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Internship Report
On
Digital Marketing Activities of Hero Bangladesh



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Letter of Transmittal

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To,
Mohammad Shibli Shahriar
Associate Professor
Head Department of Innovation & Entrepreneurship
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Subject: Submission of Affiliation Descriptive Internship Report

Respected Faculty,

It is my immense pleasure to submit you my internship report on “**HERO BANGLADESH’s Digital marketing activities.**” As I am supposed to do for the course to get pragmatic experience of job realm. It is a pleasure to prepare this report under your guidance since it gave the opportunity to better understanding of work ambience on my experience, challenge and learning’s from my internship at WAVEMAKER Bangladesh. Being the student of both Marketing and Human Resource Management concentration, I always felt the significance of having some practical knowledge of what I have learnt in theory. During my internship I had this need even more as I faced practical dimensions of the real business world. I am grateful that you gave me all the support and guidance I needed in this course.

I sincerely believe that you will find it very informative and useful. I earnestly hope that this report will fulfill your demands and expectations.

Thanking you,
Yours Faithfully

Md. Azharul Islam

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Batch: 41th

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Acknowledgement

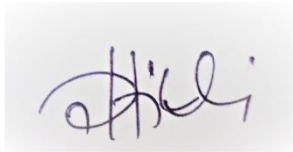
All praise to ALLAH, the Almighty, and the most Merciful. Without his blessing and endorsement this report would not have been accomplished. I am grateful to the Almighty for this tremendous experience and without His blessing I would not have made it this far.

First of all I want to thank my honorable supervisor Mohammad Shibli Shahriar for helping me with the completion of my internship report. I have been able to compile and complete this report in a comprehensive manner due to the guidance, support, and counseling that he has provided me during this period. I have tried my best to implement this constructive suggestion while doing my report. I am deeply grateful to him for always being available whenever I needed advice or faced confusion throughout any confusion throughout my internship period. The internship opportunity I had with and professional development and to know about the advertisement industry. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship report.

I am very much thankful to my fellow mentors and colleagues of WAVEMAKER Bangladesh who have been very supportive and gave me their valuable time and enough information to successfully make this report. Last but not least; I want to thank Mr. Hasan Faruque, Director of WAVEMAKER Bangladesh, who helped me a lot during my internship period with their friendly behavior and continuous support. I learnt a lot of things about digital media marketing implementation and its contribution on brand promotion and customer awareness from them. I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

Certificate of Supervisor

This is to certify that the Internship report titled “**Digital marketing activities of Hero Bangladesh**” has been submitted by **Md. Azharul Islam**, bearing **ID: 152-11-4766** for the award of **Bachelor of Business Administration** with from **Department of Business Administration, Daffodil International University** under my supervision.



Mohammad Shibli Shahriar

Associate Professor

Head Department of Innovation & Entrepreneurship

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Executive Summary

This report covers the overall situation of Social Media Marketing platform and its contribution on brand promotion and customer awareness of one of the most prestigious motorbike brand-Hero. The official Facebook pages, Instagram account, YouTube channel of Ammar Hero Bangladesh is directly controlled by the digital and creative team of WAVEMAKER Bangladesh, which is one of the foremost media buying agencies of GroupM and Asiatic 3sixty Bangladesh. My main objective was to learn the insights of digital marketing and understand the impact of social media on the field of digital marketing that is being constantly established nowadays for the long run success of companies. In this report, I have included the organization's overview and its activities as well as the responsibilities I have been given to handle. I also included various creative contents published by the official page of insight tool every week. Moreover, this report contains discussion on the process of successful media and digital marketing plans executed by WAVEMAKER Bangladesh. I have prepared this business operation model of the company. The second chapter is about my job responsibilities for the organization and the last chapter is about my learning and challenges I have faced and the theories on which I could relate to my work during my internship period at WAVEMAKER Bangladesh.

CHAPTER 01

Introduction

1.1 Introduction

Marketing are in a dynamic situation where it has to deal with new media channels. On the other hand marketing strategies are changing its communication and becoming multidirectional and consumer oriented, day by day. “If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the internet, they can each tell 6000 friends.”- Once said by Jeff Bezos; the founder CEO of Amazon.

