

Internship Report

on

DIGITAL MARKETING IN BANGLADESH



Inspiring Excellence

Submitted to:

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Letter of Transmittal

Mahreen Mamoon
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Subject: Internship report on “**Digital Marketing in Bangladesh**”.

Dear Ma’am,

It is a great pleasure to present to you my internship report on “**Digital Marketing in Bangladesh**” on which I have diligently worked on during my Internship period in the Media Analysis section of Bytominer Ltd.

I have gained the most interesting and practical experience while working on this report. My endeavor for gaining knowledge about the process of lead generation has not only been fruitful but has also given me the opportunity to play an important role in the operation of the project.

Incorporating vast amount of information into a concise report was indeed a challenge for me. I sincerely hope that the report will meet the standards of your expectations. I am always available for further query and clarification.

Sincerely,

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BRAC Business School (MBA)
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Acknowledgement

All praise to Allah, the Almighty and the Merciful, without whose blessing and endorsement this report would not have been accomplished.

The successful completion of this report might have never been possible without the support and help of few people whose inspiration and suggestion made it happen. First of all, I would like to thank my academic supervisor Mahreen Mamoon, Assistant Professor, BRAC Business School for guiding me throughout the completion of my report on “Importance of Lead Generation in Sales and Marketing”

I would also sincerely resemble thank Mr. Shaik Al Mahmood (Operations Head) for his endless guidance and support and helping me with all the information required for the successful completion of my report. Besides I would also like to take this opportunity to thank my colleagues Walid Bin Alam (Media Analyst), Samia Akter (Media Analyst), Sunvy Mahmud (Intern) who helped me with collecting different information and for giving me support and inspiration.

Next, I am utterly grateful to my Dadu Syeda Afroza Alam, for showering blessings through her prayers for me and supporting me in my every single decision, Nanabhai who loved me to the power infinity and Upoma Ammu, my childhood best friend for being with me all the time, these are the people who left me eight years back. I am really grateful to my manni Ms. Shirin Masud, my papa Mr. Syed Masudul Alam and my uncle Mr. Syed Shahedul Alam for encouraging me everytime. I want to convey special thanks to Prema & Orpa, two of my cousins who mean more than sisters to me, for being by my side and mentally supporting me whenever I wanted them.

Executive Summary

Digital Marketing is most probably the famous buzzword among marketers who are looking to expand the reach of their products or services beyond the boundaries of traditional methods. As the whole world is getting more connected than ever before, digital marketing is finding its way into the narrowest of the market segments. Even more businesses are joining the bandwagon every single day and trying to make a cut for themselves, as it is much cheaper and faster way to reach your target audience. Though it has been around for a decade or so but the hype actually is seen from last few years with the rapid development of powerful smart-phones capable of doing so many things and for much lesser price. This transition actually helped people to surf the internet as opposed to before where it was very expensive to get your hand on a smart phone that can surf the web. The whole point of this report is to look at the possibilities and future of digital marketing as a whole in Bangladesh.

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Company Background

Bytominer was launched as a company on 1st August, 2017. With a team of dedicated millennial's who are out there providing quality services to our clients. Their goal is to establish meaningful and promising partnerships with companies overseas. And help them to excel in their respective endeavors by taking the load off of their daily operations. One of their most important aims is client satisfaction. Making sure that when they undertake a project, all the requirements of the project is met before the due date.

