

PROJECT REPORT
On
Digital Marketing Practices in Bangladesh

Project Paper Submitted to the School of Business and Economics in Partial Fulfilment of the Requirements for the Degree of Bachelor of Business Administration.

Supervised By:

Md. Kaium Hossain

Assistant Professor,

School of Business and Economics

Submitted By:

Anika Tabassum

ID: 111143035

Bachelor of Business Administration



UNITED INTERNATIONAL UNIVERSITY

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Digital Marketing Practices in Bangladesh



Letter of Transmittal

22rd July 2019

Md. Kaium Hossain
Assistant Professor
School of Business and Economics
United International University

Subject: Submission of the Project Report.

Dear Sir,

I would like to submit my project report titled “**Digital Marketing practices in Bangladesh**” as a requirement for the completion of the BBA program. I request you to receive the project paper prepared by me on the basis of my findings. Writing this project has been a great pleasure and an extremely interesting and rewarding experience. It has enabled me to get an insight into the digital marketing system and the important of digital marketing. I tried my level best to complete this project properly and to produce a meaningful project within all the constraints.

I request you modestly to accept my paper as it may suffer from some shortcomings. Therefore, I hope that this will meet the standard of your judgment.

Sincerely,

Anika Tabassum

ID: 111143035

Bachelor of Business Administration (BBA)
United International University

Acknowledgement

At first I would like to express my gratitude Almighty Allah for providing me the strength and the composure finishing the task within the schedule period.

I would like to express my deep sense of gratitude a sincere appreciation to my project supervisor Md. Kaium Hossain, Assistant Professor, School of Business and Economics, United International University, for his continuous support and guidance during the practical orientation period. His suggestion and comments were really a great source of spirit to make the report a good one.

I prepare this report on the basis of knowledge, ideas & understanding from various articles and real market scenario. I tried to make it precise and concise as well as informative. Even then, if there remains any short coming that is my own.

Declaration

I hereby declare that the project report entitled “Digital Marketing practices in Bangladesh” embodies the results of my own effort under the supervisors of Md. Kaium Hossain, Assistant Professor, School of Business and Economics, United International University.

I further affirm that the work reported which is original and is no part or any other students for the completion of BBA or other degree have submitted whole of the report.

Anika Tabassum

ID: 111143035

School of Business and Economics

United International University

Table of Contents

Executive Summary	1
1.1 Introduction:	3
1.2 Topic of the Report	3
1.3 Origin of the Report:	3
1.4 Objectives of the Report:.....	4
1.4.1 Broad Objective:.....	4
1.4.2 Specific Objectives:.....	4
1.5 Scope of the Report.....	4
1.6 Methodology	4
1.6.1 Primary sources.....	4
1.6.2 Secondary sources.....	4
1.7 Limitations.....	4
2. Literature Review	5
3. Analysis and Findings.....	9
3.1 What is Digital Marketing.....	9
3.2 Digital Marketing of Bangladesh.....	9
3.3 History of Digital Marketing in Bangladesh.....	10
3.4 Current Situation of Digital Marketing in Bangladesh.....	12
3.4.1 Digital Media Landscape.....	12
3.4.2 Types of Industries involved with Digital in Bangladesh.....	13
3.4.3 Some Famous Digital Marketing Practices Companies in Bangladesh	15
3.5 Major Type of Digital Marketing Practices in Bangladesh.....	16
3.6 Findings.....	23
3.7 Challenges.....	24
4. Recommendations and Conclusion.....	26
4.1 Recommendation	27
4.2 Conclusion.....	28
References.....	29

ABSTRACT

Several years ago, some researches showed about the opportunity based on software and information technology sector in Bangladesh. The ICT sector started in Bangladesh 1990s although some researchers conducted in several studies in 1960s. This ICT industry first time practiced online marketing in Bangladesh.

There are many IT companies in our country and some are very famous such as Bangladesh software development, Southtech Group, 4axiz IT Ltd., Brain Station 23, Tiger IT Bangladesh Ltd., My Soft IT, Dream71 Bangladesh Ltd., Web Park Bangladesh, Roopokar, Softbd Ltd., etc. which is practicing digital marketing over the years.

