

DIGITAL MARKETING PRACTICES IN BANGLADESH

Project Paper Submitted to The Faculty of Business Administration and Economics in Partial Fulfilment of the Requirement for the Degree of Bachelor of Business Administration.

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Subject: Submission of project report on “Digital Marketing Practices in Bangladesh.”

Dear Sir,

It is a pleasure to give in to my project report named “DIGITAL MARKETING PRACTICES IN BANGLADESH”. This report has been created in according to your requirements. I am indebted to all those persons who provided me essential data and gave me appreciated advices.

I am grateful to you for your caring support and direction, in the preparation of this report and sincerely hope that I would able to meet up your expectancy about the quality work. I tried to put my best work for the preparation of this report.

Even with the difficulties I faced while organizing this report mainly due to time limitations, I have tried to be as acute and methodical and the information provided are correct to the best of my knowledge.

Sincerely,

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EXECUTIVE SUMMARY

This report illuminates the significance of digital marketing in present era and this report will assistance the reader to get an idea about the importance, recent priority of digital marketing and also concepts of digital marketing. After reading the whole report the reader will able to appreciate the purpose behind increasing digital marketing.

Title of the project Report is “DIGITAL MARKETING PRACTICES IN BANGLADESH” and Intentions of the projects are to understand the lifestyle, routines, behaviour, habit, tradition, and ways of converting people towards digital marketing.

Methodologies used for achieving these objectives are mainly browsing internet. Main findings of this project are given here.

In this era of globalization just know the customers is not enough rather learn customers is important too and try to identify where and how the consumers are most accessible to marketing message. For that marketers must need a united view of consumer likings and prospects across all channels – web, social media, mobile, direct mail, point of sale, etc. Through Digital marketing the marketers collect and use data to create and anticipate consistent, synchronized consumer understandings that will move consumers along in the buying cycle.

Bangladesh are being more digitally active day by day and most of companies are using online marketing which Bangladesh will able to compete with other technical developed country in future.

1.0 INTRODUCTION

Basically digital marketing is the promotion of products or services via one or more forms of electronic media. Digital marketing diverges from outdated marketing as it includes the use of systems and structures that settle an organization to appraise promotion movements and identify what is occupied and what isn't occupied in actual time .Digital marketers perceive belongings like what is being surveyed, how regularly and for in what way long, sales Changes, what satisfied works and doesn't work, etc. Experts think that lack of knowledge between technology and business are making a gap technology companies and business organizations. This problem will solved only by making a team with technology companies and organizations for their mutual benefit.

As most of the people of Bangladesh is young, favourable and knowledgeable about technology which indicates a huge anticipation in digital marketing for Bangladesh. However a huge part of the young people are living in the rural areas so digital marketing activities must be taken to the rural areas.

The most remarkable activities of digital marketing is that it allows the marketers to win the geographic barriers by making the products and services available for every country via internet. Companies can easily attract potential customers along with old customers through cheaper price and short time then traditional marketing.

Nowadays people of Bangladesh are recognizing the need of digital marketing little by little. As most of the people of the country are using mobile internet in this case mobile phone operators can make the internet package cheaper than previous to make the internet affordable to all.

The government should remove all barriers to bring consumers, banks and telecom companies together for the faster completion of digital marketing process. Universities have to take digital marketing as a serious issue and should give enough knowledge online marketing. The government vision will match with the reality only when everyone's effort will be together. Digital advertising represents a general Choice of service, product and brand marketing strategies which mainly use Internet as a main Marketing medium in adding to mobile and traditional TV and radio. In our country business people are uninterested about digital marketing because of misconception, uncertainty and lack of acquaintances. The management team consider it as a cost rather than an investment. However different digital marketing

activities are making the companies interested towards digital marketing recently. But this concept have to make familiar among the rural people also.

1.1 ORIGIN OF THE STUDY

The preparation of this report has been introduced for the fulfilment of project and the partial fulfilment of the Bachelor of Business Administration (BBA) degree at United International University. The BBA degree is not only about knowledge enlarged from books and assignments. Since the inauguration, the BBA program has enhanced students' practical knowledge by assigning practical reports and project program.

