American International University-Bangladesh (AIUB)

INTERNSHIP RESEARCH REPORT ON

Promotion of Foreign Business Consultancy Organizations Using Facebook & Bangladeshi Facebook Users: A Study & Guideline for Center for Development & Competitive Strategies Limited (CDCS)

An Internship Report Presented to the Faculty of Business Administration in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

Supervised By:

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Date of Submission: 13 May 2012

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Letter of Transmittal

13 May 2012

Mr. R. Tareque Moudud
Director
Office of Placement & Alumni (OPA)
American International University-Bangladesh
Dhaka

Subject: **Submission of MBA Internship Report.**

Dear Sir:

I am glad to inform you that, my work under your supervision for internship as per university requirement has completed. My topic of the report is, "**Promotion of Foreign Business Consultancy Organizations Using Facebook & Bangladeshi Facebook Users: A Study & Guideline for Center for Development & Competitive Strategies Limited (CDCS)"**. During preparing the report, I gained a higher range of knowledge despite of having some limitations. However, I tried my best to overcome those limitations with your support and guidance.

I tried my best to finish the report as per university standards along with carrying out regular professional environment. I am very delighted to get the opportunity to prepare this internship report under your supervision.

I request you to accept the report and forward this for further evaluation.

Sincerely,

S. M. Benzir Ahmed
Id: 00-00000-0
Major: Marketing
Faculty of Business Administration
American International University-Bangladesh
Dhaka

Letter of Endorsement

The Internship Research Report entitled "**Promotion of Foreign Business Consultancy Organizations Using Facebook & Bangladeshi Facebook Users: A Study & Guideline for Center for Development & Competitive Strategies Limited (CDCS)"** has been submitted to the Office of Placement & Alumni, in partial fulfillment of the requirements for the degree of Master of Business Administration, Major in **Marketing**, Faculty of Business Administration on **13 May, 2012** by **Mr. S. M. Benzir Ahmed, Id # 00-00000-0.** The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

_____

Dr. Mohammad Ziaul Hoq
Assistant Professor
Faculty of Business Administration
Internship Supervisor

Acknowledgment

First of all, thanks to **Almighty** who graced me finish this report. I give thank from the deepest part of my heart to my Internship Supervisor **Dr. Mohammad Ziaul Hoq**, Assistant Professor, Faculty of Business Administration who began to extend his kind support from the very beginning of the work and without any question allowed me to work on this topic. His supporting materials, guidance, comments and suggestions helped me a lot to perform this task. I also thank to the faculty members **Dr. A. H. M. Ehsanul Huda Chowdhury**, **Mr. Zobair Shibli** and **Dr. Nisar Ahmed** for various administrative support and advices.

I would like to show my gratitude to **Ms. Syeda Farzana Morshed**, Managing Director of Center for Development and Competitive Strategies Limited (CDCS) for various technical and administrative support and advices to prepare this report. I am also thankful to the entire team of CDCS specially, **Mr. Sheikh Morshed Jahan**, Chief Strategic Advisor; **Mr. Atiq Rahman**, Program Manager and **Ms. Tasnim Sultana Chowdhury**, Program Associate for their inspiration and providing required information. Besides that, I am thankful to all parties who directly or indirectly helped me to finish this task.

I have to prepare this report within very short time and for that reason; there may be some grammatical or spelling mistakes. Due to lack of knowledge and expertise, the report may have other types of mistakes. I tried my best to overcome from those mistakes. I apologize for those unexpected mistakes.

Finally, I want to thank to the authority of **CDCS** and my graduating university, **American International University-Bangladesh** to provide me the platform to do this type of study.

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Executive Summary

Social Media Facebook is a great place with a big gathering. Like many other companies, business consultancy organizations are also promoting their brands. In Bangladesh not only for that particular sector, but also many other business sectors are still far from gaining benefits from Facebook promotions. In this study, a Bangladeshi consultancy company Center for Development & Competitive Strategies (CDCS) has been chosen as a representative of this sector. This company uses web technology in many ways but not Facebook. The first part of the report covers vast details about company activity and the company itself. Besides the formal introduction, basic company profile and research methodology, the study also covers literature review, which includes some Facebook statistics. That statistics covers the statistics of Bangladeshi Facebook users, global user statistics and related issues. This part also covers the general and short discussion on, how Facebook supports and encourages companies to promote their brands through Facebook Page, Advertisement and Platform.

The analysis part covers mainly two areas with some sub-segments. The first part is analyzing top ten successful global business consultancy firms' Facebook pages. Here the analysis part covers the correlation analysis with various numerical factors of those pages to the number of Likes. Later on, the data analyzed again and illustrated using various graphs and tables. Each 10 companies has individually been discussed along with company and company's Facebook Page specific statistical data. This part discusses the company overview and Facebook page activity in general. At the end of this individual page analysis, there is a short summary, which can be defined as findings of those. Shortly, the discovery of that part is, companies are using Facebook Pages not only for promoting their brand by sharing promotional activities but also sharing event photos, listening and interacting to consumers by wall posts and finding efficient employees. In recent times, companies responding to posts from fans.

The next part is about consumer insight analysis. In this part, sixty business graduate students' Facebook activity behaviors have been analyzed. The part covers their opinion about promoting brands in Facebook, brand choices, personal usage style, time, duration and so on. All these things have shown through various graphs.

The finding part is divided into three major sub-parts. The first part contains the finding outcomes of companies' Facebook pages analysis. The second one is one the users' usage behavior and the third one is the overall findings that draws a bottom line of all findings. One of the key findings is to use content sharing options; like, sharing photo and video to promote the brand despite of people rarely respond to commercial activity. Based on the analysis, a Facebook promotional guideline has provided in next chapter. This part also covers, using Facebook page analytics, how the company can analyze the activity and outcome of their works in Facebook.

The report concludes with recommendation and conclusion, which shortly states the outcomes of the entire report, future works scopes, suggesting Bangladeshi business consultancy organizations to invest to this issue and huge opportunity for commercial promotion of their brands.

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CHAPTER 1
COMPANY PROFILE

1.1. Profile of CDCS

The Center for Development & Competitive Strategies (CDCS) is a *knowledge machine of social change* powered by market and development strategies as well as an innovative fusion of the two. CDCS is incorporated under the Companies Act 1994 with the Registrar of the Joint Stock Companies and Firms, Government of Bangladesh. It is operating as an independent private sector research and consulting firm since 2005. With its customized knowledge solutions, CDCS serves business enterprises, development organizations, market and non-market entities.

CDCS is a complete knowledge engine tries to provide knowledge skills in all sectors that need an expert consultancy and support. The company operates with clear vision, mission goal and objective.

1.2. Vision

The Center for Development and Competitive Strategies (CDCS) strives to translate the wealth of accumulated knowledge into professional practices in the fields of business and development to ultimately contribute towards competitiveness through improved human and organizational capacity.

1.3. Mission

Contributing towards economic growth and development through market-driven socially responsive strategies and interventions to facilitate market development and help enterprises attain lasting competitiveness.

1.4. Goals

- Managing development challenges by facilitating participation and building partnerships
- Assisting market development by advancing pragmatic home-grown solutions
- Promoting private sector growth by enhancing enterprise competitiveness
- Building organizational capacity by developing human competency
- Improving market responsiveness by creating values for stakeholders

1.5. Services

CDCS has the following service offers but not limited to these.

1. CDCS Business Plan
2. Feasibility Study
3. Market Research
4. Executive Training
5. Accounting Solutions
6. HR Management Solutions
7. Sales & Distribution Solutions
8. Marketing Strategy & Campaign
9. Financial Analysis for Decision Making
10. Stakeholder Mapping
11. Socio-economic Research
12. Baseline Survey & Need Assessment
13. Impact Assessment/Evaluation
14. Intervention Strategy & Design
15. Policy Analysis & Advocacy
16. Implementation Assistance
17. Capacity Building
18. Social Campaign

1.6. Organization Chart

Notes

1. *Program General Manager is the common domain of a three-tier hierarchy along positions of Asst. GM, Deputy GM, and GM*
2. *Program Manager is the common domain of a five-tier hierarchy along positions of Assistant PgM, Sr. Asst. PgM, Deputy PgM, PgM, and Sr. PgM.(PM:I-V)*
3. *Program Officer is the common domain of a seven-tier hierarchy along positions of Program Assistant, Program Associate, Sr. Program Associate, Asst. Program Coordinator, Deputy Program Coordinator, Program Coordinator, and Sr. Program Coordinator (PO:I -VII)*

Table 1.1: CDCS Organization Chart

1.7. Programs & Initiatives

CDCS has some programs and initiatives which support different social development, like:

1. CDCS CorporateAdda
2. CDCS SwasthyaSeba
3. CDCS AgB Alliance
4. Education for Life & Livelihood (E4L)
5. SME Competitiveness Program

1.8. Sector Specific Solutions

CDCS sector-specific solutions include, but not limited to, the following:

a. Healthcare
6. Capacity Building
7. Strategic CSR & Marketing
8. Advanced Touch-point Management

b. Education
a. Capacity Building
b. Institutional Development
c. Strategic Positioning & Marketing

c. Agribusiness
1. Agro-technology Commercialization/Dissemination
2. Post-harvest, Pre-Marketing Management
3. Agro-branding & Market Access
4. e-Repository Development

d. Manufacturing
1. Industry Research
2. Sector Strategy Paper
3. Policy Analysis and Advocacy

e. Service
1. Industry Research
2. Sector Strategy Paper
3. Policy Analysis and Advocacy

1.9. CDCS Knowledge Output

CDCS home-grown knowledge contents include, but not limited to, the following:

1. Training Modules & Handbooks
2. Teaching Cases & Case Studies
3. Seminar Papers & Publications
4. E-content Repository
5. Video Documentation

1.10. Clients of CDCS

CDCS works in diversified field with various types of organization. Here is a small list of some clients of CDCS:

§ Katalyst
§ The Hunger Project
§ Bangas Tallu
§ Radio Today 89,6
§ Best Air
§ REHAB
§ Japan Bangladesh Friendship Hospital
§ Sandoz
§ Sajna

§ Hertz
§ Speed Plus
§ Al-Helal
§ Summer Palace
§ Swisscontact
§ IDP
§ Crystal Bangladesh Supports (Pvt.) Ltd.
§ Media-mix
§ Gothic

CHAPTER 2
INTRODUCTION OF THE STUDY

2.1. Rationale of the Study

Before arrival of Facebook (an online social media, address: www.facebook.com, using social media for business promotions was not taken as that much seriously. However, today as long as people are becoming more dependent on Facebook and its services, business organizations are re-planning their promotional strategies. As a business student, majoring in Marketing, this study will help a lot to learn and find the insights of promotions using Facebook. Now-a-days, besides international organizations, some local organizations are using Facebook as their mainstream promotional media. Moreover, they are hiring individuals for regular maintenance of that channel. I think there is a great potential for work in this sector and job opportunities too. This study will add a new layer to the knowledge world of digital promotion in Bangladesh.

2.2. Statement of the Problems

The purpose of the study is to identify the global and local trend of using Facebook as promotional media by business consultancy organizations. This study will help Bangladeshi business consultancy organizations to promote their brand and create brand awareness in local and global market using Facebook. The purpose of this study is to find the answer of following questions:

1. What are the current practices of using Facebook as promotional media by business consultancy organizations?
2. How the potential target market in Bangladesh (only a specific group) use Facebook in their daily life?
3. How a Bangladeshi business consultancy organization, like, CDCS can promote their organization using Facebook?

2.3. Scope of the Study

This study will provide a guideline to promote Bangladeshi business consultancy organizations using social media Facebook. Ten international business consultancy organizations' Facebook pages have been studied to bring a primary and quick picture on how they are using Facebook for promoting brand. Here only pages have been taken into considerations and last one to two months' data has been included in the study.

A survey to track the usage behavior of Facebook has been done on graduate students (MBA) of American International University-Bangladesh (AIUB). This survey mainly focuses to their primary usage pattern of Facebook and very basic of their choices in Facebook.

2.4. Limitation of the Study

Although there were effort to make the report flawless, but still there are some issues, those should be considered.

- This study would provide more accurate result if more Facebook Fan page data of the same industry could be collected. In that case, if detail information and higher number of samples can be gathered, the finding may show a different result. Due to time and hardness of data accessibility, it has not been possible.
- If more respondents from other private universities would gather for data collection, the output would be better.
- Since, the sample was the graduate students studying MBA; it was hard to manage their time & effort for interview. MBA time slot starts from evening and runs in a tight schedule until night.

2.5. Objectives of the Study

2.5.1. General Objectives

1. To identify the local and global practices of Facebook usage for promotional purpose of consultancy organizations
2. To find the scopes and opportunities for CDCS to promote the organization using Facebook

2.5.2. Specific Objectives

1. To find out the general practices of relevant global organizations' Facebook Page usage.
2. To identify the usage pattern of Facebook Page by business consultancy organizations as promotional tool.
3. To analyze designing pattern of relevant organizations' Facebook Pages.
4. To identify the practice of using Facebook by CDCS
5. To identify the pattern of Facebook usage of a group of people (possible future entrepreneurs, graduate students)
6. To provide a guideline for CDCS Online Branding using Facebook Page

CHAPTER 3
LITERATURE REVIEW
FACEBOOK & BUSINESS

3.1. The 'Facebook'

Facebook is a social networking service and website launched in February 2004, operated and privately owned by Facebook Inc. As of April 2012, Facebook has more than 900 million active users. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Close Friends".

Facebook define itself like this, 'Founded in 2004, Facebook's mission is to make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.'

Headquartered at California, USA, Facebook has offices in many different cities outside USA, like: Amsterdam; Auckland; Brussels; Dublin; Hamburg; Hong Kong; Hyderabad; London; Madrid; Milan; Paris; Selangor; Sao Paulo; Singapore; Stockholm; Sydney; Tokyo; Toronto.

3.2. Facebook Facts & Bangladesh

3.2.1. Facts: Global

Facebook has 901 million monthly active users (at the end of March 2012) and approximately 80% of the monthly active users are outside the U.S. and Canada. Besides that, there is some other more interesting fact about Facebook. Here are some of them:

1. **No. of Users**
   Facebook has 526 million daily active users on average in March 2012.

2. **Mobile Use**
   It has 488 million monthly active users who used Facebook mobile products in March 2012, and more than 500 million mobile monthly active users as of April 20, 2012.

3. **Activity Level**
   During March 2012, on average 398 million users were active with Facebook on at least six out of the last seven days.

4. **Connectivity**
   More than 125 billion friend connections on Facebook at the end of March 2012.

5. **Photo Contents**
   On average more than 300 million photos uploaded to Facebook per day in the three months ended March 31, 2012.

6. **Responses**
   An average of 3.2 billion Likes and Comments generated by Facebook users per day during the first quarter of 2012.

7. **Facebook Pages**
   More than 42 million Pages with ten or more Likes at the end of March 2012.

8. **Language Accessibility**
   Facebook is available in more than 70 languages.

3.2.2. Facts: Bangladesh

In Bangladesh, Facebook have total 2,186,260 users. Broadly, 44,580 users are interested in Business/Technology (Computer Programming, Personal Finance, Real Estate, Science/Technology or Small Business Owners). Two third of the users are male (77%, 1689540 users) (Graph: 3.2).
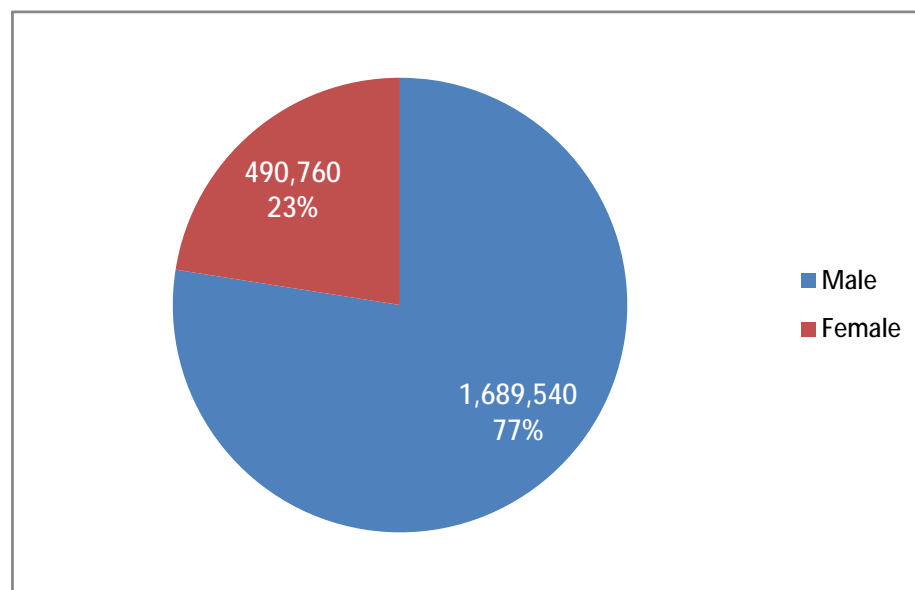
Graph 3.1: Bangladeshi Facebook Users' Gender Ratio

User	Computer Programming	Personal Finance	Real Estate	Science/Technology	Small Business Owners
User	209,540	30,460	8,460	66,640	41,180
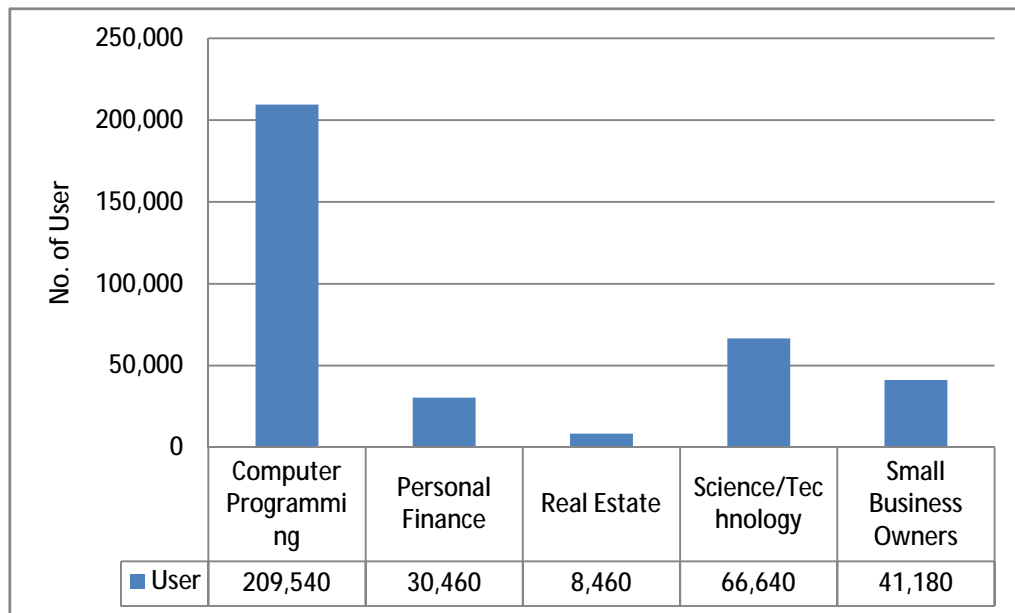
Graph 3.2: Bangladeshi Facebook Users' Graph in Relevant Field

From the Graph: 3.3, it is discovered that 59% users who are interested in Business/Technology are mostly interested in Computer Programming. Then Science/technology (19%) and later closely to this value is Small Business Owners (12%). Here the finding is, in case of doing business people's first choice is (those who use Facebook) Computer and Technology related issues. Therefore, Facebook can be a good place for promoting tech based products. Meanwhile, from the educational qualification graph (Graph: 3.4) this comes that, 49% users are college grad, that means, many of them will do business, will plan to business or start career soon or in career now. So it can be said that they have money to pay for goods and services as they are already earning or about to begin earn. So, this proves that, it will be a good place to communicate with various kinds of potential customers.
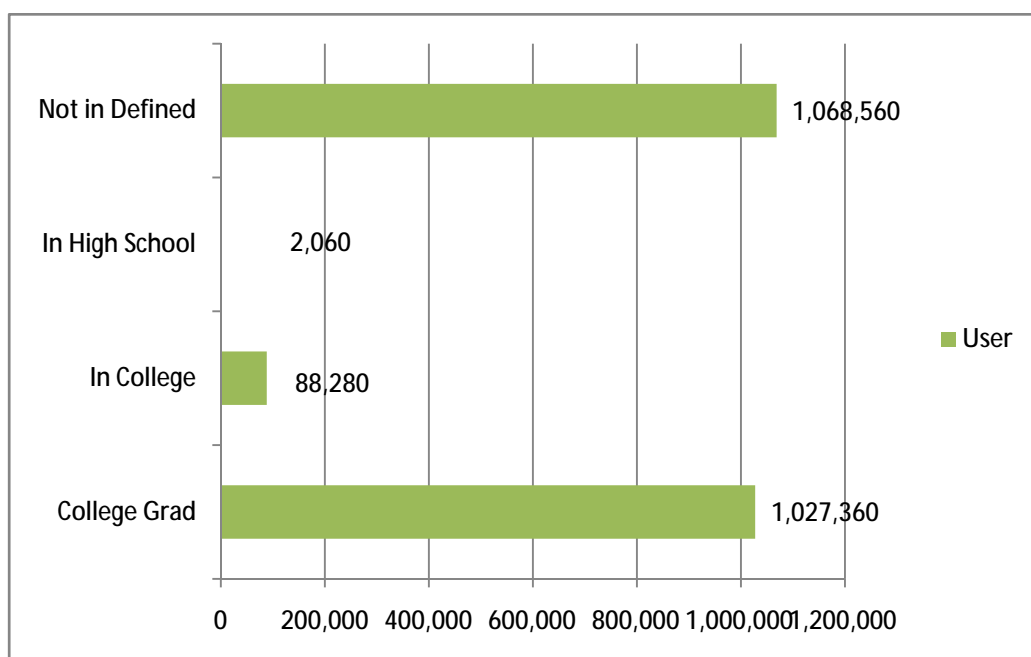
Graph 3.3: Bangladeshi Facebook Users' Educational Status

3.3. Facebook for Promotion

Facebook is a great place to do promotions and many individuals & companies are doing it in many creative ways. Now-a-days, promotion in Facebook directly creates impact on business bottom line (profit margin). It incurs comparatively low cost, creates more impact and at the end of the day higher return with more value. Now-a-days, it is unthinkable to do promotion without social media and it is inseparable to do this without Facebook. It happened because of not only active user base, huge gathering of people but also the Facebook authority themselves. Facebook gives a great opportunity to promote business. Mainly there are three broader ways to do it.

