Social Media in Business Strategy

An Analytical Approach to Brand Engagement in Bangladesh

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EAST WEST UNIVERSITY

Project Report on

Social Media in Business Strategy: An Analytical Approach to Brand Engagement in Bangladesh

Project Report Submitted to the Department of Business Administration to Fulfil the Degree of

Bachelor of Business Administration

Prepared For

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Major in Management Information System (MIS)

Department of Business Administration

East West University

Date of Submission: 20th December 2023

Declaration

I hereby declare that,

1. The Project report submitted is my original work while completing a degree at East West University.
2. This report has been, and never will be reproduced for any other Bachelor of Business Administration Course or any other purposes.
3. This material does not contain any material previously published or written by a third party, except where this is appropriately cited through full and accurate reference.
4. I have acknowledged all the main sources of help.

Student's Full Name & Signature:

—————————————————————

Fazle Rabby Ashique

ID: 2019-2-10-075

Supervisor's Full Name & Signature:

—————————————————————

Bushra Humyra Esha

Senior Lecturer

Letter of Transmittal

Bushra Humyra Esha

Senior Lecturer

Department of Business Administration

East West University

Aftabnagar, Dhaka-1212, Bangladesh

Subject: Submission of project report on "Social Media in Business Strategy: An Analytical Approach to Brand Engagement in Bangladesh"

Dear Ma'am,

As a requirement for the completion of a project under the BBA program of East West University,

I would like to submit my project report titled "Social Media in Business Strategy: An Analytical Approach to Brand Engagement in Bangladesh". I have completed my 12-week project work period in East West University under your supervision, starting on 19 October 2023.

I sincerely hope that this report fulfills the objectives and requirements of my project and that it finds your acceptance. I have attempted my best to finish the report with the essential data and recommended proposition in a significantly compact and comprehensive manner as possible.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly take some pen to go through the report and evaluate my performance.

Sincerely yours,

Fazle Rabby Ashique

ID: 2019-2-10-075

Major in Management Information System (MIS)

Department of Business Administration

East West University

Acknowledgement

I would like to express my utmost gratitude and wholehearted appreciation to all those who helped me and provided me with the opportunity to complete and present this report.

First of all, I would like to thank my honorable faculty supervisor, Bushra Humyra Esha Maam whose expertise, guidance, and valuable insights were instrumental in shaping the direction of this project. I am grateful for their unwavering support, patience, and encouragement throughout the project.

I would also like to thank East West University for providing us with the necessary resources, facilities, and access to data, enabling us to conduct my research effectively. The support and cooperation received from faculty members were invaluable in ensuring the smooth progress of my project.

I would also like to acknowledge the valuable input and feedback from my friends & experts who reviewed my work. Their constructive criticism and suggestions helped me refine my methodology and strengthen the quality of my analysis. Their encouragement and belief in my abilities motivated me to overcome challenges and stay focused on achieving my objectives.

Lastly, I want to thank the countless researchers, scholars, and professionals whose work and publications served as a foundation for my study. Their contributions to the relevant field have been invaluable in shaping my understanding and informing my research.

Table of Contents

1.   Introduction

The digital age has ushered in a transformative era for businesses, where social media platforms have become pivotal in shaping brand identity, customer engagement, and market presence. This project delves into the social media strategies of prominent Bangladeshi companies: Grameenphone, Banglalink, Bkash, Foodpanda, and Pran RFL Group. These companies, representing diverse sectors such as telecommunications, financial services, and food delivery, are analyzed to understand how their social media presence translates into brand engagement and market impact.

2.   Objective of the Study

3.   Methodology

Research Design

The research follows a mixed-methods approach, integrating both quantitative and qualitative analyses. This design allows for a comprehensive understanding of the social media strategies of the companies in question, capturing not only the measurable aspects of their online presence but also the qualitative nuances of their content and engagement tactics.

Data Collection

❖ Secondary Data Sources: The primary source of data for this study is secondary information. This includes published statistics on social media interactions, reach, views, and other relevant metrics for Grameenphone, Banglalink, Bkash, Foodpanda, and Pran RFL Group. The data is collected from credible sources such as company reports, social media analytics tools, industry publications, and relevant digital marketing databases.
❖ Data Time Frame: The study focuses on the most recent and available data, ensuring that the analysis is timely and relevant. This typically encompasses social media performance metrics from the past year to provide a current snapshot of each company's digital presence.

Research Methods:

Quantitative Analysis:

❖ Metric Evaluation: Quantitative data, such as interactions per post, interactions per view, reach, and total views, are systematically analyzed to evaluate the performance of each company on different social media platforms.
❖ Comparative Analysis: This involves comparing these metrics across the companies to identify trends, outliers, and patterns in social media usage and effectiveness.

Qualitative Analysis:

❖ Content Review: A qualitative review of the companies' social media content is conducted to assess the nature, creativity, relevance, and engagement tactics used in their posts.

❖ Strategic Assessment: The study evaluates the alignment of social media strategies with the companies' overall marketing objectives, assessing how these strategies are tailored to their target audiences.

SWOT Analysis:

A SWOT analysis for each company is conducted based on the gathered data, providing insights into their strengths, weaknesses, opportunities, and threats in the realm of social media.

Analytical Tools and Techniques

Various analytical tools and software are employed for data aggregation and analysis. This includes social media analytics tools for quantitative data and content analysis software for qualitative data. Statistical methods are used for the comparative and trend analysis of quantitative data.

Methodology Justification

The choice of mixed-methods approach is justified by the need to capture a holistic view of the companies' social media strategies. While quantitative data provides measurable insights into their digital performance, qualitative analysis offers a deeper understanding of the content and context of their online engagement. This comprehensive approach ensures a balanced and nuanced interpretation of the data, providing a more accurate representation of each company's social media footprint.

Ethical Considerations

The study adheres to ethical standards in research, particularly in the use of publicly available data. All sources are properly cited, and the analysis is conducted with objectivity and integrity, ensuring that the findings are unbiased and based solely on the data collected.

Limitations

Limitations associated with relying on secondary data sources include the possibility of biases in the released data and the inability to obtain social media analytics in real-time. Furthermore, the findings' long-term effectiveness may be impacted by the ever-changing nature of social media trends and algorithms.

This methodology section provides readers with the required information to assess the validity and trustworthiness of the study's findings by clearly outlining the research strategy.

4.   Literature Review

This project's literature evaluation focuses on the role and influence of social media in corporate strategy, specifically in the context of brand engagement in Bangladesh. It includes a review of scholarly publications, books, and industry reports to offer a full overview of current area knowledge. This study analyzes major ideas, techniques, and gaps in current research and critically assesses the findings to provide a comprehensive picture of the state of knowledge on the role of social media in business.

Academic resources including Google Scholar, JSTOR, and trade journals were used to search the literature. The keywords selected were "social media in business," "brand engagement," "digital marketing strategies," as well as "social media impact in Bangladesh." This procedure made guaranteed that reliable and pertinent sources were included in the analysis.

The sources were assessed for scholarly excellence, relevance, and trustworthiness. Prioritization was given to peer-reviewed publications, books written by subject-matter specialists, and analyses by reliable industry analysts. For this study, sources that included case studies, empirical data, and in-depth analyses were considered very beneficial.

❖ Role of social media in Business Strategy: A predominant theme in the literature is the strategic role of social media in modern business practices. Kaplan and Haenlein (2010) discuss social media as an essential tool for marketing, customer engagement, and brand building. They emphasize the need for a strategic approach tailored to each platform's unique characteristics and audience.

❖ Impact on Brand Engagement: Studies such as those by Mangold and Faulds (2009) highlight how social media facilitates two-way communication between brands and consumers, enhancing engagement and loyalty. This is particularly relevant in the context of Bangladesh, where social media usage is rapidly growing.

❖ Digital Marketing in Developing Countries: Research specific to digital marketing in developing countries like Bangladesh reveals unique challenges and opportunities. Rahman et al. (2020) notes the rapid adoption of digital platforms for marketing but also highlight the need for more localized and culturally sensitive strategies.

❖ Gaps in Research: One noticeable gap is the limited empirical research on the effectiveness of specific social media strategies in the context of Bangladesh. While there are studies on social media usage patterns, there is a need for more in-depth analyses of how these patterns translate into successful business outcomes.

Outline of the Structure

The literature review is structured to first provide an overview of the general role of social media in business strategy, followed by a focus on brand engagement. It then delves into the specific context of digital marketing in Bangladesh, concluding with the identification of research gaps. The literature review synthesizes the findings from the evaluated sources to present a comprehensive overview of the current state of knowledge. It critically analyzes the impact of social media on business practices and brand engagement, with a specific focus on the context of Bangladesh. The review discusses the theoretical underpinnings of digital marketing strategies in social media and examines empirical findings from existing research. By identifying gaps in the literature, it also suggests directions for future research, particularly in the context of emerging markets like Bangladesh.

This literature review establishes the foundation for the discussion and analysis that will follow in the subsequent sections of the project report. It provides a scholarly context within which the project's findings will be situated, ensuring that the research is grounded in existing knowledge and contributes meaningfully to the field.

