



Daffodil
International
University

Internship Report

on

“Social Media Marketing at Sattar Metal Industries”

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DECLARATION

I declare that this internship assignment has been composed solely by myself and that it has not been submitted, in whole or in part, in any previous application for a degree. Except where states otherwise by reference or acknowledgment, the work presented is entirely my own. I declare that this assignment was composed by myself, that the work contained here is my own except where explicitly stated otherwise in the text, and also this work has not been submitted for any other degree or professional qualification except as specified.

Sincerely yours,

A handwritten signature in black ink that reads "Tammim Akther". The signature is written in a cursive style with a large initial 'T'.

Tammim Akther

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Letter of Approval

This is to authenticate that Tammim Akther, with ID number 193-10-2143, is a student at Daffodil International University's Department of English. She worked really hard to prepare this, and I'm happy to report that she finished her internship assignment under my supervision. This project paper's data and results seem to be reliable. Tammim Akther has a charming personality and high moral standards. I hope she has a successful future.

Fam
30.5.23

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ACKNOWLEDGMENTS

This work would not have been possible without the support of my supervisor, (MS. FARZANA YASMIN). I am grateful to all of those with whom I have had the pleasure to work during this and the related projects. As my teacher and mentor, she has taught me more than I could ever expect. She has shown me, by this example, what a person should be. Nobody has been more important to me in the pursuit of this project than the members of my family. I would like to thank my parents, whose love and guidance are with me in whatever I pursue. They are the ultimate role models.

ABSTRACT

This internship report provides an overview of my experience and insights gained during my internship in the field of social media marketing at Sattar Metal Industries. The project also has the analysis of what impacts can be made on the overall performance of the companies in the marketplace. Along with this, the report contains how a business can push itself towards the achieve success and set aims and objectives in the competitive marketplace.

The chosen methodology includes the implementation of an interpretivism research philosophy, deductive research approach and exploratory research design that will collect help in the achievement of the aims and objectives of the study. The findings of the study relate to stating about the importance of lead management for the companies helpful in enhancing customer engagement and the number of customers for the company through lead management for meeting the needs and requirements of the study.

INTRODUCTION

Sattar Metal Industry is more likely to be known as the first company to manufacture top quality bathroom fittings in Bangladesh. I worked with the Social Media Marketing team of the company. As a part of the team my responsibilities was to monitor the inbound orders coming from their official website also from other e-commerce platforms. Also, to upload new products with attractive details, update the pricing, checking mail from the customers.

SMM (Social Media Marketing) (also known as digital marketing and e-marketing) is the use of social media, the platforms on which people build social networks and exchange information, to increase a company's brand awareness, boost sales, and increase website traffic. SMM is also known as digital marketing and e-marketing. SMM includes purpose-built data analytics that allows marketers to evaluate the success of their efforts and discover additional ways to engage customers (Krizanova and *et al.* 2019). SMM enables businesses to monitor the success of their efforts in addition to allowing them to interact with current customers and reach new customers. In this report, the discussion will be made about social media performance, the importance of the pitch deck, limitations, obstacles, etc. will be discussed.

Purpose of the Study

- To establish buyer personas and segment to the database
- To ensure lead scoring to prioritize every lead management
- To develop a digital content strategy aligned with the buying process
- To Measure and report on online marketing's contribution to the business
- To Establish of a pitch deck for Sattar Metal Industries.
- To Establish a sustainable online platform.

LITERATURE REVIEW

Importance of Online Lead Management

Lead management is the practice of collecting lead information from a variety of sources and using that information to direct communications. In lead management, prospects are segmented before being assigned to sales representatives. This procedure also includes the recording and monitoring of online and offline interactions, such as emails, website visits, ad views, telephone conversations, and in-person meetings (Stöhr, Demazière and Adawi, 2020).

Lead management enables the categorization and scoring of prospects based on their geographic location, media channel, behavioural characteristics, and duration of brand engagement. With this information, marketing teams can maintain contact with prospects and pass them along to sales professionals, thereby enabling the sales professionals to assist in closing the deal. The initial phases of the process for managing leads consist of advertising and accumulating as much contact information about leads as feasible (Davis, Gough and Taylor, 2019). Websites, email, social media, webinars, and sponsored advertisements are a few of the lead-generation strategies that businesses employ to reach prospective consumers.