So, this is how internet/online based marketing or social media can change a brands overall status. But if we think just from the opposite perspective then the result will be truly satisfying. That means if any company can make one customer happy in the physical world then they will share it with few but on internet they can share it with thousands.

This may help a brand to rise above the line within a night. According to the Financial Express report, published on March 23, 2018; 30 million citizens of Bangladesh’s are using social media. And each day this number is increasing in a tremendous rate. So, Marketing through social media or internet could be good weapon to beat the other competitors for any company.

1.2 Objectives of the Report

Main Objective:

- Internship Report On Digital Marketing Activities of Hero Bangladesh.

Specific objective:

1. To identify the Digital Marketing Activities of Hero Bangladesh
2. To analyze the digital marketing activities of Hero Bangladesh.
3. To find out some problem of digital marketing activities of Hero Bangladesh.
4. To make some recommendation to overcome this problem

1.3 Limitations of the report

In undertaking this study, a number of problems were faced. Thus the study has several limitations. The limitations are:

- 1) **Lack of information:** collecting information from secondary sources are not available when I prepare this report.
- 2) **Limitation of Scope:** Some confidential information was not disclosed by various personnel of this respective department for internal information like
 - Consolidated data related to the study were not given due to time limitation
 - WAVEMAKER Bangladesh is a large company and a lot of departments there and one cannot able to get data from each department.
- 3) **Organizational Limitation:** The whole management process is a very sensitive thing, so, no organization can leak out their management process as WAVEMAKER Bangladesh also

1.4 Methodology of the Study

The term methodology of the study refers to the process of deriving data and using those for the accomplishment of the total study. What types of data are necessary, what are available and what are to collect? So, all these result in determining the sources of data.

❖ Sources of Data

Theoretically, reports are prepared based on either one or both categories of data. The result of the study data and information have been collected from the both the sources Primary and secondary sources in order to make the report more meaningful and presentable. Considering the present finding, this report is based on descriptive business reach where, information has been collected through different sources to make a constructive output. My work experience in WAVEMAKER Bangladesh helped me a lot for collecting the data

❖ **Data collection Method**

Primary Data

- ❖ Direct Interview with Employees and Supervisor
- ❖ Informal discussions
- ❖ Practical Experience

Secondary Data

The secondary sources for data collection were published annual reports, departmental information of WAVEMAKER Bangladesh, internal information like

- ❖ Annual reports
- ❖ Official Website
- ❖ Journal
- ❖ Published Articles
- ❖ Internal links

1.5 Literature Review

This report is all about Digital media marketing (social media) and its effectiveness on a brand promotion. Social media marketing is a form of digital marketing; which is much different from Traditional media. Forms of traditional media are- television, newspaper, billboards, radio, and magazine and so on. According to Karjaluo to 2010, 108-109,” Advertising in traditional media involves many challenges including the large amount of valueless contacts, high expenses, and the diminishing impact related to the changes of media behavior and the digital revolution”. When brands involve in traditional marketing it costs them more and on the other hand this form of marketing took more time and physical work. Sometimes it fails due to lack of finance and not to be on time. According to the Hausman, 2014, “Traditional media relies on a one-to-many model.

The brand message is created and communicated to a mass audience through traditional media channels, as a one-way communication”. Which means brand cannot focus on a specific group of people, they targets mass audience which costs them a lot and there is a high change of failure due to the ignorance of target group. There is not a second chance to update the running activity as it will cost double and it will take more time and labor. In traditional marketing communications with the end users is costly and not time consuming at all.

Unlike the traditional marketing, social media marketing is multi directional .In social media marketing, marketers can select customize and targeted audience and launch a campaign based on the target group. Which is risk free and if the campaign doesn't work, they can customize the campaign anytime from any place of the world. Not only that, marketing executives can communicate with end users and monitor the moves of their audience. "Social media is multidirectional and real-time, and it enables necessity-based communication and use of content, in the desired moment in time and in the desired quantity.

The internet and social media contravene the traditional media communication model and change the rules of communication markets (Juslén, 2009). Brands should understand when and which form of marketing they should involve themselves and make an investment. Sometimes Traditional marketing works well and sometimes Social media or Digital Media works better. But this is true that, to carry out optimum result for a brand, combination of traditional and digital marketing works really well. This is known as Integrated Marketing Communication (IMC).

