a smooth and efficient planning experience.
- **Accountability:** The company takes responsibility for its commitments and actions. Eventizer stands by its promises and is dedicated to delivering on client expectations, ensuring satisfaction throughout the event management process.
- **Sustainability:** Eventizer is committed to promoting environmentally responsible practices within its operations. The company actively seeks to minimize its ecological footprint by implementing sustainable event management strategies.

2.10: Chronological Achievements of Eventizer Technologies Ltd.

YEAR	ACHIEVEMENT
2021	Eventizer Technologies Ltd. was established by Labib Muhannad with a vision to revolutionize event management in Bangladesh.
2021	The company launched a comprehensive suite of event management services, including corporate events, weddings, and virtual events.
2021	Successfully executed its first large-scale event, gaining valuable experience and positive feedback from clients.
2022	Formed partnerships with vendors and suppliers, enhancing service offerings and ensuring high-quality resources.
2022	Integrated innovative technologies into event planning, improving operations and client experience.
2022	Received local recognition for outstanding service delivery and creativity in event planning, earning awards from industry associations.
2023	Expanded offerings to include specialized management for hybrid and virtual events, adapting to industry changes.
2023	Grew its client base, collaborating with corporate clients, NGOs, and private individuals.
2023	Implemented targeted marketing campaigns using social media and digital marketing strategies.
2023	Initiated programs to contribute to local charities and participate in social causes, reinforcing corporate social responsibility.
2024	Participated in trade shows and conferences, gaining recognition and establishing valuable industry connections.

Chapter 3

Marketing Strategy of Eventizer Technologies Ltd.

3.1: Marketing Mix of Eventizer Technologies Ltd.

Eventizer Technologies Ltd. employs a comprehensive marketing mix strategy that encompasses seven critical components: Product, Price, Place, Promotion, People, Process, and Physical Evidence. This approach ensures that the company effectively meets the diverse needs of its clients in the event management sector while positioning itself as a competitive player in the market.

3.1.1: Product

Eventizer Technologies Ltd. offers a broad spectrum of event management services designed to cater to various customer segments, ensuring that each service is tailored to meet specific client needs. The main categories of services include:

- **Corporate Events:** Eventizer specializes in organizing professional gatherings, including conferences, product launches, seminars, and team-building activities. These events are meticulously planned to align with corporate objectives, ensuring a seamless experience for both attendees and organizers.
- **Weddings:** Recognizing that weddings are monumental occasions, Eventizer provides comprehensive wedding planning services. This includes venue selection, decor design, catering, entertainment, and coordination of all logistics. Customizable packages allow couples to personalize their experience based on their unique preferences.
- **Private Parties:** From milestone birthday celebrations to intimate family gatherings, Eventizer offers tailored planning services for private parties. This segment includes planning, decoration, catering, and entertainment options that suit the theme and scale of the event.
- **Virtual Events:** In response to the growing demand for digital engagement, Eventizer provides virtual event management services. This includes organizing webinars, online workshops, and hybrid events that combine physical and virtual participation. The company incorporates the latest technology to facilitate interactive experiences for attendees.

3.1.2: Price

Eventizer employs a competitive pricing strategy that reflects the quality and breadth of its services while catering to diverse customer budgets. The pricing structure is designed to be transparent and accommodating, with specific starting points for various services:

- **Corporate Events:** Pricing begins at BDT 50,000, which includes basic services such as venue setup and coordination. Additional features, such as audiovisual equipment and catering, are available at incremental costs.
- **Weddings:** Wedding packages range from BDT 100,000 to BDT 500,000, depending on the complexity and customization of the event. This range allows clients to choose packages that align with their budget while still receiving high-quality service.
- **Private Parties:** Packages for private events start at BDT 30,000 for smaller gatherings, with costs increasing based on guest count and service requirements, capping at around BDT 150,000 for larger, more elaborate parties.
- **Virtual Events:** Pricing for virtual events begins at BDT 20,000, covering basic online setups. Clients can opt for additional services like live streaming, audience engagement tools, and technical support for an additional fee.

