



Daffodil *International* **University**

INTERNSHIP REPORT

ON

**“DIGITAL MARKETING AND ITS IMPACT ON BRAND COMMUNICATION: A
STUDY ON COOKIE JAR LTD”**

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Date of Submission: 24 December 2020

LETTER OF TRANSMITTAL

To

Dr. S M Sohel Rana

Associate Professor

Department of Business Administration

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Daffodil International University

Subject: Submission of the Internship Report.

Sir,

This is my great pleasure that I am presenting to you my internship report entitled “Digital Marketing and Its Impact on Brand Communication: a study on cookie jar ltd.”

I have tried heart & soul my best efforts to collect the data properly and create an internship report. During the time of this internship I gather knowledge and experience which will be helpful in my future career. I have tried as much as it was possible to meet all specifications and instructions you have provided for the report and necessary to prepare it. During my internship program, I gathered a lot of knowledge & experiences that I believe will help me in my real life as well as my corporate world.

I should be grateful if you would kindly accept my report. I will be available for defense and for answering any queries on this report at any time in your convenience.

Thank you.

Sincerely yours,

Mahir Faisal Islam

ID: 193-14-169

Batch- 53rd

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SUPERVISOR'S DECLARATION

It gives me tremendous delight to confirm that the extended report named " Digital Marketing and Its Impact on Brand Communication: A study on cookie jar ltd." has been finished by Mahir Faisal Islam ID: 193-14-169 an understudy of MBA program, Department of Business Administration, Daffodil International University, Dhaka under my watch and direction. Apparently, this is a unique work, which has not been distributed in any diary or submitted to any organization or office for any degree.

I do thus acknowledge it a completely suggest Internship report for assessment.

.....

Dr. S M Sohel Rana
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

STUDENT'S DECLARATION

I do thusly proclaim that the work introduced in this Internship Report has been done by me and has not been recently submitted to some other University/Organization for a scholarly capability. The work I have introduced doesn't penetrate any leaving copyright and no segment of this report is duplicated from any work done before for degree or something else.

I further embrace to repay the Department against any misfortune or harm emerging from penetrate of the prior commitments.

Mahir Faisal Islam

ID: 193-14-169

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Department of Business Administration

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ACKNOWLEDGEMENT

First of all I would like to express my gratefulness to almighty Allah for enabling me on the strength and ability to prepare the internship report successfully.

I would like to thank Daffodil international university (DIU) for planning such a course that gave me the chance to gather knowledge about corporate life what I learnt in three months. The knowledge I gathered throughout internship course would help me to develop my future

I am very much grateful to my Academic supervisor **Dr. S M Sohel Rana Assistant** Professor, Department of Business Administration, Faculty of Business & Entrepreneurship who guided and support me for completing my report on “**Digital Marketing and Its Impact on Brand Communication: A study on cookie jar ltd.**” during my internship period. Without his help it would have very difficult to complete the internship report.

DEDICATION

At the point when the individual accomplishes something, there must be a motivation behind for accomplishing work. Particularly I might want to devote my report to my caring dad and mother, whose ask, friendship and backing are consistently a wellspring of consolation for me to reach at this objective. Also, I might want to devote this report to my honorable chief Dr. S M Sohel Rana, he has guided me and show his certainty on me and acknowledged me that I am truly equipped for accomplishing this work.

Without his direction and backing, it isn't feasible for me to finish this report.

I am grateful to all of them!

EXECUTIVE SUMMARY

This report presents the work understanding of a worldwide advanced showcasing organization known as Cookie Jar Limited (Digital Wing of Asiatic Events Marketing Limited). This internship report dependent on a three-month internship program at Cookie Jar Limited (Asiatic Events Marketing Limited Digital Wing) under the Digital Client Division varying for my MBA program. As a brand newcomer to the commonsense and corporate world setting, every hour spent in the advanced client division has given me some measure of the contribution that is entirely significant to my vocation. In the underlying section, "Asiatic Events Marketing Limited and Cookie Jar Limited" just as its main goal, vision, yearnings, values, benefits, the field of the executives, general data about the organizations given by Cookie Jar Limited, and how the offices work like HR. The cycle reinforces the essential errands of the client organization office, for instance, keeping up associations with clients and conceivable outcomes, made by the imaginative office, and the money office's assistance. The subsequent part unequivocally refers to the procedure, limits, and degree of the investigation. In the accompanying fourth section, I showed the ventures and gave an examination of the investigation, which depended on 'Keeping up a brand correspondence through advanced web-based media' under the oversight of Cookie Jar Ltd. Here I first endeavor to represent the worldwide circumstance of web-based media advertising and its effect; by then, I endeavor to limit my consideration via web-based media in Bangladesh and its effect on promoting and brand correspondence. Furthermore, I underline the significance of online media and others I exhibited the advantages and by then, I clarified how advanced correspondence organizations in Bangladesh are overseeing and working with clients. I have likewise remembered the presence of brands for online media in Bangladesh, their techniques, and their objections in this report. In parts five and six, I have incorporated a synopsis of this report and proposed improvements to brands via online media, my internship organizations, and universities. Prior as far as possible, you will discover the reference and further exploration in the informative supplements, which I did exclude from my report. Before making any inferences dependent on this report, it might observe that the report was set up in a succinct time and needs data. Regardless, this report might be significant for planning any further examination on keeping up a brand correspondence via web-based media.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Asiatic Events Marketing Limited is generally called ATM is a Dhaka-based shrewd marketing correspondence that is focused on serving its clients for the practice of their business objectives and compulsory business area correspondence. It arranges under the line development in services and direct marketing, beginning with the country's administrative center and primarily inception; Digital electronic marketing, known as cookie jars, as of late added. It is important for the 360 correspondence plan for the Asiatic Rally. Oli Jaker and Sara Jaker are the establishing individuals from the association and got authorization to utilize it from the all-around thought about the JWT office. EML began its activities in 1993 and has had a ton of accomplishment in the field of BTL Interchange since its initiation. Presumably, the greatest accomplishment was to plan the ICC Cricket World Cup held in Bangladesh. Above 60 endorsers presently have a record with Asiatic for marketing all their BTL campaigns, enactments, and events immediately.

1.2 Significance of the Study

Online media is a collaboration between individuals where they constantly share data and think in virtual networks. Andreas Kaplan and Michael Henline, two professors of marketing, called online media "an application that works in conjunction with the philosophical and mechanical organization of Web 2.0 and allows clients to create and trade content." Online media are portable and based on electronic advances, the usual intuitive steps by which people and networks share, co-create, test, and create content by creating clients. May know.

Electronic media appears differently concerning customary or mechanical media from certain points of view, including quality, reach, redundancy, accommodation, instantaneity, and perpetuity. There are various symptoms of utilizing the Internet. Web customers keep on putting more in online media objections than some other site, as per Nielsen. Simultaneously, full-scale time spent on electronic media in the U.S. across PCs and cells extended from 37 percent in July 2019 to 121 billion minutes, contrasted with 88 billion minutes in July 2020. Content online media reputation expanded and social sharing has worked.

As per Wikipedia, there are correct now around 34 million Internet clients in Bangladesh, of which 42 percent are Facebook clients, which uncovers to you that a huge load of Internet clients is traveling through online media.