When they believe that they have attained the maximum number of businesses and individuals to whom they can sell their products, most salespeople lose interest in continuing to work in that region. Of course, this is not the case, and diligent salespeople are working hard to find a solution by concentrating on the appropriate demographic with the aid of online lead generation. Today's businesses rely heavily on lead generation because it helps their websites generate more traffic, which can result in the conversion of identified leads into customers. This results in a rise in conversion rates, which in turn enables a business to generate immense revenues.

Google has facilitated the linking of customers and suppliers by assisting potential customers in locating exactly what they seek online and enabling suppliers to display their offerings and inform the world how their products and services differ from those of their competitors. When a prospective customer visits your website in search of a solution to a problem they are experiencing and your website effectively captures the customer's attention, the likelihood that the customer will purchase from you immediately skyrockets (Teixeira and *et al.* 2019). A high-quality and well-organised lead generation strategy will undoubtedly make things easier for both the consumer and the business by facilitating the acquisition of exactly what is required by either party via the Internet.

Importance of Pitch Deck

It is difficult for entrepreneurs to receive financial support from investors due to their limited access to resources and lack of market knowledge. Therefore, the only method to provide value to a business is to have a faultless presentation deck. Given that this is, in most cases, the initial contact with the investor, establishing credibility is necessary to continue the conversation (Doyumgaç, Tanhan and Kiyamaz, 2021). The presentation PowerPoint compensates for the lack

of revenue projections by bolstering investors' confidence in the company, thereby promising that the company will flourish and develop more rapidly.

There are two primary methods for generating leads, known as inbound and outbound. Using blogs and other forms of social media content], inbound marketing strategies emphasize educating and engaging the audience to persuade them to communicate with the business. Outbound marketing techniques involve establishing personal contact with prospective customers. Important outbound lead-generation strategies include unsolicited calling, advertising, and the use of billboards (Choi and *et al.* 2022). Lead following is a process that occurs after a prospective client's phone number and email address have been collected, and it helps ensure that the consumer is interested in receiving sales communications.

The use of social media to promote a business is growing in popularity and is likely the most widely recognised platform. Utilising social media makes it much easier to achieve rapid popularity and enables the discovery of potentially useful leads, which is an essential requirement. SMM, or social media marketing, has significantly broadened its scope in recent years, transforming from a simple method to bring people together online to the most important hub for bringing people together with the products and services they require (Van Den Berg, Signal and Gander, 2020). Search engine optimisation, also known as SEO, is an essential factor in determining a website's ranking. The higher the website's rank, the greater the likelihood that more people who are interested in the company's products or services will visit the website. When there is more traffic, there will be more leads, and when these leads are converted, there will be nothing stopping your company from reaching new heights.

These are some of the beneficial procedures for the Lead Generation process. Pay-per-click advertising, website design and development, and remarketing are additional methods for

generating leads online. The modern market is subject to considerable daily and hourly change. All of this is a consequence of the search engine algorithms and digital marketing technologies that are constantly evolving (Helmold and Samara, 2019). In addition, many businesses continue to favour traditional lead generation methods over the more modern digital ones. Companies must recognise that the methods in which consumers place their trust and make purchases are enduring rapid change. Organisations that do not adhere to such significant and current trends in lead generation run the risk of falling behind competitors who favour online lead generation.

This is because such trends are constantly evolving, and businesses that do not follow them risk falling behind. Lead generation is a solution that is both immensely cost-effective and yields results, making it advantageous for all businesses that are having trouble elevating the bar of their businesses (Chams and García-Blandón, 2019). A business may also benefit from lead generation by strengthening the relationship between its sales and marketing departments. This is because both teams will need to collaborate closely to foster development not only within the organisation but also among the employees. Using one of the numerous cutting-edge digital marketing strategies currently available on the market is another way to pique the interest of potential customers.

