





OUR SERVICES



retail shopper marketing



e-commerce



digital marketing



SEO/SEM



creative content



digital PR



website development



apps and automation



email-marketing



digital activation



product photography



fulfillment

FOUNDERS OF CLAN



Syed Sarwar Morshed Azam

Founding Director

Sarwar Morshed is a person with a clear vision and leadership quality. In 20 years of experience, he has an outstanding remark in trade and distribution marketing, channel development and activation. Being the managing director of IMS, over the years Sarwar Morshed has also worked with reputed companies like British American Tobacco, Sony Ericsson, etc.



Kazi Sami Hasan

Chairman

No box could confine his thoughts and ideas. Kazi Sami is a creative thinker who always believes in solving problem with feasible yet unique strategy. With 19 years of work experience, he has eminent expertise in Brand planning and creative direction. Earlier of his career, Kazi Sami has been involved with Grey Advertising Ltd and Ogilvy & Mather.



Mirajul Huq

Chief Executive Officer

The growth hacker who has the vision of prospect, innovation & formulation. Miraj has been the CEO of Bagdoom, one of the renowned lifestyle ecommerce platforms of Bangladesh. He launched the first digital market place for rural women artisans with a base of 4500+ women working in jute diversified category known as Krishti by Bagdoom which won AICTA, Daily Star, National ICT. Earlier of his career he has been associated with OwnerIQ (US based company), Asiatic JWT and Ogilvy & Mather.



Iftekhar Hussain Chowdhury Nahiyen

Executive Director

Nahiyen is the perfect blend of expansion and execution. He initiated many e-commerce fulfillments such as Buy Here Now, ClicknShop, Kenneth Cole Bangladesh and many more. Currently, Nahiyen is also the General Manager of Integrated Marketing Service Ltd. Earlier in his career he has been associated with I Positive, Concito PR, and Media8 Communication.



“Conversation to Conversion”

It's us who believe in changing the revenue game through integrated digital, analytics, and marketing solutions.

A delivery person wearing a black helmet and uniform is riding a bicycle on a city street. A large black delivery bag is mounted on the back of the bike. The background is blurred, suggesting motion. On the right side of the image, there is a large black circular graphic containing the text "OMNI CHANNEL APPROACH" in bold yellow capital letters.

OMNI CHANNEL APPROACH

SBU: BUY HERE NOW



WEBSITE DEVELOPMENT

- Technology Used: PHP (Laravel), React, Nextjs
- AI recommendation & Predictive search
- End to end goal tracking and analytics
- Inventory Management System
- AI based Chatbot
- Customer Support Portal



SEO/SEM

- Regular Website Analysis
- Tracking & Monitoring User Data
- Increasing Site Visitors
- Increasing Organic Sales



PWA DEVELOPMENT

- Dynamic web structure for content
- Password SMS integration for OTP
- Coupon Management
- Full category creation from CMS
- PWA notification setting

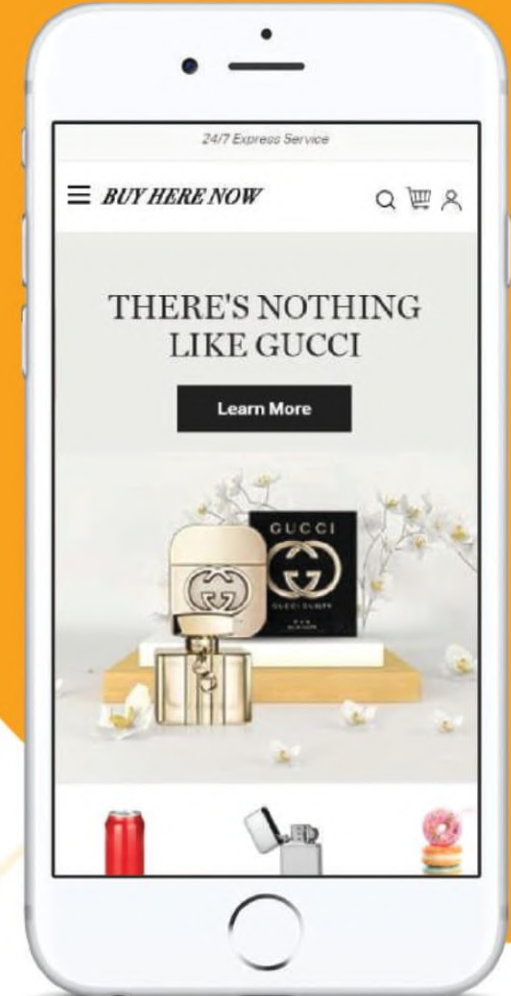


FULFILLMENT

- 33** Dedicated Delivery Persons
- 24/7** Call Center Service
- 4700+** Avg Monthly Order
- 50K+** Customer Base
- 879+** SKUs

