

Report On

**Rise of Digital Marketing and Its Impact in Logistics & Supply Chain**

By

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An internship report submitted to the BIGD in partial fulfillment of the requirements for the degree of Masters in Procurement and Supply Management (MPSM)

BRAC Institute of Governance and Development (BIGD)

BRAC University

August, 2020

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## DECLARATION

It is hereby declared that -

1. The submitted report is the original work done by me while completing the degree at BRAC University.
2. The report does not contain any material which is 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 materials which have been accepted, or submitted for any other degree or diploma at a University or other Institution.
4. I have acknowledged all the major sources of help I have taken for this report.

**Student's Full Name & Signature:**

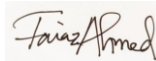


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## LETTER OF TRANSMITTAL

Faiaz Ahmed

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Subject: Submission of the Dissertation of MPSM Program.

Dear Sir,

This is my great pleasure to submit my dissertation (Report) on TOPIC for my Masters in Procurement and Supply Management (MPSM). I would like to express my gratitude for your continuous support and guidance throughout the journey. In this report, I have tried to cover the knowledge I have learned from the Masters and work experience following the instructions shared by you.

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

Sincerely yours,



Aklima Rahman Mitul

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BRAC University

Date: 22/09/2020

## ACKNOWLEDGEMENT

I am grateful to get an opportunity for working in this thesis report. First of all, I would like to thank the Almighty Allah for giving me the knowledge, the opportunity of getting education and enabling me to complete this report on **Rise of Digital Marketing & Its Impact in Logistics and Supply Chain.**

For the successful completion of any project requires the help of different people. I have also taken help from few people for the completion of my report and here is a little effort to show my sincere gratitude for those helpful persons.

I would like to express my sincere gratitude to the **MPSM Department, BRAC University** for giving us a wonderful experience throughout the journey of Master's program and assigning this report. I have gathered a lot of knowledge while working with this report and prepared this report with both my academic knowledge and practical working experience in this field.

I would like to thank Mr. Al Rashed Prodhan, Chief Executive Officer, Groupdot and Mr. Faiaz Ahmed, Head of Marketing & Operations, Groupdot for their immense support and valuable time to complete the report.

I would not miss the chance to give credit to the both Primary and Secondary sources for adding valuable inputs in my dissertation. I am indebted to all the people who supported me to prepare this report directly or indirectly.

## **EXECUTIVE SUMMARY**

Digital Marketing is a marketing strategy to advertise the products or services through digital channels. In last few years, the use of Digital Marketing platforms has gained a great attraction to build direct customer relationship and increase the presence of brand in the consumers' TOM. If we look at the very recent scenario, the use of Digital Marketing has triggered particularly in this pandemic situation.

Managing customer relationships is an approach of handling the engagement with existing and future customers of a company. It is a vital part for every business and especially for logistics and SCM companies.

This study shows how digital marketing can help to improve the Customer Relationship Management (CRM) and the impacts of it in logistics and SCM businesses growth through the use of digital media platforms.

It also presents the impact of Covid-19 pandemic in the future growth of digital marketing. How the digital marketing industry is dealing with the global economic change and how it will be rising in coming years.

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## LIST OF ACRONYMS

<b>WOM</b>	Word of Mouth
<b>CRM</b>	Customer Relationship Management
<b>CRMS</b>	Customer Relationship Management Software
<b>SCM</b>	Supply Chain Management
<b>SEO</b>	Search Engine Optimization
<b>TOM</b>	Top of Mind
<b>IOT</b>	Internet of Things
<b>MNC</b>	Multi-National Corporation
<b>TELCO</b>	Telephone Company
<b>SMM</b>	Social Media Marketing
<b>AI</b>	Artificial Intelligence
<b>ROI</b>	Return on Investment
<b>CEO</b>	Chief Executive Officer



# Chapter 01

## INTRODUCTION

### 1.1 Background

Digital marketing is a way of promoting the products and services that requires internet and online based digital technologies to reach the potential customers. In simple words we can define that digital marketing is an entirely new endeavor that utilizes a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing through the use of internet, social media, technological devices, search engines, and other channels.