The topic digital marketing was selected for me by my supervisor. By the assistance of my supervisor collect various information for meeting the requirement of my supervisor and completing of my project. This report has been written on the basis of my experience at and knowledge about my BBA program

1.2 PURPOSE OF THE STUDY

Form this report it has been tried to find why people will allow digital marketing in their lives and how people will more beneficial from digital marketing than traditional marketing. The world of marketing is converting from traditional marketing like TV ads, billboards, and mail-outs to digital marketing. This shift has shown an emphasis on things like email communications, web tracking, PPC, and SEO. Digital marketing is rapidly increasing in acceptance due to its effectiveness at engaging clients and leads through available means.

Bangladesh is one of the underdeveloped countries in the world. There are various reason behind it. The economy of Bangladesh is a mixed economy. Because of technological advancement most of the country are richer than Bangladesh. Our main purpose is to find out the way to establish digital marketing in Bangladesh and to be more develop in this industry.

1.3 OBJECTIVE OF THE STUDY

- To know the digital marketing practices in Bangladesh

1.4 METHODOLOGY OF DATA COLLECTION

I have used secondary data for the arrangement of the report.

Secondary Data: My secondary method of data collected from different sources. Those are:

- Internet
- Social Network Sites
- Text books
- Several other reports
- And other sources

1.5 LIMITATIONS OF THE STUDY

I handled so many difficulties while doing my project, particularly I face huge difficulty while I was doing my literature review as because I had to find out so many online publication about digital marketing on recent national and international issues. It was really hard to get almost 80% information of report from internet. There are some other problems.

Following are the list:

- Insufficient time period
- Non accessibility of related journals and publications
- Too much dependability on online information

2.0 LITERATURE REVIEW

Digital marketing is a wider aspect to reach present or potential customers via different electronic media. Digital marketing includes digital technology such as mobile phones, electronic billboard, and social media to promote products and services. The main objective of digital marketing is to promote products or brands. Digital marketing is more than conventional one which helps an organization to analyse marketing Campaign whether it is working or not in reality through different channel and method. In Dhaka city buildings, hanging banners, streamers, even the tree was the traditional way of marketing which leads to visual pollution and risk for the people of the city .Here only digital marketing can help in this issue.

Digital marketing is a strategies which involves consumers on different digital channel through email to mobile application to web access. Emerging social platforms are influencing the consumers for ordering product and service in digital space. If the marketing organization don't follow new marketing strategy they will fail in the race. As per e-marketers, of \$178 billion global market in 2016, 30 per cent was for digital spending. Through 42% of the worldwide masses is active Internet users and 29% of the people is allied through social media, Bangladesh will not able to discount this huge volume of energetic opportunity.

After studying article regarding digital marketing, **Hossain** (2007) it can understood that unlike traditional methods of marketing, it involves strategies designed to involve consumers and drive brand conversation on various digital channels, ranging from email to mobile applications to web access. With ever-changing behaviour of the consumers for ordering products and services in digital interplanetary, which is massively predisposed by the increasing societal stages, the marketing organizations have to face challenges created by this shift in the coming days unless they adopt the new innovation of marketing strategy soon. The most remarkable activities of digital marketing is that it allows the marketers to win the geographic barriers by making the products and services available for every country via internet. Companies can easily attract potential customers along with old customers through cheaper price and short time then traditional marketing.

Regarding the growth of digital marketing more better picture can be drawn from **Hasan** (2016) that with the arrival of recent technology, marketing in the digital space is undergoing unusual growth. Digital channels are playing a central role when it comes to connecting with and engaging consumers with brands. The digital technologies are growing and will endure to do so. The governments that have already ongoing the journey and also started explaining the talent supervision and will have more chances to create reasonable advantage. We are now living in an ever-changing situation where 42% of the worldwide population have active Internet connection and 29% of the population is connected through social media which designates the reason the rocketing growth of digital marketing.

