

Internship Report
on
Effectiveness of Digital Marketing Strategy of Robi 10
Minute School

Submitted by:

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ID: BBA1903018122

Program: Bachelor of Business Administration
(Major in Marketing)

Submitted to:

Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Bachelor of Business
Administration



Sonargaon University (SU)

Dhaka- 1215

Date of Submission: January 08, 2022

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Sharmila Sikder

Lecturer

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Letter of Transmittal

January 08, 2022

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report.

Dear Madam,

With humble honor and respect, I am submitting my internship report on “Effectiveness of Digital Marketing Strategy at Robi 10 Minute School”. As per partial accomplishment of the requirements for the BBA degree, I have completed internship from “Robi 10 Minute School”. As per partial accomplishment of the requirements for the BBA degree, this report has been carried out under the supervision of you.

This report is an integral part of our academic courses in completion of the BBA program which has given me the opportunity to have an insight into the digital marketing. I hope this report reflects on the contemporary issues on the Marketing that are being Practiced by organizations in our country.

In completing the report, I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report. I humbly request you to accept this report for your kind evaluation.

Sincerely,

Armanul Haque
ID: BBA1903018122
Department of Business Administration
Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the internship report “Effectiveness of Digital Marketing Strategy of Robi 10 Minute School” has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by Armanul Haque, bearing ID: BBA1903018122, under my supervision. The report or the information will not be used for any other purposes.

I wish him every success in life and expect a great future.

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University

Student's Declaration

I am Armanul Haque, student of BBA program, Department of Business Administration, Sonargaon University, ID: BBA1903018122, Major: Marketing, hereby declare that the internship report entitled “**Effectiveness of the Digital Marketing Strategy of Robi 10 Minute School**” is uniquely prepared by me and has not been previously submitted to any other university or organization for a professional or commercial purpose.

I also would like to confirm that, the report prepared exclusively for academic purpose not for any other purposes.

Armanul Haque
ID: BBA1903018122
Program: BBA
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

Certified that this project report titled “Effectiveness of Digital Marketing Strategy of Robi 10 Minute School” is the bonafide work of Armanul Haque, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

For the preparation of this report, I would firstly like to thank **Mr. Ayman Sadiq, CEO at Robi 10 Minute School**, who lent me continuous support through my internship and helped me understand the customs of 10 Minute School while I had been an intern. I would also sincerely thank him for allowing me to gather all necessary resources towards the making of this report through him.

I would also wish to extend my heartiest gratitude to **Asif Hossain**, Head of Creatives, Robi 10 Minute School, for setting me up with several employees of 10 Minute School who were best placed to give me relevant information for the formation of the report. He also shared his knowledge and experiences whenever he could to make sure I understood all my responsibilities correctly, and for that I am indebted to him.

Finally, I wish to sincerely thank **Sharmila Sikder**, Lecturer, Department of Business Administration, Sonargaon University, my supervisor for the internship, for continuously giving important insights and instructions towards the successful formulation of the report, and her unrelenting support through my time at this university.

Executive Summery

This report is a detailed overview of my internship journey at Robi 10 Minute School, a Bangladeshi emerging EdTech startup. During my Internship, I have learned a lot about, Digital Marketing activities, strategies, marketing concept and its different applications. I was assigned to overlook the digital marketing campaigns and help them with successful execution. I have learned to work in a corporate space which not only enriched me professionally but also helped me grow personally as well. My contribution was appreciated by my supervisor and other members of the department. The career path I would be selecting for myself is quite influenced from my internship as I have had a great opportunity to practically see how digital marketing sector is working and evolving in Bangladesh.

Robi 10 Minute School is the new catalyst in the ed-tech sector of Bangladesh. Brainstormed in 2013, 10 Minute School now has 19,14,292 and counting followers and more than 250,000 active students. It is the brain child of **Mr. Ayman Sadiq**, a fresh graduate from the BBA program of IBA, Dhaka University. He first thought of this when he worked as a math instructor at Mentors during his student life. Together with his team of young talent, the website was finally launched in 2015. Mr. Ayman believes in quality and focuses on how to constantly make his website and the learning experience better. Alongside this, he is a professional public speaker and gives lectures to university students on various issues.

The market they cater to right now, is very niche, in the context of Bangladesh. At this point in time Robi 10 Minute School is some major competition in the sense that the market Market is growing pretty fast. Competing against the likes of **Khan Academy**, **Shikhhok.com**, **Onno Rokom Pathshala**, Upskill, Bohubrihi, 10 Minute School ensures that the best content is delivered by them in the most user-friendly way possible.

This report takes qualitative and quantitative approach to find out the effectiveness of the digital marketing strategy of Robi 10 Minute School. It contains discussion on the process of successful digital marketing plans executed by Robi 10 Minute School. Their digital marketing strategy is focused on social media marketing, however, other digital marketing strategies are discussed and analyzed to understand and measure performance of their campaigns. Various tools and metrics are used to interpret the data which were taken from internal and external sources.

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Chapter 1

Introduction

1.1 Origin of the report

As a partial requirement for the of internship as part of the BBA Program of the Department of Business Administration, Marketing Major, Sonargaon University, Dhaka, under the supervision of Sharmila Sikder, Lecturer, Department of Business Administration, this report titled, “**Effectiveness of the Digital Marketing Strategy of Robi 10 Minute School**”, has been prepared. I have worked at Robi 10 Minute School and this report has been prepared in alignment with my responsibilities at the company.

1.2 Rationale of the study

The main purpose of this study is to examine the effectiveness of digital marketing strategy and use the findings and analysis to make the strategies more comprehensive and optimized in the future.

1.3 Objectives of the study

Broad Objective: The Primary objective of this report is to understand the roles, implication and impacts of digital Marketing on Ed-Tech startups. And the **specific objectives** of the report are:

- To identify digital marketing activities of Robi 10 Minute School
- To determine the scope of digital marketing
- To better understand digital marketing concept
- To help the organization to improve strategies
- To identify problems and challenges while executing marketing concept

1.4 Methodology

1.4.1 Data Source

The research has been carried out pursuing the avenues of both **primary** and **secondary sources**.

