

# **The Digital Transformation of Bangladesh's Marketing Industry**



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**Subject:** Letter of Transmittal for Internship Report.

Dear Madam,

I am pleased to submit my internship report at Analyzen Bangladesh as per requirement. The topic of the report is **“The Digital Transformation of Bangladesh's Marketing Industry”**.

I have been working as an Intern at Analyzen Bangladesh Limited during my organization attachment period for 12 weeks. During this period of time, I have performed the role of an Community Management Coordinator and have been a part of many digital campaigns. Working with international brands has given me the opportunity to learn about them from a close perspective.

I sincerely hope that I will be able to fulfil the objectives and requirements of my internship successfully through the submission of this report. I have put in my best effort to contribute towards the successful completion of this report. I also thank you for your guidance, support and time and should you require any elaboration on any issue, I shall be glad to oblige.

Sincerely,

Chowdhury A.K. Bruhi

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## **Executive Summary**

Digital Marketing World comprises of for the most part three sorts or regions of Digital Media which are: Blogs, Search Engine Optimization (SEO) or Marketing and Social Media. Among these, Techcrunch is the biggest blog for any type of innovation talk; Google is the universes most utilized internet searcher and Facebook is the biggest online networking correspondence stage.

As of May 2014, there are 12 Million dynamic portable web-based social networking (Facebook) accounts in the nation which gives Brands near 25% of the Active Internet populace to converse with. Given that Digital is the main media with two-way dynamic correspondence potential outcomes, the open doors are gigantic for brands. Comfortable exact instant over the most recent 10 minutes, there are very nearly 20+ new Bangladeshis conceived, 60 new Facebook clients enacted and 120 new versatile supporters added to the base; that is the manner by which quickly the computerized upheaval is going on in Bangladesh.

Content development and Digital Media showcasing are the most well-known administrations that computerized organizations offer right now. Content has dependably been the center of any type of correspondence, making it one of the best administrations. Since Facebook is practically synonymous with the web in Bangladesh, organizations put heavily in overseeing and developing their quality on the stage.

Digital media purchasing enables organizations to strategize advanced substance to guarantee greatest adequacy. Web based publicizing is gradually picking up stature as video stages develop. Specialists guarantee that the necessities of this type of promotion are very not quite the same as that of regular media.

While a critical part of operations is computerized to the point that human exertion is limited, the era of substance is still mind escalated. Beginning from delivering announcements to top notch recordings, imagination and exertion are critical parts. There is as yet a serious absence of computerized advertising experts in Bangladesh. This should be satisfied to use the maximum capacity of the media.

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# **Chapter 1: Introduction**

## **1.1 Origin of the report**

This report titled The Digital Transformation: A Study on Bangladesh's Digital Marketing Industry was assigned as a requirement of the internship period in BBA program of BRAC Business School, BRAC University. The internship attachment took place at Analyzen Bangladesh Limited.

## **1.2 Objective of the study**

### **1.2.1 Broad Objective**

Broad objective of the report is to analyze the scopes and effective usage of the rising platform of Digital Marketing and the approaches followed by the Digital Marketing Agencies and various Brands for it.

### **1.2.2 Specific objective**

The objectives of this report are:

- To analyze the current scopes of the digital marketing platform
- To identify the industry trends and implications of digital marketing
- To understand what Bangladeshi people do in digital world
- To understand how brands' interact with them through digital media
- To understand the value chain of the creative industry and how digital marketing agencies fits in
- To evaluate existing case studies on digital marketing in Bangladesh
- To perform an effectiveness analysis of Analyzen's digital marketing campaigns
- To recommend an effective approach of planning a digital marketing campaign.



## **1.3 Methodology**

### **1.3.1 Primary Research**

The report used primary research data acquired through three stages of research. In the first phase, qualitative study was done through interviews among the value chain members of a digital marketing campaign i.e. Brand Managers, Strategic Planners and Account Executives etc. Also, first-hand experience of the report author who is currently working as an Accounts Manager and Strategic Planner for Analyzen, the first ever digital marketing organization of the country, was utilized during the research.

