

Report On  
Prospects, Challenges, and the Impact on Customer Relationships of  
Digital Marketing in Bangladesh.

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A thesis report for the Graduate School of Management has been prepared  
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## **Declaration**

It is hereby declared that

1. The internship report I/we produced while finishing my/our degree at BRAC University is my/our own unique work.
2. There is no third-party content in this report, unless it is properly referenced and cited through thorough and correct referencing.
3. No other degree or certificate has been approved or presented for any of the content in this report; it is all original work.
4. I've given credit to all of the major sources of assistance.

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## Letter of Transmittal

Dr. Sumon Das

Professor,

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Subject: Submission of Internship Report

Dear Sir,

This is my pleasure to display my entry level position providing details regarding 'Prospects, Challenges, and the Impact on Customer Relationships of Digital Marketing in Bangladesh'. I have done my best to condense and summarize the most important information in the thesis in the most concise and thorough manner possible. I'm certain that the findings will live up to expectations.

Sincerely yours,

---

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## **Acknowledgement**

It's been a pleasure to be able to submit this report thanks to the wonderful opportunity that was provided to us for composing it. It is with great pleasure that I express my appreciation to everyone who has contributed to this paper. But no matter how long you make your list of thanks, it will always be imperfect and fall short.

To begin, I would want to offer my thankfulness to Almighty Allah for providing me with the patience and courage required to achieve this huge undertaking by the time that has been set. To cap it all off, I'd want to express my gratitude to **Dr. Sumon Das** sir, my project supervisor, for his helpful suggestions on how to strengthen my thesis report. This effort would not have been possible without his support.

The thoughts and knowledge for this thesis report have been derived from a number of resources and real-world market scenarios. I made a conscious effort to make it concise and to the point, while yet making it useful. In any case, I am solely responsible for any errors.

## **Executive Summary**

Customers' long-term relationships and loyalty may be built through digital marketing, as has been demonstrated in this paper as well as prospects, problems, solutions are demonstrated. Additionally, this study demonstrates how brand communication, a query management tool, and interaction may assist marketers in strengthening customer relationships. Additional findings include how digital marketing affects consumer contact with social media and potential clients. The results of this research reveal that customers have gained control over their interactions with brands. To make the customers more loyal, it reveals what forces are at work in the background to create a positive attitude toward the business. There is also a discussion on the distinctions between traditional and digital marketing, and how digital marketing has changed the way brands market to their customer base. Finally, it demonstrates what people want firms to do on digital media and their valuable feedback to the brands.

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## **List of Acronyms:**

- BPO Business Process Outsourcing
- ITV Interactive Television
- ICT Information and Communications Technology
- SEO Search Engine Optimization

# Chapter:1

## 1.1 Introduction

Every form of digital marketing, from targeted to quantitative to interactive, falls under the broad term "digital marketing. The major goal is to raise brand recognition via the usage of different digital media channels. It extends beyond online marketing to cover methods that do not rely on the Internet. Mobile messaging services like SMS and MMS, social media marketing, banner advertising, and search engine optimization (SEO) marketing are examples of digital media.

An effective way for a marketer to utilize digital media is to look at consumer relationships first. Brand communication can be both persistent and personalized, and also here is a plethora of ways to engage customers. Benefits include learning from and about customers, disclosing specific requirements and interests, and providing them with more personalized service. Online, consumers can quickly and easily find and compare goods and services as well as interact with marketing professionals. – eMarketer Increased self-service usage by clients also provides a wide range of chances for customers to act in a digital world. The use of digital platforms and maintaining contact with a marketer can have varying levels of value depending on the customer's environment. That which the client values could be anything from money to time to knowledge to entertainment to aid to social connection to prestige. To be successful in an organization need to establish a positive relationship with your customers online

Increasingly, brands and consumers are interacting with one another through digital marketing channels. Marketing professionals have long used a range of platforms to provide customer support and promote their products. The trust between consumers and brands has grown as a result of the rise of digital marketing, making it an increasingly crucial medium for enhancing brand loyalty.

The process for putting marketing concepts into action has transformed. Customers can communicate with marketers directly and offer feedback. There used to be only one way of communicating. Only a few other things remain the same. It is necessary to carry out a study to determine the effect of digital marketing on client relationships. According to the findings of this research, digital marketing can have a positive or negative impact on customer relationships.



## 1.2 Objectives:

- learn about the web marketing systems to be used
- To take note of the alterations brought about by digital media in relational marketing for brands.
- For a better understanding of how customers are responding to digital marketing.
- Understanding the industry, inter-problems, remedies, and prospects.
- customer relationships as a result of online marketing
- Find out if and how social media might help a company increase brand loyalty among customers.
- What Digital Branding Can Do for Retention of Customers
- It's interesting to watch how digital media has altered the way brands interact with their customers and how customers have gained control over the brands with whom they interact.
- Recognize digital media and digital marketing and how they work.
- Aim To determine the impact of digital marketing on both consumers and businesses.
- To find out how they respond to inquiries and feedback from digital media
- To determine the extent to which digital marketing influences customers.
- To discover new ways to improve customer satisfaction and the overall process.

## **Chapter: 2**

### **2.1 Literature Review**

Paul (1996) focused on various digital technologies that facilitate the marketing of various products or services, such as interactive TV (ITV), digital telephone networks, mobile phones, and various internet-related tools that enable marketers to connect with customers locally, regionally, and globally.

According to Philip Kilter, "Digital marketing is the fastest expanding kind of direct marketing." The internet and modern marketing have an impact on how customers perceive price, product, service, and information (Jaworski & Kohli, 1993).

Using the World Wide Web as a marketing tool is critical, according to Malhotra (2008). Online shoppers will become more comfortable shortly, according to most research thus far. It is expected that consumers' perceptions of risk will erode, resulting in a wider range of items available on the online market.

### **2.2 Digital Marketing**

Digital marketing refers to the practice of continuing to promote to existing customers while also generating new ones. The ultimate goal of every marketing strategy is to get in front of the target audience. The disciplines of digital marketing here work virally over the web, with the ultimate goal of reaching the greatest number of clients possible as their primary focus. People from all around the world are embracing this new type of marketing, and its applications are expanding at a rapid pace. In the year 1990, digital advertising made its first steps. Thereafter the form was quite popular in the marketing period. Bangladesh will follow the same path as the rest of the world. Its digital marketing has improved as a result of rapid growth in the information and communications technology (ICT) industry in 2014 and 2015.

Businessmen in Bangladesh can now start their companies digitally thanks to the widely available internet. Our country's use of social media, particularly Facebook, is extremely widespread. It's a win-win situation for advertisers. Other social networking sites such as LinkedIn, Twitter, Viber, and so on open up new marketing possibilities with digital marketing. As people become more

accustomed to social media, this new wave has brought advertising and marketing closer to the general public.

### **2.3 Bangladesh's Digital Marketing History**

It wasn't until HotWired purchased some of these early banner ads in 1993 that they began using them for their advertising. This was a watershed moment in the evolution of marketing into the digital age. In 1994, new technologies entered the digital marketplace as a result of this steady transformation. Yahoo was established in the same year.

"Jerry's Guide to the World Wide Web," Yahoo, named after its founder Jerry Yang, garnered more than one million hits in its first year of operation. Thus, digital marketing suffered seismic shifts as a result. Search engines and tools like Hot Bot, Look Smart, and Alexa launched in 1996, as did Google in 1998. After the launch of Microsoft's MSN search engine, Yahoo! released its web search engine into the market.

All except the major search engines were still standing two years before the internet bubble burst. In 2006, the digital marketing industry had its first major boom when search engine traffic hit 6.4 billion in a single month. To fight Google and Yahoo's dominance, Microsoft placed MSN on hold and established Live Search.

A fresh idea, digital marketing is quickly catching on with clients in our country. The general public's interest in digital marketing in Bangladesh grew steadily between 2014 and 2015. After that, digitization will be put to the test using 3G internet technology. Digital advertising began in earnest in the year 1990. Bangladesh has a total population of 165.5 million people, with 47.61 million internet users, according to the Data Portal's estimate for January 2021. Internet penetration in Bangladesh was assessed at 28.8% in January 2021. The percentage of people who use the internet regularly is rising steadily. People in Bangladesh have a positive outlook, which is resulting in the creation of digital media.

## 2.4 Types of Industries involved with Digital in Bangladesh

- **Bank**

To attract more consumers, banks use Digital Marketing strategies like Internet Banking, Mobile Banking, SMS Banking, and so on. These services are given by banks that use Digital techniques, such as Internet Banking and Mobile Banking.

- **Telecommunication**

Telecommunication firms in Bangladesh, including Grameenphone, Banglalink, and Robi, use digital platforms to offer a variety of services, including SMS, OTT services, and Internet packages, among others.

- **Garments & Textiles**

As an export-and-import-related industry, this one has also begun using digital marketing to advertise its products.

- **E-Commerce**

As a result, the most important aspect of marketing for an e-commerce company is web presence management. E-commerce in Bangladesh is impossible to envision without digital marketing.

- **ICT Sector/IT & Software**

Bangladesh's ICT industry may be broken down into four main categories. -

- Information Technology (including Software solution)
- ITes
- Network Solutions
- Hardware Solutions

Most Bangladeshi market participants begin by selling their goods and services on the domestic market before exporting to Europe, North America, and other places. In addition, numerous

organizations supply their services through the online marketplace based on BPO (Business Process Outsourcing). Companies like Kazi IT, Coder Trust, and BACCO, among others, provide BPO services out of Bangladesh.

- **Export-Import Business**

Various products are constantly exported and imported from Bangladesh to other countries and from other countries to Bangladesh. As a result, they employ a digital marketing strategy.

- **Tourism Sectors**

Digital media are mostly targeted and used for communication, transaction, and every work, from the online room, booking to other tour-related adventures, and so on.

## **2.5 Major Type of Digital Marketing Practices in Bangladesh**

Digital marketing is an effective strategy for generating significant commercial results. As a result, understanding the many types of Digital Marketing is critical if we want to increase website traffic, attract more customers, increase brand awareness, or engage the teams and audience. There are numerous sorts of digital marketing, but they can all be broken down into the following 11 categories:

- **Search Engine Marketing**

To promote a website through increased traffic or presence on search engine result pages, you use search engine marketing (also known as SEO). Organic Search and Paid Search are the two types of searches available. Both methods of search are commonly employed by a wide range of organizations. Online, there are two methods for noting or emphasizing a specific web page.