3.1.3: Place

Eventizer operates primarily within Bangladesh but leverages technology to reach a broader audience. The company utilizes a robust online platform, allowing clients to explore services, view portfolios, and request quotes conveniently. The website is designed to be user-friendly, offering detailed information about services and showcasing past event highlights. Furthermore, in-person consultations are conducted at clients' convenience, enabling tailored discussions about their event requirements.

3.1.4: Promotion

Eventizer employs a multi-faceted promotional strategy aimed at increasing brand awareness and attracting potential clients. Key promotional tactics include:

- **Social Media Marketing:** Eventizer maintains an active presence on popular social media platforms such as Facebook, Instagram, and LinkedIn. Regular posts feature event highlights, client testimonials, and behind-the-scenes content to engage the audience and showcase the company's capabilities.
- **Email Marketing:** The company sends targeted email campaigns to its subscriber list, sharing news about upcoming events, special offers, and industry insights. This direct communication fosters a sense of connection with potential clients and encourages repeat business from past clients.
- **Industry Events:** Eventizer actively participates in industry trade shows, expos, and networking events. These engagements provide opportunities to connect with potential clients and industry professionals, enhancing brand visibility and credibility.
- **Client Testimonials:** Leveraging positive feedback from satisfied clients serves as powerful promotional content. Eventizer showcases testimonials on its website and marketing materials, building trust and confidence among prospective clients.

3.1.5: People

At the heart of Eventizer's success are its dedicated and skilled team members. The company employs a diverse workforce, including experienced event planners, coordinators, designers, and support staff. Key aspects include:

- **Expertise and Experience:** Team members bring a wealth of experience in event planning and management, ensuring that clients receive top-notch service. Continuous training and professional development opportunities keep the team updated on industry trends and best practices.
- **Customer-Centric Approach:** Eventizer emphasizes a customer-first mentality, where team members are trained to prioritize client satisfaction and build lasting relationships. This approach fosters loyalty and encourages referrals.

3.1.6: Process

The event planning process at Eventizer is meticulously designed to ensure client satisfaction from initial consultation to event execution. Key steps in the process include:

- **Initial Consultation:** A comprehensive discussion to understand the client's vision, preferences, and budget.
- **Detailed Planning:** Development of a detailed plan that includes venue selection, logistics, decor, catering, and entertainment. The planning phase is collaborative, with clients involved in key decisions.
- **Execution:** On the event day, the Eventizer team manages all aspects, ensuring a seamless experience for clients and guests. This includes setup, coordination, and troubleshooting any unexpected issues.
- **Post-Event Feedback:** After the event, the company collects feedback from clients to evaluate performance and identify areas for improvement, demonstrating a commitment to continuous improvement.

3.1.7: Physical Evidence

Eventizer's commitment to quality and professionalism is reflected in various tangible elements that reinforce its brand image:

- **Portfolio:** A comprehensive portfolio showcasing previous events highlights the company's creativity, attention to detail, and capability to deliver diverse event types.
- **Marketing Materials:** Professionally designed brochures, business cards, and promotional materials communicate the brand's professionalism and service offerings.
- **Website:** A well-designed, informative website serves as a critical touchpoint for clients, offering an engaging experience and showcasing the company's brand identity.

3.2: STP Analysis of Eventizer Technologies Ltd.