1. Pages
2. Ads & Sponsored Stories
3. Platform

A. Pages

Pages are a public profiles that let artists, public figures, businesses, brands, organizations, and non-profits create a presence on Facebook and connect with the Facebook community. When someone Likes a page, s/he will see updates from that page in news feed. When someone likes or comments on a page post, that activity may be shared with their friends, increasing the page's exposure and reach.

B. Ads & Sponsored Stories

Facebook Ad is paid advertising service in Facebook, which appears on users' right panel (currently) or other spots. It creates a great impact on brand communication.

One can pay to highlight news feed stories about specific interactions people have had with his/her organization or brand as "Sponsored Stories," so that there's a better chance their friends will see them. For example, if someone likes your Page, his/her friends may see a story about it in their news feed. By sponsoring the story, the person's friends are more likely to see it and also be interested in your business.

C. Platform

Facebook Platform enables developers to build social apps, websites and devices that integrate with Facebook and reach millions of people.

3.4. Status of CDCS in Facebook

Business consultancy firm CDCS have their own website which contains much information about the company. But interestingly, the company has no page or group in Facebook. And more interestingly, so far studied they have account to no social media!

CHAPTER 4
METHODOLOGY

4.1. Source of Data

The study covers lots of data analysis and interpretation. For that, both secondary and primary data has been used for this purpose. The report is mostly based on primary data.

4.1.1. Primary Source of Data

The main data analysis and interpretation part has two major segments. Two segments' data type and source is different.

4.1.1.1. Companies' Facebook Page Analysis Part

Data of Consultancy Companies' Facebook Page analysis part is mainly collected from the companies' respective Facebook pages. The data collection data is 17 April 2012. Data of different time and from different tabs of the Facebook Page has been collected. Besides that, for Facebook Page Evaluation parts' photos has been collected from a Page named 'amaderEWU' (a website Page) as sample snap shot.

4.1.1.2. Facebook Usage Behavior Part

4.1.1.2.1. Field Work

The survey data has been collected based on a questionnaire (given in Appendix B) at AIUB campus by one surveyor. The survey data has been collected on 13, 17, 18 & 19 April 2011 within the time bracket of 5 PM to 10 PM. The data has been collected carefully to ensure the purity of the data.

4.1.1.2.2. Questionnaire

In the questionnaire (Appendix B), there were no open ended questions; all were MCQ or that type questions. There are Liker Scales, simple MCQ & rating type questions.

4.1.2. Secondary Source of Data

Secondary source of data has mainly used for writing the parts of CDCS company details, general overview of Facebook for business and different business consultancy firms' Facebook Page reviews. Information mainly collected from different websites rather going through hard copies of books, magazines and journals. Mainly the following pages' support has been taken: CDCS-Biz.com, Facebook, Wikipedia, StormScape.com & Vault.

Besides these, some other websites has been visited for other information.

4.2. Sampling and Samples

4.2.1. Companies' Facebook Page Analysis Part

For companies' Facebook Page analysis part, first of all global ranking of the business consultancy organization has been searched in online. Based on the result, top 10 companies have been selected who are using Facebook page for the promotional purpose of their brand and doing it well with regular update and have larges fan base. And based on that, top 10 successful business consultancy brands have been chosen and analyzed here.

4.2.2. Facebook Usage Behavior Part

The target samples of the study were graduate (MBA) students of the renowned private university of Bangladesh, American International University-Bangladesh.

It has been pre-assumed that, a good number of top private universities MBA passed students will need the support of business consultancy organizations or they need support for that kind of task for their job, personal or own business purpose. So, since they are the target customer that is why their Facebook usage pattern has selected to be analyzed. As American International University-Bangladesh is one of the leading private universities of the country, it is expected that, the graduate students of this university can represent other top private universities students or others who can be target customers for web designing firms.

Number of Respondents are 60 (Sixty) graduate students who are studying MBA at AIUB. And male-female ratio is 37 (62%) male, 23 (38%) female.

4.3. Technicalities

4.3.1. Software

Microsoft Excel 2007 & SPSS 12.0 are the software that used for data analysis purpose. For report writing, Microsoft Word 2007 has been used.

4.3.2. Graphs & Images

In this report, 2-D Pie Chart, 2-D Bar Chart, 2-D Column Chart, Line chart & Simple Table has been used for illustration. Besides that, some relevant and required snap shots of the Facebook page and Facebook provided analytical charts have been used.

4.3.3. Analysis Tools

Frequency table with percentage, correlation and in few cases some extra mathematical calculations have done which detail is there either in the spot or in Appendix.

CHAPTER 5
ANALYSIS & INTERPRETATION OF
THE DATA

This part will discuss on the analysis of collected primary data. Both supply and demand side will be covered here. From supply side, the Facebook Page data and from demand side, user perfect will be discussed. Here, many new and different term and calculations will be displayed. The calculation details and terms' detail can be found in Appendix A and B posted at the end of the report.

5.1. Facebook & Business Consultancy Organizations

In Bangladesh, promoting brands through online social media like Facebook has not still been that much popular. Business people are getting aware about it day by day in recent times, but there are still less success stories with big fan base (Facebook users who clicked 'Like' on a brand's Facebook Page). In case of local business consultancy firms, there is not any noteworthy example. And that is why some very renowned international business consultancy organizations have been chosen for the study and to investigate the secret behind their huge fan base. The primary finding is, not all top brands are in this industry are promoting their brand in Facebook. Some companies are doing it well and become successful. In this part success factors, general statistical analysis and individual case studies over companies will be discussed.

5.1.1. Contributing Factors

In this case, the number of likes in a Facebook page will be treated as success output. Here this will be analyzed, which factors contribute more to increase Facebook Page's fan base. Here, Apps, Visible Tabs, Cover Photos, Album, Photo, Posts by Company, Like to Others, Posts by Others, Profile Pictures, Age, Photo Tagged, Videos, Employee, 'Talking About This' - Min, Total Like in One Month (March 2012 as sample) and 'People Talking About This' in March 2012 have been considered to be analyzed with success factor, total Likes of a page. To get that a Correlation analysis has been ran and got the following table. This table has been shown in graph for easy understanding and better comparison. The table and the graph have been shown in ascending order based on correlation values.

In the correlation analysis, some interesting finding has come, which may not be the final and concluding remark on that issue. According to the finding, having Facebook Application more cover photos and photo albums don't contribute much to increase fan base of the page. Where from the later part of the user behavior analysis, it has found that photos are mostly visited by users. And people also pay attention to Facebook Application and Games. But, however, from the study, up to this, we can conclude that, so far studied, Apps and cover photos or photo albums did not contributed much for increasing the fan base of the companies' Facebook Page.

Parameters	Correlation
People Talking About This (Total in Mar 2012)	0.90
Total Like in March 2012	0.87
Employee	0.75
Videos	0.69
Photo Tagged	0.36
Age	0.31
Profile Pictures	0.24
Posts by Others	0.18
Like to Others	-0.08
Posts by Company in March 12	-0.10
Photo	-0.11
Album	-0.25
Cover Photos	-0.42
Visible Tabs	-0.50
Apps	-0.56

Table 5.1: Correlation Values with Different Values of Company Facebook Page and Number of Likes

Now, let it find, what really contributed to their success. Here we see, People Talking about this contributes maximum (.90) for increasing fan base. There is a positive relation with number of fan base. Besides that, regular monthly likes (here one month March 2012 example has taken), number of employees and shared videos also contributes for increasing fan base.
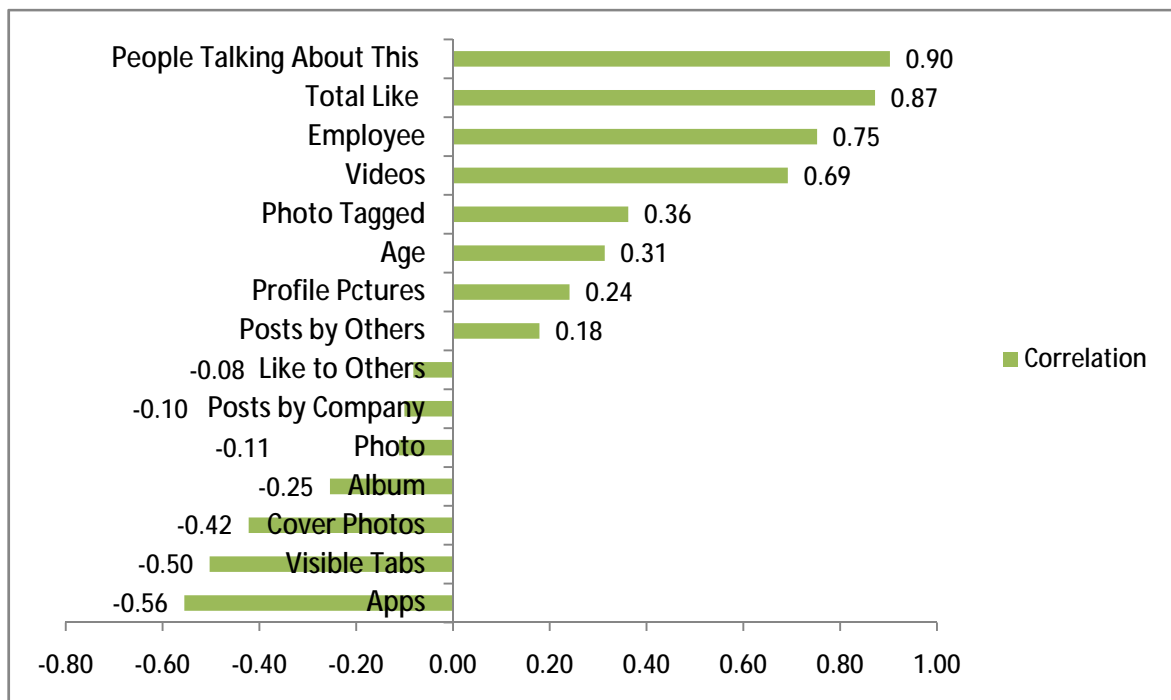
Graph 5.1: Correlation Values with Different Values of Company Facebook Page and Number of Likes in Bar Diagram

5.1.2. General Statistical Analysis

In this part, detail data analysis will be shown in graphs and tables. Companies are sorted by number of fan base I their Facebook page. The first company (first company from left) holds the maximum number of Fan base and the last one (right one) is the least. To portray the graph well and better understanding of relationship with different factors with number of fan base so additional things techniques has been applied here. In each graph here, an extra line drawn to show relationship with the number of likes and relevant parameters. For better graphical view, based on requirement the number of like has been shortened by dividing the number of likes by comfortable values. Besides the graphs, details of the calculations can be found in Appendix A. Here in next graphs, three companies' name has been shortened. They are PricewaterhouseCoopers LLP (PWC), The Boston Consulting Group, Inc. (BCG) and Corporate Executive Board (CEB).
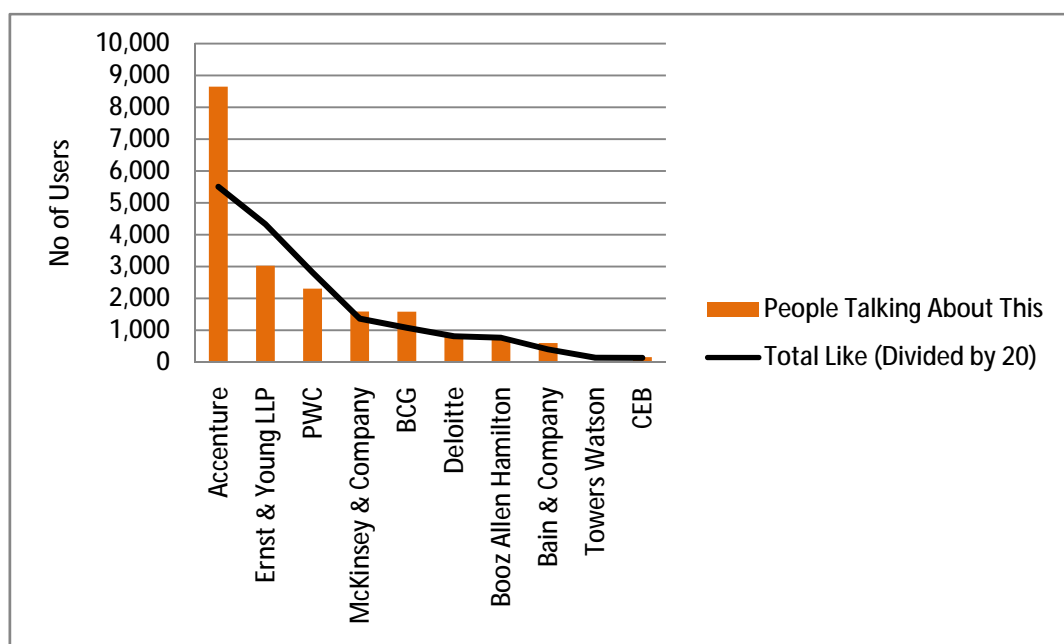
Graph 5.2: Relation with Likes and Interaction, 'People Talking About This' in March 2012

From a sample of one month (March 2012), it has found that, the more page Fans, the more the people will talk about this page. 'People Talking About This' means, number of people interacted with page activity like, commenting, sharing, liking etc. the post from the page (Graph 5.2). Correlation between this two values are +0.90!

The Graph 5.3 visualizes, this success of having huge fan base is a continuous process and the process of keeping the journey of promoting fan page is also a regular task of the company. From the data of March 2012, it has shown that, higher the fan base, higher the likes in each month. Here, one exception with high boost is PWC. On this month, the page got a significant high number of Likes. But besides that, from the correlation analysis, we see it has a positive relationship with increasing likes in a page (0.87). From the other side it can also be said that, individual fans also play a positive role to increase fan base if they really like the brand and really find something worthy for them.
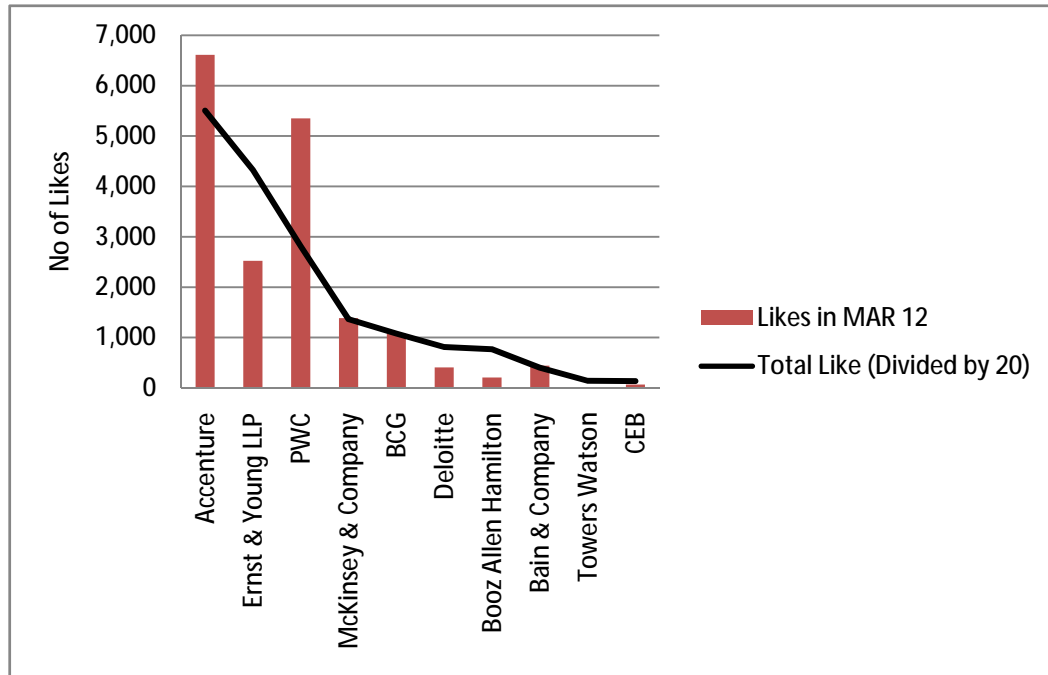
Graph 5.3: Total No. of Likes and Likes in One Month (March 2012)

In Graph 5.3, except one exception, it is seen that, more Likes in a page generates more and more Likes (Correlation value +0.87). That means, general users plays a very positive role in generating likes, either by their general level responses like, Liking, Sharing or Commenting or directly by inviting other friends.

