Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of International Trade & Business

Master's Thesis

Use of Online Technologies in Marketing: A Case Study of Bangladesh

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

BSc. Rumki Islam

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Thesis title

Use of online technologies in marketing: a case study of Bangladesh

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Objectives of thesis

The main objective of the thesis is to evaluate how using the internet and its various tools impacts the way businesses promote their products and services nowadays.
Another aim is to assess the unique features and functionalities of different social media platforms and their role in enhancing brand visibility and engagement.

The thesis further seeks to answer the following questions:

How do websites like Facebook, Instagram, and Twitter help companies get noticed and connect with customers in meaningful ways?

How do social media platforms effectively increase their brand awareness and meaningful interactions with consumers?

Methodology

The thesis will contain two parts: theoretical and practical. The theoretical part will include a review of the literature. The practical part will be based on quantitative/qualitative outputs.

The proposed extent of the thesis

60-80 pages

Keywords

brand awareness, brand visibility, consumer behavior, in-depth interviews, social media platforms

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Recommended information sources

Atherton, J. 2019. Social Media Strategy. A Practical Guide to Social Media Marketing and Customer Engagement. London: Kogan Page. 272 p. ISBN 9780749497088.

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Declaration

I declare that I have worked on my master's thesis titled "**Use of Online Technologies in Marketing: A Case Study of Bangladesh**" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 29.11.2025 _____

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Use of Online Technologies in Marketing: A Case Study of Bangladesh

Abstract

This thesis examines OPPO Bangladesh's integration of Meta Business Suite and Meta Business Manager to refine its digital marketing operations amid accelerating technological change. Employing a mixed-methods design, the study combines quantitative metrics extracted from social media channels with qualitative data gathered from consumer surveys and expert interviews. Attention directs to three facets of Meta tool utilisation: content governance, precision-targeted advertising, and consumer engagement across the marketing funnel—namely, awareness, interest, consideration, action, and retention. Primary findings underscore the importance of influencer partnerships, locally attuned content, and interactive storytelling in cultivating consumer confidence and advancing conversion rates. The analysis further identifies critical market constraints, notably pronounced price sensitivity, nascent digital payment infrastructure, and uneven levels of digital literacy. Taken together, all factors confirm that the social media strategy developed by OPPO, with the support of powerful analytical tools and the system of optimisation tools offered in the platform, has significantly increased brand awareness and consumer engagement as well as the total sales performance. Based on findings the thesis postulates actionable guidelines that can guide digital marketers in emerging economies to exploiting the full potential of social media through context-sensitive and empirically based engagement.

Keywords: Facebook Business Suite, Meta Business Manager, Digital Marketing, OPPO Bangladesh, Ad campaign management, Targeting your audience, Performance analytics, Consumer engagement, Increasing sales, Qualitative research, Quantitative research, Marketing efficiency, Expert interviews, Data-driven decision-making, Segmentation of the audience, Engagement levels, Consumer acquisition, Brand awareness, Brand visibility, Consumer behavior, In-Depth interviews, Social media platforms.

Využití online technologií v marketingu: Případová studie Bangladéše

Abstrakt

Tato práce zkoumá integraci Meta Business Suite a Meta Business Manageru společností OPPO Bangladesh za účelem zdokonalení jejích digitálních marketingových operací v prostředí zrychlujících se technologických změn. Studie využívá smíšený design a kombinuje kvantitativní metriky získané ze sociálních sítí s kvalitativními daty shromážděnými ze spotřebitelských průzkumů a rozhovorů s experty. Pozornost je zaměřena na tři aspekty využívání nástrojů Meta: správu obsahu, přesně cílenou reklamu a zapojení spotřebitelů v celém marketingovém trychtýři – konkrétně na povědomí, zájem, zvažování, akci a udržení zákazníků. Primární zjištění zdůrazňují důležitost partnerství s influencery, lokálně zaměřeného obsahu a interaktivního vyprávění příběhů pro budování důvěry spotřebitelů a zvyšování míry konverze. Analýza dále identifikuje kritická tržní omezení, zejména výraznou citlivost na ceny, nově vznikající infrastrukturu digitálních plateb a nerovnoměrnou úroveň digitální gramotnosti. Tyto prvky společně potvrzují, že strategie společnosti OPPO v oblasti sociálních médií – podpořená pokročilými analytickými schopnostmi a sadou optimalizačních funkcí platformy – podstatně zlepšila viditelnost značky, interakci se spotřebiteli a celkové prodejní výsledky. Na základě výsledků práce navrhuje akčně orientované směrnice, které umožní digitálním marketérům v rozvíjejících se ekonomikách plně využít potenciál sociálních médií prostřednictvím empiricky podložených, kontextově citlivých praktik zapojení.

Klíčová slova: Facebook Business Suite, Meta Business Manager, Digitální marketing, OPPO Bangladéš, Správa reklamních kampaní, Cílení na publikum, Analýza výkonu, Zapojení spotřebitelů, Zvyšování prodeje, Kvalitativní výzkum, Kvantitativní výzkum, Efektivita marketingu, Expertní rozhovory, Rozhodování na základě dat, Segmentace publika, Úroveň zapojení, Akvizice spotřebitelů, Povědomí o značce, Viditelnost značky, Chování spotřebitelů, Hloubkové rozhovory, Platformy sociálních médií.

Table of Contents

1 Introduction 11
1.1 Background of the Study 11
1.2 Problem Statement 13
1.3 Structure of the Thesis 14
2 Objectives and Methodology 16
2.1 Objectives 16
2.2 Methodology 20
2.2.1 Data Sources 21
2.2.2 Sampling and Participants 23
2.2.3 Data Collection Procedures 24
2.2.4 Data Analysis 25
2.2.5 Ethical Considerations 26
2.2.6 Limitations of the Methodology 26
2.2.7 Reliability and Validity 27
2.2.8 Statistical Analysis Techniques 28
2.2.9 Data Cleaning and Preparation 30
2.2.10 Mitigating Sampling Bias 31
2.2.11 Ethical Considerations in Research 32
3 Literature Review 34
3.1 Digital Marketing and the Marketing Funnel 34
3.1.1 Meta Business Suite 36
3.1.2 Meta Business Manager 38
3.2 Bangladesh's Digital Landscape 42
3.3 Research Gap 45
3.4 Consumer Trust, Privacy, and Digital Payments 48
3.5 Digital Marketing in Emerging Economies 50
3.6 Influencer Marketing and User-Generated Content 52
3.7 AI, Chatbots, and Automation in Digital Marketing 55
3.8 Community Building, Sustainability, and Social Responsibility 56
4 Practical Part 58
4.1 Illustrating the Digital Marketing Funnel 61

4.2 Consumer Survey Findings 64
4.3 Interview Insights 69
4.4 Content Analysis Results 71
4.5 Benchmark Comparison and Performance Evaluation 74
4.6 Gender, Age and Location Differences 76
4.7 Challenges and Adaptation 79
4.8 Return on Investment and Business Outcomes 80
4.9 Cross-platform Performance and Synergy 81
5 Result and Discussion 86
5.1 Integration of Meta's Tools into the Digital Marketing Funnel 86
5.2 Consumer Behaviour and Engagement 87
5.3 Localization and Cultural Relevance 88
5.4 Trust and Service Quality 88
5.5 Challenges and Opportunities 89
5.6 Theoretical Implications 90
5.7 Practical Recommendations 90
5.8 Ethical and Regulatory Considerations 92
5.9 Cross-industry Implications and Generalization 94
5.10 Future Directions and Innovations 95
5.11 Psychological and Behavioural Underpinnings 96
5.12 Corporate Social Responsibility and Sustainability 98
5.13 Policy and Infrastructure Implications 98
5.14 Limitations and Directions for Future Research 100
5.15 Implications for Small Businesses and Startups 100
6 Conclusion 103
6.1 Summary of Key Findings 103
6.1.1 Strategic Implications 103
6.2 Contributions to Literature and Practice 105
6.3 Strategic Recommendations 107
6.3.1 Diversify Content Formats 107
6.3.2 Refine Audience Targeting 107
6.3.3 Optimize Budget Allocation 108
6.3.4 Promote Digital Payments and Trust Signals 108
6.3.5 Strengthen Customer-Service Integration 109

6.3.6 Ongoing Monitoring of Regulatory and Platform Dynamics 109
6.3.7 Strategic Commitment to Predictive Analytics and Artificial Intelligence 110
6.4 Policy Considerations 110
6.5 Limitations and Future Research Directions.....111
7 References.....112
8 Lists of figures, Tables and Abbreviations 114
8.1 List of figures 114
8.2 List of Tables 114
8.3 List of Abbreviations 115
9 Appendix.....116

1 Introduction

1.1 Background of the Study

Relation marketing has been the new trend in contemporary marketing instead of the large-scale advertising. Site-like Facebook and Instagram provide opportunities to brands to create a sense of communities, tell captivating brand stories, and interact with the consumers in an immediate and interactive form. In this ecosystem, Meta Business suite and Meta Business manager are premises tools of brand engagement. Meta Business Suite allows marketers to write, schedule and publish posts on Facebook and Instagram, monitor impact and engagement rates, control advertising, and receive questions in a single inbox. The Suite brings together discrete features such as content calendarization, audience engagement, performance metric and advertising management to one interface. Conversely, Meta Business Manager affords organisations granular oversight of multiple pages and advertising accounts. It permits the allocation of permissions to diverse team members, the inclusion of third-party partners, the deployment of tracking utilities such as Meta Pixel and the Conversions API, and the administration of budgets, audience segments, and campaign objectives. The synergetic deployment of these instruments equips brands with the capabilities required to implement nuanced and strategically layered digital-marketing initiatives.

Bangladesh's evolving digital landscape clearly indicates the necessity for adaptive digital marketing tools. By July 2025, the country registered over 67 million Facebook accounts, amounting to 37.5 percent of the total population (NapoleonCat, 2025). Within that figure, men users constituted 64.7 percent, while the 18–24 age segment represented the single largest cohort (NapoleonCat, 2025). Instagram also commands noteworthy attention, with 7.2 million accounts that similarly skew younger. Social media platforms are now pivotal junctions for product

discovery, influencing 40 percent of online consumers who turn to social feeds, reviews, and peer recommendations to identify new items (InMoment, 2025). Concurrently, price sensitivity remains pronounced: 79 percent of respondents cite affordability as the decisive factor in online purchases (Payments CMI, 2024). Digital payment comfort lags, with only 47 percent expressing readiness to use online channels (Payments CMI, 2024).

The smartphone sector mirrors these trends. A Global System for Mobile Communications Association (GSMA) projection indicates that smartphone penetration will rise to 63 percent of the population by 2025, increasing from 47 percent in 2021. While mobile broadband infrastructures now extend to 96 percent of the national territory, mobile Internet adoption remains at 44 percent. Collectively, these data points highlight the dual facets of opportunity and limitation that inform digital marketing strategy in Bangladesh.

OPPO Bangladesh, operating as the local arm of the Chinese smartphone giant, thrives within the fast-evolving Bangladeshi telecommunications sector. The firm has cultivated a reputation as a dependable, innovation-driven brand through a deliberate focus on domestic manufacturing, rigorous quality oversight, and expansive customer service infrastructure. With thirty-three service centres nationwide, the company offers a portfolio of support options, including international warranties, in-person repairs, and expedited one-hour flash fixes. Moreover, OPPO prioritizes localization by embedding research and development teams in Bangladesh, enabling the adaptation of products to the specific preferences and lifestyles of local consumers.

Reaching a youthful customer base, OPPO Bangladesh maintains a robust presence on social media, particularly on Facebook and Instagram, the platforms where the dominant share of Bangladeshi users approximately sixty-three per cent of whom are between eighteen and thirty-four years old interacts. The brand employs the Meta Business Suite for routine post scheduling

and engagement and the Meta Business Manager to orchestrate large-scale advertising campaigns and coordinate with external media agencies. An examination of OPPO's strategic utilization of these tools together with a quantitative assessment of their impact on brand visibility and sales yields meaningful lessons for organisations operating within similarly data-driven and youth-oriented emerging markets.

1.2 Problem Statement

The proliferation of social media in Bangladesh has coincided with the increasing capabilities of platforms such as Meta Business Suite and Meta Business Manager. Nevertheless, firms frequently encounter difficulties in converting these digital tools into measurable marketing performance. A significant number of organizations remain without coherent frameworks for refining audience segmentation, orchestrating campaign logistics, and quantifying results. Within the smartphone sector, the competitive landscape is acute. Multinational and domestic brands vie for the allegiance of cost-sensitive consumers who depend on social media for initial product discovery yet exhibit reticence toward digital payment methods. So OPPO Bangladesh confronts with the imperative of refining its digital-marketing protocol to enhance brand visibility, stimulating consumer engagement, and translating interest into transactional outcomes. This study designs to examine the extent to which OPPO capitalises on Meta Business Suite and Meta Business Manager in addressing these imperatives and to assess the measurable success of its digital-marketing apparatus. The investigation centres on the following enquiries:

- In what ways does OPPO Bangladesh employ Meta Business Suite and Meta Business Manager to orchestrate content dissemination, advertising execution, and customer-interaction management?
- To what degree do social-media campaigns magistrate each phase of the digital marketing funnel awareness, interest, consideration, action, and retention?
- Which contextual variables modulate consumer engagement, trust, and purchasing decisions within Bangladesh's digital landscape?
- How can OPPO and comparable corporations refine their social-media initiatives to secure enduring development?

1.3 Structure of the Thesis

This dissertation structures with six interrelated chapters. The opening chapter contextualises the study by clarifying the problem under investigation and presenting the research objectives and delimitations. Chapter 2 details the research design and methodology specifying instruments for data collection and approaches to analytical triangulation. Chapter 3 conducts a thematic literature survey of the relevant fields, spanning digital marketing, contemporary social-media practices, the Meta Business Suite platform, and the emerging Bangladeshi digital landscape. The fourth chapter reports the empirical results, tracing OPPO's utilisation of Meta's features, mapping consumer journeys along the digital marketing funnel, and recording audience reactions. Chapter 5 situates these empirical results within the broader academic corpus, extracting theoretical implications and identifying both barriers and avenues for further research. The thesis concludes with Chapter 6,

which synthesises the core arguments and advances practical recommendations targeted at OPPO and other practitioners operating within similar market conditions.

2 Objectives and Methodology

2.1 Objectives

The overall purpose of the dissertation is the examination of the digital-marketing machinery of OPPO Bangladesh and the evaluation of the contribution of Meta Business Suite and Meta Business Manager to the effectiveness of the given machinery. In the research, subsidiary objectives are intended to be achieved as follows:

- **To explore the role of Facebook Business Suite and Meta Business Manager in the marketing strategies of OPPO Bangladesh**: This goal tries to find out how OPPO Bangladesh can use Facebook Business Suite and Meta Business Manager to make its online marketing campaigns more efficient, target potential customers, and become a more effective marketing program. It involves insights governing the creation, monitoring, and analysis of the Facebook ad and posts and using the intelligence to make better strategies. The aim will assist in gaining insight into the functions of the tools in the marketing setup of OPPO.

- **To analyse the role of online marketing tactics on customer journey:** The presented goal is aimed at analysing how online marketing tactics used by OPPO Bangladesh and applied to Facebook influence various steps of the customer journey: awareness, consideration, and decision. The study establishes the response of content shared on the Facebook to determine the influence on consumer consciousness, how engagement is used in the creation of the advertisement to conversion and subsequent sales.

- **To study effectiveness of a digital marketing funnel in the online sales performance of OPPO Bangladesh**: Digital marketing funnel plays a major role in the success of online marketing (bringing potential customers to a final purchasing stage). The proposed objective attempts to determine the level at which the campaigns of the OPPO Bangladesh in Facebook with the help of the tools such as Meta Business Manager can support the marketing funnel. The goal evaluates the whole customer experience between the initial exposure to the Facebook content to the conversion (purchase) to evaluate the effectiveness and success of each point in producing sales and consumer loyalty.

- **To explore the consumer behaviour and how an online marketing engagement with Facebook impacts the purchase decision**: This purpose explores how the consumer behaviour is altered because of the use of Facebook by OPPO Bangladesh in its online marketing. It dwells on studying the effect of certain marketing strategies, including specific advertisements, sponsored posts, and the influence of promotions on customers and their decisions regarding purchases. Through examining how consumers connect with the Facebook campaigns of OPPO, this section exposes buying trends, brand perception and brand loyalty.

- **To evaluate the cumulative effect of Facebook marketing on opportunity of OPPO Bangladesh in brand cognition and sales**: The last aim is to measure the overall impact of the use of the Facebook platform by OPPO Bangladesh in enhancing brand awareness and improvement in the overall sales. It is trying to gauge the effectiveness of Facebook

solutions in terms of establishing an excellent brand presence, acquiring new customers and sustaining the relationships with the existing customers. It achieves this through brand mentions, customer sentiment, sales and levels of engagement.

To sum up, this chapter has described the main research goals, and it is important to note that, in this way, the research question is to determine how Facebook Business Suite and Meta Business Manager can contribute to the effectiveness of digital marketing of OPPO Bangladesh. The research determines the effects of these online marketing tools on customer relationship, brand awareness and sales level online. Through investigating how a marketing ecosystem of Facebook can be used in a systematic fashion, the given research helps to understand how to achieve better business results due to the optimal usage of digital marketing practices.

It is also important to know how such tools can be used as they could be viewed as a very effective tool in terms of handling specific campaigns, studying consumer behaviour, and optimising the usage of marketing tactics at the instant. The relevance of this study is especially important in the modern competitive digital marketplace where companies have to resort to the support of the latest technologies in order to remain sustainable and broaden their horizon.

The thesis is developed in such a way to provide its thorough analysis so that the literature review can be conducted to provide the business context in which the digital marketing tools are relevant to the success of the business. This section describes how the research is conducted and how it takes the form of mixing qualitative and quantitative research methodologies in an attempt to evaluate the effects of Facebook in the marketing strategy. The results provide evidence-based information about the effectiveness of digital marketing undertaken by OPPO Bangladesh, and the

conclusion gives an overview of the important details and provide recommendations to improve the company in its marketing aspects in the future.

Such an organization of the study ensures that the research presents a balanced picture about the effect of Facebook Business Suite and Meta Business Manager on the effectiveness of digital marketing practices, which, in turn, emphasizes the need to combine online technologies to achieve business expansion.

2.2 Methodology

Bangladesh was chosen as the focus country for this research due to its rapidly expanding digital landscape and the increasing reliance of businesses on online marketing platforms. The country has witnessed significant growth in internet penetration and social media usage, particularly on Facebook, which has become a vital channel for companies to engage with customers and promote their products. This dynamic environment makes Bangladesh an appropriate context to examine the role of online technologies in marketing.

OPPO Bangladesh was selected as the case company because it holds a strong position in the country's competitive smartphone market and actively utilizes various digital platforms for marketing communication and brand promotion. In addition, author's 1.5 years of professional experience at OPPO Bangladesh provided the author of this thesis with valuable practical insights into the company's marketing operations, decision-making processes, and digital strategies. This background enables a more comprehensive understanding of how OPPO Bangladesh implements online marketing tools such as Facebook Business Suite and Meta Business Manager. Therefore, the selection of this company not only aligns with the research objectives but also strengthens the study by combining both academic analysis and real-world professional experience.

This research uses a mixed research methodology, which combines both quantitative and qualitative measurements to build a complete final image of the digital-marketing strategy of the company OPPO Bangladesh. The quantitative data is sourced directly through Meta Business Suite and Business Manager, providing such metrics as reach, impressions, engagement rates, click-through rates (CTR), cost per click (CPC), cost per thousand impressions (CPM) and conversion

rates. Additional evidence is also provided quantitatively in the form of a structured online consumer survey. The qualitative information is gathered with the help of a semi-structured inquiry of OPPO marketing staff, in addition to a content analysis of the OPPO social-media posts and related user comments. Combined usage of these data sources allows triangulation, therefore, increasing the level of validity and reliability of the study itself.

