Internship report On

Digital Empowerment: How AyyKori is reshaping Bangladeshi local communities through local brand partnerships and digital marketing

By

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

Bachelor of Business Administration (BBA)

BRAC Business School

BRAC University

13th July 2023

Digital Empowerment: How AyyKori is reshaping Bangladeshi local communities through local brand partnerships and digital marketing

Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

Sajia Afrin

Student ID: 18104152

Supervisor's Full Name & Signature:

_____

Ms. Nusrat Hafiz, Lecturer,

BRAC Business School,

BRAC University

Letter of Transmittal

Ms. Nusrat hafiz

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on the topic "Digital Empowerment: How AyyKori is reshaping Bangladeshi local communities through local brand partnerships and digital marketing"

Dear Madam,

With due respect, I am hereby submitting my internship report titled "Digital Empowerment: How AyyKori is reshaping Bangladeshi local communities through local brand partnerships and digital marketing" as a requirement of the BBA Program of BRAC University. I have prepared the report with the help of your guidance and in accordance with the guidelines of BRAC Business School where I briefly discussed my experiences working as an Intern in AyyKori Digital Ltd. and its Marketing Department.

I tried my best to finish the report with the most important information and recommendations

in the most compact and thorough way possible.

Sincerely yours,

Sajia Afrin

ID: 18104152

BRAC Business School

BRAC University

Date: July 13th, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between Ayykori Digital Limited and the undersigned student at BRAC University. As I am currently employed at the organization have access to the clients and confidential information. I agree that I will keep all these information strictly confidential and will not share with anyone outside the organization.

Ayykori Digital Limited

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Ayykori Digital Limited

Sajia Afrin

_____

Sajia Afrin
ID-18104152

Acknowledgement

It has been a tremendous accomplishment to work as an intern and to complete my internship report in compliance with the requirements for the Bachelor of Business Administration degree. Without the ongoing advice and knowledge of people who assisted me with the preparation of my internship and report, it would not have been possible.

I have had a incredible time working as an intern for AyyKori Digital limited since it has taught me things and helped me develop skills, I didn't know I had. I want to thank the company for helping me with my internship report by providing all the necessary data, information, and tools.

To begin with, I would like to thank Ms. Nusrat Hafiz and Dr. Md. Asadul Islam my esteemed faculty supervisor and Co-Supervisor internship, for her outstanding guidance in giving me with the necessary support and promptly addressing any questions.

Lastly, I would like to express my gratitude to Maruf Hasan, the Chief Management Officer of AyyKori Digital Limited. And Mr. Adityya Chakroborty, Operation Manager, under whose supervision I did my internship. He has guided me and given me so many opportunities to study new things and broaden my knowledge. I also want to thank my coworkers in the workplace for their advice and assistance throughout the entire program. The learnings I got from him and other colleagues will remain with me forever as well as will help me in future.

Executive Summary

The internship report's goal was to comprise "Digital Empowerment": How AyyKori is reshaping Bangladeshi local communities through local brand partnerships and digital marketing of a brand-new service of AyyKori Digital Ltd. This internship report is based on both primary and secondary data. Gathering information while working with the team as well as consulting with the higher management and the other team members were the leading sources for primary data. As secondary data, the websites of AyyKori Digital Ltd. was helpful. Books, online journals, reports, and news on related topics were also reviewed while preparing the report. In addition, I did my best to adapt the real-world experience into a document while working with minimal information and experience I had about the project.

Despite having the advantage of being the first mover in the market with the product ready, the teams of AyyKori are constantly working on improving AyyKori's target market identification and digital marketing process. Since, the overall outlines of the digital marketing processes for AyyKori were described in this internship report through a few key industries, it is possible to understand how to design the minimal viable product for any kind of product or service for a startup.

This is to clarify that before drawing any conclusions from this internship report, it must be kept in mind that the paper was written quickly and that many details were withheld owing to business confidentiality concerns. Therefore, if there was any inconvenience or confusion, the document may be forgiven.

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Chapter 1: Overview of Internship

1.1 Student information

Name- Sajia Afrin.

ID- 18104152

Major- Marketing

1.2. Job Information

1.2.1. Period, Company Name, Department, Address

I joined AyyKori Digital limited as an intern in June, 2023. This position is a contractual basis. Specifically, I joined their Marketing & Branding department. And to be more specific I joined their Marketing team. The contract was for 3 months which will be ended on 31st August, 2023. The location of AyyKori Ltd. is Gulshan 1, Dhaka 1212, Bangladesh.

1.2.2. Company Supervisor's Information:

Mr. Adittya Chakroborty plays a vital role in directing the department's overall operations as the Operations Manager in the Marketing Department. His position as the Marketing Department's operations manager is essential to preserving the department's effectiveness, productivity, and expansion. His duties include supervising, monitoring, solving issues, making decisions, and promoting effective teamwork and communication.

1.2.3. Job Scope

Despite of working as an intern, my supervisor relies on me with heavy responsibilities as he believes on my capabilities.

- My major duty was to plan and develop marketing strategies for the assigned brands. Thus, I got to work with big companies like Daraz, Esquire Electronic, Manfare, Gear Exact and many more.

- I had to assist in planning and implementing ATL, BTL & Digital marketing activities.

- Co-work with respective trade channels for promotional mechanisms, special offers, in-store displays, and POS materials.

- Conceptualize and initiate digital and social media campaigns by working with various digital agencies.

- Collaborate with the social media team for planning and delivering innovative content across all social media platforms.

- Assist in content creation, design, and copywriting for digital ads and related marketing collaterals.

- Measure/Monitor and report the performance of all digital marketing campaigns.

1.3. Internship Outcomes

1.3.1 Student's contribution to the company

• During the time of internship my important task is to follow the social media marketing where I need to look up for any sort of marketing strategy like the price of products, payment system, increase in sell, diverting customer towards e-commerce websites.

• Generating leads and categorizing the leads and then forwarding it to sales department.

• Idea Generation participation from the interns for planning any online campaign, designing any online campaigns like caption and body.

• Tracking competitors based on segmentation and keeping an eye on the promotional campaigns and offers helps to forecast and formulate strategies accordingly.

• Assisted in launching Facebook campaigns: during Eid season, we had Facebook live sessions with partner business representatives. I assisted in handling the session online, captioning and creating theme and banners.

• Assisted in launching SMS marketing campaign: For generating more engagement I assisted the marketing team for launching SMS campaign throughout Bangladesh where I compiled the text body of the SMS for the campaign.

