



# ROLES OF DIGITAL MARKETING VS TRADITIONAL MARKETING COMMUNICATION

A PRESECTIVE ON NAVANA LPG LTD.



### **Internship Report Topic**

Roles of Digital Marketing vs Traditional Marketing Communication a Perspective on  
Navana LPG Ltd.

### **Submitted to**

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**Letter of Transmittal**

April 30, 2019

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**Subject:** Submission of the Internship report on “Roles of Digital Marketing vs Traditional Marketing Communication a Perspective on Navana LPG Ltd”

Sir,

I hereby submit my internship report titled “Roles of Digital Marketing vs Traditional Marketing Communication A Perspective on Navana LPG Ltd”. In this report, I have tried to analyze the Digital Marketing & Traditional Marketing tools, practices and strategies of Navana LPG as well as the industry. I sincerely hope that this report will meet your expectations.

Thank you for your kind cooperation and support.

Sincerely,

Nazmus Sakib

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## **Acknowledgement**

First of all, I would like to thank Mr. Md. Shamim Ahmed my supervisor, for providing me with invaluable guidance in preparation of this internship report. Without her help and support, I could never have finished this report.

I am very much thankful to the Sales and Marketing Department of Navana LPG ltd. They provided me with much needed information and other required assistance in order to prepare this report.

I also wish to thank and give the due respect to my family and friends for their cordial support and help they offered throughout the process of preparing the whole report.

## **Executive Summary**

This internship report we will emphasis on the traditional marketing as well as digital marketing strategies, policies and practices incorporated by my experience at Navana LPG Ltd. Navana LPG is a concern of Navana Group and we will see the strategic marketing communications of Navana LPG in this report. Digital marketing is advancing or marketing items or brands by means of at least one types of electric media. It is not quite the same as customary marketing in that it includes the utilization of channels and strategies that empower an association to break down marketing efforts and comprehend what is working and Digital marketing is quickly developing power in the present marketing playing field, it is set to be the eventual fate of marketing, and it appears to be likely that digital media will before long supplant increasingly conventional structures inside and out. The certainties are that digital techniques for correspondence and marketing are quicker, progressively adaptable, and handy, so it is maybe obvious that once the innovation ended up accessible we started rapidly moving into the digital age. The primary concern is, the digital age is here, and those organizations that neglect to adjust to the new marketing atmosphere are at incredible danger of going terminated within the near future. More investments in digital media are needed which may give a better visibility of the brands and make the advertising and marketing atmosphere more delightful. The main aim of this report is to find the strategic standing of Navana LPG ltd and make a balance between the traditional marketing activites with the digital marketing approaches.

## **Table of Contents**

<b>Topic</b>	<b>Page No.</b>
1. Introduction to the Report	8
1.1 Purpose of the study	8
1.2 Objectives of the study	8
1.3 Limitations of the study	8
1.4 Methodology of Information Collection	8
2. Organizational Overview	9
2.1 Who are we?	9
2.2 What we do?	9
2.3 What we offer?	9
2.4 What we Stand For?	10
3. Analysis of Roles of Digital Marketing vs Traditional Marketing	11
3.1 Digital marketing and Traditional marketing defined	12
3.2 Digital marketing Bangladesh	12
3.3 Major Types of Digital –Marketing in Bangladesh	13
3.4 Comparative study of Traditional Marketing and Digital Marketing	14
3.5 Measuring Digital marketing vs Traditional Marketing	15
4. Strategy & Analytics of the Industry	16
4.1 Industry analysis	17
4.2 Companies operating in the LPG Market of Bangladesh	18
4.3 Notable characteristics of the market	19
4.4 Market Segmentation, Targeting and Positioning	20
4.5 Target Group	21
4.6 Marketing Strategy of Navana LPG	22

4.7 Marketing Mix	23
4.8 Social media strategy	24
4.9 Navana lpg stands from Strategic point of view	25
4.10 Marketing Activities of Navana LPG and Competitors	26
5: Findings of Study	27
5.1 The balance between traditional marketing and digital marketing	27
6. Recommendations	28
7. Conclusion	28

## **Chapter-1: Introduction to the Report**

### **1.1 Purpose of the study**

My main purpose is to establish a clear layout of digital marketing as well as the traditional marketing practices in the industry.

### **1.2 Objectives of the study**

#### **General Objective**

The main objective of the project is to have an assessment about problem and prospect of digital marketing in Bangladesh.

#### **Specific Objectives**

- To identify a clear idea about online marketing.
- To identify the major problems of digital marketing.
- Effects of modern marketing and compare it with traditional marketing.
- Define the types of E-marketing and evaluation of their advantages.

### **1.3 Limitations of the study**

The sources of the research are collected from different publication, various documents online published. I worked hard to manage and collect the data & information. But it was very difficult to collect information on the without practical work.

### **1.4 Methodology of Information Collection**

The methodology of the working report will include only the secondary source.

Secondary sources: Consist of several reading materials such as circulars, journals, brochures, training materials and annual reports. The required data and information to prepare the assignment have been collected from the followings sources:



## **Chapter-2: Organizational Overview**

### **2.1 Who are we?**

Navana LPG, established in 2011, is a wholly owned subsidiary of Navana Group that is a complete cylinder manufacturing, bottling and LPG Distribution Company in Bangladesh.

