

Project Report
On
**“Digital Content Marketing Development in Bangladesh: A
hands -on initiative through the Magnito and Grey
Advertising Bangladesh”**

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Date of Submission
02.12.2018



“Digital Content Marketing Development in Bangladesh: A hands -on initiative through the Magnito and Grey Advertising Bangladesh”

Letter of Transmittal

December 2, 2018

Sarker Rafij Ahmed Ratan

Assistant Professor

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Subject: Submission of Project Paper on Digital Content Marketing Development in Bangladesh from the Perspective of Magnito Digital and Grey Advertising.

Dear Sir,

It is an immense pleasure for me to submit the project paper on “Digital Content Marketing Development in Bangladesh: A Hands -on initiative through the Magnito and Grey Advertising Bangladesh”. I have prepared this project paper to my best efforts and due in accordance with your requirements and modify as per your valuable suggestions. This paper emphasizes on digital content marketing development of Bangladesh.

Finally, I again extend my gratitude to you for your cooperation. Please contact me if you have any further query.

Sincerely yours,

Jenis Farjana

ID: 111 141 338

Acknowledgements

First of all I am grateful to almighty Allah for giving me the strength and patience and courage to done my project paper.

I want to thank to my academic supervisor Sarker Rafij Ahmed Ratan Sir for guiding me and supervising me to complete this project report. He helped in is every step of the project report

Moreover, I am also thankful to those elder and brothers who also helped me to search information about this project report.

Furthermore, I am also very grateful to my friends who also suggested me to find information's from some journals and books.

Finally, I would like to thank my beloved family to stay by my side as always. They helped me so much either indirectly or directly.

Executive Summary

This project report made based on how to develop digital content marketing in Bangladesh. Now we are living in a modern culture and everything is becoming digital so, we are focusing on digitize form of marketing and that is possible by digital content marketing. Due to the rising in internet and social media organizations are including towards digital content marketing. The digital content marketing plays a significant role in communicating effective information to the consumers thus attract them to keep engaging with the brands. As a consequence, giant marketing firms of Bangladesh like Magnito and Grey are adopting digital content marketing in order to get more audience. Apart from that the easy entry in the market and high profitability are encouraging firms for enhancing new content service in the market. However, this project paper evaluates the overall position, problems and prospects of digital content marketing development in Bangladesh. Some of the suggestions based on the study is also presented in the paper.

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Chapter One

Introduction:

Digital content marketing is as strategic marketing approach which emphasize on making and distributing valuable, relevant, and consistent content to charm and retain a clearly-defined audience. Promoting a brand by increasing value and sales is the core objective of digital content marketing. Basically, the availability of internet at Bangladesh is increasing and government has started to provide high speed internet in rural and suburban areas, which has already brought many significance changes in the behaviors among the people of the country. People have started to follow many social Medias and their perceptions are changing due to the dependency on internet. As a result in order to catch the attention of customers advertising firms are moving towards digital content marketing. Digital content marketing is significant for an organization since it is the easier way to reach to the people as well as it minimizes the cost of the companies which is also a potential technique to upsurge the firm's revenue. Through the digital content marketing an organization can make its market place board and an organization ca create and spread the knowledge among the people in an effective way about its goods or services by digital content marketing. Apart from that billboard and television advertisement, newspapers campaigning etc. are costly compare to digital content marketing. On the other hand people are very much busy in today's contemporary world and it is tough to watch TV ads in patience and recognize the ads in billboard. But people like to spend their times in social media and other web pages. Moreover, people do search in internet before they are going to buy or experience anything. These factors are influencing a lot to change the idea of advertisement and marketing, and companies are looking for new platforms where they can promote their products. Therefore, the dependence on internet is influencing the firms to go for digital content marketing and this movement is very vital in Bangladesh.

Background:

The improvement of technology and internet service have brought significance changes in country's different sectors and advertising industry is one of them. Digital content marketing has brought a wave in the country's advertising sector however, digital content marketing is still in growing stage. Besides, the social media spring in the country has changed the people's behaviors and perspective vastly, which is influencing the corporation and advertising firms tremendously to go for digital content marketing.

There are 450 companies of advertising in Bangladesh, but only few of those companies dominating in market. The current advertising markets are approximately 1100 crore, and more than 15000 peoples are working in this advertise sector. Apart from that, big firms big firms own more than 75 percent share of total advertising market (Prothom Alo, 2014). Among these, Magnito digital and Gray Advertising Bangladesh are 2 big or we can call them giant advertise firms who are dominating both mainstream and digital content marketing industry very sturdily.

On the other hand firms of advertising are facing for creating new contents as there is big scarcity of expert content maker industries. According to Riyad SA Hussain, Chief executive of Magnito Digital, most of the talented content maker cannot able to scale up on their own. He requested companies of telecoms to come forward and play a vital role as they have equipment, knowledge, data and user base to touch the lives of people. However, Magnito Digital is a full service digital marketing agency, which was formed in 2013 with a vision to empower brands and companies in Bangladesh to embrace the new era of marketing. It works throughout the digital spectrum, offering services in search, social, web and mobile marketing. Major clients of Magnito Digital and City Bank, Marico, Symphony, Maximus, Mobile Bangladesh, Nitel Group, Ejab Group, Sajeb Group, Unilever and Telenor Digital, Norway (The daily Star, 2014).

Rowley (2008) describes digital content marketing as most prospective as most prospective marketing tool in the country. However, Ad agencies are involving themselves with digital marketing more and they are facing for digital content marketing in order to reach customers more effectively through the internet and smart phones. In addition focus is being positioned on the younger generation since they are the major users of internet. Moreover anyone who doesn't go digital in this line of work will certainly fall back. Rowley (2008) also included in the US half

of the advertisement revenue comes from the digital media (Rowley 2008). However, in Bangladesh the percentage of revenue from digital content marketing is very low but, in the next five years 15% to 20% of the advertisement revenue will come from digital content marketing.

These facts have mentioned me to do study on digital content marketing in order to identify the prospects obstacles and future opportunities of digital content marketing development in Bangladesh.

Objective of the report:

The broad objective of the report is to give a critical review about the digital content marketing development in Bangladesh.

Specific Object of the Report:

1. To understand the current environment of digital content marketing development in Bangladesh.
2. To identify and describing the main obstacles and opportunities of digital content marketing.
3. To find the consequences of digitalization program of Government on digital content marketing in Bangladesh.

Research methodology:

My research paper has been prepared on primary and secondary data. Here qualitative data is included. Importing both primary and secondary data is the most crucial part of this research. the data is collected from two sources:

Primary research: My primary research was constructed mainly on survey questionnaire. I have taken survey interview from more than 10 respondents who are working at Magnito and Grey Advertising Bangladesh.

Secondary research: I have taken the help of internet for my secondary data, and data are collected using popular search engine "Google" besides, I explored and investigated journals, books, newspapers writings, articles and literature reviews on digital content marketing.

Participant Profile: All of the participants who filled the questionnaires are the employees from Magnito and Grey Advertising Bangladesh. My participants are both male and female is in between the range of 21 -43.

Limitation of the study:

The main limitation of the study was managing the prosper data since this sector is still unexplored. Besides, it was difficult to take interview from the employees since they could not manage time due to their job pressure. In addition, the time that has been given, is not enough to prepare this type of research.

Research Question:

- What is the degree of digitalization process effecting the digital content marketing development in Bangladesh?
- What are the key roles playing by government and corporate leadership in order to stimulate digital content marketing?
- How can the marketing firms escalate their market of digital content marketing?

Scope of the study:

This report will help the future researchers to understand the current environment of digital content marketing development in Bangladesh. In addition, this research will also deliver proper policy to the marketing firms regarding the development of this sector, and it will also help the business firms to understand the opportunities of digital content marketing as well as its obligation.

Chapter Two:

Literature Review:

The contemporary human civilization is vastly dependent on technology, and it's very hard to survive in this modern world without dealing with the internet and technology. The human behavior which changes over time is also influencing the advertising industry. In order to keep pace with digitization process, advertising industries are also turning into digital and Digital content marketing is the ultimate result of this process. Now-a-days, two third of the companies in developing countries are using new technology based tool for making advertisements and digital content marketing can be viewed as new innovative and new philosophy in modern business practice involved with promotion of goods, services, information and concepts via the internet and other electronic platforms. In addition, this digital content marketing works like "boundary crossing" tools for the new entrants, business model, and deviations in technology grind down the obstacles that used to isolated one industry from another (Tiago et al, 2014).