- **Primary Data Source:**

In gathering information about the company and industry, I interviewed Mr. Ayman Sadiq, the mind behind Robi 10 Minute School as well as 5 employees working under him. And the other primary data were taken from their internal source and analytics.

- **Secondary Data Source:**

The website of 10 Minute school was used to analyze and gather information about the website design and offerings.

The competitor's websites were also considered in order to establish some basis for comparison. A few online articles and news regarding 10 Minute school and e-learning in general, were consulted.

1.5 Limitations of the report

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

- 1) **Lack of information:** There is not much information available about Robi 10 Minute School EdTech industry of Bangladesh in secondary source.
- 2) **Limitation of Scope:** Some confidential information was not disclosed by various personnel of this respective department for internal security purpose. Also, digital data were taken from a specific time frame, and the statistics and the data change time to time. Due to the covid-19 situation, some data don't represent the actual scenario of Robi 10 Minute School.

Chapter 2

Literature Review

2.1 Literature Review

A number of research papers and articles provide a detailed insight on Digital Marketing.

The findings from the literature are presented below:

Digital marketing has been described simply as ‘achieving marketing objectives through applying digital technologies’ (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996). Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008).

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002).

In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing.

Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Marketing professional must truly understand online social marketing

campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011). With the above reviews we can assume that GST is a tax reform which will change the scenario of the country as a support for this review study.

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Möller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increases in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013). Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, Cristiana, Rădulescu, 2012).

The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.

Chapter 3

Overview of Robi 10 Minute School

3.1 History of Robi 10 Minute School

Launched on 2nd September, 2014, 20 Minute School has already started to revolutionize the education industry in Bangladesh. What started out as a small idea, stands to be immense as of 2016. With a motto of “Learn, Practice and progress”, the team of 10 Minute School aims to provide quality education to a mass population and to make learning fun. The idea is to reduce all the barriers that come in the way of education in Bangladesh. The morale is that cost, time, geographical location or any other problem should not stop one from learning what they want to.

Robi 10 Minute School operates as a non-profit organization who have, very recently, joined up with Robi Axiata as their sponsor company. Together, they wish to build an online school that is made by the students and for the students. The great mind behind this initiative was that of Ayman Sadiq, a student of Institute of Business Administration, University of Dhaka. Together with his youthful team of juniors and peers, Ayman is on his way to creating a positive change in the education scenario of Bangladesh.

3.2 Mission and Vision

Mission: Learn, Practice, Progress.

Vision: “To help build an online school in Bangladesh like no other, one made by the students, for the students and belonging exclusively to the students.”

3.3 Timeline

Over the short course of time, Robi 10 Minute School has achieved quite a feat. During their journey they have faced various technical hurdles, but eventually came on top. The main idea behind Robi 10 Minute School was initiated in 2013. But it was only in 2015 that the website was officially launched.

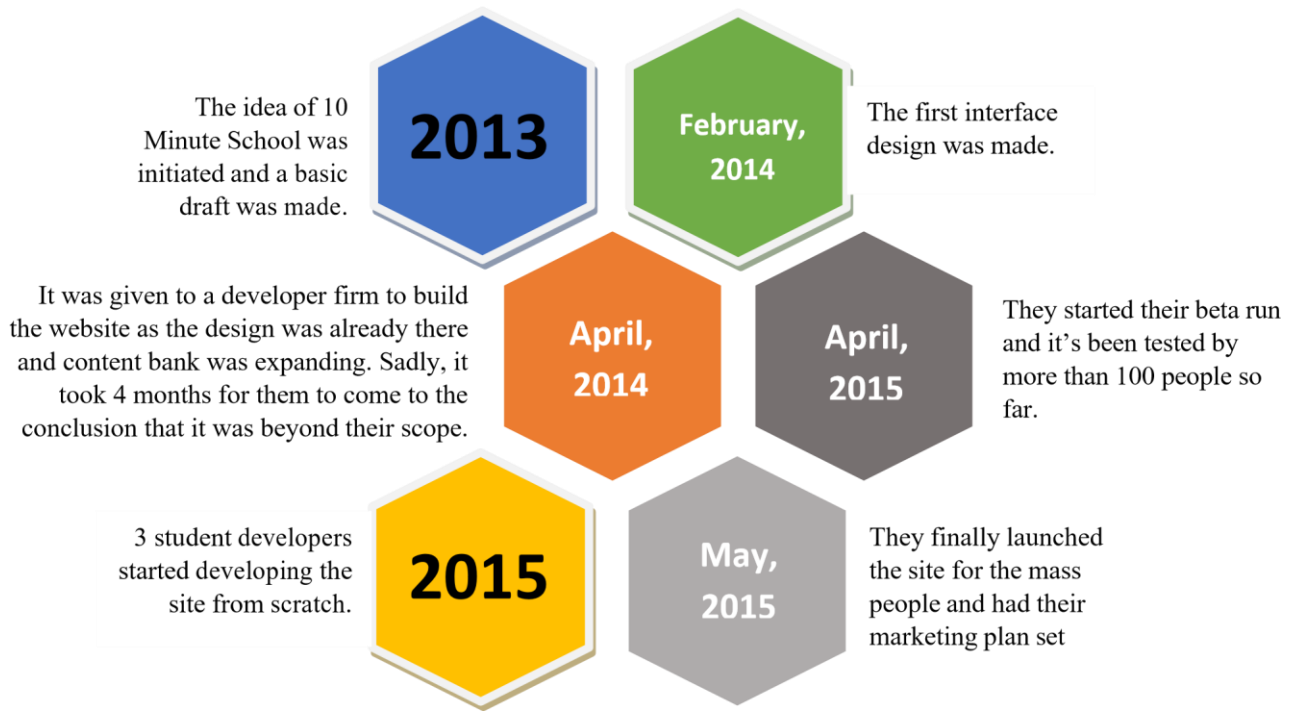


Figure 3.3: Timeline of 10MS

3.4 Competitors The Khan Academy

This is by far the oldest market player and the biggest competition to 10 Minute School.

