

Report On
‘Digital marketing practices for customer engagement and marketing strategy of businesses by Texort’

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 in Business Administration.

Brac Business School
Brac University
March 2022

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Saad Bin Akbar

Saad Bin Akbar

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Supervisor's Full Name & Signature:

Supervisor: Mahreen Mamoon

Assistant Professor, Brac Business School

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Letter of Transmittal

Mahreen Mamoon

Assistant Professor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on the BUS 400 course in Spring, 2022.

Dear Madam,

I am Saad Bin Akbar, ID- 16204093, would like to submit my final internship report on “Digital marketing practices for customer engagement and marketing strategy of businesses by Texort”, during my internship period of three months with Texort. This is my pleasure to display my entry-level position and provide details.

I have attempted my best to incorporate all of my learning and experience to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

In writing this report, I have tried to implement all of your instructions. I trust that the report will meet the desires.

Sincerely yours,

Saad Bin Akbar

Saad Bin Akbar

16204093

BRAC Business School, BRAC University

Date: March 5, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Texort and the undersigned students of BRAC Business School at BRAC University.

Saad Bin Akbar

.....

Saad Bin Akbar

ID: 16204093

Brac Business School

Brac University

Acknowledgment

The internship paper that I was able to submit on time, was made possible by the help and assistance of individuals who generously gave me their important time and resources.

Firstly, I would like to mention my honorable Advisor Ms. Mahreen Mamoon, Assistant Professor of BRAC Business School, for her constant support and guidance in preparing a standard report. This research would not have been accomplished without her consistent direction, tireless efforts, and delighted support.

Secondly, I would like to express my special gratitude to S M Belal, Chief Executive Officer of Texort. Without his help and support, it would have been not possible for me to get access to various content making and marketing fields of the digital platforms of Texort. He is unquestionably knowledgeable in this subject, and he permitted me to write on the internship project during business hours.

Last but not the least, I would like to thank my internship supervisor Mr. Santono Shamrat, Digital Marketing Officer of Texort, for enabling me to work under his direct supervision and for sharing his practical knowledge and experience with me on the company's overview.

Executive Summary

To reach out to potential clients, digital marketing is a strong tool for businesses of all types. It is a type of online marketing in which a specific brand message is created and shared on social networking sites. Posting text and image updates, video clips, and other content that engages linked audiences are some of the most popular activities.

This report is practical research on a digital marketing agency. The presented paper is an internship paper done as part of the BBA Programs requirement of Brac University. This report is based on my work at Texort, a B2B marketing agency. It gives a high-level description of the company, as well as its key operations and services.

In collaboration with the Texort Marketing Agency, this research on digital marketing is being conducted. Four factors consist are investigated in this research to see if they are adequately performed at the Texort in order to achieve success in online marketing. A questionnaire method was sent out to 53 people, and data was collected. Consistency and regularity in building sustainable customer engagement, providing brand value by understanding customers' need, practicing efficient marketing campaigns, providing sufficient value to the clients, and using data and statistics are all essential factors in social media marketing success, according to the findings.

Keywords: Online marketing; customer engagement; efficient marketing campaigns; providing sufficient value to clients; using data and statistics; understanding customers' need

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List of Acronyms

CEO	Chief Executive Officer
SMM	Social Media Marketing
SEO	Search Engine Optimization
SME	Search Engine Marketing
B2B	Business to business
B2C	Business to customer
EdTech	Education & Technology
ROE	Return on equity
ROA	Return on asset
EBIT	Earnings before interest and taxes
IT	Information Technology
CE	Customer Engagement
ROI	Return on investment
PPC	Pay Per Click

Chapter 1: Overview of Internship

General Information

1.1 Table 1: Student Information

Name	Saad Bin Akbar
Student ID	16204093
Email	saad.bin.akbar@g.bracu.ac.bd
Major	Marketing
Program	Bachelors in Business Administration
Department	Brac Business School

1.1.2 Table 2 University Supervisor and Co-Supervisor Information

Supervisor's Name:	Mahreen Mamoon
Designation	Assistant Professor
Email	mahreen.m@bracu.ac.bd
Co-Supervisor's Name	Jubairul Islam Shaown
Designation	Lecturer
Email	j.shaown@bracu.ac.bd

1.2 Company Information

1.2.1 Table 3 Company Information

Organization Name	Texort
Industry	Digital Marketing Agency
Location	698/Kha/C, Atish Deepankar Rd, Khilgaon, Dhaka 1219
Job Type	Internship (Full Time)
Duration	3 Months

1.2.2 Table Company Supervisor Information.

Supervisor's Name	Santono Shamrat
Designation	Digital Marketing Executive
Email	Santono.texort@gmail.com

1.3 Internship Information

1.3.1 Responsibilities

- Creating video content and editing videos for websites and Facebook.
- Communication with the customers for pitching new projects.
- Social media platforms Facebook and Instagram management.
- Content creation for three projects.
- Daily Content uploads on social media.

- Brainstorming with the creative marketing team for new marketing campaign
- Attend weekly training sessions for interns about Facebook marketing, Instagram marketing, SEO, etc.
- Attend weekly meetings with the supervisor and report updates on the weekend's work.

1.3.2 Outcomes from the Internship

- Gaining practical knowledge of how a digital marketing agency runs its operation.
- Opportunities to use academic knowledge and skills in the job.
- Gaining experience and knowledge on how to reach and convince foreign buyers.
- Learning how to work systematically and how to work under stress and pressure.
- Experiencing the whole ecosystem of a Buying House company.
- Learning to operate as a team and meeting deadlines
- Working and collaborating with the marketing and merchandising team.
- Learning how to structure a web interface of a company

1.3.3 Limitations

- While collecting the information, mostly maximum information and activities of the company was confidential, so it was hard to gather all the information about the company.
- Communicating and asking questions to the supervisor was time-bound. So, I have to ask specific questions about the company and not all the information is disclosed due to confidentiality.
- Surveying about the accounting and financial activities of the company is not presented totally due to confidential reasons.

Chapter 2:

Organization Part

2.1 Introduction:

Digital marketing is a form of marketing that promotes products and services by using the Web and electronically digital technology such as desktop computers, smartphones, and other digital technology and platforms (Financial Times,2015). Its evolution in the 1990s and 2000s revolutionized the way brands and businesses utilize technology to sell themselves. As digital platforms grew more integrated into marketing strategies and daily lives and as people increasingly use digital devices instead of visiting physical shops (Nielsen, 2016), digital marketing efforts are becoming commonplace. The use of the Internet to promote and sell goods or services is known as digital marketing. To sell and advertise things, digital marketing makes use of the power of electronic commerce. Any market over the internet is referred to as electronic commerce. Electronic commerce allows people to sell, purchase, and trade goods and services through the internet. Electronic commerce includes internet marketing as a subset. With the explosion of internet growth, digital marketing has exploded in popularity. Just like traditional marketing has 4Ps of it – product, price, place, and promotion – which are the key point of successfully doing marketing strategy, the new 4Ps of digital marketing are process, platform, people and performance. With the rise of the internet, it is no longer just about selling items, but also about providing product details, online ads, software packages, marketplaces, trading platforms, and dating.

In today's era of business and brand awareness digital marketing is an essential tool to get connected with the customers. Every brand has a website as its identity. And even if they don't have any website, at least they have a social presence on social media platforms. Digital media platforms are so common to people nowadays that it is easy to capture their attention and create brand awareness through digital media platforms. For the reason of availability and different options to explore in it, a digital marketer gets scopes to become creative, and innovative and find out the better marketing tactics through experiments on a budget. The smartest digital marketers can see how every online marketing effort contributes to their overall objectives. Marketers may also promote a wider campaign using the free and premium broadcast channels to them, depending on the aims of their sales strategy.

2.1.1 Inspiration

AI or Artificial Intelligence is growing smarter by the day in this era of technological change. Even to build a web front page in the past, we needed to pay a web designer, as well as another to construct the backend and maybe another to manage the system. However, the technology has advanced to the point that a non-IT person can establish and manage a website with only a few clicks. So, in 10 years, easier technologies will emerge, and lower-level designers and developers will lose their employment. But from the other perspective, marketing will continue to exist until just one product is available. As a result, the more diversified the marketing plan can be by consumer psychology, the more sales may be created, as sales enhance profit. This is what inspires me to pursue Digital Marketing as a profession. Apart from that, because I have to deal with branding on this system, it will be easy to obtain self-branding in combination.

2.1.2 The Goal

The following are some of the Internship Project's goals: -

- Getting smart in the relevant field of study (E-Marketing)
- Learning basics with Direct Marketing strategy
- Creating a network with experts and consultants
- To assert myself by introducing remarkable results for my project.
- Bringing a fantastic result by something I can advertise myself by creating a Brand
- Upgrading my knowledge & fitting myself into the producing units
- To get the whole plan well enough that I can acquire the lessons for my personal IT Enterprise Products/Services

2.1.3 Context

The following are the report's optical viewfinders:

- internal websites, databases, research papers, study materials, and Texort's internal Community base channel social media platform and information sharing platform— were used to gather data in this study.
- The report's geographical coverage is confined to the Bangladeshi Marketplace at intervals.
- Because of the company's strict privacy policies, gathering additional data that would make the report further comprehensive was not feasible.

2.2.1 Overview of Texort:

Texort is a venture company where dreams are conceived and ideas are hatched. They believe in campaigns that get results. Texort is a complete digital marketing business that serves clients all over the world with graphic design, social media marketing, web design and development, digital advertising, strategy, content writing, SEO and 360° marketing services and solutions. Across the world, their team of specialists provides marketing research, innovative advertising campaigns, business consultancy, business analytics, and branding assistance. They target the correct demographic to get the client's brand to the target consumer.

Company Type: Digital Marketing Agency

Company Logo:



Figure 1: Texort Logo

Company website:

www.texort.com

2.2.2 What They Do



Source: Texort official website

Figure 2: What Texort Do

Design

In today's environment, branding is critical to corporate success. It's more than simply a name; it's about establishing your identity. And the client will need to launch a creative campaign to establish that persona. Texort's marketing specialists create and implement a campaign to help their customers achieve their objectives. They not only develop campaigns; they also design dreams as they say.

Drive

In this cutthroat digital environment, a website must rank highly in search engine results as well as on other online platforms to reach success. They're here to make sure that occurs. They are also determined what a consumer wants by channeling and nurturing them until a sale occurs, allowing a client to increase their specialized market position.

Analytics

Texort tracks each customer's experience on their digital channels, determine their requirements through diverting, and develop it for a greater conversion rate. Their statistics predictive analysis will identify the problem and improve the solution to help a company flourish.

