

**IMPACT OF DIGITAL MARKETING  
IN  
BANGLADESH**



**SSL WIRELESS®**

# **IMPACT OF DIGITAL MARKETING IN BANGLADESH**

[The internship report is submitted for the partial fulfillment of the degree of Masters of Business Administration  
specializing in Marketing]



**BRAC University**

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**Signature of Supervisor**

**Internship Duration: 12 weeks**

**Date of Submission: 25<sup>th</sup> November, 2018**

**LETTER OF TRANSMITTAL**

25<sup>th</sup> November, 2018

Mahreen Mamoon  
Assistant Professor, BRAC Business School  
BRAC University

Subject: Submission of internship report on “IMPACT OF DIGITAL MARKETING IN BANGLADESH”

Dear Ms,

It is an immense pleasure for me to submit you this internship report titled “IMPACT OF DIGITAL MARKETING IN BANGLADESH”. I have been working at Software Shop Limited as a Key Strategic Planner since June, 2017. I have tried my level best to fulfill all my requirements of this course and tried to follow my supervisor’s instructions while preparing this report. This report helped me understand the field in which I have been working.

It would be a profound pleasure for me if the report can attain its objective. I, therefore, would like to request you to accept my report and oblige me thereby. I would be available in any time to clarify you any queries if feel needed.

Thank you.

Sincerely Yours,

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Rezwan Rahman  
ID: 15164011  
Masters of Business Administration, BRAC Business School  
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## **ACKNOWLEDGEMENT**

At the very inception, I would like to express my gratitude to Almighty Allah. I sincerely thank my honorable supervisor Ms. Mahreen Mamoon, Assistant Professor, BRAC Business School, BRAC University, who helped me from the very beginning of my report. From time to time my honorable supervisor has given me appointment and suggested me by exemplifying to prepare this report that finally made me possible to complete this report which is a partial requirement of MBA program.

I also sincerely thank Software Shop Limited and our honorable Head of Department of Digital Communication Mr. Ruhul Amin Rony, my colleagues at Software Shop Limited who helped me to complete this report by providing their valuable time and resources.

## EXECUTIVE SUMMARY

Software Shop Limited (SSL Wireless) started its journey in 1999 as an associated company of one of the biggest garments exporting groups in Bangladesh, Concorde Garments. Since then it has come a long way contributing in the IT education sector, later from the year 2007, it revamped as SSL Wireless and started focusing on the domestic software development and telecommunication VAS business. In the **first chapter** I discussed about the background of my report. I also explained the objective of my report, the scope of my study, the methodology of the study and research instrument in preparing this report. Like all study, this report has also certain limitations which were in some cases unavoidable. The **second chapter** is about the company overview such as mission, vision and goal along with their product line, business model and communication tools. The **third chapter**, is consists of current situation of Digital Marketing in Bangladesh. In the **fourth chapter**, I have tried to present case studies based on Digital Marketing. Finally, in the **last chapter**, described some recommendations based on what I have found while working in the organization since June, 2017. This is all about my internship report which mainly focuses on Digital Marketing of Software Shop Limited. The key limitations of this report are, short period of time, adequate research experience, and limited information about the ICT industry, and confidentiality of some information. Though this report has some limitation, it will help me to fulfill my degree.

*Table of Contents*

<b>SN</b>	<b>Contents</b>	<b>Page No.</b>
<b>Chapter # 1</b>		
1	Introduction	1-5
1.1	Origin of the Report	2
1.2	Objectives	2
1.3	Scope of the Study	3
1.4	Methodology of the study	3
1.5	Instruments	3
1.6	Limitation of the Study	4
1.7	Mission & Vision	4
1.8	Legal & Basic Information	4-5
<b>Chapter # 2</b>		
2	Software Shop Limited (SSL WIRELESS)	6-27
2.1	Stakeholders at a glance	6
2.2	BFSI (Banking & Financial Services Institutes) Solutions	6-7
2.3	Service Areas	8
2.4	Top-level organogram	9
2.5	Major clients	10-18
2.6	Products & Services	19-27
<b>Chapter # 3</b>		
3	Digital Marketing	28-32
3.1	Channels of Digital marketing	28-32
	Marketing through Digital Marketing and Its Impact	33-37
	Impact of Digital Media in E-Commerce Industry in Bangladesh	38-39
	Impact of Digital Media in Payment Industry in Bangladesh	40-41
	Impact of Digital Media in Real-estate Industry in Bangladesh	41-42
<b>Chapter # 4</b>		
	Case Studies	43-45
<b>Chapter # 5</b>		
	Recommendation	46
	Conclusion	47
	References	48

## Introduction

Software Shop Limited (SSL Wireless) started its journey in 1999 as an associated company of one of the biggest garments exporting groups in Bangladesh, Concorde Garments Group. Since then it has come a long way contributing in the IT education sector and later from the year 2007, it revamped as SSL Wireless and started focusing on the domestic software development and telecommunication VAS business.

Over the last 10 years, SSL Wireless (SSL) has become one of the leading Software development and IT Enabled Service (ITES) providers in Bangladesh. SSL is one of the leading Application Service Provider (ASP), Value-Added Service (VAS) and Fintech companies in Bangladesh. SSL's solution basket includes but not limited to Mobile Financial Services, Messaging Solutions, Online Airtime Recharge, Online Payment Solutions, Website development, Mobile App development, Mobile VAS, Internet Banking VAS etc. along with Digital Security and Digital Marketing services, which SSL provides to 80+ Banks & FIIs, 2000+ Corporate houses, 1500+ online merchants, 6 Utility companies, and many different Government agencies, NGOs and SME segments of the country.

SSL Wireless is also the largest TV and media channel aggregator of Bangladesh, providing services to 52+ TV & Print Media and Online News Channels. It has been one of the pioneers in retailing TV contents showcasing them over mobile WAP portals for mobile internet users.

SSL Wireless has been the First and the Largest Merchant Solution Provider (MSP) of the country having 1500+ top e-Commerce merchants under coverage through its secure online Payment Gateway platform SSLCOMMERZ. SSLCOMMERZ has received numerous awards and recognition from the trade bodies and government for its continuous contribution in the Payment Industry since its launch. SSLCOMMERZ has been awarded the Payment Systems Operator (PSO) license by Bangladesh Bank. It was nominated for Excellence in Online Payment Service in the National Digital Innovation Award South Asia 2011. Recently, SSLCOMMERZ has won the championship award at BASIS National ICT Awards 2017 in the Financial Industry Application category and has been nominated in the APICTA Award 2017 under same category. SSLCOMMERZ has also been certified as Payment Card Industry Data Security Standards version 3.2 Level 1 Service Provider (PCI DSS v3.2), the highest industry rating a business can attain for payment data security.

SSL Wireless has also been the pioneer to offer Online Airtime Recharge solution through its online portal "Easy.com.bd". With Easy, customers can instantly recharge and pay bills of any prepaid and post-paid mobile number of Bangladesh by using their bank accounts, debit/credit cards, Internet Banking and Mobile Banking. They can also recharge their 'Qubee' and 'Banglalion' WiMAX internet connections, "RealVU" DTH recharge etc.

SSL Wireless has launched the first ever legal online music platform in Bangladesh named “eTunes.com.bd”. eTunes provides high quality MP3 musical contents with free preview facility. Users can purchase their desired song by debit/credit cards or using Internet Banking and Mobile Banking through the SSLCOMMERZ platform. eTunes has won the BRAC Manthan Digital Innovation Award 2016 and The Manthan Award South Asia 2017.

For its outstanding efforts in innovation of new mobile services for Telecom Operators and TV channels, SSL Wireless has received the Best Innovative Service 2010 Award from Grameenphone. Our contribution was also recognized by mBillionth Award South Asia 2011 as Most Innovative in the areas of Mobile Banking Services. Besides, the DESCO mobile app, designed and developed by SSL Wireless, has won the Champion award in the National App Contest Award 2017 organized by the ICT Division of Bangladesh Government.

SSL Wireless is representing top technology and security service companies as their local partner in Bangladesh such as, Symantec (previously VeriSign), CA Technologies, SAP, AlienVault, SolarWinds, Amazon Web Services, Tenable, Acunetix etc.

At SSL, everyone has a very open and clear mind set and is always trying to find innovative solutions to make a better utilization of the available technology. The people at SSL are all well aware about their specific duty towards the society and the industry. This advantage along with the precise understanding of the local market lets SSL Wireless to serve its customers with the appropriate solutions and services.

## **1.1 Origin of the Report**

This report is prepared as a part of completion for Masters of Business Administration (MBA) program.

## **1.2 Objectives**

### **Broad objective**

To emphasize the importance of Digital Marketing

### **Specific objectives**

- To give an overview of Software Shop Limited, products and their business model.
- To analyze the performance of digital marketing industry in Bangladesh
- To study the current digital marketing industry in Bangladesh
- To analyze different industries impacted by digital marketing
- Finally, to suggest necessary recommendations to overcome the shortcomings of digital marketing industry in Bangladesh



### 1.3 Scope of the Study

This study is done for academic purpose and study is limited within the territorial boundary of Bangladesh where SSL conducts its operation. All the analysis mentioned is all about ICT industry. The study explores the present market scenario of ICT industry and future market growth prospects of Bangladesh.

### 1.4 Methodology of the study

The data are collected based on two sources such as primary and secondary sources. Some of the information is collected while doing work at office. In addition, the secondary data, those data are not classified, analyzed, interpreted in the report. The sources are:

- **Primary Sources:**
  - Personal Interview
  - Personal observation
  - Practical desk work
  - Face to face conversation with the respective employees at office
  - Regular briefing of my supervisor at office
- **Secondary sources:**
  - Different publications regarding digital marketing industry
  - News letters
  - Official website
  - Different business report
  - Different book and journal

### 1.5 Instruments:

- **Research instruments:** Research instruments were mainly the information gathered for the above mentioned sources.
- **Mechanical Instruments:** Microsoft word is used to prepare the report

## 1.6 Limitation of the Study

Comprehensive research is a difficult task. Lots of consideration needs to take in to account to conduct a pragmatic research. Many tools and techniques are needed to take into account for proper analysis. To prepare this research many constraints are faced. Such as-

- **Hidden information:** There is some hidden information which is not supposed to provide.
- **Time consuming:** Time consuming is the limitation of the report. The allocated time is not sufficient to know about the impact of Digital Marketing in Bangladesh.
- **Limitation of the information:** The reports were done only for the academic purpose. For this, it is very difficult to collect all information.
- **Insufficient data:** The data that seems insufficient may be suffering from lack of reliability to some extent.