- 1. Search engine optimization (SEO)**

Using SEO (Search Engine Optimization), a company's content can be found at the top of search results pages. Users actively looking for a certain product or service will find your website this way. If they wish to use SEO, they must first identify the terms their target market uses when

conducting online searches. Using these terms as a framework, they should then create new content. Search Engine Journal estimates that the first page of Google receives 91.5% of all traffic. 32.5 percent of all traffic comes from Google's initial organic search result. Furthermore, organic search accounts for 51% of all traffic to a website. Traffic that comes from search engines like Google or Bing is known as organic traffic.

Search engine optimization is divided into two main focus areas-

- **On-page SEO:** On-page SEO refers to the optimization of a website's content and source code to rank highly for specific search phrases.
- **Off-page SEO:** Optimizing links referring to a website is called off-page SEO.

## 2. PPC

In search engines like Google and Bing, PPC advertising, also known as pay-per-click advertising, is a way to get your business in front of more people for a fee. Paid-for-top-positioning on search engine results pages. PPC stands for pay-per-click since it charges an ad account each time one of its advertisements is clicked. Depending on the website's quality score and keyword competitiveness, the cost of each ad, or CPC, varies. Campaigns for pay-per-click advertising can be a short-term solution, and many companies use them to move products or seasonal promotions to increase income. Ads on Google are limited to about 4 slots, so getting your website at the top of the search results for a certain keyword can be difficult. In SEO, their position on the first page is 'earned,' but in PPC, it is purchased.

- **Social Media Marketing**

An approach known as Social Media Marketing makes use of social media to advertise a brand, a product, or a type of information. Search Engine Marketing (SEM) is similar in that it can be done organically, by purchasing ads, or by doing both at the same time. To reach a certain audience, companies can use social media to post their content or construct ads and pay for placement. As long as you choose the right social network for your persona, brand, product/service, or content in both circumstances, it doesn't matter. The ability to get closer to their audience and the opportunity for interaction are two great benefits of Social Media Marketing. They may be able to

validate their public's sharing of content using SSM. Additionally, they can use their social media platforms as a direct line of connection with their target audience. That's why it's so critical to keep them current and under constant surveillance. Various Bangladeshi businesses utilize a variety of social media platforms to conduct business. Their promotional activities such as-

### **I. Facebook Marketing**

Facebook offers a wide range of marketing options, both commercial and free. Marketers can increase the reach of their Facebook page or post to reach their targeted clients with specialized ads about their products and services. Customers' age, gender, location, and other characteristics can be used to target them specifically. Marketers can also easily segment their audiences using this information.

### **II. Using Twitter as a Marketing Tool**

Twitter is also used by a wide range of businesses for marketing purposes. In this section, users can tweet using a link to a web page, service, or product, as well as a picture and, of course, the hashtag (#). When interacting with specific customers, they should make use of hashtags (#).

### **III. Using LinkedIn as a marketing platform**

If firms are looking for consumers or clients, LinkedIn is a great place to start. It's simply a professional network where businesses can hire the people they need. This is where Hashtags may be utilized, and targeted clients can be enlisted as well.

### **IV. Instagram Promotion**

Instagram is primarily a photo-sharing app, but marketers use hashtags to identify potential clients who could be interested in their products or services.

### **V. Using the Power of YouTube for Business**

Several Bangladeshi companies use YouTube as a video-based platform to advertise their products or services, as well as to publish reviews or tutorials on specific topics like SEO, Digital marketing, and so on. This increases customer engagement on the company's channel, which leads to

purchases of the company's products and services.

## **VI. Using Pinterest for Business**

Various photographs, smaller sizes, GIFs, and videos of a product or service are posted by marketers in an attempt to locate a specific audience.

- **Paid Advertising**

There are several methods for making online media purchases. Social media and search engines like Google and Bing both allow us to advertise. Paid search engine adverts display the above organic results in search engine results pages (SERP). They always include an "Ad" favicon to alert the user. Different payment structures may be used for this kind of Digital Marketing. Most frequently, you'll encounter these options:

PPC, or pay-per-click, is the most widely utilized payment model for media on the web, and it can be applied to nearly every aspect of digital marketing. Customers purchase ad clicks by placing a bid in an auction for a certain term.

Another frequent approach is impressions, which are also known as CPM (Cost-per-Mile) or cost per thousand impressions. When utilizing a short keyword phrase, it's more beneficial. When using the PPC model, you only pay for the services you receive.

- **Email marketing**

There are many emails exchanged each day. One approach to do this is to provide their subscribers with timely and relevant content updates. The promotion of products and services is also a successful tactic, provided that privacy is respected, and no spam is sent. Email plays a key role in the success of an Inbound Marketing campaign. They can guide their customer through the marketing funnel if they automate the process. You can communicate directly with customers via email as well. When it comes to email marketing, there are two main approaches:

- I. Stand-alone-campaign
- II. Newsletter

Bangladesh takes one of two approaches. The company "Callbox" provides numerous services to



IT enterprises, including email marketing, example.

- Email copywriting
- Template Design
- List Hygiene
- Email database management
- List Segmentation
- Customization

- **Content Marketing**

Customer experience is more important than product or service promotion. Companies like Coca-Cola, and Nike use social media to their advantage by posting amusing and educational content on blogs, photos, and videos. It's what makes their company stand out as a brand, and it's also what makes your customers like you even more. To promote their brand in this way is similar to just presenting knowledge that is both enriching and fascinating, without the intention of incentivizing someone to buy anything.

They establish a loyal following of customers by providing blogs, videos, and photographs, and these customers return to their site time and time again for useful material. Customers will appreciate the effort they put into every blog or video you produce, whether it's about own company or industry information. What matters is that they pay attention to what their customers require and then deliver on that demand. If their material is worth sharing, it can help them attract more customers and revenue.

- **Influencer / Affiliate Marketing**

Influencer marketing and affiliate marketing both make use of people who have a lot of 'power,' such as social media celebrities or industry experts, to promote their products. This is to help them sell a product or service to their target demographic more effectively and efficiently. The use of well-known influencers to promote a company's products or services on social media pages or affiliate websites has grown in popularity over the last few years, thanks to platforms such as Instagram and YouTube. You can work with influencers to develop awareness about your brand

and business by giving away discount coupons, sponsoring blog posts, or holding prize draws for their audience.

In this investment cycle, you'll need to track down someone with a sizable audience. This can be done on a social network or within a certain industry, and then you can approach them about collaborating. Most will want money, or a percentage of the sales made by their target demographic. Afterward, they'll publish articles, blogs, or films to 'demonstrate' your collaboration and, perhaps, increase sales for your company. It's all about selecting the proper person to be your brand's voice on social media.

- **Viral Marketing**

Some businesses employ them as an effective marketing strategy. No matter if they are working with a well-known viral content creator or a well-known social media influencer, the goal of viral marketing is to generate something worth sharing by making it amusing, on-trend, and topical all at the same time.

It's hoped that viral films and photographs help indirectly market a product or service (by including it, by showing it in use, or just by featuring it). There are only a few easy rules to follow when it comes to viral marketing. developing content that is so captivating that those who engage with it are eager to spread the word to their social networks. Many influencers and content creators exist who can combine viral marketing with influencer marketing to maximize the reach of viral content for b2c firms. This is an excellent choice.

- **Instant Message Marketing**

Instant messaging apps are being used more and more. Except for WhatsApp, nearly all social media sites include direct messaging, making it an excellent tool for marketing campaigns. When customers need assistance, they may use these channels to get a timely response, which is great for your business and the relationship with customers it has with them. These days, people use WhatsApp, IMO, and Viber to communicate, demonstrating the channel's strength and breadth of reach. As a result, businesses cannot disregard this form of Digital Marketing. Implementing an instant messenger approach can help you be available to your consumers.

- **Radio Advertising**

In the past, radio was purely reliant on radio waves for transmission; today, it is entirely digital. In other words, as a result of the shift, radio advertising is now considered a type of digital marketing. To get your business or brand noticed, radio commercials are a terrific way to get your message out there. As a result, businesses may now utilize radio commercials that are specifically targeted to different regions of the country. The proper individuals will hear your radio advertisement whether you're trying to reach them locally or nationally. Other than that, Spotify is now offering non-premium users in Bangladesh the option of advertising through the service (which launched there lately). Since Spotify has their account information, the adverts they hear can be tailored to their age, location, gender, and more.

- **Television Advertising**

Changing from analog to digital is not only a radio thing is a big deal. TV advertisers have a wide range of choices available to them, However, despite the move to digital and the fragmentation of society, television advertising continues to be quite effective. Customer's data is combined with innovative delivery techniques for television advertising by marketers to navigate this marketing channel.

## **2.6 Problems Companies Face When Creating a Digital Marketing Strategy**

- **Patience**

It takes time to promote their company's web presence. Companies frequently lack the necessary patience and resources to dedicate the time and effort necessary to see results and boost returns. Having patience and a good outlook are the greatest approaches in this situation. Most of the time, this is done by making a lot of mistakes and learning from them. The digital campaign plan hasn't failed because one tactic didn't produce the desired outcomes. - For instance, a blog article may not go viral for months after it is published if there is no market demand for it at the time of publication.

- **Targeting the right audience effectively**

The first and most important step a successful marketer would do is to pinpoint their ideal customer base. With an ever-increasing number of internet users and their requirements shifting nearly instantaneously, finding the correct audience has become one of the most difficult tasks for marketers.

Think about what their company has to offer, as well as the problems that can be solved if it is put to good use. This can assist you in determining which individuals or groups are most likely to respond favorably to your message if they were specifically targeted with it.

- **No Direction in the Image Style the Company wants to Project**

An organization must first determine the style that best supports its image before launching a digital media campaign. There's also the substance or content behind it. Many businesses feel that the primary goal of web marketing is to push their product or service as hard as possible. This is a regular occurrence among executives on the lookout for quick jobs or pay raises. Instead of focusing on their goods, they fail to see that consciously crafting how that image is viewed is what makes them stand out.