No of employees plays a positive role increasing fan base (Correlation Value 0.75). What generally happen, employees 'Like' their own company's page and that helps to increase the fan base. Here only two companies are the exceptions, PWC and Deloitte. Out of them, all other companies followed the trend (Graph 5.4).
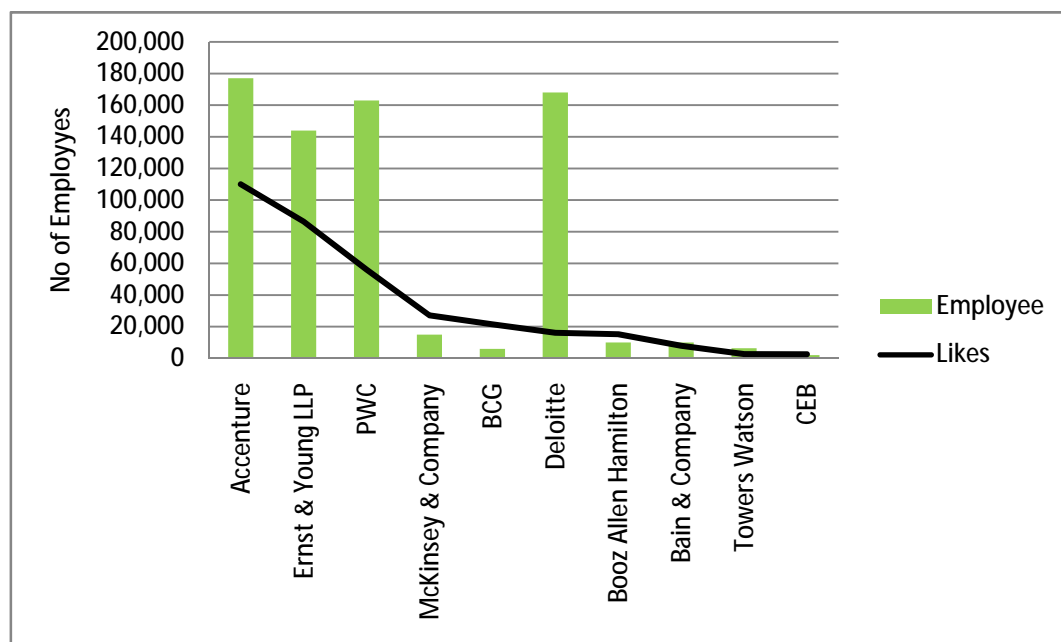
Graph 5.4: No. of Employees & Likes
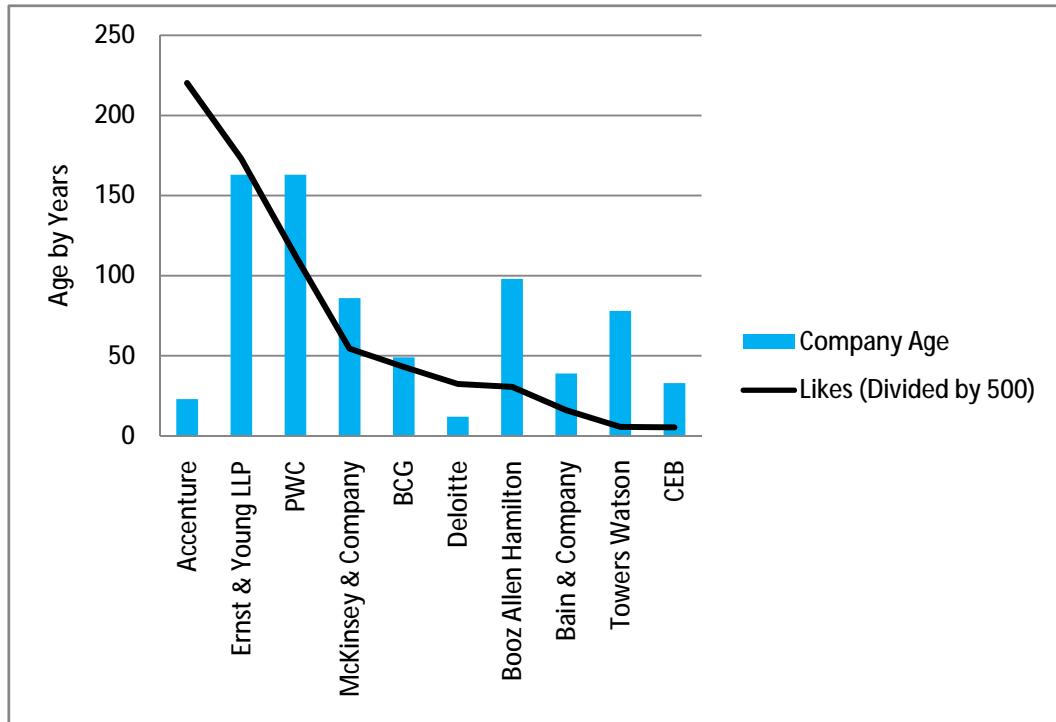
Graph 5.5: Relationship with Company Age and No. of Likes

From the current study, and the Graph 5.5, it can be said, company's age and number of likes does not have any relation. And the same thing also happened in case of uploaded photos (Graph 5.6 and 5.7).
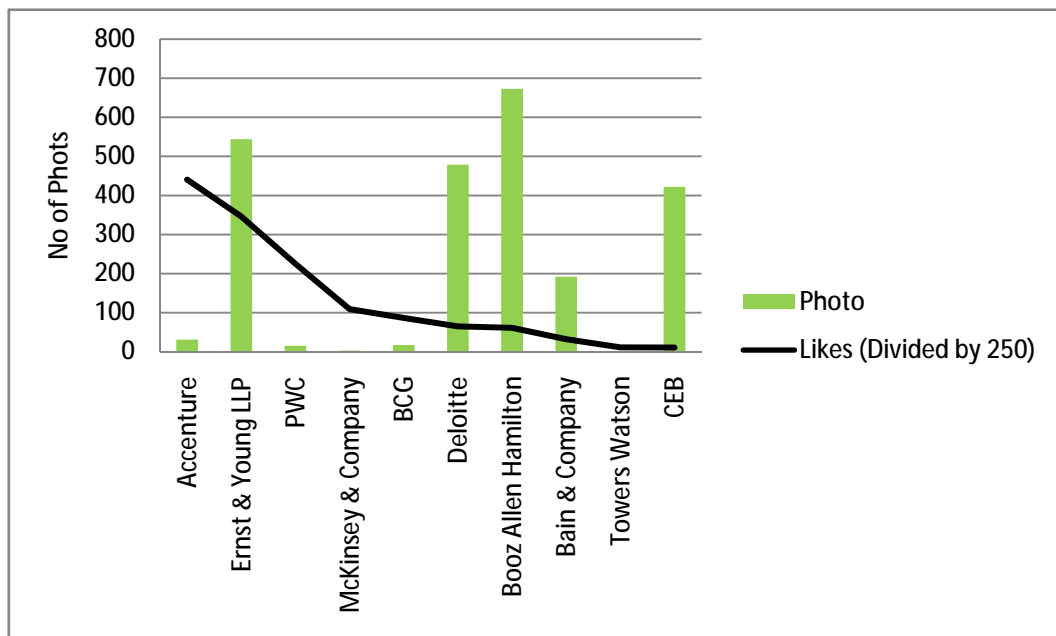
Graph 5.6: No of Total Photos Uploaded in Pages
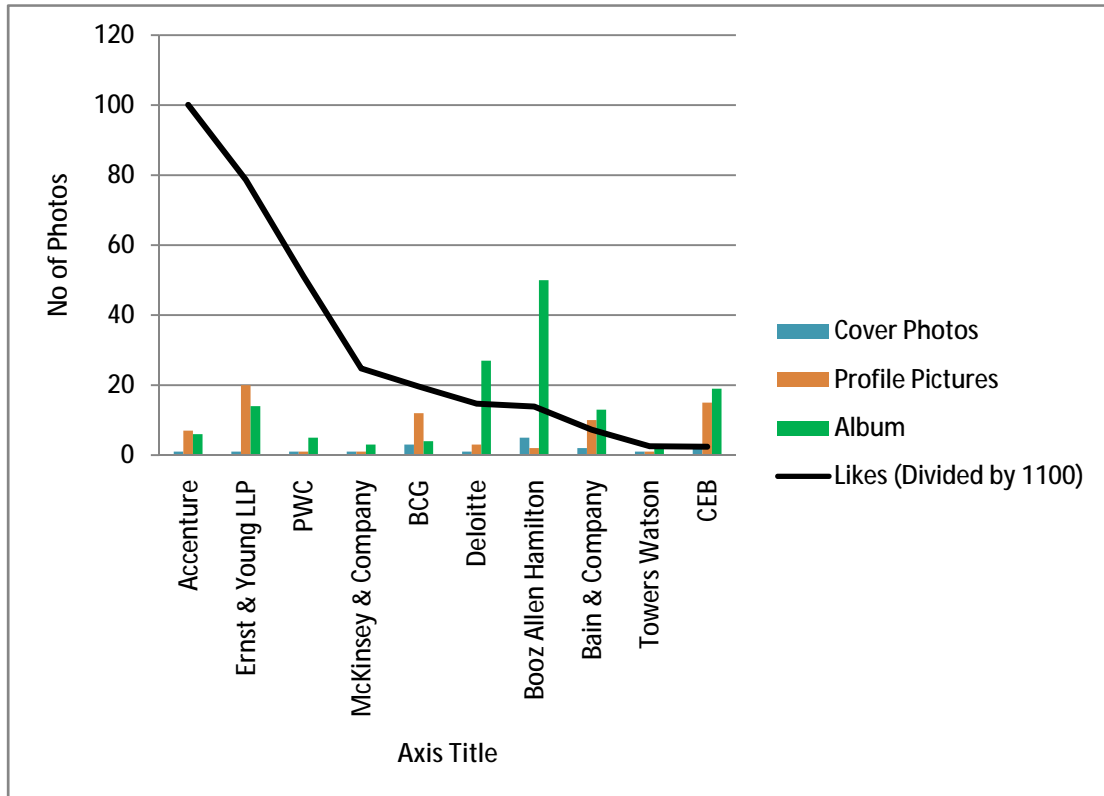
Graph 5.7: Photo Uploads in Pages (Combined)

And like photos, from the graph and correlation analysis, it has also revealed that, likes to other brands' pages by the Consultancy Company's Facebook Page (Graph 5.9) and numbers of general posts on the page's wall (Graph 5.8) don't have any direct relationship with the higher or lower number of fan base.
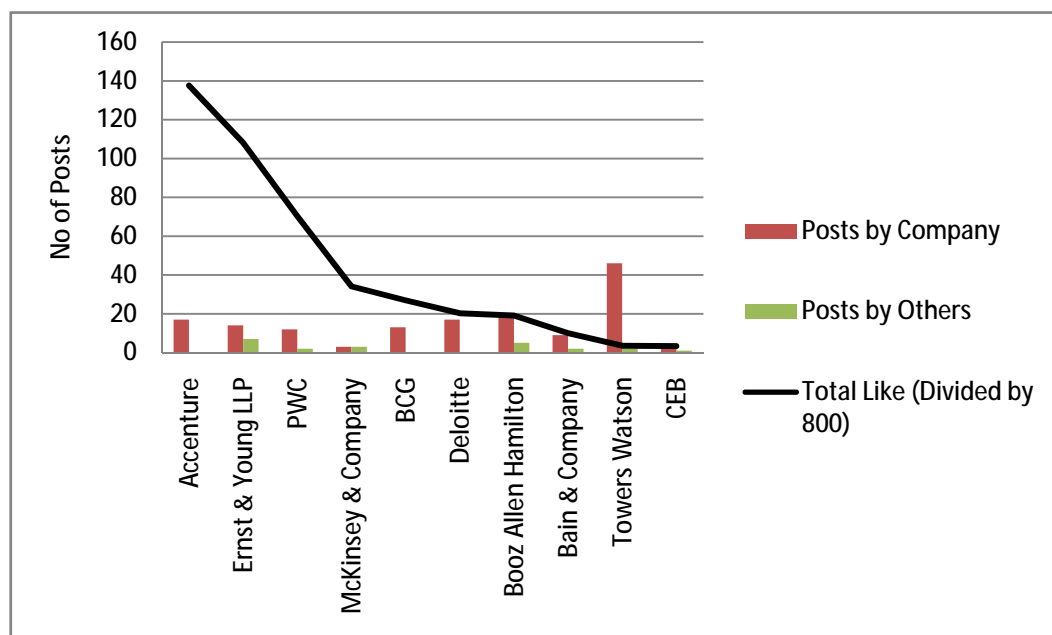
Graph 5.8: Monthly Wall Posts by Company and Others (March 2012)
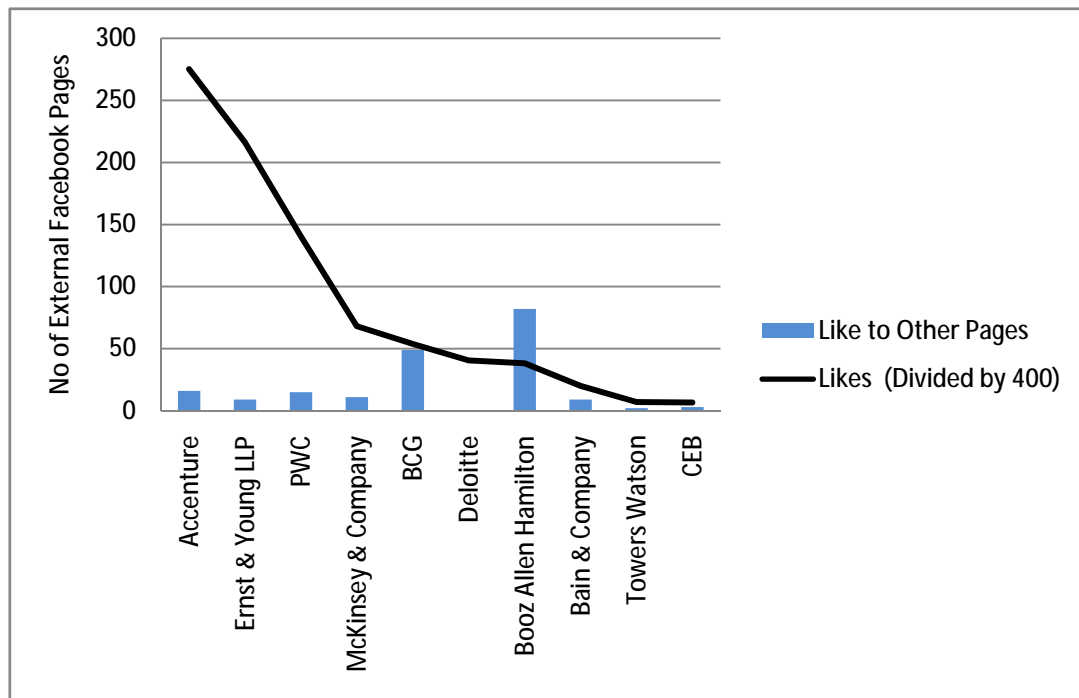
Graph 5.9: Total Likes and Relating with External Pages

The Table 5.2 is a comparison chart of individual companies where it has been shown that how much global these companies are. Except two companies, Booz Allen Hamilton and Corporate Executive Board, all the companies' head quarter and people's interaction in particular 30 days (17 March 2012 to 15 April 2012) are different in terms of locations. It also shows that, Indians and Pakistanis are more concerns and interested about these companies' activities. So, Facebook gives a great opportunity to know the consumers and it gives a guideline which geographic location requires more attention or less.

Company	Head Quarter	Popular City
Accenture	Chicago, US	Bangalore, Karnataka, India
Ernst & Young LLP	London, UK	Karachi, Sindh, Pakistan
PWC	London, UK	Karachi, Sindh, Pakistan
McKinsey & Company	New York, US	New Delhi, Delhi, India
BCG	Boston, US	London, England, United Kingdom
Deloitte	New York, US	Hyderabad, Andhra Pradesh, India
Booz Allen Hamilton	*Virginia, US*	*Washington, DC*
Bain & Company	Boston, US	New Delhi, Delhi, India
Towers Watson	Philadelphia, US	London, England, United Kingdom
CEB	*Washington DC, US*	*Washington, DC*

Table 5.2: Globalization in Facebook Page, Comparison with Headquarters and Active Fans' Location (in 2012, Till 17 April 2012)

5.1.3. Case Studies on Ten Facebook Pages

5.1.3.1. Facebook Page 1: Accenture

Basic	Company	Accenture
	Industry	Management Consulting
	Rank in 2012	11
	Head Quarter	Chicago, US
	Established	1989
	Employee	177,000
	Web	accenture.com
Facebook Basic	FB Address	facebook.com/accenture
	Likes	110,078
	Visible Tabs	3
Photo	Photo	31
	Photo Tagged	0
	Cover Photos	1
	Profile Pictures	7
	Album	6
Other Tabs	Videos	27
	Events	No
	Apps	0
	Like to Others	16
March 2012	Posts by Company	17
	Posts by Others	0
	Total Like	6,613
	Most Popular Age Group	18-24 years old

Table 5.3: Company and Facebook Page at a Glance, Company – Accenture

(See detail definition of each segment of the Table from <u>Appendix C</u>)

With more than hundred thousand Likes, Accenture page tops the list of Facebook Business Consultancy Pages who started the page on 1 March 2008. From the screenshot (the adjacent image) it is seen how smartly and nice the company has promoted the brand through their profile picture and big cover photo. The page does not have used any additional tab or application besides the photos and videos. There are 31 photos in 6 albums and 27 videos. The company page has liked 16 different pages and most of them are Accenture pages on different issues. From the wall posts of March 2012, it is seen, there are 17 posts from the company and there are no posts from users on that particular month. In its video posts, Accenture has promoted its TVC and different promotional video materials.

Accenture's most of the wall posts are mainly URL links of articles from their web sites, which promotes knowledge they have generated though research. And most of the cases there are number of likes than comments. Out of it, there are also link posts from other websites but they are related to the company.

5.1.3.2. Facebook Page 2: Ernst & Young LLP

Basic	Company	Ernst & Young LLP
	Industry	Accounting
	Rank in 2012	47
	Head Quarter	London, UK
	Established	1849
	Employee	144,000
	Web	ey.com
Facebook Basic	FB Address	facebook.com/ernstandyoungcareers
	Likes	86,525
	Visible Tabs	6
Photo	Photo	544
	Photo Tagged	283
	Cover Photos	1
	Profile Pictures	20
	Album	14
Other Tabs	Videos	38
	Events	No
	Apps	3
	Like to Others	9
March 2012	Posts by Company	14
	Posts by Others	7
	Total Like	2,523
	Most Popular Age Group	18-24 years old

Table 5.4: Company and Facebook Page at a Glance, Company - Ernst & Young LLP

Company Overview

Ernst & Young (EY) created this page on 14 March 2008 and holds the second largest fan base in this list, around 86K. The page is titled Ernst & Young Careers; which means they are serious about recruiting talented people. The message of the cover photo is not that much clear but they used their logo as their profile photo nicely. There are six tabs with three different applications, namely: Why EY, Students and Experienced. In all three extra tabs they promoted their company to future employees and showed in different way that why EY is very good company to work. In photo section they have 544 photos and 583 photos are posted to the wall of the page by others. There are 14 albums of which, except three albums all other photo albums contains less than 10 photos. In the photo album, they have mainly promoted their people and event. There are 38 videos in video tab of which most of them are employee interviews to promote them and other fun. The page liked nine other pages where all are EY's other pages on different topic and location. As of March 2012, among 21 posts, there are two third posts are from company and one third from others. External posts are majorly on career in the company. In each case, EY replied the posts. There are some comments in the posts but most of the cases, they are Liked more. Posts are in all forms like: text only, links and others. Besides the links of the company websites they also shared their good stories promoted in different websites.

5.1.3.3. Facebook Page 3: PricewaterhouseCoopers LLP

Basic	Company	PricewaterhouseCoopers LLP
	Industry	Financial Services
	Rank in 2012	12
	Head Quarter	London, UK
	Established	1849
	Employee	163,000
	Web	pwc.com
Facebook Basic	FB Address	facebook.com/pwcfanpage
	Likes	56,174
	Visible Tabs	3
Photo	Photo	15
	Photo Tagged	290
	Cover Photos	1
	Profile Pictures	1
	Album	5
Other Tabs	Videos	1
	Events	No
	Apps	1
	Like to Others	15
March 2012	Posts by Company	12
	Posts by Others	2
	Total Like	5,351
	Most Popular Age Group	18-24 years old

Table 5.5: Company and Facebook Page at a Glance, Company - PricewaterhouseCoopers LLP

Facebook Page Activity

With more than 50 thousands of Likes, PwC is the third largest Facebook page in this list. The company made its page in Facebook on 18 November 2007. The page has started the journey since, 18 November 2007. On 15 March 2008, with this status the page started the journey, "At PricewaterhouseCoopers, we measure our success by yours. Every day our more than 146,000 people in 150 countries go to work to help our clients succeed. From Dublin to Durban, from Minneapolis to Manila, our job is channeling knowledge and value through our lines of service and 22 industry-specialized practices." With a nice scattering people picture in the cover photo, the company used their logo as profile photo, and it has placed very nicely. PwC do not have any apps in the page. They do not have any video in the page. Very interestingly, none of the five albums has more than six photos each. In total the number of photos are 15 and posted photos by fans are 290. Those photos involve other company's promotions, events, logos and fun pictures. The video section has only one videos titled "What will women's empowerment mean for men?". The page liked 15 different Facebook pages that are all PwC pages of different global regions and topics. In March 2012, 14 posts were there in the wall posts where two were from external people. Posts are mostly are Links are they are majorly the PwC websites. Like common practices, there are much higher number of likes in each posts comparing to comments.