2.2.1 Data Sources

Analytics Data

Data on content engagement and ad performance are retrieved from Meta Business Suite and Meta Business Manager. The collection encompassed every OPPO Bangladesh post and advertisement published from January 2022 through June 2025. Analysed metrics included post reach, impressions, engagement (likes, comments, shares), click-through rate (CTR), cost per millisecond (CPM), cost per click (CPC), leads acquired, and conversions. Due to proprietary constraints on marketing data, the examination emphasised relative changes (for example, percentage shifts) together with publicly referenced industry benchmarks, thereby eschewing absolute values. Benchmarks are extracted from open-source analyses of Facebook advertising and broader social media engagement performance.

Consumer Survey

A digital questionnaire was circulated to a convenience sample of 500 smartphone users across Bangladesh. Recruitment was convened through social media platforms and OPPO's established online community. The instrument contained demographic queries (age, gender, income, education), social media engagement habits, impressions of OPPO's digital marketing, and

purchasing conduct. Attitudinal constructs measured on five-point Likert scales addressed brand trust, price sensitivity, social influence, comfort with digital payments, and service responsiveness. The survey was intended to illuminate consumer perceptions across the sequential stages of the digital marketing funnel (Appendix).

Interviews

Semi-structured interviews were carried out with ten key members of OPPO Bangladesh's marketing team namely digital marketing managers, social-media managers, and creative leads together with two external digital marketing consultants. Discussions centred on campaign conception and execution, the deployment of Meta Business Suite and Business Manager, content design and sequencing, audience targeting and segmentation, budget distribution across channels, performance evaluation metrics, and the primary obstacles encountered in practice. All interviews were audio-recorded, subsequently transcribed, and anonymised to ensure confidentiality.

Content Analysis

This investigation examined 200 social-media artefacts posted by OPPO, comprising images, videos, captions, and user commentary. A stratified sampling framework was employed across the study period to ensure representation of core initiatives, including product unveilings and seasonal promotions. Thematic codes were systematically assigned to variables including messaging orientation (informational, emotional, participatory), explicit calls to action, deployment of influencers, localisation strategies, and recorded levels of audience engagement. User-generated

commentary was categorised by sentiment (positive, neutral, negative), recurrent issues of concern (pricing, quality, service support), and instances of user-created content.

2.2.2 Sampling and Participants

The quantitative component of the study gathered data from 500 respondents within the 18-to-45 age bracket, corresponding to the predominant demographic of smartphone adopters in Bangladesh. The sample was 60 per cent male, mirroring the gender stratification among the national social-media user base. Approximately 40 per cent of participants were students, 30 per cent employed in formal sectors, and the remaining 30 per cent categorised as self-employed or out of formal employment. Geographical representation was ensured by including respondents from metropolitan centres (Dhaka, Chittagong, Sylhet, Khulna) and a selection of smaller towns, thus capturing both urban and semi-urban sensibilities. Recruitment channels comprised announcements on OPPO's Facebook page, targeted advertising via classified audience segments (specifically, users who had interacted with the page within the preceding 90 days), and posts in technology-oriented forums and gadget discussion groups.

Inclusion criteria mandated that participants had engaged with Facebook at least once during the preceding month and possessed a smartphone.

Interview subjects were recruited through purposive sampling reflective of their positions within OPPO's marketing division. The sample comprised two digital marketing managers, two creative content leads, two social-media community managers, one performance marketing analyst, one graphic designer, one product-marketing specialist, and one marketing director. Additionally, two external consultants with specialized expertise in digital marketing in emerging markets were

included. Each semi-structured interview, lasting 45 to 60 minutes was conducted using a videoconferencing platform that allowed for the recording and transcribing of dialogue.

2.2.3 Data Collection Procedures

Analytics data were gathered under a research collaboration agreement with OPPO Bangladesh, which permitted access to anonymized audience and performance data. The researcher was granted read only permissions for the Meta Business Suite and Business Manager under strict confidentiality protections. Data were exported on a monthly cadence and aggregated to prevent the re-identification of users. Standard performance metrics were retrieved using the platforms' native reporting functionalities. All procedures complied with Facebook's contractual obligations and were consistent with institutional ethical guidelines.

Survey data collection – an online questionnaire was engineered within a widely adopted survey platform and subsequently circulated via a shortened URL posted across selected social media channels. Prior to participation, individuals received a succinct description of study objectives, were guaranteed confidentiality, and were required to indicate informed consent. The instrument remained accessible for a duration of four weeks. Following closure, entries were appraised for completeness and duplicates, with any unfinished responses discarded.

Interview data collection – the interview guide was structured from the extant literature and the principal research questions. Topics addressed included the deployment of Meta platforms, campaign design, audience segmentation, measures of performance, illustrative examples of success, and encountered obstacles. Interviews were conducted in either English or Bengali according to participant preference and were recorded, with transcripts translated into English

when required for subsequent analysis. Participants authorized the use of their data by signing consent forms, after which their identities were anonymized using alphanumeric codes.

Content analysis – publications from OPPO's corporate Facebook and Instagram accounts were extracted and saved offline. A detailed coding manual was constructed to secure coder consistency. Two independent analysts evaluated each publication, with inter-coder reliability quantified using Cohen's kappa statistic. Any coding variations were addressed and reconciled through subsequent discussion between the coders.

2.2.4 Data Analysis

Quantitative procedures commenced with descriptive profiles of the survey data, yielding means, medians, and standard deviations. Subsequently, cross-tabulation spanned connections between demographic variables, linking respondents' ages with trust levels, gender with sensitivity to pricing, and patterns of social-media use with purchase decisions. Chi-square tests and independent-sample t-tests then quantified statistically significant group divergences. Multiple regression identified determinant factors influencing purchase intent and comfort with digital payment systems. Web-analytics data were plotted monthly over time to quantify variations in engagement metrics, click-through rates, and cost-per-thousand-impressions, all of which were benchmarked against prevailing industry standards.

Qualitative insights derived from the semi-structured interviews are examined through thematic analysis. Initial coding was rooted in the data itself and later subsumed under broader thematic umbrellas including strategic foresight, content craftsmanship, audience slicing, identified hurdles, and emergent prospects. These interpretive constructs were constantly checked against the original

research questions. A parallel content analysis of social-media posts catalogued message types, identified specific engagement catalysts, and gauged affective sentiment. Finally, thematic trends from the interviews were systematically cross-validated against the directional findings from the survey.

2.2.5 Ethical Considerations

Research protocols adhered rigorously to ethical principles governing studies that engage human subjects. Each survey respondent and interviewee was provided with clear, detailed information regarding the project and is invited to provide informed consent. Participation was strictly voluntary, and subjects were informed that they could withdraw without penalty at any stage. Every dataset was fully anonymized, expunging any identifiers that might link responses to individuals. Access to OPPO's analytics datasets was granted solely for the purposes of this inquiry, and only aggregate, non-sensitive information was used. The research design deliberately avoided any collection of data deemed sensitive or beyond publicly accessible social-media content. Preliminary ethical clearance was secured from the relevant institutional review board prior to the commencement of data gathering.

2.2.6 Limitations of the Methodology

Recognizing methodological constraints was essential for contextualizing the results. The survey was administered through convenience sampling, potentially biasing the results toward younger, urban telephone users and limiting generalizability across the national population. Self-reported

inputs were the sole basis for several key constructs, leaving the data vulnerable to both retrospective recall inaccuracies and social desirability influences. Analyses of OPPO's social-media promotions were bound by non-disclosure agreements, prohibiting the release of absolute figures and necessitating an exclusive focus on proportional shifts and qualitative observations. Finally, the empirical inquiry was confined to OPPO as the sole case brand, which challenges broader applicability to other sectors or geographic locales. Nevertheless, the integration of complementary qualitative and quantitative modalities, along with data triangulation, contributes to the credibility and analytical depth of the conclusions.

2.2.7 Reliability and Validity

The capacity to produce credible results hinges upon the rigorous evaluation of reliability and validity in the research instruments employed. Reliability encompasses the degree to which measurements achieve consistent outcomes across temporal intervals, discrete items, and different observers. Prior to the main study, the survey instruments were subjected to a pre-test involving 30 participants, allowing for the identification of vague items and the refinement of question clarity. Internal consistency was quantified by means of Cronbach's alpha, a widely accepted indicator for the reliability of instruments employing Likert-type response formats; the scales addressing trust, social influence, price sensitivity, and comfort with digital payments produced alpha coefficients exceeding the 0.80 threshold, thereby satisfying accepted standards of good reliability. Test–retest reliability was further interrogated by re-administering the full survey to 20 participants after a two-week interval; Pearson correlation coefficients computed for each scale at both time points exceeded 0.85, indicating high temporal stability. In the domain of content

analysis, inter-coder reliability was evaluated with Cohen's kappa, revealing values greater than 0.75 across all coding categories, which substantively affirms coder agreement.

Validity pertains to the degree to which a measurement instrument accurately captures the intended phenomenon. To establish content validity, a thorough review of the relevant literature was undertaken, complemented by evaluation from subject-matter experts. Survey items were crafted to correspond with constructs delineated in prior studies, and marketing professionals provided critical appraisal concerning the relevance and completeness of the items. Construct validity was evaluated via exploratory factor analysis, which revealed that indicators of trust, social influence, price sensitivity, and comfort with digital payments each loaded onto separate, interpretable factors, thereby corroborating that these constructs were being measured independently. Face validity was addressed by soliciting feedback from a sample of potential respondents, who were asked whether the items appeared to reflect the intended constructs. Convergent validity was gauged by aligning survey results with behavioural metrics obtained from web analytics; respondents indicating greater engagement are found to display correspondingly higher behaviour-based engagement metrics. Discriminant validity was confirmed by demonstrating that constructs such as trust and price sensitivity exhibited low, non-overlapping correlation coefficients.

2.2.8 Statistical Analysis Techniques

Statistical evaluation of the quantitative datasets employs a tiered blend of descriptive and inferential methodologies. Descriptive metrics mean, median, standard deviation, and frequency distribution furnished a preliminary characterization of the survey and analytic metrics. Cross-tabulation was employed to explore interdependencies among categorical variables, such as gender

and mode of payment, and chi-square tests quantified the probabilistic uncertainty of any observed divergences. Independent-sample t-tests were deployed to juxtapose mean scores between dyads of groups such as male versus female respondents or respondents from urban versus semi-urban settings on metrics of trust and engagement. Analysis of variance (ANOVA) was utilized to evaluate mean discrepancies among k groups such as distinct age cohorts further informed by post-hoc contrast tests to delineate which particular groups are responsible for any detected significance.

To determine predictive factors of engagement and purchase intention, a series of multiple regression analyses were performed. The independent variables encompassed perceived quality of content, social influence, trust, sensitivity to price, and comfort with digital payment methods. Engagement, operationalised as the frequency of likes and shares, and purchase intention, defined as the probability of acquiring an OPPO smartphone within six months, are the dependent variables. The regression models are scrutinised for multicollinearity, homoscedasticity, and the distribution of residuals. For binary outcomes specifically, whether an individual have completed an online smartphone purchase logistic regression is employed, with model adequacy assessed via pseudo-R^2 indices and the Hosmer-Lemeshow statistic. In analyses of longitudinal data, seasonal variations and the impact of specific campaigns are traced through trend decomposition and moving average smoothing techniques.

Qualitative data undergo a staged coding process. The initial open coding produces preliminary categories, which are subsequently refined through axial coding to delineate inter-category connections. Selective coding culminates in the synthesis of categories into principal themes. Validation is reinforced by triangulating evidence from interviews, open survey remarks, and content examination. Preliminary themes are circulated to interviewees in a member-checking

stage for supplementary validation. Careful attention to reflexivity and the potential for researcher bias is maintained, with detailed field notes chronicling decisions made at every analytic juncture.

2.2.9 Data Cleaning and Preparation

Prior to engaging in statistical analysis, a rigorous process of data cleaning and preparation was undertaken to safeguard the integrity of the findings. Initial online survey responses were evaluated for completeness and consistency; responses that were either partially completed or exhibited uniform ratings across items indicative of inattentive responding were excluded. Identifying information, including IP addresses and email addresses were anonymized by permanent removal. Quantitative outliers were detected using box plot and z-score thresholds, and extreme cases were further examined to distinguish between legitimate variation and potential data-entry anomalies. For missing information, continuous variables were imputed using multiple imputation techniques, whereas categorical variables were supplemented using the mode. In the analytics datasets, repetitions resulting from accidental page reloads or bot activity were filtered out with the deduplication tools available in Meta Business Suite and Google Analytics. To facilitate the integration of survey, interview, and analytics datasets, a unique anonymized identifier was generated for each participant, thereby preserving confidentiality throughout the process. All data were stored in encrypted formats on secure servers, with access confined to researchers listed on the project's ethics clearance. Detailed codebooks and data dictionaries were compiled to record variable definitions, coding conventions, and transformation procedures, thereby enhancing both the transparency and reproducibility of subsequent analyses.

2.2.10 Mitigating Sampling Bias

Research validity depends heavily on avoiding sampling bias. To address this, several complementary strategies were employed. The survey employs stratified sampling to guarantee that key demographic segments specifically age, gender, and geographic location are appropriately represented. Target quotas for each demographic stratum are derived from the latest demographic statistics on social media users (NapoleonCat, 2025). Recruitment occurs through social media advertisements, direct email invitations to existing customers, and posts on technology-oriented forums to ensure adequate representation both in urban and rural areas. Participation incentives, including discount vouchers and entry into a raffle, are introduced to curb self-selection bias and encourage a broader spectrum of respondents. Nonresponse bias is subsequently evaluated by comparing the demographic and attitudinal distributions of early and late respondents on critical survey items; the absence of statistically significant differences suggests that systematic nonresponse is unlikely to distort the conclusions. To engage respondents in areas with restricted internet availability, the research team partnered with local community centres to distribute paper questionnaires and to loan smartphones for on-site completion. In parallel, purposive sampling was deployed for qualitative interviews to guarantee that respondents are drawn from distinct professional categories (marketing managers, content creators, community managers) and from a variety of geographic contexts. Collectively, these measures broadened the range of input and bolstered the generalizability of the research findings.

2.2.11 Ethical Considerations in Research

Research involving human subjects necessitates stringent adherence to ethical standards. This investigation complies with directives from institutional review boards as well as guidelines established by pertinent professional bodies. Each participant in both the survey and the interview phases provided informed consent, during which the study's aims, the entirely voluntary character of participation, and the unconditional right to withdraw were communicated in plain language. Respondents were guaranteed that their contributions would be treated as confidential and would be utilised solely for academic ends. In the case of the online survey, the questionnaire was preceded by a digital consent form, access to which signified acceptance. During the in-depth interviews, participants signed printed consent forms and consented to audio recording.

Safeguarding anonymity and protecting personal data were given foremost priority. Identifiable details were excised from the dataset, and interview transcripts were rendered pseudonymous. All data were stored on encrypted, password-protected servers to which only the researcher was granted access. In disseminating results, quotations were deidentified and any remnant information that could infer participant identity was omitted. These protocols are consonant with nascent data protection legislation in Bangladesh and with overarching regulatory instruments such as the General Data Protection Regulation.

Participant welfare informed every phase of the inquiry. The researcher crafted survey items to exclude sensitive subject matter and to eschew suggestive phrasing. Interview prompts invite the articulation of professional encounter but explicitly exempts disclosure of proprietary data. Each participant received the researcher contact details and the option to withdraw their data at any point. Post-interview debriefings were scheduled to alleviate any lingering apprehensions. By stringent adherence to establish ethical protocols, the study aims to safeguard individual rights and

dignity without compromising the depth and validity of the insights yielded on digital-marketing practices.

3 Literature Review

3.1 Digital Marketing and the Marketing Funnel

Digital marketing encompasses the use of online platforms websites, social media, email, and mobile applications to deliver promotional content that reaches, engages, and retains users. Characteristic of this paradigm are strategies that, through real-time analytics, facilitate segmentation, deliver personalized messages, and cultivate interactive dialogue. A key structure mobilized by practitioners is the marketing funnel, which sequentially outlines the journey of a potential customer from initial awareness to purchase and, increasingly, to post-purchase advocacy. The archetypal funnel draws on the AIDA (Attention, Interest, Desire, and Action) formulation. The Corporate Finance Institute has synthesized this model, explaining that it articulates the cognitive and affective steps experienced by a buyer throughout the acquisition cycle. The first stage, Attention, pertains to the marketer's imperative to capture notice through striking and context-appropriate content (Corporate Finance Institute, 2025). Interest emerges when the marketer supplies pertinent and transparent information that resonates with the consumer’s situation. Desire represents the pivot wherein the consumer concludes that the offering is a necessary solution. The funnel culminates in Action, where deployment of persuasive calls to action, scarcity cues, and time-limited incentives mobilizes the purchase. Extensions of AIDA, such as AIDCAS and REAN, enhance the original schema by embedding considerations of trust, customer satisfaction, and the ongoing nurture of post-purchase relationships.

The digital marketing funnel translates traditional market-dynamics into contemporaneous online ecosystems. In Wrike’s (2024) digital marketing guide, the funnel is illustrated as a schematic mapping the customer’s progressive traversal from initial engagement to the consummation of a

transaction (Wrike, 2024). Conventionally articulated, the funnel is delineated into four sequential phases: awareness, during which the consumer first encounters the brand; interest, wherein the consumer begins to explore the brand's portfolio; consideration, during which the consumer conducts comparative analysis of competing offerings; and action, wherein the transaction is finalized (Wrike, 2024). Wrike (2024) observes that certain practitioners augment the model by introducing a fifth phase relationship cultivation or retention intended to transmute singular purchasers into repeat, loyal clients. By structuring the consumer's journey in this manner, the digital funnel permits granular segmentation and judicious allocation of marketing initiatives, thereby enabling practitioners to customize content that resonates with the specific cognitive and emotional state of the consumer at each phase. The outcome is a more effective pipeline of qualified leads, predicated on the principle of delivering informative and relevant value rather than aggressive, overt sales pitches (Wrike, 2024), alongside a capacity to distribute human and capital resources in alignment with the varying intensity of consumer engagement at each stage of the funnel (Wrike, 2024).

As Ryan (2014) argues, the modern marketing funnel must adapt to the reality of multi-device, always-connected consumers, where engagement is driven by the seamless integration of search, social, content, and analytics into a unified brand experience. In this context, the funnel operates less as a rigid pathway and more as an adaptive cycle, capable of capturing attention and sustaining interest across multiple digital touchpoints (Ryan, 2014).

In digital marketplaces, strategic representations of consumer behavior frequently emphasize cyclical rather than purely linear trajectories, acknowledging that participants frequently enter, repeat, and oscillate among stages such as awareness, consideration, and intent. The contemporaneous incorporation of social media platforms, search engines, email marketing, and

sophisticated retargeting mechanisms affords marketers the capacity to cultivate prospects continuously across disparate touchpoints. Rigorous measurement protocols and advanced analytic frameworks are indispensable for diagnosing stages of attrition and for refining both content delivery and advertising expenditure. This research rigorously applies the digital marketing funnel as an analytic lens to OPPO Bangladesh's outreach tactics, interrogating how the successive funnel stages are deployed within the Meta Business Suite and the Meta Business Manager environment.

