

Project Report on

Opportunities and Challenges of Digital Marketing in Bangladesh



Opportunities and Challenges of Digital Marketing in Bangladesh

Submitted to:

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Date of submission: 26 November, 2024

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Letter of transmittal

26 November, 2024

To

Dr. Sarker Rafij Ahmed Ratan

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Sub: “Opportunities and Challenges of Digital Marketing in Bangladesh”

Dear Sir,

I am truly satisfied in writing you that eventually I am done with the project report on the topic that you have been preferred, ***“Opportunities and Challenges of Digital Marketing in Bangladesh”***. I am really blessed for working on such interesting topics as my project work.

I must bow to your tremendous support all through my project work. I would love to declare that, this project has been done by me and I did collect all the data's and use it only for educational and research purpose, none other that.

Sincerely,

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Declaration of the student

I, Asma Akter is delighted to declare that the paper entitled, “**Opportunities and Challenges of Digital Marketing in Bangladesh**” that I would to submit as my project report is my own work. Which has been selected as my project work by my honorable project supervisor Dr. Sarker Rafij Ahmed Ratan, the Associate Professor of Marketing in the School of Business and Economics-UIU.

Maybe I would be completely unable to complete the task without his support. The entire paper is done by me and I have not taken anything anyone other than the related personnel. I accumulated the information from my own knowledge that I earned from my BBA life time, Google, from another bookish knowledge and obviously from my project supervisor.

Asma Akter

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Acknowledgement

First of my acknowledgement of my report, I would love to express my gratitude to the Almighty Allah. I would love to express my sincerely gratitude to my fellow classmates of UIU who support me mentally on throughout the BBA journey for a more than 4 years. My honorable teachers of UIU are so kind to assist me for completion of different tough courses in different trimester by bothering me that was really remarkable.

I could not but mention the name of my project supervisor, Dr. Sarker Rafij Ahmed Ratan, sir for his kind support also during he was my class teacher and also as my project supervisor.

Last but not the least, I would thank my parents for being so patience all though my life.

The project work is solely done by me and I owe it.

Abstract

Marketers and business proprietors encounter novel trials and prospects in the era of digitization. Consumers are progressively confronted with the declarations made by the enterprise regarding its brand, in addition to the viewpoints expressed by the media, acquaintances, kinsfolk, colleagues, and other individuals. Digital marketing tools are being used by marketers and business owners to keep customers updated about the brand. Digital marketing is the use of electronic media by marketers to promote products or services into the market. The main purpose of digital marketing is to attract clients and allow them to interact with the company through digital media.

In this competitive age, knowing your customers isn't enough; marketers must also learn when, where, and how they respond to marketing communications. Marketers will require a unified view of customer preferences and expectations across all channels — the web, social media, mobile, direct mail, point of sale, and so on — to do this. Marketers can utilize digital marketing to collect and analyze data in order to develop and anticipate consistent, coordinated customer experiences that help customers go through the buying cycle. Marketers with deeper knowledge of their customers' habits and preferences are more likely to engage them in profitable interactions.

This study has described various elements of digital marketing, effectiveness of it and the challenges and opportunities currently facing digital marketers and the business owners in Bangladesh.

KEYWORDS

Digital Marketing, Customer Behavior, E-Commerce, Business- customer Relationship, Career

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CHAPTER ONE:

INTRODUCTION & METHODOLOGY

Background

To sum it up, marketing is the marketing of goods by one or more forms of electronic media. Digital marketing differs from effective advertising in that it utilizes channels and methods that allow firms to assess marketing campaigns and evaluate what works and what hasn't – typically in real time. Digital marketers track things like what is viewed, how quite often and for how long, sales upgrade kits, what content works and therefore does not work, and so on. While the Internet is most closely associated with digital marketing, other channels include mobile text messaging, phone instant messaging, mobile apps, podcasts, online media, digital television and radio channels, and so on. Consumers can access information through digital media at any location and at any time. The proliferation of smartphones media has bestowed upon consumers the ability to not only depend on the company's assertions regarding their brand, but also on the opinions of the media, friends, associations, peers, and other influential factors. Digital marketing is an expansive concept encompassing a diverse array of promotional instruments employed to engage consumers via digital technologies. Digital marketing includes a wide range of service, product, and brand marketing methodologies that primarily utilize the Internet as a means promotional medium.

Objective of the study

This study is an attempt to manage and sum up the literature on online marketing in order to reveal the research trajectories that will contribute to the language's innovation.

- To describe the Bangladeshi online marketing platform.
- To assess the growth of online marketing.
- To define Bangladesh's online marketing opportunities and challenges.
- To make some conclusions based on the findings of this study.

Methodology of the study

Indeed, methodology is something of how collected data and information are accumulated for making an outstanding decision. Typically it tends to get output or evaluate of a much suitable data collection method for the specific field of study. From different popular ways, include getting data from interviews, public surveys through both from online and offline, research information from different publication and also from historical data of current and previous.

Data Sources

A secondary data source is a location where previously organized and publicized data can be acquired and utilized. For this study, secondary data was gathered through university graduates and teachers' research, as well as newspapers, journals, and a variety of web knowledge sites. I also chatted with a few digital marketing experts who deal with a wide range of digital components. I also looked at the websites of a few digital marketing companies to learn more about their approaches, aspects, and jobs. Various charts were utilized to organize, clarify, and analyze the data and information gathered. The results of this experiment are presented in both a qualitative and quantitative manner.

Limitation of the study

The study has the following limitations –

- My project journey was only three months long. The time allotted was insufficient for me to obtain information and finish a deep and fruitful study.
- There were insufficient records, publications, and articles linked to this investigation.
- In Bangladesh, shortage of marketing firms, and they are also willing to share the information required for conducting this analysis.
- For the first time, I organized such a study. As a result, one of the main factors that determined the study's weakness was inexperience.