5.1.3.4. Facebook Page 4: McKinsey & Company

Basic	Company	McKinsey & Company
	Industry	Management Consulting
	Rank in 2012	2
	Head Quarter	New York, US
	Established	1926
	Age	86
	Employee	15,000
	Web	mckinsey.com
Facebook Basic	FB Address	facebook.com/mckinsey
	Likes	27,244
	Visible Tabs	5
Photo	Photo	3
	Photo Tagged	0
	Cover Photos	1
	Profile Pictures	1
	Album	3
Other Tabs	Videos	6
	Events	No
	Apps	1
	Like to Others	11
March 2012	Posts by Company	3
	Posts by Others	3
	Total Like	1,384
	Most Popular Age Group	18-34 years old

Table 5.6: Company and Facebook Page at a Glance, Company - McKinsey & Company

McKinsey & Company is the forth company of the list having more than 25K likes in the page. On the cover photo, the company promoted the MD and defined the company in short. The first post was by a fan on 1 April 2008 and there were no response from the company at that time. On 2008 there were five posts, all of them were the same. On 3 April 2009, the company posted the first post, "We are in the process of upgrading our Facebook presence. Please post on our wall and let us know what you think would be useful for the firm's publicly facing Facebook page.", which grabbed two likes and seven comments; and that is how it started. Among five visible tabs, the new two tabs are an FBML (Facebook Markup Language) page and Notes tab. They use Notes and have a good collection of Facebook Notes there. In another tab, they put the Terms of Use. Interestingly, the company has three albums and each contains one photo each. There are six videos, which are interviews, talks, event report and video promotional. Among 11 likes to other pages McKinsey & Company also liked pages of same interests and other McKinsey & Company pages of other topics. In March 2012, there are six posts of them three were from Fans of the page. Of those three, one was a video post and other two were employment related posts. It is about celebrating due to getting the job in the company. Most interestingly, none of those were responded by the admin.

5.1.3.5. Facebook Page 5: The Boston Consulting Group, Inc.

Basic	Company	The Boston Consulting Group, Inc.
	Industry	Management Consulting
	Rank in 2012	3
	Head Quarter	Boston, US
	Established	1963
	Employee	6,000
	Web	bcg.com
Facebook Basic	FB Address	facebook.com/TheBostonConsultingGroup
	Likes	21,550
	Visible Tabs	2
Photo	Photo	17
	Photo Tagged	0
	Cover Photos	3
	Profile Pictures	12
	Album	4
Other Tabs	Videos	0
	Events	No
	Apps	0
	Like to Others	49
March 2012	Posts by Company	13
	Posts by Others	0
	Total Like	1,076
	Most Popular Age Group	25-34 years old

Table 5.7: Company and Facebook Page at a Glance, Company - The Boston Consulting Group, Inc.

The company name itself is a Buzz Word as because of they have presented some very popular academic theories. But, this does not increase the fan base. Its fan base is around 20K. The company started Facebook life on 3 September 2008. But the first post was a link posted on 1 May 2009, got 10 likes then. The cover photo nicely portrays its glorious background of providing academic theories and capacity. The company has four photo albums of which except cover photo album (3 photos only) all other three albums contains one hot each. On March 2012, the company posted13 posts and they rarely got comments on them, but got lots of Likes and some shares. The company likes 49 pages and interestingly most of them are of big business news or information (like: university) brands. The posts of March 2012 were mainly of internal and external links and videos.

5.1.3.6. Facebook Page 6: Deloitte Consulting LLP

Basic	Company	Deloitte Consulting LLP
	Industry	Financial Services
	Rank in 2012	4
	Head Quarter	New York, US
	Established	2000
	Employee	168,000
	Web	deloitte.com
Facebook Basic	FB Address	facebook.com/YourFutureAtDeloitte
	Likes	16,205
	Visible Tabs	6
Photo	Photo	479
	Photo Tagged	0
	Cover Photos	1
	Profile Pictures	3
	Album	27
Other Tabs	Videos	22
	Events	No
	Apps	4
	Like to Others	0
March 2012	Posts by Company	17
	Posts by Others	0
	Total Like	407
	Most Popular Age Group	18-34 years old

Table 5.8: Company and Facebook Page at a Glance, Company - Deloitte Consulting LLP

With more than 15K likes the company Deloitte uses the Facebook page to grab the attention of potential employees. The company has smartly promoted their logo though profile picture and cover photo. On 29 July 2009, the company started its work in Facebook and first post was on July 30, 2009. It was a meeting photo album. The company uses its three different Apps namely, Students, Green Room and Jobs smartly. All of them focuses to communicate the future employees. The Green Room is an app where an individual can ask a question and can get the answer. In 27 Albums they have uploaded 479 photos, which are the photos of events mainly. There are 22 videos of promotions and company related interviews and other things in video section. In March 2012, the company has give 17 posts on the wall where they got responses with both many likes and some comments. Most of them were photo posts.

5.1.3.7. Facebook Page 7: Booz Allen Hamilton

Basic	Company	Booz Allen Hamilton
	Industry	Management Consulting
	Rank in 2012	NR
	Head Quarter	Virginia, US
	Established	1914
	Employee	10,001
	Web	boozallen.com
Facebook Basic	FB Address	facebook.com/boozallen
	Likes	15,285
	Visible Tabs	10
Photo	Photo	673
	Photo Tagged	17
	Cover Photos	5
	Profile Pictures	2
	Album	50
Other Tabs	Videos	16
	Events	Yes
	Apps	6
	Like to Others	82
March 2012	Posts by Company	19
	Posts by Others	5
	Total Like	205
	Most Popular Age Group	25-34 years old

Table 5.9: Company and Facebook Page at a Glance, Company - Booz Allen Hamilton

With 15K likes Booz Allen Hamilton Inc. used the page for promoting brand and employee search. 12 August 2009 the company started using this page. The first post was on the second day with the photos of founding fathers f the company. With total 10 tabs the page has six Apps; like: Career, Home, Aspen Ideal Fest, Videos, Map and Twitter. In three Apps Career, Home, Aspen Ideal Fest thy promoted career in their company. In Twitter tab they shared their Twitter posts and in Video they shared the videos of YouTube; both of the Apps are supported by the App service Involver. Among very few, this company uses the general Application Events to promote their events. They invite people through this application. With 17 wall photo posts by others, the page has 673 photos in 50 albums mainly promoting events. There are 16 videos majorly on different interviews. They have liked 82 other pages that are the client pages, event pages or other related parties' pages. On March 2012, the page received 5 posts from its Fans and 19 posts of their own. The posts are of different types starting from text status messages photos, videos to web links.

5.1.3.8. Facebook Page 8: Bain & Company

Basic	Company	Bain & Company
	Industry	Management Consulting
	Rank in 2012	1
	Head Quarter	Boston, US
	Established	1973
	Employee	10,000
	Web	bain.com
Facebook Basic	FB Address	facebook.com/bainandcompany
	Likes	8,004
	Visible Tabs	6
Photo	Photo	192
	Photo Tagged	0
	Cover Photos	2
	Profile Pictures	10
	Album	13
Other Tabs	Videos	4
	Events	Yes
	Apps	3
	Like to Others	9
March 2012	Posts by Company	9
	Posts by Others	2
	Total Like	442
	Most Popular Age Group	25-34 years old

Table 5.10: Company and Facebook Page at a Glance, Company - Bain & Company

16 September 2009, the company opened the page and the first post was on 22nd of the same month, which was a URL post of their twitter account. And after that starting, now the page has around 8K fans. Both the cover photo and profile photos are attraction grabbing. In 13 Albums the company has 192 photos promoting their office, events and brand activities. In six tabs in the page there are three Apps, namely Twitter, Career and Poll. The Glassdoor supported Career App is customized with various career related issues, which starts with a video. The Poll App is a questioning App asking various questions like, "How many languages to you speak?". The page has liked nine different other pages mostly are different social welfare related pages, which somehow relates with their interest. Among very companies this particular company uses Events App for promoting their events. In March 2012, the company page had 11 posts of which two were from fans. The admin has replied the query of the user. Among nine posts of the page admin, some of them are company's own website links and some were external, some were directly company related and some were related knowledge issues.

5.1.3.9. Facebook Page 9: Towers Watson

Basic	Company	Towers Watson
	Industry	Management Consulting
	Rank in 2012	NR
	Head Quarter	Philadelphia, US
	Established	1934
	Employee	6,400
	Web	towerswatson.com
Facebook Basic	FB Address	facebook.com/towerswatson
	Likes	2,801
	Visible Tabs	7
Photo	Photo	2
	Photo Tagged	0
	Cover Photos	1
	Profile Pictures	1
	Album	2
Other Tabs	Videos	YT 0
	Events	Yes
	Apps	4
	Like to Others	2
March 2012	Posts by Company	46
	Posts by Others	2
	Total Like	-
	Most Popular Age Group	25-34 years old

Table 5.11: Company and Facebook Page at a Glance, Company - Towers Watson

Opening on 22 December 2009, the company's first post was a note in Note App of Facebook that posted on 3 January 2010. The company has around 2K fans and increasing. Through the cover photo the shows their office name plate. There are seven visible tabs of which four are the Apps. They are: YouTube Video, News-RSS and Map. News-RSS is a third party supported App which provides RSS facility to interested users. Without one cover photo and one profile photo, visibly the photo section do not have any photo. They uses Event App for promoting events. Two external pages have been liked and one is their career related page and other one is a company's page. In March 2012, very interestingly, there are 46 posts! There are two posts from other people. One of them was a Thank note from another company to sponsoring them.

5.1.3.10. Facebook Page 10: Corporate Executive Board

Basic	**Company**	Corporate Executive Board
	Industry	Management Consulting
	Rank in 2012	NR
	Head Quarter	Washington DC, US
	Established	1979
	Employee	2,000
	Web	executiveboard.com
Facebook Basic	**FB Address**	facebook.com/corporateexecutiveboard
	Likes	2,653
	Visible Tabs	9
Photo	**Photo**	422
	Photo Tagged	175
	Cover Photos	3
	Profile Pictures	15
	Album	19
Other Tabs	**Videos**	YT 0
	Events	Yes
	Apps	6
	Like to Others	3
March 2012	**Posts by Company**	3
	Posts by Others	1
	Total Like	66
	Most Popular Age Group	25-34 years old

Table 5.12: Company and Facebook Page at a Glance, Company - Corporate Executive Board

In the top 10 pages this is the last one with the fan base of 2K. The page was founded on 7 August 2008.The first post was a photo post with 15 photos on 22 August of the same year. The company has visible nine and there are six Apps, namely: Map, Challenger Sale, CEB on Campus, Locations, Commonly Asked Questions and YouTube Box. The page also use Event App to promote their big events. Among Apps the notable one is a Challenger Sale, which is an interactive question answer based app. They do not upload video in Facebook but connect it with their YouTube account through App. In 15 albums they have 422 photos where most of them are event photos. There are also 175 photos (later deleted many of them) posted by the fans. As of April 2012, the company has liked three other pages. In March 2012, there were four wall posts including one external post. That was actually an employment related post, which was responded by the company.

5.1.4. Case Studies' Summary

The study on all 10 pages has roughly reveals some facts. They are:

A. **Page Usage Purpose**
   The Pages are not only used for general promotions but also spreading the company's events' stories with photos and hunting good employees for the company.

B. **Historical Issue**
   Historically, the pages were mainly introduced in 2008-2009 and started active operation not too later than opening the account.

C. **Cover Photo**
   Cover photos are mostly attractive, used for maximum promotional gain.

D. **Profile Photo**
   Most of the cases, the profile photos represent the company logo and they are nicely adjusted. Except CEB, all the cases the Profile Photo's logo is clearly visible and understood.

E. **Photo by Page**
   Some pages uploaded many photos and some have almost none. But general practice is, companies promotes their events and employment issue through these uploaded photos.

F. **Photo Posted by Fans**
   This also varies in different pages. Perhaps it is due to the Admin's administering policy. If the page admin allow to post photo then photos can be posted by others, else not. People upload photos on various issues; not only always they are related to company but also sometimes promote their own personal interest (like: promoting their own business)

G. **Videos**
   Uploaded Videos are not always the TVCs, but in many cases the employee other interviews and event videos.

H. **Like to Other Pages**
   Not always the company page like the pages, which are their own pages. These pages sometimes Like other pages of other companies and parties, which relates with their company interest.

I. **Tabs & Apps**
   Not always many tabs means many fans. Some companies have many tabs for various issues. Many of the extra tabs are of employment related. There are also some interactive apps as well.

J. Type of Posts

The posts are posted by the page admin varies a lot. It can be company website links, other related links of external pages, photos, videos and general text status. But common practice is website links and photos.

K. Posts of Others

Fans rarely write on wall. Most of them are employment related questions that are replied nicely by the company is almost all cases. Besides that there are sharing company related event stories or thanking for hiring to the company.

5.2. Facebook Usage Behavior & Insights of Bangladeshi Target Users

The main objective of this particular part is to know the usage pattern of Bangladeshi Facebook users, analyze that and finding the options how Bangladeshi business consultancy organizations can promote their companies and services using the Facebook platform.

5.2.1. Respondents' Profile

Here are some facts about the respondents that came out from the study based on the survey questionnaire.
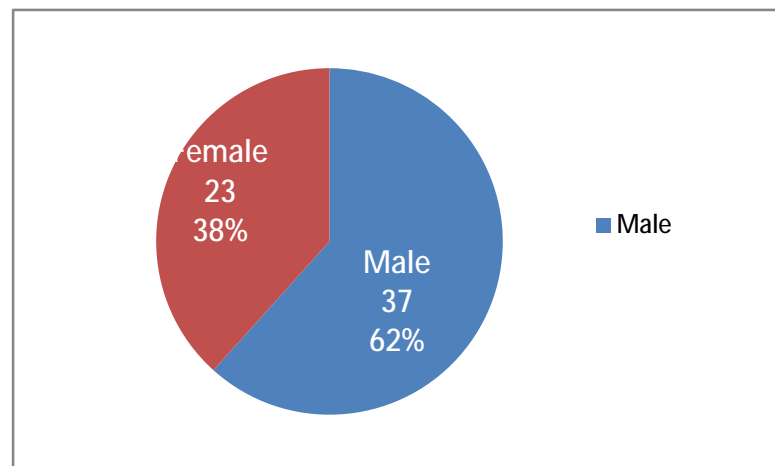
Graph 5.10: Respondents' Gender Ratio

In the survey, among total 60 respondents, 23 (38%) were female and 37 (62%) were male respondents. 75% of the respondents were in age of 24 to 27 years. This proves that the right segment has been chosen for survey.
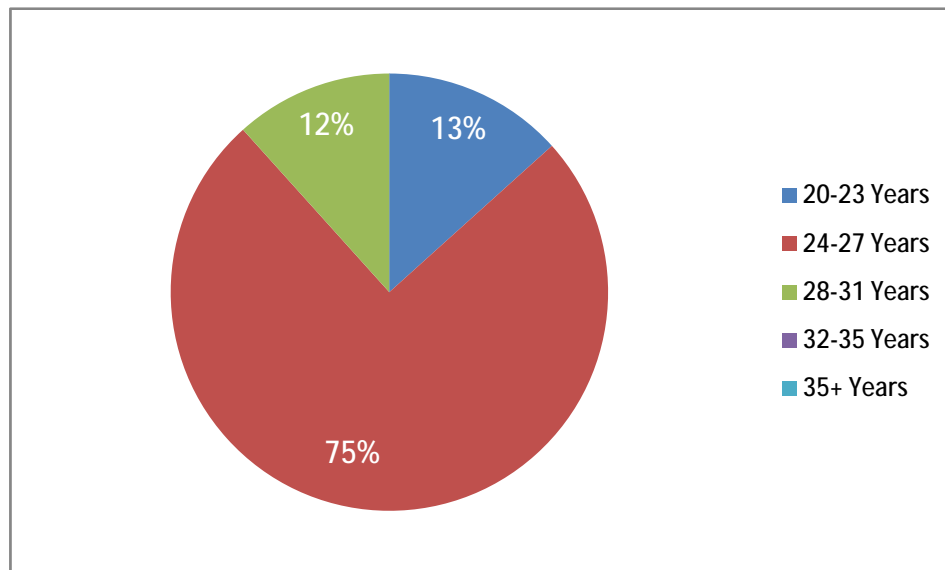
Graph 5.11: Age Group of Respondents
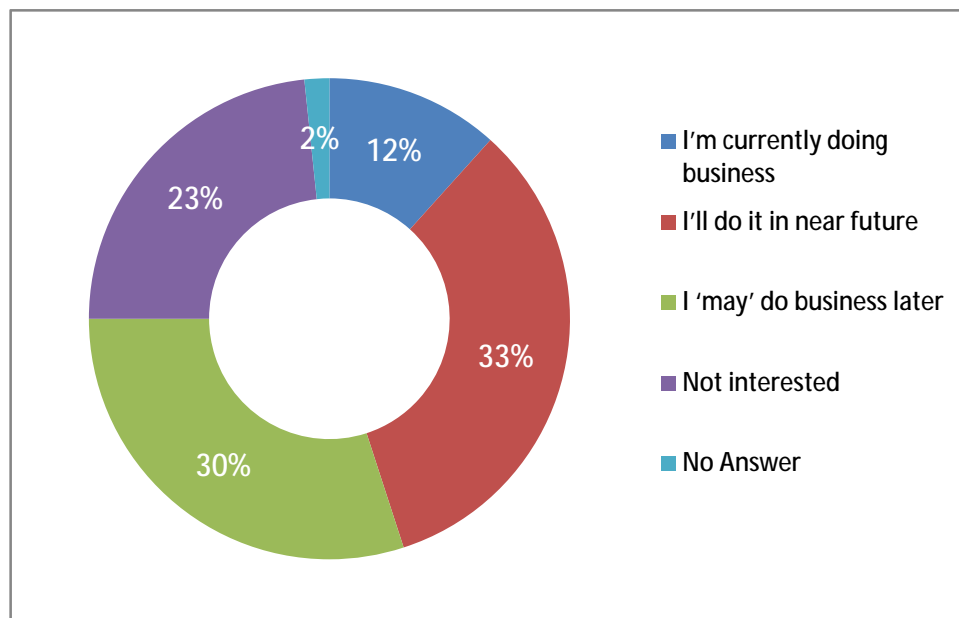
Graph 5.12: Business Involvement of Respondents

Sixty four percent (64%) respondents do have interest in business. Although, 23% respondents showed 'no interest' to business, where 7% respondents are already in business. Half of the respondents who are graduate students studying MBA are jobless, they are just students. Thirty eight percent (38%) of the respondents said they are involved in full-time job is private firms. But interestingly no Government job holder found from the study.
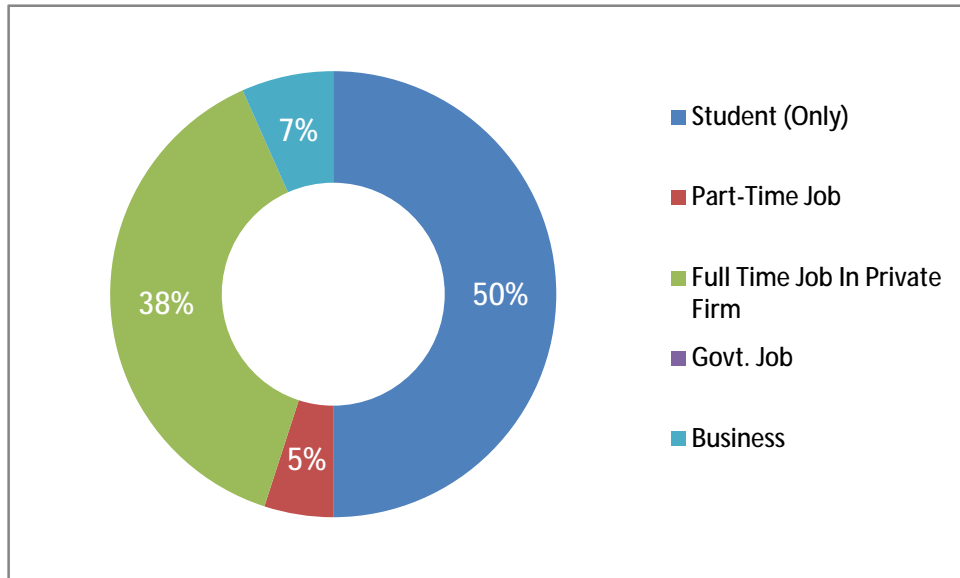
Graph 5.13: Respondents' Profession

