

Project Report

On

Digital Marketing Practices in Bangladesh



United International University
QUEST FOR EXCELLENCE

Project Report

Digital Marketing Practices in Bangladesh

Course code: INT 4399

Submitted To

Dr. Mirza Mohammad Didarul Alam

Associate Professor

School of Business and Economics

United International University

Submitted By

Sumaiya Binta Kibria

ID: 111 161 166

Major: Marketing

School of Business and Economics

United International University

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United International University
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Letter of Transmittal

July 10, 2021

Dr. Mirza Mohammad Didarul Alam

Associate Professor,

School of Business & Economics

United International University

Subject: **Submission of project Report on “Digital Marketing Practices in Bangladesh”**

Dear Sir,

With humble respect to inform you that I have completed my project report on “Digital Marketing Practices in Bangladesh”. In this report, I have followed the guidelines that were provided from you and our university, and I have also applied some of concepts and skills that I acquired from my courses. The provided contents here are all my own, though some information has been taken from different sources to complete my project report.

I am submitting the report for your gracious perusal and acceptance. I will be thankful, if you mercifully accept this project report. Thanks to you for your cooperation and guidelines.

Sincerely yours,



Sumaiya Binta Kibria

ID- 111 161 166

School of Business & Economics

United International University

Certification of Similarity Index

Declaration of the Student

I am Sumaiya Binta Kibria, student of United International University of Bachelor of Business Administration in Marketing. I do hereby declare that the Project on “Digital Marketing Practices in Bangladesh?” is real work and has not previously been submitted for a degree or accreditation.

I also hereby declare that this project work is solely done by me under my supervisor, Dr. Mirza Mohammad Didarul Alam, Associate professor, School of Business & Economics at United International University. This project is completed for the fulfillment of my undergrad degree, BBA Major in marketing from United International University.



Sumaiya Binta Kibria

ID- 11 161 166

School of Business and Economics

United International University

Acknowledgment

I would like to thank my project supervisor, Dr. Mirza Mohammad Didarul Alam, Associate Professor, United International University's BBA Program, for his patience and guidance in completing this report. It was a great pleasure, and I thank him for providing this topic to help me complete my graduation. He assisted me on various issues related to this project report from time to time, and I thanked him for providing me with the best opportunity to work on such a project that will be extremely beneficial in the future. I'd also like to express my gratitude to the university and all of UIU's faculty members for their contributions to the development of my current foundation. I hope to continue honing my skills in this area and, one day, to be able to meet their standards.

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List of Abbreviation

Short Form	Full Form
UIU	United International University
BBA	Bachelor of Business Administration
ICT	Information and Communication Technology
ATL marketing	Above the line marketing
BTL marketing	Below the line marketing
FMCG	Fast-Moving Consumer Goods
RMG	Ready-made garments
BGMEA	Bangladesh Garment Manufacturers and Exporters Association
CMO	Chief Marketing Officer
B2B	Business to Business
B2C	Business to Consumer
B2E	Business to Employee
C2C	Consumer to Consumer
SEO	Search Engine Optimization
PPC	Pay Per Click
SMS	Short Message Service
VMS	Virtual Memory System
MMS	Multimedia Message Service
BPO	Business Process Outsourcing
MySQL	Structured Query Language
MySQL	Microsoft Structured Query Language
IT	Information Technology
ROI	Return on Investment
KPI	Key Performance Indicator

Abstract

Digital marketing is the promotion of products and services via digital distribution channels that reach consumers in a timely, relevant, personal, and cost-effective manner. In this paper, the steps of digital marketing have been highlighted. Furthermore, the paper emphasizes the use of digital marketing in a variety of industries, including multinational corporations, banking, ICT, agriculture, and business services, garments and textiles, telecommunications, export-import business, and electronics. ICT includes information-handling tools that are used to produce, store, and process, distribute, and exchange data, as well as electronic technologies and techniques for managing information and knowledge. From education to surveillance, ICT can make a significant contribution to public health. In general, this paper discusses the state of digital marketing in Bangladesh and the purpose of this paper is to analyze Bangladesh's digital marketing techniques & practices. The Internet is constantly evolving in this digital age. Digital marketing is a trend that has existed in the past, is present, and will continue to exist in the future. In this highly competitive market economy, a good marketing mix and digital system are required to introduce, grow, and sustain a business. During the staring of pandemic situation and with the increasing number of Internet users, low costs, and simple strategies, 'digital marketing' is becoming increasingly important for every business hub, as marketing has become a very important tool for every industry to reach the consumer. Finding the best marketing strategy becomes extremely difficult. In this project report, I have attempted to demonstrate the constraints and guidelines for Bangladesh in regards to Digital Marketing in order for our country to survive in the competitive modern era.

CHAPTER 01

INTRODUCTION

1.1 Introduction of the Report

Digital Marketing is basically the promotion of any kinds of products & services thorough electronic media in one or more forms. Digital marketing is a completely different concept from the traditional marketing or analogue marketing, as it involves many systems & structure for evaluation the promotions & campaigns such as what to identify for a company or business in practice, how to sustain it, how to prolong it, how to make the right inquires about sales, what to do for bringing customers' satisfaction & organization's profits.

Various experts or digital marketing experts believe that the lack of knowledge between technology & business creates a gap between technology companies & business organizations and that this problem can only be solved by forming a team for mutual benefit with technology companies & organizations. As from starting the pandemic situation, most of the young people in Bangladesh today are educated about the pros and cons of technology that can bring huge expectations for digital marketing for Bangladesh day by day. However, as most of the youth of this country are living in rural areas, digital marketing activities should also be expanded in rural areas.

The internet is one of the tools of digital marketing to reach out to people across the geographical barriers in every area of the country & delivering goods & services to those people. Any of the organization or business can attract their customer about their products or services through various types of digital marketing activities and it is much more efficient that traditional marketing.

Since the starting of the epidemic situation, most people today are forced to accept the need for digital marketing & these benefits. Since now most of the daily activities are now internet based and the percentage of the internet user is so far now than before the epidemic started therefore, in the **budgets for the fiscal years 2021 & 2022**, the government has directed to the internet provider operators to save on internet packages more than before, considering the digital benefits of the people.

To bring together consumers, telecom industry, banking companies to further enrich the digital marketing process, the government is working to remove all barriers. But in the considering of current educational situation of Bangladesh, Universities, school-colleges need to be taken more

seriously on digital marketing & technologies and we all know that education is the backbone of the nation, so need to consider making sure that all students get enough knowledge online. And for this, the efforts of all must be together and the vision of the government will also be in line with reality.

