

Report On
Dependance on Social Media in The Bangladesh Market Industry

By

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

Bachelor of Business Administration
BRAC University
June 2022

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Declaration

It is hereby declared that

1. The internship report submitted is my/our original work while completing my 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 that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Tania Akter

Lecturer,

BRAC Business School

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

It's a great pleasure to submit my internship report on "Dependance on Social Media in The Bangladesh Market Industry" for your kind approval. Despite many limitations, I have tried my best to conduct my internship report and avoid deficiencies.

I hope that my report will satisfy you. I would like to thank you for allowing me to complete and submit this report.

Sincerely yours,

Sayedra Sirajum Monira

18104258

BRAC Business School

BRAC University

Date: June 20, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Ovlea Digital and the undersigned student at BRAC University **Sayed Sirajum Monira**.

Executive Summary

This report talks about the current psychology that drives the marketing environment in Bangladesh. The report begins with a brief diagram of my 3-month long internship at Ovlea Digital, who they are, and their company standings. The report shows a few figures and insights of information collected to assist conduct my report. The report at that point goes on to put forward my perception and investigation of the complete circumstance alongside the information collected. This report tries to decide whether the development of social media has influenced acquiring behavior of individuals in Bangladesh and the showcasing industry and show the discoveries in a deliberate mold.

Keywords: Marketing; Digital; Facebook; Purchase; Behavior

Table of Contents

<i>Dependance on Social Media in The Bangladesh Market Industry</i>	<i>i</i>
<i>Declaration</i>	<i>ii</i>
<i>Letter of Transmittal</i>	<i>iii</i>
<i>Non-Disclosure Agreement</i>	<i>iv</i>
<i>Executive Summary</i>	<i>v</i>
<i>Table of Contents</i>	<i>vi</i>
<i>List of Figures</i>	<i>viii</i>
<i>List of Acronyms</i>	<i>ix</i>
Chapter 1 Overview of Internship.....	1
1.1 Student Information	1
1.2 Internship Information	1
1.2.1 Internship Details	1
1.2.2 Supervisor’s Information	1
1.2.3 Job Scope	2
1.3 Internship Outcomes	2
1.3.1 Students Contribution	2
1.3.2 Benefits to the Student	3
1.3.3 Difficulties faced during internship	3
1.3.4 Recommendations.....	3
Chapter 2 Ovlea Digital.....	4
2.1 Introducing Ovlea Digital	4
2.2 Overview of Ovlea	4
2.3 Management Practices	5
2.3.1 Leadership Style.....	5
2.3.2 Recruitment Process.....	5

2.3.3 Training Process.....	5
2.4 Marketing Practices	5
2.4.1 Marketing Strategy.....	5
2.4.2 Target Customer and Positioning Strategy.....	6
2.4.3 Service Development.....	6
2.4.4 Critical Marketing Issues and Gaps	6
2.5 Financial Performance	6
2.6 Operations Management and Information System Practices	7
2.7 Industry and Competitive Analysis.....	8
2.7.1 Porter’s Five Forces Analysis	8
2.7.2 SWOT Analysis.....	9
2.8 Summary and Conclusions	10
2.9 Recommendations.....	10
Chapter 3 Dependence on Social Media in The Bangladesh Market Industry	11
3.1 Introduction.....	11
3.1.1 Background.....	11
3.1.2 Objectives.....	11
3.1.3 Significance.....	12
3.2 Methodology	12
3.3 Findings and Analysis.....	13
3.3.2 Findings	14
3.3.3 Analysis.....	17
3.4 Summary and Conclusion	18
3.5 Recommendations.....	18
References.....	19

List of Figures

Figure 1: Porter's Five Forces	8
Figure 2: Members of the focus group.....	13
Figure 3: Preferred social media for online socializing	14
Figure 4: Preferred medium for purchasing products and services	15
Figure 5: Number of goods and services purchased over the last 3 months.....	15
Figure 6: Amount of money spent on goods and services purchased over the last 3 months .	16
Figure 7: Influence of various mediums of marketing.....	16

List of Acronyms

CEO	Chief Executive Officer
ERP	Enterprise Resource Planning
LPG	Liquified Petroleum Gas
BAT	British American Tobacco
LTD	Limited
OTT	Over the Top
MD	Managing Director
3D	3 Dimensional
TVC	Television Commercial
BDT	Bangladeshi Taka

Chapter 1

Overview of Internship

1.1 Student Information

Name: Sayeda Sirajum Monira

ID: 18104258

Program: Bachelor of Business Administration

Major: E-Business, Minor: Accounting

1.2 Internship Information

1.2.1 Internship Details

Period: 1st January to 31st March 2022

Company Name: Ovlea Digital

Department: Business Development

Address: House 41, Level 7, Road 1, Block A, Niketan, Dhaka

1.2.2 Supervisor's Information

Company Supervisor: MD. Zubayer Arifeen

Designation: Founder & CEO

1.2.3 Job Scope

- i. Conducting advertising inquiries about assorted businesses to see out for potential clients and openings.
- ii. Analyze essential information to supply satisfactory orders for inferring an information-driven vital advanced showcasing plan.
- iii. Assisting colleagues in planning pitch introductions for clients.
- iv. Learning advanced apparatuses and strategies for social media promoting and computerized footprints.
- v. Understanding the computerized arrangements that the organization is advertising right now can illuminate potential clients' issues and fortify their computerized nearness. (i.e., site, cloud-based computer program, ERP, and related solutions)
- vi. Participating in the agency's generation for substance making.
- vii. Assisting the agency's operation group in executing computerized actuations in social media and other channels.