CHAPTER TWO:

REVIEW OF THE LITERATURE

Digital Marketing

Digital marketing, a term that encompasses marketing activities conducted through electronic devices, serves as a means for marketing professionals to transmit promotional messages and assess their impact along the customer journey. In practical terms, digital marketing predominantly refers to online marketing endeavors that manifest on various electronic mediums such as computers, smartphones, tablets, and similar devices. It assumes diverse forms, including those of online videos, display advertisements, search engine marketing, paid social advertisements, and social media posts. Comparatively, digital marketing is often juxtaposed with "traditional marketing" approaches such as magazine advertisements, billboards, and direct mail. Interestingly, television is commonly grouped under the purview of traditional marketing.

This encompasses not only email, social media, and web-based advertising, but also text and multimedia messages employed as marketing channels.

In essence, if a marketing campaign involves digital communication, it can be classified as digital marketing.

Industry Analysis

The domain of digital marketing is a relatively new industry that has undergone substantial expansion. The emergence of the nation's digital marketplace has led to the establishment of twenty companies since 2014. In contrast to conventional marketing, digital marketing encompasses tactics that are specifically crafted to captivate consumers and foster discussions about brands on different digital platforms.

As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly used digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital

media, such as television, mobile phones (SMS and MMS), callbacks, and on-hold mobile ringtones. The extension to non-Internet channels differentiates digital marketing from online marketing.

Technological Factors

Obviously, digital marketing relates to the sound technology that enhances the work easy. Technology includes internet, electricity, related device etc. Since digital marketing and its components is strictly involved with the technology, so this factor is vital for digital marketing. In this connection, the developed countries are playing a remarkable role in digital marketing area. Besides, underdeveloped countries like Bangladesh are also doing well in this potential area.

Barriers to Entry

These days are the days of technology, so no one can stop the victory of digital revolution. Different companies pursuing their business using digital mode are their own competent. They might be their own barrier also. Still, technology itself tends to broaden the work dimension. So, ultimately the main focus of technology is to make easier the marketing policy of the certain company.

CHAPTER THREE:

RESEARCH METHODS AND DISCUSSION

Basic Concept of digital marketing

Definition of digital marketing

In terms of promoting and enabling the act of trading a product or service, marketing is the oldest human concept of identifying, producing, exchanging requirements and relationships between seller and buyer. Because the major causes have been influenced by a few phases such as require comprehension, brand image, and furthermore finishing the sales and purchase component, marketing is a bigger strategy to communicating with clients that involves selling. This entails a variety of key tasks, including need identification, product development, client reach and retention, and need fulfillment. Advertising methods have evolved in the twenty-first century to incorporate digital forms in which products and brands are designed to influence people's minds and policy through numerous means chosen by brands. Sales marketing becomes more shopper-friendly with this digital strategy, and new products are created with the audience in mind. That 7 C's becomes more useful than 7 P's, which reconfigures the 7 P's in a customer-focused manner. Client, Cost—Cost, Simplicity, Promotion—Communication, People—Caring, Process—Coordination, Physical Evidence—Confirmation are all words that come to mind while thinking of a client. With the industrial revolution, there has been an increase in the demand for quick and effective marketing, and technological improvements have changed how consumers are contacted. Many marketers promote their brands through search engines. From the fourth to the fourth centuries, access to the internet has become the underpinning for a whole new century in which random things are placed and researched on the internet. Nonetheless, online marketing is a rapidly expanding market. Digital marketing refers to the marketing of products, services, or brands using computer media, which encompasses all electronic or electrical device platforms as well as electronic media. The use of information to marketing activities in order to improve customer understanding by matching their performance criteria is what digital marketing is all about. Digital marketing is a type of online marketing that makes use of the internet and digital platforms to function on mobile devices and PCs. Electronic marketing is the use of the internet, mobile devices, social media, search engines, and other techniques to

contact customers. According to numerous marketing experts, digital marketing is a completely new enterprise that entails a new way of communicating with clients and researching how they behave. The main goal is to use various forms of digital media to strengthen brands. Internet marketing, mobile phones, social media marketing, display advertising, search engine marketing, email marketing, and practically any other type of digital media are all included in digital marketing.

For each corporation, it boils down to two factors: Is my target market online right now, or will they be in the future? Is it a good idea to use digital marketing to promote my company or brand? The company that responded to the query should, without a doubt, consider digital marketing. Users can utilize digital technology to study, investigate, and buy products and services offered on a company's website, both new and old. You must engage this man in the medium that he prefers if you want to create a relationship with him. It's debatable whether to answer yes or no to the second question. This is the case since most people would answer yes to the first question.

How to expand the market

The participants were particularly asked whether the digital marketing boosted firm opportunities in Bangladesh based on the benefits. Digital marketing, according to 93.0 percent of respondents, has improved company chances in Bangladesh, as seen below.

In response to the issue of how digital marketing is improving business opportunities in Bangladesh, the following responses were given: Marketers may contact actual targeted clients using digital marketing, which can assist enhance revenue, brand exposure, lead generation, and business opportunities. (i) Digital marketing enables marketers to effectively reach their intended audience, thereby contributing to the improvement of sales. (ii) By leveraging digital marketing platforms, marketers can effectively engage customers with their products or services, consequently resulting in a rise in potential business opportunities. (iii) The implementation of digital marketing facilitates the measurement of target achievements, allowing marketers to identify the most effective customers and thereby enhancing business opportunities. (iv) By utilizing digital marketing platforms, marketers have the ability to access customer feedback. (v) Lastly,

digital marketing provides businesses with real-time data and access to target customers, thereby offering valuable insights for business growth.