Home PC is greatly used to check the Facebook accounts rather going in university computer lab or cyber café. That ensures that, people have more options to use internet flexibly at home. The percentage is 78%! Nobody found who use Facebook from others' PC or use university lab (Graph: 5.14).
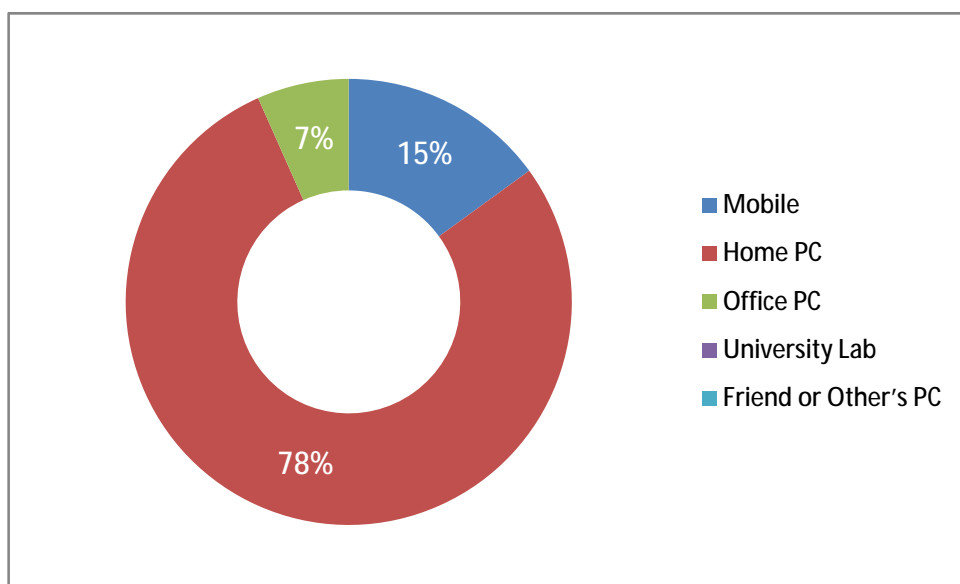
Graph 5.14: Mode of Using Facebook
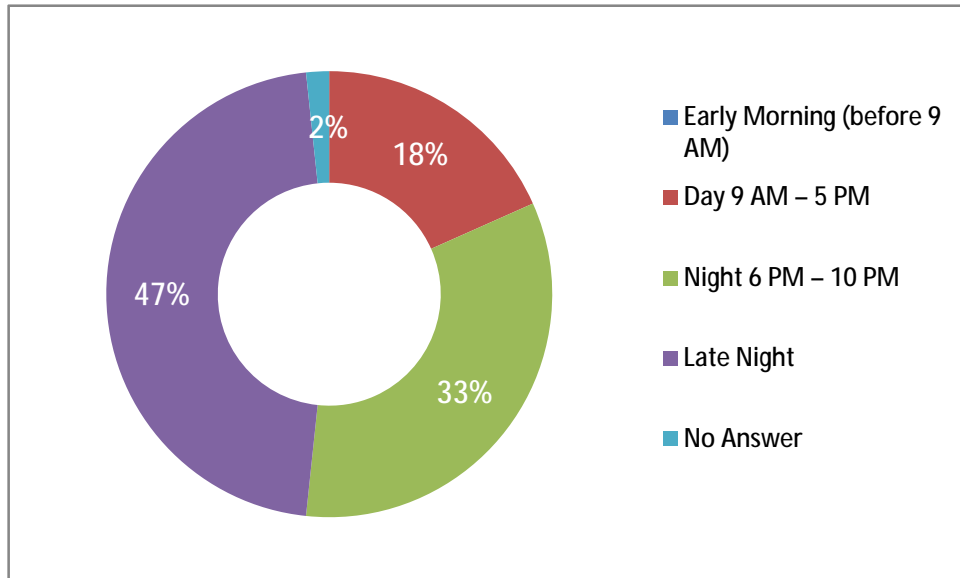
Graph 5.15: General Login Time in Facebook

In Graph 5.15, approximately half of the respondents (47%) stated that, they login to browse Facebook after 10 PM. So, if consultancy firms want to use live feed or any live program, it is better to set it in that time.

Twenty eight percent (28%) individuals said that, they browse Facebook for 21-30 minutes a day (Graph 5.16). There are also some users, who said they sit for it even less than 5 minutes (22%), where the number of 1+ hour sitters isn't zero (15%).
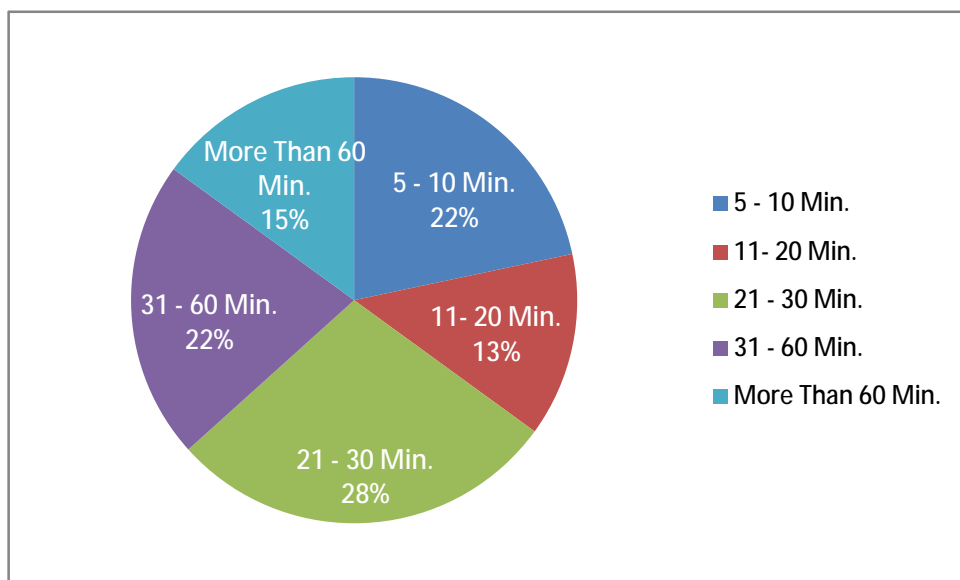
Graph 5.16: Duration of Using Facebook
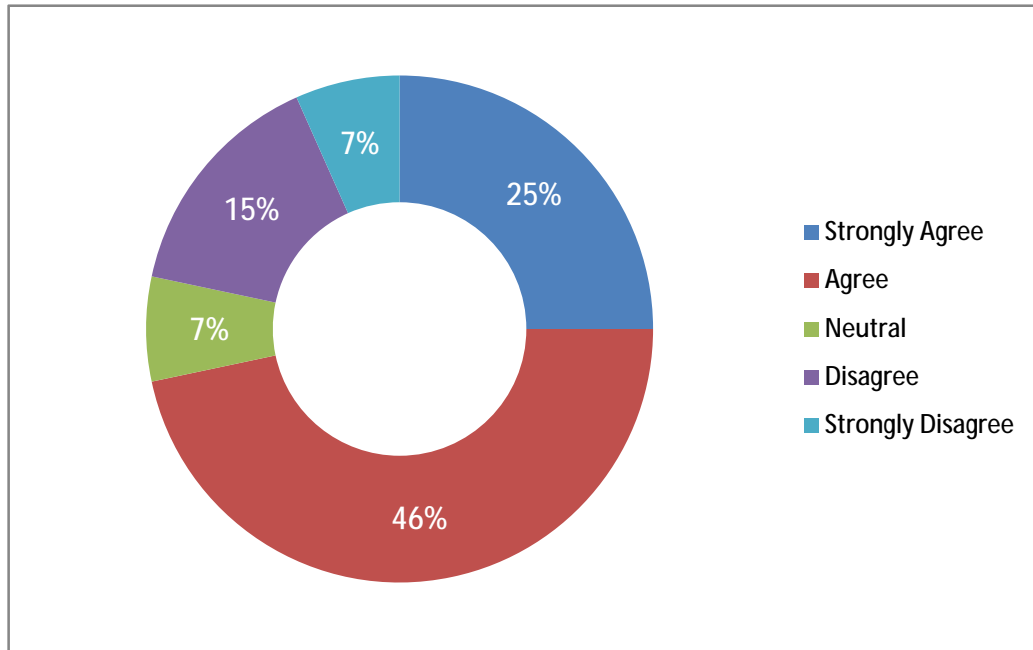
Graph 5.17: Responses on Facebook for Using Commercial Purpose

From Graph 5.17, it has found, a lion share (71%) of responded agreed that Facebook should be used for commercial purpose, where 22% were just opposite.

5.2.2. Most Visited Areas

Sn. #	Rank	Area	%	Sn. #	Rank	Area	%
1	1	Photos	46	10	8	Fan Pages	13
2	1	Friend Requests	46	11	8	Games	13
3	2	Notifications	45	12	9	Applications	12
4	3	Facebook Mail	41	13	10	Live Feed	11
5	4	Own Profile	33	14	10	Posted Web Links	11
6	5	Commenting	29	15	10	Notes	11
7	6	News Feed	28	16	11	Questions	10
8	7	Videos	16	17	12	Advertisements	7
9	8	Event Invitations	15	18	13	Marketplaces	1

Table 5.13: Most Visited Areas' Ranking

From the survey, 18 common spots have ranked that generally visited by users. The right last column represents what percent of respondents generally visit those areas. Jointly the top ranked are Photos & Friend Requests (Table 5.13). Photos are very interesting and attraction grabbing and Friend Requests are very expected as we all want to be connected. A business consulting firm can promote their brand and Fan page by posting interesting photos, sending mails (but not 'spam'), interesting Videos or even Event Invitations. Since Market places, Facebook Ad, Notes, Questions are low ranked; we suggest using them less for promotions.

	More than once a day	Once a day	More than once a week	Once a week	Once a month	Rarely
Checking Account	20	25	8	6	0	1
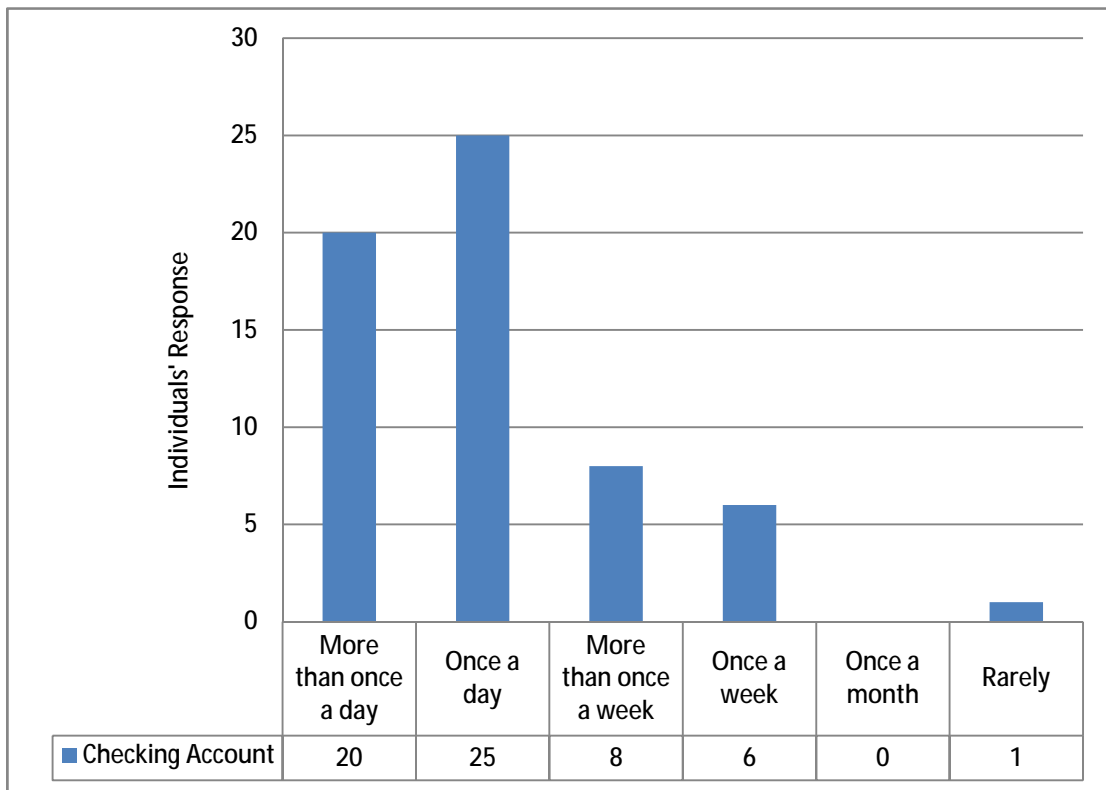
Graph 5.18: Frequency of Checking Facebook Accounts

	More than once a day	Once a day	More than once a week	Once a week	Once a month	Rarely
Checking Requests	7	21	11	7	3	11
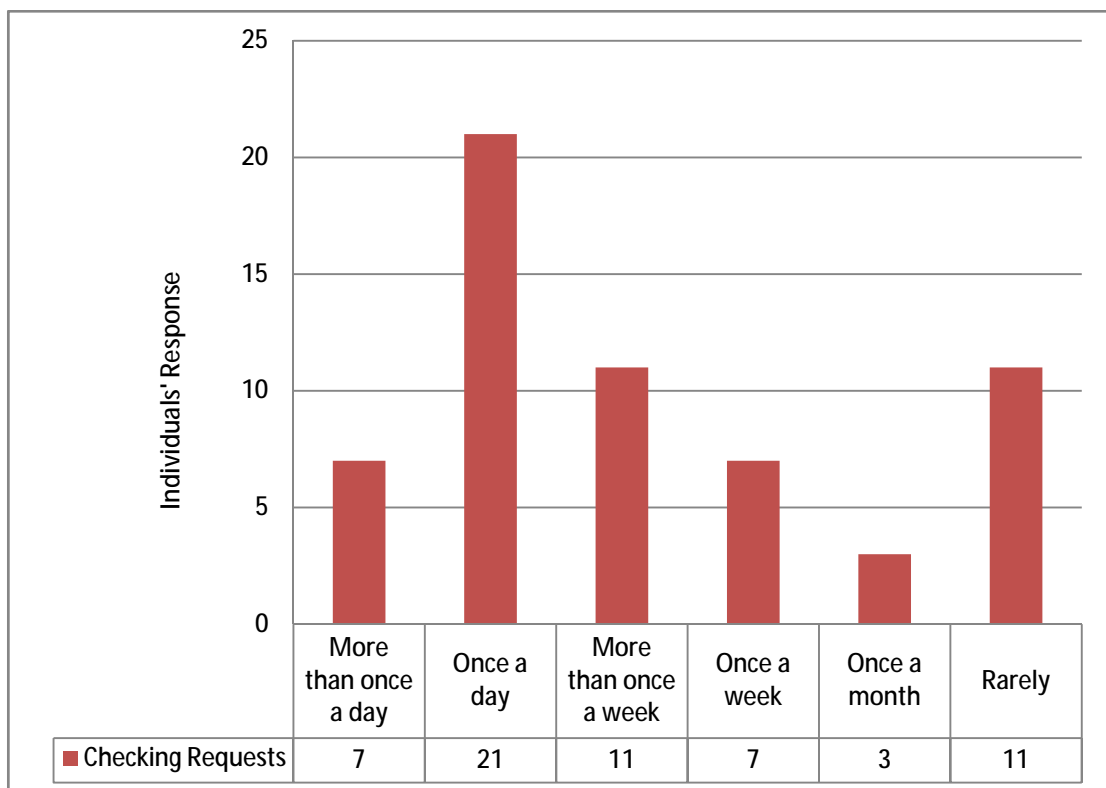
Graph 5.19: Frequency of Checking Facebook Requests
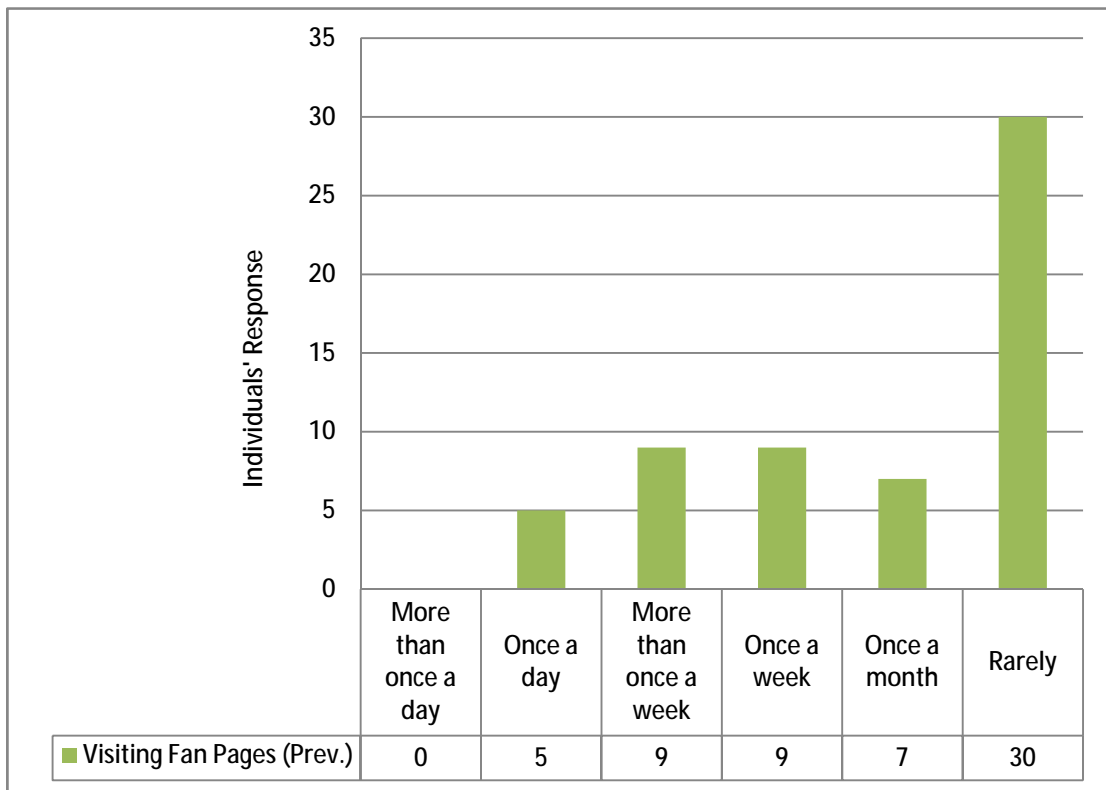
Graph 5.20: Frequency of Visiting Facebook Pages Liked Before

	More than once a day	Once a day	More than once a week	Once a week	Once a month	Rarely
Visiting Fan Pages (Prev.)	0	5	9	9	7	30
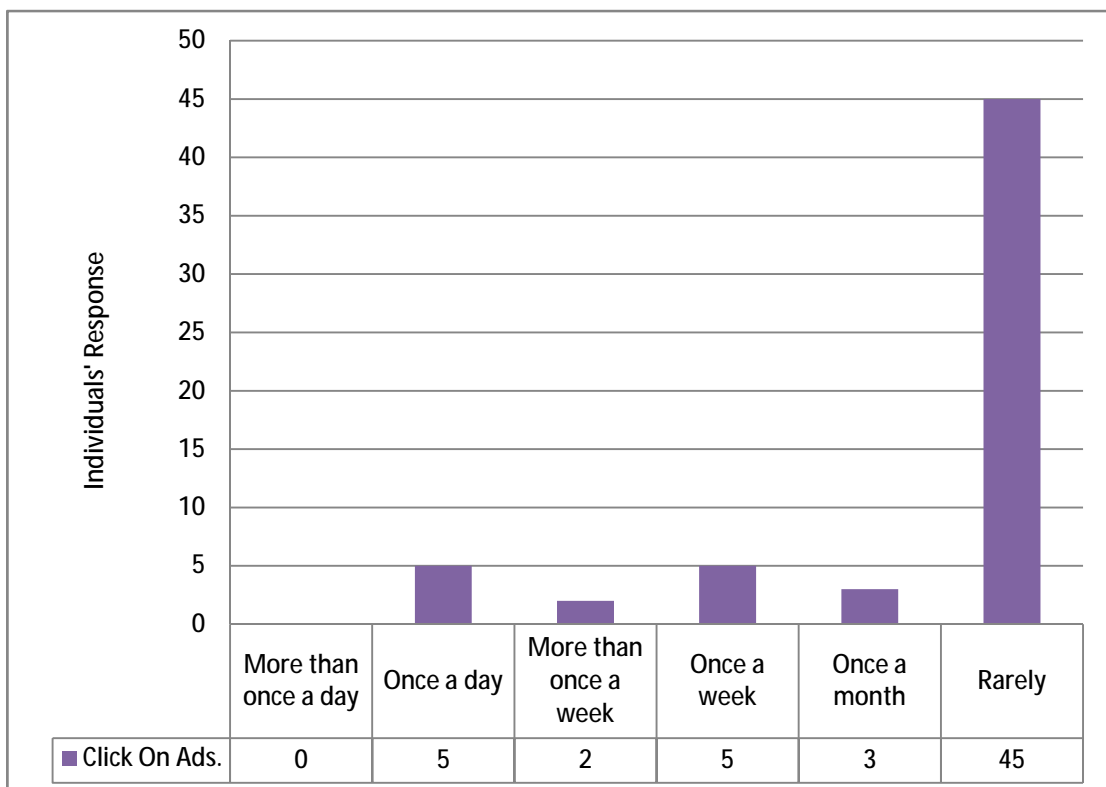
Graph 5.21: Frequency of Clicking Facebook Ads.