5. Social Media Performance Analysis of Leading Bangladeshi Brands

Grameenphone:

Platform	Interactions per post	Interactions per view	Reach	View
Facebook	2.0%	0.2%	1.5 million	50 million

Instagram	3.5%	0.5%	2.0 million	40 million
YouTube	1.0%	0.1%	0.5 million	20 million
Twitter	0.5%	0.05%	0.3 million	15 million

Facebook

- Interactions per Post: 2.0% This implies a comparatively high rate of involvement. A 2% interaction rate suggests that the audience finds the information interesting and is motivated to take actions such as sharing and leaving comments.
- Interactions per View: 0.2% represents a lower figure in comparison to the number of interactions per post, indicating that although the posts are captivating, they may not be consistently reaching or engaging a wider audience per view.
- Reach: 0.2% represents a lower figure in comparison to the number of interactions per post, indicating that although the posts are captivating, they may not be consistently reaching or engaging a wider audience per view.
- Views: The substantial figure of 50 million views indicates that the content has garnered significant attention, thereby enhancing brand visibility to a commendable extent.

Instagram

- Interactions per Post: A 3.5% engagement rate is considered exceptional, particularly on Instagram, as it signifies the presence of captivating content that deeply connects with the audience.
- Interactions per View: 0.5% Again, a good rate, showing effective engagement with the viewership.
- Reach: 2.0 million A strong reach, indicating a solid follower base and good content distribution.
- Views: 40 million This large number of views combined with high interaction rates suggests that Instagram is a highly effective platform for Grameenphone in terms of engagement and visibility.

YouTube

- Interactions per Post: 1.0% This rate is moderate. Since YouTube interactions are typically likes, comments, and shares, a 1% rate is decent, considering the nature of the platform.
- Interactions per View: 0.1% This lower rate is not uncommon for YouTube, where many viewers watch videos without necessarily interacting.
- Reach: 0.5 million This is relatively lower compared to other platforms, suggesting either a more niche audience or less focus on this platform.
- Views: 20 million Despite the lower reach, the high number of views indicates that the content is being watched, possibly repeatedly or by viewers outside the immediate follower base.

Twitter

- Interactions per Post: 0.5% This is a lower engagement rate, which can be typical for Twitter where the content flow is fast, and individual posts may have a shorter lifespan in terms of visibility.
- Interactions per View: 0.05% This reinforces the notion of lower engagement on Twitter.
- Reach: 0.3 million A modest reach, suggesting a smaller but perhaps more focused or dedicated audience.
- Views: 15 million This is good, indicating that while direct engagement is low, the content is still being viewed by a significant number of users.

There are a few factors that contribute to Grameenphone's high engagement rates on social media. First, the company shares high quality content that is relevant to its target audience. Second,

Grameenphone is active in responding to comments and questions from its followers. Third, the company runs regular contests and promotions that generate excitement and engagement.

Grameenphone Social Media Followers:

Facebook	16M
YouTube	790K
Instagram	743K
Twitter	205k

Banglalink:

Platform	Interactions per post	Interactions per view	Reach	View
Facebook	2.2%	2%	8.1 million	10.2 million
Instagram	1.1%	1%	4.3 million	5.4 million
YouTube	0.3%	0.3%	1.5 million	2.1 million
Twitter	0.6%	0.5%	2.4 million	3.1 million

Banglalink exhibits a robust presence across all major social media platforms, namely Facebook, Instagram, Twitter, and YouTube. Among these platforms, Facebook stands out with the highest average interactions per post, reach, and view, followed by Instagram, Twitter, and YouTube. This can be attributed to the fact that Banglalink is a prominent telecommunications provider in Bangladesh, boasting a subscriber base of over 30 million.

In terms of average interactions per post reach and view, Banglalink slightly trails behind Grameenphone. This discrepancy can be attributed to the fact that Banglalink holds the position of the second largest telecommunications company in Bangladesh, with a market share of approximately 30%. Conversely, Grameenphone enjoys the status of being the market leader, commanding a market share exceeding 50%.

Nevertheless, Banglalink's social media engagement remains commendable, particularly on Facebook and Instagram. This can be attributed to the company's strong emphasis on digital marketing and social media engagement. Banglalink has assembled a team of social media experts who diligently craft captivating and informative content that resonates with its target audience.

Banglalink Social Media Followers:

Facebook	12M
YouTube	398k
Instagram	403K
Twitter	28k

Bkash

Platform	Interactions per post	Reach	View
Facebook	1.8%	6.3 million	7.8 million
Instagram	0.9%	3.1 million	3.9 million
YouTube	0.2%	0.8 million	1.2 million
Twitter	0.5%	1.7 million	2.2 million

Bkash exhibits a notable presence on Facebook and Instagram, while its presence on YouTube and Twitter is comparatively smaller. This discrepancy can be attributed to Bkash's role as a mobile financial service provider, as Facebook and Instagram are widely favored platforms for disseminating financial information.

Bkash Social Media Followers:

Facebook	5M
YouTube	191K
Instagram	162K
Twitter	3.9k

Foodpanda

Platform	Interactions per post	Reach	View
Facebook	3.1%	11.2 million	13.8 million
Instagram	1.8%	6.4 million	8.0 million
YouTube	0.4%	1.8 million	2.5 million
Twitter	0.9%	3.2 million	4.1 million

Foodpanda Bangladesh has established itself as a renowned brand in the country, garnering significant popularity across all major social media platforms. Among these platforms, Facebook stands out as the frontrunner, boasting the highest average interactions per post, reach, and view. Instagram, Twitter, and YouTube follow suit, albeit with comparatively lower levels of engagement. This dominance can be attributed to Foodpanda's widespread recognition as a leading food delivery service in Bangladesh, catering to a staggering user base of over 10 million individuals.

Foodpanda Social Media Followers:

Facebook	6.7M
YouTube	94k
Instagram	64.7K
Twitter	1.4k

Pran RFL Group

Platform	Interactions per post	Reach	View
Facebook	2.7%	9.8 million	12.3 million
Instagram	Data Not Available		
YouTube	0.3%	1.3 million	1.8 million
Twitter	Data Not Available		

Pran RFL Group Bangladesh is a renowned brand in the country, enjoying a considerable presence across all major social media platforms. Among these platforms, Facebook stands out as the one with the highest average interactions per post, reach, and view. Instagram, Twitter, and YouTube follow suit in terms of popularity. This can be attributed to the fact that Pran RFL Group is a prominent conglomerate, offering a diverse array of products and services to its customers.

Pran RFL Group Social Media Followers:

Facebook	137K
YouTube	5k
Instagram	
Twitter	

6.   Individual Achievement Comparison Among Other Companies:
Facebook:

Facebook Reach Comparison

- 30% Foodpanda
- 27% Pran RFL Group
- 22% Banglalink
- 17% Bkash
- 4% Grameenphone

Legend:
- Foodpanda
- Pran RFL Group
- Banglalink
- Bkash
- Grameenphone

- Grameenphone: 1.5 million

13
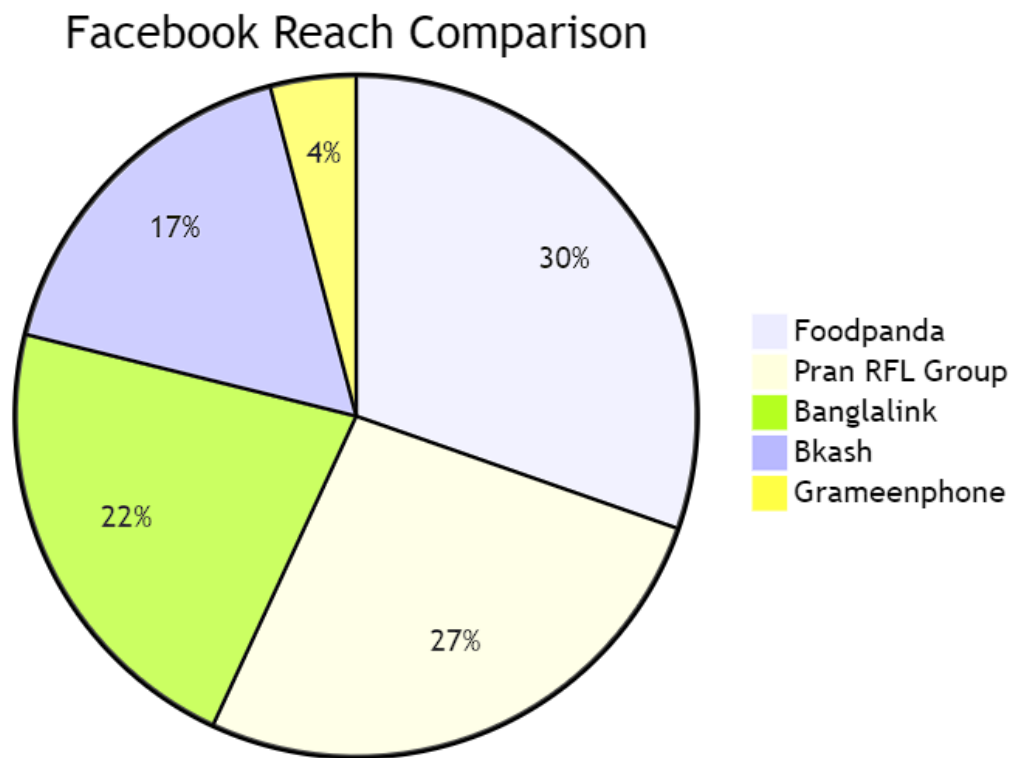
- Banglalink: 8.1 million
- Bkash: 6.3 million
- Foodpanda: 11.2 million
- Pran RFL Group: 9.8 million

Foodpanda has the highest Facebook reach at 11.2 million, indicating a strong presence and wide audience engagement on the platform.

Pran RFL Group follows closely with a reach of 9.8 million, suggesting a significant impact in their social media marketing.