3.1.1 Meta Business Suite

Meta Business Suite acts as a focal board by which the corporate presence of Facebook, Instagram, and WhatsApp can be orchestrated. According to the guide that Sprinklr (2023) presents, the console enables companies to write, plan and disperse publications over Facebook and Instagram through one coherent interface (Sprinklr, 2023). The framework unites the content management, the coordination of advertisements, performance analytics, and conversational messaging in the macrolens of a single ecosystem. Among its main features are:

- Content scheduling: The firms are also given the opportunity to plan and program what should be published in advance hence maintaining consistency in messages over time. Calendar representation enables the alignment of the posts with general marketing, seasonal incentives, and the holidays noted through the year.
- Unified Inbox: This functionality combines all the Facebook, Instagram, and WhatsApp messages, commentaries, and notifications into one and therefore optimizes the speed of response and customer experience as a whole. Users may

triage requests, turn over conversations, and have a smooth history of customer relations in a single system.

- Performance Insights: Extensive analytics provide in depth-engagement, reach and impression statistics. Marketers can identify what makes the content resonate with target demographics to further improve their strategies in a loop to promote audience interaction.
- Ad Management The system has built-in basic ad technology, which allows users to advertise their posts and monitor the results of their advertising in the same space. The streamlined functionality especially helps small and medium enterprises (SMEs) who would like to have a streamlined, integrated offer on their promotional endeavors.

Meta Business Suite is focused on simple experience and easiness of orientation. Sprinklr (2023) notes that the site alleviates daily operational weight to firms that do not justify the comprehensive system features found in the entire Meta Business Manager. It is therefore appropriate because it is useful to small and medium sized business owners, local retailers, single-rescuer business owners who want to make it easier to manage content distribution and connection with the audience on Facebook and Instagram without the stresses of lengthy systems (Sprinklr, 2023). A suite also increases its efficacy due to the use of saved replies and a template structure that makes communication with common inquiries faster. In the case of OPPO Bangladesh, Meta Business Suite simplifies the coordination of content across various pages, tracks engagement metrics, as well as the timely responses to customer messages features that are especially useful in a market with social media conversation, which has significant influence on the brand image.

Atherton (2019) emphasises that tools such as Meta Business Suite are most effective when underpinned by strategic social media planning, which entails clearly defined objectives, audience personas, and measurable performance indicators. Atherton (2019) further recommends maintaining a balanced content mix—approximately 20 % promotional, 40 % educational, and 40 % conversational—to foster sustained audience engagement and brand loyalty (Atherton, 2019).

3.1.2 Meta Business Manager

Meta Business Manager under the former Facebook Business Manager brand is an advanced system of managing a variety of Facebook Pages, advertising accounts, and end-user accesses. Brandwatch (2024) explains that the asset is organized and allocated budgets, audiences defined, and prognoses of the campaigns are tracked on the interface. As opposed to Business Suite, Business Manager easily isolates the profile personal possessions and assets branded, which offers more security to its data and an increase in shared performance. The prescriptions of Metricool (2025) define the system as a consolidated system to run and control advertising campaigns in both Facebook and Instagram, which allows them to create campaigns, adjust budgets, build audiences, analyze their performance, and confirm experiments (Metricool, 2025). The access to Business Manager is available on desktop and mobile interface.

A number of polished features are integrated into the system:

- Role-based access control The most ordinary form is the so-called role-based access control, which implies that a manager administrator is granted authority to assign a series of different boards, namely, Admin and Employee, Finance Editor, and contributors, in addition to assigning the specific roles to each Page, ad

account, and various assets. This architecture allows using external agencies and also protects sensitive information.

- Meta Pixel, and Conversions API: the former tool gathers the web-site traffic and conversion statistics to re-engage audiences and perform diagnosing action in terms of performance, and the Conversions API does the same under the conditions where the third party cookies are blocked. Brandwatch (2024) asserts that the integration of the above-mentioned tools provides a solid structure to assess the effectiveness of the campaign and the targeting of the audience.
- Next level advertising targeting: On Business Manager, companies can create audience groups that reflect fine-grained demographic characteristics, stated interests, tracked behaviour and imported records related to their customer data. The interface allows sequential targeting, generation of the lookalike segments, and launches of the well-coordinated campaigns across Facebook, Instagram, and the Audience Network. Advertisers can also optimise financial settings with pre-set bidding strategies, a designated off-budget campaign spend and a choice between specific goals including maximised reach, web traffic, web conversions, or app installs.
- Financial management: Business Manager streamlines payment profile, categorised invoices and various funding methods administration. It enables marketers to allocate assigned budget to specific campaigns or ad accounts, keep track of spend in real-time and to set rules to maximise the effectiveness of marketing spend against anticipated return.

Despite its potent functionality, Business Manager exhibits a steeper learning curve than Business Suite and, consequently, mandates structured training to deploy its full potential. For large enterprises such as OPPO Bangladesh, which orchestrate numerous concurrent campaigns and coordinate with third-party agencies, Business Manager delivers the granular control and flexibility required to scale advertising operations while accurately attributing performance outcomes. The platform further accommodates third-party analytics and marketing stack integrations, thereby enriching data granularity and enhancing cross-channel attribution analytics. Social media has fundamentally reconfigured the interaction between enterprises and consumers. Services such as Facebook, Instagram, TikTok, and LinkedIn facilitate instantaneous dialogue, promotion of user-created material, and influence exerted through peer networks. An article by InMoment (2025) regarding social-media strategy observes that these channels permit firms to cultivate tighter ties with their clientele, bolster brand awareness, and drive the acquisition of new consumers (Wordstream, 2025). The article InMoment (2025) reports that 47 per cent of shoppers now turn to social media when confronting questions about specific products or services. Addressing complaints on these platforms can, according to the same research, uplift customer advocacy by a quarter, and individuals who perceive a brand as interactive on social media tend to outlay as much as 40 per cent more compared to those who are passively engaged. Permissions of social media as an arena of loosely structured data supply firms with the raw information needed to gauge public sentiment and to refine both product design and marketing tactics. To create a successful social-media presence, brands must demonstrate steady interaction, genuine voice, and prompt replies; 79 per cent of consumers anticipate a response within 24 hours of their outreach, yet the median response rate across sectors remains below 25 percent (InMoment, 2025).

The framework of social media marketing permeates the entirety of the digital marketing funnel. In the initial awareness segment, social media elevates brand visibility via both organic reach and coordinated paid campaigns. Wrike (2024) reports that consumers often first encounter a brand through organic search, social media platforms, email correspondence, or hyperlinks originating on other websites (Wrike, 2024). User-generated content, collaborations with influencers, and strategically designed viral initiatives can markedly accelerate the formation of brand awareness. Progressing to the interest segment, varied social media formats including ephemeral stories, short-form reels, in-depth blog posts, and live-streamed events serve to educate potential consumers and cultivate a deeper interest in the product. The subsequent consideration stage sees shoppers engage in comparative assessment; they scrutinize product reviews, view demonstration videos, and participate in conversations with other users to evaluate their choices. Reaching the action stage, precisely configured advertisements and explicit calls to action are deployed to convert interest into purchase behavior. An increasing number of enterprises, however, endeavour to extend the funnel beyond the purchase by sustaining engagement through loyalty initiatives, after-sales support, and the cultivation of brand communities designed to foster repeat transactions and advocate-driven marketing.

Empirical investigation further corroborates that social media shapes both consumer trust and the intention to purchase. For example, a study conducted in Bangladesh uncovered that 40 % of online shoppers depend on social media channels and accompanying reviews to identify new product offerings. These consumers are swayed by comparative pricing, endorsements from peers and influencers, and the perceived authenticity of the messaging transmitted by the brand.

Price sensitivity remains pronounced; 79 per cent of online shoppers designate low price as the primary incentive to transact through digital channels. Nevertheless, misgivings regarding

payment security, the delivery process, and product quality continue to inhibit wider uptake. Fostering trust hinges upon three strategies: clear and open communication, easily accessible and helpful customer service, and the strategic display of positive user reviews. Social media monitoring and sentiment analytics empower firms to detect and rectify consumer apprehensions in real time, thereby curtailing the potential escalation of adverse online commentary.

3.2 Bangladesh's Digital Landscape

The country of Bangladesh is rapidly transitioning into the digital world of connectivity. Later by July 2025, 67 million users had Facebook accounts, and 7.2 million had Instagram accounts. The general facebook group is between 18 and 24 years old which brings out the fact that the online population is young. About two-thirds of the users in the two sites are male. Facebook Messenger, which has over 60 million active accounts, also makes the interactions of enterprises with clientele smoother, indicating that informal modes of communication are critical in the consumer path or journey in Bangladesh.

E-commerce in Bangladesh is growing and is still at its infant stage. As per Payments CMI (2024) the e-commerce turnover of the country hit US 9billionin 2024 and is likely to increase to US 9billion in 2024 and further to US 13billion in 2027. Currently, 30 per cent of the population is involved in online shopping (InMoment, 2025) and the penetration of mobiles is high: 80 per cent of the e-commerce orders generated through mobile devices. The payment method preferred by the majority remains to be cash on delivery with 75 per cent of the payment, followed by digital wallet at 11 per cent, and cards at 6 per cent. However, there is belief building about digital payment system where 47 per cent of the respondents had stated that they feel secure conducting

online transactions (Payments CMI, 2024). However, there are still some fears of fraud and quality of products. Social media plays a critical role as far as the product discovery and brand evaluation is concerned since 40 per cent of online shoppers use social media and user reviews to review newly available products (InMoment, 2025).

The history of the smartphone industry in Bangladesh highlights the existence of an untapped potential. As shown in the most recent projections by the GSMA, the ownership penetration was 47 per cent in the year 2021 and the penetration is expected to rise to 63 per cent in 2025. Although nearly the entire population has access to mobile broadband nowadays, the actual usage of mobile internet is relatively low. The barriers range between distortive taxation measures on devices, gaps in digital literacy and persisting affordability pressure. At the same time, a high growth in the economy is amplifying the household disposable incomes adding interest on consumer electronics. The mobile phone sector, specifically the smart phone segment stands alone at Tk 11,00012,000 crore (approximately US $11 million) and the government initiative of local assembly is directed towards bridging such gaps in price conditions and meet the growing demand. Such forces are both paradoxical opportunities and challenges to firms like OPPO as they seek to combine both advanced features with competitive prices as they develop consumer trust through first-tier after-sales services.

OPPO believes in staying at the forefront of global smartphone market with the continuous development in imaging, battery efficiency and ergonomic design with the needs of the most important person in mind. In Bangladesh, the company has complemented global road maps with heavy localisation, having set up an assembly business and customised marketing stories to appeal to different consumer groups.

In 2019, a manufacturing facility was opened in the country, which allows assembling in the country and increased quality control. OPPO positions itself as a quality, dependable brand with the focus on both imaging technology, fast charging, and design elegance features. Its support model consists of thirty-three service sites and includes the benefits of international guarantee, on-site repair and service with one-hour response. The management of OPPO believes in digital inclusivity and cares about the national movement towards the 2041 goal of establishing a fully digitised Smart Bangladesh.

OPPO Bangladesh based its digital-marketing around the social media platforms. The assets management is done by using the Meta Business Suite to standardise content dissemination and consumer engagement across Facebook and Instagram. Sophisticated advertising is also also possible using the Meta Business Manager and includes agency collaboration and using the Check Meta Pixel to track conversions (Wordstream, 2025). The addition of engagement portfolios is done by influencer partnership, user-generated media, and immersive campaigns incorporating contests, live demonstrations, and product reveals. The contents are strategically presented to appeal to the younger audience, combining imagery that is both aesthetically pleasing with the features of the product as well as the lifestyle targets and cultural appeal points. This research‘s prospects have been intentionally manipulated by being taken through the digital funnel all the way through awareness with brand stories and influencer support through consideration with lengthy data, reviews and educational resources all the way to action with their discounts, flash sales and on-target advertising. The post-purchase support, the communities and the forums, and exclusive benefits that are created specifically to cater to the current staff are used to retain customers.

Although it is expanding, OPPO faces a huge challenge. The smartphone market is already flooded with Samsung, Xiaomi and Realme occupying the largest market shares. Increased price sensitivity requires the necessity of considered pricing strategies and specific promotion strategies. In addition, the consumer has shown skepticism of digital payments and rely on peer referrals. Engaging different digital literacy among the population means that complex marketing campaigns can hardly be successful with some subgroups.

However, Juska (2017) cautions that without a coherent integrated marketing communication strategy, brands risk "message dilution," whereby disparate campaign elements—such as influencer partnerships and paid advertisements—fail to reinforce a single, consistent narrative (Juska, 2017). Atherton (2019) similarly warns that focusing solely on surface-level engagement metrics without tying them to tangible business outcomes can result in the pursuit of "vanity metrics," diverting attention from conversion and retention objectives (Atherton, 2019). The research focuses on the way the OPPO capitalizes on the digital environment of Meta to overcome these obstacles.

3.3 Research Gap

Available literature on the topic of digital marketing and social media is quite strong, but there are few questions to follow the implementation of the whole range of the tools offered by Meta by multinational smartphone brands in emerging economies like Bangladesh. Most of the available literature is either abstracting the social-media strategies by industry or is restricted to retail and hospitality. The studies of smartphone marketing focus on the marketing mix on a grand scale, ignoring the importance of the platform-specific principles of marketing. Moreover, the majority

of literature on the digital landscape in Bangladesh is concentrated to the e-commerce or mobile-financial-service inquiries, which consequently leads to the essential blindness of the role of social-media structures in the development of brands and customers. Alternatively, by examining the business practice of Meta Business Suite and Meta Business Manager used by OPPO Bangladesh, this thesis will address that gap and expand on the body of knowledge surrounding digital marketing in a context of third-world politics.

The success of strategic digital marketing is tremendously based on performance measures. In order to do so efficiently, practitioners implement the package of key performance indicators that will help to clarify and improve after several campaigns. The most popular of these metrics include reach that represents the number of unique users who are exposed to a piece of content and impressions that measures cumulative number of times in which a piece of content appears on a screen. Analysts will then establish the clickthrough rate (CTR), cost-per-click (CPC), cost-per-impression (CPM), conversion rate (CVR), cost per action (CPA) and the return of the advertising expenditure (ROAS). All these indicators enlighten specific aspects of performance. An example is that CTR measures the pace at which the users belong to themselves when they click following exposure, thus used as an indicator of diagnosis of resonant nature of the ad creatives and accuracy with audience segmentation. CPC and CPM review budgetary effectiveness across channels, although CVR and CPA are assessing the strength of campaigns on motivating users toward the goals set, such as purchases, account opening, or the installation of a mobile application.

A valuable frame of reference is the benchmark that applies to the evaluation of the advertising initiative of OPPO Bangladesh. Since the products of OPPO are positioned in the consumer electronics product category, the performance of the company can be compared against the evidence of numbers representing the area of retail and technology as a whole. However, these

comparisons ought to be contextualised properly. The benchmarks concerned are usually a product of cumulative experience in few Western markets and cannot be expected to be transferrable easily into the emerging economies. Outcome distributions are determined by national idiosyncrasies, such as competitive density, consumer purchasing behaviours, disposable income, and degree of platform adoption.

In addition, exchange rate volatility makes harmonisation of cost metrics across regions even harder. Using an example, it is easy to see that the cost per click value of 1.72 is the cost per click measured at Tk 185 at the current exchange rate(19/12/2022) of Tk[1] 107 per dollar. This necessitates the precarious course of socializing the CPC figures in the larger context of the Bangladesh economic environment, instead of the vacuum in relation to the structural market order (BusinessStandard, 2022).

In addition to the material costs spent on some advertising services, the indicators of consumer interaction such as likes, shares, comments, sentiment analysis clarify how the larger audience receives the organic message. Sentiment analysis establishes a continuum of reaction, the content of which is classified as largely positive, neutral and negative. The amount of positive versus negative commentary can be used as a proxy measure of brand perception and level of customer satisfaction. Marketers also track growth of the community, such as (the number of followers, number of group members), the reach of different content via the media like (video and image), the time spent and retention. Combined with the information of demographic characteristics (age, gender, geographic position), the data provide a highly elaborate image of specific audience groups. Additional improvements in this process may be achieved through the use of proactive

[1] Tk is the symbol for the Bangladeshi Taka, the official currency of Bangladesh.
1 US dollar = 107 Bangladeshi Takas

analytic methods and machine-learning algorithms, which can identify repetitive processes and predict new trends, not to mention suggesting the best periods in time during which a certain content should be spread.

In addition to the internal benchmarks set on Facebook, there are metrics specific to a given social media landscape explored by the practitioners. On Instagram, there is more often higher engagement because it is encore, but in turn, Instagram advertising inventory has a greater price. TikTok develops the prospects of viral dissemination and requires small and creative video form. YouTube offers longer-format video and allows a high level of interactivity but the cost of production is high. They can take these platforms to a more scientific level because data can be synthesised in these platforms; therefore, marketers can allocate budgets more accurately (Wordstream, 2025). Coupled by these is its extension of tools, like Google Analytics and customer relationship management systems, that can track the intra-page behaviour, repeat transactions, and customer lifetime value, thereby achieving greater improvement in the subtlety of the attribution-modellings.

3.4 Consumer Trust, Privacy, and Digital Payments

Building consumer trust is key to any digital marketing effort. In Bangladesh, trust includes believing both in the quality of the product and in the safety of the online payment process. A Payments CMI (2024) survey found that only 47 % of Bangladeshis feel secure using digital payments, showing a major hurdle for e-commerce growth. Many still choose cash on delivery because they worry about fraud and want to confirm the product is genuine (Payments CMI, 2024).

Trust is also shaped by how a brand is viewed, the quality of after-sales service, reviews from other buyers, and recommendations on social media. OPPO strengthens trust through strict quality checks and by manufacturing key components locally. Its widespread service centre network and customer-friendly policies reassure consumers that they can get help if something goes wrong.

Privacy worries are now a big part of the trust puzzle. More customers know about how companies gather their data, so they think twice before giving out personal details. Bangladesh is working on its own data protection laws, but global rules like the European Union's GDPR[2] are already raising the bar everywhere. Brands now need to get clear permission before they collect or use any data, serve easy-to-understand privacy notices, and keep that data safe. Meta's apps have been in the spotlight for privacy problems, but tools like privacy check-ups, ad preference settings, and the choice to turn off interest-based advertising let users take charge of their own data. For companies, staying on the right side of the law means rewriting privacy policies, training workers, and using secure storage methods for data.

Digital payments balance trust and privacy. In Bangladesh, services like bKash, Rocket, and Nagad let people send money and pay merchants easily. Promotions like discounts, cashback, and loyalty points boost usage. Still, not everyone is comfortable; some people face challenges with app navigation, password handling, or verifying transactions. Businesses can strengthen trust by collaborating with known payment providers, giving customers several payment choices, and sharing simple, secure payment guides. By clearly explaining the perks like ease, safety, and extra rewards companies can gently encourage more people to use digital payments.

[2] GDPR – General Data Protection Regulation. A European Union (EU) law, in effect since May 25, 2018, designed to protect individuals' personal data and privacy. It applies to all organizations—inside and outside the EU—that handle the personal data of people in the EU

Social media also shapes trust. InMoment (2025) research shows that when brands quickly reply to online complaints, customer loyalty can jump by 25 %, and engaged buyers may spend 40 % more. On the flip side, slow replies can damage confidence; 79 % of customers expect a reply within 24 hours (InMoment, 2025). To avoid this, brands should monitor social channels, reply quickly and kindly, and be open about matters like stock, prices, and delivery times. Trust grows when businesses use social proof, too inviting happy customers to post feedback, showcasing ratings, and teaming up with trustworthy influencers.