Digital Marketing is a route to build direct relationship with the potential customers of the brand which can be measured as well. In Digital Marketing platforms, customers have access to information at any time and customers not only rely on what the company says about the brand but also on what the word of mouth (WOM) says.

In last few years, it is seen that digital marketing industry is booming over the traditional marketing. Surviving in this mobile and internet era, it is almost impossible where digitalization has taken over in almost all the fields. It is being impossible for all type of business to succeed without digital marketing strategies in order to gain visibility and grow faster.

Supply chain is the process of managing the movement of raw materials collection of a product from the supplier, manufacturing the product, marketing, distribution, sales and till it is delivered to the ultimate consumer. Logistics management is the part of supply chain which strategically manage the procurement, movement and storage of the raw material, work in process and finished inventories.

Customer Relationship Management is a key role of marketing for any kind of business, especially for the logistics solution provider companies. Logistics and Supply chain are two very crucial departments in a business. Whenever, a company needs to outsource the services of logistics and supply chain, it is very important to ensure that the outsourced company provides with the right customer service. It is easier to communicate with customers as well as more interactive through digital marketing. During the current Coronavirus pandemic where most of the traditional marketing and other communication activities are going difficult, digital marketing is the best way to be connected with customers in the most effective manner.

## **1.2 Objective of the Study**

Due to fruitful results of digital marketing, the growth of this industry is ever rising. The objective of this report is to identify the Rise of digital marketing over the traditional marketing and how it impacts in logistics and supply chain.

In the preparation of this report, there were few special objectives which are stated below:

- ❖ To know how the digital marketing serves better than traditional marketing.
- ❖ To understand what digital marketing channels are and how it works.
- ❖ To measure the impact of digital marketing on consumers and brands.
- ❖ To analyze the importance and future growth of digital marketing
- ❖ To analyze the impact of the digital marketing in logistics and supply chain
- ❖ To understand how the covid-19 impacts on the growth of digital marketing

## **1.3 Scope of the Study**

In earlier, only source of marketing was traditional marketing which are basically ATL and BTL marketing strategies. In recent years, we can see that the most frequently used marketing tool today is Digital Marketing. Through the digital marketing, it is possible to promote a brand in a specific segment. Consumers can communicate and share their feedback directly to the marketers. Thus, the marketer can plan accordingly while planning for procurement & logistics. The objective of the study is to illustrate the rise of digital marketing industry and how it can be useful in logistics and supply chain as well.

## **1.4 Limitations of the Study**

Eventually the objective of this study is to provide relevant information regarding the growth of digital marketing compared to traditional marketing and how the growth of digital marketing impacts logistics and supply chain industries, but there are some limitations. The major limitations are stated here:

- Although there are lots of digital marketing agencies in Bangladesh but there are very few professional digital marketing agencies.
- There are numerous global articles, news on digital marketing but there are few resources available on internet from local industry scenario.
- Lack of primary data on the impact of digital marketing in logistics and supply chain businesses.
- Due to Covid-19, I was unable to collect enough primary data and interview digital marketing professionals.

## **Chapter 02**

### **LITERATURE REVIEW**

At one-point digital marketing was just a new and a different approach of marketing but within last few years, the importance of digital marketing has become so high that now it has been an integral part of a business. A major reason that digital marketing is taking up to the traditional marketing channels is because the internet has enabled business to interact with the potential customers and get their feedback anytime. Digital Marketing is playing a significant role not only in the promotion or marketing of a business but also in its procurement, logistics, distribution and supply chain management (SCM).

#### **2.1 Digital Marketing and Its Role in Business Acceleration**

Once the companies used to promote their business through traditional marketing which encompasses the forms of marketing that does not require the use of internet. Basically, this is the offline marketing. Traditional marketing is around for decades and are being typically used less now. Digital marketing is replacing the place of it.

The most common traditional marketing channels are:

- Magazines
- Newspapers
- Catalogs
- Television
- Radio
- Billboards
- Events
- Telephone and more

Traditional marketing has a major barrier of locality, region and size of business. Traditional marketing campaign that is run on a region, cannot target a group that live on a different region.

On the other hand, digital marketing lets to reach people that live thousands of miles away. Digital marketing can be done beyond the geographical borders. Digital marketing is basically the way of marketing which uses online platforms like website, mobile app, social media, paid advertising, content marketing, SEO, blogging, affiliate marketing, and more.