It aims to provide modern eco-energy to cater to the growing demand of LPG in the country. As we know day by day LPG (Liquefied Petroleum Gas) industry is growing upward as a flexible, reliable, portable, clean and affordable fuel which makes it an ideal fuel for a variety of applications. It is also suitable for all type of commercial, industrial and domestic applications.

### **2.2 What we do?**

- Cylinder manufacturing, bottling and distribution of LP Gas in Bangladesh.
- Petrol/Octane driven vehicle conversion into LPG
- Installation of LPG Re-fueling station.
- Supply and installation of LPG reticulated system for domestic, commercial and industrial customer.
- Selling of LPG equipment and accessories.

### **2.3 What we offer?**

#### **Products**

- 12 Kg/ 33 Kg storage capacity of LPG cylinder
- Supreme quality LPG Hose
- High efficient LPG stoves with single and double burners
- Regulators with high safety
- Customized manifold system to suit customer requirements
- Custom built bulk Installation for varied industrial application
- Vehicle conversion into Auto LPG
- Selling LPG through LPG re-fueling station as well as LPG conversion kit, cylinder, valve etc.

### Services:

- Timely Delivery of the cylinder up to the end user/customer
- Ensuring appropriate quantity and quality of LPG
- Supporting for quick cylinder re-filling service
- Ensuring maximum level of safety
- Introducing most modern distribution model

### 2.4 What we Stand For?

The Brand stands for “**Enhancing Quality of Life by delivering enhanced safety, service & product quality**”

The Brand has a mandate to deliver Safety, which it believes is people’s basic right, to live up to its time tested trust (Legacy of Navana CNG) in this regard. But the Brand goes beyond Safety to enhance quality of life addressing people’s growing need regarding it.



#### **Our Vision:**

To be the most preferred and successful LPG Company.



#### **Our Mission:**

To offer LPG products & services that functionally enhances consumer experience by using modern energy.



#### **Our Values:**

- ✓ Commitment : For Passion at work
- ✓ Integrity : For Honesty & Success
- ✓ Ambitious : For Innovation & Growth
- ✓ Safety : For a safe Environment & Community

## **Chapter-3: Analysis of Roles of Digital Marketing vs Traditional Marketing Communication**

### **3.1 Digital marketing and Traditional marketing defined:**

- **Digital marketing**

Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach consumers. The key objective is to promote brands through various forms of digital media. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting shops, digital marketing campaigns are becoming more significant and useful. (Daily SUN, 2019)

Digital marketing includes Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. According to the Digital Marketing Institute, Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses.

Sheikh Jafar Tarique, Managing Director of Tech Cloud LTD, said, “Earlier traditional marketing only conveyed business message to the customers in general whereas digital marketing has established two-way communication bridge among the customer and the companies. From 2013, Tech Cloud LTD. has been supporting international and local clients with the latest forms of digital marketing. We have dedicated experts to fulfill the clients’ requirements.” (Daily SUN, 2019)

### **Social Media Marketing:**

Working hand in hand with online marketing is social marketing, a strategy used to interact with consumers in a more interactive way. Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviors that benefit society as well as the target audience (Defining Social Marketing).

The intriguing idea to note here is that the advertiser really gets the opportunity to convey and collaborate with the purchaser, rather than simply tossing ads out and trusting that they will get the intended interest group's consideration. According to The e Business, the top fifteen most popular social networking sites as of January 2015 include, and in the following order are:

- ✓ Facebook
- ✓ Twitter
- ✓ LinkedIn
- ✓ Instagram
- ✓ Google plus+
- ✓ Tumblr

**Mobile Marketing:** With smart phones becoming increasingly more popular, people are becoming more attached and involved with their phones than ever before. Mobile marketing is defined as any activity that enables a company to communicate and actively engage with its customers via a mobile device. Ex: SMS marketing, Push marketing etc

**Display Advertising:** The use of web banners or banner ads placed on a third-party website or blog to drive traffic to a company's own website and increase product awareness.



Figure 1: Areas of Digital Marketing

**Search Engine Optimization (SEO):** the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.

**Email Marketing:** directly marketing a commercial message to a group of people using electronic mail.

**Referral Marketing:** a method of promoting products or services to new customers through referrals, usually word of mouth.

**Affiliate Marketing:** a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliates own marketing efforts.

**Video Marketing:** This type of marketing specializes in creating videos that engage the viewer into a buying state by presenting information in video form and guiding them to a product or service. Online video is increasingly becoming more popular among internet users and companies are seeing it as a viable method of attracting customers. Ex: YouTube, 9gag etc.

*(Digital Marketing Practices in Bangladesh: Constraints and Guidelines)*

- **Traditional Marketing**

The concept of marketing has evolved over time. Whilst in today's business world "the customer is king". In the past this was not the case, some businesses put factors other than the customer first. When the Internet did not exist, marketers relied on television, newspapers, magazines, flyers, billboards, etc. Print made up a huge portion of the industry because that was the primary way to reach people.

