

Report On
The Penetration of Digital Media in
Lower Middle-Class Families of Dhaka

By

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15204054

An internship report submitted to BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
June 2020

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:



Sifat Nur Islam
15204054

Supervisor's Full Name & Signature:

Raisa Tasneem Zaman
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Raisa Tasneem Zaman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

It is my pleasure to display my entry level position provide details regarding' Recruitment and Selection Procedure of X Solutions Ltd, where I was appointed.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,



Sifat Nur Islam
15204054
BRAC Business School, BRAC University
Date: June 4, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between **X Solutions Ltd** and the undersigned student at BRAC University **Sifat Nur Islam**

Executive Summary

The report talks about what a great journey it was for me to work at an organization such as X. It signifies that they have a clear vision on what they want to focus their principles on. The report then transitions on to speaking about how digital media have penetrated the lives of lower middle class families. It describes how marketers should not just focus on traditional media forms in order to target Sec C/D people, rather they should use a mixture of both traditional and modern day media forms and how they can be benefited from it.

Keywords:

X

Lower Middle Class Families

Digital Media Consumption

IMO

Facebook

Messenger

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Chapter 1

Overview of Internship

1.1 Student Information

Name: Sifat Nur Islam

ID: 15204054

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information

1.2.1

Period: January 5 – April 20, 2020

Company Name: X Solutions Ltd

Department: Key Account Management, Client Service

Address: House 40, Road 20, Mohakhali DOHS, Dhaka – 1206

1.2.2

Company Supervisor's Name: Kazi Samiur Rahim

Company Supervisor's Position: Account Director

1.2.3

Job Description: A client service guy is the brand custodian of a client. They get to look after a certain or a number of certain brands.

They get to work both for the digital or ATL part of brands depending on the brand. The person must be an undergraduate. The person must be willing to work long hours and must have a knack for creativity.

Job Duties: A certain service guy has a lot of duties that typically range from:

1. Maintaining good relationship with the client
2. Getting briefs from clients for certain campaigns
3. Sitting down with the creative, planning, media, business solutions team to figure out a way forward for a certain campaign
4. Maintaining good relationship with the other departments.
5. Making sure clients get what they want before the deadline that is discussed and agreed on
6. Making sure clients are happy
7. Talking to different vendors for out-of-scope work
8. Making sure bills are being issued to the brand at the end of the month with the help of the accounts department

9. Giving monthly reports to brands

10. Pitching for new clientele

These are just a fraction of what a client service guy typically does on a day-to-day basis.

Job Responsibility: The main responsibility of a client service guy is to make sure that the client is happy and that the client's key message is being portrayed properly. Overall, a client service guy has to own that certain brand.

1.3 Internship Outcomes

1.3.1

My contribution towards the company was to make sure that the clients that I was assigned to was happy and in my humble opinion, I did a good job at that. I looked after the brands Robi (Digital), Monno Ceramic (Digital and some parts of ATL) & MARKS Young Star (Digital).

During my time, my job was to make sure that day-to-day operations were running smoothly and big campaigns were being executed properly. I was also a part of the award winning campaigns 'Robi Bijoy Itihash' & 'Robi Mission Kombol' which won a lot of awards in the previous DMA & Commward. Overall, my contribution towards the company was to make sure that I job that I was given was being executed properly.

1.3.2

During my time working for X, I gained a lot of benefits. I got to learn the ins and outs of the industry and how it worked and it taught me a lot of things that theoretical knowledge can never teach someone. It overall gave me an edge over everyone as not many people get the opportunity to look after such brands and learn about how things work this thoroughly.

1.3.3

During my internship period, I did not face that many difficulties because of one significant point. The company was really helpful and each and every other employee of the company helps to teach the interns about how things work and thus it led to a very smooth period in my internship.

1.3.4

Recommendations for the company for future internships:

1. Sometimes there is no hand-holding when it comes to interns as most of them are expected to know certain stuff. Eventually they get help of course from their supervisors. However, supervisors can probably help out a little more with the basics.
2. Make the interns feel like they are a permanent employee even before they are one.

