

# **INTERNSHIP REPORT**

## **FUNDAMENTALS OF ADVERTISEMENT AND PROMOTION OF BANGLADESHI ONLINE BUSINESSES: OBSERVATIONS AT RECTANGLE COMMUNICATIONS LTD.**

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### **DATE OF SUBMISSION**

**27<sup>th</sup> June, 2016.**



**Inspiring Excellence**

## Letter of Transmittal

27<sup>th</sup> June, 2016.

**Mr. Shamim Ehsanul Haque**

Assistant Professor

BRAC Business School,

BRAC University.

66, Mohakhali, Dhaka - 1212.

Subject: **Submission of Internship Report**

Dear Sir,

It's a great pleasure and honour for me to present my internship report entitled "Fundamentals of Advertisement and Promotion of Bangladeshi Online Businesses: Observations at Rectangle Communications Ltd." with due gratefulness and admiration. As per requirement for the BBA Degree, I have completed the internship report under your supervision.

I believe, knowledge and experience that I have acquired during the internship period will be helpful in my upcoming professional career and development. Moreover, content of this report will reflect the fundamental techniques that digital marketers follow for online businesses in Bangladesh.

I would like to request you to accept my internship report for further assessment. Your kind support and consideration will be highly appreciated.

Sincerely Yours,

**Ahmed Abid Shahnewaz.**

ID: 12204126

BRAC Business School,

BRAC University.

## Acknowledgement

With the endless blessing and the helping hand of Almighty Allah, the supreme service provider and the ultimate saviour of the universe, I am fortunate and able to complete the report properly on the due time. Praise to Allah, the most magnificent and the most merciful, for granting me the opportunity to complete the BBA program and therefore this report.

For preparing the report, there are so many people who endorsed their valuable time, labour and support to make it possible. Afterwards, I would like to take the opportunity to express my gratitude to my honourable faculty **Mr. Shamim Ehsanul Haque**, Assistant Professor, BRAC University to provide guideline and opportunity to complete the report as a supervisor.

In addition to, I would like to express my special and heartiest thanks and deepest gratitude CEO of *Rectangle Communications Limited* for giving me opportunity, appointment and lastly certification for the internship program that I have completed. I also want to acknowledge the support of Senior Manager, Growth of **G&R**; Md. Saidur Rahman Sagor and Monjur Morshed Rohan; Senior Manager of Ad Operations, **G&R** for giving their valuable time for me. Their modesty and generosity will be remarkable and memorable to me

## Executive Summary

This internship report based on the three month long internship program that I have successfully completed in *Rectangle Communication Limited* under *Digital Marketing Department* from January 2, 2016 to March 31, 2016 as per requirement of my BBA program on BRAC Business School, BRAC University. It has helped me to gain good knowledge of the digital advertising industry and also the technology driven programmatic industry. As being completely new to practical, corporate world setting, every hour spent in the Digital marketing gave me some amount of experience all the time all of which cannot be explained in words. But nevertheless, they were all useful for my career.

I worked as digital marketing executive, during my internship period in the company. In this period of time, I got opportunity to learn and experience the recent scenario of Bangladesh in digital marketing. Meanwhile, got to know about the brands that are concern and putting an effort for online marketing in this emerging era of e-commerce.

With limited knowledge and experience I tried my best to make this report as much understandable as possible and translated in understandable terms. The entire report will reflects the recent trends of digital marketing and common practices and fundamentals those are being followed by most of the online businesses for their promotions and advertising.

Before drawing any conclusion based on this report it may be noted that the report was prepared in a very short time, there is lack in data and practical knowledge. But still the report may be useful for designing any further study to evaluate the Digital Marketing in Bangladesh.

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## Introduction

### Company Profile

Rectangle Communications Limited is the one stop solution for Brand Management, Event Management, Public Relations, Advertisement, Documentary, Media and Creativity. We pride ourselves in our ability to deliver quality products and services that match the best interests of our client base. Our company ethos revolves round delivering the most effective, customized and target- oriented solutions to our clients. We offer solutions to businesses that really make a difference to each activity we undertake. Whatever the event, with our support, you can remain stress free with the knowledge that your event will be delivered professionally and responsibly. We make it our business to understand your requirements completely and to satisfy every detail, add lots of value, and ensure everything runs smoothly.

Communicating successfully in today's overcrowded world is challenging especially achieving visibility in a saturated market. With us, you will find an experienced team that knows how to break through the 'clutter' and deliver results that connect with your audience or customer. We have a very highly experienced team of associates who perfectly complement according to our clients need. This gives our clients added value with a full range services to ensure that they get real benefits from working with us. The philosophy behind this company is a commitment to the highest level of efficiency and professionalism where we aim to provide excellent communications and services.

### Clients



## Origin of the Report

The entire report has been made as the requirement of Internship of BBA undergraduate program. Report topic has been selected by my both supervisors, organization's supervisor Md. Rasheduzzaman, CEO and Head of Client Service Department and institutional supervisor, Mr. Shamim Ehsanul Haque, Assistant Professor, BRAC Business School of BRAC University. This report contains the recent scenario of e-commerce architecture of Bangladesh and associated loop holes. Moreover, it also illustrates about the generic platforms that are being used, tools, techniques those are being followed by Bangladeshi e-commerce venture and online businesses.