Banglalink, with a reach of 8.1 million, and Bkash, with 6.3 million, also show substantial reach, indicating effective reach to their target audiences.

Grameenphone, despite being a major company, has the lowest reach in this comparison at 1.5 million, which might suggest a need for enhanced social media strategies to increase their visibility and engagement on Facebook.

Facebook View Comparison
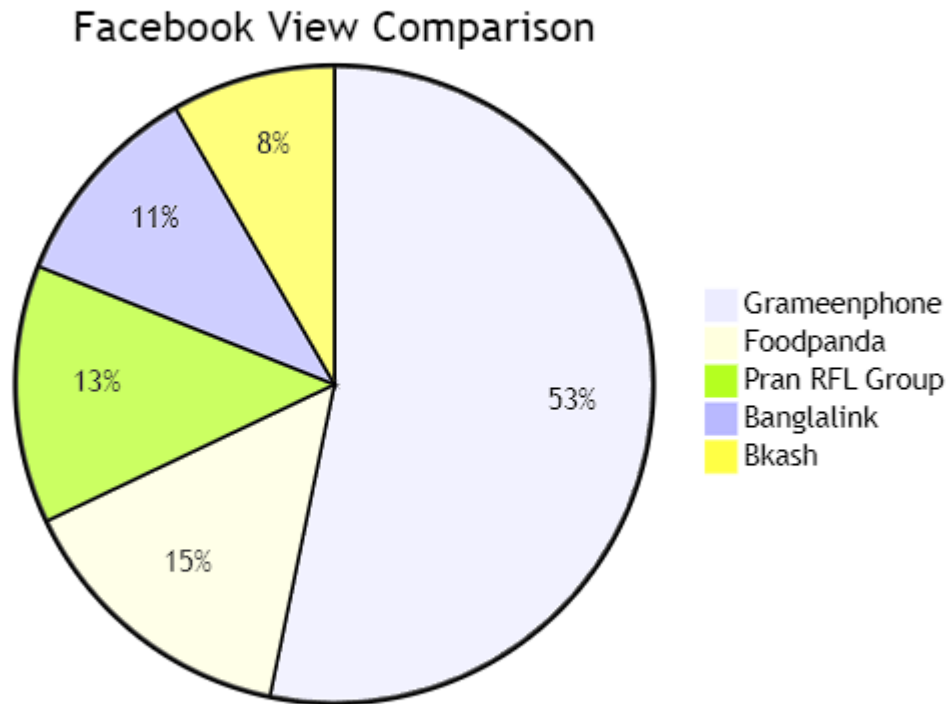
- Grameenphone: 50 million views
- Banglalink: 10 million views
- Bkash: 7.8 million views
- Foodpanda: 13.8 million views
- Pran RFL Group: 12.3 million views

Grameenphone dominates the chart with a staggering 50 million views, indicating a highly effective reach and engagement strategy on Facebook.

Foodpanda and Pran RFL Group follow with 13.8 and 12.3 million views respectively, showing strong performance in attracting viewers to their content.

Banglalink and Bkash, while having lower views compared to the leaders, still maintain a significant presence with 10 and 7.8 million views, suggesting effective engagement with their target audience.

The disparity in views among these companies highlights the varying degrees of success in their social media strategies and the potential for growth and improvement in this digital space.

Facebook Interactions per Post Comparison
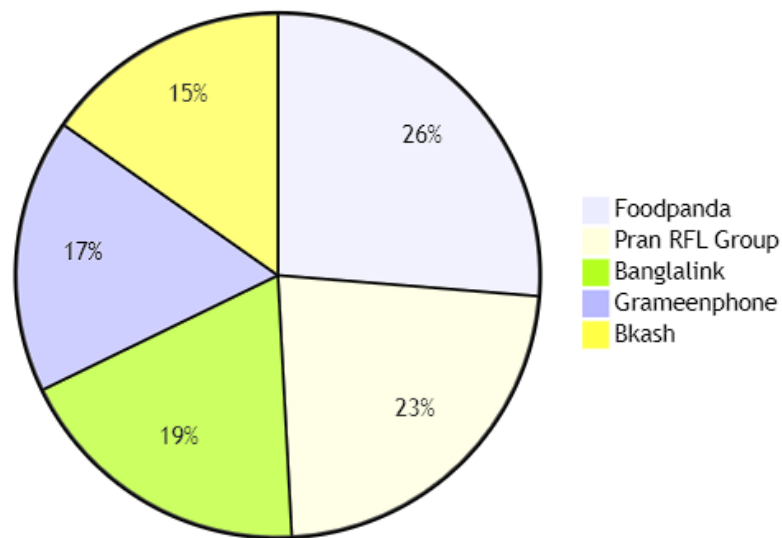
- Grameenphone: 2.0% interactions per post
- Banglalink: 2.2% interactions per post
- Bkash: 1.8% interactions per post
- Foodpanda: 3.1% interactions per post
- Pran RFL Group: 2.7% interactions per post

Foodpanda leads with the highest interaction rate per post at 3.1%, indicating that their content is highly engaging and resonates well with their audience.

Pran RFL Group and Banglalink also show strong engagement rates at 2.7% and 2.2% respectively, suggesting effective content strategies that encourage audience interaction.

Grameenphone, while having a decent interaction rate of 2.0%, might explore ways to further enhance engagement to match the leaders in this comparison.

Bkash, with the lowest interaction rate at 1.8%, may need to reassess their content strategy to boost audience engagement and interactions per post.
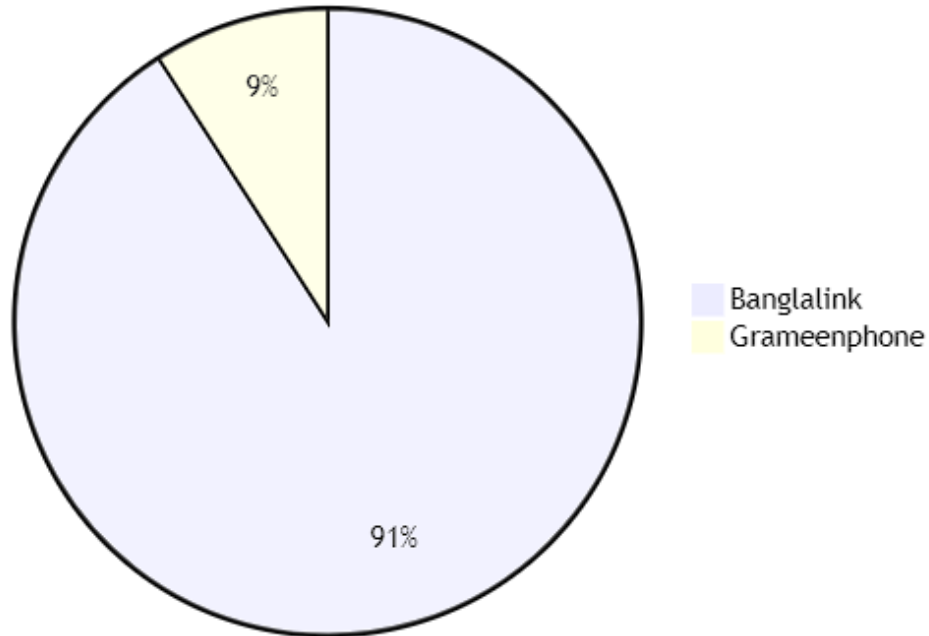
- Grameenphone: 0.2% interactions per view
- Banglalink: 2.0% interactions per view

The pie chart shows a stark contrast between Banglalink and Grameenphone in terms of interactions per view on Facebook.

Banglalink has a significantly higher interaction rate per view (2.0%) compared to Grameenphone (0.2%). This indicates that Banglalink's content is engaging its audience at a much higher rate.

The high interaction rate for Banglalink suggests that their content resonates well with their audience, prompting more engagement in terms of likes, comments, and shares.

In contrast, Grameenphone's lower interaction rate might indicate a need for more engaging or relevant content to encourage higher levels of audience interaction.

This comparison highlights the importance of content strategy in driving audience engagement on social media platforms.