Chapter 2

Organization Part

2.1 Introduction

X Solutions Ltd is one of the very few integrated marketing agencies of our country. X Solutions Ltd was formed as a merger of MADLY and Strategeek Digital. It was formed back in April 2017. It is situated at Mohakhali DOHS, Dhaka. X Solutions Ltd was formed with a clear vision in mind. It was formed with a bunch of curious minds, coming together to solve the evolving communication challenges of the modern age. It knew it had to be an expert in the field where there is no experts. So, they looked at communications trends at that moment. What they found out was very interesting. It seemed like in the advertising industry, people were more keen on giving clients a 360-degree solution rather than giving them what they actually needed. This is where an idea struck. X Solutions Ltd wanted to become an expert in the field of integration. They did not want to give clients 360-degree solutions which would be of no use to them. No, rather they wanted to give clients what they needed for their communication purposes. This is where the formation of X Solutions Ltd, an integrated marketing agency took place.

Objective: To touch all parts of integration necessary to become the best.

2.2 Overview of the Company

An integrated marketing agency offers their clients exactly what they need for their communication needs. It can be either ATL or BTL or digital or ATL and digital or ATL, BTL and digital or BTL and digital or ATL and BTL or Web Development or All of the above included into one package. The client will only be given what they need based on their problem stated in their brief.

Currently, X Solutions Ltd has every part of integration covered. They have someone with huge BTL experience, someone with excellent digital communication and brand understanding, they have someone solely dedicated for integration, they have someone with immense ATL experience and they have someone with absurd programming skills. They have it all covered under one roof and that is why they can confidently do what they are doing, which is giving clients an integrated communication agency.

Originally, X Solutions Ltd was found by five people:

Tahsin Saeed, CEO and MD of X Solutions Ltd, was one of the original founders who was working at MADLY before. He is a pure business tycoon and BTL veteran who has undertaken some of the biggest projects Bangladesh has ever witnessed in terms of advertising and marketing. He used to work at Asiatic before and at BAT even before that. Although, his main traits are for business and marketing, he is a film producer at heart. He loves watching films and creating them.

Drabir Alam, COO of X Solutions Ltd, was one of the original founders who was working at MADLY before. He was one of the most talented people there is in our country when it comes to digital understanding. He has a very keen eye when it comes to communication and understanding brands properly. He is the mastermind behind some of the hugest campaigns of our country. He used to also work at Asiatic before and at BAT even before that as well. Although, he loves programming as well, he has a very fond passion for cycling. He is a semi-professional cyclist who has attended many international races and national ones as well. He believes in living an active lifestyle to relieve himself from everyday stress.

Shaheen Siam, CFO of X Solutions Ltd, was one of the original founders as well. He works as an investor as well. He grew to the top very quickly with a keen eye for financial analytics and understanding.

Sidrat Talukder, Former Head of Business Solutions of X Solutions Ltd, was one of the original founders who was working at Strategeek Digital before. He was one of the most genius people of our country when it comes to consumer understanding and coming up with a form of communication for that. He was one of the original founders of Maverick Studios as well which he formed with some of his university friends. Although, he is not directly involved with X Solutions Ltd anymore, he came up with a big part of the company which was the Business Solutions team. He is a very keen interest in sports specially cricket and football. He also loves playing e-sports.

Raquib Chowdhury, Group Creative Director of X Solutions Ltd, was one of the original founders who was working at Strategeek Digital before. He was one of the most creative people when it comes to storytelling. He is the mastermind of some of the most creative campaigns of our country. He was one of the original founders of Maverick Studios as well which he formed with some of his university friends. He himself strides to become better everyday in terms of think creatively and encourages his team to do the same as well. He is very fond of storytelling and making film.

Also, X Solutions Ltd has some investors as well which have helped them in the early days of the company in order to grow to what it is now.

Mission: To become an integrated agency for the modern age solving an equation where the answer is constantly changing.

Vision: To become the best integrated communication agency in Bangladesh

Strategy: To become an expert in the field where there are no experts.

Organization Structure:



Tahsin Saeed

CEO & MD



Drabir Alam

COO



Masudul Alam Rintu

Chief Integration Officer



Rasel Mahmud

Group Creative Director



Raquib Chowdhury

Group Creative Director



Kaisar Bhuiyan

Senior Account Director



Obidur Rahman

Senior Account Director

Tahsin Saeed is the CEO & MD of X Solutions Ltd. He is an ex-BAT and trade marketing specialist with sixteen years of experience in communication and trade marketing.

Drabir Alam is the COO of X Solutions Ltd. Another ex-BAT employee and one of the pioneers of digital marketing in Bangladesh with ten+ years of experience in digital and BTL.

