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INTRODUCTION TO THE TOPIC

In this day and age social media plays a vital role in maintaining effective business communication. We can interact with customers and exchange information in real time using social media. This enables us to reach out to customers more effectively, build online networks, and sell and promote products and services. By utilizing social media, it is possible to expand market reach, conduct market research, revenue can be increased by building customer networks and also through advertising, marketing expenses can be reduced, own brand can be created, competitors can be kept under observation and most importantly ideas can be exchanged to improve the way business is operated. As a result, every business must develop an effective social media strategy. This allows to generate appealing content and also enables to engage with the customers at the right time. Basically, a social media strategy lays out how a business is going to use social media for the purpose of achieving its communication goals. Moreover, it specifies the social media platforms and resources it would use to achieve its aim and objectives. Staying competitive in today's fast-paced corporate environment necessitates a robust social media strategy. Establishing goals and objectives is the first stage in developing a successful social media strategy. Knowing the audience is another important aspect for developing a successful social media strategy. Monitoring other competitors who are using social media is also important. A competitive analysis helps to understand who the competition is and a plan can be set up accordingly. A social media audit also plays a key role for this purpose. Next, appropriate social media network should be chosen for the business and a profile should be setup accordingly. We can get inspiration from other businesses that are successful in social media. Creating attractive content is also essential for implementing a successful social media strategy. Besides, performance should be tracked regularly and necessary changes should also be made to the strategies.

Some of the most commonly used social media platforms in recent times are:

- i) Facebook : nowadays facebook is the most commonly used platform for business purposes. Facebook pages and groups are created to carry out the business activities in this platform. Moreover, facebook assists people to stay updated, observe the competitors, advertise their products etc. Facebook live videos are posted to run the business more successfully nowadays, as the customers query can be answered instantly through these live videos.
- ii) Instagram : recently instagram is also widely used for business purposes. People maintain instagram page for business purpose and also advertise their products through instagram ads. By

creating posts with attractive graphical contents a wide range of customers can be targeted through instagram. Recently instagram has launched 'Instagram Business' account option. By setting up an instagram business account it is possible to attract more customers and operate the business more efficiently.

iii) Pinterest : Pinterest is another good platform for advertisement. It is most favourable for businesses having visual products. Pinterest is ideal for creatively exhibiting things, especially if the target audience is predominantly female.

iv) LinkedIn : a LinkedIn page can be setup for business purpose. A company's voice is represented by a LinkedIn page. People can explore different aspects of the company through this page.

v) Youtube : Youtube is also widely used for business purposes. A channel is created on youtube and different types of videos are posted there about the products. Specific audiences are targeted in this way. High quality and interesting videos captivate more audiences.

Our organization "Evoke Shipping X" is a pre order based online shop and we deliver the products at the customer's doorstep as early as possible. We aim to make online shopping both easy and worthwhile. We are adopting effective social media strategies for this purpose. Firstly, we use different social media platforms such as Facebook and Instagram for the purpose of advertising. In this modern age people tend to purchase products which seems attractive to them in the advertisement. Next, we are maintaining a facebook group and page where we regularly post about different products, prices, ongoing offers, order procedure, policies etc. A moderator is assigned who keeps track about all these information and he is responsible for posting all these in the facebook group and page. He also replies to the queries of the customers, confirms the order and assist them further. Moreover, facebook live videos are posted where we show all the products and give detailed information about them. When these live videos are shared in facebook it reaches a huge number of people and it boosts the sales. Furthermore, graphical contents are created and posted along with the product description to make it more enticing. Finally, for maintaining market balance, we compare our strategies with other online pages and take necessary measures accordingly to uplift our marketing strategies.

Introduction to the organization

Evoke Shipping X is an F-commerce platform where we import luxury products directly from USA and deliver them to the customer's doorstep without any inconvenience. Evoke Shipping X handles everything from picking up an order from a customer, purchasing that specific product, paying for that product, storing it in a warehouse, packaging it, clearing customs at the airport, and delivering it to that specific customer at his doorstep in Bangladesh. We stock products of well-known brands from all over the world on demand. Evoke Shipping X also offers international logistic services for online shopping, wholesale supply, retail supply, and business-to-business transactions.

We had to struggle a lot to establish Evoke Shipping X because our investment was very low. But now when we look at our company, it makes us realize that if we work hard enough, we can succeed and achieve anything.