2.2.3 Texort – Vision and Mission

- We are a digital marketing business that assists brands in connecting, conversing, analyzing, and co-creating with their target consumers and clients. We primarily make efficient use of digital technology advertisement, content creation, social media, search engine optimization, and mobile platforms.
- We are a full-service digital agency that provides services throughout the value-chain for establishing a complete through digital to establishing a brand's popularity through digital boosting sales and business leads for a company.
- Our company's main goal is to ring the CAT, which stands for "clever concept, analysis, and implementation technology, and how we use it to accomplish throughout digital and online initiatives, whether it's for business or pleasure be it Campaigns that are media-driven or artistically driven.

2.2.4 Concentration of Texort:

Client based concentration:

Transform client's thoughts

A business comes up with an idea. The idea or thought is nothing but a seed of the business tree. To make the business fruitful and generating leads and customers, the clients have to focus on gaining potential customers and service taker. Also, the idea

needs to bring into reality through clear vision and proper analysis.

A fantastic investment for a company

Texort focuses mainly the client's business as their own vision to make their business sustainable and grow. Moreover, Texort considers on focusing client's investment as their mission to bring desired results.

Obtain online success

Texort mainly works with digital platforms to use it for client's success in business. One of their main key focuses is creating marketing campaigns and not stopping until they get results that meets client's need.

Work based concentration:

A Creative Approach

They believe only originality can help us separate out from the mass. They take the time to learn about client's purpose, vision, and objective in order to make it their own project and create a creative design to achieve the desired outcome. Creativity isn't only confined to designs; it also extends to their ideas and implementation.

Innovation with a Purpose

They are results-oriented. The eventual aim is to get the desired result, and in order to do so, Texort design marketing campaigns appropriately. The team's commitment and devotion are what drives them to achieve the greatest results.

A Data-Driven Approach

They try to reach the target a client desires since Texort believe the client's company to be their own. Every plan, method, and movement they employ is time-based. They track a customer's digital future to learn about their needs and take the appropriate actions based

on the information.

2.2.5 Texort - History

In 2010, we began our adventure into the world of advertising. Since then, we've been increasingly intertwined in order to maintain endurance on the road to achievement. Texort was originally titled after Tech9; in 2018, it was renamed TEXORT & gathered, collected, or accumulated. In keeping with nature, we've chosen the honeybee as our corporate logo, which collects or accumulates the purest of all-natural foods, honey.

2.2.6 Services Provided by Texort

Social Media Marketing/SMM

Social media marketing is the practice of digital marketing that takes use of the widespread use of social channels to fulfill branding and marketing objectives. Whether you're an E-Commerce site or a large B2B tech firm, social media marketing may help you generate sales, and leads, and increase brand recognition. Social media marketing necessitates a dynamic approach with quantifiable objectives that includes:

- Maintaining and improving your social media profiles.
- Checking your profile and leaving comments, shares, and likes.
- Images, films, tales, and live videos that reflect your image and increase an appropriate audience.
- Establish a brand on social media by joining and interacting with subscribers, consumers, and enthusiasts.

- Paid digital marketing allows you to pay for your company visible in front of big numbers of precisely focused individuals on social networks.

Our strategies are:

- Using social media to help your brand succeed
- Design and implementation of a successful marketing strategy.
- Getting to know new business prospects.
- Analysis, monitoring, and adaption to internet trends and finances on a long-term basis.
- Interacting with potential clients
- For policy enhancement, reap the benefits of research and data technologies.

Research Methods & Planning

To find insights for your organization, we apply a variety of analysis techniques like as data analysis and target group testing. We specialize in creating that drive your brand, turn customers into loyal enthusiasts, and position your business for long-term success. A good design begins with a complete approach; yet, without creative sensibility, it will remain static. We often confuse rationality with the capacity to choose how your business should appear, feel, and hear.

Graphic Design

What we create might be a clear representation of the company: we strive for each specialization to be thoughtfully constructed and interesting. From logo design to packaging to ecological style, yearly papers to advertisements, our goal is to ensure that the public is paying attention. We prefer to design new visual tales that captivate the specific group of consumers and generate long-term success by creating a brand's visual image.

Content Creation & Promotion

This includes:

- ‘How-to’ posts, Tips and Tricks, Quotes Images
- Industry, brand and local news
- Insights and engaging posts
- Video, vlogs content
- Announcements and updates

It also entails taking advantage of the various formats posted by users, such as photographs, videos, tales, live streaming, online storefronts, and more.

How to target search results and hence the online community, clients are the one who knows their consumers best, therefore Texort wants the clients to be as involved as possible while they compose articles for them. The clients have availability to a dedicated content specialist with whom they could communicate on the spur of the moment, giving instructions, monitoring on their performance, asking questions, and requesting adjustments.

Giving the company some information about how the target customer and how the client wants people to think when they find the site and start to read the material will be enough to create contents for business. Texort will create an image for the client’s ideal customers.

SEO (Search Engine Optimization):

A whole website audit, market research, and execution are usually the first steps. A basic SEO project entails the following:

Audit	Implementation	
<ul style="list-style-type: none"> • Keywords • Content • On-Site • Competitors • Technical • Risk Assessment • User Experience • Rankings • Stricture • Link Profile • Social Media • Online Reputation 	<ul style="list-style-type: none"> • Strategy • Planning • Keyword Research • Competitor Research • Content Marketing • Digital PR • Link Acquisition • Outreach • Off-Site • Seeding • Site Recommendation • Seo Audit 	<ul style="list-style-type: none"> • Reporting • Content Campaigns • Citation Acquisition • Reputation Management & Recovery • Penalty Recovery • Social Media Integration • PPC Integration • PR Integration

Figure 3: SEO projects

2.2.7 Projects

Texort has primarily client-based service as well as few projects are there of this organization which they are currently working on:



Figure 4: Projects of Texort

UDDOKTA HOI: It is a service that assists individuals in becoming entrepreneurs. It also assists entrepreneurs in expanding their businesses. People may network with a variety of prominent entrepreneurs in various sectors at uddokta hoi. They may participate in our many ventures and grow together.

WE MAKE PRO: "We Make Pro," which was launched in 2019, is one of Bangladesh's

premier online educational and development platforms. "We Make Pro" is dedicated to developing a future workforce that is both experienced and talented. Each of the programs has been meticulously planned by integrating a multifaceted course content with its correct and practical implementation. Apart from online certification, there are several options and advantages.

TEE SAMURAI: The most difficult component for any print-on-order order supplier is identifying popular designs. Teesamurai is here to assist in this matter. The team does research, generates marketable concepts, and prepares the design for the customers.

To generate money, all you have to do is utilize Teesamurai. Furthermore, the team will give design targeting so that designers may advertise their goods to genuine customers right away. If you are concerned about being copied, they'll send you an adjustable file so you may tweak and personalize the design to your liking.

STYLOPEAK: Stylopeak is a print-on-demand platform headquartered in Bangladesh that caters to the marketplace and vendors. Its mission is to bring together all of our creative consumers on one system and make items as accessible as possible to everyone.

2.3 Management Practices

2.3.1 Leadership Style

In terms of decision-making and other factors, Texort practices **participatory leadership**. The employees of Texort all have the same management style. Employees are allowed to be involved in the process at the firm.

Members are willing to express their thoughts and opinions. Employees have a sense of involvement in the business since the corporation uses the conventional manner of decision-making. They feel respected, and their thoughts and contributions to the business are recognized, and as a result, employees in the firm put up their best effort and attention to their jobs and duties.

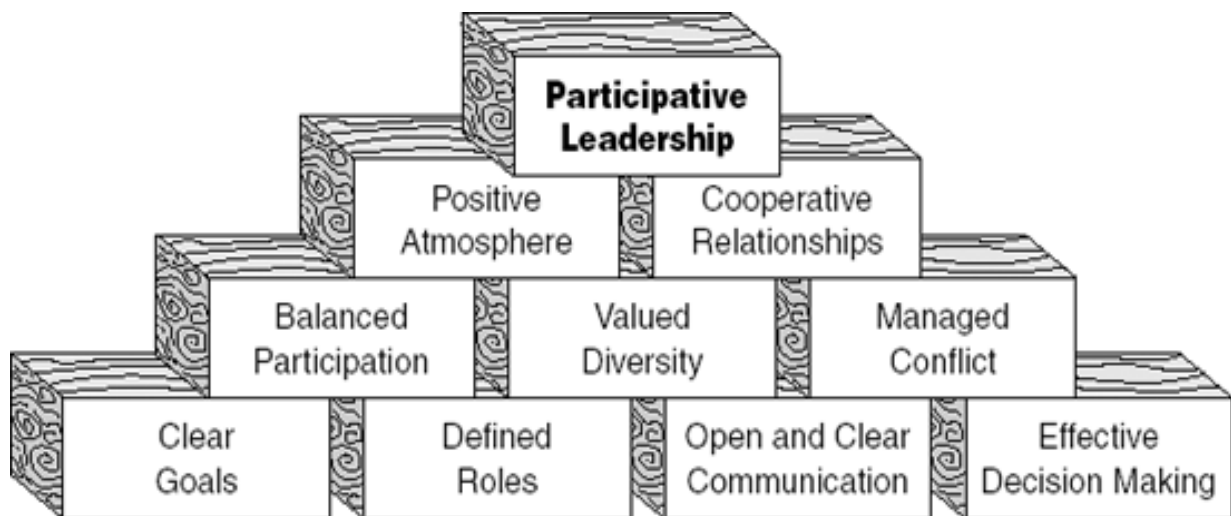


Figure 5: Participative leadership

Throughout my internship, I was always encouraged to voice my thoughts and ideas to my supervisors and coworkers. When it comes to responsibility and reporting, the organization has experienced and devoted personnel that follow the corporate hierarchy.

Advantages:

- It boosts employee satisfaction and retention.
- It motivates employees to utilize their imagination.
- A participatory leadership style aids in the formation of a homogeneous force.
- It is possible to reach a high degree of productivity.

Disadvantages:

- The process of making decisions takes a long time.
- Leaders are quite likely to apologize to their personnel.
- Sometimes miscommunication occur.
- Clarity in information exchange might lead to security risks.
- If the staff are inexperienced, they may make poor judgments.

2.3.2 Process of Hiring

At Texort digital marketing agency, full-time employment exams and internship interviews are two distinct recruitment categories. When a full-time position at one of the sister firms becomes available, the HR department prepares a job circular, which is then put on the agency's website, LinkedIn, and also the BD employment platform. After receiving the CVs, the employer selects the most eligible candidates for an interview. The hiring procedure is divided into 3 stages. The online interview will take place first. Second, the candidate takes a VIVA interview, and ultimately, the final interview, where, if he or she passes, the business hires the candidate.

Every 4 months, the firm hires interns. The HR department produces a job circular and promotes it on social media sites and academic web portals to attract interns. Candidates are invited to an interview after collecting CVs and shortlisting them. The hiring procedure is divided into 3 stages. The first interview is conducted over the phone. Secondly, they move on to the VIVA interview, and ultimately, the final interview, where if they pass, the business will recruit them.