- **Establishing an Omnichannel Marketing Strategy**

Customers are increasingly using a variety of devices and platforms to conduct their business activities. Using a single method like email or Facebook is no longer sufficient in the digital marketing world. A company's goal is to make connecting with the company as simple as possible for its followers, subscribers, and customers. This does not imply that they must be everywhere at all times. Concentrate your efforts on the media channels where your target audience is present. You must ensure that people can simply transition from one channel to another by providing a smooth experience for them. Consider including a link to your social media accounts or website in emails, for example.

- **Lesser Focus on Keywords**

When it comes to SEO, keywords used to be the foundation. Search engine optimization (SEO) can assist a company's website climb the rankings, resulting in more visibility and traffic.

Now that Google has altered its algorithms, the importance of keywords has dropped somewhat. However, organizations in Bangladesh will still be utilized, but they will not be the main focus. Instead, it's a thematic approach rather than a search and finds one, which means that Google first receives an overview of the website of the organization.

- **A Check on Increased Security Risks**

In some circumstances, the security of online transactions has been jeopardized. As long as there is news and media coverage, it will remain fresh. Due to the increased sharing of data on the internet, hackers have more motivation to research ways to circumvent security. With so much stored online for quick access – such as credit card purchases or bill payment – these areas have become a gold mine for hackers and thieves. As most business is done online, going into digital marketing has its risks of security being hacked. The issue of security is a significant problem.

- **Keeping up with the changing trends**

The internet market and marketing strategies have evolved dramatically in the previous several years. To meet the needs of today's addressable market, it is still evolving to meet those needs. Because of this, marketers must stay on top of current events.

If a new social media platform or technology is introduced, marketers must stay abreast of the changes to ensure that their brand does not miss out on potential conversions.

- **Mixed Messaging**

To get the best results, digital marketing efforts match landing pages with the messaging, offers, and style found in the original material, no matter where it appears. Sending them to a page that doesn't meet their demands pushes them to bounce.

- **Shady SEO Practices**

Known as black hat SEO techniques, these quick fixes have cost advertisers a lot of money and caused quite a commotion in the online community. In other words, using Black Hat SEO will not affect your website's ranking and may even result in its exclusion from search results altogether.

In 2021, deceiving Google is the equivalent of pleading for your website to be penalized. However, newbie marketers may not be aware of the pitfalls of Black Hat strategies.

- **Using social media to generate new business leads**

Most companies and marketers in Bangladesh don't know how to be consistent across social media networks. When it comes to brand exposure and lead generation, most people think it's all about the paid advertising they conduct. Even if the increased market competitiveness makes each of them a constant task.

Even though companies put aside substantial marketing budgets, the majority of marketers are unable to turn their efforts into revenue. You can't only focus on growing your social media following; you also need to convert visitors into customers who help you achieve your business objectives.

- **Not getting lost in the volume**

Most businesses have now moved their products or services online to reach a wider audience in this digital age. The difficulty of making one's brand stand out in the sea of information available on the internet is one that certain organizations in Bangladesh are now encountering, according to various accounts. Thus, a brand awareness campaign or new customer acquisition becomes more challenging.

- **No Consistency of Content**

Posting content regularly should be done in the same tone of voice or manner. Consider whether a spokesperson would be a suitable tool to use. Consumer attention and trust are both heightened when a recognizable and predictable personality is behind the delivery of content.

To a large extent, this is due to a lack of knowledge about the platforms available to Bangladeshi companies. This is a regular occurrence for well-established organizations that are just beginning to use more aggressive, targeted digital marketing strategies. Search engine marketing and remarketing techniques are no exception when it comes to be difficult to execute. Some firms are disillusioned with the different targeted advertising chances provided by Google and Facebook (to mention a few) since considerable advertising money can be lost if campaigns are not adequately handled or not even acceptable platforms, to begin with.

## **2.7 Solution**

- **Connect With Satisfied Clients.**

Securing positive online reviews is difficult, but social media can assist companies in achieving this goal. Recruit satisfied clients to follow or subscribe to your business on social media to capitalize on your renewed social media presence.

- **Offer Something**

Social media posts should always include something of genuine value for the audience. No matter how plain or uninteresting the offer is, it must be of interest to the target market. Every post should have a strong cause for attracting the customer's attention.

- **Connect with Influencers**

Identify and cultivate contacts with decision-makers in their sector and their local community. Referrals and advocacy/evangelism are effective strategies to get the message out.

- **Use Paid Advertising on social media**

Without spending a dime, social media has shown to be an effective tool for connecting with customers and establishing a strong online presence. Businesses that want to get the most out of their digital marketing budget should allocate some of it to social media advertising, as opposed to traditional forms of advertising. Utilizing clever native advertising on the most successful social media sites, you can turn a simple social media page into a top lead generator.

- **Developing an Effective Content Strategy**

To minimize stress and free up time, marketing departments are turning to outside sources to help with content development. Videos, blogs, and infographics are just a few examples of content types that can help a business meet its objectives. It ensures that their full emphasis is on the strategy and production of their content while working with an outside content provider.

- **Adapting To Changing Trends**

The key to being able to change with the times is maintaining a regular schedule. Spend some time reading blogs and checking out the latest digital marketing news. The program tells companies through email when fresh results are posted on something they have reported in Google Alerts.

It's also a good idea to do some competitor research to stay on top of market developments. So, what are your rivals up to these days? Do you think it's a success? If you do, why? However, you don't have to focus solely on your industry's competitors when conducting this study. Engage with individuals who can help you and others who are already aware of the situation. You may improve your skillset and stay on top of current trends by exchanging knowledge.

- **Securing Sales**

There are three stages in the buyer's journey: awareness, contemplation, and decision-making. As marketers, we must have a plan to guide customers from first being aware of our brand through making a purchase. Companies can achieve this by creating persona-targeted content that is published at various points in the buyer's journey

They can attract high-quality leads by providing them with relevant content and using inbound marketing techniques. Prospects should be engaged once they've moved from awareness to consideration. Establish a clear sales process and communicate with the sales team to make sure the correct people are contacted with the right message at the right time.

- **Getting lost in the volume**

Some companies' products and services are indeed identical to those of a competitor, but there is one small difference. Find strategies to communicate the unique selling proposition of your



product or service. Use surveys to learn more about your current consumers and your target demographic. This will help you determine the demands your brand can meet.

- **Targeting the right audience**

Consider the broad population of the target market. Customers' online behavior and potential future requirements should be considered while developing customer personas. As a result, firms like Wigzo provide you with machine learning and predictive analytics capabilities to help you create stronger personas.

- **Increased Security**

A firewall, HTTPS encryption, and possibly an antivirus program are all things that many companies currently have in place. However, this does not suffice. They'll require more supplies. Assist an authentic security team in finding the vulnerabilities and apps on their website so that countermeasures can be developed.

- **Focus on Keywords**

On the other hand, firms should focus on building their content around concepts instead of writing for specific keywords. Make their website a resource for the phrase or question that they want to target and watch the improvements take place.

## **2.8 Prospect of Digital Marketing in Bangladesh**

Due to the rapidly changing corporate landscape, digital marketing has evolved from a supplementary talent to an essential one. The world's marketing practices have evolved over time.

Young people's significance in digital marketing has grown even more in Bangladesh in recent years. This has resulted in an increase in the number of job openings for young people as a result of the increased demand in the market for digital content.

To put it another way, digital marketing entails any marketing activity that is done through the internet. It is primarily concerned with the promotion and sale of goods and services through the creation of digital content that can be accessed over the internet. To this day, the majority of this is accomplished via content creation, social media promotion, search engine optimization,

influencer and affiliate marketing, and website design.

Because they are more adept at navigating digital platforms and are more knowledgeable about how to generate and promote content digitally, younger people are a more desirable hire for most companies. Students and recent graduates often fill digital marketer positions, depending on the company and industry.

Companies such as Scratchboard, which creates digital promotional content for customers like Chillox, Cheez, and Madchef, prioritize young students when it comes to digital media management. On social media sites like Facebook and Instagram, companies want to make sure their content is getting seen by as many people as possible. The fact that students are more familiar with internet and social media trends is one of the primary reasons why many firms want to hire them. To some extent that helps our economy, as our country has a high level of unemployment among recent college graduates. This recent college grad who is actively interested in this profession will undoubtedly assist them in avoiding unemployment.

- **Digital workforces and new ways of working:**

While startups used to have to work with a large in-house team, today's startups can compete with the big boys by using the web and technology to build smaller teams for each project they undertake. As a result, employees aren't bound to a firm and can focus on projects that matter to them and have a significant impact on the company's success. Startups can potentially save money by avoiding these expenses in the beginning. These days, it's far simpler than it used to be to locate an experienced worker. Regardless of where a freelancer is located, companies can hire him to complete their work.

- **Digital self-service drives consumer experience:**

More and more digitally knowledgeable people expect to be in control of their digital user experience and outcomes as they spend an increasing amount of time on their computers and smartphones. As a result of these developments, businesses now have a unique opportunity to develop self-service capabilities for their customers that go far beyond traditional account management. Due to the new millennial generation's preference for digital over the traditional phone or in-person interactions, the bar for B2B enterprises to achieve an Amazon-level

customer experience is swiftly rising and virtually at the same level as their B2C rivals in several verticals.

- **Increased involvement:**

Advertisers can use digital marketing to get their prospects, clients, and followers to take action, such as visiting the website, reading about the products and services, rating them, and purchasing them. As a result, the contact with the target persona has a wide range of potential outcomes. With digital marketing efforts, brands can run interactive contests like quizzes and reviews, and their products may be seen by people all over the world. So, positive PR can boost a company's chances quickly.

- **Conscious Consumer Base:**

To put it another way, digital marketing has opened up the road for customers to voice their opinions and reactions to a brand's operations. Consumers no longer care about a brand's activities outside of offering superior items.

Unilever had to change the brand name of its most embraced brand "Fair & Lovely" after decades because of the current issue involving "Fair & Lovely." Because there was a lot of debate over how it promoted whitening products and made being fair the new standard for beauty, it was pulled. These items have increased in price after a long period due to increasingly conscientious consumers.