Nowadays digital marketing services, brand marketing, product marketing strategies connected to various social networking sites, YouTube's via the internet. But due to misconceptions, uncertainties and lack of contracts in our country, many businesses are not interested in digital marketing. The management team or many businessmen meanwhile consider it as an expanse. But since the benefits in the pandemic situation, many companies or e-commerce companies have recently interested on it. However its identity & proper concept should be spread among the people in the rural society & peoples.

1.2 Origin of the Report

The preparing of this report was required for the completion of a project and a portion of a Bachelor of Business Administration (BBA) degree at United International University. The BBA degree is about more than just expanding your knowledge through books and assignments. The BBA program has been enhancing students' practical knowledge since its inception by assigning practical reports and project programs. My supervisor chose the topic of digital marketing for me. . Collect various information with the help of my supervisor in order to meet my supervisor's requirements and complete my project report. This report was prepared based on my research, experience at as well as theoretical knowledge of my BBA program.

1.3 Purpose of the study

My Bachelors of Business Administration degree is being pursued at United International University in Dhaka, Bangladesh. I'm nearing the end of my Bachelor's degree program. I need to do an internship or a project to complete my degree. It is a requirement of the university for students to complete their degrees. I decided to do a project on this subject because as a student of marketing and I am very much interested in Digital Marketing, online promotional activities and I want to work hard and dedicate myself to a marketing career. I believe by studying and working on this project, I would be able to gain and share my knowledge to others about Digital Marketing Practices in Bangladesh.

1.4 Objectives of the study

In present century the marketing of brands has remarkable changes over the past 20 years. Technological advantages bring the marketing of brands more effective and complex to set for the marketing offers. This study tries to analyze the present situation in every angle possible and find out the effectiveness Digital marketing practices in Bangladesh rather than ATL (Above the line) and BTL (Below the line) and other sources of traditional marketing.

The main objective is to share the knowledge to the audience by this project report and make understand that How digital marketing has been practiced with the whole marketing strategy of companies to communicate with customers and influence them towards their brand to purchase.

Broad Objective

- ☐ To gain a better understanding of Bangladesh's digital marketing practices.

Specific Objectives

- ☐ Recognize the contemporary digital marketing approach
- ☐ To gain insight into the future of internet or digital marketing
- ☐ To determine the role and the importance of digital marketing
- ☐ Based on the analysis, make some recommendations.

1.5 Limitation of the study

While working on my project, I faced some challenges, the most difficult of which I faced while conducting my literature review, as I had to find out many online publications about digital marketing on current national and international issues. It was extremely difficult to obtain nearly 75 to 80 percent of the report's information from the internet. There are a few more issues.

- ☐ Insufficient time period
- ☐ Journals and publications related to the topic are not accessible.
- ☐ There is far too much depend on online information.

CHAPTER 02

LITERATRE REVIEW

2.0 Literature Review

Digital marketing is a broad term that refers to using various electronic media to reach out to current or potential customers. To promote products and services, digital marketing uses digital technology such as electronic billboards, mobile phones, and social media. Digital marketing's main goal is to promote products or services or brands. Digital marketing is different from traditional marketing in that it allows a company to analyze whether its marketing campaign is working or not in real life by using various channels and methods. Hanging banners, streamers, and even planting trees were the traditional way of marketing in Dhaka city and these are visual pollution and posing a risk to the city's residents. . In this case, only digital marketing can help. Digital marketing is a strategy that involves consumers through various digital channels in web access such as email, mobile apps. In digital space to order products & services, consumers are being influenced by emerging social platforms. The marketing organization will lose the race if they do not follow the new marketing strategy. In 2016, according to e-marketers, digital spending accounted for 30% of the \$178 billion global market. Bangladesh will not be able to ignore this massive amount of energetic opportunity because 42 percent of the global population is active Internet users and 29 percent of the population is connected through social media.

After reading **Hossain (2007)**'s article on digital marketing, it is clear that, unlike traditional marketing methods, it entails strategies designed to engage consumers and drive brand conversation across on a variety of digital channels, such as mobile applications, email, and web access. With consumers' ever-changing preferences for ordering products and services in the digital interstellar, which is heavily influenced by societal stages, marketing organizations will face challenges in the coming days unless they adopt a new marketing strategy quickly. One of the most impressive aspects of digital marketing is that it allows marketers to overcome geographic barriers by making products and services available via the internet in every country. Companies can easily attract new and existing customers by offering a lower price and a shorter time frame than traditional marketing.

From **Hasan (2016)**, the article provides a better picture of the growth of digital marketing by stating that with the arrival of recent technology, marketing in the digital space is experiencing unprecedented growth. When it comes to connecting with and engaging consumers with brands, digital channels are crucial. Digital technologies are evolving and will continue to do so in the

future. Governments that have already begun their journey and have begun to explain talent supervision will have a better chance of creating a reasonable advantage. We now live in an ever-changing world, where 42% of the global population has active Internet access and 29% of the population is connected via social media, indicating the explosive growth of digital marketing. In terms of Bangladesh's digital marketing prospects, "Digital marketing is one of the marketing strategies in this modern era that uses digital media or digital channels to promote the products and services to key audiences,"

Shaha (2016) stated. The primary goal of digital marketing is to establish a brand identity and raise brand awareness." It states that the effectiveness of using a digital marketing strategy has been rapidly increasing in our country, Bangladesh. The majority of major brands in the automobile, FMCG, and financial industries are investing in digital marketing, which appears to have a higher return on investment for their marketing campaigns.

Hossain (2018) stated in an article about future start-ups, "We take the approach by setting aside about 20% of our investment for the future." We try to follow by this theory, which states that the content we invest in today say 20% of its & will yield a return in the future. We are investing in content that is platform agnostic and that we have control over, and we are actively looking for ways to maximize this."

The most significant distinction between the internet and traditional media is the mindset. Traditional media is about scarcity, whereas the internet represents a profusion mentality and liberty. This is the unmistakable certainty of a new world in which many rules are being rewritten. For example, in digital spectators choose which ads they want to see and when they want to see them. In terms of the current state and future of digital marketing, it can be predicted that digital, which was not previously considered a significant part of the marketing mix, has become one in recent years. Face book, Smartphone, and companies like Google have dramatically altered the way we shop, communicate, and consume entertainment. People are paying more attention to and spending more time on these digital platforms, and they are being used more frequently. People nowadays do not consume media through their Smartphone, Face book, or Google in the same way that they consume television, radio, or print media. The psychology of these new mediums, as well as everything else about them, differs from that of older channels. That is where digital's position is. To be effective, we must understand digital in

the context of how it is changing not only how we communicate but also how we live. The idea that we are living in a time of great change can be seen in Ehtesham (2018). Digital technologies have fundamentally altered the fabric of our lives. Our way of life has been changing at a breakneck pace, from our personal lives to how we communicate to how we consume entertainment. In terms of global differences in effectiveness, according to Smith (2018), Businesses are using digital marketing in novel and ground-breaking ways to change how customers are served all over the world. With the world continuously turning into an axis of technological progress, we have a long list of comforts to add to our list. With the growing popularity of the internet and its valuable applications, we now have a plethora of options for making our lives easier. Rather than going to our local store for groceries, we go online and purchase them with a few simple clicks.