Keeping up brand presence through web-based media is another example in Bangladesh. As of now, a few MNC goliaths, telecom organizations, and top neighborhood organizations have a brand presence via web-based media like Facebook and Twitter. Likewise, certain organizations have made separate segments for web-based media for their brands.

Along these lines, this report can help chiefs of existing global and neighborhood associations to have some data about the advantages of brand presence via online media in Bangladesh. Not simply that, later on, organizations that are daring to accomplish the brand's web-based media presence can have a fair raised point of view on the important mover brand presence via online media in the locale.

1.3 Statement to the Problem

In the study, we will focus on the needs of companies working in Bangladesh and their brands using web-based media, focusing on the effectiveness of web-based media for brand correspondence, relationship boards, focus on brand correspondence through online media and a range of brands. Items offer. The report will break down what types of organizations have images in web-based media and how they conduct and implement their practices through online media. Progress, editing and correspondence methods, the rationale for using online media tools for brands, etc. can be expected as published in the study.

1.4 Objectives of the Study

- To identify different types of digital marketing tools and their impact on brand communication in Bangladesh
- To identify the problems related to brand communication through digital marketing platform.
- To make recommendations for more usability of digital marketing for brand communication.

1.5 Methodology

The sort of this investigation will be quantitative close by a decent mix of the passionate part. The report will be set up on both Primary and Secondary data.

Primary Data:

This report is fundamentally founded on information, accumulated from an overview. The number of occupants in the examination will be non-prohibitive people just as different web-based media. More than 15 people highlighting different web-based media clients and online clients have explored. The information accumulated from the examination explored relying upon the factor testing techniques. Also, data from research accomplices and people who were direct engaged with Asiatic Events Marketing Digital Wing Cookie Jar Ltd. The materials for the investigation are:

- **Subordinate:** social and online media clients Perception
- **Independent:** Diverse online media and instruments - Facebook. The Twitter, challenge, brand page, and so on
-

Secondary Data:

The secondary data sources are:

- Asiatic Event Marketing ltd yearly report
- Interior reports and distributions
- Paper, articles, diaries, and locales.

Data Source

Primary Source:

Primary data on social media gathered from the surveying of target gathering and personal observation.

Secondary Source:

As a primary source, a secondary source is also a major stream of information for the report. A rundown secondary source is

1. Internet
2. Social Network Sites
3. Textbooks
4. Several other reports
5. And other sources

1.6 Sources of Data

Several limitations have been found for the development of this study. These restrictions are:

- It is difficult to get accurate information from individuals to gather initial information, as they probably will not feel good or give them a bogus tendency because assessors need to have a passion to be innocent.
- This is a long-term study where more data can be attached. I could not include all the data due to a lack of time.
- It takes a lot of time to observe full partnership practices and for a productive outcome, so as far as possible this is another complex obstacle to study.

CHAPTER TWO ORGANIZATIONAL OVERVIEW

2.1 Background of Cookie Jar Ltd

Cookie Jar Asiatic is a digital marketing office for 360 congregations. Cookie Jar is a specialist digital marketing company that provides companies in Bangladesh and the total digital marketing administration in the recent past and the world (advertising crusades, social media executives, site improvements, application progress, and much more). At the moment, it takes care of MNC brand pages like Ekneni.com, Airtel Buzz, Samsung Notebook, Camera & TV, Nokia Bangladesh, UP Bangladesh, Igloo, MI Amor, and many more and has two and a half million followers on Facebook.

2.2 Cookie Jar Mission

To help clients accomplice accomplish their business and advancement destinations by giving express answers for their digital correspondence needs.

2.3 Cookie Jar Vision

To transform into the organization of decision as an imaginative, client-focused, and socially dedicated specialist community

2.4 Asiatic 360 and its different Units:



Asiatic 360 is a collaborator of various units of the gathering and in addition to the extraordinary layout. A digital wing as of late added to Asiatic Events Marketing and a digital company known as Cookie Jar Limited.



Fig 1.1. Asiatic Event's Logo
Asiatic events marketing Ltd.)



Fig 1.2. Cookie Jar Logo (Digital Wing of

2.5 Cookie Jar Aspiration

Asiatic Marketing follows an ethical strategic approach to correspondence channels and strives to be the most respected and trusted association through greatness by enhancing the quality of its partners. Asiatic's promoters and leaders for the improvement of most parts of the administration during the early long period of the company's life. During the one hour of management, the group begins the work of core-based administration, starts incentives, starts market centers, and starts going to and from the market. When the level of administration has reached a defined purpose of development, Asiatic groups begin to lean their considerations towards the improvement of the organization.

The best part that any association can take at that time is that the pioneers become a goal-driven organization by clarifying the central goals, vision, qualities, and requirements of the association; Fulfill this desire, thus, as a guide for all representatives and market members involved with the organization.

2.6 Services:

The primary activities of Asiatic Events Marketing Limited are:

- Events: Innovative brand knowledge by and large appropriate and zeroed in on customers.
- Metropolitan Activation: Powerful brand responsibility with the right target gathering making conviction and need to purchase.

- Rustic Activation: Reaching to a gathering of individuals who is past any leftover media
- Retail: A compelling badge of brands for obtainment zeroing in on productive arrangements closing.
- Advanced: Engaging with purchasers through the new computerized world.

2.7 Services offered by Cookie Jar ltd

1. Content Management

We oversee content like photos, join, video posts like Facebook, Twitter, and Google+. Here it similarly covers many of the issues of copying for posts.

2. Relation Management

We additionally keep administration and item related help through social media. This includes answering clients 'questions through social media sites.

3. Campaign Management

We conduct a few more types of missions for people with more likes, impressions, and reach. We are continuing the mission with our system. These missions can be organized competitions to draw online clients and give them improved brand insights.

4. Development

We conduct a few more types of missions for people with more likes, impressions, and reach. We continue the mission with our methods. These missions can be competitive to draw on online clients and give insights into advanced brands c

5. Media Campaign Management

We likewise do the missions of various media substance like TVC, recordings, plans, and so forth

2.8 The departments working within Cookie Jar Ltd (Digital wing of Asiatic Event Marketing Ltd)

AMEL has four offices. Known as the office of digital customer administration, the cookie jar is the one that keeps in touch with the customers, the innovative office is the one that meets the

needs of the customer and the various offices guarantee the smooth functioning of the association.

The goal of these offices is to guarantee their customers a smooth and quality digital social media newspaper administration. Subsequently, digital social media administration needs to create brand mindfulness, reach out to incremental brand correspondence, provide quality online customer experience, and drive deals for businesses and their web and actual stores for profit.

CHAPTER THREE

LITERATURE REVIEW

The point of convergence of this examination revolves around the presence of computerized marketing and its effect on brand correspondence. There is a huge load of exploration on brand correspondence that has been given for the absence of highlight in computerized marketing. This examination discussed advanced marketing and its systems that are critical for current marketing correspondence. An examination has explored the current status of advanced marketing in Bangladesh and its importance for brand correspondence. This examination will comparatively uncover knowledge into brand correspondence and what computerized marketing implies for brand correspondence.