Internet is one of the finest blessings of science and technology which just twisted the ways of typical operations, management, buying and selling goods and services of any business firms or organizations. In this contemporary business world, internet has profound a new dimensions and aspects of trade and commerce which is widely known as E-commerce. E-commerce is a process through which business integrate among its operations, management, value chain, supply, customer at the centre point which enhance business integrity and prompt response. In developing countries like Bangladesh, there are heaps of potentialities to start e-commerce. In existing e-commerce infrastructure there are three dimensions in Bangladesh regarding e-commerce such as, B2C (Business to Consumer), B2B (Business to Business) and lastly, B2G (Business to Government). However, there are heaps of obstacles and lacking in infrastructure and legal environment and if those can be diminished with proper measures and steps then possibilities can be unleashed. The entire scenario and overview of e-commerce sector of Bangladesh has brought up briefly in "E-commerce infrastructure of Bangladesh" section of this paper.

## E-commerce Infrastructure of Bangladesh

In this modern era of technology, internet has brought up several dimensions and ways to create opportunities and sustainability for any business. The start of web the huge planet named world turn into a little one. Both the globalization and web have the prospective to offer a great deal of advantages to people and authoritative in creating and in addition created nations. Web and e-business are firmly wrapped towards created nations. In any case, they can accomplish enormous advantages to creating countries on the off chance that it is pertinent as a perfect business reason. E-commerce is unrest in business rehearses. In the entire world the potential financial is reliant on business segment. Long stretch past in the principal world nations, their business is in online commercial centre .That is an activity turn in business area for sparing time, disposing of business sector middlemen, lessening of fundamental item cost, going to a freedom commercial centre, guaranteeing the nature of items and open door at checking the item costs and also spare the transportation cost for buyer portability. Now-a-days, businesses are mostly being operated over the internet by connecting all the business elements together in a centre point. As a result, electronic commerce (E-commerce) has been introduced in Bangladesh like other countries which are creating more opportunities for the business people and few threats at the same time. E-commerce is a process, through which a business runs, operates its operations and management, supply chain management, communicate with the suppliers and consumers, marketing, distribution, identification, secure transaction with proper delivery of goods and services over online. Bangladesh is one of the developing countries and there are not enough infrastructures have made for successful e-commerce. Depending upon recent ecommerce infrastructure, there are three dimensions of e-commerce in Bangladesh. They are:

- B2C (Business to Consumers)
- B2B (Business to Business)
- B2G (Business to Government)

B2C (Business to Consumer) is one dimension where Bangladesh can create sustainability and it is trending in this country. However, there are some hindrance like low per capita income, weak infrastructure, legal environment and low loyalty of consumers towards business. B2C dimension can still be a challenging one for Bangladesh if these hindrances can be meets up with effective measures. Consumers today are still looking forward to these businesses but they are being deprived from quality, performance, satisfaction and customer



service. If customer needs and wants and satisfaction can be ensured then it will be a great sector to deal with in near future.

B2B dimension is mainly focuses on business to business interactions. B2B has less dependency on RMG sector of Bangladesh. As Bangladesh is ranking 2nd highest in exporting readymade garments products to foreign countries with annual growth rate of 6.30% (FY 2010-13). Bangladesh is mostly dependent on this sector as its communicating and handling its interaction in terms of export and payment through online. Therefore, a secure transaction process which will keep secure all the confidentiality, must be developed for this sector which can assure the neat and tidy and hassle free business communication with the world. Otherwise, it could create a major threat in near future for Bangladesh if B2B dimension do not improve.

B2G is such a dimension through which businesses maintain their interaction with the government. At this recent infrastructure, B2G can be enabled yet in a short scale. Government is a major buyer of goods and products from private sector. However, a few numbers of privileges has been made by government online, like collecting information, form fill up and registrations and transactions. For instance, Bangladesh introduced “e-TIN” services nationwide. It has given few privileges to people like online form fill up, registration, and collection of information but there was a constraint like online transaction which was a major constraint. Therefore, most of the people paid their payment by going through manual banking transaction which could not be fully implemented through online by the government because of insecure transaction process. If this could be implemented properly through adequate online infrastructure then it will be cost-effective, time effective, hassle-free. Moreover, bureaucratic procedures will be shortening up and corruption rate will be decreasing gradually.

## Advertisement and Promotions of Online Businesses

Advertisement and promotions of online businesses are usually controlled through various sets of digital marketing channels. Digital marketing is such a marketing strategy that being broadly used to promote a business items or benefits and to achieve customers exposure through digital channels. It is a vast term that includes online advertising, email marketing, mobile marketing, social media marketing, text messaging, affiliate marketing, search engine optimization, pay per click, blogging and so on. However, in this era of digitalization, in Bangladesh, digital marketing is emerging and yet to be more flexible in every platforms for maximum optimization and utilization. Nevertheless, very near future, Bangladesh will be adopting all the digital marketing channels as whole country is experiencing the vibes and power internet. According to “*International Telecommunication Union (ITU), World Bank, and United Nations Population Division; 21,439,070 users are using internet in 2016*”.