In Bangladesh, digital marketing is not free from restrictions. It also has some risks and limitations in our country. Most of the people in our country live in the village and many villages there is no electricity and the internet. So, it is not possible in Bangladesh to use only digital marketing to attract all the customers. As a result, a company applies both digital and physical marketing. On the other hand, the internet is available in the city where people are willing to make a change in their habit. To use digital marketing, a company needs to invest some money to create a website, and it takes time than physical marketing. After analyzing the digital marketing practices in Bangladesh, it can conclude that digital marketing gain popularity in Bangladesh day by day, and most of the companies use this marketing nowadays.

Chapter 1

Introduction

1.1 Introduction

Digital marketing is one sort of promoting being extensively used to publicize merchandise and ventures to achieve clients utilizing computerized channels. It stretches out past web based promoting including channels that won't require the use of Web. It gives cell phones (the two SMS and MMS), internet based life showcasing, flag promoting, site improvement advertising and a few different kinds of advanced media. Through digital media, clients approach data at whatever point and afterward for wherever where they want. With the utilization of computerized media, customers don't simply rely upon exactly what the organization says with respect to mark yet also they can pursue what the media, companions, peers, and so on.

Digital marketing in Bangladesh started in 2008. The popularity of digital marketing has been increasing in Bangladesh since 2012. At first time, it was very new concept in our country. Marketers also concern that they should go for digital marketing or not. It takes more time to clear the real advantages of online marketing.

This report inspects how advertisers can utilize advanced stages to create and fortify client connections in Bangladesh. In my structure, image dependability will be the key component.

1.2 Topic of the Report

A well-defined topic has to be selected for the project report. The topic has been assigned “Digital Marketing Practices in Bangladesh”.

1.3 Origin of the Report

Academic education is not enough for a student to reach his/her final destination or to achieve his/her goal. So, a student needs to gather experience or knowledge of the outside world without academic knowledge. This report provides the opportunity to learn new knowledge about a particular subject widely.

1.4 Objectives of the Report

1.4.1 Broad Objective

To know the digital marketing practices in Bangladesh.

1.4.2 Specific Objectives

- To recognize the contemporary approach of marketing.
- To know the future approach of internet or digital marketing.
- To identify the role of Digital Marketing.
- To make some recommendations based on the analysis.

1.5 Scope of the report

While preparing this report, I had an opportunity to gather a deep knowledge of the online marketing activities of the IT sector in Bangladesh.

1.6 Methodology

Methodology is very essential for every research paper or research report or making others reports. It focuses research design that is very important structure of a research. I collected data from two sources- Primary and Secondary sources.

1.6.1 Primary sources

- Discussion with experts
- Direct Observation
- Conversation with clients
- Conversations with employees

1.6.2 Secondary sources:

- Various articles
- Company's annual report
- Websites of various companies
- Relevant books, Research papers, Newspapers and Journals.

1.7 Limitations

During preparing this report some limitations were faced:

- Limited time for the study
- Insufficient data
- Some opinion may vary with the experts in this field.

Chapter 2

Literature Review

Because of rapid globalization, it has opened the various business opportunities around the world as well as the competitors have also increased resulting marketers need to improve the performance and they have to provide the superior customers value.

Paul (1996) emphasized on various digital technologies make easy to do marketing different products or services such as interactive TV (ITV), digital telephone networks, mobile phones, several internet related tools accept marketers to connect with consumers on a local, regional and global ways.

Philip Kilter said, “The digital marketing is the fastest growing form of direct marketing.” The internet and modern marketing affect the customer’s perception, price, product, service and information (Jaworski & Kohli, 1993).

Malhotra (2008) said that the World Wide Web is an important marketing medium and to gain success in this arena a marketer should have well planned online marketing strategy. Consumers are expected to become more accustomed to the online shopping environment in the near future as most studies commonly project. The risks they currently perceive are likely to decline and this will increase the variety of goods being purchased from the Web market.