Khan Academy is a non-profit educational organization created in 2006 by educator Salman Khan with the aim of providing a "free, world-class education for anyone, anywhere". formation of Khan Academy by helping his cousins and family members by tutoring them online. He recorded and posted videos on YouTube. Later in 2008, he formally started Khan Academy by incorporating it as a non-profit. Since then, it has been running with grants and donations from different philanthropists and organizations. Google, Bill & Melinda Gates Foundation, Omidyar Network are some of the donors of Khan Academy.

Khan Academy's online materials cover Math & Finance to History & Arts, in other words, ALMOST EVERYTHING. In 2018, 70 million people used Khan Academy's platform. Over 2 million people used its materials for SAT preparation. In July of that year, the organization launched Khan Academy Kids, an app targeting kids of 2-6 years of age with no in-app purchase and ads which gathered 1.4 million downloads by the end of 2018. Till today, the non-profit organization has been doing amazing innovations to democratize free education but has not raised any Venture Capital (VC) funds, and has not gone and (probably) will not go for any IPO.

Shikkhok.com

The second major competitor is “Shikkhok”. Shikkhok was founded in August 2012 by Dr. Ragib Hasan, a computer science professor at the University of Alabama at Birmingham. This is a full-fledged website catering to the e-learning sector. It was one of the first of its kind, launched in 2012. The drawback of this website is that it is not structured at all, making navigation difficult. Another problem is that they do not support the local courses. They have very little exposure in the market.

Onnorokom Pathshala

Onnorokom pathshala started out as a YouTube channel and now has its own website. It is an initiative by Onnorokom Group and was initiated in 2015. They are quite new to the market and have a better structured website than Shikkhok. One great thing about them is that they want to take innovative steps. They provide online tutorials and have a mobile phone app of their own. However, they cater to one small market right now- HSC Science candidates.

Upskill

Upskill is a peer-to-peer skill sharing platform. It enables individuals and organizations to share skills and exchange technical knowledge to bridge the skills gap in Bangladesh. Upskill was one of the early startups to enter into the race of grabbing the EdTech market of our country. It was founded by Mustafizur Rahman Khan, Fayaz Taher, and Samad Miraly in 2018. Earlier this year, Upskill raised a funding of around 100k USD. Ever since its inception, team Upskill has been working to change the EdTech vertical of the country. With an aim to promote STEM education in Bangladesh, Upskill Classroom has already taught coding to 300+ kids and established itself to be the most affordable coding and STEM platform in Bangladesh. They have huge varieties of online courses and trainings for market professionals and employees.

Repto

Repto, founded on March 09, 2016 by Istiyak Sheyam, is a leading online education platform in Bangladesh offering Bangla courses, tutorials, and training instructed by industry experts. It provides premium & free courses on Digital Marketing, Programming, Software Development, Web Design & Development, WordPress, Graphic Design, Freelancing, MS Office, Science & Technology, English Language, Lifestyle, Entrepreneurship, Professional Development, Making Money Online, and more.

Though they are reaching the top gradually, the problem with their disorganized website and lacks of marketing making jobs harder to compete against other market players.

Bohubrihi

Bohubrihi is a leading e-learning company in Bangladesh, founded by two BUET students in 2017. It offers online courses, professional training and corporate e-learning services to help people develop new skills and accomplish more in life. Bohubrihi's courses and programs are designed & offered in collaboration with the best of industry experts and organizations in Bangladesh.

They have both free and paid courses with one time buying option. They are very promising in their services and have an outstanding marketing strategy to break in the market.

Interactive Cares

Interactive Cares, a virtual e-learning platform that offers online courses based on higher study, job preparation and skill development, alongside masterclasses, career paths and one-to-one mentoring. A platform that started its journey back in 2019, presently has more than 40 courses and over 30,000 students enrolled. Interactive Cares has enriched students' elearning experience by solving various problems combining pre-recorded and live classes. Popular courses of this platform include Python, JavaScript, Django, Full Stack Web Development, IELTS, GRE, etc. Interactive Cares has also introduced the Complete Preparation on ISSB, a course for military preparation, for the first time in Bangladesh. In addition to providing fundamental lessons related to skill development courses, Interactive Cares also connects students to the relevant industry through Career Fair and CV forwarding in the Career Path program. The instructors of the platform include faculty of various universities, senior officials of multinational companies, and renowned entrepreneurs of the country. Recently, Interactive Cares has been able to raise seed funds through a start-up accelerator program organized by Bangladesh Youth Leadership Center (BYLC) Ventures. Following the success of courses related to web development and higher study abroad, Interactive Cares will introduce Digital Marketing Career Path in the future. The start-up is also coming up with an Android app for students very soon.

3.5 Services of Robi 10 Minute School

Robi 10 Minute School has both academic sections. They have 19440+ video lessons, 1300+ blogs, 1114+ student notes, 49530+ quizzes, eBooks and many more. Recently, they have added professional courses and corporate consultancy to their business landscape. They are also working with the government to digitalize the classroom of Bangladeshi rural school.

10
Minute School 'Skills' is a brand-new segment of the popular EdTech company which is an entire wing dedicated to honing efficiency on mandated corporate expertise, creating pathways for earning from home, unleashing creative minds, improving the hold on English language and preparing for government job recruitments.