BUY HERE NOW

24/7 Express Service



SBU: CLICKNSHOP



WEBSITE DEVELOPMENT

- Technology Used: Wordpress 5.7.2
- Woocommerce System
- Inventory and Shipping Management
- Image Optimization System by Autoptimize
- Search Engine Optimization System by Rank Math SEO



SEO/SEM

- Regular Website Analysis
- Tracking & Monitoring User Data
- Increasing Site Visitors
- Increasing Organic Sales

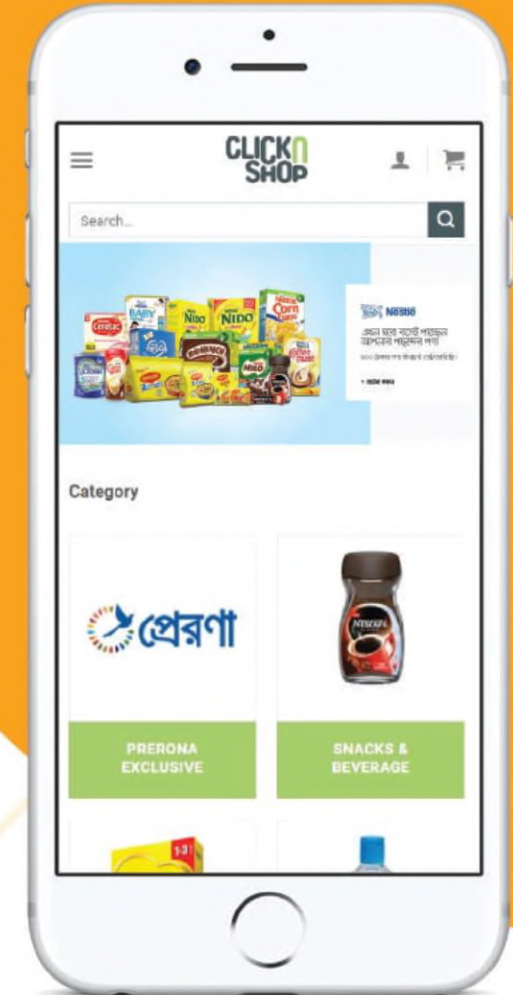


FULFILLMENT

- 45** Dedicated Delivery Persons
- 24hrs** Delivery In 6 Divisional HQ
- 4800+** Avg Monthly Order
- 550+** SKUs

E-commerce Platform for
Grocery **Purchase** with
48 Hours for Delivery Time

CLICKn
SHOP



A hand holding a black smartphone is the central focus on the left side of the image. The background is a warm, golden-brown blur. Floating around the phone are several hexagonal icons containing symbols like a magnifying glass, a bar chart, a lightbulb, a globe, a Wi-Fi signal, a shopping cart, and a laptop. A large, dark circular shape on the right side of the image contains the text 'MOBILE APPLICATION DEVELOPMENT' in bold, orange, sans-serif capital letters.

MOBILE APPLICATION DEVELOPMENT

APP. SALES FORCE MONITORING



322+

Unilever TMR Users



400+

DBBL TMR Users



550+

GP TMR Users

FEATURE

- Attendance Tracking
- Strike Rate Capture
- POSM Management.
- Real Time Tracking of CMs
- Live Evaluation
- Geo-tagged and Geo Fenced