### **1.3.2 Secondary Research**

Secondary Research data included extensive Literature Review of different sources of data including internet sources, direct data from Google Inc., Bangladesh Bureau of Statistics, and Bangladesh Telecommunication Regulatory Commission, Bangladesh Bank etc. These data helped the researcher establish a baseline understanding of the digital world and digital marketing industry in Bangladesh.

## **1.4 Scope**

The report scope has been limited to only Dhaka based organizations in the digital world from a primary research perspective; however, since digital industry is naturally a data-savvy industry with direct real-time research data, the data collection has been robust for most of the industry information presented in the report. Also in terms of approach of different brands in digital communication, Samsung, Banglalink, Closeup and Bloop have been taken.

## **1.5 Limitation**

The brands follow exceptionally strict data classification approach. For that only those information are shared here which can be utilized. Additionally, the long-term influence on deals and promotion of the brands cannot be assessed which is done through social media. Besides, secrecy agreement with Google prevent from expressing a great deal of information identified with the advanced showcasing scene of Bangladesh.

## Chapter 2: Job Responsibility

During my internship period, I have done my work as a community manager. I have been working in Analyzen since 2016. My core responsibilities include the following:

- My main job responsibility is to manage the full query team of 13 members. I must manage the queries of 27 brands including Samsung Mobile Bangladesh, Aarong, all the brands of Unilever and so on. I have to assign the query managers into specific accounts to look after and monitor them closely. I have to make correction or modify the queries based on the clients' demand. I have reshuffled the query manager into different accounts turn by turn so that each and every member of a query team has the idea about every brand.
- Also, I had to generate reports from the queries. These include the total incoming and replied queries for each brand. Moreover, based on campaigns, I have to generate reports which is very tough because I have to pick on poke each brands single handedly. It is very time consuming as well. It takes couple of weeks to make generate a proper report for the brands.
- Additionally, I have to deal with the vendors like Ice9 interactive for the query purpose and making the platform better communicative. I had to continuously give feedback to the vendors so that our query team can work smoothly. Also, I have to make all kinds of billing for them which includes fixing the deal for quotation, giving the query counts for each billing, make a monthly statement of the query and so on.
- More importantly, I have to ensure that there is a communication flow between the Key Account Managers and query teams. I have to interconnect every information of the query the Key Account Managers so that they get the updated information and aware the brands regarding those queries.

## Chapter 3: Company Profile

Analyzen is the main ever Digital Agency of Bangladesh with the biggest agreement of brands. They genuinely trust in to accomplish their vision. Analyzen has each support under one rooftop. They have their expertise in Digital Strategy, Digital Content Development, Analytics, Query Management, Software, Apps and Games Development, or Digital purchasing.

Analyzen, a fantasy that began as a product enhancement organization in the University residences in 2008 by two youthful graduating understudies from BUET Computer Science and Engineering, has now transformed into a productive digital marketing agency, prepared to do full computerized and innovative support, taking into account both neighborhood and global associations. Sumit Saha, The Co-Founder and Rainmaker, has been the Technology Expert of the Company since its beginning. Ridwan Hafiz, The Co-Founder and People's Champ, has dependably been the Creative Expert who imagined the developing advanced market of the nation and needed to investigate this potential open door. The group turn a profit from a Brand and Strategic Planning viewpoint, when Risalat Siddique-a prepared Brand Marketing Professional and The Man of Steel joined as a co-financial specialist for the organization in 2014. (Analyzen , 2017)

Since its commencement, Analyzen has developed significantly. The company has exceeded expectations as a digital marketing champion as well as advanced as an organization. Developing on its prosperity, Analyzen has possessed the capacity to be the main ever Digital Media office in Bangladesh to go worldwide upon the foundation of Analyzen Singapore Pte Ltd. in January 2016. While, it is normal for other innovative organizations to partner with other worldwide offices, Analyzen has set another benchmark by making its own one of a kind worldwide center point operation in Singapore taking into account customers in both Singapore and Philippines. They would like to extend their operation more by having workplaces in Sri Lanka, Malaysia, Myanmar, Cambodia and Indonesia before the finish of 2016. This digital agency has a dream to expend their market in USA and Europe in a big way. (Analyzen , 2017)