Concerning the prospect on digital marketing in Bangladesh **Shaha** (2016) Said “Digital Marketing is one of marketing strategies in this modern era which is using digital media or channels to promote products and services to the key audiences. The key objective of digital marketing is to create brand identity and promote brand awareness”. It prescribes that in our country Bangladesh, the effectiveness of using digital marketing strategy has been increasing rapidly. Most the leading brands from FMCG, automobiles, financial industry are investing on digital marketing which seems to have better ROI of their marketing campaigns.

In an article regarding Future start up **Hossain** (2018) Said “The way we approach this is that we allocate about 20% of our investment for future. This is the theory we try to follow that the contents that we are investing in today, let say 20% of it, will give us return in the future. We are investing in contents independent of platform and that we have control over and actively seeking ways to maximize this.”

The main difference between internet and traditional media is in the mind set. The internet represents a profusion mentality and liberty whereas traditional media is about scarcity. This is the vital certainty of this new world that changes many rules. For example, in digital spectators chooses what ads they need to appear to and when.

About the current state and concerning the future of digital marketing it can be anticipated that Digital, which was not that significant as a part of marketing mix just a few years ago, has become one in the past few years. The rise of platforms like Smartphones, Facebook and companies like Google has expressively changed how we communicate, shop and consume entertainment. As people are giving more attention and spending additional time on these digital platforms, digital platforms are being used significantly. The encounter now is that people don't use their smartphones or Facebook or Google the way they ingest TV or Radio or Print media. The psychology and everything about these new mediums are diverse from old channels. That's where the standing of digital lies.

In order to be operative, we have to comprehend digital in light of how it is altering not only how we communicate but also how we live. Idea can be noticed from **Ehtesham (2018)** that we are living in a time of great alteration. Digital technologies have changed the fabric of our lives at its core. From our personal life to how we communicate to how we ingest entertainment, our way of life has been going through a relentless pace of changes.

Regarding the global differences for effective it can be perceived from an article of **Smith (2018)** that digital marketing today spreads to every angle of the globe and businesses are using it in new and ground breaking ways to change how customers are served. With the world uninterruptedly turning into the axis of technological progression we have got many things to add our comfort list. With the rising attention in the internet and its valuable usage we have evolved many choices to make our life simpler. Instead of going to our local shop for groceries we opt for going online and buying with a few simple clicks.

About the digital marketing industry **Bianchi (2018)** said "The industry is focused on developing better standards and tools for providing more transparency and visibility into how pricing and decisions are made in the digital supply chain. This has raised the focus on the quality of ads, interactions, insights, analytics, and performance," In today's tech set, a rock-hard digital promotion strategy has become the CMO's new bread and butter; the only query now is how to finest serve it up. Your business's achievement depends on the right type of strategy which includes digital strategy, and the right type of strategy can in turn lead to greater sales, new customers, and long-term growth.

Regarding the customer access from an article of **Goldman (2018)** it can be noticed that, Marketers today have unparalleled admission to their customers' favourites and actions. Social media platforms, in particular, have made info ripe for the alternative.

Finally the most remarkable activities of digital marketing is that it allows the marketers to win the geographic barriers by making the products and services available for every country via internet. Companies can easily attract potential customers along with old customers through cheaper price and short time then traditional marketing.

3.0 ANALYSIS AND FINDINGS

3.1 E-COMMERCE TRENDS IN BANGLADESH

To prediction the digital marketing career chances and tasks in Bangladesh, it's indispensable to know the e-commerce movements in Bangladesh. Automated commerce or e-commerce is a expression for any type of business, or marketable deal that comprises the transference of material Through the Internet. It is presently one of the most important sorts of the Internet to occur. Ecommerce is increasing massively in the recent years in Bangladesh. With favour to the Bangladesh e-commerce area, the main subsectors, thus far, have been Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), and Business to Employee (B2E) segments.

3.2 BUSINESS TO BUSINESS

B2B websites were the leading basics of the e-commerce sector in Bangladesh. But, this has altered and current expansions show that their symbol in the sector at Huge is assessed to decline. Some B2B websites in Bangladesh are intricate in providing Industrial and supply-chain solutions. For example, BGMEA has vigorously arranged B2B e-commerce descriptions for world-wide RMG Guidelines and acquisition, as do several RMG companies. There are also B2B websites that feature Business manuals, trade deals and information about dealers.

