"WHY A BRAND SHOULD DO DIGITAL MARKETING A STUDY ON BANGLADESHI MARKET"

Course Code: BUS 401

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Faculty: Mr. Noman Hossain Chowdhury, Senior Lecturer, BBS

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Submitted by

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Letter of Transmittal

31ᵗʰ September, 2016

To,

Mr. Noman Hossain Chowdhury

Senior Lecturer,

BRAC Business School

BRAC University

Sub: Submission of Internship report on "Why a brand should do digital marketing".

Dear Sir,

With supreme respect I would like to state that I have completed my Internship Report on "Why a brand should do digital marketing". The work associated with this paper gave me the scope to enhance my knowledge on digital marketing field. It helped me to gain many new insights on different important and necessity tools of digital marketing. With the extensive, elaborate research and interviews, I tried to make the report as inclusive and thorough as possible.

I, therefore, would like to request you to acknowledge my dedication and hard work and kindly accept our term paper.

Yours Sincerely,

A. A. MD. NIAZ MURSHED KHAN,

14204113,

BRAC Business School.

Acknowledgement

First, I want to thank the Almighty Allah to reach me at the successful end of this paper. I would also like to express my gratitude to my respected teacher (Supervisor), Mr. Noman Hossain Chowdhury of BRAC Business School for his continuous guidance and support regarding this report. We also like to acknowledge and thank my boss (Supervisor), Abdun Nafee, who helped me time to time by sharing many experiences and information.

Finally, I would like to give thanks to both my respected Supervisors again who have contributed through their comments, suggestions and valuable time to prepare this report in such a comprehensive manner. I also want to give thanks to all the interviewees for their precious time.

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Executive Summary

I consider myself very fortunate for getting the chance to do internship in Asiatic JWT (Digital) which is the oldest advertising agency of the country and monitored directly from JWT Bangkok. Working in a leading advertising agency helped me a lot to understand the current market scenario and how the market is changing.

Though digital marketing started many years back in developed countries, we are very new to it. In Bangladesh we are practicing it for last 2/3 years. But I will not say it is running in full swing from my last 6 months experience. Many big brands yet lack knowledge of digital marketing, which is the biggest barrier for digital marketing in this country.

Digital marketing added a new dimension in marketing. It made the process interactive. As a result there is always a chance for the brand to improve their lacking according to customer's demand. On the other hand, customers are now notified about their queries timely. In our country people are using social media more than ever. So there is always a chance of Word Of Mouth communication there. So the job for brands is now kind of easier, if they satisfy the existing customers, these existing customers will get them the potential customers. As I have already mentioned earlier, we are still not educated enough on this sector, people still have trust issue with this, but hopefully with the advancement of technology we will overcome it soon.

Introduction

The world, we live is a phenomenon of modern science and advance technology where nothing is impossible. What we could not even think a few years ago it has now become normal and easier to execute within the blinking of an eye with blessing of new technology. With the rise of using internet and social networking media a newly emerging notion of marketing philosophy "Digital Marketing" comes to scene which has moved the universe away from the idea of traditional marketing.

Around 50% of the world population use internet today. From 2005 to 2015, the internet users in the world grew 1024 million to 3207 million which is increasing rapidly (statista, 2016). Using smartphone among people is growing highly as it is assessed around 2 billion smartphone consumer in the market and estimated to rise about 12% by the year of 2016 (smsglobal, 2016).

Internet came to Bangladesh late with the nation picking up the network in 1996. In the most recent couple of years it has grown impressively. Internet users in Bangladesh grew from 186,000 in 2000 to 617,300 in 2009 (Parvez M. Ashraf: Deputy General Manager (Bandwidth Planning), BSCCL; MAY 2015). The total number of Internet Subscribers has reached 56.167 million to 62.248 million from January, 2016 to August, 2016 that shows the 3% growth rate (btrc.gov.bd, 2016). The total number of Mobile Phone Subscribers has emerged 97.389 million to 117.758 million from January, 2014 to August, 2016 which presents the growth of 12.73%. (http://www.btrc.gov.bd/content/mobile-phone-subscribers-bangladesh-august-2016). Around 170 million people all over the world use social networking sites on the consistent basis and each working professional is wanted to get accustomed with at least the fundamental views of Digital Marketing so there is no alternative except digital marketing to the brands for promoting their products and services. It gives any brand a number of opportunities to communicate directly to the audiences specifically potential audiences where a brand can target specific group of customers regarding their interest. Marketers can measure easily which campaign is working and which one is not that helps them to optimize their campaign. Digital marketing is showing its value to the brands by making unique aspiration, swelling involvement and creating awareness about brands among the users.

Company Profile

Asiatic 3sixty is one of the leading marketing communications group in the country, offering total marketing solutions to Brands and helping them achieve their true goal. They began their expedition on May 15th 1966, known as East Asiatic, serving the traditional business in the absence of established Brands in that era.

In 1966, the group allied with the oldest agency in the world, with 150 years' experience in marketing communications & that has grown to be the 4th largest international communications group- J. Walker Thompson (JWT), assisting them to give pioneering innovative solutions to its clients by the acquired guidance of the international umbrella.

In the last 50 years, the group diversified their operation vastly and recognized themselves to be the pioneering 360 degree marketing solution giver in the country.

The group is now consisted of 14 wings that provide their clients with services such as communication, experiential marketing, public relations, audio-visual productions, research, media buying, printing, outsourcing, broadcasting and digital marketing.

Overall, the Asiatic 3sixty group at present employs 875 people in all of its wings and has earned the honor of being one of the most desired company in the country.

The wings of the group are given according to the different branches of marketing in following,

Communication: Under communication wing Asiatic 3sixty has two branches- Asiatic Marketing Communications Limited and Asiatic Talking Point Communications Limited. Both of them are the top ATL marketing wings in the country, serving the clients with all their ATL communication demands. From TV commercials, Radio commercials, print ads, billboards to posters & booklets, these two firms have made their benchmark in those fields.