1.3 Internship Outcomes

1.3.1 Students Contribution

i. Research

- a. Conducting investigations on diverse clients, markets, and competitors for formulating unused plans and procedures for existing and upcoming clients.
- b. Digitally looking to see out for new potential clients.

ii. Design

- a. Designing trade pitch plan for planning introductions for new clients.
- b. Designing a logo and social media declaration posts for distinctive clients.
- c. Point out present-day plan hones to the web team.

iii. Activation

- a. Conceptualizing campaign methodology in affiliation with teammates.
- b. Assisting organization operation group in executing digital activations.

1.3.2 Benefits to the Student

During my time at Ovlea, among the numerous benefits are that I ought to nourish and create a huge number of aptitudes. I had to work nearby and was uncovered to the inward workings of different businesses such as Omera LPG, Golden Harvest, Double Horse, BAT, Pran, Top Gear, Samsung Electra, and different small and large restaurants. I ought to sit with the clients and discuss their prospects and promote desires, I planned and helped design different marketing materials, I have to take part in the generation and postproduction of several limited time and trade recordings and most imperatively I got an opportunity to grandstand my competence and imagination in creating different promoting campaigns and methodologies.

1.3.3 Difficulties faced during the internship

My internship at Ovlea Digital was smooth as I did not need to confront numerous challenges. My boss and colleagues were amazingly accommodating and gave direction at whatever point inquired and required. As it bumped into this something else smooth travel was the erratic and demanding work hours. The work hours depended on a part on the prerequisites of the clients. On some days I had to work 12-hour shifts on studio sets and other days I had to work till after hours to guarantee the client got what they required.

1.3.4 Recommendations

As I had a very good experience during my internship at Ovlea Digital, the only recommendation I can provide is that interns should not be exposed to unfavorable work hours to not discourage them.

Chapter 2

Ovlea Digital

2.1 Introducing Ovlea Digital

Ovlea Digital is a marketing agency that has a holistic approach to any marketing solution. They provide both conventional and new age media promoting arrangements. They handle each extends with amazing and out-of-the-box communication ideas, showcasing procedure & trade improvement. Working closely with clients they create a thorough understanding of the client's needs and expectations and creates a guide to the target audience. Ovlea takes its client's considerations and concepts under consideration and gives they possess the energy to come up with impactful promoting campaigns. Whereas creating brands Ovlea makes sure their arrangement is solid, separated, long-lasting, and impactful all whereas attending to the client's visions. They help the business reach its full potential and give consultancy to join the brand identity in all the important anchor points of the whole organization to guarantee consistency in brand involvement.

2.2 Overview of Ovlea

Ovlea gives 360° marketing solutions to their clients. Beginning from brand personality creation, they give a gigantic span of administrations. They design logos, marketing posts, important business report layouts, and business cards; plan campaigns and showcasing procedures, and make bewildering promotional videos and photography solutions. They play a key part in the activation of the campaigns such as digitally boosting promoting campaigns, and facilitating different occasions such as cooking competitions and roadshows. Ovlea Digital moreover provides computer program arrangements such as planning websites, apps, business programs, games, and a span of hosting services. Besides, Ovlea helps clients create e-commerce and OTP platforms, and plays a major part in the activation of the campaign to properly incorporate the 360° nature of their solution practice.

MD. Zubayer Arifeen, CEO and MD of Ovlea Digital established Ovlea as a sister concern of Nvisio Computerized. He has involvement in e-commerce through his venture named 'DnB Collections'. He incorporates a commerce mindset and is exceptionally experienced in business development and growth.

Mission: To become the leading solution provider in an ever-changing industry.

Vision: To become the most recognized 360° marketing solution provider in Bangladesh.

Strategy: Be a one-stop solution that tends to all needs.

2.3 Management Practices

2.3.1 Leadership Style

Ovlea Digital follows a democratic leadership style, where each member of the organization gets together to discuss and create procedures. Each member is given equal significance while creating thoughts for marketing approaches. Ovlea veers away from conventional corporate culture and makes an environment where anybody will be comfortable to work in. The work environment inside Ovlea makes everybody feel comfortable sufficient to share their contemplations and concepts. This is fundamental whereas coming up with modern concepts, as a talk bears more natural products than as it were one or two individuals can. The discussions go through to form new thoughts, criticize and analyze the ideas.