As a result, businesses may better understand how consumers feel about their brand or topic by listening to what those customers have to say. It's the same as when customers talk to corporations and those companies respond appropriately after hearing what the customers have to say. The result is a better relationship with their customers.

## Chapter:3

### 3.1 Research Methodology

Techniques and procedures are crucial in scientific work. For each step, I must identify it, think about the concepts involved, and conduct further investigation. A research design is included in this. Without this, it's impossible to approach the research from the correct perspective. Work plans help researchers stay on track with their projects and move forward with their investigations. It provides me with the information I need to respond to the problem statement's opening inquiry. It assists me in answering a logical question and allows me to identify the items I'll need to begin the initial research, such as whether the study will be qualitative or quantitative, the sample size, and whether the study will be descriptive or explanatory. Ultimately, it comes down to selecting how to do the research most effectively. Measuring and analyzing information is part of the plan. As soon as I've gathered all of my data, I need to analyze it because that's when I'll find out what my research's true findings are.

### 3.2 Research Design

Every researcher must adhere to a predefined design structure to conduct proper research. There are three types of predetermined research designs: exploratory, descriptive, and causal research.

- **Exploratory Research:** This study is being carried out to address an unspecified problem. It aids in determining the best research design, data collection method, and subject selection.
- **Descriptive Research:** The primary goal is to gather additional information about the research topic. With the existing problem, the researcher attempts to generate new insight. Essentially, the researcher delves deeper into the subject matter to provide a more detailed description of the problem. Researchers contribute to the body of knowledge on this topic by conducting this research. Descriptive research is quantitative in nature.
- **Causal Research:** It is also quantitative line descriptive research. Causal research is different from descriptive research since it explains the cause-and-effect relationship between variables. The objective of a causal study is to understand which factors cause

and which variables are the consequence.

The type of my research is descriptive. The major goal of this research is to understand the effects of digital marketing on customer relationships. Both quantitative and qualitative data have been studied in this research.

### 3.3 Data Collection

I chose a sample of 25 people from the general population for this study. My sample was chosen at random. My sample consists of all people who are familiar with the internet, are active on social networking sites, and have a basic understanding of digital marketing. The majority of my sample consists of university students, with only a few professionals among them. I'm using primary data because the information I've gathered is specific to my research. In order to collect my data, I will use computer-assisted mode.

- **Quantitative Data:** Quantitative data is numerically displayed. The data represents actual facts and numbers. Numbers are utilized to communicate key facts such as degrees of association between the numerous variables that are investigated in the study and historical data. The figures in the quantitative data are clearly interpretable and can be recorded in conventional charts and diagrams. The results provided by quantitative investigations produce substantially accurate outcomes (McDaniel and Gates, 2005). (McDaniel and Gates, 2005). It is easy to draw inferences from quantitative data. It reacts to the numbers. A minor change in quantitative data might generate a lot of difficulties.
- **Qualitative Data:** Qualitative data is a category of data that is descriptive in nature. Rather than figures, the study makes use of descriptions and additional information. This type of data is utilized to express facts and quantify degrees using words. Due to the non-mathematical nature of the data and its inability to be quantified, it is difficult to record and comprehend. The data cannot be joined together indefinitely to produce larger results (Langer, 2006). Qualitative data can be muddled by researchers.

I will employ quantitative and qualitative data in this research, but the majority will be quantitative.

### **3.4 Data Reliability and Validity**

The degree to which results are constant over time and accurately represent the overall population under investigation is referred to as reliability, and if the findings of a study can be replicated using a similar approach, the research instrument is deemed to be trustworthy. 2000; (Joppe).

Validity refers to a study's ability to accurately measure what it set out to measure or to the truthfulness of its findings. In other words, can you strike the "bull's eye" of the study object with the research instrument? In general, researchers establish validity by posing a series of questions and frequently seeking solutions in the work of others. 2000; (Joppe).

I've taken these factors into account in this paper and gathered data accordingly.

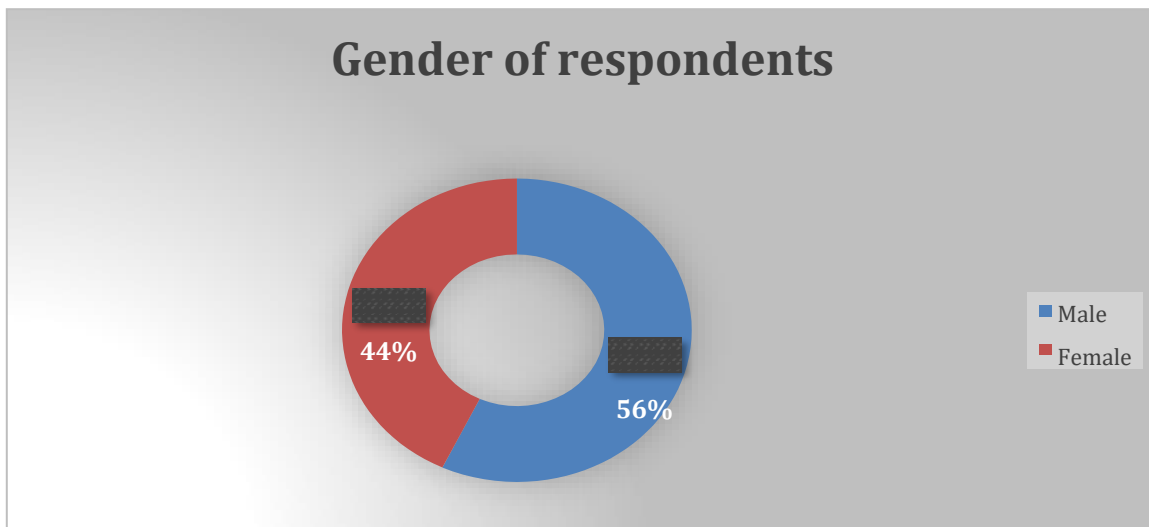
### **3.5 Research Limitations**

The primary obstacles in performing research are time restrictions and limited resources. I was not able to survey more than 25 individuals. Besides, I did not manage to obtain any of the prior investigations that were done by other researchers. I dealt with numerous clients, but I could not share much internal data which might have made this research a bit more real.