About the field of digital marketing “The industry is focused on developing better standards and tools to provide more transparency and visibility into how pricing and decisions are made in the digital supply chain,” according to **Bianchi (2018)**. In today's tech world, a solid digital promotion strategy has become the CMO's new bread and butter; the only question is how to best serve it up. The success of your company is determined by the right strategy, which includes digital strategy. The right strategy can lead to increased sales, new customers, and long-term growth.

According to an article by **Goldman (2018)**, marketers today have unprecedented access to their customers' preferences and actions. Information has become ripe for the alternative thanks to social media platforms in particular.

Finally, one of the most impressive aspects of digital marketing is that it allows marketers to overcome geographic barriers by making products and services available via the internet in every country. Companies can easily attract new and existing customers by offering a lower price and a shorter time frame than traditional marketing.

CHAPTER 03

METHODOLOGY OF THE DATA COLLECTION

3.0 The Methodology of the Research

Topic Selection: My internship course supervisor approved the topic, and it was thoroughly discussed with him, with Sir contributing his perspective in order to prepare an effective & informative report.

An overview of the data collection and analysis

Group discussions with digital marketing experts, theoretical knowledge & various articles and other qualitative data collection methods will be used in this study.

The following of basic overview of the data collection and analysis are used to prepare this report:

3.0.1 Type of the data

This report is prepared by using mostly secondary data rather than primary data.

Secondary Data: Online Publications & Online documents, reports, journal, newspaper, articles, academic knowledge and various websites.

3.0.2 Data Source

The method specifies how data is processed and interpreted. I got the data after going through the various databases from online that helped me write this report.

Secondary Sources of Data: The following sources have been used for collecting the secondary data, include:

- ❖ Annual & Digital Marketing Report,
- ❖ Articles, Online News portals
- ❖ Company's Digital marketing, operational & functional related papers.
- ❖ Government Statistics
- ❖ Published Market Research reports

CHAPTER 04

ANALYSIS & FINDINGS

4.1 E-Commerce Trends in Bangladesh

Knowing the e-commerce movements in Bangladesh is essential for predicting digital marketing career opportunities and tasks in Bangladesh. Automated commerce, also known as e-commerce, is a term that refers to any type of business or marketable deal that involves the transmission of data over the Internet. It is currently one of the most significant types of Internet to emerge. In Bangladesh, ecommerce has grown dramatically in recent years.

- ☐ Business to Business (B2B),
- ☐ Business to Consumer (B2C),
- ☐ Business to Employee (B2E)
- ☐ And Consumer to Consumer (C2C) segments have dominated the Bangladesh e-commerce market thus far.

Business to Business & Consumer (B2B & B2C)

B2B websites were the cornerstones of Bangladesh's e-commerce industry. This, however, has changed and current expansions show that their symbol in the huge sector is on the decline. In Bangladesh, some B2B websites specialize in providing industrial and supply chain solutions. For example, BGMEA, along with several RMG companies, has meticulously organized B2B e-commerce descriptions for global RMG Guidelines and acquisition. There are also some business-to-business websites with business manuals, business deals, and information on the vendors. B2C websites have also grown in popularity, as evidenced by the growth and profitability of online-based food delivery services like-

- ☐ Food Panda
- ☐ And Hungry Naki.

Although a battle between local businesses and foreign-backed players in the B2C market, specifically in the food delivery sector, is expected to shape the sector's future development, what appears to be certain is that it will continue to grow.

Consumer to Consumer (C2C)

In the interim, C2C trades have been the lifeblood of the e-commerce industry so far segment in Bangladesh. The topmost player in this group includes

- ☐ Bikroy
- ☐ Kaymu,
- ☐ Ekhanei,
- ☐ And ClickBd.

This segment has already been rearranged, with Cell Bazar being acquired by Telenor, followed by Ekhanei.com's acquisition of the foreign shop playeOLX. Similar to eBay, these businesses have a discrete and sale-based available market.

Business to Employment

In terms of B2E industries, service recruitment has largely moved online in Bangladesh, with sites like

- ☐ Prothomalojobs.com,
- ☐ Bdjobs.com,
- ☐ And kormo jobs serving as examples.

Vacancy announcements are made through the main and most trusted web employment portal, Bdjobs, as well as a slew of others like prothom-alojobs.com. While many others, such as prothom-alojobs.com and jobsA1, are gaining popularity.

4.2 Digital Marketing

Maintaining customer relationships for promotional purposes is all about digital marketing. The primary goal of any marketing strategy is to reach the ultimate customer. The branches of digital marketing work virally all over the web, with the main goal of reaching the maximum number of customers. That is why people all over the world are embracing this new form of marketing, and its use is growing by the day. In the year 1990, digital marketing is started. Following that, in the marketing era, it becomes a very popular form. Bangladesh is following this path as well, and their digital marketing has matured as a result of the ICT sector's rapid growth in 2014 and 2015. The following overview of digital marketing is given below:



Figure 4.1: The area of digital marketing

Because the internet is widely available in Bangladesh, entrepreneurs can start their businesses digitally. In our country, the use of social media, such as Face book, is particularly high. It's a win-win situation for marketers. Furthermore, digital marketing expands the scope of marketing by incorporating other social networking sites such as LinkedIn, Twitter, and Viber. Because people are more accustomed to social media nowadays, this new wave has brought advertising and marketing closer to people.

4.3 Several different types of digital marketing in Bangladesh

Each business should have its own marketing strategy. Because the sale is reliant on marketing, Marketing policies and activities have a significant impact on future success. In Bangladesh, almost all businesses follow the same marketing policies. In various industries, online promotional strategies receive more attention than offline promotional strategies. The following are some of the most important marketing policies:

4.3.1 Internet

Email, dedicated websites, banner ads, pop-up ads, paid keyword search, sponsored content and more can all be found on the internet. Podcasts, blogs, social networks, virtual worlds, wikis, and RSS are all examples of online media.

4.3.2 Social Media Marketing

For promotional activities, different companies in Bangladesh use various social media platforms, such as Face book, Twitter, and Instagram.



