

Report On
Role of Data in Content Marketing

By

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

Brac Business School

Brac University

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing a 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:

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Student Full Name Amin Hannan Chowdhury
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Supervisor's Full Name & Signature:

Shadab Mahbub

Supervisor Full Name Shadab Mahbub
Managing Director
WebAble Digital

Letter of Transmittal

Shadab Mahbub
Managing Director,
WebAble Digital
House 10A, Road 4, Gulshan 1, Dhaka

Subject:

Dear Sir,

This is my pleasure to display my entry level position providing details regarding ' Role of Data in Content Marketing ', which I was appointed by your direction.

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

I trust that the report will meet the desires.

Sincerely yours,

Amin Hannan Chowdhury
17304163
BRAC Business School
BRAC University
14/04/2021

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between WebAble Digital and the undersigned student at BRAC University.

Acknowledgement

I would like to express my sincere gratitude to a few individuals for their guidance and assistance with the report. Firstly, I am grateful to my faculty adviser, Md. Shamim Ahmed for directing me during my internship period. His interests in social media and e-business have encouraged me to strive and find out about social media, including its potentialities and practice it on-hand. I would additionally want to thank Mr. Shadab Mahbub, my supervisor at work, for his consistent support and guidance in writing the paper. The preparation of the paper would not be possible without his aid and abet at work which, I believe, brought out the best in me. Similarly, I would love to thank my colleagues for sharing their knowledge and understanding which have been an immense cooperation in all my activities. I would also like to express my gratitude to the business development executives I have worked with for their precious input in my report. Without their insight, I might not have had enough information to back up my studies and produce this report.

Lastly, I would sincerely like to thank all my faculty members who have made a very significant contribution to whatever achievement I have had in this brief time period. They were my guidance and have provided me with sufficient business know-how which I'm able to now attempt first hand.

Executive Summary

The importance of my report is to obtain a deeper understanding of the digital marketing industry. With the advancements in technology, the world of marketing has become digitized. Almost everybody prefers digital means over traditional ones. Marketing through digital means, makes way for a wide variety of possibilities. It allows marketing to be done through various sites and platforms. by various designs, concepts and perspectives. However, with all that being said, one of the most important fields is the one that is related to the clients. It is very important to ensure proper negotiation with clients and obtain a clear idea of the clients' demands, perspectives and mindsets. The most important aspect to be focused on, is the collection of proper data from the client. Only then will a digital marketing company be able to produce top-notch products and ensure client satisfaction.

Keywords: WebAble, Marketing, Digital, Data.

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Chapter 1

Overview of Internship

1.1 Student Information

I am Amin Hannan Chowdhury (17304163), a student of BRAC Business School majoring in Marketing and I have a minor in Supply Chain . I did my internship under WebAble Digital. The office is located in Gulshan 1, Dhaka and also has a website www.Webable.digital. I joined there as a Marketing Intern at 1st January 2020 and ended my internship on 31st May ,2020. My internship report is “Role of Data in Content Marketing”. I did my internship under Shadab Mahbub who is the Managing director for Webable Digital.

1.2 Internship Information

I joined the team as a marketing intern on 1st January 2020 at WebAble Digital. Their office is located in Level 4, House 10A, Road 4, Gulshan 1, Dhaka. I was in the content creating team and the marketing team. My supervisor was Shadab Mahbub who is the Managing director for Webable Digital. One of my main duties in the marketing department was to analyse the demands that were made by the clients. I was also assigned with the task of assisting the content creating team, in making attractive videos for the clients.

1.3 Internship Outcomes

After completing my internship, I was able to learn more about how digital marketing works and how to negotiate with clients and convince them in an effective way. I was able to obtain a better understanding of what type of content people like and how to engage with the audience via social media. Furthermore, I was able to learn how to strategically formulate plans to complete tasks and projects. Luckily, I did not find any difficulties during my internship. I had a great team and an amazing boss who was patient enough with me to teach

from scratch. I would recommend them to include the new interns more in other teams like even for designs so that they could give ideas for new designs. They should also show interns how Google Analytics works and how to interpret data. This would really help interns in the future.

