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Internship Report on

ACE 360 Digital

...passionate digital geeks

'Importance of Digital Marketing Services for Healthcare Professionals in the Context of Bangladesh.'

Submitted To
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Date: 13th December 2018

Letter of Transmittal:

3rd December 2018

To

Rahma Akhter

Lecturer

BRAC University

Dhaka, 1212

Subject: Submission of the Internship Report

Dear Ma'am,

It is with great pleasure that I am submitting my internship report for my experience working at Ace 360 as a business development intern. Ace 360 is one of the fastest growing digital marketing agencies in Bangladesh, and it was a privilege to have completed my internship here. Throughout these 3 months I have been able to glance at how real world business is done. The digital marketing scene is booming in Bangladesh. It was a valuable 3 months spent at Ace 360, where I gained some valuable experience. At the same time, I tried to contribute to the growth of Ace 360 to the best of my abilities.

This report is to meet the requirement of my internship program. It describes my observations and everything I have learned at ACE 360. I would like to convey my sincerest gratitude for cooperating with me and providing supervision and guidance for the duration of my internship. It is my hope that you find all the information required to fulfill the requirements of the internship report here. I would be happy to clarify any further queries.

Sincerely Yours

Tanmoy Mishra

ID: 14204020

Letter of Endorsement:

The internship report entitled, "Importance of Digital Marketing Services for Healthcare Professionals in the context of Bangladesh" has been submitted to Ms. Rahma Akhter, lecturer of BRAC Business School for partial fulfillment of the requirements for the degree of Bachelor of Business Administration, major in Marketing and minor in E-Commerce from BRAC University on 3rd December, 2018 by Tanmoy Mishra, ID: 14204020. This report has been accepted and may be presented to the Internship Defense Committee for evaluation.

Acknowledgment:

In preparing this internship report on the previous three months of experience with Ace 360, firstly I would like to convey my utmost gratitude to my academic supervisor Ms. Rahma Akhter. Thanks to her kind consideration and under her guidance, I was able to produce this report.

Moreover, I would like to express my deepest appreciation for my supervisor and executive, Mr. Muntasir Hafij. He has been friendly and welcoming since day one. It was an honor and a privilege working under him and I can now say that I have learned a lot from him. He trusted me with challenging tasks and gave me ample opportunity to test my skills and acquire new ones. I thank her for trusting me to make a meaningful contribution to the growth of Ace 360.

Furthermore, my colleagues in the work place who got me through the past three months have earned my gratitude. Thanks to them, I had something to look forward to when I was struggling to get off bed in those early mornings. I have also learned a lot from them. They made my internship meaningful as well as memorable. I will always cherish my time here and the priceless experience I have gained.

Executive Summary:

We are experiencing the era of "The Fourth Industrial Revolution" of information. The information has become more accessible because of the digital platform. Now-a day, people are dependent on digital platform heavily for the information exchange.

Heath care industry is no exception to that. People depend on the digital platform for get medical information which helps them to make quick decision according to it.

Working with ACE 360 Digital, gave me first hand exposure to the project of "Online Doctor's Marketing BD (ODM)" and the digital opportunity gap for health care professionals. That's why in my internship report I wanted to conduct the survey to find the importance of digital platform for health care professionals in Bangladesh under the title of "Importance of Digital Marketing Services for Healthcare Professionals in the context of Bangladesh". The result of the study really was surprising for me. Even though Bangladesh is excepting the digital acceptance for other service along with the health care industry, lots of people are still following the conventional way.

Table of Content:

Chapter 1: Organization Overview

1.1 Overview:

ACE 360 Digital is a part of the mother company of ACE Canada Venture Capital which provides digital marketing solution both in Canada and Bangladesh. ACE360 Digital is a startup founded by Mr. Kamal Mahmud in 2017. However, it officially started its operation in May 2018. Mr. Kamal Mahmud is a visionary entrepreneur. He has being successfully operation various projects in North America. Now, he has expanded his operation in Dhaka, Bangladesh with ACE 360 Digital with the vision of providing this digital marketing consultancy both in Bangladesh and North America. Within the six months operation, it's ready for launch new projects in market. As a primary operation, currently ACE360 is focusing of conducting marketing research, business planning, online marketing strategy, web and app development, competitor analysis and client support. It's working very closely with the Canadian team for the marketing and web development. Currently, in ACE360 is operating with around 20 talented employees including, business development exudatives and interns, marketing sales team, content writers, graphics definers and web developers. As the business is growing, it's also expanding its employee base. Even though ACE360 Digital is a very new organization, it's already is working 3 primary projects in the legal and health care industry.

1.2 Vision:

Provide high quality all rounded digital marketing services to North American professionals.

1.3 Mission:

To be the market leader in the digital marketing agency by providing high quality personalized marketing solutions so that, the results that make an impact to exceed our client's business goals and projections and set our clients on a path of exponential growth.

