



FROM THE DESK OF CEO

Dear valued clients,

Welcome to the 3rd edition of UNISPEAK.

It is our pleasure to inform you that as a responsible corporate entity, we have been continuing different initiatives for the welfare of the community. Let me highlight some of our recent undertakings.

We believe that all young people have the potential to succeed in life and contribute to society. Preparing today's young people for their roles as tomorrow's leaders is a big challenge. The future of the nation and the future of world civilization, will soon rest in the hands of today's youth. With the objective of empowering youth to be the part of future growth of the society, we have been participating in different learning sessions, events at renowned universities, providing guidelines for career growth through reputed publications and many more under the initiatives: 'Future Minds' and 'Future Biz.' We recently partnered with Bangladesh University of Professionals (BUP) in the event 'BUP Inter University Debate Competition 2017'. We have been receiving very positive response to these ongoing activities from the beginning.

We invite your valuable feedback about UNISPEAK at info@unitrendbd.com.

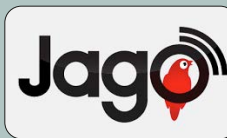
Thank you once again for your continuous support.

Taslim Ahmed
Chief Executive Officer



BUP INTER UNIVERSITY DEBATE COMPETITION 2017

Unitrend Limited recently associated with Bangladesh University of Professionals (BUP) as the PR Partner of the event 'BUP Inter University Debate Competition 2017'. 39 universities from all around the country participated in this event. The event started on October 12, 2017 and the grand finale was held on October 21, 2017 where Vice Chancellor of BUP, Major General Md. Salahuddin Miaji, rcds, psc were present with others.



2ND ANNIVERSARY CELEBRATION



Officials of Jago FM 94.4 visited Unitrend Office on October 26, 2017 to celebrate the 2nd anniversary of Jago FM 94.4. It was a big surprise indeed for Unitrend Limited. The officials of both the organizations cut the cake together to celebrate the occasion.



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SOCIAL MEDIA TRENDS

Social Media Trends That Will Have Maximum Impact in 2018

The role of social media marketers is expanding

Here are some crucial social media trends that will have the maximum impact on the company's social media strategy in 2018 and ahead:

Content that engages audiences on a personal level will be liked the most

It does not make any sense to create content that is written from a selling point of view. People do not like content that is not relevant to them. Instead, content that is personalized and based on user personas is more likely to be read and shared. With buyer personas, you get an exact answer to what your audience wants instead of guessing it. It is much better to prepare content that solves users' pain points.

Image recognition have already begun to transform social media marketing

Social media is no longer a text business for marketers. With around 3.2 billion photos being shared every single day on platforms like Facebook, Instagram and Snapchat, the trend is moving toward visual content. With tools like Einstein Vision for Social Studio, brands now have the power to search for pictures related to their brands on social media. This product from Salesforce uses artificial intelligence algorithms like Einstein Image Classification for image recognition, coupled with visual search, brand detection and product identification.

Source:

<http://www.adweek.com>

CLIENTS' CORNER



Agreement Signing Ceremony between Anwar Landmark Limited and Labaid Group

An agreement between Anwar Landmark Limited and Labaid Group was signed recently. Under this agreement, customers of Anwar Landmark will receive special discounts on medical services from Labaid Group. Mr. Manwar Hossain - Group Managing Director of Anwar Group and Mr. Al Imran Chowdhury - Chief Operating Officer of Labaid Group signed the agreement on behalf of their respected organizations.

HEALTH TIPS

Ways to control high blood pressure:

1. Lose extra pounds
2. Exercise regularly
3. Eat a healthy diet
4. Reduce sodium in your diet



Birthday Greetings

Unitrend Limited conveyed birthday wishes on October 30, 2017 to the country's renowned business personality Mr. Anwar Hossain, Chairman, Anwar Group of Industries. It was a great honor of Unitrend to be a part of the celebration of the special occasion.

PARTNERING...



ACTION OF THE MONTH

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