This segment incorporates a brief clarification of the speculative part that will analyze in the report. The principle presumptions centered and their definitions given underneath:

Social Media: As Wikipedia operates, social media refers to the methods of integrating data and thinking between individuals in virtual networks and organizations.

Social Media Marketing: Site traffic picks or considers through social media destinations.

PTA: Number of anecdotes about your page. These accounts include topics you like on your page, present them on your page schedule, comment or share your pages, address the searches you post, refer to any of your pages, label an image on your page or check your territory (great), Client

Lifetime Total Likes: Lifetime is all about people who like your page (exceptional clients). Reach the number of people who have seen any content related to your page. (Special client)

Draw pages on clients: The number of people linking to your page. Includes any snaps or stories committed. (Exceptional client)

Reaching posts on pages: The number of people who visited your page posts. (Attractive client)

CHAPTER FOUR

PRESENCE OF BRANDS IN SOCIAL MEDIA (BANGLADESH) OF COOKIE JAR LTD.

As indicated by the insights accessible on Wikipedia, 41.63% of the web customers in Bangladesh are Facebook customers, through which we can say that online media in Bangladesh is well known. Most telecom, style, and electronic brands both global and public have made themselves accessible via web-based media with the accompanying data at the most elevated purpose of the Facebook brand pages and the most elevated purpose of the rankings on the SocialBackers.com website and have a solid presence there to impart and possibly impact current shoppers on the web. Underneath you will discover a part of the brands that have a solid presence via web-based media destinations.

4.1 Airtelbuzz:



Airtelbuzz is the authority brand page of Bangladesh and is one of the main media transmission organizations in Bangladesh. Facebook and YouTube, two of the most eminent online media stages in Bangladesh, have an extraordinary presence. As per SocialBackers.com, a Czech-based association that gives experiences and testing from online media, for instance, Facebook, Twitter, Google+, Linked In, and YouTube, Airtelbuzz is Bangladesh's top Facebook brand page with more than 1,000,000 fan pages getting a charge out of things and organization. Post and status found. Furthermore, it contains maybe the principle number of people who rely upon

the page of around 60,000 people at a given time, which shows that the enthusiasts of this page are significantly natural and the page is blasted. While we can see the spread of data on their Facebook brand page, we can see that most of their postpaid unpaid debts have arrived at 0,000, which is presumably the most seen brand recording Facebook page on YouTube with more than 50,000 points of view in the most exceptional brand recording after any Bangladeshi. Further acknowledgment shows that they are keen on four general posts for every day including two presents identified with the 2-way life and fun of their buyers. The fundamental objective of AirtelBuzz is to expand any similarity to the pages and post the inclinations on the page to manufacture duty with the customers for which both of them post and forward the page through the Facebook maintain choice.

Airtel's quality on Facebook accompanies the understanding that a huge part of their deliberate social occasions is between the ages of 18 and 24 and a significant explanation behind intentional get-togethers is to put energy in Facebook conversations, sharing, teaming up on the two posts and posts that are their premium. So if an Airtelbaz page can resemble any writing and post fascinating points on Facebook that are keen on an intentional get-together, at that point target purchasers should have a fair and positive experience that will, at last, build their managerial securing, brand consistency, and unwavering quality. Likewise, not at all like other media, it is the most affordable and can arrive at their ideal purchaser straightforwardly to give the brand knowledge and affiliation.

4.2 Ekhanei .com



The webpage is right now the Facebook brand page of the site purchasing and selling authority. One of the primary objectives of their substance via web-based media regions, for instance, is to direct people to dotcom on their Basic website page as of now. Their technique isn't to really focus on the different pages where their primary objective for other brand pages is to pass on their brand message and spotlight on online customers is so far on the Facebook page where the brand page redirected to make and manage their customer's page. Its advanced marketing is broader than Airtelbaz and Nokia. AirtelBuzz uses both post increase and posts expansion through page advancement and post-improvement anyway for dejection; it is like Google Ad Sound Ad, Website Streamlining, and Internet Search Marketing, which other brands' pages don't depict above.

Right now, the page alone has around 2300000 devotees with which it is talking about 60,000, which shows that individuals draw a ton with preferences, remarks, and parts of its posts with this page. Another thought is that they generally go along with them as opposed to posting life-related blessings on their site. It as of now utilizes fun and intriguing accounts on their Facebook page that are set apart as items to divert to their landing page to create more buys and deals on their landing page to get client thought and responsibility.

4.3 Microsoft Lumia Bangladesh:

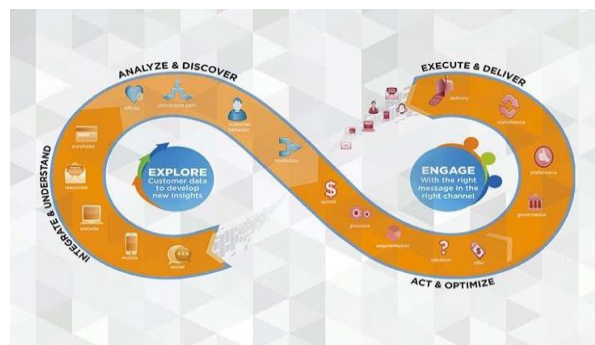
The Microsoft Lumia Bangladesh Facebook page is the position's Facebook page for online multipurpose clients in Bangladesh. Microsoft has used Facebook just to keep up the brand presence of Facebook in Bangladesh since Bangladeshi people like Facebook are not possessing some other social site. As of now, this page has the most important fan base for electronic brand pages, as indicated by SocialBackers.com of Bangladesh, with around 100,000 enthusiasts. Likewise, it has an incredible extreme individual who discusses 10,000 of it since it shows that people interface with its post every day and have 10,000 uncommon fans who arrive at the post normally. This page covers how to totally improve the different highlights and highlights of Microsoft phones. If we feel the page, the Microsoft Bangladesh page is advantageous for Facebook clients to know and remain completely educated concerning the most recent Microsoft news. Fans can discover answers for every one of their inquiries comparably identified with Microsoft phones which is one of the fundamental worries for chipping away at the Microsoft Facebook page. Moreover, we can discover convincing viral

accounts to improve for Nokia fans similarly as online clients foresee. Microsoft isn't focusing on the page as a rule yet is more worried about the decided organization that addresses customer inquiries on its page, and through which they like to make page likes and post tendencies. Microsoft page choices are generally done through non-paid choices.

4.4 Samsung TV Bangladesh:

Samsung Television dispatched the page on December 8, 2013, yet the event began with Cookie Jar Ltd. in February, and four months, it has made 44.4 million fans for Samsung Television just as web and event facilitating conveyed by Samsung Television. As of now, Samsung Television's web-based media page is getting 100% reaction.

4.6 Evaluation & Controlment



The significance of web-based media and its advantages in alternate methods of brand correspondence.

The incredible thing about online media is that you can achieve more with less. We by and by having more than 10 TV diverts in our country and the business cost of air is high. Above all, a negligible portion of the spending plan can do some astounding things in the advanced world. The media on the top line isn't really focusing on the press and TV yet you don't need to spend an extraordinary arrangement, notwithstanding there is no necessity for any conversation. The organization appreciates substantially more chances than other media concerning social marketing. Google advertisements can go far in buying incalculable advertisements just as advancing and posting as a functioning Facebook page.