Experiential Marketing: Experiential marketing is a form of advertising that focuses primarily on helping consumers experience a brand (creativeguerrillamarketing, 2016). It is comparatively a new theme in marketing in not only our country, but in the world; and Asiatic group has the honor of being the pioneer in this sector. This particular field of marketing was previously known individually as Events, Activations and other BTL marketing campaigns. To help this purpose and deliver the clients what they ask for Asiatic Experiential Marketing Ltd. (Asiatic EXP), previously known as Asiatic Events Marketing Ltd. & Asiatic Footprints providing their innovation in creating valuable experiences while implanting the brand values of brands.

Media Planning: Maxus, Mindshare & MEC, these three wings that are popularly known as "Group M" within the Asiatic hub provide one basic function to their clients- Media buying. The "Group M" offers relation media service, media research and the best possible media real estate at the best possible price to their clients to break the today's media jungle in the efficient way.

Public Relations: For any advertising success it is pivotal to ensuring that the right message is being provided to the right person at the right time through the right media, but there is another element that helps ensure that success is public relations. It is important to create liaisons with personalities that might influence the result of any venture and under Public Relations wing Forethought PR offers the clients this service.

Printing: Moitri Printers LTD. does all of Asiatic 3Sixty's printing activities. They serve the clients A1 service through its advanced technological support as well as well trained professionals.

Research: Research is a helpful element to ensure success at communications marketing. The research wing of Asiatic, MRC- MODE explores the inner part that helps the clients to take effectives decisions which ushers success. It does the market research on the basis of company, the customer and the competition with the best possible way.

Audio-Visual Production: Ddhoni-Chitra and Nayantara are the two wings under the Audio-Visual Production. Ensuring top quality content and service to the clients in the sector of Audio-Visual Production meeting international broadcasting standards is the motto of Asiatic Ddhoni-Chitra which is the pioneer in this field. It offers the high quality Audio-Visual Production through advanced technology and creative support.

Outsourcing: Under outsourcing wing Stencil Bangladesh Ltd, member of the Bangladesh German Chamber of Commerce & Industries (BGCCI) offers the clients clipping path, image masking, shadow(drop, natural and reflection), image multiplication, neck joint, image retouching, color correction, raster to vector and wide range of similar services as a image editing and graphic design as an Outsourcing agency. Stencil Bangladesh Ltd has international exposure which helps it reach international clients.

Broadcast: Radio Shadhin 92.4 FM, "more than just a radio" is an infotainment based radio focusing on the effect of current incident of our society, providing authentic information, innovating type of programs through its hard working crew and technical support. Within four years of operation it has reached to 15 million people in the country and raising every day (radioshadhin, 2016).

Digital Marketing: Cookie Jar, the digital marketing wing of Asiatic 3Sixty group is offering the clients to find the potential customers through digital marketing. Now-a-days it is difficult to reach target people through conventional marketing where Cookie Jar provides solution in searching and obtaining right consumers through digital marketing.

History of Digital Marketing

The theme "Digital Marketing" is now a diversified form of marketing in which a person can promote his products and can get feedback through internet. Digital marketing is the method and policy that brings an advertiser with their customers together through different digital medium. The medium consists of display network, search network, social media, mobile, video etc. (mediaocean, 2016). According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses" (Gaitho, 2016).

In digital marketing a marketer can reach vast of audience and he can able to target specific customers considering their demographic, behavioral, psychographic. A marketer is also able to target specific type of devices and calculate his success through tracking impressions, clicks, website hits, leads, and actual purchases. In a word digital marketing is the process of promoting products and services through internet and different electronic devices.

The term digital marketing was first used in 1990. Digital marketing is not possible without the help of technology whereas marketing and technology are inseparable. The era of digital marketing began when computers were become more sophisticated to use and store large number of data. Advancement in technology helps digital marketing to begin its journey.

The journey began when the computer was first invented by Charles Babbage. The evolution in the history computer helps digital marketing grow up. In 1981 IBM launched first personal computer which contributed to store more customer information. In 1986 SQL was recognized as a standard by ANSI (American National Standards Institute) and in 1989 the storage capacity of computer increased to 100mb that helped database marketing flourish (kapost.com, 2016).

First e-mail was sent Ray Tomlinson to himself in 1970 and first cell phone was invented by Motorola in 1973. In 1985 first domain symbolic.com was launched and in 1989 introducing World Wide Web (www) by Tim Bernes-Lee which made a great impact in the history of digital marketing (mediaocean, 2016).

The evolution in the technology makes digital marketing more applicable and with the contribution of technology it is going to overtake traditional marketing.

In 1990s CRM (Customer Relationship Management) software brought a huge change in database marketing. It helps to manage customer data and customer interaction, entry to business information, automate sales, marketing and customer support etc. In late 90s some other competitors like Oracle, SAP, Baan entered into the market which helped to expand the services including marketing, sales and service application.

90s is remarkable decade in the history of digital marketing because of many innovative invention was occurred. The digital age as know which began with the internet and the Web 1.0 platforms in the early 1990s. Once we lived in a static world where the users could access to the information they wanted but they could not share those information on the web. There was no interaction among the users while they could only read the content. But this thing was changing gradually.

First search engine "Archie" was launched in 1990 and first instant message was sent by AOL in 1993. At the same year maiden clickable web-ad banner was introduced and the next year "Hotwired" the first web magazine purchased a number of ad banners which the initial steps was getting us into a new digital era.

Yahoo! Another technological wonder was launched by Jerry Yang and David Filo in 1994 which triggered comprehensive changes in digital marketing. At the same year Joe MaCambley created first display ad for AT&T as well as first E-commerce transaction occurred over Netmarket. However the number of internet users increased to 16 million by the year of 1995. In 1996 some smaller search engines like HotBot, LookSmart, Alexa were introduced which created more space for the users. In 1997 we saw the first social media site "Sixdegrees.com" was introduced.

The birth of Google opened a new board way to the digital marketing which founded in 1998. It created more opportunities to the marketer to promote their campaign and optimize it. At the same year Microsoft launched MSN and Yahoo launched Yahoo! Web Search that brought competition among the giant companies.

But with advanced technology came to face new challenges. As the investors were rich in data they easily stored customer data but they needed support making the information to sense to the users. This trend has been changed when the first software-as-a-service (SaaS) company, Salesforce.com founded. Salesforce was the pioneer to provide business applications from a website which is generally known as "cloud computing".