Chapter 2:
Operations of ACE360 Digital

2.1 Service:

ACE 360 Digital marketing agency provides diverse digital marketing services which include Website Development, Social Media Management, Search Engine Optimization, Search Engine Marketing, Email Marketing, Corporate Branding, Google Analytics and other services to its clients in Canadian and American markets.

Website Development:

As an almost whole portion of potential customers now depend on the internet for needful information. ACE 360 Digital provides for their clients an online portfolio which shows their customers who they really are what they do and the services they are willing to provide.

Social Media Management:

In matter of digital advertisements, social networks are considered the prime real estate. From pinpointing the target audience for their clients, qualified to the profiling capabilities of sites such as Facebook, Twitter, Pinterest, Instagram and LinkedIn and broadcast their service advertisements accordingly to the preference.

Search Engine Optimization:

To make the client's website more visible in the Google search result, who are looking for a product or service via Google or other search engines. ACE 360 Digital offers Search Engine Optimization (SEO) which is a technique that help the website rank higher in organic or "natural" search results.

The SEO services are offered for:

- The client to have a bigger brand name than the competitors
- Increasing the website traffic of the client's website

- For the client's website to be on the 1st suggested page of the Search Engines Results Page (SERP)

Search Engine Marketing:

Search engine marketing and Pay-Per-Click advertisement is one of the forefronts of any digital marketing campaign. ACE 360 Digital focuses on providing targeted ads for the clients and increase their website's visibility on a Search Engine Results Page (SERP) through this service.

Email Marketing:

Before social media marketing, Newsletters have been and still considered an important aspect of marketing business. With the service Email marketing, clients' customers are kept up to date with new information and promotions. ACE 360 Digital has been successfully connected with their clients and assist in sharing content or selling products.

Corporate Branding:

By providing rigid branded materials, ACE 360 Digital offers Corporate Branding to promote their clients company. As branding materials are now very crucial to boost up the brand identity of a company defining their clients to introduce to the public who they are, what their company stands for and what they do.

Google Analytics:

Requiring the strategy to be consistent, accurate and worth the expense in digital marketing. ACE 360 Digital cautiously supervises on how their clients marketing investment is being used, making sure that the produced results are securing them important clients.

2.2 Structure of the Organization:

ACE 360 Digital working structure is straightforward and organized. Apparently, with three executives in the company accountable to the CEO, supervises all the employees. At the moment, the types of positions in the digital marketing agency are business development interns and executives, content writer, UI/UX designer, website developer, graphic designer and human resource manager.

The tasks assigned to these positions are given below:

Business Development:

- Excellent communication and presentation skills
- Understanding competitors and products in the related industries along with analyzing opportunities in specific markets and verticals
- Aggressively prospect, qualify, and develop the sales pipeline
- Follow all internal processes and procedures and also give suggestions to help make them better
- Track prospects/clients outlining budgets, forecasts, etc and make development report.
- Able to have conversations about all company products and services with excellency.
- Critical thinking, inquiring skills, and solving the puzzle pieces while understanding customer requirements
- Create strategic development plans, including active sales pipeline and implementation, to build new profitable business
- Develop strategic relationships or partnerships with clients and maintain it
- With the use of Strategic Selling and Consultative Selling, be able to handle business opportunities through negotiation
- Communicate about the agency's values/mission and help the company's clients to achieve success

UI/UX Designer

- Developing new design graphics, concepts, and layouts along with creative thinking
- Create personas through user research and data
- Knowing the use of design software along with the knowledge of work with a wide range of media
- Understanding user psychology according to service specifications
- Gathering feedback and conduct concept and test usability
- Working as a team player with copywriters, designers, stylists and executives among others.
- Finding resourceful ways to resolve UX problems.
- Strong communication with developers regarding design ideas and prototypes
- Develop wireframes and prototypes around customer needs