Nonetheless, R Batra and K.L. Keller(2016) describes the digital content marketing as a theory of new marketing approach which use different digital and electronic mediums in order to implement the distribution, conception, pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals(Batra & Keller, 2016). However, the development of digital content marketing in Bangladesh is in preliminary stage, and the overall condition of this sector is still unstructured. There are many advertising firms in Bangladesh but, only few marketing firms are trying this form of marketing. However, the technological and economic developments of Bangladesh have been flourishing this sector significantly in recent years. In terms of reducing cost and productivity, digital content marketing is best form of advertisement right now for the country.

The telecom industry has made the digital marketing sector sturdier since they have taken this medium of advertisement for their promotion and campaign very seriously. They often invest a large amount of for digital content marketing. apart from that, many telecom operators' provide free access to social medias like Grameen Phone provide Zero internet and Robi also provides free internet service which helping the whole countries people to use social medias and also helping to know about digital content marketing. According to Shirin Akhter (2016) firms are doing different types of experiment in recent

years in order to understand the audience philosophy that includes what type of content works best for audience and for social media strategy(Akhtar, 2016).

According to a report of The Daily Star, the slow internet is a major problem for digital content marketing as a huge number of people are still using 2G internet. For this slow internet speed companies are facing difficulties to reach their customers by video content marketing because for slow speed of internet those video doesn't play properly. However, now 3G has come and the condition of internet speed is far better than previous 2G and it is pleasure for digital content marketing firms (The daily Star 2014).

Another report published in Prothom Alo argues, over the last few years in Bangladesh, social media has steadily graduated from chitchat to Holy Grail of marketing for most business which has been influencing the development of digital content marketing in Bangladesh. The telecom companies are main clients of the marketing firms of the country, and those telecom companies are giving advertisement through Facebook, billboards and TV ads. Local businesses are also giving importance not only Facebook but also Twitter, Instagram and Pinterest are becoming popular to them. However, according to Md. Maidul Islam and Umme Habiba, brands should take the social media conversations to other platforms and educate the customers' in order to increase the content marketing which helps them to decrease the cost of marketing as well as to reach to more audiences(Islam & Habiba). A decent quality video with small in length might be a good content marketing tool in Bangladesh since most the people still use slow internet (Ryan & Jones) Besides it, government and many NGOs often arrange free workshop on content marketing which is also inspiring the youth to involve in this sector.

On the other hand, Digital content industries are also facing some competitors those are FM radio stations and community radios might slow the future growth of this sector.

Therefore, the above literature shows that digital content marketing movement in Bangladesh is one of the most important sector in country because, this digital content marketing made easier to reach the target audience very easily and proper plan and strategy might lead this sector towards a superior position.

Chapter Three

Industry Mapping:

Company Background:

Magnito Digital has a team more than 70 people and it is the biggest digital agencies of Bangladesh. This company provides 360 digital marketing solutions in the country and the ins company is a full service digital marketing agency. The company Magnito has huge experience in this field and they have best class setup and that allow them to deliver services at a unparalleled scale. Moreover, the agency is one of the most awarded digital marketing agencies of Bangladesh and it won Gold to become the " Campaign Asia-Pacific: Digital Agency of the year 2015" in the "Rest of South Asia" category.

On the other hand, Grey advertising agency is also a big and leading advertising agencies in Bangladesh. Grey advertising agency is the third largest ad agency in Bangladesh in term of annual revenue according to the AD age (An International advertising magazine). The organization is very much famous for its progressive company culture.

SWOT Analysis:

We know that SWOT analysis means that a company's strength, weakness, opportunity and threat. So, digital content marketing has also some strength, weakness, opportunity and threat those are discussed below:



Strengths:

- Digital content marketing is more customer centric and this digital content marketing system can help big companies to easily get closer to the end customers.
- Companies can increase their sales by making their presence in different social media by this digital content marketing.
- Digital content marketing enables advertising firms to serve wide range of industries.
- Digital content marketing increase the visibility of the brand.
- Digital content marketing positions a company as an expert in industry.
- Digital content marketing makes long lasting relationship with target audience and make them loyal customer.
- Digital content marketing is very cost effective so companies don't need to spend much money for promotion.
- Advertising firms can focus on quality content over quantity.

Weakness:

- A large number of people of Bangladesh is still live out of the internet and social media.
- Insufficient content developers in country.

- Fewer creativeness's in content creation and narrow minded attitude might misrepresent the brand.
- Low budget and investment for the digital content marketing development.
- During political unrest sometimes government imposes restrictions on using internet and social media.
- Many areas which is interrupting the growth of audience of content marketing because price of internet bandwidth is still high.
- Information and data analysis are still a very big concern and only a small number of people are professional in it as not many are able to realize what data actually say.
- For digital content marketing there is no specific and separate law.

Opportunities:

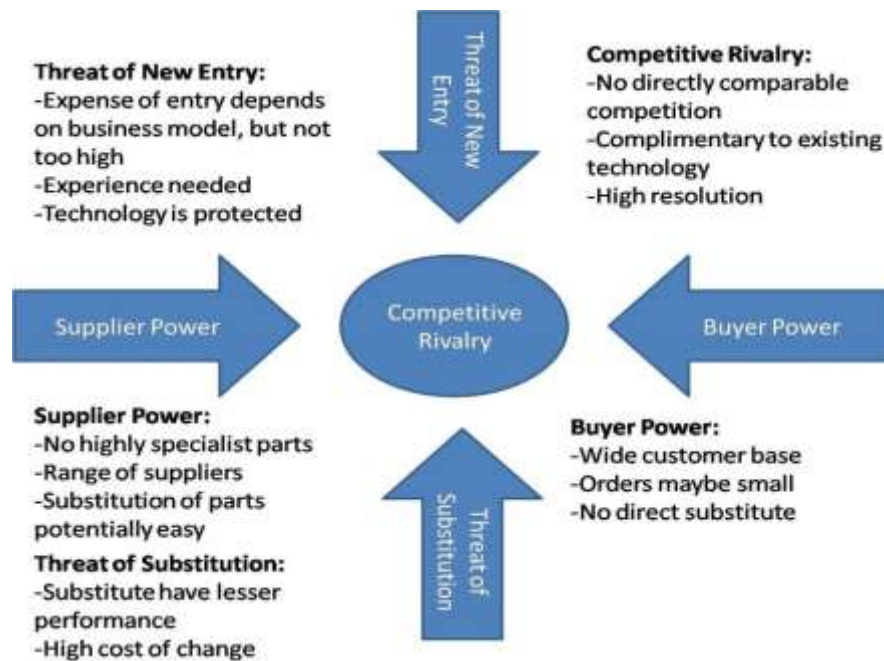
- Digital content marketing creates a strong loyal community.
- By digital content marketing companies can aim niche markets and audience.
- Via social media digital content marketing might help an organization to connect easily with their happy customers.
- By using digital content marketing an organization can get instant help and response from its customers.
- Digital content marketing enhance the possibility of connecting with the "Mavens or Expert customers"
- The development of this sector will reduce the unemployment in the country and will introduce new possibility of jobs for the marketing graduates.
- This digital content marketing will fasten the effort of Government of Bangladesh to make the country fully digitalized.

- By creating viral contents for social media such as Facebook and YouTube companies can promote their brand overnight.

Threats:

- If it doesn't work properly then there is a huge chances of adverse effect of campaign which might damage the brand name.
- It's very much difficult to keep the content alive on social media and search engine due to the moving trends of different marketing areas and changing rules of search engine for optimizing the content.
- Brand image can be damage due to negative and false comments of audience groups.
- Dominating presence of radio and television advertisement.
- Impression of industry incompetence.
- Time consuming campaigns.
- Due to the insufficient funds and resources the marketing might not work properly that's why digital content marketing needs a good amount of funds otherwise it can mislead a customer mentality in wrong way.
- Damage control of bad reviews or complaints on social media or digital platform is a huge job and can even lead to the closing of business.

Porter's five forces model:



Threat of New Entrants:

In is digital content marketing sector there are few barriers, as a result, threat of new entrants for digital content marketing in Bangladesh is high. The main problem for development of digital content marketing is getting skilled people who have much digital knowledge as this sector is required creative talents with strong ideas about business which are not available in our country. Moreover, appealing, retention and cultivation of such talent is very much expensive and time consuming. Apart from that making connection and touch with target audience and their behavior is also very much hard. and content developers must have the ability to read the customers mind and attitude, behavior. So, developing digital content marketing is very difficult for content maker with these specific qualities. However, For digital content marketing establishment an organization does not need much investment and there are lots of big local and multinational companies operating business in this country, so they can easily invest and develop a digital content marketing firm. On the other hand, since there is no

restriction from the government any foreign company can easily enter in this sector. Therefore, threat of the new entrants is high.