Many of the common marketing tactics come under the following some major categories:

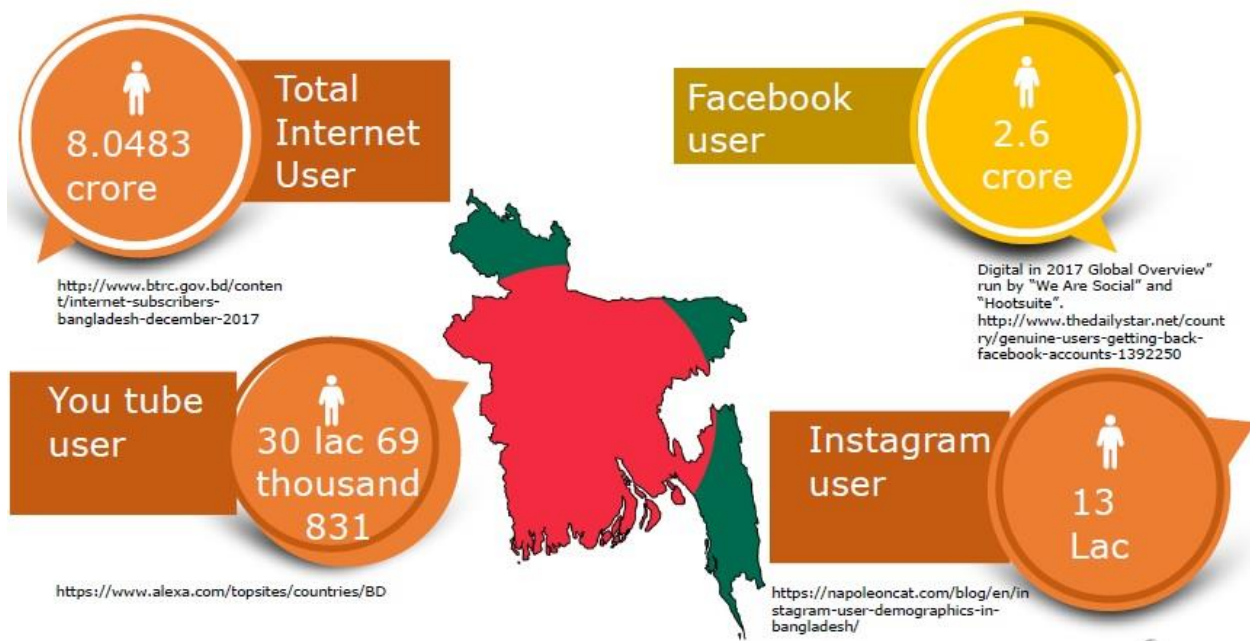
1. Print (magazines, newspapers, etc.)
2. Broadcast (TV, radio, etc.)
3. Direct Mail (catalogues, postcards, etc.)
4. Telephone (telemarketing, sms marketing, etc.)
5. Outdoor (billboards, LED display, etc.)

With the invention of the Internet, the growth of the print industry has declined, thus making marketers turn towards electronic distribution methods. This new shift has required companies to start implementing and developing digital marketing strategies. As companies begin researching this new development, they have noted that "traditional roadside billboards, print advertisements and direct mail have all suffered, but digital alternatives are starting to become more prevalent, such as billboards and transport advertisements, and advertisements in digital editions of print media, such as mobile applications for traditional publications" (Business Wire, 2012).

### 3.2 Digital marketing Bangladesh

Digital marketing is a type of marketing that happens digitally over the web. This new type of marketing is catching individuals' eye step by step. Digital promoting began its adventure on the year 1990. Since the development of Digital marketing it is getting to be one of the prominent types of marketing step by step. For this circumstance digital marketing is increasingly renowned in our nation. Here is an overview of the area of Digital marketing at a glance.

Technology has made the world a global village. Like population Internet users are also growing in Bangladesh rapidly. According to Bangladesh Business News there are 45.677 million people users internet in Bangladesh. Here is a statistics shows the fast growth of internet user within the country. The following record of BTRC shows a growth from 2012 to 2015.



### 3.3 Major Types of Digital –Marketing in Bangladesh

**Internet-** Email, banner ads, dedicated websites, pop-up ads, sponsored content, paid keyword search, podcasts, social networks, blogs, wikis, virtual worlds, and RSS.

**Mobile-** SMS, mobile web, mobile applications, and mobile video.

**Digital Outdoors-** Video digital display.

**Interactive Digital Medium-** Television Channels.

### 3.4 Comparative study of Traditional Marketing and Digital Marketing

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below -

Scope	Traditional Marketing	Digital Marketing
Measurable	Results are easy to measure	Results are to a great extent easy to measure
Timeline	Advertising campaigns are planned over a long period of time	Advertising campaigns timeline can be edited to short/long depending on the result.
Audience	No interaction with the audience	Interaction with the audience
Success	Success of traditional marketing strategies can be celebrated if the firm can reach large local audience	Success of digital marketing strategies can be celebrated if the firm can reach some specific target.
Exposure	24/7 year-round exposure is not possible	24/7 year-round exposure is possible
Budget	Expensive and time-consuming process	Reasonably cheap and rapid way to promote the products or services
Adaptability	One campaign prevails for a long time	Campaigns can be easily changed with ease and innovations can be introduced within any campaign

### 3.5 Measuring Digital marketing vs Traditional Marketing

Unlike traditional marketing, digital marketing lets you measure results. It allows you to play a clear-sighted marketing game, rather than a blind one. One important aspect is the return on investment (ROI) from any digital marketing campaign. To understand what the ROI is, we need to understand what the goals or aims of the company are, what they wish to get from a digital marketing campaign and then measure these goals.