3.3 BUSINESS TO CONSUMER

B2C websites have similarly become very popular as showed by the development and profitable Achievement of online-based home distribution of food, such as HungryNaki and FoodPanda Although the war between local companies and foreign-backed players in the B2C market, in exact, the food delivery commercial, is foreseeable to control the future preparation of the B2C Sector, what appears to be sure is its sustained growth.

3.4 CONSUMER TO CONSUMER

In the interim, C2C trades, thus far, have been the life force of the e-commerce segment in Bangladesh. The topmost players in this group includes Bikroy, Ekhanei, Kaymu, and ClickBd.

There has already been a rearrangement of this segment with Cell Bazar being bought by Telenor, Tailed by the buying of the foreign shop playeOLX by Ekhanei.com. These businesses Hold of discrete and sale based available market comparable to eBay.

3.5 BUSINESS TO EMPLOYMENT

With respect to B2E industries, service recruitment, mostly in the secluded segment in Bangladesh, has more or less moved online, practises such as bdjobs.com, prothomalojobs.com, And jobsA1. Nevertheless inner selection and promoting are broadly central, vacancy Statement takes place through the main and most believed web employment portal Bdjobs, While countless others like prothom-alojobs.com and jobsA1, etc. are enjoy growing approval.

3.6 TYPES OF DIGITAL MARKETING

Digital marketing is generally found to be appear into following categories

1. Display advertising
2. Search Engine Marketing (SEM)
3. Search Engine Optimization (SEM)
4. Social media marketing
5. Email marketing
6. Referral marketing
7. Affiliate marketing
8. Inbound marketing
9. Video marketing

3.7 WHY DIGITAL MARKETING IN BANGLADESH

Nowadays industries are obtaining the compensations of digital marketing, which rewards that Old-fashioned marketing strategies are not able to deal. In line for to the digital marketing, concerns can now have a superior effect in the way regulars connect with their brands online. There are many scenarios of digital marketing. Some are given below -

- **Digital staffs and different ways of functioning:** The uses of web and technology allow people to work wherever and whenever they want. This technique of employed can be very satisfying as they Are not trapped in a company, and also allow to work with the project which they really care about are interested to do.

• **The Internet of Things (IOT):** The IOT is linking people and devices with each other in an amazing way, creating gorgeous opportunities for consumer engagement. Timing is the Vital element here; to hold the position in the industry the business should be careful about their competitor's action of digital marketing. Companies must to study how can deliver more assessment to customers and additional reserves for them.

Real time results:

Marketers don't have to delay weeks for an improvement to business like they can comprehend the facts of guests to the location and its subscribers upsurge, maximum transaction times, adaptation charges and much extra at the bit of a switch.

Refinement of strategy:

Mostly whatever that promoter's detention in their customer Expedition can be defined on and improved for larger victory on the share of the cost of Old-fashioned advertising. Online Marketing allows them to increase their strategy at any opinion in time and understand any developments or prospects for additional alteration almost directly.

Brand expansion: A fine preserved website with class content aiming the desires and addition cost to its target spectators can offer important worth and lead group Prospects. The same can be said for using social media channels and modified message promotion.

Bigger arrangement: By the support of digital marketing, promoters can inspire their Customers and followers to take action, visit website, read about products and services, rate them, purchase them and provide response. Because of this one marketing campaign can make for all customers around the world. Which take very short time to increase publicity that give more benefits for business.

Optimize for conversion: Digital marketing allows marketer to track a shopper's journey from the first Click which give marketers to check and enhance website for adaptation regularly.

Connect with mobile consumers:

Smartphone and Tablet users can effect purchasing activities through dominant online presence. 82% of mobile Seekers use their phones to plaid on potential in-store buying, and 65% want for the greatest appropriate data to their questions. 35% of mobile customers are

acquired from other company instead of their desired one just because of the good availability of information

.Become more competitive:

Digital marketing forecast how businesses are functioning now, and provide a clear scenario about future. So without adopting digital marketing no one will be able to be in the game.