Threat of Substitute:

The main substitute of digital content marketing are Radio and television. Now-a-days, the popularity of radio is not increasing only in rural area but also in cities and many city dwellers, especially the youth group, pass most of their times listening to radio when they stay out of home. This might encourage companies to go for radio advertisement rather than digital content marketing. Apart from that, the high percentage of illiterate population, who are very much dependent on radio to get entertainment, are encouraging companies to pick radio campaign instead of digital content marketing. Therefore, radio is major substitute of digital content marketing and the growing numbers of radio stations in the country might be a matter of great concern for any digital content marketing company. So, threat of substitute is high.

Bargaining Powers of Suppliers:

Content developers are considered as suppliers of the digital content marketing industry, and there is a huge scarcity of content developers in Bangladesh. Although many people especially young people are interested to work in this sector but only few can continue in the industry since the job needs some special endowments and qualifications. Besides, the supply of content developers is very much low compare to the rapid growing numbers of digital content marketing firms and jobs. In addition a good numbers of content developers of Bangladesh are industry independent and forward integration is very much common occurrence among them. Apart from that, if an organization get involved with any digital content marketing firm it is pretty tough for that organization to shift to another since the shifting cost is very much high in the industry. Moreover, in Bangladesh only few advertisement firms are operating business in large scale and not every big company have content developers so, most of the companies are bound to listen to the content developers' voice. Therefore, bargaining power of suppliers is very much high in the digital content marketing sectors of the country.

Competitors:

As there are only few companies exist in the industry competition among the existing companies are relatively lower. However, many big business companies such as Grameen phone, Unilever, Square and RobiAxiata etc. have their own content developers which are responsible for some sort of competitions in the market. In addition, big digital content marketing firms such as Magnito and Grey digital always try to catch high budget projects so, in terms of catching high profile client firms have to compete with each other's. Since there are no such big barriers in the industries, there is a chance of entering new competitor which may increase competition in the industry. However, the overall competition in the industry is low, therefore, threat from competitors is low.

Bargaining Power of Buyers:

Digital content marketing is very much new in Bangladesh and many reputed companies have started to campaign their products by digital content marketing. It is true that content marketing will never take place of the advertising but consumer preference and trends are helping the digital content marketing to boost significantly. Since the buyers are large in size they can ask discount on the price of making contents. Besides it all of the companies always want that their products reach to the highest number of audience so, they always put pressure on the agency which gives the companies power to dominate the agency. On the other hand, digital content marketing firms do like to maintain long term relationship with the buyers hence; they do deliberate some price deduction from the budget. Therefore, bargaining power of buyers is high.

Chapter Four:

Findings and Analysis:

I have asked survey questions to 30 employees of Magnito Digital and Grey Advertising Bangladesh. Among the 30 respondents there are 17 male and 13 female and the age range is between 25-30 years.

Question 01: What is your educational background?

From my survey, I found that most of the respondents are graduated from different disciplines. However, a good portion of master's degree holders are doing job in this sector. This result indicates well educated and talented people are coming in this sector. (See Figure 01 in Appendix)

Question 02: How long have you been working in this sector?

On the other hand more than 53% respondents have been working in this sector more than 3 years, whereas only 17% respondents have been working less than 1 year. (See Figure 02 in Appendix)

Question 03: What type of content marketing form are you working right now?

Employees are working in versatile medium of content marketing at both Grey and Magnito. Almost 40% of total respondents say they are working on video content where 27% respondents are working on social media content. Besides it, significant number of employees are also working on online articles and blogging. (See Figure 03 Appendix)

Question 04: Which digital content marketing medium have you worked most in last one year?

Social media content is one of the most growing content mediums in the country thanks to the massive improvement and availability of technology. Although, nearly half of the respondents say they are working most on video content since last one year but, social media content is also significantly

developing since 37% respondents worked on social media content making in last one year. (See Figure 04 in Appendix)

Question 05: Which sector is the most efficient market for content marketing?

However, telecommunication sector is the biggest market for content marketing followed by the consumers and goods industry. Among the 30 respondents 43% believe telecommunication is the most efficient market for content marketing and 36% believe consumer goods producers are biggest clients of content marketing. In addition, foods and agriculture and real estate sectors also provide plenty of revenue to the content marketing firms. (See Figure 05 in Appendix)

Question 06: Have your organization arranged any session on content making for you after joining?

Grey and Mgnito arrange training session for the employees but not in regular basis. Since this two organizations are the leading in the industry, they have lots of work pressure which does not allow the employer's to manage time for training. However, 44% respondents say they got training from the organization after the joining. (See Figure 06 in Appendix)

Question 07: Lacks of skills and creativity are lessening the growth of content marketing industry. Do you agree with this statement?

The respondents also talked about the problems and obstacles of this sector. According 63% respondents, lacks of skills and creativity are hampering the growth of content marketing development in Bangladesh. Basically, a huge number of youths' computing knowledge are limited in certain applications. Moreover, the practice of arts and cultures are decreasing among the youth. As a result, content marketing industry is facing problems in getting creative content makers. (See Figure 07 in Appendix)

Question 08: Do you think limitation of budget is a burden in creating a good content?

In Bangladesh most of digital content making firms suffers from limited budget since clients always look for cost effective way, This survey shows most of the employees of Magnito and Grey have faced this situation and 47% employees believe this is the most unavoidable problems in content marketing industry. (See Figure 08 in Appendix)

Question 09: Do you think that the cheap labor in Bangladesh is assisting the digital content marketing development in Bangladesh?

However, Bangladesh content marketing industry gets some competitive advantages thanks to the cheap labor sources of the country. Almost two third employees' of this industry agree that cheap labor is helping the growth and development of content marketing significantly. (See figure 09 in Appendix).

Question 10: Do you agree that Facebook, Twitter, LinkedIn, Picasa, Flickr and instagram are very much important for digital content marketing?

Social Medias have already brought enormous behavioral and psychological changes among the people. Now millions of people are using different types of social medias in Bangladesh which is also a great opportunity for content marketing. However, 47% respondents agree that social media are crucial for content marketing whereas 30% respondents strongly agree with this statement. (See Figure 10 in Appendix)

Question 11: Do you agree that Bangladesh government should introduce virtual currencies and online wallets such as PayPal, Skrill to intensify the outsourcing of content marketing?

Many organizations are working for the foreign companies' advertisement and campaigning projects. Organizations like Grey and Magnito are earning huge amount of foreign currency through the outsourcing. Therefore, majority of the respondents agree that government should introduce the online wallet in the country. Already PayPal is working to launch its service in Bangladesh but bureaucratic process of government has slowed down their operation. (See Figure 11 in Appendix)

Question 12: What is the most important qualification that an outsource partner look among the content developers?

Both Magnito and Grey Advertising are involved in marketing outsourcing. In fact, many fresh marketing graduates are interested in this field instead of doing mainstream marketing job. However, most of the outsource partners look for the creative storytelling contents developers, whereas professional level writing skill is second most demandable qualification in the market. (See Figure 12 in Appendix)

Question 13: If a bank or insurance company or any other trusted entity such as law firms provides any special this service as part of their offering for outsourcing, will you accept it?

However, most of the respondents say if a bank or insurance company or any other trusted entity such as law firms provides any service to the digital content makers for outsourcing, they would like to take this offer. On the other hand, almost 30% respondents are not keen to take this offer. (See Figure 13 in Appendix)

Question 14: Do you think the budget of content making changes often when you apply your strategy in real world?

However, 57% respondents agree that the budget of content marking changes when firms apply their strategy in real world. This indicates firms have lacking in budget making and forecasting future incidents. (See Figure 14 in Appendix)

Question 15: Do you agree business schools of different universities in Bangladesh should give more importance on digital content marketing?

Digital content marketing might reduce the pressure on mainstream marketing job. Nonetheless, significant number of respondents agrees business schools of reputed universities should come forward to boost the growth of content marketing. The respondents think if these institutions start courses on content marketing a revolution might be created in marketing education. (See Figure 15 in Appendix)

Question 16: Do you think government should make separate acts for digital content marketing?

Majority of the respondents agree that government should make separate acts for digital content marketing. In developed countries strong laws and government regulations keep the rights of content makers which is very much unavailable in Bangladesh. (See Figure 16 in Appendix)

Chapter Five:

Recommendation and Conclusion:

Recommendation and Conclusion:

Here I've suggested some recommendations based on my findings which might intensify the digital content marketing development in Bangladesh.