Chapter 2

Organization Part

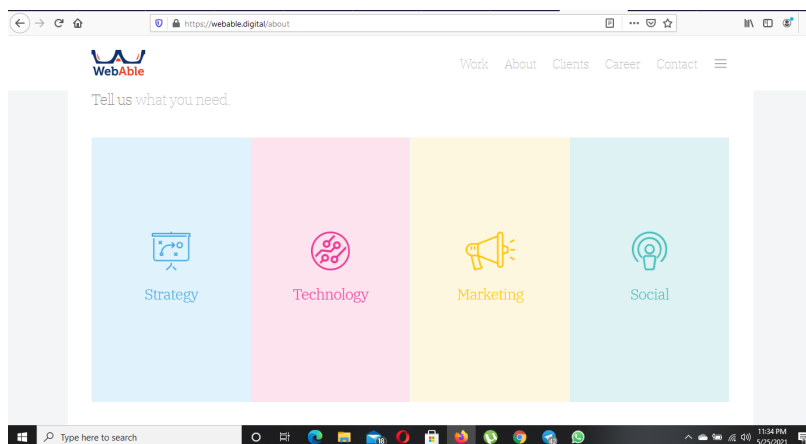
2.1 Introduction

- **Objective:** While working as a marketing intern, I was able to acquire a fine level of idea regarding the marketing practices that were done by the company to draw potential clients, and acquire better profits. In addition to that, I was able to get a clear concept of the whole marketing industry. Furthermore, this internship will help me obtain a better understanding of dealing with customers and the ways of laying out the foundations for attracting more clients using data and content.
- **Methodology:** For the entire procedure, I resorted to using primary and secondary data to obtain the necessary information. To obtain primary data, I asked my supervisors and team mates to provide me with all sorts of data that were related to the interviews that the company conducted. As for secondary data, I surfed the internet to see whatever information was available about the company.
- **Scope:** The purpose behind forming this report, is to make way for others to be able to obtain a clear understanding of the marketing industry, and the role that data plays in efficient marketing methods.
- **Limitation:** Even though their website is quite organized and provides a fine level of understanding, the information provided is quite brief and is presented in a summarized manner. Moreover, they were a little resistant to providing in-depth information to interns.
- **Significance:** The significance of my work is to bring forth a change in the marketing industry, by providing a better understanding of marketing communications and data related issues.

2.2 Overview of the Company

About the Company

In 2013, WebaAble Digital was created, and since then, it has become one of the top ranking communication agencies in Bangladesh. It is this company that made way for digital marketing to emerge and grow in Bangladesh. WebaAble is a strong believer in providing new and unique solutions to its clients through mind blowing ideas, creativity, and technology. It also believes that brands ought to be defined through concepts and experiences that are quite bold in nature and that good branding leaves a fine impression and makes way for generating business growth as well. The company played a significant role in altering the journey of its clients. It has always taken simplistic yet data-driven approaches to ensure that its clients are fully satisfied.



