

Report On
Going Purely Digital for Marketing: The Case of BJIT Limited

By

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

BRAC Business School
BRAC University
December 2022

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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 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.

Student's Full Name & Signature:

Minhazul Alam
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Supervisor's Full Name & Signature:

Saif Hossain
Assistant Professor, BBS
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Letter of Transmittal

Saif Hossain
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report on “Going Purely Digital for Marketing: The Case of BJIT Limited”

Dear Sir / Madam,

I am ecstatic to share my internship report, which is based on "Going Purely Digital for Marketing: The Case of BJIT Limited". This report explains how BJIT Limited used digital marketing to its advantage during the whole outsourcing process. I would like to mention that, I have strictly adhered to all of the rules and regulations when creating it. In addition, I have been authorized by the company to include any additional material and data in this report.

I have done my best to condense the necessary information and proposed solution into a very compact and thorough report. I sincerely hope and pray that this report will satisfy your expectations

Sincerely yours,

Minhazul Alam
ID:20104164
BRAC Business School
BRAC University
Date: December 12, 2022

Non-Disclosure Agreement

By signing below, I attest that I have read this report in its entirety, that the information contained within it is accurate, and that it contains no confidential material. Therefore, I see no need to lodge an objection, and I am allowing Minhazul Alam to go with the report. This agreement is made and entered into by and between BJIT Limited and Minhazul Alam of BRAC University

Company: BJIT Limited

Supervisor Name: Syed Afiat Rahman

Designation: Manager, Digital Marketing Department

Date: 12.23.2022

Acknowledgment

First and foremost, I want to thank The Almighty Allah for allowing me to be completely healthy and sound during the whole reporting process.

I owe a debt of appreciation to my internship supervisor professor, Mr. Saif Hossain, without whose direction I would not have been able to complete my internship report detailing my 4 months of experience at BJIT Limited. In addition, he allowed me enough time to discuss my concerns and listened to my thoughts, which facilitated my discovery of my report's objectives and other relevant information.

Furthermore, I would like to acknowledge my gratitude to Mr. Syed Afiat Rahman, manager, and Jannatun Nur Sadiyat, executive, of all of the Digital Marketing department, for their guidance and support during my internship. They welcomed me as a full-time employee and provided me with extensive training in all aspects of digital marketing. They gave me a platform in which to convey my ideas and concerns to the firm, and I felt my opinion was taken seriously and put to use for the betterment of the business.

Finally, I would want to express my appreciation to my coworkers, the staff, and everyone else at the organization who welcomed me with open arms and made me feel at home.

Executive Summary

The report explains how BJIT Limited used digital marketing to its advantage during the whole outsourcing process. The purpose of this report is to provide information about the following topics: the current state of digital marketing around the world; BJIT Limited's advertising strategy; the challenges and limitations faced by businesses that rely solely on digital advertising; an analysis of how effective the digital marketing would have been for BJIT Limited had they only been operating in Bangladesh; and the effectiveness of it.

I used a combination of secondary sources and interviews to arrive at these conclusions: social media advertising was profitable for businesses, search engine optimization (SEO) is the most essential digital marketing technique, and increasing website traffic and brand recognition are the most important digital marketing goals. Via my analysis, I've learned that BJIT achieves its goal by placing an emphasis on search engine optimization, actively seeking out new consumers through extensive research, and by continuing to provide outstanding service even after the transaction has been completed. In addition, I realized that the most challenging aspect is keeping up with the rapidity with which customer tastes and technology advancements are evolving. Then, the report will reflect on the realities of the shortage of digital marketing professionals in Bangladesh, the absence of a ringfenced marketing budget, and the difficulty of bringing in and sending out foreign donations. The report will be an all-inclusive guide on how any business may outsource its processes using simply digital marketing.

To wrap up, I'll discuss the benefits of digital marketing for businesses, including the time and money they may save, as well as the advantages they can reap from implementing such a plan.

Keywords: Digital Marketing; Offshore; Cold calling; Prospects; Clients Hunting; Inbound & Outbound Marketing

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List of Acronyms

ERP	Enterprise Resource Planning
ED	Engineering Department
IT	Information Technology
PPC	Pay Per Click
ROI	Return on Investment
SEO	Search Engine Optimization
SERP	Search Engine Result page
SMS	Short Message Service
SMM	Social Media Marketing

Glossary

Labo	Engineers that are assigned to foreign countries company for a project or a certain period of time
Prospects	Potential Customers. Any clients that the company can see potential growth with

Chapter 1

Overview of Internship

1.1 Student Information

Name: Minhazul Alam

ID: 20104164

Program: Bachelors of Business Administration

1st Major: Marketing

2nd major: Computer Information Management

1.2 Internship Information

1.2.1 Period, Company Name, Department/ Division, Address

Period: 3 Months (15-10-2022 - 14-12-2022)

Company Name: Bangladesh Japan IT (BJIT) Limited, BJIT Group

Department: Sales & Marketing Department

Address: House-2275 Pachkhula, Satarkul, Badda, Dhaka-1212, Bangladesh

1.2.2 Internship Company Supervisor's Information: Name and Position

- **Supervisor's Name:** Syed Afiat Rahman
- **Position:** Manager, Digital marketing Department

1.2.3 Job Scope – Job Description/Duties/Responsibilities

I have been working in digital Marketing & sales team for BJIT limited where my prior role is to do inbound and outbound marketing and find out leads from the clients. Being in the team my detailed responsibilities are

- Working closely with the Digital team
- Conducting Inbound/Outbound marketing
- Find out leads and doing cold calling
- Creating new ideas and contents for digital marketing
- Finding out key contents for SEO
- Preparing new contents and ideas for branding and arranging all the events related with branding activities
- Identifying possible problems and proposing solutions for improvement.
- Conducting market research and approaching the prospects with digital marketing
- Collaborating closely with the manager or assigned employees and fulfilling all specified responsibilities
- Conducting desk research or collecting data via surveys or interviews with clients and employees
- Liaising with clients, vendors, and suppliers on behalf of the company's managers
- Attending and taking part in meetings, workshops, events, and exhibitions
- Keeping a record of all information learned and presenting it to staff and other stakeholders.
- Monitoring and executing sales procedur

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

BJIT Limited, and my supervisor, Syed Afiat Rahman have entrusted me with tasks that contribute to the company as a whole. Currently BJIT have 700+ engineers who are being assigned to different tasks given by our clients. Even 20% of them is being sent to abroad to do directly work for other companies. Even though we are not free but we still have to hunt down clients and promote our activities continuously.

I was given task to approach the clients through doing different digital strategies. For example

- **Finding out Emails:** I had to find out emails of different companies and their speaking person. There were some respective countries that I was assigned to like, Sweden, Norway, Finland, Iceland. I had to list down the IT companies name, contact information to personally reach out them. Since it was an offshoring company, my prior target was to find out global HR solutions companies also.
- **Email Marketing:** Promotion of a company's goods and services through electronic mail, with the added goal of inspiring client loyalty. Marketing through email is a great way to let clients know about sales, special offers, and other news about the goods and services you provide. Additionally, it may be used as a gentler kind of persuasion to inform the target demographic about the worth of your business or to maintain their interest in the business in the interim. After finding out about the emails I had to send emails to the clients and showcase our services to them. Even after getting responses, I had to start the conversation to pursue them so that they may take our services
- **Cold Calling:** Organizations often use "cold calling" to reach out to potential clients who have never done business with the company before. This term is often used to describe interactions that take place over the telephone. So, my task to use those phone

numbers that I have find out through research I had to call them in person and start a conversation with them. Especially most of them are speaking nation but in some rare scenario I had to forward the calls to my colleagues who are aware of their languages.

- **SEO contents:** SEO, or Search Engine Optimization, refers to the steps taken to boost a website's position in search engine results pages (SERPs) when users look for information on a topic relating to a company's goods or services on Google, Bing, or another search engine. The higher the rankings in search results, the more attention the site will get from potential and returning clients. Here, my responsibilities were to find out the key points or key phrases that are being used highly or the websites that are on the top of the chart is being using.
- **Digital Contents:** To provide deafferents post in the social media I had to create contents Ideas also. Where my collogue provides votes on the best and content and then based on the content I had to find out points and provide them to the writing team.
- **Branding:** I was also assigned to a task where I had to find out ideas to promote the brand and culture. I had to utilize the resources from the digital finding and later that have to recreate and redesign for branding.

1.3.2 Benefits to the student

Throughout my internship period, I have learned how to work with people from different positions and different departments. Moreover, I got the opportunity to handle clients from different countries and learned how actually cultural barriers can be reduced and removed. Furthermore, my supervisor and seniors provided me with the opportunity to approach international clients and continue the conversation. Such an opportunity enhanced my capability of speaking and salesmanship.

While I came to my department with a good foundation in digital marketing, I learned from my colleagues how to use that knowledge in the real world, particularly in the context of the worldwide market. I now have an in-depth understanding of digital marketing. For example,

- a) I learned about SEO (Search Engine Optimization) which covers 2 areas, include both organic SEO and PPC (paid search advertising) strategies.
- b) Then, web promotion, or website marketing. This is the process of increasing traffic and awareness to the site via various digital means.
- c) After that, content marketing strategies that make use of a variety of content formats. Furthermore, email marketing which refers to promoting a business' wares via electronic mail.
- d) Advertising using social media platforms like Facebook, Instagram, and Twitter.
- e) The promotion of products and services through mobile devices and their associated app stores which is known as "mobile marketing". Marketing using video-sharing websites like YouTube, TikTok.

After that, I learned how to work as a team in spite of which position are you in. I got the opportunity to learn that, Collaboration involves a number of individuals taking on individual roles to achieve a common objective. Teammates pay close attention to and rely on, each other's performance. Even if one team member is having a rough patch, the rest of the group is equipped with the know-how and drive to assist them to turn things around. The best teams can typically control their own output without constant oversight from management.

Most important thing is that I learned about the office culture. Which plays a crucial role in our daily life. I have learned that the organizational world is no different from any other in having its own set of customs, traditions, and terminology. Awards for employees of the month,

company birthday parties, slang terms, and casual dress on Fridays are just a few examples.

Teamwork and camaraderie flourish when workers share common rituals and activities.