3.8 CHALLENGES OF DIGITAL MARKETING

- **Meeting Expectations of Consumers in the Digital Age**

The expectation of digital generation is too high from the companies, they don't want to understand any limitation of digital marketing, and all they want is life in online even they are not willing to stay in line anymore.

- **Allocation of Budget to Digital**

So many business are now fighting to form enough fund to manage the digital marketing as it required huge fund to survive especially for B2C business. Common thing is that whenever there are a question of cost cutting the business want to cut the cost from marketing sector. As marketing is still realised as a cost centre, not as a profit for an organization. Creativity doesn't charge a thing. When resources are short you have two options: 1) wallow and worry about how you'll make everything complete 2) discover creative ways to impulse limitations and get achievement.

- **Discovery and Keeping the People who can Digitally Transform A Company**

I think this is the dangerous challenge for a company nowadays. Because it's the main key to make the customers connected and loyal to the brand. It is important to develop great user experience and doing continuous communication which will help to increase the buyers of the business. The finest people will obviously try to keep up with technology and make the business successful. The business have to ensure a wonderful combination of great recruitment, training, development of the employees for keeping them with the companies must make them satisfied

- The Stage of Customer Centricity

Conferring to a study report, the top two digital trends in 2020 are going to be attentive on Customer experience and personalization. This expansions include countless prospects. They are representative of a universal calculated move within establishments near larger consumer centricity. To make brand involvement more rich dealers need to know clients completely. By offering a good, joined-up engrossment across all customer touch themes can be viable improvement.

- Metrics, Analytics, and ROI of the Digital Marketing Programs

To take flawless metrics that helps to use and amount the return on investment (ROI) is very tough as digital strategies are unrelated from outmoded marketing. To number overall commerce result there are no genuine constancy. The publication business is occupied hard-hitting to carry the uppermost worth to organisers for their savings. The situation is how to change advancing competently deprived of receiving bogged down in the act of addition the numerous dimension services. Ordinary, venders have five metrics to measure ROI that indicates there is no simple key to proving the value of marketing actions. But greatest approve that the most valuable metrics are central group and change rates. Extra imperative feature of this is benchmarking, what kind of turnover a company should undertake and the company should do if the possibility is not summit.

- Joining and Mixing inside Digital and as well with Modern

Several businesses have already completed a group of digital “experimentations. So they are asking to give the outcomes and whether it has an impact on business or not. In maximum time, they are not able to do that. However going onward they are watching for techniques to make digital and old marketing tactics work well composed and initiative actual commercial profit.

- Escalating Race

As digital marketing is comparatively cheap then traditional marketing it seems to tough attract customers. All kind of business are trying to attract customers through online.

- Speed and Innovation

Digital marketing enable the business to get and check instant activities and response of the customers which is the greatest benefit of digital marketing. But sometimes, the businesses are failed to give the fast response to complications or chances. The business can make some prediction about customers problem from the beginning to solved the problem when arises. This drive let the corporation to modernise the message, the promotion, or even the invention or facility in question to take improvement of the propel of comment.

- Organizational Construction and Information Allocation

Nowadays it find common that companies are creating departmental silos for standardization and efficiency. But the fast moving digital marketing practices are leading to slowness to respond chances, and knowledge holes. While most trades don't have the luxury of reordering, there are actions that can be put in place to rise knowledge supply and haste.

- The Significance of Cyber Security

It is nothing but information technology security, focuses on protecting computers, networks, programs and data from unintended or unauthorized access, change or destruction. It is becoming matter of thinking recently. Some People are engaging to hack companies' websites to make their own profits. Governments, military, corporations, financial institutions, hospitals and other businesses collect, process and store their private information on computers and transfer that data across networks to other computers which are being attracted by a cyber-hackers.

3.5 Ways of overcoming challenges

- Stronger, More Convincing Stories

To make the digital marketing campaign successful storytelling is one of the greatest weapon today. A business can able to influence the audiences easily rather than anything. A business need to make stronger and influential story about their every kind of product development, operations, marketing campaign and customer service they introduce to attract the customer attention.