## **2.2 Importance of Digital Marketing**

The world is moving incredibly fast and all the credit goes to the internet. How massive the marketing industry is today, it would not be possible without the internet. It has been very important for the businesses to keep up with the new trends of digital marketing to keep pace with the rapid moving world.

The importance of digital marketing for a business depends on the type, size or nature of the business although digital marketing is helpful for almost all the businesses to grow larger. Specifically, for those businesses which function beyond the border of a country. Digital marketing is much more effective for e-commerce, logistics service and any kind of online based companies. Here, we will understand how important the digital marketing is for a business:

- **Potential Lead Generation**

A successful business operation is not only about choosing the right market or having a better quality product but also about leveraging the appropriate kind of marketing techniques in order to reach to the target audience and convert them into potential leads or consumers. Through the digital marketing tools, it is possible to interact with targeted group rather than promoting service to mass.

- **Connect the Global Market**

Apart from digital marketing channel, connecting the networks of global marketplace was not possible. Through digital marketing channels a small or medium business can trade over the world which was not possible without multinationals and large corporations earlier. Digital marketing has also made the supply chain and logistics systems more dynamic.

- **Digital Marketing in Pandemic**

When people all over the world are sheltering at home to avoid human contact to stop the spreading of the Coronavirus and many of the traditional marketing operations got stopped due to the reason, the digital marketing industry is booming here. Because, the digital marketing is not affected by the fact that one is about to get out or stay at home. It is done just over the internet. Since the novel Coronavirus started the traffic in websites and different social media platforms has spiked. For logistics companies, this is an ideal time to start with digital strategies.

- **Digital Marketing to build Customer-Buyer Relationship**

Some businesses are very much dependent on building relationship between customer and buyer although it is important for almost all the businesses. Businesses such as logistics solution provider, e-commerce, beauty care and many other service industries priorities higher on building

relationship with their customers. Digital marketing creates the path for a business to stay on the top of mind (TOM) of the customers.

- **Ensures Business Survival**

Technology is changing our lives faster and it is necessary to adapt with this changer for survival. Moreover, every business must need to stay ahead from their competitor. Innovative digital marketing campaign helps to keep a company ahead from its competitor.

## **2.3 Advantages & Disadvantages of Digital Marketing**

### **Advantages**

There are so many advantages of digital marketing than traditional marketing and this is the reason that the digital marketing industry is growing very faster.

Let's take a glance at the advantages of digital marketing:

- One of the major advantages of digital marketing is the rapid availability of data or information. Not only the marketers can access information about consumers but also consumers can easily acquire information by searching on internet about the items they want to buy. In this way, both the buyer and purchaser can review the information at any time they wish.
- Digital marketing helps in maximizing the sale which means it increases the demand. To meet that demand, supply chain and logistics need to follow the digital strategies to forecast the right demand, collect raw materials and manage inventory accordingly.
- Target customer group can be customized and run promotional activities to them only which helps to reduce cost for unwanted target group of the logistics companies.
- Another major advantage of this approach is the cost efficiency. Majority Small Medium Enterprise (SME) businesses have little resources and capitalization. This is why digital marketing provides them with a better and much more cost effective marketing channels which delivers better results too.
- Traffic and conversion rate can be measured in digital marketing. Data and facts are recorded and stored online which makes it easy for the marketers to analyze the result.

- As the traffic and conversion rate can be measured, digital marketing helps generating better revenues through the use of effective marketing techniques. Therefore, the ROI comes better in digital marketing.
- Digital Marketing is making the whole world ready for the ‘Internet of Things (IOT)’. IOT is a global ecosystem of the interconnected devices like smartphones, gadgets, tablets, appliances that can interact with each other through the internet which is highly important in logistics management.

### **Disadvantages**

Along with all the advantages of digital marketing, there are few disadvantages as well and this is why the traditional marketing is still required for some business promotion.

- The necessity of online marketing has led the digital marketing business to intense competition. Marketing professionals all over the world are competing and as the resources, information are easier to access, therefore, promotional strategies can be copied.
- Digital marketing is done mostly based on internet. In a country like Bangladesh, where a major percentage of population is not using internet, they are remaining out of the targeted audience. So, in Bangladesh, all the businesses cannot go for digital marketing right at this moment.
- Since the internet user in our country is not as active as developed countries, people here have lack of trust on information seen online.
- One of the major drawbacks of digital marketing is the breach of security and confidentiality. Customer data must be stored secured at all costs.