1.0: About the Company

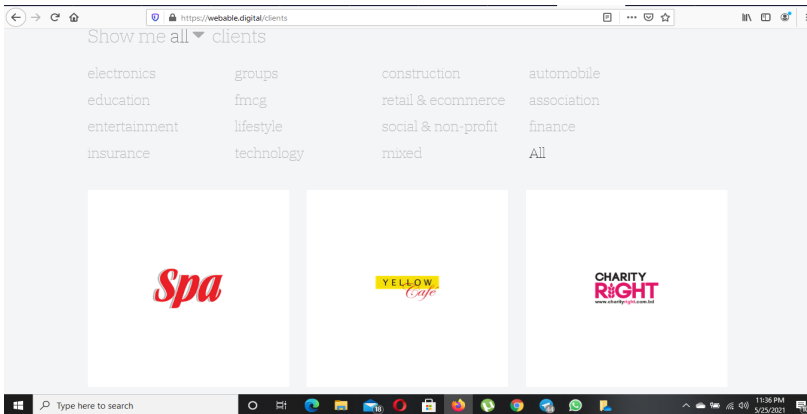


Fig 1.1: Clients of the Company

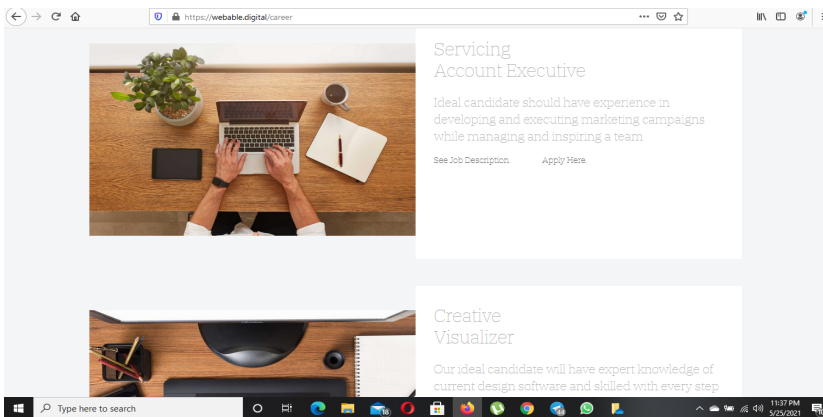


Fig 1.2: Career Opportunities in the Company

Services

The huge and wide range of services that are provided by WebAble, range from marketing, planning, strategy development and video production, to research, creative consultancy, event activation and much more. WebAble directly works with its clients to resolve their problem, so that the company can come up with new and efficient solutions to improve their performances. At present, WebAble has introduced three different verticals:

A-Cubed: It highly excels in purchasing media and formulating strategies or plans. It also purchases digital media for advertisement placements.

Boro Agency: It looks over all sorts of BTL activations. The agency arranges engaging activities for its clients.

Ether Tech: In a simple sense, it is the sector that deals with the technological issues and aspects of WebAble. Ether tech develops interactive applications and websites to make it easier for clients to reach their clients. “Chat Heads”, an automated chatbot is among its finest products.

Through the shared usage of resources, strengths and specialities, all three sectors effectively work together to fulfill the company’s goals. The company, despite being small, has worked with a wide range of clients and some of the most notable ones include Yellow, Aarong, Ruby cement, Ajkerdeal and many more. One of the company’s most notable achievements is the organization and conduct of the entire session of TEDx 2017. WebAble has risen to become one of the top ranking marketing agencies, since its creation in 2013, with strong perseverance and industriousness, the company aims to extend their reach worldwide and provide service to international clients.

Awards

Departments

1. The Tech Team
2. The Creative Team
3. Research and Business Development
4. Client Service.

Tasks Performed



Fig 2.0: dbI Ceramics

During my internship, I was assigned as the researcher and the data collector for a project with “dbI CERAMICS”. The company manufactures a wide variety Polish, Porcelain, Wall Tiles, Technical Porcelain, Decor Tiles, for all sorts of decor. With a fine level of automated factories and production units, the company ensures top-notch levels of perfection. I

thoroughly monitored all social media platforms, and found out the age group of the largest proportion of Joya Hasan's fan followers. According to my research I found that the client's target age group was similar to the majority of Joya Hasan's fan followers. Therefore, I recommended Joya Hasan as the brand ambassador for dbI CERAMICS.

2.3 Management Practices

Knowledge Management

The company manages all forms of information and data by formulating solutions that are specifically customised according to the client's request. In addition to that, it uses a similar approach for itself.

Staff Training

In order to fulfill the requirements of the clients and meet their expectations, and to ensure that the company's reputation and work quality is at top-notch level, the company constantly sees to the staff's learning and training. Furthermore, the company also invests in certification courses to enhance the quality of team development.

2.4 Marketing Practices

Social Media

The company uses unique and new techniques to ensure that the client's brand is perfectly distinguishable from others, and is also highly appealing. In addition to that, the company associated the creatives with large-scale collaborations with various influencers and across numerous social media platforms, along with the community that goes along with the client's brand and drive conversions.

Media and PR

With the disruptions brought forth in the marketing place by digitization, Media and PR has spread out into a huge collection of promotions and new updates. The company assists its clients to synchronize with the larger and more integrated strategy or methods for using digital methods.

Events & Experimental

In order to make sure that digital marketing does not become obsolete and plain or boring to clients, the company has dedicated an entirely separate wing to see to the clients' events and experiential needs.

Influencer Marketing

The company has a large-scale collaboration with more than 1000 influencers across platforms of various channels. As a result, the company enables clients to choose from a wide selection of celebrities to form partnerships with, for campaigns, product launches and much more.

Creative

With a strong ideology of creativity and sincerity, the company has a specific team that consists of creative experts ranging from planning to copywriting. The team diligently works with clients to co-create, as well as challenge traditional concepts and perform tasks that are not only creative, but are also thought provoking. Furthermore, the company forms a connection with the client and the audience through a fine blend of wits and humor, or whatever is required.