How to make good use of the digital market

Digital technology presents novel prospects for enterprises, specifically by reducing significant barriers to entry. The utilization of digital technologies facilitates the simplification of cross-border e-commerce and engagement in global value chains. By enhancing the connectivity of small businesses and granting them the ability to partake in electronic commerce, they can expand their reach on a global scale, including across international borders, thereby enabling them to compete in specialized markets. As a result of advancements in mobile technology, individuals are now capable of executing routine computing and communication tasks. All actions, entities, and processes that leverage digital technologies to produce, advertise, and deliver value to clients are referred to as digital marketing in a broad sense. As a result, digital marketing follows a set of guidelines. One of the most important parts of the necessity for a digital marketing strategy is financial redundancy. To establish a solid basis for your digital marketing strategy, consider the following elements.

It is imperative to possess a comprehensive understanding of the individuals comprising one's clientele. Prior to embarking on a digital expedition, it is necessary to establish and grasp the target audience and market. In the long term, this could potentially result in savings of both time and financial resources for the organization. Familiarizing oneself with the manner in which customers employ, consume, and interact with digital content can facilitate the development of a digital rapport with said customers. Within the realm of digital marketing, it is crucial to maintain a frequent and consistent record of progress. The outcome of digital marketing lies in its ability to enable a more precise evaluation of outcomes. Essentially, anything that occurs in the online sphere can be meticulously observed and analyzed, with the results being compared to the objectives outlined during the initial phase. By promptly identifying key performance indicators (KPIs), it is possible to gauge and supervise a particular digital campaign. It is feasible to periodically reassess the KPIs.

How to use social media

Software and services that enable individuals to engage in commerce, exchange ideas, communicate, and establish connections with acquaintances are commonly known as social media. The most commendable aspect of digital marketing, known as social media marketing, is the manner in which entrepreneurs utilize social media platforms to advertise and publicize their merchandise or services.. As the importance of information technology and digital technologies has grown, social media marketing has become more well-known and effective in advertising techniques.

To engage with two or more individuals, you can utilize text, images, voice, and video. Most of the time, the purpose of communication determines the type of interaction. New content must be interacted with as well as existing content must be shared. It's possible to rate and review items, services, and brands, as well as discuss and debate other topics. Keeping up with the volume of data generated and shared on the internet has become practically impossible as a result of the advent of social media. People from all over the world can discuss their personal interests, hobbies, and experiences, as well as their professional abilities, through social media platforms.

Data capabilities were built into the majority of social media platforms, allowing businesses to track the creation, success, and engagement of marketing activities. Businesses may quickly reach out to their core services, new clients, and current customers using social media.

Coverage of the digital marketing

The digital customers

A comprehensive comprehension of the digital consumer experience holds immense importance for the accomplishment of organizations in the era of digital metamorphosis. Enterprises that embrace digital metamorphosis will possess the ability to promptly evaluate the advantages and disadvantages and effectuate the necessary modifications to attain triumph.

The concept of intriguing celestial beings who reside in their own interconnected, multidimensional cyber realm is prevalent within today's marketing spheres. They communicate using their own distinctive language and in a manner that is incomprehensible to all others. These "digital patrons" are transient apparitions, evading the grasp of marketers. It is a commonly heard assertion that internet patrons are distinctive, but is this assertion valid? It is of utmost significance to acknowledge that digital consumers do not exist.

Men frequently engage in the act of traversing into one's establishment, initiating communication via telephone, and procuring products from one's catalog on a daily basis. It is crucial to note that these individuals do not possess any form of deceitful, forceful, or clandestine tendencies. It has been explicitly communicated to them that they possess the characteristics of being human. It is worth mentioning that there has been an extensive history of interpersonal discourse spanning thousands of years.

Disruptive technologies, such as social, mobile, and new technology, are accompanied by significant changes in digital marketing. Many of the world's most powerful corporations are embracing digital transformation. It is vital to map and understand the client experience in order to make changes. Digital transformation is aided by technological advancements and changes in customer behavior. The system allows customers to communicate and connect with the company more quickly. In digital marketing, the customer experience is excellent. In essence, individuals constitute the most pivotal component of the marketing field. In the realm of the virtual landscape, comprehending the experiences and activities of clients holds utmost importance. The advent of digital technology has engendered a transformation in consumer purchasing behavior due to its ubiquitous, emotive, and empowering nature. A significant number of customers now employ novel technologies and social media platforms to consistently customize their digital encounters, thereby signifying the attainment of a collective digital turning point. The conventional practice of disseminating generic advertising messages to a wide-ranging market is gradually being replaced by the adoption of targeted narrowcast marketing, primarily due to the introduction of digital media and the

proliferation of diversified marketplaces. Consequently, digital marketing endeavors to foster enduring partnerships with collaborators that are tailored to their specific needs.

Traditional Marketing versus Digital Marketing

Traditional marketing is a well way to advertise. Traditional marketing is a non-digital tool to promote a corporation's product or services. Digital marketing, on the other hand, is the presentation of products or services by use of digital services to reach consumers. The preceding are some comparisons –

Traditional Marketing	Digital Marketing
Print, televised, direct mail, and telephone marketing are all illustrations marketing.	Online advertising, email marketing, photo sharing, text messaging, affiliate marketing, search engine optimization, and pay per click are all examples marketing.
There is no audience interaction.	Participation of the audience
The consequences are simple to verify.	The benefits are relatively simple to analyze.
Campaigns for advertising are prepared over a long period of time.	Advertising campaigns are generated in a short time.
Method is time - consuming and time-consuming.	A fairly cheap and quick approach to promote products and services
Traditional marketing approaches are helpful if the organization can meet a wide local audience.	If a bank's marketing tactics are successful, it just might celebrate hitting a precise number of local audiences.
For a long period, one campaign wins.	Campaigns can be simply adjusted, and good innovations can be introduced into

	any campaign.
Limited user reach due to a dearth of technology advancement	Because of the application of varying customer goods, the consumers has a longer scope.
It is not reasonable to expose self all year.	Exposure is possible all year long.
Unable to go viral	Able to go viral
Conversation through one way	Conversation through different way