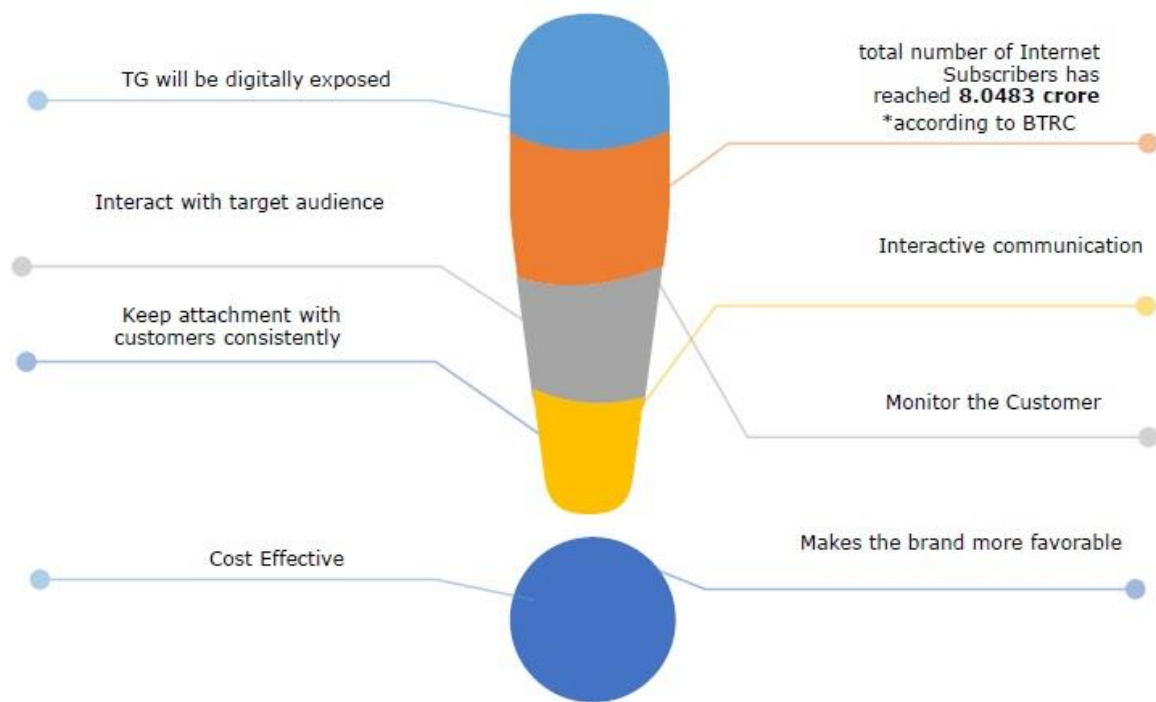


Figure: Digital Marketing Advantages

To be able to find out the company must look at the Key Performance Indicators (KPIs) and the goals for each one.

Types of key performance indicators are the following:

- General Performance - Traffic, leads, reach
- Channel Based - Website, blog, social networks, search engines
- Source based performance - Direct traffic, Organic search, referrals, email
- Campaign based performance - Lead generation, click through, conversions, conversion rates (Safko, 2009).

On the other hand to measure traditional marketing ROI we need to collect market information by survey or sample collection. But digital marketing campaign's report can be collected instantly and those data can be later used to target the audience.



## **Chapter-4: Strategy & Analytics of the Industry**

### **4. 1 Industry analysis:**

Bangladesh is a very interesting and appealing market for LPG. Liquefied petroleum gas (LPG) is a rapidly growing industry in Bangladesh. Bangladesh has much potential in terms of LPG consumption as only 6 percent of the entire population has access to the natural gas, mostly in urban areas. The gap between demand and supply of natural gas is widening day by day because of the massive conversion of fuel-run automobile engines into CNG-run ones and increased pressure of the growing industries and households on energy supply. The import based LPG industry in Bangladesh has started mostly in the 1998 – 2002 time when Bashundhara, Jamuna Spacotech and Totalgaz started their ventures. Before that LP Gas Limited (under BPC) has been supplying LPG from their Chittagong and Sylhet plants via their distribution companies Padma, Meghna, Jamuna and Asiatic Oil Company Limited.