Within two years the internet bubble burst and gradually smaller search engines either erased or left out for making more space for the market leader. Google soon realized that the worth of analyzing content they got and mark ads on the basis of customer interest which made one of the market leader. In the meantime Google initiated to expand and upgrade their search engine and brought new products. According to that they brought AdWords in 2000 which are 3 line ads that displays on the top or at the right side of search results and AdSense which is a cost-per-click advertising method. It helped to bring a dramatically change to the digital marketing where advertisers can have the scope to measure their success and optimize their campaigns. Those advancement in technology gave digital marketing a solid platform. Universal Music first introduced mobile marketing campaign in 2001 which was great achievement because people gradually get accustomed to small devices.

The cookie was another vital landmark in the history of digital marketing. The advertising world stated to broaden the ways so that they were able to capitalize on the rising technology. The Cookie was truly designed to record user's browsing habit. But from the beginning it developed to a handy part of E-commerce and helps advertisers and businesses accumulating literal user information. In this method marketers could track general browsing habits and usage pattern so they could customize their promotions and marketing according to the interest of audiences. E-commerce giant "Amazon" still uses this system for targeting its customers and provides the products based on the previous search. It has made huge impact to the digital marketing.

The Web 1.0 platform gradually transformed into Web 2.0 where people were no more receiving data rather they taking part at interacting with other users and business. Internet started to be a super information highway in which digital marketers can directly communicate with the audiences. Slowly Web 2.0 platform converted in social universe at last. In the early 2000s different social media were introduced that helped the users to engage and interact with each

other. First LinkedIn was launched in 2002. Then Myspace one of the pioneer social media site went live in 2003 and at same year WordPress released.

Facebook was founded in 2004 by Mark Zuckerberg. It is another milestone in the world of social media where people can easily communicate with each other and marketers can easily promote their products and services. It has opened a new door of opportunities to the digital marketing world. A statistics shows 70% of B2C marketers have obtained customers through Facebook. At same year Google went live and Gmail launched. Advertising through internet earned approximately $2.9 billion along U.S.A by the end of 2004.

By 2005 Google introduced YouTube which gave a new benchmark to the digital world. YouTube has soon gained huge popularity as people spent more than 3 billion hours watching videos which gives opportunities to the advertisers showing their ads and promoting their products and services.

In 2006 Microsoft introduced MS Live Search, Twitter, a social media launched and Amazon sold around $10 billion through E-commerce. By 2007 another social media Tumblr began to start its journey and Web streaming service Hulu came to scene. At the same year Apple introduced iPhone which brought a magnificent breakthrough in the Web once more and everything started to convert serving the mobile users. By 2008 first android smartphone launched which made smartphone use easier and Groupon another E-commerce company went live.

By year of 2009 Google brought Instant for real-time search engine results. In 2010 Google launched Google Buzz and at the same year another social media site WhatsApp introduced, later it was acquired by Facebook. By 2010 Instagram, pinerest and iPad has been introduced while mobile marketing alone made profit of around $650 million.

In course of time some technologies has forgone as Google shut down Google Buzz in 2011. At same year Google launched another social media site Google$^+$ and using Web overtaken TV viewership among the young. Meanwhile social media budgets began to high as it increased 64% by the year of 2012. At that time some giant company started to buy smaller site as Yahoo bought Tumblr. In 2014 we saw some other technological advancement came to scene such as Facebook Messenger app, Customize ads on LinkedIn, iWatch and Facebook's Look Back etc.

At the same year mobile phone users exceeded PC internet usages. By 2015 Snapchat launched "Discover" feature meanwhile we saw the rise of predictive analytics, wearable tech, content marketing and the same year Facebook brought "Instant Articles". That's how social media sites started rising up for that many business tycoons soon realized to take it as a media of promoting their brands.

These innovative advancements in technology made digital marketing easier. These technologies created a great impact to the digital marketing. A statistics shows American people spend average 37 minutes per day on social networking sites. 99% digital entrepreneurs use Facebook, 97% use Twitter, 70% use Google$^+$, 69% use Pinterest, 59% use Instgram as a means of marketing their products and services. 70% Twitter users choose to buy products from the brands they follow on Twitter. 83.8% luxury brands showing their appearance on Pinterest. The most used social networking sites by the marketers are LinkedIn, Twitter and Facebook.

[https://www.simplilearn.com/history-and-evolution-of-digital-marketing-article]

A recent research conducted by Zenith Optimedia presents that between 2013 to 2016 digital ads spending will increase from 16.8% to 20% and at the same time mobile ads spending will increase from 2.9% to 8.2%. Meanwhile Television will keep the majority of ads spending but other media such as Radio, Print media will witness a fall out.
[http://www.mediaocean.com/digital-marketing-guide/overview-history]

Now we can how digital marketing is going to overtake traditional marketing and how it influences the marketers to realized its potential and make them to shift to the digital marketing.

The future as we don't know what will happen to the digital marketing in future but we can predict. Within two decades digital marketing has changed the marketing philosophy among the businesses and it is rising up day by day. Digital marketing is changing exceptionally and it will stay changing. Mobile marketing will be a commanding factor to the marketers as people are getting used to mobile phone instead of computer. Social networking sites where users interact with each other easily will be more useful for the digital marketers. Web marketing is one of the most important element of SEO campaigns which gives essential strategies. New technology will come to scene and some technology will wipe out. So digital marketers have to discover the techniques how to cope up with the changes. They have to come up with the latest technologies

and smart search engine networks which will help the digital marketing making more effective. We can say digital marketing will be a leading marketing policy in the near future instead of traditional marketing.

Job Description

Being the intern of the planning team, my job was to assist the team while making a plan for both existing and potential clients. I am putting the details in below,

- ➢ Making regular monthly content plans for different existing brands. For example, PRAN Drinking Water, PRAN Hajom Candy, RFL Furniture, PRAN Mango Fruit Drink, PRAN Juice South Africa etc.
- ➢ Making and assisting to make campaigns for different brands. For example, "Bikel Offer" of Igloo.
- ➢ Going to different client's office for taking brief from them about the brand or a specific campaign.
- ➢ Going to different client's office both existing and potential for presenting the plan.
- ➢ Analyzing the current market scenario and competitors for both potential and existing clients.
- ➢ Working with traditional (ATL and BTL) advertising team to make a 360 degree marketing plan. For an example, I have worked in the pitch of the "Power, Energy and Mineral Resources Week". I wrote the digital part of the plan and also presented it to the Minister of Power, Energy and Mineral Resources.