2.3.3 System of Compensation

In terms of salary maintenance, all workers will be usually paid by account payee check, wage account, or cash. The agency also conducts an annual evaluation of compensation. Salary increases, on the other hand, are not guaranteed and are contingent on the performance of both the individual and the firm.

2.3.4 Education and Training

The agency's training and growth philosophy aims to develop relevant skills while considering organizational goals, business efficiency, and individual learning objectives.

Training and development activities are the responsibility of the supervisor/manager.

Technical education, behavioral training, and leadership programs are all part of the employee development program.

To determine training requirements, the following factors will be used:

- Training requirements stemming from business or regional goals;
- Team mission and goals determine training requirements.
- Individual needs for employment training.
- Interns training program for technical learning and development.
- Individual capacity and requirements for professional progress are linked to education requirements.

2.4 Marketing Practices

2.4.1 Marketing Strategy

Marketing strategy is a method that allows a company to focus its limited funds on the most promising chances for increased sales and long-term competitive advantage. (Baker & Michael J.,2008) Marketing strategy leverages the combination of resources and capabilities within an organization to achieve a competitive advantage and thus enhances firm performance (Cacciolatti & Lee, 2016).

"Based on a review of the greatest market prospects, the marketing strategy spells out target audiences and the value proposition which will be given." (Philip Kotler & Kevin Keller, Marketing Management, Pearson, 14th Edition)

Prior to the development, appraisal, and selection of a market-oriented powerful advantage that contributes to the business's aims and marketing objectives, strategic planning entails the research of the firm's operations starting situation. (Homburg C., Kuester S., Krohmer H., 2009)

Texort has been in business for approximately over 10 years, the agency is not a newcomer to the market. Primary days, they were struggling with gaining customers as digital marketing was a new term in the market. In today's world of business and marketing digital marketing is an essential tool to get competitive advantage, to promote your business, to gain potential customer's attention, to get engage with the customers through Information technology. The agency's primary goal at the moment is to appeal and gain more consumers from other regions, and as a result, it is focusing more on its marketing techniques. The agency focuses more on online marketing since it is the most productive and budget-friendly approach to recruit consumers or clients from all over the world, especially because the target market is largely from inside and outside Bangladesh.

2.4.2 Target Customer

The agency is solely dependent on the E-business and clients from other brands. They provide digital marketing services also they have their own websites that serves online courses of different subjects and different field. The target customers can be segmented into following categories:

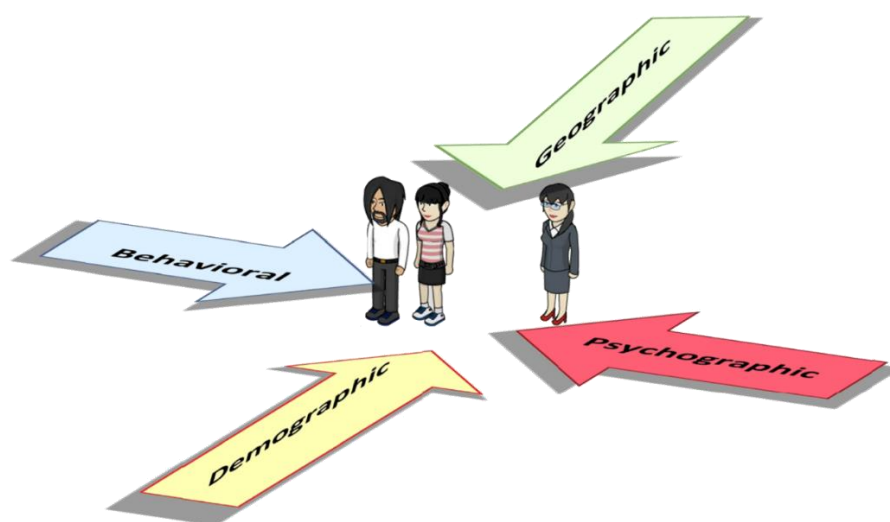


Figure 6: Target customer segmentation

Demographic:

Age – 16 – 30 (for uddokta hoi, wemakepro.com, etc edtech platforms)

Professionals for online business platforms)

Socio-economic status – mid range and high range society

Situation – Young entrepreneurs who are trying to build a business or startup and young professionals who are willing to learn professional skills and training for betterment of their work

Geographic: Mostly in Bangladesh, also outside of Bangladesh, currently they are working for pingpong which has started their journey across Bangladeshi market.

Psychographic: Professionally driven, skill-oriented, active young professionals, students who are looking for courses to learn

Behavioral: Tech-savvy, Tech Enthusiasts, Price-conscious, Quality-Conscious, Professional attitude

Contextual: Active in internet courses buying, active in online purchasing, just entering into new business or have an idea to bring success, looking for a professional to do digital marketing.

2.4.3 Positioning Strategy

Texort portrays itself as a trusted and reliable digital marketing agency, and the company's motto reflects this: "If you know what to build, let us help you build it". The agency's focus is on recognizing and building the clients' business, and the company presents its brand accordingly. Clients seek a sourcing reliable agency that will handle all of marketing and advertising related work based on internet and digital media, delivering the highest-quality items at the lowest feasible price. Taking all of this into account, Texort portrays itself as a brand that sources the highest-quality garments from Bangladesh at the lowest possible price in the minds of clients and purchasers.

2.4.4 Marketing Channels

Texort has their primarily own website to promote their business. Moreover, they have social media presence for marketing their business. Through LinkedIn, and other digital professional platform they promote their digital presence in the market. Basically, they are focusing on B2B business as a direct channel marketing. It helps business platforms to reach the clients very easily all over the world. These digital platforms also enable Texort to show their business efficiency to the clients. To stand out from other competitors in the market, Texort participates and organize different corporate affairs, corporate events, corporate sessions for promoting their business in the real world. The sessions are conducted to encourage entrepreneurs and new business holders for training, motivation, guideline and professional skill learning activities. Texort marketing agency is working on their digital platforms mainly on the websites to promote their projects. Currently, they have developed two websites which are Wemakepro.com and Quotesera.com. We make pro is a platform for the professional freelancers and students who wants to learn extra skills on online.

2.4.5 Product, Product Development, Competitive Practice

The company's core offerings are 360-degree digital marketing services. Texort refers to them as a "360" digital marketing service solution since they provide a variety of marketing initiatives. They provide digital platform services such as website development, social media channel creation (Facebook, Instagram) for marketing, search engine optimization (SEO), graphical and audio content, long-term market expansion, and effective marketing strategy.

Print on demand, skill acquisition and development, data and analytics analysis for market expansion, and supporting young entrepreneurs to create their businesses on internet platforms are among the agency's offerings.

In order to keep up with the constant changes in digital marketing, professionals are always seeking to improve themselves with new technology and developments in digital media platforms. Furthermore, in the highly competitive marketing climate, they are now attempting to expand globally and attract more foreign clientele. Digital marketing is becoming more popular every day, and businesses are seeking a reliable provider to help them achieve their marketing objectives. Texort acknowledges the need for competitive advantage among its clients.

2.5 Financial Performance

Financial ratios are very important for any organizations to measure their performance. There are various types of ratios which are being used to measure a company's solvency. These ratios are liquidity ratio, efficiency ratio, profitability ratio, leverage ratio, and market ratio. In my 3 months of internship, I have observed Texort's financial statements and prepared financial ratios thereby. Texort provided me their management prepared financial statement where data of 2019, 2020, 2021 is given respectively.

2.5.1 Liquidity Ratio

In liquidity ratio, I have calculated current ratio and quick ratio for Texort digital marketing agency. Here I have collected data for three years from the management prepared statement of Texort digital marketing agency. I have found that in 2019, Texort has a current asset comparatively low to their current liability. As a result, we can see that the current ratio of 2019 is 0.96 which is less than 1. As a result, Texort will have difficulties to pay off their current obligations. However, in 2020, their current ratio is 1.28 which is an ideal to pay off their current obligations. In 2021, again their current ratio fell off with a ratio of 0.83.

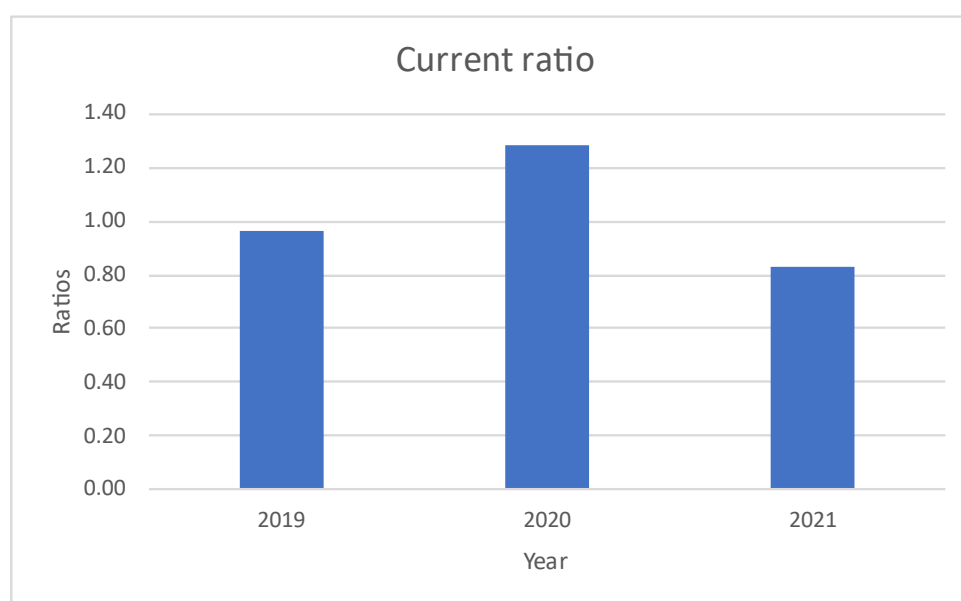


Figure 7: Current Ratio

On the other hand, when I have observed the quick ratio of 2019, 2020 and 2021. The quick ratio trend is similar as current ratio trend. The company has less cash asset in 2019 and in 2021 to pay off their current obligation. Whereas the company has suitable amount of cash asset in 2020 which is 1.15.