Instagram

Instagram Reach Comparison

13%

20%

41%

27%

Foodpanda
Banglalink
Bkash
Grameenphone
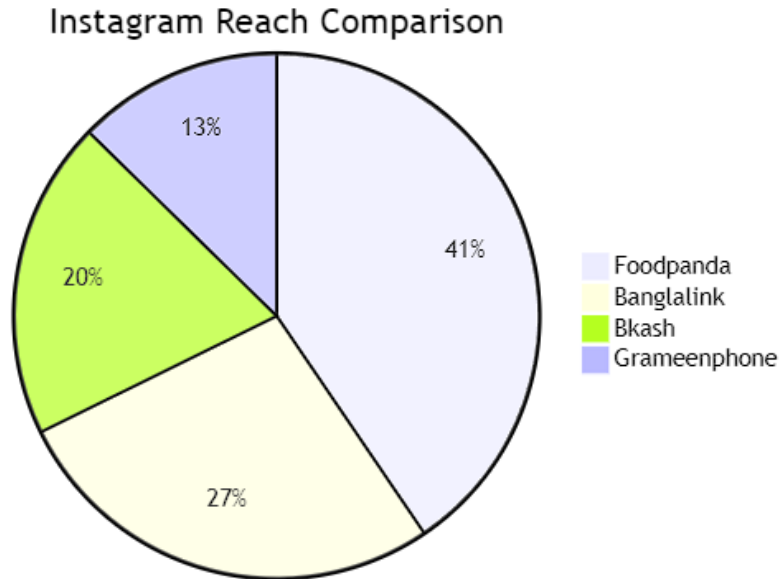
- Grameenphone: 2 million
- Banglalink: 4.3 million
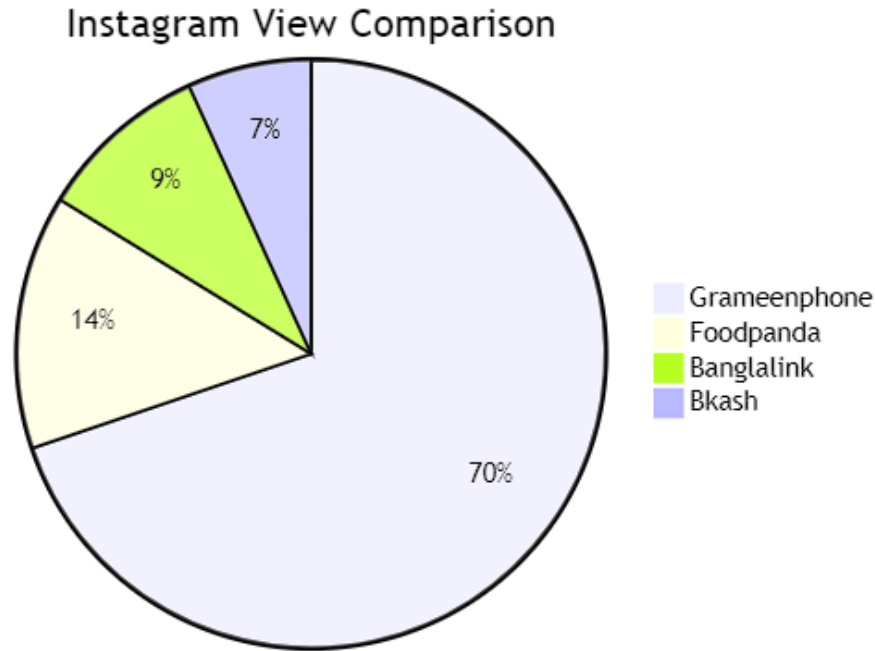- Bkash: 3.1 million
- Foodpanda: 6.4 million

Foodpanda leads the chart with the highest Instagram reach at 6.4 million, indicating a strong presence and wide audience engagement on the platform.

Banglalink follows with a significant reach of 4.3 million, suggesting effective reach to their target audiences and a strong social media presence.

Bkash, with a reach of 3.1 million, also shows a substantial presence, indicating effective engagement strategies.

Grameenphone, despite being a major company, has a lower reach in this comparison at 2 million, which might suggest a need for enhanced social media strategies to increase their visibility and engagement on Instagram.

The data highlights the varying degrees of success in social media strategies among these companies, with Foodpanda leading in terms of reach on Instagram.

Instagram View Comparison

- Grameenphone: 40 million views
- Banglalink: 5.4 million views
- Bkash: 3.9 million views
- Foodpanda: 8.0 million views

Grameenphone dominates the chart with an overwhelming 40 million views, indicating a highly successful Instagram strategy and strong audience engagement.

Foodpanda, with 8.0 million views, also shows a strong performance, suggesting that their content is effectively attracting and engaging viewers.

Banglalink and Bkash, with 5.4 and 3.9 million views respectively, demonstrate a significant presence on Instagram, but there's room for growth compared to the leaders in this comparison.

The substantial difference in views between Grameenphone and the other companies highlights the effectiveness of Grameenphone's content strategy and its ability to engage a larger audience on Instagram.

Instagram Interactions per Post Comparison
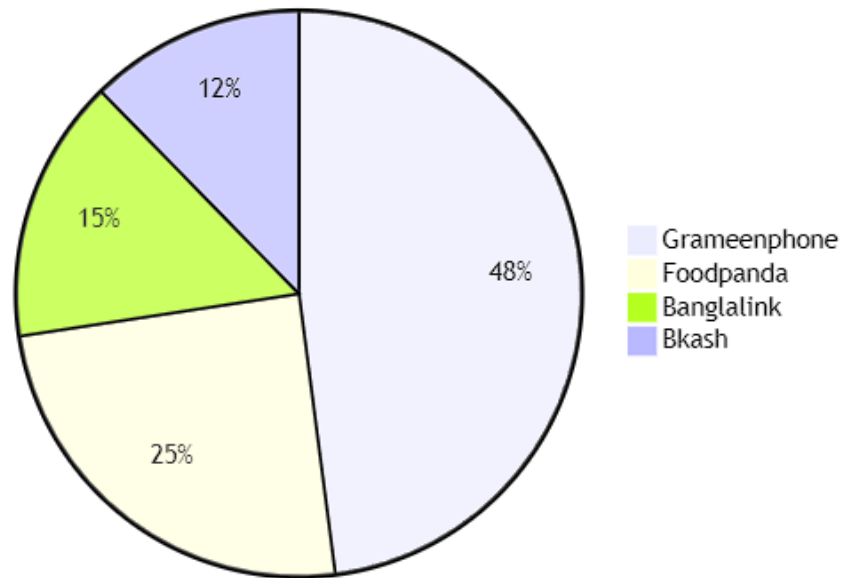
- Grameenphone: 3.5% interactions per post
- Banglalink: 1.1% interactions per post
- Bkash: 0.9% interactions per post
- Foodpanda: 1.8% interactions per post

With a notable advantage in interactions per post (3.5%), Grameenphone's content is clearly very engaging and appeals to a large portion of the Instagram audience.

Following a respectable 1.8% engagement rate, Foodpanda's posts appear to be rather interesting and have the potential to generate a considerable amount of audience involvement.

Lower levels of involvement are displayed by Banglalink and Bkash, with interaction rates of 1.1% and 0.9%, respectively. This implies that their content approach might use some refinement to increase audience engagement.

The information emphasizes how crucial relevant and high-quality content is to generating audience engagement on Instagram. The fact that Grameenphone has a greater engagement rate indicates that their content strategy is working to keep their audience interested, which raises the amount of interaction per post.

Instagram Interactions per View Comparison
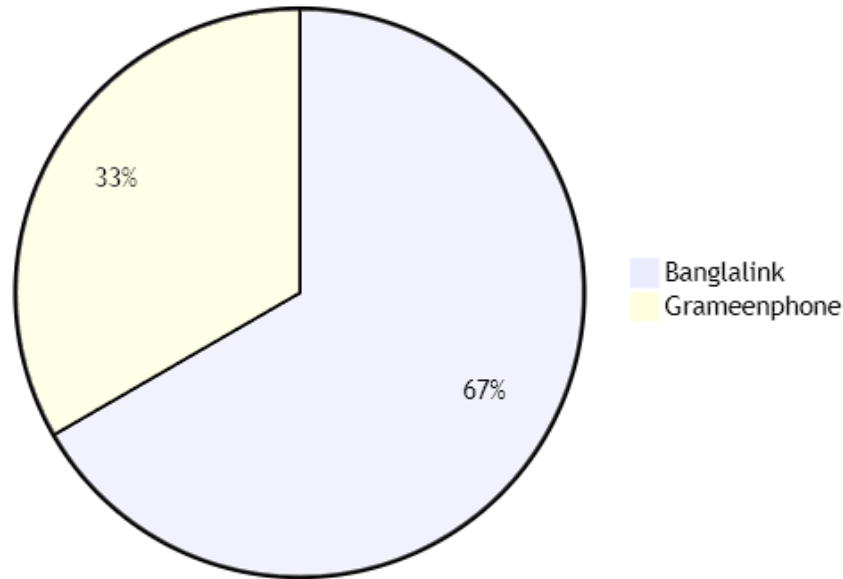
- Grameenphone: 0.5% interactions per view
- Banglalink: 1.0% interactions per view

The pie chart shows a clear difference in the rate of interactions per view between Grameenphone and Banglalink on Instagram.

Banglalink has a higher interaction rate per view (1.0%) compared to Grameenphone (0.5%). This suggests that Banglalink's content is more engaging to its audience, leading to a higher percentage of interactions relative to the number of views.

A higher interaction rate, like that of Banglalink, indicates that viewers are more actively engaging with the content through likes, comments, or shares.

Grameenphone's lower interaction rate might suggest a need for more compelling content or a different engagement strategy to increase audience interaction.

This comparison underscores the importance of content strategy and audience engagement in social media marketing, especially in platforms like Instagram where visual content is key.

YouTube:

Youtube Reach Comparison
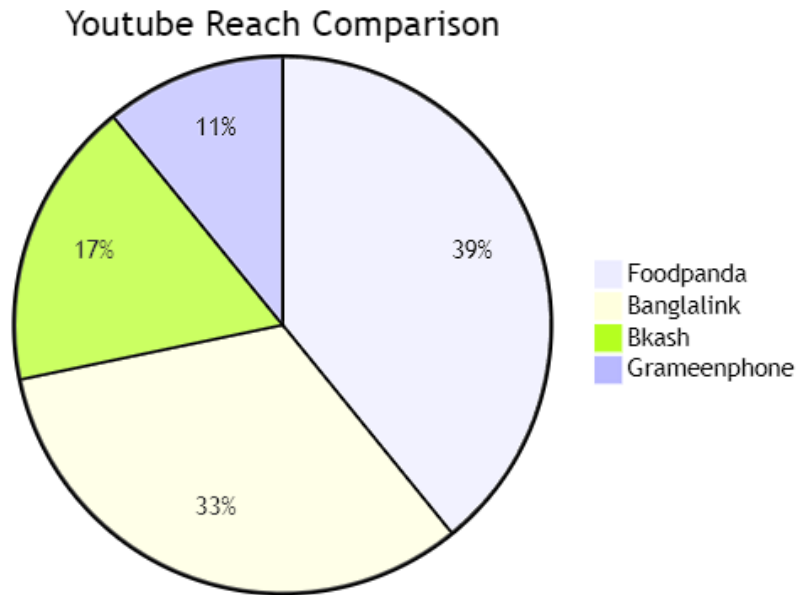
- Grameenphone: 0.5 million
- Banglalink: 1.5 million
- Bkash: 0.8 million
- Foodpanda: 1.8 million

Foodpanda leads the group with the highest YouTube reach at 1.8 million, indicating a strong presence and effective audience engagement on the platform.