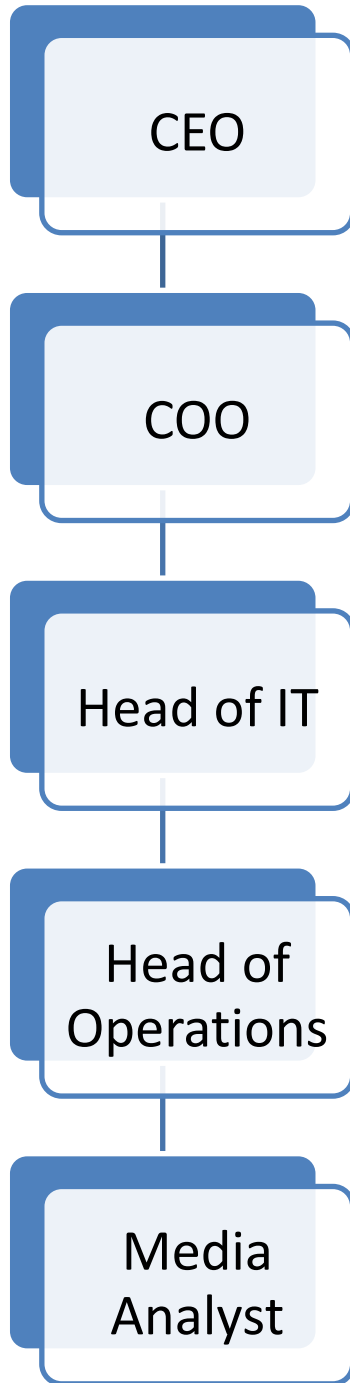
Mission: Businesses in the marketplace in today's world experience changes in the process of doing business in the traditional sense. As technology advances, businesses seeking to scale their improvements need partners to achieve that target. Bytominer is that crucial partner to outsource aspects of their business processes, as a result they can achieve the summit of success. We see potential in every client; irrespective of their firm's size.

Vision: Our goal is to form long term partnerships with firms overseas. By providing top notch services to our clients, giving them no room to complain. When we undertake a project, we don't operate as an external company. Rather we take it as our own, working as an extended team operating from overseas maintaining the quality of work at all times. Assuring our partners, the safety of their data and providing with all the necessary support from behind the curtains. So that the companies see significant improvements in their day to day operations.

Services Offered

Services provided by Bytominer are given below-

- a. Lead Generation
- b. Back Office Processes
- c. Data Processing
- d. Content Management & Creation
- e. Remote Administration and Maintenance of Oracle & SQL Server Databases (RDBMS)
- f. Digital & Social Media Marketing
- g. Web & App Development
- h. Chat Operator Services



Organogram of Bytominer.com

Digital Marketing:

The word digital marketing explains itself; marketing through digital medias such as internet, Television, mobile medias etc. rather than traditional medias such as newspaper ads, magazine ads, flyer, printed billboard, brochure, door-to-door marketing etc. In recent years digital marketing has taken off very aggressively and the businesses also prefer it over the traditional medias because of their reach compared to the expenditure. There are many ways to market digitally, such as Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are among the most popular methods that are being heavily used to reach as many potential customers as possible.

Advantages of Digital Marketing:

The biggest advantage of digital marketing is its reach over traditional medias. Before agency's had to invest a lot of money and manhours to design and develop an ad which could take anywhere from a month to half a year or even a year; by that time the product either went out of production or the market had shifted to a new trend. Digital marketing solves all this, as in digital marketing one person, yes, one person; there is no need of an agency now to market a product for someone, they can do it by themselves with a little bit of knowledge of internet and 2-3 hours of their time. Previously to reach 1000 person a company might had to invest \$15000 on ads and promotions. Digital marketing made it possible to reach a 1000 people by spending as little as \$5 and possibly in couple of hours compared to days or months. Digital medias have made it very easy to reach people, the biggest media right now is social media marketing. As people are connected to each other via this social media platforms and most of them are friends or family or complete strangers who follows that particular person, this helps to spread the news of a new product or a service very very fast. For example, previously one person might have seen an ad from a company and forwarded to the family member on a family gathering weeks or months later but now one can just go online take a photo of the product themselves or share somebody

elses photo to a group of people or an individual in just minutes. Most popular global social media platforms right now are facebook, twitter, linkedin, youtube and many more. Another advantage of this type of marketing is that one material can be reused over and over again unlike print medias where it was a one-off campaign.

One big example is YELP, an american restaurant review mobile application that has helped many restuarants rise and fall over the years. People can post their opinion about the food or service through this application which other potential customers can see and act accordingly. So, if a retuarant has a 5 star rating that means that restaurant maintains its products and services up to the expectation of the customers while 1 star being the least. It's also a big opportunity for the restuarants who value their customer feedback and are willing to better their services.