One of the extraordinary advantages of web-based media is that you can undoubtedly focus on your contacts. Discovering people's regions of premium on Facebook is uncommonly simple and an advertiser needs to discover the regions of interest that his objective bundle has accomplished and target them for the given correspondence. For instance, Airtel has a "Night Talk" offer (low call rates from 12 am to 8 am), in case they need to propel this correspondence they should look for people who are typically late and keen on this uncommon offer. Espresso, late-night bites, and even more significantly, discovering understudies who like it would be an incredible method to locate a feasible crowd. Along these lines, we can see that it gives a huge load of alternatives to begin the objective get-together.

Perhaps the best model for web-based media marketing is that you can get more precise reports and screen execution. You can make 5-10 promotions for a solitary contact and spend more on it by confirming which one is improving. Notwithstanding being significantly natural and payable recipients, the organization can turn into a web sensation well through online media. Right when somebody offers or likes correspondence on Facebook, it will make more impacts on Facebook, which will make a viral impression and it is free marketing by broad society. Likewise, web-based media helps these organizations from multiple points of view to connect with computerized Bangladesh. People on Facebook (particularly young women) can spend more than they spend on TV or papers, which has made Facebook an appealing field for online media advertisers.

How advanced interchanges organizations in Bangladesh are working and working with clients.

Since the prerequisite for advanced correspondence has emerged lately, a handful of computerized correspondence organizations have critical worth. As a rule, these associations need to teach clients and understand their entire web-based media improvement. Then again, a couple of clients themselves have understood the new element of web-based media capacities and applied it to computerized correspondence organizations. After the underlying pitch to the client, there will be an arrangement between the two organizations relying upon the idea and cost of the computerized firm. Advanced organizations need to understand the brand they are working for and the objectives they are endeavoring to accomplish. Need to. The span of the

agreement changes and whenever it is shown that the organizations begin getting maintenance contracts.

Computerized organizations need to offer applications to clients also, a couple of organizations have their safety measures and some reconsider these applications. There is additionally a demand in the viral video market and low spending video content is getting more well known, so creation has become a requirement for these organizations.

Customers get after a long time after week or month to month reports from advanced organizations to screen progress and track acquisitions and finish. As time goes via, web-based media is getting progressively more critical to organizations, so advanced organizations get the opportunity to achieve more and show the genuine capability of computerized marketing. It is just a short time before online media transforms into a significant piece of marketing for most associations and extraordinary computerized organizations will assist them.

Social Media Global Marketing and its Impact

Web-based media marketing is getting progressively more mainstream everywhere in the world. This is because online media marketing programs normally base on making content that stands out and urges perusers to impart it to their social associations. A corporate message spreads from customer to customer and presumably demands it since it seems to come from a buddy or trusted in a pariah rather than the brand or association. Plus, this sort of marketing is driven by catching individuals' discussions, which implies it comes from procured media instead of methods for installment. Online media is a stage that is effectively open to anybody with web access and fills in as a generally moderate stage for web-based media organizations to run marketing efforts.

As indicated by an article disseminated in the International Business Times, we discovered that by 2010 a few of the world's most prominent brands started drawing in with their customers on Facebook where they will undoubtedly be seen as partners. Presented on Twitter, Instagram, and Vine.

Online media has now added another measurement to how brands market their things so they can discuss more with their customers as trusted in friends than organizations or brands. While a brand's essence via web-based media may not clearly increment deals, it is an astounding element in Google's natural list items for brands drawing in with customers through social stages. Another survey conveyed by think tank L2 found that seven out of ten Google rely upon web-based media for organic ventures. This implies that if brands are not dynamic via online media, they show less on Google look.

As per research led by Nielsen, it shows that purchasers are investing extra energy utilizing online media. Because of this report, we can reveal the effect that social brands can have on advertisers attempting to develop their brands and interface even more clearly with their crowd.

These days online media has a significant impact on how customers discover, explore, and offer brands and things. 0% of customers who investigated things through various online sources found out about unequivocal brands or retailers through long range interpersonal communication regions. Learned dynamic web-based media customers will undoubtedly peruse thing reviews on the web and 3 out of 5 make the overviews of their things and organizations. Men get more than men (61% female versus 722% male) concerning getting their optimal things. Generally, purchaser produced reviews and thing appraisals are the most preferred wellspring of thing data among online media customers.

The investigation further shows that social brands are progressively being used as a stage to impart their steadfastness to their brand and their favored outcomes and many are attempting to exploit the brand in advancing their things. In any event, 41 percent of the people who share their brand experiences through web-based media say they do it to get a markdown. While exploring things, web-based media customers can rely intensely upon the exhortation of their friends and family, and a Nielsen Global online survey found that 2 out of 3 respondents said they outstandingly or fairly affected by promoting in a social setting.

Bangladesh's Marketing Strategies and Brand Communication Social Media Even quite a while back, most organizations had a similar viewpoint via web-based media.

Viability and productivity of brand presence on computerized online media

A subjective report was directed on 200 examples of respondents (understudy enlistment trained professionals and the overall society) from the objective populace of Dhaka city to acquire start to finish data about the feasibility and efficiency of brand presence in advanced marketing. For this report, I directed more than 100 investigations on the web and led 100 examinations clearly.

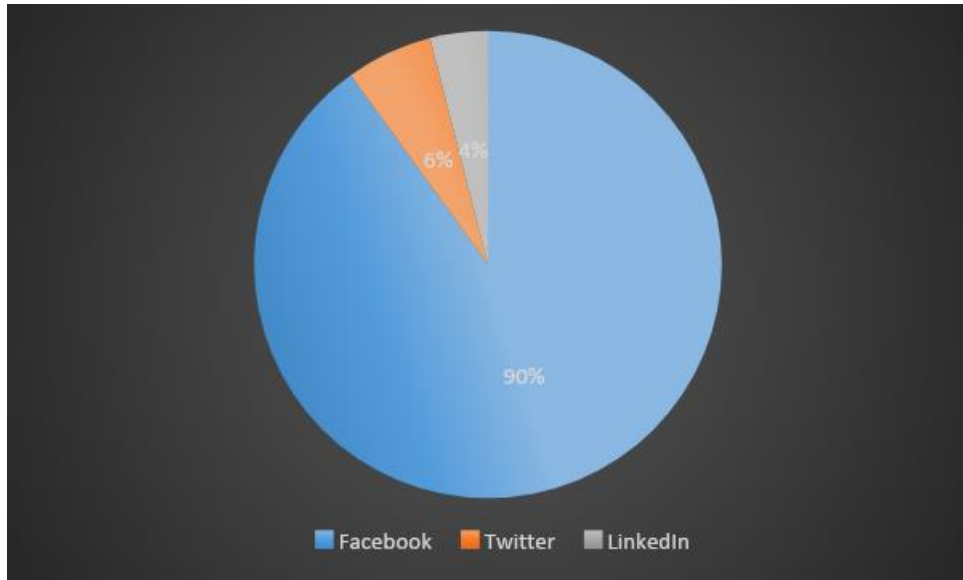
This outline will help you with figuring out how computerized web-based media is used suitably and adequately in web-based media for online customer conduct and brand correspondence.