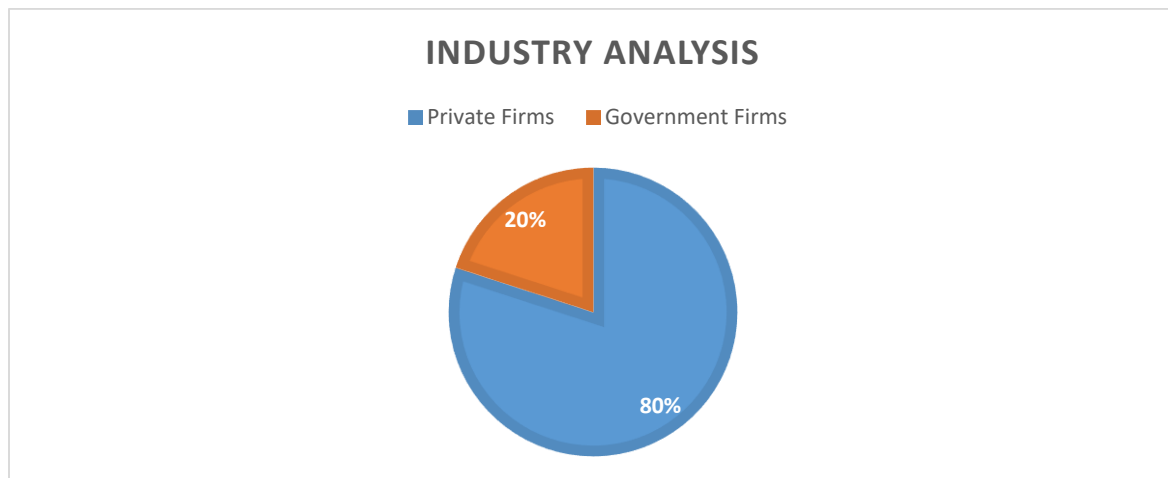


Figure: Industry analysis (Dhaka tribune)

The industry struggled in the initial years; most of the importers had to run with negative numbers every month – thanks to the government’s support to CNG and ignoring the potentiality of LPG. But fortunately it did not take long for the regulators to understand the real energy scenario of the country and thereby turn their heads towards LPG. The demand of LPG has grown much and expected to have a boom in the near future as the government has decided to stop giving new NG connection and the per capita income of Bangladesh is increasing so first too.

The current annual supply of LPG has been estimated at about 600,000 tones and private companies are producing some 580,000 tones, while the state-run LP Gas Ltd produces only 20,000 tones. But it is estimated that the demand for annual LPG is 10, 00,000.

#### 4.2 Companies operating in the LPG Market of Bangladesh:

There are many LPG brands available in the LPG market of Bangladesh. Among all the brands 10 large and reputed brands are as follow

- Navana LPG
- Bashundhara
- Jamuna
- Omera
- BM
- Laugfs Gas
- Total
- Beximco
- Sena LPG
- G- Gas

A tentative market share of the year 2016 of some major market players are given below.

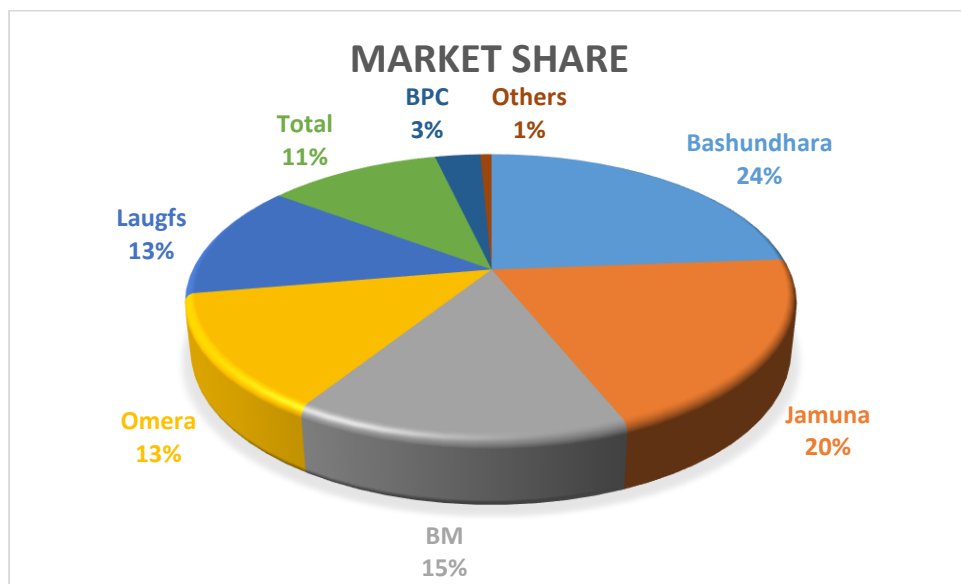


Figure: Market Share (Source: Prothomalo 2017)

#### 4.3 Notable characteristics of the market:

- **Distributor Controlled market:** Currently the LPG Market is controlled by the distributors, dealers and retailers.
- **Price Sensitive Market:** The LPG market of Bangladesh is pretty much price sensitive. Price is one of the key factors in the sales of LPG.

- **No price structure:** Companies set price for their own brand based on their own choice but distributors play a significant role on pricing strategy of the companies
- **Unstructured Market:** LPG market of Bangladesh is not structured. Government does not have full control over the market and often the government rules are ignored by the stakeholder of the market.

**Distribution System:** In the LPG market we can see both Exclusive and Multi distribution model.

Usually distributors collect product from the company and distribute directly to end user or through retailers to end user.



Figure: Brand positioning map  
(Source: Market Survey)

**Findings:** As we can see there is a huge gap between demand and supply and the market is controlled by few private companies, so Navana Lpg has a huge opportunity to tap into the market and take a chunk of that market share. In the brand positioning map we can see there is opportunity to enter into the market with high quality and low price as currently there is not much competition.