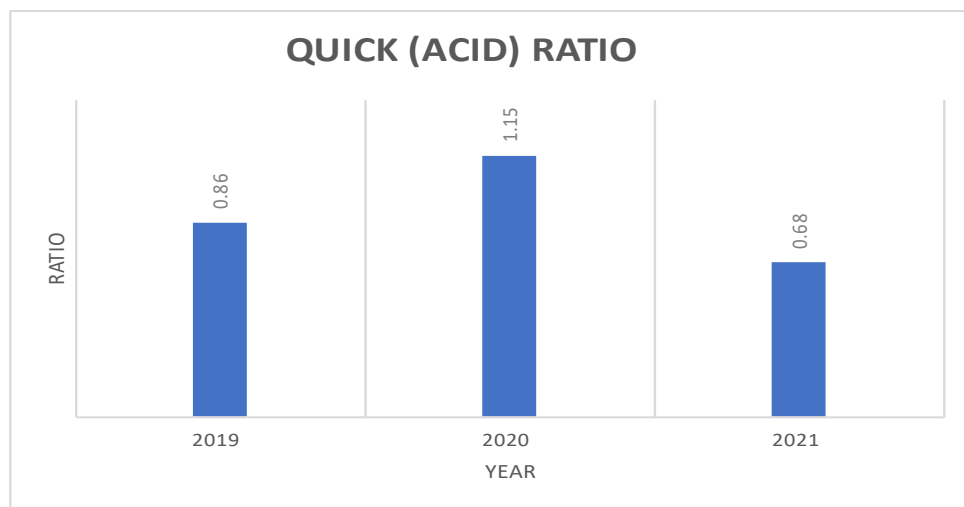


Figure 8: Quick(Acid) Ratio

2.5.2 Management Efficiency Ratio

Management efficiency ratios are measured to evaluate the efficiency level of the company. Here I have calculated three different ratios to measure the management efficiency.

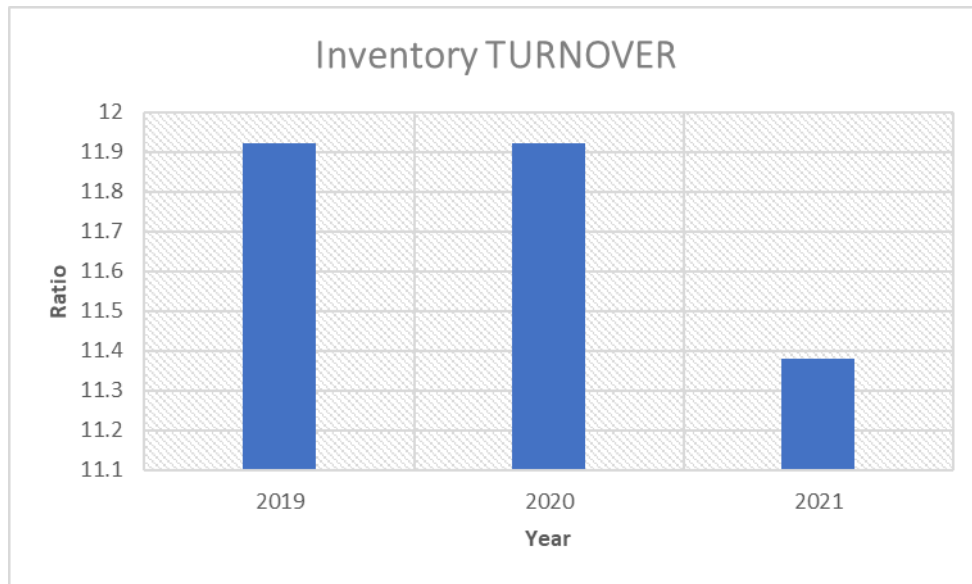


Figure 9: Inventory Turnover

The first ratio is inventory turnover ratio where I am trying to find out how much time Texort are taking to gather receivables amount from their credit sales. If you observe the graph in 2019, 2020 and in 2021, is satisfactory. They are collecting their sales revenue on cash quicker from their accounts receivables.

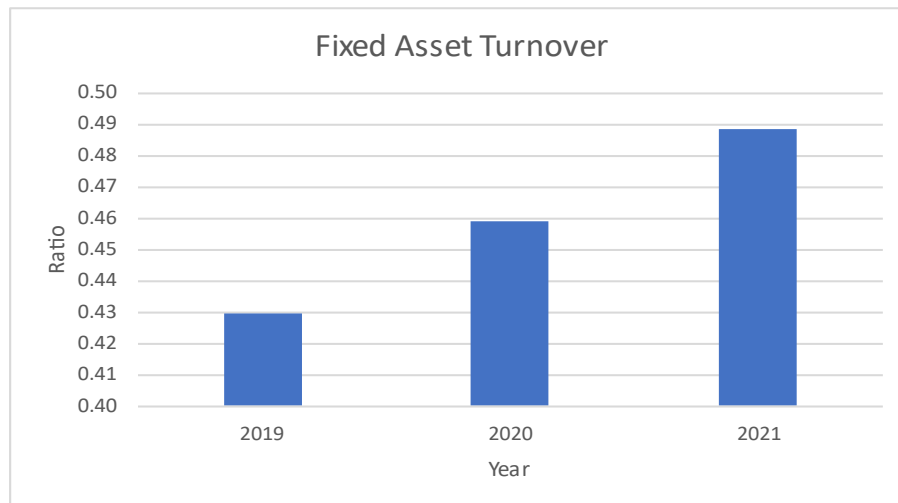


Figure 10: Fixed Asset Turnover

On the other hand, if we observe the fixed asset turnover ratio, we can see Texort digital marketing agency does utilize their net fixed assets efficiently to generate their total sales

revenue. The trend line is upward sloping which indicates they are gradually improving to generate more profit sustainably. In 2019, 2020 and 2021, the fixed assets turnover ratio was 0.43, 0.46 and 0.49 respectively.

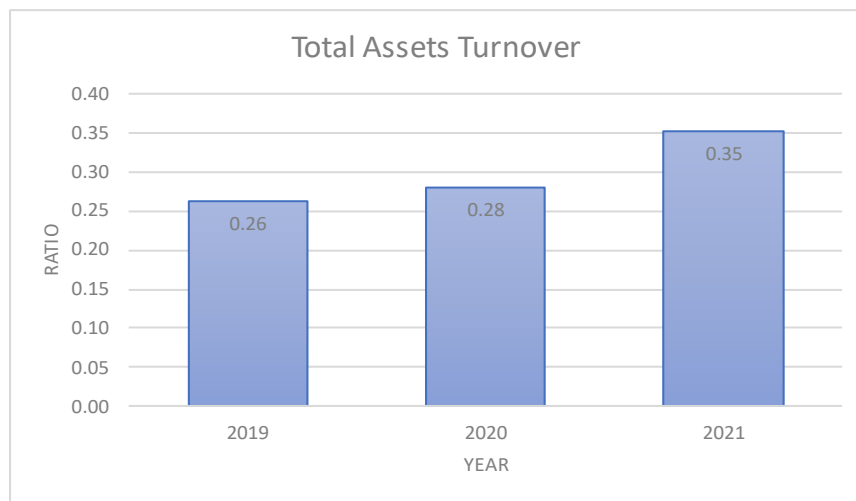


Figure 11: Total Asset Turnover

The total asset turnover ratio indicates how a company or a service agency utilizing their total assets efficiently to generate net revenue. Here, the total asset turnover ratio for TEXORT is upward sloping. The company was most efficient during 2021 with a ratio of 0.35.

2.5.3 Profitability ratio

Profitability ratio is another significant measurement for every firm or a company to measure their performance. Here, I have calculated four different ratios to calculate profitability of TEXORT's. Those ratios are return on asset (ROA), return on equity (ROE), net profit margin and operating profit margin. These ratios are important for investors and stakeholder to judge a company that whether they have enough strength to pay off their expense and generate profit accordingly to pay of their dividend.

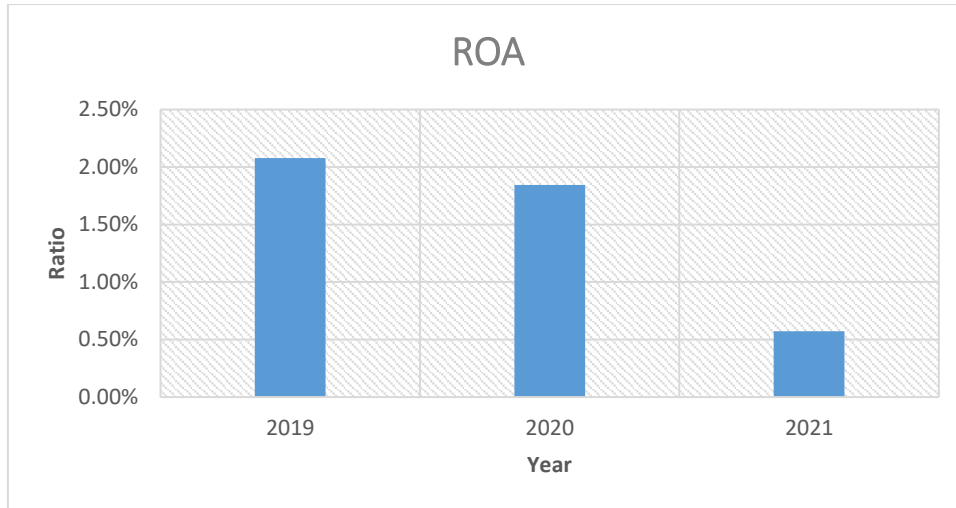


Figure 12: ROA

Return on asset measures how much net profit a company is generating from their total assets. If we observe the trend of the ROA of TEXORT's we can see that it has a downward sloping. In year 2019 the ROA was quite good enough which is 2.08% where as in 2020 the ratio fell down to 1.85%. In 2021 the ratio further fell down to 0.57%. This happens due to excessive operating expense incurred during 2021.

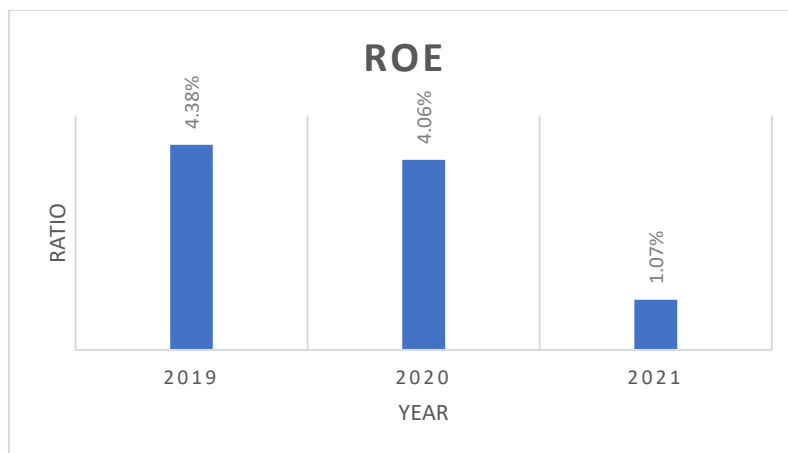


Figure 13: ROE

Return on equity measures how much net profit a company is generating from their total equity. If we observe the trend of the ROE of TEXORT's we can see that it has a downward sloping. In year 2019 the ROE was quite good enough which is 4.38% where as in 2020 the ratio fell down to 4.06%. In 2021 the ratio further fell down to 1.07%. This happens due to excessive operating expense incurred during 2021. Also, the finance cost increase during the year 2021 as well which further fell down the net income.