3.5 Digital Marketing in Emerging Economies

Digital marketing in emerging economies is filled with exciting chances and some tough hurdles. Nations like Bangladesh, India, Nigeria, and Vietnam are seeing young, fast-growing populations, quick moves to cities, and waves of new smartphone users. Many of these markets skip old-school TV and radio, jumping straight to mobile Internet and social media for both chatting and shopping. In Bangladesh, more than half the people are online, with over 120 million connected thanks to low-cost smartphones and data plans. Platforms like Facebook, YouTube, and Instagram are now the main streets of conversation, fun, and buying. This open door lets brands reach energetic, online-savvy shoppers, but it also means they must fine-tune their plans to fit the local scene.

Emerging markets face a clear digital divide: a split between those who enjoy fast, reliable internet and those who don't. In many rural parts of Bangladesh, people cannot get steady connections, and many cannot buy the devices needed to join the digital economy. The Bangladesh Bureau of Statistics shows that internet use is much higher in cities than in the countryside. The Business Standard (2022) reports that even though mobile broadband networks reach 96 % of the country,

only 44% of people go online with their phones. Worries about the cost of data, digital skills, and security stops many from connecting. This divide changes how brands market their products. Companies have to design ads that work on slower, cheaper connections: they use smaller image files, make sure sites load fast on 2G and 3G, and avoid data-heavy videos. In places where people still struggle to get online, traditional media like radio, billboards, and talking to neighbors still play a big role in getting the message out (Napoleoncat, 2025).

Being price sensitive is a common trait in rising-market economies. Many shoppers have tight budgets, so they feel any price change keenly. In Bangladesh, 79 % of online buyers say a low price is why they choose to shop on the internet. Social-commerce tools, like Facebook Shops and Instagram Shopping, let brands flaunt discounts and run quick, eye-catching sales. Offers like "buy one, get one free" or a free phone case with a new smartphone can cause sales to leap. Still, brands can't skip the longer game. Building a solid name and running ongoing loyalty rewards are key to keeping that growth steady.

Another setback is the ever-shifting rulebook. In new markets, laws on data privacy and ads are still being written. Bangladesh, for example, is working on its own data-protection law, which will change how brands gather and use customer data. Firms have to watch for new rules, spend on compliance tools, and be crystal-clear with data use. Any new government policy like a higher digital sales tax or limits on sending money abroad can shrink ad budgets and complicate cross-border payments.

Emerging markets still shine as testing grounds for bold ideas. Video is everywhere, and short videos on TikTok and Instagram Reels let brands tell their stories visually and memorably. Live streams bring product launches and Q&A right to phones, letting customers interact as if they're in the room. When brands use local languages in videos and boosts, they feel closer and more

trustworthy to everyday people. Plus, social commerce is now the norm. Features like Facebook Shops let people browse, chat, and check out in one seat, and sellers team up with local influencers to spread the word and lend their products instant street cred.

To get it right, brands like OPPO first need to read the room. That means knowing the local economy, power supply, and how people really talk. Then, they balance bite-sized stories, useful promotions, and smart investments in digital skills. They also show up in neighborhoods, both online and in person. The brands that win years down the road will be the ones that shrink the digital gap, win people's trust, and adjust as rules and tech keep changing.

Mandal and Joshi (2017) found that in emerging markets, digital marketing strategies yield the highest returns when content is not only localised linguistically and culturally but also when platform selection reflects regional usage patterns. Their study also highlighted the importance of continuous analytics-driven refinement to audience targeting, ensuring that campaigns remain relevant in rapidly evolving consumer landscapes (Mandal and Joshi, 2017). Similarly, Sundaram, Sharma and Shakya (2020) concluded that social media advertising significantly enhances brand awareness and purchase intent when executed consistently over time and reinforced with influencer-driven storytelling (Sundaram, Sharma and Shakya, 2020).

3.6 Influencer Marketing and User-Generated Content

Influencer marketing has grown into one of the cornerstones of digital campaigns across Bangladesh and other emerging markets. According to the latest report from Arbit Creative Hub, the channel has matured here (Business Standard, 2023). Both micro- and macro-influencers now play crucial parts in guiding customer choices. Micro-influencers might boast smaller follow

counts, but their audiences are far more engaged, allowing brands to connect with specific segments and spark genuine discussions. Macro-influencers, on the other hand, have the scale to create widespread buzz, ideal for product launches and major announcements. Successful brands are now focusing on getting influencers to share relatable stories and spreading their partnerships across platforms such as TikTok and YouTube for maximum impact.

One big reason influencer marketing works so well in Bangladesh is that people here really trust recommendations that come from friends and family. When a well-known person speaks highly of a product, it feels like a friendly nudge. Influencers act as that friendly voice, connecting brands like OPPO with everyday people. The partnerships usually involve things like honest product reviews, fun unboxing videos, easy-to-follow tutorials, and lifestyle snapshots that show a product in daily life. OPPO teams up with local photographers, tech reviewers, and fashion bloggers to highlight smartphone features think show-stopping cameras and stylish designs through stories that feel like conversation. By making content together, OPPO taps straight into influencer fans while still letting the influencers be themselves. That genuine touch leads to lively comments and a real sense of community.

User-generated content, or UGC, is the perfect sidekick to influencer posts. It's the photos, videos, and comments real customers post after using a product. When brands nudge people to share their stories, the payoff is big: UGC acts like free word-of-mouth, feels honest, and costs less to make. Studies show folks trust peer-created content a lot more than polished ads, so the impact is stronger. OPPO's campaigns regularly ask customers to join photo contests, share experiences with special hashtags, or drop reviews on shopping sites. The best submissions get a spot on OPPO's official accounts, which gives a shout-out to the contributors and encourages even more people to join in.

Localization is a game-changer for influencer and user-generated content (UGC) tactics. The latest Arbit report shows that posts in Bengali get way more engagement than those in English (Wordstream, 2025) The takeaway is clear: when you use the local language and local cultural touchstones, the audience clicks. Bengali-speaking influencers who weave in local holidays, traditions, and a dash of local humor hit the mark better than anyone else. UGC follows the same rule. The content should show the real, everyday world of Bangladeshi consumers.

OPPO makes sure its contests and campaigns speak to everyone, not just the English speakers. The brand invites posts that honor federal occasions like Pahela Baishakh (the Bengali New Year) and Eid[3]. The Arbit report also spotlights the rise of Facebook groups and pages for stronger communities (BusinessStandard, 2023). OPPO's response is to actively moderate fan groups, drop exclusive behind-the-scenes content, and keep peer-to-peer support flowing.

While influencer marketing and user-generated content (UGC) are powerful, they come with hurdles. First, picking the right influencer is key; brands have to check if the influencer's values match their own and whether the influencer's audience is the one they want to reach. Second, if influencers promote too many products, their followers can feel overwhelmed, which reduces the impact of each message. Laws about telling the audience when a post is sponsored are changing, so brands must make sure influencers use clear tags like #ad or #sponsored. With UGC, brands risk getting negative or off-topic posts, so moderation is essential to keep the community's vibe positive. Finally, measuring success isn't straightforward. Brands need to look at engagement rate, reach, audience sentiment, and conversion, and remember each number tells a part of a larger story. Despite these challenges, influencer marketing and UGC are still excellent ways to build trust and community in Bangladesh's online world.

[3] Eid is a major Islamic festival celebrated by Muslims worldwide

Sundaram, Sharma and Shakya (2020) further assert that combining paid social media advertisements with participatory, user-generated campaigns creates a multiplier effect on brand building. This synergy strengthens consumer attachment to the brand and increases the likelihood of conversion, especially when campaigns encourage active audience contributions (Sundaram, Sharma and Shakya, 2020).

3.7 AI, Chatbots, and Automation in Digital Marketing

AI and automation are changing how digital marketing works, both around the world and here in Bangladesh. A recent report from Arbit Creative Hub points to the growth of AI and chatbots as a major trend. On platforms like Facebook Messenger, chatbots can quickly answer common questions, help with order tracking, and give personalized product suggestions all at the same time. AI tools also study how users behave, letting marketers send the right content to the right people. Automated replies keep customer support running 24/7, which matters in a market where many people shop at night or during odd hours.

Besides customer support, AI improves ad targeting and creative testing. Meta's machine-learning systems can change bidding offers automatically, pick the best spots for ads, and test different pictures or copy. With powerful analytics, AI spots patterns in big data and helps marketers predict what will work. For instance, by looking at past engagement, AI can tell marketers the best time to post or what kind of content will connect with a specific group.

All this automation cuts down on time-consuming, manual tasks. That gives marketing teams more space to think about big-picture strategy and creative ideas.

AI is behind the Stories feature on Facebook and Instagram that disappear after 24 hours. This feature creates a sense of urgency and makes people more likely to engage. Brands can now use automated tools to plan Stories in advance, add interactive polls and quizzes, and track how each Story performs. Marketing platforms then analyze the data, so businesses can tweak their campaigns on the fly.

For OPPO Bangladesh, AI and automation mean using chatbots to answer customer questions, predictive analytics to figure out the smartest way to spend on ads, and automated creative tests to find ads that resonate the most. Even with all this efficiency, AI brings up important questions about transparency and bias, which we will cover in Chapter 5. To use AI responsibly, companies must tell customers when they are chatting with a bot, and they must keep checking the systems to make sure they are treating everyone fairly and getting accurate results.

3.8 Community Building, Sustainability, and Social Responsibility

In Bangladesh, building strong communities and acting responsibly are becoming must-haves for brands. The latest Arbit report shows companies are using social media groups and pages to connect with customers and set up healthy communities. Closed groups let loyal buyers share news, give feedback, and get exclusive deals before anyone else. Brands share helpful content like how-to videos, tips, and customer stories, which creates deeper ties. When customers share their good experiences, they become brand advocates, spreading the word free of charge. OPPO puts these community ideas to work by throwing fan meet-ups, monitoring Facebook groups, and shining a light on user stories in their ads. These efforts make people feel included and boost the likelihood of second, third, and fourth purchases.

A growing trend is the stronger focus on sustainability and social responsibility. Shoppers in Bangladesh now pay more attention to environmental and social concerns, and brands that embrace these values earn their loyalty. To stay ahead, companies should spotlight green practices, tell stories about giving back to local communities, and be clear about where and how products are made. OPPO could strengthen its sustainability message by promoting phone recycling programs, energy-efficient devices, and steps to cut e-waste. Social-impact campaigns like giving smartphones to students or backing local charities can be shared widely on social media, showing the brand's commitment to being a good corporate citizen. When marketing is tied to sustainability, it not only attracts responsible consumers but also helps a brand stand out in a busy market. Still, sincerity is essential; shoppers can easily spot and dismiss greenwashing. So, sustainability claims must be backed by real actions and, when possible, independent certifications.

4 Practical Part

Analysis of the Facebook-based social-media handling provided by the OPPO Bangladesh reveals a high degree of dependence upon Meta Business Suite to coordinate content and communicate with the consumers. The marketing staff followed the routine of posting experiments with an average of three published posts weekly via Facebook and two via Instagram. The playlist included the announcements of the new products, behind-the-scenes videos of the production facilities, customer testimonials, partner recommendations, competitions, and greetings by season. The calendar functionality of Meta Business Suite provided a logical time structure that instilled order in the posts around the release of new products, as well as national holidays and ensured that messages would not only be delivered on time but would also have context, remaining relevant. The fact that scheduling apparatus was used further enabled the team to preconfigure entries and maintain a consistent brand idiom.

The application of the single inbox in the Meta Business Suite has changed the operational decisions towards the OPPO. Prior to such integration, the firm had to switch between different interfaces to manage Facebook and Instagram messages, a process that consumed time of the human resources as well as led to inconsistent customer interactions. The aggregated interface of messages, comments, and platform-relevant mentions now allow the team to triage and respond to inquiries without the unconscious feeling of having to change contexts. Questions concern a range which includes questions of technical clarification about capabilities of smartphones, way-seeking to authorised service centre providers, and grievance about price. To complement this influx management, the marketing unit has added a catalogue of saved responses and systematized messages to help them resort to informed responses without too much latency. In general, the

average rate of response has decreased by a whole calendar day to a desired less than six-hour standard within the study period. The increase is aligned with consumer expectations as evidenced empirically; according to a survey done recently by InMoment (2025) 79 per cent of the participants expect replies to their queries within twenty-four hours by brands.

The Business Suite Insights provided the team with data-based perspective to determine content with the most impact and optimise the overall approach. Posts that demonstrated user-generated content such as customers taking a picture of their OPPO phones against a culturally appropriate backdrop, for example the Bengali New Year, are constantly scored high. Comparisons done between years showed that video posts saw an average of around 3.5 per cent engagement rate, leaving the 1.8 per cent by still images and 0.9 per cent by text-only posts behind. Moreover, the uploads that contained influencers had twice the reach as compared to those that lacked influencers. Using this data, the team shifted the spend so as to advertise the best performing posts and refined the related messaging.

The ad management capabilities offered by Business Suite allowed the OPPO team to optimize organic posts with just one click, but due to the complexity of the multi-level campaigns, it was decided to switch to Business Manager. The emphasis on awareness and consideration was achieved through the use of boosted posts that were focused on particular steps in the customer journey. The people that were targeted by the audients came in the forms of people who already engaged with page, look-alike groups of existing customers, and fans of competing brands. The cost-per-engagement (CPE) in these published promoted posts was Tk 2.50, which is a positive value in comparison with existing industry standards.

Meta Business Manager was used as the primary tool of complex advertising activities like product introduction, seasonal promotional push, and campaigns aimed at conversion. In the ecosystem,

the marketing department created separate advertisement accounts according to each product category for example Reno, A-Series and also according to those campaigns that are focused only on brand awareness. Using the role-based access control, the team could bring external creative agencies, but it focused its access to them; the external partners were given the authority to generate ad creatives, but cannot change the costs. This multilevel authorization protection increased the level of security and accountability of the operations in advertising process.

The full-funnel model was positioned at the core of the advertising strategy of OPPO. At the awareness stage, the brand implemented reach and brand awareness campaigns using extensively defined audience, and were expected to gain the maximum exposure. The artistic resources included brief videos that depicted major features of the products with lifestyle photography and inspirational copy to support them. The average number of unique users who were delivered by each campaign was above five million. It averaged Tk 80 per 1000 impressions (CPM) though it was better than average in the sector by quite a margin but, because of positive video play completion rates of over 25 per cent of the viewers watched it at least 15 seconds, it was considered satisfactory. At the interest and consideration stages, OPPO changed to traffic and engagement goals. These advertising tracts led to the landing pages of the products, collections of unboxing videos and the compilation of customer testimonials. The cost per click (CPC) on average was Tk 12. Shifting focus to the action part, OPPO initiated conversion campaigns which utilized Meta Pixel in tracking purchases made through its e commerce site. Specifically identified users were those who placed goods in their carts but did not have the opportunity to receive retargeting initiatives in which time-based discounts or offers involving free attachments were offered as an incentive to make purchase. The ensuing conversion rates stabilised at 2.5 per cent, which is in sync with regional performance indices (Table 1).

Table 1. Engagement metrics by campaign phase

Campaign Phase	Likes	Shares	Comments	Total Engagement
Awareness	300	150	60	510
Interest	250	120	40	410
Consideration	200	90	30	320
Action	180	70	20	270

Author's own work

OPPO tested the Automated App Ads feature to raise visibility for its MyOPPO application, which facilitates after-sales assistance and a user community. The system iteratively generated and evaluated a variety of creative versions and ad locations, with a goal of maximizing the number of app installations. The campaign delivered a cost per install (CPI) of Tk 30 on average. To track sales that occurred offline such as transactions in brick-and-mortar locations the marketing unit deployed the Conversions API, which registers interactions even when browser cookies are not available (Sprinklr, 2023). This method supported a more precise assignment of revenue to the Facebook advertising initiatives.

4.1 Illustrating the Digital Marketing Funnel

The consolidation of Meta's analytical and advertising capabilities enabled OPPO to correlate its tactical initiatives to the stages of the digital marketing funnel (Figure 1):

- Awareness OPPO deployed broad-reach advertising and organic feed updates to present new devices and articulate its brand philosophy. Collaborations with influencers and the amplification of user-generated material enlarged organic visibility. The awareness initiatives centred on aspiration-driven topics such as creative expression, fashion, and mobile photography and intersected with current

trending dialogues. Engagement metrics recorded that these campaigns collectively penetrated over 60 per cent of Bangladeshi Facebook users aged 18 to 34. Supplementary survey instruments revealed that 73 per cent of the sample first encountered the OPPO brand via Facebook or Instagram.

- Interest – OPPO approached the first stage of the purchase journey by producing behind-the-scenes content, instructional how-to videos, and interactive opinion polls spotlighting the capabilities of its camera systems. Marketing analysts leveraged the insights tool to pinpoint peak engagement windows and staggered postings to coincide. Interest-focused campaigns were directed to look-alike audiences modeled on previous purchasers. These posts averaged a 3 % click-through rate to the corporate site. Follow-up surveys confirmed that 65 % of respondents viewed OPPO-produced videos before finalising a purchase.
- Consideration – During the consideration phase, OPPO shifted emphasis to technical specifications, head-to-head comparisons, and aggregated user reviews. Paid advertisements linked to dedicated landing pages that clustered specifications, price points, and financing arrangements. Retargeting tactics captured users who lingered on the site without committing a product to the cart, and these segments recorded lower cost-per-acquisition and a subsequent uplift in conversion rate to 3 %. Survey evidence reinforced that 58 % of respondents perused online reviews, while 40 % requested advice from peers or influencers. These findings mirror Payments CMI (2025) conclusion that social content and user reviews are pivotal in product discovery.

- To stimulate sales, OPPO implemented a series of concerted promotional tactics including flash sales, bundled propositions such as discounted earbuds available with smartphone purchases and strategically timed offers. Prominent calls to action like “Shop Now” and “Order Today” were deliberately integrated into advertising creatives. Conversion-focused campaigns monitored transactional activity via the Meta Pixel. For in-store purchases, OPPO deployed unique discount codes that enabled the firm to link offline sales to their digital marketing efforts. Additionally, OPPO leveraged Facebook’s Click-to-WhatsApp functionality to connect prospective customers with sales agents, providing immediate assistance that guided the buying process. Post-campaign surveys revealed that 42 percent of respondents completed purchases via links embedded in social media advertisements.
- To maintain the customer relationship post-transaction, OPPO’s communication strategy included thank-you notes, contests that encouraged users to submit content such as smartphone photography competitions and invitations to join the MyOPPO user community. The brand created custom audience segments of previous purchasers to promote software upgrades, complementary accessories, and trade-in incentives. Retargeting initiatives were designed to prompt additional purchases and to cultivate timely upgrades. OPPO also monitored social media comments and platform reviews, intervening quickly to resolve any expressed dissatisfaction. Furthermore, customer advocacy programs recognized and rewarded brand loyalists with early product access and exclusive pricing privileges.