Year	Internet Users**	Penetration (% of Pop)	Total Population	Non-Users (Internetless)	1Y User Change	1Y User Change	Population Change
2016*	<b>21,439,070</b>	13.2 %	162,910,864	141,471,794	10.4 %	2,018,395	1.19 %
2015*	<b>19,420,674</b>	12.1 %	160,995,642	141,574,968	27.2 %	4,149,233	1.21 %




Source: *Internet Live Stats*

From last year 2015, total internet users of Bangladesh increased drastically which is the real scenario of digitalization of Bangladesh and which inherent enormous opportunities for future marketers. “Local industry estimates suggest that in 2011 access to the web was closer to 8 million users, having grown 300% since 2010 and expected grow a further 500% by 2020” (BCG, 2010).

Digital marketing is such a marketing dimension that is evolving and rapidly changing every hour. So it is an enormous challenge for today’s marketer to execute digital marketing plan effectively in locally overwhelming yet global platforms.

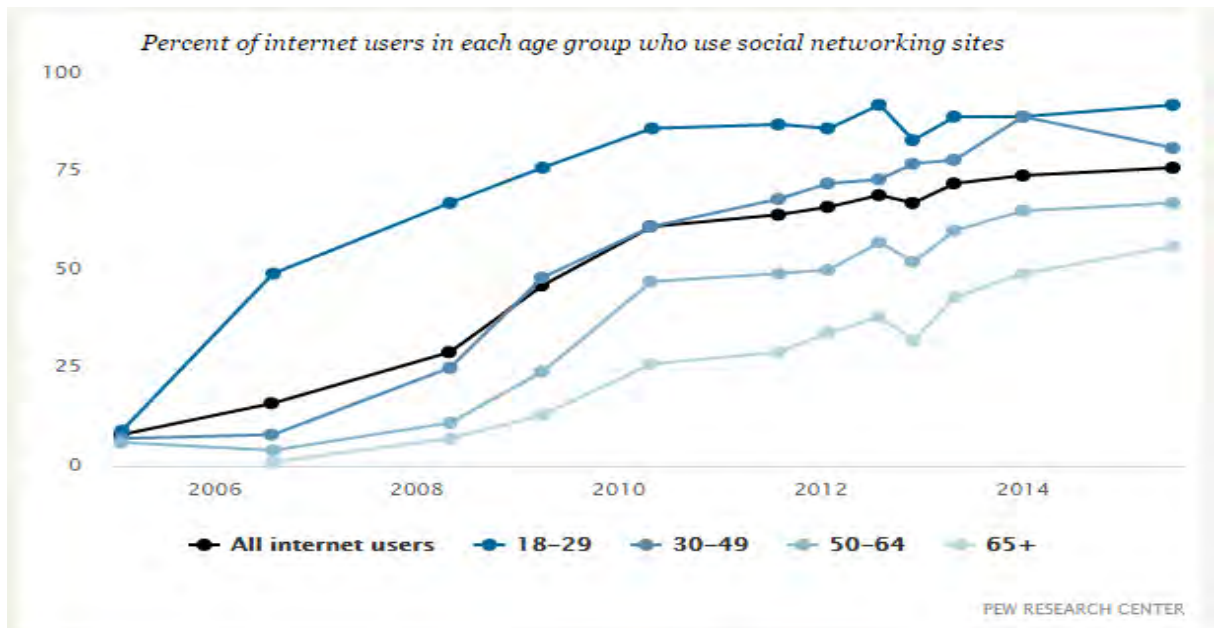
## Social Media Marketing (SMM)

In recent times, social media considered as one of the vital and crucial digital marketing channels. Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. It is a PC based apparatus that permits individuals to create, exchange thoughts, data and pictures about the organization's item or administrations. According to Neilson, internet users are spending additional time with online networking than other websites. Social media marketing networks include Facebook, Twitter, Instagram, LinkedIn, Google+, Pinterest, Tumblr and so on. However, in Bangladesh, most of the social media interactions centred and concentrated on Facebook. Highest social media interactions of Bangladesh, is evolving with Facebook. In addition to, a few percentages belong to LinkedIn, Twitter and Instagram as only very few people are concern about these social media platform. From the table below, we can easily understand that, around the world, mostly three social media platforms are dominating in terms of social media marketing tools. According to (Saravanakumar & SuganthaLakshmi, 2012); Facebook 92%, Twitter 84% and LinkedIn 71% respectively. Therefore, it's completely visible that, worldwide, these three social platforms are being used as marketing tools majorly.

<b>Table 1. Commonly Used Social Media Marketing Tools</b>		
		
Facebook 92%	Twitter 84%	LinkedIn 71%
Blogs 68%	Youtube 56%	Forums 24%
Foursquare 17%	MySpace 6%	Social BookMarking 26%

Source: *Life Science Journal* 2012, 9(4)

Nevertheless, worldwide internet users social networking sites behaviour has a unique identical pattern. According to (Pew Research Center, 2013); “as of September 2014; 71% of online adults use Facebook, 23% of online adults use Twitter, 26% use Instagram, 28% use Pinterest, 28% use LinkedIn.”