2.3.2 Recruitment Process

Ovlea Digital takes after conventional business hiring practices where they publish recruitment posts on different media such as Facebook and LinkedIn. Candidates are assessed after an introductory meeting and are chosen based on the number of abilities and the sum of information they can bring to the organization.

2.3.3 Training Process

Ovlea believes in hands-on training and a coordinated approach. I was given assignments that I have never performed before, however, my boss made beyond any doubt that I knew and caught on the assignment. Interns are given independence when doing their errands, and the inadequacies are constructively criticized and rectified by the administrators. No one is penalized for making mistakes, instead of that, they take time to explain why our work has failed to hit the check and how we can make strides ourselves.

2.4 Marketing Practices

2.4.1 Marketing Strategy

Promoting Ovlea is like their own small card game. They don't show all the cards in their hands to their clients. Or maybe, they incept the clients to get incorrect desires and apply specific cards to form those thoughts to come to life. When a client puts forward their prerequisite,

Ovlea plans a reasonable arrangement that tends to the particular needs. Hence, each extend gets to be exceptionally individual to both the client and Ovlea. An upbeat client may be an exceptionally profitable resource, and Ovlea utilizes this resource to persuade new clients to urge onboard. Conventional mediums of showcasing incorporate telemarketing and social media showcasing. One other major marketing partner is Nvisio who alludes to numerous clients to Ovlea.

2.4.2 Target Customer and Positioning Strategy

Ovlea Digital's target customers are high-profile clients such as restaurants, hotels, big corporations, startups, and anyone looking to invest in this new age of technological ventures such as an e-commerce platform or a mobile game. Other clients include people looking to get certain photography or videography done.

2.4.3 Service Development

At Ovlea Digital, modern items and administrations are created either through enrollment or even through the advancement of abilities. Through enrollment, somebody with an extraordinary set of aptitude is contracted who can offer assistance counsel and create a modern benefit. Otherwise, existing workers are given support and are resourced satisfactorily to create a new skill set that can be further created into a new service bundle. For illustration, over the final 2 months, the in-house planning group is given adequate free time and backing to memorize 3D rendering and planning so that Ovlea can go on to provide a new service within the 3D genre.

2.4.4 Critical Marketing Issues and Gaps

One of the major pitfalls within the marketing technique of Ovlea is that they do not support and create natural promoting practices. In case somebody from the organization does not pick up their phone and effectively see out for clients, at that point, there are chances that Ovlea will not see the faces of modern clients. Concurring to my understanding, the major frail point in their promoting approach is that Ovlea, whereas promoting and advancing different clients to full capacity, neglects the promotion of their organization.

2.5 Financial Performance

Although Ovlea denied sharing their confidential monetary explanations and accounting books, upon being asked they have unquestionably trusted that the percentage growth of the business's valuation has been within the hundreds for many a long time reliably, which separated from

the beginning months of the pandemic, Ovlea has not confronted a month of loss, however. The accounting is maintained by the Key Accounts Manager of Ovlea, Gofran Ahmed, and upon interview, has stated that most of Ovlea's most valuable assets are digital (software and licensed products), making them redundant to be put through depreciation. One other important and expensive asset is the computers used by the designers. While most of the works can be performed on the phone in this era, designers need high-end state-of-the-art computer technology to ensure the smooth delivery of products. These computers are physically and digitally kept up to date, so are required to be depreciated through the revaluation method.

According to my observation during various projects, Ovlea has deep cut pockets. They have enough liquidity to fund various ventures even when the clients delay payments by months. Gofran Ahmed has ensured that financing projects had not been an issue in the past and that he is confident that it will not be an issue in the future.

2.6 Operations Management and Information System Practices

Ovlea uses WhatsApp to communicate and facilitate online. Amid the lockdown, Ovlea has intensely depended on Trello and different Google administrations such as Google Docs, Sheets, Meet, and Gmail to meet all the workings of all the employees found in different parts of the nation. Ovlea also uses authentically obtained Microsoft accounts, Microsoft Office products, and Adobe products and additionally buys and collects different components from Freepik, Envato, Pixabay, and different other comparable stages.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