Production

The company, through its production work, transforms videos and photos into amazing stories. It backs up its productions through detailed pre-planning and post-production work, making the campaigns highly successful. The company's in-house team works together with the finest production houses and directors in the country like Amitabh Reza and Pipu Khan to create mesmerizing brand stories.

2.5 Financial Performance and Accounting Practices

Revenue Growth

Ever since the company's advent since 2013, the revenue graph has only been increasing. For the first three years, the rate of increase was 10%, 15%, and 17% respectively. However, after 2016, the growth rates have been remarkable. Since 2016, the growth rates have never fallen below 30%.

Profitability

With brilliant tacticians working in the company, the company has ensured that the profit rates always stay above 30 percent, since the beginning of the company, whilst ensuring that all clients are perfectly satisfied, and keep good relations with the company for future projects.

2.6 Operations Management and Information System Practices

User Experience

The company goes through a fine number of testing phases to properly understand & create the best user experience. The company takes feed back from both its staff members, as well as previous and current clients to sort out the structure of the best possible user experience. After that, the company

has its specialized teams form the user interface accordingly. As a result, the products are more intuitive, efficient and have fine appearances.

Artificial Intelligence

The company uses artificial intelligence technology to create smart bots, listening tools & other products that get better with time & interaction. The technology adapts to the shifts in conversation. The chat bot is an example, and using chatbots the company has successfully automated 30% of the messages. This helped WebAble perform more efficiently with accuracy while cutting down on cost and setting new standards in the industry.

Website and Landing Pages

Over the years, the company has received several projects. As a result, it has gained a vast level of experience in creating landing pages and websites. Furthermore, the company designs them with an intelligent layout and ensures that they are responsive from any form of digital device with an operating system. Data suggest more than 80% of the people visit websites through their phone, thus WebAble takes a mobile-first approach.

Partnership

The company has forged partnerships with some of the finest that are available, such as HubSpot, Sales Force, Google and many more. As a result, the company is able to produce products and solutions that are perfectly suitable to the clients' demands. Moreover, they have subscriptions to sites like envato, hubspot, udemy for employees to learn and develop their skill set and perform better.

Product Development

During times of low work load or free time, the company invests a fine level of time and labor in developing the particular aspects and products that make it easier for enterprises of medium and small scale to gain a greater level of efficiency. In order to provide the finest of

solutions, the company makes use of sentiment analysis tools for developing bi-lingual chatbots, various brands and much more.

Innovation

The company takes a problem centric approach towards all sorts of challenges. The company has separate creative & tech teams that specially seek to create solutions that through innovation & craft address the client brief.

2.7 Industry and Competitive Analysis

Boundaries

In terms of restrictions, the only ones that exist are the policies and restrictions that exist in various social media sites, along with those that are set aside by the law.

Competitors

The company has numerous competitors. Apart from the most obvious ones, that is, other digital marketing agencies that are close in rank, there are numerous freelancing agencies and solo freelancers. Even though the number of competitors from the freelancing sector is not as large as the digital marketing sector, there are a few competitors that show a fine level of potential.

Major competition determinants

There are a few factors that determine success in the digital marketing industry. First of all, is the target reach and response. The greater the reach the better; however, the response calls for quality over quantity. Then comes the issues of budget. It is not essential that a digital marketing company upon being able to charge high fees for all projects is a successful one. The proper setting of costs is what ensures success. Last, but not the least, comes attracting potential clients and the continuation of doing various projects with old or current clients.

Since the world of digital marketing is quite different from that of traditional media, a lot of clients are unable to understand all its aspects. Furthermore, it is quite tough to explain to the clients each and every aspect.

SWOT analysis

The **strengths** of the company reside within its advanced technological practices and its unique data driven approach, that ensures. Furthermore, the company has its own special SWOT analysis group that helps the company rectify its flaws and improve itself, along with augmenting its strengths and preparing the proper measures to stay ahead of competitors and threats. In addition to that, its quality improvement strategies such as staff training and certification courses, also contribute towards augmenting its strength. With a huge level of experience in working with not only government and non-government brands, but also those at international scales, the company always has numerous **opportunities** in the fields of branding and publicity. As for its **weaknesses**, even though the company has a fine training layout, it should improve its creative aspects, that is, it should focus on enhancing the creativity of its teams. In addition to that, the amount of information regarding the company is not available at a decent scale on the internet; also, whatever information is available is not descriptive enough. In case of **threats**, the company has numerous competitors, both in the digital marketing industry, as well as in the freelancing industry which has very low entry barriers, causing more people to move towards a freelancing mode and thus, increase the competition.