• Made phone call for affiliate marketing campaign: this one is the major part of my JD. I was in the marketing strategy and planning table and made pathways to train more and more people about affiliate marketing and earn through it.

• Keeping an eye on competitor's digital campaign. I was assigned to observe the

competitor brand's Facebook campaign, what type of post they are giving, how they are doing customer engagement. I need to update it in a Google Sheets which is shared with my supervisors.

• Prepared brand persona: I need to prepare a brand persona for all the partner companies under Ayy Kori.

• Prepared a comprehensive report about different marketing strategies existing in the market followed by the competitors under the category of product type, price and benefits which helped me to know properly about different company's price offerings & specifications.

• Prepared a PowerPoint slides on Marketing strategy to follow for Eid season sell.

1.3.2 Benefits to the student

My abilities were significantly improved, and this internship also increased my confidence and self-esteem. This affected me in many different ways and caused significant changes in my life. I have gained useful work experience as a AyyKori intern that would help me in my future corporate position. At AyyKori, I have improved my technical expertise, people management capabilities, and overall development. Being actively involved in a range of Marketing & Branding department tasks and activities has been really beneficial to me as an intern. Additionally, working at AyyKori has provided me the chance to successfully learn and use Microsoft Teams, Microsoft Word, Microsoft Excel, and Microsoft Word. I've advanced technologically as a result of this.

1.3.3 Problems/Difficulties (faced during the internship period)

My inexperience with 360-degree marketing and other marketing techniques, such as ATL and BTL, made it tough for me to work during the internship term. But with the department's tremendous help, I was able to easily overcome the challenge.

We often used Microsoft Word and PowerPoint for our projects and presentations throughout my undergraduate degree, but I discovered during my internship that Microsoft Excel is the most frequently used program. While writing or compiling several papers, I had to learn how to use Microsoft Excel capabilities like VLOOKUP, Conditional formatting, and formulae. I had to watch a number of videos on many occasions in order to properly get how MS Excel works.

1.3.4 Recommendations (to the company on future internships)

I have some suggestions for this company that they can use moving forward after my contract at AyyKori Digital Ltd. is up. Here are my recommendations below:

- I think work schedule should be more efficient and concentrated.
- Training programs should be documented for future use.
- Appreciation program should be category wise so that lower-level employees also get the chance to be employee of the month.
- There should be a system for the employees to look after their own performance sheet so that they can put more effort to excel.

Chapter 2: Organization Part

2.1 Introduction

AyyKori business platform is the most vital product of the company that I am working for. It is a public commerce platform for the general people of Bangladesh. For the record, there are no such platforms in Bangladesh whatsoever and thus, AyyKori becomes the first mover with this

technology to enter the market (Ayy Kori, 2022). This is an online platform that works as the medium between brands and publishers.

Different brands of manufactured goods will partner up with AyyKori and be available on the platform. This partnership will be based on a CPS model meaning the brands will pay AyyKori a commission according to the number of sales the platform is generating (AyyKori, 2022). This commission will be based on products and categories. Each brand will pay the commission that was decided during the time of commission negotiation. AyyKori is a marketing-tech solution provider company which provides 360° technological solutions to make your business journey easier, smooth and convenient. Besides, it provides solutions which are purpose driven, performance oriented and always consulting with the reputed tech experts from all over the world. Its specialty is in being able to inaugurate the right technology through proper communication integration.

The overall goal of AyyKori's business platform is to alter Bangladesh's e-commerce environment by offering a distinct public commerce platform. AyyKori aims to make online purchasing for the general population simple and effective by working with companies, applying the CPS model, and providing full technology solutions.

2.2   Overview of the Company

History: Three young entrepreneurs are the masterminds of the company. They are Mr. Aminul Islam, Ms. Faiza Zahin and Mr. Maruf Hasan respectively. Initially it was an affiliate marketing company. After a yearlong documentation, legalization and most importantly raising enough capital through the hard-earned money of Affiliate Marketing. AyyKori was launched in 2022.

Mission: *"We thrive to help our clients have global impact"*

They are a digital marketing agency, a web Design/Development agency and a software development company. Alongside their specialization in search engine optimization services and social media marketing services, they focus on all digital marketing services to help online businesses grow. They provide their partner companies better business model, they refurnish website, they do whatever is needed to grow their business and increase the sell.

Vision: To become the biggest disruptive e-commerce ecosystem.

Core Values: In order to aid the people of Bangladesh, the people of the company have established some straightforward core values, which they steadfastly uphold.

• They are honest and transparent about the value they make and deliver;

• They are devoted to disrupt the e-commerce ecology to make a better version of it.

2.3   Management Practices

Leadership Style: The leadership style of any organization is the most important aspect in its management. Employees will be extremely motivated to work and will put out their best effort to achieve any corporate goal with the help of an effective leadership style. In light of this, the corporation employs a "Democratic" leadership style. Democratic leadership, also known as participatory leadership or shared leadership, is a style of leadership in which group members actively engage in decision-making.

Human resource Planning: They have an extremely lenient hiring policy. They post job openings on LinkedIn, Facebook, and bdjobs. After gathering resumes, the HR team compiles a short list for the department head. The best applicants among those who have been shortlisted are then called in for interviews. The other candidates are not disregarded. They keep their resumes on file in case suitable future possibilities arise.

2.4   Marketing Practices

Marketing Strategy: In addition to product creation, AyyKori has a reputation for establishing positive relationships with both B2C and B2B businesses. The company's main marketing approach is to offer products for sale at a markedly reduced cost while maintaining a high standard of product quality, client satisfaction, and brand value. Being a cashback platform, they are showing people that shopping is saving money through this platform. People can also earn by signing up affiliate partnership.

Target Customer: By segmenting and targeting, AyyKori has listed their target audience in 2 categories. For Business partnership, all local business and digital business platform companies are brought under the target. And for selling the products, as it is a new shopping platform for Bangladeshis, the youth, educated and modern concentrated people would be the consumers initially.

Branding Activities: AyyKori engages in various creative branding activities that are highly beneficial for marketing offerings and benefits to the customers and that also function as a strategy for gaining new clients. The marketing initiatives carried out in AyyKori include

- Facebook Live
- Bonus for registration campaign
- Commission on sell
- Posting Online Video Commercials (OVC) on YouTube and Facebook
- Content creation by influencers

2.5 Operations Management and Information System Practices

A company needs a proper setup to be able to bring out the best and provide the best. The following structures will explain how AyyKori functions through the hard work and dedication of the talented and experienced employees and engineers on the team.