#### 4.4 Market Segmentation, Targeting and Positioning:

##### Market Features:

- Bangladesh has total 37 Million Household.
- **36.5 %** of the population is urban (60,649,009 people in 2018) and Rest in rural and semi-urban population
- Government have Plan to convert consumers of Natural Gas(NG) to LPG
- The current gas production from the 20 operating gas fields within the country yield about 2,700 mmcdf (million cubic feet per day).
- In FY 2015-16, overall gas demand in the country has been estimated to be 3,200 mmscfd (petrobangla data), which means a 30% deficit on total demand. An annual shortage of 500 mmscfd natural gas shows the need for diversifying the energy requirements.

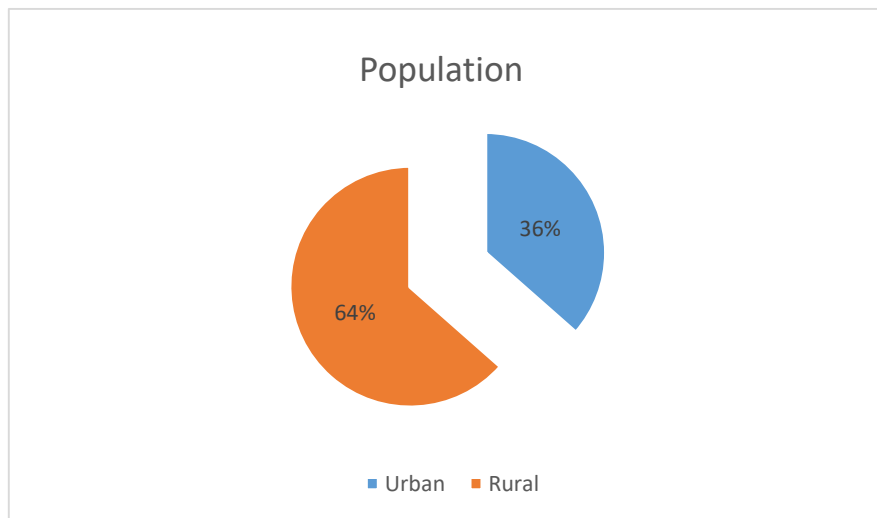


Figure: Population Segmentation

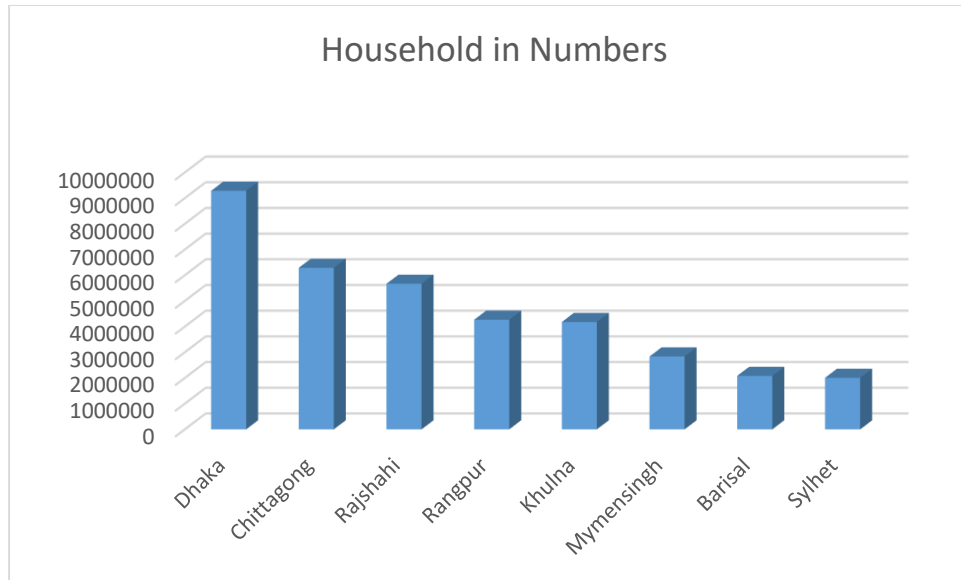


Figure: Household in Numbers

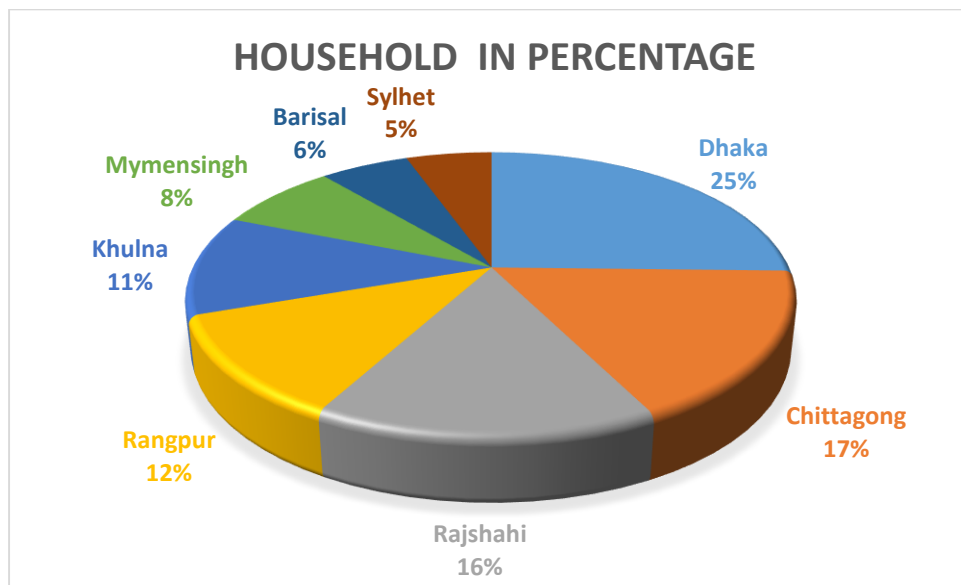


Figure: Household in Percentage

**Finding:** Urban, Semi-Urban & City Corporation where Pipeline Gas is not available. In some area people have purchasing capability, they need to change behavior and product availability. As we can observe that there is a huge number of household in the no gas pipeline areas. Also no new pipeline gas connection is given to new household so a huge demand is created for Lpg industry.

#### 4.5 Target Group:

Homemakers are users while husbands/men is the purchaser. Man of the house is the decision maker

Age: 25-55

Occupation: Service holder, Home maker, Business person, Farmer etc.

Geography: Primary target: Urban; Secondary: Semi-urban

TG Interest: Food & Beverage, Travelling, Cooking, Interior Design.

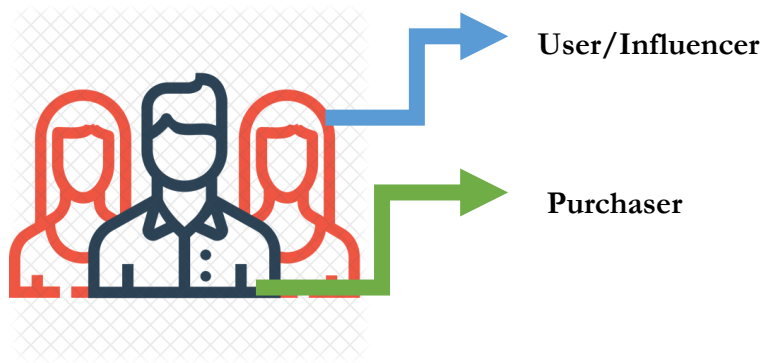


Figure: Target Group

#### 4.6 Marketing Strategy of Navana LPG

##### Marketing Objectives:

- Develop brand awareness through a steady, month to month increase of new customers.
- Develop an increase in sales month to month
- Develop loyal customer base and pull sales

##### Unique selling position (USP) Of Navana Lpg:

- Accurate weight: Navana Lpg provides right weight for all cylinder. Approved by BSTI which ensures proper weight of the cylinder.
- Thickness: Navana lpg cylinder is American standard DOT 4BA 240 with strong in house quality control & Zinc coated attractive cylinder
- Easy movability: We have round collar cylinder which makes easy to carry and stack
- Distribution network: We have wide distribution network around Bangladesh

- Complete package: We are providing our own branded Gas Stove, regulators, hosepipe and Lpg Cylinder