E-Commerce Trends in Bangladesh

Understanding the e-commerce trends in Bangladesh is of utmost importance when evaluating the prospects and challenges in the field of digital marketing. It has rapidly emerged as a pivotal component of the Internet landscape. B2B websites used to occupy a relatively marginal position within the e-commerce landscape of Bangladesh. However, this scenario has undergone a paradigm shift and current trends suggest a decline in their prominence within the sector. Numerous Bangladeshi B2B websites catered to the manufacturing and supply-chain management domains. For international orders and procurement of Ready-Made Garments (RMG), the Bangladesh Garment Manufacturers and Exporters Association (BGMEA), alongside several other RMG companies, have actively embraced B2B e-commerce systems.

Business directories, trade deals, and supplier information are all available on B2B websites.

The utilization of B2C websites can be observed in the surge and profitability of online-based meal distribution services such as HungryNaki and FoodPanda. This development has brought solace to the residents, considering the heavy traffic in areas like Gulshan and Dhanmondi in Dhaka, especially during mealtime when individuals

prefer dining out. Additional B2C enterprises comprise Facebook-oriented trade platforms like Shopr.bd and ShoptoBd, which enable Bangladeshi consumers to make purchases from renowned online shopping websites in the United States, United Kingdom, India, and even China, such as Amazon.com, ebay.co.uk, Amazon.in, and Alibaba. Although the rivalry between local and foreign-supported entrepreneurs is anticipated to impact the future of the B2C industry, specifically the food distribution corporation, until now, C2C transactions have formed the backbone of Bangladesh's e-commerce economy. The top players in this category are Bikroy, Ekhanei, Kaymu, and ClickBd. With Telenor acquiring CellBazar and Ekhanei.com acquiring the international market playeOLX, this sector has already undergone transformation. These companies are made up of individuals and auction-based digital markets, comparable to eBay.

With companies like bdjobs.com, prothomalojobs.com, and jobsA1, employment hunting has taken off in the B2E sector, notably in the private sector in Bangladesh. Although internal recruiting and lobbying are popular, positions are advertised on Bdjobs, the largest and most widely used web recruitment site, as well as a few others, such as prothom-alojobs.com and jobsA1.

Search Engine Optimization (SEO)

It involves the process of attracting visitors through the search results that are generated by search engines in a free, organic, editorial, or natural manner. These visitors can then potentially be converted into customers. SEO offers various options such as image search, local search, video search, academic search, news search, and

vertical search engines that cater specifically to your industry.



Figure No. 01: SEO Process

Search engine optimization (SEO) encompasses the integration of both technical and creative elements necessary to enhance search engine rankings, augment website traffic, and heighten public recognition. It entails an understanding of how search engines operate, the inquiries individuals make, the specific search terms or keywords entered into search engines, and the preferences of their intended audience in terms of search engines. By modifying the content, HTML, and associated coding of a website, one can increase its relevance to particular keywords while simultaneously minimizing barriers to search engines' indexing procedures.

Social Media Marketing

Social media marketing is a method for obtaining traffic or attention through social networking platforms. Social media marketing is one of the most significant and popular

digital marketing channels today. It's a software program that lets customers create, update, and share information on the company's products. According to analysts, consumers of internet continue to spend more time on social media platforms than any other sort. Social media marketing networks such as Facebook, Twitter, LinkedIn, and Google+ are examples. Businesses can use Facebook to promote product and service events, run promotions that follow Facebook's guidelines, and investigate new opportunities. Twitter can help businesses increase brand awareness and visibility. This was the most effective method for increasing the demand for products and services. Professionals use LinkedIn to get information and share it with others. Professionals can see and learn more about the company's products by creating a LinkedIn profile. Google+ is yet another social networking site that outperforms other social media platforms such as Facebook and Twitter. It's more than a platform; it's also an authorship tool that links web output to its source. Great social media tactics can help a company achieve more success in the digital era. A good social media plan is presented as a model. –

Social Media Plan



Figure No. 02: Social Media Plan

Affiliate Marketing

Performance-based marketing affiliate marketing. In this method of marketing, affiliates get reimbursed for each visitor or subscriber they bring to the company thru advertising campaigns. The merchant (also known as "retailer" or "brand"), the network, the publisher (also known as "affiliate"), and the consumer are the 4 main partners in the industry. The business has been so involved that a second tier of competitors has emerged, including affiliate management firms, super-affiliates, and specialty third-party vendors. Affiliate marketing can be accomplished in two ways: a company can offer a referral program to others or join up to be an affiliate for another company. If a business chooses to run a referral program, the owner may pay affiliates a commission at each lead or sale they deliver to the website. The major mission of the company is to discover affiliates that can enable them to meet possibilities. A company having an e-zine, for example, can make a good affiliate because its users are hungry for content. As a result, delivering one's service through a "trustworthy" enterprise can attract prospects who might otherwise be disregarded.



Figure No. 03: How Affiliate Marketing Works

Affiliate marketing provides new chances for any corporation, resulting in an increased site traffic, users, and cash. Affiliates or a local affiliate network can mimic advertising in a market that is geographical or culturally inaccessible to business owners, giving them to vastly enhance their sphere of influence. They have the audience's background knowledge, the capabilities to monitor penetration, and the 'local' knowledge to perfectly timing and position marketing tactics. Affiliates also get direct access to the audience, providing them to acquire the most accurate feedback on the business from the people. This allows affiliates to tailor company marketing plan to their target group and achieve maximum benefits.