3.2.1 Segmentation

Eventizer Technologies Ltd. employs a multifaceted approach to segmentation, categorizing its audience based on various criteria to ensure targeted marketing efforts:

3.2.2: Demographic Segmentation

- **Age:**
 - **Young Adults (18-25 years):** Often engaged in planning personal events like graduations and parties.
 - **Young Professionals (25-35 years):** Actively involved in organizing both personal events (weddings, parties) and corporate events (meetings, retreats).
 - **Middle-Aged Adults (36-55 years):** Typically organizing significant life events (weddings, anniversaries) or high-profile corporate events.
 - **Seniors (55+ years):** Planning milestone celebrations and family gatherings.
- **Gender:** Tailored services to both male and female clients, recognizing that event planning may vary in preferences based on gender.
- **Income Level:**
 - **Budget-Conscious Clients:** Individuals or organizations seeking cost-effective options without compromising on quality.
 - **Affluent Clients:** High-net-worth individuals and organizations willing to invest in premium, bespoke services for luxury events.

3.2.3: Geographic Segmentation

- **Urban Markets:** Primarily targets cities with a high concentration of potential clients:
 - **Dhaka:** The capital city, characterized by a dynamic corporate sector and a vibrant social scene, with a high demand for diverse event services.
 - **Chittagong:** A commercial hub where corporate events and large social gatherings are frequent.
 - **Sylhet:** A city rich in culture, known for weddings and family-oriented events.
 - **Khulna and Rajshahi:** Emerging markets with growing event management needs.

3.2.4: Behavioral Segmentation

- **Occasion-Based Segmentation:**
 - **Weddings:** Providing tailored solutions for diverse cultural and personal preferences.
 - **Corporate Events:** Specializing in product launches, seminars, conferences, and networking events.
 - **Private Celebrations:** Catering to birthdays, anniversaries, and family reunions, with a focus on personalized service.
- **Usage Rate:**
 - **First-Time Clients:** Engaging clients who are new to event management services.
 - **Repeat Customers:** Focusing on building loyalty among clients who return for additional services.
- **Loyalty Status:** Differentiating between loyal clients who consistently engage Eventizer's services and those who may be influenced by promotional offers.

3.2.5: Psychographic Segmentation

- **Lifestyle:**
 - **Socially Active Individuals:** Clients who frequently host events and seek unique experiences.
 - **Professionals:** Corporations and businesses that host regular events as part of their marketing and internal engagement strategies.
- **Values and Attitudes:**
 - **Quality-Oriented Clients:** Those who value high-quality service and meticulous attention to detail.
 - **Eco-Conscious Clients:** Individuals and organizations seeking sustainable event solutions, reflecting a growing trend toward environmental responsibility.

3.3: Targeting

Following the segmentation process, Eventizer Technologies Ltd. adopts a differentiated targeting strategy, tailoring its offerings to meet the needs of its primary market segments:

- **Corporate Clients:**
 - Corporations and businesses that require professional event management services to enhance their brand image. This includes organizing annual meetings, product launches, corporate parties, and training workshops.
 - Specific sectors include technology firms, consumer goods companies, and educational institutions seeking comprehensive event management solutions.
- **Couples Planning Weddings:** Engaged couples, particularly those looking for bespoke wedding experiences that reflect their personalities and cultural backgrounds. This market is characterized by a desire for creativity and personalization in planning.
- **Individuals Organizing Private Events:** Clients celebrating significant life events, including milestone birthdays, anniversaries, and family reunions, who seek a stress-free planning experience.
- **Non-Profit Organizations:** NGOs and community organizations planning fundraising events, community outreach programs, and awareness campaigns, needing specialized support to effectively engage audiences.
- **Educational Institutions:** Schools and universities looking for support in organizing academic events, graduation ceremonies, and alumni gatherings.