### 3.1 Overview of Analyzen

<b>Agency Name</b>	Analyzen
<b>Established</b>	2008
<b>Key Person</b>	<ul style="list-style-type: none"> <li>• Ridwan Hafiz (The People’s Champ)</li> <li>• Sumit Saha (The Rainmaker)</li> <li>• Risalat Siddique (The Man of Steel)</li> <li>• Simon Islam Shawon (Executive Director)</li> </ul>
<b>Operation Area</b>	<ul style="list-style-type: none"> <li>• Bangladesh</li> <li>• Singapore</li> <li>• Philippine</li> <li>• Sri Lanka</li> </ul>
<b>Top Clients</b>	<ul style="list-style-type: none"> <li>• Unilever Bangladesh Ltd</li> <li>• Meena Bazar</li> <li>• Aarong</li> <li>• Taaga</li> <li>• Microsoft Bangladesh</li> <li>• Omera</li> <li>• Be Here Now</li> <li>• Nestlé Nutrition</li> <li>• Marico Bangladesh</li> </ul>
<b>Employees</b>	<ul style="list-style-type: none"> <li>• 71 (67 Bangladesh, 4 Singapore)</li> </ul>

*Table 1: Overview of Analyzen*

### 3.2 Analyzen in Singapore

Analyzen had an established their business in Singapore last year, 2016. Analyzen has set a new benchmark in the country by creating its very own global hub operation in Singapore catering to clients in both Singapore and Philippines. Analyzen welcomed a new partner Delwar Hossain, a

veteran Finance professional who now leads the Media Buying & Ad Publishing activities of Analyzen. He strengthened the global presence of Analyzen in Singapore and other regions of operations.

Clients of Singapore are:

- Himalaya Herbals, Microsoft Sri Lanka, Closeup (Unilever),
- MommyRepublic (Momprenneur E-commerce),
- Voguedose (Singapore based Fashion E-commerce),
- Habit Premium Jewelry (Spain based Jewelry brand for Singapore Market)

They had mainly two reasons to go to International Platform.

### **Strategic Benefit**

Their global expansion strategy supported our local strategy as well. They opened an office in Singapore last year and also started overseas operations in Phillipines and Sri Lanka. They envision to expand our horizons even more by having offices in Sri Lanka, Malaysia, Myanmar, Cambodia and Indonesia by the end of 2016. This has helped their business in Bangladesh as the execution for these global operations were done locally in Bangladesh through an outsourcing model where Bangladesh Analyzen team looks after all the work of our Global clients, and minimum resource was required to do client servicing and market understanding to provide value for money to the global clients who generally have to pay a lot in their own respective markets to get quality resources. As it was digital execution, cross-border execution was much easier in relation to the regular creative industry. According to Mr. Risalat “Digital is one industry where Bangladesh does not need to fall behind other developed countries in creating Global presence and serving Global clients. “With their minimal presence in other countries with limited amount of resources to do client servicing and Market Strategy understanding, all of their back-end activities like creative development, query management and even production work are being done for global clients from Bangladesh. The model is not just cost-effective but also about helps is optimization through stretching available resources as opposed to recruiting under utilized resources in other countries.

### **Tactical Reason**

In bangladesh most of the digital agencies go for global affiliation with other companies to be in international planform. But Analyzen did not want that. They wanted to enter into the global

mation as their own name. According to Mr. Risalat 'We wanted to be global not with other company but to be as a name of Analyzen of their own.'. The main purpose if Analyzen was to become a global agency from Bnagladeshi. Other company's have done global work with other international companies affiliation. But Analyzen is working globally as their own name.

### **Entry strategy**

In terms of entering into a new market in any foreign country, multinational has to consider 3 important things. At first, they have to decide when they are going to enter the market, then, in what scale they are going to offer their product and service in that market and finally the most important one is to decide the exact mode of entry or in which way they are going to introduce their service in that particular market.

### **Timing of entry**

Considering the timing of entry is very much important for any multinationals. Analyzen started their business in 2008. By 2016 they have their expertise in Digital Strategy, Digital Content Development, Analytics, Query Management, Software, Apps and Games Development, or Digital purchasing. So, now With their minimal presence in other countries with limited amount of resources to do client servicing and Market Strategy understanding, all of their back-end activities like creative development, query management and even production work are being done for global clients from Bangladesh. So, the timing of entry was perfect.