Management: Chairperson- Decision maker of the company. Attends all important meetings and everything also she is now full-time at the office. She had a separate job (Daraz) other than managing AyyKori. The CEO and the Managing Director are the leaders of the company. The CEO focuses on the business side with marketing and branding whereas the Managing Director leads the technical side of Ayykori such as technical problems and software development.

Partners and Sponsors: AyyKori has some big companies as their partner. Daraz, One Ummah BD, AjkerDeal, Esquire Electronics, Deen, Lotto, Gear Exact and many more. AyyKori is working to betterment their business and increase sell. As a startup, the company is demanding a very little interest from their partners. Sponsorship information is very confidential but big companies and investors are always appreciating the concept and keen to invest in this company.

Product Partners: The account users, who are spreading out the products from partner business companies are called "Product Partners". They are doing their job independently. Some are promoting the products on Facebook, WhatsApp; some are doing it on their websites and YouTube channels.

Development team: A highly talented senior software engineer along with a software consultant is managing the whole team with junior developers and interns. There is also 3 UI/UX designers and a graphics designer in the team.

Business team: 2 key account managers, 3 business development officers, 2 content creators, operations executive, branding specialist, strategic planner and interns are guided directly by the CEO here. They all are knowledgeable people and creative.

Information System Practices: AyyKori platform takes cookies with transparent agreement with the users. As this is a startup company, for now they are storing all necessary data and information in excel sheets. Partner information, agreement, user data, product cost, sell, revenue, commission percentage etc. everything is kept in excel sheets.

For mailing purpose, the company uses their own domain mailing system. All the company employees including the interns use company mailing system for corporate purpose.

The office has HRM software by which employees' entrance and exit is stored digitally using the card system for data input. Data is maintained in spread sheet.

2.6 Industry and Competitive Analysis

Porter's 5 force:

1. Threats of new entrants: High
   AyyKori cashback system is totally new in Bangladesh. So, it has a high risk of entrance of new comer in the market.

2. Threat of substitution: Low

Currently there is no other business similar to AyyKori. So, the risk of substitution is very low.

3. Power of suppliers: Low

   In AyyKori platform, the power of suppliers is very low. As other business companies also need to generate profit. So, they cannot cross the boundary of discounts and offers. Though, AyyKori has gathered well number of suppliers under their platform and the number is rising.

4. Power of buyers: High

   Power of buyers is high in this business model. As it is depending on the buyers whether they are adopting this new shopping technique or not. It also depends on their willingness and convincing them to be active user here.

5. Rivalry among existing competitors: Low

   As there is no other similar company existing in the market, there is no rivalry.

SWOT analysis:

Strength:

● In AyyKori one of their greatest strengths is its employees. Their teamwork is very well coordinated and well maintained. The employees are very loyal and honest to the company despite AyyKori being a startup with no competitive salary allocation to the employees. Communication between the employees and the heads of the company is very easy which helps the employees to stay motivated.

● A very innovative business model. One of the only few ones in Bangladesh. Hence, they have comparatively fewer to no competitors in the country being one of the only ones to serve the market.

● The R&D of the company is very strong. Every decision of the business is taken after doing proper R&D. It gives them an upper hand on how to progress on work and take practical decisions.

- In their e-commerce market, they have good consumer satisfaction and good relations with them. This is eventually helping create a brand image. Which will help them in the future if any potential competitors enter the market.

Weakness

- As AyyKori is a start-up company one of its biggest weaknesses is a lack of funding. They might face many possible crises because of this. They could do more or expand their company's reach further with proper funding

- Not being in a corporate environment. AyyKori office is set up in an incorporated environment.

- Financial statements always fluctuate as it is a new company. It makes it hard to make certain decisions.

- In certain cases, freelancers are hired for instance to develop the theme of technology. This increases their extra cost causing an impact on their profit.

Opportunity

- AyyKori is getting well-known day by day as they have connections with many well-known and well-established companies. This is also promoting branding indirectly of AyyKori. Recently they got grant from Bangabandhu Innovation Grant which made them look potential among the country.

- Giving a 360-degree solution as it approaches other developing companies easily. They mainly focus on product selling, branding, marketing, web design, etc.

Threats

● Indirect competition with a company named 'Shohoj affiliate" which does similar work to AyyKori. The competitor company uses similar business model like ours. So the threat is high .

● Although this is a new business in the future many people might adopt the ideas and come up with similar businesses increasing AyyKori competitors. They might lead the market eventually with more innovation to the idea.

2.7   Summary and Conclusions

In Bangladesh, AyyKori is an intriguing place to shop. With its alluring features and possibilities for affiliate marketing earnings, it may in fact offer clients a special value proposition. It's crucial to remember that the likelihood of establishing a monopoly depends on a number of variables, including client demand, market rivalry, and the company's capacity for innovation and adaptation.

High growth potential is advantageous, but companies must also preserve fair competition and put the needs of their clients first. Monopolies, in which one business controls the market, can occasionally limit consumer options and stifle innovation. To build its reputation and satisfy customers, AyyKori must concentrate on delivering exceptional products, services, and experiences.

It's also important to take affiliate marketing's ethical implications into account. Building trust with customers depends on being open and honest. The long-term success of the company can be aided by ensuring that affiliate marketing operations are carried out morally and with full disclosure.

Overall, despite the potential and promising qualities of AyyKori, every company must constantly develop, adapt, and put the needs of its customers first in order to thrive in a cutthroat industry.

2.8   Recommendations/Implications

As an intern of the company, I have tried out every single feature of the platform. I have seen the company from a very close look. I think there are certain areas to improve. They really need to

change their office because employees get interrupted by Azan sound direct from speaker to office window.

Another thing is they should increase organic users for both shopping and affiliate marketing from the platform. Because there is no doubt this is a convenient platform and a good source of extra income. People will be benefitted if they know how to utilize it.

Chapter 3: Project Part

3.1   Introduction

AyyKori is a platform for public commerce in Bangladesh, there. It is a very young and cutting-edge online marketplace that seeks to link brands and publications while giving the general public a distinctive buying experience. AyyKori's main goal is to provide the people of Bangladesh with an extensive internet shopping platform. It attempts to close the gap between publishers and brands by offering a centralized marketplace where customers can find a variety of goods from various partnered brands.

The primary objective of AyyKori is to offer a robust online shopping environment to the people of Bangladesh. It makes an effort to bridge the gap between publishers and brands by providing a single marketplace where buyers can find a selection of products from various partnered brands.