2.8 Summary and Conclusions

Webable has come a long way since 2013. From the very beginning, it was able to acquire great success. Till now, the company has made tremendous strides by forming partnerships with numerous renown influencers and celebrities, and has also managed to take on projects

with government agencies. The company has created an infrastructure that makes every possible aspect of digital marketing, easy and understandable for all sorts of clients, as well as for others. It has created divisions and teams within itself to ensure efficient and remarkable results. With the rate at which it is gaining the trust of its clients and is rapidly gaining popularity, very soon it will become the first choice for digital marketing.

2.9 Recommendations

One of my recommendations would be for them to include Bangla captions as well. We always give captions in English which is okay as well but since this market is primarily targeting older generations as well so including the Bangla language would be a bonus point for them. Not every post should be in Bangla, but some can be. Also, to attract more clients, the company can create short videos of their entire working procedure, and various aspects and functions. This way people may find the company more appealing and reliable.

Chapter 3

Project Part: Internship at WebAble Digital

3.1 Introduction

Background: WebAble Digital is among the leading digital marketing agencies in Bangladesh and Singapore. It covers a wide range of areas starting from online marketing and branding, to advertising, social media and much more. The company helps various brands and non-profit organizations to reach out to their audience in the most suitable manner, using actionable analytics and scroll-stopping creatives. Some of the top global brands that WebAble has worked with are Mercedes-Benz, Bata, Alibaba Group, MetLife, CEAT, Toshiba, Dell and a lot more. WebAble, apart from serving Bangladeshi clients, has also served clients in the UK, Switzerland, Canada, China, Singapore and Australia. The company's management team possesses more than 72 years of experience in Marketing, Advertising, and Technology in the Southeastern region of Asia, and Asia Pacific.

Objective: The main objective of this report is to shed light upon the great significance that data plays in driving the methods and pathways of digital marketing and how the data is obtained and analysed to produce a product that meets the demands and needs of the client.

Significance: The main purpose of this report is to understand the marketing industry at a better level, through the role that data plays in driving the productivity quality and levels of the marketing industry.

3.2 Literature View

In 2012, Chaffey and Jobber used e-marketing, digital marketing and internet marketing in an alternative manner. They explained digital marketing as a pathway or mode for digital technologies that create channels for marketing and acquiring corporate goals by making sure

that the customer needs and demands are met at a much better level, in comparison to other competitors. The term E-marketing refers to the usage of technology that is based on telecommunications and is linked to the internet, to attain marketing goals and reduce the gaps between customer and supplier. They also stated in their books that only the term “E-marketing” acquired popularity because of adding a huge variation of digital and network 3 communication technologies, to fulfill marketing goals. The wide range of applications of digital technologies indicate the fact that marketers should think outside the boundaries of the internet to cover all the platforms that allow a firm to do business electronically.

Raghunandan, H. & Nagtode, P. in 2014, describe digital channels, which are rendered and accessed by any electronic device with a working operating system and can smoothly deliver personalized content and promotions. With the swift rise in internet usage and mobility, organizations are pressurizing digital channels to launch campaigns in specific regions, as well as around the globe, to ensure a more greater and effective customer reach. This particular approach assists in providing cost-effective, consistent personalized customer messaging which cannot be found so easily in the more traditional methods. Organizations are exerting a fine level of pressure on digital marketing methods to acquire the successful implementation of marketing strategies inbound marketing through publishing online content via portals, podcasts, ejournals, etc. On the other hand, outbound marketing comprises email marketing, Really Simple Syndication feeds and many more.

In 2009, Mulhern discovered that in order to provide data regarding consumer behavior, traditional marketing uses data based on consumer attitude and mass-marketing strategies, while digital marketing uses data from actual consumer purchases.

Malhotra’s research in 2010, revealed that in comparison to the marketing research methods that are used in traditional mediums, digital data provides swift insight that enables marketers

to reach out to consumers with advertising data and picture content regardless of the customer's location and time of the day.

Cheong in 2010, found out that despite digital advertising methods being relatively new, the internet has gradually augmented its usage by marketers. Recently a study revealed that online and offline advertisements are measured in a different manner by marketing managers. His studies also reveal that unlike online media advertisements, offline ones are mostly focused on the levels and amounts of reach and frequency. In addition to that, the studies also show that, online media advertisements are mainly focused on online page and advertisement related issues.