## 1.7 Mission & Vision

The company vision of SSL Wireless is to accomplish the following:

"To become the leading Application Service Provider in the Asia Pacific Region and slowly outgrow that to be the leading player for financial and non-financial value added services delivered through a competent team with a continual focus on innovation & diversity."

Their mission is:

- To positively impact the local economy by implementing innovation ecosystem
- To ensure the best quality services
- To nurture the human resource to its best capacity
- To empower people regardless of their location, race, culture or heritage by connecting the dots.

## 1.8 Legal & Basic Information

- Company Name: Software Shop Limited (SSL Wireless)
- Company Type: Private Limited Company
- Establishment Date: September 7, 1999
- Company Size: ± 200 employees

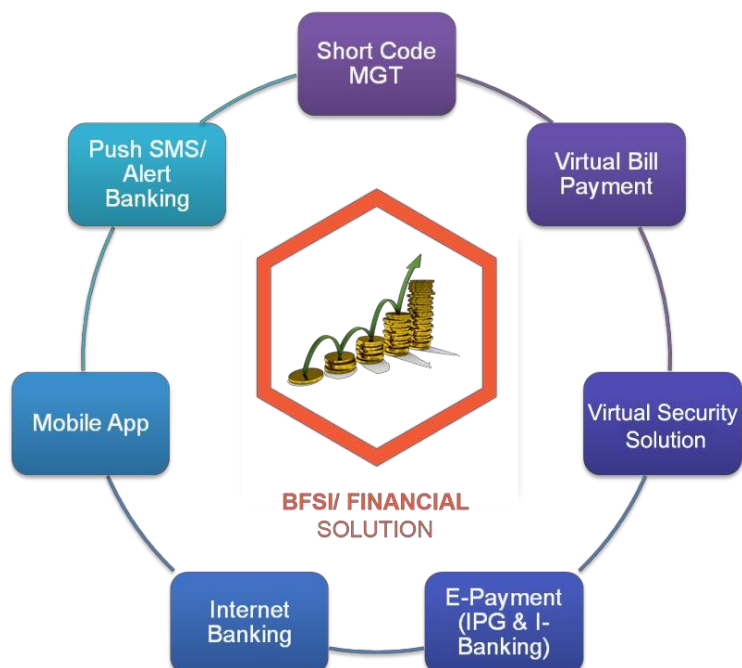
- Head Office g Support Center: 93 B, New Eskaton Road, Dhaka-1000, Bangladesh
- Member of: Bangladesh Association of Software and Information Services (BASIS), Export Promotion Bureau (EPB), Bangladesh, e-Commerce Association of Bangladesh (eCAB)

## Software Shop Limited (SSL WIRELESS)

### 2.1 Stakeholders at a glance



### 2.2 BFSI (Banking & Financial Services Institutes) Solutions



SSL Wireless is connected to multiple leading private Banks and Financial Services Institutes (BFSI) of Bangladesh offering them Mobile Financial Services (i.e. M-Banking), Mobile Insurance (i.e. M- Insurance) and Mobile Enabled Trading (i.e. M-Stock) through Mobile device.

Presently SSL Wireless is offering services to:

**48 Banks**

**15 Insurances**

SSL Wireless has physical secured links with all the banks and financial institutions over Virtual Private Network (VPN) tunnels. The above BFSIs altogether cover an estimated 7 million end-users. SSL is also scheduled to be connected with more BFSIs in the near future.

Along with the above BFSIs, SSL at present is offering services to:

**14 Brokerages**

**4 Financial Institutes**

**8 Govt. & NGOs**

**6 Utility Companies**

## 2.3 Service Areas

### Mobile Messaging Platform

- SMS Enquiry and Notification Services
- SMS Voting & Polling
- SMS Banking
- SMS Insurance etc.

### Mobile Application & Content Services

- Mobile Applications
- WAP Contents
- IVR Services etc.

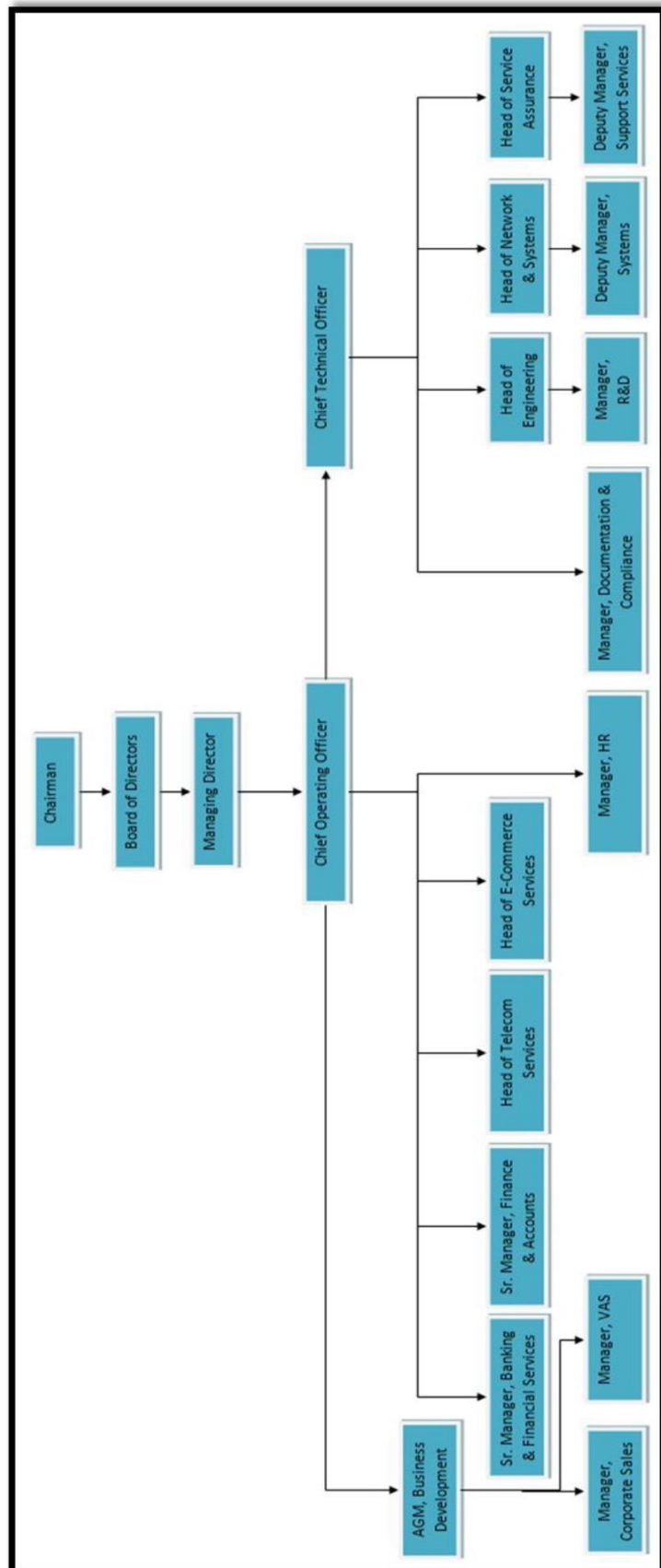
### Mobile Financial Services

- Mobile Banking
- Mobile Trading
- Mobile Top-Up
- Mobile Bill Payment etc.

### E-Commerce Services

- Merchant Online Payment
- Online Top-Up
- Online Trading etc.

## 2.4 Top-level organogram



## 2.5 Major clients

### Banking and Financial Service Institutes

SSL Wireless is connected to 47+ leading private and public banks, and 15+ prominent insurance companies of Bangladesh offering them various types of solutions as per their requirements.

#### Banks



#### Insurances





SSL Wireless has physical secured links with all of these banks and financial institutions over Virtual Private Network (VPN) tunnels.

### TV Channels & Newspapers

SSL has exclusive partnerships with the leading TV Channels of Bangladesh for providing mobile based VAS for their viewers. At present, we are providing services to 52+ TV & Print Media. SSL's VAS include SMS polling/voting, quiz contests, real-time opinion polls, IVR news, Mobile TV, Video on Demand etc. SSL is at present offering these services exclusively to the viewers of:



SSL is providing mobile WAP and web based news services to different news media such as Banglanews24.com & Prothom-alo.

### Mobile Handset Companies

SSL Wireless has provided Digital Warranty/Sales Tracking and Mobile Embedded VAS services to more than 15 mobile handset companies of the country.



## Govt. Departments & International Donor Agencies

SSL Wireless has provided various IT related services to various Government departments & agencies, utility companies and international donor agencies. Some of the companies are as below



## Brokerage Houses

The following brokerages houses are currently using the Mobile Enabled Trading Solution (With M-STOCK) of SSL Wireless.



## International Partners

SSL Wireless has been successfully providing various IT solutions such as 3D Secure Solutions, Mobile Banking, Field Force Management as the authorized partners/distributor of 7 international companies.



- SSL Wireless is representing top technology and security service companies as their local partner in Bangladesh such as, Symantec (previously VeriSign Inc.), CA Technologies, Thawte, GeoTrust, SAP, AlienVault, SolarWinds, Amazon Web Services etc.
- SSL is providing mobile WAP and web based news services to different news media such as

## Banglanews24.com & Prothom-Alo.

- SSL manages the biggest competition based nationwide events (i.e. PEPSI Football Mania, Marks All-Rounders etc.) for the MNCs, Media channels and Mobile Operator partners.
- SSL is providing research based non-conventional guidelines to the channels/producers to make TV programs more interactive, innovative and interesting enough to push up Channel TRPs.
- SSL provides Bulk SMS, Push-Pull facility to different corporate business houses and association in Bangladesh.
- SSL has provided SMS service for PEPSI's popular prize winning contest "PEPSI Football Mania" and managed a Call Center Service for the contest. It is also providing SMS notification and registration service for the nation's biggest talent hunt "Marks All-Rounder-2010". In addition to providing Push and Push-Pull SMS services SSL is also providing web services for Mark All- Rounder website.

