



Cooperative Education Report

A study of Social Media Marketing and Customer Relations

Written by
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**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
Education, Faculty of Business Administration
Academic Semester 2/2019
Siam University**

Project Title: Online Marketing and Customer Relations

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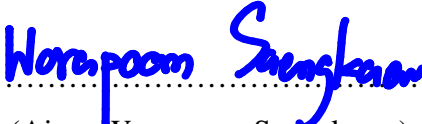
Degree: Bachelors of Business and Administration

Major: Marketing

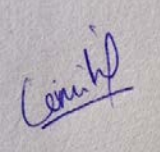
Academic Year: 2019/2

We have approved this cooperative report as a partial fulfillment of the cooperative education semester 2020.

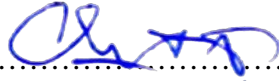
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Project Title : A Study of Social Media Marketing and Customer Relations
By : Miss Vaidehi Dhakras
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Degree : Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
Semester / Academic year : 2/2020

Abstract

This Internship is conducted in Daraz Nepal, Alibaba Group of Companies as Credit Requirement in the Degree Program. The main Objectives of this study are: **(1)** To study Customer Analytics of Social Media Presence of a business like Daraz in Nepal. **(2)** To analysis of post creatives and copy of the kind of posts that do well with the ones that don't. **(3)** To study the competitors and the industry of ecommerce brands in Nepal. Analyzing how Food can be different than supermarket essentials. Daraz Nepal as an organization aims to break the thought barrier related to online shopping among Nepali customers, who still are very reluctant to make any purchase. I am assigned to work with the company as their Marketing Trainee, in the Marketing Department. During the internship period, I found that the experience was facilitated by the means of Practical and Theoretical learning of Digital Media Platforms related to Marketing, Integrated Marketing Communications and Brand Management. During this time, my learnings include the importance of a content strategy, impact of social media campaigns and contests, which are very important for future career development as a professional.

Keywords: social media, marketing, customer relations

Acknowledgement

It is very necessary for a student in today age and time to be able to implement the theories from the classroom into the real-world practice. For the same, I would like to show my gratitude towards Kathmandu College of Management & Siam University for providing me this opportunity to get real time exposure to apply my theoretical concepts into the real world.

I am grateful towards my internship supervisors Ms. Salina Nakarmi (Brand Manager), Ms. Natasha Baidya (PR Handler), and Ms. Comilina Bajracharya (Social Media Head) for their suggestions and help towards the preparation of this report. I would like to sincerely thank them for their guidance, suggestions, encouragement and comments to direct me to the right track throughout this report writing.

I would like to convey my regards to Ajarn Worapoom Saengkaew, for being a constant support for my report. My sincere Thanks to him for his guidance and suggestions towards the report.

Lastly, I would also like to convey my thanks to the entire Marketing Department who were a constant support and guided me towards my internship program. I gratify towards Daraz Nepal and all the members of the organization for their support. I would like to thank each and every one who were with me through this time.

Yours Sincerely,

Vaidehi Dhakras

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Chapter1: Introduction

1.1 Company Profile

Ali Baba

Chinese company, named Ali baba Group, acquired Daraz fully in May of 2018. Ali baba Group was founded in 1999 by Jack Ma, Hangzhou in China. Alibaba mainly kicked off with little retail business believing that someday internet will align the field by qualifying small vendors to leverage newness and technology to grow and emulate more effectively and efficiently in the national and international market. The acquisition includes Daraz operations in Pakistan, Nepal, Sri Lanka, and Myanmar. The operation will be continuing by the brand name of Daraz. Daraz follows Alibaba's chief domain and use its experiences in online technologies, online commerce, mobile payment and logistics.



Figure 1: Daraz Company Logo.

Daraz is South Asia's Premier online shopping market place with an active presence in Pakistan, Bangladesh, Sri Lanka, Myanmar and Nepal. Daraz is focused on providing an excellent customer experience, ease-of-purchase, comprehensive customer care and a hassle-free shopping and returns experience. Daraz was acquired by Alibaba Group in May 2018. Daraz is an online store that provides branded products for men and women across clothing, footwear, apparel, jewelry, and accessories. The Company hosts a wide assortment of consumer electronics, fashion and beauty products, alongside a rapidly growing miscellany of general merchandise.

Mission: Daraz aims to provide as many good offerings frequently to its customers. Daraz also provides products in the lowest possible price so that customers can buy something happily and that is why that tagline of Daraz is "Happy Shopping". Daraz aims to provide an enjoyable shopping experience for consumers and grow together with their sellers. They will continue building a vast loyal customer base by having a huge selection of products, unbeatable prices, 100% reliable fulfillment all the consumers' experiences.

Vision: Daraz wants to capture the whole consumer base in the online sector.

Objectives: In order to accomplish the mission and to fulfill the vision there has to be some objectives. Daraz also focuses on some goals to achieve efficiency, latent potential and to achieve those objectives. They are-

- Daraz is trying to flourish its business by closely working with the seller just to ensure a great online shopping experience for the customers.

