Report On

Significance of Digital Marketing in IT Industries of Bangladesh from point of view of Talent Pro

By

Akib-Us-Saleheen
17204067

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

BRAC Business School
BRAC University
February 2023

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Akib Us Saleheen
_____

Akib–Us-Saleheen
17204067

Supervisor's Full Name & Signature:

_____

Ms. Raisa Tasneem Zaman

Senior Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

Ms. Raisa Tasneem Zaman

Senior Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship on Significance of Digital Marketing in IT Industries of Bangladesh from point of view of Talent Pro.

Dear Madam,

With all due respect, I am submitting this letter of transmittal together including my report on the Significance of Digital Marketing in IT Industries of Bangladesh from point of view of Talent Pro, which I wrote while I was an intern there. I've based my whole report on knowledge I've gained over the past six months.

I followed all the instructions given by the administrators of my company as well as the criteria given in the BBA Internship Guidelines while preparing my report. If you would accept this report, I would be grateful. Please feel free to contact me if you have any questions about this report.

Sincerely yours,

Akib Us Saleheen

Akib–Us-Saleheen

17204067

BRAC Business School

BRAC University

Non-Disclosure Agreement

The purpose of the agreement between Talent Pro. and Akib-Us-Saleheen, a student at BRAC University, is to guarantee that the student won't disclose any sensitive information about the business without authorization.

Akib Us Saleheen

Akib–Us-Saleheen

17204067

BRAC Business School

BRAC University

Acknowledgement

I want to start by expressing my gratitude to Mr. Rajib Ahmed, CEO of Talent Pro, for providing me the chance to work there as an intern. I also want to express my sincere gratitude to all of the Talent Pro employees that helped me. They were welcoming and accommodating, which created a beautiful work environment.

Additionally, I would want to express my gratitude to my executive and senior executive in my place of employment. They have given me their constant aid so that I can correctly finish this research on the importance of digital marketing in an IT company.

Executive Summary

The importance of digital marketing is rising in Bangladesh's IT sector. As technology and internet usage increase, more and more companies are using digital platforms to connect with their target market. Digital marketing might be a major aspect of the IT sector's possibility for rapid growth in Bangladesh. IT firms in Bangladesh may expand their reach and raise brand recognition by utilizing digital marketing strategies like search engine optimization (SEO), social media marketing, email marketing, and others. Additionally, digital marketing enables these businesses to monitor the success of their marketing initiatives, giving them insightful data about their target market and return on investment. In Bangladesh's IT sector, digital marketing usage is anticipated to increaseas the country's digital infrastructure develops and the number of internet users grows. In conclusion, digital marketing is a vital tool for IT companies in Bangladesh to stay ahead of the competition and achieve their business goals.

Table of Contents

List of Figures

Chapter 1: Overview of the Internship

1.1 General Information.

1.1.1 Table 1: Student Information

Name	Akib – Us - Saleheen
Student ID	17204067
Email	akib.us.saleheen@g.bracu.ac.bd
Major	Marketing and Operations Management
Program	Bachelors of BusinessAdministration
Department	BRAC Business School

1.1.2 Table 2: University Supervisor and Co-Supervisor Information

SupervisorName	Ms.Raisa Tasneem Zaman
Designation	Senior Lecturer
Email	raisa.tasneem@bracu.ac.bd
Co-SupervisorName	Ms. RahmaAkhter
Designation	Senior Lecturer
Email	rahma.akhter@bracu.ac.bd

1.2 Company Information

1.2.1 Table3: Company Information.

Organization Name:	Talent Pro
Industry	Information Technology
Location	109MasjidRoad,OldDOHSBanani, Dhaka, Bangladesh
JobType	Contractual (FullTime)
Duration	SixMonths

1.2.2 Table 4: Company Supervisor Information.

Supervisors Name	ImtiazAhmed Niloy
Designation	Sr.Executive, HR &Operations
Mail	hr@talentpro.global

1.3 Internship information

1.3.1 Responsibilities

- Answer phone inquiries, direct calls, and provide basic company information, oversee mail deliveries, packages, and couriers.
- Assist in preparing information and research materials, create and maintain PowerPoint presentations.
- Take notes and memos during meetings, type documents, drafts, and reports, sort and manage files.
- Manage databases and input information, data, and records. Research and gather documentation on company position in the industry.
- Update and post supervised social media and website content, respond to web correspondence, social media posts, and emails.