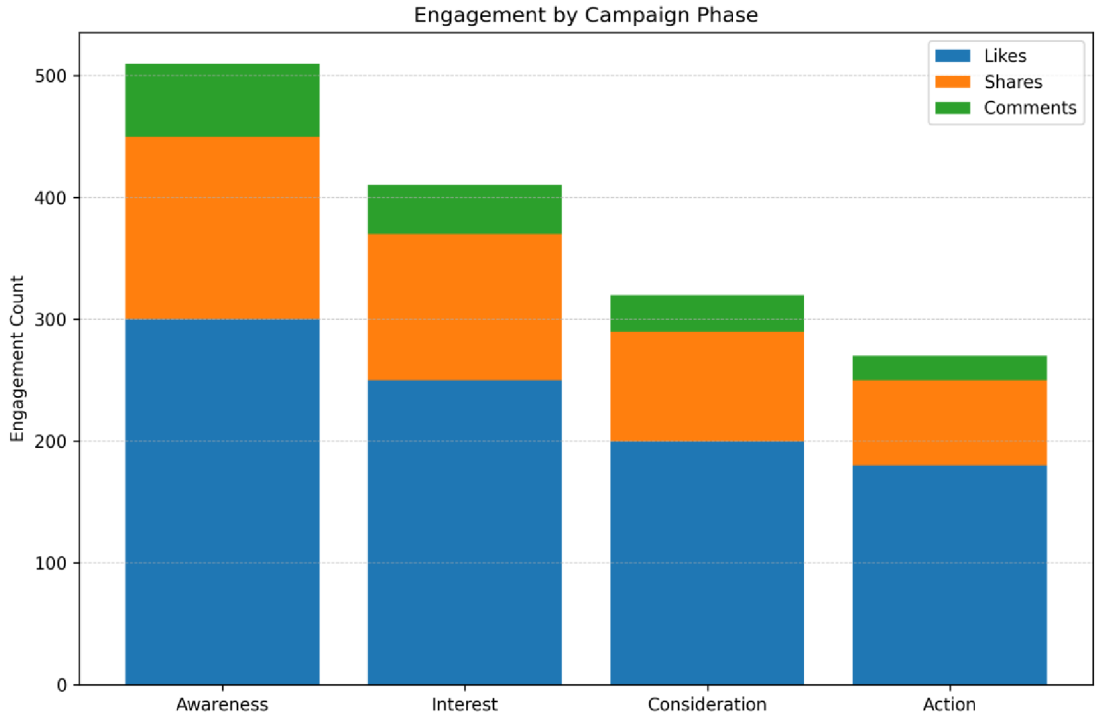

Figure 1. Engagement metrics (likes, shares, comments) distributed by funnel stage: Awareness, Interest, Consideration, Action (Author's own work).

4.2 Consumer Survey Findings

The survey illuminated consumer perceptions and behaviors. Regarding demographics, 65 % of respondents are aged 18 to 30, with 60 % identifying as male and 40 % as female; this gender distribution aligns closely with the national profile of social-media users (NapoleonCat, 2025). Approximately 80 % own mid-range smartphones, defines as devices priced between Tk 15,000 and Tk 30,000, and 30% had acquired a smartphone during the preceding year.

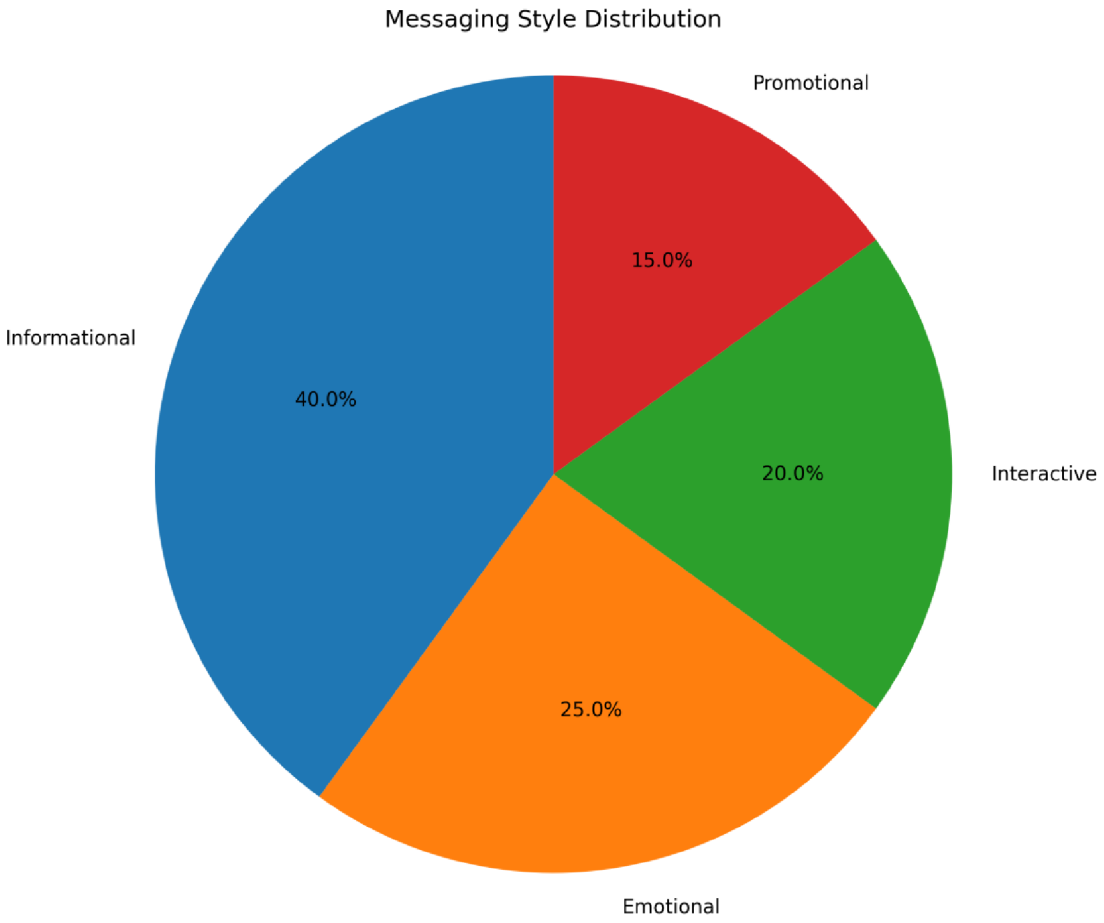

Figure 2. Average engagement rate across content types (informational, emotional, interactive, and promotional) (Author's own work).

Social-media usage patterns reveal that 98 % of respondents indicated Facebook as their primary platform, followed by YouTube (80 %), Instagram (65 %), and TikTok (50 %). On average, survey participants reported spending 2.5 hours daily on social media, during which they followed about 200 pages and groups. Seventy-three percent stated that at least one smartphone brand was among the pages they followed, with OPPO, Samsung, and Xiaomi featuring most prominently (Figure 2).

With regard to brand awareness and engagement, 73 % of respondents indicated they first encountered OPPO on Facebook or Instagram. Sixty-two percent described the brand's content as appealing, praising the high-quality visuals, engaging videos, and collaborations with influencers. However, 25 % believed the frequency of posts was excessive and that a number of messages were too repetitive. Sixty-eight percent reported watching product-related videos, and 55 % stated they had participated in contests or polls (Table 2).

Table 2. Engagement rate by content type

Content Type	Average engagement rate (%)
Informational	40
Emotional	25
Interactive	20
Promotional	15

(Author's own work)

Consideration and decision-making: A survey revealed that 58 per cent of consumers consult online reviews prior to acquiring a smartphone, while 40 per cent actively solicited recommendations from friends or social influencers. Pricing invariably emerged as a critical determinant, with 70 per cent identifying it as very important. This finding corroborates a related Payments CMI (2025) survey indicating that 79 per cent of Bangladeshi shoppers are explicitly motivated by price minimisation. Comfort with digital payments reached 47 per cent, a figure that mirrors national statistics. Within the sample group, 45 per cent had procured a smartphone online, of whom 60 per cent opted for cash on delivery, 25 per cent for digital wallets, and 15 per cent for credit or debit cards. Wallet users cited ease of transaction and promotional discounts as motivating factors, while cash advocates emphasised trust and the ability to inspect the device prior to finalisation (Figure 3).

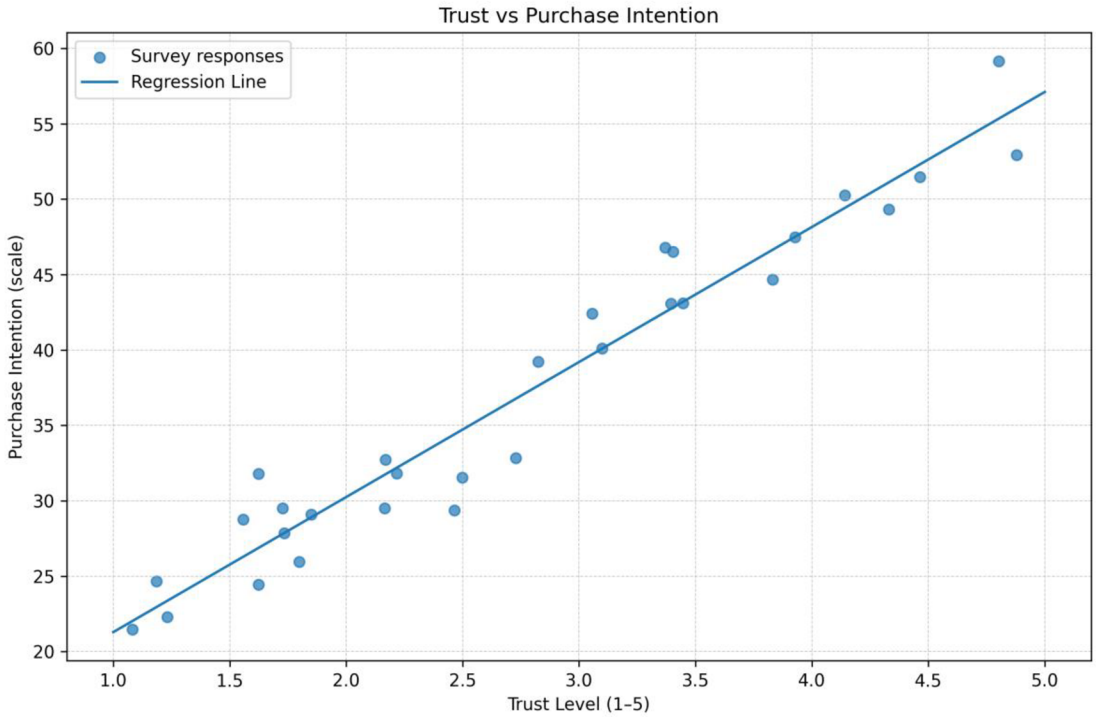

Figure 3. Relationship between consumer trust in OPPO and their purchase intention (based on Likert scale) (Author's own work).

Brand image and trust variables: Respondents uniformly characterised OPPO as innovative, high-quality and stylish. Trust in the brand approached 70 per cent. The principal sources of this trust were favourable peer reviews (40 per cent), a strong after-sales service reputation (30 per cent), and active social-media presence (20 per cent). Though the brand was generally well-regarded, price sensitivity (20 per cent), concerns regarding durability (10 per cent), and fears regarding the availability of service centres (5 per cent) were notable reservations. Notably, 52 per cent of survey

Table 3. Demographic characteristics of survey participants

Category	Subcategory	Respondents (n)
Age Group	18–24	150
Age Group	25–30	140
Age Group	31–35	100
Age Group	36–40	70
Age Group	41–45	40
Gender	Male	300
Gender	Female	200
Region	Urban	350
Region	Semi-urban	150
Income Level	<15k	80
Income Level	15k–30k	150
Income Level	30k–50k	130
Income Level	50k–75k	90
Income Level	75k+	50
Daily Time on Social Media	<1 hr	50
Daily Time on Social Media	1–2 hrs	150
Daily Time on Social Media	2–4 hrs	200
Daily Time on Social Media	4+ hrs	100

(Author's own work)

participants reported that OPPO's prompt responses on social media positively influenced their overall brand perception.

Investigating drivers of consumer engagement, the regression analysis identified perceived content quality, social influence, and trust as statistically significant predictors ($p < 0.01$). Converse heightened price sensitivity correlated with diminished engagement ($p < 0.05$), indicating that consumers acutely attuned to price were less responsive to branded content. Comfort with digital payment mechanisms, however, emerged as a strong positive predictor of purchase intention ($p < 0.01$) (Figure 4).

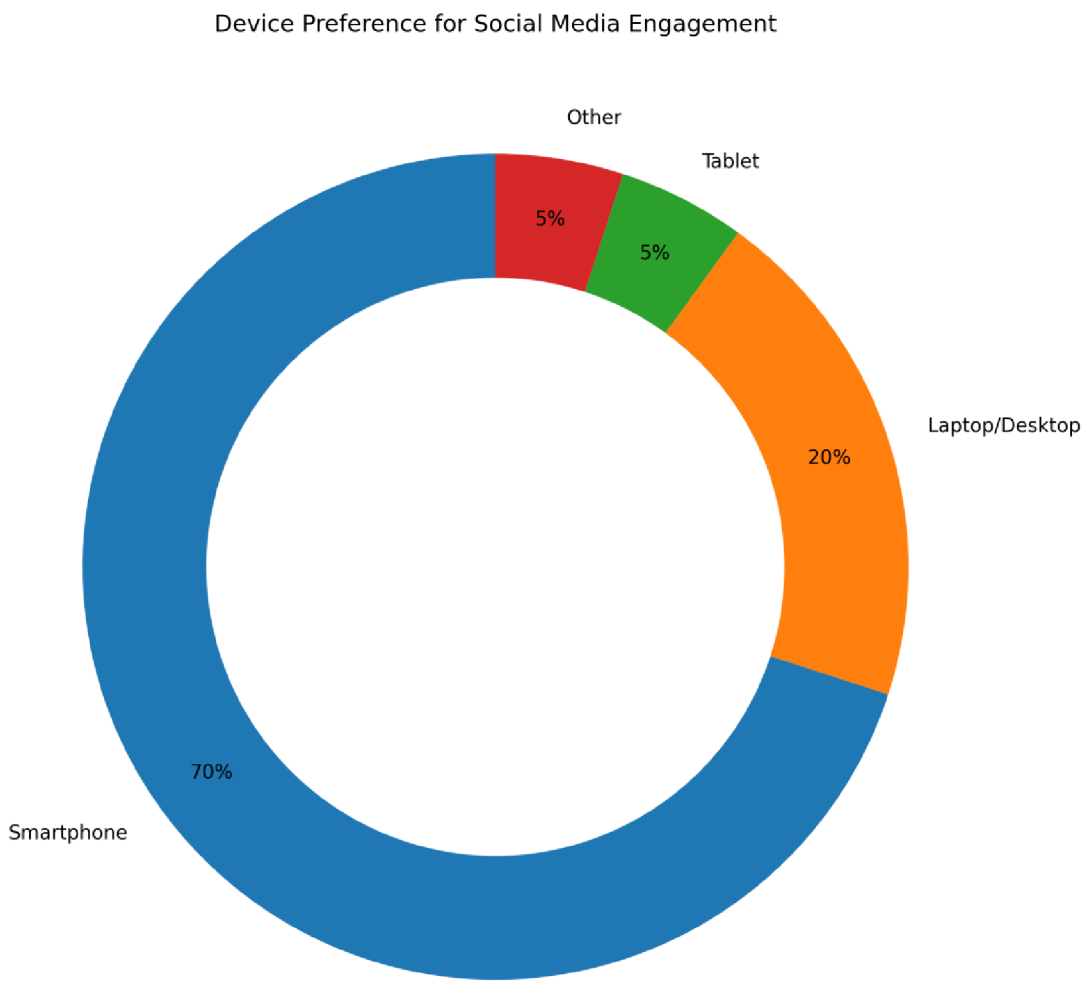

Figure 4. Device preferences of survey participants when engaging with OPPO content on social media (Author's own work).

4.3 Interview Insights

Discussions with OPPO's marketing personnel highlighted the tactical importance of content localization (Figure 5). The team reported employing Bengali subtitles, featuring seasonal

Bangladeshi festivals, and partnering with local influencers. A team leader remarked, “Localization is key to connecting with young Bangladeshi consumers; they want to see their culture reflected in our brand.” The same leader noted that Meta Business Suite’s consolidated inbox enabled them to triage a high volume of inquiries, routing conversations to the appropriate teams (sales, technical support, etc.). Interviewees also praised the platform’s real-time performance tracking, which facilitated ongoing experimentation across content formats.

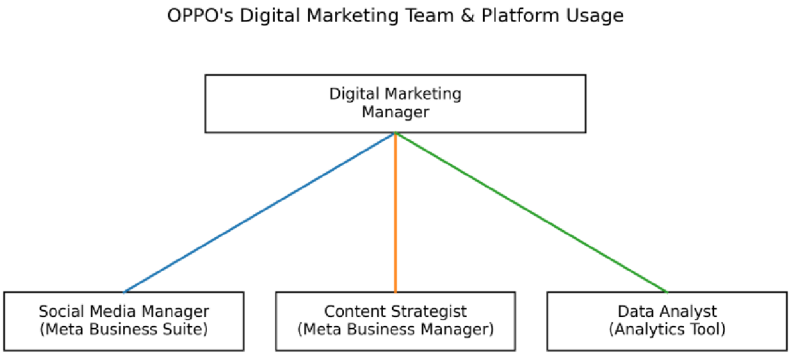

Figure 5. OPPO’s digital marketing team & platform usage (organizational chart) (Author’s own work).

Interviewees described Business Manager as both a powerful yet intricate tool, recognizing that its sophistication grants them considerable latitude. They valued its capacity to consolidate several ad accounts, create segmented custom audiences, and scrutinize cross-campaign performance. “The system lets us orchestrate several hundred creatives concurrently, adjusting spend to exceptionally refined thresholds,” reported one performance marketing analyst. A marketing director noted the integration of the Meta Pixel and the Conversions API, linking web and offline conversion data and thereby enhancing attribution accuracy. Nevertheless, they cited the platform’s cluttered interface, the incessant need for retraining staff, and the sporadic rejection of ads over compliance discrepancies as persistent hurdles.

Interviewees then turned to the Bangladeshi marketplace, where persistent price sensitivity demanded precision in product positioning and promotional design. Consumers routinely juxtaposed OPPO against rival brands across price brackets, camera specifications, and battery longevity. While digital wallet usage was gaining traction, a sizeable segment still favoured cash-on-delivery. The marketing strategy therefore layered in varied payment modalities, including instalment financing in partnership with e-commerce platforms. Concurrently, the team cultivated consumer confidence via forthright messaging, rigorous after-sales support, and the strategic amplification of user-generated content.

4.4 Content Analysis Results

An examination of 200 social media posts indicates several noteworthy patterns in content and audience reaction:

1. Messaging Style: Informational content, including technical data and feature descriptions, accounted for 40 % of the sample. Emotional content, which utilized lifestyle framing and narrative techniques, comprised 30 %. Interactive formats, such as polls and competitions, made up 20 %, while purely promotional material discounts and limited-time offers represented the remaining 10 %. Emotional posts yielded the strongest mean engagement, with a 4 % rate, followed by interactive, informational, and promotional formats at 3.5 %, 2.5 %, and 1.8 %, respectively.
2. Influencer Engagement: Posts featuring influencers ranging from regional celebrities to technology reviewers and content creators constituted 25 % of the total. These posts attained twice the reach and engagement of their non-influencer counterparts. Comment

threads commonly contained requests for feature specifics or solicited comparative reviews, emphasizing the audience's desire for personal and validated endorsements.

3. Localization: References to Bengali cultural events, such as Pohela Boishakh, and the judicious use of colloquial Bengali lexical items produced higher engagement than posts exclusively in English. This effect was pronounced among younger demographics, suggesting that cultural and linguistic alignment is a critical vector for resonance.
4. Calls to Action: Posts that articulated concrete calls to action directing users to view extended videos, share personal stories, or complete purchases achieved elevated click-through rates. However, content that was excessively promotional and devoid of informational, narrative, or interactive value attracted critical comments, underscoring the audience's preference for a more nuanced and value-driven communication.