## Chapter 03

# GROWTH & IMPACT OF DIGITAL MARKETING

### 3.1 Things Driving the Digital Marketing Boom

#### ❖ Increase in the Use of Mobile

Ever since the smartphone is introduced to the world, the methods by which the digital advertising can be delivered has increased through mobile web display, in-app ads and mobile videos.

#### ❖ Increase in Internet Usage

The usage of internet all over the world is increasing and it will be increasing more in developing countries. A statistic from a research on 2019 shows that around 58% of total population of the world have internet access. The increase of internet usage is a major thing that is driving the digital advertising industry to grow higher.

#### ❖ Popularity of Social Media

Social media platforms are the key factor in the rise of digital marketing. Marketers are increasing their budgets on digital marketing as more people are using social media now-a-days. According to the Hootsuite, a social media management platform, around than 3.48 billion people are using social media and this number is expected to be higher in future and so the digital advertising industry.

Factors that are contributing in the rise of digital marketing globally -



**Spike in mobile ad spend**



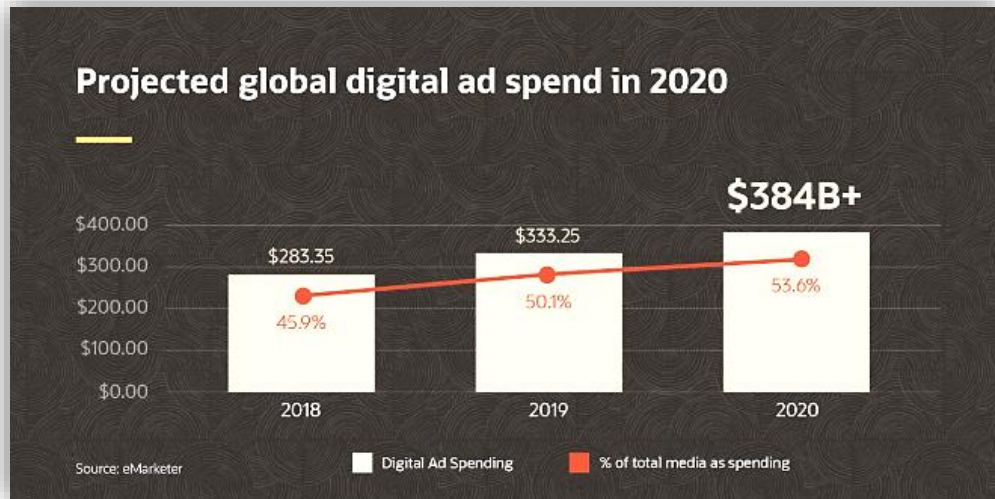
**Increase in Internet Usage**



**Popularity of Social Media**



The following analysis done by e-marketer shows that spending on digital ad is rising more globally every year in total media spending.



**Picture 1:** Digital Ad Spending in Recent Years

Followings are the most digitally influenced regions of the world where we can see that the digital marketing industry is growing faster in North America and Asia Pacific regional countries.



**Picture 2:** Digitally Influenced Regions

### **3.2 Future of Digital Marketing in Bangladesh**

The marketing idea has been there for long time. Over the time, the marketing approaches have experienced massive changes as the changes of the world. With the technological advances the digital marketing industry is evolving and growing every day. Each new year, Marketers are introducing new strategies of digital marketing and this industry is growing higher year by year over the traditional marketing.

Like in many other countries, Digital marketing is booming exponentially in Bangladesh. Back in few years digital marketing was a luxury that could be bought only by giant companies like MNCs or Telco's. At present time, the marketing decision makers put the budget for digital marketing very seriously after discovering the true potential of it. Digital marketing in Bangladesh has been a phenomenon since the multinational and local rideshare companies, e-commerce and entertainment contents in different SMM platforms have played a great movement.