	More than once a day	Once a day	More than once a week	Once a week	Once a month	Rarely
Click On Ads.	0	5	2	5	3	45

Like A Page	More than once a day	Once a day	More than once a week	Once a week	Once a month	Rarely
	6	8	9	7	7	23
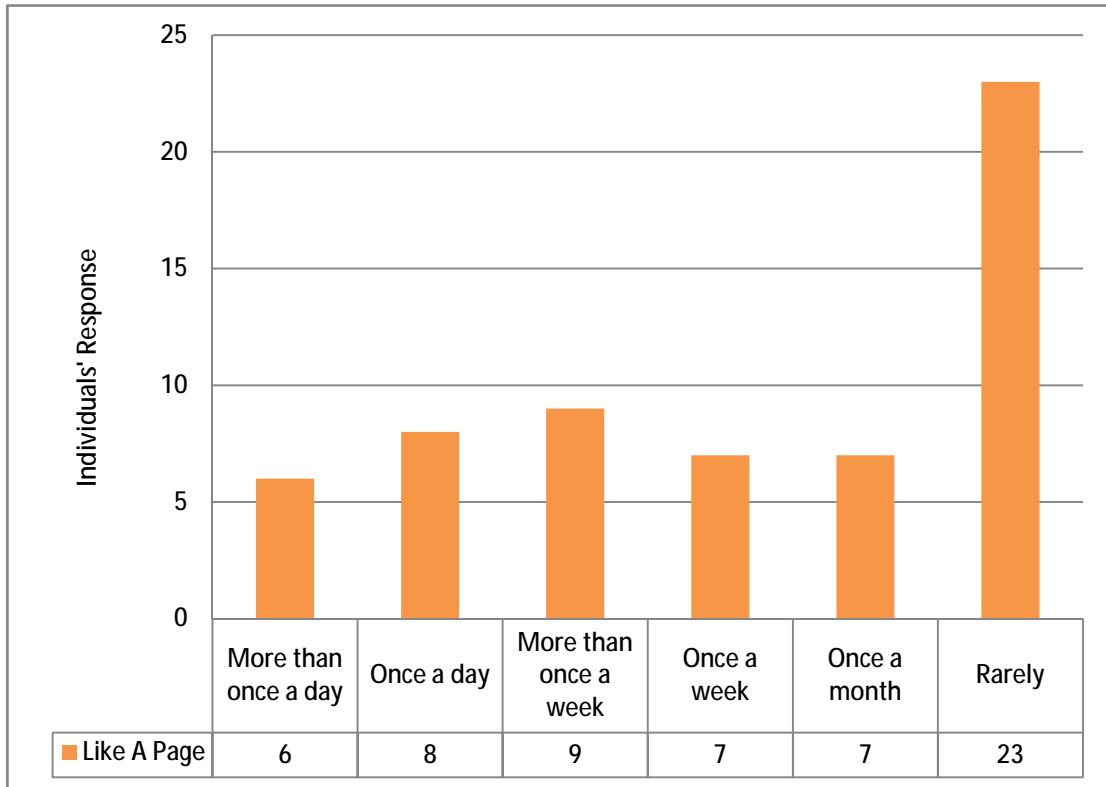
Graph 5.22: Frequency of Liking Facebook Pages of A Particular Brand

Reading Fan Page Updates in Feed	More than once a day	Once a day	More than once a week	Once a week	Once a month	Rarely
	2	8	10	7	2	31
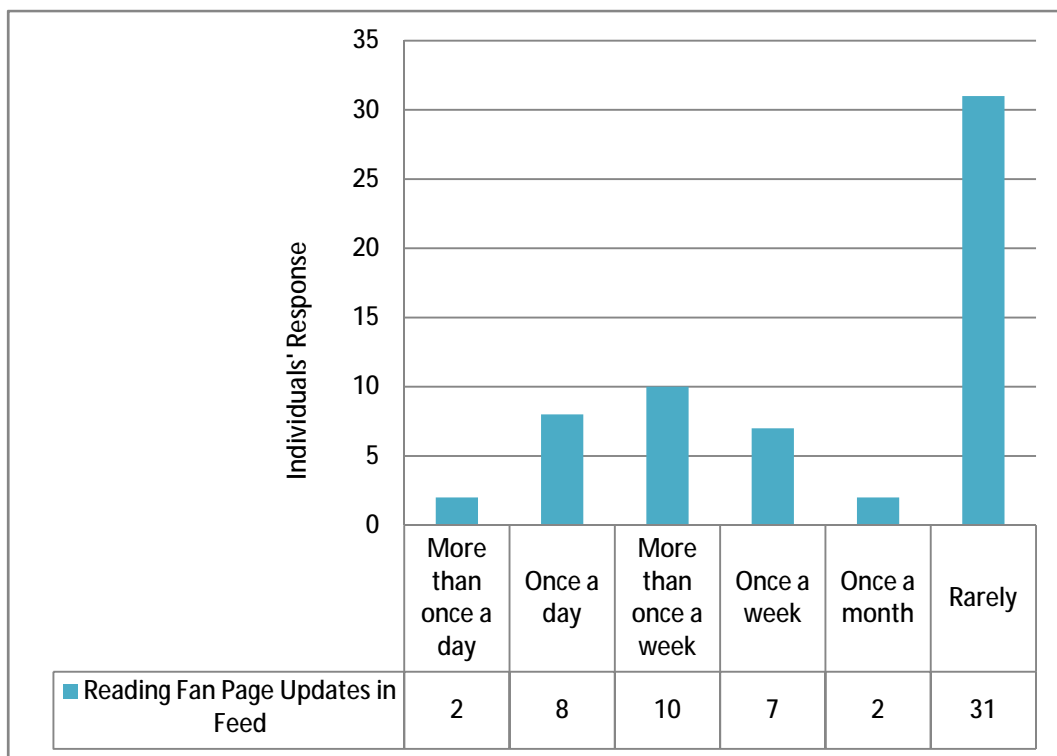
Graph 5.23: Frequency of Reading Facebook Pages Updates from News Feed

From this combined bar chart (Graph 5.23), we again see the repetition of the previous Table 5.13. Most of them rarely click on Facebook Ads, read Fan Page Updates appears in Newsfeed, visit previously liked Fan Page and like a page. Exceptional bars are: firstly, Checking accounts and Checking Requests. That simply makes feel that, people visit their Facebook profile but rarely interested to engage in commercial acts. So, we can conclude that, if people find things interesting only then, they will be attracted to visit a Fan Page.

	Checking Account	Checking Requests	Visiting Fan Pages (Prev.)	Click On Ads.	Like A Page	Reading Fan Page Updates in Feed
■ More than once a day	20	7	0	0	6	2
■ Once a day	25	21	5	5	8	8
■ More than once a week	8	11	9	2	9	10
■ Once a week	6	7	9	5	7	7
■ Once a month	0	3	7	3	7	2
■ Rarely	1	11	30	45	23	31
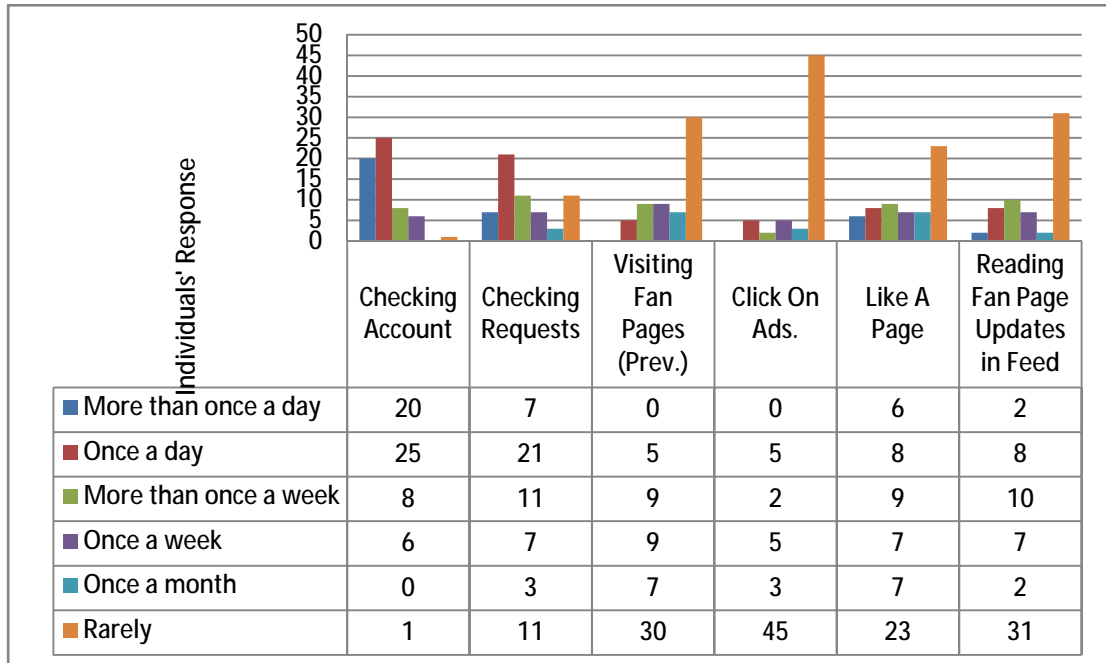
Graph 5.24: Frequency of Visiting Profile, Fan Page & Ads. (Combined)

5.2.3. Acceptability Rate

	Event	Game	Application	Fan Page	Questions	Group	Friend requests
■ Rating	18	26	26	27	27	60	170
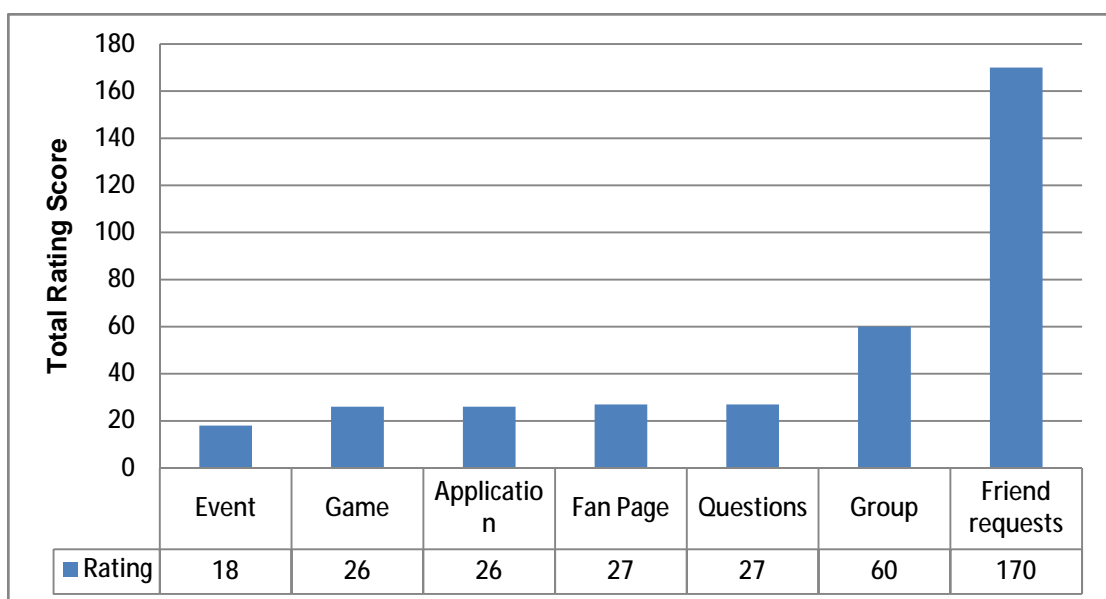
Graph 5.25: Likelihood of Accepting Invitations

In answer of the question to the respondents that, 'Which invitations in Facebook do you care more', they replied 'Friend Request'. Nothing is more close to that, the Graph 5.25 (to know the calculation check out Table A1 in Appendix A) represents the truth.
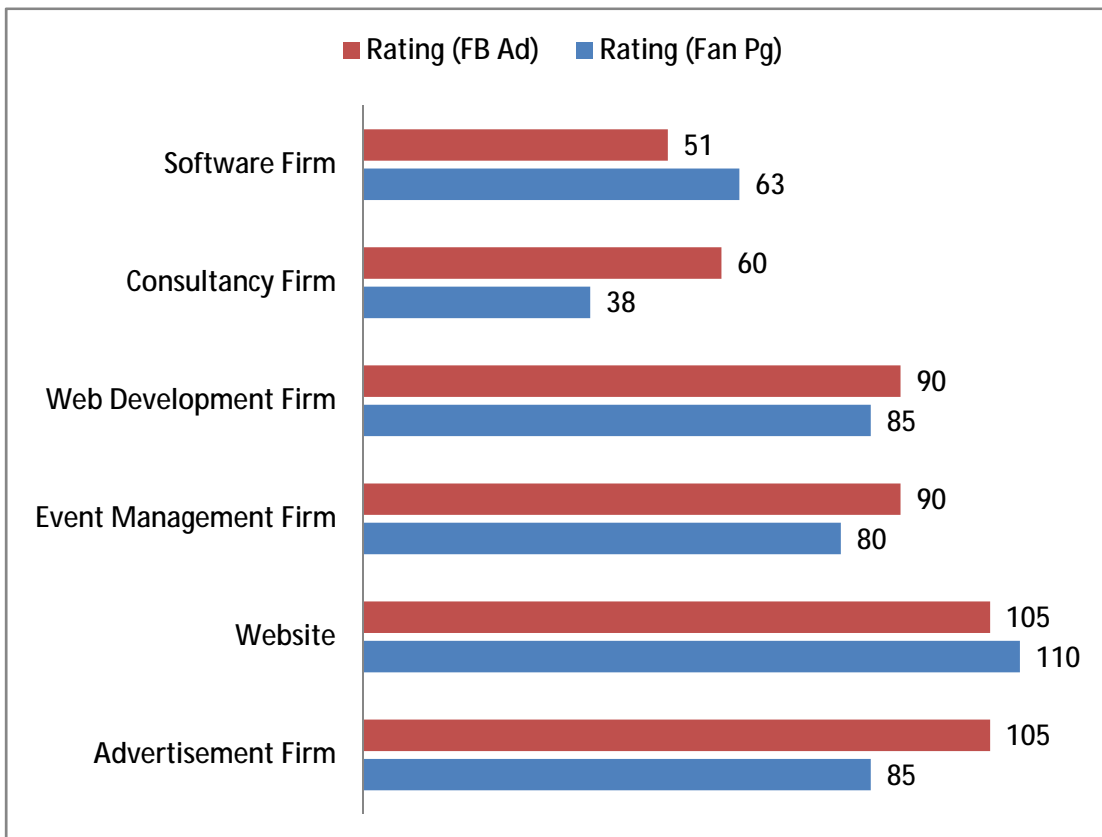
Graph 5.26: Rating for Promotion through Facebook Ads & Fan Pages

The second important thing is Group. But currently, Facebook is discouraging Business Firms to use Groups as Facebook wants to leave it for users' personal group communication. So, then, Fan Page is the solution. After Fan Page respondents showed their interest on Games & Apps. Although, Event is the last choice, but Event can play a good role for a business consultancy firm or any business firm's promotion.

Graph 5.26 (to know the calculation check out Table A2 & A3 in Appendix A) represents respondents' vote about how much the given six industry should promoted in Facebook either by Fan Page or Facebook Ads. Advertising Firms got the maximum points that it should be promoted through Facebook Ad where Software Firm is the lowest. Most of the people think Fan Page can best promote Websites where Consultancy Firms became lowest. As per the research Consultancy Firms got a different rate for promotion through both, 60 (FB Ad) & 38 (Fan Page).

From the above study it can be concluded that, people do like to have fun by playing games or using apps, get old or new friends to be connected, watch photos uploaded by others. Even being in a matured and busy professional life people use Facebook, for both the reason: for getting connected & being updated about their friends as a part of duty and have fun at the same time. Although a majority portion voted to the commercial usage of Facebook platform

but very interestingly we have seen a contradictory picture that, people rarely goes to commercial spots. So, the better and feasible solution for business consultancy firms if they want to promote their products through Facebook, they should communicate directly with people, share information, upload interesting things like Photos, Apps, offer gifts and all in a nutshell make the click worthy by somehow.

CHAPTER 6
FINDINGS OF THE STUDY

After the study, some finding has come out related to the topic. They are as follows.

6.1. From Companies' Facebook Page Study

6.1.1. More Fans, Speedier Likes

Having more fans in a page boosts the speed of gaining likes. It happens due to the interaction with the pages' posts, which promotes the page to the fans' friends and they Like the page. Sometimes, page fans invite friends to connect.

6.1.2. Number of Employees Matters

Although it is not certain why it happened, but interestingly it has found that, the more employees the more Likes in a page.

6.1.3. Video Helps to Increase Fans

Interesting videos generates a lot of virility. So, number of videos and number of fans have a positive correlation.

6.1.4. The Less Contributing Factors

Although it cannot be concluded like that, but the analyses' finding is, there are some issues that seemed important contributing factor to increase fans showed negative outcomes or showed no direct relationship. Some of them are:

- 'Like' to Other Companies' page does not increase fan base.
- More posts on the Page's wall from the company does not contribute much for higher fan base (from data set of March 2012). But it can be concluded like that, perhaps, those posts were not that much attraction grabbing.
- Uploading more Photo, Album and Cover Photos does not showed a positive relation with page Likes. But most interestingly peoples' top choice is Photo!

6.1.5. Facebook Makes the Company More Global

From the Facebook data analysis, it has found that, mostly people's interaction with the company is becoming more global. Interestingly, most interacting people are from India and Pakistan. It shows that, businesses over those areas are growing day by days and they are feeling in need of support of business consultancy firms in their region.

6.2. From Facebook Users' Prospect

6.2.1. Majority Logs In From Home

From the study over some future entrepreneurs (AIUB Graduate Students), it has been revealed that, around 80% of them use home PC while using Facebook. So, it means people do have more opportunity to use Facebook in a conformable surrounding.

6.2.2. People Use Facebook at Night

Around half of the total respondents responded that, they use Facebook at late night, and it again proves the environmental conformability with silence and calmness while logging in to Facebook.

6.2.3. Majority Spends More than 20 Minutes A Day

Fifty percent respondents replied, they spend more than 20 minutes a day for browsing Facebook. Fifteen percent (15%) people sit and uses Facebook for more than one hour.

6.2.4. People Don't Dislike to Commercialize Facebook

Although people rarely visits the Fan page and Ads, but more than 70% users think that Facebook should be used for commercial purpose. That means, having Ads or commercial promotions do not and will not bother them much.