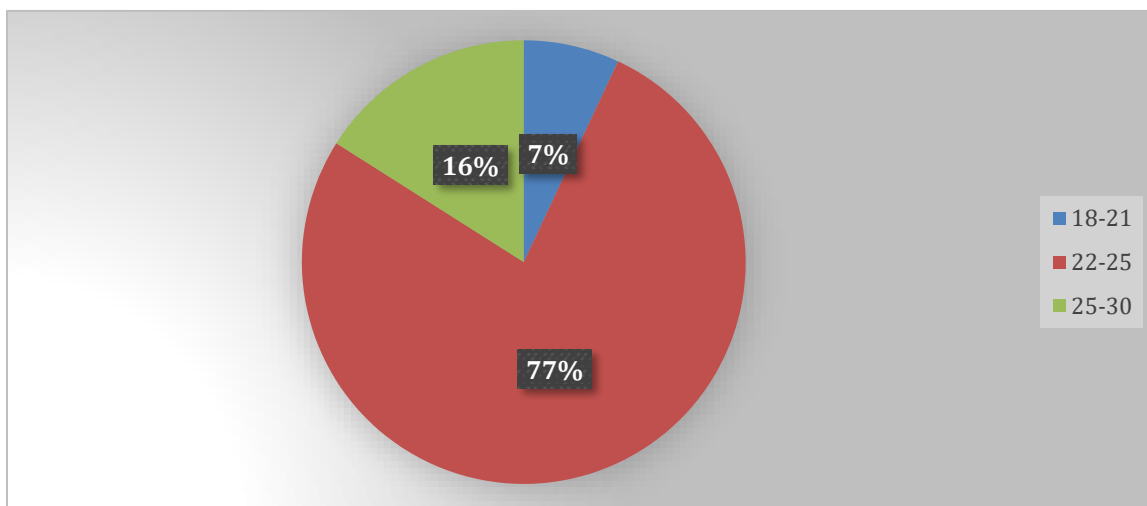
# Chapter:4

## 4.1 Data Analysis

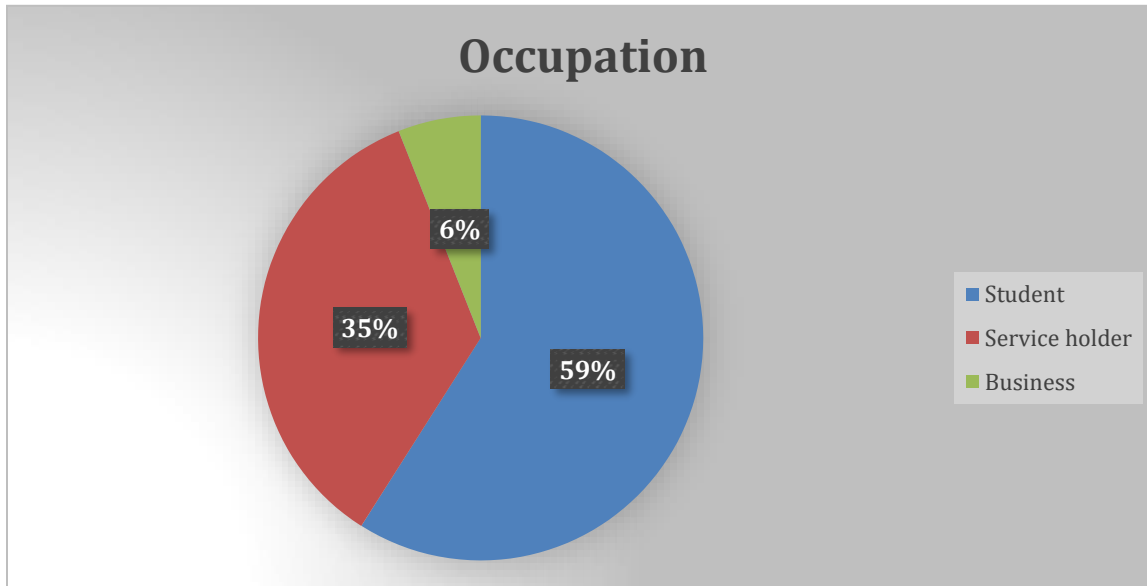
### Gender of respondents



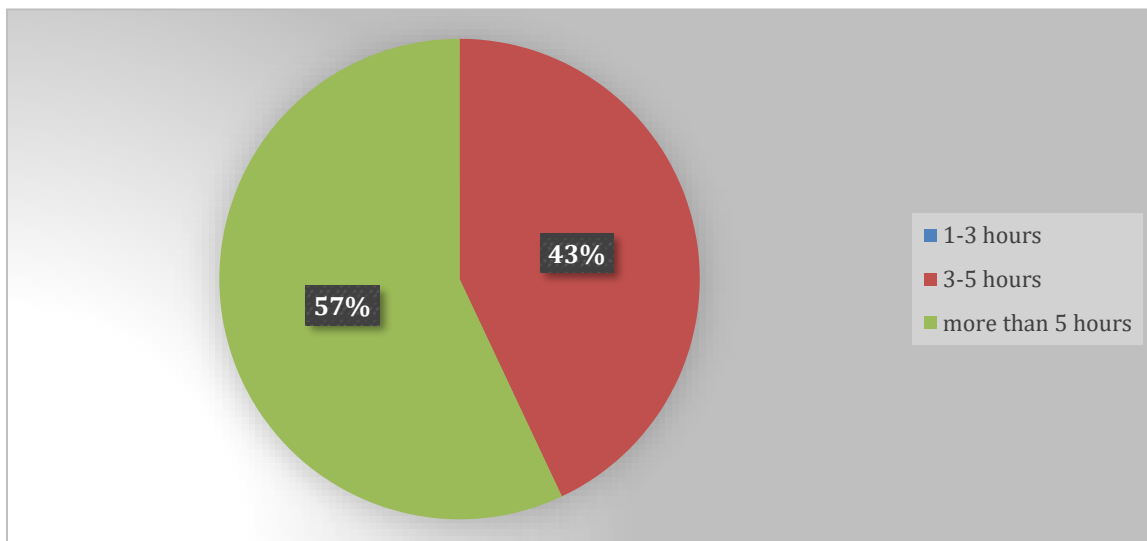
### Age of respondents



## Professions of respondent



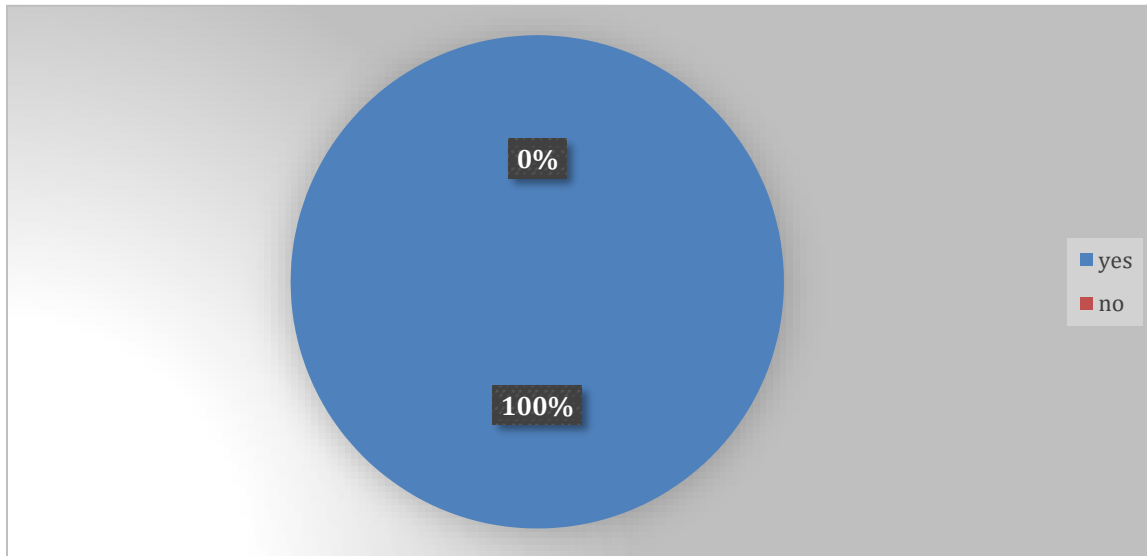
## Question 4: How much time do you spend on the internet?



**Findings and Analysis:** I asked them how much time they spent on the internet in this inquiry. 57 percent of 25 respondents spend more than 5 hours per day on the internet, while 43 percent spend between 3 and 5 hours per day. Individuals spend a significant amount of time online daily.

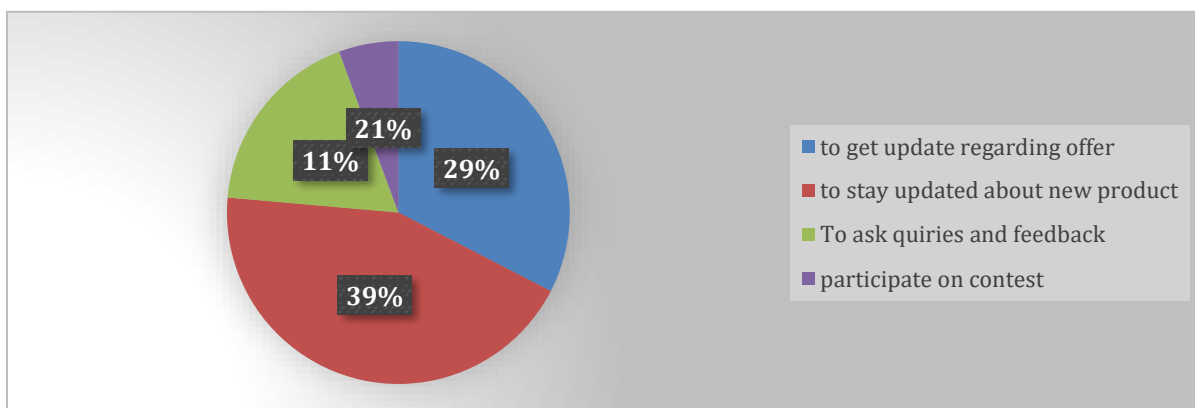


**Question 5: Do you follow companies on social media or other digital platforms?**



**Findings and Analysis:** Yes, 100% of respondents' responses are affirmative. That is, people are interested in learning about companies' activities on digital media. They are well-versed in the digital marketing strategies used by their respective businesses.

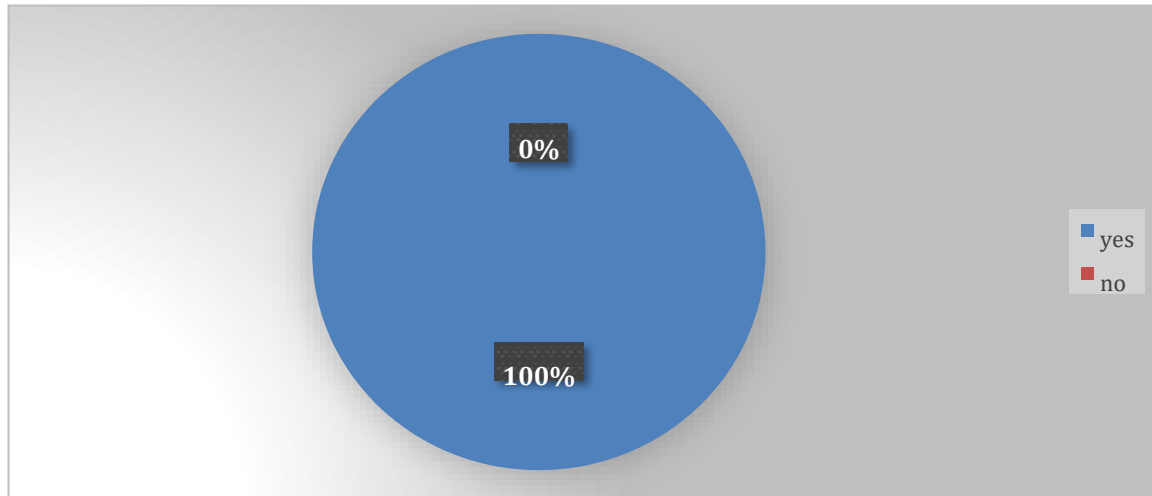
**Question 6: Why do you follow companies on social media or other forms of digital media?**



**Findings and Analysis:** From 25 responses I have received varied options. 29 percent of them follow companies on digital media to receive information about deals, 39 percent of them follow brands to keep up to date about new product launches, 11 percent of them follow brands to ask questions and provide feedback and 21 percent of them follow to participate in competitions. From

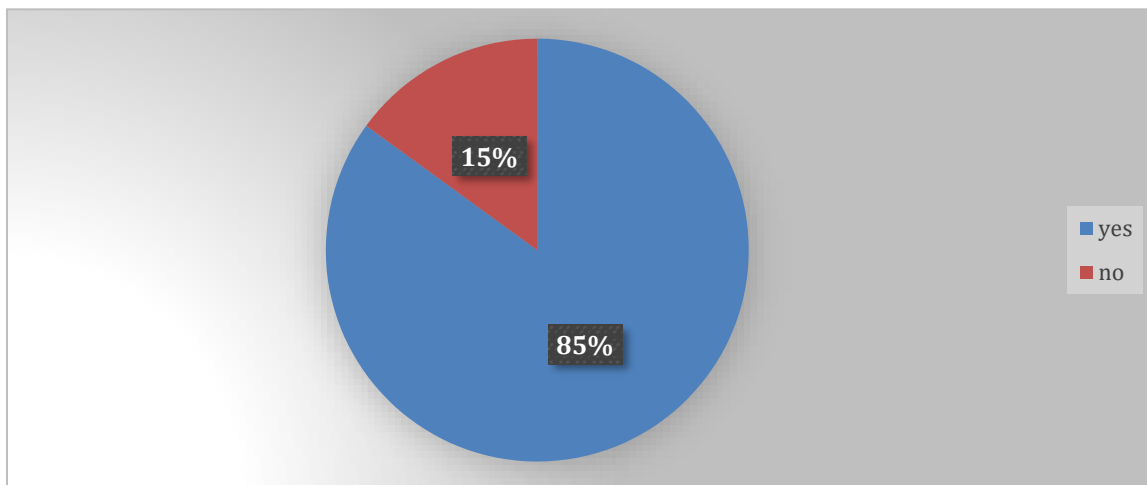
the above statistics, it is obvious that consumers are curious about the brand's activity, and they have certain expectations from the companies that they follow.