Since the audience of Bangladesh is newly introduced with digital marketing compared to developed countries globally, hence, the Bangladeshi market is facing new challenges regularly. To achieve the goal of clients' businesses digital agencies are adopting new trends and technologies and within a very short span of time digital marketing has earned immense popularity among all kinds of businesses. Telecommunication companies, large multinational companies, global ventures like Uber, AliBaba (Daraz), renown local companies like Pathao, Shwapno, Meena Bazar, Square Toiletries, MGI, Sheba XYZ, logistics based retail companies like Foodpanda, Chaldal etc. are the active players in building the digital infrastructure. Digital marketing is enabling even the financing and insurance industry and the companies are having great impact on their sales with the help of digital marketing. Like other industries in Bangladesh, digital marketing will be growing in logistics and supply chain management sector as well.

Everyday digital marketing is enabling the millions of individuals with education, making money from their creativity and creating a positive impact on society. The business leaders and consumers in Bangladesh are realizing the blessings of digital marketing and increasing the investment in this sector and that is how the Digital Marketing industry is on economic growth phase.

### **3.3 Impact of Covid-19 in Digital Marketing**

The coronavirus crisis is shaking the economy of the whole world and due to the prolonged period of lockdown, the business landscape is currently going through some drastic transformations. Almost every function of a business is reducing the budget because of the economic recession which is affecting the business of digital marketing agencies. Many digital agencies have lost their

clients. At the beginning of the coronavirus crisis, small businesses ran out of digital marketing for their business as they had to cut their marketing budget to survive in the crisis. For the reason, some of the digital marketing agencies faced difficulties and their business decreased for a certain period. Due to the reason, agencies had to reduce their profit margin and provide service in lower budget. Some of the clients took this advantage to reduce their digital marketing ASF (Agency Service Fees) as the buyer is the dominant here.

In the very beginning of the covid effect, Groupdot has also lost their some of the clients but in recent time we are getting new clients who did not think about digital marketing before this pandemic and now stepping towards it.

The competitive intensity and the attractiveness of market can be compared with the Porter's five forces theory.

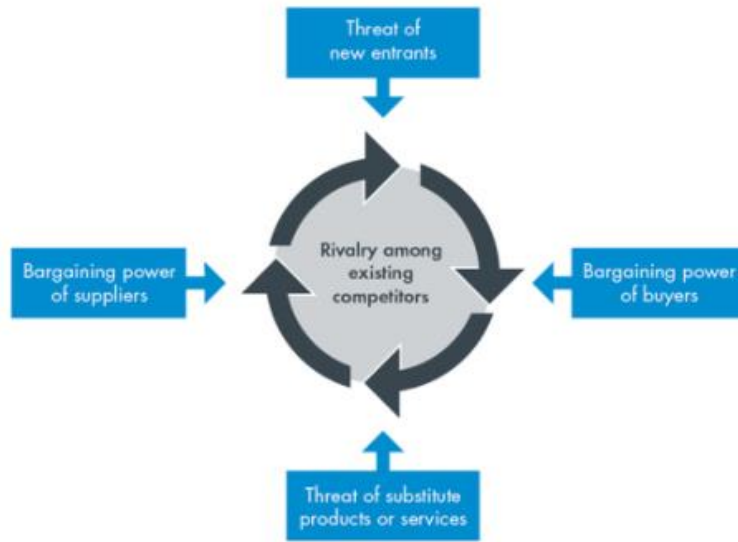
**Buyer Power:** At the beginning of lockdown in Coronavirus pandemic when initially the industry was fighting hard, buyer took the power of driving the prices down.

**Supplier Power:** Since the digital marketing industry is rising higher than before, very soon the digital marketing will take over power.

**Competitive Rivalry:** As this industry is already competitive, agencies must come with innovation and differentiation.

**Threat of New Entrants:** The demand of digital marketing is growing higher since last few years and market will be booming more in near future. This industry is being more competitive and the competition is now not limited among the companies only but also in outsourcing marketplaces.

**Threat of Substitute:** The traditional marketing and other marketing channels are the threat for digital marketing industry.