6.2.5. Most Visited Area Photos & Friend Requests and Least Marketplace

Most of the respondents' favorite and mostly visited items are Photos and Friends' Request. So, better and attraction grabbing photo will definitely be visited by users and there is a great scope of promoting brand effectively.

6.2.6. Facebook, At Least Once a Day

Close to half of the respondents checks Facebook account at least once a day. They also check requests from friends frequently.

6.2.7. Fan Page & Ads Rarely Checked

Around 50% cases users do not visit previously liked Fan pages, read news feeds or Like a new page. At the same time, 75% people rarely check Facebook Ads. It means, people are very choosy about knowing about commercial offer or brand.

6.2.8. Friend Requests Gains Maximum Acceptability

If someone sends any invitation, Friends' Request does have the maximum chance to be accepted. Group invitation is one the second choice. Fan page request grabs the fourth position. The least is event invitation.

6.2.9. People Are Less Interested to See Consultancy Firm in Facebook

In another finding it has found that, there are some big business consultancy firms who have an impressive fan base. But from the study, very interestingly, respondents scored the least score to promote consultancy firms in Facebook through Facebook Page or Ads. That means, people do not think it is a good place to promote such a brand.

6.3. Bottom Line

After having the details of findings, it may seem very frustrating to promote a Business consultancy organization in Facebook. But there are some issues need to be considered.

6.3.1. Seems Negative, But It's Possible

Despite of people's less interest about promoting consultancy firms in Facebook, it is possible to promote well and some big companies have already set the example.

6.3.2. Better Images & Videos Are Hopes

Although people rarely visits Fan pages or look to Ads, but people like nice and attraction grabbing images and videos. So, using those tools companies can grab the attention. And once a good number gathered, then the rest will be done by the fans!

6.3.3. Take Help to Expand Business

Since Facebook gives an opportunity to connect with global community, this can be a great tool to understand the demand of their brand and services in different geographical location. And the given statistics can be used for market expansion research.

6.3.4. Opportunities to Engage Users More

Since most of the users use Facebook at home, for long time, with comfortable surroundings, access the account frequently and positively accept the promotional activity in Facebook, companies have more scopes to engage people more with their brands with longer and time consuming promotional ideas.

CHAPTER 7
GUIDELINE FOR CDCS

7.1. Promoting CDCS in Facebook

Facebook gives lots to scopes to promote a brand. Among those, the cheapest (and free) method is, promoting through Facebook Pages or Fan Page. Creating a page in Facebook does not cost anything. Facebook has its own documentation resources for companies so that companies can promote themselves using Facebook. Here, in this guideline, mainly those issues will be appear which have been noted from the observation and finding of the study. After creating a Facebook Page, the company can do the following tasks for better outcomes.

Guideline 1: Focus to the Topic Not the Brand Always

It is a general rule that, people always do not like to hear the promotions of the company's brand and services. People want to know the related issues besides the company updates. For example, for business consultancy organizations, the company can share different business study finding, related journals, ranking related issues etc.

Guideline 2: Be Regular

Without having regular updates in page it is hard to create a space in consumer mind. It works as a brand reminders and increase visibility of the brand. So, once in a week or more than once in a month, the company should have one or more activity in the page and share it with the fans. One think have to make sure, whatever it is done, should be regular basis. It should not be like, several updates in a week and from next week one update in six months.

Guideline 3: Share Contents

Since business consultancy organizations deals with data and information, it is a bit difficult for them to decide what to share. But still, a company can share many things; like:

- News and event updates.
- Event photos.
- Related photos
- Related notes; either from company or collected from internet
- Any issues related to the company employees.
- Company success stories.
- Ranking related issue.
- Some study findings, which can be disclosed.

Guideline 4: Respond & Relate

In many companies, page Admins do not respond to wall posts from fans. It creates a bad impression about the company. Companies should respond to the wall posts, comments and other interactions from fans. For business consultancy firms, it is very essential to have talented employees and getting a talented one is not that much easy. Facebook page can be a great place to recruit efficient employees because, in many cases it has been found that, individuals write on wall for jobs and internship. Even if the company does not have the vacancy, the issues and replies should be handled with care.

Relating is a bit different from general response. It is, doing something what makes people interested to communicate with the brand though Facebook Page. It can be a post about a particular related program where many fans of the page were there. Or, it can be, tagging event photos with page fans. This would create lots of virility.

So, keeping in touch, being regular, respecting other views and responding to responding are great ways to have more fans in the page and increase brand visibility.

7.2. Evaluation of Activities

Facebook offers a great way to collect market and company specific information. It can better be collected though Facebook Page generated information. If someone has a Facebook Page, then s/he can access to that page related information provided b y Facebook, specially the consumer insights who clicked 'Like' (of page).

7.2.1. Accessing to Statistics

First thing is accessing to the information. In each Facebook Page, on the top right corner there is a button called "Admin Panel". After clicking that, an extended part will slide down from top and it will like the flowing screen shot. From there the admin can access to the messages sent by fans, get the options to share the page and link to access to Insight page.
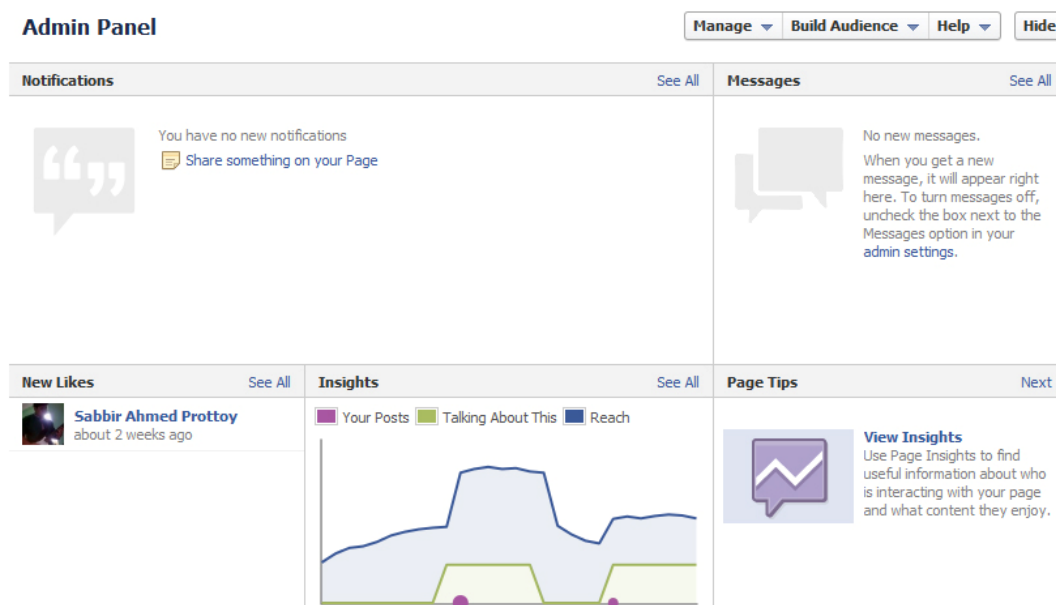
Image 7.1: Facebok Page Admin Panel

7.2.2. Depth of Information Detailing

The information provided for page by Facebook in very detail. They provide lots of information about the page, which can be used in further data analysis to find consumer insights, expanding business, finding new business opportunities and so on. Clicking on the button on top right corner named "Export Data" will open a window like the given snap shot below. From the window, admin can download Excel (.xls) or Comma-Separated Values (.csv) files that will contain page specific data of a particular date and it can be from any date in between from the beginning to till date.
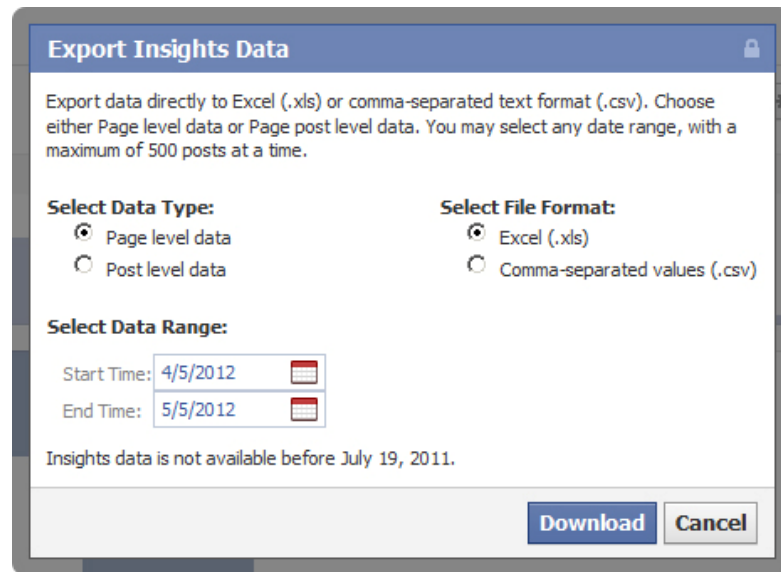
Image 7.2: Facebook Page Export Insight Data Window

7.2.3. Understanding Consumer Insights & Evaluation of Actions

The access from admin panel will open another page consisting of 4 major pages. Here are the details.

7.2.3.1. Overview

'Overview' the name itself defines its function. The first graphs shows the recent times' statistics of posting posts, people talkig about this and weekly total reach. These data of this particular graph represents only the recent data and anyone cannot change the date. But this data with date can be found in downloaded file.
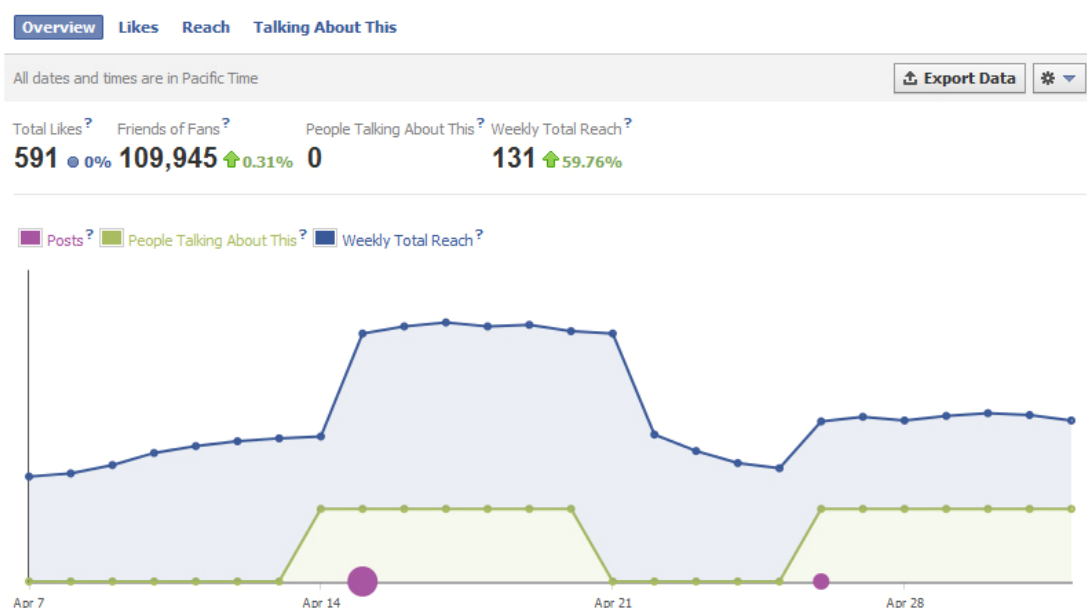
Image 7.3: Facebook Page Statistics - Overview

Image 7.4: Facebook Page Statistics – Specific Posts' Reach, User Engagement, Talking About This and Virality

The next chart is on date wise individual posts' Reach , User Engagement, Talking About This and Virality. It can be sorted by date or even acccording to different type of posts like: Wall Post, Photo, Link, Video, Platform Post or Question.

7.2.3.2. Likes

On this tab, the first thing comes on screen is the demographic details of the users who has liked the page. It includes, gender, age, country, city and language. This can be seen in different dates. The another graph after this is, date specific trend of Likes which shows on which date how many people liked the age.
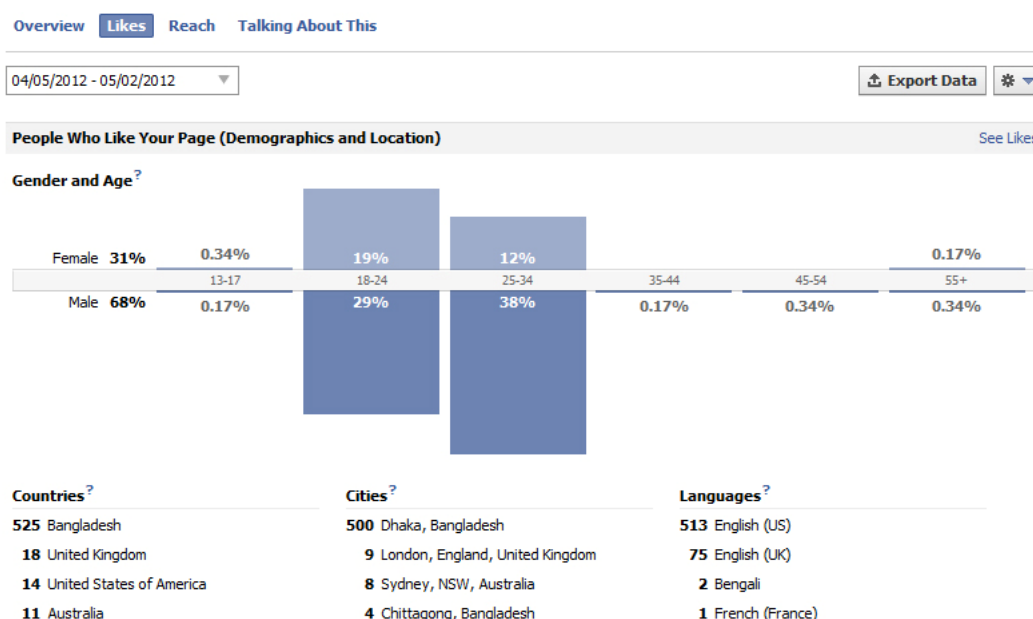
Image 7.5: Facebook Page Statistics – Demongraphic Data on Likes
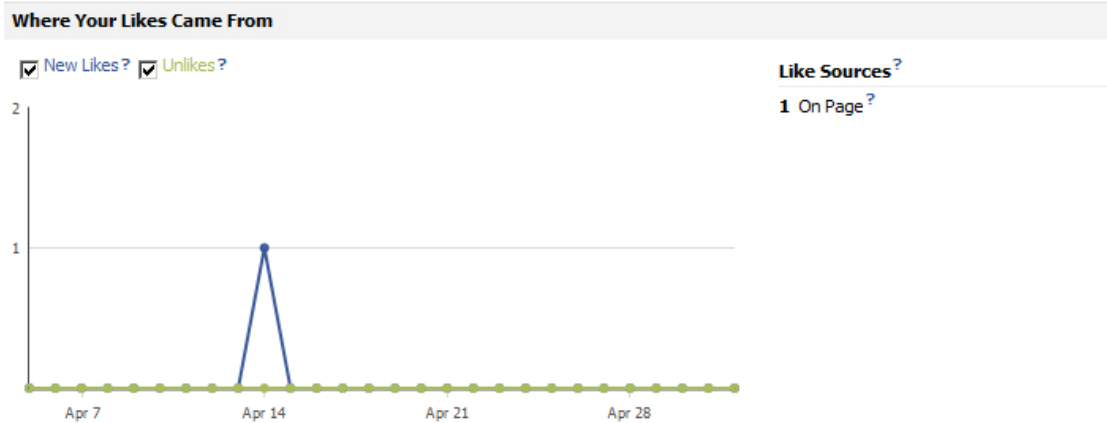
Image 7.6: Facebook Page Statistics – Date Specific Trend of Likes

7.2.3.3. Reach

The third page is Reach which provides the data over how many people has seen or interacted with the page activity. Besides the demographic data, it also provides the number of how many of people by specific type, page posts and date has been reached by page activity.
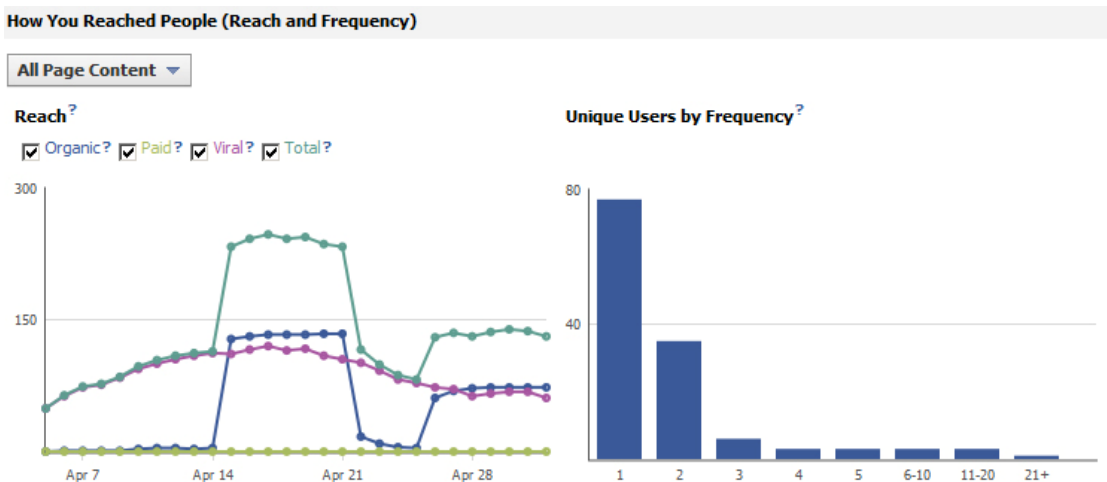
Image 7.7: Facebook Page Statistics – Reach and Frequency of Page Over Date

On the same tab, there are other graphs which show date specific page & tab views and referral websites.
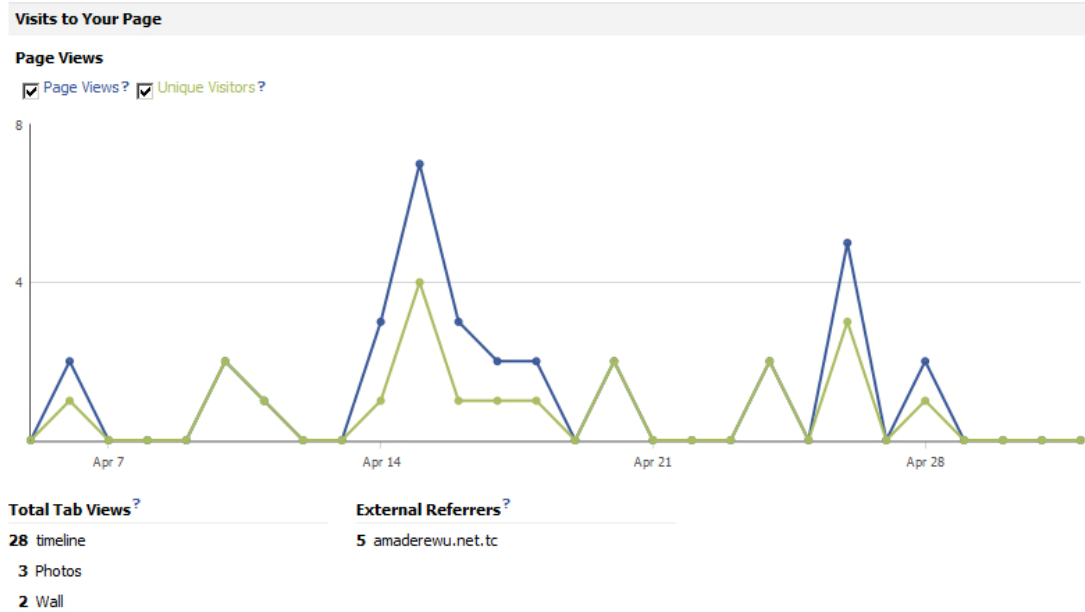
Image 7.8: Facebook Page Statistics – Page Visit

7.2.3.4. Talking About This

Demographic data for People Talking About This is only available when more than 30 people were talking about this Page in the 7 days preceding the last day of the selected date range. It looks just like the previous Demographic graph. There are another two graphs after that on the same page which represent the number of people interacted with posts. It can be categoried according to Page Likes, Stories from Give Posts, Mentions and Photo Tages and Posts by Others.
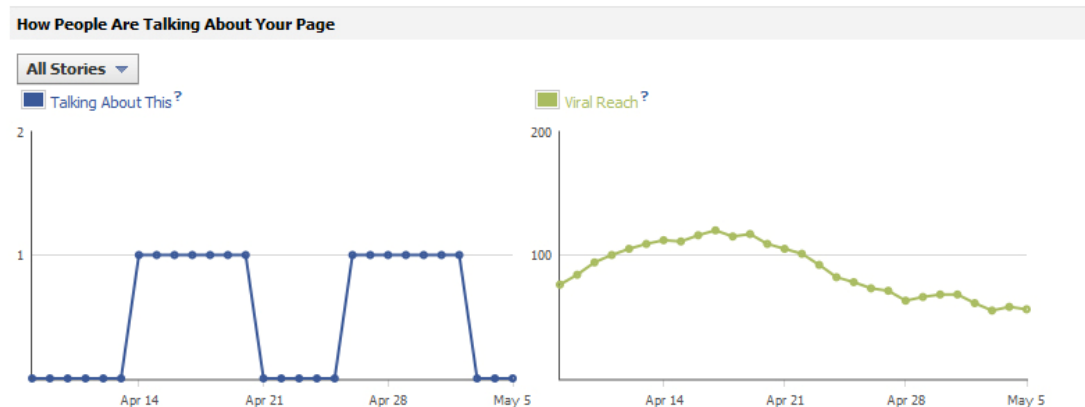
Image 7.9: Facebook Page Statistics – Talking About This & Viral Reach Over Time

CHAPTER 8
RECOMMENDATION & CONCLUSION

8.1. Recommendation

The business consultancy organization, CDCS (Center for Development and Competitive Strategies Limited) is doing its business for a long time and it is not a new organization in the market. This company deals with some very big and renowned brand in the market. But the name of the company is not that much known to the market. For research, data collection, events and other purposes company needs to communicate with various parties in the society. As because of the brand is not well known to common people, sometimes it creates hindrance to build trust and communication while communicating with external parties. Although CDCS has their own website with much details, but this is not sufficient to promote the brand. Promoting brand is important for many reasons. Facebook gives a great opportunity to promote the brand almost free of cost. Therefore, CDCS should not miss that opportunity. Therefore, CDCS should start promoting their brand and it should begin from opening a Facebook Page.