Dickson (2000) explained that among the various routes marketers take to differentiate themselves on the Internet market, economic pricing is receiving heightened attention. With the increasing use of price search services, price wars are becoming bloodier than they are in the retail arena. On the other hand, some businesses still prefer to differentiate themselves based on other factors like product quality or support services such that offerings are not directly price comparable.

Kierzkowski et al. (1996) developed a digital marketing framework that outlines what businesses should do, and how to do, in order to make their digital marketing strategies successful. Even though the framework was developed more than ten years ago its core concepts are still valid. However, some of the —howl concepts need adaption to more contemporary steps. The first step in their model is to attract customers to the application; the authors cite the need to create an audience. This, however, is now less valid because the rapid growth of the Internet has already created the audience. Now, it is important to take the —pullll approach and create presence where

the customers already are in order to attract them and focus on creating links to and from their site with others, including online search engines said by Kiani (1998).

Pelt (2006) assumed that with the additional online promotions, more people are going to turn to internet shopping in order to save time and money. Internet marketing also refers to the placement of media along different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, e-mail marketing, and Web 2.0 strategies. The effect on the advertising industry itself has been profound. In just a few years, online advertising has grown to be worth tens of billions of dollars annually.

Similarly, Ind and Riondino (2001) mentioned that with the increased access to information consumers focus less on product specifications and more on the value provided by the brand, as well as a brand's ability to engage and communicate with them. The impact the digital revolution has had on brands undeniable, as mentioned earlier it has shifted the power from the company to the consumer. As a result the literature on branding in the digital world is vast. It covers various issues including understanding branding on the web and providing guidance and strategies for online branding. Ind and Riondino (2001) identified two problems that brand managers face when they attempt to tackle the Internet. The two problems identified are that companies either attempt to design websites that do not reflect the values of the organization or they assume they can take the content from their traditional media and place it on their website with no distinct strategy behind it. They suggest that a company's website —should reflect the overall brand idea and make the most of the medium's potential. Other recommendations made are similar to that of other authors discussed earlier, as they emphasize the importance of interactivity and the power the consumer has in the digital world. The authors make a particularly interesting observation, —even though companies have the technology to collect detailed information; most of them lack the right attitude to use it effectively.

Wilson (2002) said that a business can't rely on just one marketing approach, but must develop a whole spectrum of marketing strategies, operating simultaneously, in order to survive and flourish in a competitive world. Internet provides new type of opportunities if it is possible to develop an effective marketing mix. He also has said that many website owners pat themselves on the back if they can employ just a single Internet marketing strategy. But successful web and

brick-and-mortar businesses know that the key to success is developing a diverse marketing mix that works. He also provides some guidelines to develop marketing mix. Firstly creating the feelings of personal presence assists online marketing. Productive marketers are aware of making an individual closeness or human attachment by welcoming visitors to their site. A photo, an individual word, a way to deal with interface with them in talk or an unlimited present can give pointless feelings. Live chat is one of these gadgets. Other conscious frameworks organization is done in email exchange social events and mailing records. Web promoters are related with their visitors, and are continually finding ways to deal with stand out for guests, and convey them into the site where they can be arranged and begin to consider a purchase. Moreover he makes reference to that verbal (WOM) is a crucial thing. From the outset giving pervasive organizations or things is essential. By then using tell-a-buddy boxes and send-this-page-to-a-friend substance and encouraging supporters of forward handout to a buddy or accomplice is huge in building up affiliation's endorser list by articulation of-mouth.

Chapter 3

Analysis and Findings

3.1 What is Digital Marketing?

Digital Marketing refers the marketing through digital medias like internet, TV, mobile etc. than the traditional media such as newspaper advertisement, billboard, magazine advertisement etc. Right now, digital marketing is biting the traditional marketing. It has many ways to market digitally like SEO, Search Engine Marketing (SEM), content marketing, social media marketing; e-mail marketing, e-commerce marketing, display advertisement etc. are most popular methods to reach the potential customers easily.