- Advertising firms should create demand of content marketing in local markets by developing a relationship with local cultures and lives.
- Since the global market ensures more revenue than local market therefore, firms should give emphasis on global advertising market.
- Socializing with foreign content marketing experts will ensure to reduce the legal barriers and market risks.
- Content marketing firms need to discuss with the government by founding an association in order to reduce the tax on technical equipment and software that are being used in content marketing.
- Digital content marketing firms should pressurize the Ministry of Finance to intensify the launching process of online wallet such as PayPal, Skrill, which is very much imperative for outsourcing.
- Marketing firms need to train the new comers so that they can establish themselves in this sector.
- Digital content marketing firms should arrange road show and campaign in order to attract the local business.

Conclusion:

The development of digital content marketing is significantly dependent on efficiency of marketing firms and the local business. The advertising firms need to go for content marketing more since this the most effective way to reach to the end users. On the other hand, business firms can reduce the advertising cost through content marketing. Therefore, digital content marketing development is very much vital for Bangladesh as it is the best technique to drive incremental sales.

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Appendix

Graph

Figure 01: What is your educational background?

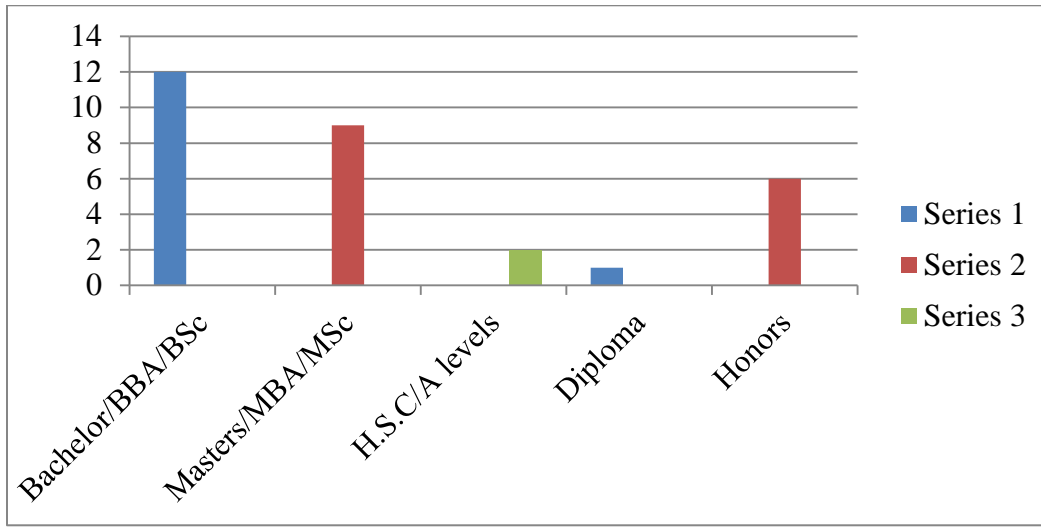


Figure 02: How long have you been working in this sector?

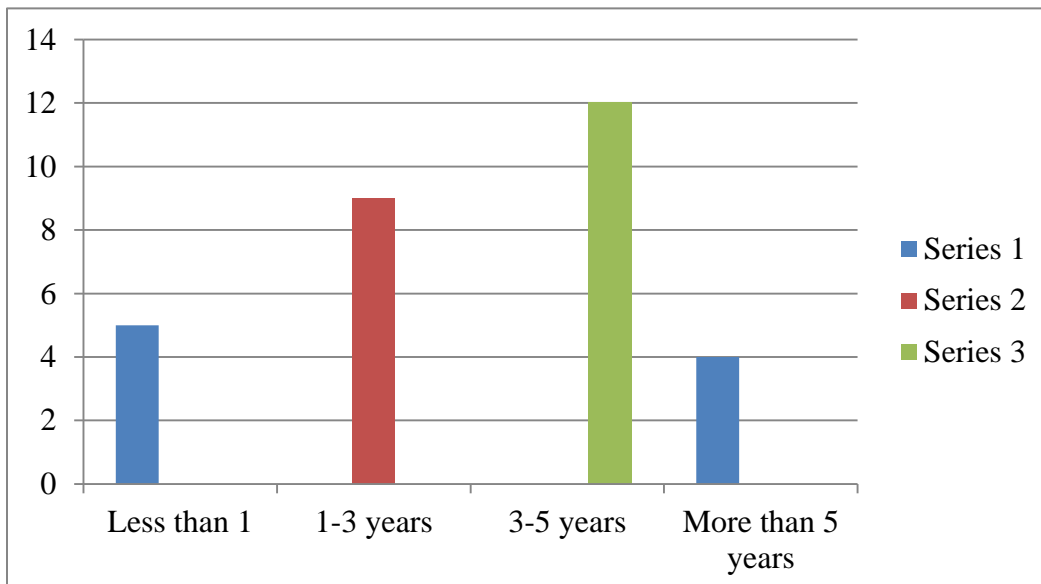


Figure 03: What type of content marketing form are you working right now?

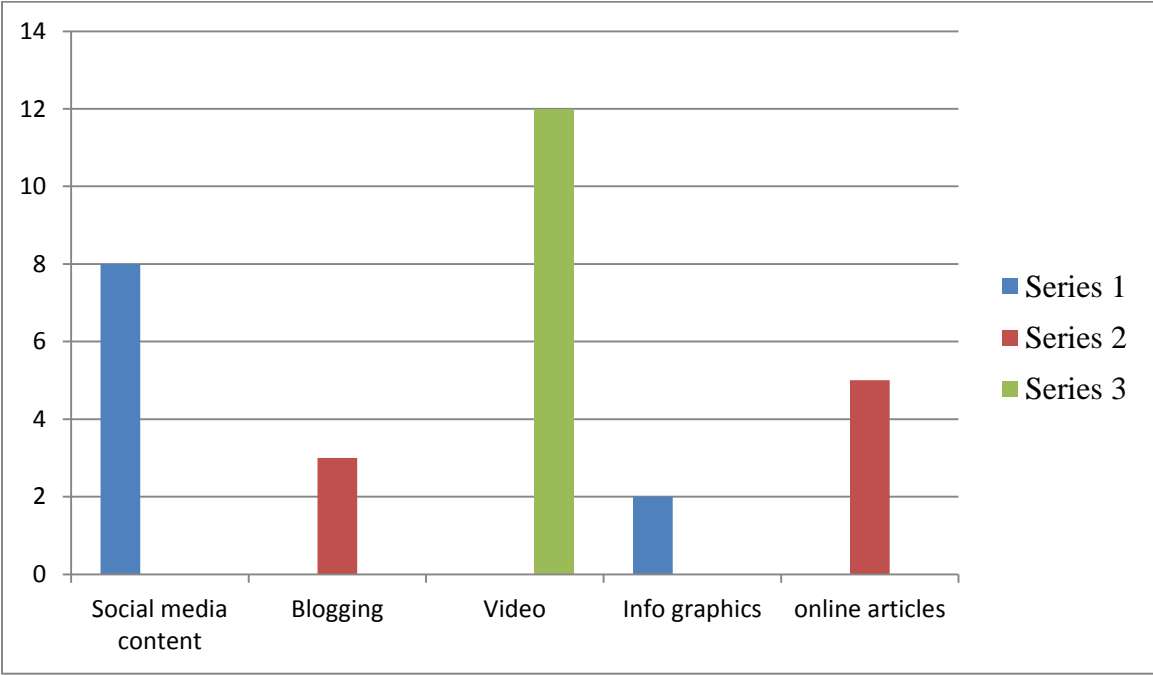


Figure 04: Which digital content marketing medium have you worked most in last one year?