Opportunities of Digital Marketing in Bangladesh

Many organizations are prospering from digital marketing, which gives it an edge that marketing methods cannot. Businesses can now have a greater influence on how consumers contact with their brands online thanks to digital marketing. Digital marketing offers multiple avenues. Some are described farther down–

Digital workforces and new ways of working:

Start-ups have the ability to operate with remarkably compact internal teams, all the while engaging in competition with established corporations by capitalizing on the internet and technological advancements to cultivate proposal teams. Personnel are not confined to a particular organization, but instead engage in endeavors that ignite their passion and have a significant influence on the final result.



Figure No. 04: Digital Marketing

The Internet of Things (IoT):

To improve customer experiences, beacons and oculus technologies were deployed. The Internet is connecting things and people in previously unimaginable ways, creating new potential for customer loyalty. When people are too early, they risk ruining themselves, and when they are too late, they risk losing their place in their industry and failing miserably. Companies must consider how linked gadgets might deliver added value and cost savings to consumers.

Smarter Creativity:

The abundance of resources on how to achieve success on the social web, coupled with the advancement of technology, has effectively equalized the competitive landscape for intelligent marketers, or at the very least, that is the prevailing perception. Given the multitude of businesses that have successfully imitated their predecessors' achievements, it is imperative to establish a distinctive brand. Consumer and market awareness, narratives that position a specific selling proposition, and an increase in visually-oriented marketing strategies are not sustainable. The process of creatively executing ideas is pivotal for a range of activities, including generating new content, employing visual marketing techniques, as well as organizing internal information and communicating with clients or constituents. The cultivation of smarter creativity involves a systematic approach of generating hypotheses, conducting tests, and refining ideas, ultimately leading to more profound and productive creative outcomes.

Innovation & Evolution of Services:

The finest marketing investment a firm can make is in its products or services. Even the strongest social media activities, publicity, or SEO won't help if your product isn't up to par. An excellent product/service combined with intelligent, original creative is the starting point for effective digital marketing. The majority of agency personnel appear to go to extremes. Either they live on the cutting edge of new, to the point where they may be mutual results for which they have no idea if they will be successful, or they do not live on the cutting edge of new, to the point where they may be mutual results for which they have no idea if they will be successful. Alternatively, they appear to be stuck in the past, relying entirely on what has worked in the past and ignoring new technology and practices. You'll find the best match for you somewhere in the middle.

Digital Marketers can Kick Start their own Career

More positions in the digital marketing field are expected to be created in the coming years as more businesses turn to the internet and social media platforms to enhance

their sales. Bangladesh is promoting itself as a digital outsourcing hub for services including online advertising, social media, and website design and development. By taking the appropriate safeguards to train digital media professionals in various digital marketing capacities, Bangladesh can earn a lot of money. Increased use of the internet and mobile phones is leading to increased demand for fast-growing e-commerce businesses. With the introduction of 3G in Bangladesh, the opportunities for digital marketing have dramatically expanded. According to a poll, employment in digital marketing has surged to 52 percent in recent years. As independent freelancers, many digital marketing workers also earn foreign currencies. However, skill is in increasingly scarce matched to demand. Almost every government has built a digital marketing plan and is having difficulty finding professionals to execute it.

Digital marketing abilities are in high demand, and the digital skills gap is expected to widen. The job economy is improving, and businesses are investing more in digital marketing than ever before. Advertising firms may expect bigger budgets, better salaries, and more career opportunities in the next years and beyond. The following are a few advantages of working in digital marketing: There will be more digital jobs than digital skills to fill them by 2021. This gives students studying digital marketing a particular competitive advantage, preparing them for a future in which demand exceeds supply. Graduates were forced into a world of uncertainty, job scarcity, and general malaise during the ongoing feud in the business sector. It's fantastic to acquire additional knowledge that can help you future-proof your professional career, increase steady employment, and even advance your career. Companies still desire valuable skills, according with new motto, marketers just need to bring them digital.

Many of the world's largest digital behemoths, such as Google, LinkedIn, Microsoft, and Twitter, offer a variety of job opportunities for digital professionals all around the world. Many worldwide digital organizations, both large and small, are hiring Bangladeshi digital media employees and allowing them to work from home. Every local company in Bangladesh is planning to hire more digital graduates. With so many new possibilities, digital marketers may be picky about the type of company they want to collaborate with.

They might take advantage of this choice and investigate which form of firm would best meet their evaluation requirements.

The demand for digital strong branding is developing across all companies. We all know what occurs when demand is high in traditional economics: the product's value rises along with the price. When working in a booming industry with an intensifying scarcity, digital marketers might consider themselves valuable and negotiate their pay proportionately. As shown in a recent survey in Bangladesh, digital salaries are climbing quicker than in the previous four years.

Advertisement marketers, for example, would have to wait for a coveted internship or undergraduate job to open up in order to get experience and build their own portfolio in more traditional careers. The digital marketing profession, on the other hand, provides a plethora of opportunities for students to begin their careers before even setting foot in a workplace. Anyone who wants to make an impression on potential employers should focus on building a strong social media presence, gaining their own Twitter followers, publishing a blog, and participating in important online forums. Taking online exams like the Google Analytics exam and HubSpot's Inbound Certification certification can help a digital marketer improve their CV and demonstrate their digital marketing competence. People have been hired as freelancers after demonstrating their talent and expertise on social media and other web platforms in a number of instances.

Technological support

Technology is critical in digital marketing. Marketing has been changed by technological advancements that have made campaigns more personalized and immersive for consumers while also providing advertisers with more integrated and targeted ecosystems. And it isn't just the brand-citizen relationship that has deteriorated. Marketing technology is changing the foundations and systems on which businesses are built, adding value to procurement and generating revenue.