**Question 7: Do you react (Like, comment and share) to their material on digital media?**



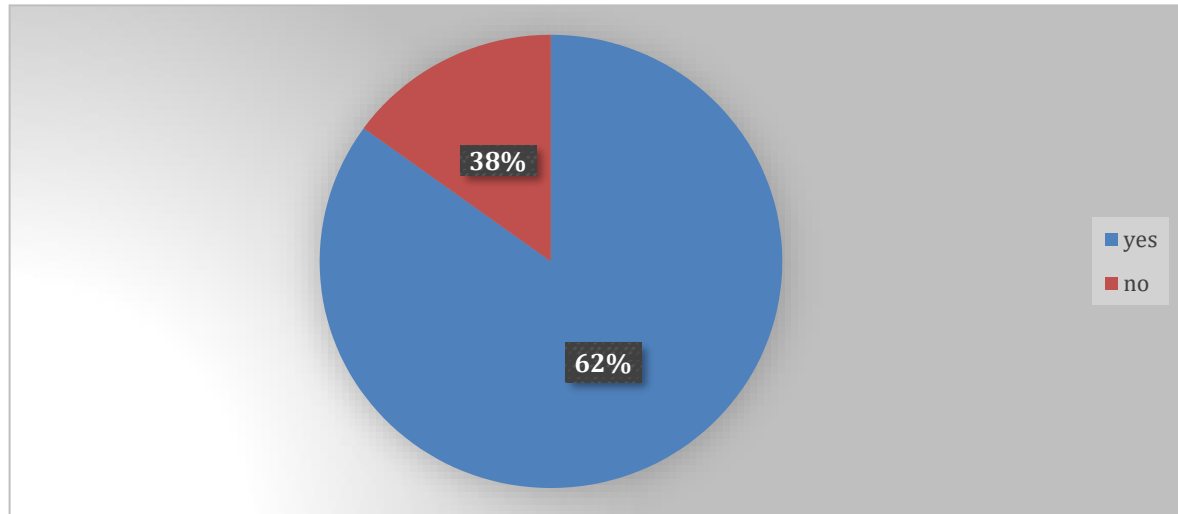
**Findings and Analysis:** 100 percent of respondents answered yes. They follow companies online and enjoy such materials, sharing them in the digital media. Customers spend time on these companies and by sharing they are boosting the brand. Customers prefer to communicate those items which they enjoy or hate to let other people know.

**Question 8: If yes, do you anticipate them to respond to your query?**



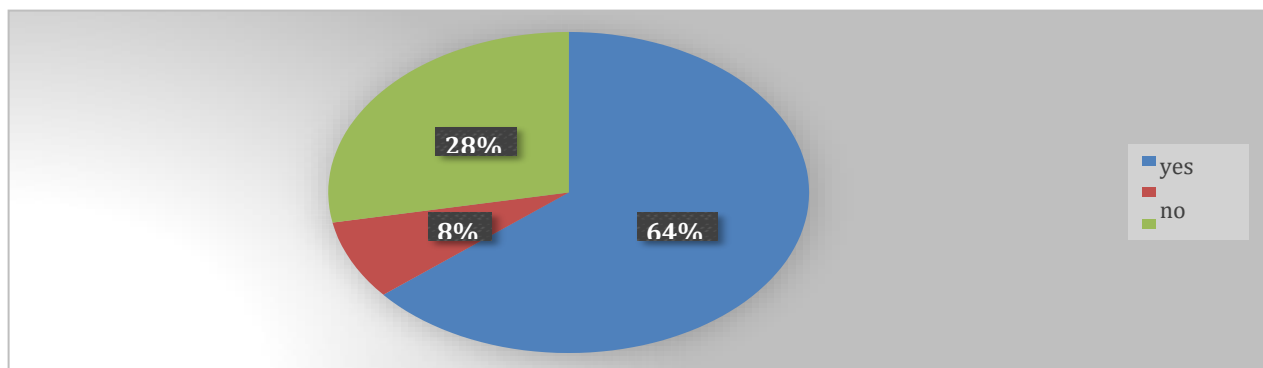
**Findings and Analysis:** 85 percent respondents stated they expect to receive a reply to their questions and just 15 percent indicated they do not anticipate a reply even if they get a reply. This indicates that consumers are seeking to connect to their brands and expressing their concerns. In return they hope query management staff would get to them and fix the issue.

**Question 9: Did any brand ever showcase you or your acquaintances on their social media pages?**



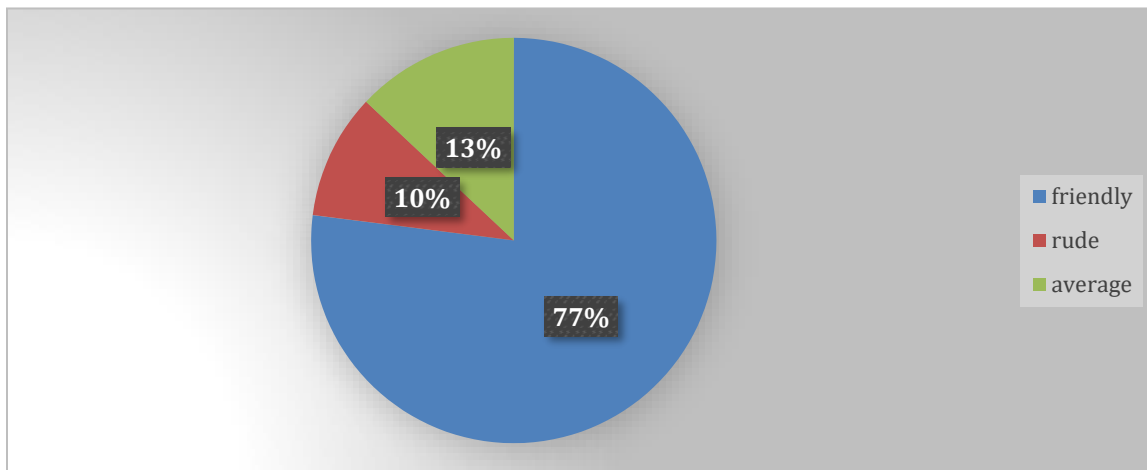
**Findings and Analysis:** On various social media accounts, brands frequently emphasize their supporters. To confirm this, I asked respondents if they or their loved ones were highlighted or not. According to the statistics, 62 percent of them were featured on the page, while 38 percent were not. Noir Clothing honored its clients on its Facebook page this year. Having their brand mentioned on a brand's page always draws people who enjoy their brand.

**Question 10: The answers that you obtain on the brand's website or forums are credible and fix your problem?**



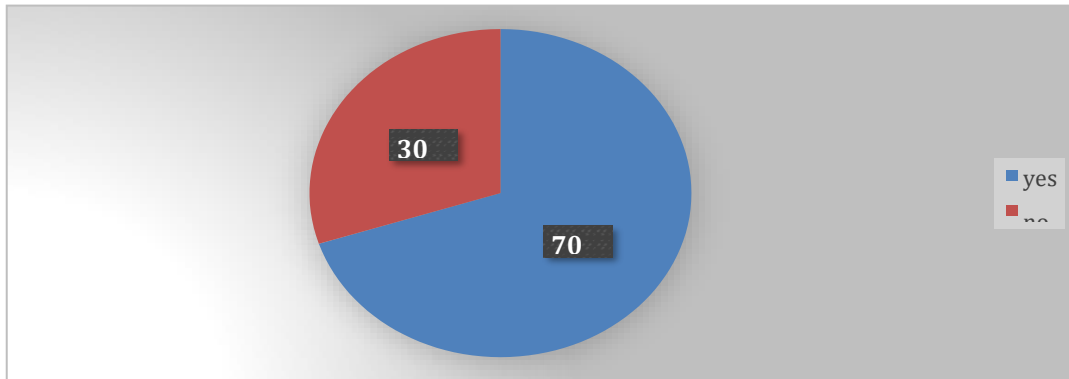
**Findings and Analysis:** 64 percent of respondents agreed that the responses they get or see on social media or any other online forums by the brand are dependable and do address their problem, 28 percent are in the middle of the agreement and 8 percent are unsatisfied with the replies. Of them, 64 percent are pleased with the brands. This point might make people loyal to the brand.

**Question 11: What is the approach of the query management team?**



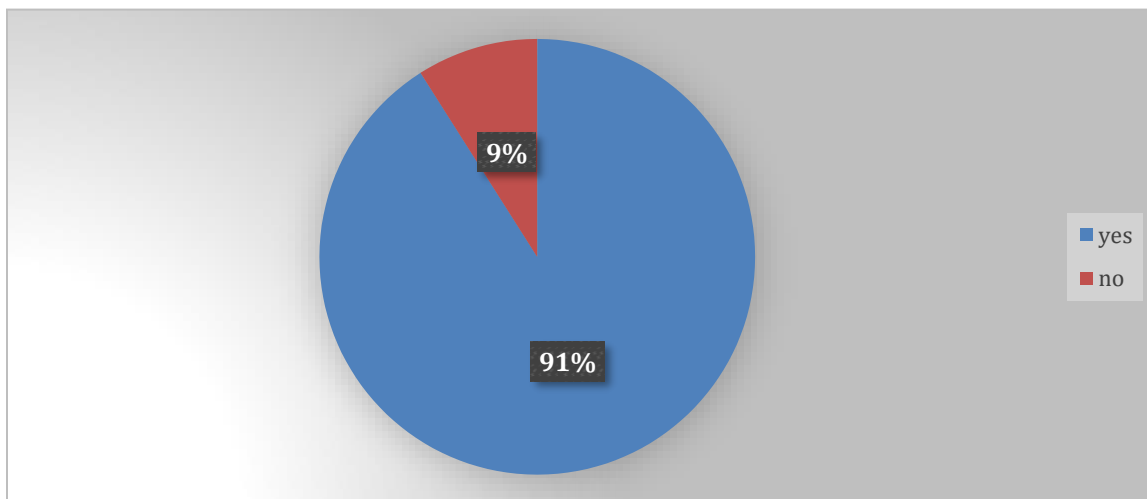
**Findings and Analysis:** Most of the respondents agreed to the point that the inquiry management teams are pleasant and cheerful toward the consumers, 13 percent assessed their attitude as average and 10 percent stated that they are harsh to them. From the statistics, it is apparent that businesses are trying their best to be modest to their customers. Every approach has a weakness. 77 percent is a favorable number. Most of the consumers are delighted. When a client is satisfied, he/she is more likely to become devoted to the brand and will attempt to create a positive relationship with them.