1. Admission tests

- University
- MBA
- Medical
- Private University
- Engineering
- Cadet College
- IBA

2. Recruitment tests

- Bank
- BCS
- Primary Teacher Recruitment

3. Academic exams

- JSC
- SSC
- HSC

4. Aptitude tests

- IELTS
- SAT
- GMAT
- GRE

5. Online Courses

- Marketing Courses
- Freelancing
- Corporate Skill Courses
- Microsoft Courses
- Graphics Designing
- Software Courses
- Arabic Learning Courses
- Photography Courses
- CV writing, E-mail Writing and Interview
- Web Designing
- Writing Courses
- Leadership Courses

3.6 Target Market

Robi 10 Minute School aims to reach as many people as possible, as many groups as possible. Their target market is segmented based on age group distribution and the education level that is in match with it. Right now, their biggest market share constitutes of JSC (14.98%), Grade 9 (13.62%) and Grade 10 (12.38%). All the segments are up and running currently.

3.7 Business Model of 10 Minute School

Robi 10 Minute School has an elaborate business model, which is actually quite simple. It is further divided into 2 categories: Free Model, Premium Model and Freemium Model.



Figure: Business Model

- **Free Model**

This is the model that Robi 10 Minute School is currently following partially. Through this model, they offer free contents to the mass users. With their dynamic designs they control the attention of the user and steer their attention to the advertisements. For instance, right now, **Robi** is heavily visible on any Robi 10 Minute School campaign. The revenues are drawn in via advertisement, which are again, ploughed back into the business for expansion. The great thing about this is that it is a fairly simple model where the services are free for the end user while the 3rd party finances the initiative.

- **Premium Model**

They have introduced various paid courses and e-materials such as e-books from where they generate revenue to sustain in the long run. The price of these courses and materials, although, are very minimum so that everyone can afford. However, their goal is to sell courses and materials as many as possible with lower a margin in the beginning. Their donations and sponsorship programs are backing this model to sustain in the long run. They have already 35+ academic and professional paid courses price starting from Tk 450 to Tk 1800. More than 5 digital books are added in this model too. Reportedly, 15% of their revenue comes from this alone. They are expecting it to be around 40% of total revenue by 2024.

- **Freemium Model**

The Freemium Model is what Robi 10 Minute School plans to fall back on in case the donation models not a success. Via this model, content is offered to the end user for a month. The aim is to retain regular users and charge a subscription fee after the first month. In this case, the model does not rely on the donation, rather on the revenue it generates from subscriptions. So, in a nutshell, the services are free for the end user in the first month, after which they pay a subscription and can make donations if they want to. The access to services will be based on subscriptions of BDT 50 per month and scholarships will be provided at certain achievements to encourage and retain users. The problem with this model is the fact that subscriptions will discourage people from availing the services of Robi 10 Minute school, regardless of how minimal the fee might be. At the same time, this might not generate as much finance for future expansion and

research and development as a donation would. Donations also aid in cobranding, which they are enjoying right now through the partnership with Robi.

3.8 Learn, Practice, Progress

- **Learn:**

Robi 10 Minute School aims to make learning as simple and as fun as possible using unconventional methods. To achieve this target, Robi 10 Minute School has 3 processes in hand:

- I. Students can learn from the animated tutorials that are produced at 10 Minute school.
- II. Students can avail the wide range of e-books that Robi 10 Minute School has in their archive.
- III. Students can get detailed information in a more retention-friendly way via the infographics produced by 10 Minute school.

- **Practice:**

Once the learning part is cleared, it is time to ensure the learning is retained. To do this they have 3 processes in line:

I. Quizzes are available on the website from a wide array of topics or chapters. These quizzes are timed to help students track their learning. They provide feedback right after a quiz is completed. It is a detailed and customized review of their results. To benchmark, it provides the average mark of all the users who have already taken the quiz to give the test taker an idea of his position.

III. It shows the correct answer with explanation in order to clarify concepts. It also keeps tabs of scores of all the earlier test takers.

- **Progress:**

To make learning more fun and to add a bit of competition to each user, Robi 10 Minute School has its progress segment. It comprises of the following:

- I. It has a point giving system in place for all the quizzes taken and videos viewed. It has a real time leader board which tracks the progress of all the users and gives the test taker an idea of his/her current standing.
- II. Every bit of information is tracked from the day a new user is added to the cycle. It has the detailed log of the points given, tests taken, videos viewed, time spent and al lot of other similar activities.

3.9 Progress so far

Robi 10 Minute School officially started their operations on 17th May. The progress since then stands here:

Unique visitors	25,50,242
Signed up users	1,55,000
Sessions	4.3M
Daily users	250,000
Average sessions	4.63
Returning Visitors	47.6%
Bounce Rate	32.34%

Figure 3.9: Progress

App downloads

Google Play	1 million+
App Store	100k

Figure 3.9.1: App Downloads

3.10 Milestones

Robi 10 Minute School has the following planned for the next 2 years:

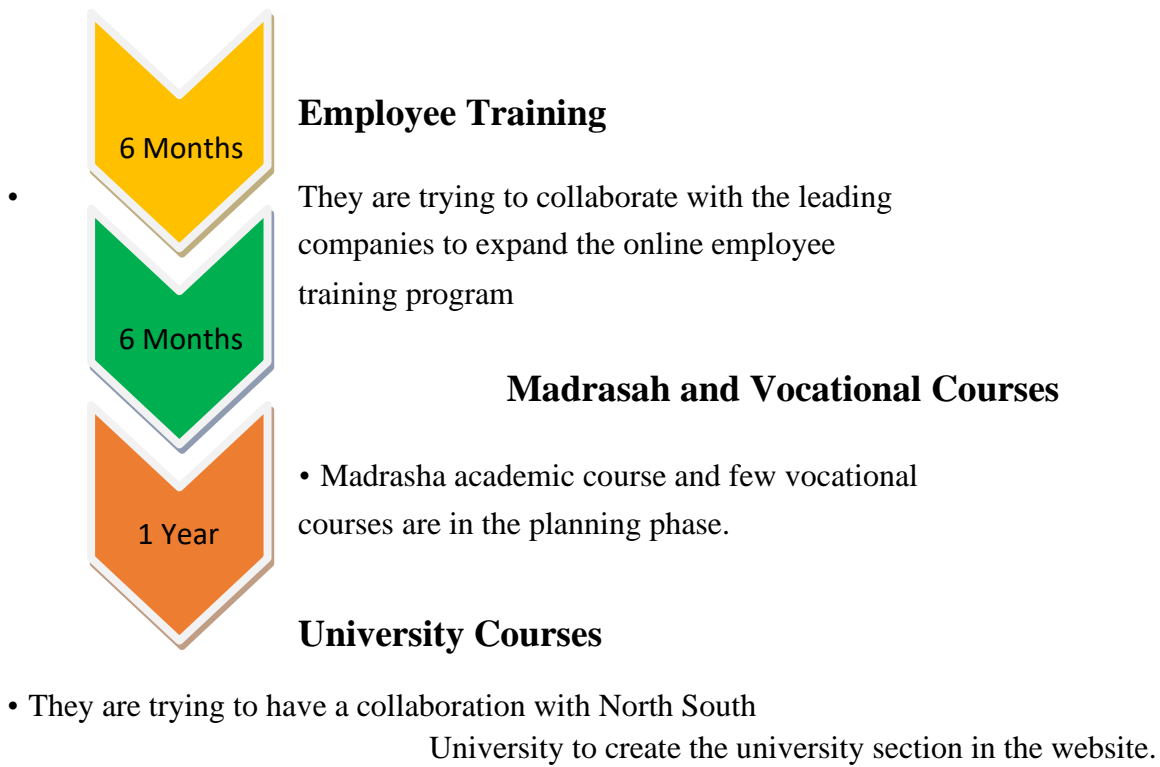


Figure 3.10:
Milestones

3.11 SWOT of Robi 10 Minute School

Strengths:

- Experienced initiators, in the field of admission tests.
- Superior customer service
- Constant upgradation
- Affiliation with Robi
- Wide range of offerings
- Modern approach

Weaknesses:

- Novice management
- New to the industry
- Lack of financial stability

Opportunities:

- Further brand affiliation (Co-branding)
- Affiliation with universities
- Government Support

Threats:

- Competition from other online platforms
- Developing and fast-moving market
- Requires a lot of capital investment on technology

3.12 Digital Marketing Strategy of Robi 10 Minute School

How they structure digital marketing program

Robi 10 Minute Schools' digital marketing program is designed to drive more prospective users to their website, convert these prospects into leads, and those leads into sales. They structure their digital marketing program into 4 basic steps; discussed below.

(I) Making Assessment

First, they conduct a series of audits across their outbound efforts and current digital marketing activities (SEO, content, email, social, PPC, automation, PR) to identify opportunities. After they've gathered the data, they evaluate needs and the competition's digital marketing landscape to discover their business' competitive edge.

(II) Establishing budget

When setting up a digital marketing strategy, it's essential to know how much they can spend and what resources they have for their campaign so that they don't have to plan for an online marketing strategy that goes beyond their means. Also, their annual budget for digital marketing depends on the sponsors' approval.

(III) Planning

Knowing the budget and needs, they create a customized plan based on primary assessment/requisition. In the initial strategic plan, they provide outlines the tactics to be implemented over the following 12 months.

If they're going to create a digital marketing action plan, it's essential that they have goals. They set goals for campaign to know what they want to accomplish with online marketing.

They further divide and focus their goals into 2 categories; short-term goals and long-term goals.

When setting goals, they try to align digital marketing goals to their business goals. They must establish:

- What we want to achieve
- When we want to reach it
- How we'll measure that achievement

They want to create S.M.A.R.T goals for their digital marketing strategy. S.M.A.R.T stands for 'Specific, Measurable, Attainable, Relevant'.

(IV) Tracking Progress

They firmly believe that "what you cannot measure, you cannot improve." So, they provide monthly comprehensive reports. These reports detail their progress toward their goals and include metrics like website traffic, form submissions, downloads, leads created, leads closed, and even phone calls to their sales number. They also review the following month's plan (broken into a monthly calendar of tactics and tasks) and conduct weekly check-in meetings to ensure that all projects stay on track.

Digital Marketing Tactics/Campaigns

Robi 10 Minute School has their own in-house marketing production team. Sometimes they partner with digital marketing agency for special campaign such as Online Video Commercial OVC. Their digital marketing tactics are as follows:

- Social Media Marketing (SMM): Facebook, YouTube, Instagram, LinkedIn, Tiktok
- Email Marketing
- Influencer Marketing
- Search Engine Optimization (SEO): Google
- Pay-Per-Click (PPC) Marketing: (Display ads, paid search) Google and Facebook

- Content Marketing: Video production, blogging & article writing
- Downloadable Content Offerings: eBooks, student notes, webinars
- Infographic Design
- Public Relations (PR): Messengers, emails, calls
-

Digital Marketing Tools

- Social Media: Sprout Social, Hubspot
- Email Marketing: MailChimp
- Automation: Mobile Monkey
- Analytics: Google Analytics, YouTube Studio, Facebook Insights
- Project Management: Trello
- SEO: All in one SEO Pack, Ubersuggest, Ahrefs
- Conversion Optimization Tools: Unbounce, Optimizely

Digital Marketing Team

Robi 10 Minute School’s digital marketing team has experts and resources they need to execute plans. Teams include:

- Strategists
- SEO experts
- Content developers
- Copywriters
- Graphic designers
- Video editors and motion designers
- Web developers
- Social media specialists
- Photographers & Videographers