**Figure 1:** Porter's Five Forces Model

As a marketer, working in a marketing agency I can understand from my own work experience as well as research that despite reduced marketing budget, digital marketing channels will still dominate. Here are the reasons why the Digital Marketing will still grow even after the destructive impact of coronavirus crisis-

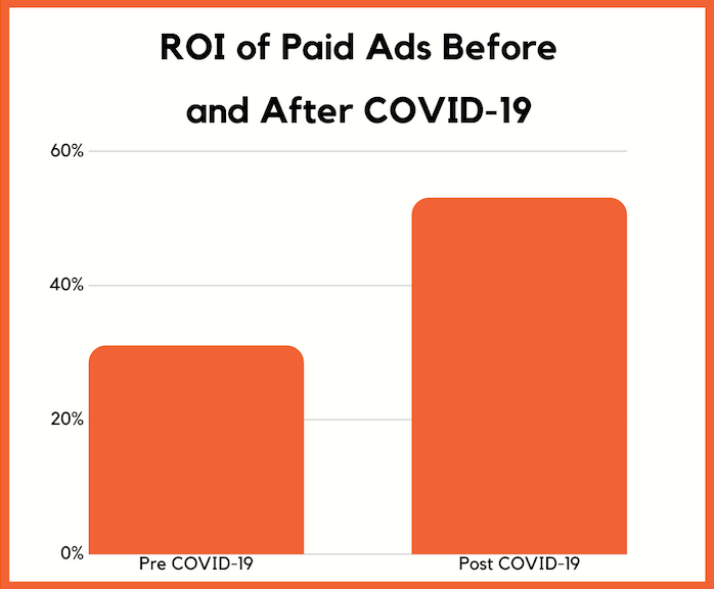
During the period of lockdown, one of the businesses has risen so high and that is E-commerce. Since, people were locked inside their home, all activities gone online and people have been dependent more on technology than before. Consumers hunkered down at home have turned into online shopper for products purchasing which they used to buy from stores traditionally. The E-commerce and online business have spent a huge on digital marketing to hunt the potential shopper and they have made better revenues through the expenditure done on online ads, boosting and SEO.

This crisis has taught us one of the best learnings which is work-from-home and most of the advanced companies even used to hesitate to implement this. Surprisingly, this remote working is found more productive and efficient. One of the top social media platforms 'Twitter' has announced to go for remote working permanently. Eventually, the team of Groupdot is still continuing their work from home. In digital marketing where the whole execution is done online, the physical presence of employees in a place is not mandatory. A team can easily work remotely through online. That is how, daily operational cost of a company is saved and it maximizes the revenue.

Due to increased technological dependency of people in this pandemic situation, business leaders are now focusing on the Artificial Intelligence (AI) and machine learning. In post pandemic world, innovation, automation and technology will get more priority and therefore, marketing technology and AI assisted advertising will be pursued aggressively.

In this pandemic situation, brands are canceling their physical events and creating the digital version of events which is equally engaging and interactive. Besides that, the digital marketing has the advantage of cost efficiency than the traditional marketing. So, it is assumed that even after this covid-19 crisis is over, a huge percentage of traditional marketing budget will be converted into digital marketing budget.

Despite of thousands deleterious effects of coronavirus crisis, it has helped to grow the digital marketing industry an extra step. This pandemic has made people more technology friendly and made them habituate more with internet which is working as the blessing for this industry to rise. Although initially small and poor strategical digital agencies will have to fight against this tough time, this is for sure that if they can fight back well and with a structured and proper strategy digital marketing industry will be rising more than pre pandemic situation.



**Picture 3:** ROI of Digital AD

Here, we can view that ROI of Paid Ads has gone up almost double in pandemic than before covid-19 pandemic.

### **3.4 Logistics & Supply Chain Business in Digital Marketing**

Even though the logistics and supply chain industries need to innovate and find the way to develop relationship with their customers, not many logistics and supply chain companies use social media platforms to educate about their services and build relationship with their customers. But the recent move of world towards the digital media will make bound this industry to take the advantage of promoting business in social media.

Not only the companies of logistics and supply chain management need to have the digital presence but also the employees of the companies should be active in social media platforms to stay aware of new strategies, marketing trend and customer feedback. Moreover, their presence in social media represents the brand also.

The main reason of this industry for not being digitally active is that the decision makers of the businesses do not see the benefits of digital marketing and they believe in following the traditional relationship building strategies.