**Question 12: Have you ever participated in any social media contest or campaign?**



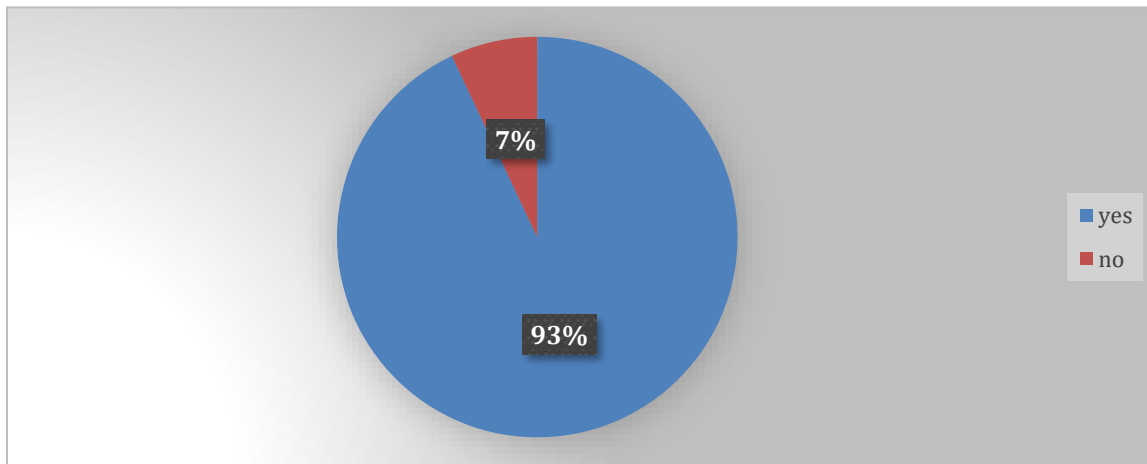
**Findings and Analysis:** According to the statistics 70 percent had engaged in social media competitions and campaigns and just 30 percent did not participate. In my question many respondents claimed they follow companies to participate in contests. These people will surely be delighted when they have the chance to participate in any tournaments. Besides, the winners of the contests will build a soft spot for the brand since that specific brand is amusing him/her.

**Question 13: Do you think that every firm should now focus on advertising their business online rather than offline?**



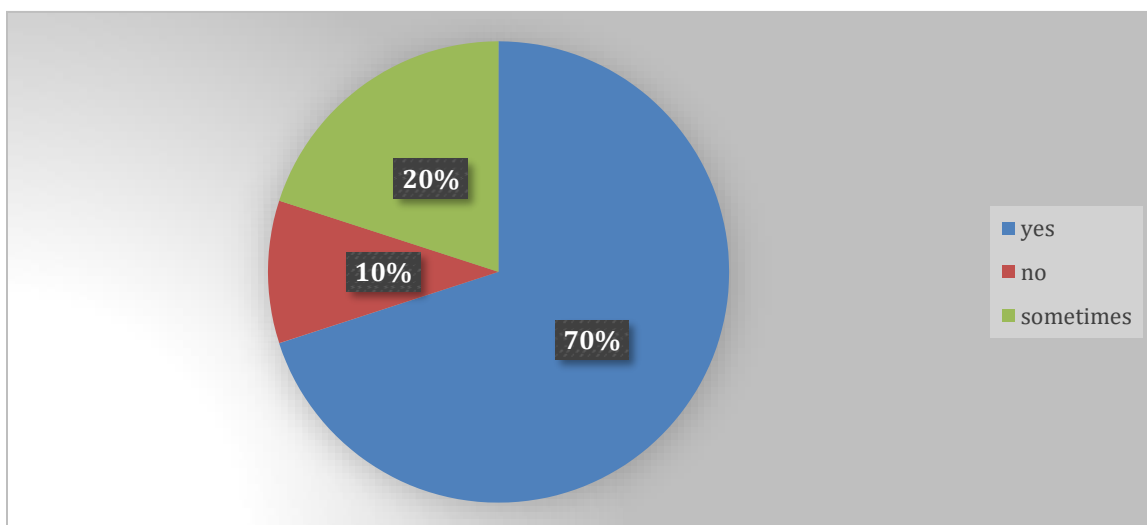
**Findings and Analysis:** 91 percent stated every business should now focus more on digital marketing rather than conventional marketing. In this study article, I have done surveys of 25 persons. All of them spend at least 2.5 hours a day on the internet and all of them follow companies online. It demonstrates that individuals are constantly found on the internet. Marketers have to market their products and services on the internet.

**Question 14: Do you believe businesses are seeking to develop relationships with customers through digital media?**



**Findings and Analysis:** The influence of digital marketing on consumer connections is good. 93 percent of customers think that businesses are striving to develop ties with the customers through digital marketing platforms. Only 7 percent disagreed. This obviously demonstrates that customers are grasping the point of branding. They genuinely feel that businesses are attempting to create excellent relationships with their customers.

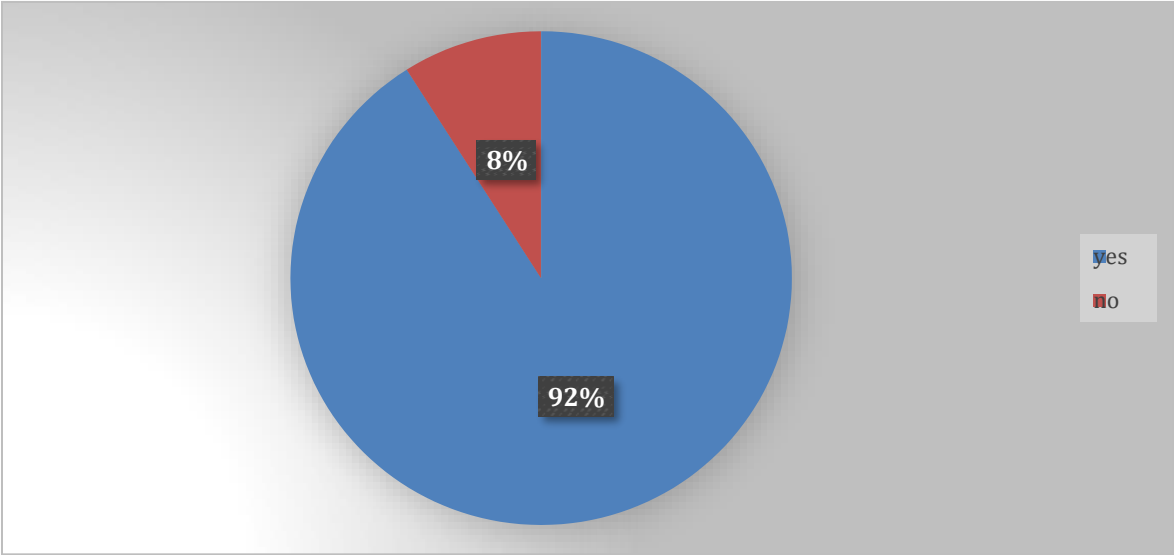
**Question 15: Do companies act upon the input they obtain online from customers?**



**Findings and Analysis:** 70% of respondents believed that brands actually act on customer feedback received online. However, 10% stated that they do not do so and 20% stated that they do

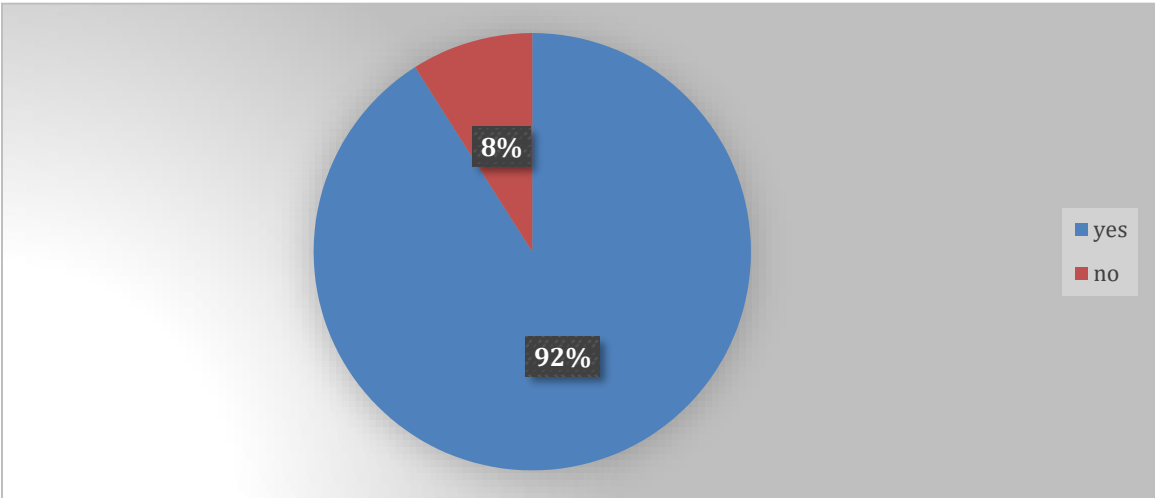
so sometimes. If customers believe businesses listen to them and make changes as a result of their feedback, there is little question that brands have effectively built a positive relationship with their customers.