These are the most important lessons I've learned through my internship with the organization.

I have to learn a great deal, and I have liked every moment of it. Even we used to refer to one other as San. Consider that My name is Minhaz. My coworkers referred to me as Minhaz San.

These are some of my noteworthy discoveries.

1.3.3 Problems/ Difficulties (Faced During the Internship Period)

BJIT Limited is not like any other company because we have a diverse workforce consisting of both men and women who are given equal opportunity and because we have access to resources from across the globe. Although BJIT Limited operates on a worldwide scale, it still lagged behind in terms of branding and marketing. While working with them even though we had different ideas to promote the brand of BJIT. Because of some restrictions, there were some obstacles to introducing such a strategy. Even though they had to maintain their employee's identity as a result we couldn't implement the idea of employee branding.

The real decision-making structure they use is time-consuming, and there is no clear standard for KPI maintenance. In addition, the choice made by a director of a department must be supported and approved by senior officers and the CEO. In addition, such limitations prevent workers from thinking creatively and restrict their ability to share ideas and make independent judgments. As a consequence, no new ideas may be implemented, and the organization continues to adhere to its old traditional policy. However, the company is hiring new creative and talented employees in the leadership sector which is creating innovative changes in such circumstances

1.3.4 Recommendation (To the Company on Future Internship)

BJIT Limited has had a lot of success over the previous couple of decades, and that's really impressive. BJIT Limited's expansion is due to the company's ability to keep its resources in-house for an extended period of time. I would recommend it will be an innovative promotional CSR activity for BJIT if they establish a well-structured internship module for their upcoming batches. Rather than taking interns randomly it will be a great initiative if they start a flagship internship program, which may help the authority to keep in touch with the interns. Furthermore, I would request BJIT Limited to start doing branding and keep themselves up to the trend because nothing is constant, and if you can't let people remember your name no matter what grade, you will be forgotten over time.

I believe it will be a great opportunity for BJIT Limited if they can begin using interns in their separate departments since the younger generation is the best source for introducing them to fresh, inventive ideas for their professions. Since they are paying them to instruct them, they may utilize them as an asset. The BJIT team will never acquire future-useful prospects if they are not used. Interns may play an important part in promoting the firm to the world via word-of-mouth, which is crucial for any corporation. No one can predict where an intern will begin their career, but the experience they have received and the impression they have made may be leveraged to promote the organization. Consequently, they must begin to use them effectively.

Specifically, I would urge HR and administration to roll out a behavioral management program, whereby workers may learn how to properly interact with and mentor entry-level employees. I believe it will be a fantastic chance to increase their brand value and their retention rate through such initiatives

These are some key recommendations from me

Chapter 2

Organization Part

2.1 Introduction

2.1.1 About Digital Marketing

A business's attempts to increase its online visibility, generate new leads, and keep existing customers loyal are all part of its "digital marketing" strategy. The company's website, social media pages, email campaigns, blog posts, display advertisements, short message service (SMS) messages, paid search ads, and paid advertising are all examples of digital channels. Promotional message and its effect throughout the buyer journey may be delivered and measured with the use of technological tools and the expertise of marketing professionals. There are a wide variety of formats for this kind of content, such as videos, banner advertisements, SERP optimization, paid social ads, and social media postings. Any company may benefit from advertising of any kind. 66% of marketers anticipate increased revenue in 2022 and beyond, according to Forbes (2022). 90% of them believe that 2020 aided in increasing their digital involvement and that this tendency will continue going ahead and far into 2022. The widespread availability of digital platforms, however, has boosted the significance of digital marketing. Despite the fact that this is quite different from the methods that many businesses now use for advertising, one of the most effective ways to take advantage of the chances that have arisen is to allow your imagination run free.

2.1.2 Digital marketing in BJIT Limited

The manner that companies interact with their clients has also evolved with the changing times. Old-school advertising has retreated, making way for a fresh face in the market. As a result of our efforts to bring about change, many previously expected events have taken an unexpected

turn. Traditional marketing methods are still in use, although they are far less common nowadays than the methods being utilized by marketing experts. The proliferation of online shoppers represents an entirely new demographic. People can't expect their company to expand in the future if you're not taking part in digital marketing, which has become the standard for thriving businesses. BJIT has practiced digital marketing over the last two decades. Although it wasn't very useful at the time, the company's 20 years of experience play a significant role in their marketing and advertising to clients. BJIT Limited has its own section of digital marketing. Previously, Sales and Digital Marketing collaborated, but this has increasingly changed. In the past, digital marketing was responsible for locating clients and then referring them to the sales team for further conversation. However, the procedure has been altered. Now that the digital team has been separated, their first priority is to promote the brand via various marketing channels, such as SEO, PPC (pay-per-click) ads, etc. However, the primary responsibility of some executives is to develop material for other media, such as websites and social media sites. However, they must also endeavor to maintain the website's quality so that its ranking may continue at the top. The digital marketing team of BJIT allows them to connect with consumers and grow a loyal following. According to Statista (2022), 63.1% of the population are internet users. The numbers are being increased drastically. Taking a look at it will convince us that there is a larger potential audience for our digital marketing campaigns. Which BJIT limited has used quite efficiently. Moreover, the cost of digital marketing is far lower than that of conventional methods. Spending money on conventional advertising may not be enough for a small firm with limited funds. Having company flyers printed is a time-consuming and costly endeavor in and of itself. resources to hire an in-house marketing team. Therefore, such a marketing plan enables BJIT Limited to achieve its goals more quickly than its rivals.

2.2 Overview of BJIT Limited

2.2.1 About BJIT

BJIT limited is a multinational IT solution-based company which has been serving international companies for last 20 years. It was established in 2001 by J. M. Akbar, and its staff now numbers over 750+ engineers specializing in the IT fields of Bangladesh, Japan, Netherlands, USA, Sweden, Finland, Singapore. They have 6+ affiliation with renowned companies. Over 50+ clients all over the world. BJIT Limited has been actively developing human resources and recruiting services in recent years.



Moreover, they only provide service to the international clients. When it comes to offshore software development, few companies can compete with BJIT Limited in terms of both quality and price. They have about 6 The experienced technicians have always been able to satisfy the picky requirements of their high-quality Japanese enterprise customers. More than 1600 projects for Fortune 100 companies have been completed by the firm.

2.2.2 Mission

According to the CEO of BJIT Limited, JM Akbar “The mission is to serve customers with world-class service while expanding employment opportunities for the people of Bangladesh”.

2.2.3 Vision

The CEO of BJIT, JM Akbar has a dream that “They want to recruit and utilize the human resources of Bangladesh to reach the mark of 1000+ employees and establish themselves as one of the leading Offshoring IT-based companies in the world”

2.2.4 Branches of BJIT Group



Source

2.2.5 Services of BJIT Limited

- ❖ QA & Test Automation BPO
- ❖ FinTech & Block Chain, Enterprise Solution ERP, SAP, Salesforce
- ❖ AI Machine Learning, Deep Learning
- ❖ Application Management Services DevOps
- ❖ Embedded & PC VLSI & CAD
- ❖ Education (IT & Japanese Language)
- ❖ BIG Data Cloud Service
- ❖ IoT/ RPA Mob APP WEB/ E-commerce

2.2.6 Key Projects



Source

2.2.7 Clients & Partners of BJIT Limited



[Source](#)

2.3 Different Functions of BJIT Limited

BJIT Limited's Human Resource Division manages and oversees all day-to-day operations related to the company's stated aims and objectives. There are 4 Engineering Departments at BJIT Limited, and under them, the Human Resource Division works at 2 different locations. A specific group under HRD's first division is responsible for taking part in the search for new employees. They're the Recruiting and Talent Acquisition Group. Nonetheless, human re4other arm is the Operational Team, which handles things like paperwork, evaluations, and records storage.

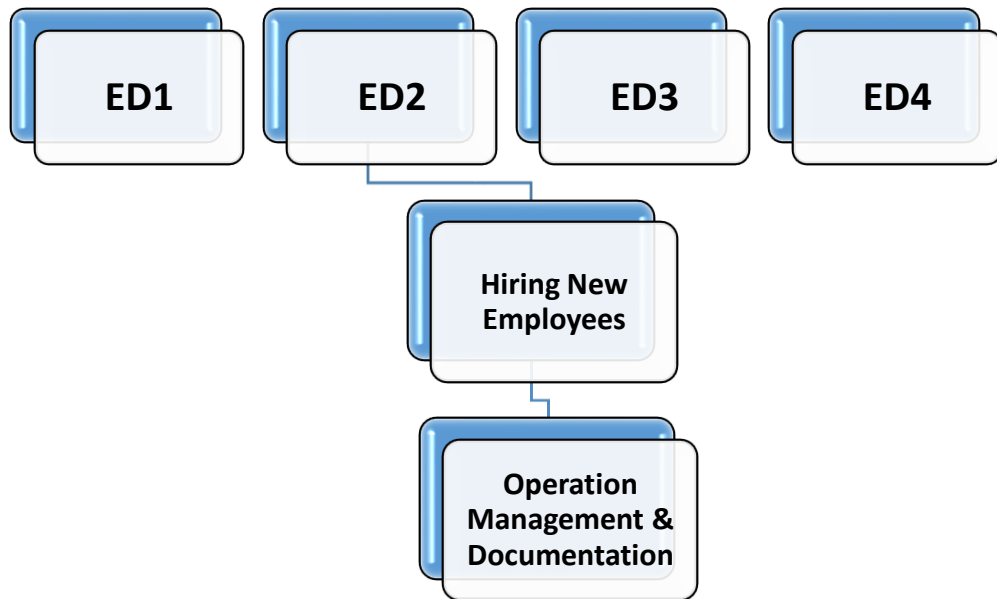


Figure 1: Talent management

2.3.1 Talent Acquisition Recruitment Team

Talent Acquisition is one facet of the Human Resources department's multifaceted work. If a post opens up in one of the application development groups, this group is responsible for filling it via recruiting or headhunting. Following a thorough review of open positions, the Talent Acquisition Team promptly distributes a circular through BDjobs.com, LinkedIn, Facebook, and other appropriate channels. The team then uses the position's criteria to create a shortlist of applicants. For each post, there are 5 stages an applicant must pass through before being chosen.