- By providing quality products in the lowest possible price and delivering the products in the least possible time, Daraz wants to get a large market share in the online sector.
- To improve customer shopping experience Daraz is determined to increase its effectiveness and efficiency.
- Daraz also provides training to the seller so that they can operate efficiently and recruit talented people who will be devoted to the work of the organization just to accomplish the mission and to find and build valuable resources for the organization.
- Daraz is trying to build such an organization culture with the help of Alibaba when the employees will get the chance to grow and will contribute the organization's ROI.

Daraz not only wants to grow, but also wants to set the market trend in the e-commerce sector of Nepal.

Goal: The goal of Daraz is to give the best quality product in the least possible time for the lowest possible price.

Business and Management of Daraz

Daraz is an intermediary for sellers and clients where the vendors are given the opportunity to exhibit their products and customers get the chance to get all at once. It is an internet B2B and B2C kind of offering and this business model seems to have taken a favorable perspective from the side of the customers. By adding more sellers to the website, Daraz is concentrated on further expanding its client variety even more. It is a location where the clients can readily find sellers easily and choose from a wide selection of product choice. There are eleven wide categories of accessible at Daraz now.

The categories are-

- Fashion products
- Phones & Tablets
- Sports & Travel
- TV, Audio & Camera
- Computing and Gaming
- Home & Living
- Baby, children and Toys
- Beauty & Health
- Grocery shop

Initially the website focuses more on the fashion industry in the original phase as the primary issue was to create the consumers feel satisfied, authentic and reliable about purchasing with buying online fashion products. Gradually when the website created and obtained reliability, the website attempted to capture each and every category.