### **Scale of entry**

Analyzen entered into the Singapore market in small scale. In singapore Analysez has only 4 employees two employees is Bangladesi and two are singaporian. As Analyzen want do all the backstage work in Bangladesh so, they establish only one physical office in singapore.

### **Entry mode**

Analyzen used green field investment to enter into a new market in Singapore. They established a wholly owned subsidiary in Singapore by introducing a green field venture Analyzen Singapore Pte Ltd. What Analyzen does basically falls under the Green field investment. They have established office in Singapore by using their own name. They have not merged with other company or making joint venture, they are establishing their name through green field investment.

## Challenges

To run the business in Singapore, Analyzern has faced and still facing some problems. From the interview we came to know about the following situations:

- In Singapore Analysez has only 4 employees and they are all Bengalis. Mr. Risalat has referred that the biggest problem is without the local resources, it is really tough to get any client there. According to him, 'if you are Bangladeshi, you are not going to have any orders until or unless you have any Singaporean in your team.'. He also said that having Singaporean employees will give any company the credibility over there. But all the employees over there are Bengalis.
- They did not hire Singaporeans because of some reason. At first, culturally they have a very strong moral of their own. They will not welcome any new company to their place just like Snap. In the business ecosystem it has been said that if you have at least 5 members, you have to contribute to the government fund which is \$3500 a year per person. That is when the company's credibility rate goes higher. However their objective was not to hire unnecessary people just because of the system.
- Another major challenge is, in the local market, query management is extremely difficult from Bangladesh. If there are queries in English, it can be answered from Bangladesh. But in case of their local languages, it is really not possible for them to reply from here. That is why they have hired a part-timer for this job.
- Analyzern had to face and still in some cases facing a cultural gap to run the business fully over there. The four official languages of Singapore are Mandarin, Malay, Tamil and English. They have encountered language problems in the beginning of their stay in Singapore as many Singaporeans use Singlish to communicate. Singlish is a mix of English with other languages mixed into the English, sometimes phrases can end with funny terms like 'lah', 'leh', 'mah'. Still they are facing this kind of problem in some cases. Singapore is a multi-ethnic society where Chinese, Malay and Indian traditions coexist beneath the veneer of a western cosmopolitan metropolis. So, following a single culture there is a bit difficult to cooperate in many cases of business.

- They are very professional and punctual. Singaporeans are group dependent and rely on facial expression, tone of voice and posture to tell them what someone feels. They tend to be subtle, indirect and implicit in their communications. They hint at a point rather than making a direct statement, since that might cause the other person to lose face. Rather than say 'no', they might say, 'I will try', or 'I'll see what I can do'. This allows the person making the request and the person turning it down to save face and maintain harmony in their relationship. Silence is an important element of Singaporean communication. It is really difficult to understand when to remain silent at what point. They do not understand western cultures ability to respond to a question hastily and think this indicates thoughtlessness and rude behaviour.

### **3.3 The Analyzen Team**

The team at Analyzen is diverse and truly represents the best in the world. They believe that their team consists of creative minds who love working with Analyzen because no day is ever the same. Each day the team members are presented with new challenges and situations, which really help them to stay focused and interested. They also enjoy being able to be as creative as they can. And this makes an invaluable contribution to Analyzen's journey of success.

Currently, Analyzen has 67 team members in Bangladesh of which 51 are in the business team (6 in Planning, 11 in servicing, 12 in creative, 3 in Digital Analysis, 4 in Media and 19 in Monitoring) and 16 in the technology team (6 in Design and 10 in Development). Analyzen already has 4 full time team members in Singapore while another 5 are expected to be added by the end of 2017. Analyzen is based on 4 values - Passion, Resilience, Delivery, and Leadership and Teamwork. Their office is known as the "Innovation Lab" with three departments - Team Innovation, Team Superhero & Team Space Cowboys. Team Innovation works as the "Relationship Manager" for the clients. Team Superhero implements new ideas and give them life. Team Space Cowboys is the content team of Analyzen.