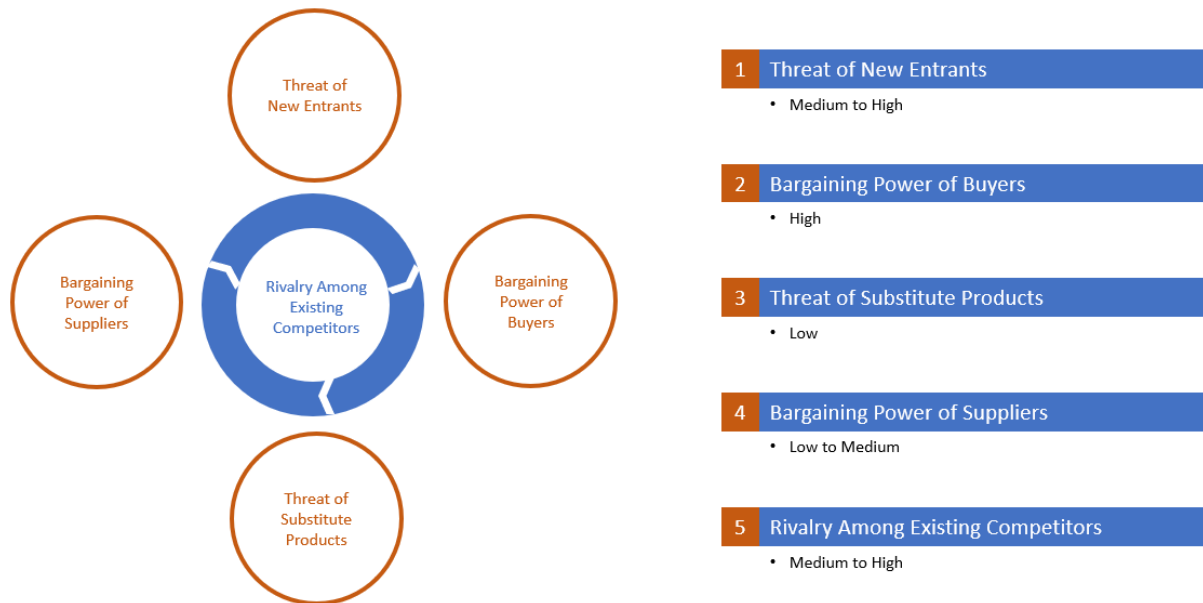


Figure 1: Porter's Five Forces

- *Threat of New Entrants:* Entry into the marketing industry requires exceptionally little in terms of input - a few essential paperwork required to begin a company and a tolerably moosum of capital. In any case, numerous organizations in this industry have had a satisfactory time setting up connections with their clients. Most of the high-profile clients who are prepared to contribute intensely in promoting have their trusted marketing agency who they have been working for a long time and has created a thorough understanding of the client's mentality and desires and are unlikely to move to a new participant instead and risk ruining the brand image they worked so hard to create.

- *Bargaining Power of Buyers:* The marketing industry of Bangladesh is now nearing immersion. The industry is highly competitive with different agencies continually outbidding and outflanking each other. The clients can effectively get a quotation from numerous diverse offices and compare the cost and go for the foremost reasonable one.

- *Threat of Substitute Products:* Marketing is basic for the development of any organization. Even the foremost eminent brands still contribute huge amounts in marketing. There's no elective to showcasing practices to get more exposure and a greater client base. The only substitute in terms of working with a marketing office is working with consultants.

- *Bargaining Power of Suppliers:* The marketing industry requires little to moderate in terms of input, and most of the tasks are outsourced to different other organizations. In terms

of manpower, the foremost basic staff in a marketing team are the designers. However, the industry includes a significant supply of designers, making them basic, but reasonable to contract. Other different ventures such as printing, photography, videography, etc. can be outsourced to third-party organizations. Be that as it may, promoting requires a certain sum of imagination, which could be a difficult characteristic to develop unless one is born with it. To discover somebody who is outstandingly skilled in making marketing campaigns may be a key to standing out from the competition but is troublesome to come by.

- *Rivalry Among Existing Competitors:* The slight inelasticity of the marketing industry combined with the high risk of the new participant and low barriers to entry provide a ready environment for any startup venture to lean toward marketing. The industry is nearly immersed with countless enormous and little marketing agencies. Existing players in this industry have had a long-time developing a thorough understanding of the industry and their clients' mindsets. With Bangladesh striding towards digitization with fast-paced development all around, new scope and strategies of marketing are rising and the built-up competitors in this industry are effectively going beyond convention and are giving fabulous out-of-the-box solutions.

2.7.2 SWOT Analysis

- *Strength:*
 - Outstanding team chemistry
 - Expert designers
 - Experienced leaders
 - Established brand identity
 - Good reputation
- *Weakness:*
 - Not a substantial market share
 - Not bold and daring enough
 - Slow business development
- *Opportunity:*
 - The market is ever-growing
 - Clients are spending more and more on marketing
- *Threat:*
 - Very competitive industry

- Brand loyalty is shown by customers

2.8 Summary and Conclusions

To summarize, Ovlea Digital is not a new player in this industry. They have had enough time to set up themselves and have created a good reputation and brand image in this industry. They started small but quickly developed in valuation over a little period. The organization, even though huge, is run by a little team. Ovlea is doing great in terms of finance and is prepared to develop indeed more. There's still room for enhancement and Ovlea can soon develop the team and take on more clients.