Masudul Alam Rintu is the Chief Integration Officer of X Solutions Ltd. He is the former Head of Brand and Market Communication at Airtel with twelve+ years of experience in brand building, advertising and marketing.

Rasel Mahmud is a Group Creative Director of X Solutions Ltd. He is the former Creative Director of Grey with twelve+ years of experience in advertising field; the mind behind numerous Coke, Uber, and GP campaigns.

Raquib Chowdhury is a Group Creative Director of X Solutions Ltd. He is Co-founder of Maverick Studios and Shop Up with eight+ years of experience in visual storytelling and digital-led integrated campaigns.

Kaisar Bhuiyan is a Senior Account Director of X Solutions Ltd. He has eight+ years of experience in Digital Marketing with Google, Bing, and Facebook Blueprint Certifications.

Obidur Rahman is a Senior Account Director of X Solutions Ltd. He has nine+ years of experience in customer experience and social listening, currently leading the Query Management Team, Listening Centre, and Community Management Team of X Solutions Ltd.

2.3 Management Practices

X is a very friendly company where the corporate culture does not exist. This means that everyone goes around calling each other brother or sister and not boss. The top management are very friendly and approachable which lets employees be free with them. The top management lets them work at their own paces. Something the management practices is being strict with deadline. A deadline is a deadline and everyone is very well aware of that in this company. They can work at their own pace but they cannot miss their deadlines. Other than that, the management usually always holds sessions internally to work on the employees', lives not just their work lives but also on their personal lives because a lot of employees coming in are still very young.

2.4 Marketing Practices

In terms of marketing practices, X has a very clear vision on what it wants to accomplish. X is an integrated communication agency. So, they try to communicate products or services rather than just trying to market it out. It plays a very methodical game. Rather than applying all forces into a product or service, it tries to see what forces that particular product or service actually needs. By having this clear vision in mind, X has made its structure accordingly. They do not hire individual teams according to the work that needs to get done but rather they have made their core teams become jack of all trades and master of one. By being the master

of one trade, the employees have a vast knowledge of that particular area and by being the jack of all they have knowledge of other areas as well. By bringing in master of one area people more into the company, others can learn off of them and become better jacks. This unites everyone into the integrated mindset that the company seeks to achieve.

2.5 Financial Performance & Accounting Practices

Although X could not reveal much about their financial performance as it is highly confidential, they did however mention that they are doing extremely well for an agency that has just been operating for 3 years. Despite having very big names as competitors out there, X has gained a lot of financial growth due to the fact that they have won many big accounts (clients) in the recent months.

They have also revealed some accounting practices that they use for their accounts department and across all departments.

X tries to make a point in giving their employees their salaries by the first of each month. They do not like the practice of giving salaries later on in a month. They are very consistent about this as well. The accounts department is also very friendly in the sense that most accounts departments in offices are not.

However, the accounts department would not be able to give the salaries in time if it was not for the client service department. The client service department has to make sure to make a

monthly spending report which they need to send out to their clients by the 3rd of each month.

They also have to follow up on their bills as well. This ensures that the clientele are paying their fees in time and helps the accounts department in return.

X also has a very good reputation with their vendors. Their vendors pay gratitude when they get paid in time and X makes sure of that by making sure that vendor payments are billed after 3 days of a project completion.

X also makes sure that their employees, if they are staying late at night, get dinner and if they are leaving after 11pm, they get conveyance money as well. These are some of the accounting practices that X follows in order to keep everyone happy.

2.6 Operations Management & Information System Practices

To operate and manage the whole company, a lot of online software is used by the management.

For the operational side of things, it varies from department to department. There is an online application named Trello which is used mostly for synchronizing work all across the departments. Mostly, the client service, creative and planning department use this application in order to maintain a schedule of tasks that they need to get done in a certain period of time.

Then there is Microsoft Office which is mostly used by the client service and planning department to get most of their jobs done. For the creative department, most of the work is

done on Adobe software which ranges from Photoshop, Illustrator, Premier Pro to After Effects etc. For keeping track of employees, the HR department uses a custom software made by inovace technologies. For communication purposes with the client, the Client Service department uses Whatsapp. All of the employees have G Suite accounts of their own which gives them tons of cloud storage and an easy way of communicating online. Other application from Google such as Hangout Chat is also used for internal communication. Of course, Facebook also plays a huge role as well due to all the digital work that is done inside the company.