- SSL has developed an online payment gateway called SSLCOMMERZ that enables merchants to receive payments on the internet through local credit and debit cards. Since its inauguration different merchants have already connected to SSLCOMMERZ and are providing online shopping service to its consumers. It has developed an e-store called ekushey.com.bd where persons can purchase products using local credit and DBBL Nexus cards.

## Awards & Certifications

- SSL Wireless has been awarded the “Best Innovative Service 2010” Award by Grameenphone for its outstanding efforts in innovation of new mobile services for Telecom Operators and TV channels.



- SSL Wireless has received recognition certificate for SSLCOMMERZ, the 1st Online Payment Gateway in Bangladesh In the recent National Digital Innovation Award South Asia 2011 held in Bangladesh,

- SSL Wireless has received recognition certificate for the 1st Mobile Banking Service in Bangladesh in the “mBillionth Award South Asia 2011” held in New Delhi, India.



- eTunes.com.bd, the online music portal of SSL Wireless, won the BRAC Manthan Digital Innovation Award 2016 for developing an online legal music distributing channel for Bangladesh. It has also won The Manthan Award South Asia 2016.

- DESCO Mobile Application, designed and developed by SSL Wireless, has won the “CHAMPION” award in the National Mobile Application Award 2016 organized by the ICT Division of the Government of the People's Republic of Bangladesh.



- SSLCOMMERZ became the CHAMPION of the BASIS National ICT Awards 2017 In Financial Industry Application category.



SSLCOMMERZ has been certified as Top- Level Service Provider as per Payment Card Industry Data Security Standards (PCI DSS v3.2), the highest industry rating a business can attain for payment data security.



## SSLCOMMERZ Merchants/ Corporate Clients

Our secure Online Payment Gateway platform **SSLCOMMERZ** is the first & largest Merchant Solution Provider (MSP) of Bangladesh having 1000+ e-Commerce websites under coverage, among which some are noted below:

### Education Sector



### Travel & Aviation



### Mobile Airtime & Internet Recharge



## Online Ticket Purchase



## Life Style Product



## Online Music Production



## E-Commerce Websites (Exclusive)





## 2.6 Products & Services

SSL Wireless provides Value Added Services (VAS) and mobility solutions to the telecom operators, corporate, banks & financial institutes, government organizations, and SME segments and is connected to all the six mobile operators in the country. SSL specializes in the SMS, MMS, IVR, WAP, J2ME, and WEB based solutions and has been the market leading ASP to generate additional revenue for these organizations. From its beginning, SSL has been providing many different critical application solutions to the financial industry in the space of Mobile Financial Services (MFS) like SMS/Mobile Banking, Alert Banking, M-Insurance, M-Stock, Agent Management, Mobile Airtime Recharge etc. SSL has also started its Merchant Payment Services through SSLCOMMERZ gateway providing solutions to merchants and banks as the hub in the middle.

### 1) Short Code Management

SSL empowers its customers to communicate between varied IT backend systems and mobile phones using SMS Services. We provide a unique, end-to-end, global carrier-grade mobile data service. Its mobile data service offering includes "plug and play" application licensing and hosting. Employing a partnership with Mobile operators, worldwide recognized content providers and Mobile Handset producer, with a clear focus on SMS and mobile based data communication.

SSL's Short Codes service allows enterprises to create a unique mobile identity and managed SMS based campaigns and initiatives through a web based interface. SSL's provides web based tools that allow:

- Short Code Management
- Keyword Management
- Campaign Management
- Real-Time Data Analysis
- Piracy Guard
- Retailer's Stock Request Alert / Inventory Management
- SMS Based Order Management
- Reservation service

## 2) Business SMS

In the modern era of communication, SMS (Short Message Service) has become an effective medium of communication to disseminate information to the target clients and stakeholders. It is a useful medium through which the clients can be reached in the shortest possible time and in the most direct channel possible.

We have a segmented database of around 3 million mobile numbers, which could be utilized to reach large number of customers within shortest possible time. This service will reduce cost and expense of marketing communication and increase market image of your company. You can also send Bengali SMS to your target customers and achieve a greater impact in the market. The SMS can be read if the handsets are compatible with Bengali fonts.

## 3) Push-Pull SMS Marketing

World's best marketing tool is now available at your disposal. Incorporating the Push-Pull SMS marketing, consumers can request your special offers and take part in various marketing campaign. Get a keyword on our SMS Short code number to get connected with your customers anywhere any time. Incoming messages can be directly submitted to your database or you can also view the same from our website. Push-Pull SMS marketing offers one stop interaction media through which we could interact with our customers directly and conduct various Media Promotion events like Contests/ Survey, Lucky Winner Draw, Bids, Product Enquiries, Lead generation in a cost effective manner.

## 4) Payment Gateway (SSLCOMMERZ)

We at SSL Wireless, have come up with the secure online Payment Gateway platform, **SSLCOMMERZ**, to make internet shopping as simple, secure and rewarding as using cash. SSL Wireless has been able to become the first & largest Merchant Solution Provider (MSP) of the country having 1000+ top e- Commerce websites under coverage through SSLCOMMERZ. With this facility, merchants are able to offer their clients a secured way to make payment for products and services from their Bank Accounts, Debit Cards or Credit Cards, Proprietary Cards along with Internet Banking and Mobile Banking. The design of this Payment Gateway is structured in such a way so that it can facilitate from all existing and advanced technology in Bangladesh. It uses encryption and an end-to-end data authentication system to assure clients of security. SSL Wireless also developed e-commerce websites for many companies with integration to the Payment Gateway for transferring payments from the customers' account to their bank account.

While SSLCOMMERZ is integrated with a merchant's or company's website or mobile app, the users are able to make payments using different payment channels such as their Bank Accounts, using Debit/Credit Cards, or Internet (Net) Banking or Mobile Banking.

SSLCOMMERZ was nominated for Excellence in Online Payment Service in the National Digital Innovation Award South Asia 2011, and was awarded the Payment Systems Operator (PSO) license by the Central Bank of Bangladesh.

### **5) Virtual Recharge (easy.com.bd)**

For the first time in Bangladesh, SSL Wireless has introduced Mobile Airtime Recharge along with postpaid bill payment service for third parties through its Virtual Recharge Platform called **easy.com.bd**. Individual users can register into this portal and recharge their mobile airtime using different payment channels through the SSLCOMMERZ gateway. Several banks and online portals are using the API services of Virtual Recharge to send prepaid recharges and postpaid bill payment to any mobile number of all the six domestic mobile operators.

Through easy.com.bd customers can instantly recharge their prepaid or pay postpaid connection bills by using their Bank Accounts, Debit/Credit Card or Internet Banking or Mobile Banking. Users can also recharge their 'Qubee' and 'Banglalion' internet connections through this online portal or mobile application of the same name.

We also have a special platform called "Easy Corporate" for corporate houses or resellers who wish to send mobile airtime recharges to a group of mobile phone subscribers in bulk through online. Corporate users of this platform can purchase airtime from us and allocate balance to their employees and clients.

### **6) Online Music Portal (etunes.com.bd)**

SSL Wireless has launched the first ever legal online music platform in Bangladesh named **eTunes.com.bd**. eTunes provides high quality MP3 musical contents with preview facility. Users can purchase their desired song by debit/credit cards or using internet banking or mobile banking options through the SSLCOMMERZ platform.

eTunes aims to empower all the stakeholders connected to the music industry by establishing a transparent means of music distribution through Digital Media while satisfying the thirst of music lovers by introducing quality songs of different genres. eTunes aims not only to make it convenient for citizens but also save our music industry by saving the struggling artists & musicians. eTunes also ensures the royalty of singers, composers, lyricist and others related with music.

eTunes, at large, is to benefit the music industry of Bangladesh by creating a legal online music distribution channel. The key objective of eTunes is to stand against piracy. At present, eTunes is also working with producing and promoting new songs. eTunes has won the BRAC Manthan Digital Innovation Award 2016 and the Manthan Award South Asia 2016.

## 7) Digital Marketing (Ngage)

Ngage is a digital marketing and creative services wing of SSL Wireless. Ngage works with Digital Marketing, Content Development and Media Buying g Management. It assists clients to build a strong market value and accelerate a better brand position through digital marketing. Ngage aims to provide branding services in the most accurate and effective way. Understanding online market and social media, Ngage provides strategy, development, consultation and execution to bring all aspects of social media and traditional marketing efforts into alignment with unified goals and purpose.

Ngage is providing 360-degree solutions to brands and organizations, assisting them to build a strong market value and accelerate a better brand position by marketing of products & services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The work scope of Ngage includes the followings:

- Social Media Marketing/Management (Facebook, YouTube, Instagram, LinkedIn etc.)
  - Content Strategy
  - Creative Content Creation (Jpeg, GIF, 360 Degree Image, 3D Image)
  - Engagement Campaign
- Search Engine Optimization (SEO)
- Apps Store Optimization (ASO)
- Search Engine Marketing (SEM)
- Email Marketing
- RDC Making
- Video Making
  - 2D Video
  - AV making
  - Animated Video

- Motion Graphics
- Media Buying
  - Local Impression (Prothom Alo, NTV online, BDNews24 etc.)
  - Google Display Network (GDN)
  - Facebook (Like, Engagement, Impressions, Reach)
  - YouTube
  - Instagram
  - LinkedIn
  - Viber
  - Radio
- Print Ads (Magazine, Newspaper etc.)
- Facebook Page Verification
- Online and Offline PR
- Newsletter Making

Ngage is the best at improvising with clients' resources to provide them with the most optimized solution based on their needs. Ngage is built with a breadth and depth of strategy services - across business, brand, experience, channel and technology. Ngage helps brands to build strong equity, figuring out their positioning, USPs, and objectives, for their desired specific goals. Defining the space a brand should occupy in the minds of the Target, determining what emotional and communication levers will drive the business strategy. By bringing these perspectives together, Ngage creates a comprehensive strategic vision for clients' brand's engagement through digital channels.

## Our Clients



### 8) Field Xpress – Field Force Management Application

Field Xpress is a cost effective, easy to use solution that will unleash the full potential of your field force. Field Xpress is an On-Demand mobile-based solution that makes managing field sales or distribution teams very efficient and easy.