Chapter 02

Company Profile

2.1 Instruction of WAVEMAKER Bangladesh

WAVEMAKER is the world's one of the largest media agency which was previously known as MEC, providing media services for their clients from 2002. WAVEMAKER Bangladesh started its journey from 9th January 2018 and previously it was known as MAXUS Bangladesh (A global media consultant firm operated in Bangladesh from 2005, under GroupM). Globally WAVEMAKER operates in **90** countries, with **19** offices along with a creative workforce of 8600 people and with 38 Billion Dollars of yearly billings. Their main concern is "Media, Content and Technology". In Bangladesh this agency is owned by the domestic giant communication service company, **ASIATIC 3SIXTY**. Today within 1 year, WAVEMAKER Bangladesh became one of the fastest growing media agencies.

2.2 Company Philosophy

We are living in the age of Marketing and Branding; WAVEMAKER understand the ever changing scenario of marketing world through different kinds of research activities. As a result it's become easier for them to navigate their clients to the right way by creating brilliant opportunity of branding and promotion for the clients.

WAVEMAKER Bangladesh adopts the latest technology and innovation to help their clients by providing cost effective, creative, simple and efficient solutions for their complex issues. In the long run it delivers tangible and intangible benefits to the clients and their businesses. WAVEMAKER's vision is simple-

"LET'S MAKE THE FUTURE"

2.3 Vision, mission and objectives

Vision

Delivering results-oriented brand marketing programs and public relations campaigns that enhance their clients' awareness, improve their sales and foster their growth.

Mission

WAVEMAKER is a design, media buying and digital agency that believes great work comes from the heart, mind and gut. They are focused on helping our partners effectively utilize

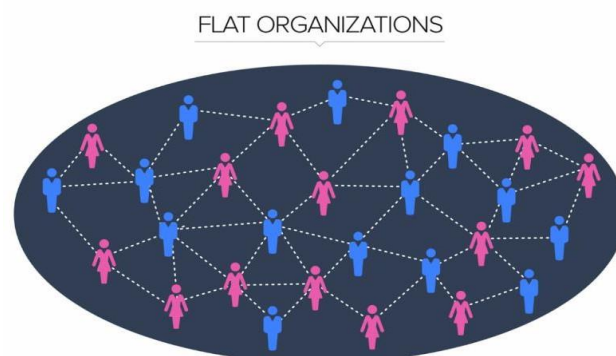
their owned media and native content to increase awareness, influence perception, inspire action and foster a brand's growth.

Objective

To provide innovative and effective integrated brand marketing and public relations solutions which help their clients grow their businesses and realize their marketing goals.

2.4 Organizational hierarchy & structure of WAVEMAKER Bangladesh

WAVEMAKER Bangladesh believes in all-way communication. Due to that WAVEMAKER Bangladesh follows the Flat Structured Hierarchy. Where employees can directly report straight to the Director any time they want. The hierarchy starts from Executive to Sr. executive, Assistant Media Manager and Director.



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From the beginning of my internship I learned the basic things about digital marketing under the supervision of Md. Mahfuz Ul Islam; Assistant Digital Manager and during the last month of my Internship; I got the opportunity to work with Mr. Hassan Faruque; the Director of WAVEMAKER Bangladesh of the company. It was an amazing experience learning from them about different brands and their media buying process, campaign planning and community management through social media ;overall I learned enormous things about digital marketing.

2.5 Services from WAVEMAKER Bangladesh

WAVEMAKER provides numbers of services for their clients including Media buying, Digital media, Media planning, Content development, Pitch presentation and brief ,

Global media insights and research, Strategic media planning , Media investment management, Econometric modeling , Sponsorship, Traditional media management.