CHAPTER FIVE

ANALYSES

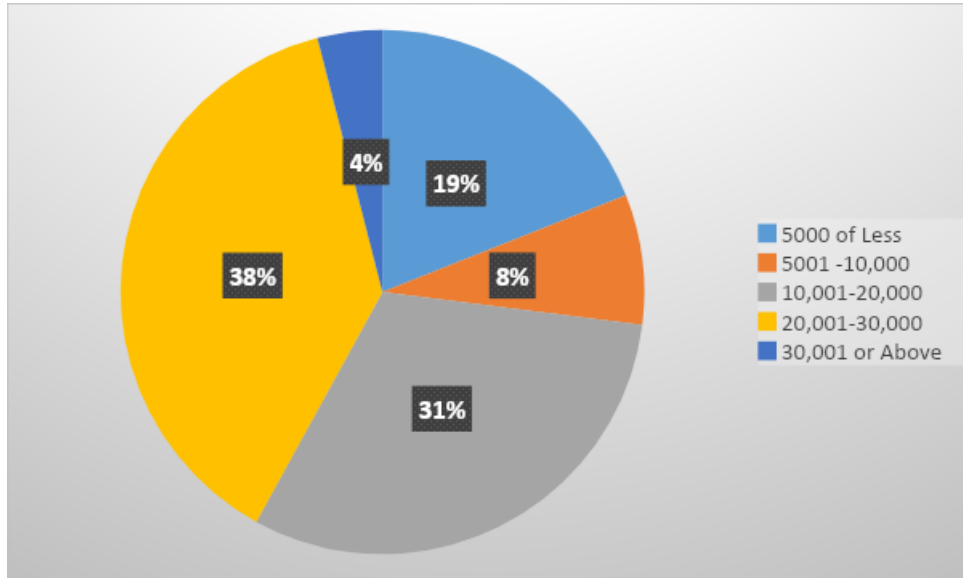
In this overview, I have done 15 investigations to get an in-depth look at the adequacy and efficiency of brand presence in digital marketing. As part of the presentation of the investigation, if we need to review our future work or the like, I try to identify the store name, occupation, gender, address, and phone number and the initial information for it.

- **Question 1-** Which Social Media do you utilize the most?



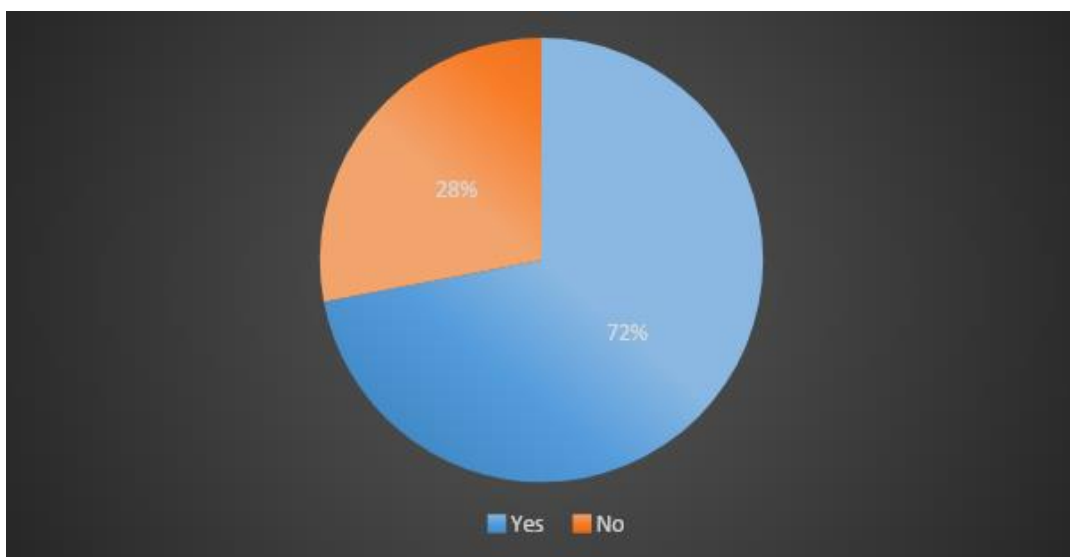
If we survey the pie graph above, we can conclude that 90% of Bangladeshis who utilize social media are in favor of using Facebook, 4% are leaning towards Twitter and 6% are using LinkedIn. Facebook is presently the most mainstream social site in Bangladesh so it is fundamental for the brand to have a presence in this social organization, where a large fragment of people, in general, can all the more likely concentrate and reach out successfully.

Question 3: Average monthly income:



From the above examination, we can decide the explanation that the compensation size of 5000 or less is just 19%, the compensation scale is 5001-10,000 to 8%, the compensation range from 10001-20000 is 31% and 20001-30000 is 38% and at least 30,001 is 4%. This implies that the customers given by the middle are the main customers of advanced marketing, as the recipients utilize computerized marketing for their requirements yet the quantity of dynamic customers is high.

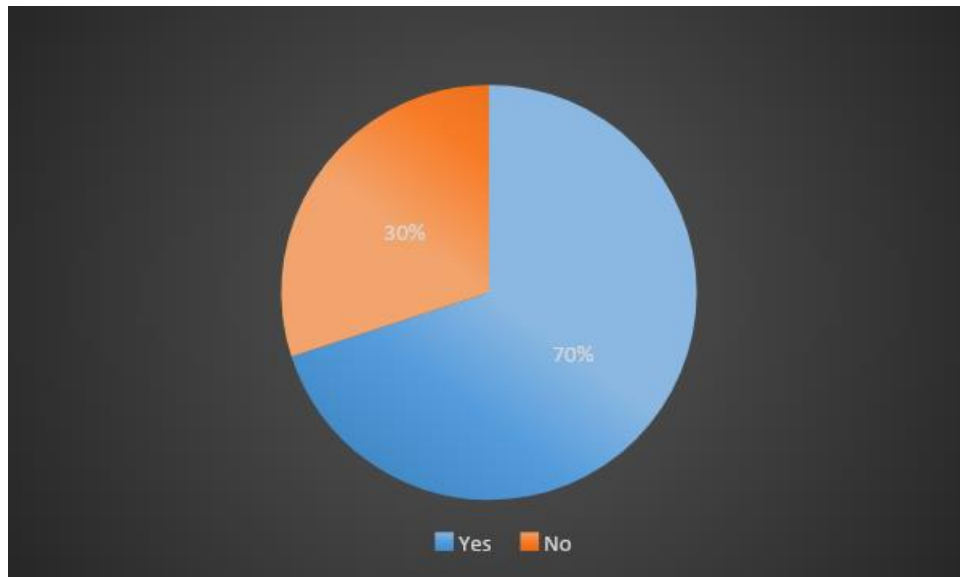
Question 4- Would you be able to recollect any notice on the Social Media? (If yes please determine)



From the above investigation, we can contend that 72% of people pull out different advertisements via online media. They highlight different advancements, for instance, 7UP