Disadvantages of Digital Marketing:

As like everything else digital marketing has uts disadvantages too. The major disadvantage are:

- Real-time customer complaints and feedback
- Customer complaints and feedback visible and open for scrutiny from the public
- Increased usage of business and personal resources to manage and control your social media campaign
- Training and expertise necessary to manage social media to the optimum
- Your digital footprint becomes too much to handle – Turn to negative online reputation
- Negative employee influence – internally and externally to your business
- Not enough ROI for the amount of risk and effort
- Not enough knowledge to take the right steps and follow an optimised process

ESSENTIAL DIGITAL MARKETING TOOLS

ARE YOU MAKING THE MOST
OF ALL OF THESE INSIGHT
AND MANAGEMENT TOOLS?



As marketers today, we're fortunate to have a huge number of free and low-cost tools to give us insight about our customers, competitors and market. They also help us compete by delivering automated relevant, real-time communications integrated across desktop and mobile and digital plus traditional marketing channels!

Yet, there's also the huge challenge of the sheer number of tools which vary enormously in cost and quality and new challenger tools can often do a better job than the established tools.

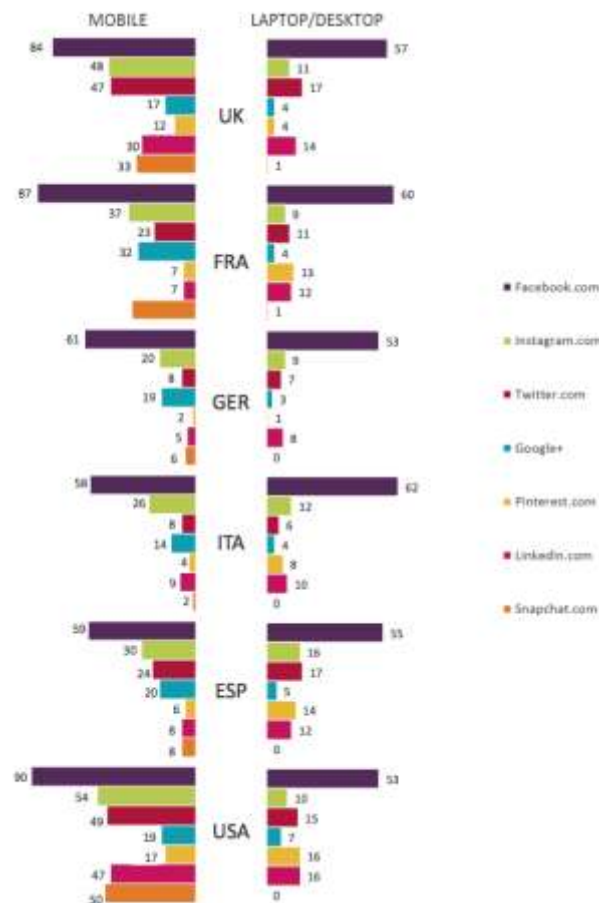
To help highlight the range of great options available, our infographic and download recommend the categories of tools and the most popular. We've grouped them across the **Smart Insights RACE Planning framework** for managing digital marketing so you can review where you could make better use of the tools across the customer lifecycle.



The picture above is a small idea of how big this digital marketing media is. Everyday new companies are coming up with different products for specific or mass people. There are four actions to take depending on the requirement. For example, if a company is starting out it needs reach, an eshtablish company would like to convert as much potential customer as possible and so on.