2.5.1 Digital Media

We all know, we are living in an age of marketing and technology. And brands want to take that advantage and global agencies like WAVEMAKER Bangladesh is helping those brands to reach their customer through digital media by merging marketing and technology, together! According to The Financial Express, over 30 Millions of people are using social media in Bangladesh. And it indicates that, almost 18% of total population is active social media user. .In 2008, total social media user was only 10,000 in Bangladesh but within 10 years, this number changed into 30 million! As the number of user is increasing day by day, automatically the scope of digital marketing and brand promotion; through social media is getting higher too! So, this is an enormous opportunity for agencies to promote and advertise brands through social media to sell products and services of a company. Meaningful advertising through social media always attract people and helps to grab attention of targeted customers as a huge number of people are already connected in digital media platforms ; looking for special services and offers. So this is really important to advertise products and brands without blunder. And this is a matter of joy, that few agencies of Bangladesh are doing this perfectly. As the business opportunity is huge and being the pioneer of digital marketing in the country; WAVEMAKER Bangladesh (previously Maxus Bangladesh) is doing a wonderful job.

2.5.2 Media Planning

WAVEMAKER Bangladesh does some regular research on media platforms and found out media solutions for their clients. They determine the best combination of media platforms to run a campaign or branding for the brands.

2.5.3 Media Buying

Media buying is one of main concern of WAVEMAKER Bangladesh. Negotiating price and placement for advertisement on digital platforms, different TV channels, radio, newspaper, magazine – WAVEMAKER Bangladesh does these very effectively.

2.5.4 Content Development

Content development is a must for any campaign. Without a flawless content; it is not possible to run a successful campaign. Though WAVEMAKER Bangladesh mainly focuses on the media buying, planning, budgeting and campaign impacts but they have a brilliant art/creative team; they provide creative ideas for the contents of a client.

2.5.5 Strategic Media Planning

Every company invests on their marketing side and they expect a handsome return from that investment. So gaining back investments are important and without proper strategic media planning it's not possible at all. WAVEMAKER Bangladesh is always concerned about their client's investment and outcome .So they worked hard on strategic media planning's for their clients so that clients can get maximum customer reach from lowest media investment possible.

2.5.6 Pitch Presentation and Brief

Before making any strategic media plan for the clients, WAVEMAKER Bangladesh prepare a pitch presentation for the clients. After the pitch session client provide some brief about their requirements and demands. This is the beginning phase of a media campaign.

2.5.7 Global Media Insights and Research

Digital marketing is always changing based on customer taste and trends. So, to cope up with this dynamic situation WAVEMAKER Bangladesh needs to study global trends and make some research on them. So that knowledge can be used to promote their clients. Thus it helps brands to sustain in the market

2.6 Managing Media Investment

Whenever WAVEMAKER Bangladesh launches a campaign for their clients, they monitor every activity possible so that clients can get the expected outcome from their investment for the campaign.



Figure 1 Clients of WAVEMAKER Bangladesh

2.7 Market Share of WAVEMAKER Bangladesh

According to the “GroupM Report, 2016” the total market share of agencies in Bangladesh is given below:

Serial No.	Names of Company	% of Total Industry
1.	Mindshare	38%
2.	Magnito Digital	8%
3.	Grey Advertising	8%
4.	WAVEMAKER Bangladesh	7%
5.	Zanala Bangladesh	6%
6.	Top of Mind	4%
7.	MEC	3%
8.	Others	26%

Figure 02: Market Share of WAVEMAKER Bangladesh

2.8 Corporate Division

WAVEMAKER Bangladesh is a flat structured organization. There is no middle manager between executive and managers. Any personnel can report to manager anytime they want. As an intern I started from 20th January 2019. I worked under Mr. Hasan Faruq, who is the director of WAVEMAKER Bangladesh. Under supervision of Md. Mahfuz Ul Islam who is the Assistant Digital Manager of WAVEMAKER Bangladesh. It was without a doubt a colossal open door for me to learn more about digital marketing, media buying process and community management through the biggest social media platform of the world, Facebook.

2.9 Details of the Product lines and Services

Digital media is a fastest growing media platform worldwide, and in Bangladesh the scenario is becoming more dynamic day by day than it was before. Nearly 100 million people are connected to the internet through Facebook and other social media platform. So advertising and promotion through social media is quite essential to sell products and services of a company these days.

By this way, a product or service popularity and acceptance can be increased. Smooth social media advertising is pretty attractive to get the attention of target customer since most of the people of the world are now connected to digital media looking for several services and lucrative product offers. For these reasons, the social media advertising and promotional activities need to be done strongly and flawlessly.