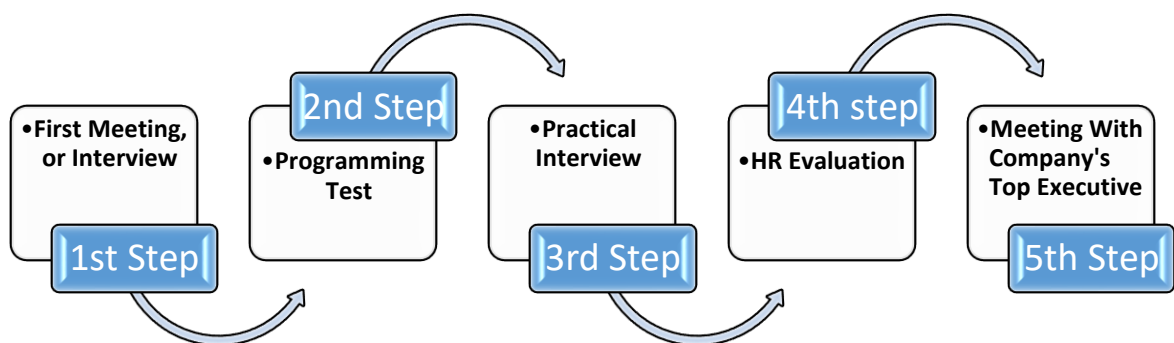


Figure 2: Recruitment process

2.3.2 Operation Team

Additionally, the Operation Management Team is provided with the chosen candidate's details in order to complete the appointment paperwork. A letter of intent, a non-disclosure agreement, etc., are among the papers involved. In addition, every year the Operation Management Team reviews the salaries of all resources depending on their performance, which is determined by a quarterly review of the performance record kept using KPI (Key performance Indicator). However, they also decide who gets promoted and who gets demoted and conduct exit interviews to keep valuable personnel in the organization. In sum, that is how BJIT limited operates in terms of management.

2.3.3 Marketing & Sales Practices of BJIT Limited

The marketing operations of BJIT Limited are split between the Sales Division and the Digital Marketing Division.

2.3.3.1 Digital Marketing Team

The primary duty of digital marketing team is to hunt down the clients and keep communicating with the previous clients. Here the digital marketing team work on the website development, promoting the company through email marketing, SEO, cold calling and different kind of digital marketing strategy. The Digital Marketing Department at BJIT has created a professional website that is expanding the reach of the BJIT name across the global web. While BJIT already has a corporate website, it is "spinning" these other sites to highlight the many ways in which the firm may increase its visibility to the public. The firm is now expanding its reach via digital marketing on social media platforms, technical content writers publishing blogs on other international platforms, email marketing in which the company's most important

customers are sent a comprehensive overview of the business, and the creation, participation, and/or sponsorship of numerous online and offline campaigns and contests like Coding Samurai. In addition, BJIT Limited is drawing in potential customers via SEO (Search Engine Optimization) who are interested in developing their own interface and software for hundreds rather than thousands of dollars.

2.3.3.2 Sales team of BJIT Limited

The company's skilled Sales Force is responsible for responding to and fulfilling the needs of the company's customers. Online presence, digital statistics assistance, project management, and employee/resource facilitation are just few of the many IT-related services BJIT offers its customers. To illustrate how the firm operates in the support of activities beyond the "IT Sphere," consider the case of an established customer who is overseeing a development idea and has asked BJIT to find a Building Manager for the effort. The request will be reviewed by BJIT with the highest priority, and work will begin on a recruiting portfolio tailored to the client's specifications as soon as possible.

BJIT uses tried-and-true client acquisition strategies, such cold calling and using a referral program in which satisfied customers spread the word about our business. When courting new customers, the firm has benefited greatly from the positive reputation it has earned thanks to stakeholders like the Marubeni Corporation, which is well renowned for its role in the Dhaka Metro Rail Project. The company's customer base has expanded and diversified thanks to these time-tested strategies.

BJIT Limited has achieved global recognition thanks to its innovative and multifaceted marketing strategies.

2.3.4 Financial, Accounting Practices & Legal Team of BJIT Limited

All the financial records and budgets of BJIT Limited's branches are collected in a single department which is situated in BJIT Limited head branch in Dhaka. The department head Hosna Ara Jasmine single handily took charge of the financial budgeting and cost management of all the branches. However, the company is much confidential in term of their financial analysis and there is not financial report in the website also. I tried to do research on the financial sector of BJIT through website or secondary data but unfortunately there wasn't any sign of it. While I had a meeting with our respective department head, I asked them to provide me detail about the financial sector or any other information regarding the office but the position, I'm in as an intern prevents me from gaining access to material related to this subtopic. The corporation is not prepared to freely share and discuss these details; thus, I have no access to them.

2.3.5 Operations Management and Information System Practices

An international company with offices in seven different countries must overcome challenges in communication and coordination in order to run efficiently. BJIT Limited has mitigated the problems associated with running the business out of one's house as a result of the pandemic by moving all of its operations online and centralizing the data. First, in order for workers to communicate with one another, they only utilize Skype. Skype is used for not just communicating and sharing files but also conducting interviews online.

Enterprise Resource Planning (ERP), on the other hand, serves as BJIT's centralized database for its many data and document archives. ERP is used to compile data on all of BJIT group's resources, such as staff members and available jobs, as well as data on individuals who have been interviewed for those positions. In addition, workers may "Punch In" twice a day through

ERP to verify their presence, and the expense management process is facilitated by ERP via evaluation of attendance leave requests. ERP also facilitates a more open and transparent operation management process, allowing authorized users to view and explore almost all aspects of the system. ERP plays a crucial role in ensuring that no important papers or data are lost and can be quickly retrieved through a filtered search, since everything is centrally stored in one location.

At BJIT Limited, where software is outsourced, data is managed with extreme care so that it is not compromised in any way. Next Cloud, an encrypted drive used by BJIT Limited, is a secure platform where confidential information such as a list of international customers, a sample version of a product or website, revenue growth statistics, etc. is saved and exchanged with the client.

2.4 Industry and Competitive Analysis

2.4.1 SWOT Analysis of BJIT Limited



Source

Figure 3: SWOT

Strength

BJIT Limited's largest asset is that it is a well-regarded software outsourcing company in seven other nations, not only Bangladesh. BJIT Limited's strong relationship with their clients and their loyal customers are the biggest strength for the company. The value proposition they are providing with their service is another strength for them

Weakness

Old school decision making system are their one of the biggest weaknesses. In addition, they have yet to apply branding principles to the organization, and they have untrained personnel in the management department. The rate of employee turnover may also be considered a drawback. The nepotism they exhibit in term placement is a further cause of employee churn.

Opportunity

Chances to utilize their brand image to gain more giants as their clients. Furthermore, introduce the branding concept and recruiting and training the management can be another opportunity to gain more fame in the upcoming future for BJIT Limited. In addition, Google's partnership with BJIT Limited in 2021 will give further worldwide business potential that have yet to be realized.

Threat

The possibility of BJIT Limited losing market share owing to fierce competition in Bangladesh, if not globally, poses a challenge to the company. Another threat can be counted as a lack of marketing for hunting new clients that may lead them to get fewer projects in the upcoming future. The way they are recruiting employees may can't go with the projects they are gaining. So, the imbalance can be another threat to them.

2.4.2 Porter's 5 Forces Analysis of BJIT Limited



Figure 4: Porters 5 Forces

Bargaining Power of Suppliers: LOW

The number of software offshore businesses is exploding, and the negotiating power of suppliers is diminishing at an alarming pace. Customers may get the needed software solutions from a multitude of IT companies. Since a consequence, customers are not compelled to get IT solutions from a certain company, as they have other possibilities.

Bargaining Power of Buyers: HIGH

The proliferation of advanced technologies throughout the globe has propelled the information technology sector into the ranks of the world's most rapidly expanding businesses. The information technology sector is expanding fast in Bangladesh, another country with a high concentration of similar businesses. Buyers have sufficient leverage in this situation since they are free to shop around between businesses to choose one that meets their needs.

Threat of New Entrants: HIGH

Competition in Bangladesh's IT and telecom business is heating up because to the country's rapid economic development in these areas. As a result of the low barriers to entry in this business in Bangladesh, there is a greater likelihood of meeting new competitors seeking a market position.

Threat of Substitution: HIGH

As a consequence of the growth of IT businesses in Asia and the rising number of computer engineers, the danger of replacement is fairly strong. Even the tax rate in Bangladesh is so low for IT businesses, which is another factor contributing to the fear of replacement. Even the government of Bangladesh is giving more funds for remittances; as a consequence, offshore IT businesses will progressively expand their operations.

Industry Rivalry: HIGH

The level of competition amongst IT firms is noticeable. When compared on a global scale, Bangladesh's IT sector is on level with India's. As a result of the low barriers to entry, competition is fierce among businesses and organizations in this sector.

Conclusion

BJIT Limited is geared up to keep up with the rapid expansion of the IT sector in Bangladesh. In 2021, BJIT Limited won the "Basis Outsourcing Award," making it the top software outsourcing business in Bangladesh. One of the most sought-after qualities in a prospective employer among Computer Science Engineering graduates is a culture that encourages new hires and provides them with the tools they need to succeed. BJIT Limited has always excelled in the global market despite coming from a country with fierce competition. Trust among BJIT Limited's stakeholders, customers, clients, and workers has increased greatly since the firm

became the first Bangladeshi company to collaborate with Google Incorporation. Nonetheless, the rising number of information technology (IT) enterprises in Bangladesh is playing a vital role in reducing the unemployment rate by creating new jobs. The main reason of their success is because of the brand image and value they have created throughout the years with the help of the marketing department and the engineers. The company's worldwide expansion was aided by the digital marketing team's efforts to spread word of the company's values, its products, and its services. Clients are being found in a roundabout way, and more work is being delegated to the sales force. The digital marketing staff for BJIT Limited has been around since the company first started publishing. While much progress has been made, much more must be done. Therefore, BJIT Limited's marketing department must identify themselves as the finest in the industry by establishing a lasting brand.