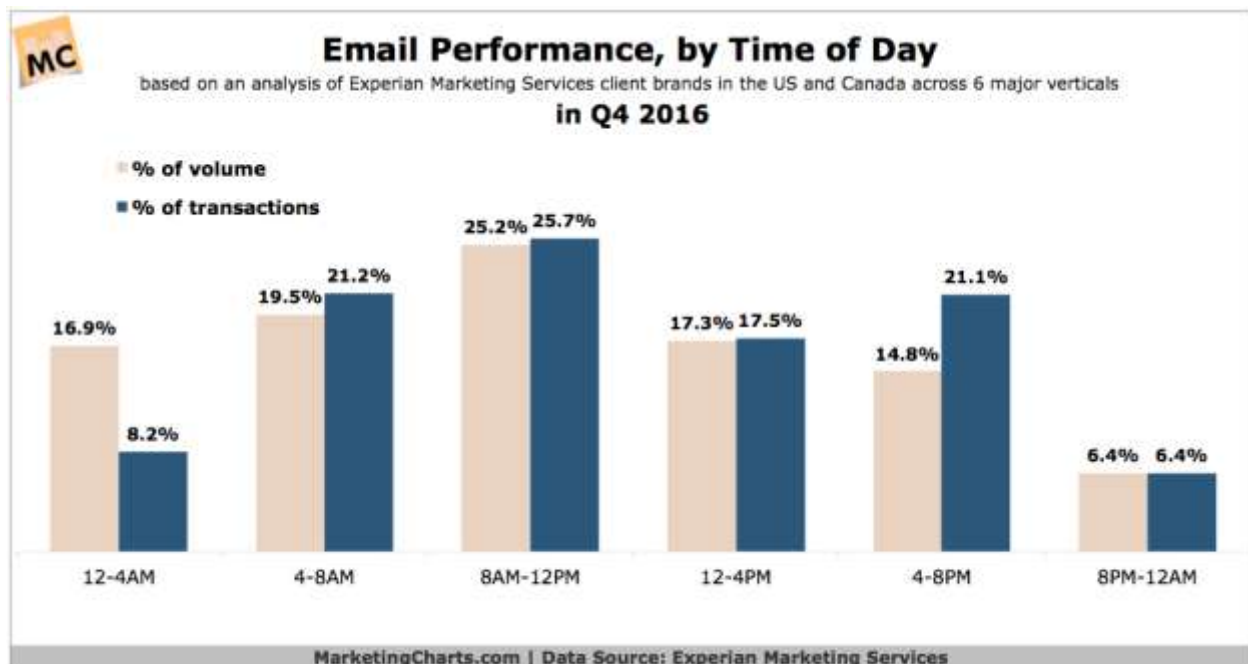
Stastics of Growth by Social Marketing

The Office of Communication **Communications Market Report Statistics** has in-depth reports on adoption of digital media including telecommunications and the Internet (including broadband adoption), digital television and wireless services in the UK. They also have comparisons to other major developed countries in their international benchmark report. For example, here we can see the latest data on relative popularity of different social networks in different countries.



E-mail Marketing:

Despite newer strategies like content and social media marketing getting most of the attention, email remains as one of the most effective ways to generate new leads and get customers back for another purchase. Email is the marketing strategy that refuses to go away – not we'd want it to.



Facebook Marketing:

Despite facing criticism earlier this year over the handling of the private information of its users, Facebook still ended the first quarter of 2018 with an increase in revenue made from advertising and is showing no signs of slowing down.

Facebook is still the leader in social media and brands shouldn't make the mistake of glossing over it when building their marketing strategies.

The key Facebook marketing statistics regarding the social media giant:

1. Although Facebook has grown in terms of advertising revenue, it's important to note that the portion of Americans aged 12 years and older using Facebook has declined from 67% to 62%.
2. With that said, about 68% of American adults report that they are Facebook users and about three-quarters of those users access Facebook on a daily basis.
3. The average number of daily active users for March 2018 was 1.45 billion, which is a 13% increase since the year before.
4. 91% of all Facebook ad revenue was brought in solely through mobile in Q1 of 2018.
5. Facebook brought in \$11.8 billion in the first quarter of 2018, compared to \$7.9 billion in the same time last year.
6. 93% of marketers use Facebook advertising regularly, which translates to about 3 million businesses that use Facebook for marketing.
7. On average, the best time to post on Facebook is between 1-3pm, when you are more likely to get a lot of clicks and comments on your content and the best days to post are on Thursdays and Fridays. User engagement is at an overall high on Fridays, especially for brands, and Thursdays come in at a close second.

Instagram Marketing:

The social networking platform designed specifically for sharing photos and videos has experienced major growth in popularity over the last few years. These days it should be a staple in every marketer's social media plan, especially if they are targeting younger age groups.