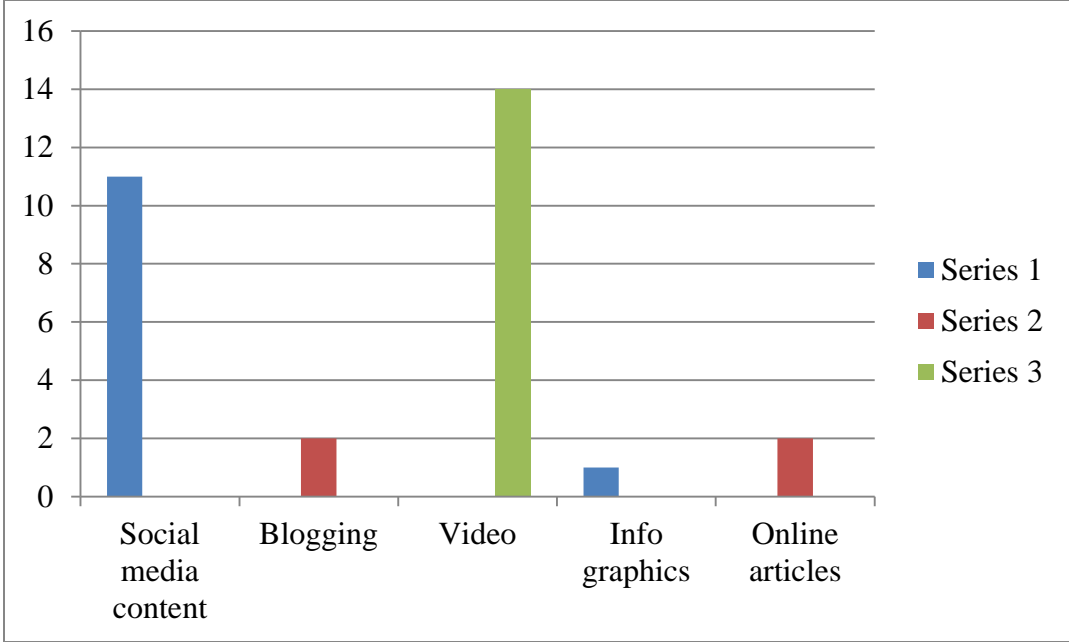


Figure 05: Which sector is the most efficient market for content marketing?

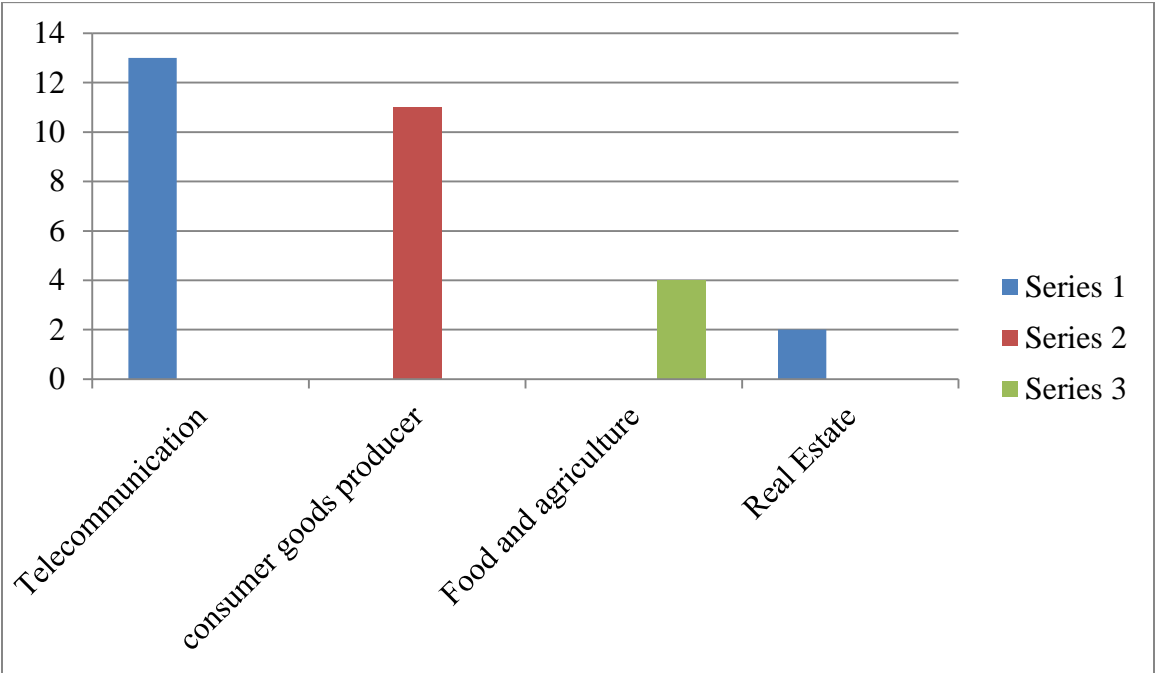


Figure 06: Have your organization arranged any training session on content making for you after the joining?

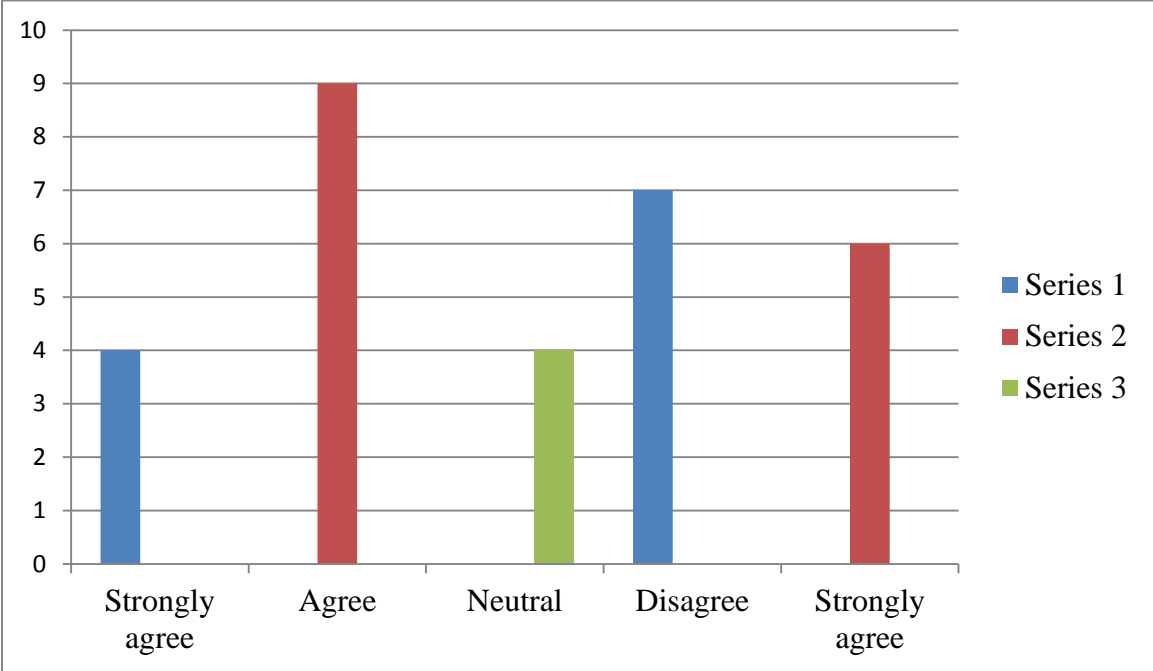


Figure 07: Lacks of skills and creativity are lessening the growth of content marketing industry. Do you agree with this statement?

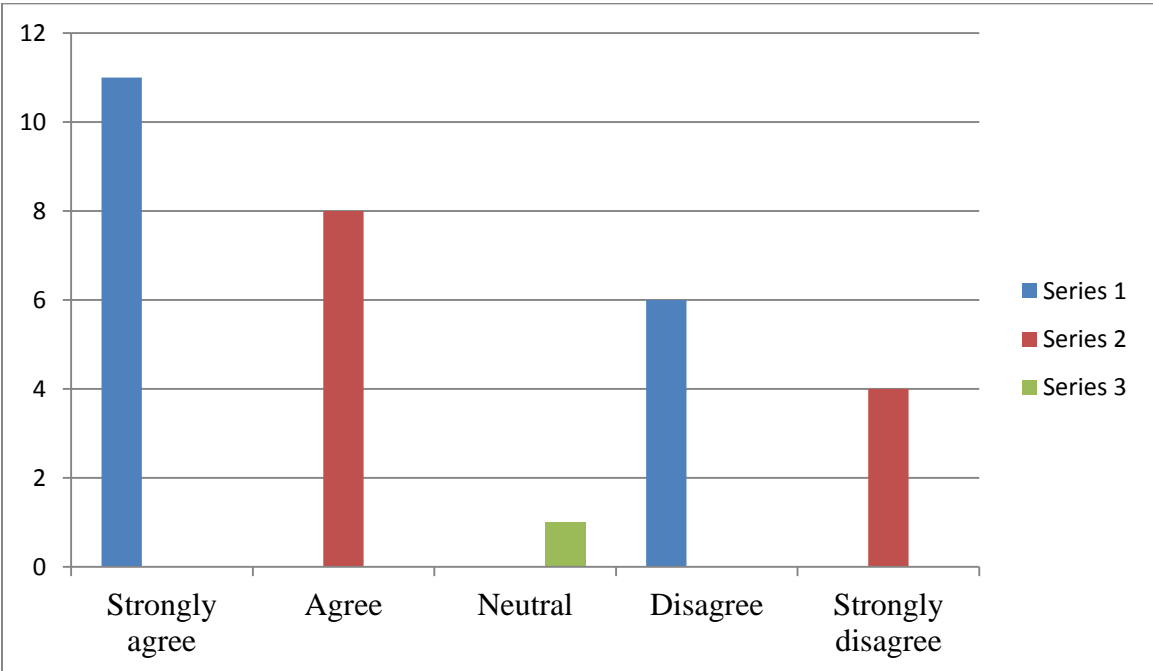


Figure 08: Do you think limitation of budget is a burden in creating a good content?