2.5 Recommendation

Two decades of success for BJIT Limited are cause for celebration. BJIT Limited's meteoric rise may be traced to the company's unwavering commitment to advertising, the many successes it has had over the years, and the vast sums of money it has gathered. BJIT Limited has been able to effectively serve its worldwide clientele for a number of years now because to its emphasis on digital marketing. The most notable trait is that they were ahead of the curve in terms of adopting a novel approach to marketing long before it became common practice. Yet, much progress remains to be made.

Since this is the case, I think it would be a good idea for BJIT to enhance funding for things like the digital marketing team. Due to the fact that this group has been instrumental in their client-hunting efforts over the previous several years. There are just five people on the team at the moment: one is responsible for search engine optimization (SEO) material, another handles

branding, a fourth handles technical writing, and the fifth handles digital art. However, this is a global organization with over seven hundred and fifty members and a worldwide network of seven-person brunches. This means that it is not sufficient for BJIT Limited to have only one person guard the branding location. The branding process is too broad and complex to be applied to just one individual. The importance of branding in a variety of industries varies greatly. Since it is clear that the department is missing in important areas, IO thinks it would be a good idea for BJIT to boost its human resources.

There is not enough space on the currently active website to provide information on the company's other locations and other countries. Also, in order to effectively create additional brunches throughout the globe, some crucial information pertaining to the re4spective nation and about themselves has to be supplied.

BJIT also has some work to do when it comes to fostering a positive work environment and promoting from within. Due to the lack of designated seating areas, this department has no set seating arrangements. Like the digital and marketing team are being sitting together in a room which is rather stifling and the sales team are continually holding meeting online thus there produced commotion in the room and the digital marketing team can't properly cooperate and focus there. Even the intern can't obtain spots to sit with them. Interns are assigned desks on the 1st floor despite the department being located on the 4th. And it hinders not just the ability to form relationships, but also to work together effectively.

They must prioritize their behavior management program since certain employees need to be instructed in proper business conduct. They are unaware of the problems with the company's culture. They need to realize that the interns are the ones who will be learning from them and that treating them poorly in the future will have a negative effect on the company's reputation.

Chapter 3

Project Part

3.1 Introduction

The way everything is moving towards the digitalization the companies are not legged behind. The FMCG based organization are already moving towards the digitalization so that this is no need to mention that IT firm are already following that path before them. However, to master the digital marketing and get the best out of it is not a cup of tea. It will take a lot of time and moment to utilize it. In recent era everything is flux. Nothing is constant and digital marketing also. To it will evolve with days and we have to get used to it. It is not like we are going to memorizing it we have to move with it. This idea is quickly gaining traction as a novel concept that is being actively implemented all around the world in order to achieve marketing success. Currently, many companies have been revolutionized thanks to the ways in which social media channels have changed customers' perspectives and attitudes. This was accomplished by the use of a quantifiable, expansive consumer network providing accurate, up-to-the-moment feedback on the quality of the service provided.

With the passage of time, old ways of thinking are left behind and new ones are acquired. Industry participants need to see the value in internet marketing before they would make the choice to use it.

3.1.1 Literature review

With the passage of time, old ways of thinking are left behind and new ones are acquired. Industry participants need to see the value in internet marketing before they would make the choice to use it. Due to its vastness, unfamiliarity, and complexity, digital marketing research

is important. In the realm of digital marketing, businesses are seeking for a clearer starting point but are unsure on where or how to begin.

According to Chaffey (2013), The term "digital marketing" refers to the process wherein various technological tools are used to enhance traditional marketing. The field of marketing is rather ancient. Entrepreneurs saw media and word of mouth as necessary channels for disseminating information about their offerings. These days, SEO is the backbone of digital marketing strategies (SEO). The purpose of this element is to improve your website's visibility in search engines like Google.

Search engine optimization was a booming industry led by Google and Yahoo until the dot-com crash of 2001. Smyth (2007) said that in 2006, the volume of queries sent to search engines increased, and that this increase was due in large part to the development of search engine optimization by big corporations like Google. Since the advent of mobile devices in 2007, individuals all over the globe have been able to more easily communicate with one another via social media while on the go.

For Chaffey and Jobber (2012), digital marketing" meant "the deployment of digital technology to build routes to market and to fulfill business objectives by meeting and surpassing consumer requirements better than the competitors. As digital technologies become more pervasive, businesses should broaden their focus on all channels that enable them to do business online, not just the Internet. Digital channels, as described by Raghunandan & Nagtode (2014), are those that can render and be accessed on PCs, tablets, mobile, cellphones, and game consoles, and which are also capable of efficiently delivering individualized content and promotions. Companies are taking use of the rise of digital channels, such as the internet, social media, and mobile devices, to reach a greater number of customers in more places. When compared to more conventional channels of advertising like print, TV, direct mail, etc., the widespread

adoption of digital marketing has enabled the delivery of consistent, tailored consumer message for a fraction of the expense. Inbound marketing via online content publication (portals, podcasts, ejournals, digital advertising, link building are all being used by businesses to implement marketing strategies successfully.

Companies in the developed world have come to appreciate the value of digital marketing, as stated by Arsons, Zeisser, and Waitman (1996). Every day, more and more people take in media in digital form. Soon, only digital marketing will exist, and old channels will be extinct. A lot of good stuff can be said about digital marketing. Corporations may now rapidly disseminate their messages to a wider audience. As a consequence of technological developments, conventional marketing firms and government agencies have lost a significant portion of their once-thriving clientele. People now primarily engage with digital media on their portable devices, such as smartphones and tablets, and desktop and laptop computers.

Given the abundance of alternatives available to consumers, it is challenging for businesses to establish their own brands and attract new customers. As per Song (2001) Successful businesses now recognize the value of online advertising as a tool for raising brand awareness and expanding customer base. When it comes to calculating the return on investment (ROI) of an ad campaign, digital marketing provides more concrete metrics. Traditional forms of marketing and advertising have taken a back seat to more modern forms, such as online marketing. Furthermore, according to Munshi (2012), its potency means it may stimulate economic growth and provide governments with new avenues for improved efficiency.

Digital marketing employs data collected from real customer purchases to get insights into consumer behavior, whereas traditional marketing relies on information about consumers' attitudes and mass-marketing techniques, Mulhern (2009). Marketers were able to target consumers with advertising data and visual material regardless of the consumer's present

physical location or the time of day because of the digital nature of the data providing considerable information nearly instantly compared to previous marketing research approaches utilized through conventional channels.

3.1.2 Research Objective

The objectives of this report are to find out the worldwide trend in digital marketing, to get a complete understanding of BJIT Limited's marketing approach, to learn about the challenges and limitations faced by organizations that rely only on digital marketing, to analyze how effective the digital marketing would have been for BJIT Limited if they were doing business only in Bangladesh and to establish the effectiveness of the marketing plan by conducting a detailed cost-benefit analysis of BJIT Limited before and after the implementation of digital marketing

3.2 Methodology

This report is based on secondary data and some personal interview of the office employee. Furthermore, for secondary data I have analyzed literature reviews along with some of the research papers on digital marketing.

3.3 Findings and Analysis

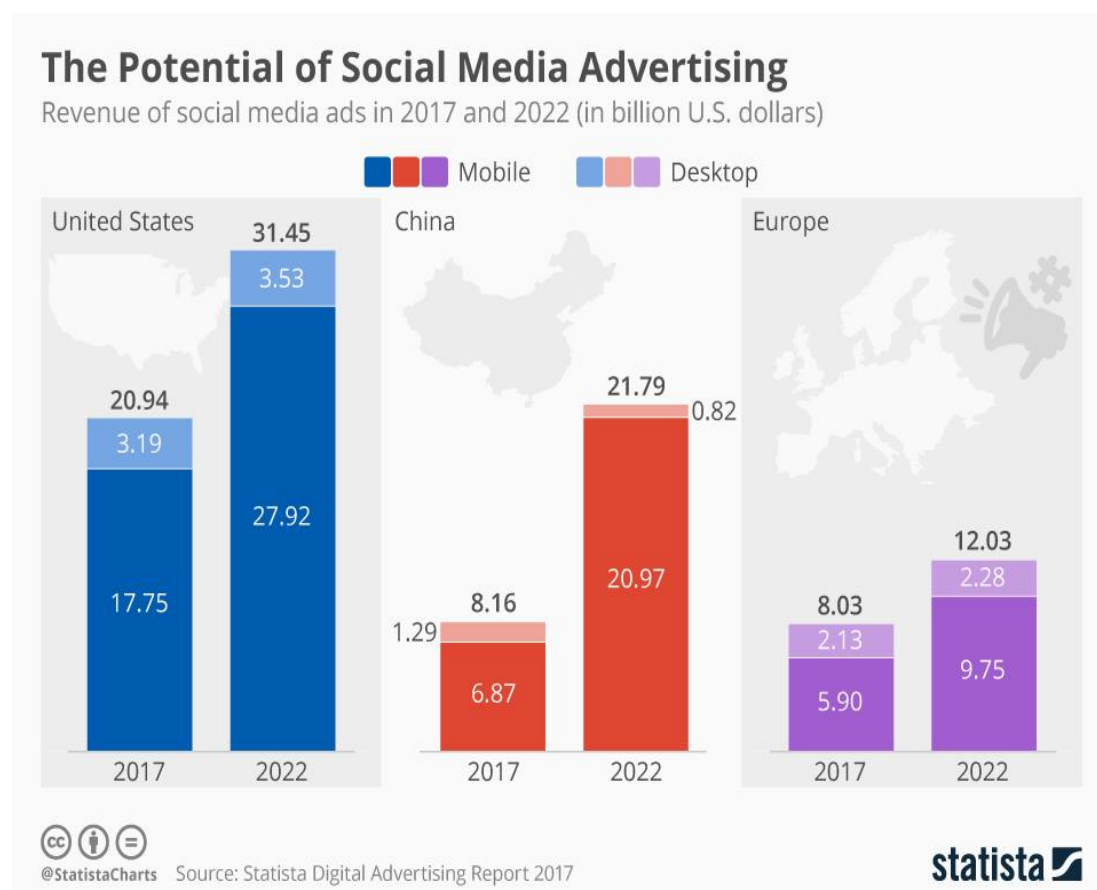
3.3.1 Objective 1: To find out the worldwide trend in digital marketing

Findings:

- **Companies benefited monetarily from social media advertising**

According to a report on Emeritus (2022), a competitive edge may be gained via the strategic implementation of only a handful of the 2022 digital marketing trends. Currently the number

of people using the internet rose by thrice between 2015 and 2022, bringing the total number of users to 5.07 billion. According to Statista (2022), there are currently 7.27 billion mobile phone users, or 91.01% of the global population. The relevance of social media platforms in Digital Marketing strategies has grown immensely. As of this writing, around 3.6 billion people, or 46% of the global population, utilize some kind of social media (Kemp,2019). A competitive edge may be gained via the strategic implementation of only a handful of the 2022 digital marketing trends. Some of the most recent developments in digital advertising include the techniques of influencer marketing, video marketing, omnichannel marketing, email marketing, and cold calling among others.