- ❑ **Face book marketing:** Face book offers a variety of tools (both paid and free) for conducting marketing activities. Marketers can boost their Face book page or post to reach specific customers with their product and service ads. Marketers can use this tool to target customers based on their age, gender, location, and other factors, as well as perform simple segmentation.
- ❑ **Twitter Marketing:** Twitter is also used by a number of businesses for marketing purposes. They can tweet here by including a link to their website, service, or product, as well as a picture and, most importantly, a hash tag (#). They need to use Hash tag (#) to engage more specific customers.
- ❑ **LinkedIn Marketing:** LinkedIn is essentially a professional platform where marketers can not only hire expected employees, but also find actual customers or clients. They can also engage targeted customers by using Hash tag (#).
- ❑ **Instagram Marketing:** Instagram is a photo-based platform, but marketers use Hash tag (#) to post various photos of their products or services in order to find targeted customers.
- ❑ **YouTube Marketing:** YouTube is a video-based platform where many Bangladeshi companies create videos or advertisements about their products or services, as well as

now a days, they publish various reviews or tutorials on specific subjects such as SEO, Digital marketing, and so on, resulting in increased customer engagement on their channel and, ultimately, customers purchasing their product or service.

4.3.3 Blog Marketing

Many businesses use blog marketing to boost traffic and engagement on their websites. They publish some innovative blogs on a regular basis on various blog platforms, as well as on their own websites.



4.3.4 Email Marketing

Email marketing entails sending emails to specific customers. It can be personalized or used for mass marketing. Bangladeshi businesses first gather business email addresses from a variety of sources, including corporate databases and marketplaces such as

- ☐ Upwork,
- ☐ Freelancer,
- ☐ Guru, and others.

The offer letter is then sent using software or various web applications. This is how email marketing works. Email marketing can be divided into two categories.

- ☐ Stand-alone-campaign
- ☐ Newsletter

In Bangladesh, two types of approaches are used. Some companies that specialize in email marketing, such as "Callbox," offer a variety of services to IT companies.

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

4.3.5 Search Engine Marketing

The term "search engine marketing" refers to internet marketing that aims to promote a website by increasing traffic or visibility in search engine result pages. Organic and paid search are the two types of search. Both types of searches are commonly used by various businesses. There are two methods for marking or highlighting a specific website in an online environment.

Search engine optimization (SEO)

SEO is the process of enhancing the quantity and quality of search engine traffic delivered to a website. It assists in ensuring that a site is search engine accessible, as well as accurately describing and classifying the site and defining the relevancy of its pages to a search. The right keywords, SEO-friendly HTML, relevant content for both search engines and visitors, and link building are the four main components of SEO.

There are two main areas of focus in search engine optimization:

- ☐ On-page SEO refers to the optimization of your website's content and code for specific keywords.
- ☐ Off-page SEO is concerned with the optimization of links that point to your website.

Pay per click advertising

PPC is a type of sponsored online advertising in which advertisers are only charged if a web user clicks on the ad. Because PPC allows you to choose your own price and keywords, your traffic is

more targeted. Google is concentrating on growing its paid search share, primarily through its AdWords PPC service. Marketers can target and reach highly targeted customers using this advertising.

4.3.6 Launching Online Campaign

When a new product or service is launched, companies in Bangladesh may run a special campaign. This is yet another digital marketing promotion technique.

4.3.7 Promotions in Different Websites

Most Bangladeshi companies use several platforms to improve their website's rating and traffic, and they provide positive reviews about their own website in the following links. Following that, the authority of these (following) platforms will promote their websites in the online world. The following are links to several websites (Reviewing Platforms):

App Futura	https://www.appfutura.com/
Yellow Pages	https://www.yellowpages.com/
Lead Pages	https://www.leadpages.com/
Hub Spot	https://www.hubspot.com/
IT Firms	https://www.itfirms.co/

4.3.8 Online Advertising

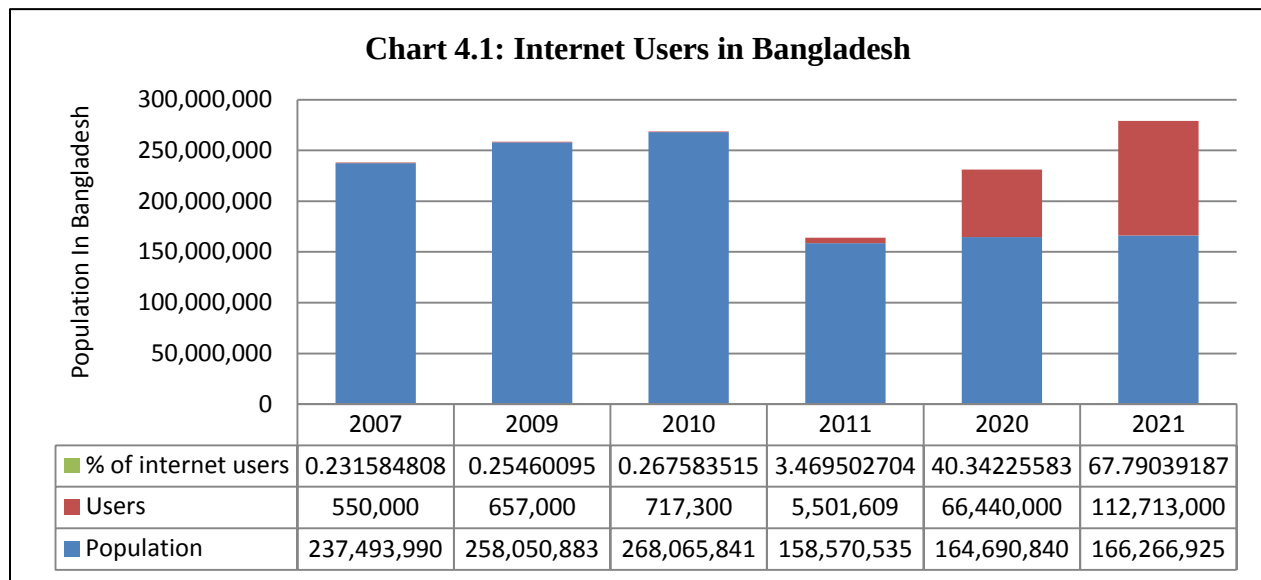
In the online world, online advertising is an old form of policy. This ad is commonly used by IT companies, telecommunications companies, and other businesses through Google AdWords. They also use banner ads, pop-up ads, and other forms of advertising. Today's online video advertising ad is very popular, such as You Tube video ads and ads on various web portals such as prothalo.com and bdnews24.com.

4.4 Current Situation of Digital Marketing in Bangladesh

Bangladesh has come a long way in terms of its information and technology development, paving the way for e-commerce and e-business. The impact of digital marketing on business productivity and costs is significant. Because of its straightforwardness applications, digital marketing has a decent chance of becoming widely utilized consequently. As a result, it has a

significant economic impact. It allows for boundary crossing as technological advancements erode the barriers, and new entrants, business models that previously separated one industry from another. This boosts innovation and competition, both of which are likely to improve overall economic efficiency. In Bangladesh, digital marketing is gaining traction as a business opportunity. The rapid expansion of cell phone, Internet, and online banking use, as well as people's changing lifestyles and labor migration to foreign countries, are making digital marketing more viable in the country. There are also some significant barriers to the development of digital marketing, such as lower internet access rates, low per capita income, and a lack of government support, security concerns, and a lack of infrastructure development. On the other hand, starting a business in Bangladesh is becoming more competitive in this era of business growth, customer choice and economic uncertainty. Within the last decade, there has been a massive technological and internal movement that has resulted in today's marketing techniques. Local companies are competing with multinational companies, which have introduced us to some truly exceptional marketing methods. Now, choosing the right marketing method and communicating the right message to the customer are the keys to success for these businesses.