1.2 Organizational structure (including a job position of the student)

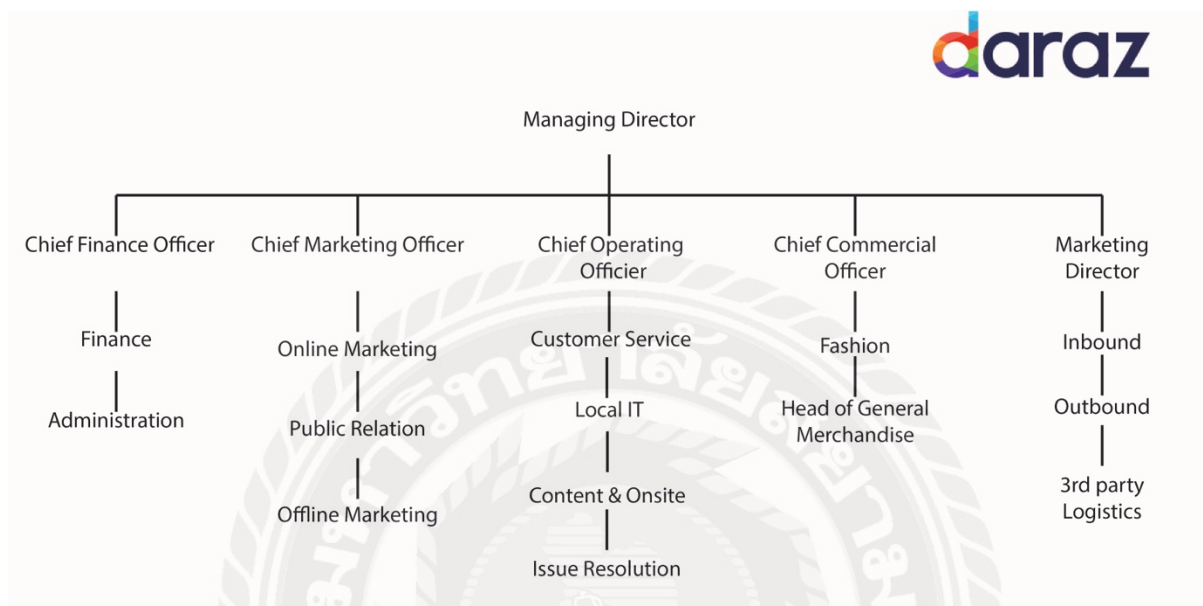


Figure 2: Organizational Structure

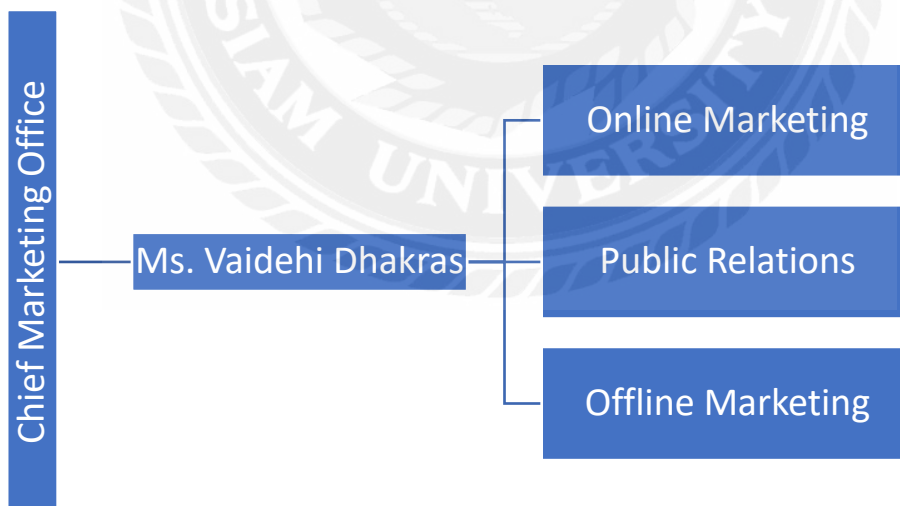


Figure 3: Interns Position in the OS

1.3 Intentions to join this company

This Internship is still in progress as per the requirement of Business Administration undergraduate program at Siam University. It is a requirement of the degree program to complete 14 weeks of internship at an organization of our choice in order to better understand the concepts and overall functionality of corporate industry. This internship also provides the opportunity to develop professionalism among the students and gain experience of working in actual industry setting before completion of our undergraduate degree. The Intern will develop elegant professionalism for their future job prospects via the experience gained during their internship period.

This report gives an overall summary of 14 weeks of learning in the Marketing Department of the organization. The title of my report is '**Analysis of Social Media Marketing and Customer Relations**' with highlights on how Social Media is handled in big organizations like AliBaba and Daraz.

Growing at a very fast pace, Daraz offer a diverse assortment in categories ranging from consumer electronics to household goods, beauty, fashion, sports equipment and groceries. According to (MD) Lino Ahlering and Jai Kavi announced Daraz's six aspirations to lead Nepal into the digital era by the year 2022.

1. To drive 100%+ annual growth of the e-commerce market.
2. Reach 20,000 active Daraz sellers (all educated through Daraz University).
3. Fully digitalize the logistics ecosystem with real-time visibility for customers regardless of location.
4. Engage 5 million Daraz users monthly by being relevant, convenient and service-minded.
5. Introduce digital payments to 5 million new customers.
6. Create 100,000 thousand jobs for marketplace participants.

1.4 Objectives of the study

This study is aimed towards understanding the practical applications of theoretical knowledge gained over the course of 4 years a student of International BBA in business situations. The main objectives of this study are. The main objective of the study is to:

To study Customer Analytics of Social Media Presence of a business like Daraz in Nepal

It comprises of the activities done in order to maintain engagement and entertainment along with appropriate informative content.

To analysis of post creatives and copy of the kind of posts that do well with the ones that don't.

It comprises of the activities done in order to maintain and brainstorm on post and copy ideas for each post that is uploaded on the social media platforms.

To study the competitors and the industry of ecommerce brands in Nepal. Analyzing how Food can be different than supermarket essentials.

It comprises of the activities done in order to keep track of what competitors like Sasto deal, Foodmandu, Kheti.com are doing and how are they communicating their information.

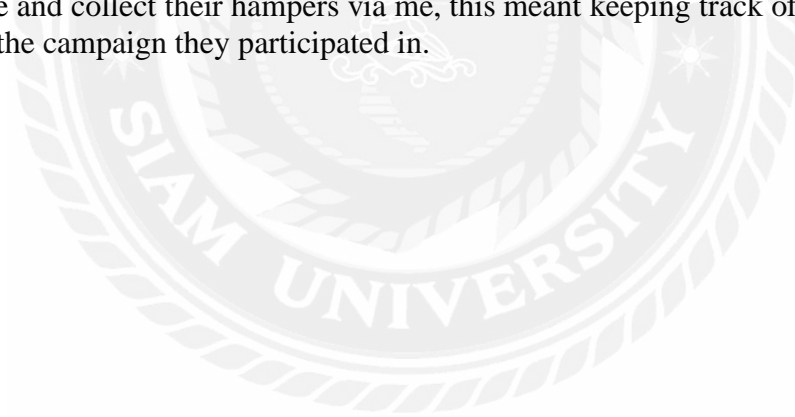


Chapter 2: Internship Activities

2.1 Job Description and Responsibilities

The following were the roles and responsibilities of the student:

As a part of the marketing team I was responsible for variety of tasks from the basics of coordinating to **Content/ Description writing** Content Writing for Social Media posts and videos/blogs on the official website. This task included research of the product along with knowledge of current active hashtags and other promotional strategies. **Image content check:** Cross check all images before it is uploaded on any Daraz Nepal's official website and Daraz's page on the basis of (quantity / quality / sequence of images) . Image Checking is basically comparison of the designed image with the daraz template. **Coordinating with the design team:** Ground level planning of campaigns, post scheduling, creatives, and executing the entire campaign on all social media platforms. In this task I was responsible to coordinate the creative design for every post that went on the page, the color palette, image, SKU links. This also was a major task when we were launching an online campaign with Itchya Karki. Basic research of content along with coordinating with the video team to get the best output was necessary. **Coordinate with Campaign Winners:** From receiving participants to last gift distribution, I was responsible for keeping track of all the respondents and lucky draw. Campaign winners would come and collect their hampers via me, this meant keeping track of the names along with the campaign they participated in.