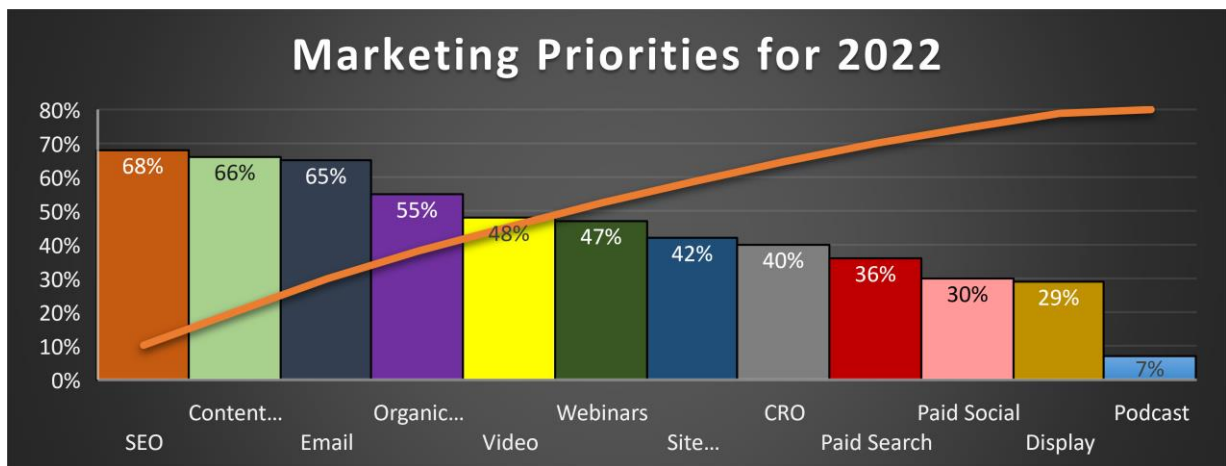


[Source](#)

Figure 5: The Potential of Social Media Advertising

- **SEO is the most prioritized digital marketing strategy for companies**

Marketing prototiles experienced a significant change in the year of 2022.at present SEO marketing takes up the highest 68% of share among other variables. The second most preferred marketing strategy in content mkt which constitutes 66%. while, video and webinar strategy share almost similar percentage. Cro and paid social showed a different percentage which is around 10%. However, the lowest preferred mkt strategy is using podcast which accounts for only 7% of the total percentage. An expert SEO's job is to provide the groundwork for a gorgeous website with a streamlined, efficient user experience that ranks high in search results owing to the authority of the organization and its online assets. An expert SEO's job is to provide the groundwork for a visually appealing website that is also easy to find in search engines owing to the established authority of the organization and its technology infrastructure. Every marketer now places a premium on providing a positive customer experience. Better organic search results and more exposure are a goal shared by everyone. But few understand how important it is to provide a top-notch customer experience. Since Google now understands what constitutes a happy or negative user experience, this has become very important to the success of any website. As part of their ongoing commitment to the customer experience, Google has released the Page Experience Update, which marketers across all sectors will need to implement. Clientele have a firm grasp of their preferences. There will be trouble if they are unable to locate it. And output will be lower as a result. Google's evolution into an answer engine that displays relevant results on the search engine results pages (SERPs) is a prime illustration of how to improve the user experience. The goal is to provide people with the data they need with as few steps as possible. Successful search engine optimization takes into account the user's perspective and uses it to the brand's advantage.



[Source](#)

Figure 6: Marketing Priorities for 2022

- Increasing Website Traffic & Build Brand Awareness is the Most Prioritized Digital Marketing Goals for Companies**

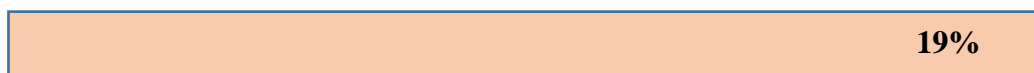
In order for the organization to accomplish what it set out to do, it has used a variety of marketing methods. The corporation has comparable objectives in growing the number of visitors to its website as well as creating awareness of its brand, which together make up 19% of the entire aim. Despite the fact that the business places a lower priority on the development of support income, they place a significant amount of attention on the objective of digital marketing to convert leads into customers. Improving search ranking is the second least desired objective for companies to pursue in digital marketing, and it only accounts for 14% of the overall increase.

What Digital Marketing Goals Do Companies Have For 2022

Increase website traffic



Build Brand Awareness



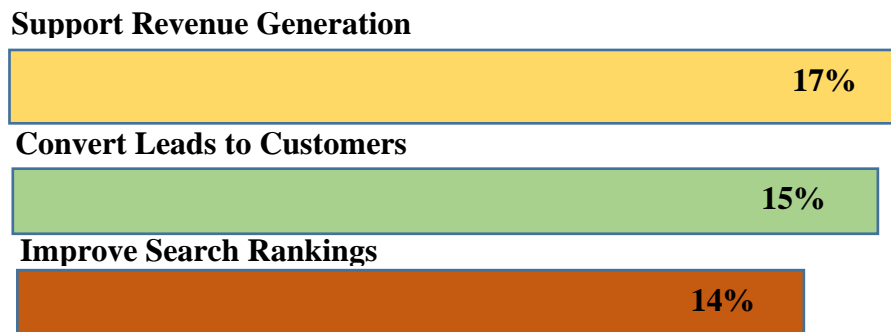


Figure 7: Digital Marketing Goals

3.3.2 Objective: To get a complete understanding of BJIT Limited’s marketing approach

Findings: Speaking with Syed Afiat Rahman, manager of the digital marketing team, I learned that digital marketing has been BJIT's exclusive method of customer acquisition for the last two decades. Inadequately dubbed in the past, this procedure is now often referred to as digital marketing after it gained widespread acceptance. Mr. Akbar, the CEO, established several acquaintances among them throughout his research. During this time, he made an effort to forge connections, foster loyalty, and raise awareness of their business. After returning to Bangladesh, he found it difficult to maintain contact with the people and Japanese he had worked for during his time abroad. They needed to keep going to Japan since it was becoming more important to them. Then he had the bright idea of keeping in touch with them by sending them letters with greetings, offers of services, and other reminders of their existence.

So, this is the beginning of digital marketing of BJIT Limited

BJIT Limited used to have a management team which is being considered as the sales marketing team as well but after certain period of time they changed the department and divided it into 3 teams

1. Digital marketing
2. Sale Team

3. Management Team

The process that digital marketing team are following given bellow:

❖ Search Engine Optimization (SEO)

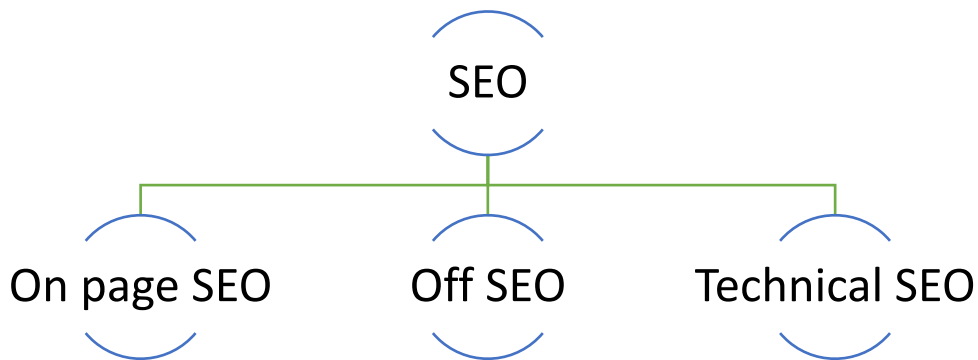


Figure 8: SEO

They keep upgrading the website using backlink and submitting necessary vlogs as well as sharing slides on the website. This increases the BJIT's website rankings.