AyyKori collaborates with numerous producers and brands of different products. Through these alliances, the platform is able to provide a wide variety of products to its users, meeting their varied needs and interests. Cost-per-Sale (CPS), a commission-based business model, underlies AyyKori's operations. Based on the volume of sales produced by the platform, brands pay AyyKori a commission. As a result, brands are encouraged to actively promote their items on the network, which boosts sales. AyyKori describes itself as a provider of marketing technology solutions. To improve the entire user experience and increase business productivity for both brands and publishers, it provides technology solutions and consulting services. In order to improve communication and provide a flawless experience for all parties concerned, the organization wants to integrate the appropriate technologies.

AyyKori is an up-and-coming public commerce platform in Bangladesh that aims to transform online shopping. AyyKori seeks to deliver a quick and all-inclusive purchasing experience for the general public by partnering with brands and publishers and providing a wide choice of items.

3.1.1 Background/Literature Review

Since COVID-19, digital marketing has increased in Bangladesh. Many companies have benefited from digital marketing as a result of its development and growth. When it comes to shopping and purchasing goods and groceries, digital marketing has benefited this sector of the economy. Customers prefer to deal with the shopping sector because it is heavily reliant on BTL and ATL marketing, but when a pandemic strikes, it becomes impossible to conduct ATL-BTL and traditional marketing activities. But the hurdles have been eliminated because to how simple internet marketing is. Therefore, digital marketing primarily had two effects on the market: through sales and through branding.

Numerous studies have been conducted to highlight the advantages of affiliate marketing for both merchants and affiliates. Affiliate marketing provides retailers with low-cost promotion, better brand exposure, and higher sales conversion rates. Affiliates, on the other hand, profit from the possibility to make passive income, form collaborations with recognized businesses, and gain online authority. The review focuses on how affiliate marketing helps to win-win relationships that allow both parties to achieve their objectives.

According to Gallaugher and Auger (2001), Affiliate marketing is a sort of internet advertising in which merchants share a portion of sales income generated by each consumer who arrived at the company's website via a content provider. A content provider, also known as an affiliate, will typically place an online advertisement (such as a banner or a text link) on its website. Visitors who click on the ad are sent to the merchant's website, and their affiliation is recorded by a cookie stored on their computers. They also claim that affiliate marketing is more cost-effective for businesses than other forms of internet advertising since it reduces the administrative costs associated with purchasing advertising.

According to a study performed by Adobe and the CMO Council, an increasing percentage of marketers in India utilize digital marketing to gain a competitive advantage. According to the report, India ranks first in terms of trust in digital marketing as a source of competitive advantage.

Ninety-six percent of Indian marketers are confident in digital marketing's capacity to drive competitive advantage. According to the study, it is among the largest in Asia Pacific APAC, with just Australia leading the way with 97%.

The platform, AyyKori, is a place where local business communities can do their business in an advanced and modern technical way. Branding of AyyKori and partner companies are done through digital marketing. Traditional marketing was once the sole effective strategy for carrying out promotional and advertising activities, such as print advertisements, billboards, brochures, auto expos, etc. to locate the desired TG. However, thanks to advances in science and technology, individuals now favor digital marketing more than ever before because so many people have smartphones and internet access.

Therefore, for affiliate marketing strategy, the best sector for implementation chosen was social media marketing. We developed strategies to attract and gather users through Facebook campaigns.

3.1.1.1 Medium of Digital Marketing

Everyone is aware that digital marketing is a web- or technology-based marketing system that aims to increase customers' understanding of digital marketing. (Chaffey & Chadwick 2012, 11.)

Search Engine Optimization (SEO): SEO is the process of improving a website's visibility and organic (unpaid) positions on search engine results pages (SERPs) by optimizing its pages. It entails a variety of approaches and strategies targeted at improving a website's appeal to search engines and people. People looking for local businesses, goods, or services might benefit greatly from local SEO (Mishra 2020.) Users may easily and quickly find nearby companies thanks to this. Local SEO is quite helpful for people looking for nearby establishments, products, or services. By optimizing their websites for local searches, businesses can increase the likelihood that their websites will appear in local map listings and search results. This makes it possible for users to find neighboring businesses quickly and conveniently. It is simply used to make the company website more visible and to search for information. The primary goal of SEO is to increase the

business website's position at the top of search engines like Google, Yahoo, etc. An increase in page or site exposure indicates that more customers are aware of your company.

Influencer marketing: Influencer marketing is a type of marketing in which powerful individuals, known as influencers, are used to promote or endorse products, services, or brands. Influencers are often someone who have developed reputation and a large following on social media sites like Instagram, YouTube, Tik Tok, or Twitter. The idea behind influencer marketing is to use the popularity and trust of the influencers' following to raise awareness, increase engagement, and ultimately influence customer behavior. Content optimization is one type of digital marketing strategy that attempts to attract customers. In order to attract customers, Content optimization is an attempt to introduce a very simple method. Here, we are continually striving to prioritize the consumer's likes, values, and preferences so that the customer is drawn to the product or service.

According to Barone 2020, Unlike traditional advertising tactics, which involve firms openly advertising their products, influencer marketing takes a more subtle approach by including product references, reviews, or endorsements into the influencers' material. Influencer marketing initiatives frequently entail brand and influencer engagement, with the influencers being compensated for their promotional activities. Collaborating with influencers who have a large following and impact in the target market can increase brand visibility and reach. Influencers can utilize their authority and engage with their audience by promoting products or services, providing reviews, or creating sponsored content. Compensation might take the form of monetary money, free items or services, exclusive experiences, or affiliate relationships in which influencers earn a commission on sales generated through their unique referral links.

Pay per click: According to Buda 2014, Digital marketing is made simpler by Pay-Per-Click (PPC) advertising. Traditional advertising does not require a lot of money and is not available worldwide. It covers a pretty small area overall. means that just a small number of individuals will be aware of your business and your product or service. But you have to pay a fee for digital advertising. But keep in mind that people all over the world will be aware of your brand, services, and company. To do this, use Facebook and Twitter. because the world is covered by these web-based platforms. Pay Per Click (PPC) advertising is a type of online advertising in which advertisers pay a fee each time their ad is clicked. It is a strategy of driving traffic to

websites in which advertisers pay only for real clicks on their advertisements rather than ad impressions or views. PPC is frequently associated with search engine advertising, specifically platforms such as Google Ads (previously known as Google AdWords). Advertisers bid on specific keywords relevant to their target audience and construct ads to appear alongside search results when those keywords are searched for in a PPC campaign. The advertisements are often displayed at the top or bottom of search engine results pages (SERPs), and are designated as "sponsored" or "ad."