**Question 16: Do businesses provide service recovery in the event of a consumer complaint?**



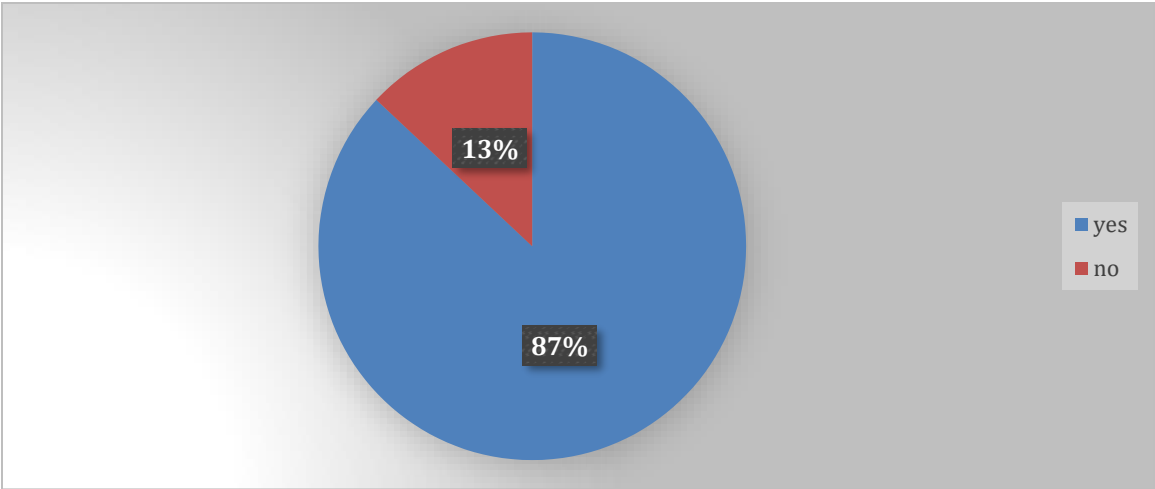
**Findings and Analysis:** No matter how perfect your brand is or how amazing your service is there will be blunders. A little error might lead to client discontent and eventually, they will spread the poor word of mouth. To preserve the good relationship and make consumers exceptional, businesses may conduct service recovery where they can provide complementary to the customers. According to my survey, 92 percent stated they got the freebie from the brands and just 8 percent did not get it. One dissatisfied consumer can get angry and might share a photo on social media which can hamper the organization's image and goodwill.

**Question 17: Do you feel closer to the businesses through digital media?**



**Findings and Analysis:** Customers do feel more connected to businesses as a result of digital marketing strategies. Additionally, this analysis demonstrates that. No amount of traditional marketing could have accomplished this, but digital marketing did. 92 percent believe they feel more connected to a brand solely as a result of the business's usage of digital marketing. Only 8% do not experience a sense of connection to the company, and they favor conventional marketing over internet marketing.

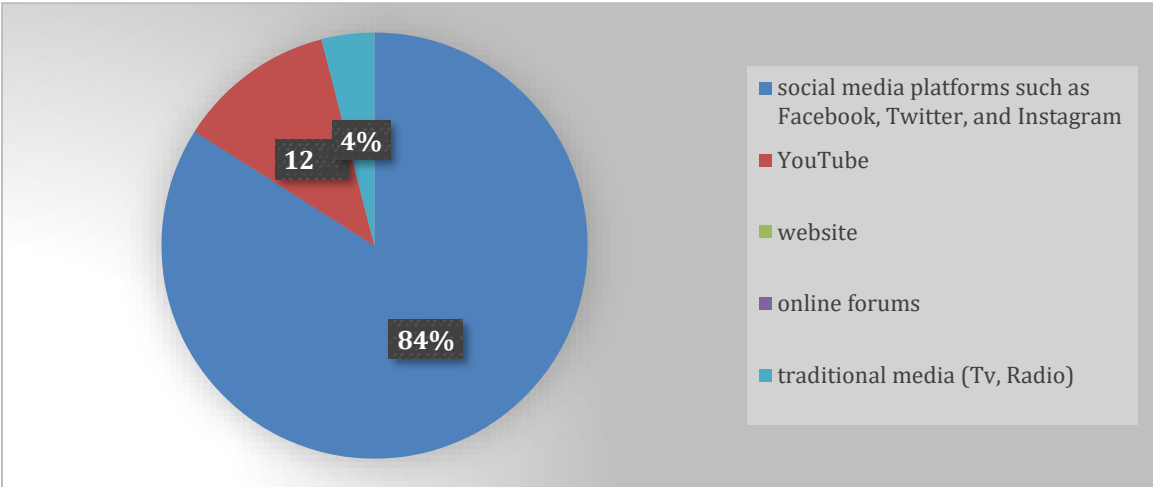
**Question 18: Have you developed a relationship with any businesses as a result of their customer service on social media?**





**Findings and Analysis:** 87 percent become brand loyalists solely as a result of the businesses' digital media customer service. Only 13% remained brand agnostic. It is obvious that customer service on digital media is excellent, and that they respond swiftly to their consumers' issues.

**Question 19: Which platform should a company prioritize when it comes to building relationships with customers?**



**Findings and Analysis:** According to the report, companies should leverage social media platforms such as Facebook, Twitter, and Instagram to establish relationships with customers. Facebook has grown in popularity over the last several years and has become a place where individuals spend a significant amount of time in their everyday lives. 84 percent consider social media, 4 percent prefer traditional platforms while 12 percent consider YouTube. Youtube is gaining traction in our country. Brands are launching their own YouTube channels and vlogging from them, as well as advertising on the platform. YouTube may be the next big thing in terms of consumer connection building in our country.

## 4.2 Overall Findings

Changes are obvious and consumers do not have to wait in line to obtain their service. They can obtain it online. Besides, businesses arrange online contests and provide incentives to their consumers, they promote their followers on their pages and accept input from the customer and act upon it.

Traditional marketers had to chat face to face or activation to keep connections with the consumers but with digital media, marketers can assist their customers at any time and a limitless number of times.

For corporations, customers are kings. Negative word of mouth may travel fast these days with the assistance of social networking sites. This might impede sales. Brands attempt to be modest with customers and listen to their concerns and fix them.

Customer involvement has been growing in digital marketing. Continuous competitions, campaigns, frequent postings on pages are making people engage when traditional marketing has failed to engage customers.

Digital marketing has offered so many things to customers and companies. Through digital marketing companies are able to improve their sales volume and keep a strong relationship with them. Consumers can compare brands simply and can figure out who is truly delivering good services to them.

Most of the clients are taking their answers favorably and become loyal to the company. Query management teams are working hard and most of the time they keep a good attitude toward the consumers.

### **4.3 Conclusion and Recommendations**

In this paper, I tried to demonstrate the challenges, solutions, prospects as well as the consequences of digital marketing on client interactions. After taking the poll, I can infer that brands are linked to their customers more than before. The efficacy of digital marketing is clearly highlighted in the study. In the current digital age, creating a good relationship with consumers requires only one thing to accomplish and that is digital marketing. Though there are certain internal difficulties, companies are attempting to listen to their consumers and give the best possible service to them. The quantity of people in digital media is tremendous. Anything favorable about the brand can drive them to success. After the study, the research objectives are met. All of the objectives are adequately realized by the research.

#### **Recommendations:**

- On the basis of the experience gathered while preparing this report, I'd like to provide some recommendations that I believe will contribute to the future growth of digital marketing. These are included below.
- As our country's daily internet usage increases, the moment has come for the firm to swiftly implement digital marketing.
- Additionally, businesses must learn patience, as it takes longer to demonstrate results and efficacy than the typical marketing method.
- The needed time to react to the inquiries has to be quicker.
- Companies should conduct further surveys to ascertain client preferences about the brands' shared content.
- Brands must place a greater emphasis on their fans.
- Regular quiz competitions are possible.
- Bangladesh's government should take essential efforts to provide internet access in all areas of the country since without it, the government would be unable to transform Bangladesh into a digital nation.

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## Appendix

### Impact on Customer Relationships of Digital Marketing in Bangladesh

Form description

Email \*

Valid email

This form is collecting emails. [Change settings](#)

Gender of respondents

- Female
- Male

Age of respondents

- 18-21
- 22-25
- 25-30

Occupation

- Student
- Service holder
- Business

Question 4: How much time do you spend on the internet?

- 1-3 hours
- 3-5 hours

Question 4: How much time do you spend on the internet?

- 1-3 hours
- 3-5 hours
- more than 5 hours

Question 5: Do you follow companies on social media or other digital platforms?

Suggestions: [Add all](#) | [Yes](#) [No](#) [Maybe](#)

- yes
- no

Question 6: Why do you follow companies on social media or other forms of digital media?

- to get updated regarding offer
- to stay updated about new product
- to ask queries and feedback
- participate on contest

Question 7: Do you react (Like, comment and share) to their material on digital media?

- yes
- no

Question 8: If yes, do you anticipate them to respond to your query?

Suggestions: [Maybe](#)

Yes

No

Question 9: Did any brand ever showcase you or your acquaintances on their social media pages?

Suggestions: [Maybe](#)

Yes

No

Question 10: The answers that you obtain on brand's website or forums are credible and fix your problem?

Yes

Maybe

No

Question 11: What is the approach of the query management team?

friendly

rude

average





Question 12: Have you ever participated in any social media contest or campaign?

Yes

No

Question 13: Do you think that every firm should now focus on advertising their business online rather than offline?

Suggestions: [Maybe](#)

Yes

No

Question 14: Do you believe businesses are seeking to develop relationships with customers through digital media?

Suggestions: [Maybe](#)

Yes

No

Question 15: Do companies act upon the input they obtain online from customers?

Yes

No

sometimes

Question 18: Have you developed a relationship with any businesses as a result of their customer service on social media?

Suggestions: [Maybe](#)

- Yes
- No

Question 19: Which platform should a company prioritize when it comes to building relationships with customers?

- (facebook, twitter, instagram)
- youtube
- website
- online forms
- traditional media (tv, radio)

Question 16: Do businesses provide service recovery in the event of a consumer complaint?

Suggestions: [Maybe](#)

- Yes
- No

Question 17: Do you feel closer to the businesses through digital media?

Suggestions: [Maybe](#)

- Yes
- No