The Purpose of doing Digital Marketing

Digital marketing is more customer centric. On the other hand, brands get instant feedback to improve their work. This type of marketing is more niche and creates instant TOMA (Top Of Mind Awareness) as advocacy (WOM) plays a very important role here.

Logical Purpose: In digital marketing, we already know how many customers are out there in the digital eco-system. Here setting the TG (Target Group) is more specific. We can set the TG according to their Demography (Location, Age, Job etc.) and Physiology (Marital Status, Interests, Liking etc.). As a result the targeting becomes more specific here. When we set a billboard for example, for a life insurance company, everyone going through that street see it, but not everyone is their customers. So, a huge portion of the investment gets wasted for no reason. In contrast, in digital marketing, according to the targeting customers will see the ad. So we can say digital marketing is very much controllable.

Emotional Purpose:

➢ Nowadays people always want to be live. They want to be connected through internet.

➢ People like interaction. A TV ad was never interactive, but online advertisement does. Customers gets answers of their queries in digital platforms. It makes them feel special. As a result a brand create a loyal customer base. This loyal customer base is the power of a brand.

➢ Not being present on the spot people can give referrals to others. For example. In LinkedIn we can give reference to someone if we want to.

➢ People want to participate in those events, related to their lives. Digital campaigns can give people this wing to fulfil their wish.

What Asiatic Digital Does

Services:

➢ Digital Content Strategy
➢ Digital campaign planning and execution
➢ Measurement and Analytics
➢ Media planning and buying
➢ Relationship management in social media

Media:

Social Media	Google	AD Networks
G+	SEM	G&R
Facebook	SEO	AD Play
Twitter		Yahoo!
LinkedIn		
Instagram		
YouTube		
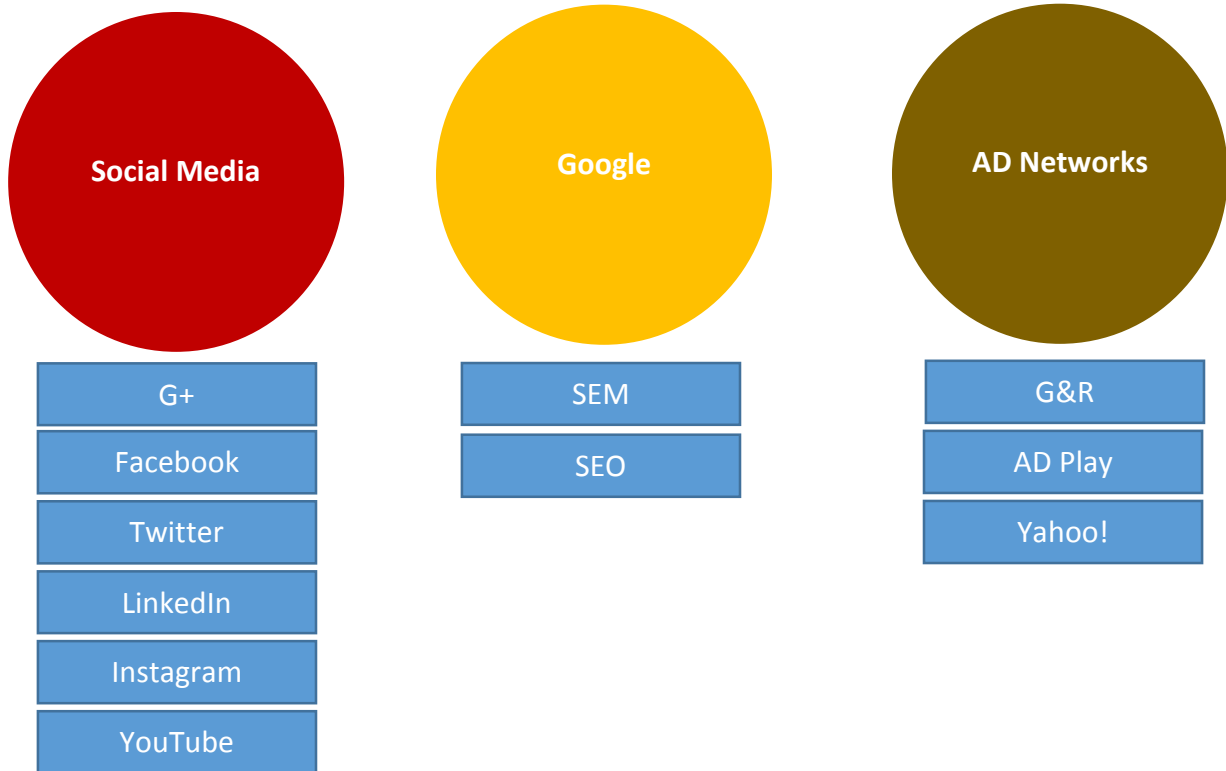
Methodology

Researchers usually collect their essential data by collecting firsthand information which is known as Primary data – data which are gathered particularly for a specific purpose or they go for secondary information which was collected for some other purpose but somehow is relevant to the researchers' need. In this case, we have a unique problem statement which focuses on the "Why a brand should do digital marketing".

About the company profile and industry, I knew from my supervisor and internet as well. For the primary information I made a questionnaire, and did a random survey within my targeted age groups. I have also mentioned many things in this paper on my personal experience basis as it should be done this way.

Objective of Study

Overall Objective:

➢ Why a brand should go for online marketing.

Particular Objectives:

➢ Find out the physiological and behavioral attitude of internet users.

➢ Top age group that using internet.

➢ How long people are online.

➢ What do they like to see online?

➢ What do they want to skip.

➢ Data usage policy of using internet.

➢ Finding out the digital education level of both existing and potential customers.

Limitation of Study

➢ This study was made among 30 interviewees, so it may not be totally accurate for the mass digital eco system of the country.

➢ These 30 interviewees were mostly my friends and colleges and these people very frequent users of internet, so it may not be totally accurate for the mass digital eco system of the country.