Businesses Using Social Media Platforms

Social media marketing is an efficient method for businesses of all sizes to communicate with potential consumers and clients. If a company is not present on social media platforms such as Facebook, Instagram, and LinkedIn, consumers will be unable to locate, learn about, follow, and purchase from the brand (Almeida, Santos and Monteiro, 2020). A company can achieve

exceptional success by engaging in excellent social media marketing, which results in the creation of brand advocates and even generates sales leads.

Lead management aids businesses in gaining a more comprehensive understanding of their consumers' requirements and addressing their concerns. The purpose of lead management is to aid businesses in determining the most effective strategy for generating and nurturing prospects. Lead management is a crucial procedure that is required for the sales team to utilise their time efficiently (Alarussi, 2021). It accomplishes this by assisting the sales team in concentrating their efforts on prospects who need the product or service and can make a purchasing decision.

Even though social media marketing is a well-researched topic, only experimental and theoretical research has been conducted on it. Rarely do studies completely identify the benefits that merchants receive from employing this marketing strategy. The primary focus of current research is not only on defining what social media marketing is but also on examining the factors that influence customer behaviour regarding social networking. Even though academics have made some preliminary progress in this field of study, advancement has been restricted.

More research must be conducted to acquire a better understanding of the long-term promotional benefits that stores can obtain through social media marketing (Horváth and Szabó, 2019). To acquire knowledge about real-world applications, it is also necessary to conduct more formalised investigations. This literature review concentrates on the current voids in the study of social media marketing and emphasises the need for additional research into the benefits of marketing on social networking sites, particularly for small businesses.

Shopper marketing is a relatively new concept that has recently emerged, and it has introduced a new contact point into the dynamic between businesses and customers. The term "shopper marketing" refers to "the planning and execution of all marketing activities that influence a shopper

along and beyond the entire path of purchase," beginning when the desire to purchase a product arises and continuing through the point of purchase, consumption, repurchase, and recommendation (González-Gómez, 2020). Perceived fit refers to the degree of resemblance that exists between an expansion product category and current items associated with the brand. It is an essential factor for merchants to consider when it comes to consumer marketing.

People are more likely to be receptive to the notion of purchasing products via social networks if they consider the purchase options provided by social networking sites to be convenient and easy to use. Due to the large number of consumers who use social media sites, retailers who offer purchasing services through social networks have the potential to grow their businesses. It is possible to penetrate most target markets due to the diverse population of consumers who use social networks (Ahmed and Idris, 2020). This provides a robust platform for businesses to market their brand and products to consumers who are contemplating making a purchase.

Social media plays a significant role in a retailer's marketing strategy, as shopper marketing can collaborate with consumers to improve products, create concise messaging, identify promoters, and establish a link to in-store activities. Consumer communities are emerging as a result of developments in social media sites, which are defining new methods for businesses and consumers to communicate and share information about brand products (Ali and Anwar, 2021). These communities are also paving the way for new methods of product marketing by corporations. For instance, virtual brand communities are facilitating marketing-based interactions between consumers and merchants.

METHODOLOGY

The opportunity of doing an internship as a final-year student of Daffodil International University in Sattar Metal Industries has been a great adventure. During my internships and projects, I have had the opportunity to work closely with sales teams, analyzing their workflows, identifying bottlenecks, and suggesting improvements. By collaborating with cross-functional teams, I have gained valuable insights into aligning sales methodologies with marketing strategies, product development, and customer service. The Process of how I applied for Internship at Sattar Metal Industries is given below:

Getting the letter of Internship:

Support of University: The department advisor provided me the guidelines and letter for securing the internship.

Finding a good internship position:

I made a survey online to get the best internship opportunity and also joining a marketing team has always been my first priority.

Interviewing:

I dropped an email to the company mail to join as an intern and I got the reply and an interview was conducted by the HR of Sattar Metal Industries. Luckily, I got approved and was asked to join the Social Media Marketing team to do the intern.

Meeting with the Team:

At my first day I had a meet and greet with the team they explained me and gave me a training session to induce me with their websites and CRM.

Training and Process:

I had a training of two consecutive weeks. It increased my understanding and competence in market analysis, customer behaviour, and how to make proper feedback and replies to the customer. As an intern in the sales team, my primary objective was to support the team in optimizing their sales methodology and processes. I have always been fascinated by the strategic aspect of sales and finding innovative ways to enhance efficiency and effectiveness.