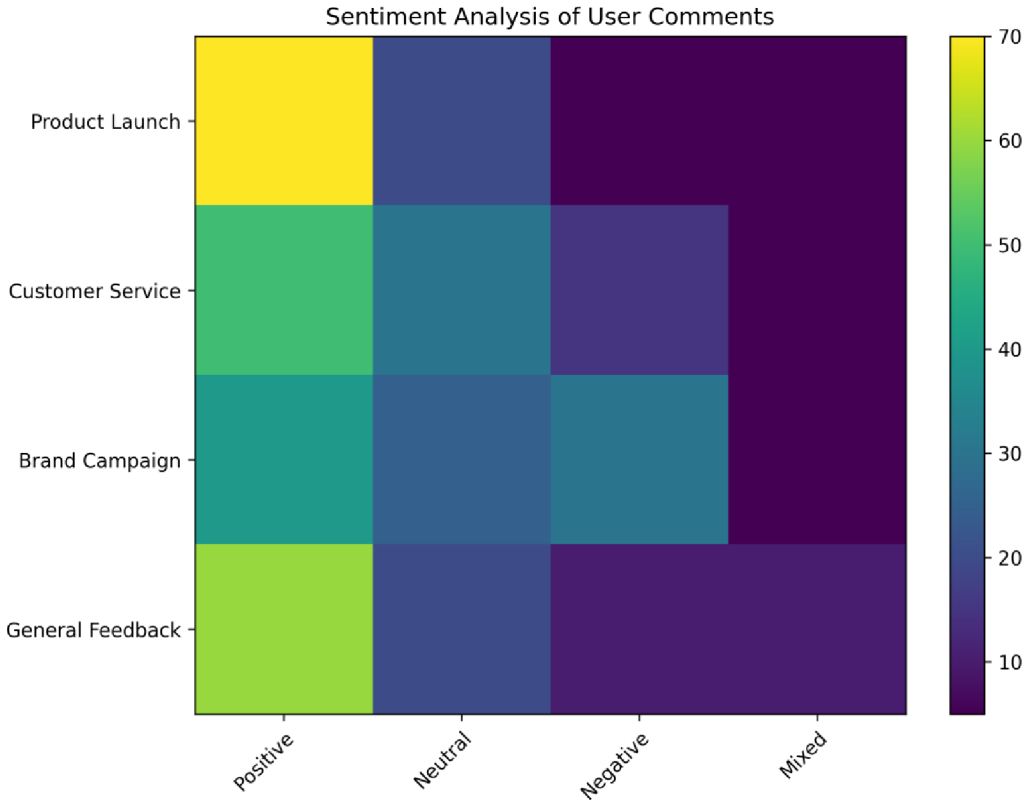

Figure 6. Sentiment distribution across OPPO's social media posts, coded as positive, neutral, negative, and mixed (Author's own work).

Sentiment analysis revealed that 70 % of user comments fell into positive or neutral categories, while 20 % were categorized as negative and 10% as mixed. Among the positive responses, users consistently commended the camera quality, aesthetic design, and battery longevity. Conversely, negative feedback predominantly critiqued the pricing structure, the geographical distribution of service centres, and the lag in software update rollouts. In addressing these concerns, the marketing team strategically provided users with troubleshooting guidance and referenced the nearest service centres as appropriate follow-up measures (Figure 6).

4.5 Benchmark Comparison and Performance Evaluation

This section situates OPPO Bangladesh's performance in the broader digital marketing landscape through a comparative survey of campaign metrics relative to established industry benchmarks. The benchmark averages are a CTR of 0.90 % for Facebook ads [47], a CPC of 1.72 [49], and a conversion rate of 9.211.72 [49], and a conversion rate of 9.210.11, which falls appreciably short of the benchmark; this discrepancy can be attributed to both the lower cost of advertising inventory in Bangladesh and the judicious pacing of bids. Nevertheless, the conversion rate at the action stage plateaued at 2.5–3 %, a performance that lags the global benchmark (Table 4).

Table 4. Monthly CTR trend (Jan 2022–Jun 2025)

Month	CTR (%)
Jan 2022	1.2
Jul 2022	1.5
Jan 2023	1.7
Jul 2023	1.6
Jan 2024	1.9
Jul 2024	2.0
Jan 2025	2.1
Jun 2025	2.3

(Author's own work)

This shortfall can be traced to several interrelated factors: a dominant reliance on cash-on-delivery payment modalities (many of which do not always translate to measurable conversions), heightened price sensitivity, emerging trust concerns, and the still-maturing local e-commerce framework. The benchmark figure for average CPA, at 18.68[53], contrasts with OPPO's measured cost per purchase, which,when translated to US dollars, approximated 18.68[53], contrasts with OPPO's measured cost per purchase, which, when translated to US dollars, approximated 8–10. This smaller figure argues for a cost-efficient path to conversion, not with standing the conversion rate shortfall relative to the global benchmark (Figure 7).

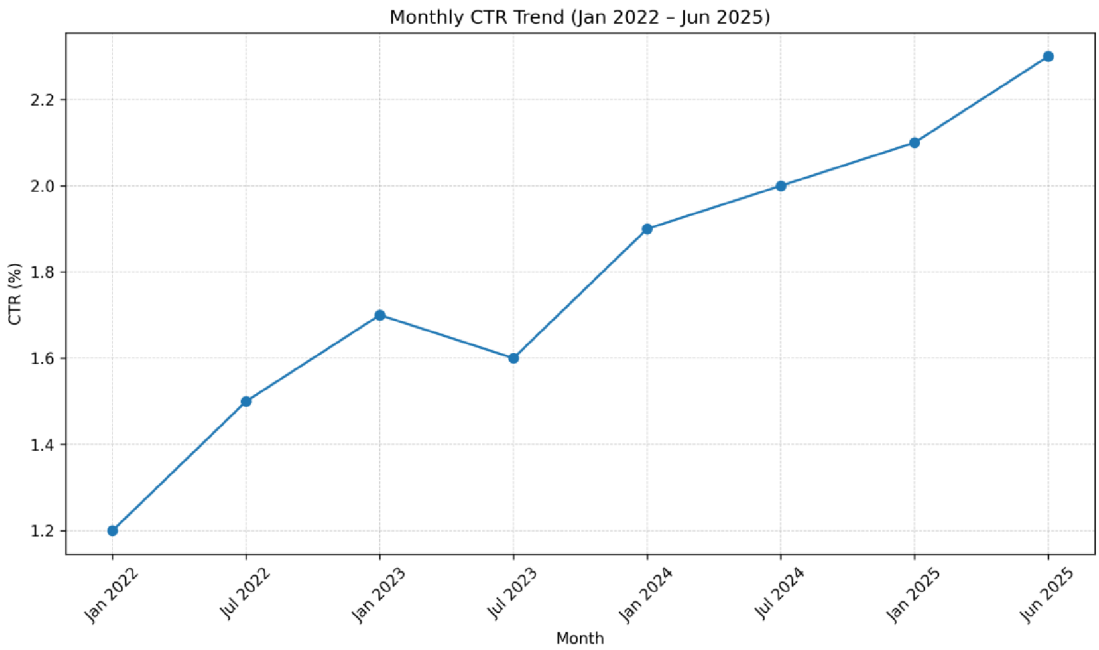

Figure 7. Monthly variation in CTR (%) of OPPO Bangladesh's paid campaigns (2022–2025) (Author's own work)

The performance of OPPO's advertising campaigns was evaluated alongside established benchmarks from key industry sectors. According to WordStream (2025) retailers typically register a click-through rate of 1.59 % and a conversion rate of 3.26 %. OPPO, by contrast, achieved a click-through rate of 3 %, clearly surpassing the retail norm, while its conversion rate, which fluctuates between 2.5 and 3 %, approximates the industry average. These findings indicate that OPPO's campaigns are effective at arousing interest and driving visitor traffic; however, the conversion rate offers a potential area for enhancement. Recommended strategies for improvement include the optimization of landing page design, the streamlining of the checkout procedure, the introduction of more compelling incentives, and the mitigation of obstacles to digital payment adoption (Figure 8).

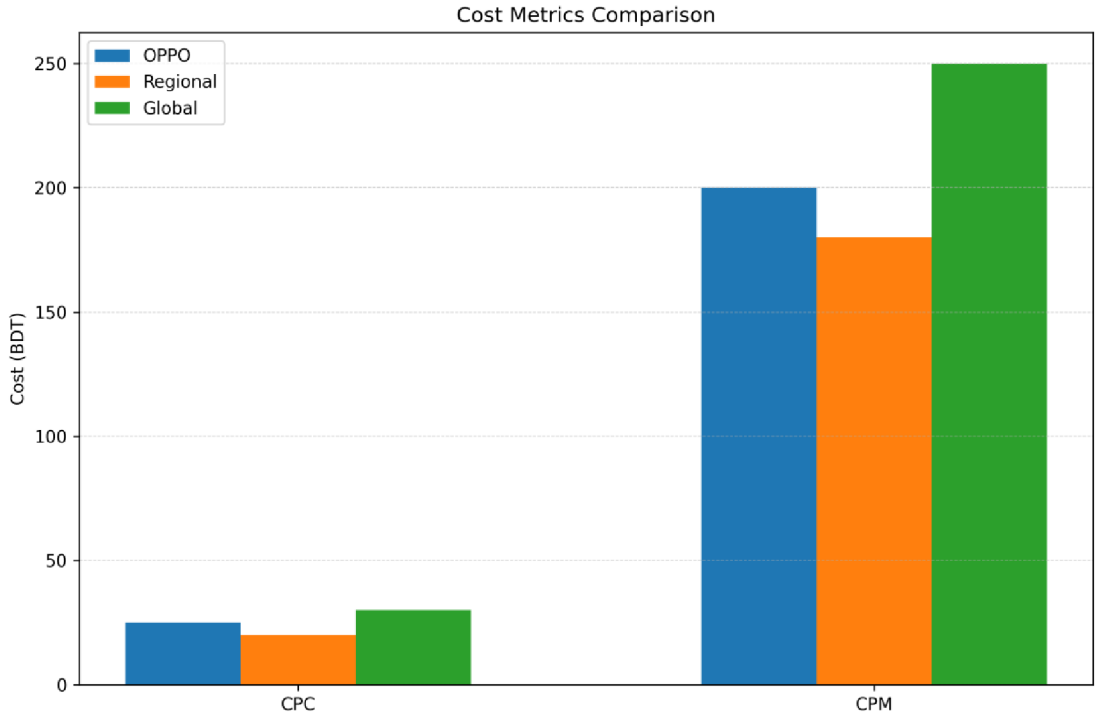

Figure 8. Comparison of OPPO's cost-per-click (CPC) and cost-per-thousand-impressions (CPM) with regional and global benchmarks (Author's own work).

4.6 Gender, Age and Location Differences

Examination of the survey and auxiliary statistics pointed out major differences in engagement and acquisition behaviour based in the demographic groups. Regarding sex, the male respondents who made up 60 per cent in the analysis sample time recorded a slightly higher contraction activity of 3.2 weekly (likes, shares, comment) interaction compared to 2.8 by the female respondents. Men leaned into the technical formats of the discourse, comparing processor speeds and analyzing cameras and features, whereas women we re embracing lifestyle-oriented formats, including such

aspects of fashion imagery and influencer associations. Even though brand awareness did not differ significantly across the two segments, females revealed messages of greater receptivity of pricing models and terms of warranty.

An age group analysis revealed that users (ages between 18 and 24) are the most active users, averagely spending three hours a day on social sites and subscribing to more pages of a brand (Table 3). Such a generation was positively biased in interactive formats, such as polls, quizzes, and brief videos. The age group 25 to 34, however, favoured detailed reviews and long video material, signifying a more pessimistic and judicial process of buying. People aged between 35 and 45 were said to have a lower interaction frequency, but when the interaction took place they had a higher conversion rate, which is a hint of a more committed purchase attitude in this segment. The geographical variation was observed also in the study: the respondents located in the urban centres namely Dhaka and Chittagong said that the rate of digital payments adoption was 55 per cent, whereas the semi-urban respondents showed the rate of 35 per cent. Urban respondents also recorded increased levels of confidence in their security as the metrics of trust were also high, and they showed a stronger tendency to start purchasing goods online. On the other hand, semi urban respondents reflected overwhelming positive value response in favor of cash-on-delivery and expressed an increased level of interests towards the issue of counterfeit product. The identified patterns support the need to use location-specific marketing solutions; the benefits of digital payment must be highlighted among the target groups living in urban areas, but, in case of semi-urban areas, one should concentrate on the promises to make sure that the products are verified, and that the services are provided regularly.

One of the examples of such location-aware strategies used is the qualitative case study of OPPO conducted in the context of discrete promotional initiatives. At launch of the Reno 8, OPPO

produced a collection of cinematic shorts highlighting the use of the portrait mode and low-light photography on their device. An exclusive panel of influencer was invited to a photography symposium that was live-streamed in real time on both facebook video and Instagram. Initial teaser series built up consumer expectation and the event got over 100 000 live audiences. The total conversion rate stabilized on 4.2 per cent, and more than 30 per cent of the visitors transferred to the specific product landing interface. Social media reviews have applauded camera fidelity and production level and others have criticised price structure. To make the brand engagement continuous even after the launch, OPPO was distributing behind the scenes footage and consumer approvals.

Eid al-Fitr Campaign: As part of the Eid holiday, OPPO launched a series of time-bound offers on smartphones that were coupled with accessories, including power banks, and true wireless earbuds. The aesthetics of the campaign filled the aspect of festive imagery, traditional music, as well as greetings in Bengali. A similar campaign, called “Share Your Eid Moments” prompted individuals to share photos taken by their OPPO devices; the best entries were then featured on the official page of the company. The program received more than 10,000 submissions and appealed especially to younger segments of the population. The month to month sales increased by 20 percent in the campaign period. The program hence demonstrated the efficacy of an approach that is culturally oriented in marketing combined with user-created content.

MyOPPO Community Outreach: In order to foster participation in its MyOPPO rewards system, the organization produced educational videos that explained how to sign up, make warranty claims, and gain admission to brand-sponsored events. It was distributed in the Facebook groups and WhatsApp community threads where OPPO owners already had. According to the post-campaign surveys, it was found that new community members had experienced the sense of increased brand

loyalty and greater probability of referring peers to OPPO. Marketing intelligence collected during community engagement was later channeled to the product innovation teams and affirmed the strategic benefit of aligning the management of communities with the marketing demand.

4.7 Challenges and Adaptation

The analysis showed some of the problems that marketing group had to deal with. Ad rejections and policy changes: The changes that Meta made to the way it approached advertising led to disapproval of certain ads at specific intervals. As an illustration, there were cases when advertisements in which smartphones were presented with overlays of pricing were metered as not in compliance. The group also addressed this risk by constantly tracking the policy alerts, adjustment of creative components, and requested appeals in the cases which arise. Algorithm changes: Any changes in the algorithm of the Facebook newsfeed reduced the organic reach. To that end, the marketing unit increased its investment in boosted post and diversified the range of content types, including Stories and Reels to enlarge its audience engagement. Negative audience reception: Rumours about the possible faults contributed to the negative coverage and false news. The marketing department utilized the social listening tools to identify budding problems, put out quick clarifications, and liaise with the customer service departments to address false information. Budgetary factors: Budgetary factors can help in achieving effective value in the digital advertising but they still exist. The team was thus left with the responsibility of allocating funds to different campaigns, platforms as well as the stages of the marketing funnel. In order to deal with such trade-offs they turned to performance metrics; campaigns that showed to be less profitable in returns found their resources distributed into those that proved to be more profitable.

Training and skills: Being a Business Manager requires a long-time education investment as well. Some members of the team view the interface of the platform as intimidating, initially. In bridging the gap, OPPO had to organize internal training and even seek the services of industry consultants to take the overall competency levels to the next level.

Measurement and attribution: The accurate connection between sales and social media spending was said to be questionable especially when sales were fulfilled outside of the remit or when it passed through intermediary wholesalers. The company would use the Conversions API, use unique discount codes, and leverage post-purchase surveys to increase the fidelity of attribution, although they were conscious of the limitations of such strategies.

4.8 Return on Investment and Business Outcomes

The final indicator of approval of marketing activity is the return on investment (ROI) and not any alterations in engagement and conversion. ROI brings together revenue traced to campaigns and contrasts it with advertising costs, production expenditures and overhead allocations. The marketing division at OPPO maintained a disciplined focus on return on ad spend (ROAS) at the campaign level, a straight forward ratio of revenue to ad costs. The runway for the Reno 8, for instance, generated sales of Tk 50 million against a Tk 5 million ad budget, producing a 10:1 ROAS. Seasonal events, such as the Eid al Fitr promotion, offered a softer result of close to 5:1, yet the campaigns delivered measurable gains in share of shelf space and accelerated inventory turnover. The MyOPPO app push reported modest immediate revenue, yet increased the worth of every customer: the cohort of app users not only bought accessories at a heightened frequency but also registered heightened brand fidelity.

ROI analysis incorporated both the customer acquisition cost (CAC) and the customer lifetime value (CLV). CAC was computed by taking total marketing expenditures and dividing by the count of new customers gained during the measurement period. Over the range of campaigns assessed, the average CAC computed at Tk 1,200. In contrast, the average CLV for smartphone purchasers was approximated at Tk 12,000, formalising a ratio that supports continued investment. Survey findings confirmed that repeat customers, rather than new entrants, demonstrated a stronger engagement with cross-selling and trade-in communications, underscoring the critical role of retention strategies. The marketing unit refined its targeting by using segmentation methods that isolated high-value customers, then developed bespoke promotional activity for that group.

Recognition also extended to non-quantifiable gains. Optimised digital marketing was observed to strengthen brand equity, assessed through brand recall, stated customer preference, and net promoter scores. Qualitative interviews with customers disclosed that tailored communication and prompt service responses heightened trust and fostered loyalty. Moreover, OPPO's participation in educational sponsorships, publicised through social channels, noticeably uplifted public perception. While such effects resist straightforward monetary translation, their additive value to brand resilience and sustained competitive positioning remains beyond doubt.

4.9 Cross-platform Performance and Synergy

This study is mainly dedicated to the Meta platforms performance; however, OPPO Bangladesh performs in a more extended digital and offline environment that includes YouTube, TikTok, Twitter (limited to X), Google Search and face-to-face directions. Comparison across the channel explains what each channel will bring to the total consumer funnel. YouTube campaigns which

utilized long format product review demonstrated longer view times but low click through rates which once again emphasizes that they work best at the interest/consideration stage. The short creative videos of TikTok are extremely viral within the demographic of Gen Z, but real conversions were negligible. X became more of a customer care channel and channeled the quick resolution of queries and spread news on partial software upgrades. Google Search and display advertisements were used to capture high-intention users thereby mutual supporting each other because they have in turn intervened on users who are already performing a specific search on their smartphone.

The synergy cross platform became evident where consumers interacted with OPPO on a continuum of touchpoints that were linked to each other. An example cycle can be a product teaser solution seen in a Facebook feed, followed by a lengthy write up that is accessed through YouTube, followed with a series of targeted ads on Instagram and eventually followed by a Google search on pricing before the actual purchase was made. These kinds of multi-touch consumer paths led to the implementation of more advanced attribution frameworks. The marketing team has used the methods called both last-click and multi-touch to measure the impact of every channel of a chain. The analyses showed that social media played a dominant role within the initial stage of consideration whereas search engines and e-commerce websites had a moderate level of moderate in the ultimate conversion. Precisely coordinated over all platforms, the campfire effect could only be increased to fully support the desired response by making the messages consistent, the creative design be visually related and the promotions times sync well.