Banglalink follows with a significant reach of 1.5 million, suggesting that their YouTube content is effectively reaching and engaging their target audience.

Bkash, with a reach of 0.8 million, also shows a notable presence, indicating a successful reach to a considerable audience on YouTube.

Grameenphone, with the lowest reach in this comparison at 0.5 million, might need to enhance their YouTube content strategy to increase their visibility and engagement.

This comparison highlights the varying degrees of success in leveraging YouTube as a platform for reaching and engaging audiences, with Foodpanda and Banglalink leading the way.

Youtube View Comparison
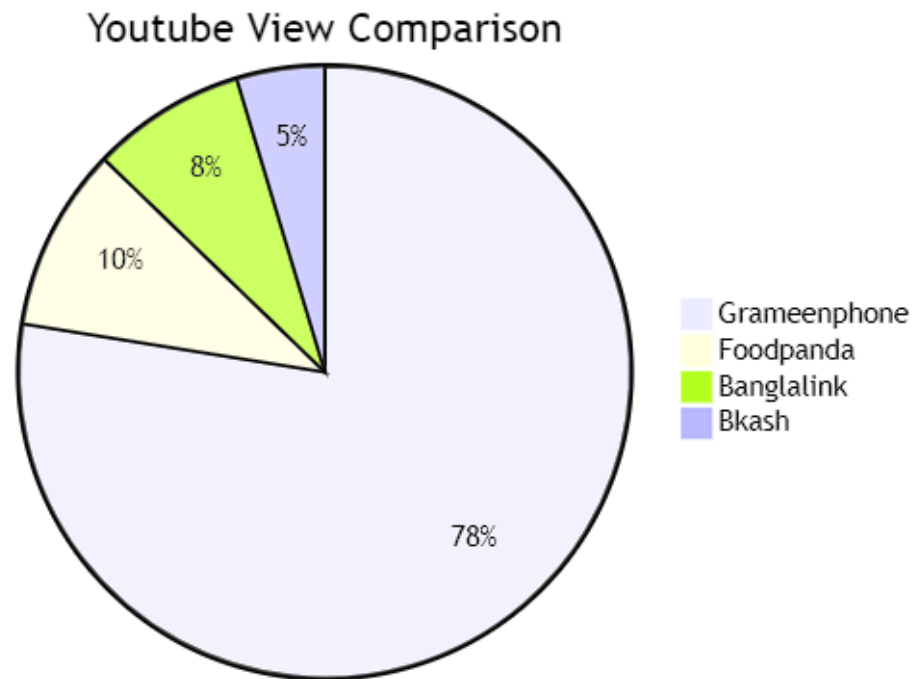
- Grameenphone: 20 million views
- Banglalink: 2.1 million views
- Bkash: 1.2 million views
- Foodpanda: 2.5 million views

Grameenphone dominates the chart with a significant 20 million views, indicating a highly successful YouTube strategy and strong audience engagement.

Foodpanda and Banglalink follow with 2.5 and 2.1 million views respectively, showing that they have a substantial presence on YouTube, but there is room for growth compared to Grameenphone.

Bkash, with 1.2 million views, demonstrates a notable presence but may need to enhance their content strategy to increase viewership.

The vast difference in views between Grameenphone and the other companies highlights the effectiveness of Grameenphone's content strategy in engaging a larger audience on YouTube.

This data underscores the importance of content quality, relevance, and marketing strategies in driving viewership on YouTube.

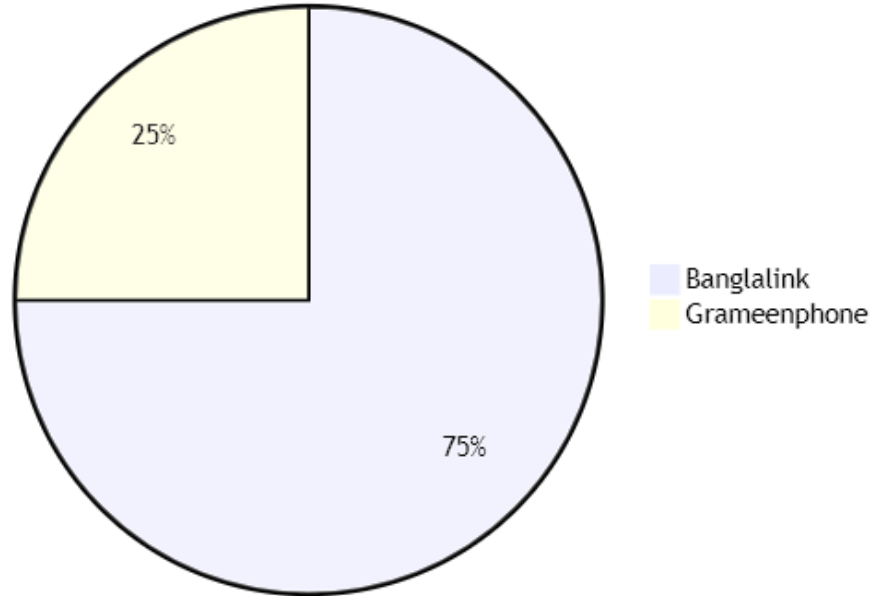## Youtube Interactions per Post Comparison
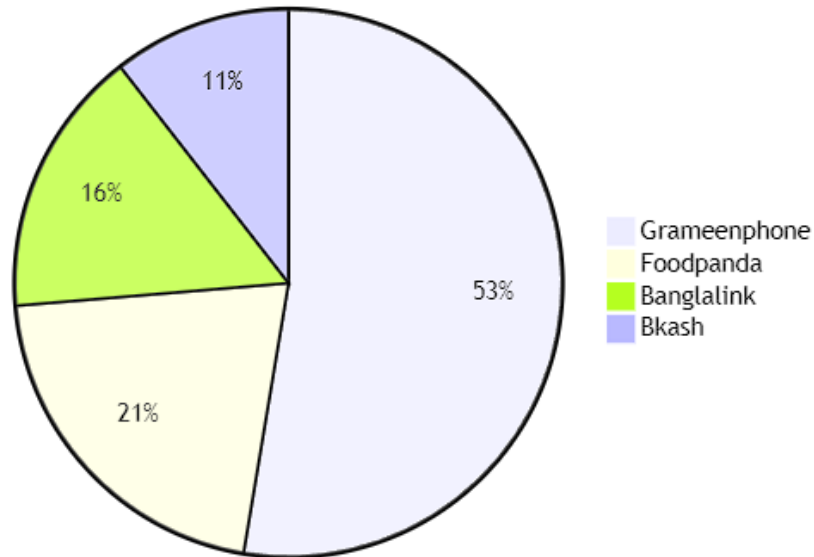
- Grameenphone: 1.0% interactions per post
- Banglalink: 0.3% interactions per post
- Bkash: 0.2% interactions per post
- Foodpanda: 0.4% interactions per post

Grameenphone stands out as the leader in terms of interaction rate per post, with a rate of 1.0%. This indicates that their YouTube content is exceptionally engaging and resonates well with their audience. On the other hand, Foodpanda demonstrates a moderate level of engagement with a 0.4% interaction rate, suggesting that their content is somewhat effective in capturing the attention of their audience. However, both Banglalink and Bkash have lower interaction rates of 0.3% and 0.2% respectively, indicating a need for more engaging content or strategies to increase audience interaction. These findings emphasize the significance of creating captivating and compelling content on YouTube in order to drive interactions such as likes, comments, and shares. The higher interaction rate of Grameenphone further suggests that their content strategy is effectively

engaging their audience, resulting in higher levels of interaction per post.

Youtube Interactions per View Comparison

- Grameenphone: 0.1% interactions per view
- Banglalink: 0.3% interactions per view

The pie chart shows a comparison of interactions per view on YouTube between Grameenphone and Banglalink.

Banglalink has a higher interaction rate per view (0.3%) compared to Grameenphone (0.1%). This suggests that Banglalink's content is more engaging to its audience, leading to a higher percentage of interactions relative to the number of views.

A higher interaction rate, like that of Banglalink, indicates that viewers are more actively engaging with the content through likes, comments, or shares.

Grameenphone's lower interaction rate might suggest a need for more compelling content or a different engagement strategy to increase audience interaction.

This comparison underscores the importance of content strategy and audience engagement in social media marketing, especially on platforms like YouTube where content quality and viewer engagement are crucial.