Table 4.1: Statistics Data on Internet Users			
Year	Users	Population	% of internet users
2007	550,000	237,493,990	0.2 %
2009	657,000	258,050,883	0.3 %
2010	717,300	268,065,841	0.3 %
2011	5,501,609	158,570,535	3.5 %
2020	6,64,40000	164, 690, 840	41 %
2021	11,27,13000	166,266,925	68%



According to the graph above, as the world's population grows, so does the number of people who use internet services and most important thing is that from the pandemic situation this users percentage have been increased more. On the other hand, statistics show that the number of Bangladeshis using social media is increasing. An increase in social media interest has coincided

with an increase in mobile phone usage. This is a qualitative analysis of digital marketing data. As a result, it is clear that digital marketing is becoming more popular in Bangladesh.

Population of Bangladesh

- In January 2021, the population of Bangladesh is **166.5 million** people.
- Between January 2020 and January 2021, the population has increased by (+1.0%) 1.6 million in where female is 49.5% and the male is 50.5% of total population in Bangladesh.

Internet Users n Bangladesh

- The number of internet users is **112.57 million** in January 2021.
- Between 2020 and 2021, the number of internet users in Bangladesh increased by 7.7 million (+97%).
- In January 2021, Bangladesh had a **27.2%** internet penetration rate.

Social Media users in Bangladesh

- In January 2021, Bangladesh had **45.00 million** social media users.
- Between 2020 and 2021, the number of social media users in Bangladesh increased by 9.0 million (+25%).
- In January 2021, Bangladesh's social media users accounted for 27.2 percent of the country's total population.

Mobile Connection in Bangladesh

- In January 2021, Bangladesh had **165.8 million** mobile connections.
- Between January 2020 and January 2021, the number of mobile connections in Bangladesh increased by 1.7 million (+1.1%).
- In January 2021, the total number of mobile connections in Bangladesh was equal to 100.2 percent of the total population.

4.5 Types of Industry and Some Digital Marketing Practices Companies in Bangladesh

- 4.5.1 Bank:** Consumer expectations have shifted as a result of the digital revolution, including what they expect from their banks. While most Asian banks have a digital component, they are still falling short of their customers' expectations for simplicity, convenience, and a superior banking experience. Banks are always looking for new ways to attract new customers; as a result, they are increasingly implementing Digital Marketing policies, such as Mobile Banking, SMS Banking, Internet Banking and other services.
- 4.5.2 Telecommunication:** In today's competitive business environment, mobile operators must compete in the industry by confronting and overcoming problems, taking initiative to consider industry prospects, and finally developing a marketing strategy for their customers and the industry as a whole. In light of strategically ignorable or changeable threats, it can be said that the Bangladesh telecom market has a lot to offer. The market appears to be very promising and promising. A multitude of opportunities are waiting from the digital way. Telecommunication companies in Bangladesh, such as Banglalink, Grameenphone, and Robi can use digital platforms to provide services such as SMS, VMS, MMS, and Internet packages.
- 4.5.3 Electronics:** E-commerce is a type of electronic sector that refers to the buying and selling of goods and services over electronic systems such as the Apps, Internet and other computer networks. To put it another way, ecommerce refers to digitally enabled business transactions between and among businesses and individuals. All transactions mediated by digital technology are considered digitally enabled transactions. In exchange for products or services, commercial transactions entail the transfer of value across organizational or individual boundaries. For instance, Bkash, Nogod, Rocket etc online payment or Debit or Credit Card or Visa card. The business strategy policy in an E-commerce business is online marketing. As a result, we cannot consider e-commerce in Bangladesh without considering digital marketing.