1.3.2 Outcomes from the Internship.

- Gaining practical knowledge of company operation.

- Opportunities to use skills and academic knowledge in practical life.

- Gaining experience and knowledge on how to reach and convince foreign buyers.

- Learning how to work in a systematic manner and how to work under stress and pressure.

- Experiencing the whole ecosystem of an IT company.

- Learning to operate as a team and meeting deadlines

- Working and collaborating with the marketing and operations team.

1.3.3 Difficulties

- Collecting information was very difficult as most of the information was strictly confidential.
- Because of high-power distance culture communication was very difficult
- Due to the employee's tight schedules and job pressure collecting data was a difficult task.

Chapter 2: Organization part

2.1 Introduction

Figure 1: Talent Pro Global Logo

Information Technology industry is a growing sector in Bangladesh. The idea is to create a profitable sector which not only brings remittance like RMG sector but also create job opportunity inside country. This growth in recent years is possible because of the government initiative of "Digital Bangladesh". Moreover, Asian countries are profitable invest for large IT companies like Google, Amazon etc. because of the low-cost advantage. In Bangladesh there is a huge number of under-utilized manpower which can be benefitted from IT sector and this manpower is relatively cheap than India, China and Malaysia. If this manpower is skilled towards the IT sector then it is very possible in establishing an industry like RMG in our country as well. In recent years growth of the IT sector has been exponential valued at 0.9-1.1 billion and expected to grow to 4.6 to 4.8 billion by 2025. Furthermore, individual is self-teaching themselves to be good at services like web development, app development to earn money by contributing in freelancing.

2.2 Overview of Talent Pro

Talent Pro is a sister concern of SIMURA Group established in 2019 with an aim to develop game changing applications for the global markets. Their services include mobile application development, web development, e-commerce platform maintenance and digital marketing.They

have diverse industry experience including logistics, real estate, e-commerce, social media, and video sharing applications.

2.2.1 Company Mission

"To be one of the most value-added IT outsourcing service providers from Bangladesh."

2.2.2 Company vision

"Establish Bangladesh as a reliable destination of highly skilled IT personnel and services."

2.2.3 Company Values

Talent Pro's core company values guide their work ethics and principles. They work with clients as a natural extension of their team that is located overseas but together in spirit. Talent Pro aims to understand, discuss, plan, develop, review, and implement.

- **Integrity**

  Seeking to understand the need of clients and provide feedback with clear expectations and deliverables.
- **Commitment**

  Strongly owning up to commitments both during good times and periods of challenges.
- **Transparency**

  Promote a collaborative environment and working with absolute transparency
- **Passion**

  Passion is reflected in creativity and quality of work as only to do what is believed.

2.3 Management Practices

2.3.1 Leadership style

Talent Pro follows the participative leadership style in terms of decision making. This allows the company to involve their employees in any decision-making process whether it is regarding a client's service improvement or regarding change in the organization. Additionally, the company follows proper hierarchy to maintain professionalism. This gives the employees a sense of involvement and they can see that their opinions are taking place in the organization which helps

them feel that they are valued and their opinions are actually valued. This motivates the employees to give their best efforts and dedication to their responsibilities. During the period of my internship, my ideas and works was constantly being implemented in their marketing. Moreover, they always motivated me to try new things and not be scared about the results.

In Talent Pro employee can be categorized as

- Interns
- Entry level (Junior executive)
- Mid-level (Executive)
- Senior Level
- Managerial level (General manager, Directors, CEO)

2.3.2 Recruitment and selection process

There are two separate recruitment categories at Talent Pro they are: Full-time job interview and internship interviews. When a full-time position becomes available at Talent pro, HR personnel creates job circular and posts in social media along with other recruitment platforms. Then the employers shortlist the CV's and invites qualified individual for an interview. The whole process is discussed down below

- Identifying the hiring need for each department
- Preparing job circular as per hiring need
- Post job circular in online medias like Bdjobs, LinkedIn, social media etc.
- Screening and selection as per job description
- Preparing for interview process for example calling shortlisted candidates, preparing questions etc.
- Taking written first, viva second and then assignment
- Lastly Hiring and onboarding

2.3.2 Compensation System and Appraisal

Talent Pro evaluates their employees yearly. Based on employee performance they can get 5-60% appraisal. Here Talent pro uses 360 performance evaluation system. For their internship they offer ten thousand bdt for first 3 months and for the next three months they offer fifteen

thousand bdt. Once an intern gets through the internship period of 6 months they are then promoted to junior executive and they are paid around twenty-five thousand. As I am an intern in this organization this is all the information I have regarding their compensation and appraisal system.