Take a look at these Instagram marketing stats below to gain a better understanding:

1. 200 million Instagram users visit at least one business profile each day.
2. There are over 25 million business profiles on Instagram.
3. Over 80% of accounts on Instagram follow a business.
4. The best day to post on Instagram is Wednesday and the best time is at 2 am . This is because you don't have to deal with as much competition from other brands when you're posting at such a late time, giving you an opportunity to garner more attention.
5. 18-24 is the largest age group on Instagram. 14.8% of global active users are women between the ages of 18-24 and 16% are men between the ages of 18-24.
6. 60% of internet users with an annual income of \$100,000 or more use Instagram.
7. The number of influencer marketing posts on Instagram doubled to over 1.5 million in 2017 and continues to grow.
8. Posts by influencers generate significantly more engagement than posts by brands.

Twitter Marketing:

The social networking giant and news aggregation site that allows users to tell the world how they feel in 280 characters or less is still going strong.

With that in mind, brands should be doing what they can to capitalize off the network.

Despite being around for some time now, Twitter is still widely popular and all types of companies have profiles on the network to inform users about their products or services.

Here are some quick stats to fill you in on why Twitter marketing is still just as relevant as ever:

1. Twitter has about 336 million monthly active users.
2. Twitter brought in \$575 million in advertising revenue in their first quarter of 2018.
3. Total engagements with ads on Twitter have increased by 69% since last year.
4. Cost per engagement on Twitter ads has decreased by 28% since 2017.
5. Video accounts for more than half of Twitter's ad revenue and was the fastest growing ad format in the first quarter of 2018.
6. B2B tweets perform 16% better during business hours while B2C tweets perform 17% better during the weekends.
7. The best time to tweet to maximize exposure on LinkedIn is at noon or 5-6pm and the best days to tweet are Wednesdays and Thursdays. This is especially true if you are in the B2B realm.

LinkedIn Marketing:

LinkedIn is the largest network of professionals and provides ample opportunities for brands looking to focus their marketing efforts on a more business-oriented customer base.

Despite its demographics being different than most other social networks, it continues to grow and should be taken seriously by social media marketers.

Take a look at some marketing statistics regarding LinkedIn's growth and popularity:

- 1.** Around 50% of Americans with a college degree use LinkedIn, compared to only 9% of those with a high school diploma or less.
- 2.** The number of users on LinkedIn is just above half a billion.
- 3.** LinkedIn's largest age group is 25- to 29-year-olds. The next-most-popular age group is 30- to 49-year-olds.
- 4.** LinkedIn is the only social network where men and women are equally represented.
- 5.** The countries with the most LinkedIn users: United States, India, China, and Brazil.
- 6.** The best times to post on LinkedIn are Tuesdays, Wednesdays, and Thursdays at 12 pm. Traffic on LinkedIn peaks at lunchtime during the workweek and slows down after work and on the weekends.

Impacts of Digital Marketing

The most rewarding aspect about digital marketing is that it gives a level playing field to incumbents as well as small businessmen for their business promotion. Marketing via digital means help enhance the online presence of the business and provide a perfect platform where one can build the image of their brand quite strategically. The rapid evolution of digital marketing tools has certainly created new avenues for marketing and advertising of business. Digital marketing over the years have certainly provided a perfect platform for promoting the activities of business, given below some most popular impacts of digital marketing –

Level playing field –

Since the advent of digital marketing and associated tools of business promotion, any business can compete with their competitor regardless of their size and popularity. A creative and well thought out marketing technique can help small businessman promote their business using online tools quite effectively in comparison to traditional tools of marketing employed by large businesses.

Direct customer interaction –

One of the most suitable impacts that digital marketing have had on business promotion in India is that it has brought businesses and consumers on the same platform. Digital marketing tools like social media provide businesses the opportunity to communicate with their potential customer in real time, which proves highly beneficial in creating quick responses and designing a marketing plan according to the requirements of the customer.

Faster transfer of information –

Promoting the activities of business was never as fast as it has become now. Digital marketing tools like electronic media and social media help businesses communicate information about products to clients in matter of short time without having to wait for a specific time. Tools like

business websites, TV ads, emails and social network help transfer information in minutes and ensure that customer gets aware about product and services of the business in the quickest time frame.