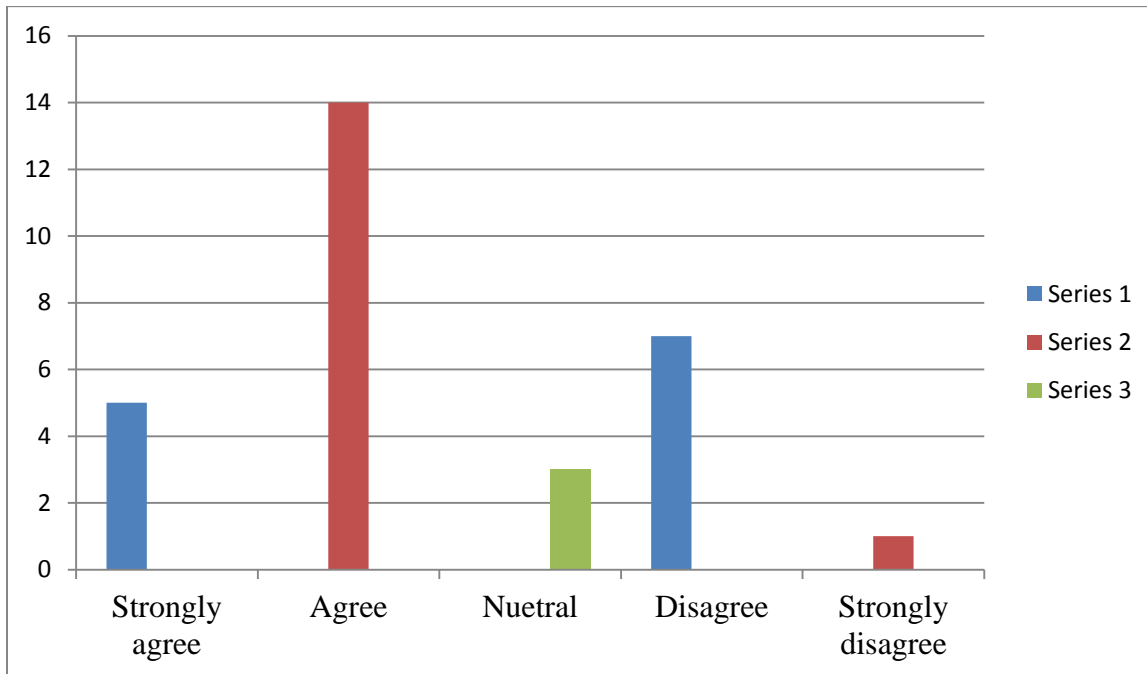


Figure 09: Do you think that the cheap labor in Bangladesh is assisting the digital content marketing development in Bangladesh?

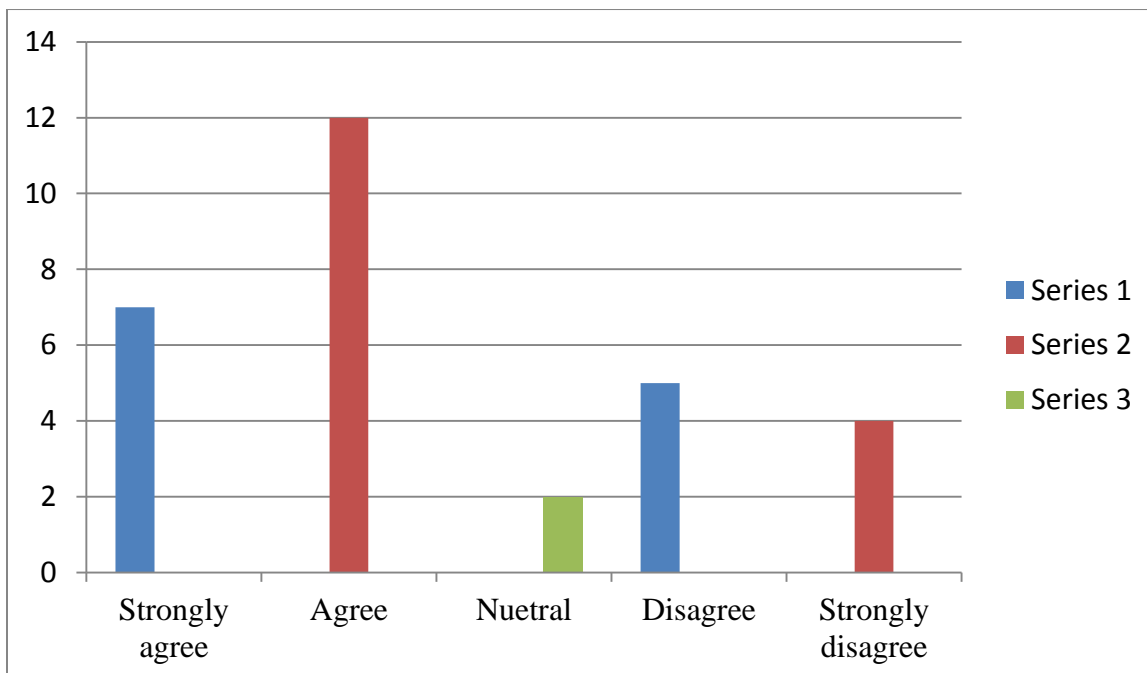


Figure 10: Do you agree that Facebook, Twitter, LinkedIn, Picasa, Flickr and Instagram are very much important for digital content marketing?

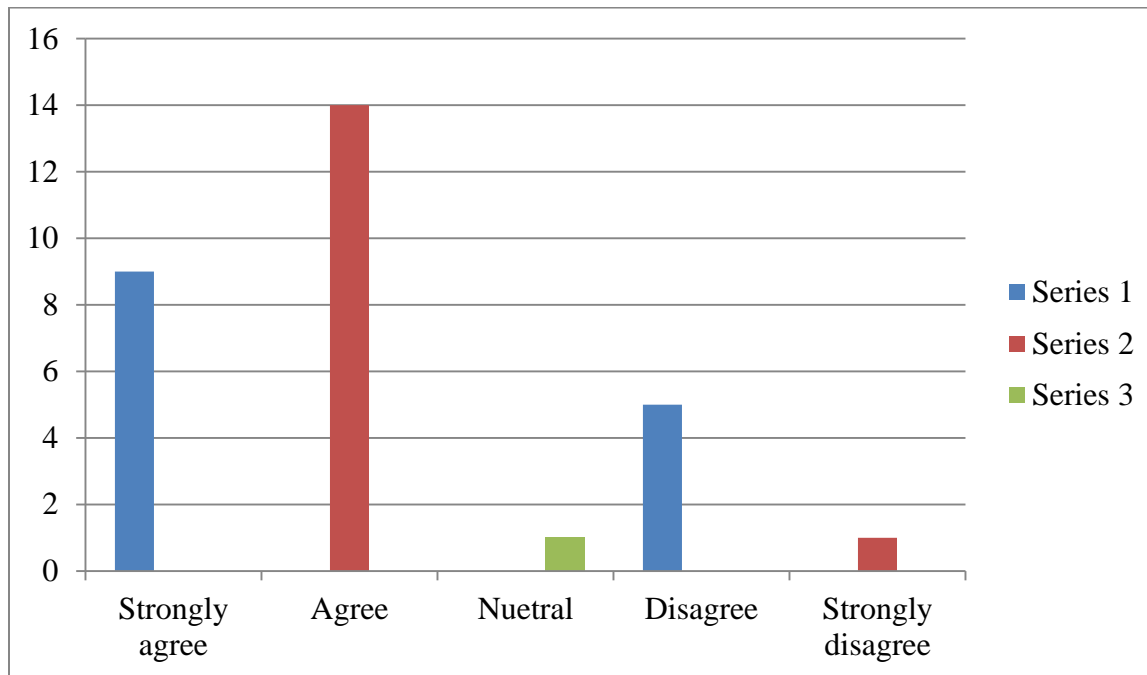


Figure 11: Do you agree that Bangladesh government should introduce virtual currencies and online wallets such as PayPal, Skrill to intensify the outsourcing of content marketing?