Backend

Php/Laravel, MySQL



Environment

Cloud Computing (VPS),
Cloud Database, Cloud Store



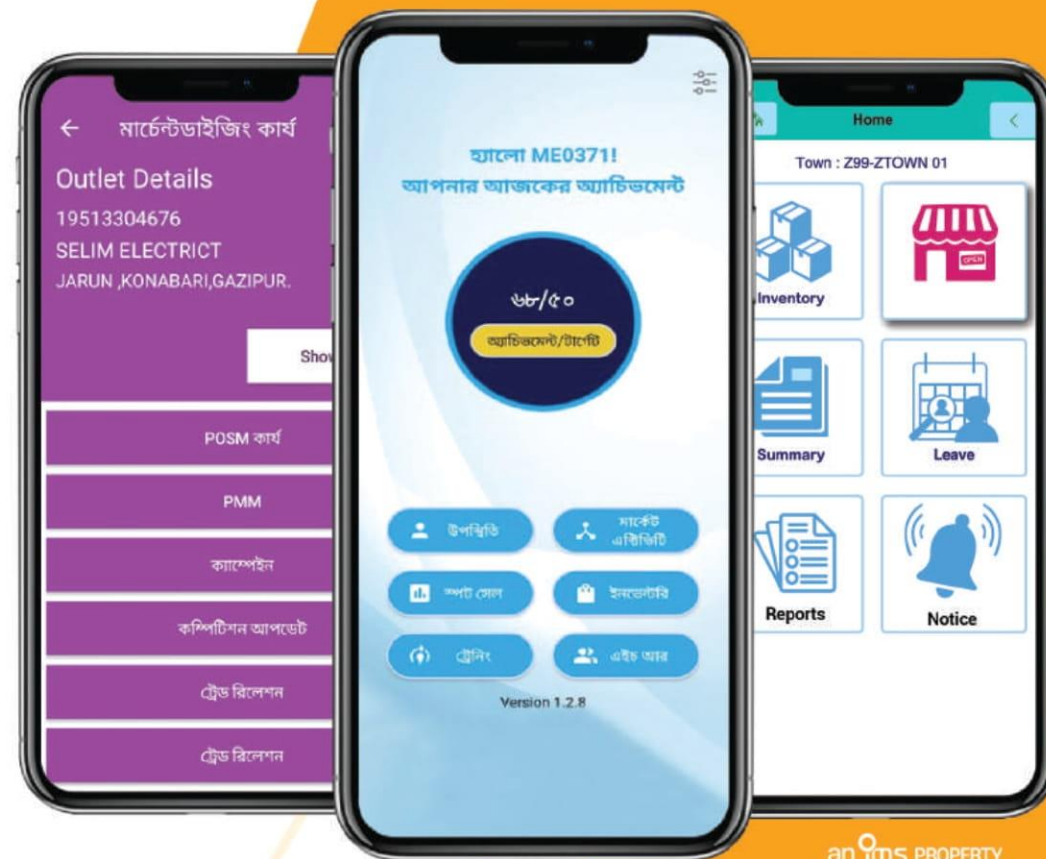
FE

VUE.js, HTML/CSS, Bootstrap



Architecture

Micro Services



A top-down view of a person's hands typing on a silver laptop. The person is wearing a camouflage jacket with orange accents. The laptop is on a bright yellow circular table. Next to the laptop is a tablet displaying code and a notebook with a snake illustration. A large black circle on the right contains the text 'WEBSITE DESIGN & DEVELOPMENT' in yellow.

WEBSITE DESIGN & DEVELOPMENT

WEBSITE DEVELOPMENT



Objective:

To develop an user friendly and engagement centric microsite.

Action:

Consumer engagement based platform for 3 months, i.e:
Online nutrition consultation, Photo and video submission,
Daily quiz participation, Online product purchase.

Outcome: **42K+** Avg Monthly
Web Traffic

15K+
Sign Ups



Objective:

To consult for developing an conversion based website
from descriptive website.

Action:

Page by page consultation of audience's path to avail services.

Outcome: Service and Information focus Increase of acceptance
By audience



CAMPAIGN SHOWCASE

KENNETH COLE LANDS IN BANGLADESH

Client: Kenneth Cole

Objective:

Our partner, Classic Group has brought a renowned lifestyle brand KENNETH COLE in Bangladesh. We started with one product of Kenneth Cole face mask and through this product line we had introduce and establish the Brand in Bangladesh. Along with brand establishment we had to reach the Sales KPI also.

Actions:

Initially we placed the Kenneth Cole facemask on a number of e-commerce platform. Among those platform, we put it in our own e-commerce platform, ClickNShop. To increase the sales we did media buying and SEO. We also partnered with more than 200 modern trades, Restaurants and local lifestyle brands.

Outcome:

Lower **CPA** Rate
Than the industry

95% Order Delivered
within 48 hours nationwide

98% Response
time



BREAKFAST AT ONE GO!

Client: Nestle Bangladesh (Koko Krunch)

Objective:

Nestle Breakfast Cereal team has been running the physical activation 'Whole Grain Fest' for last 2 consecutive years. This activation is mainly focused on generating brand awareness among the relevant audience through engaging activates with parents and children in the selected colonies. Due to Covid-19, Client team was looking for the solutions which can meet all the purpose yet maintain all safety measurements.

Actions:

We, Clan had come up with the concept of same engagement with the blend of online and offline activities. To participate in this campaign, audience had to register on a microsite which has been communicated through social media channels. The campaign was 4 months long, from Dec 2020 to March 2021.

Outcome:

27.5% Average
Engagement Rate.

Over **400+**
Contest Submission

15000+
People Signed Up.

BREAKFAST AT ONE GO...



MAKE A MEANINGFUL PURCHASE

Client: Prerona Foundation

Objective:

Prerona foundation works for specially abled communities to ensuring a better standard of living and economic solvency for them. To do so, Prerona sells products which are made by this special communities. Prerona briefed us to establish their Brand with a meaningful purpose and at the same time sell their products for the welfare of the communities.

Actions:

We are working simultaneously to establish the brand and make conversion for their product. However, prioritizing the social cause, we run campaigns for optimized result and top-of-mind positioning.

Outcome:

\$0.7 Average
Cost Per Result

14% Average
Engagement Rate.