2.9 Recommendations

- i. I would suggest Ovlea be more daring. In this industry, conventional strategies and approaches work but are not sufficient to assist neither the marketing agency nor the client to stand out. To make an enduring impression, the campaign must be striking and unanticipated and requires a certain sum of constancy and strength to carry out.
- ii. Secondly, I would recommend Ovlea to go beyond just client fulfillment. The client may be upbeat with a result but being the one with the intensive understanding of the marketing game, Ovlea must go beyond and produce each work with flawlessness. For illustration, a client may well be cheerful with a video Ovlea produced for them, but Ovlea can still contribute customized music for the video which even though maybe a subtle change, can play with the psychology of customers into subliminally accepting the video as a wholesome product.

Chapter 3

Dependance on Social Media in The Bangladesh Market Industry

3.1 Introduction

3.1.1 Background

Since humans walked into the modern world, for less than 0.09% of years social media has existed. But still, we cannot deny the dependency of our everyday life on social media. It has taken over our daily activities. Social media have taken a key part in both dynamic and inactive communication among the entire worldwide populace. Bangladesh has 45 million out of the 167 million individuals dynamic on social media with a tremendous jump of 9 million within the final year alone. In the last few years, social media has shifted from private communication to marketing communication

3.1.2 Objectives

i. Broad Objective:

. To estimate the dependency on social media in the Bangladesh marketing industry

ii. Specific Objectives:

- a. To know the influence social media has on consumers purchasing behavior.
- b. To highlight the change in traditional marketing culture due to social media.

3.1.3 Significance

The significance of this report is that it gives a key knowledge to the point of view of an individual who has, over the final few months, moved from being somebody oblivious to the inner workings of marketing to somebody effectively working for it. I moreover hope that this paper will give an abstract concept that ranges over several schools of thought.

Beneficiary:

- i. *Me myself: This research allowed me to research and spend contemplations on a rather neglected figure within the marketing industry and gives me a distant understanding of the industry I am right now working in.*
- ii. *Ovlea and other companies: In case Ovlea considers my research findings and my suggestions, or any other company for that matter, there's a chance that this might lead to improved marketing practices.*
- iii. *Customers: Marketing overwhelmingly being a B2B industry, the essential clients are other businesses- small and enormous. My research might help littler firms to effectively contribute and greater firms to viably invest.*
- iv. *iv. End clients: Consideration of this research might lead to more ethical and viable marketing practices all around which will no doubt give an advantage to the end-users.*

3.2 Methodology

In this research, a group discussion approach is taken over to develop the research solutions. The primary data were gathered from 4 women and 5 men working at Ovlea Digital with whom I participated in a focus group discussion. The secondary data was derived from different online sources. The entire research was done according to the data collected, my institutional observation, and my experience as an end-user.