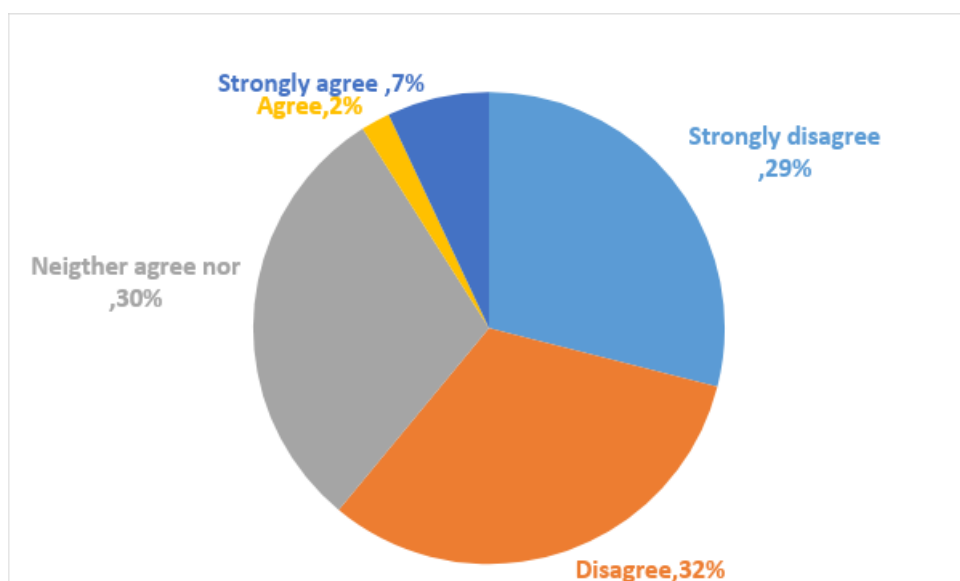
alone, CTA, and then again, 28% of people can't think about any advertisements via web-based media

Question 5 - Did you like to get commercials on Social Media?



From the survey above, we can appraise that 70% of individuals need to get a business via web-based media, and 30% of individuals don't consider getting any notification via online media. A considerable number of individuals like to take a break from this sort of notice or get information about various items.

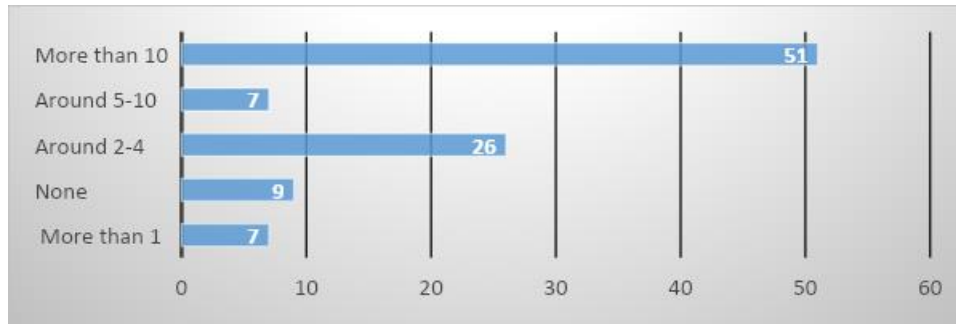
Question 6- Social Media Plays an Important role in Digital Marketing



The survey shows that 29% of individuals unequivocally concur on clash and 32% assume a significant part in advanced marketing through web-based media 30% of individuals don't

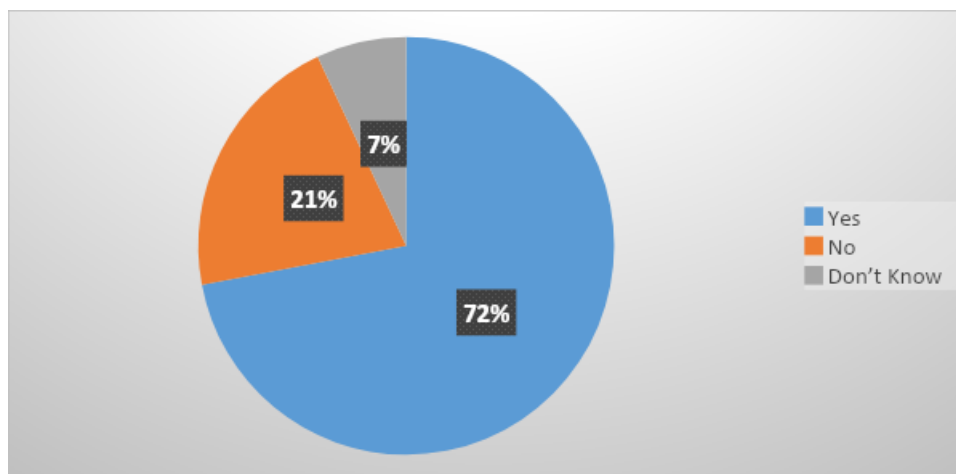
contend or assist with arguing. 2% and 7% of people can't resist opposing the discussion exclusively and unequivocally. From this, we can say that online media has a critical impact on computerized marketing.

Question 7- How many FB brand pages you have liked?



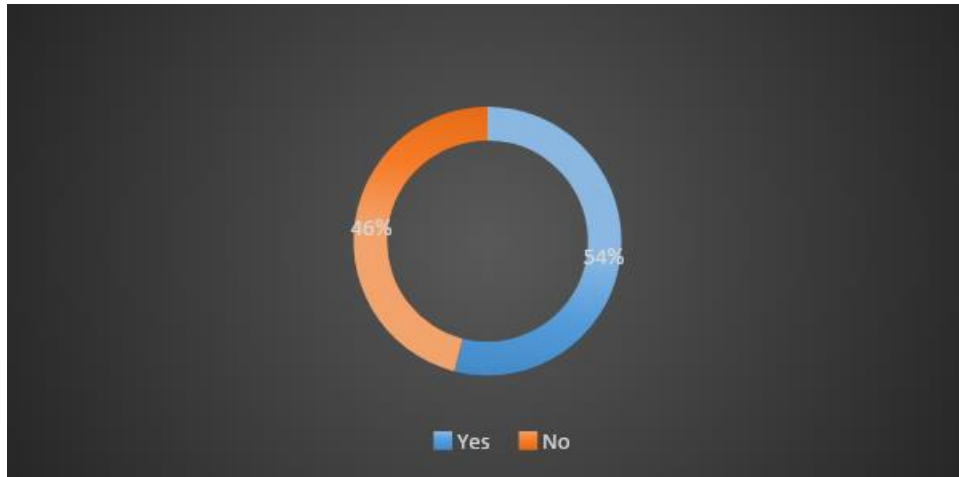
We can see from the review that about 51% of Facebook clients have more than 10 brand pages and 7% of people have around 5-10 Facebook brand pages, 26% of people have 2-4 pages, 9% just like 1 page and just 9% Clients couldn't care less about any brand's pages. So it shows that people are keen on brand pages and they like brand pages. What we can keep from here is that for a brand's page to be solid, it needs to interface with more buyers simply by zeroing in on the headway of the page as a post for capacity by drawing the difficulties of Facebook with their convincing posts.

Question 8 - Do you think FB brand pages are more fascinating than a brand site?