Because of the rapid advancement of technology, devices, jobs, and even sorts of social media did not exist 10-15 years ago. What does this mean in terms of digital

marketing? To keep up with modern technological advancements, businesses must be open to change and prepared for it when it occurs.

Any promotional campaign will need to include voice search capabilities, which are already available on Apple, Amazon, and Google devices. More than a quarter of Americans use a voice-activated speaker to place orders, search for information, or turn on lights. Digital marketers use this to improve the ordering process and set up websites to take advantage of voice-activated searches. Virtual Reality (VR) and Augmented Reality (AR) are more technology based phenomena that are mostly used in e-commerce. These AR and VR services make shopping more immersive by allowing users to shop for an item and see how it looks in a room before purchasing it. Visual search with photographs is another way that is gaining popularity. People may soon be able to share a photo and receive feedback on it.

A social media post should act as a catalyst for making a purchase. When visitors click on the post, the price for the item shows, and the user then completes the payment on another website. Apps like Facebook Messenger, WeChat, and WhatsApp can help businesses "meet" and discuss a product or service around the world. Firms may connect with a younger clientele through Snapchat, Instagram, and Facebook stories. Other digital marketing strategies place a greater emphasis on making advertising more appealing.

To avoid generic marketing aimed at the general public, businesses will have to become more creative in their approach. Interactive content that keeps the customer interested lasts a long time and is less likely to be modified. Quizzes and unique ways of looking at a series are examples. A one-of-a-kind quiz that can be shared with family and friends would only help the business receive more notice. Personalizing promotional actions would also help to boost the product or service's attractiveness. Spending the time to create email blasts that directly target specific groups is a better investment than ignoring those that do not.

Relationship marketing with the product or service will be crucial in 2020 and beyond. Social media will continue to dominate digital marketing because it can increase brand

awareness and connect businesses with customers like never before. While technology may bring about future changes, staying on top of trends can help a firm succeed in the long run. The creation and selection of these solutions are aided by information technology. In theory, the match stack should work together. This is where the problem begins. Most IT professionals have no idea what marketing is, and most marketing managers have no idea what IT is.

In addition, information technology aids in the development and selection of these solutions. In theory, the match stack should work together. This is where the problem begins. Most IT experts aren't familiar with marketing, and most marketers aren't familiar with IT.

IT plays a specific role in a few aspects of marketing, which include:

- SEO. Technical SEO is the process of developing your website with SEO in mind. This includes things like image optimization to speed up download times, as well as assuring site reliability and flawless interfaces with social media.
- Marketing automation, which includes aspects like scheduling posts and sending out emails, as well as tracking and reporting.
- Ensuring that digital assets are phone and have been tested on a variety of devices.

As marketing becomes more online and automated, coordination between IT and digital marketing becomes increasingly crucial.

Human Resource Expert

Human resource specialists encompass individuals such as a manager in digital marketing, an expert in social media marketing, and a marketer specializing in search engines. Individuals who possess a minimum of five years of experience in digital marketing, along with demonstrable projects showcasing their abilities, will be promptly recruited. These adept digital marketing professionals are greatly sought after, with businesses actively pursuing their services. The compensation for such digital marketing authorities ranges from \$100,000 to \$1,500,000 per annum. However, this compensation can vary from \$200,000 per year in large organizations to \$80,000 per

year in small enterprises. Digital Marketing Managers hold the responsibility of guiding the company's digital marketing team and maintaining communication with the Vice President of Sales. This position is designated for a manager at the intermediate level. Digital marketing managers are tasked with the integration and optimization of the diverse facets of digital marketing. They possess the exclusive capability to devise and implement a sophisticated digital marketing strategy.

Another example is content marketing managers; content marketing managers are in charge of content marketing. Content marketing includes things like blog management, sales page copywriting, email communications, drip marketing programs, a little PR, eBook release, video marketing, and guest blogging. Content marketing managers report to digital marketing managers or the head/VP of marketing. Content marketing managers may work alone or as part of a team of authors. Content writers that report to material marketing managers are often freelancers who work from home or on a part-time basis to create content. Content marketing managers make between \$700,000 and \$1 million per year on average. This position necessitates a minimum of 3-5 years of experience.

Social media marketing can be categorized into two distinct groups. One of these groups pertains to the dissemination of owned content through various social media platforms. This particular task can be accomplished either by the content marketing manager or by a team member responsible for content marketing. Conversely, paid social media advertising requires a certain level of expertise. In recent times, advertising on Facebook, for instance, has become a rather arduous undertaking. Each day, novel incremental enhancements and targeting solutions are being devised, rendering it exceedingly difficult for a content marketing or digital marketing manager to remain up-to-date. Typically, those proficient in the realm of social media marketing earn annual incomes varying from \$400,000 to \$800,000 on average.

Finally, if the company is small, the digital marketing manager is in charge of search engine marketing. It is occasionally outsourced to a digital marketing agency, who will manage the search engine marketing campaigns for a charge. A specialized SEM (search engine marketing) specialist, and in certain situations, a search engine

marketing team, may be required for large companies. The salary range for professionals in social media marketing is typically between \$400,000 and \$800,000 per year. Search engine marketers will report to digital marketing managers. The goal of a search engine marketer is to achieve the desired number of leads and clicks while staying within the allocated marketing budget. The task's remaining components are as follows:

Instead of expending funds on paid search engine marketing, individuals can acquire organic traffic from Google through the implementation of effective search engine optimization techniques. The responsibilities of an SEO firm or executive encompass activities such as conducting keyword research, optimizing user experience, utilizing Google webmaster tools, facilitating site indexing, overseeing duplicate content, and engaging in other pertinent SEO endeavors. It is imperative for an SEO professional to possess a comprehensive understanding of the diverse array of available SEO methodologies. Moz.com serves as a prominent tool utilized by webmasters and digital marketers for SEO purposes. There exists a plethora of alternative techniques that can contribute to the enhancement of search engine performance. Typically, search engine optimization services do not operate as a standalone team, but rather report to digital marketing managers. These esteemed search engine optimization experts may receive compensation in various forms.