- Navana lpg has Propane & Butane mixture in 50:50 ratio which ensures more pressure and increased total consumption period.
- Navana Lpg has the capacity of storing and distributing PROPANE & BUTANE separately.
- Our main terminal, Mongla has the storage capacity of 4500 MT consisting of 03 spheres.
- NLPG's vehicle fleet has good numbers of Bulk Road Tankers and ready to serve Autogas stations and industrial customers across the country.
- NLPG's own truck fleet for cylinder distribution across the country.

#### 4.7 Marketing Mix

Navana Lpg's marketing mix is comprised of these following approaches to pricing, distribution, advertising and promotion etc.

- **Product:** Navana Lpg product is far superior to its competitors. It has a propene butane mix is 50:50 so it has high pressure and blue flame which increases the total consumption period. We can also supply 100% propane to industry.
- **Pricing:** For inserting our cylinders into the market, we need to implement penetration pricing strategy by offering prices lower than those of the competitors. The existing price of LPG is mostly market driven.
- **Place (Distribution):** Navana Lpg has a unique distribution model. Channel Partner warehouse can act as Regional Distribution Center (RDC) of the company. The distributors collect products from CP/RDC and supply it to the retailers.
- **Promotion (Advertising):** We need lot of promotion for Navana Lpg to establish it as the most preferred Lpg brand in Bangladesh. We have done some promotional activity and we made a marketing activity plan for this year.
- **People:** Having the right people is essential because they are as much a part of your business offering as the products. Navana Lpg has a strong sense of responsibility towards its people; employees, customers and stake holders. The company has over 110 employees and over 350 Channel partner/distributor. The company focuses well towards its employees be in terms of health, safety, remuneration, incentives etc.

- **Processes:** Navana Lpg has several processes in place for ease of doing business and ensuring timely and efficient services to its end users. We are implementing an ERP software by that business will be more controlled, achieve spot-on decision making, efficiency, more sales and reduced wastages.

#### 4.8 Social media strategy

In terms of Social media Navana Lpg has a Facebook page and we have around 18,000 page followers. We can also open a YouTube channel and upload cooking shows or safely tips or CSR.