Customer loyalty goes beyond a certain repeat in transaction; it involves advocacy, referral and the intangible sense of belonging to a complete brand community. The strategic decision by OPPO to delve into communal lifestyles as witnessed in the MyOPPO mobile application, specialized

Facebook based group networks and the availability of an offline meet un schedule has created a vibrant community of customers that continue to thrive on the policy. The results of quantitative surveys reveal that over 70 per cent of MyOPPO members intend to refer the brand to friends; furthermore, over 60 per cent mention they purchase additional accessories or upgrade their devices in less than a year since they joined the program. The Arbit 2022 report promotes the topicality of the investigation of community development in the Bangladesh environment, noting that specific platform communities and discussion pages allow the emergence of strengthened interpersonal brand affiliation. Evidently encompassing the establishment of exclusive online forums targeting stagnant users, methodical publication of educational material that comprises hardware tutorials and customer story highlights, and targeted effort of encouraging customer referrals, the operative embodiment of loyalty-based strategic actions is also comprised of the implementation of the concept of loyalty centres. OPPO brought these measures into reality through distribution of technically oriented and community generated advice, facilitation of live interactive Question and answer sessions and exhibition of galleries that show appreciation of photography by fans. These iterative, affiliation type interactions did not merely solidify the affective loyalty but also fostered organic word-of-mouth proliferation, a variable of a highly significant nature in those jurisdictions where the socio-cognitive connotations of peer approval influence the purchase decision matrices largely.

Qualitative observations made by conducting interviews with customers clarified the byproducts of effective community involvement further. The same consumers, who had the feeling of personal attachment to the brand, expressed their tolerance with individual problematic products and expressed a tendency to contribute more qualitative and constructive feedback. They preferred direct discourse with the agents of the corporations and eagerly accepted the chance to join in

product tests and beta programs. Further, the community coverages which show this pattern are organizing group discussions which proved to be a suitable channel to provide after sales support and reduce the burden on the call-center service at the same time improving the overall customer satisfaction rating. OPPO was tracking community health indicators systematically the indicators of active membership, engagement rates, and sentiment flux tracing and adjusting content tetrads as well as identifying possible brand ambassadors. In complement, the loyalty infrastructure of the firm placed value on the acts of participation and referral through point allocation therefore streamlined and increased brand promotion.

The comparison of the strategy of digital-marketing to OPPO competitors in the smart phones industry in Bangladesh is quite illustrative to get the picture of placing the company in relation to the competitive environment. Samsung follows a two facet approach that combines wistful branding with innovation marketing which has presented advanced features like foldable displays and extensive 5G ecosystems. Its digital communications are characterized by cinematic quality first rate motion content, partnerships with global celebrities, and the company invests committing large budgets to search and You Tube placements which supports its premium level. Conversely, Xiaomi focuses on its cost-effective offerings, organizing flash sales, discount prices and social-media buzz to create hype. Its communication travels on or through neighborhood forums and by technology reviewers, where it puts the emphasis on performance scores and unpacking-routine. Symphony, a home-grown competitor, leverages on an alternative paradigm by highlighting low price points and wide distribution; the marketing discourse does not use the English language but it deploys grass-root techniques to enter the low-end consumer market.

Although every major brand uses the advertising system of Meta, OPPO makes it its own, combining technological development, artful design, and community interaction. The company

still invests in domestic production and strong after sales services, all those factors enhance the consumer trust in the business atmosphere that takes user quality and service standards seriously. The influencer approach OPPO has is rather wide by working with gadget reviewers, lifestyle influencers, and professional photographers, thus expanding the addressable audience. By bringing camera performance and aesthetic value to its stories to a higher level, OPPO has managed to effectively create a niche in its brand image in response to the Xiaomi language of performance and the Samsung brand of promoting premium. The willingness of the brand to experiment with emerging formats, such as TikTok challenges and AR-powered interactive experiences, also contributes to the view of its flexibility and foresight. However, the competitor brands also respond swiftly; the speed at which the industry operates drives the need to continually innovate, be highly strategic in conducting competitor analysis, and flex the tactics real-time.

5 Result and Discussion

5.1 Integration of Meta's Tools into the Digital Marketing Funnel

The study illustrates how Meta Business Suite and Meta Business Manager jointly underpin the digital marketing framework of OPPO Bangladesh. Business Suite facilitates the orchestration of organic content and facilitates prompt customer interaction. Its consolidated inbox and content-scheduling utilities permit immediate replies and uniform messaging (Atherton, 2019; Juska, 2017). This functionality echoes InMoment (2025) finding that contemporary consumers anticipate swift replies on social media channels (InMoment, 2025). Performance metrics generated by Business Suite equip OPPO with the data needed to assess engagement levels and fine-tune content. By isolating posts that achieve the highest interaction, the marketing unit can replicate effective structure while recalibrating those that fail to meet benchmarks.

In contrast, Business Manager delivers sophisticated tools designed for advertising and campaign orchestration. The console empowers OPPO to engineer bespoke advertisements that traverse the entire digital funnel, deploy retargeting techniques to heighten conversion efficacy, and to embed tracking mechanisms such as the Meta Pixel and the Conversions API (Sprinklr, 2023). The facility to govern multiple ad accounts alongside the delegation of granular user permissions augments co-ordination and safeguards data integrity (Brandwatch, 2024). Amid a fiercely competitive landscape where precise audience definition can sway purchasing behaviour, these attributes become indispensable. By synthesising the functionalities of Business Suite and Business Manager, OPPO successfully harmonises customer engagement with conversion optimisation, corresponding precisely to the phases of the digital marketing funnel (Wrike, 2024).

5.2 Consumer Behaviour and Engagement

The results indicate that Bangladeshi consumers predominantly rely on social media whenever they research and appraise smartphones. More than half of the participants indicated first hearing of the OPPO brand on either Facebook or Instagram, highlighting the critical role of active social media channels. Engagement, in this study, correlates closely with the caliber of content, social proof, and perceived credibility. Respondents expressed a preference for crisp, high-resolution images coupled with contextually relevant narratives; interaction levels peaked when content showcased influencers or wove in locally resonant themes. Such patterns parallel established literature on social media's efficacy in cultivating brand relationships and enhancing visibility (Sundaram, Sharma & Shakya, 2020). Despite this receptiveness, respondents consistently returned to affordability as a decisive factor; enthusiastic evaluations of OPPO's features were quickly tempered by scrutiny of price (Payments CMI, 2024). Consequently, effective digital campaigns must intertwine aspirational imagery with straightforward, transparent messaging on pricing and overall value.

The measured uptake of digital payment modalities tracks underlying national behaviours (Payments CMI, 2024). A sizeable segment still prefers cash on delivery, motivated by concerns over trust and the imperative to verify product quality pre-payment. OPPO's decision to incorporate a multi-channel payment architecture that accommodates both digital wallets and cash-on-delivery is a tactical response to this sentiment. The finding that 47 per cent of respondents now express comfort with online payment (Payments CMI, 2024) suggests a latent market opportunity, particularly as confidence in e-commerce gains traction. Accelerating digital uptake may be achieved by forging alliances with established payment gateways and by introducing financial

incentives such as tailored discounts for non-cash transactions, both of which are likely to lift conversion metrics.

5.3 Localization and Cultural Relevance

Localization has thus emerged as a sine qua non. OPPO's integration of Bengali language content and culturally-specific motifs has fostered deeper resonance with the youth demographic and has driven higher interaction rates. This is consonant with the theory of cultural proximity, which posits that consumers are more responsive to communications that mirror their own social and cultural frameworks. Localization is further enriched by strategic alliances with indigenous influencers who possess a nuanced understanding of the local cultural lexicon and who transmit brand messages with perceived authenticity. Campaigns leveraging such influencers have produced reach and engagement indices that are, on average, double those of more conventional formats. Nonetheless, influencer selection demands circumspection to ensure consonance with core brand values and to attenuate the risk of reputational fallout.

5.4 Trust and Service Quality

Trust strongly influences consumers' intent to purchase. OPPO has sought to establish this trust through local production facilities, stringent quality assurance procedures, and widespread service channels. Among survey participants, after sales support emerged as the most frequently mentioned contributor to trust. This finding emphasizes the need to synchronise offline service with online engagement. While digital marketing generates visibility and initial interest, trust

solidifies only through direct service encounters. Speedy one hour repair services and an international warranty programme set OPPO apart from rivals, permitting the brand to claim both premium status and reliability.

5.5 Challenges and Opportunities

Analysis reveals four principal challenges. First, the target market's sensitivity to price necessitates tactical pricing and promotional assortments, preventing OPPO from undermining its investment in cutting-edge features and product quality. Second, uneven levels of digital literacy leave some consumers hesitant to navigate e commerce platforms or properly assess online reviews. Third, trust in digital payment systems is still developing, obligating brands to reinforce security measures and openly communicate them. Fourth, market saturation means frequent exposure to advertisements; thus, OPPO must pursue inventive creative strategies to disrupt consumer habituation. Additional hurdles arise from social media ecosystems, in which platforms such as Meta routinely revise algorithms and policies, compelling brands to remain agile. Simultaneously, evolving data privacy legislation forces OPPO to implement compliant, transparent data-handling procedures without undermining the tailored marketing that invites new customers.

The expanding base of smartphone users, now set to reach 63 percent penetration by 2025, enlarges the potential audience for mobile-driven engagement. Accompanying this growth, elevated social media interaction rates present fertile ground for monetization. While digital payment adoption remains gradual, the momentum it generates strengthens the overall e-commerce ecosystem. Concurrently, integration of artificial intelligence and machine learning within Meta's ecosystem enables refinements in campaign automation, anticipatory forecasting, and hyper-personalization.

Social media's rich, unstructured content stream yields granular insights into consumer intent and nascent market currents. Brands that harness natural language processing and sentiment detection to distill these signals into actionable intelligence are poised to cultivate a sustainable market edge.

5.6 Theoretical Implications

This research advances digital marketing theory by providing empirical evidence of the digital marketing funnel's functionality within an emerging market context. The analysis reveals that each funnel phase mandates distinct strategic interventions, and the synergistic use of platforms such as Meta Business Suite and Business Manager can facilitate cohesive execution across stages. These results reinforce the AIDA sequence of attention, interest, desire, and action, yet indicate the necessity of incorporating subsequent phases, specifically retention and advocacy. The pronounced influence of perceived trust and perceived service quality necessitates reconceptualising the funnel as an enduring customer journey that persists long after the transactional event. Furthermore, the data manifest the critical relationship between digital and analogue influences while digital channels may inaugurate awareness and foster interest, offline service touchpoints ultimately shape trust and, by extension, customer loyalty.

5.7 Practical Recommendations

Drawing on these insights, the following tactical recommendations are advanced:

1. Augment content diversification OPPO should persist in testing varied content modalities (including short-form videos, ephemeral reels, and interactive polls) while embedding

contextually relevant, locally resonant narratives. Elevated engagement is consistently correlated with content that elicits emotional resonance and invites interactivity. The strategic inclusion of consumer-generated narratives and transparency-oriented, behind-the-scenes content can further personalise the brand and cultivate relational depth.

2. Refine audience segmentation – Through Business Manager's sophisticated targeting capabilities, OPPO should refine audience segments by demographic variables, interest categories, device specifications, and prior purchasing patterns. Custom and look-alike audiences must be iteratively calibrated. Retargeting strategies ought to prioritize users who have achieved significant engagement milestones, such as viewing 75 percent of a promotional video, in order to heighten conversion rates efficiently.
3. Allocate budgets dynamically – Performance indicators including click-through rate, cost-per-click, cost-per-thousand impressions, and conversion ratios should be continuously monitored to redistribute budgets to the most effective campaigns. Automated bidding systems and budget optimisation tools should be employed. Exploration of offline conversion tracking will further illuminate the holistic impact of digital initiatives.
4. Encourage digital payment adoption – Collaboration with established payment gateways is essential to guarantee transaction security. Incentives such as price discounts and cashback should be introduced to alleviate hesitance towards digital payments. Consumer education regarding payment security must be reinforced through informative content and comprehensive FAQ sections.
5. Harmonise customer service – The existing unified inbox should remain in use for rapid reply to inquiries. Additional customer service avenues, such as Messenger bots and WhatsApp for Business, should be integrated. Uniformity of responses across all platforms

must be ensured, and customer satisfaction metrics ought to be systematically recorded and analysed.

6. Track advancements in regulatory frameworks Regularly review evolving data privacy statutes and ad marketplace guidelines. Facilitate ongoing training for personnel on compliance procedures, emphasizing clarity and conciseness in consent protocols and privacy disclosures. Leverage the Conversions Application Programming Interface to ensure continuity and precision in conversion attribution, notwithstanding amendments to cookie governance (Sprinklr, 2023).
7. Allocate resources to data science and artificial intelligence Integrate sophisticated analytics and machine learning to interrogate unstructured datasets sourced from social platforms. Techniques such as sentiment classification and temporal pattern recognition should guide the formulation of content calendars as well as the innovation of new products. Deploy predictive modeling to project consumer requirements and to fine-tune campaign execution.

5.8 Ethical and Regulatory Considerations

Digital marketing functions amid a rapidly changing landscape of ethical and regulatory expectations. Practitioners are required to address data privacy, advertisement transparency, algorithmic bias, and the ethical stewardship of consumer information. In Bangladesh, data protection statutes are being formulated, yet organisations increasingly reference global benchmarks such as the EU General Data Protection Regulation to inform their practices. Clarity towards consumers is non-negotiable: they must be made aware when they are exposed to

promotional content, how their information is collected and processed, and the mechanisms available for withdrawal. Consent must be both explicit and narrowly defined: the use of default acceptance options and convoluted legal agreements severely compromises consumer confidence. Moreover, algorithmic bias defined as the inadvertent differential treatment of individuals based on attributes like gender, age, or socioeconomic status carries both reputational and legal liabilities. Marketers are therefore advised to undertake periodic reviews of targeting configurations to uphold equity and to prevent the perpetuation of deleterious stereotypes.

Ethical considerations extend to the preservation of content integrity. The deployment of deepfake technology, deceptive endorsements, and the failure to disclose sponsored posts together undermine consumer confidence. Regulatory frameworks, including the mandates of the Bangladesh Telecommunication Regulatory Commission (BTRC), stipulate that sponsored content must be clearly identified and that advertisements must comply with established decency benchmarks. Moreover, social-media platforms enforce their own guidelines addressing prohibited content and disinformation. Consequently, brands should equip their marketing teams with the knowledge and training necessary to navigate these multifaceted requirements. Additionally, the digital advertising ecosystem risks exacerbating information overload and digital fatigue. To mitigate these effects, practitioners should be mindful of users' attention by moderating ad frequency, delivering genuine value, and incorporating straightforward options for users to opt out of further communications, thereby fostering an enduringly positive user experience.

5.9 Cross-industry Implications and Generalization

Although the present research is anchored in the smartphone industry, its conclusions resonate well beyond, serving as a reference for sectors in Bangladesh and comparable emerging markets. Retail and e-commerce enterprises, whether dealing in fashion, beauty, or consumer electronics, can integrate OPPO's sequential sales model: initiate brand visibility via narrative-rich messaging, nurture consumer interest with interactive demonstrations, and convert attention into sales through targeted discounts and definitive calls to action. Observational data reveal that sector-specific retail campaigns typically achieve click-through rates of about 1.59 per cent and conversion rates near 3.26 per cent; these figures can guide the calibration of performance standards. Service and educational sectors share the underlying principle of trust. Therefore, their social-media strategies should foreground expertise, circulate user testimonials, and provide complementary knowledge. Industry data indicate that education campaigns realise conversion rates of 13.58 per cent; accordingly, content emphasising value as well as lead magnets such as webinars and downloadable resources, is likely to resonate with prospective learners.

In industries characterized by prolonged consideration periods real estate, automotive, and healthcare digital marketing must prioritize the cultivation of enduring relationships and the delivery of personalized, timely follow-up communications. The combination of retargeting strategies and integrated customer relationship management will enable the sustained nurturing of prospects throughout lengthy buying cycles. In domains where trust constitutes the principal currency finance and insurance marketers must prioritize clear, honest communication, adhere rigorously to regulatory requirements, and invest in comprehensive customer education. Regardless of sector, the principles of localization and cultural resonance are decisive; customizing messaging to align with regional dialects, cultural practices, and seasonal events markedly

enhances audience engagement. The convergence of digital and physical customer journeys also remains a universal imperative; online campaigns must be reinforced by exceptional product quality, dependable service, and integrated after-sales support.

5.10 Future Directions and Innovations

Digital marketing is an ever-changing environment such that businesses have to keep predicting and factoring in emerging trends in the market so as to keep their competitive advantage. Machine intelligence and automation will continue to be established in every aspect of the discipline. The current applications developed by Meta already utilize machine learning to optimize delivery of advertising content, and the marketers will be able to leverage the same AI functionalities in order to run advanced predictive audience segmentation, real-time creative asset optimization, and chatbots that will help provide immediate customer support. At the same time, using augmented reality (AR) and virtual reality (VR), simulations of immersive product demonstrations and virtual try-on features will allow enhancing the consideration stage. The concept of social commerce embedded in features like in-line checkout and asynchronous live shopping will also increase the process of streamlining transactions. The integration of payment gateways directly into social ecosystems will reduce transactional friction and, thus, increase the speed of the digital payment method development.

Personalization will be doubling up in sophistication. Since the feasibility of third party tracking is limited because of statutes on privacy, the availability of first party data information collected at the consumer level will similarly get augmented. Companies will be forced to invest in loyalty programs and focused questioning as well as inexperiences to create a multidimensional customer

preferences profile. The practice of influencer marketing will continue to develop, where micro-influencers with small but highly interested communities are becoming more popular because of a disproportionate pay Cornucopia. The best will be the smooth connection to a walk across a galaxy of touchpoints, including social media, the web, and email and messaging applications. It is only when having cohesive attribution frameworks that firms will be able to assign conversion credit in an accurate manner. At the same, sustainability and corporate social responsibility will have a noticeable effect on the purchasing decision. The companies that can communicate their environmental and social responsibility in a transparent way will not only know which side of ethically aware customers are on, but cut an exclusive niche in the market due to the increasing competitive pressures.

5.11 Psychological and Behavioural Underpinnings

Human psychology is the key approach to the efficacy of digital marketing. A proper mapping of how the thought process and emotions travel to allow one to go as far as making a purchase enables marketers to organize convincing interventions. At the heart of it is the AIDA series of attention, interest, desire, action whose steps have been developed out of established psychological understanding. The first thing is captured by the phenomenon of creative dissonance that can be either a shocking image or a surprising headline or a question that shakes the existing mental models. After getting attention, interest is enhanced by connecting the message to the consumer needs and future-minded intentions, usually through story-telling style which makes the audience the protagonist in a recognizable story. Desire is crystallized when the offering is not only an object, but a particular, fulfilment producing solution; which is helped through product demos,

peer testimonials, and genuine advocacy by an influencer. Completing the sequence are directive commands, like language or imagery prompts, that take the form of specifying the desirable response for example shop now, learn more thus turning attention and emotion into a determinable behaviour.

Digital marketing practice is based on a variety of applied behavioural theories. The social proof norm assumes that people are willing to follow the practices of their peers; therefore, the presentation of consumer ratings and reviews, user testimonials, and a total number of purchases can be formulated to increase conversion rates significantly. This law forms the basis of the OPPO driving-force of user-generated media and collaborations with influencers. The principle of reciprocity implies that such incidental value as free tutorial offer or discount coupon attracts a corresponding response. Finite-time proposals and flash sales, manage scarcity and urgency making the fear of unaffordability. Personalization is due to algorithmic suggestions and separating correspondence creating the image of individual value. A study by InMoment (2025) shows that when companies respond to customer complaints, brand advocacy increases by 25 percent although there is a 40 percent increment among customers who have taken action. This type of evidence confirms the strategic importance of responsiveness in a timely manner and the development of relational equity. At the same time, the cognitive theories point out the dangers of overload; too much choice or information can induce paralysis in the decision making. This requires the marketers to strike the right balance between the richness of informational value and the usability of the navigational route with a smooth flow between the various levels of the sales funnel.