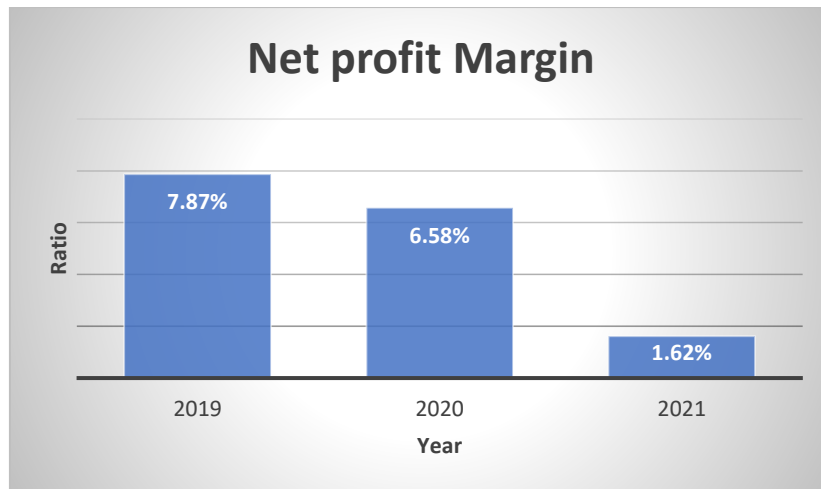


Figure 14: Net Profit Margin

Net profit margin is calculated to compare between net income and total revenue of firm. The TEXORT's was quite profitable during 2019 which is 7.87%. However, in next two year their ratio fell down to 6.58% and further fell down in 2021 which is 1.62%. This happens due to pandemic crisis occur in 2020. Which impact in their total sales revenue in 2020 and 2021 respectively. Which is why the trend is down ward sloping.



Figure 15: Operating Profit Margin

Lastly, operating profit margin is being calculated to determine whether the company is profitable enough to pay its operating expense such as salary, utility and rent expense accordingly. We know that operating expense is denote by EBIT which is very essential for every company to maintain a positive figure. Else, the company will have difficult time to get loan from banks. Since, all banks audit a company's income statement for further loan sanction. A good EBIT indicate that the company will able to pay the finance cost along with

the principal amount. Here in the graph for year 2019 and 2020 the EBIT was well-off. Where as in year 2021 the EBIT felt down drastically to 5.71% which is alarming for the TEXORT.

2.5.4 Leverage ratio

A company is risky or not being measured by leverage. Highly leverage firm or a organization is not acceptable by the investors since there is a high investment risk is being involved. In order to calculate leverage of the TEXORT's I have calculated two different ratios. Those ratios are total equity to total asset ratio and debt to asset ratio.

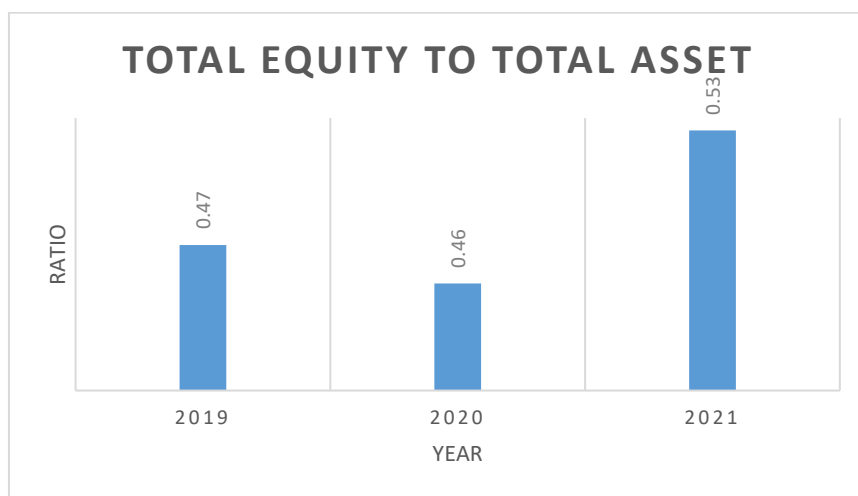


Figure 16: Total equity to total asset

In the above diagram we can observe that the marketing agency has a good amount of equity compare to their total asset. The company is a balanced equity amount which is required for to running their business. In year 2019 and 2020 the company has a ratio of 0.47 and 0.46 respectively. Where as in year 2021 their equity capital rise up due investment from their owner which is 0.53.

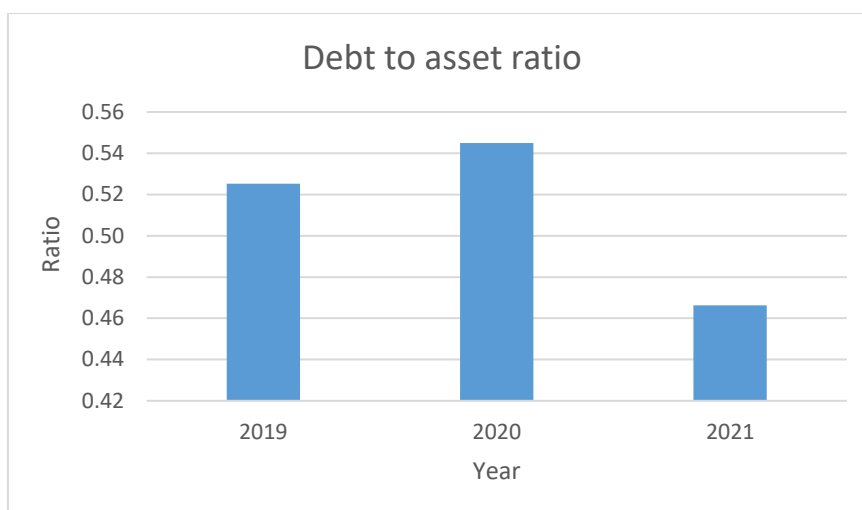


Figure 17: Debt to asset ratio

Debt to asset ratio is another key leverage ratio which indicate the riskiness of a company. If a company is net capital extremely dependent on bank loans or any other type of loan this indicate that company is highly leveraged. If we look at the above diagram, we can find that the leverage ratio for TEXORT's 2019 and 2020 is respectively high. Almost, more than 50%. In 2021 the leverage ratio is 0.46 which is balanced.

2.5.5 Accounting Practices

Based on last three years financial data of TEXORT's the company does strictly follow all the general accounting principal accordingly. Although, the firm provided me a management prepared statement due to their confidentiality. The accounting practices are briefly described below:

Core Accounting Practices: The marketing firm does follow all the accounting principal which is being accepted by both IAS and IFRS. The core accounting principles are –

IAS-01 Presentation of Financial Statements

IAS-02 Inventories

IAS-07 Statement of Cash flows

IAS-08 Accounting policies, Changes in Accounting Estimates

IAS-10 Events after the Reporting Period

IAS-16 Properties, Plant and Equipment

IFRS 15 Revenue from contracts with customers

IFRS 16 Lease

IAS 19 Employee benefits

IAS 20 Accounting for Government Grants and Disclosure

IAS 21 The effects of changes in foreign Exchange Rates

IAS 26 Accounting and Reporting by Retirement Benefit Plans

IAS 32 Financial Instruments

IAS 36 Impairment of Assets

IAS 37 Provisions, Contingent Liability and Contingent Assets

IAS 38 Intangible assets

IFRS 9 Financial instrument: Recognition and measurement

IFRS 13 Fair value measurement

These are the above general principal which is accepted by GAAP. Like other company in the market TEXORT's follow these principals as well to prepare the financial statement.

Account method to recognition: TEXORT's follow accrual basis method to record their daily transaction. Since, the company has account receivables and payables which indicate the company sell or buy their good on credit as well. Many organizations method follow this method to record their revenue. In addition, the company follow standard accounting cycle which is accepted by GAAP. The company prepare their financial statement every year annually. So, the TEXORT's follows annual accounting cycle to prepare their annual report.

Depreciation method: The company charge deprecation annually on a straight-line method which include plant property and equipment. The deprecation is charged on the fair value of the TEXORT's digital marketing agency annually. The company has also taken lease on few assets as well. In such cases company follow lease agreement and calculate deprecation by deducting impairment loss from fair value.

2.6 Operations Management and Information System Practices

Since the company is solely dependent on digital marketing advertising, they have their websites, they maintain their own websites to operate business activities. The websites are upgraded in every month and for contacting and maintaining employee communications they use slack for communication, giving data and information, any type of company news or anything to share with the members of the company. Besides, the company use digital medias to communicate, store and share data with the clients, including internet storage of google drive, google docs, google sheets, google slides, google forms etc. For office management, employees are instructed to give attendance on slack and also write down their completed tasks on daily basis on a sub-category called daily task. Besides to send, share and view any file the employees use slack.

2.7 Industry and Competitive Analysis

Texort, as a digital marketing agency, has made a name for itself in the industry. The firm is capable of competing with other key competitors thanks to its competitive edge.

2.7.1 Porter's 5 Forces Analysis

Porter's Five Factors is a strategy for determining an industry's vulnerabilities and strengths by identifying and analyzing competitive intensity that define every business. A five-forces analysis is widely used to define company strategy by identifying an industry's structure. Porter's method may be used to analyze the number of competitive forces and improve an organization's ultimate success in any sector of the economy.

Existing competitor rivalry: There is a lot of competition in this marketing area because there are so many firms and agencies in Bangladesh striving for client acquisition and establishing their network for marketing sectors. Texort is establishing competitive rates and giving extra facilities to attract more clients from other nations as well, allowing them to become the top priority for clients looking to acquire marketing solutions from Bangladesh.

Threat of newcomers: Although Textort marketing agency has 10 years of expertise and knowledge, the firm is constantly concerned about the new competitors. Buyers' major goal is to save money, therefore firms that can give the greatest discounts while retaining value and products are in high demand. As a result, if a new company starts activities and is able to provide superior deals and solutions to its clients, it will face a big threat.

Threat of alternate product/service: Textort is a marketing agency and their services have alternate threats in the market. The services that can be substitute are graphics design, web development, SEO, content writing. Clients will be able to resist purchasing a company's goods or services if close replacements are accessible, eroding the company's influence.

Power of customers/clients: Because this industry is so competitive, clients have a lot of negotiating power. Clients have a wide range of alternatives through which to pick. As a result, businesses aim to differentiate themselves from the market by cutting costs. The company's major purpose is to establish long-term connections with its customers.

Power of suppliers: Since marketing agencies have less need for suppliers, Textort have less need for suppliers. The digital platforms are almost free to use, except for some websites and software. Textort has availability of suppliers for using software like Canva, also for buying domain address for creating and managing website, Textort uses suppliers. Availability of suppliers are large in number, and there is competition between rivals for switching low cost. Thus, the agency can increase its number of profit and has advantage.

2.7.2 Textort's SWOT Analysis:



Figure 18: SWOT meaning

The word SWOT abbreviate as Strengths, Weaknesses (which are a company's internal factors), Opportunities and Threats (which are external factors of a company).