Overall:

Interning in social media marketing at Sattar Metal Industry helped me to develop a wide range of skills that are essential in the field. These include social media management, content creation, data analysis, market research, campaign planning, and communication skills. These skills will be valuable assets as I progress in my career.

Observation and Experience as an Intern:

Observation-

During the past years, the demand for the products of Sattar Metal Industries has increased drastically due to high quality and a wide range of products. Also, A wide range of orders has been coming from other countries which have made an increase in export resulting in high revenue. Most importantly a huge advantage has been made in terms of getting loans from banks. Therefore, it states that the industry has been performing quite well.

-The sales have increased drastically which has resulted in an increase in revenue for the company.

-Debts against asset has been decreased.

-Sattar Metal Industry has been a well-known company that has let them compete very aggressively in this saturated market.

-Sattar Metal Industry has the only ability to produce European standard products in Bangladesh which has been a great advantage to them to sell their products at an affordable price.

Experience:

As an intern in a sales team, there are several valuable things I got to learn. Here are some key knowledge and skills I got to develop during the internship:

Communication Skills: Develop strong communication skills, both written and verbal. Got to learn how to articulate product/service features and benefits clearly and persuasively.

Customer Relationship Management (CRM): Familiarize me with the company's CRM system. How to enter and manage customer data, track leads, and monitor sales activities.

Customer Service: Learned about the importance of providing excellent customer service. How to handle customer inquiries, resolve complaints, and maintain positive relationships with clients.

Teamwork and Collaboration: Collaborate with team members to achieve sales goals. Learnt how to work effectively in a team, share ideas, and support colleagues.

Analysis and Recommendation

Analysis:

Annual research has always been made in the Sattar Metal Industry which has stated that the sales have increased by 53% in 2022 compared to 2021 and the number of employees has increased by 20% from 400-480. Also, a new factory is now under construction to increase production. An additional office has also been made beside the factory to regulate the production. New advanced machinery has been introduced to the chain of production to meet the product standard and also fasten up production.

Recommendation:

Based on the analysis made, some of the main recommendations are stated as under:

- The very first recommendation would be execution of lead distribution, which entails matching leads with those marketing professionals who are best suited to convert them into loyal customers. Each prospect has unique needs and goals, and each marketer has a unique set of skills, areas of expertise, and levels of experience.
- Another recommendation could be introduction of Drip campaigns, which consist of periodically sending automated emails to leads. This provides the consumer with an overview of the company and its offerings.
- Also, a recommendation to the marketing team, which is tasked with providing sales specialists with qualified prospects. When determining whether a lead is ready to be forwarded to the sales team, it is beneficial to assign a numeric score based on the prospect's level of interest in the products or services being offered.

Conclusion

Sattar Metal Industries is known as number one metal industry in Bangladesh of producing luxury bathroom & kitchen fittings. SMI has always been meeting the requirements of the following the latest state of art technology while producing European Designed Bathroom Fittings like Nickel Coated Fancy Water Taps, Shower, Shower Mixers, Hot & Cold Basin Mixers, Sink Mixers & Bath Mixers etc. They have currently started their e-Ecommerce sale. all popular ecommerce site like Daraz, Kaymu , and Ajker Deal also advertise Sattar Metal products.

The metal industry has performed exceptionally well due to strong global demand, technological advancements, favorable market conditions, sustainable practices, and its resilience and adaptability. With robust demand, innovation, and a focus on sustainability, the industry is poised for continued success and growth in the future.

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SATTAR METAL INDUSTRIES

CERTIFICATE OF INTERNSHIP

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Tammim Akther has successfully completed her Internship Programme in "Social Media Marketing" with Sattar Metal Industries, Dhaka from 1st March, 2023 to 31st May, 2023.

She efficiently contributed to the work and was found to be hard working, keen to learn & ready to accept responsibilities.

We wish her all the best in future endeavors.

For,
Sattar Metal Industries


Talha Sattar Khan

Director

Sattar Group Of Industries

Talha Sattar Khan
Director

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