- More Video Marketing

Video marketing is very potential as an upcoming digital marketing activities. The groundwork shows that more customers will prefer high-quality video contents as we arrive 2018. There are

already have this sign. YouTube is pushing HDR video and high-resolution contents to more devices. The other video sharing site are also following same. The business which will fail to use this kind of video activities they will loss in game of digital marketing field.

- Experience and Insight

Without knowing and understanding the audience a business will not able to do digital marketing campaign successful. A business should have listen to the customers carefully to know about their desires and accordingly engage them to offer the products and service. The marketer have to be expert and experienced enough to adjust with upcoming years. Nowadays many consulting firms are there to give the business organization digital marketing services.

- Effective Remarketing

One Significant tool will stay tremendously popular in 2018 is remarketing. It is an effective way of encouraging potential customers into actual customers. More customised style and enhancement the efficiency of remarketing campaign will more helpful for making it successful.

There will be a lot of innovative challenges in 2018, but these approaches will support you continue the challenging digital marketing landscape. If you are thoughtful about going forward and building the most out of your online marketing efforts, now is the perfect time to start preparing for next year.

3.9 EXAMPLE OF DIGITAL MARKETING PRACTICES IN BANGLADESH

Every brand have their own policies for doing digital marketing activities. There have given some example of successful digital marketing activities of Samsung Mobile, Close-up and Banglalink.

- **Samsung Mobile Bangladesh**



Figure: Samsung Mobile Bangladesh

Samsung Mobile Bangladesh devours one of the foremost Facebook pages in Bangladesh who has 1.9 Million followers. Bangladeshi leading Agency Analyzen developed an enthusiastic digital team to run and control their digital media. Within 2.5 years Samsung Grown to almost 2M. It has progressed very fast in their digital marketing activities. They started to make digital campaign as their fundamental communication means. Because of that most of their campaigns are based on online where the other communication techniques support this digital campaign. The main clue was to create a regular person feel that he/she can principal an outstanding existence as well by satisfying one of his/her desires over this movement. And amazing result the promotion has got is that a huge hit from audiences.

- **Close up Bangladesh**



Figure: Closeup Bangladesh

In Bangladesh Closeup was able to make most successful digital marketing campaign among all the Unilever products. Closeup as a brand was more successful to associate emotional connection with the Target customers. In Facebook Closeup have 17% female audience who are 18-24 years old, 55% male audience with 18-24years old and 16% male audience with 25-34years old. All are interested to express their love life and Music. Closeup have present “Kache Ashar Golpo” campaign which was created unavailable storm on social media. Mindshare is the agency who are developed and controlled the digital activities of colseup in Bangladesh. “Kache Ashar Golpo” has got the highest number of audience which leads it to

largest hit ordinal movement in 2015 in Bangladesh. Kache Ashar Golpo made BDT 8.5 Million worth of popularity.

3.10 LEADING DIGITAL MARKETING AGENCY IN BANGLADESH

In this tremendous era of digital marketing consulting agencies are must for the help and management of digital resources, actions of client brands. All these agencies are arranging themselves adequate to direct the client brands.

Some name of dominating agencies in Bangladesh are given below:

➤ Analyzen

The first digital agency in Bangladesh to become global is Analyzen. Analyzen have access in all region in digital area. Ridwan Hafiz and Sumit Saha are the founder of Analyzen who have innovative cognizance and technology professional in this firm.. In January 2016, Analyzen has unlocked their organisation in Singapore. They have made worldwide client like Himalaya, Mommy Republic, Vogue dose etc. But they face many problems to establish business in Singapore. And they were success to overcome those problems.



Figure: Analyzen

- Magnito Digital

Magnito Digital is the largest digital agency of Bangladesh who have a group of 70 People. As of their fabulous business environment they are very famed agency. Their knowledge and Unfair arrangement allows to carry managements at incomparable scale. It have the unique experience to work with the leading customers in Bangladesh. Their main superiority is making and sending significant electronic element to draw in with the precise gathering of people. For the reason of this, they have curved into the precise go-to-office with verified path records, for supervision enormous scale innovative substances and managements. Mangnito digital have most arranged innovative workplaces in Bangladesh and also gained Gold to end up plainly the 'Battle Asia-Pacific: Digital Agency of the Year 2015' in 'Whatever is left of South Asia' class.