Social Media Marketing: Users can use software and services for trading, discussion, communication, and social interaction, and they are known as a digital platform (41) (Ryan & Jones 2009, 152). Social media is the most comprehensive and unrivaled tool for digital marketing. These social media channels are used by entrepreneurs to promote their products and services as well as to disseminate information. Social media marketing is becoming more popular and accepted as a result of complex, crucial data innovation and analysis, friendly approaches, and modern thinking. Social media marketing is the process of promoting products, services, or brands through social media platforms and engaging with the target audience. To achieve marketing objectives, it entails developing and distributing content, launching advertising campaigns, and encouraging interactions on social media sites.

According to the researcher (Barone 2020), The advantage of using social media is that a businessman can immediately see the results and understand where to grow, how to alter, and what exactly is working here. Instead of selling an idea, product, or service to consumers, social marketing focuses on what they want and need. It is intended to help society and its users rather than marketers. This strategy is all on discovering what people want. Paid social media advertising allows firms to reach a larger audience beyond their organic reach. Platforms offer personalized advertising based on demographics, interests, actions, and other criteria. Image or video advertising, carousel ads, sponsored posts, and other forms are possible.

Affiliate Marketing: Affiliate marketing It is stated that it is a common strategy for earning earnings from websites and also assists merchants in increasing their sales. Affiliate marketing is extremely helpful to both retailers and affiliate marketers. Merchants can benefit from affiliate marketing. They can engage numerous independent websites to advertise their products and services. Advertisers of merchants can only pay content providers if the ad truly leads to a sale,

and advertising expenses in affiliate marketing shift from fixed to variable. It can make allocating advertising funds easier. Affiliate marketing regularly generates results that are beneficial to everyone involved. Individual organizations can be better utilized: Word of mouth marketing is a method of promotion that relies on happy consumers and supporters to grow a brand. As a result of their promise of word-of-mouth publicity, affiliates can contact their own groups with greater success. Affiliate marketing regularly generates results that are beneficial to everyone involved. Individual organizations can be better utilized: Word of mouth marketing is a method of promotion that relies on happy consumers and supporters to grow a brand. As a result of their promise of word-of-mouth publicity, affiliates can contact their own groups with greater success.

3.1.1.2 Challenges for Digital marketing in Bangladesh

While digital marketing in Bangladesh provides several potential, it also presents a number of problems. The main roadblock to developing digital marketing in Bangladesh is infrastructure. All sides should join together and work as a team in order to overcome the obstacle. The government should collaborate with other stakeholders including businesspeople, advertising firms, the media, etc. on the same platform. The difficulty of using digital platforms is growing along with technical improvement, and in this process of digital marketing, the primary difficulties are the allocation of capital and the vagueness of the marketing management function. (Chaffey & Chadwick 2019, 21-22)

Here are some of the most typical issues encountered in Bangladesh's digital marketing landscape.

Despite tremendous progress in recent years, internet penetration in Bangladesh remains low when compared to many other nations. This makes reaching a large online audience difficult and limits the possible client base for digital marketing operations.

Bangla (Bengali) is the major language spoken in Bangladesh, and while English ability is rising, many web users still face a significant language barrier. Creating localized and vernacular content might be critical to engaging with the target audience effectively.

Many individuals and enterprises in Bangladesh may have insufficient awareness and comprehension of digital marketing tactics and techniques. To bridge this knowledge gap, more widespread digital literacy programs and awareness activities are required.

Access to dependable internet connections may be limited in some sections of Bangladesh, particularly in rural areas. This can have an impact on the capacity to efficiently implement and analyze digital marketing strategies.

When compared to other nations, the availability and usage of online payment methods in Bangladesh may be limited. Cash on delivery (COD) is a popular payment method, which can have an impact on the growth of e-commerce and digital marketing campaigns.

Online frauds, fraudulent operations, and data privacy concerns are all typical challenges in Bangladesh's digital ecosystem. Building client trust and guaranteeing secure online transactions are critical for digital marketing success.

Digital marketing operations in Bangladesh are governed by regulatory frameworks and rules. Compliance with various rules, such as data privacy legislation and advertising guidelines, can be difficult for digital-only enterprises.

As firms compete for the attention of a restricted online audience, the digital marketing scene in Bangladesh is becoming increasingly competitive. Standing out and getting the attention of the target market necessitates new methods and distinction.

3.1.1.3 Challenges for local brands to incorporate digital marketing

Local businesses that use digital marketing encounter a number of difficulties. Although local businesses can be effectively promoted online via digital marketing, there are particular challenges that local brands must face in order to succeed online.

Local brands may have fewer expenditures than larger, national or worldwide firms. They may have limited financial resources, making allocating a major amount of their budget to digital marketing problematic. In comparison to larger, national or worldwide enterprises, local brands frequently have lower marketing expenses. Due to the rapidly rising expenses of digital advertising, having limited financial resources can make it difficult to compete.

Local businesses need to rank well in local search results, yet local SEO may be challenging and competitive. Success with local SEO depends on maintaining accurate NAP (Name, Address, Phone number) across directories, optimizing for local keywords, and obtaining favorable ratings. Local businesses frequently operate in competitive markets, and ranking well in local search results can be difficult when competing against larger organizations or established brands. Local SEO requires the use of location-specific keywords and phrases, but finding the correct keywords that are relevant to the business and have a reasonable search volume can be difficult.

The reputation of regional brands can be dramatically impacted by online reviews and consumer feedback. Maintaining a healthy brand image requires handling and reacting to reviews, all positive and negative.

Although accurate geographic targeting is possible with digital marketing, doing it successfully can be difficult. Local businesses must make sure that their content and advertisements are seen by the relevant people in their chosen target market.

Competition in local marketplaces can be fierce, particularly in heavily populated areas. In the midst of several competing companies competing for the same target market, local firms may find it challenging to separate from the crowd and acquire attention.

Some local firms may lack in-house digital marketing skills and may be afraid to invest a substantial portion of their money on something they are unfamiliar with or do not completely

comprehend. Local firms may struggle to effectively reach their target audience through online platforms without the proper digital marketing expertise, losing out on prospective customers.

Due to a lack of experience, local firms may wind up spending a lot of money on digital marketing campaigns that don't get the anticipated outcomes. Without qualified staff, local firms could find it difficult to stay up with the most recent trends and technologies given how quickly the digital landscape is changing.