Even in tough times, when the Coronavirus hit in Bangladesh and made everyone self-quarantine themselves in their homes and do home office, Google Hangout Meets played a huge role in online conference-calls.

These are mostly the ways of communication for operation and information system that is practiced inside the company.

2.7 Industry & Competitive Analysis

SWOT Analysis:

Strength:

The biggest strength of X Solutions Ltd is that they have experienced people in the team.

Market leaders who have tons of experience in ATL, BTL and digital. This allows the opportunity to grow as an integrated agency.

Weakness:

The agency is just starting out and they are still new in the market which makes not many people know them.

Opportunity:

There is a huge opportunity for X Solutions Ltd to penetrate into the integrated playground which no other agency has done yet.

Threats:

The biggest are agencies like Grey, Asiatic and Bitopi who give brands 360-degree solutions.

Strength
Experienced Market
leaders leading the agency

Weakness
New Face in the market for
a lot of people

Opportunity
Penetrate the integrated
playground

Threat
Big names like Grey, Asiatic
& Bitopi

2.8 Summary & Conclusion

To conclude, X was a great journey for me as I got to learn a lot of things from there. I got to learn about the ins and outs of the industry that I was really passionate about. I got to meet so many inspiring people and got to learn a lot from them as well. I got a head start in my career which a lot of people do not really get the chance to do and I am grateful for that.

X knows exactly what it wants to do which is be the master of integrated communication. They have made an eco-system surrounding that philosophy and it has benefited them tremendously. It has a very friendly and homey environment which makes it very easy for new employees to dig into their work. The upper management are a very humble bunch of people and they know exactly how to take care of their employees.

2.9 Recommendations

X honestly is already a very established organization because of the people that are leading the place. It has very little it needs to change. However, I do have some recommendations for the company which I think if is implemented, it can become even better than it is currently and reach another level.

1. When new employees are hired, they should be a given a brief history lesson about the company. I believe the company is very rich in its history and giving new people that exposure helps them appreciate where they are working at even more so than they might without knowing the history.

2. The company should hire employees that already have an integrated mindset and want to learn more. As the company has an integrated vision, they should hire employees with the same attitude in mind.

3. Facilities for the HR department can be improved for more efficient performance overall for the company.

Chapter 3

Project Part

3.1 Introduction

When it comes to marketing a product or service to a lower middle class family in Dhaka, most marketers would think to use traditional means of communicating such as TVCs, Billboards, Radios in order to get their message across. However, that is where the difference of most marketers and a modern day marketer comes into play. A modern day marketer knows that in order to get their message across to lower middle class families in Dhaka, traditional means of marketing alone will not work anymore. They need to use more modern day communication styles as well as with the traditional medias. Now, a lot of people might question, what are the modern day communication styles that should be used in order to get our message across to lower middle class families and that would be a great question. The answer is quite simple actually. The likes of IMO, Facebook, Messenger and mobile apps and games can be used to communicate to those people. People may ask whether apps like IMO or Facebook may be too complicated for those people or not and the answer would be no. With the acceleration of time and modernization, lower middle class family people have slowly but surely adapted to the digital age and although they might struggle with more complicated apps, they do not struggle with the very basic ones at least.

This is what this report is going to be talking about, how digital media has slowly but surely penetrated the lives of lower middle class families' lives and why marketers who want to be one step ahead should pay heed to that. The report will also cover how lower middle class families consume digital content and on which platforms they specifically do it on.

The objective of the report is to break the perception that social media is only meant for upper middle class and higher class people.

3.2 Hypothesis

A lot of marketers still think that only traditional media forms are the only way to communicate a product or service to the lower middle class families of Dhaka. However, that is not true as digitalization has happened in the past few years. So, how should marketers go on about their business?

Hypothesis 1: Marketers should pay heed to digital media forms when communicating a product or service to the lower middle class families of Dhaka.

Hypothesis 2: Only digital media forms won't work as this target group still somewhat rely on traditional media forms.