100K Followers &
Page Verification



A MEAL PACKED WITH PURPOSE

Client: SIG Foundation (Switzerland)

Objective:

Swiss company, SIG had come up with packaged meals which is packed with goodness and made from vegetables sourced from local Bangladeshi farmers. However, to bring it to the market, They required a packaging design which should depicts its purposes and message.

Actions:

We went to a thorough research for package designing which will uphold the sense of goodness, heartiness, and Bangladesh as well. We have designed 3 packages for Bottle Gourd Curry, Spinach Daal and Egg Khichuri and POSM materials.

Outcome:



Accepted
With Delight



Messages Delivered
Through Artwork



Establishment
Of Brand



SEO & SEM



WE PROMISE YOU THE BEST SEO PERFORMANCE

With years of experience, we have worked with top notch SEO brands/products like Prothom Alo, Bagdoom, Delta Brac Hosuing Ltd, Nestle, Buy Here Now, Transcom and many more.

OUR SERVICES

-  Setup SEO Campaign
-  On-Page Optimization
-  Content Marketing
-  Backlink Check Schema & Structured Data Mark Up
-  Monthly Reporting

SEO | SEARCH ENGINE OPTIMIZATION



An artistic illustration featuring two stylized human heads in profile, facing each other. The head on the left is filled with a vibrant, abstract pattern of reds, oranges, and yellows, with a dark blue cloud-like shape containing gears and a puzzle piece. The head on the right is filled with a pattern of blues, purples, and greens, with a dark blue cloud-like shape containing a bar chart. The background is a light beige with white clouds, a target symbol, and a faucet. A large black circle on the right contains the text 'CREATIVE DESIGN' in bold orange letters.

CREATIVE DESIGN

DESIGN FOR EFFECTIVE COMMUNICATION



DESIGN FOR EFFECTIVE COMMUNICATION





ECOMMERCE PHOTOGRAPHY

OUR CAPABILITIES:

- Industry vertical-wise product photography
- Brand thematic photography
- Campaign Photography





DIGITAL PRESS RELEASE

OUR CAPABILITIES:

- Copy & Content Creation
- PR Execution
- PR-Digital media buying
- Report & analysis

The Daily Star

Covid-19: Classic Group brings Kenn masks in Bangladesh market

12 Tribune Desk Published on 22



Courtesy

This mask can maintain the correct position in all movements. The mask fits the face on the popular e-commerce platforms like, and also.

This mask can maintain the correct position in all movements after covering.

This lightweight and the comfortable fabric-rich mask is easier to breathe than the market.

The bacterial and viral filtration facility of this mask by Kenneth Cole can prevent viruses and bacteria.

The PFE (particle filtration efficiency) of the mask also traps very small particles at the level.

The innermost layer of this 6-layer mask has a moisture-controlling antibacterial layer.

It has a span bond layer on it, which provides fluid protection.

Two well-coated layers that are capable of trapping antibacterial and stay put follow it.

Another span bond layer and a moisture regulating antibacterial finishing out.

'At present, the supply is insufficient compared to the demand for good quality masks. The market is flooded with counterfeit and low-quality masks. Therefore, realizing the requirements of the customers, we have decided to bring this mask which can be the customer's choice of choice and their mask for better health and safety.'

প্রথম আলো

মিতসুবিশি মোটরসের মেগা ক্যাম্পেইনে নানা অফার



একদশমাসের মেগা ক্যাম্পেইনে ১৫০ হাজার টাকার মিতসুবিশি মোটরসের অফার।

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Dhaka Tribune



Protex mask is 99.9% effective at killing viruses, as tested and proven by a neutral organization (D 18184: 2019 policy).

(launched a three-layered antiviral and antimicrobial face mask Protex. The mask is manufactured using Swiss HQ Viroblock).

able fabric, it is possible to wash the mask and use it up to 50 times. The mask is also very soft and comfortable for long-time use, and is available in different colors. This mask will also be available for children.

he layers of fabric, the outer layer fabric prevents water passing through, the middle layer is treated with HeiQ 3 to destroy viruses. The ingredients used for the middle layer are proven by an ISO 18184: 2019 test to achieve 99.9% activity in a matter of minutes,' read the press release.

layer is made of a special waterproof fabric that can repel tiny water particles from sneezes and coughs,' it added.

'In the fabric attracts oppositely charged viruses and binds them to their sulfur groups, forming silver sulfide - a process that kills the virus.'

KENNETH COLE



MITSUBISHI



120K+ Audience Reached

16K+ Online Engagement

5K+ Comments Generated

REACH US

📍 Location: House 13, Road 4, Block F,
Banani, Dhaka 1213, Bangladesh.

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☎ +88 02 9847475

f www.facebook.com/Clan.Bangladesh

📷 <https://www.instagram.com/clan.social/>

in <https://www.linkedin.com/company/clan-social>