Paquette, in her research in 2013, explored how the impact of social media marketing on both popular as well as growing companies. The research results revealed that it is quite beneficial for companies with popular brand-images. As for smaller businesses, based on the impact social media marketing can have, such companies ought to slowly make use of social media marketing. Furthermore, she states that small companies can acquire a great deal of growth with social media marketing, even when the budgets are highly tight.

In 2014, Duncan conducted research on a huge number of consumers in both developed and emerging markets around the globe. He focused on the telecommunication sector, along with that of media and technology. The results revealed six major consumer trends of the current times, that are instigating a move towards the digital sector and reshaping both telecommunication industries as well as those that are related to them.

Bostanshirin, in her research in 2014 focused on the problems or issues related to the lack of direct contact.. Her research revealed that since online transactions do not comprise any form of personal interaction, a lot of people find it more comfortable to shop in a traditional or physical store, where they can meet other people and see the products directly.

In 2003, Rotchanakitumnuai & Speece explored the lack of personal contact in online transactions. They found out that personal interactions hold a great deal of importance. In cultures like that of Asia, personal relationships bear a great level of importance. In addition to that, they found out that online financial deals are less likely to become successful.

3.3 Methodology

During the entire procedure, I kept focusing on collecting both primary and secondary data for a thorough analysis. After having in depth conversations with several colleagues and seniors, I was able to obtain a fine understanding of how digital marketing can be driven on the basis of certain impacts. In addition to that, I understood how to attract potential clients with whom long term business can be done. Furthermore, I acquired various forms of data from a wide variety of clients. As a result, I was able to figure out how the analysis and usage of data, drives the activities of digital marketing.

3.4 Findings and Analysis

After dealing with numerous clients for three months, I was able to acquire a proper concept of what appeals to them. I soon learned how to pitch an idea to clients through the internet, and how to convince them to willingly agree. In addition to that, I got to understand the time frame within which a client wishes to receive the results, and what sort of mentality the client harbors, that is, the expectations of the clients. Most importantly, I was able to understand the data driven approach of digital marketing, and how data is required and used in various ways to produce a noteworthy product.

Survey Questions and Data

In order to acquire better results to obtain a more solid ground for my research, I created a survey among all potential clients to find out the budget range that people are willing to

spend, along with the number of audience and the type of audience they want to reach out to, and to figure out their reach expectations.

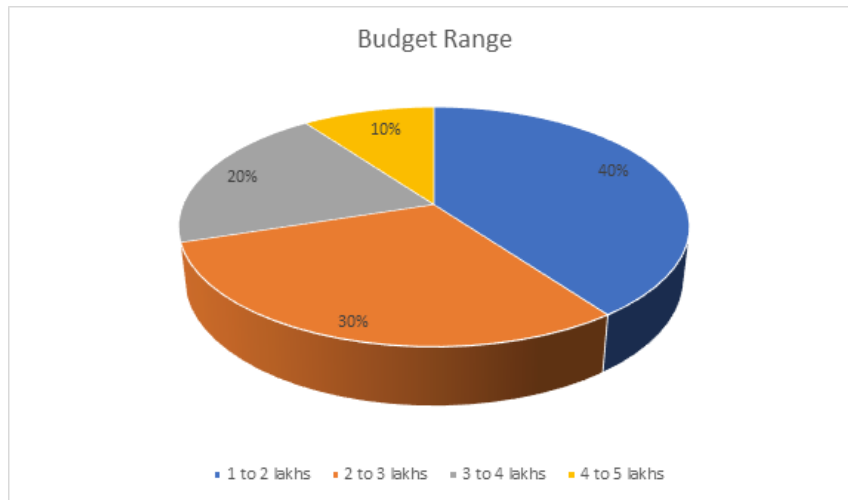


Fig.3.0: Response to the survey question “What is your budget range?”