➢ As I had to maintain many confidential issues as per my organizational loyalty, I have not mentioned many frameworks and data, we use.

➢ Time limitation played a key role in this survey and that is why I had to cut down the sample size into 30.

Analysis of the Study

Do you have Access to internet?

In this question 30 people said yes. It was kind of obvious because, people living in Dhaka city mostly have internet access.

What are you?

Among 30 participants 19 were male and 11 were female.

GENDER

■ Male ■ Female

37%

63%
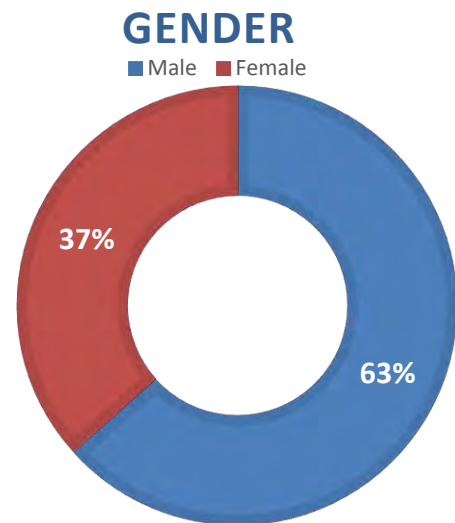
What is your age?

Among 30 interviewees 11 which is 36% is from 18-24 age group, 47% which is 14 are from 25-34 age group and 17% which is 5 are from the age group 35-45.

Age

17%

36%

47%

■ 18-24 ■ 25-34 ■ 35-45
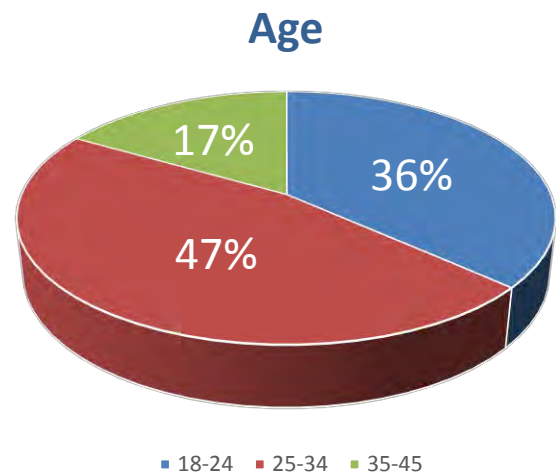
Occupation

Which occupation are you in?

Among the Interviewees, 16 which is 53% are in service, 3 that is 10% do business and 11 that means 37% are students.

- Service ■ Business ■ Student
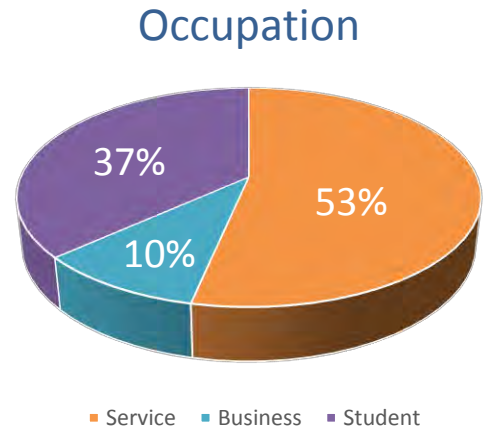
Method of Using

Methods of using Internet?

9 that is 30% use only mobile data, 3 which is 10% use only wifi and 18 that is 60% use both of them to browse internet.

- Mobile Data ■ Wifi ■ Both
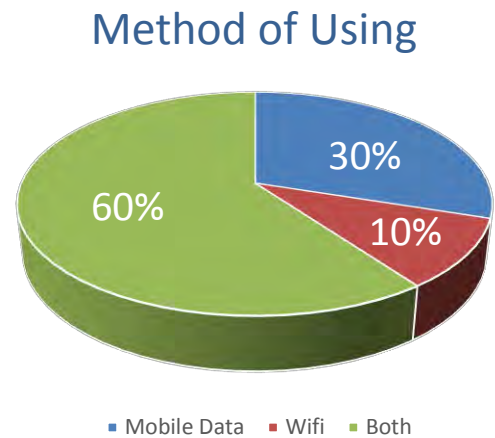
PURPOSE

What is the purpose of using internet?

All the interviewees said they use internet both for using social media and searching information.
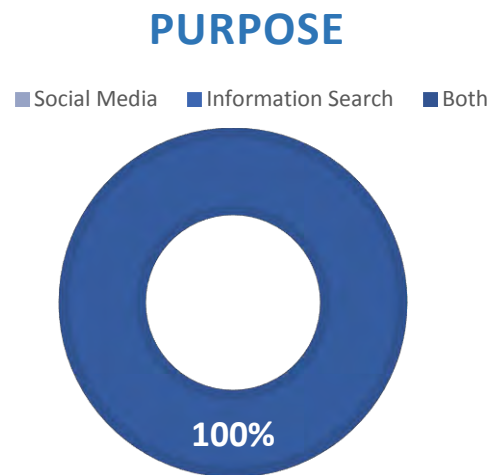
■ Social Media ■ Information Search ■ Both

100%

How important it is for you to stay connected with the social media using internet? (Rate it in the scale of 5, where 1 is the least and 5 is the most)

Among 30 interviewees 12 that is 33% think staying connected with the social media is the most important use of internet and one that is 7% ranked it as the least in their priority list. Rest 17, 9 that is 27% scored 4, 5 which is 20% scored 3 and 3 that is 13% scored 2 as their priority of being connected with internet.

Importance of Social Midea
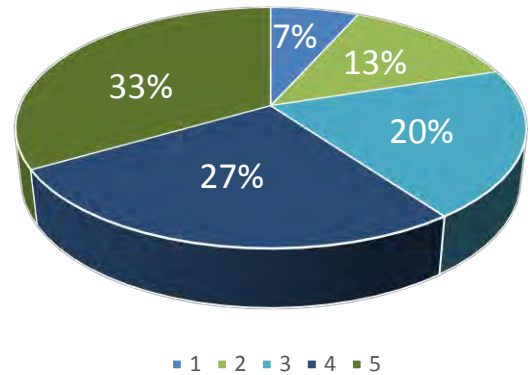
7% 13% 33% 20% 27%

■ 1 ■ 2 ■ 3 ■ 4 ■ 5

How important it is for you to search information while using internet? (Rate it in the scale of 5, where 1 is the least and 5 is the most)

Among 30 interviewees no one ranked information search as the least important which is 1 and 2 to them while using internet. 8 people each voted for rank 3 and 4. 14 people that is 46% showed top priority towards searching information through internet.