Chapter 3: Identification of problem encountered during the internship

3.1 Indicate how you successfully solved the problems

Giveaway winners Announcement: As the lucky winners were announced via separate social media posts, their Facebook or Instagram profiles were mentioned in the comments section. Many people were very reluctant to come receive their good or some weren't very happy with the goodies. Hence, many people opted out of receiving the rewards.

Coordinating with Other Daraz Teams: Daraz is present in other countries apart from Nepal. It is very necessary for all the teams to coordinate with each other to create similar campaigns during occasions like 11.11/ New Year/ Mothers Day.

Competitor Analysis: Since Nepal has a small market for e-commerce and there aren't many businesses who work in the same category, it is very difficult to maintain loyal customers. And we have to be very aware of what our competitor is doing in order to stay in our top game. Some of the main competitors of Daraz are Sastodeal.com, Hamrobazaar.com, Gadgetbytenepal.com, Thulo.com.

Traffic Sources

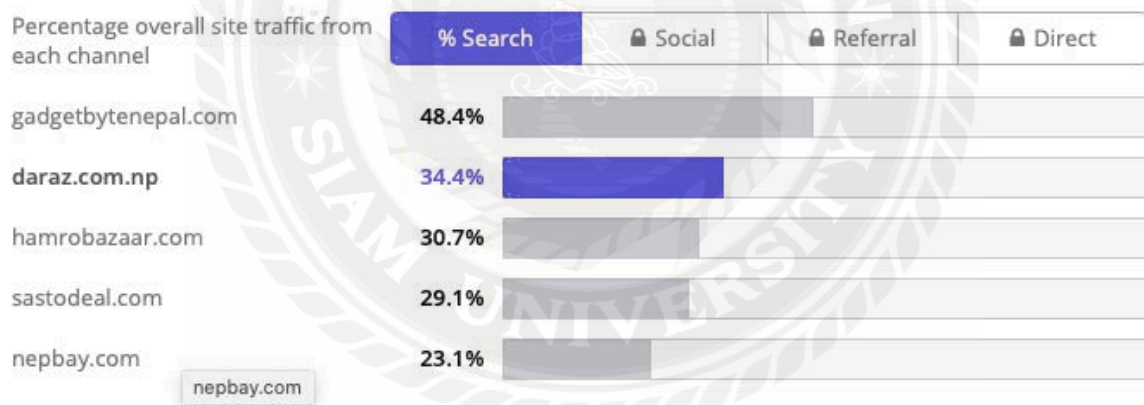


Figure 4: Represents Traffic of Daraz in comparison to other similar platforms.

Chapter 4: Learning Process

4.1 What are the things you have learned during the internship?

As an intern of the Marketing team I had to do different types of task. My first task was to manage their Social Media; Facebook, Instagram and Twitter. Another important task that I was given was to Constantly Check for PR activities that the organization did throughout my time; Go through Print/ Digital News portals and Influencer Check.

With 4 years of learning experience at Kathmandu College of Management (KCM) and Siam University, I happened to gain knowledge on topics like business, management, marketing, entrepreneurship and other similar topics. In order to get the theoretical knowledge into practical experience, I made contribution as an intern at Daraz in the following ways along with the timely completion of responsibilities and activities mentioned above in Chapter 2:

- Project Management
- Content Strategy & Management
- Customer Relationship Management
- Task prioritization & Time Management

4.2 Details of the related learning process and new knowledge student has received?

Digital Marketing Strategy

Since it is an online platform, marketing to its Target Audience on all digital platforms is very important. Daraz.com.np is highly engaged in digital marketing activities resulting from digital platforms to digital media. Digital Marketing are explained below in association with the Daraz Nepal.

	A	B	C	D	E	F	G	H	I	J	K
1		Category/ Format	priority	Description	Design Ref link	Type of content	SM platform	Game time/ period/ boost Priority	Sku link / store link	Time	Design Status
2	(Wk:11)	March 16: Wednesday									
3		digital payment		NIC Asia		static	fb		https://www.daraz.com	10:00	
4		live			https://www.facebook	photo album	fb		https://www.daraz.com	15:00	
5		live		Deals under Rs 2000 Use code: AAFHBRAND300 to get Rs 300 off Winner announcement post		static	fb		https://www.daraz.com	18:00	
6		live		Title: Congratulations Contest: Aamayra Fashion House		static	insta story		https://www.daraz.com	16:00	
7		live		Winner announcement	https://www.facebook	static	fb		https://www.daraz.com	16:00	
8		live		Flat 85% off		photo album	fb story+ insta		https://www.daraz.com	18:00	
9		live	hype			photo album	fb		https://www.daraz.com	20:00	
10		live		New arrivals Animated Brand Day video		video	insta+ fb		https://www.daraz.com	12:00	

Figure 5: Social Media Plan of Daraz.