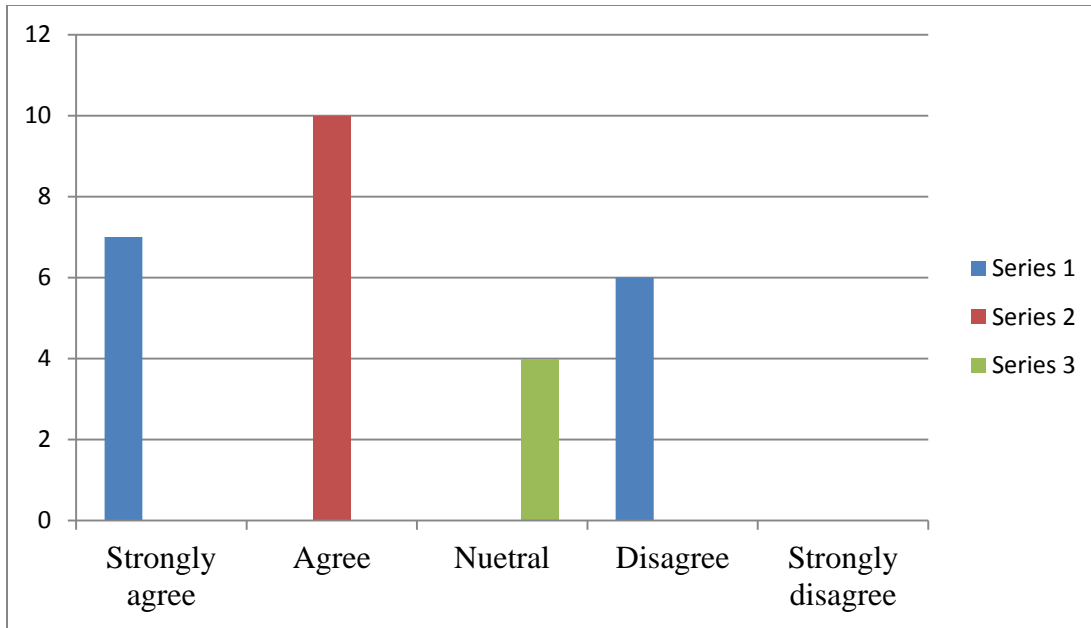


Figure 12: What are the most important elements that an outsource partner look among the content developers?

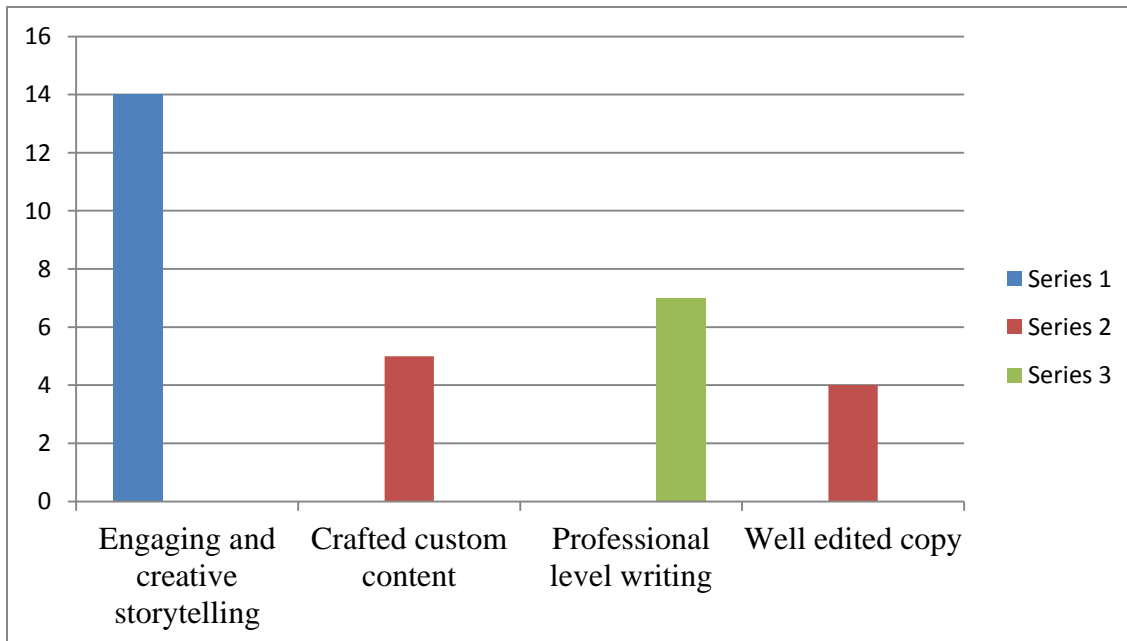


Figure 13: If a bank or insurance company or any other trusted entity such as law firms provide any special this service as part of their offering for outsourcing will you accept it?

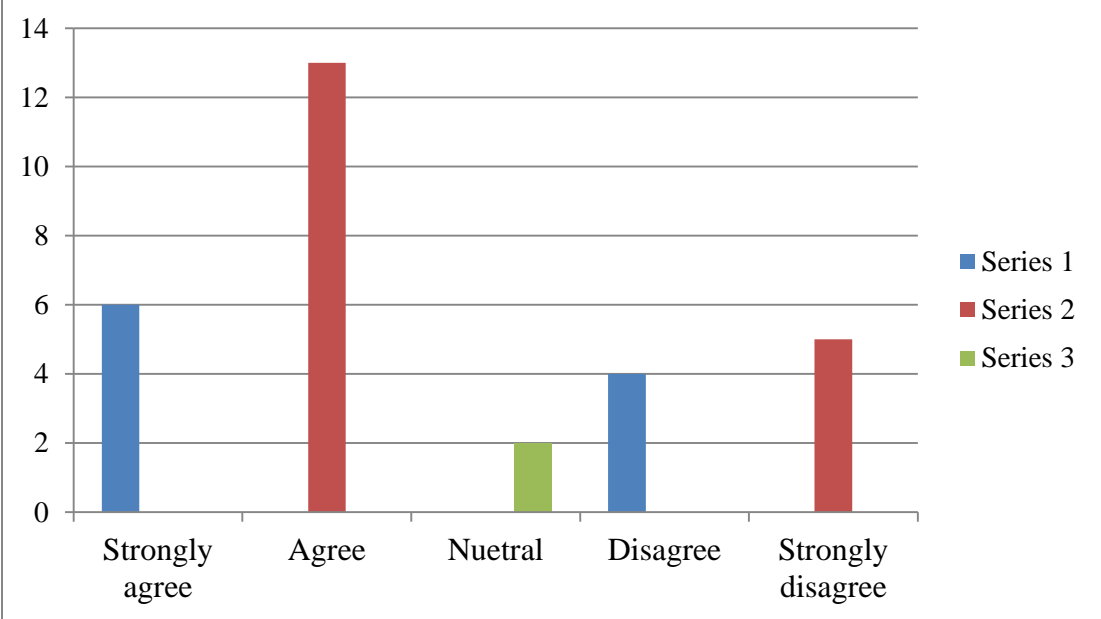


Figure 14: Do you think the budget of content making changes often when you apply your strategy in real world?

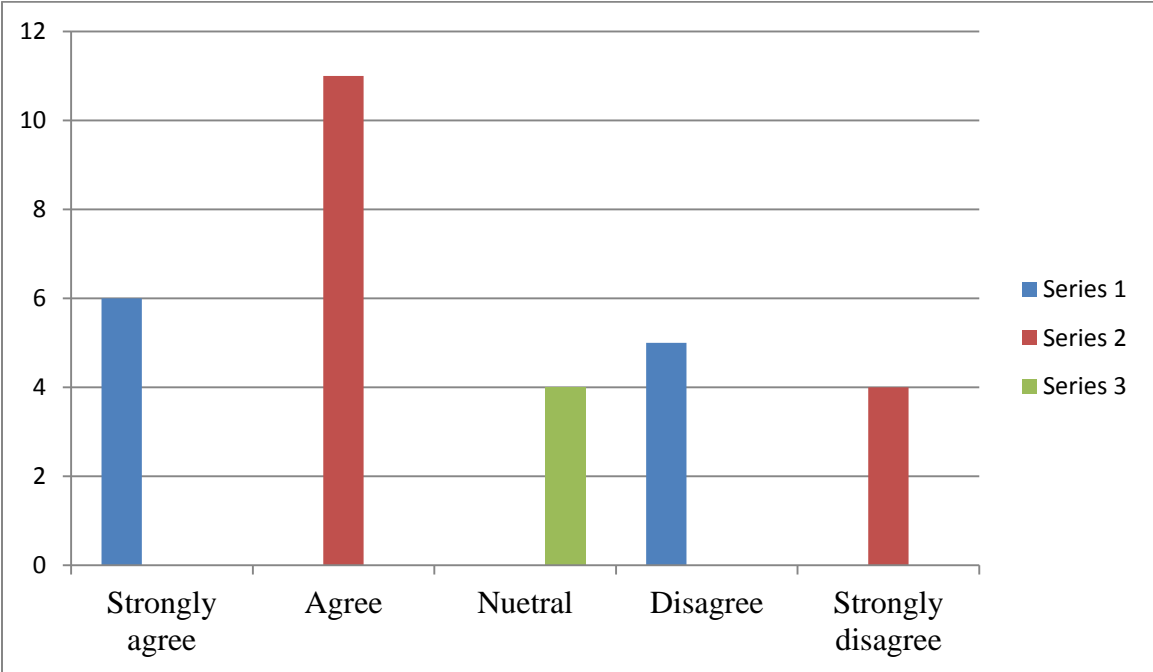


Figure 15: Do you agree Business Schools of different universities in Bangladesh should give more importance on digital content marketing?