Chapter 4

Analysis and Findings

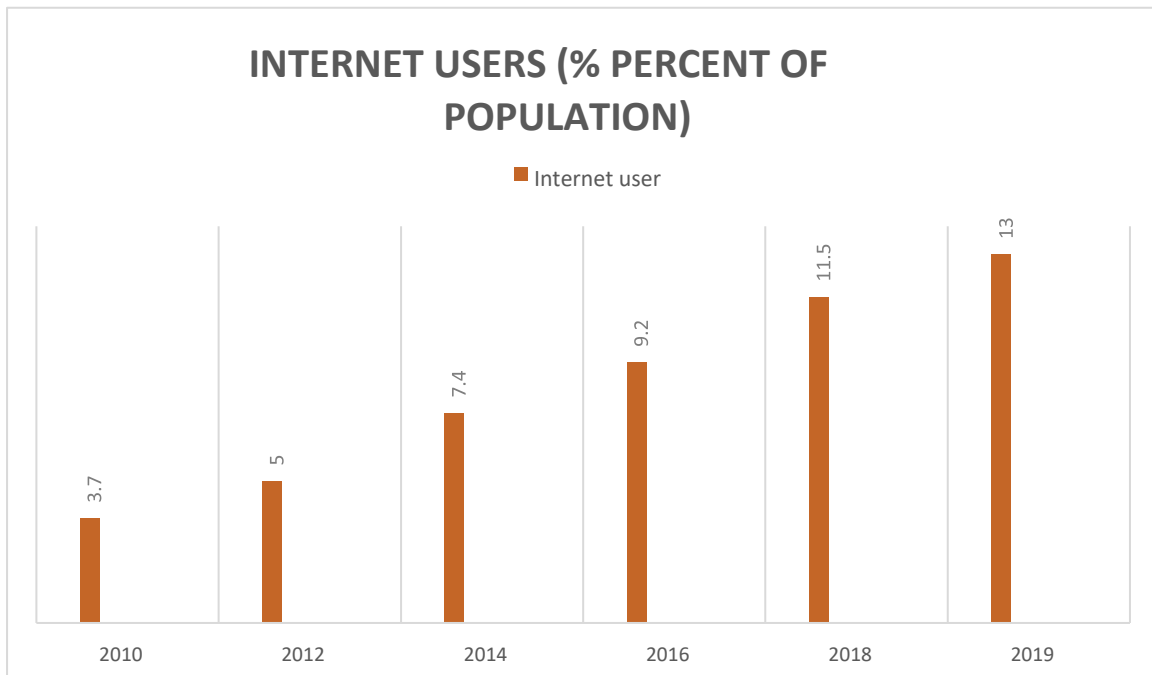


Figure 4.1 (Source: World Bank)

4.1 Internet users' growth in Bangladesh

The digital marketing has been flourishing in the last decades as the internet users are growing fast. According to world bank, internet users in Bangladesh has increased to 3.7 percent to 13% just in 9 years and the number is now 21.5 million. The number of internet users are expected to be 20% by 2025 considering the inauguration govt.'s rapid digitalization projects. This plays a big role in adapting online education in Bangladesh. This is a huge possibility for EdTech companies in Bangladesh.

4.2 EdTech in Bangladesh

Coaching centers in Bangladesh are dominating the education industry for about two decades now. Their domination got even more validated after the government decided to legalize coaching centers in 2020, leaving the EdTech in Bangladesh in a complicated situation. According to research, households spend around one-third of their education expenditures in coaching centers. The total spending on our education sector by our government and private sectors is around 15 billion USD every year. Coaching centers alone hold a whopping 6 billion USD market size within that sector. In spite of having such a huge market share, most of the parents in our country aren't satisfied with the learning experience and the effectiveness coaching centers offer.

EdTech's in Bangladesh are hoping to grab this huge potential market that the coaching centers are dominating for years. Although the EdTech industry in Bangladesh is fairly new, with the growing number of internet using youth in Bangladesh and rapid digitalization, this goal doesn't seem unreasonable now. A number of startups in this vertical have been chasing this goal over the past couple of years and some have already seen the face of success. The number is rapidly increasing with time.

The EdTech startups in Bangladesh have managed to raise around 2 million USD in the first half of 2021. The market share for EdTech in the education market was 5% before the pandemic and it's expected to reach 10% after the pandemic. According to experts, the market size of EdTech in Bangladesh is set to reach 700 million USD by 2025. This rapidly booming industry is expected to be the torchbearer of the Bangladeshi start-up community in the near future.

10 Minute School is the pioneer in the Bangladesh EdTech landscape. Also, many EdTechs have emerged till now; some of them raised funds, gathered good traction and started expanding. According to Tracxn and Crunchbase there are around 90 EdTech startups operating in Bangladesh

4.3 User Acquisition by Robi 10 Minute School

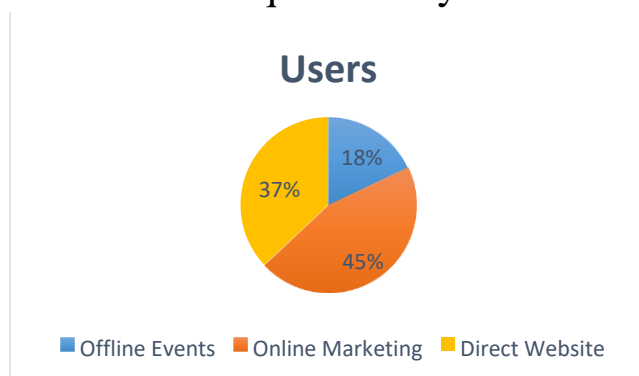


Figure 4.3 (source: Internal data)

Robi 10 Minute School has 1,55,000 signed up users. According to their internal data source, 18% of their users are acquired through their offline events in different school, colleges and university campuses and their other social campaigns. 45% of their users are acquired by online marketing through different marketing channels. The other 37% users have directly signed up through their website.

This simply tells digital marketing is playing a big role in their business growth. Also, acquiring users through online with the help of digital marketing is cheaper and easier than traditional marketing campaigns, added CEO Ayman Sadiq.

4.4 The Digital Marketing Strategy

Their digital marketing strategy is mainly focused on social media and Content marketing. They are making free contents for users on Facebook and YouTube that lead heavy traffic to their website. Social media is very popular among youths. As their main target group (TG) is youth, they focus on the social media marketing to grab the opportunity at once. We should look at their marketing channels to have a better idea of their overall marketing strategy.