- **Digital Devices:** Digital devices include- smart phones, tablets, desktop computers. Through all these devices audiences or consumers experience brands while they interact with the website of the business and mobile apps. Daraz already has the mobile app which consumers/ audiences can easily download in their smart phone. By opening an account on the Daraz app they can easily interact with the business websites that are included in the Daraz app. Also, can have a clear idea about the seller who are selling their products through Daraz app. The app can be used both in smartphones and desktop if one has an account.
- **Digital Platforms:** The Daraz app is one of the main digital platforms for Daraz. Digital platforms facilitate commercial interactions between at least two different groups. As Daraz is a B2C business platform, so they have this two minimum parties to have the communication. Digital platform includes- Facebook, Instagram, YouTube, Twitter. Daraz has its own Facebook and Instagram pages. Also, it maintains the YouTube, Twitter account. Through these mediums Daraz posts and promotes any sort of update regarding their business to reach consumer at the shortest possible time.
- **Digital Media:** Digital media are considered as the communications channels for reaching and engaging audiences. It can be in a paid form, owned and earned form. This includes- advertising, email, search engines and social networks. For Daraz, they follow the advertising form. It is either Print Media Commercial or Television Commercial. Whenever a TV commercial is published in a digital platform, it reaches audiences in three different ways. Like- Paid reaches, organic reach and post clicks. When a specific post is boosted by giving a specific amount of dollar money to the digital platform to increase the post reach, then it is called paid reach. After certain time period of any campaign, the paid reach strategy is implemented to reach more audiences. Organic reach refers to actual reach of the post when it is being posted. And post clicks refer how many times the post is being clicked to get the full view. Company associated with Daraz those are called seller provide Daraz payment for search engine to get the most visibility on the Daraz app. Sometimes while operating other apps or watching video, Daraz ad is being popped up on the screen to get the consumer reach.
- **Digital Data:** When an individual opens an account on Daraz as a buyer. Daraz save that information on their database and the interaction might be done through live chats, Facebook messaging or emails. The conversations are also saved for further details. These are absolutely confidential and maintained by law. Through this they identify the consumer's location and try to show their campaigns based on their location, taste and preferences.
- **Digital Technology:** Daraz is no exception. By creating a community, Daraz provides consumer the chance to share their shopping experience with other customers of Daraz. By doing so Daraz aims to build trust among the still reluctant customers in hopes of future purchase

Social Media Strategy

Facebook Marketing:



Figure 6: Facebook Page of Daraz as viewed on a phone.

Facebook is the world's largest social network. Facebook business is referred as owning a Facebook page for own organization. We can see that, Daraz Nepal has its official Facebook page through which they conduct the Facebook marketing. The Facebook page of Daraz is the medium of the communication between the company and the prospective customers. This helps to maintain the contacts of consumers and thus helps to attract new customers. Daraz Nepal very actively posts content on their Facebook page. People following the page can see the post. Also, can give their feedback through reacting and commenting on the post. By this Daraz is able to calculate the reach for each post. Reach is determined by Paid reach, Organic reach and Post clicks. The communication that is done through the Facebook is consistent in nature. Daraz regularly posts new content in the page in a variety of different formats. People connected through it will see can share the post if they like it. The company's post is only visible to their fan's news feed after some time of the posting. Even customers ask their any product related query through the Daraz Nepal's Facebook page. Two-way communications are established here.

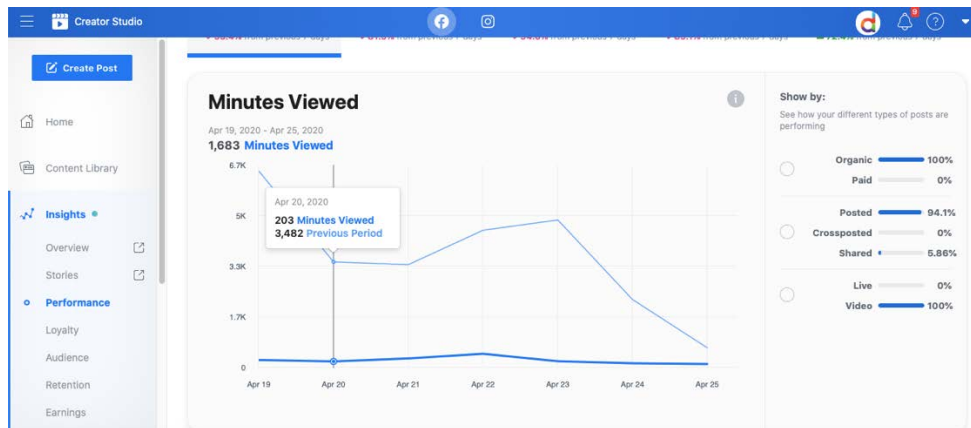


Figure 7: Graph of Facebook Traffic.