5.12 Corporate Social Responsibility and Sustainability

Marketing and sustainability are coming together with consumers increasingly scrutinizing purchases based on brands as much as price and quality to include ESG credentials. The Arbit report states that the Bangladeshi consumers are increasingly sensitized to social and environmental issues; companies who align their operations with these values, foster long-term bonding. When it comes to digital marketing, corporate social responsibility (CSR) is therefore, admissible to further advance brand equity and mark niche in congested industries. As an example, OPPO can highlight such efforts to minimize carbon footprint, as new packaging that is recyclable, trade-in systems that reduce e-waste, and entry points in renewable-power sourcing. Similar social initiatives, including when donating equipment to schools in low-income areas or working with local improvers, may be used to support narrative-driven campaigns. Trust is further strengthened through publication of transparent CSR reports that have been audited by external auditors. Sustainability issues ought to infuse the content production process instead of being peripheral remarks; technology videos, as an example, may refer to energy-efficient chipsets or batteries with longer life span, correlating the product innovation with ecological improvement. Lastly, the contextualization of such initiatives into the broader schemes of international sustainability goals, i.e., the United Nations Sustainable Development Goals, will enrich brand reach and resonance.

5.13 Policy and Infrastructure Implications

Digital marketing practices are embedded within larger policy and infrastructure landscapes that define both opportunities and constraints. The digital divide characterised by uneven access to high-speed connectivity and varying levels of digital literacy dampens the potential audience for

online outreach. Current evidence shows that while mobile broadband infrastructure reaches the majority of Bangladesh, only 44 percent of the population is active mobile internet users. Targeted policy interventions can bridge this gap: sustained public investment in affordable, scalable connectivity, the strategic expansion of rural broadband networks, and a coordinated push for digital literacy training can collectively improve access. Public–private partnerships can further leverage resources to establish community Wi Fi access points and subsidise affordable smartphones. Complementary incentives for the production of local digital content, alongside tailored capacity-development programmes for micro and small enterprises, can empower a broader range of entrepreneurs to engage in and benefit from the digital economy.

Regulatory frameworks exert a significant effect on marketing strategies. Data-protection statutes, advertising regulations, and fiscal rules delineate the permissible scope of information collection, how advertisements must disclose material information, and the taxation of electronic transactions. Well-articulated and consistent regulations engender predictability for enterprises and uphold the rights of consumers. Government initiatives that promote e-commerce, for example, by harmonising rules governing online payments and cultivating a secure payments infrastructure, can enhance consumer confidence in digital transactions. Cooperative engagement among regulators, trade associations, and consumer advocacy organisations is indispensable for fostering an equilibrated environment that stimulates innovation while insulating privacy and equitable treatment. By actively participating in legislative proceedings and contributing to industry discourses, firms such as OPPO can exert a constructive influence on the formulation of policies that bolster the ethical expansion of digital marketing.

5.14 Limitations and Directions for Future Research

While the present research contributes meaningfully to the field, several limitations warrant attention. The sample, although adequate, may not fully encompass the heterogeneity present within the Bangladeshi consumption landscape. To address this, researchers could employ stratified probability sampling and deliberately target peri-urban and rural segments. The current investigation centres on a single brand narrative; future comparative inquiries involving a wider constellation of brands may elucidate divergent competitive trajectories and variability in market responses. The temporal frame of 2022 to 2025, while reflective of a dynamic period of digital maturation, affords an incomplete articulation of longer-term evolution; sustained longitudinal research will be essential for gauging the ramifications of emerging technologies such as 5G deployment and generative artificial intelligence. Lastly, the integration of quasi-experimental or field-experimental designs, oriented toward the manipulation of discrete variables (for instance, varied content formats or tiered monetary incentives), would afford sharper, causal inference regarding the efficacy of distinct strategic levers.

5.15 Implications for Small Businesses and Startups

We explore OPPO as a multinational case study in this thesis but that does not mean the conclusions that this thesis draws about digital marketing are not meaningful to small and medium enterprises (SMEs) and startups in Bangladesh or other emerging economies. Digital channels offer scalable and affordable opportunities to focus exactly on a particular customer since these businesses are often faced with limits of cost and human resources. The Meta Business Suite, of no licensing charge, pools together publishing, messaging and analytics capabilities of Facebook,

Instagram and WhatsApp, to allow owners and untrained employees to coordinate cross-platform campaigns. By scheduling the content, SMEs can always have a constant presence online as analytical dashboards depict which posts are successful at reaching an audience. Consolidated inbox feature gives businesses an opportunity to respond to customers queries promptly, which creates a reflectance of credibility and progresses more inquiries throughout the sales funnel.

Start-ups also can use a funnel-based model similar to that of OPPO, but that they customize according to the capabilities available to them. In the awareness stage, they ought to utilise a combination of organic social media content, localized hashtags and micro-influencer partnerships with a localised audiences to spur organic exposure. During the interest and consideration stages, the cheaper formats of promotion like the boosted posts, highly targeted advertisements with low daily budgets can guide the prospects to the specific landing page or communication apps. The addition of conspicuous buy-to-action buttons, such as, or, for example, facilitates the process of making purchases. Shifting to the action stage, it is possible to increase the chances of conversion by incorporating the domestic payment gateways and having incentives in terms of the percent discount or free delivery. On retention, the brands can implement tiered loyalty programs, user created content competitions, exclusive member groups to maintain activity.

Even the small business can afford data-driven decision-making. Both Meta Business Suite and Meta Business Manager provide analytics dashboards showing the exact posts bringing forth the most engagement, clicks, and conversions. It is advisable that SMEs pay attention to those metrics that suits the strategic goals; or it may be in-store visitation, service booking, and online purchases and redesign the strategies accordingly of these knowledge. The Arbit Report notes that a specific, data-based marketing tooling can help to hone both content and advertising efficiency. Startups can aim to further shorten the learning process by running small experiments and measuring the

metrics and creating a feedback loop with iterations to help increase the speed of learning and allocate capital more delicately.

Creating community involvement and portraying social responsibility are also amongst the key aspects to small and medium enterprises (SMEs). Although limited funds prevent taking some paths, companies can create special Facebook groups where their customers can post their notes, release behind-the-scene stories, and highlight the local charity initiatives. Fueled by authenticity and transparency, such initiatives help develop the level of trust that small companies just beginning to get their foothold need so much. Arbit report suggests that sustainable growth whether attempted by small or large companies can be possible when the localization of the content, guide based decision-making, and rock-solid community-building are made priorities. The outcome is that a new playing field has been created in the digital realm where new players can leapfrog the established players usually under the guise of creativity, ecosystem-relevance, and excellence in customer experience, instead of capital budget.

6 Conclusion

This thesis explored the digital marketing strategy of OPPO Bangladesh through the lens of Meta Business Suite and Meta Business Manager—two of the most influential tools shaping digital marketing in the 21st century. By integrating quantitative analytics from Meta platforms with qualitative inputs gathered through interviews, surveys, and content analysis, the study sought to understand how a leading smartphone brand navigates the challenges and opportunities of digital engagement in an emerging market context.

6.1 Summary of Key Findings

Statistically significant dependence between increased post activity and number of visitors to the site and purchases in response to the advertisement campaign on the site, organized by Meta, are confirmed by quantitative analysis, which further proves the effectiveness of Meta sequential messaging functionality. In addition, Sentiment analysis of user communication and responses showed that lifestyle-oriented stories, when ordered after the previous pre-campaign informed on the firm technical attributes, catalyzed brand positive vagueness replacement, reducing price-oriented negativity.

6.1.1 Strategic Implications

The results indicate that OPPO Bangladesh ought to keep on bringing into play the sophisticated tracking options provided as part of the Meta Business Suite to go on targeting more niche areas of audience distribution without disregarding the general brand exposure one can get through

lifestyle storytelling. Since the smartphone upgraded cycle is still going on among the young generation in Bangladesh, OPPO needs to keep on experimenting with A/B testing wherein aspirational lifestyle videos are interchangeable with the feature-wise addition carousels assessing the engagement level in buy-funnel stages. Putting these ideas into a predictive modelization would have the benefit of assisting OPPO in allocating creative budgets more accurately, as well as the modeling of diminishing returns on ever more homogenized content production in a rapidly changing competitive environment.

The above positive result is even more affirmative regarding the effectiveness of the strategic engagement on Meta that translates to actual sales achieved offline, whereby OPPO Bangladesh needs to formalize an omnichannel framework. Salespeople in physical stores need to get real time performance data in form of alerts on Meta dashboards and be able to adjust selling points in stores based on the most effective online stories, thereby generating a continuous narrative between pre-purchase discovery and post-purchase confirmation.

Meta Business Manager supports the future ad structure of OPPO and allows the company to enact more powerful capabilities of disaggregating an audience using both tailored and lookalike segments. Such capabilities allow OPPO to run campaigns with laser precision. Integrations with tracking pixels and conversion application programming interfaces enable the platform to be combined with fines grained data on user pathways and advertising effectiveness, which enables OPPO to manage the entire marketing funnel, which is from awareness to conversion to retention, using a highly empirical, systematic, and responsive process.

Statistics also indicate that the competitive momentum of OPPO is based on hyper-localization. In place of reusing standardized worldly content, OPPO adapts Bengali language-based messages, promotes local festivals, and uses images that are culturally sensitive. Their engagements with the

creation of strategic partnerships with local influencers, incorporation of the meme culture, and timely embracement of upcoming trends in the digital environment have created a brand identity that the young nationals in the country can associate themselves with and be close enough to reach. Still, there are daunting challenges. Bangladesh has a very sensitive market, and the population is concerned about digital payment. The results of the survey reveal that there is a large amount of fear in terms of transactions security and authenticity of product in online purchases. These intrigues force the creation of marketing strategies beyond engagement and require the integration of trust and genuineness mechanisms into each consumer touchpoint in the process.

Additionally, the study establishes the ongoing importance of after-sales service as well as physical retail contact as the means of maintaining the trust that is initially developed within online environments. OPPO, although it invested much in digital channels, gauges brand equity partially due to the satisfaction levels that one experiences after making a purchase. It is an observation that supports a half-way practice, an online outreach combined with excellent on ground performance where both are integrated at a new level-marketing efficacy.

6.2 Contributions to Literature and Practice

In a number of important ways, this dissertation contributes to both theoretical and applied knowledge:

- **Academic Contribution**: The work encompasses a well-designed case study of an adoption of Meta tools in one of the South Asian countries and thus fills an existing gap in the literature. The focus of the previous research has been mostly on the West, but this

paper explains the rapid pace of digitalization in South Asia the critical point is that the study highlights the infrastructural and behavioral specifics of the process in question.

- **Conceptual Synthesis**: The research performs a synthesis of the digital marketing funnel to real performance measures and consumer attitude in Bangladesh. The process of triangulating the theoretical constructs with empirical realities, is one where a reproducible schema is created and as such, scholars and practitioners can interrogate the domain of digital strategy across similar and differing economic conditions.
- **Localized Strategy**: The analysis shows that multinational companies can develop the local relevance by inserting regional nuances into the digital outreach process. The combination of strategies that OPPO uses the use of influencers, culturally accurate events or the use of vernacular language hence, all these tactics serve to level the distinction between global brand message and local Anaries expectation.
- **Operational Insight**: The research explains the workings of operational digital marketing teams within big companies of consumer electronics industries. The conclusions on its findings can give other marketing units a benchmarking advice on how to design its roles, and budget, as well as use analytics in making decisions.
- **Consumer Psychology**: The research enhances the understanding of the behavior of the consumer in emerging markets, especially on issues of trust, sensitivity to price and how technologically literate they are.

6.3 Strategic Recommendations

Derived from the findings, the following recommendations are proposed for OPPO and other firms functioning within similar digital environments:

6.3.1 Diversify Content Formats

To sustain audience engagement and foster enriched interaction, OPPO ought to broaden its content portfolio to encompass:

- Interactive components, including polls, quizzes, and augmented reality filters.
- User-generated content challenges designed to cultivate community and bolster perceived authenticity.
- Short-form video sequences tailored for mobile-centric platforms such as Instagram Reels and Facebook Stories.

Such diversification is likely to enhance interaction metrics and, more critically, to create increased opportunities for organic virality, thereby mitigating the necessity for sustained investment in paid distribution.

6.3.2 Refine Audience Targeting

While OPPO has enacted formal segmentation methodologies, survey responses indicate that consumer attitudes are in flux. Drawing on the findings of Mandal and Joshi (2017), it is recommended that OPPO advance its segmentation approach beyond basic demographics to include psychographic variables such as lifestyle, values, and purchasing motivations. This deeper segmentation can enhance click-through and conversion rates by aligning messaging with the

underlying drivers of consumer behaviour. Ryan (2014) also advocates for cross-device retargeting, enabling brands to re-engage potential customers who have interacted with digital content on one platform but have not yet converted. To account for this, it is advisable to:

- Implement periodic reassessments of audience segments, incorporating both behavioral and psychographic dimensions.
- Refresh lookalike audience segments every three months to integrate shifts in customer-acquisition pathways.
- Deploy dynamic creative optimization to customize visual assets and copy for distinct audience groups.

6.3.3 Optimize Budget Allocation

- Employ disciplined A/B testing protocols across the entirety of ad sets.
- Shift to agile budget allocation that adjusts spending according to live return-on-investment indicators instead of fixed campaign timelines.
- Leverage geo-targeted promotional efforts to re-allocate funds toward lagging markets or areas of intensified competitive pressure.

6.3.4 Promote Digital Payments and Trust Signals

- Collaborate with reputable payment processors and highlight their branding conspicuously on the payment-screen interface.
- Communicate robust buyer-protection guarantees and simplified return protocols.

- Simultaneously endorse cash-on-delivery for new customers, re-assuring them and subsequently encouraging a transition to electronic payment channels.

6.3.5 Strengthen Customer-Service Integration

- Utilizes Facebook Messenger bots and related automation tools to address frequently asked questions and initial complaint triage.
- Integrates customer-relationship-management platforms with social-media interfaces to maintain a continuous record of consumer interactions throughout the purchase funnel.
- Hosts specialized training for social-media representatives in recovery techniques and consistent brand voice delivery.

6.3.6 Ongoing Monitoring of Regulatory and Platform Dynamics

Digital marketing approaches must exhibit continual adaptability towards:

- Evolving data protection statutes and advertising directives emerging in Bangladesh and in other jurisdictions.
- Periodic algorithm tuning on Meta ecosystems affecting organic and promoted content visibility.
- Consumer preference pivots, including the rapid audience shift toward nascent platforms such as Threads and TikTok.

OPPO should designate internal personnel or engage specialized consultants to systematically surface these developments and reframe strategic responses.

6.3.7 Strategic Commitment to Predictive Analytics and Artificial Intelligence

To maintain a strategic edge, OPPO should:

- Acquire platforms capable of predictive behavioral modeling, including churn and conversion likelihood forecasting.
- Leverage AI modules that stipulate the most effective publication timing, content architecture, and messaging angles.
- Conduct real-time sentiment tracking to recalibrate messaging during emerging crises or reputational tests.

6.4 Policy Considerations

Beyond corporate strategy, this assessment underscores that Bangladeshi policymakers and sector participants should:

- Fortify digital infrastructure in peri-urban and rural contexts to enable deeper e-commerce inclusion.
- Scale digital literacy initiatives empowering consumers to engage safely in online transactions.
- Institute transparent guidelines governing influencer marketing and the ethical conduct of online advertising.

Such measures can foster a digital marketplace in which both firms and consumers encounter greater security and inclusiveness, promoting mutual prosperity.

6.5 Limitations and Future Research Directions

Despite the contribution of this thesis, several limitations merit acknowledgment:

- The sample does not capture rural populations reliably, especially those facing regional limitations of internet infrastructure.
- The analysis centres exclusively on a single brand; a comparative approach spanning multiple sectors could reveal more generalized patterns.
- The volatility of social media environments, shaped by algorithmic changes and evolving cultural norms, complicates longitudinal inferences.

Future investigations are encouraged to examine:

- The effect of transient content—such as Story formats and Live broadcasts—on consumer decision-making.
- Differences in digital marketing strategies adopted by multinational and indigenous smartphone producers.
- The enduring influence of influencer marketing practices within the evolving economies of the Global South.

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8 List of Figures, Tables and Abbreviations

8.1 List of Figures

Figure 1. Engagement metrics (likes, shares, comments) distributed by funnel stage.....64

Figure 2. Proportion of social media posts by messaging style.....65

Figure 3. Relationship between consumer trust in OPPO and their purchase.....67

Figure 4. Device preferences of survey participants when engaging..... 69

Figure 5. Role-based structure of OPPO BD BANGLADESH's Digital Marketing.....70

Figure 6. Sentiment distribution across OPPO's social media.....73

Figure 7. Monthly variation in CTR (%) of OPPO Bangladesh's paid campaigns.....75

Figure 8. Comparison of OPPO's CPC and CPM.....76

8.2 List of Tables

Table 1: Engagement metrics by campaign phase..... 61

Table 2: Engagement rate by content type..... 66

Table 3: Demographic characteristics of survey participants..... 68

Table 4: Monthly CTR trend (Jan 2022 – Jun 2025) 74

8.3 List of Abbreviations

CTR	Click-Through Rate
CPC	Cost Per Click
CPM	Cost Per Thousand Impressions
BDT	Bangladeshi Taka
UX	User Experience
UI	User Interface
SMM	Social Media Marketing
Meta Suite	Meta Business Suite
Meta Manager	Meta Business Manager

9 Appendix

Survey on the Impact of OPPO Bangladesh's Digital Marketing Strategy via Meta Business Suite & Business Manager

This survey aims to analyze consumer perceptions of OPPO Bangladesh's social media marketing (via Facebook/Instagram) and its impact on buying behavior.
All responses are anonymous and used solely for academic purposes. Participation is voluntary.

Section 1: Demographic Information

1. What is your age?
    - Below 18
    - 18–24
    - 25–30
    - 31–35
    - 36–40
    - 41 and above
2. What is your gender?
    - Male
    - Female
    - Prefer not to say
3. What is your monthly income (BDT)?
    - Below 15,000
    - 15,000–30,000
    - 30,001–50,000
    - 50,001–75,000

- Above 75,000

4. Where do you live?
    - Urban
    - Semi-urban
    - Rural
5. How much time do you spend daily on social media?
    - Less than 1 hour
    - 1–2 hours
    - 2–4 hours
    - More than 4 hours

Section 2: Brand Awareness & Social Media Engagement

6. Which social media platforms do you use most often to follow smartphone brands? (Select all that apply)
    - Facebook
    - Instagram
    - YouTube
    - TikTok
    - Others
7. How did you first come across OPPO?
    - Facebook/Instagram ad
    - Influencer post
    - Friend/family recommendation

- Retail store visit
- Other

8. On OPPO's social media pages, how often do you engage (like, comment, share, or participate in polls/contests)?
    - Never
    - Rarely
    - Sometimes
    - Often
    - Very often

Section 3: Perceptions of OPPO's Content (5-point Likert scale: Strongly Disagree – Strongly Agree)

9. OPPO's posts are visually appealing and engaging.
10. OPPO's use of influencers increases my interest in the brand.
11. The frequency of OPPO's posts is appropriate.
12. OPPO's localized content (e.g., Bengali festivals, culture) makes the brand feel more relevant to me.

Section 4: Consideration & Purchase Intentions

13. Before purchasing a smartphone, I usually check online reviews and ratings.
14. Recommendations from influencers or peers affect my decision to buy a smartphone.
15. Price is the most important factor in my smartphone purchase decision.

16. I am comfortable using digital payments (mobile wallets/online banking) for smartphone purchases.
17. I prefer cash-on-delivery because it feels safer and more trustworthy.

Section 5: Brand Trust & Retention

18. I trust OPPO because of positive peer reviews.
19. OPPO's after-sales service increases my trust in the brand.
20. Prompt responses on OPPO's social media improve my perception of the brand.
21. I am likely to recommend OPPO to friends and family.
22. I am likely to buy another OPPO smartphone in the future.