Graphic Designer

- Knowing the use of design software along with the knowledge of work with a wide range of media
- Prepare drafts and present product ideas
- Knowing the use of design software along with the knowledge of work with a wide range of media
- Working as a team player with copywriters, designers, stylists and executives among others.
- Modify final designs according to client's remarks and gain full approval of the client before finalizing.
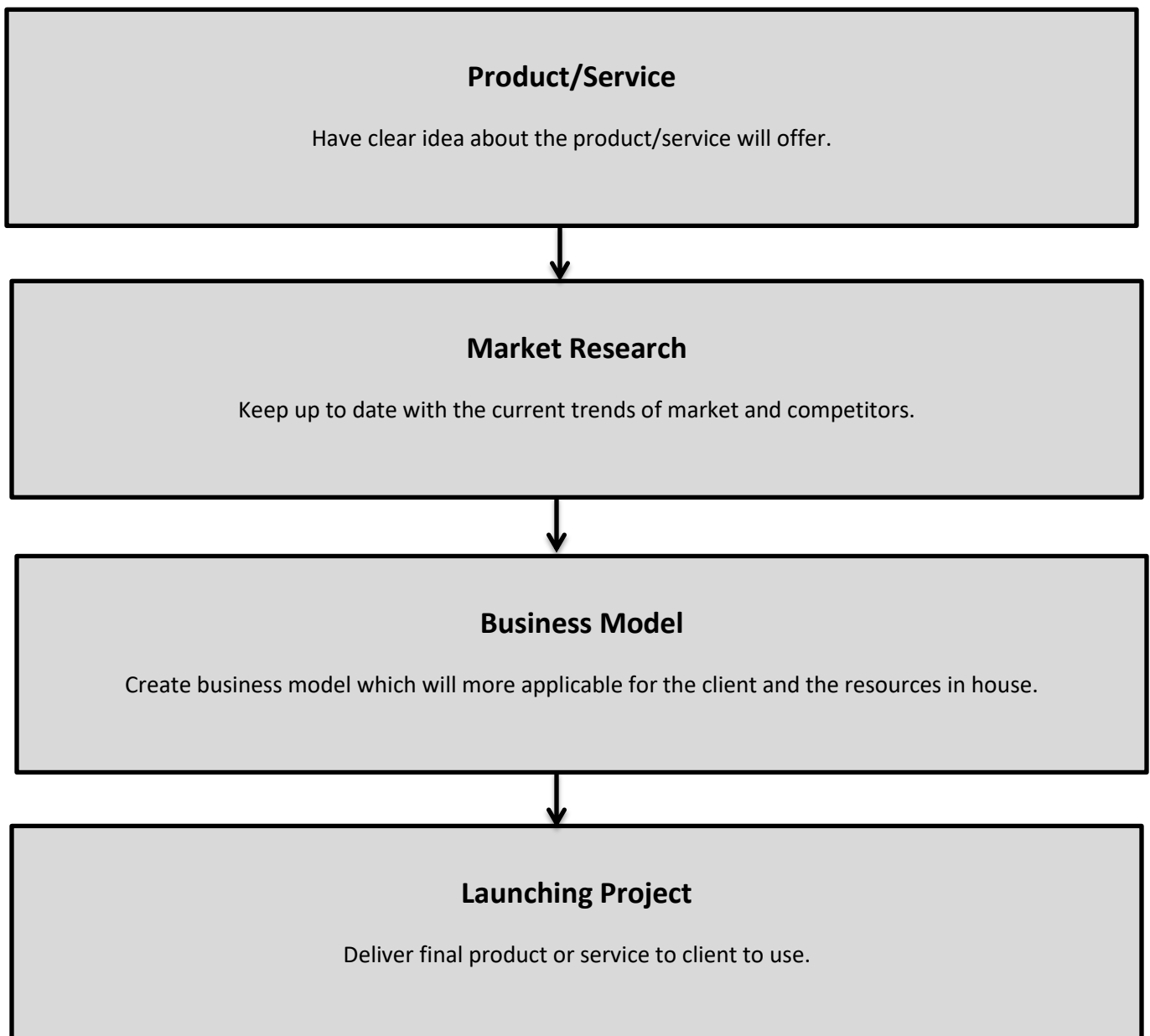
Content Writer

- Acquiring and keeping up a full understanding of the company's customers' needs over the enterprises the agency serve

- Deciding new and creative approaches to instruct, rouse, and impart to clients

- Guaranteeing consistence with lawful, style, and other corporate measures

- Looking into and altering all articles and acquaintances with guarantee the tone is convincing and they incorporate key instructive purposes of the article as a component of the story.

- Guaranteeing that advertisements and articles precisely contain every single standard segment, including telephone number, item number and so on.

- Making contents of websites and flyers engaging and user friendly.

- Composing with right sentence structure and accentuation, making an interpretation of drafting composing into complete pieces, and altering composed pieces with intense care.

Chapter 3:
Description about the Job

3.1 Business Development:

I did my internship under the department of Business Development at ACE 360 Digital. This department is responsible for finding and analysis the industry/ market trend and provides better solution and strategies for the business and clients and delivers the service on the time. Moreover, the department has a clear idea of the service the company going to offer and keep up-to date with current trend in the market place.

The operations of the Business development department are shown in the flow chart.

Product/Service

Have clear idea about the product/service will offer.

↓

Market Research

Keep up to date with the current trends of market and competitors.

↓

Business Model

Create business model which will more applicable for the client and the resources in house.

↓

Launching Project

Deliver final product or service to client to use.

3.2 Key Responsibility:

In my days in ACE 360 Digital, the core responsibility was to market research and lead generation for the projects of "Online Doctor's Marketing (ODM)" and "ACE Legal Marketing (LMA)" As my job responsibility I collected the data of competitors and future potential clients. And make the data user friendly for the next people who will work with that in future. Furthermore, I was responsible for the company's branding and maintain the social presents. In my working days in ACE 360, I was responsible for all the video projects of the company.

As part of my daily responsibility, I need to give presentation of the current work progress and learning. The main benefit of the presentation is that, what I learn can be spread among others very easily. So that, others do not have a hard time to follow up my work. As it's a place of team work, daily presentation helps to keep everyone to the same page.