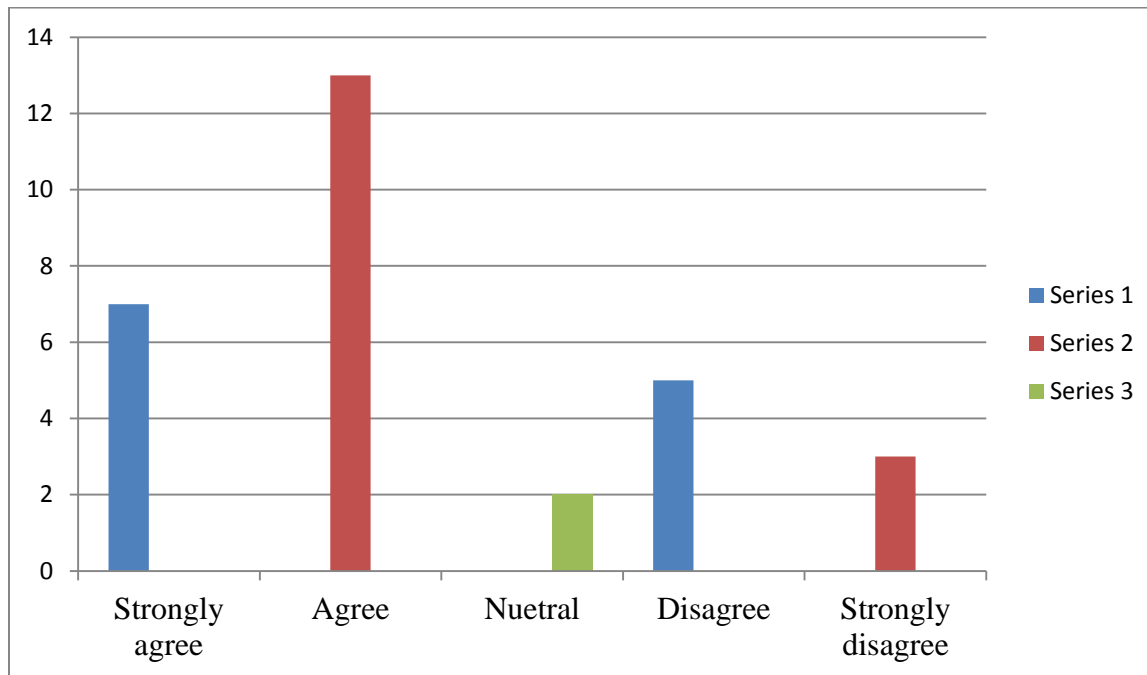
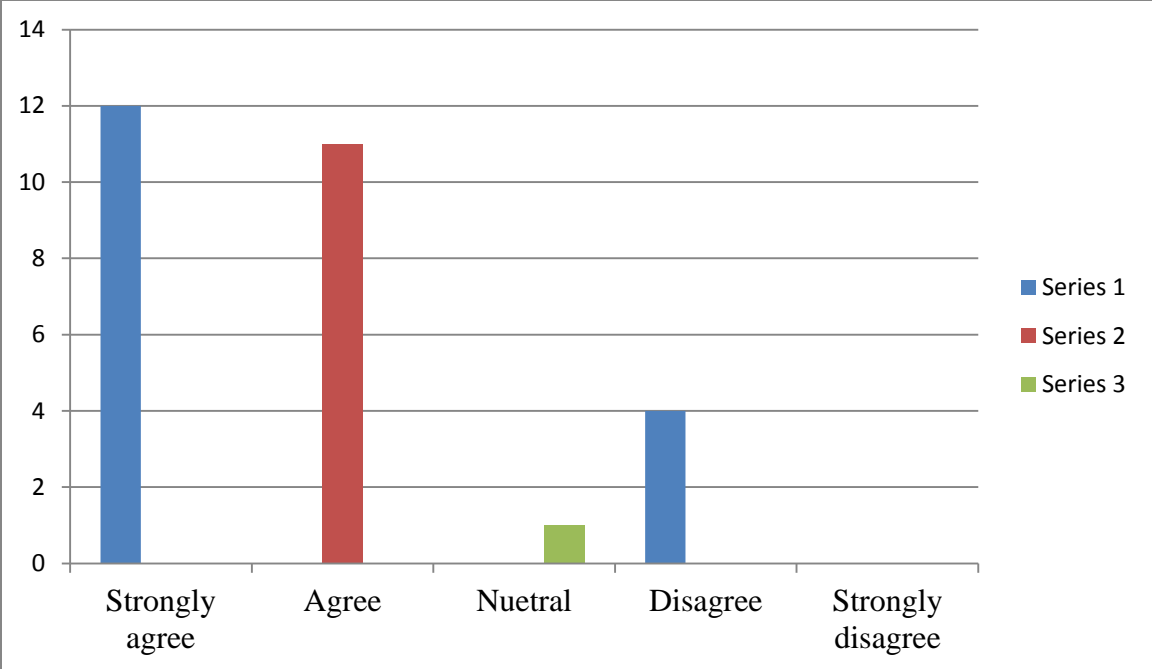


Figure 16: Do you think Government should make a separate acts for digital content marketing?



Questionnaire

I am a student of United International University. I am conducting the research study for the requirement of my “project” on the “Digital Content Marketing Development in Bangladesh: A Hands – on initiative through the Magnito and Grey Advertising Bangladesh”

Gender _____

Age _____

1. What is your educational background?

Bachelors/BBA/BS	Masters/MBA/MS	H.S.C./A Level	Diploma	Honors
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2. How long have you been working in this sector?

Less than 1 year	1-3 years	3-5 years	More than 5 years
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3. What type of content marketing form are you working right now?

- a. Social Media Content**
- b. Blogging**
- c. Video**
- d. Info graphics**
- e. Online Articles**

4. Which digital content marketing medium have you worked most in last one year?

- a. Social Media**
- b. Blogging**
- c. Video**
- d. Info graphics**
- e. Online Articles**

5. Which sector is the most efficient market for content marketing?

- a. Telecommunication
- b. Consumer Goods Producer
- c. Food and agriculture electronics
- d. Real Estate

6. Have your organization arranged any training session on content making for you after the joining?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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7. Lacks of skills and creativity are lessening the growth of content marketing industry. Do you agree with this statement?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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8. Do you think limitation of budget is a burden in creating a good content?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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9. Do you think that the cheap labor in Bangladesh is assisting the digital content marketing movement in Bangladesh?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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10. Facebook, Twitter, LinkedIn, Picasa, Flickr and Instagram are very much important for digital content marketing.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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11. Bangladesh government should introduce virtual currencies and online wallets such as PayPal, Skrill to intensify the outsourcing of content marketing. Do you agree with this?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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12. Do you think the budget of content making changes often when you apply your strategy in real world?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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13. What is the most important qualification that an outsourcing partner look among the content developers?

- a. Engaging and creative storytelling
- b. Crafted custom content
- c. Professional level scriptwriting
- d. Well edited copywriting

14. If a bank or insurance company or any other trusted entity such as law firms provide any special this service as part of their offering for outsourcing will you accept it?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
----------------	-------	---------	----------	-------------------

15. How do you rate the success of content marketing to achieve a firm's important objective?

- a. Very successful
- b. Somewhat successful
- c. Somewhat unsuccessful
- d. Very unsuccessful

16. What is the most vital element for creating content?

- a. In house content creating source
- b. Outsource content creation by a specialist
- c. Combination of outsource and in house

17. Do you agree Business Schools of different universities in Bangladesh should give more importance on digital content marketing?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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18. Do you think Government should make a separate acts for digital content marketing?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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