3.4: Positioning

Eventizer Technologies Ltd. positions itself as a premier event management service provider in Bangladesh, focusing on several key value propositions:

- **Quality and Professionalism:**
 - Eventizer is committed to delivering high-quality services characterized by professionalism at every stage of event management. This commitment reassures clients that their events will be executed flawlessly, from planning through to completion.
- **Customized Services:**
 - The company emphasizes its ability to provide tailored event solutions, accommodating specific client preferences regarding themes, styles, and logistical requirements. This customization ensures that each event is unique and perfectly aligned with the client's vision.
- **Innovative Solutions:**
 - By integrating modern technology and innovative approaches, such as virtual event management tools and real-time event tracking, Eventizer positions itself as a forward-thinking entity capable of adapting to contemporary trends and client expectations.
- **Strong Client Relationships:**
 - Eventizer prioritizes building long-term relationships through exceptional customer service, transparent communication, and proactive engagement. This approach fosters client loyalty and encourages repeat business, significantly enhancing customer retention.

3.5: Promotional Mix of Eventizer Technologies Ltd.

Eventizer Technologies Ltd. employs a comprehensive promotional mix to effectively communicate its services to potential clients and enhance brand visibility. This mix includes traditional advertising, social media advertising, publicity efforts, and sales promotions.

3.5.1: Advertising

➤ Traditional Advertising

- ✓ **Print Media:** Eventizer utilizes local newspapers and magazines to run advertisements targeting specific demographics, particularly those planning weddings or corporate events. Full-page ads and classified sections help reach a broader audience in urban areas.
- ✓ **Outdoor Advertising:** Billboards and posters are strategically placed in high-traffic areas, such as commercial districts and popular wedding venues, to capture the attention of potential clients. These ads often showcase past events and highlight unique services offered by Eventizer.

➤ Digital Advertising

- ✓ **Google Ads:** The company invests in search engine marketing to capture potential clients actively searching for event management services online. By using targeted keywords related to event planning, Eventizer increases its visibility to interested clients.
- ✓ **Display Ads:** Banner ads on relevant websites and platforms help create brand awareness and drive traffic to the Eventizer website.

3.5.2: Social Media Advertising

- **Platforms:** Eventizer leverages popular social media platforms, including Facebook, Instagram, and LinkedIn, to engage with its audience.
 - ✓ **Content Strategy:** The company shares high-quality images and videos of past events, client testimonials, and behind-the-scenes content to showcase its expertise and creativity in event management.

- ✓ **Targeted Ads:** Sponsored posts on social media are tailored to specific demographics, such as engaged couples or corporate professionals, increasing the likelihood of reaching potential clients effectively.
- ✓ **Engagement Campaigns:** Interactive campaigns, such as polls, contests, and Q&A sessions, encourage audience engagement, allowing Eventizer to build a community around its brand.

3.5.3: Publicity

- **Media Coverage:** Eventizer actively seeks coverage in local news outlets and lifestyle magazines by inviting journalists to attend and report on high-profile events it manages. This helps enhance credibility and public awareness of the brand.
- **Press Releases:** The company issues press releases for significant milestones, such as launching new services or successfully managing major events. This information is distributed to local media, industry publications, and online platforms, generating buzz and increasing visibility.
- **Influencer Collaborations:** Partnering with local influencers in the event planning and lifestyle sectors allows Eventizer to reach broader audiences. Influencers can share their experiences with Eventizer's services on social media, providing authentic endorsements.

3.5.4: Sales Promotion

- **Discount Offers:** Eventizer implements promotional pricing strategies, such as seasonal discounts or package deals for early bookings. For example, offering a discount for weddings booked during off-peak seasons encourages clients to finalize their plans with the company.
- **Referral Programs:** A referral program incentivizes existing clients to recommend Eventizer to friends and family. Clients receive discounts or special offers for successful referrals, creating a win-win situation that drives word-of-mouth marketing.

- **Event Sponsorships:** Sponsoring local events or community initiatives not only enhances brand visibility but also positions Eventizer as a community-focused company. Participation in trade shows and expos allows for direct interaction with potential clients and showcases the company's offerings.

3.6: Customer Relationship Management (CRM) Strategies of Eventizer Technologies Ltd.