By being a part of the Social Media team, I also gained the knowledge of how to interpret app data; This is how Facebook shows insights of any particular post along with the overall page review. This data also defines the organic post reach with how well the post does after it is boosted.

YouTube Marketing:

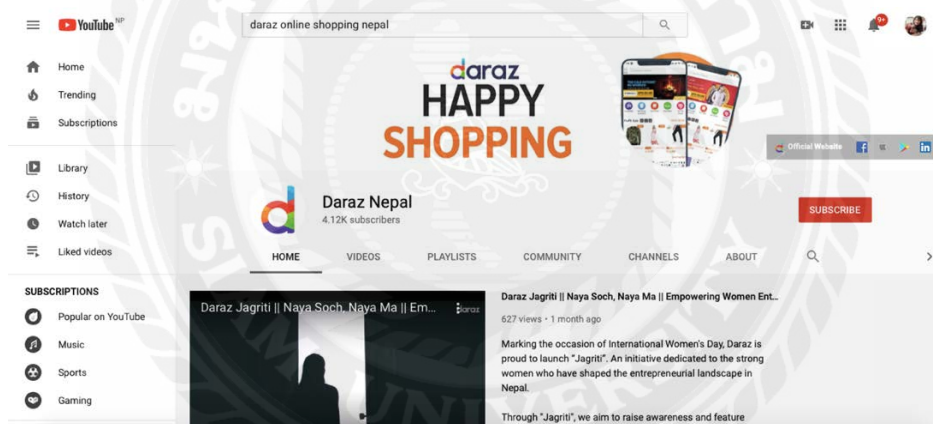


Figure 8: YouTube Page of Daraz.

YouTube is called the internet's second largest search engine. In order to develop the SEO and overall brand presence. YouTube helps the most. Every minute 300 hours of video are uploaded on YouTube. Daraz conducts their video marketing through YouTube. Daraz Nepal is putting more dollars to YouTube to get their product brands mostly viewed. The most important part of YouTube marketing is creating valuable company channel, which is called the YouTube channel. Daraz Bangladesh's YouTube channel has up to 14,724 subscribers. When any new video is uploaded these subscribers, base get to know the update at the very first. Also, if they keep their notification turned on, then also they will be notified when any content will be uploaded. But one of the challenges that Daraz Nepal. YouTube channel faces that is reaching the engaging the core audience. Because the YouTube advertising fans aren't huge in number, so they need to post any content very carefully to raise awareness about the brand along with providing the entertainment which is the major part of YouTube; creating entertainment for the viewers.

Instagram Marketing:

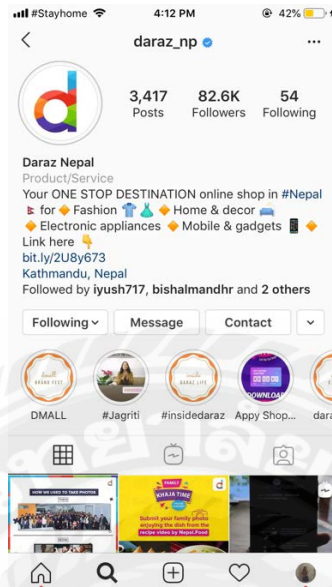


Figure 9: Instagram Page of Daraz.

Instagram is the very recently launched social media platform. In general, almost 50% of the total Instagram users follow at least one business. Instagram is based on the followers. Daraz Np operates in their Instagram account to post the correct content so that they can remain relevant to the current followers. From this Daraz is able to create and publish Instagram ads without the help of using Facebook's advertising tools. Daraz takes into insight which provides the stats about the reach and the impression of the posts. Through insights Daraz is able to see statistics like impressions, engagement and other. The best part of Instagram marketing is to set an ad budget for creating the sponsored ads. After following the strategy of sponsored ads, Daraz is able to target their audience in a completely new way. In sponsored ads, multiple forms Daraz that uses are- photo, video, stories, dynamic ads and stories canvas. Stories ad is the newest form in Instagram which is seen at the top of the feed. Here, Daraz builds its community through Instagram hashtag which is the perfect way to engage the audience with the brand.