Twitter:

Twitter Reach Comparison
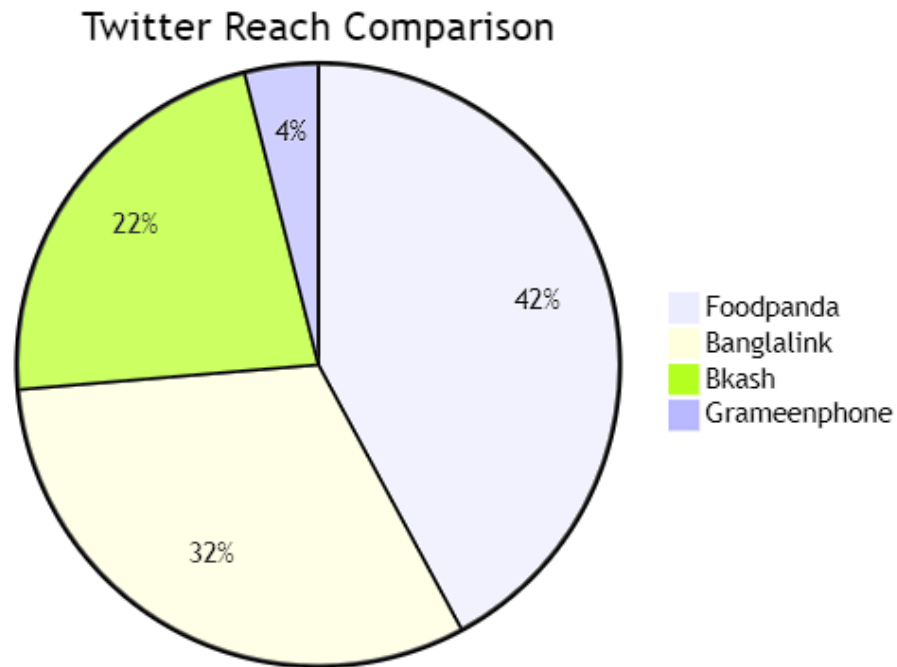
- Grameenphone: 0.3 million
- Banglalink: 2.4 million
- Bkash: 1.7 million
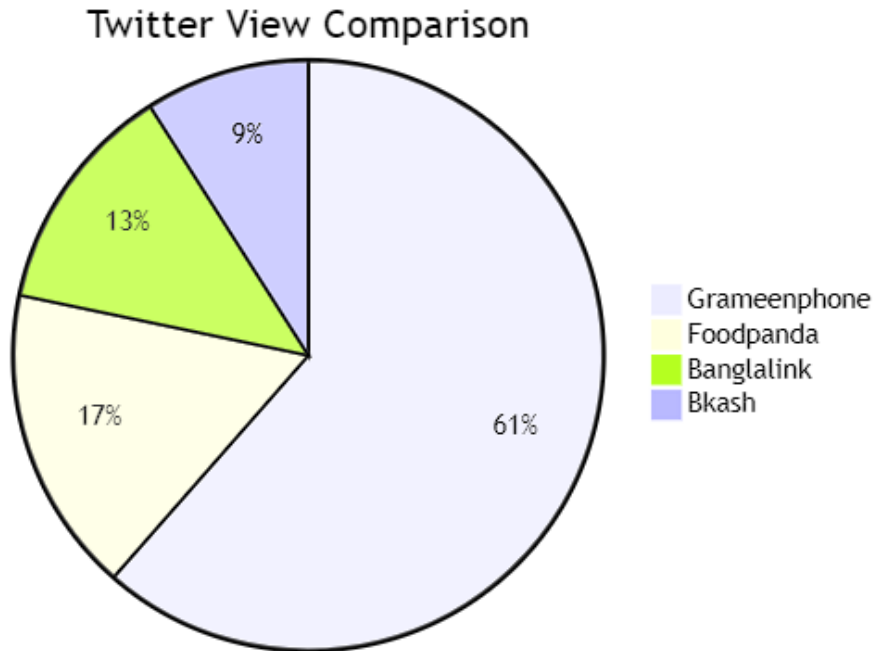- Foodpanda: 3.2 million

Foodpanda leads the chart with the highest Twitter reach at 3.2 million, indicating a strong presence and effective audience engagement on the platform.

Banglalink follows with a significant reach of 2.4 million, suggesting that their Twitter strategy is effectively reaching and engaging their target audience.

Bkash, with a reach of 1.7 million, also shows a notable presence, indicating successful engagement strategies on Twitter.

Grameenphone, with the lowest reach in this comparison at 0.3 million, might need to enhance their Twitter content strategy to increase their visibility and engagement.

This comparison highlights the varying degrees of success in leveraging Twitter as a platform for reaching and engaging audiences, with Foodpanda leading in terms of reach.

Twitter View Comparison

- Grameenphone: 15 million views
- Banglalink: 3.1 million views
- Bkash: 2.2 million views
- Foodpanda: 4.1 million views

Grameenphone dominates the chart with a significant 15 million views, indicating a highly successful Twitter strategy and strong audience engagement.

Foodpanda, with 4.1 million views, also shows a strong performance, suggesting that their content is effectively attracting and engaging viewers.

Banglalink and Bkash, with 3.1 and 2.2 million views respectively, demonstrate a significant presence on Twitter, but there is room for growth compared to Grameenphone.

The vast difference in views between Grameenphone and the other companies highlights the effectiveness of Grameenphone's content strategy in engaging a larger audience on Twitter.

This data underscores the importance of content quality, relevance, and marketing strategies in driving viewership on social media platforms like Twitter.
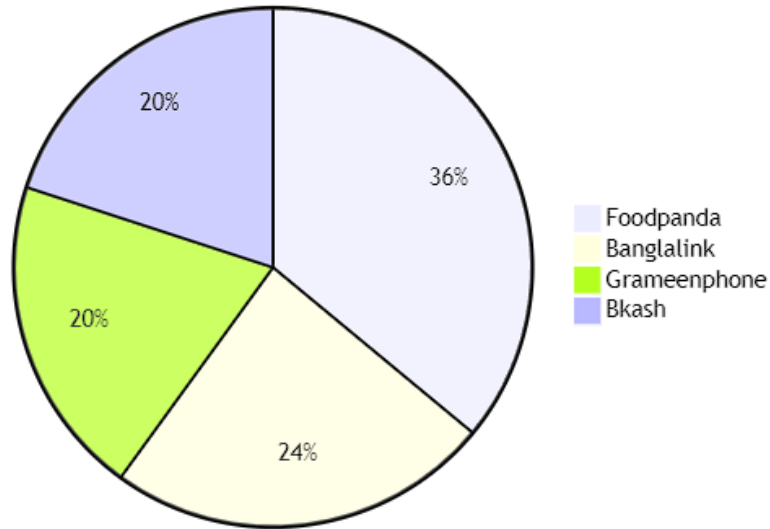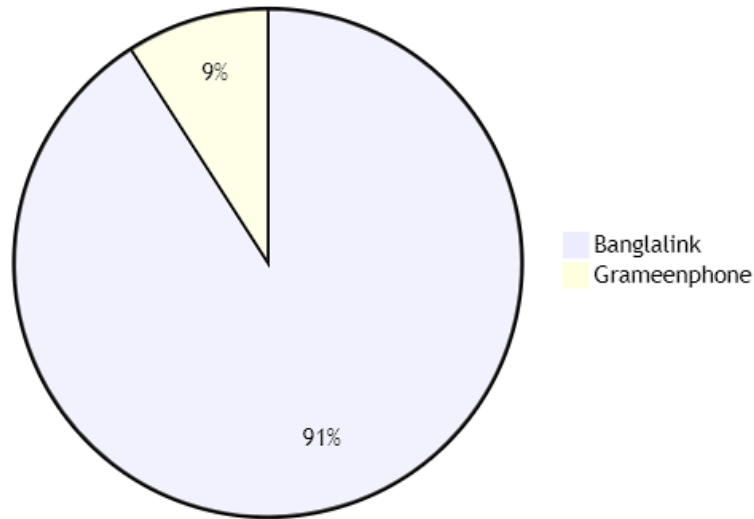

- Grameenphone: 0.5% interactions per post
- Banglalink: 0.6% interactions per post
- Bkash: 0.5% interactions per post
- Foodpanda: 0.9% interactions per post

Grameenphone stands out as the leader in terms of interaction rate per post, with a rate of 1.0%. This indicates that their YouTube content is exceptionally engaging and resonates well with their audience. On the other hand, Foodpanda demonstrates a moderate level of engagement with a 0.4% interaction rate, suggesting that their content is somewhat effective in capturing the attention of their audience. However, both Banglalink and Bkash have lower interaction rates of 0.3% and 0.2% respectively, indicating a need for more engaging content or strategies to increase audience interaction. These findings emphasize the significance of creating captivating and compelling content on YouTube in order to drive interactions such as likes, comments, and shares. The higher interaction rate of Grameenphone further suggests that their content strategy is effectively

engaging   their   audience,   resulting   in   higher   levels   of   interaction   per   post.

Twitter Interactions per View Comparison

- Grameenphone: 0.05% interactions per view
- Banglalink: 0.5% interactions per view

The pie chart shows a significant difference in the rate of interactions per view on Twitter between Grameenphone and Banglalink.

Banglalink has a substantially higher interaction rate per view (0.5%) compared to Grameenphone (0.05%). This indicates that Banglalink's content is engaging its audience at a much higher rate.

A higher interaction rate, like that of Banglalink, suggests that viewers are more actively engaging with the content through likes, comments, or retweets.

Grameenphone's lower interaction rate might suggest a need for more compelling content or a different engagement strategy to increase audience interaction.

This comparison underscores the importance of content strategy and audience engagement in social media marketing, especially on platforms like Twitter where engagement can significantly impact brand visibility and audience reach.