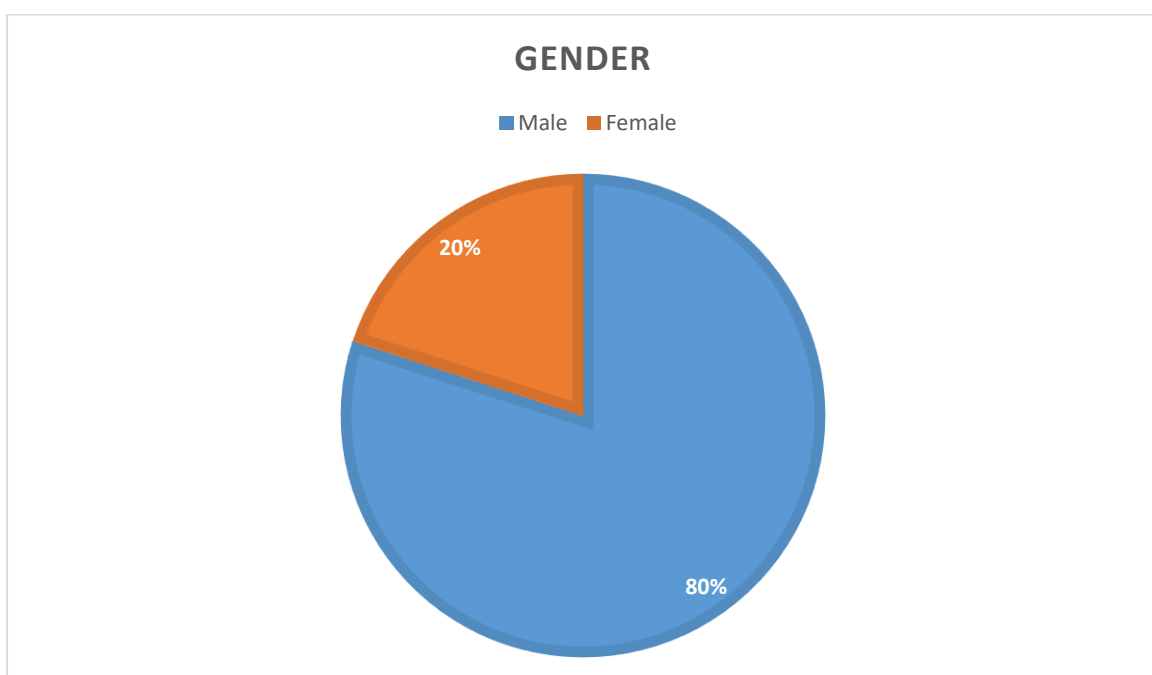
3.3 Methodology

For the report, I went with a primary research method which was a focused group discussion based on the lower middle class staff who work in our office. I got in touch with 4 men and 1 women of our office and found out how they consume digital media in their everyday lives.