#### Objectives:

- To create widespread awareness in Facebook about Navana LPG.
- Through the communication we want to engage people with the brand.

#### Benefits of Facebook page:

- Cost Effective
- Facebook promotions generates leads which eventually increases sales
- Raise brand awareness and promote positive word-of-mouth
- Interactive communication
- Reach a Targeted Audience
- Provide customer support

We want to increase our page like and then we will boost our posts to make our audience engaged with the page. We can interact with target audience by offering different quizzes and events.

#### 4.9 Navana lpg stands from Strategic point of view:





Navana Lpg should go for **Broad Differentiation Strategy**. As there is intense competition in the market with **Cost leadership strategy**; competitors are constantly involving in price war but Navana Lpg as a new entrant involving in price war would be self-destructive. But Navana lpg has some USP and we need to focus on Broad market with differentiated product offerings through different strategic business units (SBU).

## BCG Matrix



**Figure: BCG Matrix**

**Findings:** Navana Lpg operating in the market for some months now. In the BCG matrix we can see that Navana Lpg located in the star grid which means we are investing a lot to grow our market and we are also generating cash in the same speed. Navana lpg need to move downwards to Cash cow grid so that we have high market share with less cash usage.

### 4.10 Marketing Activities of Navana LPG and Competitors

In line with our strategic findings we have listed some Short-Term Marketing Activities and Long-Term Marketing Activities below pages. We tried to incorporate as much activities possible.

Some Key Strategic issues for marketing activities are:

- Marketing campaign-More focus on trade marketing (Trade Show, District wise awareness program).
- Need to promote our USP's to create pull form consumer end (TVC, Radio, and Print Media).
- Different consumer promotion offers
- Different Trade Promotion offer for both distributors and retailers
- CSR activities to create positive image of the brand

Finally we can say that; Navana Lpg thrives to be best cost provider with a differentiation of its USP's and soon we want we become the cash cow of the industry.

SL	Brand Name	Communications Media(25 January- 18 February)						Remarks
		TVC Airing	Press	Digital	Sponsorship	Event	PR	
1	Bashundhara LPG							
2	Omera LPG							
3	Beximco							
4	G Gas							
5	Orion							
6	LaugfsGas							
7	Petromax							
8	Unigas							
9	BM LPG							

Figure: Competitor Marketing activates

## **Chapter-5: Findings of Study**

### **The balance between traditional marketing and digital marketing**

It is no doubt we live in a digital era and the use of internet has increased and still growing as statistics show. The world has transitioned into a very digital environment. There is a continuous debate on whether digital marketing is overpowering and surpassing traditional marketing or not. Many analysts think that digital marketing has taken over and traditional marking has lost his importance. But others consider that traditional marketing is still very much used and digital marketing is combining very well with it.

**Total Number of Like on Facebook of Navana LPG:**

<b>Date</b>	<b>Total Like</b>
January 1, 2018	2053
April 1, 2019	1,49,000

We have used the top circulated newspapers in Bangladesh so that will affect consumer behavior and thus influencing their perception and attitude towards our brand.

A recent study conducted in 2015 by Zenit Optimedia shows that in the last five years the use of internet has grown a lot and on the other hand the use of other media has decreased or just slightly grow. The situation states as follows: Internet (+105%), Outdoor (+3%), Television (-8%), Cinema (-11%), Radio (-15%), Magazines (-23%), Newspapers (-31%).

The same study made by Zenit Optimedia reveals that in average people spend over 490 minutes daily using some sort of media but what is still surprising is that television remains dominant, representing approximately 3 hours of daily media consumption, while internet is on second place. But the trend shows a decrease for television, while internet has constantly growing. The biggest increase in the use of internet has been among young adults, with time spent online almost tripling in the past 10 years, fuelled by increasing use of tablets and smartphones. Older people may seem to still prefer to spend their time on more traditional media channels like television or radio and in consequence they are still consumers of traditional marketing.

We would trust we've persuaded you with information and certainties that digital marketing is unquestionably the best approach to publicize as a private venture. On the off chance that you've effectively attempted customary marketing previously and haven't seen the fast development results you needed, at that point give digital marketing a shot. There is little hazard and incredible reward. That is not a combo you see frequently in the business world.

## **Chapter-6 Recommendations**

NavanaLPG needs to be in consumers minds through the following approach

Traditional approaches:

- 1 .Regular ATL activities
3. Retail place presence with POS materials.
4. Customer service (Fast & free delivery, Maintenance etc.)

Digital Approaches:

1. Increase the Facebook page like and become highest liked page in the industry
2. Continue with the brand awareness post in the page
3. Launch some consumer engagement campaigns in social media

## **Chapter- 7 Conclusion**

Comparing both types of marketing, Internet Marketing is more economical and faster way to reach out to buyer directly, and is the ideal ways for business to advertise locally or internationally. As the result in case of comparison; both types of marketing can help traders and marketers to do business. Each has advantages and disadvantages. In traditional marketing consumers can see and touch the real goods or service but the domain of effect is low, on the other hand using of E-marketing will exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be more chipper, faster and convenient for marketing. Approximately the advantages of E-marketing are quit greater than advantages of traditional marketing.

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