Eventizer Technologies Ltd. recognizes the importance of effective Customer Relationship Management (CRM) in building lasting relationships with clients and enhancing overall customer satisfaction. The company employs a comprehensive CRM strategy that integrates technology, personalized service, and proactive communication to foster strong client connections.

3.6.1: CRM System Implementation

- **CRM Software:** Eventizer utilizes specialized CRM software that centralizes client information, tracks interactions, and manages inquiries. This software allows the team to maintain detailed profiles for each client, documenting preferences, previous events, and feedback to provide personalized service.
- **Data Analysis:** The CRM system enables data analysis to identify trends in customer behavior and preferences. By analyzing this data, Eventizer can tailor its services and marketing efforts to meet client needs more effectively.

3.6.2: Personalized Communication

- **Tailored Outreach:** Eventizer emphasizes personalized communication with clients throughout the event planning process. From initial inquiries to post-event follow-ups, clients receive tailored communication that reflects their specific requirements and preferences.
- **Email Campaigns:** The company employs targeted email campaigns to keep clients informed about new services, promotions, and industry trends. Personalized emails, based on previous interactions, enhance client engagement and retention.

3.6.3: Feedback Mechanisms

- **Post-Event Surveys:** After each event, Eventizer conducts surveys to gather feedback from clients. These surveys assess various aspects of the service, including planning, execution, and overall satisfaction. Feedback is analyzed to identify areas for improvement and enhance future client experiences.
- **Client Reviews and Testimonials:** Encouraging clients to share reviews and testimonials helps Eventizer build credibility and trust. Positive feedback is showcased on the company website and social media, serving as social proof for potential clients.

3.6.4: Proactive Relationship Management

- **Client Follow-ups:** Eventizer maintains regular follow-ups with past clients to ensure satisfaction and address any concerns. This proactive approach reinforces the company's commitment to customer service and encourages repeat business.
- **Loyalty Programs:** To reward loyal clients, Eventizer implements loyalty programs that offer discounts or exclusive services for repeat bookings. This strategy incentivizes clients to return for future events and fosters long-term relationships.

3.6.5: Training and Development

- **Staff Training:** Eventizer invests in training its staff on CRM best practices and customer service techniques. Employees are equipped with the skills to handle client inquiries professionally and empathetically, ensuring a positive experience for every client.
- **Continuous Improvement:** Regular training sessions focus on the latest trends in CRM technology and customer service strategies, enabling Eventizer to stay competitive and relevant in the industry.

3.7: Competitor Analysis of Eventizer Technologies Ltd.

Eventizer Technologies Ltd. operates in a competitive landscape with several well-established companies in the Bangladeshi event management sector. The major competitors are-

- ✓ **Event Bangladesh** is a notable competitor, renowned for its diverse event planning services, including corporate events, weddings, and cultural programs. They are known for their attention to detail and ability to cater to large-scale events, making them a formidable presence in the market.
- ✓ **Rasel Catering & Event Management** is another key player, recognized for its comprehensive catering solutions and event management services. They specialize in weddings, corporate functions, and social gatherings, providing a full spectrum of services, including venue decoration, logistics, and catering. Their reputation for high-quality food and customer service has contributed to their strong market position.
- ✓ **The Wedding Story** focuses specifically on wedding planning and coordination. They offer a wide array of services, from venue selection to decoration and catering, emphasizing personalized experiences for couples. Their strong brand presence and commitment to creating memorable weddings make them a significant competitor in this niche.
- ✓ **Aroma Events** is known for its innovative event solutions and creative approach to planning. They cater to various events, including corporate gatherings, social celebrations, and weddings. Their ability to provide unique themes and concepts sets them apart, appealing to clients seeking distinctive and personalized event experiences.
- ✓ **Sustha Event Management** specializes in health and wellness-related events, including fitness expos, health seminars, and community wellness programs. Their focus on this niche market allows them to attract a specific clientele, providing tailored solutions that address the unique needs of health-focused events.