Importance of Information Search

46% 27% 27%

■ 3 ■ 4 ■ 5
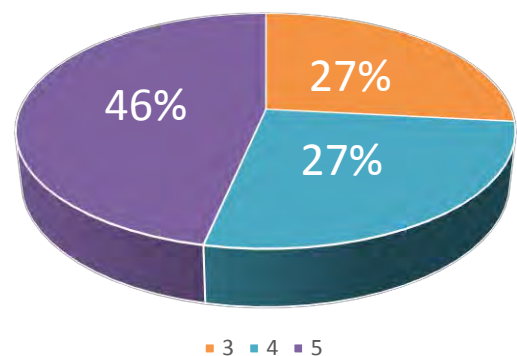
How long do you use internet each day?

Among 30 people I interviewed 21 that is 70% said they use internet more than 5 hours a day that includes all of their consumption situations like, home office, transportation etc. 3 that is 10% use 1-2 hours and rest 6 which is 20% use internet for 3-4 hours a day.

Duration of Internet Consumption

10%
20%
70%

▪ 1-2 Hrs ▪ 3-4 Hrs ▪ 5+ Hrs
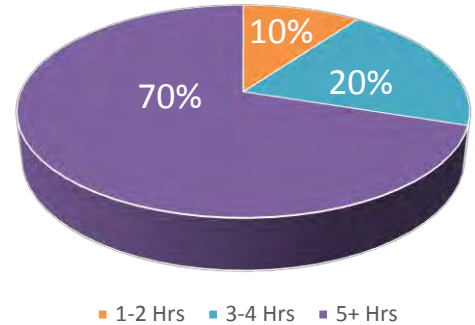
What you do while traveling?

24 that means 80% of interviewees use internet while they travel and rest 6 that is 20% observe the surrounding.

WHILE TRAVELING

■ Observation ■ Internrt

20%

80%
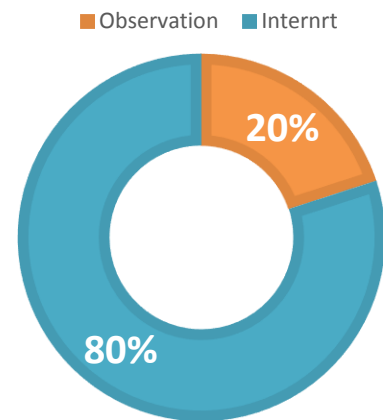
Have you liked any brand's Facebook page ever?

Among 30 interviewees 27 that means 90% like different brand's Facebook pages and the rest 3 that is 10% do not like different brand's Facebook pages.

DO YOU LIKE BRAND PAGES

■ Yes ■ No

10%

90%
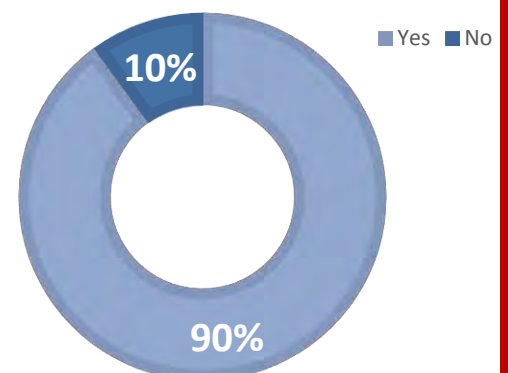
Have you ever noticed any offering from a brand in internet?

23 that is 77% of the interviewees have seen different brand's promotions or offerings in in internet and rest 23% which means 7 never seen any brand's promotions or offerings in in internet.

SEEN ANY ONLINE OFFERINGS

Yes ■ No

23%

77%
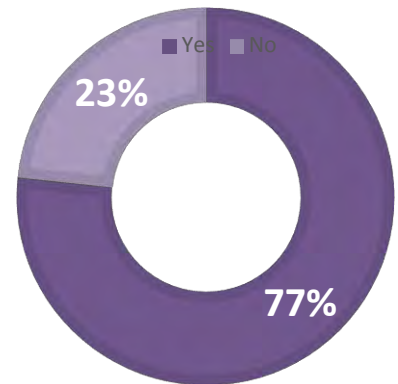
Do you find online advertisement trustworthy?

19 of the total interviewees that is 63% think online advertisements are trustworthy, 27% that is 8 think it is not and rest 10% which is 3 have a neutral opinion about this.

Trustworthy AD

10%

27%

63%
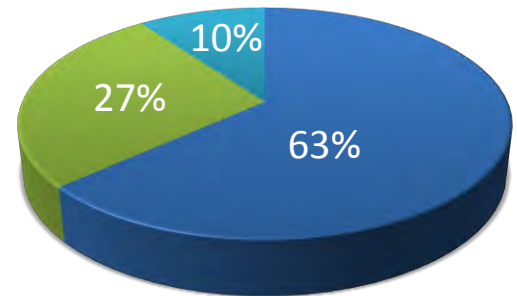
■ Yes ■ No ■ Neutral

When is the last time you have read a printed newspaper?

18 that is 60% of the total interviewees can not remember when the last time they read a printed newspaper. Among rest 12, 23% that is 7 read a printed newspaper last week and 5 that is 17% read a printed newspaper last month.

Printed News paper Reading

17%

23%

60%
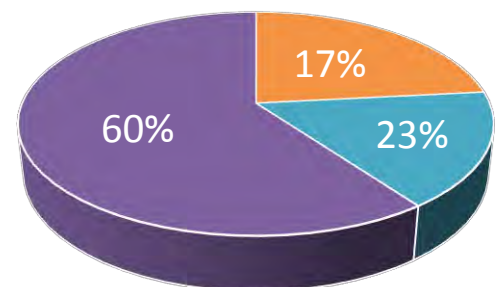
■ Last Month ■ Last Week ■ Cannot Remember

How often do you read online news portals?