2.4 Marketing Practices

As Talent Pro is a contributor in IT industry their marketing process involves Digital Marketing process with a broad audience of domestic and international audience. In their digital marketing they have: content marketing, social media marketing, cold calling. Talent pro is also looking to invest in some branding activities such as sponsoring university events or organizing a coding competition. Moreover, as they are new company lot of marketing strategies are just being developed and put in place. Their target audience is mainly in Singapore, Malaysia and countries who are in need of IT services at a lower cost as in their country it is very hard to find potential candidates who fills their criteria. Moreover, in these countries capable candidates aim for giant IT companies. Their advertising involves posting regular on social medias about facts, sharing unique information and normal promotional messages in their content.

As Talent pro is in an awareness stage there are lot of shortcomings in their marketing department main being finding and approaching potential clients as they are just searching for clients in google and approaching them through cold call which has very little success rate. Furthermore, getting attention from clients through email marketing is also a challenge for them. However, these shortcomings are known to the management and they are working to mitigate it.

2.5 Industry and Competitive Analysis

Talent pro is currently operating in the IT industry where there are many contributors. Currently in Bangladesh there are 4500+ companies operating in IT industry. For Talent Pro the porters five forces analysis is given below.

I. **Competition:** As mentioned above there are a lot of companies in IT industry expert in different services. As Talent Pro is a developing company, they are considering a different country's audience. Mainly in those countries where there is a shortage of IT

personnel. Unique selling point of Talent Pro is that they offer services at a less cost but with highly capable personnel in our country.

II. **Threat of New entrants:** Though this industry is growing in our country it is a little bit difficult to set up IT company in Bangladesh. As the growing prices of computer hardware and the necessity of capable programmers it is highly unlikely that a competition will suddenly open up and start providing services.

III. **Power of Suppliers:** The power of Suppliers in this industry is solely dependable on how many services they offer. Talent pro contributes mainly in e-commerce, real- estate management software and other IT companies abroad. As they cover most of the critical service and offer them at a cheaper cost, their value is increased in client's mind.

IV. **Power of Customers:** Competition in the market has led Talent Pro to offer services at cheap cost. However, it is very hard for Talent Pro as they have fewer clients now. As they will have more clients in future it is a very high probability of gaining competitive advantage and increase their profitability.

V. **Threat of Substitutes:** From above we can see that Talent Pro has lot of competitions. So, it is very likely for them to lose a client to the competition because they are offering better services. In spite of these Talent Pro helps other companies abroad to set up offshore offices which is rarely being offered by other companies.

SWOT ANALYSIS

Figure 2: SWOT Analysis of Talent Pro

2.6 Conclusion

Overall, Talent Pro is doing good in terms of giving services to their clients. However, as an organization they have a long to go. In order to succeed in the long run their main target would be adapting new innovation in their services and staying relevant with the trend. Talent pro is operating in the IT industry for 5 years now so far, they faced very little threat of the competition because of foreign investment and industry leads working for the company. Furthermore, if they integrate new service like data engineering, AI development and blockchain services they are sure to hit the milestone in the long run and succeed.

2.7 Recommendations

The first advice I will make after investigating thoroughly is that the company should buy some data scraping software for their marketing team which will help them to find potential clients. Additionally, integration of ERP software is also necessary in order to assess, record and evaluate employee contribution to the company. Presence of online media and allocating a proper budget for promotion in the social media is also needed for the company.

Chapter 3: Project part

3.1: Introduction

In the era of digitalization marketing plays a huge role in every industry. This research is to analyze the standardization of Digital marketing in the IT industry and to give an example of how IT companies use these digital platforms to gain a market place and create an audience base.