In Bangladesh, there are agencies that can do the job like perfectionist. These agencies are called media buying and ad firm, advertising agency, media investment management and so on. The business opportunity is massive and WAVEMAKER Bangladesh is the first initiator of digital marketing in Bangladesh. The company is also the only media buying agency which is partnered with Google and Facebook directly.

2.10 Operation Details

2.10.1 Media Planning

WAVEMAKER Bangladesh plans for sourcing and selecting optimal media platforms for its clients, brands or products to use. Through media planning process, it determines the best combination for media to achieve the marketing campaign objectives.

2.10.2 Media Buying

WAVEMAKER Bangladesh negotiates best price and placement for advertisement on newspaper, magazines, TV channels and digital platforms.

2.10.3 Pitch presentation and Brief

WAVEMAKER shows how it is going to make a proper media plan for its prospective client in the pitch presentation and brief. The clients give them a guideline in brief session order to act accordingly to its requirements.

2.10.4 Content

Content is the heart of any campaign. WAVEMAKER Bangladesh solely focuses on the middle planning, budgeting and the impact of the campaign. However, the company also has a creative team, and they provide creative ideas to its certain client's

2.10.5 Global Media and Research

It requires additional efforts to keep the clients happy. Digital Marketing agency is dynamic and changes occur suddenly. For the businesses out there, it is difficult to survive. WAVEMAKER Bangladesh continuously shares global digital marketing trends with the clients to help them sustain in the market.

2.10.6 Strategic media planning

Every company wants to gain the highest return possible from its marketing investment. WAVEMAKER Bangladesh Provides strategic online media plans for its clients so that the companies can reach the highest number of people at the lowest cost possible through digital marketing platform.

2.10.7 Sponsorship

Sponsorship is crucial tools in the current market. People or small organization expects sponsorship from large companies. WAVEMAKER Bangladesh manages the best sponsorship Deals for its clients and help both parties achieve their objectives.

2.10.8 Media Investment Management

The overall performance of the clients is continuously monitored by WAVEMAKER Bangladesh so that a campaign can generate the expected return on investment for its clients.

Tribute to the Legendary Singer Ayub Bachhu from Wavemaker Family on his Sudden Demise



Figure 03: Media Investment Management

2.11 Corporate Social Responsibility

As WAVEMAKER is an internationally recognized organization, specifically in the industry of advertisement and communication. They have been part of philanthropic activities for many years by being directly on the field as well as via their clients. This has established the brand name in both their cases and in the cases of its clients. There are a lot of CSR activities that has been conducted by them as well as campaign plans that has been made by them for their respective clients

Chapter 03

Internship

Experience/Observation

Details

3.1 Job Responsibility

All though this three month of internship program, I was given access as a mediator and assigned for the network administration authority of Facebook page of Hero Bangladesh. Helping Hero mark clients with nonstop online inquiry administration benefit, keeping the clients refreshed with data in regards to Hero MotoCorp items and its advantages as indicated by their bike model, price and other various issues, posting various diverse substances on the page made by the imaginative and illustrations configuration group in view of different scope of Hero MotoCorp items constantly, and transferring limited time substance of different battles on the digital media. Similarly I worked on Dabur Amla Bangladesh, Dabur Honey Bangladesh, Facebook page to generate leads and submitted report throughout the internship.

3.2 Community Management

Community Management is considered as the social Media Management recently. Any people group implies the potential and current clients, target gathering of people, and Evert one of the general population who communicate with mark straight forwardly and implication online posting remarks on the remark areas of any static post or video post and sending message in inbox of the page.

Clients can send any sort of message in regards to the brand from time to time and network chief needs to deal with that deliberately with bunches of persistence. For building a solid client base, overseeing network is an unquestionable requirement social system of a brand in this advanced period where everything is constantly changing and a brand must adopt up to. The changing network needs and cope up with the changing community needs and technology as well.

As I had to look after the community management responsibility of the official Facebook page of Amaar Hero, I needed to manage heaps of client inquires with respect to Hero items which comprises of

- **Product quality**
- **Product description and specification**
- **Product benefits**

- **Product accessibility**
- **Brand offers**
- **Product authenticity**
- **Customer benefit Help lines**
- Suggestion for better performance

This way, client's buying choice, brand observation and brand mindfulness for Hero MotoCorp items are relied upon the reaction a customer online from Facebook.