The portfolio of these solutions have been developed with years of industry specific research, experience and knowledge. With features such as call management & scheduling, lead management, time & location reporting, Travel & Expense capture, Field Xpress provides valuable field insights to management, ensures effective deployment of field personnel and empowers them to complete their activities and report the same through their mobiles. As a result our products foresee the specific needs of mobile users including Sales Reps, distribution reps, insurance claims processors and warehouse operators.

### 9) Mobile Application Development - Android/iOS/Windows/Java

If you're wondering where to reach your customers these days, we have two words for you: mobile apps. According to a recent study by Flurry, US consumers are spending more time on mobile apps than they are browsing the web- on either mobile phones or a computer. That's a huge leap—and it happened in just three years.

The implications for businesses are huge. It means that mobile apps for the tablet and Smart Phones are here to stay, and mobile applications development can provide you with a powerful platform to engage your customers. Mobile apps let your customers interact with your company anytime, anywhere, and on any device, even without an Internet connection.

Our mobile apps development services make any customer interaction easier – from shopping and payment to finding information or placing an order.

#### **10) IVR & Call Centre**

We can provide complete call center solution in both hosted and in-house module. We can also provide call center Telephony Software as per your requirement. We also offer consultancy on and any kinds of Call Center, IP Telephony related issues.

IVR solutions have used pre-recorded voice prompts and menus to present information and options to callers, and touch-tone telephone keypad entry to gather responses. Modern IVR solutions also enable input and responses to be gathered via spoken words with voice recognition. IVR solutions enable users to retrieve information including bank balances, flight schedules, product details, order status, movie show times, and more from any telephone. We can design total Interactive Voice Response systems as per your organizational requirement.

#### **11) Web Design & Web Application Development**

SSL Wireless is well experienced in designing and developing static and dynamic websites, including e-commerce sites, for businesses of all sizes. We are also capable to develop WAP enabled sites, especially suited for the use by mobile phones. Our concept is simple: we create the absolute best place on the web for your company. Before anything else we do, we learn who you are and how you do it. Our amazing custom design team goes to work sun up or sun down to bring that same allure, personality and success to your online home. We can work on PHP, Java, .NET, Cold Fusion to meet the complex requirements and high expectations of our valued clients.

#### **12) Digital Security (SSL) Certificate from Symantec**

SSL has been working as a valued partner of Symantec Inc. (previously VeriSign Inc.) who has been selling their products in Bangladesh. SSL is also offering the SSL Certificates of Thawte & GeoTrust.

#### **13) Symantec Web Server Certificates**

Symantec Website Security Solutions, formerly available from VeriSign, include industry-leading SSL, certificate management, vulnerability assessment and malware scanning. The Norton Secured Seal (previously known as VeriSign Seal) and Symantec Seal-in-Search assure your customers that they are safe from search, to browse, to buy.

#### **14) Thawte SSL Web Server Certificates**

Thawte SSL Web Server Certificates secure confidential information exchanged online and confirm your site's identity to employees, business partners, and other users. When users click the Thawte Trusted Site Seal or view certificate details, your organization name appears and shows that Thawte, a trusted certificate authority, has verified the site's identity.

#### **15) Geo Trust SSL Certificates**

The GeoTrust brand, with over 100,000 customers in 150 countries, has the second largest user base in the internet security industry after VeriSign. This brand has been characterized as a source for convenience, fast certificate issuance and very competitive prices. They offer an automated authentication process which, depending on the type of certificate requested, may achieve certificate delivery within minutes of receiving an order.

#### **16) 3D Secure ACS Platform from CA Technologies**

SSL Wireless has started working with CA Technologies, Inc. in Bangladesh as their partner for providing the cloud based Authentication services to the local banks and financial institutes.

The explosive growth of e-Commerce has focused attention on CNP fraud. Cardholders worry about e-Commerce security while card issuers are concerned about the risks and costs of payment fraud. 3D Secure makes online shopping safe and reduces fraud. Today's 3D Secure also enables an uninterrupted, dynamic and personalized online shopping experience. CA's solution allows you to implement a 3D Secure program (Verified by Visa, MasterCard Secure Code, American Express Safe Key) to reduce the risk of card fraud in 3D Secure transactions so that organizations and cardholders are protected. With CA's solution you can offer your cardholders robust E-Commerce payment security, personalized 1-1 marketing and better customer service.

#### **17) Digital Warranty**

This service will eliminate the need to issue paper based warranty cards. The customers will send an SMS with the unique code affixed on the product. Once they do that they will be registered for the warranty service and the customer's mobile number will be stored in a database. Whenever the customer makes a warranty claim they will send to a specific short code which will give an automated response with the warranty status for that



### **18) AlienVault**

SSL has started working in partnership with AlienVault - a developer of commercial and open source solutions to manage cyber-attacks, including the Open Threat Exchange, the world's largest crowd-sourced computer-security platform with more than 26,000 participants in 140 countries that share more than one million potential threats daily. AlienVault Labs threat research team maps out the different types of attacks, latest threats, suspicious behavior, vulnerabilities and exploits they uncover across the entire threat landscape. They leverage the power of OTX, the world's largest community-powered repository of threat data to provide global insight into attack trends and bad actors.

With the resources and support from AlienVault, SSL is working to address and provide proper solution to the banks and financial institutes of the country, complying with the Circular issued by the Bangladesh Bank about Cyber Security Management in Finance/Banking Industry.

### **19) Customized Solution**

Looking for competent custom software solutions? We create it for you. Rising competition in IT industry has given rise to desire of custom software development that requires an in depth proficiency of developers and flexible yet structured methodology to create high quality software development solutions with tactical differentiation and operational superiority. We believe in increasing competitiveness in the global scenario by offering:

- Experienced, skilled, highly qualified and technically proficient staff dedicated to your project.
- Full cycle software development process, right from product design and offshore software development to outsourcing application support, maintenance and enhancement.
- Cutting down and integration of multiple process initiatives.
- Unparalleled speed of execution.
- Reduction of development costs.
- Compression of development time.

## **Digital Marketing**

All the marketing activities that use an electronic device or the internet are a part of Digital Marketing. Channels such as search engines, social media platforms, e-mails, websites, mobile based applications, landing pages etc are called digital channels are used to reach and connect with current and prospective target audience. The target audience spends most of their time in the digital channels. Targeting the audience could be done by based on their demographic, social segmentation, interests, location etc. Digital marketing involves the promotion of products and services using digital distribution channels that reach consumers in a timely, relevant, personal and cost-effective manner.

### **3. Channels of Digital marketing**

Based on the strategy to achieve the goals appropriate channels are used for digital marketing. Here is a quick rundown of some of the most common digital marketing strategies and the channels involved in each one.

#### **3.a Social Media Marketing**

Social media is now the most mainstream medium for digital marketing. The most important digital space to create brand awareness, generate leads and drive traffic. The following channels can be used for social media marketing:

- Facebook
- Instagram
- Twitter
- YouTube
- Pinterest
- LinkedIn
- Snapchat
- WhatsApp
- Imo
- Viber
- Line
- We Chat
- Vimeo
- Tumblr
- Vine
- Vero etc.

## FACEBOOK USAGE ANALYSIS

A closer look at Facebook use, broken down by mobile use & self-declared gender of users

**JAN  
2018**

TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**30.00**  
Million

ANNUAL CHANGE IN  
FACEBOOK USERS  
VS. JANUARY 2017



**+15%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**93%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**26%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**74%**

## AVERAGE FACEBOOK ENGAGEMENT RATES

The no. of people who engage with a FB page posts vs. the no. of people that those posts reach

**JAN  
2018**

AVERAGE  
ENGAGEMENT RATE  
FOR FACEBOOK  
PAGE POSTS  
(ALL TYPES)



**4.16%**

AVERAGE  
ENGAGEMENT RATE  
FOR FACEBOOK  
PAGE VIDEO POSTS



**5.44%**

AVERAGE  
ENGAGEMENT RATE  
FOR FACEBOOK  
PAGE PHOTO POSTS



**14.27%**

AVERAGE  
ENGAGEMENT RATE  
FOR FACEBOOK  
PAGE LINK POSTS

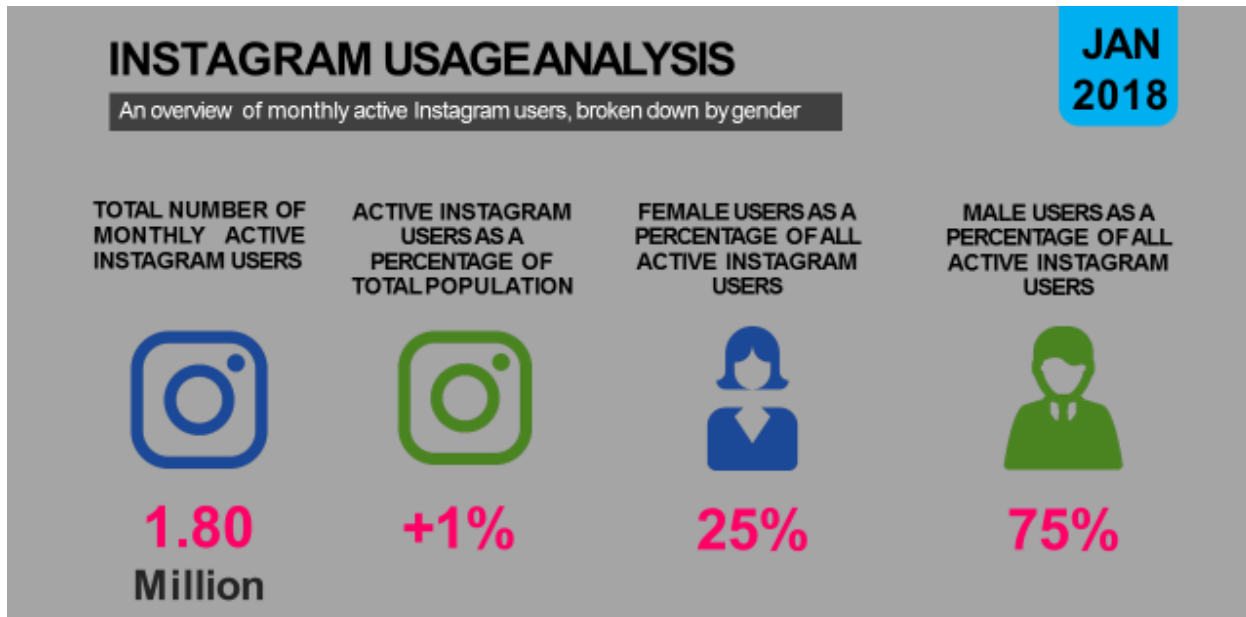


**3.96%**

AVERAGE  
ENGAGEMENT RATE  
FOR FACEBOOK  
PAGE STATUS POSTS



**2.20%**



### 3.b Search Engine Optimization (SEO)

The process of Website optimization that helps to rank a Website higher in the search engines by using the right keywords. The number of organic or free traffic increases through SEO. The following channels are used for SEO:

- Websites
- Blogs
- Infographics

### 3.c Search Engine Marketing (SEM)

SEO is a part of Search Engine Marketing. While SEO drives organic traffic, Search Engine Marketing can also use paid ad placement using Pay-per-click (PPC) or cost-per-click (CPC). These tools can help to rank a website higher in search engines.