Without specific media plan and promotional plan, making a Facebook Page will not work for the company. Therefore, CDCS should engage an employee either full time or part time to maintain this page and maintain relevant communication with the fans.

By using Facebook Page, CDCS can open two new great door of opportunity. One is for hiring better employees and other one is take data support of planning ahead to expand the business to some other geographical location apart from Bangladesh. Since, for a consultancy organization, having talented employee is very crucial so the company can open new channel for hunting head for the company. And Facebook data, which will be generated from the Facebook page, can be greatly used for analyzing global acceptability of the company, finding scopes for business expansion in other countries and using data for other relevant research study.

CDCS within the journey of doing business has generated lots of good contents; like: notes, research findings, event story, photographs, videos and so on. These great things can be shared in the page and this will create a space in consumers' mind, which will directly or indirectly help them to expand market and grabbing more clients.

8.2. Conclusion

Although local business consultancy organizations have not started promoting their brand in online space using social media like Facebook, but globally this practice has widely carried out. From the international prospect Facebook Pages are used by business consultancy organizations for not only promotions but also head hunting for their company, communicating and understanding people and sharing & getting feedback of ideas and information. Although Bangladeshi organizations has not become that much matured about promoting brand in Facebook but there is a huge scope to do that and do that well. There is a big user base in our country who are frequently connect to Facebook, know and use the features of that media and most interestingly they have positive accepted Facebook as a media of promotion besides being a social connectivity tool. People rarely respond to commercial activity in Facebook but they are not ignorant to promotion here if the contents are noteworthy. For CDCS a very basic guideline for promoting their brand has been added to this study and this will help the company to start the journey well. This study still has some limitations of scopes, which can further be explored with newer and added dimensions. More companies' Facebook Pages, more user groups and considering wider choice of criteria for analysis can overcome this limitation.

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APPENDICES

Appendix A: Calculation Tables

The detail mathematical elaboration of calculation used in graphs of chapter 5:

Table A1: Likelihood of Accepting Invitations (Graph: 5.25)

	a	b	a x b
Invitation	**Response**	**Rating**	**Final Rating**
Fan Page	27	1	27
Group	20	3	60
Event	18	1	18
Friend requests	34	5	170
Questions	27	1	27
Game	26	1	26
Application	26	1	26

Table A2: Rating for Promotion Through Fan Page (Graph: 5.26)

	a	b	a x b
Company Category	**Response**	**Rating**	**Final Rating**
Website	22	5	110
Web Development Firm	17	5	85
Software Firm	21	3	63
Consultancy Firm	19	2	38
Advertisement Firm	17	5	85
Event Management Firm	16	5	80

Table A3: Rating for Promotion Through Facebook Advertisement (Graph: 5.26)

	a	b	a x b
Company Category	**Response**	**Rating**	**Final Rating**
Website	21	5	105
Web Development Firm	18	5	90
Software Firm	17	3	51
Consultancy Firm	20	3	60
Advertisement Firm	21	5	105
Event Management Firm	18	5	90

Table A4: No. of Employees & Likes (Graph: 5.4)

Company	Likes	Employee
Accenture	110,078	177,000
Ernst & Young LLP	86,525	144,000
PWC	56,174	163,000
McKinsey & Company	27,244	15,000
BCG	21,550	6,000
Deloitte	16,205	168,000
Booz Allen Hamilton	15,285	10,001
Bain & Company	8,004	10,000
Towers Watson	2,801	6,400
CEB	2,653	2,000

Table A5: Total No. of Likes and Likes in One Month (March 2012) (Graph: 5.3)

Company	Total Like	Total Like (Divided by 20)	Like in MAR 12
Accenture	110,078	5504	6,613
Ernst & Young LLP	86,525	4326	2,523
PWC	56,174	2809	5,351
McKinsey & Company	27,244	1362	1,384
BCG	21,550	1078	1,076
Deloitte	16,205	810	407
Booz Allen Hamilton	15,285	764	205
Bain & Company	8,004	400	442
Towers Watson	2,801	140	-
CEB	2,653	133	66

Table A6: Total Likes and Relating with External Pages (Graph: 5.9)

Company	Likes	Likes (Divided by 400)	Like to Other Pages
Accenture	110,078	275	16
Ernst & Young LLP	86,525	216	9
PWC	56,174	140	15
McKinsey & Company	27,244	68	11
BCG	21,550	54	49
Deloitte	16,205	41	0
Booz Allen Hamilton	15,285	38	82
Bain & Company	8,004	20	9
Towers Watson	2,801	7	2
CEB	2,653	7	3

Table A7: Photo Uploads in Pages (Combined) (Graph: 5.7)

Company	Likes	Likes (Divided by 1100)	Cover Photos	Profile Pictures	Album
Accenture	110,078	100	1	7	6
Ernst & Young LLP	86,525	79	1	20	14
PWC	56,174	51	1	1	5
McKinsey & Company	27,244	25	1	1	3
BCG	21,550	20	3	12	4
Deloitte	16,205	15	1	3	27
Booz Allen Hamilton	15,285	14	5	2	50
Bain & Company	8,004	7	2	10	13
Towers Watson	2,801	3	1	1	2
CEB	2,653	2	3	15	19

Table A8: No of Total Photos Uploaded in Pages (Graph: 5.6)

Company	Likes	Likes (Divided by 250)	Photo
Accenture	110,078	440	31
Ernst & Young LLP	86,525	346	544
PWC	56,174	225	15
McKinsey & Company	27,244	109	3
BCG	21,550	86	17
Deloitte	16,205	65	479
Booz Allen Hamilton	15,285	61	673
Bain & Company	8,004	32	192
Towers Watson	2,801	11	2
CEB	2,653	11	422

Table A9: Relationship with Company Age and No. of Likes (Graph: 5.5)

Company	Likes	Likes (Divided by 500)	Company Age
Accenture	110,078	220	23
Ernst & Young LLP	86,525	173	163
PWC	56,174	112	163
McKinsey & Company	27,244	54	86
BCG	21,550	43	49
Deloitte	16,205	32	12
Booz Allen Hamilton	15,285	31	98
Bain & Company	8,004	16	39
Towers Watson	2,801	6	78
CEB	2,653	5	33

Table A10: Relation with Likes and Interaction, 'People Talking About This' in March 2012 (Graph: 5.2)

Company	Likes	Total Like (Divided by 20)	People Talking About This
Accenture	110,078	5504	8,646
Ernst & Young LLP	86,525	4326	3,026
PWC	56,174	2809	2,307
McKinsey & Company	27,244	1362	1,589
BCG	21,550	1078	1,583
Deloitte	16,205	810	807
Booz Allen Hamilton	15,285	764	743
Bain & Company	8,004	400	596
Towers Watson	2,801	140	-
CEB	2,653	133	156

Table A11: Monthly Wall Posts by Company and Others (March 2012) (Graph: 5.8)

Company	Likes	Total Like (Divided by 800)	Posts by Company	Posts by Others
Accenture	110,078	138	17	0
Ernst & Young LLP	86,525	108	14	7
PWC	56,174	70	12	2
McKinsey & Company	27,244	34	3	3
BCG	21,550	27	13	0
Deloitte	16,205	20	17	0
Booz Allen Hamilton	15,285	19	19	5
Bain & Company	8,004	10	9	2
Towers Watson	2,801	4	46	2
CEB	2,653	3	3	1

Appendix B: Survey Questionnaire

Survey Questionnaire

Code			

Dear Respondent, I am a Graduate Student of AIUB (American International University-Bangladesh). I am doing this survey for my academic purpose. Your personal identity will not be disclosed. Thank you.

1. Do you have a Facebook account?
a) Yes   b) No

If 'Yes', then proceed or ignore this questionnaire

2. Gender -
a) Male   b) Female

3. Which age group are you in?
a) 20-23 Years   b) 24-27 Years   c) 28-31 Years   d) 32-35 Years   e) 35+ Years

4. Are you doing Business (it does not matter how small it is)?
a) I'm currently doing business b) I'll do it in near future c) I 'may' do business later d) Not interested

5. Your Profession –
a) Student (Only)   d) Part-Time Job   b) Full Time Job In Private Firm   c) Govt. Job   e) Business

6. Generally, how do you check your Facebook account? By – method mode
a) Mobile   b) Home PC   c) Office PC   d) University Lab   e) Friend or Other's PC

7. Generally when do you visit your Facebook account?
a) Early Morning (before 9 AM)   b) Day 9 AM – 5 PM   c) Night 6 PM – 10 PM   d) Late Night

8. Generally, how much time do you spend for browsing Facebook? Stay frequency time
a) 5 - 10 Min.   b) 11- 20 Min.   c) 21 - 30 Min.   d) 31 - 60 Min.   e) More Than 60 Min.

	More than once a day (a)	Once a day (b)	More than once a week (c)	Once a week (d)	Once a month (e)	Rarely (f)
9. How frequently do you check your Facebook account?						
10. How frequently do you check your requests sent by your friends (including Fan Page, Group, Event, Game, Application, Friend Request etc.)?						
11. How many times you visit Fan Pages that you liked before?						
12. How often do you click to Facebook Advertisements (generally showed in right side)?						
13. How often do you become a member (or click to 'Like' button) of a Fan Page?						
14. How often do you check the updates of you Fan Pages that you liked before (showed in News Feed)?						

15. Which areas do you visit/do most often (tick more than one if it requires)?

a) News Feed
b) Live Feed (Recent Updates)
c) Own Profile
d) Notifications
e) Facebook Mail
f) Photos
g) Posted Web Links

h) Videos
i) Fan Pages
j) Notes
k) Friend Requests
l) Event Invitations
m) Questions
n) Applications
o) Games

p) Marketplaces
q) Advertisements
r) Commenting in status, photo, video or post
s) If others please specify _____

16. If your friends invite you for something, which invitations do you ACCEPT more?
Please rate from 1 to 5. (5 is the most and 1 is the least). Possibility intention interest

Fan Page _____
Group _____
Event _____
Friend requests _____
Questions _____
Game _____
Application _____
If others please specify & rate _____

17. Rate (1 to 5) your likes which services/companies do you think should be promoted through Facebook Fan Page (5 is the most and 1 is the least)? Likely like agree interest

Website _____
Web Development Firm _____
Software Firm _____
Consultancy Firm _____
Advertisement Firm _____
Event Management Firm _____

18. Rate (1 to 5) your likes which services/companies do you think should be promoted through Facebook Advertisement (5 is the most and 1 is the least)?

Website _____
Web Development Firm _____
Software Firm _____
Consultancy Firm _____
Advertisement Firm _____
Event Management Firm _____

19. Facebook should be used for promoting commercial products/ services or used for business purposes - How much do you agree with that statement?

a) Strongly Agree   b) Agree   c) Neither Agree Nor Disagree   d) Disagree   e) Strongly Disagree

Thank you for your support.

Appendix C: Parameter Details of the Facebook Pages

Details of each parameters of the business consultancy firms' company Facebook Page & company information described in Chapter 5 from Table: 5.3 to Table: 5.12.

Major Topic	Sl.	Data Type	Detail Explanation
Basic	1	Company	Company Name
	2	Industry	Area of business the company provide consultancy service; like: Management, Finance, Accounting etc.
	3	Rank in 2012	Consulting Firm Rankings 2012, Vault Consulting 50. Vault.com is the source of employer and university rankings, ratings and reconnaissance for highly credentialed, in-demand candidates. Vault profiles, rankings and assessment tools deliver the insider perspective and career research candidates need to match successfully themselves to the best available career opportunities. Vault.com features profiles on over 4,500 employers, 4,000 universities and hundreds of industries and professions including law, finance, accounting and consulting.
	4	Head Quarter	The head office of the company.
	5	Established	The year the company started the operation.
	7	Employee	No of Employees working in the company. Collected from Wikipedia, LinkedIn and other websites.
	8	Web	The official website of the company.
Facebook Basic	9	FB Address	The Facebook Page of the company, from where the other related Facebook data has been collected about the company.
	10	Likes	Total number of Facebook Page Likes as recorded on 17 April 2012.
	11	Visible Tabs	Total number of Visible Tabs in the company's Facebook Page including 'Like' Tab.
Photo	12	Photo	Total number of photos uploaded by the company or the page admin. It doesn't include the Tagged photo, the photos uploaded by others.
	13	Photo Tagged	According to Facebook, Tagged has been defined as, "A tag links a person, page, or

			place to something you post, like a status update, photo, or an app activity. For example, you can tag a photo to say who's in the photo or post a status update and say who you're with. Tagging people, pages and places in your posts lets others know more about who you're with, what's on your mind and where you are.". So, this tab includes the number of photos tagged by general page members or fans.
	14	**Cover Photos**	Number of cover photos in the album 'Cover Photos'. Facebook defines, "Cover Photos as A cover is the larger photo at the top of your timeline, right above your profile picture. Note: Like your profile picture, cover images are public, which means anyone visiting your timeline will be able to see them."
	15	**Profile Pictures**	Number of profile photos in the album 'Profile Pictures'.
	16	**Album**	Number of uploaded photo Albums.
Other Tabs	17	**Videos**	Number of uploaded videos.
	18	**Events**	Whether the page use Event App or not.
	19	**Apps**	Number of Facebook Applications used in the page.
	20	**Like to Others**	How many other pages are liked by the Company Page itself. The company page can Like other brands' page just like a general member can do.
March 2012	21	**Posts by Company**	Number of wall posts posted on the page wall in March 2012 by the page admin.
	22	**Posts by Others**	Number of wall posts posted on the page wall in March 2012 by fans or page members.
	23	**Total Like**	Total number of Likes the page gained in March 2012.
	26	**Most Popular Age Group**	The largest age group of page users.

Appendix D: Curriculum Vitae

S. M. Benzir Ahmed

Address: Dhaka
Phone: 019 11 44 92 42
E-mail: friendshaon@yahoo.com | Web: www.shaon84.com

Primary Objective

For an Entry Level Marketing Job which relates with my '***Area of Interest***'

Career Objective

Play significant role in organizational development through assigned work driven by prior experience, knowledge, motivation and innovation.

Area of Interest: Marketing Research, E-Marketing, Internet Marketing, E-Branding, E-Business, Brand Development/Planning, Integrated Marketing Communication (IMC, Promotion), Business Development, Ethical Marketing, CSR & Strategic Marketing

Experience

Program Assistant (Intern), *Center for Development & Competitive Strategies (CDCS)*, Dhaka (January 2012 – Present)
Executive Business Development, Research & Operations, *Insight Business Consortium Limited*, Dhaka (September 2010 – March 2011)
Translator and Executive Assistant (Project Based), *Facilities Development Corporation*, USA (working for a project of '*Embassy of The United States*' in Dhaka) (July 2010 – August 2010)
English Teacher, Language Division, *UPDATE*, Dhaka (June 2010 – July 2010)

Education

Master of Business Administration (MBA)
Institution: American International University - Bangladesh, Dhaka
Major: Marketing | Passing Year 2012

Bachelor of Business Administration (BBA)
Institution: East-West University, Dhaka
Major: Marketing | Passing Year: 2009

Higher Secondary Certificate (HSC)
Institution: Dhaka City College, Dhaka
Group: Business Studies | Passing Year: 2003

Secondary School Certificate (SSC)
Institution: B. N. M. Rifles Public School and College, Dhaka
Group: Business Studies | Passing Year: 2001

Awards

Awarded Certificate of Appreciation as Leaving President of EWU English Conversation Club for outstanding performance (2009)
Anchoring Prize by EWU Debating Club in Inter Department Debating Championship 2006 (2006)
Awarded in Book Reading Competition by Bisshashahitta Kendro (2002)

Extra Curricular Activity, Social Work & Membership

President (2008-2009),
(Involved Since 2004)
East West University English Conversation Club, East West University, Dhaka
Joint Secretary (2009 - Present),
(Involved Since 2002)
Shuchona (a socio-cultural organization), Dhaka

Ex-Councilor
Bangladesh Council for Children Welfare, Topkhana Road, Dhaka

Ex-Councilor
Urban Community Development Project 5
(from Ministry of Social Welfare), Azimpur, Dhaka

Life Time Member,
Bangladesh Book Club, Dhaka

Conducted one workshop at *East West University, Dhaka* on "*How Interestingly Can You Introduce Yourself*" (4 November 2008)

Skills

Language
Proficiency at Reading, Speaking, Understanding and Writing in Bangla and English.
Good Presentation Skill in Both Bangla & English language

Certified English Proficiency: IELTS Test Score 6.5 (7 November 2009)
IELTS Score Detail: Speaking: 7.5, Listening 7.0, Reading: 6.5, Writing: 5.5

Debating Background: I was involved with EWU Debating Club during my university life. I participated in number of Bangla and English debate inside and outside my university.

Stage Acting & Anchoring Performance
I anchored in different stage programs in my university and different stages in Dhaka. I acted in different stage shows in Dhaka irregularly.

Computing
Operating System: MS-DOS, MS Windows (98, ME, XP)
Software Skill: MS-Office, Medium Grade Skill on Computer Data Management
Medium Grade IT Skill: SPSS, Macromedia Dreamweaver, HTML, SWiSH (Flash Software), Photoshop, ACD See (Photo Editing Tool), MS-Visual Basic, Windows Movie Maker

Hobby

Web Designing, Animation, Photography, Acting, Anchoring, Debating, Film Making, Music & Art

Summary of Job Skills & Key Qualifications

BBA & MBA (Continuing) Degree in Marketing, Planning & Management Skill, Process Innovator, Honest, Self Motivated, Smooth Presentation Skill, Proficient with Computing and Number of Software Packages

Biography

Father: Mr. A. K. M. Rafiqul Islam
Mother: Mrs. Mahsura Begum
Nationality: Bangladeshi

References

Will be provided on request