3.2 Digital Marketing

Digital marketing is maintaining the customer relationship for promotional purpose. All marketing policy's main purpose is to reach the ultimate customer. Here, the branches of Digital marketing work virally all over the web and main target is to reach the final maximum customers. That's why people from all over the world welcoming this new form of marketing and the uses of it are increasing day by day. Digital advertising started its journey on the year 1990. After that it becomes very popular form in the marketing era. Bangladesh is also going this roadmap their digital marketing is grown up cause in 2014 to 2015 is huge development in ICT sector. The overview of digital marketing is given below:



The area of digital marketing

In Bangladesh, because of accessible internet businessmen can start their business digitally. Especially the use of the social media like Facebook is very high in our country. It is a positive side for marketers. Besides, Digital marketing creates a new scope of marketing using other social networking site like LinkedIn, Twitter, and Viber so on. This new wave has made advertising and marketing closer to people as people are more used to social media nowadays.

3.3 History of Digital Marketing in Bangladesh

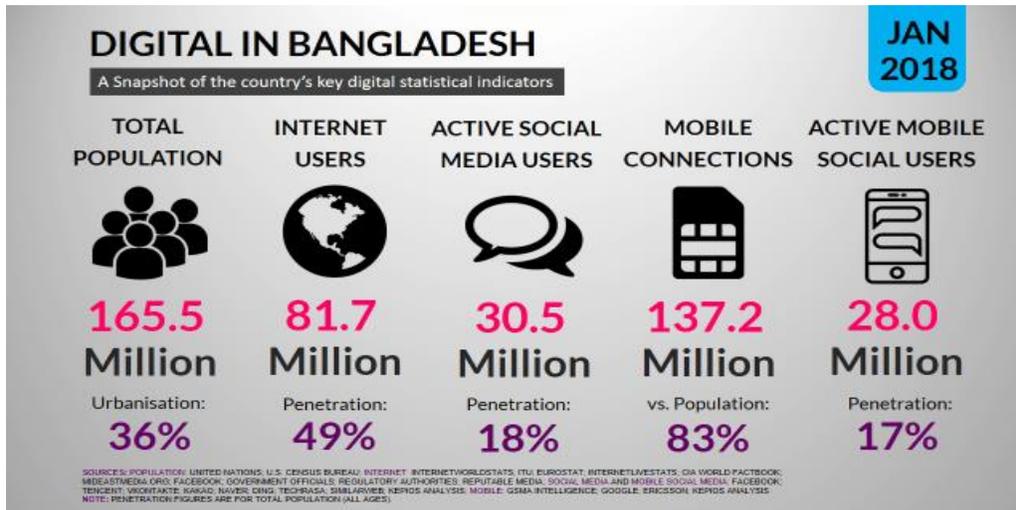
In 1993, the first clickable banner went live, after which Hot Wired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, Yahoo was launched.

Also known as "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, Yahoo received close to 1 million hits within the first year. This prompted wholesale changes in the digital marketing space. In 1996 the launch of a couple of more search engines and tools like Hot Bot, Look Smart, and Alexa and in 1998, the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search.

After two years, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving more space for the giants in the business. The digital marketing world saw its first steep surge in 2006, when search engine traffic was reported to have grown to about 6.4 billion in a single month. Not one to get left behind, Microsoft put MSN on the backburner, and launched Live Search to compete with Google and Yahoo.

The idea of digital marketing is not very common in our country; however it is grabbing customers' attention quickly. In between 2014 and 2015, it is creating a buzz slowly about Digital marketing with people in Bangladesh. After that the 3G technology of internet provides the real test of digitalization. In 1990, the journey of Digital advertising was started. Based on the Internet Live Stats estimated for July 1, 2016, the total population of Bangladesh is 162,910,864 whereas number of internet users is 21,439,070 and the percentage of penetration is 13.2%. According to the report of World Bank, the percentage of Facebook users are 77% aged in between 18 years to 34 years. Day by day the percentage of overall internet users is increasing widely. The positive attitude is creating about digital media among the people of Bangladesh.