3.3 Critical observation and recommendations for organization:

The main reason to choose a start-up as my internship organization is to able to learn more. I along with other interns have to work in the same task during the internship program. It would be more interacting and able to lean more if the interns have the opportunities of job shifts. The different job responsibilities will give the interns to explore the others jobs responsibilities and able to learn more in a short time frame.

Moreover, even though it's a newly started company it will need more man power as the pressure of projects in very much. It's very unlike to manage the large projects with a small team effectively. As the projects requires, more man power requires in the Content and Graphics department.

Chapter 4: Project Topic

4.1 Rationale of the Study:

As a Business Development Intern, in ACE 360 Digital, I was responsible for market research of healthcare professionals both in North America and Bangladesh. This gave me the first hand exposure, to the websites and social media platform of healthcare professionals both in North America and Bangladesh. I was responsible to analysis their online existence and how that related with their medial practices and reputation. That's why I decided to focus on the importance of digital marketing for healthcare professionals in Bangladesh. Moreover, I am working on a recent project "Online Doctors Marketing in Bangladesh (ODM)" of ACE 360 Digital. I chose the topic to see what the digital marketing is for doctors in Bangladesh will be as effective compare to North American market.

4.2 Statement of the Problems:

As my topic of my internship report is about importance of digital marketing for doctors in Bangladesh, objective is to see whatever the Bangladeshi healthcare professionals will be able to adobe the digital platform for the promoting their business and be closer to their potential target market.

4.3 Objectives of the Report:

To understand the nature of digital platform for doctors from the patient's point of view to find, how the digital platform is effective to find and meet the potential doctors with the patients. I am conducting this report to see how digital platform creates effectiveness in the healthcare industry.

4.4 Scope of the Study:

The research may be useful for the healthcare professionals to understand the importance to come out from the conventional marketing and use digital platform to promote their business. Moreover, it also will help the pharmaceutical industry to tab into the digital platform.
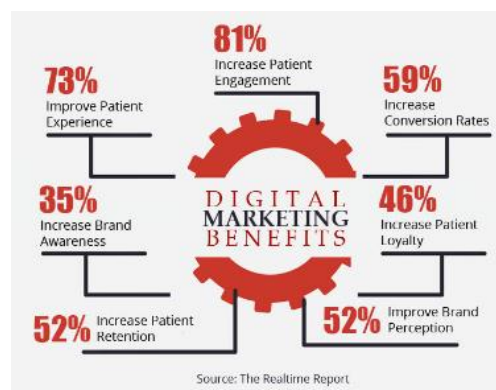
Chapter 5: Methodology Review

5.1 Review of Related Literature:

Internship opportunity in ACE 360 Digital helped me to set out most of the methodology of the study. As a dedicated team of ACE 360 Digital responsible to launch a new project of "Online Doctor's Marketing (ODM) in Bangladesh", their primary market research over healthcare professionals both in North America and Bangladesh really help to set the methodology of the study. Moreover, with the guidance of supervisor, Mr. Muntasir Hafij (Business Development Executive) who is the responsible of the project, helped with the project for in depth knowledge of the industry. Furthermore, I also took the help of colleagues to collect data of the study.

5.2 Methodology of the Study:

According to the data analysis of real time repots (2018), digital platform increase 81% patient engagement. As most of the tech savvy people search about doctors any the alternative doctors of relevant field to find the perfect practitioner. Moreover, people also take and give reviews of their medical experience over the social platform. Because of the heavy engagement and previous knowledge digital marketing increase 59% conversation rate (Real time, 2018). Because of the engagement, patient's Loyalty also increases by 46% (Real time, 2018). Moreover, it also help the health professionals increase their brand perception by 52% and brand awareness by 35% (Real time, 2018). Because of all of these benefits patient's healthcare experience will increase by 73%.

81% Increase Patient Engagement
73% Improve Patient Experience
59% Increase Conversion Rates
35% Increase Brand Awareness
DIGITAL MARKETING BENEFITS
46% Increase Patient Loyalty
52% Increase Patient Retention
52% Improve Brand Perception

Source: The Realtime Report

According to Google trend, patients mostly search for online, are-

- Symptoms and their medical explanation
- Homemade remedies for seasonal illnesses
- What to expect from a healthcare provider
- Information on different medical procedures
- Methods of self-diagnosis

This gives a clear idea of market opportunities for the particular sector.

Moreover, according to Daily Star, 2017 Tonic, GP's digital healthcare service, uses mobile platform to provide doctors counseling and hospital booking. This digital service helps the people especially of the rural areas to develop their medical service experience by sheep counseling and easy doctor's appointment service.

Furthermore, according to Dr. Robert k (Men's Health Physician) mentioned, proper SEO helped to him make place in the 1st page of Google's search page and dramatically increased 80% of patients rate.