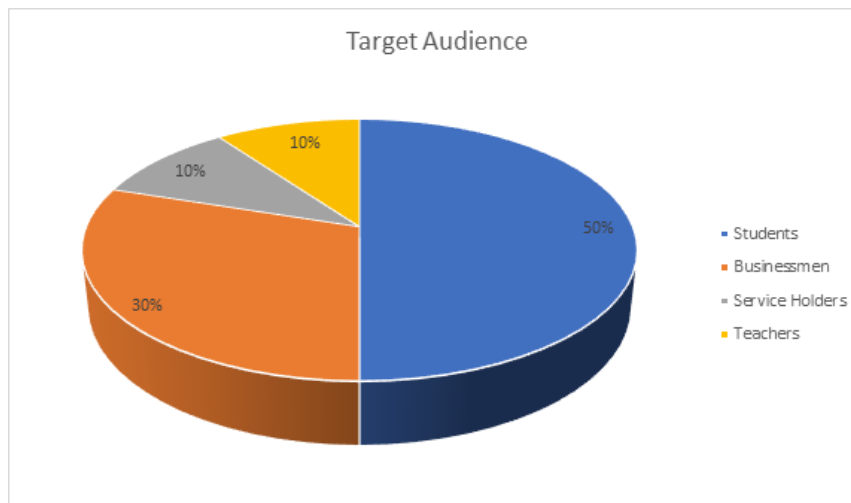


Fig.3.1: Response to the survey question “What is your target audience?”

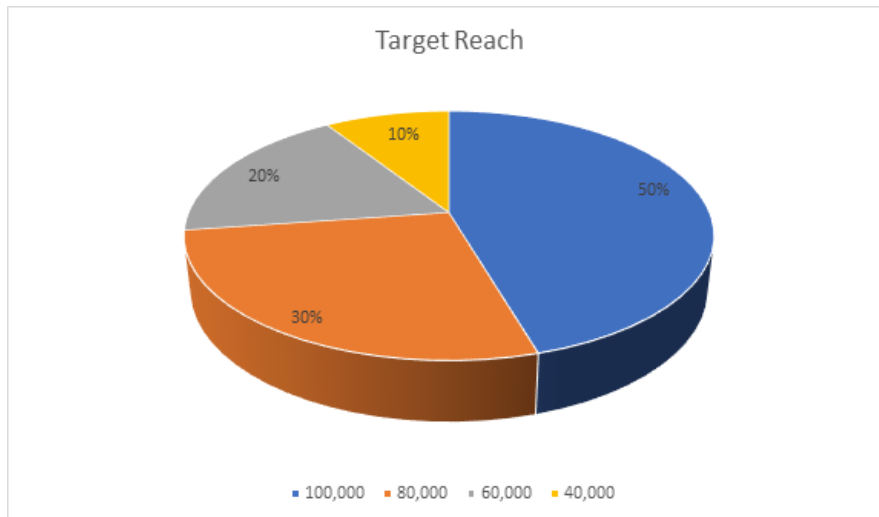


Fig.3.2: Response to the survey question “What is your expected audience reach?”

Survey Results and Analysis

Based on the data that I obtained from the survey, I found out that forty percent of the people attending the survey are willing to spend within the range of 1 to 2 lakh taka, while fifty percent of the people are targeting students and are hoping to reach 100,000 students. This shows the investment and audience interests of a huge proportion of potential clients. With the rapid technological advancements, it has become clear through the survey that digital marketing can most rapidly reach students, and have an impact upon them. With this knowledge, a lot of clients are willing to set a fine amount of budget to target a large proportion of students.

3.5 Summary and Conclusions

With a decent experience in advertising and content creating, along with having a business of my own, this internship gave me a wider perspective to the world of digital marketing. I was able to learn much more about customer satisfaction, client dealing and understanding the perspectives of the client. Furthermore, I was able to figure out various hacks or tricks that I can now implement in my own business and content creation. However, I am not willing to

stop just at that. I plan on implementing whatever I have learned, in every possible way I can, and explore further issues, that is, the possibilities, merits and demerits. I look forward to expanding my knowledge and developing skills in digital marketing as I will get to create more impact.

Recommendations

With the timeframe of my internship being short, I was not able to explore to a satisfactory extent. There is a huge variation of clients that the company deals with. The approach for dealing with clients is different almost all the time. In addition to that, the division of tasks, and the methods of formulating a layout to produce a suitable product also varies according to the demands of the client. As a result, there is plenty of room to learn and explore. I would personally recommend that the internship be done with more time and more involvement. Furthermore, since the setup is quite traditional, it does not promote a fine level of creativity. Therefore, I highly recommend a transformation of the work environment, which will augment the creativity levels of the company, enabling the creation of better products.

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