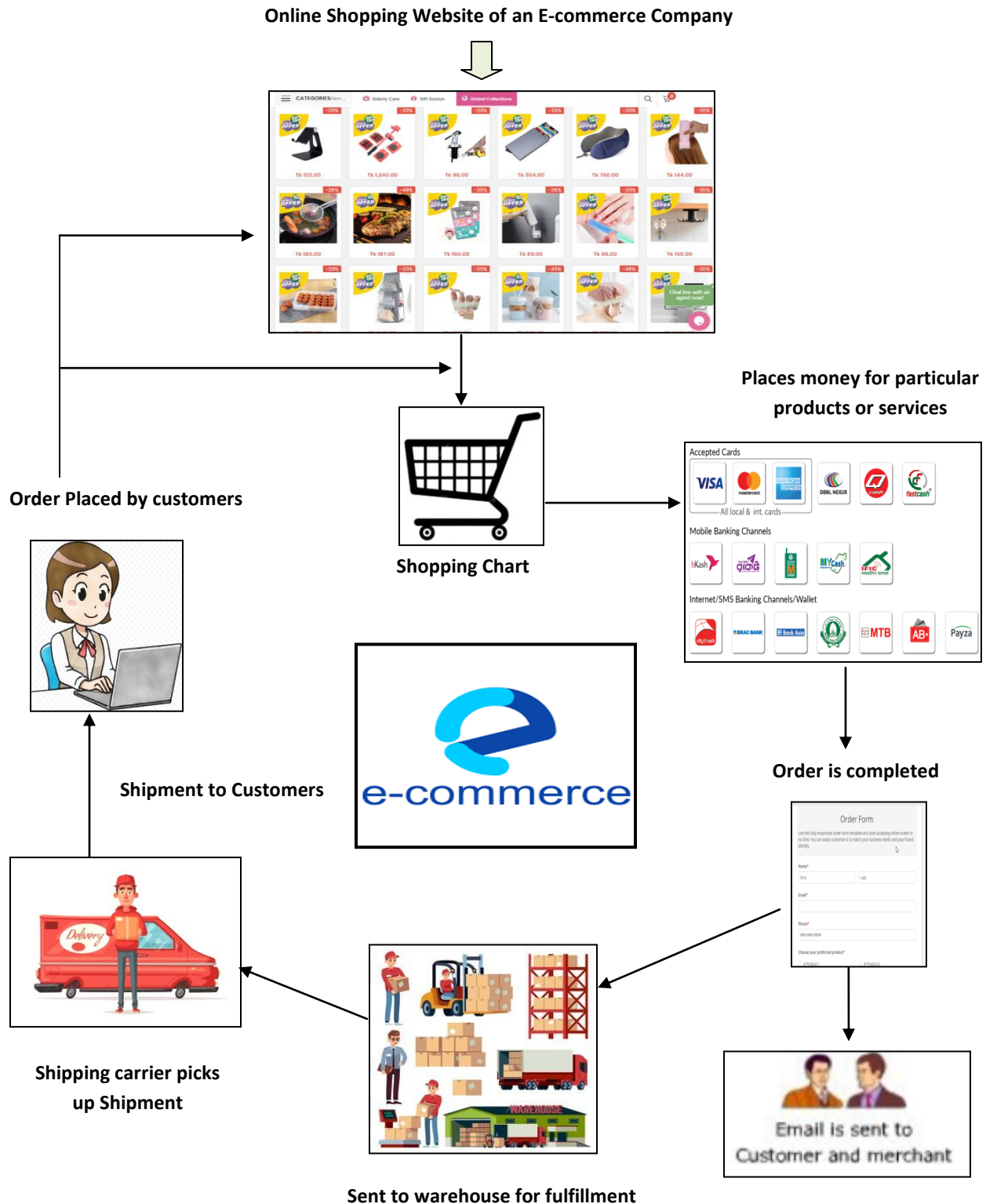


Figure 4.2: Online Shopping Structure of E-commerce Company

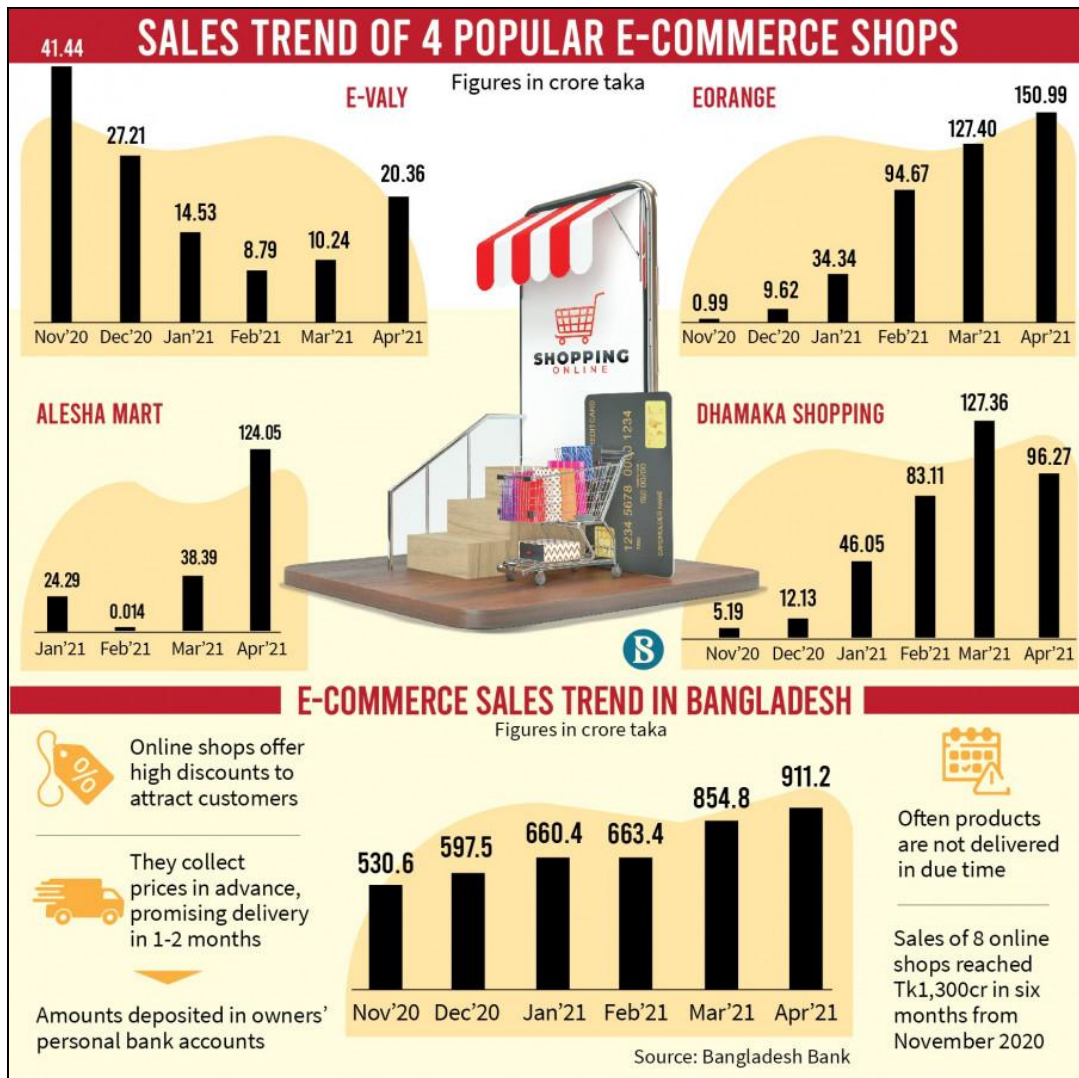


Figure 4.3: Sales Trends of Popular E-commerce Companies

From analyzing the figure, it can be said that people are more depending on online shopping & they also purchase their necessity products or services from trusted e-commerce site. So, for more getting customers, a commerce company depends on online marketing or digital marketing.

4.5.4 Garments & textiles: The Garments Industry is a 100% export-oriented company. Because it is an export and import industry, this industry has also begun to promote itself digitally. It is primarily engaged in the production of various types of garments and related materials in support of garments. The products of garments are exported all over the world. Textile Printing Technologies, for example, has a digital print with multiple colors, gradients, and an image.

4.5.5 Export & Import Business: Garments, Textiles, Leather, Pharmaceuticals, Plastics, Steel, Ceramics, Shipbuilding, and many other reputable sectors and industries are growing in Bangladesh, which is a developing country. All industries and sectors rely on raw materials from other countries, which are imported from all over the world. We also export to countries all over the world after completing the finished goods. As a result, there is a lot of scope & space and opportunity to do export-import business, earn money, and earn foreign currency from all over the world. Thus, they employ a digital marketing strategy.