3.1.1.4 How to overcome the barriers of digital marketing in Bangladesh

The most significant obstacle and hindrance to increasing digital marketing in Bangladesh is infrastructure. To overcome the barrier, all sides must work together as a team. Not only the government, but also other stakeholders such as businessmen, advertising agencies, media, and so on, should collaborate on the same platform. With technology improvement, the digital platform challenge is developing, and the primary challenge in this digital marketing process is capital budgeting and the undefined marketing management function. (Chaffey & Chadwick 2019, 21-22).

Overcoming hurdles in digital marketing in Bangladesh necessitates the use of methods to address specific market issues. Here are some crucial methods to overcome these obstacles:

Work with internet service providers to improve internet access and connection across the country. Focus on mobile-friendly content and marketing, as smartphones are used by a huge section of the population to access the internet. Create lightweight, fast-loading web pages for users with slower internet connections.

Conduct digital literacy programs to inform the general public about the advantages when utilizing technology and the internet. Provide free training sessions and classes to businesses and people to teach digital marketing skills. Using social networks along with other online platforms to spread the word about the benefits of digital marketing.

Make stuff in native languages to reach more people in Bangladesh. When creating promotional materials, keep cultural sensitivities in mind to make sure they connect with the audience you're

targeting. Work with nearby influencers and content makers who are familiar with regional subtleties and preferences.

Address customer concerns about security and confidentiality of data to establish trust. Establish standards for safeguarding data and ensure compliance with applicable requirements. Keep up to date on the legal framework in Bangladesh for digital marketing and guarantee that it complies with applicable legislation.

Collaborate alongside government officials and other partners to enhance the network and lower the cost of internet connections. More people will be able to participate in digital marketing activities as internet availability improves. Make informed judgments by using statistical analysis to evaluate the efficacy of digital marketing efforts. User conduct as well as habits can be used to drive future marketing initiatives.

Take advantage of the popularity of social networking channels in Bangladesh. Engaging customers on social media can help to increase brand loyalty and generate traffic for websites and internet merchants. Motivate professionals to stay informed on internet advertising trends and standards by enrolling in online classes, taking seminars, and attending industry events.

3.1.2   Objective(s)

According to the literature assessment, there is a gap in current literature since relatively few studies have been undertaken to find out the barriers for digital marketing Bangladesh's perspective. As a result, the following objectives are planned for this research:

❖ To explore the challenges of digital marketing
❖ To explore the challenges of local brands to incorporate digital marketing
❖ To figure out the solution for the challenges of digital marketing

3.1.3   Significance

The study will show how people with little experience and even no educational background can earn a good amount of money simply by using their cell phone and the internet. To begin, the data acquired shows how local company groups are brought together on a highly standard market platform. As a result, their business expands, sales increase, and their network expands. Second, this research will look into the challenges of digital marketing. How digital marketing is assisting in the empowerment of local business communities. Furthermore, the research will uncover methods to solve the problems of digital marketing. Furthermore, this research will help to adopt digital marketing techniques, which is critical right now because Covid-19 has severely traumatized the entire system. As a result, the research will uncover solutions to the issues of digital marketing. Furthermore, this research will help to adopt digital marketing techniques, which is critical right now because Covid-19 has severely traumatized the entire system. As a result, this study will be incredibly important as the world moves towards a post-Covid-19 future in which digital marketing plays a critical part in various marketing strategies.

3.2 Methodology

There are three sorts of research: qualitative, quantitative, and combined. Qualitative research is a type of market research in which information is gathered through open-ended and conversational involvement. The foundation of qualitative research is social science subjects such as psychology, sociology, and anthropology. As a result, qualitative approaches to study allow for in-depth probing and questioning to be conducted based on what they say, with the interviewer/researcher also attempting to evaluate their motives and thoughts.

Quantitative research is defined as the systematic examination of events using measurable data and statistical, mathematical, or technical tools. Quantitative research collects data from current and potential customers through the use of sampling methods and the distribution of online surveys, polls, questionnaires, and other kinds of data collecting, the results of which can be

represented quantitatively. After thoroughly comprehending these numbers, one may estimate the future of a goods or product and make necessary changes

A study design that involves both presumptions of philosophy and inquiry approaches is known as mixed methods research. Many components of the research process incorporate philosophical assumptions that guide data collection and interpretation, as well as a combination of qualitative and quantitative approaches. It is a research approach that gathers, analyzes, and combines both qualitative and quantitative information in a single study or group of studies. In this project, I will use qualitative research methods to investigate the issues of digital marketing. This study will look into how digital marketing is assisting in the empowerment of local business communities. Following the adoption of the qualitative research approach, a specific data collection method must be chosen.

3.2.1 Interview

Data collecting methods include interviews, semi-structured interviews, organized interviews, perception, focus group discussions, and so on. However, due to time and financial constraints, this study will use a semi-structured interview. A semi-structured interview is one in which the person being interviewed just asks a few predetermined questions and the rest of the inquiries are unplanned. They allow for objective candidate evaluations while additionally providing opportunities for informal investigation of candidate-related topics. To focus on exploring the challenges of digital marketing and the solutions for it and how it is helping to empower the local community the study will be conducted on the basis of interview of couple of people.

3.2.2 Sampling strategy and Sample Size

Convenience sampling is a type of random sampling strategy that collects data from people who are easily accessible to participate in the study. Convenient sampling is a type of selection that occurs when the first available main data gathering method is employed without regard for any additional study limitations. To put it simply, this sampling technique entails gathering individuals

everywhere they are accessible, which is typically the most convenient spot. In convenience sampling, no comprehensive parameters were used prior to the choosing the individuals. Subjects of all kinds are welcome to participate. Because participants' flexibility was required because of their hectic lives, an appropriate sample was used to choose respondents for the study.
(Islam et al, 2019)

3.2.3 Thematic Analysis

The information needed to be physically assessed because of the tiny sample size. The review was a thematic one with the purpose to make sense of the participants' comments. We largely examined the raw data acquired during assessments, which were subsequently turned into transcripts, using manual analysis. We started by identifying the threads so that we could begin the coding process and build the categories, which served as the framework for establishing concepts for the examination and debate. After the interview, the research was transcribed, and I attempted to decipher the codes so that trends could be identified. As a result, all of the discussions were recorded, codes were created, and themes were created. The collected primary data is presented in the next part, which was divided into four major components which were challenges with digital marketing in Bangladesh, solutions to overcome the barriers of digital marketing

3.3 Findings and Analysis

3.3.1 Reshaping Local Business Communities

AyyKori is a platform that provides access to a wide variety of products from a variety of suppliers. This platform enables customers to browse and purchase things online by bringing them online. This access to digital commerce empowers individuals by expanding their alternatives and making online shopping more convenient. It promotes the development of digital literacy and abilities. The platform offers tools, tips, and educational materials to help consumers successfully navigate the digital purchase environment. can help improve digital

literacy among its users by providing guidance and information on safe online practices. The platform can serve as a springboard for aspiring digital firms. People who provide unique items or services can work with it and utilize its services.