Chapter 6: Data Analysis

6.1 Questionnaire used in the research:

To check the importance of digital marketing for healthcare professionals, I had conducted a survey among 126 respondents. This is a qualitative research where all the primary data was collected through Google form with in person interview.

The questionnaires used in the research are given below.

- Gender
    - Female
    - Male
    - Other
- Age
    - 10-15
    - 16-20
    - 21-25
    - 26-30
    - 30+
- Occupation
    - Student
    - Businessman
    - Job Holder
    - Other:
- 4. Are you responsible for making a doctor's appointment for yourself or your family members?
    - Yes
    - No
- 5. What influences you to choose a doctor for your medical issue?
    - Word of Mouth
    - Previous Experience
    - Online Recommendation
    - Other:_____

- 6. How do you cross verify your medication?
  - From Relatives
  - Other Doctors
  - Online
  - I never cross verified the medication
- 7. What would be more convenient for you to collect doctors' information
  - Social Media
  - Hospital Website
  - Apps
  - Phone Call
  - Other:_____
- 8. Which platform is most effective for reviewing the medical experience?
  - Social Media
  - Google Review
  - Hospital Website
- 9. Online presence of doctors is useful for good medical experience. Rate it on the scale of 5.
  - 1 (Least Useful)
  - 2
  - 3
  - 4
  - 5 (Highly Useful)
- 10. What country comes to your mind for the healthcare service?
  - Bangladesh (Private Ltd Hospital)
  - Bangladesh (Govt. Hospital)
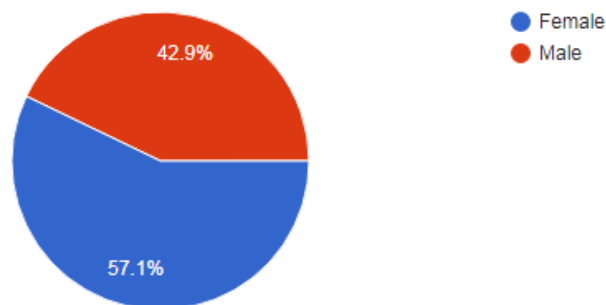 - India
  - Bangkok
  - USA
  - Other:_____

6.2 Result and analysis of the survey:

Determining the sample size for the particular study, I target both tech savvy (as they are familiar of the online service culture for various sector) and the non tech savvy (they could be the potential future user of the particular study and could have different point of view from the tech savvy people) respondents for the study, keeping the age group of 10-35 and almost equal distribute gender group. Among the age group the respondents are between 21-25 (54.8%) age group. Even though I wanted to keep the gender group very neutral, the male respondents are 42.9% and female respondents are 57.1%. Moreover, for get better understand of the Target group, I also collected their occupation, which will give an idea of their economic and educational overview. Where I found 63.5% are students and second large respondents are the job holders. That gives an idea of maximum of the respondents are educated and have the exposure of the online culture.

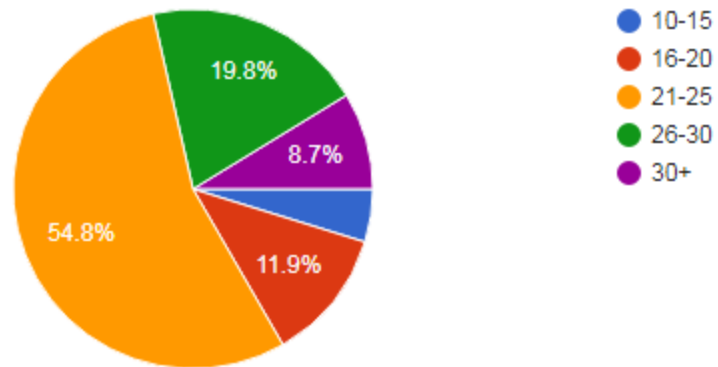The details of the demographic aspects are given below-
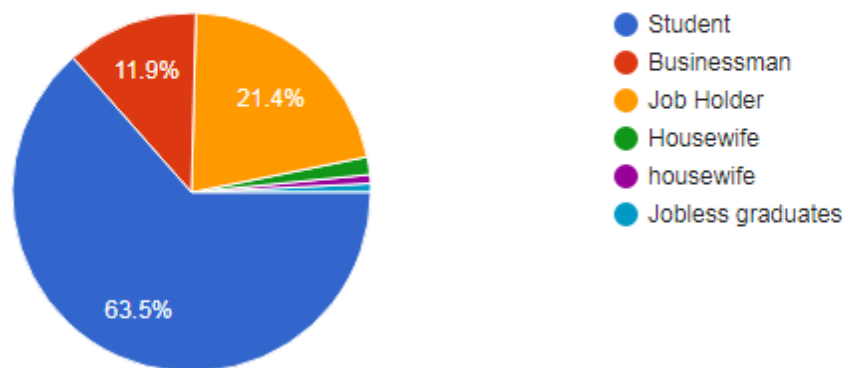
1. Gender
126 responses

2. Age

126 responses

Legend:
- 10-15
- 16-20
- 21-25
- 26-30
- 30+

19.8%
8.7%
54.8%
11.9%

3. Occupation

126 responses

Legend:
- Student
- Businessman
- Job Holder
- Housewife
- housewife
- Jobless graduates

11.9%
21.4%
63.5%

After determining the demographic aspect of the study, I wanted to find out how many responds are directly responsible for making doctor's appointment for themself or their family members. The purpose is to find out the responds how can directly relate the question to themself. Among 126 of responds 78.6% voted "Yes" as they are directly related for making doctor's appointments. And most of them are 20+. And those who are said "No", most of them are between 10-25 age group.