**Source:** *PEW Research Center*

From the mentioned above statistics throughout the whole world, we can see that, Facebook is one of the most popular and dominated social networking sites that usually people access. In addition to, in Bangladesh, most of the social media activities concentrated and focused on Facebook than other social networking platform which provides a clear direction to the marketers in terms of implementation of digital marketing strategy.

**Social Networks:**

In most countries, the core social platforms where people interact through social networks are Facebook for consumer audiences, LinkedIn for business audiences, and Google+ and Twitter for both.

Social media marketing is such a technique that has being used by many online businesses in Bangladesh, mostly through Facebook via Facebook fan page to conduct better customer engagement, involvement and customer feedback. Through Facebook, online businesses can promote their upcoming events concerning product and services, create awareness of the brand, run promotions that comply with the Facebook guidelines and explore new opportunities.



Figure 1: Robi Official Facebook Page

### Social Niche Communities:

There are many Facebook groups and sub-groups that are being operated and maintained for the brand to make customer engaged to their news, events, product, price and promotion. One of the most influential Facebook communities in Bangladesh can be referred to RobiFanz of Robi Axiata Limited. Moreover, customers with same interests can exchange their views, perceptions, experiences and create strong brand loyalty.



Figure 2: RobiCircleCommunity by Robi Axiata Limited

### Social Customer Service:

Loads of online businesses are operating their own Facebook page as social customer service platform as well as dedicated forums for effective and adequate customer feedback. Own customer-support forums are increasingly important for responding to customer complaints.



The screenshot shows a Facebook post from Robi Axiata Limited with 1.4K reactions and 18 shares. The post contains three customer inquiries and their corresponding responses. Each response from Robi Axiata Limited offers a service plan with a 5% discount on the full price, plus a 15% discount on the bill and a 1% discount on the service charge.

**Customer 1:** Mohammad Jakaria asks, "বন্ধ সিমের কি কোনো অফার আছে???" (Do there are any offers for my SIM card???)

**Response:** Robi Axiata Limited replies, "Dear Mohammad Jakaria, আপনার অনুসন্ধানটি রবি গ্রাহক সেবা কে সমৃদ্ধ করবে। আপনার রবি সংযোগ যদি ৬০ দিন কিংবা তার বেশিদিন অব্যবহৃত থাকে (এস.এম.ই, পোস্ট-পেইড উদ্যোক্তা, কর্পোরেট এবং ইজিলোড কানেকশন ব্যতীত) তাহলে ৯ টাকায় (5% সম্পূরক শুদ্ধ+ ১৫% ভ্যাট+১% সারচা... See More" (Your inquiry will enrich our Robi customer service. If your Robi connection is unused for 60 days or more (excluding AMI, Postpaid, Corporate and Iliad connections), you will get it for 9 Tk (5% full price discount + 15% VAT + 1% service charge... See More)

**Customer 2:** Rasel Mahmud Mim asks, "এখন রবি বন্ধ সিমের অফার কি জানান?????" (What are the offers for my inactive SIM card?????)

**Response:** Robi Axiata Limited replies, "Dear Rasel Mahmud Mim, আপনার অনুসন্ধানটি রবি গ্রাহক সেবা কে সমৃদ্ধ করবে। আপনার রবি সংযোগ যদি ৬০ দিন কিংবা তার বেশিদিন অব্যবহৃত থাকে (এস.এম.ই, পোস্ট-পেইড উদ্যোক্তা, কর্পোরেট এবং ইজিলোড কানেকশন ব্যতীত) তাহলে ৯ টাকায় (5% সম্পূরক শুদ্ধ+ ১৫% ভ্যাট+১% সারচা... See More" (Your inquiry will enrich our Robi customer service. If your Robi connection is unused for 60 days or more (excluding AMI, Postpaid, Corporate and Iliad connections), you will get it for 9 Tk (5% full price discount + 15% VAT + 1% service charge... See More)

**Customer 3:** আসিফ আহম্মেদ asks, "রবি বন্ধ সিমের কোন offer আছে কি?" (Are there any offers for my inactive SIM card?)

**Response:** Robi Axiata Limited replies, "Dear আসিফ আহম্মেদ, আপনার অনুসন্ধানটি রবি গ্রাহক সেবা কে সমৃদ্ধ করবে। আপনার রবি সংযোগ যদি ৬০ দিন কিংবা তার বেশিদিন অব্যবহৃত থাকে (এস.এম.ই, পোস্ট-পেইড উদ্যোক্তা, কর্পোরেট এবং ইজিলোড কানেকশন ব্যতীত) তাহলে ৯ টাকায় (5% সম্পূরক শুদ্ধ+ ১৫% ভ্যাট+১% সারচার্জ)... See More" (Your inquiry will enrich our Robi customer service. If your Robi connection is unused for 60 days or more (excluding AMI, Postpaid, Corporate and Iliad connections), you will get it for 9 Tk (5% full price discount + 15% VAT + 1% service charge)... See More)

Figure 3: Customer Service of Robi Axiata Limited

## Social Search:

Social media search engines are becoming more social with the ability to tag, comment on results and, most recently, vote for them through Facebook, Google+, Twitter etc. For instance, we can have a look on “Robi Axiata Limited” keywords for search which provides user following results in terms of top, latest, people, videos, pages, places, groups, apps and events.