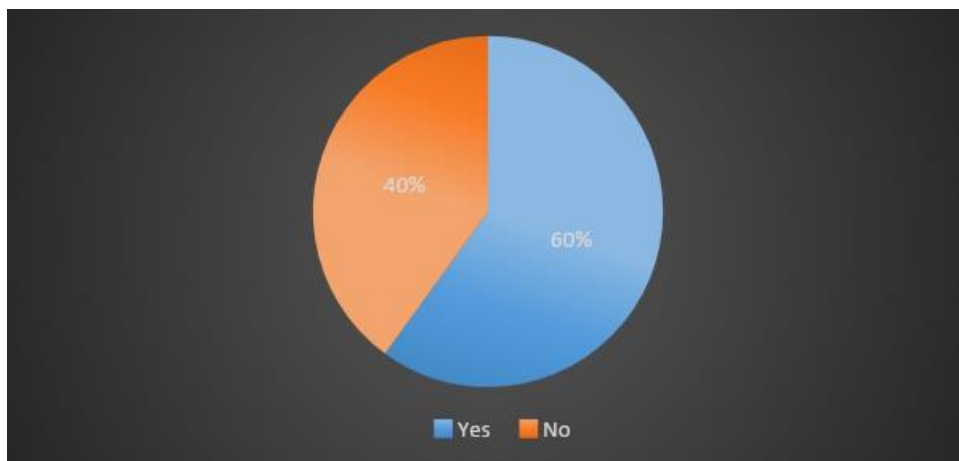
The survey here shows that 2% of users prefer brand pages over brand websites. This shows that it is more efficient and more efficient to maintain branded pages on Facebook than on regular websites.

Question 9 - Do you get regular notifications from the Brand pages website?



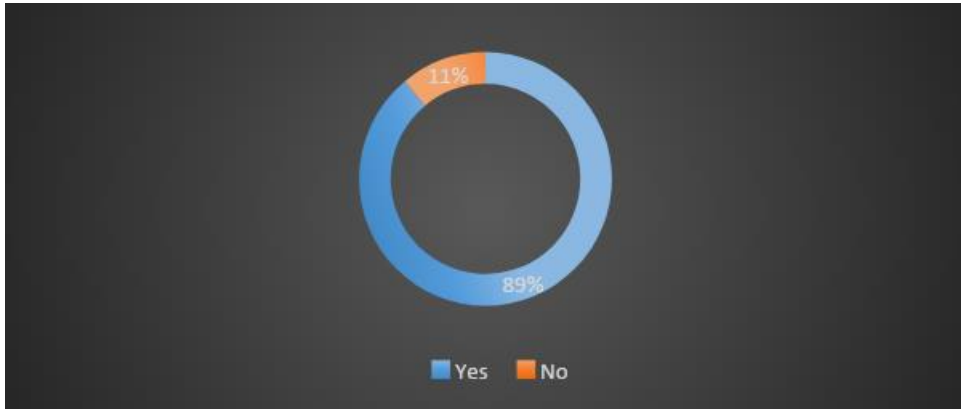
The audit shows that 54% of customers get sees from brand pages and 46% are not informed from customer brand pages. Here we see that when another development happens on the page, individuals get the usual updates from the brand pages. This is the information on encouraging brands on Facebook and another reason behind keeping the brand presence on Facebook.

Question 10- Have you ever taken an interest in any Facebook Brand page poll.



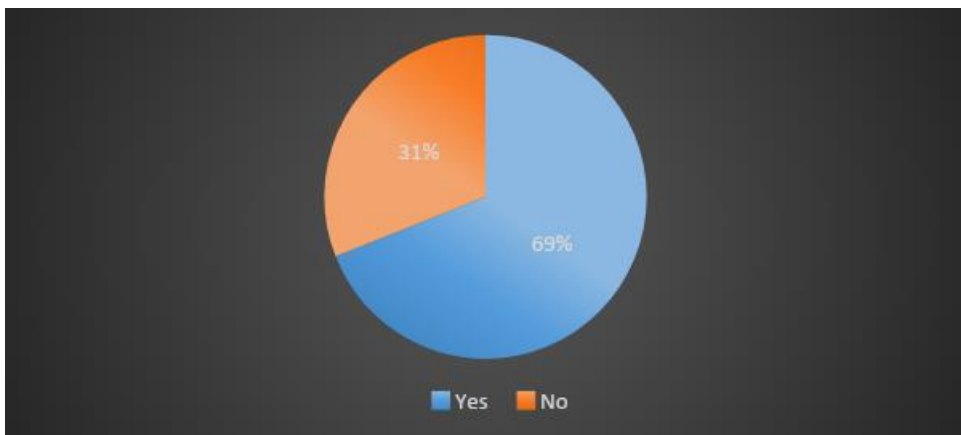
We can see from the research that about 0% of customers are interested in brand page surveys. Survey collaboration is important because it shows the pervasiveness and input of the administration given to customers. Surveys can similarly show how famous a particular mission is.

Question 11- Did you partake in any brand Facebook page challenge?



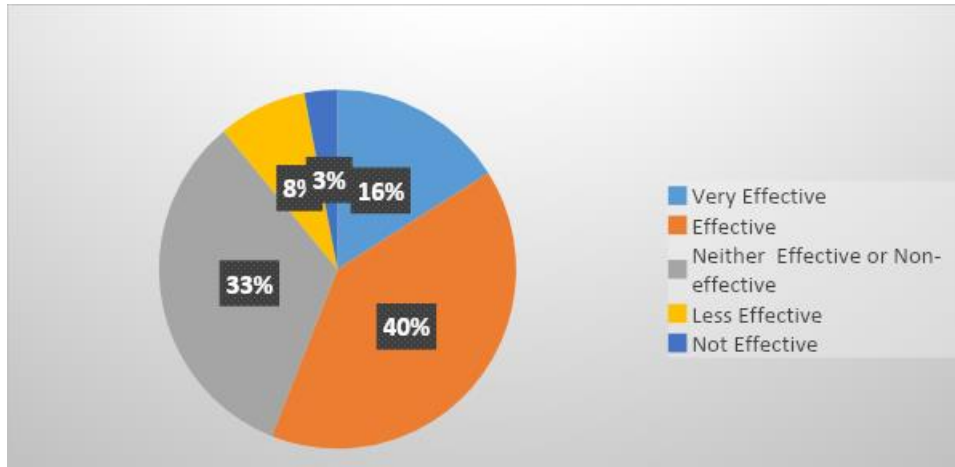
We can see from the overview that about 89% of clients prefer to be interested in competitors to the brand page. It shows that contests are a decent way to keep clients on their own Facebook page.

Question 12- Do you ponder the brands through Facebook than other correspondence television, Paper, Board, and Radio?