I still collected their response for future questions to find out their opinions as they are the potential target group.

4. Are you responsible for making a doctor's appointment for yourself or your family members?

126 responses
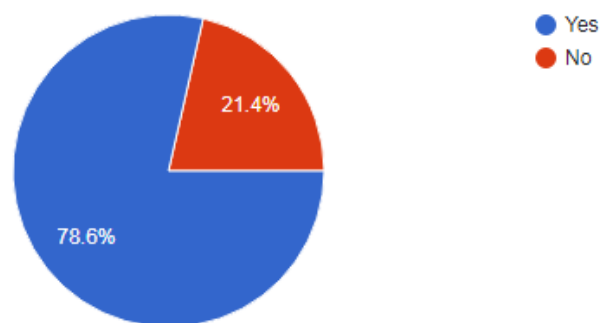
Later on, I wanted to find out what influence most to choose a particular healthcare professional for a medical issue. Almost 29% people still believes the word of mouth recommendation. As this is the most traditional and trusted source there is no surprise that most of the people value word of mouth recommendations over anything else. And previous medical is mostly responsible (58.4%) for influencing of the next medical issue.

However, most surprising matter is to witness the shift of the people mentality and adaptation of digital platform. 15.9% of the respondents mentioned online influence including social media and online reviews help to make the influence.

And before making decision, people research about healthcare professional and share reviews on their experience so that that can be helpful for future patients. About 34.9% go to hospital's or doctor's website for the review. And 33.3% uses Google reviews to check and share their medical experience. A large number of people almost 31.7% uses social media platform to share their experiences.

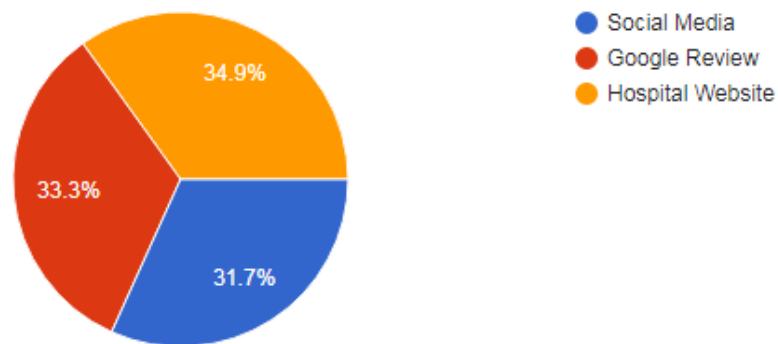## 5. What influences you to choose a doctor for your medical issue?

126 responses
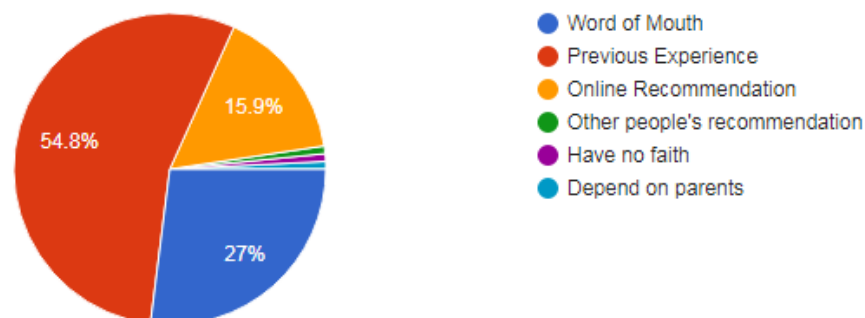
8. Which platfrom is most effective for reviewing the medical experience.

126 responses

Where it comes to collecting information on healthcare professionals, 21.4% of respondents depends on the traditional method of phone call. As we found out before, a significant number of respondents are still into the conventional method.

However, to collect the information, 46% of people depend on the hospital's website as it's the source of most accurate and updated information. And almost 23.8% collect information threw social media such as Facebook groups.