All of my interviewees said they read online news portals every day. Which is very much understandable, because people nowadays share news in social media so often.
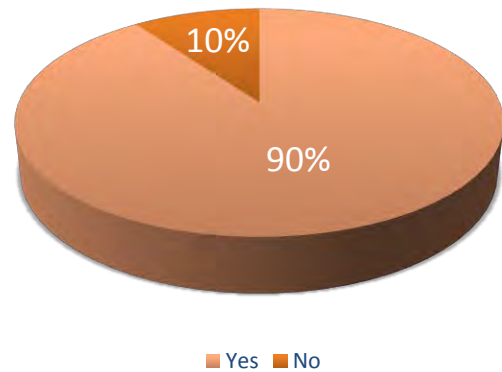
Online Newspaper Reading
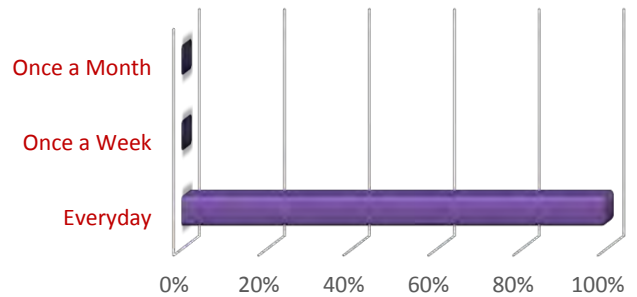
Have you ever experienced any product or service by seeing their ads online?

27 that is 90% of my total interviewees stated seeing online advertisements pursued them to buy something. On the other hand, 3 that is 10% stated online advertisements did not pursue them to buy anything.

Saw Online Ads

How was your buying experience?

20% which means 6 stated their experience was excellent. 10 that is 33% mentioned it as a good experience and the same amount were neutral. 14% that is 4 said it was bad. No one said it was very bad.

EXPERIENCE

WOM
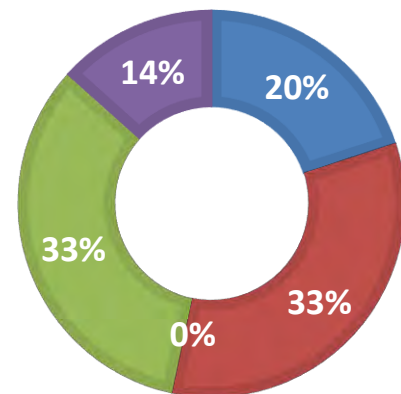
Do you share online offerings with your friends (WOM)?

Among 30 interviewees 27 that is 90% said they share good online offerings with their friends and rest 3 that is 10% said they are not interested about it.

PRIVECY ISSUE
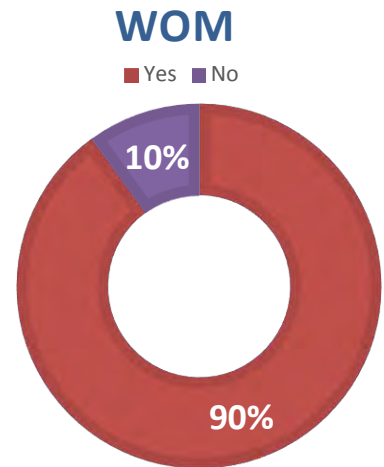
Do you think online marketing or buying hampers your privacy?

Among 30 interviewees 19 that is 63% said online buying can hampers their privacy and rest 11 that is 37% stated there is no privacy issue in online buying.
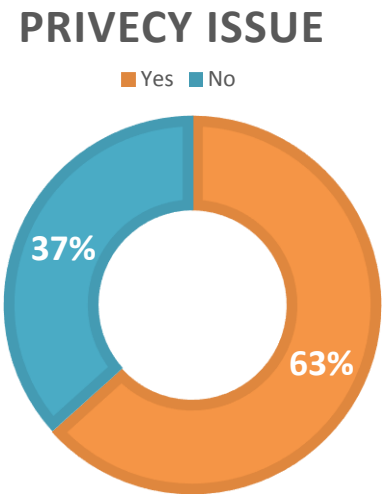
GDN TO LANDING PAGE

Have you ever went to a landing page from an online advertisement?

Among 30 interviewees 13 that is 43% stated they went to the landing page of a GDN at least once. Rest 17 that is 57% never visited the landing page of a GDN.
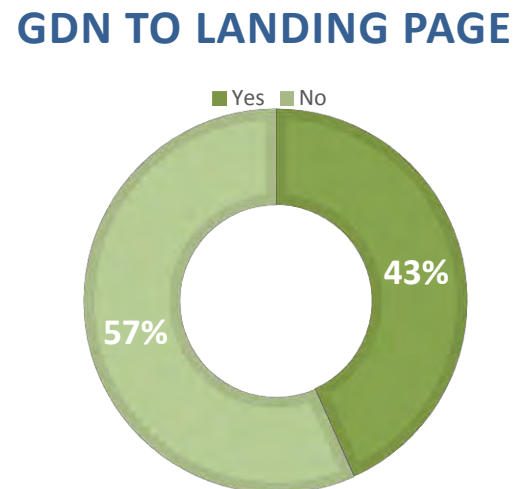
Content

What kind of content in an online advertisement leads you to buy a product?

Among 30 interviewees 2 that is 7% stated a photo motivates them to buy a product. 5 which means 17% likes videos. 4 which is 13% are moved by an advertorial rest 19 that means 63% prefer to see review from others before purchase.

7%

17%

13%

63%

■ Photo ■ Video ■ Advertorial ■ Review

Celebrity Influence
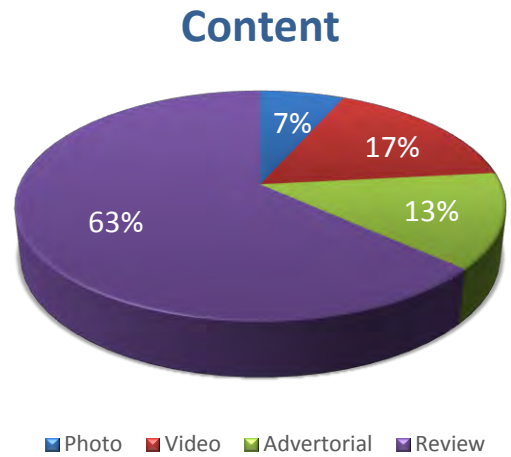
Do you feel influenced by an online celebrity/celebrity?