The new recruits including recent graduates and seasoned professionals are provided with weekly workshops for the first 1 and a half month of their induction period. The workshops are not only taken by the senior employees in the organization, but also by brand managers with whom we



work. At the end of the induction period, we have a fun and small online test to help them sharpen their learning. And performance reviews are done on monthly-basis where supervisors as well as subordinates give their suggestions to facilitate better working teams. The process has proven to be successful as it helps to develop a culture of feedback and provides a safe space for anyone to stand and make a point.

### **3.4 Future Plan of Analyzen**

The future plan of analyzen is very simple. The expansion is digital marketing as well as in tech marketing. They mainly wanted to focus on sales combining with techmarketing. To go bigger, they have a dream to open an office in USA and Europe. Specially, they have a plan to grab the market for Europe. To do that they have to go through tough competition. If they can do that, they will get a lot of benefits.

# Chapter 4: Literature review

## 4.1 Digital Marketing Definition

Digital Marketing is a wide range of area where focused, quantifiable, and collaborative marketing promotion are done to the product and service to reach out the customers. The main theme of digital marketing is to advertise the brands by different media but in a digital platform. It is encapsulated by a wide range of product, service and brand showcasing strategies where internet is utilized as a fundamental tool for promotion. It also includes mobile, TV and radio as a promotional platform.

Search engine optimization (SEO), link building, search engine marketing (SEM) are considered as digital marketing techniques. It likewise reaches out to non-Internet channels such as cell phones (SMS and MMS), callback and on-hold ring tone social media marketing, e-books and some other type of advanced media.

As indicated by the Digital Marketing Institute, Digital Marketing is the utilization of electronic channels to advance or market product and services to buyers and organizations.

## 4.2 Types of Digital Marketing

Social media, Search engine optimization (SEO) and blogs are considered are considered as the main three types of Digital marketing.

**Blogs** are necessarily a platform for people to express their personal/ official or cultural views about anything or everything for the entire world to see. There are text blogs, video blogs, audio blogs and even combined platforms for all. (Smith, 2011)

**Search Engines** are complex scripts and systems prepared by global organizations to crawl through the entire web to identify relevant data (in the form of document, audio, image, video etc.) according to user requirement. Google leads the industry with its simple to use but highly sophisticated technical programming.

**Social media tools** started off for normal users to connect with friends and peers while now social media has become one of the biggest two-way conversational marketing platform for all sorts of brands to connect with their consumers. With express permissions taken from consumers, brands are now using social media to not just advertise but connect at a deeper level with their consumers.

Smith thinks that these tools are some of the latest areas of digital marketing while Chat Based systems, Support Forums (like blogs) have existed for a long time now for consumers to not just communicate with each other but also interact with brands and voice their views and perceptions since the beginning of internet in the '80s, the century has seen the rise of social media activity to the highest possible level.

### **4.3 Search Engine Marketing**

Search engine marketing (SEM) is a vital piece of any Internet advertising procedure; an engaged component of a general all-encompassing way to deal with driving clients to the business by means of online stages. SEM is a natural or organic way to improve the appearance of your website in any search engine. This is totally non-paid and mostly done through key words.

As the quantity of sites on the Web expanded in the mid-to-late 1990s, search engine began seeming to enable individuals to discover data rapidly. Search engines created plans of action to fund their business, for example, pay per click programs which was presented by Open Text in 1996 and after that Goto.com in 1998. Goto.com later changed its name to Overture in 2001, was acquired by Yahoo! in 2003. (Hajli, 2010) Now it offers paid search opportunities which open doors for promoters through Yahoo! Search Marketing. Google additionally started to offer ads on list items pages in 2000 through the Google AdWords program. By 2007, pay-per-click programs ended up being essential magnates for search engines. In a market where Google was domination at the time, Yahoo! and Microsoft announced to form an alliance together. The Yahoo! and Microsoft Search Alliance in the long run got endorsement from controllers in the US and Europe in February 2010.

According to Hanji, search Engine Marketing specialists prolonged their hand to enable organizations to find out and utilize the promoting openings offered via search engines, and new agencies centering principally after showcasing and publicizing through web search tools rose.