7. What would be more convenient for you to collect doctors' information

126 responses
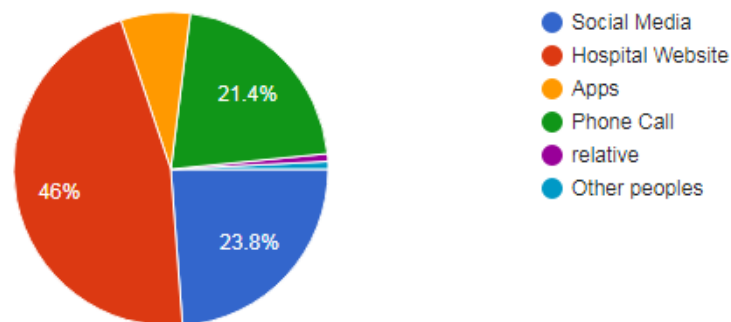
Now-a-days, people are become very much aware of every decision they make. There is no exception in the healthcare industry. People, now-a-days, do not trust doctor's medication blindly. They cross verify the medication to ensure they are taking right medication. Most of the people (34%) people verify their medication from other healthcare experts from the similar field and 13.5% of people cross check them from their relatives.

But 27% of responds do verify their medication from online sources. It's not only both time and cost efficient, it gives a quick overview of the medication.

6. How do you cross verify your medication?

126 responses

- From Relatives
- Other Doctors
- Online
- I never cross verified the medication

27% 25.4% 13.5% 34.1%
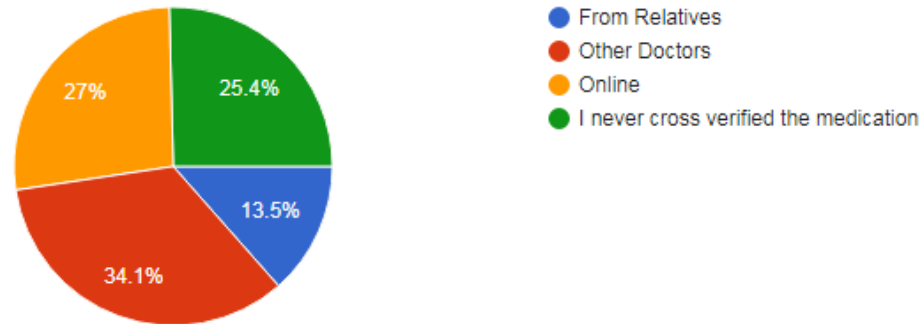
Later on, I want to see the response about what people think about the idea of online presents of healthcare professionals on the digital platform in the measure scale of 1 to 5, where 1 is least importance and 5 is most importance. There is no surprise that almost 45% are respond it's would be useful for the patient if healthcare professionals make present in the digital platform.

9. Online presence of doctors is useful for good medical experience. Rate it on the scale of 5.

126 responses

15 (11.9%) — 1
8 (6.3%) — 2
30 (23.8%) — 3
28 (22.2%) — 4
45 (35.7%) — 5
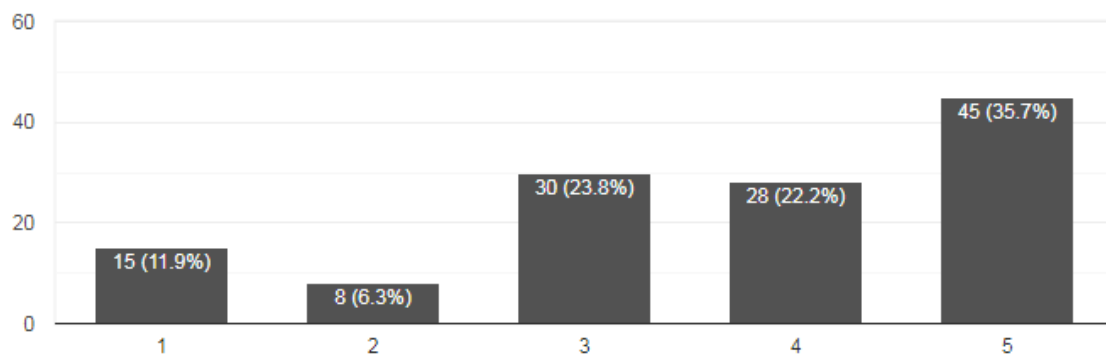
However, 30% of people are natural to the idea of online presents of doctors. As we see from the previous responds, a significant number of the people still use the traditional method when it comes to medical issue.

Finally, I asked which country comes to their mind for medical service. This gives lot of idea about what people think about "ideal medical service" and the pheromone known as "Medical Tourism". And according to responds 35.7% and 28.6% choose India and Thailand (Bangkok) for the medical services. And 20.6% responds Bangladesh (Private Ltd. Hospitals). On the other hand, only 5.5% respond to Govt. hospitals in Bangladesh. Rest of responds is for USA and Singapore.