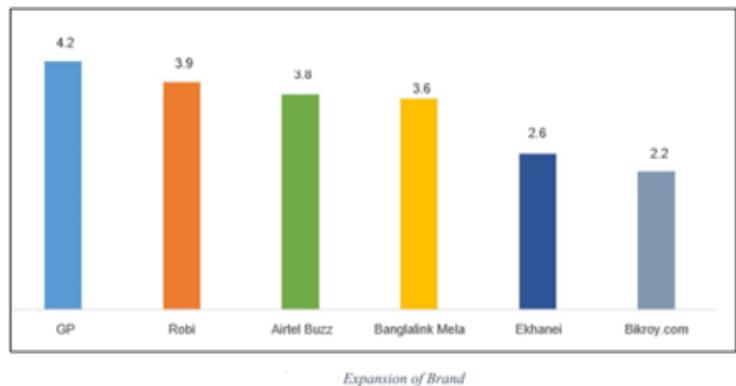
3.4 Current Situation of Digital Marketing in Bangladesh

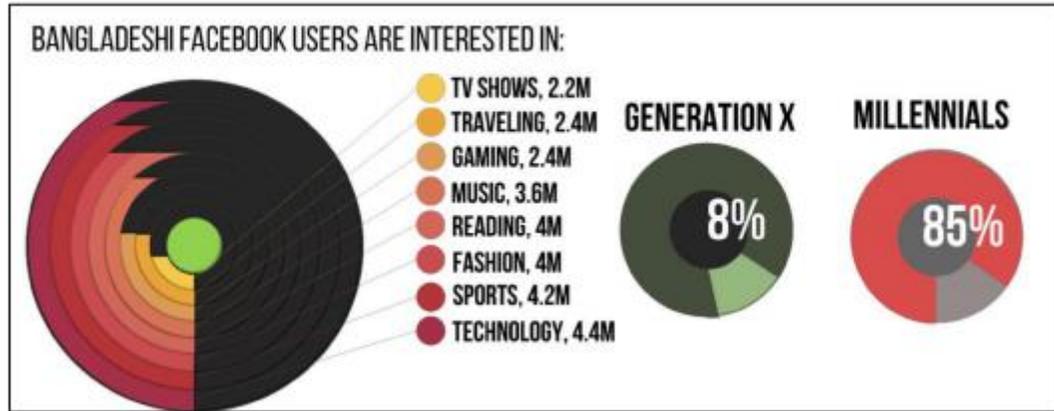


The above report shows that in 2018, total internet user is 81.7 million and social media users are 30.5 million which 18% of total population is. Now, in 2019, the number internet users increased to 90.5 million, according to statistics published on Bangladesh Telecommunication Regulatory Commission (BTRC)’s website.

3.4.1 Digital Media Landscape

Digital Media is one of the sensible movement for any sort of business; it's more affordable, progressively powerful. It can associate with 160 million people in Bangladesh. This is in light of the fact that digital Media stands up to negligible determined hindrances, and can theoretically contact the entire masses. 2G orchestrate starting at now covers 99% of the country's topographical range with up. The employments of web based life is especially dynamic, for example- Grameenphone, Airtel Buzz, Robi, Banglalink Mela are expanding in fame consistently, as their digital content winds up noticeably far reaching.





Interest of Bangladeshi Facebook users are shown above

3.4.2 Types of Industries involved with Digital in Bangladesh

In Bangladeshi market, Digital Marketing policy use various industries like-

- **Bank**

Banks always want to gather much more customers; nowadays, they follow Digital Marketing policy widely, for example- Internet Banking, Mobile Banking, SMS Banking etc. services are provided by Banks which are included with Digital methods.

- **Telecommunication**

By using digital platform, Telecommunication companies in Bangladesh like Grameenphone, Banglalink, Robi etc. provides different services like SMS, MMS, VMS, Internet package **etc.**

- **E-Commerce**

In a E-commerce business, the central marketing policy is online marketing. So, without digital marketing, we cannot think about e-commerce in Bangladesh.

- **Garments & Textiles**

This industry also started to promote their business digitally as it's an export and import related industry.

- **Export-Import Business**

Pharmaceuticals, Garments items, Leather, Ceramics, Steel, Plastic, and many items are regularly exported and imported from Bangladesh to other country or other country to Bangladesh. Thus, they use Digital marketing policy.