Figure: Magnito Digital

- Cookie Jar

Content administration and improvement, online marketing, affiliation and campaign supervision are the main power of cookie jar as because they are specialized on content based digital marketing. The executive directors of cookie jar is Tahseen Saeed. It is sister concern of Asiatic 360. There major clients are GSK, LG, Microsoft, Airtel, Ekahnei.com etc.



Figure: Cookie Jar

- **Strategeek**

Sidrat Talukder the managing director of Maverick are established Strategeek Digital. It was a part of Maverick before. Strategeek is a comprehensive selection digital agency that matures digital strategies, contented, online promotion campaigns, and provides communal customer service. The biggest clients are Robi, Coca Cola, Nestle, etc.



Picture: Strategeek

3.11 FINDINGS

In this era of science of technology internet is available to everyone even in underdeveloped country like Bangladesh. Today Facebook, tweeter, what sup, and viber are being using by maximum people in Bangladesh. Which is making online advertising making way effective than traditional advertising. In my finding part I will want to give a total review of my report.

- The digital marketing idea was introduced in the mid of 1980 but first used in 1990. And this concept became popular within 2000 to 2010 in worldwide.
- As an underdeveloped country digital marketing concept will take time to total boom in the Bangladesh. After 2010 it is getting acceptance in this country
- Whenever customers are going on their Facebook and tweeter account they are getting information about their desired products and services which are giving them extraordinary advantages.
- More marketers are being attracting toward digital marketing as it is less costly and its indicating bright future of digital marketing.
- Already the government of Bangladesh are working hard in different project about digital Bangladesh such as “DIGITAL BANGLADESH” and they are also offering digital services to the citizens.

4.0 CONCLUSION

A rising amount of shoppers expenditure a main Proportion of the day on their computer or smart phones, where most of them are digitally practicality customers who desire charming control on digital employer participation and results. Digital marketing conveys highest benefit for the customers by authorizing them to make decision amongst goods or facilities by various benefactors in rate and stretch friendly way. Customers don't essential to go to many retail outlets in order to get information about the products or services. It is allowing consumers to save their valuable time. Through this benefit of digital marketing, marketers are able to entice their forecasts, customers and factions to take action, appointment website, recite about products and facilities, amount them, acquisition them and provide comment which is obvious to everyone. It allows the marketers to attract customers from everywhere in the world by same digital marketing campaign. Accordingly it doesn't take more time increase the prospects of a commercial.

Digital marketing can also generate many job chances and pay in the national economy. Bangladesh is developing as a digital outsourcing centre for various services plus online advertising, social media, website plan and improvement. So all the stakeholders as well as government, business, advertisement agencies, media and technology companies should be come up forward to encourage digital marketing practices in Bangladesh.

4.1 RECOMMENDATIONS

There are approximately proposals for the advancement of digital promotion possibility and Prospects in Bangladesh:

- All the shareholders along with administration, occupational, announcement agencies, broadcasting and technology should be come together for the progress and make the dream come true
- To make the digital marketing resources obtainable structural development is needed.
- There should be impose some basic courses from higher secondary level.
- Dissimilar events must be announced such as Digital Marketing Conference so that digital promotion professionals can segment information, new variations & policies, encourage imagination and enable submission of digital marketing.
- Though administration has busy some events to sleeper students through the country, the actions should be way more outstandingly and Measured in a better way so that contributors can get the good information and empathetic.
- Make the loan facility in a way which should give special treatment for investors in digital marketing.
- Presenting global imbursement services breadwinners such as PayPal that may assistance online business possessors and experts to receive and make world-wide payments simply and firmly.
- Opening administration endangered replicated safety firms to housing net outages, data Cooperated by hackers, connected expenditures, processer viruses.
- Stimulate commercial owners to allocate more budget on many digital promotion Channels so that digital marketing experts get more job probabilities and display their Ingenuity in the numerical area
- Aimed at the higher logged digital marketing outworkers and other digital Media authorities there should be prize system to encourage their role to the nationwide economy

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