### 3.d Creative Content Marketing

To create brand awareness, generate leads, increase traffic and grow customer engagement contents need to be created and promoted through the digital mediums. The channels include:

- Static Content Creation  
(JPEG, GIF Picture)
- 360 Degree Image
- 3D Image

- 2D Video
- Audio Visual (AV) Making
- Animated Video
- Motion Graphics
- Blog posts
- Infographics

### **3.e Affiliate Marketing**

Affiliate Marketing is promoting a product or services through someone else's website. The person promoting it receives commission based on the performance of the promotion. Affiliate marketing channels include:

- Hosting video ads through the YouTube Partner Program
- Posting affiliate links from social media accounts

### **3.f Native Advertising**

Native advertising refers to non-paid contents such as contents that are featured in advertised in different platforms such as Facebook, Instagram etc.

### **3.g Marketing Automation**

Basic marketing operations that are repetitive can be automated through software's which is known as marketing automation. Tasks that can be included:

- Email newsletters
- Social media post scheduling
- Contact list updating
- Lead-nurturing workflows
- Campaign tracking and reporting

### **3.h Email Marketing**

When E-mail is often used to promote content, discounts and events, as well as to direct people toward the business's website it is called E-mail marketing. The types of emails that are sent in an email marketing campaign include:

- Blog subscription newsletters
- Follow-up emails to website visitors who downloaded something

- Customer welcome emails
- Holiday promotions to loyalty program members
- Tips or similar series emails for customer nurturing

### **3.i Online PR**

Traditional PR in the digital space is online PR where digital publications, blogs are published earning an online coverage. The channels include:

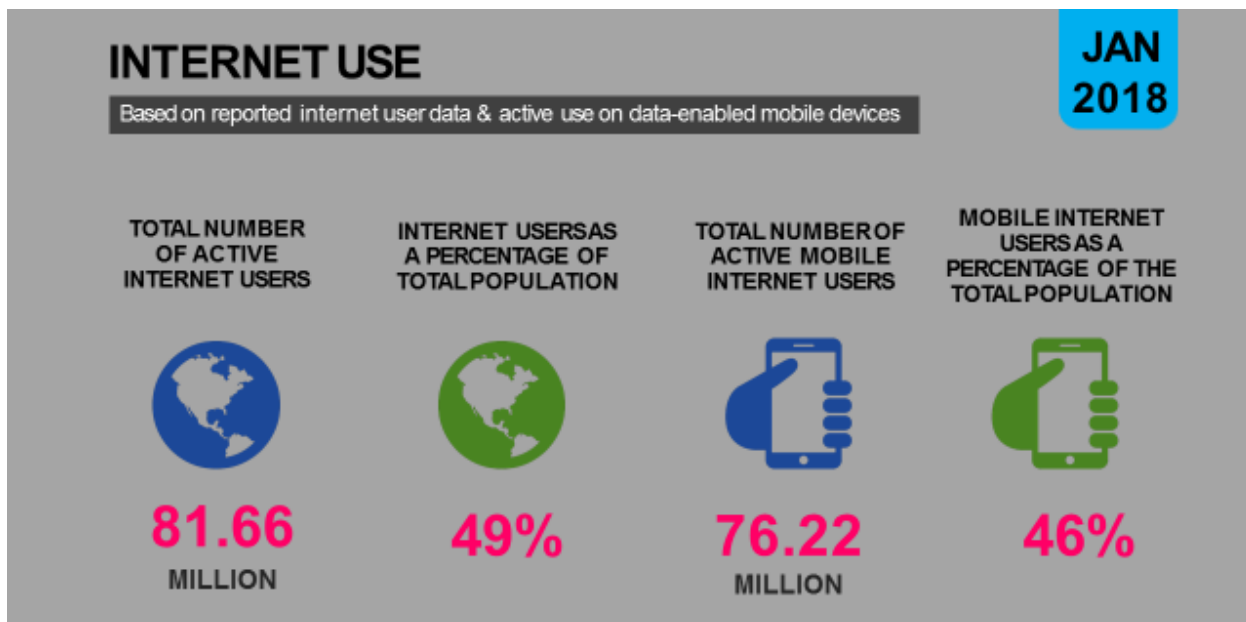
- Reporter outreach via social media
- Engaging online reviews of your company
- Engaging comments on your personal website or blog

### **3.j Inbound Marketing**

Inbound marketing refers to the "full-funnel" approach to attracting, engaging, and delighting customers using online content. Every digital marketing tactic listed above throughout is an inbound marketing strategy

## Marketing through Digital Marketing and Its Impact

The whole world has seen a change in relationship between a brand and social media. All thanks to social media. The way customers can interact with their choice of brand is now revolutionary which has impacted the global business astronomically. Businesses are now diverting their marketing budgets more and more in the digital media, The reason is easy, planning budget on digital media is easier as businesses can easily reach their target audience, measure the success, analyze the results, retarget their audiences, build a loyal customer base, interact with their customers directly and most importantly it is very much cheaper than the traditional way of marketing and again very much easy. Consumers now hold a lot of power in their hands in digital media as they now have a voice. Since the 1900s and 2000s



Digital marketing has developed strongly. Brands can now utilize this technology as a tool for digital communications in a very efficient way. The campaigns of Digital Media are becoming very widespread creating new boundaries and breaking new barriers. Brands can analyze the day to day life of consumers and incorporate their marketing plans into the digital media in such a way. The reason it is so easy now is because the consumers now use digital devices all the time and penetration to the internet is growing everyday making reaching the target audience faster and easier. Communication tools such as social media, google search, websites, e-mail etc help to connect with consumers digitally. Digital Communication tools such as -

- Search engine optimization (SEO)
- Native marketing
- Content marketing
- Content automation

- e. Search engine marketing (SEM)
- f. Data-driven marketing,
- g. Campaign marketing
- h. E-commerce marketing,
- i. Influencer marketing
- j. Social media marketing
- k. Social media optimization
- l. E-mail direct marketing
- m. Display advertising
- n. E-books
- o. Optical disks
- p. Games

are becoming more common every day in the life of a Digital Marketer. Even sms and mms which doesn't need internet connection is also a medium for Digital Marketing where brands can reach their loyal customers through only targeting that audience. All these developments digital marketing is not a stranger to Bangladesh. As an emerging economy in the global world Bangladesh has already caught up in this development and has created campaigns in the digital platforms that have been praised globally. The people are now happily consuming the opportunities created by the evolution of smart gadgets, telecommunication sector, e-commerce sector, and mobile financial services sector. Recently the growth of 4G internet activity has resulted in mass level social networking causing the video views to go up. The integration between mobile integration services and the boom of e-commerce has changed the socio-economic environment of Bangladesh. This trigger has changed the consumption pattern and behavioral trend among the target audiences. The impact has also changed the trends in industries such as -

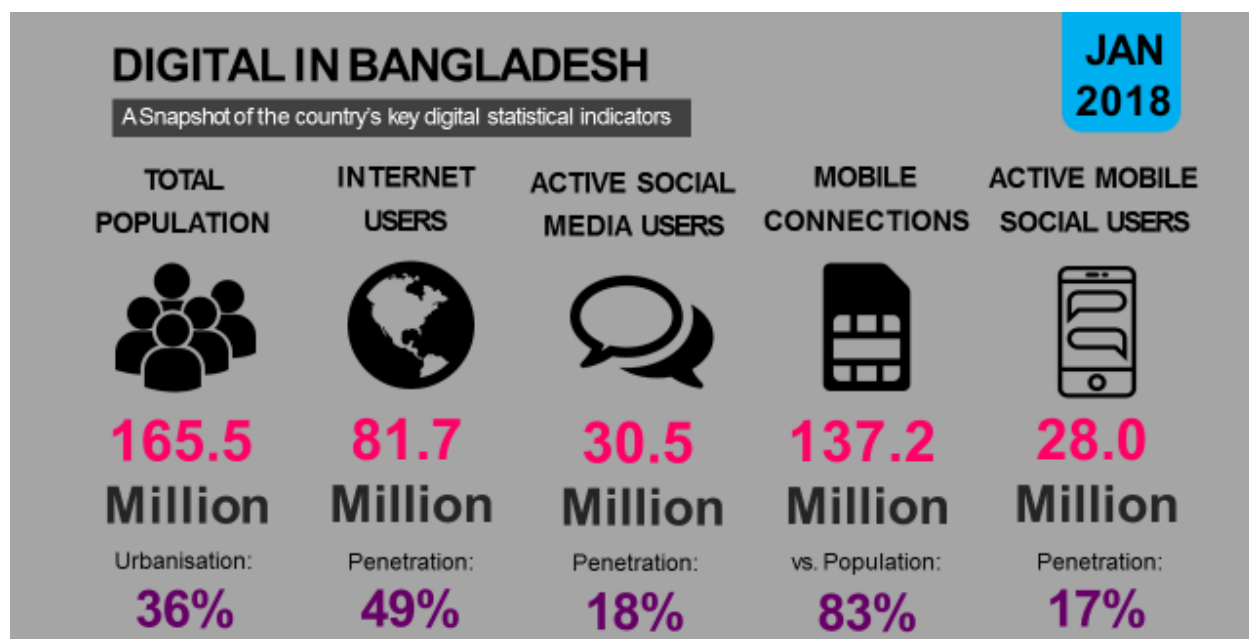
- a. Food and Beverage
- b. FMCG
- c. Consumer durable products
- d. Telco
- e. Apparel
- f. Footwear
- g. Tourism and Healthcare products
- h. Banking

With the Bangladesh Bank, central bank of Bangladesh, step to permit the implementation of e-payment gateways in 2009, e-commerce businesses have grown rapidly. It is observed that many B2C businesses operate under the hybrid model incorporating "cash on delivery" mechanisms actually shows that the system is not widely accessible



or useable by mass consumers. Within five years between 2007 and 2012 the e-commerce and online auction area grew by 10.4% and is anticipated to grow by 8.8% annually during 2017. The total numbers of businesses operating in the e-commerce sector are projected to grow exponentially to 61K+ over the next five years as reported by IBIS World. These digital improvements happened around us, taking part within last three or four years made our lifestyle easier. Digital Marketing improvement gives the brands an opportunity to reach the maximum number of audience with more cost effective way. That's why the brands also prefer this communication platform to introduce, innovate and implement their marketing strategies through this digital media

### Digital and Social Media Marketing in Bangladesh Facts



Digital Marketing and Social Media Marketing have been undergoing a big change in recent times, the world over. More people are moving online for the information. Decisions are being made by customers using social media and online resources, rather than just seeing ads. Digital is also giving customers the flexibility to consume what they are interested in.