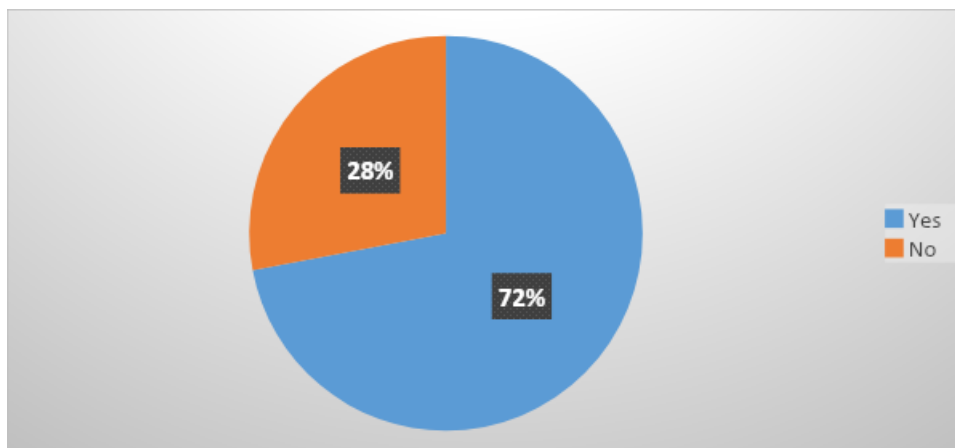
The survey shows that about 69% of journalists are incredible individuals ruminating over brands through Facebook contrasted with other correspondence (TV, paper, declarations, and radio) and 31% don't. We can finish up here that the customer contemplates the brands through Facebook than different letters (TV, paper, board, and radio).

Question 13- Social Media Plays an Important role in Digital Marketing



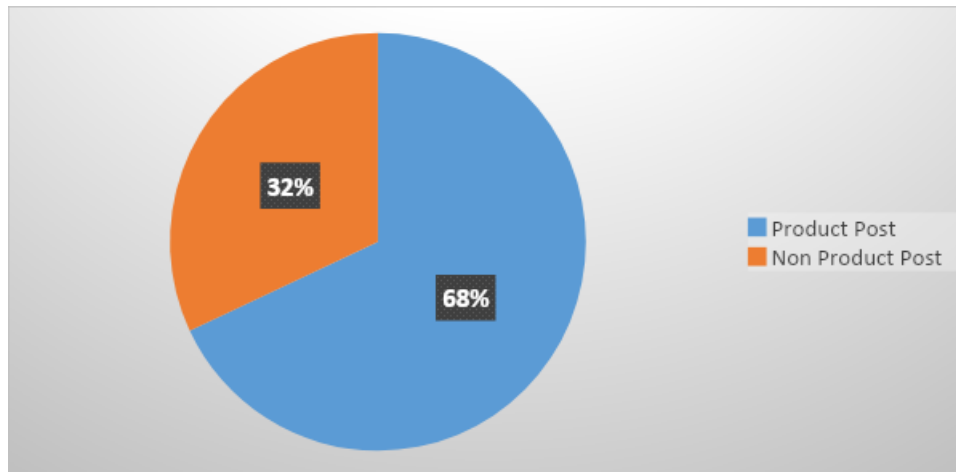
When requested that Facebook let clients know the effectiveness of correspondence on our brand page, 16% of clients said it was successful and 40% stated that it was more attractive than various correspondence tools. One reason for this is that it is more intuitive than some of the other methods of correspondence where buyers can not only comment, as it can share with peer's correspondence but also perceive comments on behalf of clients about specific products and administrations offered by the brand. Truth be told, many clients do not agree with this claim.

Question 14- Did you buy products promoted on the Facebook Brand page?



From the pie chart, we can see that at least 72% of social media clients purchase items advertised on Facebook. And 28% didn't accept the item on the Facebook brand page. From that point, we can conclude that individuals are starting to depend on online marketing.

Question 15 - What kind of post do you like on the Facebook Brand page?



If we take a gander at the pie chart above, we see that most Facebook clients like to post items in about 68% of non-item posts. So for brands to be compelling on Facebook and social media, their posts should zero in additional on individuals' daily routines and experience item related posts as well as some different things that we center more around in many item posts in brand posts however fans don't will, in general, follow the page.

Summary of Findings

1. People like giving post of products instead of services. Hence product related information is more communicated in digital media.
2. Around 72 % customers said that they bought products seeing ads in digital platforms.
3. 54% of clients get regular notices from brand pages; and 46% are not informed from client brand pages.
4. 72% of users prefer brand pages over brand websites. This shows that it is more efficient and more efficient to maintain branded pages on Facebook than on regular websites.
5. 32% clients think that social media play an important role in digital marketing.

CHAPTER SIX

RECOMMENDATIONS AND CONCLUSION

6.2 Recommendations

A part of the recommendations is mentioned below the list item that the development area is cleared as a precious stone and it can be finished.

- **Increment Financial plan on Social Media Marketing:** One of the main frustrations of not surpassing the brand on social media, according to Nielsen's research, is the explanation of the allocated low financial plan where only 1.2% of all-time correspondence advance spending plans are delivered to digital social media newspapers. The title of this expenditure should be excessively low and adequately extended.
- **Increment Viability of Brand Pages on Social Media:** Most brand pages are posted on individual newsfeeds and focus on product delivery and administration where social media clients will be annoyed at a certain point in time and will not follow or fix like the past. Improved for non-branded correspondence like humor, tips and another profitable message from the client for the brand page is better than just product and administration benefits. Or does not invent profitable correspondence. The best strategy to use is a combination of brand products and lifestyle, humor, and correspondence rather than product and administration progress.
- **Increment Effectiveness of Brand Pages on Social Media:** It is necessary to build the productivity of the brand pages in order to focus on the correspondence of the brand pages as an objective collection. Most social media, for example, Facebook has a system to focus on advancing to a decent degree where the compass can indicate what kind of person needs to look at correspondence, age, sexual orientation, topography, and lifestyle. With the exact collision of a particular correspondence, the cost will be less according to the imprint of the letter and the cash spent on the back of the advance will be used productively.
- **Greater Enlistment for digital marketing or social marketing:** At present, the issue of digital marketing in Bangladesh is at its very core level. Nonetheless, we overall understand that this is one of the areas of imminent development, as well as a number of offices that have recently begun to chip in digital marketing. For the rapid and rapid development of the organization at present, more representatives should be appointed in this area to adapt to the appeal.

- Need to invest more on digital marketing platforms for more brand recognition
- Need to focus on services promotion also as people mostly like giving post regarding tangible things.
- Need to invest more on client relationships so that regular communications can be maintained.

6.2 Conclusion

The report begins by limiting the marketing of the Asiatic event with an overall presentation of “Cookie Jar Restricted” and its digital wing. Asiatic Events Marketing Limited is an intelligent marketing correspondence that is committed to serving its customers to meet their business goals and mandatory market correspondence rehearsals. Cookie Jar is limited to the administration of digital social media communications only to a large number of major global and public brands. Also, digital leader enrollment and work obligations are fully illustrated in this report. The report mainly includes the continuation of the brand's correspondence through social media. Here in this report, I have mainly talked about the adequacy and effectiveness of social media for which a study was conducted on the clients of a social research medium. The results show that the presence of brands on social media is an ultimate requirement as individuals spend a huge portion of their experience on Facebook and when they like to spend time with their peers on Facebook they like to attach, search and view or receive on different media. Think of brands that can. Also, through a study of social media articles at home and abroad and marketing of Asiatic events in a limited (digital) planet between different home digital companies and which brands keep social media presence and their goals and systems were tried to be introduced.

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