The image shows a Facebook search results page for the query "robi axiata limited". The search bar at the top contains the text "robi axiata limited" and a magnifying glass icon. The user's name "Ahmed Abid" and the "Home" button are visible in the top right corner. Below the search bar, there are navigation tabs for "Top", "Latest", "People", "Photos", "Videos", "Pages", "Places", "Groups", "Apps", and "Events". The "Pages" tab is selected.

On the left side, there are filters for "POSTED BY", "TAGGED LOCATION", and "DATE POSTED". Under "POSTED BY", options include "Anyone", "You", "Your Friends", "Your Friends and Groups", and "Choose a Source...". Under "TAGGED LOCATION", options include "Anywhere", "Dhaka, Bangladesh", "Faridpur, Bangladesh", and "Choose a Location...". Under "DATE POSTED", options include "Anytime", "2016", "2015", "2014", and "Choose a Date...".

The main content area shows a list of pages. The first page is "Robi Axiata Limited", a Telecommunication company with 6,786,112 likes. Below it is "Robi Axiata Limited Bangladesh", a Business Services company with a 4.1 rating and 2,733 likes. A "See more" link is visible below the list.

Below the pages list, there is a section titled "Posts from Friends and Groups". The first post is from Sidrat Talukder, who is a member of Robi Axiata Limited. The post is dated June 23 at 5:24pm and contains the text "#robi? বন্ধ সিমের অফার কি?". It has 2 comments and options to Like, Comment, and Share.

Below the post, there is a video thumbnail showing a person riding a bicycle in a park-like setting. The video is titled "Ahmed Abid Shahnewaz and Kazi Sudipto posted about this..".

On the right side, there are sections for "FRIEND REQUEST" (showing a request from Adna), "SUGGESTED GROUPS" (showing a group for Car Parts), and "SUGGESTED PAGES" (showing a page for ToLet in Bosh).

Figure 4: Social Search Results

## Search Engine Advertising

Search engine marketing is arguably the most important digital marketing channel for customer acquisition. The process of improving a website's natural ranking in search results. We all now naturally turn to a search engine when we are seeking a new product, service or entertainment. We also turn to search when we become familiar with a new brand, either through offline advertising or direct mail or through other digital channels such as graphical display.

## Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. As we know, Google's algorithm is exceptionally sophisticated and continually being updated to offer searchers the best possible results. This implies that SEO methodologies and understanding strategy of SEO and consumer behavioural patterns on internet is extremely important factor. SEO tactics must need to be implemented while developing our business operations online. Our web page content should be comprehensive, unique, accurate, relevant and useful to engage huge segment of customers and audiences. We need to be extremely focus on accurate and precise phrases and keywords related to our business purpose as its not only important for Google page ranking but also to make our page instinctive for the spider for crawl and decrypt it. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

## SEO Analyzer

<input type="text" value="http://www.robi.com.bd/"/>	URL
<input type="submit" value="Submit"/>	



color = Error color = Warn color = Passed

Status: http://www.robi.com.bd/			
Status:	200 OK	SEO SCORE <b>60</b> out of 100	SPEED SCORE <b>24</b> out of 100
Charset:	utf-8-strict		
Page Content Size:	2,021,170 bytes		
Social Media Shares:	14,421 shares		
SEO Tests			
Passed:	22 passed		
Warnings:	14 warnings		
Errors:	3 errors		

Figure 5: SEO Analysis with SEO Centro

### Meta Title

Meta title is one of the important elements of SEO. Meta title generally refers to the title of any web page. A well-written title will engage and involve heaps of target audiences for the page and triggers the traffic to the site. Meta title or page title considered as uttermost important factor for search engine positioning and ranking systems. Moreover, Google always shortens the long titles or delete valuable information of the page; therefore, we should keep our title short, accurate and effective which can able to fit into the character limits of Meta title. Meta title can be written below or above word limit. However, exceeding the word limit will make customer unable to see the full title. Generally, Meta title optimal length is roughly 55 characters. So that, we have made our business title short, strong, relevant and within the character limits.

### Meta Tag

A page's description Meta tag gives Google and other search engines a summary of what the page is about. Whereas a page's title may be a few words or a phrase, a page's description Metatag might be a sentence or two or a short paragraph. Google Webmaster Tools provides a handy content analysis section that'll tell you about any description Meta tags that are either too short, long, or duplicated too many times Description Meta tags is important because Google might use them as snippets for your pages. Note that we say "might" because Google may choose to use a relevant section of your page's visible text if it does a good job of matching up with a user's query. Alternatively, Google might use your site's description in the Open Directory Project if your site is listed there. Adding description Metatags to each of

your pages is always a good practice in case Google cannot find a good selection of text to use in the snippet.