Real time results –

One of the most visible impacts that digital marketing techniques have had on business over past few years is that now results can be measured in real time. Whether you are promoting your business through social media or email marketing, you can always take help of data as to how many visitors have visited to your site and how many have subscribed to your services and at what time. You can also get information regarding visitor conversion code and many more information at the touch of a button.

Concept of Viral –

When as a business you take help of online tools like social media, emails, website content and SEO, this enables your link and message to be shared quickly over a large platform. If your content of information is effective, then it can go viral in matter of few days and you stand quite significant chances of making your business popular in a quick time.

Reduced advertising cost –

Since the advent of digital marketing, it has become absolutely hassle free to promote the activities of the business on the web. Any smart business can develop a creative and effective online marketing strategy in a quick time at a little cost to promote and market the activities of business. Online marketing reduces dependence on costly advertising channels such as print media, television and radio etc.

Shifting of strategy –

Since every digital marketing tool is highly cost effective and helps measure results in real time,

it becomes quite easy to redesign or change a strategy that is not effective. The best thing is that, strategy can be formulated based on customer interactions and this helps yielding far positive and favorable results for better promotion and profit of business.

Future of Digital Marketing:

Since the inception of marketing, the brands and marketers have been facing constant challenges to bring out the perfect marketing solution as consumer behavior is changing at a rocket speed. To keep up with the pace of consumer mind, marketing industry have been using many tools to understand consumer behavior and trying to reach out the actual market. As a result, numerous marketing research have been conducted and marketers are adopting new tools in their bucket every year.

With the grace of World Wide Web the local & international market is now more open for any brands to grab any consumer segment they like. But it is very hard to keep track of millions of potential customers and understanding their behavior every day. In this particulars, only Facebook & Google based digital marketing is no longer enough for any brand to develop a sustainable brand. Therefore, the new generation of marketing professionals are profiling their target market by activating social listening tools and using Artificial Intelligence (AI) not only to distinguish their actual consumers from the whole market but also to keep track of their constantly changing purchase and decision making behavior.

To give the best digital marketing experience to our clients we have been providing AI and bot solutions tagged with website, social media & B.T.L activities, so that they can store and manage piles of their actual consumers' data and easily find out what marketing approach they should make to boost their sales. However, we have also been creating an Augmented Reality app for one of our clients, expected to release on August 1st. This will be the most effective Augmented Reality app for a Bangladeshi brand, capable of understanding consumer behavior & give its customers real time shopping experience just like store even before visiting the store in person.

We believe it is time for every company to re-think their digital marketing approach as the new era of digital marketing can help them communicate with their target market like never before. In this case, those who are re-thinking about developing a sustainable brand, Crazy Turtle is always happy to help.

The prior framework includes websites, email campaigns, digital advertisements, basic social media management and basic blog publishing. It only focuses on increasing visits to websites but has no focus on lead conversion and proper online lead qualification. This most recent iteration, though, includes:

More Integrated Global Marketing: Inbound and outbound marketing should now be combined. In comparison to cold-calling, consider this "warm-calling." For example, after someone reads a blog article on your site, follow it up with an email sharing more meaningful content.

A Cohesive Marketing Technology Stack: No one software tool can save the day. Marketing is not about the creative aspect alone anymore. Marketing technology infrastructure needs to be designed and integrated correctly. One social media tool alone will not save the day, nor will one CRM tool be the solution to a challenge anymore. Consider your full stack and how it can work together.

Evolving Marketing Roles: Digital transformation is no longer limited to the CIO. Your CMO now needs it more than ever. The CMO needs to know more about the possibilities of implementing marketing automation to not only help execute on the marketing playbooks but also to help CIOs measure a full, end-to-end ROI.

Omnichannel Marketing Strategy: This includes deep analytics and data mining, such as AI and machine learning. Omnichannel marketing brings a diversity in mediums when it comes to communicating your brand and value-add. Focusing only on one medium can be limiting, especially if your buyers don't exist on that channel.

A Focus On Account-Based Marketing (B2B): Account-based selling should be an integrated part of your digital marketing process even if you are a B2B SaaS or a modern managed service provider (MSP). This will be the key differentiator between B2C and B2B organizations in 2017 and beyond.