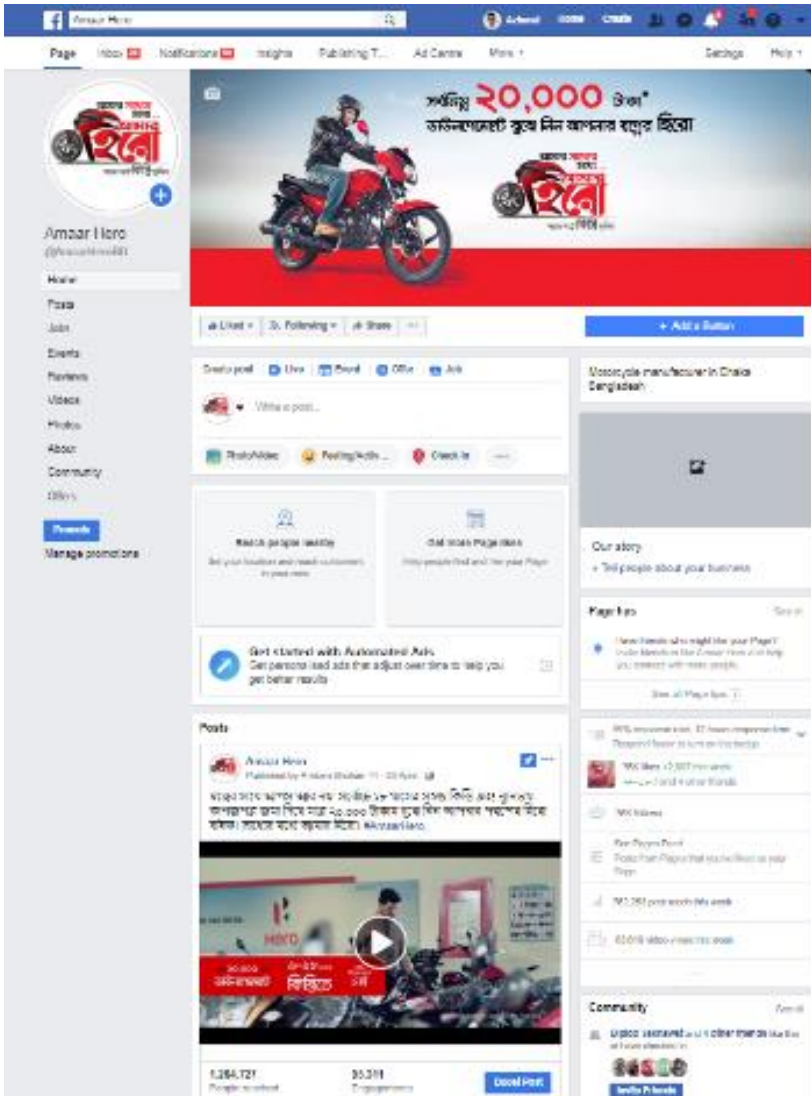


Figure: 4.1

Write a reply...

Mahfuz Haq Why u charge interest on emi?? Look forward on Sales, it might be too much challenging for Hero in bd. Please rethink.

Amaar Hero Dear sir, Thank you for your kind words of suggestions



Figure: 4.2

Few Glimpse of Official Amaar Hero Facebook Page

3.3 HERO MOTOCORP

A standout amongst the most eminent and worldwide brands of the world is Hero which is for the most part subsidiary with such a large number of world class healthy skin and hair mind items. By and large, Hero is manufactures bikes which are well preferred in the market by the parameter of the targeted customers. Hero MotoCorp (Formerly Hero Honda Motors Ltd.) is the world’s largest manufacturer of two- wheelers based in India. In 2001, the company achieved the coveted position of being the largest two-wheeler manufacturing company in India and also, the “world No. 1” two wheeler company in terms of unit volume sales in calendar year. Hero MotoCorp Ltd. continues to maintain this position till date. Hero has significant number of world class bike models. The bike models are designed in contrast to their customer segments based on the demographic sub-divisions which is mostly age-based. The bikes are imported from India and distributed to their official dealers which enable the company to put their product in the retail marketplace.