### Meta Description

Though it is not important and vital to search engine ranking, Meta description and tags are highly influential in gaining customer attachment and in picking up user navigation from Search Engine Result Pages (SERPs). This Meta description of web page also appears in social media network like Facebook. Meta description is an opportunity for business organization to invite audience, clients, suppliers and business partners to read and gain more information about the site. Therefore, for implementation of our online tailoring business we were strongly focused on Meta description which can able to attract and make customers, suppliers, partners interested on our website. Usual character limits of Meta description is around 150-160. However, to make our each and every content precise, accurate, useful and relevant we have added Meta descriptions with each page which can grab customer attention and interest towards our business model and operations. While writing Meta description, we kept in our mind that, we should take time to write compelling text and strong keywords and phrases to reassure user that this is which they are exactly searching for on the internet.

## Organic Search & SEO

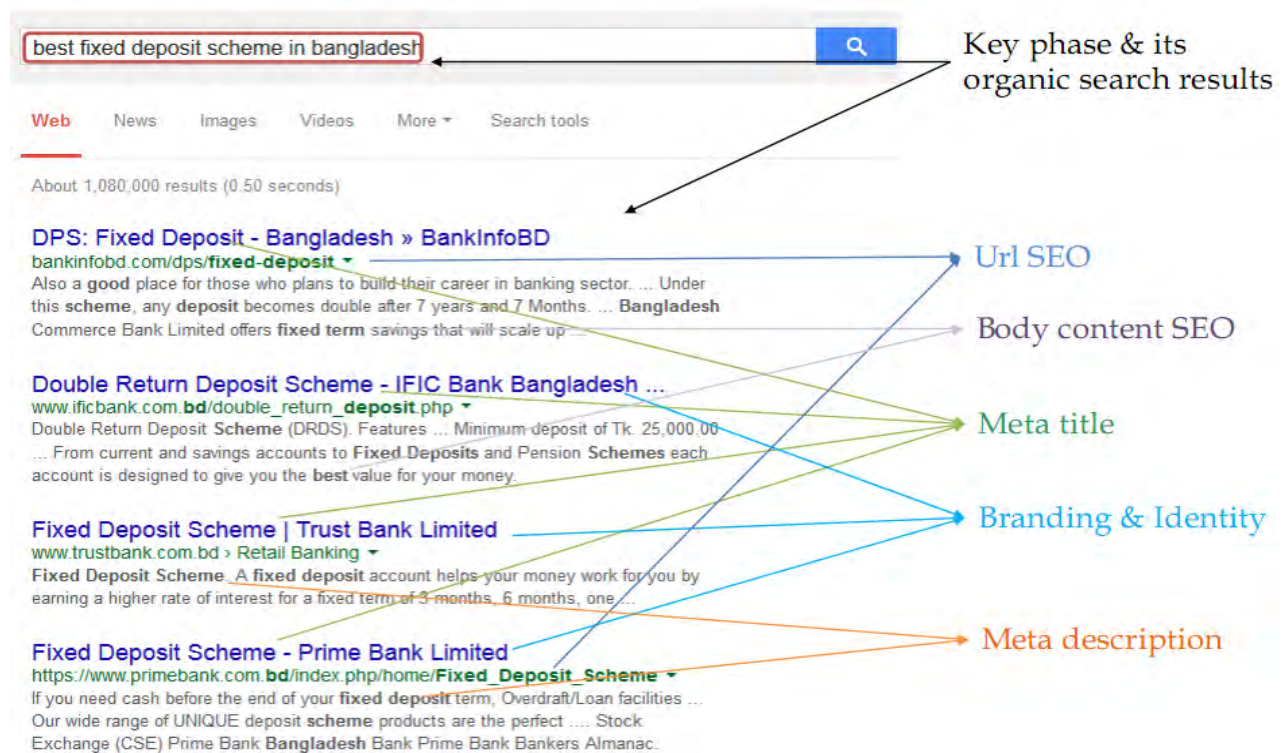
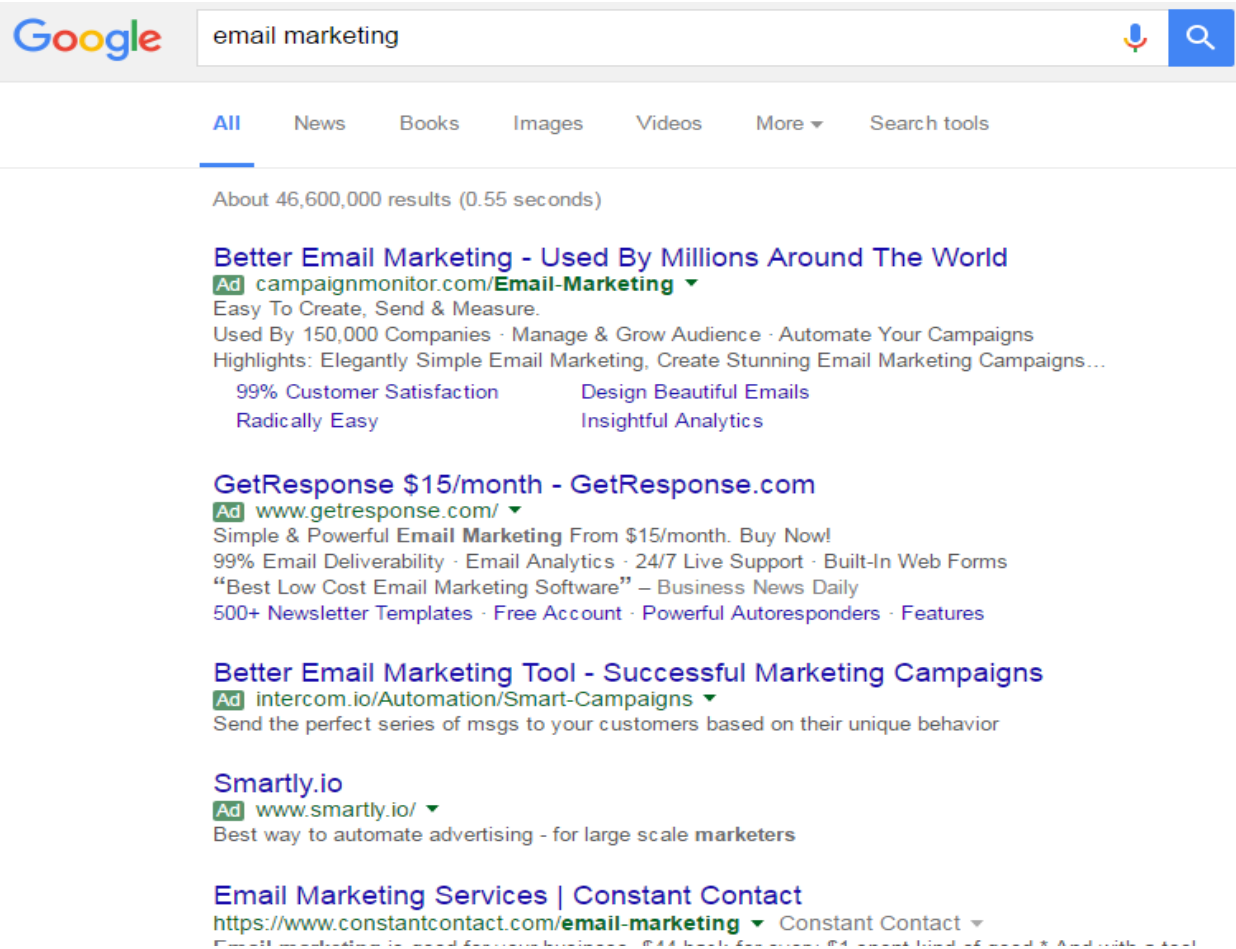