Except the e-commerce businesses and some of the leading logistics companies like FedEx, DHL, Maersk, UPS, most of the companies of the industry are not aware of the necessity of digital marketing. Particularly in Bangladesh, the local logistics companies are mostly unaware of the benefits of digital marketing which is absolutely lagging them behind compared to the global competitors. Creating quality content in website and social media helps the 3PL industry to build credibility. Existing companies feel threats of new entrants and on the other hand larger competitors have more networks and experience. Therefore, it is very important to keep maintaining the business relationship with the customers and stay in their TOM.

Digital marketing costs lower than the costs of traditional strategies of building relationship. Moreover, during the Coronavirus pandemic situation digital marketing is the only sustainable tool to response in customers queries and information. Through the digital marketing tools, it is easier to communicate and maintain relationship with consumers and represent the brand identity.

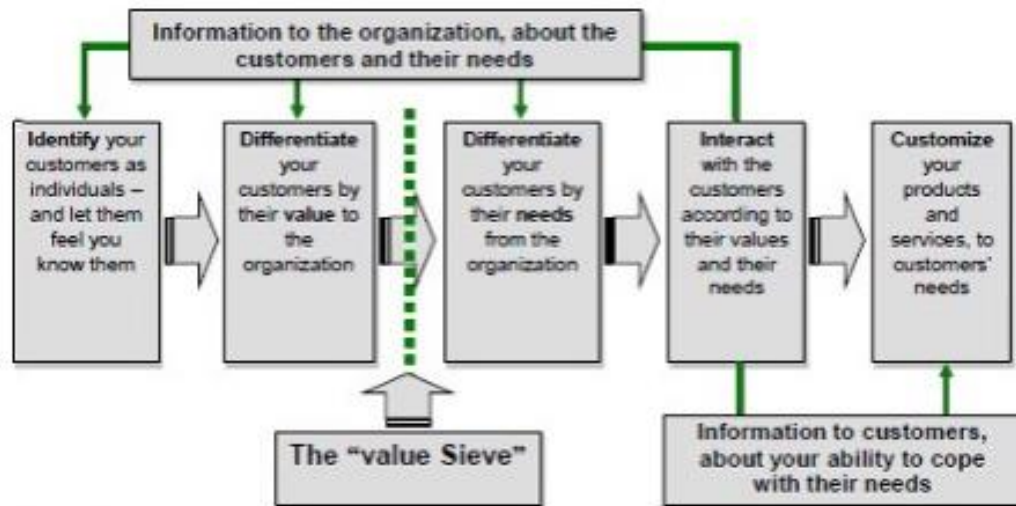
### **3.5 Impact of Digital Marketing in Logistics & Supply Chain Management**

#### **Necessity of Digital Marketing**

To educate the consumer about a business, brand, product or service, there is no alternate of marketing using any channel. In the same way, the logistics company also promote their business or brand to their potential clients and customers. Traditionally logistics & supply chain industry relies on relationship-base selling to grow their business but for a business who does not have established relationships, they must need to come with marketing strategies to grow their business.

In this competitive era where market is oversaturated, it is vital to stand out from the crowd and for the Digital Marketing is the perfect channel to grow the business. The reasons are:

- Digital Marketing helps to get information about a company and its service at anytime from anywhere of the world.
- Customer relationships rely heavily on trust and digital marketing helps to build the trust through the access of business information anytime.
- Digital marketing helps to set the specific target audience to reach at your potential target group who require the logistics or relevant services.
- The lag in use of digital marketing by logistics companies is an opportunity for the new logistics solution provider companies to develop their business.
- Content / blog writing on the innovations and new technologies of logistics management and SEO will help the business website to be on top of Google search.
- Utilizing software like CRMs, Marketing Automation to build and develop relationships with current and potential customers can help to grow the business more sustainably than traditional practices. CRM helps the logistics business to identify and reward the most loyal customers. CRM ensures the satisfaction of customers which helps in sales prospect, negotiations, delivery schedule management and long term contract management.
- E-mail marketing is another effective way for logistics company to communicate with the existing customers which takes almost no cost to execute.
- It helps growing the logistics and supply management service across the world.
- Digital marketing converts the customers to look for the service provider company itself rather the logistics company runs after their clients to sell the service.