❖ Social Media Marketing

They follow bellow process for social media marketing

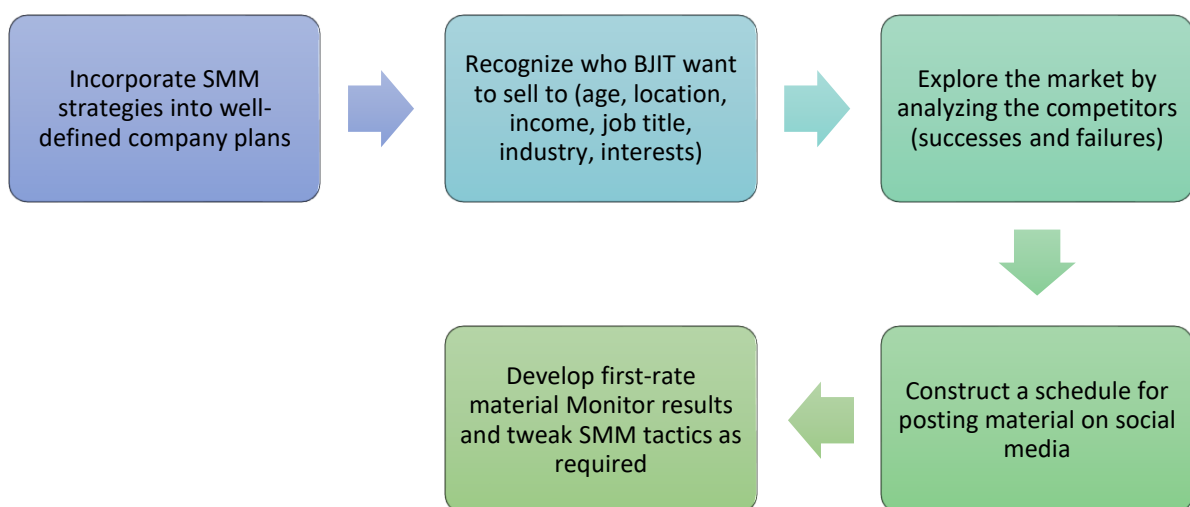


Figure 8: Social Media Marketing

❖ Content Marketing

They follow this process for content marketing. They have individual technical content writer as well as

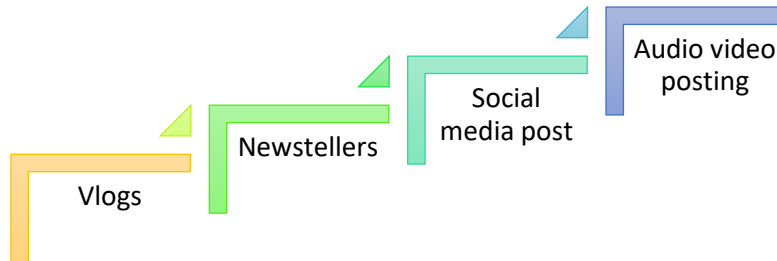


Figure 9: Content Marketing

❖ Email Marketing

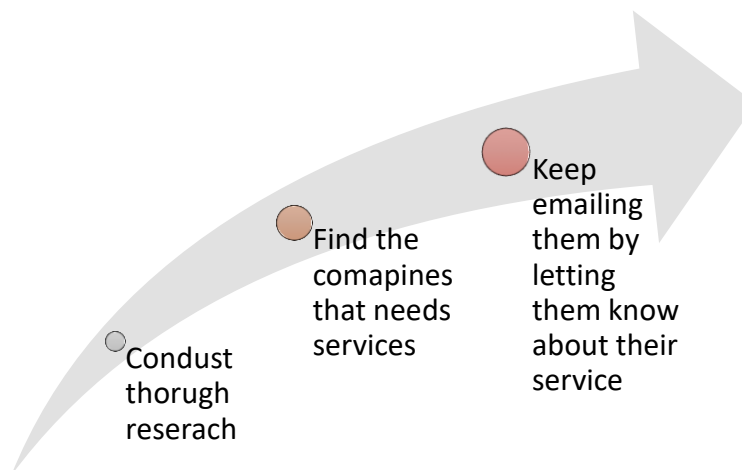


Figure 10: Email Marketing

❖ Mobile Marketing (SMS & Cold Calling)

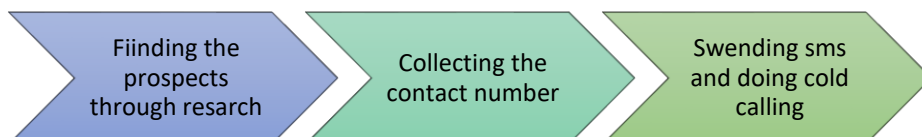


Figure 11: Mobile Marketing

❖ Marketing Analytics

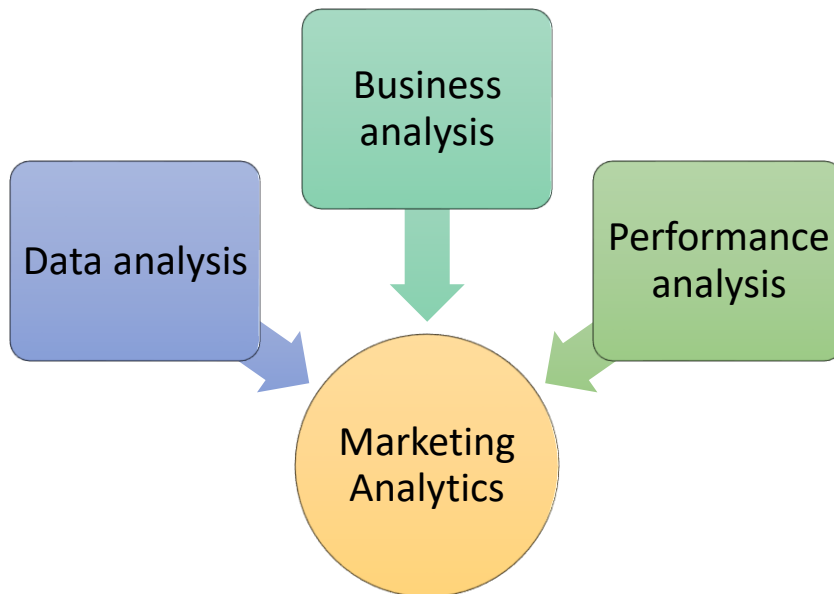


Figure 12: Marketing Analytics

These are the process they actually follow and the key take ways are

- **The SEO focus at BJIT is heightened.**

They prioritise SEO more than other marketing strategy because SEO enhancing exposure, or making it simpler for potential customers to locate their business online when they're looking for a product or service. The higher it appears in the rankings; the more people will see the company. It's crucial to boost the organic page ranking since a better search engine results page (SERP) position increases the likelihood that potential customers will notice the company and click through to the site.

- **Find potential clients by conducting in-depth research**

As a first phase in their marketing strategy, they identify their most valuable customers who have an immediate demand for their products or services. Because of this, they research their prospective customers extensively. They look for businesses that are hiring as well as those

that have listed openings for potential employees. When they identify who their customers are, they make a note of it and pass the information along to the email and calling team so that they may initiate contact with the clients and begin marketing through email and cold calling.

- **Focus on after-sales service**

After-sale service or "after-sales support" refers to assistance given to consumers after a transaction. Customer support and training services may be offered by the retail establishment where the product was bought, the manufacturer, or a third-party organization. They have faith in the power of word of mouth to bring in new clients and retain existing ones. Because of the assistance they get from BJIT, the firms continue to work together. Therefore, BJIT puts an emphasis on support after the transaction has been made.

3.3.3 Objective: To learn about the challenges and limitations faced by organizations that rely only on digital marketing.

Findings:

- **Generating Potential Client Leads**

According to Jbrown (2021), Finding new consumers, and not just anybody who could purchase from you and then go, is one of the major problems of digital marketing. These recurring customers are often referred to as quality leads. These days, it's not easy to find quality leads. Moreover, it is time-consuming and labor-intensive to verify prospective customers. Having a Customer Relationship Management (CRM) in place may be useful, particularly in conjunction with an automated marketing system. Quality leads can't be generated without more than just cutting-edge technology. A corporation that has already identified its ideal clients may have many customer personas, each tailored to a certain clientele. Considerations about how the business will contact these individuals through various

channels (e.g., social media, the web, search engines, email, and more conventional forms of advertising) are necessary. Many hours of preparation and planning are needed before a business can switch on its lead generating generator and let it run in order to create high-quality leads stated by Jbrown (2021). A Motista (2022) study found that consumers who have an emotional connection with an organization have a 307% greater lifetime value and are more likely to promote the brand (72% vs. 46%). Relationship marketing takes more time and effort to convert leads into consumers, but it pays off in the end. Acquiring high-quality leads is a time-consuming process. Only 5% of people who visit a website are ready to purchase right then, meaning that the other 97% need to be nurtured via lead fostering and B2C relationship management. The process of transforming leads into paying customers is time-consuming and labor-intensive, but it may be made easier with the help of inbound marketing and/or a customer relationship management system. Streamline your lead generating process by being crystal clear on your objectives and who you want to reach.

- **Planning expenditures for digital marketing**

Gravital (2019) found that the most challenging aspect of developing a digital marketing budget was the lack of well-defined objectives. The most common error companies make when establishing a marketing expenditure is to do so without first establishing some kind of strategic direction. A budget is created for something that has not yet been specified by the firm. Make sure the digital marketing objectives are in line with the overall mission of the business. Spending should be prioritized in light of these intended outcomes. Further, businesses want information from which to construct a digital marketing budget. Among the most typical errors organizations make when creating a budget is relying on inaccurate or incomplete information. Increases in data collection and analysis capacity are needed if businesses are to avoid this pitfall. Sales should be included in the creation of any digital marketing budget, and all funds spent should be tied to measurable goals for the company. If marketing and sales don't work

together, you risk launching a promotion that doesn't boost profits stated by Brown (2021). By the way, it doesn't matter how much money a firm pours into digital marketing if the sales funnel is flawed. The sales process must be monitored and adjusted as appropriate.

Hanica (2022) claims that the majority of research indicates that the typical product or service company invests between 10% and 15% of revenue towards marketing. In contrast, SaaS businesses often get 35%+, which is much above the industry norm. According to a survey conducted by researchers at Duke University (2022), the vast majority of 500 experienced marketers surveyed had the wrong idea about how much money to allocate toward social media advertising. Staying in sync with the market's ebbs and flows is essential.

Industry	Average
B2B/B2C	10-15%
Manufacturing	20%
Software as a service (SaaS)	35%

Figure 13: Average Expenditure on Digital Marketing by Industries

On average, companies that sell goods and provide services spend between 10 and 15 percent of their revenue on advertising. In contrast, SaaS businesses often get 36%+, which is much above the industry norm. Twenty percent of their discretionary income is managed by the manufacturing sector. In fact, these are the low estimates; if you have lofty goals of doubling your revenue every year, you'll need to allocate even more resources. Since digital marketing is always growing and changing, it may be hard to predict costs accurately. Nonetheless, you should set aside money for it in your budget. The most important thing to do when facing such a situation is to admit that you made a mistake and then use that experience to guide your subsequent decisions.