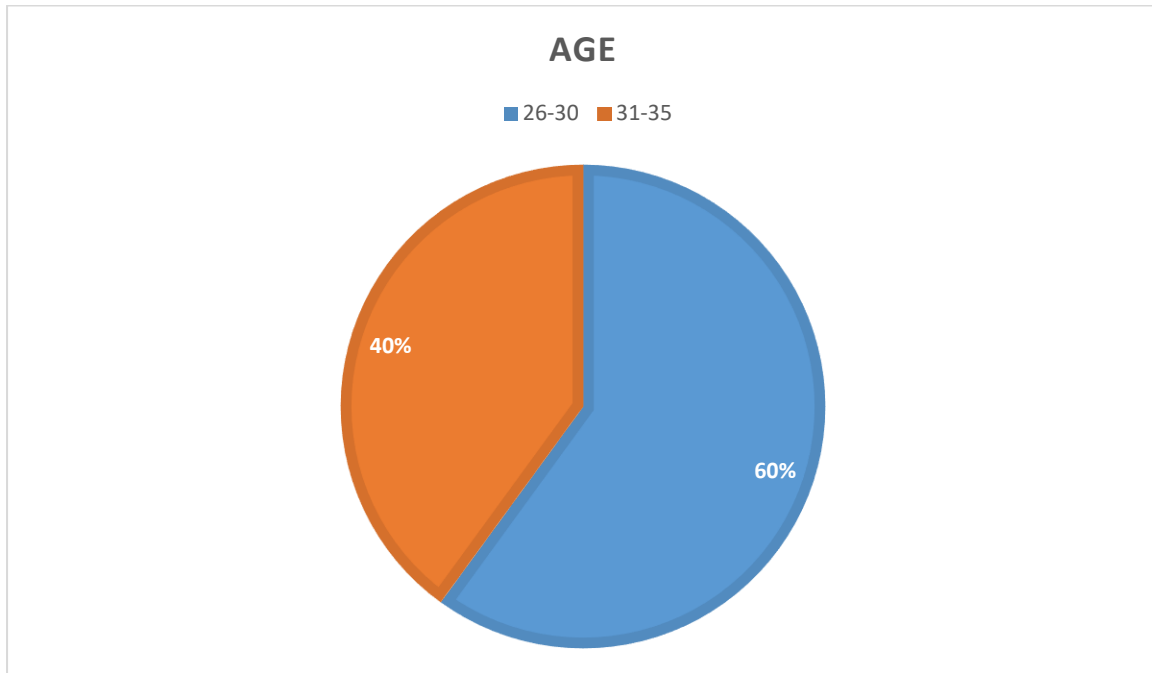
3.4 Findings & Analysis

The names of the five people that participated were Maruf Hasan, Tarek Rahman, Tariqul Islam, Anowar Hossain, Rabeya Khatun. I asked them several questions. Some of the highlights were:

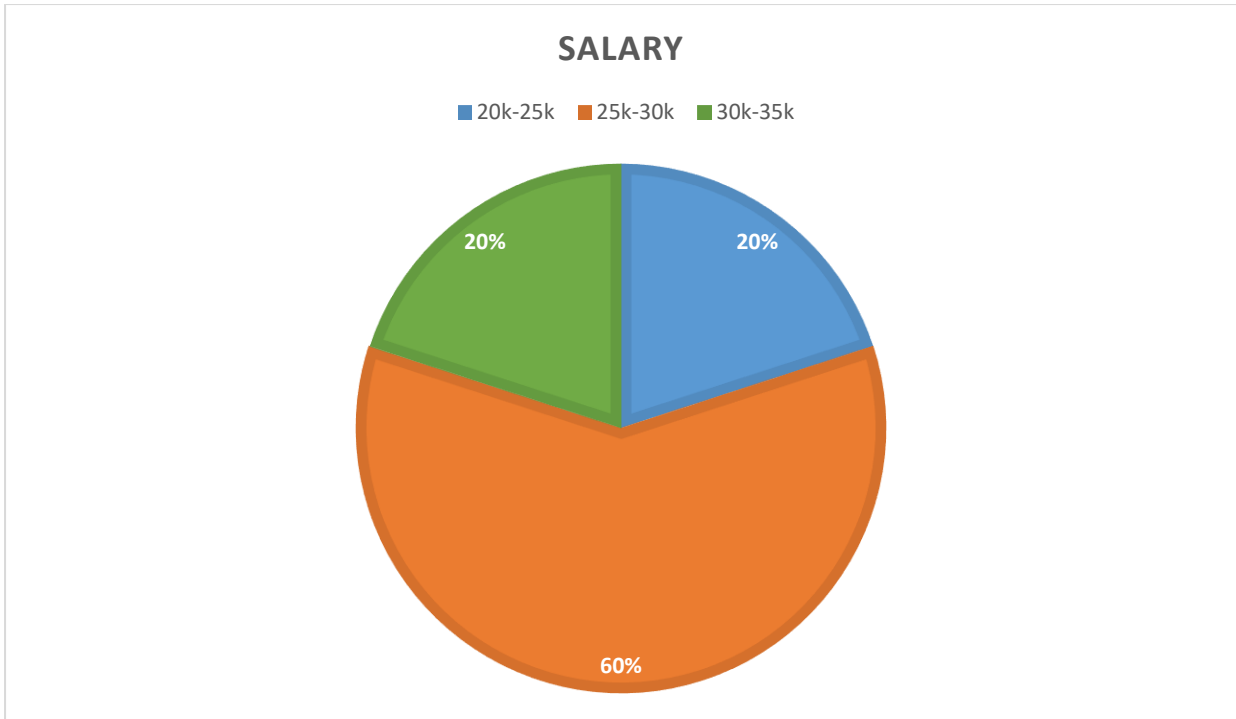
Their gender: Out of the five people that participated in the FGD, four were male and one was female.