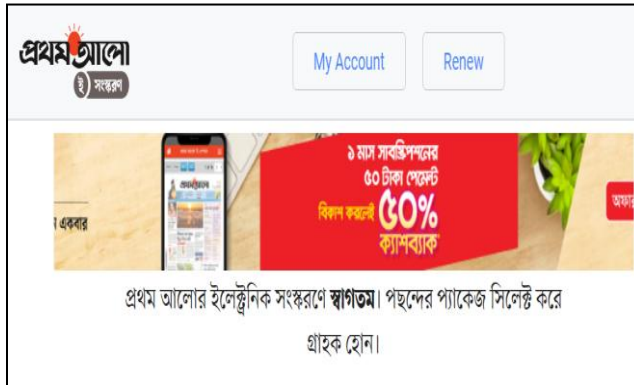
4.5.6 ICT & Business Services: A country like Bangladesh, which has insufficient natural resources and a land mass that is only 1/1300th of the world's land mass but is home to as much as 1/40th of the world's population, will be unable to achieve national development and achieve the Vision 2021 goals. It's not just about having digital access to government information or paying taxes and bills electronically. E-governance will control how citizens interact with the government and one another. In Bangladesh, the ICT sector is divided into four categories.

- ☐ Information Technology (including Software solution)
- ☐ ITes
- ☐ Network Solutions
- ☐ Hardware Solutions

Most Bangladeshi market players first sell their goods and services in Bangladesh, then export to Europe, North America, and other countries. Furthermore, many companies provide their services through an online market place based on Business Process Outsourcing (BPO). Companies such as Coder Trust, Kazi IT, and BACCO, among others, provide BPO services from Bangladesh.

4.5.7 Tourism Sectors: Digital media is primarily focused and used for communication, transaction, and every work, ranging from online room booking to various tours related journeys.

4.6 Companies in Bangladesh that are focused on digital marketing



Innotex: Innotex (Innovative Textile) is one of the most promising companies in Bangladesh with forward-thinking and fashionable garments buying agents. The company is deeply committed to providing the highest possible quality garments and to dealing with all types of products in its categories at highly competitive prices in order to ensure the utmost satisfaction and comfort of its valued customers, which is the company's ultimate goal and core values. It has long used a Digital Marketing strategy to promote its products and services.

Bikroy.com: Bikroy.com is an online marketplace where almost anything can be bought and sold. Posting a classified ad on Bikroy.com is completely free. You can register for free, sign in, post your ad, and fill out the form, and then you're done. In Bangladesh, it is a large digital platform.

Systech Digital: Systech Digital is one of Bangladesh's leading software development firms. It has already gained a lot of traction in Corporate Solutions. Their mission is to provide our valued customers with the most innovative and unique creative solutions possible. They primarily focus on web applications and management software to meet the needs of their clients, including database server expertise in MySQL, MSSQL, Oracle10g, PostgreSQL. This company makes extensive use of digital marketing to raise awareness of its web development services.

Email Brain: Email Brain is a software application that allows businesses and website owners to create, launch, and manage online email marketing campaigns and HTML newsletters. Email Brain offers professional and personalized email campaigns, as well as email marketing services such as bulk email sending, client email collection, and more. We all know that email marketing is a crucial component of digital marketing.

BD.jobs.com: BdJobs.com Ltd. is the country's first and largest career management website. Eight young business and IT professionals with a strong understanding of E-Business & the needs of job seekers and employers in the context of the country.

Prothom Alo Digital Platforms: Prothom Alo's online portal (www.prothom-alo.com) is the world's most popular Bangladeshi website. Per month this portal receives 1.6 million monthly visitors from 200 countries and territories around the world, with 60 million page views. Prothom Alo's e-paper site (www.eprothomalo.com) is also Bangladesh's No. 1 e-paper Web site. This website receives 465 thousand visitors per month from 160 countries, resulting in over

26 million page views. Each visitor to this website spends an average of 20 minutes there. Prothom Alo is one of Bangladesh's most popular corporate houses, according to its Face book fan base. 15m people have liked this newspaper on Face book as of June 20th. Prothom Alo Blog (www.prothom-aloblog.com) is a well-moderated platform where thousands of bloggers share their constructive opinions on current events.



Prothom Alo ✓

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Prothom Alo is the most read newspaper in Bangladesh. The online portal of Prothom Alo is the most visited Bengali website i...



Furthermore, until June 20, nearly 700,000 Prothom Alo apps for various digital and mobile platforms had been downloaded. In a month, 12 million+ people from Bangladesh and 200 other countries and territories read the printed and digital versions of Prothom Alo.

Hatbazar.com: Hatbazarbd.com is an online marketplace that offers discounts on popular services such as Internet services, hotels, upscale restaurants, beauty salons, transportation, fashion houses, Furniture stores, theme parks, Sports, Gymnasiums, & Recreation centers, and more.

Care Me Bangladesh: Care Me Bangladesh is quickly establishing itself in Bangladesh's E-commerce market place in terms of generating innovative product ideas. Customers may be looking for certain products, but these items have not been considered for marketing by any online shop in Bangladesh. In light of these considerations, Care Me BD developed these products and items with the sole purpose of resolving customers' problems. The main goal of Care Me BD is to provide their clients and customers with a variety of unique problem-solving items and products that can be used on a daily basis and make life easier. They have 1000 of their own brand products in their online shopping stores, all of which are unique and of the highest quality.

4.7 Business Models of Digital Marketing

The following are some of the business models associated with internet marketing:

- **E-Commerce:** E-Commerce is a business model in which goods and services are sold directly to consumers and businesses.
- **Lead-Based Websites:** A strategy in which a company generates value by acquiring sales leads from its website, similar to how a store gets walk-in customers. Organic leads are a term used to describe these prospects.
- **Affiliate marketing:** is a commission-based method of selling a product or service developed by one entity to other active sellers. The product's owner may provide some marketing materials (such as sales letters, affiliate links, tracking capabilities, and so on). However, e-commerce businesses that offer affiliate programmers account for the vast majority of affiliate marketing relationships.

4.8 Major observations of Digital Marketing

In Bangladesh, digital marketing is becoming increasingly popular. Bangladesh is poised to become the next IT outsourcing hotspot due to its low labor costs. Bangladesh is clearly the Next Best IT Outsourcing Location. Many businesses in Bangladesh that pay a lot of taxes don't even have a website. Online marketing efforts are limited for businesses that only serve the domestic market. The inability of customers to access information on the Internet is a major hindrance to the growth of digital marketing. Digital marketing presents a unique set of challenges. To be successful on the internet, you must use strategic online marketing. After all, we're overlooking some crucial details that could make these marketing efforts far more effective. I've compiled a list of key observations that Bangladeshi brands are making online or through digitization.

A well-defined strategy

It's a recipe for disaster if you don't set clear goals, expectations, and budgets. Many businesses fail to include a digital strategy in their marketing strategy. They still regard online marketing as merely an extension of offline marketing, and thus do not devote sufficient attention to it. Bangladesh's digital-based businesses should have a clear mission. If they have an online marketing system, they should continue to focus on it. Again, if they opt for offline marketing, their plan may fail. They should use a digital approach to their marketing strategies.