- **Rapid shifts in trend and other forms of development**

Branding and advertising businesses are done differently now because of digital marketing. Perhaps most significantly, it is dynamic and ever-evolving. It's necessary to constantly develop new methods since the old ones no longer provide results. Many of these techniques have low barrier-to-entry costs, which is great news. Agarwal (2018) advises failing quickly and moving on if the ideas don't pan out. There is less of a financial risk in trying out novel approaches now that there are so many new ways of communicating available thanks to technological advancements. Any organization, whether business-to-business or business-to-consumer, must be willing to abandon failed strategies in favor of new ones. However, it is imperative that students recognize the value of originality. Keeping up with digital marketing trends is difficult, but doing so is crucial to success. Furthermore, Google and other services often alter their algorithm to enhance the customer experience. However, such upgrades impair the Search engine and SMM operations of companies. Patel (2020) claims that in 2018, almost one-third of all individuals regularly utilized voice search. However, ComScore predicts that by 2020, voice search would account for half of all searches. There were 13 modifications in 2018 based on the Moz algorithm changelog (2022). It may seem like a lot, but it's really not that much. There were 14 changes in 2017, up from 12 in 2016. In other words, if you include both known and "unsubstantiated" upgrades, Google has been rolling out an average of 13 every year. According to Samuelso (2021) not only have marketers had to contend with the meteoric rise of e-commerce but there's also been the rise of social shopping, which we were only starting to understand when the flu epidemic struck. At a time when a single tweet can ruin a user's reputation and career, marketers and retailers would be foolish to ignore the evolution of online shopping. Furthermore, In the last year and a half, we've seen a lot of shifts in customer behavior that have changed a lot of what was formerly regarded to be gospel by marketing experts. If you're doing social media marketing, you may want to know that there

are optimal posting times. Because of the rise in social-justice protests and efforts to slow climate change, the predominant dialogue has evolved, and some content tones, phrases, and styles that were formerly deemed brilliant, direct, or "genuine" are now perceived as insensitive and harsh. Moreover, Google keeps changing the SEO crawlers so the ranking process keeps stable. SEO experts find out the algorithm format and misuse it. As a result, Google also has to keep itself ahead of the. Hence Digital Marketing is a flux. It is constantly

3.3.4 Objective: To Analyze how effective the digital marketing would have been for BJIT Limited if they were doing business only in Bangladesh

Findings:

- **The invisible skill gap of digital marketing in Bangladesh**

There are many problems facing our generation, yet no one can dispute that we were born into luxury, a reporter for the daily Star, Saleh (2018), said. More knowledge than our forefathers could ever hope to amass fits in the tip of our palms now. We have access to resources that past generations would kill for, and if we don't take use of them, we're squandering something that might have changed the world. Official data from the Bangladesh Telecommunication Regulatory Commission (BTRC) shows that 81% of the country's population is online as of January 2018. Companies with the vision to see into the future know that a digital site can reach a much bigger range of individuals in a substantially shorter time span and with much better cost effectiveness. They have seen the commercial potential in consumers' dependency on the internet and are making efforts to capitalise on it by funding robust digital advertising campaigns. Saleh (2018) added that. nonetheless, skills gap often arises when businesses attempt to fill digital marketing positions with insufficiently qualified candidates. Our educational system doesn't appear to have responded to the growing need for digital marketing

specialists. Moreover, it seems that "debatable" marketing methods have emerged in recent years due to a lack of instruction on digital marketing in academic curriculum. Here in the present, we see the marketing departments of premium companies, such as the ones at the luxury hotel and the café mentioned before, putting pricing on their items in a careless manner, prompting widespread public outcry. The problem, however, is shared by both the employer and the worker sides of the equation. Many businesses in Bangladesh wrongly assume that creating a Facebook profile or advertising on the platform constitutes digital marketing. It is quite usual for major businesses to opt out of strategic campaigns built and managed by digital marketing professionals in favor of just launching a Facebook profile. For quite some time, "popular" college majors have included traditional marketing courses because of their significance and demand from employers. In contrast, what about internet advertising? Very little. There is not a single Bangladeshi educational institution that offers a major in digital or internet marketing. The Daily Star reports that of all the schools surveyed, North South University gives its Marketing majors the most emphasis on digital marketing strategies (although with just three credits out of a possible 130). A tiny number of students are admitted each year, despite the fact that the school teaches valuable skills including ad placement and content management, SEO, and more. Brands need to hire specialist people to maximize and enjoy the advantages of our digital marketing platforms, but doing so requires an expenditure of both time and money in further retraining even after the hire is made, leaving them behind in the competitive online marketing landscape. Most brand workers have minimal knowledge of internet marketing techniques due to decades of reliance on conventional methods, which increases the likelihood of security breaches and other issues.

- **In sufficient budget for digital marketing field**

If we look at our neighbor country India, we will see crystal clear scenario of how serious they are in the digital marketing field. According to a report of Financial Express

(2022), Report finds that 37% of Indian advertisers would allocate 61% or more of their resources to digital initiatives where Bangladesh is much legged behind in this field. Given that the marketing industry in Bangladesh has yet to be radically altered by digital marketing. Therefore, digital marketing is not a top priority for most businesses right now. Due to this fact, the allocated budget for digital marketing during the current fiscal year is relatively small. One way to get a handle on this idea is to examine India's expenditures on digital marketing.

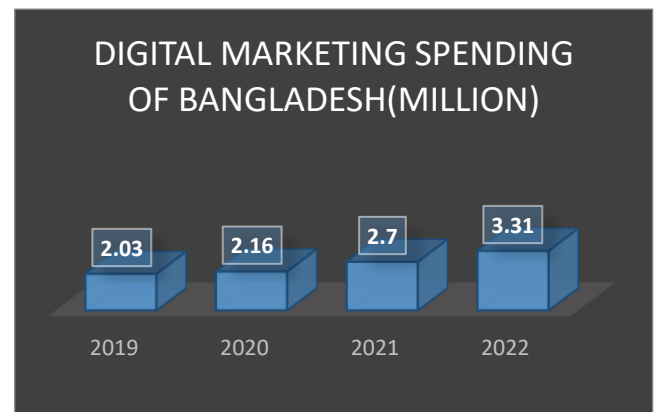
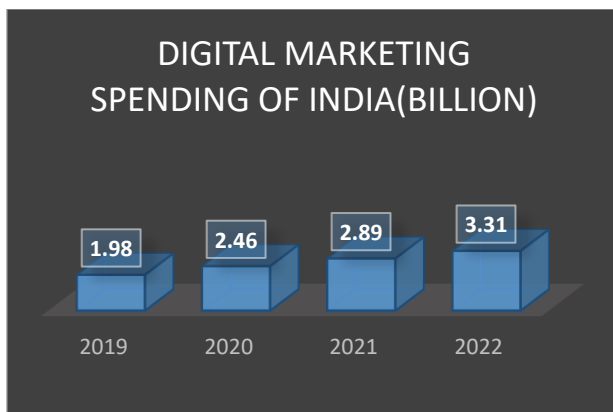


Figure 14: Digital Marketing Spending of India (Billion) **Figure 15:** Digital Marketing Spending of BD (Million)

According to Statista's report, we can see with absolute clarity that in 2019, India had an average budget of \$1.98 billion, while Bangladesh had only \$2.03 million. Additionally, in 2020, it rose by 0.48 billion in India but only by 0.13 million in Bangladesh. This means that there is a significant disparity between the two countries' distribution of funds for digital marketing and the size of its budget. While India's spending rose by \$3.31 billion in 2022, it rose by just \$3.31 million in Bangladesh. Companies can only be so innovative in that area due to limited resources. To this end, it's not enough to blindly adopt the type of calculated risk that characterizes digital marketing for businesses. Which, generally speaking, corporations do not accept. As a result, it's possible that BJIT's brand value would plummet if the company tried to conduct business in Bangladesh.

- **Difficulties to collect and make overseas payments**

Through my investigation, I have learned that sending money abroad from Bangladesh is a time-consuming and complicated process, with few available options due to a lack of reliable channels. Paypal is often used for international transactions. Pay Pal has not yet launched in Bangladesh. Banks like Ester Bank Bangladesh Limited certainly make it possible to make international payments, but their ludicrous restrictions are the greatest headache for any serious digital marketer. Therefore, if BJIT simply operated inside Bangladesh, it too may encounter this problem often. According, to a report of the Daily Star (2019), Paypal was prepared to launch in Bangladesh. well placed person involved in this project revealed that a crew of PayPal executives made a trip lately. In order to establish the foundation for PayPal's business practices in Bangladesh, they convened with government officials and other relevant organizations on many occasions. Another piece of information provided by the source was that an impact on organizational commitment was drafted after discussions between the two sides. The PayPal headquarters in San Jose, California, were cc'd on the document. Only recently did PayPal provide its approval on the proposed contract. Unfortunately, there weren't any progress seen. This is going to another issue for BJIT in term of conducting business in Bangladesh.

3.3.5 Objective: To establish the effectiveness of Digital Marketing plan by Conducting a Detailed Cost-Benefit analysis of BJIT Limited Before and after implementation of digital marketing

Findings:

- **Employee rate increased by 90%**

Mr. Akbar, the current CEO, founded the firm in 2001 with a mere seven employees. By 2022 the numbers grew to 750+. Consequently, there was a significant increase in the wage paid to workers. Over half of the workforce has grown in size in only 20 years. When I spoke with Mr. Mehedi Masud sir, the COO, I learned that the company's recruitment rate was much lower in the past and that it promoted itself mostly via word of mouth. Due to the company's lack of prestige, even workers lacked faith in their long-term prospects. Nearly 60% of employees left within a year. In any case, once internet marketing was initiated, people began to learn about the nation and its products. They learned, too, about all the great research BJIT has conducted throughout the years. Because of their advertising efforts in Bangladesh, the general public was already aware of all this data. They couldn't have made a name for themselves internationally or gained international exposure to the extent that they have without the help of internet marketing. However, in 2022 there are lot of creases going through the CSE graduates to be a part of the BJIT. All of this has been possible because of the brand image that BJIT have gained throughout the years through promoting themselves and gaining customers by digital marketing.

- **Sales rose by 125%**

The IT industry in Bangladesh was lagging behind at the time the firm began operations, making it difficult to attract clients and build a name for itself. International customers tended to lose interest in working with BJIT even after they heard that BJIT was based in Bangladesh. Clients lost interest, but with the support of Digital Marketing, BJIT was able to exhibit its successes and attract talent of a higher grade, and the trend toward more collaboration with BJIT resumed. The outcome was a dramatic shift in BJIT's sales. One year, 2011-2012, had a 159% surge in sales. Growth of 132% was seen in the 2015-2016 fiscal year. In 2019–2020, sales are down 108% from previous years, presumably as a result of the pandemic. However, revenues have climbed by 125% over the last several years, and the business is expecting much

greater growth in the future. Thanks to the success of its digital marketing efforts, BJIT Limited was able to expand its clientele and become more profitable.