Strengths:

- Their well-optimized website creation and development
- Well-researched articles and blogs with low-competition keywords
- Social media presence and client engagement
- The content's quality in terms of establishing a genuine brand image
- Employees who are committed to the company
- Low cost to stay in business
- Client consistency and strategy, including blogging, social media postings and engagement, advertising campaigns, SEO analytics, and so on.

Weaknesses:

- Budget limitations.
- There aren't enough people and employees to maintain official works.
- Out-of-date; a website that isn't maintained or updated on a regular basis.
- Inability to follow out strategies due to having many projects.
- It takes time for results to appear.

Opportunities:

- Campaigns generate a lot of interest.
- People are increasingly connecting online rather than through conventional routes.
- Positive feedback from happy consumers.
- Growing traffics and clients in digital marketing fields

Threads:

- Online spaces have a large number of competitors.
- Trying to keep up with the latest trends is a constant investment of time.

Chapter 3

Project Part

3.1 Introduction

Digital Marketing is all about marketing activities on the internet. The digital channels which are related with business, for example – social media, email, search engines, and other websites to engage and stay connected with present and future customers. Also, text and multimedia communication are included in here. Nowadays, different renowned and new brands, products, and services entering into the market are using internet and digital information technology to promote and brand their products and services. There are two basic reasons for digital marketing having influences in the world of business. The first reason is, IT is the most effective way to communicate and engage with the customers in a broad level and we can reach to the promising customers through the use of internet as internet is a familiar term now worldwide. Traditional marketing which are billboards, newspapers, leaflet, banners, these are not as efficient and cost-effective like digital marketing. All we have to learn the skills of the internet and technologies and apply it according to the way it best fit with our business brand. The second reason of choosing digital marketing is increased use of internet, email and social media like digital platforms in daily activities. Most of the sectors are using IT for their work. Also using social media platforms like Instagram, facebook, twitter has increased gradually last two decades. The traditional way of marketing cannot reach to accurate customers in all places but in digital way a business can reach, promote, engage and advertise their products or service. The traditional way of promotion and advertising including mediums like TV, radio, newspaper etc. are decreasing their usage and popularity among the young generation as well as many aged people. Technological improvements have made lifestyles much simpler, and enterprises and businesses across the globe are striving to profit from this. Companies may readily obtain data from consumers or purchasers thanks to technology as well as other digital sites, and use the knowledge/analysis to make better judgments about their operations and services. Digital marketing allows businesses to broaden their reach, resulting in increased sales and marketing both within and without their native nation. Both B2B and B2C organizations benefit from digital marketing since it allows them to engage directly with the correct group of purchasers in real-time.

Benefits of social media marketing

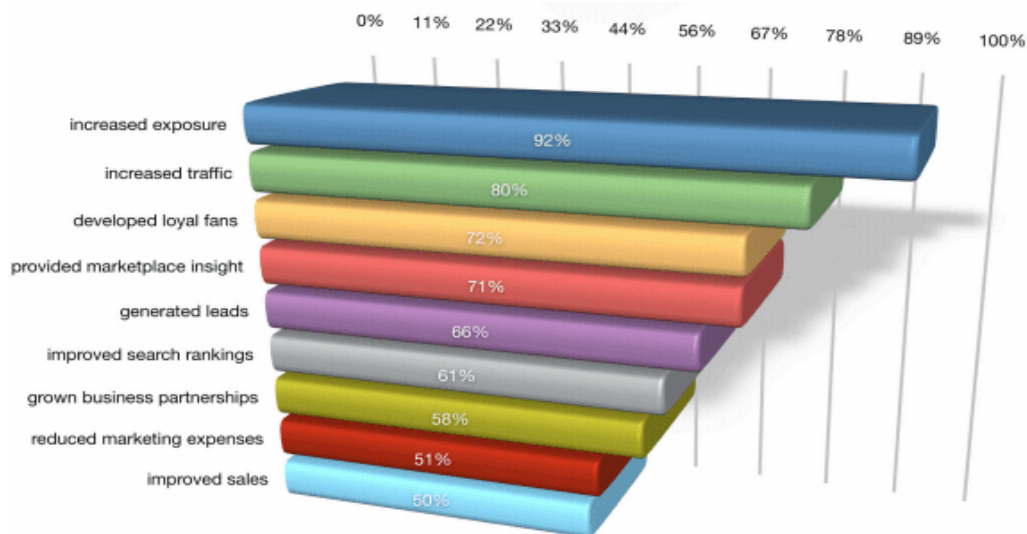


Figure 19: Benefits of social media marketing

Free market competition has risen as a result of all of the Online Advertising channels and methods, and those organizations who are able to correctly utilize and enjoy the benefits of this are likely to greatly enhance their business sales growth. Sites like Facebook, LinkedIn, and Youtube, according to the Social Networking Survey, play a key role for both B2B and B2C enterprises.

3.1.1 Literature Review

Customer engagement (CE) is defined as a passionate relationship between a business and its customers that focuses on cooperation and assistance. Some research show how e-commerce, which is defined as a technique used in an online setting, fosters e-loyalty through marketing campaigns (López-Miguens & González-Vázquez, 2017). Organizations have less control over interconnections, while competitors and shoppers have greater access to data than ever before. As a result, correspondences have shown to be more potent and less stable (Argenti, 2006). The business messages were delivered to people well with the goal of educating or persuading them to carry through on a certain behavior in order to achieve corporate goals (Schultz & Kitchen, 2004). Today, the value of customer involvement extends beyond monetary considerations and is more akin to a path to critical company objectives (Solomon, 2015). It promotes brand awareness, strengthens client loyalty, raises brand respect, and improves customer happiness (Pansari & Kumar, 2017). Fans of brand pages may see and

interact with postings by like, sharing, and discussing (Araujo and Neijens, 2012; Lin and Lu, 2011, Ruiz-Mafe et al., 2014). Companies face a difficult task in attracting public's attention to brand - related content and persuading them to related content. Interactivity is commonly acknowledged as a key element in affecting a number of emotional and behavioral outcomes, including satisfaction, attitude, decision-making, and engagement (Coyle and Thorson, 2001; Fortin and Dholakia, 2005; Stewart and Pavlou, 2002). Fans are driven to participate and consume if a brand post offers information such as new release dates and product details (De Vries et al., 2012). Information with amusing components is often well received by receivers and leads to a stronger desire to return to a website than information without such qualities (Raney et al., 2003). The benefit of this modern technological channel is that it may be utilized to communicate internationally and to enhance personal marketing to customers (Mangold and Faulds, 2009). A corporation can learn about consumers' demands by listening to user comments or watching engagement on social media, which could lead to community members participating in the founder of worth through the invention of ideas. (Palmer and Koenig-Lewis, 2009).

3.1.2 Objectives of the study:

Topic: 'Digital marketing practices for customer engagement and marketing strategy of businesses by Texort'

Broad Objective: The broad objective of the study is understanding customer engagement and behavior of online purchasing and efficient strategies of digital marketing.

Specific Objectives:

Objective 1: To find out customer requirement in digital marketing for online business

Objective 2: To find out efficient marketing strategies in digital marketing

Objective 3: To understand customer point of view about online purchasing

Objective 4: To identify the major loopholes of digital marketing in Bangladesh

3.1.3 Significance of the study:

The following people will benefit greatly from this report:

In general, businesses: The information and statistics presented will be useful to businesses in general because they will learn about the importance of digital advertising and whether they should invest in it.

Consider concentrating more of their efforts in the field of online marketing.

Texort Marketing Agency: The report covers all of the knowledge and insight that the firm will need in order to obtain a better understanding of where they are in this industry and what are the future activities and actions they ought to implement to improve their business. This study offers statistics and numbers that a B2B firm like Texort may use to evaluate which social media channels are best for engaging with buyers and advertising their items / solutions.

Marketing Team: The marketing team of a corporation could find out which platforms their key customers use to buy their products. They also can learn about their clients' perspectives, along with their relationships and choices. They will be able to make better decisions when setting their marketing goals and strategies using the information and illustrations from multiple sources provided in this research.

Researchers and students: This report will assist students who are presently studying digital marketing since it provides an overview of how digital marketing affects customers and company owners. Those researching online marketing will also gain an understanding of how the practice is carried out and how it may be enhanced.

3.2 Methodology

In order to complete my internship course, I enrolled myself in Texort digital marketing agency for 3 months of time period. During my internship period, I have learnt and acquired necessary data, information and statistics of the company along with the marketing industry. I used both direct and indirect materials that were accessible to me. I obtained the data that was accessible because the firm is new to the business and there was little information available.

The majority of the main data is gathered from the agency's personnel. All of the company's main data was gathered under the monitoring of the company's manager. However, I also gathered the necessary information from responders, a total of 53. The age group ranges from 18 to over 30 years old. Where the largest response was gathered from the 20 to 25-year-old age group (62.3 percent). The majority of them are from a relatively young age and are aware of current technologies.

The quantitative information was largely gathered through online news channels, publications, studies, Google Scholar, and other websites, among other sources.

The majority of the information gathered came from the company's websites and social media channels, along with studies and experience I have gathered during my internship periods.

Types of research:

The internship report's main focus is to understand the current practices of digital marketing in the industry and how it is effective for customer engagement behavior. The type of research here is descriptive research. Additionally, the research paper is qualitative research.

Sampling Technique:

The sampling technique used here in this research is judgment or purposive sampling. I deliberately chose the age group of people who are mostly below 25, which particularly called Millennials. Moreover, the participants have a large number of people who are practicing digital marketing. The sample questions are selected based upon the criteria to identify the views and information of the customers and digital marketing practitioners. The sample of people were belonging to the criteria. The reason of selecting them is because mostly the millennials are the consumers and users of online purchasing products. Additionally, the researcher and marketing practitioners have the knowledge and experience of dealing with online marketing.

Rating Scale:

For answering the questionnaire, I have used comparative rating scale mostly. A comparative rating scale enables the researcher to compare and contrast the results with data from another brand or product.

3.3. Questionnaire and Response:

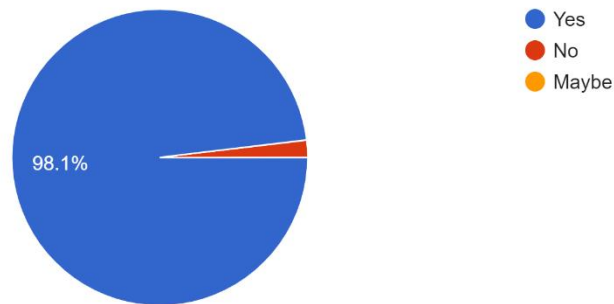
A basic poll of 50+ participants conducted for the research to determine how successful Online Marketing would be for a business to sell and promote its brand to its potential customers. To collect replies for this questionnaire, a purposive sampling strategy is utilized. Based on the replies, we can get a sense of where internet advertising is now and which channels in online marketing are most effective in helping companies contact their key demographic and develop long-term relationships with them. In order to get further into the poll, the survey also includes personal information from the respondents, such as their age, profession, and online content consumption.