Engaging with Users

Many brands are solely focused on acquiring "followers" through advertisements, overlooking the importance of listening to their customers and initiating conversations. The power of social media allows brands to be responsive and interactive, warm and friendly, vocal and accommodating; it's a shame that brands aren't taking advantage of these features. As a result, Bangladeshi digital marketing companies should establish a helpline for users. They should also pursue a personal marketing and door-to-door strategy. As a result, they can maintain a direct relationship with their clients.

Focus on User Experience

Many brands are using social media as a one-way communication platform to push their ads, which defeats the purpose of going "social." Furthermore, advertisements are frequently targeted at the wrong audience and fail to consider user experience in design and copy. As a result, our country's businesses should first identify a target market before proceeding with their operations.

Visibility on Search Engines

Search engines have a hard time indexing and ranking local content when it is solely focused on Facebook. Furthermore, at Web Able, we believe that brands should begin with a website, optimise their content for search engines, implement search marketing, and then use social ads to drive traffic back to their website. Furthermore, Bangladeshi digital marketing firms should be easily found on search engines so that users can contact them whenever they want. The company will thrive in this manner.

Measuring the Impact on Bottom Line

Digital marketing ROI (Return on investment) is rarely measured and compared to offline media, limiting objective assessment of impact on a brand's bottom line. This is primarily due to the lack of KPIs in the first place. There are numerous free analytics tools available to us, the most prominent of which are Face book Page Insights and Google Analytics. As a result, the government could create blogs for digital marketers to provide an analytical review of what they are doing, what they can do, and how they can run their businesses, among other things. They can easily receive advice and suggestions from reputable digital-based companies all over the world in this manner.

Platform Dynamics are changing at a Rapid Pace

Digital space is still in its infancy, despite the fact that it is evolving every day. Many companies are struggling to keep up with the rapidly changing dynamics of digital platforms. While keeping up with the competition is difficult, brands may want to hire digital agencies to stay ahead of the curve. As a result, we've learned that Bangladesh's internet users are growing and that we need to invest more in digital marketing and create quality content. What will happen, however, if traditional marketing is used? Do we need to put a stop to it or ignore it? Absolutely no. Integration is required. The right result can be achieved by properly integrating your various media vehicles. I'm not suggesting that you stop communicating via television or newspaper, but rather that you increase your budget for digital media to get the most bangs for your buck.

Expert Opinion on Bangladesh's Digital Revolution

According to the founder, Asif Khan, Bangladesh will reap demographic dividends due to its large and young population. Digital media, I believe, will enable young entrepreneurs to start small and reach niche customer groups with unique products at a fraction of the cost of traditional media in the future.

Country Consultant, Bangladesh, Google

The rise of internet penetration in Bangladesh has the potential to change how we view the internet in the past. First-time internet users, many of whom access the internet via mobile devices, would change the way individuals and businesses connect and collaborate online. “The

growth of online solutions for many offline problems would be fueled by new internet-based ideas.”

People nowadays are more technologically advanced. People in Bangladesh gather information and put it to use in digital marketing. In fact, the majority of business people who use the Internet say they use it primarily for gathering information. High-speed Internet access is required to expand the use of online marketing across the country. This study aims to determine the extent to which different types of businesses in Bangladesh are currently using digital marketing.

Constraints of Digital Marketing

There are several challenges in digital marketing. The following are crucial among them.

- ☐ Computer and telephone access and use are limited
- ☐ Costly internet connection
- ☐ Internet connection speed is slow.
- ☐ Unpredictable energy sources
- ☐ Conundrum with credit cards
- ☐ In the absence of a modern financial system
- ☐ Language barrier
- ☐ There isn't a flat-rate phone plan available.
- ☐ A high rate of illiteracy
- ☐ Legislation and regulation are not current in today's world.
- ☐ The rate of access to personal computers and other computer devices is low.

CHAPTER 05

RECOMMENDATIONS & CONCLUSION

5.1 Recommendation for Digital Marketing

Organizations should take on the task of popularizing digital marketing in Bangladesh. It assists them in lowering costs while providing a convenient and value-added service to their customers. The following are some additional suggestions:

- People should be trained and educated on how to use the Digital Marketing system.
- To provide more details about the advantages of using a digital marketing system.
- Organizations should prepare more for using the system so that there are no issues when users use the system of Digital Marketing.
- Bangladesh's current government should be taken steps on working to create a "Digital Bangladesh," which means that more digital marketing firms must be developed.

Basic Guidelines of Digital Marketing for Bangladesh Prospective

You might think that this isn't a big deal in Bangladesh. However, investing in Digital marketing helps you stay relevant and appealing to your current customers while also preparing you for the future.

Over the last five years, and especially during the pandemic, we've seen an explosion of new media and tools, which is changing consumer behavior, habits and presenting new challenges to businesses around the world. The media landscape is becoming more fragmented and cluttered. Advertising is becoming more and more costly. Customers have lost faith in advertising. Rather than advertising, today's brands are built through word of mouth and conversations. And in the new marketplace, the new winners are the brands that allow customers to start conversations, engage in dialogue, and create cool products as a result of customer-company collaboration. Following are some guidelines derived from these considerations:

- Big companies in Bangladesh have the misconception that digital marketing is only for niche markets, which is incorrect. The internet is used by people from all socioeconomic groups. Yes, the number is huge and its more than 112 million people use the internet at any given time. Because there is a lack of knowledge about digital marketing & uneducated about the digital marketing, these companies are not investing in good content that can be used to meet the current demand. So, users should be encouraged to forward digital marketing communications.

- By closely monitoring the use of ICT tools and processes, ensure that resources such as computers, internet connectivity, and industrial complexes are being used effectively.
- To determine that the user is of legal purchase age, digital marketing communications on a site or web page controlled by the brand advertiser that involve direct interaction with a user should require age affirmation by the user prior to full user engagement of that communication.
- □ User-generated content must be monitored and moderated on a regular basis on a site or web page controlled by the brand advertiser.
- Invest in indigenous technology the attention it deserves, and encourage local innovation through appropriate import and export policies.
- Promote and facilitate content service providers, as well as new technologies, value-added services, and content generation.

5.2 Conclusion

From the pandemic situation, we are everyone know the importance of online shopping & effective communication on online. So, the best way to practice Digital Marketing in Bangladesh is to consider the low cost, specific targeting, higher engagement, and so on. It increases the amount of time spent interacting with customers. It is the only perfect way to communicate with foreign clients or customers, but one important thing to remember is that a simple marketing policy is insufficient for success in Bangladeshi businesses. They must provide a high-quality product or service at a reasonable price with prompt delivery. It is also critical to raise awareness of digital e-marketing among Bangladeshi exporters. They should form an organization to play a larger role outside of Bangladesh. Accepting existing laws and regulations, as well as infrastructural constraints, can be overcome by accepting or creating new rules as needed.

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