Bangladesh started the export of software development in 1990. Currently there are 403 IT companies in Bangladesh which specializes in 93 services for example: UX/UI design, Web Development, Social media marketing, Mobile app development etc. However, in recent times during the pandemic, as people started working from home IT industry was the only sector which benefited the most as developers not only worked in organizations but also contributed in freelancing jobs. As the world moves forward in Fourth industrial revolution, we see more and more demands for developers and coders because highly skilled people in developed parts of the world tend to work in big companies like: Google, Amazon, Facebook etc. So developing countries fill the demands of other countries IT needs. In Asian continent Bangladesh and India contributes most in the IT industry because of cheap cost and availability of skilled people. Furthermore, big it firms are also interested in setting offshore offices in these countries because of mentioned reasons. Digital Marketing plays a huge role in this industry as maximum of their customer base is on online medias. Moreover, the IT industry is based on b2b business structure so digital marketing in IT sector should also follow b2b strategy. This type of marketing helps IT businesses across the world as they portray their level of work through those digital marketing strategies. Hence, they make communication material tailored to their company along with other necessary modes of digital marketing. As IT companies specializes in multiple services, they need different and multiple strategies, different content types and to increase their engagement with the audiences is also necessary. So digital marketing acts as the sole marketing channel of an IT organization. There are handful of tools that a digital marketeer can use in the IT sector including: Analytics, SEO, ASO (only for mobile application) etc. These tools help the marketeer to set up strategies which is going to have global and local reach along with minimizing cost and effective targeting which in turn help an IT company to establish connection with other businesses who are in need of IT help.

3.1.1: Literature review

Digitalization started happening when the internet was invented along with the growth of digital technologies like mobile phones. For this every sector and industry started integrating their core business functions with the internet. This process was further influenced by social medias and search engines like Facebook, Google, Twitter, LinkedIn etc. These are now hubs for companies to understand their consumer base and know how competitors are doing. Moreover, marketeers have gained the most out of these sites as there are hundreds and thousands of data's in these sites and through these data's marketeers gets a lot of insights about their customers. This has helped marketeers to compile and gather information about relevant topics, understand what their next move will be and help strategize for future events that might take place. Digital marketing helps companies to reach audiences outside of their operation zone. Furthermore, it can be more engaging than traditional marketing as it is very easy to communicate with individual customers through social media marketing, email marketing etc. Not to mention the customer has a lot of control in the external factors of these digital marketing tools. It is completely up to them whether they want to see an advertisement or not whereas previously they had to sit through these advertisements in both printed medias and telecasted medias. Digital marketing has mixed impression in consumers life as it can be seen very frequently that one customer is very irritated with the bombardment of advertisements through digital medias. Frequent data breaches are also a downside of digital marketing as it is very easy to find a person's lifestyle in social medias. This hampers a company's strategies put in place which they need to change.
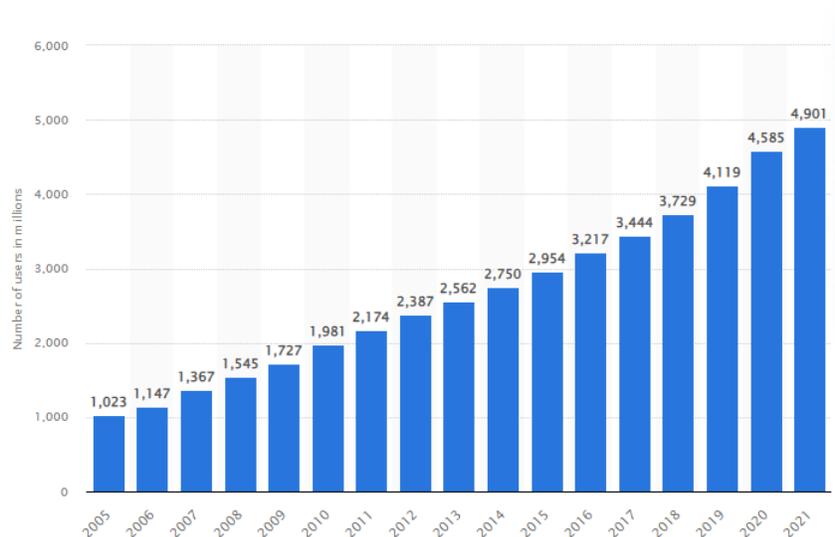

Figure 3: Increment of Internet Users

3.1.2: Background Information:

Currently in Bangladesh there are many IT companies. Moreover, Talent Pro was founded in 2019 with aim to develop game changing applications for the global markets. Their services include mobile application development, web development, e-commerce platform maintenance and digital marketing. They have diverse industry experience including logistics, real estate, e-commerce, social media, and video sharing applications. My report will include their success in social media platform and how competitors are doing in terms of marketing.

3.1.3: Objectives

The purpose of the research is to highlight the noteworthiness of marketing on the IT industries and businesses in Bangladesh. For this purpose, I have specified three specific objectives which will help me to reach to the destination of this research. They are:

1. To figure out how much successful IT industries are with and without Digital marketing.
2. To analyse how much marketing has contributed to IT industries to gain success.
3. To understand whether investing in digital marketing is worth for IT business.