Journey of Evoke

During the pandemic in 2020, we began carrying only the top brand in the world, "Apple," from the United States to our client in Bangladesh. As we all know, there is no authorized "Apple" showroom or supplier in Bangladesh, hence we received a huge response at that time and imported iPhones, Macbooks, iPads, Apple watches, and other items. People have always trusted Apple products because we used to deliver original and authentic products from the Apple Store US to their door. We used to provide store purchase receipts for Apple Stores in the United States, which made our customers rely on and trust us. A few months later, we decided to bring all of the other category products so that we would not be limited to just one. We began importing lifestyle items such as beauty products, car parts, camera accessories, watches, and shoes, among other things. Nike, Adidas, Puma, Huda Beauty, Chanel, Fossil, Michael Kors, Polo, Marshall, and Canon are among our most well-known reselling brands. In addition, we offer products from Amazon US, Best Buy, eBay, Target, and Walmart, as well as household essentials, rare medicine, baby foods, and other brands.

Operations of business

Our primary target customers are those from the middle class who want to change their lifestyle. We have a large customer base of young girls who enjoy makeup and women who are concerned about their beauty and skin care. The main benefit of following us is that we only take preorders from customers based on their needs. We do not have to stock products because demand for them is increasing. The customer is not required to pay in full for their product prior to its arrival. Only a 20%–30% advance payment is required to book their product, and the remainder is due once they receive their product. As a result, both the customer's end and our company's policies coincide with two parties, allowing our business to run smoothly. Our business currently employs five people. Some of them work remotely from home and promote our page on every social media platform available. Regardless of the many positive aspects, we also have to face unexpected challenges.

Future goals and prospects

Our main goal for the coming year is to establish a proper f-commerce platform where people can buy their necessary products without any hesitation. Our company's main strength is that our products are original and authentic. We also deliver them as quickly as possible by air shipping. Furthermore, when compared to other market promoters, our pricing strategy and policies are more viable than any other F-commerce platform. Now we have printed cards and we also sponsored the BRACU Spring 18 Football Team. It is a pleasure to inform that Bangladeshi cricketer Shoriful Islam, who is our country's young and fast bowler, is now a regular customer of Evoke Shipping X. In the future, we hope that Evoke Shipping X will serve as an inspiration to anyone looking to start a business with a low initial investment. We want Evoke Shipping X to be recognized internationally and to become more progressive so that it is accessible to everyone.

Target audience

Our target audiences are mainly those customers who want to order authentic products in reasonable prices with a duration of a month time frame. They can place an order with 20-30% advance confirmation and pay the rest while receiving the products. A major part of the customer circle belongs to the girls who are interested in make up and skin care items since we offer authentic products from USA,UK,Korea featuring major brands such as for make up- Huda Beauty, Fenty, Dior, Estee Lauder, Morphe, It cosmetics and many more. For skin care range we bring products from - The ordinary, Glow Recipe, The Inkey List, Innisfree etc. Other than make up and skin care we offer to bring accessories and gadgets direct from Apple, Fossil, Gorgie Armani, Chanel. We provide purchase receipts to the customers to maintain authenticity and trust in order to build a connection , so that remember us if they want to order something from abroad.

Customer engagement

We regularly post in our Facebook Business page and group to maintain customer engagement. We share pictures and videos of our shipments, receipts and deliveries regularly to keep the customers updated of their orders as well of the new available offers. Our delivery duration is about 30-45 days after placing orders. If in any circumstances the shipment gets delayed we notify the customers immediately. If the product price is high we offer installment system as well as per the customer's convenience.

Biggest strength of evoke

Our variation of products is our main strength as we are targeting all the sectors and getting enough orders from this. From female to male , students to job holders we have a vast variety of customers. And we did not restrict ourselves in only high ranges items but also we are offering drugstore budget friendly makeup and skin care for the students. Since our country is still a developing country everyone cannot afford luxurious items but most of the people want to use authentic and good products for their skin and lifestyle, keeping that in mind we are working ahead and till now we have a good reputation and connection with the customers and we also get orders from our old customers regularly.

Challenges in relation to Social Media Strategy which are commonly faced by Evoke