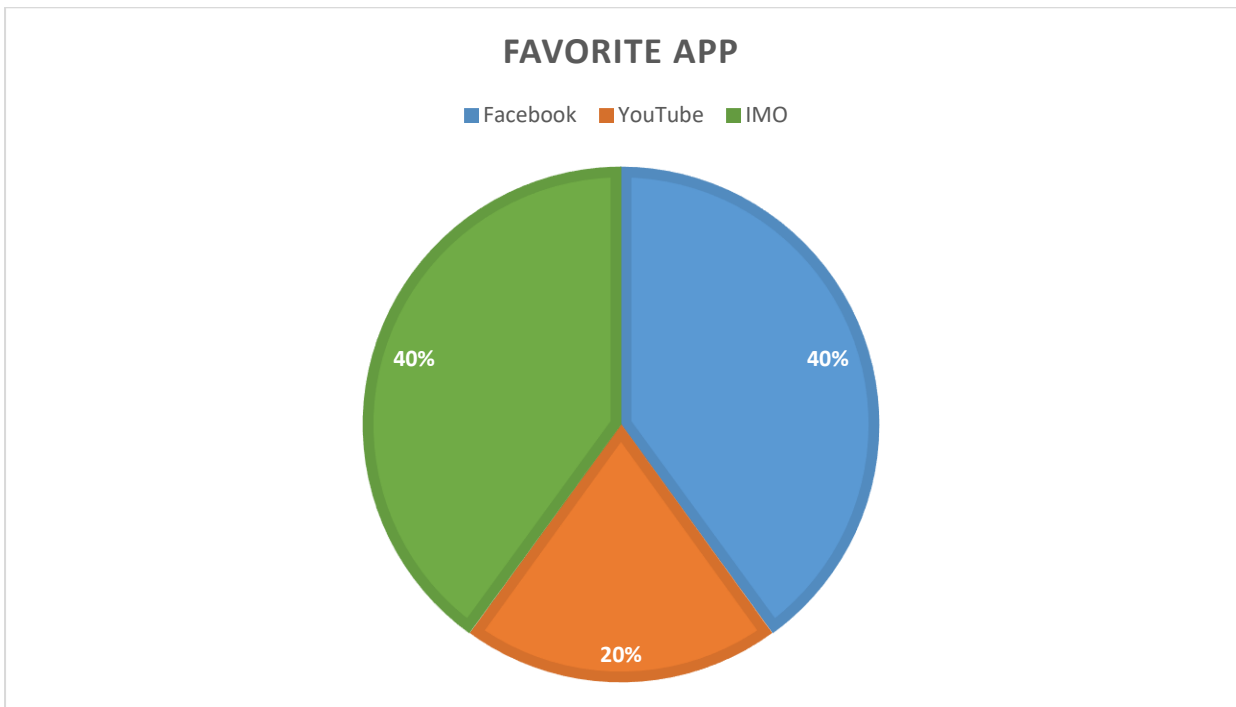
Their age: When asked about their age, I found out that Maruf was the youngest out of them all being 25 years old. Then, Rabeya was 26. Tarek, Tariqul and Anowar was 30,32,35 accordingly.



Their salary: They were very hesitant to talk about their salaries in front of everyone of course. Therefore, I asked them individually and confidentially what their salary was. Rabeya had a monthly salary of 21,000 tk. Maruf and Tarek both earned 25,000 tk. Anowar being one of the most senior of the staff earned 29,000 tk. Tariqul, being one of the longest time workers earned 31,000 tk.



Their favorite apps: While Anowar and Rabeya both loved IMO, Tariqul and Tarek both loved Facebook. Maruf on the other hand likes YouTube more.



Firstly, Maruf shared that he has a very enthusiastic knack for checking out YouTube. Why? Because he is the IT guy and being only 25 years old, he does not have that much experience in the field yet. He has learned how to do these things himself by watching one of his older brothers in his neighborhood who used to work in a small IT job. He is heavily dependent on learning new things from the Internet. He gives credit to YouTube by saying:

“I watch a lot of technology YouTubers who speak in Bangla, it is thus easy for me to understand and I can learn how to do new things, how I can improve my skills and even I can learn what I was doing wrong in some parts. Having nobody around to teach me, YouTube is the only social media I can rely on for this kind of content.”

Since Maruf is the tech guy, he gets free internet from the office and thus gets to hone his skills in his spare time without buying internet that much and therefore he can afford YouTube all the time even though he has a salary of 25,000 tk. He also spends his spare time on Facebook and Messenger by browsing through different content and chatting with his family and friends.

However, Maruf did state that he does still read newspapers and magazines when he finds them laying around. This goes to show that even a techy lower middle class guy like Maruf who is a heavy digital media consumer still somewhat relies on traditional media forms for receiving communication.