Understanding What Drives Disruption

While working at a Fortune 100 company for nine years before moving to lead my current team, I became fascinated by customer behavior. What kinds of digital offerings most deeply engage customers in their digital lives? I started by looking at some case studies of the products, services, communications and experiences that had been embraced and adopted by customers during the first two decades of the internet. Over a period of seven years working on inbound marketing campaigns, what I found was a recurring pattern of three behaviors that drove the adoption of new digital experiences, which I call the three core behaviors of a network:

Access

Consumers are looking to interact with digital content and access digital data as quickly and as conveniently as possible. Any offering that enhances this access is incredibly compelling. Think of text messaging on early mobile phones, which revolutionized communications with the ability to receive and send messages from anywhere at anytime.

Engagement

Once consumers can access this content, they want to engage with something that fits their needs and is sensory and interactive — from the early popularity of web portals to the spread of online video, to the next generation virtual realities. Their digital desires are marked by a thirst for content. The old media adage that “content is king” is correct. There is no question that the desire to engage with content is a key driver of customer behavior.

How are you transforming mass online marketing to one-to-one interaction and engagement in your online marketing plans? How do you become a source of valued content for your customer? Always focus on the customer care. Be consultative in your online conversation. Seek to ask and go deeper into a prospect's business challenge, and be very honest in your marketing campaigns to ensure you are progressively qualifying the prospect.

Customization

Consumers seek to customize their experiences by choosing and modifying a wide assortment of information, products and services. In a generation, customers have gone from having a handful of television channel options to a digital world with more than a trillion web pages. They have been trained by their digital networks to expect more options for personal choice, and they like this. From Pandora’s personalized radio streams to Google’s search bar that anticipates search terms, consumers are drawn to increasingly customized experiences.

In summary, whether you are a B2B or B2C business, building the buyer's journey is very critical when building your marketing engine.

Recommendations:

- **Focus on customer engagement:** Note when and how often your customers connect with you and your messages, and then create a strategy that revolves around those key engagement times.
- **Develop a clear data strategy:** Consider the customer interaction data you currently have and will obtain in the future, and develop a long-term method for compiling that data to better analyze differing customer engagement times. Also, determine which social channels better serve your business and what your customers respond more to.
- **Evaluate your lifecycle campaigns:** In terms of the four lifecycle stages (acquire, onboard, engage, and retain) you should note the summary of the success of your programs, and then assess and reform the way you interact with your audience.
- **Roll out responsive design:** After observing how many of your customers view your emails on their mobile device, determine whether utilizing a responsive design plan will allow you to gain a ROI.
- **Hone in on clear objectives:** Have set, quantifiable goals for monitoring your social media marketing plans and then you will be able to more easily identify what needs to be changed or added within your content and customer service initiatives.
- **Don't ignore the importance of mobile:** Have your overall marketing strategy coincide with your mobile strategy so that you will be able to conclude how to successfully use them together to create stellar engagement results, such as using emails to link back to your landing page website.
- **Take a deep look at how customers are currently experiencing your brand:** Observe how customers are interacting with your brand both online and offline, and then produce a new plan that enhances any lackluster results you may have found.
- **Start communicating 1:1 with your customers:** Although we live in a dominantly digital world, it does not mean that we should speak like robots on the web. It has become important to study data that is related to customers' behavior regarding your brand, and then develop more high-quality personalized messages to send them.

Conclusion

The research and practice of digital marketing is improving with the advancement of technology. The advancement in technology fosters multifaceted opportunities and at the same time poses unprecedented challenges for the marketers. Marketers make use of Digital Portfolio as a platform to promote a professional brand by defining the product in a manner that adds credibility. Research highlights that B2B buyers dislike cold emails and calls, hence, Digital marketing allows enough provisions for finding the right people through its streamlined search engine and connections. In the present era, buyers expect knowledge that offers potential solution to their product related problems. The strong visibility of the organization or the brand through digital marketing allows the consumers to develop perceived knowledge about the brand. By the spread of word of mouth and getting recommendations from their connections assist the users in making active decisions about purchasing.

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