In terms of partnership, the AyyKori platform has around 50 companies. It is a one-stop shop where local businesses may promote their wares. The agreement is based on platform sales, and the business companies will split a commission rate with AyyKori. As a startup, they are taking a low commission to encourage local businesses to check out this platform. AyyKori has their data for the past two years. The data shows that the sale is gradually increasing, even though covid did not slow the growing rate. It is envisaged that the Bangladeshi local business community would be given a platform to grow.

3.3.2 Empowering Local Communities with digital marketing

AyyKori Affiliate is a wonderful tool that allows anyone to earn money with no strings attached. The work is done from anywhere using a mobile phone. Initially, they are enlightening others about this incredible chance. One can earn money in a variety of methods here. To begin, there is a sign-up bonus for simply opening an account. Second, affiliate partners can quickly produce product links from the website and publish them wherever using their own strategies. They can earn up to 17% of the product price in commission for selling each product. Furthermore, there is a referral bonus for convincing others to create and join the affiliate network. Finally, there is a cashback scheme for every transaction.

3.3.3 Difficulties to attract customers through digital marketing
3.3.3.1 Limited Broadband Availability

Interviewee 1, stated that limited broadband availability has a great impact on not being able to grab customers attention through digital marketing.

"Limited Internet connectivity lowers reach, causing our target customers to miss out on the campaign. Potential customers may be unable to access the website, social media platforms, and watch the contents, or other platforms where promotional materials will be delivered."

Interviewee also shared

"I feel E-commerce transactions get hampered by limited broadband connectivity, particularly in areas with slow or inconsistent access to the internet. Shoppers may encounter issues processing purchases, resulting in carts being abandoned and lower conversion rates."

Interviewee 3 added with Interviewee 1 about slow connectivity along with limited availability of broadband

"Websites, landing pages, and multimedia content are critical components of digital marketing. If a person gets a slow connectivity, web sites and content will take longer to load. Slow-loading websites can irritate users and increase bounce rates, harming their browsing experience and ranking in SEO."

3.3.3.2 Not enough expertise and skills in digital sector

Interviewee 2 expressed that expertise and skills are essential ensure the success of digital sector.

However, he shared that,

"The digital marketing world is brimming with tools and software meant to automate advertising procedures and statistics. Having not enough expertise and skills marketers may miss out on crucial data findings or fail at automating repetitive operations if they lack the essential knowledge to use these technologies successfully, reducing overall campaign efficiency."

To add with the statement of Interviewee 2, Interviewee 5 added that,

"The digital landscape is continually changing, with new trends, tools, and platforms being introduced on a regular basis. Marketers who lack the necessary abilities and expertise may find it difficult to maintain up with such changes, resulting in missing chances and falling behind rivals."

3.3.3.3 Restricted Payment Options

Interviewee 4 expressed regarding restricted payment options that,

"Digital payments generate useful information about consumer actions and preferences. Organizations could lose out on this vital data due to limited payment alternatives, rendering it difficult to enhance marketing campaigns based on consumer feedback."

She also stated that,

"Certain demographics, such as technologically adept and urban consumers who are more inclined to use methods of digital payment, may be approachable via digital marketing. Restricted payment alternatives, on the other hand, may limit access to other market sectors that rely primarily on conventional means of payment."

3.3.3.4 Challenges with reliability and safety

Interviewee 2 opined that, Consumer trust in online transactions is dependent on reliability and safety.

"Customers who are concerned about the confidentiality of their private details or payment data may be unwilling to participate in digital advertising efforts, resulting in reduced conversion rates and online sales."

Interviewee 3 explained more specifically

"The online fraud and scams might get more prevalent in a scenario where safety precautions are insufficient. This can have a negative influence on trust among consumers in digital platforms, resulting in lower interaction with internet ads and attempts at marketing."

3.3.3.5 Competition and Market Saturation

Negative evaluations or comments can spread quickly in a competitive environment, harming a company's reputation. Interviewee 2 added that,

"In such cases, reputation management becomes critical, and organizations must be vigilant when solving customer issues while keeping a favorable online image."

About market saturation Interviewee 3 expressed that,

"In some businesses, market saturation can restrict their chances for significant growth. Businesses in oversaturated marketplaces may struggle to extend their consumer base, resulting in stagnant or poor growth."

3.3.4 Difficulties of local brands incorporating Digital marketing
3.3.4.1 Limitation of budget

Interviewee 1 expressed that limitation in budget, there are numerous obstacles in utilizing various tools and technologies which creates limitation in exploring digital marketing.

"Local brands with limited budgets might find it difficult to reach larger audiences, resulting in decreased exposure and brand awareness. Paid advertising on platforms such as Google Ads, social media, and display networks is frequently used in digital marketing."

He also opined that,

"Many digital marketing tools and software need either recurring or yearly payments. Local brands may lack the finances to make an investment in these sophisticated tools, restricting their capacity to enhance operations and acquire valuable data insights."

3.3.4.2 Local SEO

Interviewee 2 expresses that, A solid local SEO strategy helps build a brand's reliability and confidence in the neighborhood.

According to the opinion of Interviewee 2,

"A brand's exposure in results for local searches is to be increased by local SEO. The rivalry for top search ranks in the local market is getting more intense as more local firms enhance their online visibility for local searches. This might make it difficult for new or smaller local firms to build a strong online presence and effectively compete with more established rivals."

Interviewee 1 added to the opinion of interviewee 2 that,

*"Brands may benefit from regional possibilities like advertisements, events, and seasonal patterns by using local SEO. Without an effective online presence, local firms may not be able to take advantage of these chances to connect with their local commun*ity."

3.3.4.3 Online reputation management

Interviewee 3 states, Consumer perception of a local brand is directly influenced by its online reputation. Negative feedback, critiques, or articles can damage a brand's reputation and reliability, making it difficult for local businesses to draw in new clients and keep hold of their current client base.

He also states that,

"Consumers of today rely largely on online reviews and customer feedback when choosing products. Local brands risk losing revenue and a decreased probability of client acquisition if

they overlook ORM by missing opportunities for impacting potential customers throughout their process of decision-making."