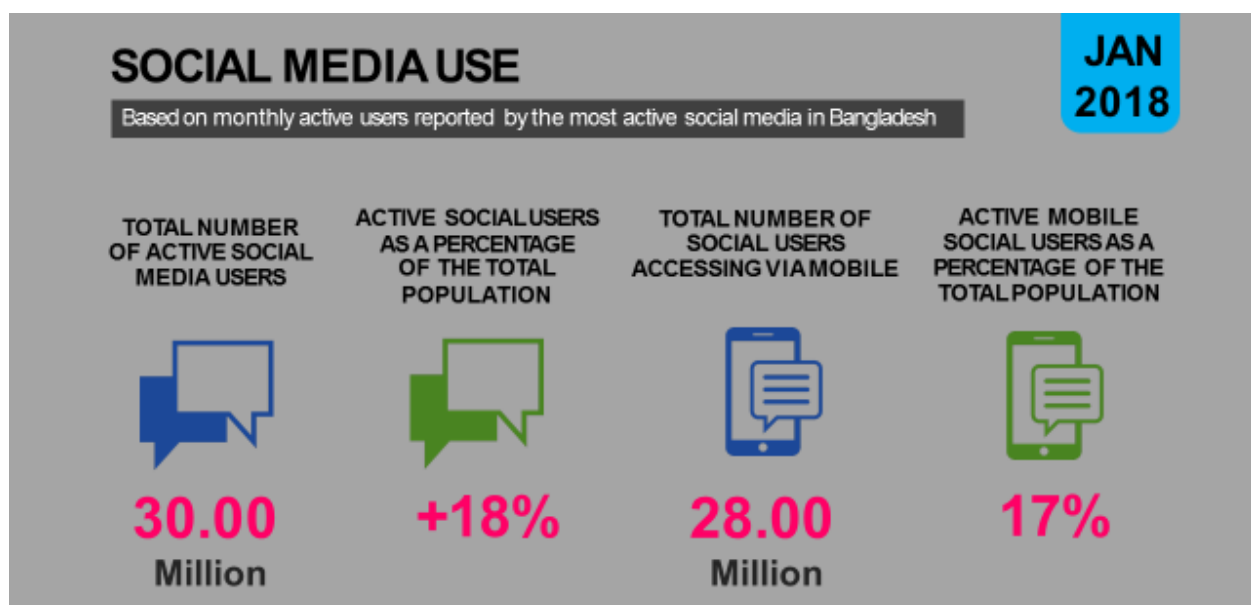
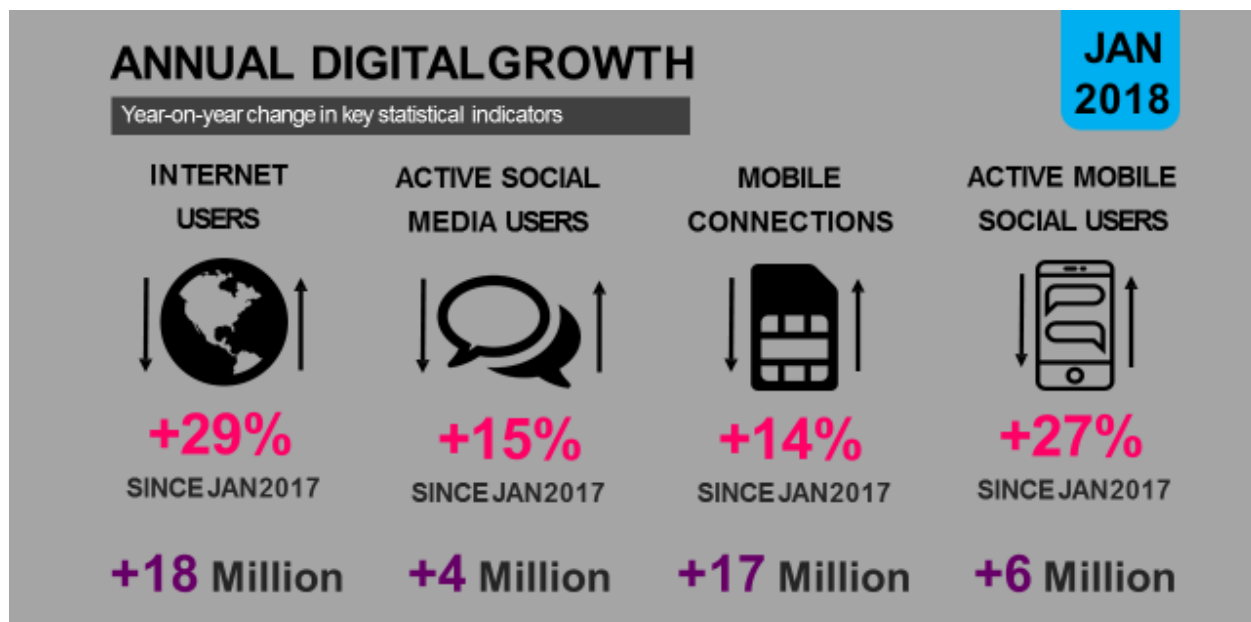
With the changing trends, even brands and organizations are spending more resources on channeling their advertising online and to make information more relevant and focused on customers. Organizations, as they continue to invest in traditional media, are further creating digital marketing strategies and learning to manage their social marketing better. These trends are no different for Bangladesh.

Over the past several years, digital and social media marketing has gained significant prominence. More and more brands are now getting routed to digital platforms right from Facebook to Instagram and other platforms. For digital marketers, it becomes important to keep track of the latest social media facts to make important decisions. Here is a compilation of the social media stats, facts and figures from Bangladesh in 2018

1. Of the total population of 166.5 million, 36% are urbanized population.
2. There are close to 81.66 million internet users.
3. The internet usage penetration is 49% (81.7 Million).
4. There are over 30 million active social media users in Bangladesh.
5. The active social media penetration is at 18% (30.5 Million).
6. The mobile connections are at 83% (137.2 million).
7. Amongst the social media users, 74% identify as male and 26% identify as female.
8. The overall mobile connection penetration is at 83%.
9. There are 28 million active users on social media, access it through their phone.
10. The total number of active mobile Internet users as of now is 76.22 Million.
11. Active mobile social media user penetration is at 17% (28.0 Million).
12. There has been over 27% increase in internet users since January 2017.
13. There has been an increase of 15% active social media users since January 2017.
14. There is over 14% increase in mobile usage.
15. There has been over a 27% increase in active mobile social media users.
16. Laptop and desktop users have increased by 13% to 25%.
17. Usage of mobile phones is 74% and is expected to increase.
18. Tablet use has come down to 1% and reduced by 14%.
19. 48% users in social media use Facebook. Facebook continues to be the most important platform for social media and digital marketing.
20. On an average, the engagement rate for a Facebook page post is 4.16% in Bangladesh.
21. Videos are becoming increasingly important to digital marketers also using videos to spread the word. This explains the 6% users that are on YouTube and it is forecasted to increase.
22. On an average, engagement rate for Facebook Video Posts is 5.44%
23. 93% of the users are on Twitter.
24. 66% of the users are on Pinterest.
25. 17% of the users are on Google+.
26. 13% of the users are on LinkedIn.
27. 80 Million Users are active monthly on Instagram, 25% are female, while 75% are male.

28. 3% of women prefer making payments online, while 0.5% are the men making internet payments in the country.
29. There is an increasing growth in the number of digital media organizations in Bangladesh because of the increasing number of people joining online.
30. Traditional forms advertisement in Bangladesh is been taken over by social media ads and will continue to as the year unfolds.

Digital technologies are slowly changing the fabric of our lives. Whether it is how we communicate, what information people consume, or how they consume the information is constantly changing. This trend promises to only grow and expand in the future. Product and service companies are changing how they are using the online platform and engaging more with their audiences.