3.1.4: Significance

Traditional Marketing has little benefits in the current growing age of Digitalization. In an IT company sometimes, traditional marketing is not applicable. So Digital marketing is the way to move forward in this age. This report will help to the following:

Companies in IT Sector: Data and information provided in this report will help the companies to understand the growing need and significance of digital marketing. Moreover, it will help them determine if Digital marketing is really worth investing in.

Talent Pro: This report contains information about Talent Pro which will be beneficial for the company because it will give them an idea about the current marketing strategy about their competitors and what position they are standing in the IT sector. Furthermore, this report contains some data and figures where B2B companies like Talent Pro can use to determine which social media platform are most effective for communication with buyers and which platforms are most effective for them to promote their product and services.

3.2: Methodology

To conduct the research, I will be gathering information by going through both primary and secondary methodology of research.

For primary research I will be collecting information from following resources:

1. Interviewing colleagues
2. Conducting surveys and questionaries
3. Analysing digital media contents of both Talent Pro and their competitors.

For secondary research I will be collecting information from following resources:

1. Talent pro website
2. Provided documents by talent pro
3. Magazines, News, and journals
4. Digital Marketing platform analysis of Talent Pro and their competitors

3.3: Findings and Analysis

From my survey I have depicted some of the key insights about my report. Digital marketing plays an integral part of any IT company that existed. Moreover, from my survey I can safely deduce that IT Company should focus on social media marketing and then other form of digital marketing. First, let us look different types of marketing in both traditional and in an IT company.

3.3.1 Marketing

Marketing refers to the company's activities to advertise, promote and make sale of their company's product or services. Simply put marketing activities are a compilation of activities which are required to create consumer demand and to maintain consumer satisfaction by providing necessary goods and services. This has now become a core business function of any company and employees are always looking for grabbing attention of new customers and trying to retain old customers through various campaigns and offers. However, the growth of information technology has really changed how a marketing department operates in a company.

Now a day's marketeers are more into customer segmentation and making appropriate material according to that segmentation.

3.3.1 Traditional marketing

When internet was not mainstream, marketing materials was telecasted, printed in flyers, newspaper etc. Now in the modern era marketing is all about how well do you know your customer and is your product/service aligned with consumers mindset. Furthermore, this method of marketing also involved door to door sales personnel to make sales without having any knowledge about their customers. Yes, door to door sales still exists but the process of making sales has become much more digitalized and now salesperson always knows to whom they are actually selling their products/services. As marketing existed for a long time the process of how people do marketing has really changed.

3.3.2 Information technology & Marketing

The growing world of IT has really changed the way of how people is doing marketing for their respective services and products. Previously, they would test the market to identify customer base and segment their consumer base. This process was lengthy and took a lot of manpower to do so. Currently, there are already presets of data available for the companies to grab and analyze thoroughly to make and segment those consumer base which both effective and efficient. Moreover, through data sets service providing companies like Talent Pro get their prospects credential and use them for promotional emails, understanding needs of clients etc. In short information technology changed the way how marketeers see and understand their consumer base and how they communicate directly to the consumers with their marketing materials.

3.3.2 Survey Result Analysis

From the survey I conducted I asked simple questions to determine how much people are familiar with digital marketing and type of tools they use for digital marketing.

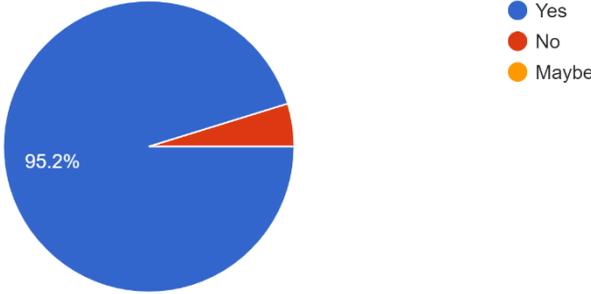Are you familiar with digital marketing?
21 responses

Figure 4: People familiar with Digital Marketing

From above question we can see that 95% of the people is familiar with the term Digital Marketing and among them around 5% of people do not know about Digital Marketing. This goes to show that the popularity of Digital Marketing among people.