Danny Sullivan in 2001 proposed "Search Engine Marketing" to cover the range of exercises engaged with performing SEO, overseeing paid, postings at the web indexes, submitting locales to registries, and creating internet advertising procedures for organizations, associations, and people.

US\$19.51 billion had been paid by North American advertisers in 2012 for Search Engine Marketing. At that time Google AdWords, Bing Ads, and Baidu were the big shots in search engine marketing. SEM vendors directly control search engine campaigns through various SEM tool provider.

## **4.4 Methods and Metrics**

Search Engine Marketing uses four kinds of methods and ground to optimize website. Those are given below:

### **4.4.1 Key words Search**

It means there are certain key words or key term though which your site will be shown to the search engine while you are looking for a product or a service. This method involves three steps which are:

- Ensuring the site should be indexed in the search engine
- Looking for the most applicable and prevalent key words
- Using the keywords in the site to generate and covert traffic

Pattern of searching portrays the recognized effect of a brand's list items on customer recognition, including title and meta labels, site ordering, and catchphrase center. As web based looking is regularly the initial step for potential purchasers/clients, the inquiry observation affect shapes the brand impression for every person. (Smith, 2011)

### **4.4.2 Web Saturation**

It defines the presence of a website in the search engine. It can be broken down through the quantity of pages of the site that are indexed on search engines and what number of backlinks the webpage has. It expects pages to contain key words that an individual are searching for and guarantee that they rank sufficiently high in web index rankings. Most of the search engine use Algorithm as a

tool of method. The most popular tools for web saturation are: Link Popularity, Top 10 Google Analysis, and Market Leap's Link Popularity and Search Engine Saturation.

#### 4.4.3 Back End tools

This method includes the web analytics tools and HTML validators which help to provide data on a website. It helps to measure the success of a website. It starts from a basic traffic counters to devices that work with log records and to more advanced devices that depend on page labeling. (including JavaScript or inserting image on a page). These instruments can convey change related data. Validators check the undetectable parts of sites which features potential issues and guaranteeing sites meet W3C code benchmarks.

#### 4.4.4 Paid Inclusion

It includes a search engine company to charge a fee for including a website in the result pages. It is also known as sponsored. While searching if it shows ad beside a website, then it means that particular website has paid the search engine company to show their page at the top.

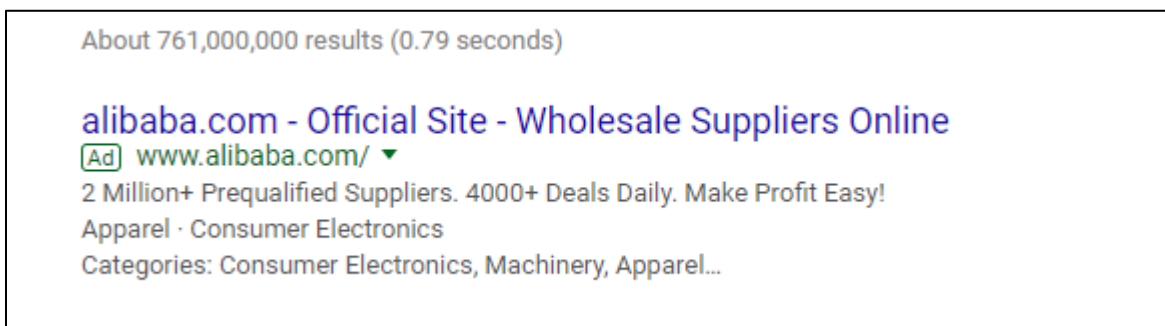


Figure 1: Paid Inclusion

The charge structure is both a channel against pointless entries and an income generator. Normally, the expense covers a yearly membership for one page, which will naturally be indexed all the time. But few organizations are trying different things with non-membership based charge structures where obtained postings are shown for all time. Every now and again, search engines like Yahoo!, balance paid incorporation (per-page and per-click charge) with comes about because of web sneaking. Others, like Google (and starting at 2006, Ask.com), don't give website admins a chance to pay to be in search engine.

It has been found that often pay per click advertising and paid inclusion are subject of a debate. Some have campaigned for any paid postings to be named as a commercial, while safeguards demand they are not really advertisements since the website admins don't control the substance of the posting, its positioning, or significantly whether it is appeared to any users.