WAVEMAKER care for both online media inventive substances and media purchasing of this brand. The inventive media group of WAVEMAKER Bangladesh constructs assortment of imaginative and alluring substance for Hero MotoCorp’s Facebook and Instagram page each month. The Facebook page has 77000followers who regularly communicates with the brand on and off. The measure of preferences and devotee construct increments regular situated in light of the prevalence and reaction of the page. Few of the Hero Motor Bike’s models are shown below.



Figure: 5 Hero MotoCorp

3.4 Functions of the Department

Making Campaigns and Ads through Google Ad Wards

A digital media campaign incorporates at least one advertisement and promotions from which an advanced advertiser needs to pick one publicizing objective for every one of his campaign. In this way, appropriately setting up Google and Facebook battles can campaign better to compose, improve and measure the execution of advertisements that have appeared to mass individuals wherever on the web. Campaign are kept running to know the assemble more data about clients and the amount they draw in themselves on such occasion that can profit their ways of life since 80% of all web clients utilize Facebook and Google and these are the quickest developing system administration destinations among all other web based social media platforms or stages.

In WAVEMAKER Bangladesh, I got the chance to take in some simple strides to make promotion

3.5 Campaign on Google, with the assistance of Google Ad wards.

The operation of the agency is divided into two departments which are ATL and BTL. The BTL and ATL activities are illustrated below.

3.5.1BTL Activities

The clients provide a budget on quarterly basis for a year and the agency provides and media buying plan against it. Once the modality and proposition is confirmed then the activities takes place to promote such campaigns which helps to communicate messages to create a concrete base for the branding.

The platforms on the digital media placements occurs in Facebook, Instagram and other social media pages. The campaign has such objectives as Reach, web traffic, video views etc. which depends and may vary over campaign goals. These dynamic promotional activity

generates data such as how many people have viewed your ad or reached, also number of leads converted to customers and many other crucial insights which are fetched to the brand to enhance future planning's which would be more efficient.

The Steps are as follows:

- Select campaign Type and Name
- Choose The Geographical Location
- Choose Bid Strategy and Set Daily budget
- Ignore the Ad Extension section
- Create First Ad Group and write first Ad
- Insert keywords into the Keyword Field in Account
- Set Maximum pay-per-click
- Review Everything
- Enter billing Information

3.5.2ATL Activities

The ATL team plans the media buying for the traditional media channels such as Print Media,TV shows, Radio and billboard ads. Here the TVC or AVC or printed ads are placed by planning them so the most effective results can be achieved.

CHAPTER 04

Internship Outcomes/ Issue Analysis

4.1 Problems and Challenges Faced in the workplace

I had to confront some difficulties in this long three months of internship period. These are mentioned below:

4.1.1 Technology deficiency in compare to 1st and 2nd world countries

Internet:

In this computerized time of quickest developing innovation, web association and speed must be high to perform best without zero mistakes in arrange. In any case, the work area I utilized for dealing with the Hero MotoCorp Facebook pages, confronted some web association mistakes at the simple in front of the rest of competition. Therefore, I couldn't oversee and keep tracks of the considerable number of questions previously and sit idle until the IT experts arrived. However, now this issue has been solved by the IT management.

4.1.2 Synchronization of Campaigns:

The point when the Facebook page campaigns are boosted and advanced with which number of budget plans. The rate of post commitment of the clients increases too. Thus I had confronted this issue so many times during the campaigns since I needed to give the majority of the incalculable participant's members a particular code number by answering to their message though the quantity of members were over 700. Keeping tracks of those 700 members and sending them the codes was without a doubt a hectic experience.

4.2 Analyze the Issues Based on the Relevant Theory

4.2.1 Performance Gap:

Delivering high quality marketing media service is one of the attributes of a Digital Marketing Media Agency. Agencies that cannot offer decent service are difficult to sustain in competitive market potion. The Service provided at different stages after purchasing the product, due to the internet connection problems and synchronization of codes during campaigns the performance lacked as I could not finish my tasks often the brand manager

would give me task verbally and expect me to complete it without hesitations. More Problems arise when employees cannot deliver the support required for the customers. All these can hamper the brand image very badly because of the performance Gap.