Figure 6: SEO, Meta Title, Meta Description

## Pay per Click (PPC)

Apart from Facebook, we used Google AdWords which is Google's online advertisement channel. Now-a-days, through Google AdWords numerous companies and firms are doing their advertisement in various sites and pages by taking permission of those. Therefore, whenever people try to surf the internet through search for different sites, people get notified about the ads of those companies through Google AdWords while surfing the internet. Customization is the major benefits of this ad. We can customize and create ads as per our requirement and planning with precisions and accuracy.

Paid search marketing or Pay per Click (PPC) is similar to conventional advertising; here a relevant text ad with a link to a company page is displayed when the user of a search engine types in a specific phrase. Although many searchers prefer to click on the natural listings, a sufficient number do click on the paid listings (typically around a quarter to a third of all clicks) so that they are highly profitable for companies such as Google, and a well-designed paid search campaign can drive a significant amount of business for the search companies.



The image shows a Google search results page for the query "email marketing". The search bar at the top contains the text "email marketing" and a search icon. Below the search bar, there are navigation tabs for "All", "News", "Books", "Images", "Videos", "More", and "Search tools". The search results show "About 46,600,000 results (0.55 seconds)". The first result is an advertisement for "Better Email Marketing - Used By Millions Around The World" from campaignmonitor.com. The second result is an advertisement for "GetResponse \$15/month - GetResponse.com" from www.getresponse.com. The third result is an advertisement for "Better Email Marketing Tool - Successful Marketing Campaigns" from intercom.io. The fourth result is an advertisement for "Smartly.io" from www.smartly.io. The fifth result is an advertisement for "Email Marketing Services | Constant Contact" from https://www.constantcontact.com. Each advertisement includes a title, a URL, and a brief description of the service.

Figure 7: Search Ad Example

## Display Advertising

Display advertising carries messages containing visual image, logo, text or graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. Online advertisers often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

## Green and Red (G&R)

Green & Red Technologies (G&R) was formed in late 2009 with a view to injecting some much needed life into the internet space in Bangladesh. As one of Bangladesh's dedicated online media groups, G&R set out to build web-based technology and solutions that would enable a sustainable online ecosystem.

G&R started out initially by launching a consumer facing website, "GoromCha" in January 2010. The aim for "GoromCha" was to connect internet users with information about their local areas. The site is currently going through a major overhaul and will look to re-launch in 2014. In June 2011 G&R launched the G&R Ad Network, the first and leading online display advertising network in Bangladesh. Internet advertising provides marketers with an ideal solution to reach their target audience in a cost-effective manner. Most importantly, it also provides the necessary metrics to be able to track ROI. Typically, reaching a Bangladeshi audience online has been a painstaking and unrewarding task. Not only have publishers been unable to provide accurate, timely reporting, the price of running campaigns for advertisers has been high, resulting in little or no visible ROI.