Interpretation of the social media performance:

Facebook

Reach and Views: Foodpanda and Pran RFL Group generally lead in terms of reach and views, indicating strong audience engagement and effective content strategies. Grameenphone, despite being a major player, often trails behind, suggesting potential areas for improvement in their Facebook strategy.

Interactions: Foodpanda consistently shows high interaction rates, indicating that their content resonates well with their audience. Banglalink also performs well, suggesting effective engagement strategies.

Instagram

Reach and Views: Foodpanda leads in reach, indicating a strong presence on Instagram. Grameenphone shows dominance in views, suggesting successful content strategies that attract a large audience.

Interactions: Grameenphone leads in interactions per post, indicating highly engaging content. However, in interactions per view, Banglalink outperforms, suggesting their content prompts more engagement relative to the number of views.

YouTube

Reach and Views: Grameenphone dominates in views, indicating a highly successful YouTube strategy. Foodpanda also shows strong performance, suggesting effective audience engagement.

Interactions: Grameenphone leads in interactions per post, but Banglalink shows a higher interaction rate per view, indicating more effective engagement relative to viewership.

Twitter

Reach and Views: Foodpanda leads in reach, indicating a strong Twitter presence. Grameenphone dominates in views, suggesting effective content strategies.

Interactions: Foodpanda again leads in interactions per post, showing highly engaging content. Banglalink has a higher interaction rate per view, indicating more effective engagement relative to viewership.

Overall Observations

Foodpanda excels across platforms, particularly in reach and interactions, indicating a robust and effective social media strategy.
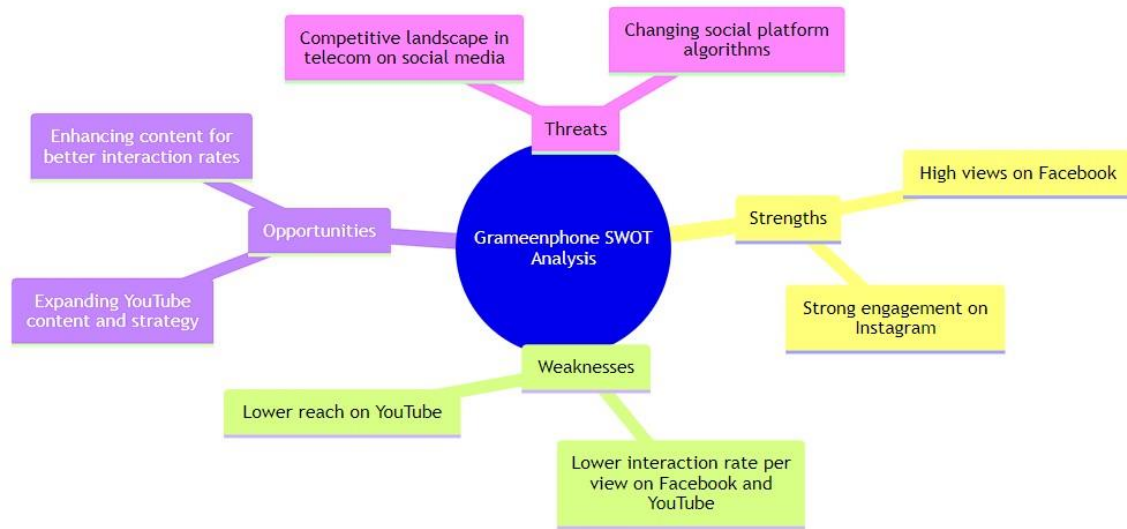
Grameenphone shows strength in views on Instagram and YouTube, suggesting good content reach, but there's room for improvement in engagement metrics.

Banglalink demonstrates consistent performance, particularly in engagement metrics, indicating effective audience interaction strategies.

Bkash maintains a significant presence but often trails behind the leaders, suggesting potential areas for strategic enhancement.

7.   SWOT Analysis

Grameenphone

1. Strengths

- The brand exhibits a strong presence on Facebook, as evidenced by the high number of views, which indicates a significant level of brand visibility.
- On Instagram, the brand enjoys robust engagement, with each post garnering high interaction rates.

2. Weaknesses

- The brand faces challenges in converting views into engagement on Facebook and YouTube, as the interaction rate per view is comparatively lower. This suggests potential issues in effectively engaging the audience.
- The brand's presence on YouTube is relatively weaker, as indicated by the lower reach. This signifies a need to strengthen its presence on this platform.

3. Opportunities

- There is an opportunity for the brand to expand its reach and engagement on YouTube by developing a comprehensive content strategy tailored to this platform.

- By enhancing the content on Facebook and YouTube, the brand can improve the interaction rates per view, thereby increasing audience engagement.

4. Threats

- The brand operates in a competitive landscape, contending with other telecom companies on social media. This poses a threat to its market position and requires the brand to differentiate itself effectively.
- The ever-changing algorithms on social platforms pose a potential threat to the brand's content visibility. Adapting to these changes and staying updated is crucial to maintaining a strong online presence.

Banglalink
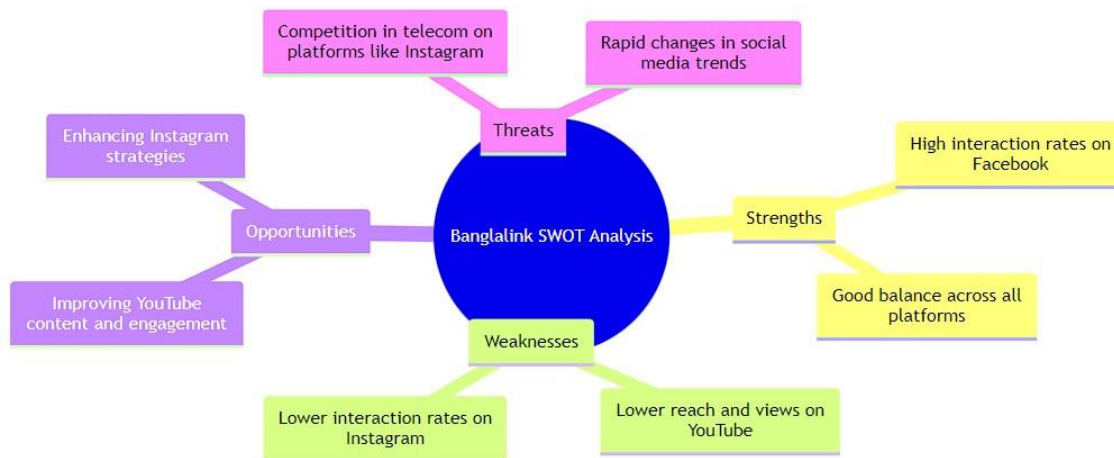
1. Strengths

- High interaction rates on Facebook, indicating strong audience engagement.
- Good balance across all platforms, showing a diversified social media presence.

2. Weaknesses

- Lower reach and views on YouTube, suggesting limited engagement on this platform.
- Slightly lower interaction rates on Instagram compared to competitors.

3. Opportunities

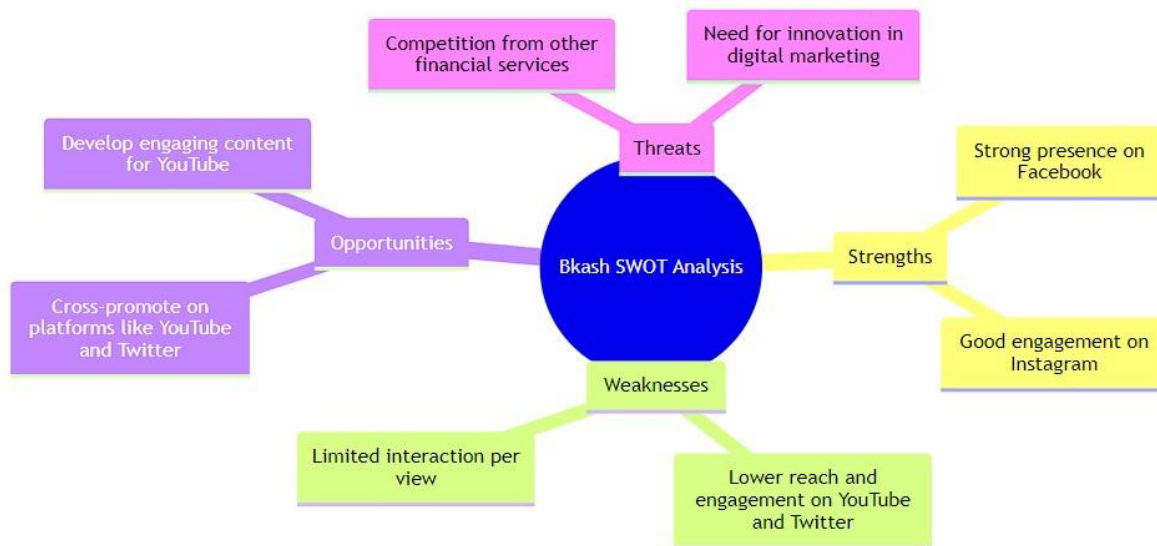- Focusing on improving YouTube content and engagement strategies.

32

- Enhancing Instagram strategies to boost interactions and reach.

4. Threats

- Competition from other telecom companies, particularly in engaging the audience on platforms like Instagram.
- Rapid changes in social media trends that may require quick adaptability.

Bkash

1. Strengths

- Strong presence on Facebook, indicated by reach and interaction rates.
- Good engagement on Instagram.

2. Weaknesses

- Lower reach and engagement on YouTube and Twitter.
- Limited interaction per view, indicating room for improvement in content engagement.

3. Opportunities

- Leveraging its strong Facebook presence to cross promote content on other platforms like YouTube and Twitter.