As a future job holder/entrepreneur do you think Digital Marketing is essential for any type of industry?
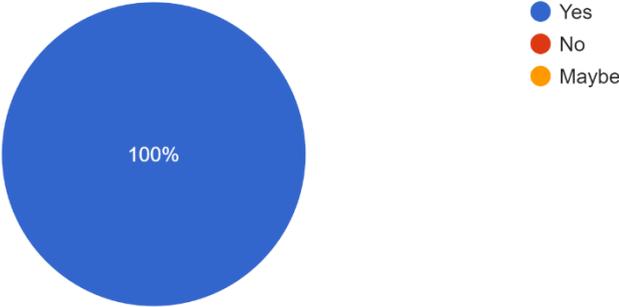23 responses

Figure 5: Importance of Digital Marketing in Job/Entrepreneurship

From this question we can see that in any industry Digital Marketing can play an integral role. Not only that people are sure about that in any industry Digital marketing is critical and also future proof.

Do you think it is necessary for IT businesses to use Digital Marketing?
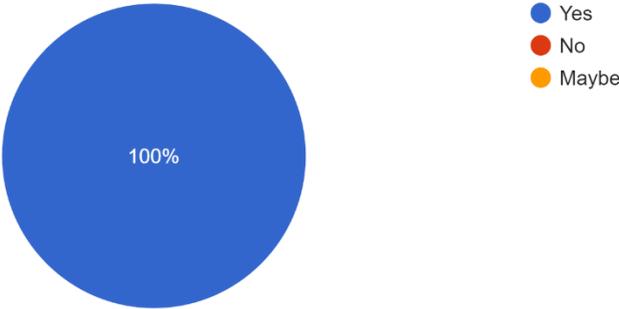23 responses

Figure 6: Necessity of Digital Marketing in IT company

For Marketing in IT businesses Digital Marketing in necessary. As seen above 100 percent of the people thinks that it is necessary to do Digital Marketing in order to have a successful IT business.

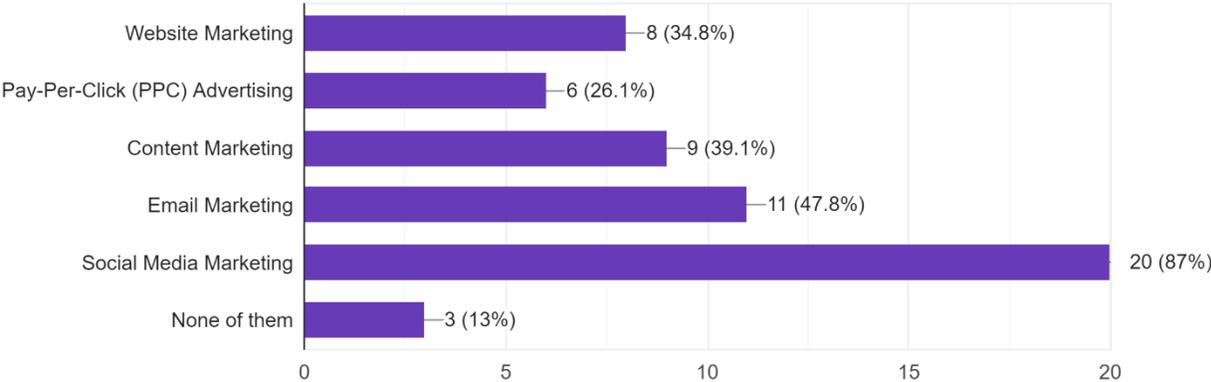Have you used any of the Marketing methods below?
23 responses

Figure 7: Familiarity of Digital Marketing methods

To understand the familiarity of tools in Digital Marketing the above question was given. As we can see people are really familiar with Social Media Marketing which is around 87%. In second comes email marketing around 47.8%. 13% people did not use any of the marketing tools that have been mentioned above. In 3rd place content marketing takes place as 39.1% people are familiar with this method of marketing. Furthermore, 34.8% people have used website marketing and 26.1% people have used PPC advertising for digital marketing.