4.4.1 Most effective Marketing Channels

Analyzing website traffic data from Similarweb, let's look at the most useful marketing approach putting difficulties into perspectives. The difficulty data has been drawn from research by MarketingCharts.com, Ascend2 and its research partners, 2016.

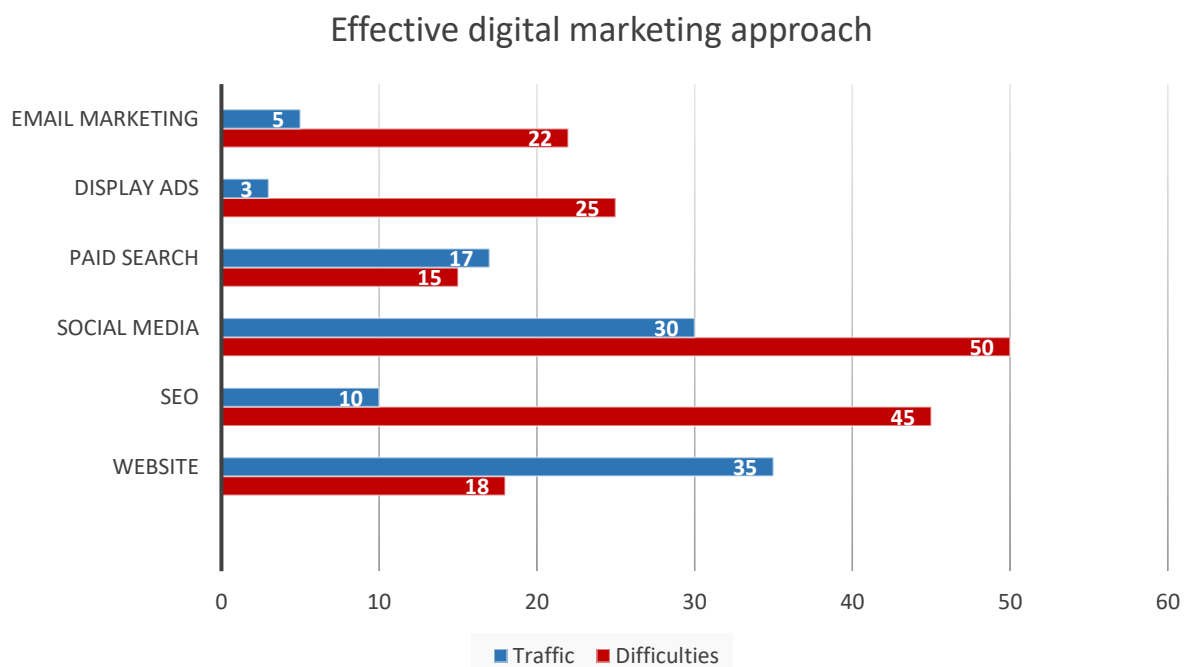


Figure 4.4.1

From this chart we can see website is the most effective tactic considering the total traffic and difficulty level. Website marketing means promoting a business website in order to bring in more visitors. These visitors should be people who are likely to purchase the business's services

or products. Display ads and email are the least difficult to execute. However, they only constitute 8% of the total website traffic. Their SEO marketing strategy is not as effective as it should be, rather they are covering it with paid search which seems very effective.

4.4.2 Most Effective Social Media Marketing Strategy

Their digital marketing strategy is community based social media focused. They believe paid marketing is not sustainable for their business model. Hence, they use social media as their frere marketing strategy. Free marketing means doing marketing free of cost or directly investing money on the campaigns. The engagement rate (ER), calculated by adding number of views, like, comment and impression divided by total follower and multiplied by 100, can be used to measure how different social media marketing strategies are performed.

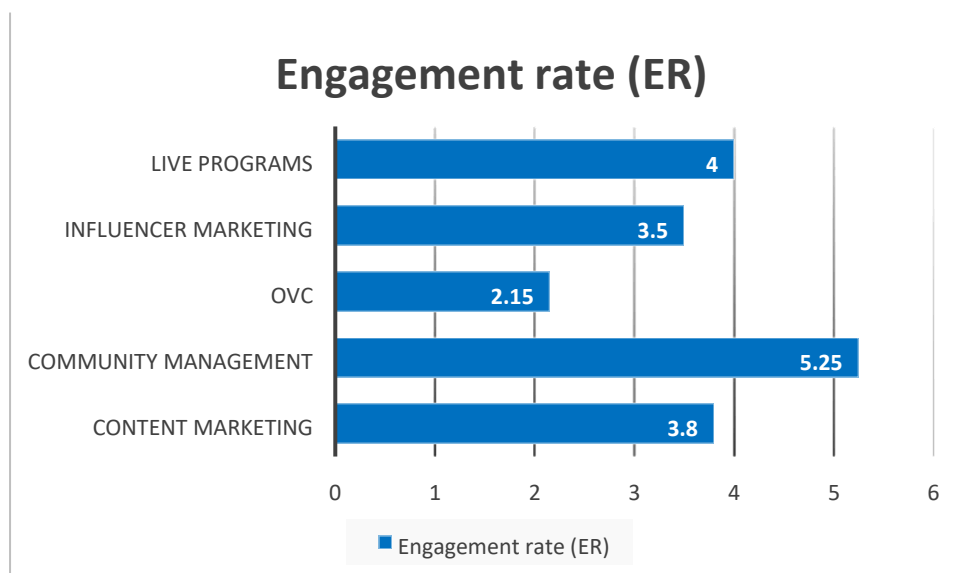


Figure 4.4.4 (Source: Internal)

From the above figure, we can see community-based marketing strategy is the most effective social media marketing strategy. Robi 10 Minute School has 6 different community groups in Facebook which have more than 5 million active group members altogether. Their academic and nonacademic live classes seem very successful for getting a huge number of engagements in different social media mainly on Facebook and YouTube. On the other hand, online video commercial (OVC) has the lowest engagement rate as expected, the average industry ER for OVC is 1.5% according to Socialblade.