3.3 Findings and Analysis

3.3.1 Focus Group overview

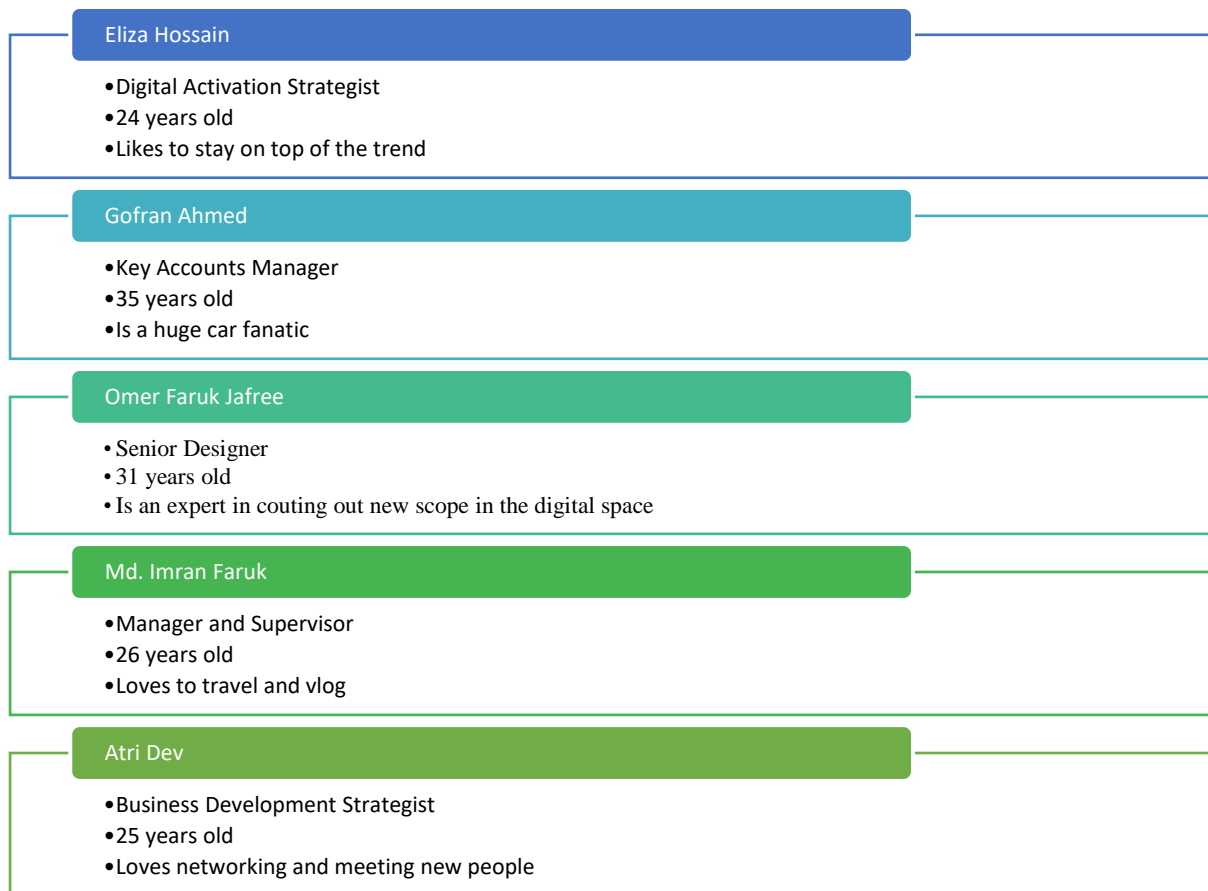


Figure 2: Members of the focus group

Ovlea is a big firm run by a little group of specialists. So, my research population was restricted to 5 individuals all through. A brief diagram of each member's designation and behavior pattern is given within the figure above. The discussion went on for over an hour with everybody talking from their own experiences and perspectives. They gave me key experiences that no amount of research could have built up. Instead of a survey where there's limited space and format to answer, everyone got to discuss with an open mind what they thought of the marketing industry and what they think is causing a certain shift within the direction this industry is taking.

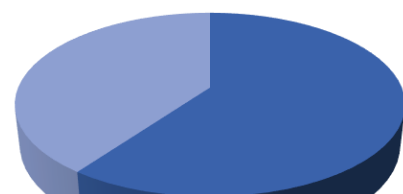


Figure 2: Demography of the focus group

■ Male ■ Female

3.3.2 Findings

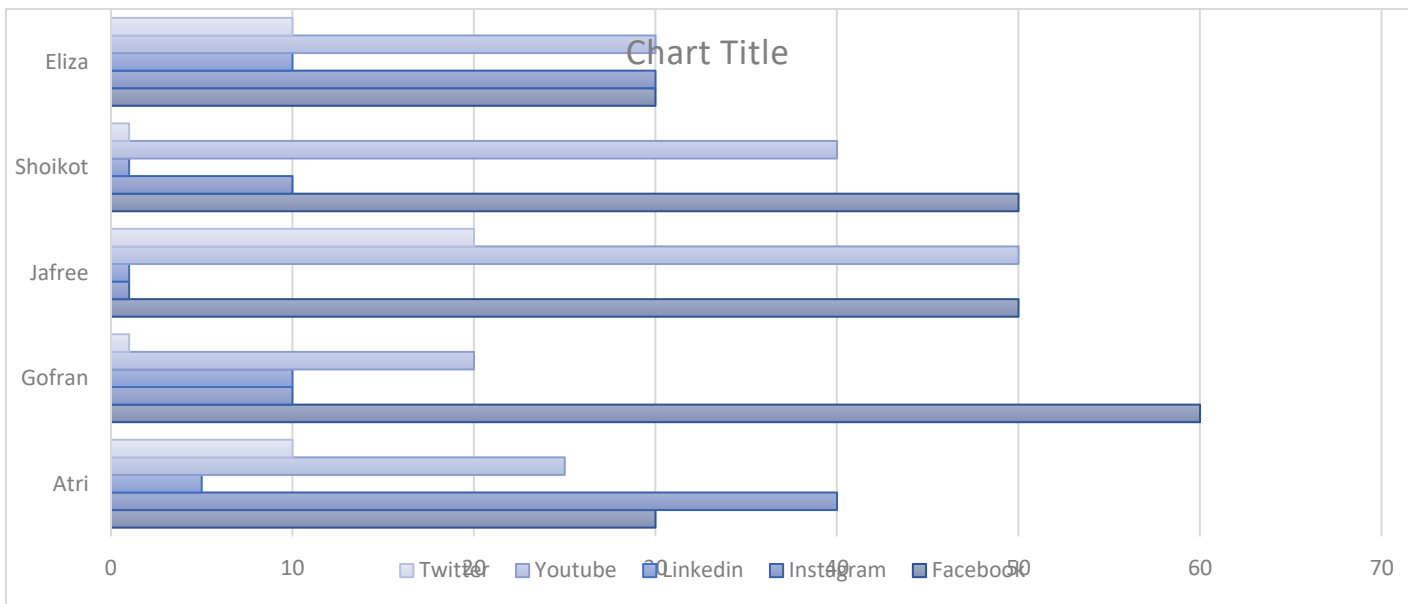


Figure 3: Preferred social media for online socializing

The chart above (figure 3) shows the behavior pattern of my focus group in terms of social media inclination. Facebook is ruling the social media industry, taken after by YouTube and Instagram. We can determine that nearly everybody has their favored social media stage. Whereas this chart shows us the inclination toward social media, it still gives an unclear picture of the activities in them.