#### **4.4.5 Ethical Decision**

Paid search advertising has not been without contention and the issue of how web indexes show publicizing on their query item pages has been the objective of a progression of studies and reports by Consumer Reports WebWatch. The Federal Trade Commission (FTC) additionally issued a letter in 2002 about the significance of divulgence of paid promoting on web indexes, in light of a grumbling from Commercial Alert, a consumer advocacy group with ties to Ralph Nader. (KMPG, 2012)

Another moral discussion related with search advertising has been the issue of trademark encroachment. It is matter of whether outsiders have the privilege to offer on their rivals' image names has been in progress for a considerable length of time. In 2009 Google changed their strategy, which some time ago disallowed these strategies, enabling outsiders to offer on marked terms as long as their point of arrival in actuality gives data on the trademarked term. In spite of the fact that the strategy has been changed this keeps on being a wellspring of heated debate.

### **4.5 Social Media Marketing**

It is a type of online marketing that includes making and sharing contents via social media which helps promoting and banding a company's goal. Social media marketing features posting content and picture updates, recordings, and other substance that drives group of viewers engagement, and paid web-based social networking advertising. (Enas, 2013)

#### **4.5.1 Online Community Groups**

The most two popular online community groups are Faceboo.com and Myspace.com. These platforms allows to create, personalize content of their own choice and connect with the peers. Because of their effective interaction, these groups have become popular with is short span of time. Through this group people can share their photos, videos, thoughts, music as we as playing games.

Also, we have Google+ which takes into consideration of targeted publication techniques, navigation methods and different types of location based advertising and advancement.

Instagram is a free photograph and video-sharing system and informal organization that were propelled in October 2010. It empowers the users to take a photograph or video, apply a computerized filter to it, and afterward share it with other Instagram clients they are associated with on the informal community and also on an assortment of person to person communication administrations. As of June 2013, Instagram had 130 million months to month dynamic users.

LinkedIn, an expert business-related systems administration site, enables organizations to make proficient profiles for themselves and in addition their business to network and meet others. Using gadgets, individuals can advance their different social organizing exercises, for example, Twitter stream or blog sections of their item pages, onto their LinkedIn profile page. LinkedIn gives its individuals the chance to create prospective customers and business accomplices. (KMPG, 2012)

#### 4.6 The Social Feedback Cycle

A marketer's centers dominant part of media spending around mindfulness — where it drives request. What's more, at purpose of-offer, insisting pending buys or moving them from a contending brand. Under-used by excessively numerous advertisers has been the thought procedure through which customers assess buy choices. The condensation stage which is amidst the buy pipe — ends up being the focal connection between the Social Web and Marketing and consequently developed the term web-based social networking advertising. This is the Operations association of online networking based advertising, where discussions between purchasers in light of encounters convey further and with more prominent trust than customary media.

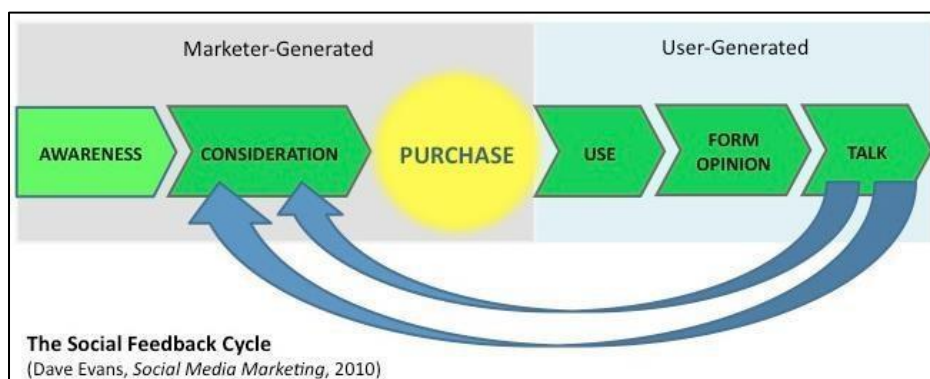


Figure 2: Social Feedback Cycle

The social criticism cycle is straightforward. Marketers make mindfulness for items through publicizing or introduction. Individuals get on the item and think of it as. In this thought organize, clients normally search for individuals discussing it. On the off chance that they buy it, they will shape their own assessment and discuss it also. Where will they discuss? Well likely through types of online networking, for example, Twitter, Facebook, Digg, StumbleUpon, Delicious, or on web journals, rating, and audits. It is not restricted to these, but rather these are recently some possible illustrations