This is a questionnaire. I gathered information from a variety of people with various

occupations and ages, basically age group of people who uses online platforms for purchasing and practice digital marketing who participated in my study. I evaluate these replies based on everything. (For the questions asked in the questionnaire, see the Appendix A)

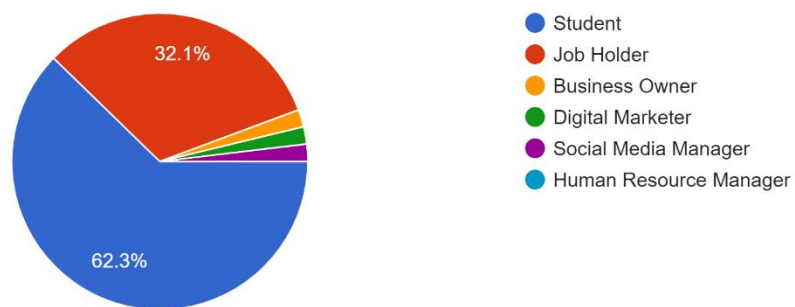
Are you aware of the term of digital marketing?

53 responses



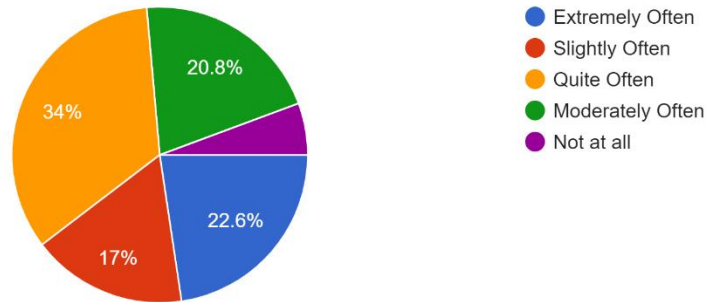
State your profession

53 responses



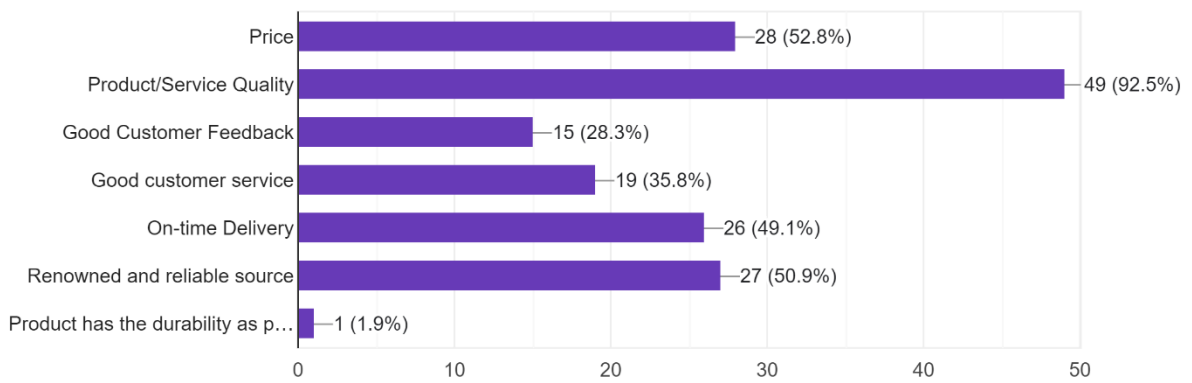
How often do you buy products from online?

53 responses



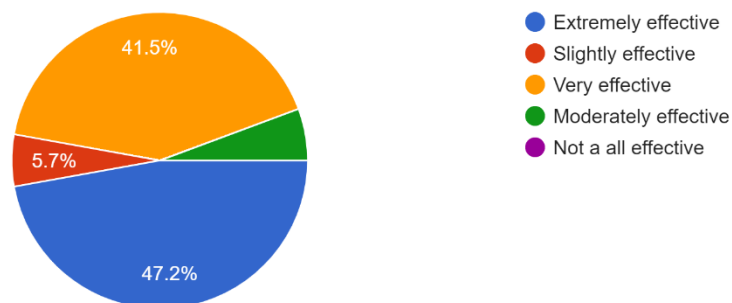
What are your biggest concerns about buying products online?

53 responses



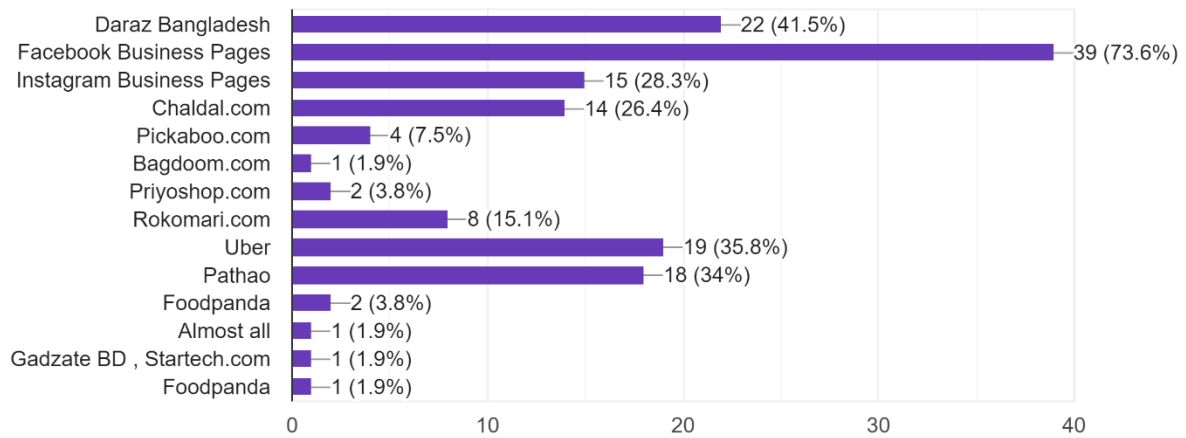
How much effective digital marketing is to promote a new business?

53 responses



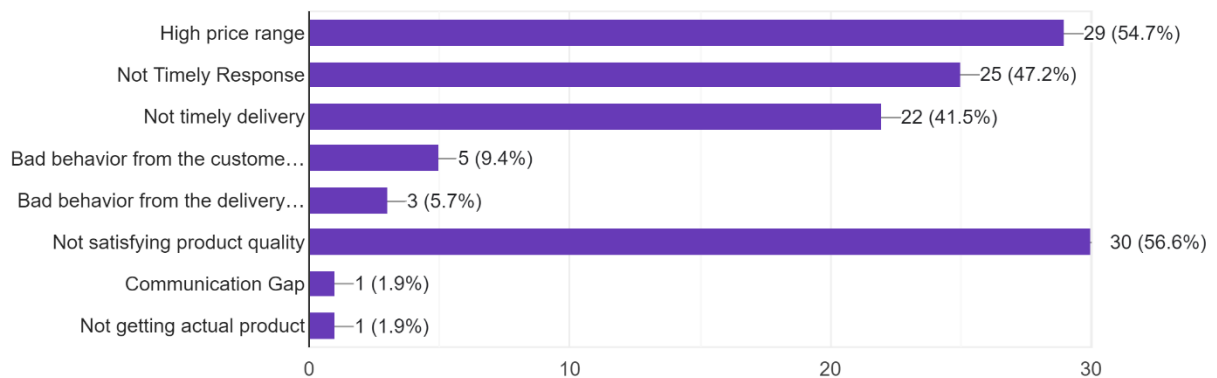
From which online platform do you purchase/take service most of the time?

53 responses



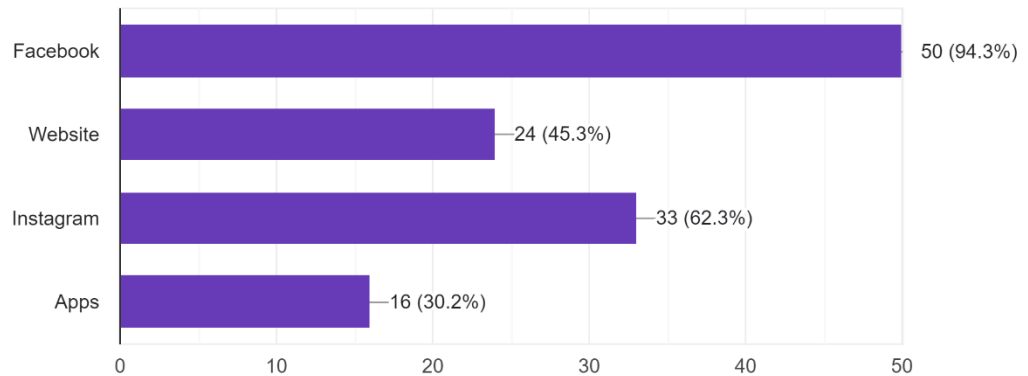
What are the problems that you face 'mostly' while purchasing any 'product/service' from online?

53 responses



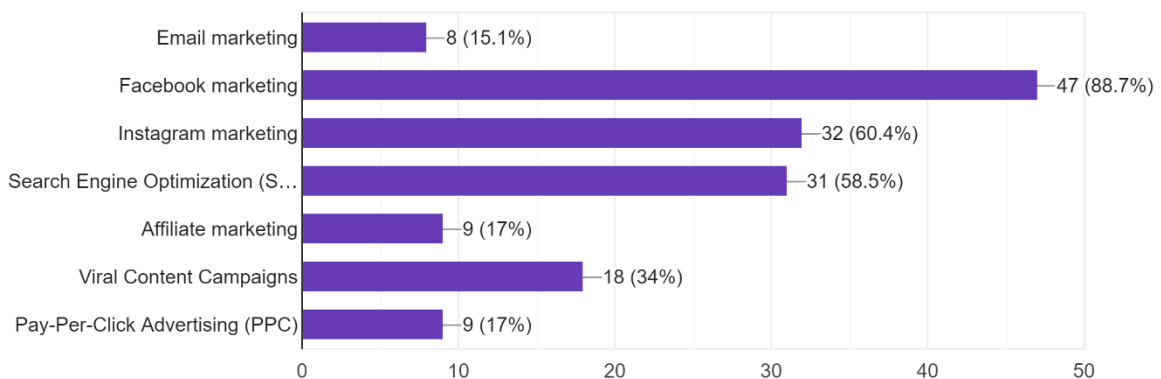
Which medium is more effective and easier for digital marketing to reach customers?

53 responses



Which marketing medium is more effective and easier for digital marketing to engage customers?

53 responses



Lastly, I questioned them about their suggestions for improving digital marketing practices in Bangladesh, to understand their point of views for analysis. The suggestions are below:

In your suggestions, what can be changed to improve the digital marketing practices in Bangladesh?