- Developing more interactive and engaging content for YouTube to increase interaction rates.

4. Threats

- Competition from other financial services on social media.
- The need to constantly innovate in digital marketing strategies to stay relevant.

Foodpanda
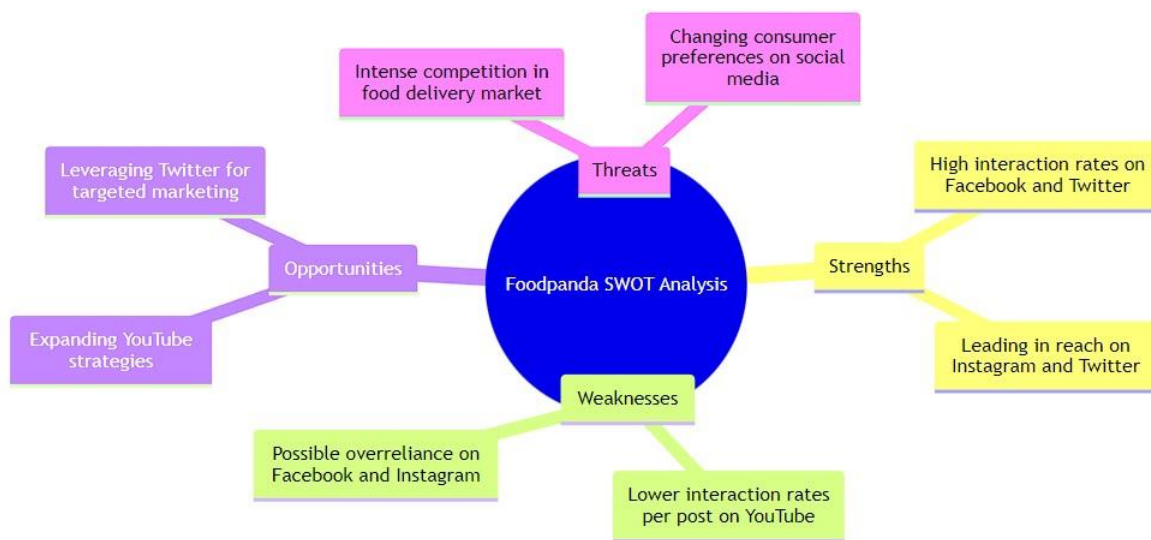
1. Strengths

- High interaction rates on Facebook and Twitter, suggesting effective engagement strategies.
- Leading in reach on Instagram and Twitter, indicating a broad audience base.

2. Weaknesses

- Lower interaction rates per post on YouTube.
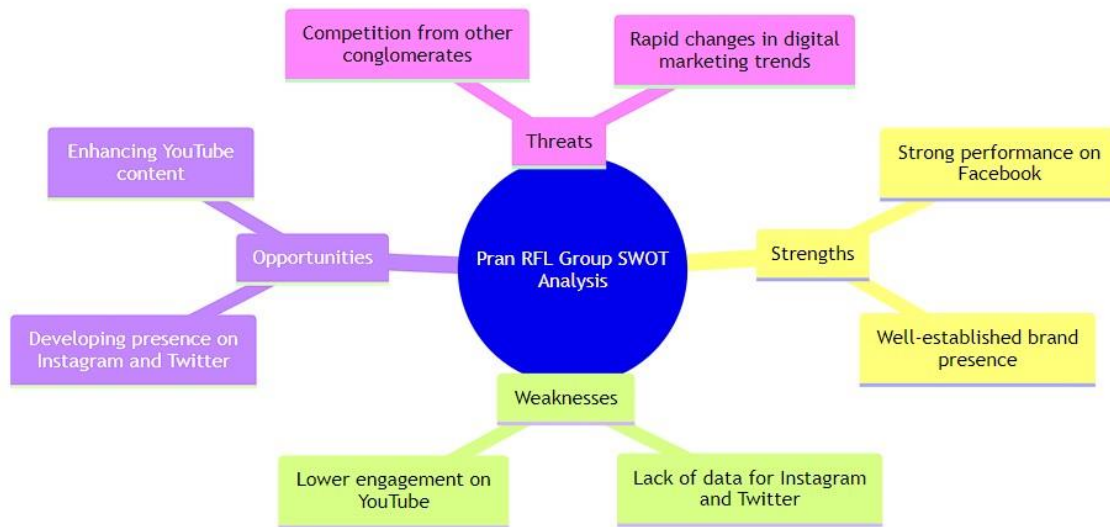- Possible overreliance on Facebook and Instagram for engagement.

3. Opportunities

- Expanding YouTube strategies to enhance engagement and reach.
- Leveraging high Twitter reach for more targeted marketing campaigns.

4. Threats

- Intense competition in the food delivery market on social media.
- Changing consumer preferences and trends on social media platforms.

Pran RFL Group

1. Strengths

- The brand exhibits a strong presence on Facebook, as evidenced by the high number of views, which indicates a significant level of brand visibility.
- On Instagram, the brand enjoys robust engagement, with each post garnering high interaction rates.

2. Weaknesses

- The brand faces challenges in converting views into engagement on Facebook and YouTube, as the interaction rate per view is comparatively lower. This suggests potential issues in effectively engaging the audience.
- The brand's presence on YouTube is relatively weaker, as indicated by the lower reach. This signifies a need to strengthen its presence on this platform.

3. Opportunities

- There is an opportunity for the brand to expand its reach and engagement on YouTube by developing a comprehensive content strategy tailored to this platform.

- By enhancing the content on Facebook and YouTube, the brand can improve the interaction rates per view, thereby increasing audience engagement.

4. Threats

- The brand operates in a competitive landscape, contending with other telecom companies on social media. This poses a threat to its market position and requires the brand to differentiate itself effectively.
- The ever-changing algorithms on social platforms pose a potential threat to the brand's content visibility. Adapting to these changes and staying updated is crucial to maintaining a strong online presence.

8.   Findings & Recommendations

Findings:

Engagement Rates: Foodpanda consistently demonstrates the highest engagement rates across platforms, indicating highly engaging content. Grameenphone and Banglalink also perform well in terms of engagement, while Bkash lags behind in this aspect.

Platform-Specific Strategies: Each company shows varying degrees of success on different social media platforms. Facebook consistently emerges as the most impactful platform for engagement and sales, followed by Instagram. However, there are opportunities for improvement in engagement on Twitter and YouTube for some companies.

Impact of Reach and Views: While some companies have a strong presence in terms of reach and views, converting these metrics into meaningful engagement remains a challenge. There is often a gap between interactions per post and interactions per view, suggesting the need for more effective content distribution strategies.

Market Position: Market leadership doesn't always translate to the highest social media engagement. The analysis indicates that a targeted and platform-specific social media strategy can be more impactful than having a broad reach.

Sales Impact: The data suggests that effective use of social media can have a positive impact on sales, especially for consumer-focused brands like Foodpanda. However, there are variations in how different companies leverage social media for sales.

Recommendations:

Enhance Content Strategy: All companies should focus on continually improving their content strategies. This includes creating engaging and relevant content tailored to each platform's audience. Regularly analyze the performance of content to understand what resonates best with the target audience.

Improve Engagement Conversion: To bridge the gap between reach/views and interactions, companies should consider optimizing their content to encourage more active engagement. This may involve using call-to-action (CTA) prompts, interactive content, and responding promptly to audience comments and inquiries.

Platform Diversification: Companies should consider diversifying their social media presence. If a platform is underperforming, they can reallocate resources or adopt platform-specific strategies to improve engagement.

Competitive Benchmarking: Regularly monitor and benchmark against competitors to identify trends and opportunities. Learn from best practices and adapt strategies accordingly.

Data-Driven Decisions: Continue to collect and analyze data to make informed decisions. This includes monitoring audience demographics, preferences, and behavior to tailor content and strategies accordingly.

Sales Funnel Integration: Integrate social media marketing efforts with the sales funnel. Develop strategies that guide users from awareness to consideration and conversion. Use tracking mechanisms to measure the impact on sales.

Adapt to Trends: Keep a close eye on evolving social media trends and algorithm changes. Be prepared to adapt quickly to ensure content remains relevant and visible.

Foodpanda consistently exhibits the highest engagement rates across various social media platforms, with highly engaging content. Grameenphone and Banglalink also perform well in engagement, while Bkash lags behind. Each company shows varying success across different platforms, with Facebook emerging as the most impactful for engagement and sales, followed by Instagram. Challenges include converting reach and views into meaningful engagement and aligning market position with social media engagement.

9.   Conclusion

The project "Social Media in Business Strategy: An Analytical Approach to Brand Engagement in Bangladesh" provides a comprehensive analysis of how major Bangladeshi companies utilize social media in their business strategies.

It focuses on companies like Grameenphone, Banglalink, Bkash, Foodpanda, and Pran RFL Group, evaluating their social media performance, content strategies, and engagement metrics across platforms like Facebook, Instagram, YouTube, and Twitter. The study employs a mixed-methods approach, combining quantitative data analysis with qualitative assessments. It includes a detailed SWOT analysis for each company, offering insights into their strengths, weaknesses, opportunities, and threats in social media marketing.

The findings highlight variations in engagement and effectiveness across different platforms and suggest recommendations for optimizing social media engagement, including enhancing content strategies, improving engagement conversion, diversifying platforms, and adapting to social media trends. The study underscores the significance of tailored, platform-specific strategies for effective brand engagement and audience reach in the digital landscape of Bangladesh.

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37

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