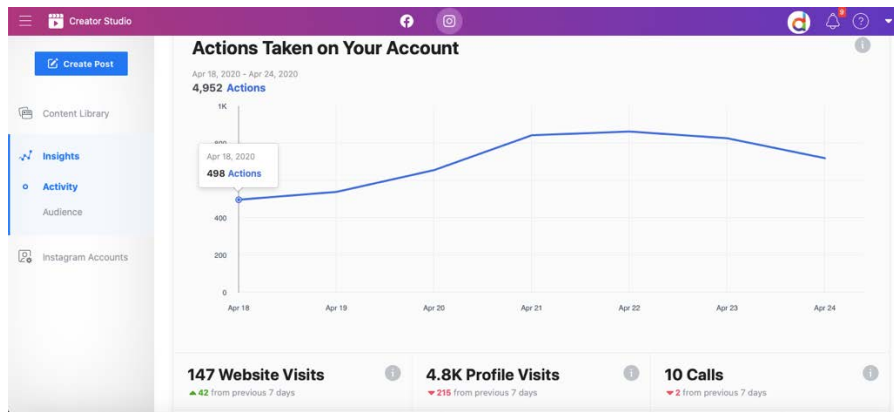


Figure 10: Instagram views of Daraz posts.

Similarly, Creator Studio on the Facebook page allows the user to simultaneously monitor Instagram and Facebook page of the business. This Figure shows how many people have clicked the link mention in the Instagram bio or how many people opened the page to check out more posts or links.

Twitter Marketing:

Twitter makes the content to be distributed more easily, which helps to engage users and followers to increase the awareness of brands and boost conversions and all. Through Daraz Nepal's twitter account they create, publish and distribute contents for its audience and the followers. This helps to increase the sales along with improving the brand recognition. The customers who use twitter account and follow Daraz Nepal can quickly provide the feedback regarding the products or brands. The twitter account of Daraz is well recognized because they made their account customized with their logo, color and other memorable details.

Bit.ly Website

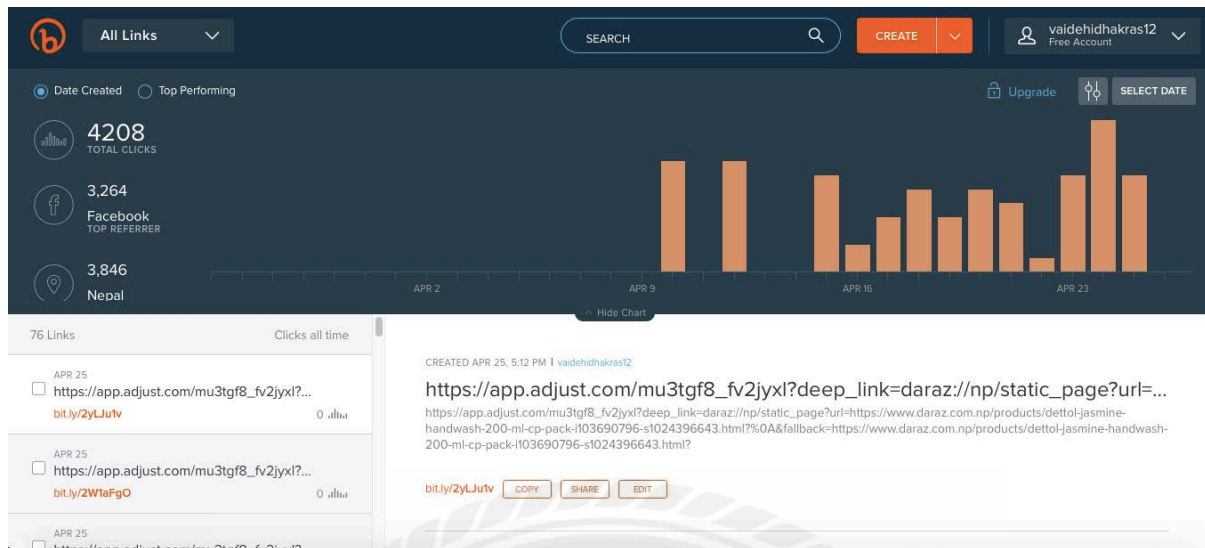


Figure 11: Bit.ly used by Daraz to make trackable links.

Bit.ly is a url link generator that many organizations use in order to shorten the URL links of products and page. By creating a Bit.ly link for any post or page we can now track the number of times people open the page in order to know about the traffic of the website/ app. This also helps us know how engaging the customers are in that particular app, along with estimated conversion range.

4.3 Additional Internship Details

Communication Skills : It is one of the foremost and most important functions required in organizations. For successful completion of production, effective communication is required to communicate with different levels of people in the company to perform day to day activities. I established new channel of communication of lower level employees directly with Senior Production Manager and reconfirmation of correct instructions.

Planning : I was also very participative towards my seniors in giving new ideas for continuous campaign and content plans made. Planning in company includes regards to various aspects like planning the new marketing strategies, checking the order requirement, planning for the given order etc. The image below shows the first draft of an online campaign that Daraz was going to launch during Covid for people interested in learning Makeup, We teamed up with an influencer to upload video tutorials of makeup tips and DIYs that people could try at home. This was on our website and App.

	A	B	C	D	E	F	G	H	I	J	K
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4											
5											
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Figure 12: Campaign Plan.