53 responses

1. N/A
2. (No answer)
3. more hot line call services
4. Pricing same
5. Not interested
6. (No answer)
7. Content
8. Focus on Conversion, Not Just Leads. One of the most important pillars of a winning digital marketing strategy is data. Set the Stage for Long-Term Value. Double Down on Customer Service. Create the Ultimate Buying Journey. Know When and How to Go Back and Refine Processes.
9. Quality and price
10. Product prices can be mentioned with product pictures.
11. (No answer)
12. Delivery charge should be a bit less
13. More accurate and context specific knowledge.
14. Posting more customer feedback & ensuring product quality
15. Something needs to be changed for gaining trust.
16. Should be more Trustworthy by providing the real products
17. Need To People Understand About Digital Marketing Will Improve The Business
18. The customer care service as many pages do not response to messages for days.
19. Rules and monitoring
20. Proper management and customers preference
21. Give actual product
22. study
23. Should be more trustworthy
24. Know clients demand properly
25. Focus on conversation
26. Commitments should be maintained
27. To give the amount that is equivalent or close to as seen in the picture
28. Increase service quality
29. The product should be delivered timely
30. Timely delivery system
31. If there was any verification process then sellers couldn't scam us. Very often, we see a product and get something else or same design in a cheaper quality. At least, they should mention that, the quality wouldn't be same because of price or anything.
32. Digital marketing should be trustworthy

33. (No answer)
35. maintaining quality products and giving proper service facility to the customer
36. After sell service, use of different medium effectively
37. Don't know
38. Product perceived quality
39. Client Service and Proper Management
40. Honesty
41. Well in Bangladesh many online business services use bad business practice such as charging high range of price and also providing default products to their customer. So, I think the service is needed to be more improved.
42. Changing the customer service patterns
43. Maintaining the quality of the product
44. Quality of work, management. Another is Price according to the promised value of the product
45. Maintaining product standards along with proper customer feedback on the product.
46. proper monitoring and management along with improvement of product quality
47. Should be more serious about customer service as compensation
48. Maintain the quality
49. I think more efficient ways to develop the buyer and seller relationship can be developed
50. Be more specific and real while giving product description and pictures
51. Be more informative, responsive and honest.
52. Product quality and also product specifications.
53. Couldn't get the question

3.4 Analysis

Digital marketing is understood by 98.1 percent of those respondents. 62.3 percent of those questioned are presently students, 32.1 percent are employed, 2% are company owners of any type, 2% are digital marketers, and the remaining 2% are social media managers. 22.6 percent of individuals buy things from the internet very frequently, 17 percent buy slightly more frequently, 34 percent buy very frequently, 20.8 percent buy moderately frequently, and the remainder don't buy anything from the internet at all. When buying products online, 52.8 percent of people are concerned about price, 92.5 percent are concerned about product/service quality, 28.3 percent are concerned about good customer feedback, 35.8% are concerned about good customer service, 49.1% are concerned about on-time delivery, and 50.9 percent are looking for any reputable or reliable source. 47.2 percent of respondents believe that using internet marketing to promote a new business is highly beneficial. Whereas 5.7 percent believe it is somewhat successful, 41.5 percent believe it is extremely effective, and 5.7 percent believe it is little effective. I was curious as to which platforms individuals like to use for research purpose. 41.5 percent say they use Daraz, 73.6 percent say they use any Facebook company page, 28.3 percent say they use any Instagram business page, and 26.4 percent say they use chaldal, which are ride-sharing applications. Uber is used by 35.8% of the population, while Pathao is utilized by 34% of the population. 'What are the most common problems you face when purchasing a product or service online?' - In response to this question, 54.7 percent believe the price range is more than it should be, and 56.6 percent say the product quality is poor. Furthermore, 47.2 percent feel that prompt response is a problem, and 41.5 percent have experienced not receiving a product on time. 94.3 percent of respondents believe Facebook is an effective and convenient way to reach out to customers. With 62.3 percent and 45.3 percent scores, Instagram and the website are in second and third place, respectively. 'Which marketing medium is more effective and easier for digital marketing to engage customers?' – in response to this question, 88.7% of people say Facebook marketing, 60.4 percent say Instagram marketing, 58.5 percent say SEO, 34 percent say viral content campaign is effective, and roughly 15 percent -17 percent say email marketing, affiliate marketing, and PPC advertising are effective.

3.5 Findings

1. Many businesses in Bangladesh are operated via internet platforms, hence digital marketing has become a prominent and common concept for most people. Because the majority of people are now aware of internet enterprises, over 60% of consumers trust online platforms to purchase any items or services. After reviewing the results of the survey, I discovered that a lack of adequate product/service quality and a high price range are both important reasons for people's lack of interest in purchasing from an online retailer. Over 50% of individuals have responded to the variables, and roughly 41%-47 percent of people have said that not timely product delivery and not timely response are challenges that they are experiencing. As a result, we can conclude that online firms and digital marketers should be concerned about the price range of their product/service and mindful of the needs of their customers. Furthermore, digital marketers should conduct timely messaging and engagement with customers. Customers are mostly concerned about product or service quality (92.5 percent of the time), then they look at the pricing, whether the product is from a dependable and reputable source or not, and the product delivery time. Because these are the most common consumer issues, marketers should work to earn customers' confidence in these areas.

2. Following the survey, the majority of individuals consider social media marketing to be a beneficial method of digital marketing, with around 90% of respondents choosing Facebook marketing. With around 60% of respondents, Instagram marketing and SEO strategies are ranked second and third, respectively. As a consequence, we can determine that using social media for marketing and using SEO for the online company are both effective marketing strategies. It's also worth noting that viral content campaigns are a successful tactic for digital marketers since consumers are more interested in viral content, which has become a major topic. Humor, memes, graphical postings, inventiveness, and offbeat subject in content that goes viral are all things that people like. Instead of simply directing clients to an online platform, digital marketers should concentrate on getting them to buy their products. Because digital marketing has the benefit of having access to data and information, they can quickly track how to convert potential clients into purchasers. Furthermore, every digital marketing plan should include the development of a platform for long-term consumer value. Providing

long-term value to customers is essential for long-term business success. Gaining trust is one of the most difficult problems, thus providing factual information about a product or service is an effective method.

3. From the perspective of the client, marketing companies must constantly deliver results. They want marketing agencies to effectively meet their marketing goals and demands for their product or service. It is easy to determine which marketing campaign is more effective in achieving the marketing goal in digital marketing as there are records, data and statistics available of marketing campaigns result in digital platforms. To perform good digital marketing, campaigns must be meticulously prepared with accurate data and information, and it is necessary to enhance the campaign's growth. Monitoring, analyzing, developing a more effective approach, and adjusting the strategy to get the desired outcome will help digital marketers reach their marketing objectives and please their customers.

4. There are a few vulnerabilities in Bangladesh's digital marketing technique that can be used to improve it. First and foremost, the survey revealed that one of the most prevalent challenges among respondents is a lack of trust while making purchases. Many companies fail to provide accurate and complete product information. As a result of the lack of opportunity to see and feel the goods in person before making a purchase choice, a small number of businesses are unable to satisfy their customers with their products. Second, the market for digital marketers is increasing, thus there is still a demand for digital marketers. Finally, customers must be engaged and their comments must be taken into account. Many companies are unconcerned with their customers' needs and feedback, and as a result, consumers are dissatisfied with their products or service, as many respondents have stated. Digital marketing for service-oriented businesses is exclusively based on the ratings and data of successful marketing efforts. Clients must rely on the data in this scenario without further examination. Because social media platforms are free to use, they have various limitations or laws that make it difficult to practice marketing efficiently.

3.6 Summary

To interact and stay connected with current and potential consumers, businesses use digital channels such as social media, email, search engines, and other websites. Text and multimedia communication are also covered in this section. Different known and new companies, goods, and services entering the market today are promoting and branding their products and services utilizing the internet and digital information technology. There are two main reasons why digital marketing has an impact on the corporate sector. The first argument is that IT is the most effective way to interact and engage with clients on a global scale, and we can reach out to potential customers by using the internet, which is now a well-known phrase internationally. The rising usage of internet, email, and social media as digital platforms in daily operations is the second reason for adopting digital marketing. The majority of industries rely on technology to do their tasks.

We may say that online businesses and digital marketers should be worried about their product/pricing service's range as well as their clients' wants. Furthermore, digital marketers should communicate with clients on a regular basis. Customers are most worried about product or service quality, then price, if the product comes from a reliable and respectable source, and product delivery time.

Both social media marketing and SEO for an internet business are efficient marketing methods. It's also important to note that viral content campaigns are a successful online marketing strategy since customers are more engaged in viral content, which has become a discuss issue. Rather than merely driving customers to a digital site, digital marketers should focus on persuading them to purchase their goods. Every digital marketing strategy should incorporate the creation of a platform that will provide long-term value to customers.

Campaigns must be properly planned with precise data and information to perform well in digital marketing, and the campaign's growth must be boosted. Monitoring, evaluating, establishing a more effective method, and altering the plan to get the intended result can assist digital marketers in meeting their marketing goals and pleasing their clients.

Many businesses fail to give accurate and thorough information about their products. A limited minority of businesses are unable to satisfy their clients with their items due to a lack of chance to view and feel the goods in reality before making a buying decision.

There is a requirement for online marketing professionals because the market for them is growing. Customers are unsatisfied with many firms' products and services because they are careless about their demands and comments. Customers must be involved, and their

suggestions must be considered.

3.7 Conclusion

E-marketing is based on the same principle as conventional marketing. The key differences are the electronic media used for this promotion to occur. The internet's and technology's growth has offered business with a variety of products and services that might be utilized to improve one's performance.

This report contains all of the necessary information regarding a digital marketing company and how it conducts business using modern technology. This research paper examined prominent marketing models and examined how technological advancements have changed how they are analyzed. This report also evaluated how these methods may be utilized to develop an effective e-marketing strategy. The strategy's primary sectors were also identified. The project section provides an overview of online purchasing clients and how to meet their demands through digital marketing. It will present the current state of digital marketing techniques as well as its flaws. The analysis and insights will help digital marketers, students and academics, and marketing practitioners track and increase long-term clients by connecting with them and researching their perspectives.

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Appendix A.

List of questions ask in the questionnaire

- Are you aware of the term of digital marketing?
- State your profession
- How often do you buy products from online?
- What are your biggest concerns about buying products online?
- How much effective digital marketing is to promote a new business?
- From which online platform do you purchase/take service most of the time?
- What are the problems that you face 'mostly' while purchasing any 'product/service' from online?
- In your suggestions, what can be changed to improve the digital marketing practices in Bangladesh?
- Which medium is more effective and easier for digital marketing to reach customers?
- Which marketing medium is more effective and easier for digital marketing to engage customers?