Challenges of Digital Marketing

The primary impediment to the expansion of digital marketing in Bangladesh lies in the realm of infrastructure. The most challenging aspect of constructing digital marketing entails garnering the participation of all relevant parties within the ecosystem. The optimal scenario involves the convergence of all stakeholders, including the government, business entities, advertising agencies, media organizations, and technology providers, onto a unified platform in order to collectively address all obstacles and bring the envisioned future into fruition. The ongoing process of digital transformation is well underway, compelling businesses to strive to maintain a competitive edge, if not merely keep pace with their rivals. Even within industries that

have historically been slow to embrace technology, this inclination is accelerating the progression. Consumers engage with a diverse array of digital channels and devices, each employing distinct protocols, standards, and interfaces, and they do so in various manners and for assorted motives. Budgetary concerns and unclear marketing management responsibilities are the primary issues in the realm of digital marketing, although they vary depending on the progress of technology on the digital platform. Moreover, the rapid emergence of digital networks/platforms has presented digital marketers with a plethora of novel challenges. For instance, digital marketers must contend with and maintain the functioning of digital marketing networks/platforms, customer interactions, and network-driven promotions of their products or services. Furthermore, digital marketers must focus on data mining to expand their means of acquiring new customer demand by analyzing and receiving feedback on consumer or target market behavior. Furthermore, digital marketing requires a customer-centric approach to marketing, which may involve companies exploring novel forms of consumer behavior, such as utilizing website heat maps to gain a more profound understanding of the customer journey. Lastly, digital advertisers must recognize the imperative of acquiring new knowledge in order to develop expertise, given the constantly evolving nature of the digital market. Identifying reliable and knowledgeable partners in the field of digital marketing poses a significant challenge. Conversely, the most pressing obstacle to digitization at present is the theft of data security, which carries substantial risks of data loss and breaches of privacy. While data mining is crucial to digital marketing, it also exposes the vulnerability of being hacked by bugs or malware. In the realm of electronic media, branding is also acknowledged as an exceedingly arduous challenge. Technological updates frequently alter and misrepresent brands. The swift reach and transparency of the digital platform can be perceived as a hazard when customers submit publicly accessible reviews that have the potential to detrimentally impact a brand's sales growth. In conclusion, the digital model's challenges encompass the following: (i) the need for companies to maintain impeccable offerings and preserve a favorable image in the market given the rapid dissemination of news and messages facilitated by these technologies; (ii) the highly competitive landscape; (iii) the widespread utilization of online marketing techniques by

companies of all sizes, making it increasingly difficult to capture customers' attention; and (iv) customers missing out on significant amounts of pertinent data.

Meeting Expectations of Consumers in the Digital Age

The contemporary, ever-connected cohort will necessitate markedly distinct encounters from enterprises and institutions, comprising the governmental sector. No individual desires to endure protracted queues for services any further. They relish the expediency of being capable of coordinating their complete existence online.

Finding the Right Marketing Mix to Allocate Budget across channels

In previous times, if a company relied on the medium of television for advertising, the primary factors of utmost importance were the extent of audience coverage and the frequency of exposure, both of which contributed to an enhanced level of product familiarity and consequently, increased sales. However, the task of generating and establishing awareness is no longer a formidable marketing challenge in numerous instances, thereby leading to the conclusion that augmenting television viewership may not necessarily result in a commensurate rise in sales figures. During the preliminary stages of the sales process, such as when conducting analysis and making a choice, alternative strategies such as employing search techniques and taking into account customer reviews prove to be more effective. If these aforementioned aspects align with the needs of the consumer, addressing them would subsequently lead to a surge in sales. It is in this context that a comprehensive marketing approach would uncover any redundant expenditures in the current framework along with identifying opportunities for reallocating resources towards these specific sections of the purchasing funnel.

Creating the various improved user experiences that have a meaningful impact on individuals necessitates the involvement of individuals. Consequently, the task of locating and retaining these individuals will become significantly more arduous. The act of generating interactions with consumers is not only a skill, but also an art. Companies that engage in captivating and innovative endeavors are sure to attract the most exceptional personnel. Consequently, organizations that aspire to achieve digital

success must transform themselves into software firms. In order to effectively navigate the rapid advancements in marketing, businesses must ensure that they possess the requisite personnel. This necessitates a combination of streamlined processes and protocols, along with a prudent approach to recruitment and training.

Organizational Structure and Knowledge Sharing

Many notable corporations established departmental silos with the intention of attaining uniformity and effectiveness. Regrettably, amidst the contemporary rapid-paced digital milieu, these silos are linked with ineffectiveness, an absence of adaptability to prospects, and deficiencies in knowledge. Although the majority of establishments cannot bear the financial burden of restructuring, there exist techniques for augmenting the dissemination of information and expediting processes.