10. What country comes to your mind for the healthcare service?

126 responses

- Bangladesh (Private Ltd Hospital)
- Bangladesh (Govt. Hospital)
- India
- Bangkok
- USA
- Singapore
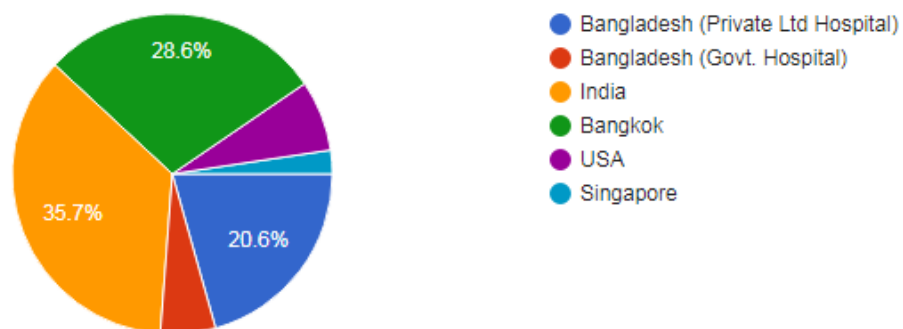
6.3 Limitation of the research:

As there was both time and financial constraint, the survey was conducted mostly online, and few in person interview to reach the targeted sample size. If the survey was conducted to all the geographic and demographic background respondents, then the study would be able to give a clear idea. Moreover, the sample size of 126 is mostly limited to the writer's personal contacts. Even though I wanted to keep the sample size natural and equal, as the respondents mostly from the personal contacts it's impossible to keep natural.

Moreover, the survey was mostly responds by the online respondents. So the writer is not sure that was the reason of their responds. And in the online form I need to keep in mind making the questionnaire short and simple as possible so that respondents do not get distracted while filling up the survey form. As the result I could not include much question which could give an elaborate idea of the study.

Chapter 7:
Findings and Recommendations

7.1 Findings of study:

The purpose of the study is to understand the nature of digital platform for doctors from the patient's point of view. Before conducting the research, my assumption was as e business is growing rapidly in Bangladesh because of the change of mind set of people. However in the medical sector, a large number of people are still depended on the conventional way of find and analysis information. For example, people are still value the word to mouth recommendation over online reviews. Moreover, to make doctor's appointment, a large portion of the sample size still use phone calls to do so. Even, to cross verify medication, respondents seek for the others doctor's and relatives' opinions first.

For my survey I have conduced both Google form survey and in-depth interview. For an ideal survey on my topic of "Importance of digital marketing for health care professionals" I need to conduct survey on the every deistic of Bangladesh and age group of 10-45. Because of time and economic constriction, I conducted only on Dhaka, age group between 10-40.

However, from the survey, we also find out that people are more likely to take digital platform for quick research for review and share their medical experience. As it is the most cost and time effective to get information. Besides the word to mouth recommendation, online reviews also plays vital role of setting up mind to make medical decision. And form the in depth interview and data collection, a large number of responds are more likely think online platform makes easier for patients by making appointments, reviewing online information accessible.

From the in-depth interview, I get the insights of their mind set and believe on the following topic. Form the conventional method of booking and getting information of doctors was a hassle. Now-a day, they get authentic information from online and social media. And people are getting aware more and more because the quick time sharing of any issue regarding medical service. They believe, this not only aware the potential patients but also, force the healthcare professionals to become more responsible to their work. And because of this the medical condition is keep developing day by day.

In spite of medical services as good as other countries, Bangladesh could not make the reputation of "Medical Tourism". For the large number of people of Bangladesh, they think they will get better medical service in India and Bangkok. Part of the reason is the good reputation and online presents of their medical service. From the in-depth interview, the respondent mentioned, they get quick and authentic information about the foreign medical system. Moreover, is easy to get appointment and queries about any medical issue they face over those countries.

However, in Bangladesh, the information slow is not transparent enough. That's why maximum people of age group of 15-30 have trust issue of the Bangladeshi medical service. This age group is mostly infused on the social media and digital platform.

That's why we can see there is a positive relation among the influence of digital platform and taking service and mind set over the medical services. The more influence over the digital platform there is a more likely chance of taking the service of medical service.

7.2 Recommendations:

In spite of the market place is not popular in the current time, the future market place will grow around it. The survey is the reflection of the current scenario of the online acceptance of healthcare industry. As the industry will grow in future, the marketing agency should prepare for the upcoming change.

Doctors should make more online presents that will make the patients to find the preferred doctor as required. Moreover, this presents will make the doctors will enhance the their personal brand and people will consider Bangladesh as "Medical Tourism" destination.

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Chapter 8: Conclusion

8.1 Scope of Further Study:

According to the limitations (Chapter 6.3) faced in the study, there are lots of scope of improving in the particular field. For the future study, researcher could enhance cover the geographic and demographic coverage with the in depth interview. That will give clear overview of the particular field.

8.2 Conclusion:

Digital marketing for doctors is still relatively a new service in the developed countries, and even more so in Bangladesh. In Bangladesh, majority of the celebrated (& well accomplished Doctors) gets their popularity and industry presence from TV shows/Infomercials/Live Medical information sessions etc. This, however is about to change

Online Presence is becoming more relevant every day, and will become a necessity for Doctors even in Bangladesh, with the number of tech literate population on the rise and the already early adaptation of a few local tech savvy medical practitioners.

The market gap is slowly materializing and a new opportunity is rising.

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