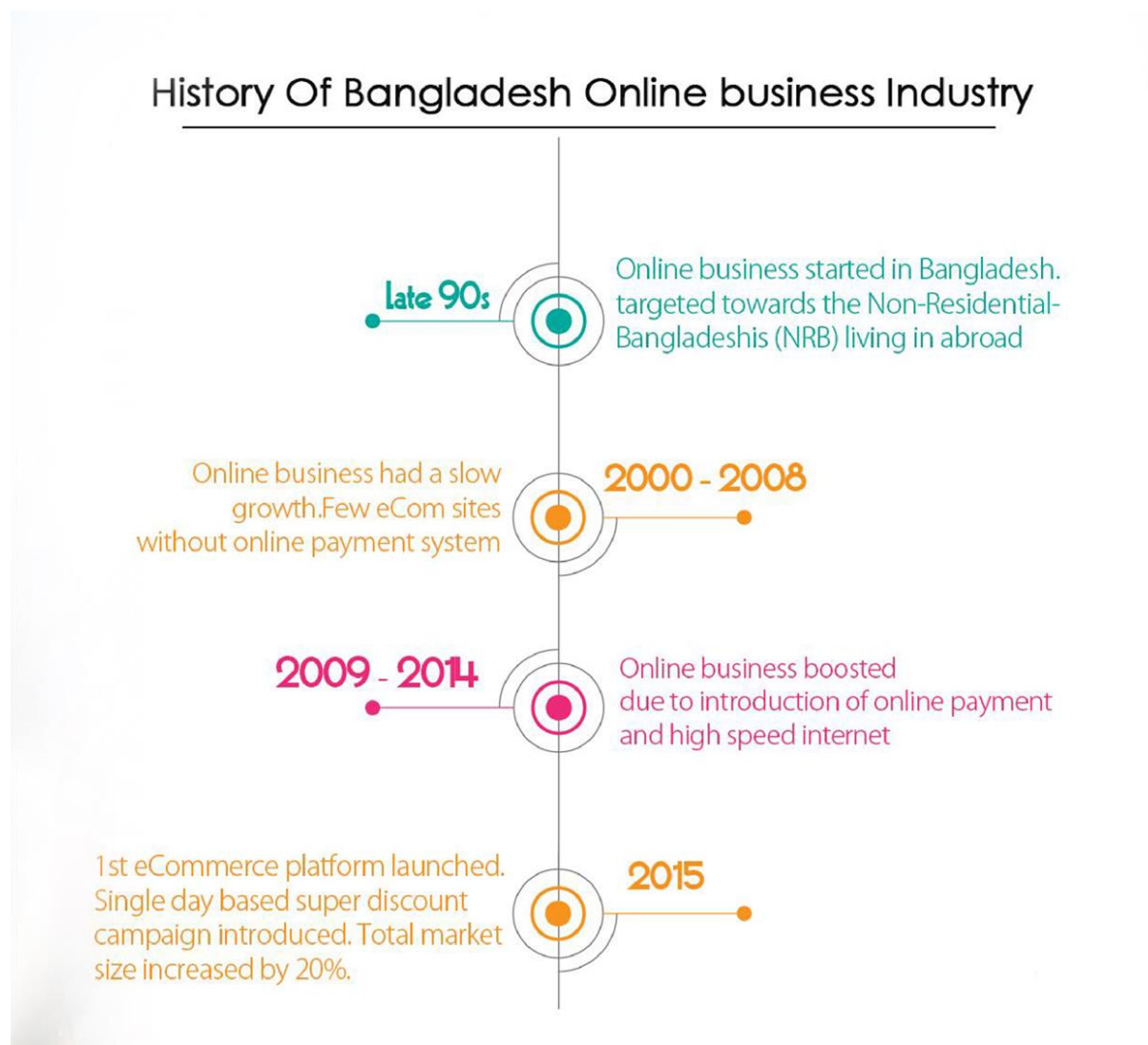


## Impact of Digital Media in E-Commerce Industry in Bangladesh

One of the most impacted industry in Digital Marketing is without doubt the E-Commerce Industry. The active market size is 1000 Crore BDT per year while it is estimated that if the market size is 100% active the probable market size could go up to 7000 Crore BDT. Out of the total Internet users in Bangladesh 22% users shop online while their average spending is 7594 BDT. This rise is happening due to –

- a. Critical mass of internet users
- b. Rising middle class with disposable incomes
- c. Payment Gateway & Logistics
- d. User experience
- e. Big investment

Here is a brief history of Online Business Industry in Bangladesh -



The impact has been phenomenal. Though our neighboring countries have gone further from us due to them embracing the digital media years before us. Here is a comparison between neighboring countries of the e-commerce industry



While the Indian Market size is now y17 Billion within five years it will go up to y100 Billion & the Chinese market size to y1.2 Trillion

## Impact of Digital Media in Payment Industry in Bangladesh

### Digital Payment Channels in Bangladesh



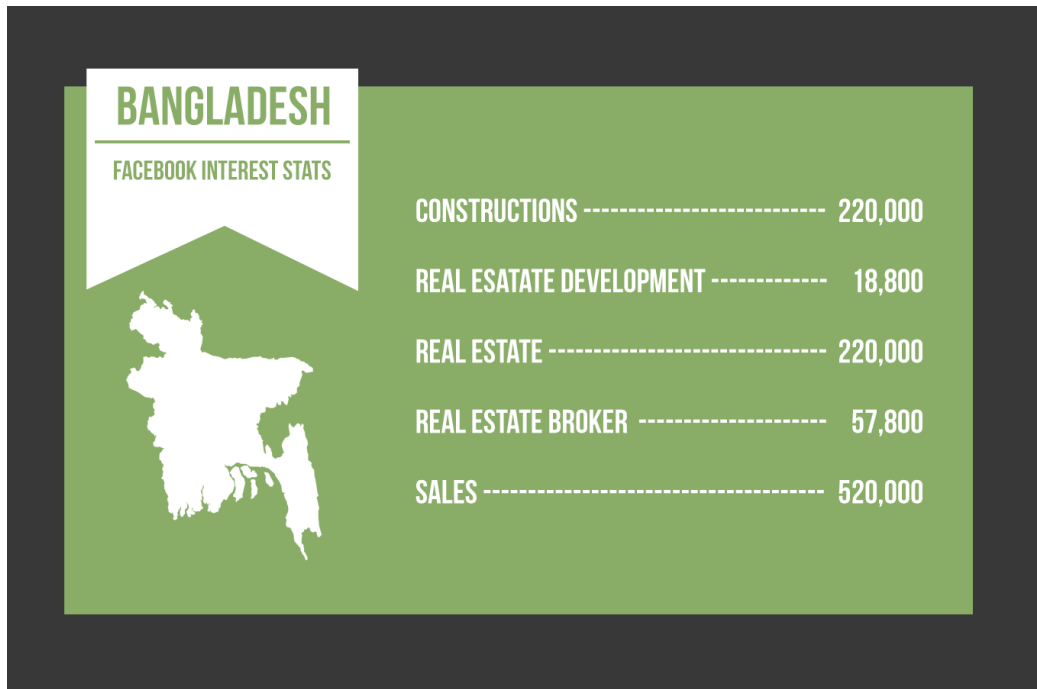
### Digital Payment Channels in Bangladesh Facts

- 1,550,101 Internet Banking Customer
- 40 Million account number
- 3.8 lakh total daily card transaction
- 2% credit card charge
- 5,760 CRORE Value of Transaction
- 8.3 Million Debit Card Number
- 1000+ Ecommerce Site
- 8 LAKH Transactions Per month
- No of atm 9,158
- No of pos 34,228
- No of debit cards 1,02,93,308
- No of credit cards 9,06,367
- No of formal e-commerce sites 2,500
- No of e-merchant in social media 7,000
- Atm cash withdrawal tk. 1,11,276 core per year

- E-com digital payment 409 core Bdt per year
- Pos payment tk. 11,868 core per year
- 3.45% of total merchant payment is made through ECOM
- 11.02% of total digital money is spend electronically
- No of agents 7.46 lac
- No of accounts 5.26 cr
- NO OF ACTIVE A/C 2.14 CR
- Salary/stipend disbursement 419 cr/mo
- Mobile recharge 502 cr/mo
- Amount of transactions 26,171 cr/mo
- Utility/tuition fee payment 227 cr/mo
- No of transactions 15.20 cr/mo
- No of transaction/day 49.04 lac
- Amount of transaction/day 844 cr/day
- Ecom digital payment is only 0.14% of mfs transactions
- Total ecom transaction is 1.02% of mfs transactions
- 15% digital payments 400 crore a year

### **Impact of Digital Media in Real-estate Industry in Bangladesh**

Realtors in Bangladesh spend huge sums of money on outdoor and print advertising, but most real estate companies in the west are using social media and content marketing to reach people effectively, build credibility and convert leads. While the price of land in Gulshan Avenue in Dhaka is almost 4 times the price of land in Manhattan in New York City! Bangladeshi real estate marketers must start exploring their options to leverage the power of interactive social media to drive business more effectively. The emergence of real estate business is a key driver of Bangladesh economy. The best real estate marketers always focus on maximizing ROI. The changing landscape of digital media possesses new challenges and opportunities which marketers should deal with to improve their bottom lines. Most realtors in the real estate industry in Bangladesh are not doing enough experiments with digital media to evaluate its effectiveness, while 84% of the realtors in the west are now using social media professionally to drive sales.



Currently 9.6 million Bangladeshis use Facebook, out of which, 460,000 are talking about housing and real estate. Over 801,000+ Bangladeshi professionals use LinkedIn and 760,000 professionals can be targeted on Facebook. In fact, there are 97,000 CXO level Facebook users in Bangladesh. According to google trends, Bangladeshis have shown great interest in real estate over the past 12 months. Around 12,000 people googled the term 'real estate' in July; 6,000 people googled 'apartments' and 16,000 people searched 'housing'. Customers are looking for the services, but very few local real estate firms are doing the basics to ensure their customers find them through functional website, search engine optimization, search engine marketing and social media marketing.