Additionally, he expresses,

"Managing your online reputation is crucial when an incident or undesirable publicity occurrence occurs. Brands without ORM strategy may find it difficult to manage the story and effectively repair harm to their reputation."

3.3.4.4 Lack of In-House Digital Marketing skills

Interviewee 4 has expressed that,

Local firms could find it difficult to create efficient, data-driven digital marketing strategies without the help of qualified digital marketing specialists. This may lead to the spending of funds on unsuccessful efforts that fall short of their intended goals or the target audience**.**

"To accurately quantify campaign success in digital marketing, sophisticated analytics are required. Local brands may struggle to collect and analyze data efficiently without in-house digital marketing expertise, making determining the return on investment difficult."

Interviewee 5 added with the expression of Interviewee 4,

"A lack of in-house digital marketing expertise can lead to missed opportunities for profit on trends that are seasonal, social networking moments, or viral materials, all of which can have a big impact on a company's exposure and involvement."

3.3.5 Solutions to the Challenges of digital marketing

3.3.5.1 Internet Access and connection

Interviewee 1 opined that,

"Access to the internet makes it possible to implement numerous consumer engagement tactics, such as interactions on social media, questionnaires, and sweepstakes. Engaging with clients' online increases brand loyalty and deepens the bond between organizations and their customers."

She also stated that,

"Businesses with an internet connection may keep in continual contact with their clients via marketing via email, newsletters, and push notifications. This regular involvement maintains the brand in the thoughts of customers. Businesses can now function globally, contacting clients in multiple countries and time zones, thanks to Internet connectivity. This offers up new markets and potential for growth for digital marketing operations."

3.3.5.2 Digital Literacy and Education

Interviewee 2 expressed that, *Digital marketing education enables marketers to read and analyze data from a variety of sources, including as website statistics, networking site findings, and email advertising reports. Data-driven decision-making boosts marketing performance and identifies opportunities for development.*

Interviewee 4 added with Interviewee 2 that,

"Marketers learn how to communicate to consumers on social networking platforms, develop a following, and foster brand loyalty through digital literacy. This connection with the audience promotes brand-customer ties while also propelling social media growth. Allows marketers to build customized marketing experiences by leveraging customer data. Digital marketing education allows marketers to segment their intended consumers based on demographics, behavior, and choices, resulting in more relevant and focused ads."

3.3.5.3 Data Safety and Privacy

As per statement of interviewee 4, Data security and privacy are critical solutions for digital marketing because they nurture customer trust, strengthen the image of the brand, and assure compliance with relevant rules.

He expressed that,

"Respecting the privacy of your customers leads to greater relationships. Businesses can customize advertising campaigns by giving appropriate and valuable material to customers, resulting in greater customer engagement and retention."

Interviewee 2 also stated regarding Data safety and privacy that,

"Data privacy requires acquiring explicit agreement for gathering information and use. This consent-based approach guarantees that advertisements are directed towards an interested and engaged audience, boosting the chances of a favorable reaction."

3.3.5.4 Access to Technology at an Affordable Price

Interviewee 3 has expressed that,

"Affordably priced technology makes it easier to create interesting material such as films, graphics, and interactive components. Content marketing is an important component of digital advertising, and today's technology allows firms to create appealing content without making large expenses."

He also added that,

"Businesses can reach a worldwide audience through digital marketing. With low-cost technology, even small businesses may target certain niches or demographics outside of their local market, extending their reach and consumer base."

3.3.5.5 Social Media Engagement

Social media engagement is a strong digital marketing strategy that provides several benefits to organizations trying to improve their online presence and interact with their target audience.

Interviewee 5 opined that,

"Social media involvement is an excellent tool for performing market research. Businesses may improve their products, services, and marketing activities by listening to customer input and analyzing trends."

She added that,

"Businesses can reach a larger audience and boost brand visibility through active social media involvement. Engaging with people via posts, comments, and shares helps to promote brand messaging, establishing familiarity and recognition among potential customers."

3.4 Summary and Conclusion

This research paper emphasizes the need of digital literacy and education for marketers. The success of Ayykori Digital Limited may be credited in part to its talented and knowledgeable marketing staff, which has navigated the ever-changing digital terrain with agility and

inventiveness. Their capacity to read data, engage customers, and react to technology developments has proven critical to the company's success in digital marketing.

Ayykori Digital Limited has shown a strong commitment to incorporating digital marketing as a key component of its entire marketing strategy. The company efficiently reached its target demographic by employing multiple digital channels such as social media, search engine optimization, and email marketing, resulting in enhanced brand visibility and customer acquisition.

The findings of the research include the challenges of the digital marketing and the solution to overcome the digital marketing challenges.

Data security and privacy are critical components of successful digital marketing. Businesses can develop trust, foster strong customer connections, and gain a competitive advantage by emphasizing client privacy, being honest in data practices, and complying with appropriate rules. Adopting data security as a core value guarantees that digital marketing initiatives are not only effective but also responsible and legal, contributing to the business's general success and sustainability.

Marketers must be digitally literate and educated in order to remain relevant and competitive in the continuously changing digital marketplace. Marketers who are properly educated may effectively use digital marketing to engage with their audience, promote growth, and achieve their business goals.

In conclusion, Ayykori Digital Limited research has shed insight into the company's digital marketing practices and initiatives. A thorough examination of its online presence, advertising initiatives, and consumer involvement yielded significant insights into how well it works and impact of digital marketing in achieving business development.

3.5 Research Limitations and Directions for Future Researchers

Although this research produced numerous noteworthy results that will be immensely beneficial to various companies and future researchers, it did have certain drawbacks. To begin, this research was conducted as part of an internship report, implying that there was a three-month time limit. I was only able to interview five people for this study because I couldn't find enough people in such a short period of time.

This was a qualitative study that used the thematic analysis method and manual data processing. Future researchers can carry out this research as well, and instead of being limited by time, they may dedicate more time to it. Future researchers can carry out this research as well, and instead of being limited by time, they can devote more time to it. They can use six months or even a year instead of three months. They can also have more participants, which will improve the accuracy of the information acquired. This study used a qualitative approach; however, if researchers want, they can use a quantitative one.

3.6 Recommendations

My recommendations for AyyKori to improve and make better of their service are as follows.

• Run the service for a few months and collect frequent feedback from users on their platform experience.

• When necessary, communicate one-on-one with consumers to learn the complexities of their problems. It will aid in paying attention to detail changes.

• Consider user suggestions for website interface adjustments and develop it around the most desired features and functionalities.

• Take customer recommendations for desired features so that the technical team may work on building them as the service's user base increases.

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