In this age of technological advancement, as a business organization we face some challenges in terms of growing our business through social media. We use social media to learn about the internal and external challenges that our business organization are facing, and then we come up with solutions. We identify internal challenges such as resources and economic issues, authorizations, and ownership, as well as external challenges such as becoming a trusted organization in social media, business reputation, legal issues, and building an audience network to form our identity. As we provide both wholesale and retail priced products, we face challenge in keeping the price of the products budget friendly while also gaining some profits for revenue collection. Our main challenge is to establish ourselves as a reputable organization in social media by satisfying customers. As we import products from other countries, we face the challenge of delivering them to customers on time. During the pandemic period of January 2020, most of the country's business organizations were closed for an extended period of time. We faced shipment challenges at that time and we made every effort to ensure that our products were delivered via cargo plane. For our organization's promotion, we are running a new campaign to raise awareness and create customer engagement by reaching out to them through social media platforms such as Facebook and Instagram and informing them that we have entered the online market to assist customers in purchasing their desired products from us as a trusted organization. It is difficult for us to attract our targeted customers online. We also face other challenges, such as when customers place pre-orders and then cancel their orders without informing us then we have to bear losses as we have to pay for that product. Additionally, if the ordered products break during shipment, we have to implement a refund policy for customers who placed pre-order of those products. We also have to bear weight and dimension charges, which vary from product to product. If a customer-ordered product is lost due to unavoidable circumstances, we have to communicate with the customer about the reasons for the loss, and the product's cost is deducted from our company's expenses. Moreover, despite our company's "No Hold" policy, some customers hold their products after they arrive in our warehouse, causing our capital to be stuck for a few weeks or even months and causing a stumbling block for overall business progress. We also face challenges with our strategies, as well as limitations and deficiencies in comparison to other competitive organizations. If there are similar strategies with other organizations we have to enter the online business market with new and different strategies.

Finally, we address the challenges that we face in moving our organization forward and seek alternative solutions to overcome those challenges.

Solutions to the challenges that “Evoke shipping x” has adopted

- i) If a customer's order is delayed due to unavoidable circumstances, we investigate the cause and inform them the reason for the delay, and we try our best to deliver the order to the customer as soon as possible.
- ii) Our company "Evoke" has a policy that states that once a product is pre-ordered by a customer, there will be no cancellation, hold, or return, unless the product is damaged. This policy helps the company to prevent many losses.
- iii) We monitor other competitors' social media strategies, such as when they started their business and when they shipped their products, how they advertise on social media, how they manage their organization and communicate with customers, and so on, to see what their benefits and drawbacks are, and then we compare them to our own and come up with a new strategy for our company's growth.
- iv) We examine our target audience data based on our ad campaign, such as how many people visited and liked our page, and how many people liked, commented, and shared our post in a month, and so on. We try to develop our campaign after analyzing the data, and by raising our budget, we conduct research on a larger number of target audiences in the hope of attracting more customers. Due to the high cost of shipping, we consider delivery based on product demand, because ensuring delivery for a small number of products cost more than it earns. In this instance, we talk with the customer and tell them about the delay of delivery. As a result, no negative impact on the company is created.
- v) We activated the tracking system to quickly discover the location of the vehicle carrying the products and we always monitor it to ensure that the products are delivered to the customers safely.
- vi) We place a strong emphasis on packaging for the convenience of our clients so that the product is not damaged during delivery.

Recommendation

Our company is always focused on the benefits of our customers. We may expect to have additional staff, who will be accepting orders from clients, as we are an online-based company. This will ensure that we do not miss any orders. We would surely use social media here, and we would focus on developing a website through which people could readily communicate. Next, we should stock all other brands' products so that no customer is turned away. Moreover, we should take steps to provide call-receiving services that are instantaneous. On the other hand, we can strive to save our shipping costs by using flat packaging. Furthermore, for targeting audiences, we know that in our online-based business, we do not have to invest much, thus we have a lower profit margin than other showroom-based businesses; this may be a highly appealing factor to our customers. In addition, we should work on a payment plan based on EMIs, which would attract a larger number of people to our genuine apple products. Also, we might not lose any customers if we pay close attention to product booking payments. Lastly, we believe that these initiatives will be beneficial to the growth of our organization.

Conclusion

To conclude, Evoke Shipping X is a market place with a keen eye on providing excellent overseas shopping. Our mission is to legally deliver items from abroad that customers have always wanted but could not get because they are not locally available. Currently, we are giving emphasis on developing a good market share on e-commerce site. We are largely focusing on social media websites such as Facebook and Instagram to promote our business. We believe that retail e-commerce is really a growing market and we should try to make better use of it by providing excellent foreign items to the door of customers. We are trying our heart and soul to face all the challenges related to it. We are planning to develop our website professionally and it will provide continuous technical maintenance and assistance to keep it running at its best in order for our business to attain its full potential online. In this way we can provide our customers with the best possible experience when they visit our website. As our business is small, we are trying to maintain an effective online presence which is essential to

our success, with our website playing an instrumental role when it comes to reaching new customers, building credibility, and growing our brand. We are obliged to give quality products to our respected customers and we assure that customers can have a firm belief on Evoke Shipping X.