- **ICT Sector/IT & Software**

Basically ICT sector in Bangladesh is divided into four sectors-

- i) Information Technology (including Software solution)
- ii) ITes
- iii) Network Solutions
- iv) Hardware Solutions

Most Bangladeshi market players initially offer their products and services on the domestic market, and then they export to Europe, Northern America and others. Furthermore, based on Business Process Outsourcing (BPO), many companies provide their services by using online market place. For example Kazi IT, Coder Trust, BACCO etc. companies provides BPO service from Bangladesh.

- **Tourism Sectors**

From online room booking to various tour related journey etc. are mainly focused and used by digital media for communication, transection and every work.

3.4.3 Some Famous Digital Marketing Practices Companies in Bangladesh

- **Innotex**

Innotex is one of the most famous, progressive and in vogue garments buying agents in Bangladesh. This company is committed providing the best quality garments to clients. It has practiced for a long time Digital Marketing policy to promote their products and services.

- **Bikroy.com**

Bikroy.com is an online platform where people can buy and sell almost everything. It is totally free to publish a classified ad on Bikroy.com. You can register here free, then sign in and post your Ad and fill in the form, finally done. It's a big digital platform in Bangladesh.

- **Macro Media**

Digital format have been taken over every aspect of the communication media, resulting a success of advertising and marketing campaign nowadays. Macro Media Digital Pvt. Ltd. (MMDI) totally use the digital technology for doing promotional activities.

- **Systech Digital**

Systech Digital is one of the leading software development companies in our country. It is very famous in the corporate world. This company fully uses digital marketing approach to aware about its web development services.

- **Email Brain**

Email Brain provides professionally and individually email campaign as well as email marketing related services like bulk email sending, collecting clients email etc. We know, Email Marketing is an important tool of Digital marketing.

- **Prothom Alo Digital Platform**

www.prothom-alo.com, www.eprothom-alo.com, www.prothom-aloblog.com, etc. services are provided through digital media by Prothom Alo. 1.6 million visitors from 200 countries has an access here. Altogether, 12 million people from our country and 200 other countries' people read through online services of Prothom Alo.

- **Hatbazar.com**

Hatbazar is a digital platform; it provides Internet services, Luxurious restaurants, Hotels, Transports, Beauty parlors, Fashion houses, Theme parks, Gymnasiums, Furniture shops, Sports & Recreation centers, etc.

3.5 Major Type of Digital Marketing Practices in Bangladesh

➤ Marketing policy

Every company should have their own marketing strategy. As the sale depends on the marketing activities, marketing policies have a great impact for future success. All companies in Bangladesh follow almost same marketing policies. Online promotional strategies get more emphasize than offline promotional strategy in various industries. There are major marketing policies are given below:

3.5.1 Social Media Marketing

Different Companies in Bangladesh use the various social media platform for doing their promotional activities such as-

i) Facebook Marketing

Facebook provides various tools (paid and non-paid) for doing marketing activities. Marketers can boost their Facebook page or post to reach their particular ads about product and service to specific customers. Here, marketers can do niche targeting according to customers' age, gender, area and so on and can do easy segmentation.



ii) Twitter Marketing

Various companies also use Twitter for doing marketing. Here, they can tweet by providing their web or service or product link with picture and most important thing is **Hashtag (#)**. They must use **Hashtag (#)** for more engaging specific customers.



iii) LinkedIn Marketing

LinkedIn is basically professional platform by where marketer can hire the expected employees but they can find out the actual customers or clients from here. They can use **Hashtag (#)** here as well as can engage targeted customers.



iv) Instagram Marketing

Instagram is photo based platform but marketers post various photos of their products or services with **Hashtag (#)** and try to find out targeted customers.



v) YouTube Marketing

YouTube is a video based platform by which many companies of Bangladesh make video or advertisement about their product or service as well as now a days, they publish various review or make tutorial on particular subjects such as SEO, Digital marketing etc., resulting increasing customers' engagement on their channel and ultimately customers purchase their product or service.



vi) Pinterest Marketing

Marketers post various photos, smaller scale, GIFs and video of their products or services and try to find out targeted customers.