4.2.2 Customer Expectation of Service:

If the service quality and expectation of any customer drops then it's very obvious that the customers would be very fierce and frustrated due to the perceived expectation of the service, this problem arises while I was working with pickaboo.com one of the major E-commerce site in Bangladesh which is an online seller for Hero MotoCorp. Due to their customer service, most of the times when their products are out of stock the customers eventually complain to us through our community management department which I personally used to handle. The customers were severely frustrated if things did not match according to the brand's description.

4.2.3 Zone of Tolerance

The issue of alignment of information's provided by the brand and the online selling websites was beyond our control as our core operations were total digital marketing form of communication. This is a setback because it is time consuming. Since the authorized personnel are totally out of customers therefore the process cannot be shortened. It consumes more time than expected. Hence the customers only tolerated to a certain level which is very dynamic and based on the different products.

CHAPTER 05

Conclusion and Recommendations

Marketing through social media has opened a new opportunity for brands. As it is easy, cost effective, time consuming and very much target oriented.

On the other hand from the consumer perspective it is very much time consuming because they can learn and compare brands from anywhere, anytime! They don't need to move shop to shop to learn about products. Not only that, through social media brands can communicate with their end consumers and consumers can talk to their brand personnel's anytime! Customer can justify their any queries whenever they want, it's really helpful for them as well as brands because it helps brands to gain customer feedback.

Sometimes, advertisement brands put on their social media platforms, does not make any sense. Which creates confusion among consumers and consumers got a wrong message from the brands. It hampers a brands reputation. In many cases, when customers communicates with the brand personnel through message on social media platforms, and they remains unanswered it or not well answered; could create negative impression towards a brand. So brands should stay aware about these issues.

But only social media marketing or digital media promotion cannot help a brand to achieve its goal. Because, still a large number of customer fond of traditional marketing. This group of customer felt more comfortable in traditional stuff rather than digital or social media things. So, brands should go for the both social and digital media marketing and traditional marketing but based on the market scenario or customer type they should use which serves the best. And for that, customer behavior or market study is important for brands.

5.1 Conclusion

WAVEMAKER Bangladesh is a wing of world most reputed and eminent promoting office of GroupM which is associated with Asiatic JWT in Bangladesh. Like other sub branches of GroupM. WAVEMAKER Bangladesh likewise has world's biggest customers like Nestle, Hero, L'Oreal, Akij Ceramics and cement. Their holding on diligent work and persistence presented to them the honor of Best Digital Marketing Agency gold in south Asia. This report covers the advanced advertising exercise of WAVEMAKER Bangladesh and how it is adding to advance Hero mark everywhere throughout the nation and make client mindfulness through Facebook fundamentally and furthermore Instagram and YouTube. As a media specialist, the principal undertaking of the organizations is media advertisement competition is produced by a full framed vital media arranging. It encourages in choosing how to build up the advertisement battles, what should to be essential focuses on that are to be accomplished from such competition and campaign how to utilize web based life viably to spread the planned message over. Then again, media purchasing is a basic piece of promoting and related with getting paid media space and timeslot so the advertisements put in them can be clicked, seen and drawn in (like ,comment or share) by greatest number of focused clients and can be fabricated mark mindfulness among them. WAVEMAKER Bangladesh covers both conventional and computerized stages of media arranging and purchasing offices. They know the brand message ought to be advanced in sundry mediums. Every last media has its own particular manner to manage. In this way from beginning to end, WAVEMAKER Bangladesh grasps it truly well and renders a world class culminate internet based life advertising bundle to their customer and clients.

5.2 Recommendations

The following would be my recommendation moving forward:

1. The internet connection and speed both should be enhanced and speed up in structure by the organization as fast as could be expected under the circumstances. Technological progression in each prospect must be in investigation as in view of

these kind of additional bend makes the upper hands over the immediate and indirect contenders.

2. The Communication stream should be suitable and this should to be kept up by the group pioneers of a unit, both inside and additionally when managing customers. The customers may carry on morally with the larger amount representatives however that should be kept up with the mid-level too who are functioning as a group of team for those customers.
3. I would recommend WAVEMAKER Bangladesh to construct a programmed client responsive programming with the goal that the product can monitor those participants message and send them code numbers in a split second during campaign and coming efforts itself

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