To understand the impact of social media on the acquiring behavior of the focus group, we need to find out how they go on purchasing items in the first place. For this, the participants were inquired “How likely are you to buy something from these mediums”. Figure 4 below visualizes my information collection to show us the preferred medium to buy products. In terms of online mediums for making purchases, Facebook is ruling this zone as well, closely taken after by the growing e-commerce industry. However, it is no shock that a lion’s share of the purchases is still made offline.

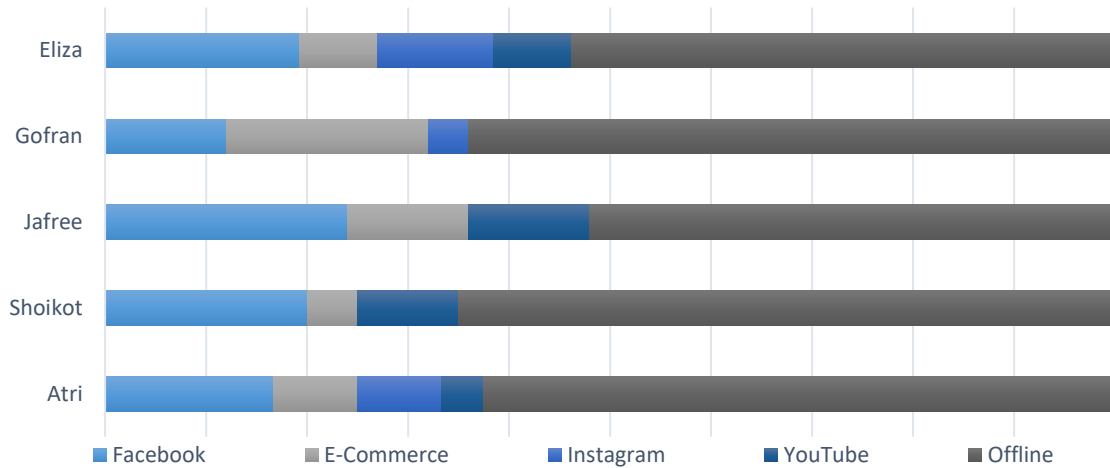


Figure 4: Preferred medium for purchasing products and services

For the next question, I inquired the members to provide a rough figure on the number of buys and the amount spent over the final 3 months over each medium. Purchases will incorporate substantial items and services. The focus group was quick to point out that the figure will be only an estimate and might not be accurate since they will be answering from memory.

	Facebook	YouTube	E-Commerce	Instagram	Ads on Apps	Offline
Atri	15	0	10	5	0	30
Shoikot	5	0	5	0	2	60
Jafree	10	5	5	0	5	50
Gofran	3	1	1,000	0	2	70
Eliza	15	2	900	5	0	100

Figure 5: Number of goods and services purchased over the last 3 months

	Facebook	YouTube	E-Commerce	Instagram	Ads on Apps	Offline
Atri	10,000	0	3,000	4,000	0	15,000
Shoikot	2,000	0	1,500	0	500	12,000
Jafree	6,000	4,000	3,000	0	2,500	25,000
Gofran	1,500	1,000	80,000	0	1,500	35,000
Eliza	8,000	1,000	60,000	7,500	0	30,000

Figure 6: Amount of money spent on goods and services purchased over the last 3 months

Figures 5 and 6 arrange the answers I received from private interviews I conducted with each member after the focus group discussion was over. Upon asking about the absurd figures in the e-commerce purchase segment, both Gofran Ahmed and Atri Dev confided in me that they purchase ordinary items from Chaldal.com – an e-commerce stage that conveys basic supplies entryway to the door.

Next, the members were questioned about the level of influence exposure to various marketing mediums has on their purchasing behavior. The result is shown in figure 7 below.