The G&R Ad Network has changed all of that. This platform is G&R's flagship product and the team is determined to help local publishers better monetize their websites and for advertisers to enhance their reach online.

G&R's mission is to make the internet more meaningful in Bangladesh – for consumers, website owners and advertisers. We aim to achieve this by constantly striving to be innovative, embracing the unconventional and applying a highly data-driven approach.

## Email Marketing

Email marketing refers to marketing techniques which use email format as a basic mean of communication with the customers. Email is an exceptionally flexible medium. Positions range from straightforward content to HTML and rich media. Substance can be one-size-fits-all or exceedingly modified. Recurrence can comprise of altered, continuous interims or sporadic interims, with transmissions happening just while something newsworthy goes along. Complexity (and expense) can be low or high.

There are five key factors which need to be taken under consideration for optimization and better results through email marketing. Factors are:

1. Keep it SHORT (most will only skim it anyway).
2. Focus on the HEADLINE (Draw your readers in).
3. SKIP the intro (why need an intro if your message is short?).
4. Put the best information ON TOP.
5. Include IMAGES.

Some best practices are there even that can take email marketing to another level. Such as:

- Include offer in subject line of email.
- Use branding in the subject line.
- Personalize it for dedicated performance.
- Use words people like and usually use.

Although, statistics for email use in Bangladesh are extremely limited. However, it should be taken under regular practices as email marketing is one of the most vital parts of digital marketing tools which should not be overlooked or compromised at any cost. Already many companies and businesses are taking email marketing as a major concern and hopefully very soon, Bangladesh will embrace this marketing technique and able to grab the major outcome and opportunity.

## Importance of Online Marketing

Now, the question might arise that, why businesses and the whole country should go online? What would be the major benefits of online marketing rather than contemporary marketing strategy and tactics? Answers are very logical, bold and understandable. Online marketing has so many advantages that should not be compromised than traditional marketing. Such as:

- Direct interaction with audience and customers.
- Better customer engagement and involvement.
- Easy to track and measure the effectiveness.
- Tangible numbers and logical interpretation can be made.
- Less costly to implement any promotions or advertising.
- Can let people and customers aware about the brand and its product and services.
- Easy to create brand loyalty.
- Easy to compare prices and products with other providers.
- Instant purchase can be made.
- 24x7 support can be provided to customers.
- Easy to track customer satisfaction and complaints.
- Hassle-free electronic customer database can be developed.
- Customer feedback can be provided anytime from anywhere.
- Easy to create word-of-mouth promotions.
- Every customer can be served individually and dedicatedly.
- Ability to go viral.
- Two way interactions can be made.
- Wider reach through various technologies.
- Highly personalized system.
- Less time consuming.

## Limitations

As, e-commerce is one of the very recent phenomena in Bangladesh, therefore, digital marketing and its effectiveness are somehow being overlooked. There are heaps of limitations and challenges which should be minimized to maximize the absolute output of digital marketing and its effectiveness throughout the whole nation. However, it is predictable that, in near future Bangladesh will be digitalized by diminishing existing lacking and limitation that are hindering the actual digitalization process of Bangladesh. Most vibrant limitations are as follows:

- Lack of education.
- Cultural traditions.
- Poor concept of digital marketing.
- Poor or no awareness are noticeable among online businesses.
- Limited internet coverage.
- Low infrastructure of e-commerce of Bangladesh.
- Lack of privacy policy.
- No fair and transparency policy.
- Poor website maintenance and development.
- Lack of first movers.
- Lack of trustworthy business or organizations.
- Lack of experience and support.
- Low enthusiasm to move from offline to online by business and enterprises.
- High internet cost.
- Low ICT training and education.

## Recommendations

To increase the entire effectiveness and efficiency of digital marketing and to utilize the power of internet, there are many recommendations which should be taken under consideration and corrective measures to implement those. They are:

- Complete development of Digital Bangladesh.
- Increase the exposure of internet.
- Create adequate awareness for marketers and customers.
- Implementation of complete ICT education and training.
- Internet coverage should be surpassed all the regions.
- Easy access to the internet for all.
- Lowering the internet cost.
- Increase social media marketing concept.
- Social media Brand page should be up-to-date and properly maintained.
- Strengthen the privacy policy.
- Secure payment gateway.



## Conclusion

In a nutshell, e-commerce is one of the most emerging sectors of Bangladesh if adequate measures can be taken into account. Bangladesh is a densely populated country with a identical youth population who are very much suitable for embracing e-commerce and, probably, no other country in the world has such a young group of population. Best watchwords can be phrased as “apply, learn and grow” which should be taken under regular practices for better output and optimization of digital marketing. Meanwhile, there are heaps of opportunities where business can flourished to its top extent if proper infrastructure, legal environment and secure transaction process and customer loyalty can be made through ensuring consistent delivery of product with maximum quality, performance and customer service.

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