3.5.2 Blog Marketing

Many of industry follow blog marketing for increasing the traffic or engagement on their website. They publish some innovative blogs regularly in different blog platforms, their own sites as well. There some famous blog platform are given below-

- ✓ **TechCrunch.com**
- ✓ **TheNextWeb.com**
- ✓ **Wired.com**
- ✓ **Tech2.com**
- ✓ **Gizmodo.com**
- ✓ **Mashable.com**
- ✓ **TheVerge.com**
- ✓ **DigitalTrends.com**
- ✓ **TechRadar.com**
- ✓ **Technorati.com**
- ✓ **BusinessInsider.com**
- ✓ **Macrumors.com**
- ✓ **Venturebeat.com**
- ✓ **Blog.us.playstation.com**
- ✓ **Gigaom.com**
- ✓ **Engadget.com**
- ✓ **Slashgear.com**
- ✓ **Ubergizmo.com**
- ✓ **Droid-life.com**
- ✓ **Eurogamer.net**

3.5.3 Email Marketing

Email marketing is related with sending email to targeted customers. It can be customized or can be bulk marketing. Bangladeshi companies at first collect the business email address from several sources such as from corporate database, buying form several market place like Up work, Freelancer, guru etc. Then they send the offer letter through software or using different web applications. This is the process of email marketing. There are two types of email marketing-

- i) Stand-alone-campaign
- ii) Newsletter

Two types of approaches are used in the in Bangladesh. Some organizations that specialize in email marketing provide various services to IT firms such as “Callbox” provides-

- ✓ Email copy writing
- ✓ Template Design
- ✓ List Hygiene
- ✓ Email database management
- ✓ List Segmentation
- ✓ Customization
- ✓ Results Tracking

3.5.4 Search Engine Marketing

Search engine marketing means the marketing via internet to seek to promote a website by enhancing the traffic or visibility in search engine result pages. There are two types of search-organic Search and paid Search. Various firms normally use both type of search. There are two ways for marking or highlighting the particular website in online-

i) Search engine optimization (SEO)

SEO is the process of improving the volume as well as quality of traffic delivered to a website from search engine. It helps to ensure that a site is accessible to a search engine, and accurately

describes and classifies the site helping to define its pages' relevancy to a search. SEO basically requires four things: the right keywords, SEO-friendly HTML, relevant content for both search engines and visitors and link building.

Search engine optimization is divided into two main focus areas-

- ✓ **On page SEO:** On page SEO relates the optimization of your websites content as well as code for target keywords.
- ✓ **Off page SEO:** Off page SEO relates to the optimization of links pointing to your websites.

ii) **Pay per click advertising**

PPC is one type of sponsored online advertising by which the marketers only pay if a web user clicks on the ad. As PPC provides the freedom to choose the price and keywords, the traffic is more targeted. Google focuses the way of increasing share of paid search, primarily from its PPC service, AdWords. By this advertising, marketers can target and reach to highly targeted customers. There are another two terms are used which Pay Per Lead (PPL) and Pay Per Sale (PPS).

3.5.5 Launching online campaigns

Sometimes companies in Bangladesh do special campaign when they launch new product or service. This is another promotional technique of digital marketing.

3.5.6 Promotions in different websites

For the purpose of increasing rating, traffic in the website, most companies of Bangladesh uses several platforms, and they provide good review about their own website in these following links. After that their websites are be promoted in online world by the authority of these (following) platform. There are several websites links (Reviewing Platform) are given below-

Name	Link
Glass Door	https://www.glassdoor.com
App Futura	https://www.appfutura.com
Wadline	https://www.wadline.com
Kununu	https://www.kununu.com/us
Yellow Pages	https://www.yellowpages.com
Good Firms	https://www.goodfirms.com
Ad Roll	https://www.adroll.com
Jet Pack	https://www.jetpack.com
Lead Pages	https://www.leadpages.net
Get Response	https://www.getresponse.com
Hub Spot	https://www.hubspot.com
Similar Web	https://www.similarweb.com
Gust	https://www.gust.com
IT Firms	https://www.itfirms.co
Extract	https://www.extract.com

3.5.7 Online Advertising

Online advertising is an old form of policy in the online world. IT firms, Telecommunication companies etc. generally use this ad through Google AdWords. Besides they use banner ads, pop-up ads etc. Now a day's online video advertising ad is very popular such as You Tube video ads, ads in various web portals like prothalo.com, bdnews24.com show these types of short video ads.