Tarek, a personal assistant of the COO loves Facebook the most. He is the youngest in his family with the age of 30. The COO knew his father personally and thus took him in as a recommendation from his father. Being the youngest, his elder brother takes a heavy burden of the family, however Tarek still has to chip in to take care of the family. When Tarek gets home, he browses through Facebook as an entertainment source. He implies by saying:

“I use Facebook a lot. It helps me to stay connected to my friends and family members, especially my friends who live in the village. Facebook is a great medium for me to talk to them. I also love using Facebook as it updates me on a lot of news in the entertainment sector as well as news regarding what is going on around the globe.”

“Having a tech-savvy boss also helps, as he will sometimes teach me certain things that I have not experienced before online. I learn a lot of new things from my boss.”

Having a salary of 25,000 tk, he spends his money by buying data packs that offer a lot of data for a small amount of money. He does this because he still has to help his family out.

When asked if he used traditional media to receive his communication, he replied that he did not feel the need to anymore like before as online mediums serve the same purpose.

Tariqul, the former personal assistant of the COO, is now a VAT officer at X. He also recommended Tarek for the job as he knew Tarek from before. He is the most long serving employee at X out of all the five people in the FGD. Tariqul is 32 years old and has a younger sister. His younger sister is studying in a public university currently and he helps his

parents out by paying for her education. Tariqul also loves Facebook not only for its entertainment purpose but also because it is a very important tool for his everyday job. He described:

“I have to talk to a lot of people every day regarding billing issues and it is many a times very convenient for me to knock them up on Facebook Messenger and ask them certain questions and have discussions in detail later on. I also love Facebook for its massive news source from pages like, Prothom Alo, BDNews24 etc. It also serves as a medium for me to talk to my family and friends as well.”

Tariqul earns 31,000 tk monthly and a lot of that goes towards helping his family and paying for his sister’s education. He does not mind however as his data consumption is covered by the office. He however does still use traditional media forms such as the newspaper as most of his area of work is covered in the newspaper and traditional media forms rather than digital media forms.

Anowar is 35 years old being the oldest employee out of the five participants. He is married and lives in a one bedroom house in Mohakhali. He earns 29,000 tk a month. Lacking proper skills, he could not go further into his career early on and is still stuck at a steady pace. His wife works in a nearby factory. Together, they survive modestly. As most of Anowar’s salary goes into providing for his family, he does not have that much money left around for digital media consumption. He said:

“Every month I do not have that much to spend on Digital Media. What I do personally is use IMO. I love IMO as it is very practical and it does not cost too much data. IMO is great as it fits my needs. I can talk to my childhood friends who live in the village and some who live abroad.”

He added that he still reads newspapers for news however he is heavily dependent on IMO for communication. He also sometimes browses through Facebook for entertainment.

Rabeya is 26 years old and is one of the youngest employees of X. She got married at the age of 23. Her husband now lives abroad working in construction. She works at X as a kitchen staff and earns 21,000 tk monthly. She lives with her in laws and comes to work every day very early in the morning.

Rabeya’s digital media consumption is kind of different than the rest of the people. Whenever she misses her husband, she wants to talk to him. She said:

“Whenever I feel the need to talk to my husband, I use IMO. It is great as it does not take too much money to use. My brother-in-law and other staff members in the office sometimes help with buying the data packs. Also, using IMO, I can see my husband clearly which I can’t in Messenger. That is why I use IMO.”

These are the finding and analysis of the FGD. As discussed, it goes to show that the hypothesis are right as almost uses digital media and some still rely somewhat on traditional media.

3.5 Summary & Conclusion

It goes to show that no matter how much traditional marketers try to avoid the scenario of Bangladesh slowly but surely digitalizing, they cannot anymore. As, it is evident that digital media has taken over all walks of life at least in Dhaka. So, what marketers can best do to capitalize on the situation is that they can accept the changes and move forward with adaptations for the new generation.

3.6 Recommendations

There are some recommendations for marketers who are struggling to keep up the modern-day digitization:

1. Marketers should pay heed to social media sources like Facebook, YouTube, IMO, Messenger, GDNs for their communication.
2. For people that have family members living abroad, they can heavily shift their budget towards releasing ads in IMO only.
3. As people are heavily on staying connected, they can target only Messenger ads as well.
4. Marketers can use Google Display Banners for people who may shift to a middle-class lifestyle.

5. Marketers should not forget about traditional media like newspapers, radio shows, billboards as they still serve as a huge communication purpose.

6. The modern-day marketer should focus their energy on putting out communication in the right medium which is best suited for their target market.

References

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<https://www.acumen-bd.com>