CHAPTER FOUR:

RECOMMENDATION & CONCLUSION

Recommendations

Here, we present a myriad of concepts aimed at enhancing the range of digital marketing and economic alternatives in Bangladesh–

- Bring all stakeholders together on one platform, including government, business, advertising agencies, media, and technological actors, to fight all problems together in order to realize the ideal.
- Convene all relevant entities on a unified platform, encompassing government, commerce, advertising enterprises, media organizations, and technological agents, with the aim of collectively addressing all challenges in order to achieve the ultimate objective.
- Integrate efficacious digital media curricula into the educational system, spanning from secondary schooling to tertiary level institutions, by enhancing the necessary infrastructure to ensure uninhibited access to digital media resources.
- Organizing additional gatherings within the domain of digital media commerce, such as the Digital Marketing Summit, wherein esteemed speakers specializing in digital marketing may disseminate their expertise, deliberate upon the most recent advancements and methodologies, foster ingenuity, and facilitate the attainment of digital marketing goals.
- The government, in its efforts to educate students nationwide in diverse digital media competencies, should implement more efficient and proficient management strategies to ensure that participants acquire the appropriate knowledge and incentives.
- Bringing international payment services providers such as PayPal so that online business owners and professionals can receive and make international payments easily and securely
- Introducing global payment service enterprises like PayPal, thereby facilitating the seamless and protected reception and transmission of international payments for online entrepreneurs and experts. Establishing cybersecurity corporations endorsed by governmental authorities, with the aim of safeguarding against the ramifications of frequency alteration, breaches of privacy, online transactions, computer malware, and various other challenges that affect a substantial majority of digital corporations.

- The award program aims to recognize exceptional digital marketing freelancers and other professionals in the digital media field, with the goal of incentivizing their involvement in the advancement of economic growth through increased allocation of funds towards diverse digital marketing channels.

Conclusion

Consequently, the investigation narrowed its focus to four essential research inquiries: What is the current state of digital marketing in Bangladesh? (i) What is the current state of digital marketing in Bangladesh? (ii) What are the merits and drawbacks of digital marketing in Bangladesh? (iii) What are Finland's digital strategy and expertise? And (iv) what are the advantages of partnering with Finnish digital service firms for Bangladeshi digital marketing agencies? To arrive at the study's findings and conclusions, the researchers employed an empirical quantitative research approach to conduct a questionnaire survey of 52 digital marketers from various categories, as well as assess relevant literature.

In summary, the study discovers that, as a result of global trends, digital marketing in Bangladesh is rapidly increasing and providing a diverse range of alternatives. Bangladesh, on the other hand, is unable to fully realize the promise of digital marketing due to a lack of unique planning, knowledge, and ability. As a result, in order to be successful and effective, Bangladesh requires collective learning opportunities in the areas of strategy, knowledge, and skill development in the field of digital marketing. The most important findings and conclusions are listed below.

Social networking is becoming a popular and successful marketing strategy in Bangladesh. According to the study, 44 percent of companies spend more than half of their budget on digital marketing. In Bangladesh, social media marketing is the most popular digital marketing platform or channel, with 98 percent of those asked saying they utilize it. Marketing includes content marketing, video marketing, SMS marketing, and email marketing.

Reputation of the company Social media marketing is the most popular paid digital marketing channel in Bangladesh. Social media is the most popular paid advertising

platform in Bangladesh, according to poll data, with 74.4 percent of respondents picking it. Google advertisements, on the other hand, continues to be less popular, with only 23.3 percent of respondents opting for it. In social media, however, 72 percent of respondents use static data for digital marketing. 38 In Bangladesh, the primary goal of digital marketing is to increase brand awareness. The primary goal of digital marketing in Bangladesh is to increase brand awareness, with 44.2 percent of respondents planning to use it for their products and services. According to 23.3 percent, 18.6 percent, and 13.9 percent of respondents, customer engagement, lead generation, and product sales are all priority for marketers.

Digital assets in Bangladesh promote digital marketing as a growing trend. According to the assessment, digital marketing has become considerably more popular in Bangladesh as a result of the major marketing limits. Companies in Bangladesh are switching to digital marketing because: (i) they get quick feedback; (ii) customers can readily engage; (iii) they can easily target analytic for data-driven decisions; and (iv) they can reach a diverse audience to expand their market on their own.

Digital marketing has a lot of potential in Bangladesh. According to the survey, which was viewed by 93.0 percent of those surveyed, digital marketing boosts company chances in Bangladesh. Bangladesh is concentrating on bettering its digital marketing strategy. 70% of participants agree that Bangladesh's digital marketing concentration needs to be properly planned. However, 23% of respondents believe that increasing competence will help Bangladeshi digital marketing become more effective.

Bangladesh has the potential to be the digital marketing leader in South Asia. As a result of the Bangladesh government's Digital Bangladesh project, internet penetration is rapidly increasing, digital scopes are rapidly spreading, and people appear to be actively interested in digital gadgets. Bangladesh will be dominated by digital marketing in the not-too-distant future. Bangladesh's geographical location gives it the potential to become a digital marketing hub in Asia, particularly in South Asian markets. As a result, Bangladesh must improve its digital skills, knowledge, and expertise in order to capitalize on the opportunities presented by digital hubs in digital marketing.

Digital marketing in Bangladesh is impeded by a lack of funding and understanding. According to the report, the primary challenges in digital marketing in Bangladesh are a lack of budgetary allocation and a lack of comprehension, with 35 percent of respondents stating that they have neither. Furthermore, 14 of the Bangladeshi respondents believe that a lack of adequate strategy and data tracking is the third major difficulty in digital marketing.

The global digital market, according to the study's findings, has a contextual local reality. As a result, Bangladeshi digital marketing offers both local and global opportunities, as well as specific limits. In fact, Bangladesh needs international collaboration to strengthen strategic capability, talent, and skill development in digital marketing. Finland, on the other hand, as one of the most technologically sophisticated countries, has extensive digital marketing experience and knowledge. Bangladesh can benefit from Finland's experience via sharing, exchanging, and collaborating. However, it remains to be seen how this collaboration between Finland and Bangladesh will be accomplished. As a result of the findings, more research on global – local partnership in digital marketing is needed, with a focus on Finland and Bangladesh.

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