3.6 Findings

It is era of science and technology. As internet is available in our country, young and middle age people use internet as usually. They mostly use social media like Facebook, Twitter, Instagram, LinkedIn, what's app etc. So, it becomes very easy to reach the targeted people to aware the products and services.

- i) Although the idea of digital marketing comes in the mid of 1980 but finally it has used in 1990 and it gained widely within 2000 to 2010.
- ii) After 2010, Bangladesh has gained the popularity in Digital marketing
- iii) Increasing the use of Social Media is increasing.
- iv) In future of Digital marketing is very bright because customers are going to adopt new technologies and tools.
- v) Nowadays, the authority of Bangladesh take proper step to make Digital marketing campaign among the people.
- vi) Bangladeshi Govt. also tries to provide digital services properly and encourages the citizen for using these services.

3.7 Challenges

In Bangladesh, Digital Marketing has several challenges-

- ✓ Limited access & use of computer & telephone
- ✓ Slow internet speed
- ✓ Credit card conundrum
- ✓ Internet cost is high
- ✓ Lack of modern financial system
- ✓ Language barrier
- ✓ High illiteracy rate
- ✓ Personal and other computer device access rate is low
- ✓ Lack of flat rate phone plan
- ✓ Negative e-WOM

The brief discussion about some constraints are given below-

➤ **Telephone Access**

Making e-marketing of products or services, consumers must have to computer as well as internet service provider (ISP) for using internet. In Bangladeshi number of internet users have limited number access about it.

➤ **Internet Connection Cost**

In our country, the internet connection cost is so high comparing other countries. It is another barrier to create online marketing as well as internet speed is also so low.

➤ **Unpredictable Power Suppliers**

Another challenge for e-marketing is unpredictable power suppliers. Sporadic electricity is a major problem for doing digital marketing.

➤ **Credit Card Conundrum**

For payment purpose credit card is very important. It is not always possible for buyer to pay electronically for not having a credit card.

➤ **Language Barrier**

Language Barrier is another challenge for communicating with the foreign world.

➤ **High Illiteracy Rate**

In Bangladesh, the illiteracy rate is very high, resulting many do not know about high-tech service or internet facilities which is a big problem for doing digital marketing.

Chapter 4

Recommendations and Conclusion

4.1 Recommendations

To reduce cost and convenient as well as adding more value-added service, the companies of this country should take proper responsibilities. Some recommendations are given below:

- Providing proper training about how to use the Digital Marketing system.
- The govt. of the Republic of Bangladesh has to take responsibilities to develop more digital Marketing related companies.
- Organizations need to have more preparation for using the Digital Marketing system.
- Companies should try to adopt new tools and techniques or always come up with updated tools.
- Digital Marketing communications which are intended to be forwarded by users.
- Promote new tools, techniques, or other services so that customers can understand easily.
- Create realization the licensing and pricing systems for internet services by the full volume of traffic than by the type of services.
- The brand advertiser monitors regularly user-generated content on websites or web pages.
- Ensure the effective utilization of resources like internet connectivity, computer, and other factors.
- Concentrate on research and development on Digital Marketing practices in Bangladesh.

4.2 Conclusion

Considering the low cost, specific targeting, more engagement, etc. is the best way of practicing Digital Marketing in Bangladesh. It increases the interaction with customers. To reach the foreign clients or customers, it is the only perfect way to communicate but one important thing is that only easy marketing policy is not enough for success in companies in Bangladesh. They have to provide quality product or service, considering competitive price as well as timely delivery.

Besides creating awareness about digital e-marketing among the Bangladeshi exporters is essential. They should create an association to play a significant role at the outside of Bangladesh. Technology, as well as infrastructural constraints, can be overcome by accepting the existing laws and regulations or by creating new rules if needed.

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