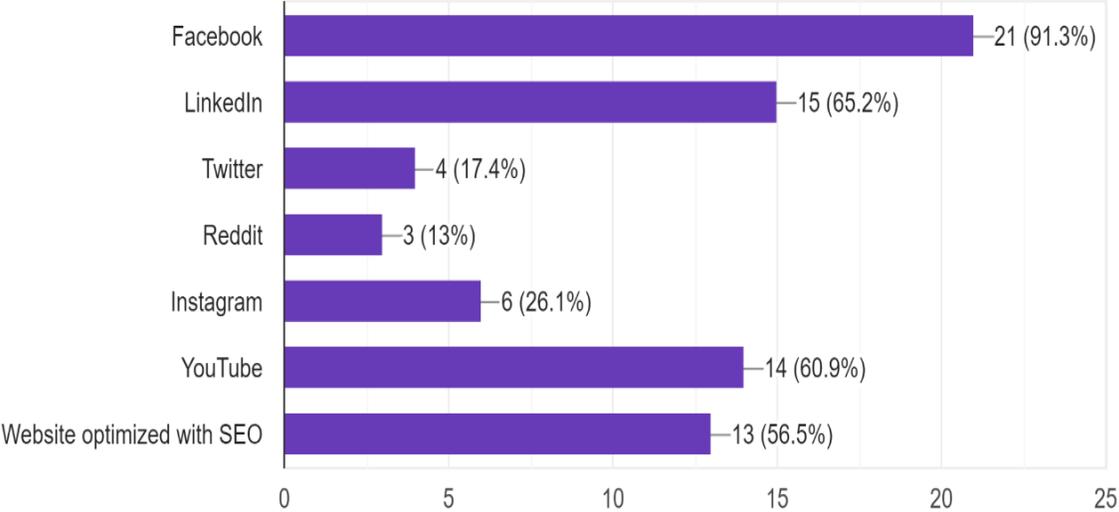## What media is best for an IT firm for doing Digital Marketing ?

23 responses

Figure 8: Best Media for Digital Marketing

For social media marketing for an IT company, we can see that Facebook comes on top with a percentage of 91.3%. In second comes LinkedIn with 65.2%. YouTube and SEO optimized website has 60.9% and 56.5%consecutively. Twitter, Reddit and Instagram is necessary in service marketing but the survey shows each media has 17.4%, 13% and 26.1% accordingly. This survey goes to show that the importance of social media marketing of an IT company, has a very positive impact.

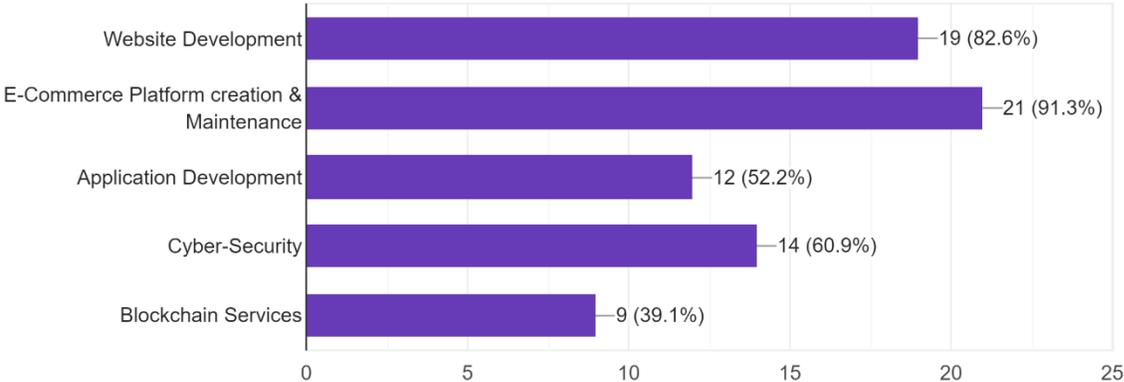What type of services should an IT firm have ?
23 responses

Figure 9: Ideal Services for IT companies

For an IT firm to operate in current competitive industry I gave the question above to determine the common service an IT firm should have. In the survey we can see that the E-commerce platform creation and Maintenance comes first with 91.3%. Website development comes second with 82.6% and application development comes has 52.2%. With the growth of being online for any business they also need cyber-security and that service has 60.9%. Recent boom of mining and cryptocurrency has also involved IT firms to make services in the Blockchain and 39.1% people thinks that IT firms should have this service.

3.3.5 Benefits of Digital Marketing:

Digital marketing makes a significant contribution to any business in this era of capitalism and the desire to maximize profits. From capturing targeted customer to reducing cost, digital marketing has put its foot step in every stage of marketing. No matter where a company is

located in, through digital marketing it can fascinate a large number of customers from any location. To elaborate, by advertising the product on social media e.g., Facebook, Instagram etc., a business can attract customers not just from the local area but also the continent area. Moreover, digital marketing allows a business to knock at the door of new markets by opening the window to explore and experience the unconquered market. Additionally, digital marketing has made making advertisement easier, more convenient and audience friendly with keeping the likes and dislikes of audience in mind. It is now just the matter of time to customize the advertisement content based on the taste of targeted audience which has eventually resulted into largely satisfied audience group.