Among 30 interviewees 17 that is 56% said they feel influence by celebrities, 5 that is 17% said they do not and rest 8 that means 27% have a neutral view about the question.

27%

17%

56%

■ Yes ■ No ■ Neutral
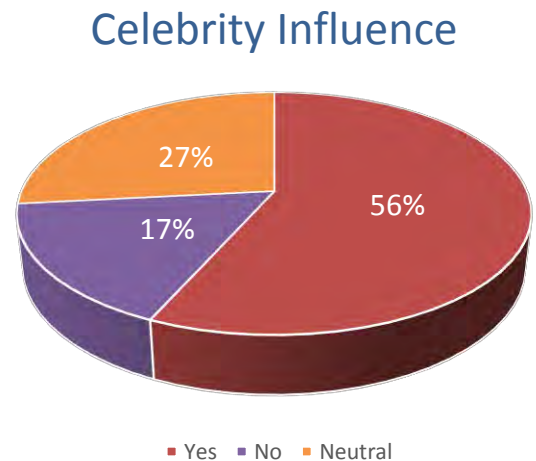
Findings of the Study

➢ According to my study men use internet more than women do.

➢ The age group 18-34 uses internet the most.

➢ Almost everyone uses internet to get reach to the information as well as stay connected socially.

➢ Most of the people use internet more than five hours a day that is one fourth of a day.

➢ People likes to see brand promotions in social media but there is a little trust issue that they still have.

➢ People now a days read online news portals more frequently rather than printed newspapers.

➢ People are losing interest looking into billboards rather they are following GDN banners.

➢ People share their brand experience in social media frequently.

➢ A huge amount of internet users are yet to be educated about digital marketing.

Recommendations of the Study

➢ Brands should right away start spending in digital marketing. I will never say that traditional marketing will die, as we are social animal we will make it alive for ourselves but the prime time of traditional marketing is coming to an end. As I have seen people use internet one fourth hours of a day what left! Marketing should be done in such a platform where people spends the most time. Bangladesh is such a country where people have more cell phones than proper sanitary solutions, so this is the market where a brand should start spending in digital.

➢ Now for the lead ads in Facebook and E-commerce businesses privacy has been always an issue that comes to customer's mind. While a company is doing e-business it must have some ethical standards, which refers to a moral and ethical practice of human being. Personal data is very important for e-commerce, so it must be maintain and secured too. In a research it was found that customers feel their privacy is hampered when they need to give apparently personal information about themselves. According to a research, 61% of the big E-commerce sites of United Kingdom ask for some personal information (Holst, 2012). E-commerce business sites should take care of Malware that is a virus and capable of stealing mail id and password of the users (Chaffey, 2009).

➢ According to a research, 87% Bangladeshi buy a product or a service by learning from their referrals and rest 13% from the direct advertisement (e-cab, 2015). A huge portion of this 87% uses Facebook as their medium of communication, so doing social media marketing is very important in Bangladesh.

➢ The big recognized bands should come forward to educate the customers as they are the opinion leaders and has the capability to spend in an experiment.

Conclusion

As the technology changes quickly, so does the manners of people. To cope up with that we have to find out exclusive way of communication in which the entrepreneurs can interact with the customers directly. Increase in internet and social media sites usage helps the marketer to reach out a large number of people through digital marketing.

Digital marketing influences the brand marketers to change their marketing strategy by creating more opportunities and bringing new diversity. Although traditional marketing is not losing its glory yet, digital marketing continues to rise. However it is changing rapidly with the invention of new technology.

Digital marketing is a kind of new strategy with a characteristic of changing but the brand marketers must meet expectation of common people and keep the privacy. If they do not deliver them the ethical standards properly it will be impossible to go further. People engaged with digital marketing should keep pace with new technology. Otherwise digital marketing will face a crises.

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Appendix

<u>Questionnaire</u>

➢ Do you have access to internet?

  o Yes

  o No

➢ You are___?

  o Male

  o Female

➢ What is your age?

  o 18-24

  o 25-34

  o 35-44

➢ What is your occupation?

  o Service

  o Business

  o Student

➢ Through which connectivity you use internet?

  o Mobile Data

  o Wi-Fi

  o Both

➢ Purpose of using internet?

  o Social media

  o Information search

  o Both

➢ How important it is for you to stay connected with the social media using internet? (Rate it in the scale of 5, where 1 is the least and 5 is the most)

| 1 | 2 | 3 | 4 | 5 |

➢ How important it is for you to search information while using internet? (Rate it in the scale of 5, where 1 is the least and 5 is the most)

| 1 | 2 | 3 | 4 | 5 |

➢ Duration of using internet each day?
  o 1hr-2hr
  o 3hr-4hr
  o 5hr+
➢ What you do while traveling?
  o Surfing internet
  o Observing surroundings
➢ Have you liked any brand's Facebook page ever?
  o Yes
  o No
➢ Have you ever noticed any offering from a brand in internet?
  o Yes
  o No
➢ Do you find online advertisement trustworthy?
  o Yes
  o No
  o Neutral
➢ When is the last time you have read a printed newspaper?
  o Last week
  o Last month
  o Can not remember
➢ How often do you read online news portals?
  o Everyday
  o Once a week
  o Once a month
➢ Have you ever experienced any product or service by seeing their ads online?
  o Yes
  o No
➢ How was your buying experience?
  o Excellent
  o Good
  o Neutral
  o Bad
  o Very bad
➢ Do you share online offerings with your friends (WOM)?
  o Yes
  o No

➢ Do you think online marketing or buying hampers your privacy?

- o Yes
- o No
- ➢ Have you ever went to a landing page from an online advertisement?
  - o Yes
  - o No
- ➢ What kind of content in an online advertisement leads you to buy a product?
  - o Photo
  - o Video
  - o Advertorial
  - o Review
- ➢ Do you feel influenced by an celebrity/online celebrity?
  - o Yes
  - o No
  - o Neutral