Controlling and Coordination:

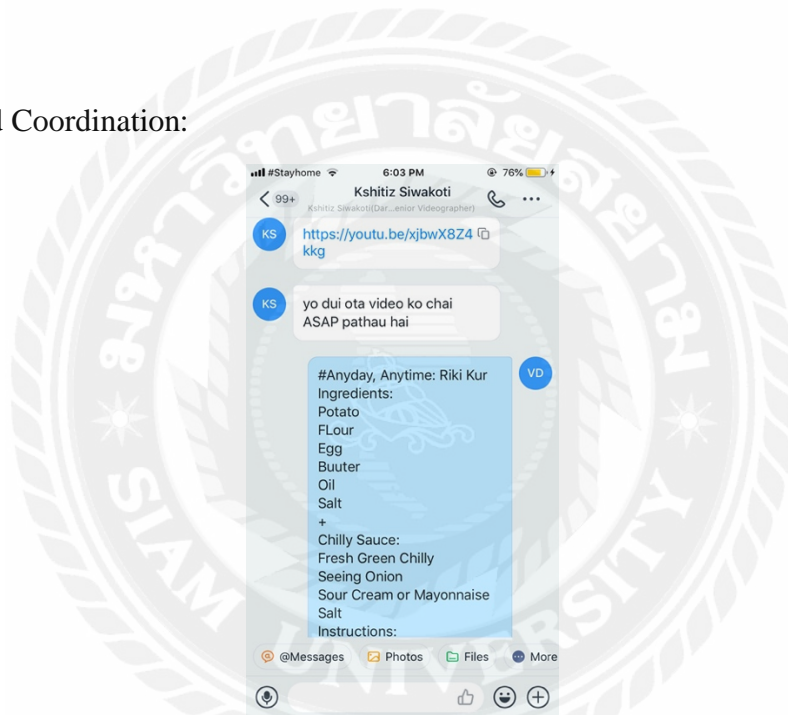


Figure 13: Video Coordination.

I used to make sure that all the activities are carried out as per the planning along with coordinating with the design team in order to get relevant creatives for each post. This is an image of content being provided to the videographer for edits.

Chapter 5: Recommendation and Conclusion

5.1 Self-assessment as a professional

Daraz Nepal gave me the opportunity to bag a lot of knowledge and professional competency. Usually hard time is faced when speaking about the potentials in interviews or any professional talks, but with some real-world experience it has helped to better understand my value, realize self-ability and what I can actually bring into table. Beyond the academics, I can notice that professional skills like ability to make decisions and attitude of taking initiative and risks has been developed within me. By completing this report, I will now be able to work for the marketing sector in similar organizations.

As an Intern of the Marketing Department my role overall was to work in every prime department that consist of marketing. Having worked under all connected departments I got a thorough knowledge of how an organization behaves internally and what are the necessary steps and action to been taken inside and outside the organization to be able to communicate your product to the your product get sold in the consumer's hand by the end of the day.

I would also like to show my sincere gratitude towards the company for having me involved and believing in me with the work assigned as the firm played a huge role in having me learn and gain experience into the real field by providing me the right training and helping me perform those task in accordance to the supervisors need.

In conclusion, I can say that internship opportunity is really essential for every business student to get idea about organization and industry of self-interest to excel in future endeavors. I want to thank my Supervisor and the whole Daraz team for giving me great opportunity of learning by doing. Daraz has been a really good experience for me as a person of the company whichever department they may be are so much helpful and gave me the proper methods of practical learning.

Annex



Figure 13: Reception at The New Daraz Np Headquarter

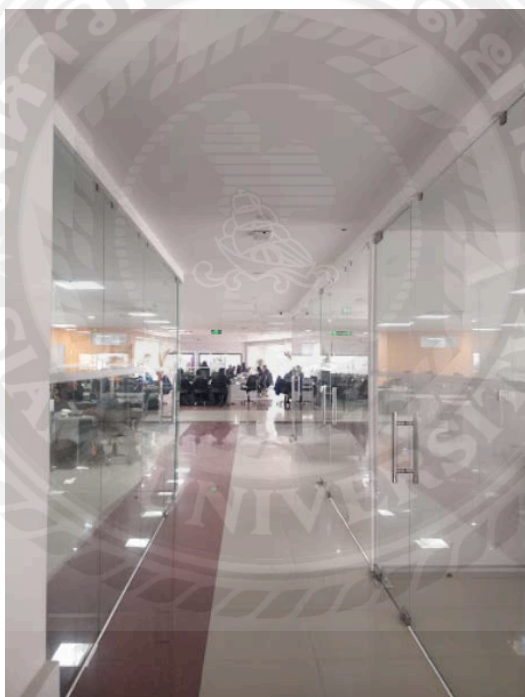


Figure 14: Lobby towards Meeting Area



Figure 15: One of the Meeting Rooms (Annapurna)



Bibliography

Online Shopping in Pakistan: Fashion, Electronics & Books - Daraz.pk. (n.d.). Retrieved from <https://www.daraz.pk>