4.4.3 Most Effective Social Media for Digital Marketing

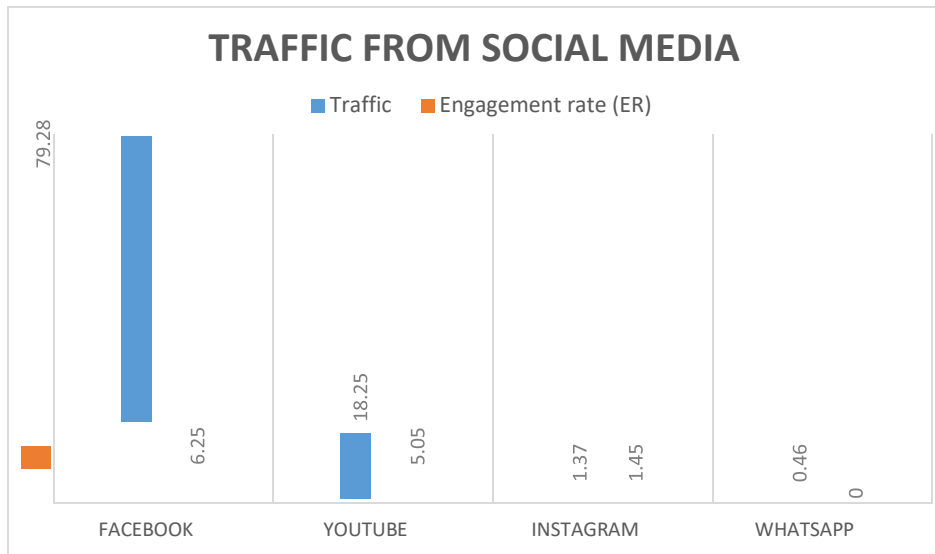


Figure 4.3.3 (Source SimilarWeb)

Facebook is the main source of their social media traffic. Around 80% of the total social media traffic directly comes from Facebook alone. They have more than 4 million page followers and another 4 million Facebook community members which constitute the most engagement rate as well. YouTube has the second most engagement and traffic among the other social media platform. They are focusing on LinkedIn and Instagram marketing for a different target group but the result is not yet convincing. Although, their presence on professional platform like LinkedIn adds so much to corporate impression and qualitative performance. To be added, YouTube is the most effective social media platform to deliver the services to the users considering the platform structure and the technical features on YouTube.

4.4.4 Effectiveness of Digital Paid Campaigns

Campaigns/Strategy	Cost per Click (CPC) in dollar
Paid Search	0.72
Display Ads (Facebook)	0.75
Display Ads (Google: Website and YouTube)	0.85
Partnership	1.35

Figure 4.4.4 (Source: Internal data)

This figure shows effectiveness of their paid digital marketing campaigns, putting Cost Per Click (CPC) into perspectives. CPC is the cost for every click that leads a traffic to their specific page/event in their website or leads to direct sales. The Cost Per Click seems very close but paid search is the most effective among paid campaigns. Though paid campaigns are not cheap, they are effective targeting specific kind of user they need for running the campaigns.

This analysis can help Robi 10 Minute School how to set their strategy properly and where to spend more.

Chapter 5

Conclusion and Recommendations

5.1 Conclusion

Analyzing both the qualitative and quantitative data, we see the effectiveness of Digital Marketing for Robi 10 Minute School is dependent on various factors. The effectiveness of the digital marketing strategy can be measured using many matrices, but it's quite a success for them considering how far they have come with a very short possible time. Their social media focused strategy is paying off really great. Content marketing, personal branding and influencer marketing strategies are appreciated and accepted by the users massively. Although the strategy for OVC and SEO must be checked to make it more effective and useable for the audience. As the ad policy of google and other social media changes time to time, they need to crack the pattern to get the best out of it.

As the usage of internet and social media is growing rapidly, the scopes of digital marketing are broadening with it. Also, the industrial revolution changing the landscape of the modern technology, digital marketing strategy needs to be consisted with the change. In recent years, Covid-19 pandemic situation has made us understand the value of distant learning and people are getting used to it. To get the best out of this situation, it's important to reach out every possible user. The goal can be widely achieved by proper digital marketing strategy.

5.2 Recommendations

- **Employ professionals on Email Marketing**

Email marketing is very simple but one of the most effective strategies to promote a business's products and services, as well as incentivize customer loyalty. In fact, a 2015 study by the U.K.-based Direct Marketing Association (DMA) found that for every \$1 spent, email has an average return on investment (ROI) of \$38. Robi 10 Minute School's email marketing is not satisfactory considering the outcomes. They should hire professionals to set proper strategies and effective execution rather than relying only on online tools.

- **Focus on SEO Marketing**

Keyword research should be done right and put them into the right way. Robi 10 Minute School's lacks of proper keyword research is making them weak in the competition in SEO marketing. For example, they don't rank in google search for a simple word like 'Bangla

Course' while their competitors rank in top. That make them less competitive in google search and thus SEO strengths goes down. They should hire SEO professionals to look at the issues and make some fair budge on SEO marketing.

- **Give attention to analytics and research**

Digital marketing strategy needs to assessed and researched thoroughly. Giving proper attention to analytics and research can make a difference we expect. This should be done by the professionals and experienced people. They should bring a separate team on that or collaborate with digital marketing agency.

- **Initiate Affiliate Marketing Program**

The internet has increased the prominence of affiliate marketing. Stepping into affiliate marketing could be a game changer in digital marketing landscape. It does not only help to increase the sales; it creates a buzz in the internet and so many organic backlinks can be created. Those buzz and backlinks will eventually help Robi 10 Minute school to rank better in the web search. Affiliate marketing program can track the links that bring in leads and, through internal analytics, see how many converts to sales.

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