Apart from satisfying the audience, digital marketing has also put a vital role in engaging the audience. Audiences are now directly engaged with the business or product via email or live chat. Also, audiences are now free to share their views about the product, rate and review the product, and choose better product among multiple available options based on the review of the product.

In terms of cost reduction, digital marketing has again proved its worth. Rather that traditional marketing, digital marketing has less cheaper means to advertise a product targeting almost the equal number of audience or even more. To exemplify, a business can advertise its product at a very minimum cost in Facebook, Instagram and YouTube compared to going for a traditional marketing at TV.

Because of digital marketing, products need no time to get popular. Thus, digital marketing enables on-the-spot publicity for a product. It also enables a business to track the number of audiences that have engaged with their product via google analyst.

There are some certain companies who are largely dependent on marketing to sell their products, e.g., finance company, insurance company, hospital and health care etc. For these type of industry, social media marketing has brought about a revolution. Now it has become easier for these industries to let people know about their products throughout the world.

3.3.6 Future of Digital Marketing:

In the era of emerging globalization, the internet is most powerful asset. Due to this globalization people was already searching for new innovation to propel the digital world forward.

Cryptocurrency, web3, IOT these are all the innovation which is again going to change people's behavior on how they do marketing. This where digital marketing gains advantage over traditional marketing. As the technologies and internet are both evolving the world of digital marketing is similar as some the strategies are set to change with time to be relevant with their audiences. Moreover, upon completion of Metaverse, people might not even move towards traditional marketing anymore though it is the best option for most scenarios. Innovation in digital space and marketing is necessary to keep businesses ahead of competitors. Lastly, it is safe to say that the future of digital marketing is going to evolve to a much more effective and efficient process.

3.4: Conclusions

For an IT company to operate successfully there is no other alternative of digital marketing, because it is the only way to showcase IT company their services what they are able to do and way to reach their target audience. The main motto of marketing is collaborating the product with the customer. All its actions are centered to reach to the maximum number of targeted customers to ensure the growth of the product and maximize profit. Digital marketing, in this regard, has shown a magical triumph.

However, the re-incarnation of marketing strategy demands for a freshly thought concepts, strategies and tools to ensure its success. This puts both the buyer and seller in a great challenge. Both the parties have to go through a dynamic change of methods and strategies. Moreover, digital marketing has created a shadow in marketing field in such a way that from large to small businesses, all have to seek the help of digital marketing. Therefore, it is recommended to all the business participants to keep themselves up to date with the revolving tools of digital marketing and keep one step ahead to modernization so that, they don't lose their capturable audience due to lack of knowledge of tools and methods.

In talent pro they are trying to build their audiences through digital platforms and achieving success day by day. Though the company is currently not doing paid promotion as their target audiences are aboard, we are currently preparing buyer persona to be able to do that. Moreover, Talent Pro is going to do some events to promote their company to students for potential

candidates and gain exposure at the same time. To conclude, Talent Pro is trying to gain competitive advantage thorough their use of digital marketing tools and gaining success in doing so, however, it is going to take them some time in order to achieve.

3.5: Recommendations

Talent Pro is one of the leading IT firms operating in Bangladesh. In order to gain popularity and get new buyers they are a little bit lacking in their marketing sector. If they were to gain success, they have to shift their traditional thinking. In addition, their marketing can also be improved as they are a B2B business, their focus should be on digital marketing as traditional marketing will not be effective. Moreover, paid promotion can also make them able to convey their messages to potential clients. After carefully observing the company, it is safe to say in order to improve their efficiency, they have to hire more people for their marketing department and make adjustments in the marketing strategy in order to stay relevant. Additionally, it will be beneficial for them to do paid promotion to gain competitive advantage and to convey their message to potential clients.

References:

1. (TechBehemoths Award-Winning companies of 2022, 2022)

2. (Top 9 Advantages of Digital Marketing: Global, Local and More, 2023)

3. (CONSTANTIN, The importance of sales forecasting in establishing, 2016)

4. (Albérico Manuel Rosário, Determinants of Innovation in Digital Marketing, 2020)

5. (Paavola, Effective Digital Marketing, 2017)

6. (O'Neill, The Evolution of Marketing (Infographic), 2021)

7. (TALENT PRO, n.d.)