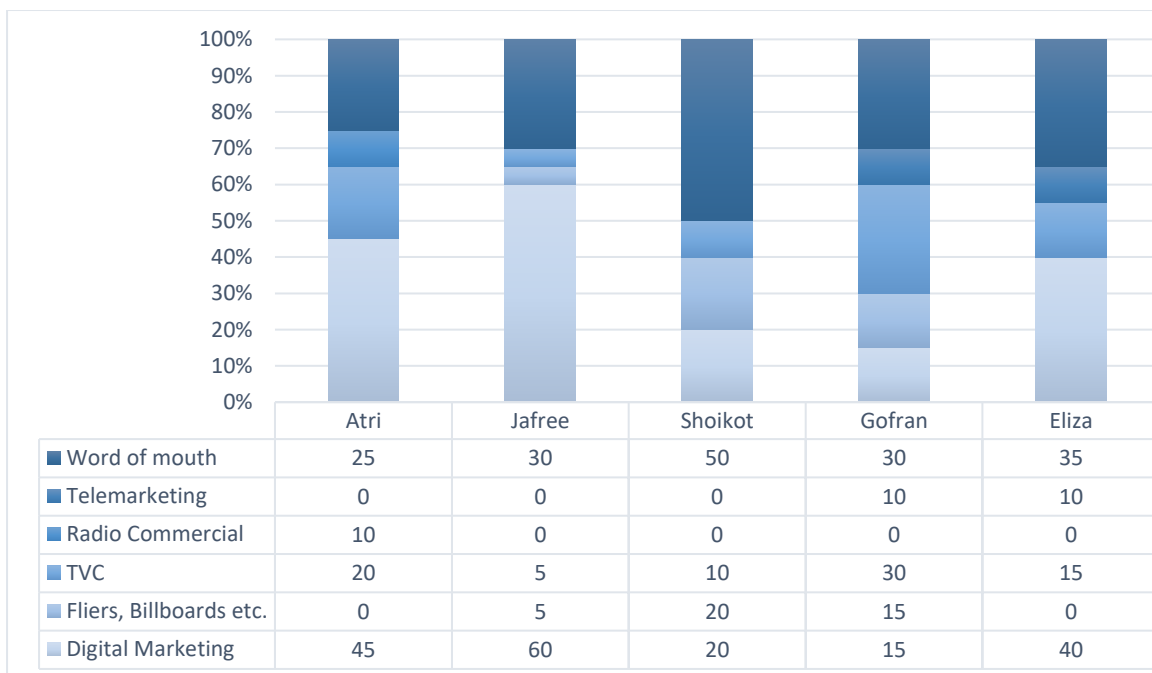


Figure 7: Influence of various mediums of marketing

The final question was answered in an open-ended discussion within the focus group. Everybody was inquired if they would still buy the same number of products and services if they had not seen or been uncovered to particular advertisements or commercials or any other digital marketing approach.

The discussion can be summarized as followed: social media is imperative for very niche and segmented items. Most buys made by being impacted by digital marketing are gadgets, fashion items, cooked food, and restaurant offers. Everybody still likes to depend on encounters and word of the mouth when obtaining a product.

3.3.3 Analysis

Social media marketing can be considered reasonable in the case compared to more conventional groups of marketing such as daily papers, TVC, billboards, blurbs, etc. During my internship, I have seen that a nicely designed picture with a budget as small as BDT 5,000 can be sufficient to get exposure to thousands of clients. Any other non-digital forms of marketing products can cost upwards of BDT 1 lakh, making it a very risky investment for small and upcoming firms. Smaller businesses and new companies can now get the early boost required from marketing and are less likely to shy away from marketing investment. Smaller businesses are flourishing in this competitive market thanks to newer and cheaper strategies being developed each day to market to particular client bases more effectively.

In my opinion, if social media were to cease to exist tomorrow, at least in Bangladesh, the marketing industry will go into a black hole. Amid my internship, I have seen incalculable propositions made to businesses just for digital marketing – a few posts now and then from the client’s Facebook pages. I would say only 1 out of each 10 ideas generated in a marketing firm can be considered a conventional marketing approach. The marketing firms are capitalizing on this as well. They show statistics as to how many individuals will see their promotional exercises, such as reach, area, clicks received, and so on. These numbers allure clients to spend on marketing. But what these insights fail to show is the probability of the buyers looking at their screen while the ad is playing out or the probability of the buyer getting irritated by the steady pestering of undesirable commercials here and there.

In conclusion, digital marketing is good for non-essential items, such as fashion and gadgets. Digital media conjures individuals to make impulse buys when they see good-looking jewelry or a gadget with high specifications. For such items, an informative platform of marketing is required – digital marketing such as blurbs and recordings. Whereas essential products

require word-of-mouth marketing, industrial items still ought to depend on conventional marketing strategies such as TVC and telemarketing.

3.4 Summary and Conclusion

There's no denying that the rise of social media marketing may be a blessing to everybody. Thanks to instant communication, shoppers are more and more educated before they go on to buy anything. Social media is vital for small business to start their development stage and for bigger businesses to hold clients. The Bangladeshi marketing industry is exceptionally dependent on social media. In my supposition, in case social media ceased to exist today, numerous marketing agencies all around Bangladesh will go out of commerce, and smaller businesses will be the first to start struggling to develop. The greater organizations with profound pockets might be able to outlive the digital blackhole through conventional promoting strategies.

3.5 Recommendations

The only thing I would like to suggest to Ovlea, other marketing firms, and our clients is that do not be blindsided easily by statistics. Rather than caring about numbers, we should care about the quality of yield and item. A million people seeing your marketing action will do no great unless the substance itself was enticing enough. Understand the customer base, understand your product, and understand the communication and approach required to incept the product into the customer's head.

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