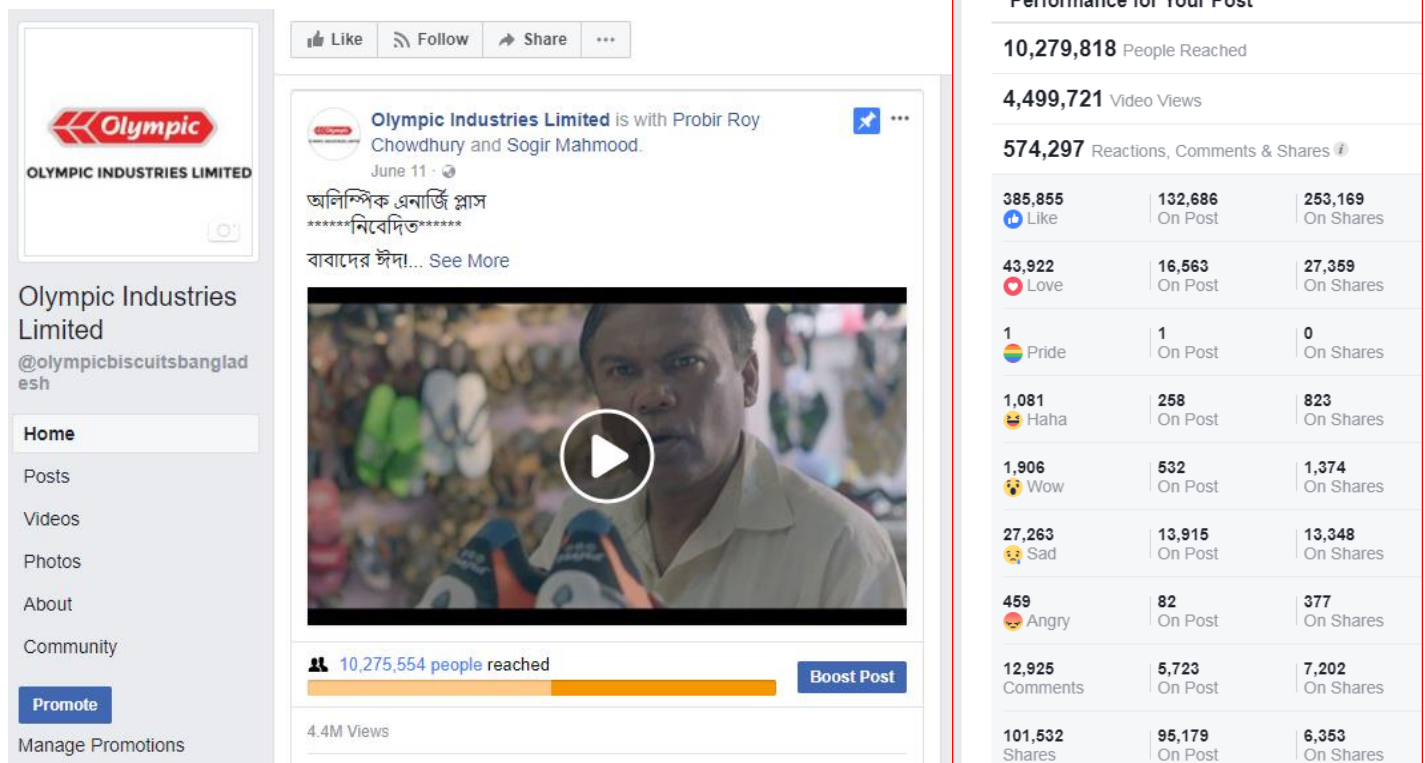


## Case Studies

### 1. Olympic Industries Father's Day Campaign

**BACKGROUND:** The campaign was designed based on the two Festive occasions coinciding. One being Eid-Al-Fitr and the other being Father's Day. We decided that we will not be positioning the product in the campaign as per our research which showed that the Targeted Audience would interact more if there was no product associated with the campaign.

**OBJECTIVES:** The objectives were to align the Brand with the two festive days and show it from a neutral point of view and not with the positioning of the product. Also, to align the campaign with the tagline of 'Olympic Energy Plus' Biscuit tagline "18 Bochor Dhore Banglar Jibon Jure". The success came due to the fact that the Targeted Audience took the content of campaign as their own story as there was no product association with it.



**CORE IDEA:** The core idea was to take the 'Olympic Energy Plus' Biscuit tagline "18 Bochor Dhore Banglar Jibon Jure" and align the emotion of the Target Audience with it. The idea was turned into a strategy with the concept of showing how a father in our country sacrifices his happiness for the betterment of his children specially in Eid-Al-Fitr the main festive and that only after being a father one would understand this sacrifice.

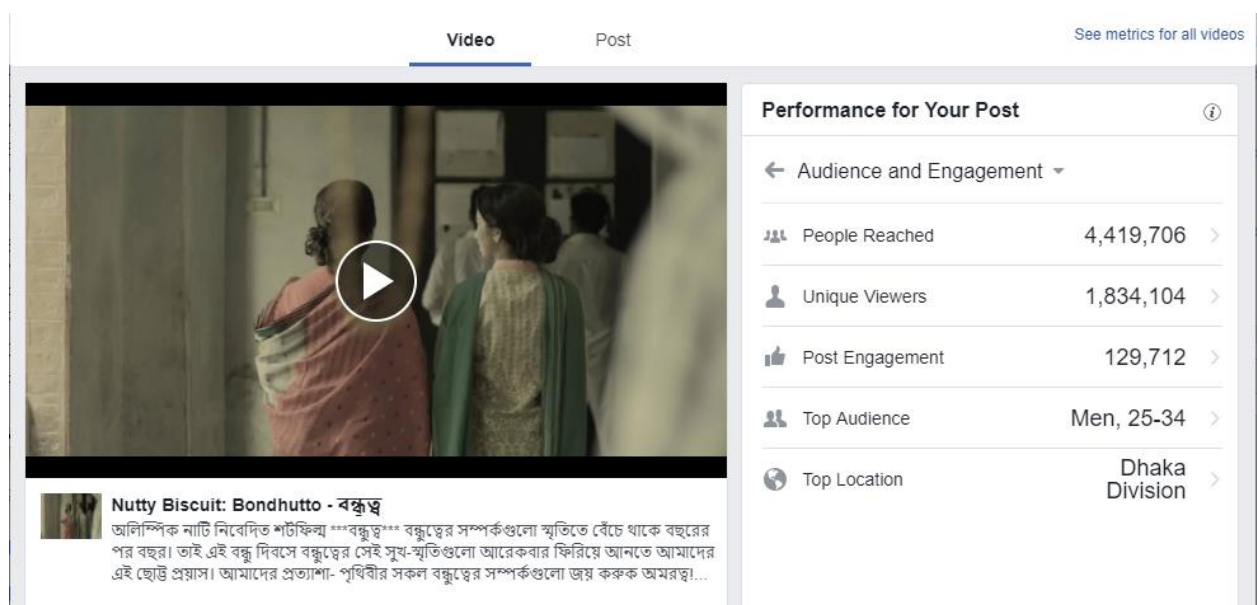
**EXECUTION:** The AV was shot using a Sony F55 and also a few drone shots were taken with the location being in Demra Bazar with a crew of 40 persons.

**RESULTS:** The campaign video ended up with 4.5 Million views, 10,391,879 people reached, 163,000 reactions and 95,000 Shares

## 2. Olympic Nutty Friendship Day Campaign

**BACKGROUND:** The campaign was designed based on Friendship Day. We decided that we will introduce minimum products positioning in the campaign as per our research which showed that the Targeted Audience would interact more if there was less product associated with the campaign.

**OBJECTIVES:** The objectives were to align the Brand with friendship day and show how friendship is an immortal relationship, no matter what the age the memories of friendship remains forever. The success came due to the fact that the Targeted Audience took the content of campaign as their own story as it would remind them of their own unforgettable memories they share with their friends.



**CORE IDEA:** The core idea was to take to align the emotion of the Target Audience with the campaign. The idea was turned into a strategy with the concept of showing how a group of friends even at their old age recollects old memories of their friendship while laughing at them and also the sad part of losing those friends.

**EXECUTION:** The AV was shot using a Sony F55 and also a few drone shots were taken with the location being in Nobabganj with a crew of 50 persons.

**RESULTS:** The campaign video ended up with 3 Million views, 4,449,877 people reached, 46,000 reactions and 20,000 Shares

### 3. Shah Cement Banglar Mukh



**BACKGROUND:** The campaign was designed based on Pahela Baishakh. We decided that we will introduce a campaign with a quiz competition. We will use 16 question and rather than competitors earning points we decided to say that per answer will earn them 1 ana and answering 16 ana correctly will give them the prize.

**OBJECTIVES:** The objectives were to align the Brand with Pahela Baishakh and use the 16 ana modality to emotionally attract the target audience

**CORE IDEA:** The core idea was to take to align the emotion of the Target Audience with the campaign. The idea was turned into a strategy with the concept of showing how a target group can align themselves with a quiz competition that will prove themselves as a pure bengali and also receive gifts through it.

**EXECUTION:** The campaign was played at a landing page or micro-site created from Shahcement.

**RESULTS:** The campaign ended up with 43,000 Unique Subscribers. Also, every day at least 100,000 audience participated for 7 days. Top 100 winners were gifted where top 10 received smart phones and top 90 received souvenirs from Shah Cement.

## **Recommendation**

Based on the experience that I gained to prepare this report I would like to put some recommendation that can effective for the future growth of digital marketing. These are given below:

- As, day by day using of internet is increasing in our country I is time for the company to introduce digital marketing rapidly.
- Government of Bangladesh should take necessary steps to ensure internet in every area of the country because without internet it is not possible for the government to make digital Bangladesh.
- Companies should need to take necessary steps to understand people about the benefit of digital marketing compare with the traditional process of marketing so that people are agree to make change about their habit.
- Companies also practice the policy of patience because it took more time to show the result and effectiveness than the traditional process of marketing.
- The cost of internet should need to be reducing so that all the people are able to use internet.
- Digital advertising should need to be available in all sites such as social networking site and smartphone networking.

If these processes can be followed by the company and Bangladesh government it can be told that the future of digital marketing process by using various types of website and social media is bright.

## Conclusion

As an advertising process digital media marketing process gain much popularity day by day in the whole world including develop and under developing country. It is a form of marketing that happens digitally over the web. Within the year 2000 to 2010 we can see the rapid growth of digital marketing in United States. In Bangladesh internet user is increasing day by day compare to other developing countries like Pakistan and Afghanistan. And in Bangladesh both the private sectors and government work jointly to increase digital advertising because it is a part to make digital Bangladesh. Bangladesh is also going this roadmap their digital marketing is grow up cause in 2014 to 2015 is huge development in ICT sector and people are more involve internet. For this situation digital marketing is more famous in our country. Lots of international company invests our country. Mostly of new entrepreneur drive the business of digital marketing.

In Bangladesh digital marketing is not totally free from any types of hazardous. It also has some risks and limitations in our country. Most of the people in our country live in village and in many villages there is no electricity and not even the internet. So, it is not possible in Bangladesh to use only digital marketing to attract all the customers. As a result a single company uses both the digital and physical marketing. On the other hand though internet is available in city here people are not reluctant to make change in their habit. To use digital marketing company make extra cost to make website and it takes more time than physical marketing. So, finally on the information of this report it can be concluded that digital marketing gain popularity in Bangladesh day by day and most of the companies use this marketing nowadays. If Bangladesh government is able to ensure internet and electricity for all the area the digital marketing is also gain more popularity than present time and it would be possible for Bangladesh to compete with others technical developed countries in the world And companies also tries to introduce more and more digital marketing process such as, social media marketing, mobile marketing etc.

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