- **The brand's worth skyrocketed by 120%**

There was once an era when the concept of a corporation being founded offshore was considered far-fetched. BJIT's journey to commercial success was rocky at best. In spite of this, they have improved their brand recognition by 120 percent over the years, and they have attracted a sizable number of overseas customers thanks in large part to the efforts of their human resources department and the tools provided by digital marketing. The value of the firm has climbed by 120 percent during the last decade. The company's chief executive officer has verified that if sales continue in this direction through 2030, the brand's value would increase by 140%. This is contingent upon continuing to use digital marketing strategies like those used in the previous year.

3.4 Conclusion

The study details BJIT Limited's successful use of digital marketing throughout their outsourcing process. During my research for this paper, I was hoping to learn more about digital marketing on a global scale. To learn everything there is to know about BJIT Limited's advertising strategy, To get insight into the difficulties and limits experienced by businesses that focus only on digital advertising, Through a comprehensive cost-benefit analysis of BJIT Limited's operations both prior to and following the implementation of digital marketing, we will be able to assess the efficacy of the marketing plan and determine whether or not digital marketing was a good investment for the company had it focused solely on the Bangladeshi market. For the first objective, I conducted secondary research and conducted interviews, and I found that social media advertising was profitable for businesses, that search engine optimization is the most important digital marketing strategy for businesses, and that the most

important digital marketing goals for businesses are to raise website traffic and brand awareness. I discover that BJIT places a premium on search engine optimization, that they seek out new customers via in-depth research, and that they prioritize providing excellent service even after the transaction has been made, thereby achieving their second goal. For the third goal, I learned that the most difficult part is keeping up with the pace of change in the realms of both consumer preferences and technological innovation. Then, for the fourth and fifth goals, I learned the hard truths about the hidden digital marketing skills gap in Bangladesh, the lack of a dedicated marketing budget, and the challenges of collecting and remitting funds from outside the country. The paper will serve as a comprehensive manual for how any firm may successfully outsource their operations by relying only on digital marketing.

3.5 Recommendation

While working the digital team for last 4 months. I have come through a lot of new concepts and how to deal with them within that period of time. However, throughout my graduation on marketing I have learn some concepts and ideas that can be helpful for BJIT Limited's and their upcoming marketing campaign. Below the detailed are given

First of all, the company should start to do the typical marketing along with the digital marketing since, everything is flux so only relying on concept may lead to a disaster that can happen in the long run. However, the digital should recruit more members to work more efficiently.

The number of employees in the digital marketing should be increased. There is already and SEO specialist, in under him 2/3 SEO specialist can hired so that the SEO specialist can provide ideas and work more promptly on that field.

In the Marketing and branding field the company has to work and emphasis on Branding more. Like employee branding, is a greater concept to attract new talented people and they may get attracted on the company through that branding. So, in the branding department there should be more employees and along with them the content department should be divided as well. Technical content writing and content marketing is not the same. Hence, they have to work on that and define the work more emphasize that has been laced in the company

Develop the graphic advertising. As I said previously, marketing is a broad discipline, therefore staying competitive requires constant attention to visual marketing. Thus, the corporation should prioritize increasing its deficient level of visual marketing. Semrush (2022) claims that owing to the ease with which users may upload, share, and view videos, Youtube has become the second most popular website in the globe. According to YouTube's newest metrics, the platform now has 2.3 billion users throughout the globe. The firm has to have its own YouTube channel to showcase both its work environment and the educational initiatives it is supporting. Every year, BJIT employs 50 aspiring engineers and provides them with six months of paid training, after which the best 25 are offered permanent positions with the firm. You may display such efforts and the training itself can be uploaded to the video sharing website. It will boost the company's profile and customer base.

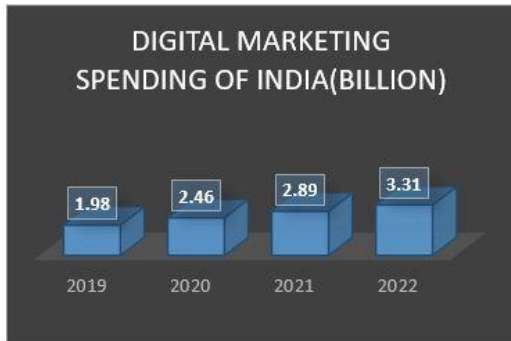
After that, as a consumer acquisition strategy, celebrity endorsement is now the most cost-effective and rapidly expanding channel. However, the trend has really been going strong for the last 10 years, despite what many people may believe. Celebrity endorsement may give your firm a fresh lease of life, so it's worth your time to implement. Even they can utilize an ambassador program to promote themselves in the universities. That is a handy but helpful concept to introduce themselves in the world.

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Appendix A.

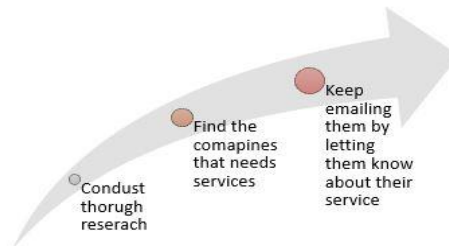


Title: Digital Marketing Spending of India (Billion)

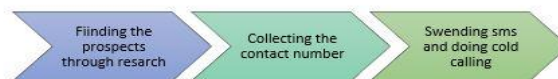


Title: Digital Marketing Spending of BD (Million)

❖ Email Marketing



❖ Mobile Marketing (SMS & Cold Call)



❖ Marketing Analytics



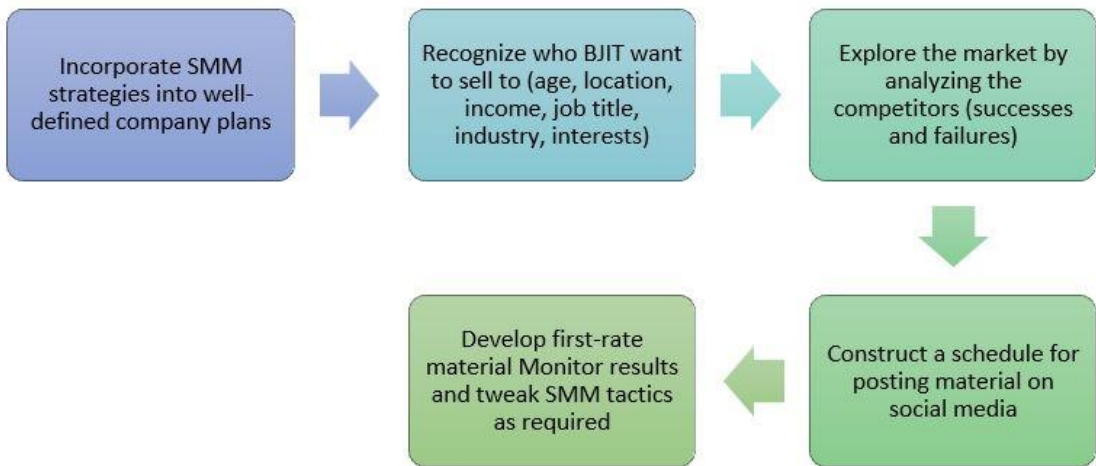


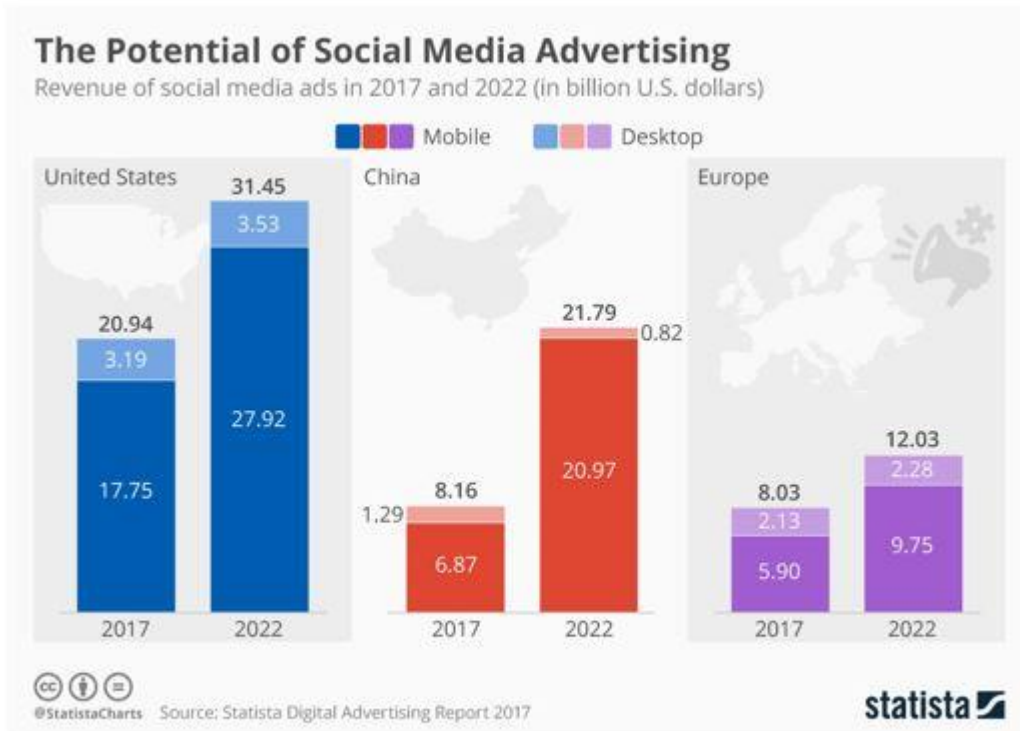
Industry	Average
B2B/B2C	10-15%
Manufacturing	20%
Software as a service (SaaS)	35%

Title: Average Expenditure on Digital Marketing by Industries

❖ **Social Media Marketing**

They follow bellow process for social media marketing





[Source](#)