**Figure 2: IDIC CRM Model**

Digital marketing showcases the industry knowledge and experience of the logistics company using its website, relate social media platforms and content marketing. Supply chain and logistics industries need content marketing to achieve a level of confidence and relationship building with buyers which used to come from personal meetings. Digital Marketing helps these industries to grow not only inside the national boundary but also globally. Specially, during this Covid-19 pandemic when movement is a great obstacle, physical meetings are difficult to build relationship, digital channel is the only way to maintain this customer-buyer relationship.



# **Chapter 04**

## **METHODOLOGY**

### **4.1 Type of Research**

To prepare this report I have used both the primary and secondary data. The core objective of collecting the data was to understand the growth of digital marketing compared to traditional marketing and its impact in logistics and supply chain. Both the qualitative and quantitative data are analyzed in this analysis.

### **4.2 Data Collection**

To achieve the goal of this report I have gathered information through both the primary and secondary sources.

Primary Source: For primary data I have used –

- Work Experience: As I am working in a 360-degree marketing agency, I have good knowledge over digital marketing. Therefore, I applied my knowledge and experience in preparation of this report.
- Interview: Due to pandemic, I have conducted an online interview and collected the opinion of experts who are working as brand and marketing professionals.

Secondary Source: For secondary data, I have mainly depended on –

- Journals
- Online News
- Articles
- Blogs

### **4.3 Personal Experience**

Since I am working as the Marketing & Operations Manager at Groupdot which is a 360-degree marketing agency, I have prepared this report based on the knowledge and learning from my work experience along with the perception of marketers. From my own experience, I have seen that

companies from different industry now rely more on digital marketing rather than other traditional marketing. Project and activations of different brands are moving towards the digitalization rapidly. After this covid-19 pandemic, multinational to local companies, all are now shifting their marketing strategies more towards digital marketing. This pandemic has made people to be more tech friendly and online dependent and this is one of the reasons that digital marketing will rise higher than it was expected earlier. Some of our clients in Groupdot initially cut their marketing budget from project and activation marketing but later they increased their spending more on the digital sector. In recent time, understanding the benefits, opportunity and calculating the ROI of digital marketing, lots of companies are now thinking for the digital marketing for their businesses who were not aware of it earlier.

#### 4.4 Professional Interview

To prepare this report, I have interviewed Mr. Al Rashed Prodhan, Marketing Manager, Gazi Group and CEO, Groupdot. As per his opinion, marketers always look for innovative and effective channels at lower cost. He thinks that at present digital marketing is the most effective tool on that note. He shared that digital marketing trend is growing rapidly in Bangladesh. The giant local companies of the country like Gazi Group are also coming towards this marketing approach after calculating the conversion result. Even the banking and financing industry which rarely focus on marketing, they are now proceeding with digital marketing along rather being in traditional media. But, he found very few logistics and supply chain companies to be with this trend except some of the large multinational companies.



**Picture 4: Business Card of Mr. Al Rashed Prodhan**

## **Chapter 05**

### **CONCLUSION**

Through this study, I have tried to demonstrate the rise of digital marketing in future. From my understanding, this is the internet era and everything in the world is being digitalized so vast and all the companies should come up with this marketing strategy to sustain in the competitive market. Successful promotion of a product is now concealed in digital marketing and the Marketers are now working on entirely different landscape from the one it had been 10 years before. In this era of internet, no business will be able to sustain without digital marketing in future. The benefits of conversion rate and cost effectiveness have made the digital marketing more attractive.

The study also shows that how the growth of digital marketing is impacting logistics and SCM industries. Building and maintaining relationship between buyer and customer is always an important factor for Logistics and supply chain industries. Digital marketing is the best way to ensure that relationship in across the world through the use of CRM software with cost and time benefit. Presence of online for a mobile purchaser gives a company the competitive advantage as well. Digital marketing helps a customer from sourcing till procurement.

The ability to reach the global marketplace easier, saving the money and tracking the customer response at any time are the key necessities that compelling the companies to increase their marketing budget in digital channels and in near future it will reach to the peak. This is high time that supply chain and logistics businesses also take this advantage and compete one step ahead than their competitors. By taking the advantages of all the strategies, logistics companies will be able to ensure higher returns, repeat customers and higher conversion rate.

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