Chapter 4

Problem, Recommendations, and Conclusion

4.1: Problem Identified

1. **Low Brand Awareness:** Eventizer Technologies Ltd. has low visibility in the market compared to established competitors, limiting potential customer engagement.
2. **Limited Marketing Budget:** The current marketing budget is insufficient for comprehensive outreach campaigns, hindering the effectiveness of promotional efforts.
3. **Inadequate Customer Communication:** Customers have reported challenges in communication during the event planning process, leading to frustration and dissatisfaction.
4. **Weak Social Media Engagement:** Despite an active presence, social media engagement metrics indicate that the content does not resonate with the target audience, leading to lower interaction rates.
5. **Competitor Aggressiveness:** Competitors employ aggressive marketing strategies and promotions, giving them a competitive edge over Eventizer.
6. **Lack of Customer Feedback Mechanism:** There is no structured process in place to gather and analyze customer feedback regularly, limiting insights for improvement.
7. **Underutilization of Technology:** The potential of advanced technological tools for customer relationship management and marketing is not fully exploited.
8. **Ineffective Marketing Strategies:** Current marketing strategies may not align with market trends or customer preferences, resulting in ineffective outreach.
9. **Absence of Loyalty Programs:** The company lacks customer loyalty initiatives that could enhance repeat business and customer retention.
10. **Limited Awareness of Market Trends:** There is insufficient analysis of market trends and customer behavior, which can lead to misaligned marketing efforts.

4.2: Recommendations

1. **Enhance Brand Visibility:** Invest in branding campaigns across various platforms to increase market visibility and attract potential customers.
2. **Increase Marketing Budget:** Allocate a larger portion of the budget towards marketing initiatives to facilitate more effective promotional campaigns.
3. **Improve Communication Channels:** Establish clear and efficient communication channels between the company and its customers to enhance service delivery and satisfaction.
4. **Develop Engaging Social Media Content:** Create tailored content for social media platforms that resonates with the audience to increase engagement and interaction.
5. **Monitor Competitor Strategies:** Regularly analyze competitor marketing strategies and adjust Eventizer's approaches to maintain competitiveness in the market.
6. **Implement a Feedback System:** Develop a structured feedback system to collect customer insights regularly, allowing for continuous service improvement.
7. **Utilize Advanced Technology:** Invest in and fully integrate CRM tools and other technologies that can enhance marketing effectiveness and customer relationship management.
8. **Revise Marketing Strategies:** Conduct a thorough review of existing marketing strategies to align them with market trends and customer preferences.
9. **Introduce Customer Loyalty Programs:** Establish loyalty programs to incentivize repeat business and build long-term relationships with customers.
10. **Conduct Market Research:** Invest in regular market research to stay informed about trends and customer behavior, enabling timely adjustments to marketing strategies.

4.3: Conclusion

In conclusion, the comprehensive analysis of Eventizer Technologies Ltd.'s marketing strategies illustrates a dynamic approach aimed at fulfilling the diverse requirements of its clients and stakeholders. The company's strategic use of both traditional and digital marketing channels demonstrates its commitment to remaining relevant in the competitive event management industry while effectively engaging its target audience.

Eventizer's focus on customer satisfaction is evident through its responsive service delivery and the incorporation of innovative solutions that streamline the event planning process. However, the company faces notable challenges, including low brand awareness, inadequate customer communication, and underutilization of advanced technology, which hinder its potential for growth.

By proactively addressing these challenges and implementing the proposed recommendations such as enhancing brand visibility, investing in customer engagement strategies, and fully utilizing technological resources Eventizer can strengthen its market position and expand its reach.

Looking forward, Eventizer's dedication to continuous improvement and responsiveness to market trends will be crucial for navigating the evolving landscape of event management. By leveraging its strengths and embracing innovative practices, the company is well-positioned to seize new opportunities and continue making a meaningful impact in the industry, ultimately leading to improved service delivery and enhanced customer loyalty.

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