## Chapter 5: Digital Media in Bangladesh: A Nebular Blast

With the expansion of cell phones, web availability and social networking in Bangladesh, the digital marketing industry is picking up energy. This development incline has been amazing in the course of the most recent years with the quantity of offices and sectors putting resources into advanced showcasing expanding at a fast pace.

Despite the fact that conventional promoting strategies are as yet prevalent with a high concentrate of organizations on TV commercials, announcements, and daily paper advertisements, the market situation is prepared to be changed.

With consistent GDP per capita development, which is relied upon to manage over the coming decade, the discretionary cashflow of Bangladeshi subjects is continually expanding. The expanding capacity to buy 2G/3G bolstered cell phones, cell phones, and PCs is making an ever-increasing number of individuals enter the advanced domain. With a declining birth rate and extending economy, the per capita GDP is just going to ascend later, which implies the computerized scene will definitely watch astounding development.

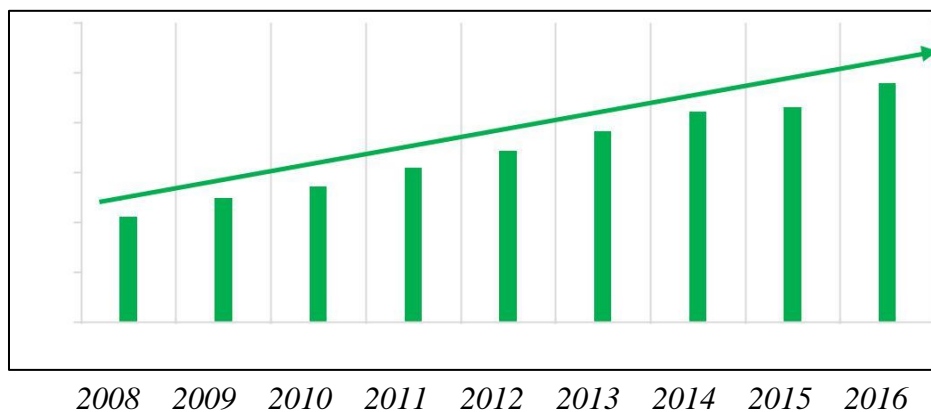


Figure 3: Growth of GDP

With right around 6 billion mobiles around the world, and 2 billion web clients, the versatile channel for promoting and advertising speaks to a segment with immense potential. Berg Insight gauges that the world mobile marketing showcasing and publicizing part surpassed \$2.6 billion out of 2010. The market is relied upon to record very nearly 37% yearly development in the vicinity of 2010 and 2016 to surpass \$17 billion, or a little more than 15% of the worldwide advanced

promoting industry. Versatile promoting is relied upon to speak to very nearly 4% publicizing spending on media in total.

## 5.1 Digital Media Landscape

Digital Media is the sensible movement for the business, since it is less expensive, more effective and versatile with the quickest developing compass. Digital Media is coming up quick through the positions of accessible promoting channels on the setting of a favorable innovation condition.

Digital Media is to a great degree versatile since there is next to no physical hindrance to development. Digital media has the ability to connect with 160 million individuals in Bangladesh; most astounding among the different types of media. This is on the grounds that Digital Media confronts minimal calculated obstructions, and can hypothetically reach out to the whole populace. 2G arrange as of now covers 99% of the nation's geological range with up. Given the mechanical advance that is to take after, organizations are relied upon to forcefully abuse the adaptability of Digital Media.

Social Media destinations are winding up progressively dynamic, with developing fan bases each day. With 12M Facebook clients and more, showcasing on Facebook and other long range interpersonal communication destinations is progressively being utilized to contact groups of onlookers. Pages, for example, Grameenphone, Airtel Buzz, Robi, Banglalink Mela are expanding in fame consistently, as their digital content winds up noticeably far reaching.

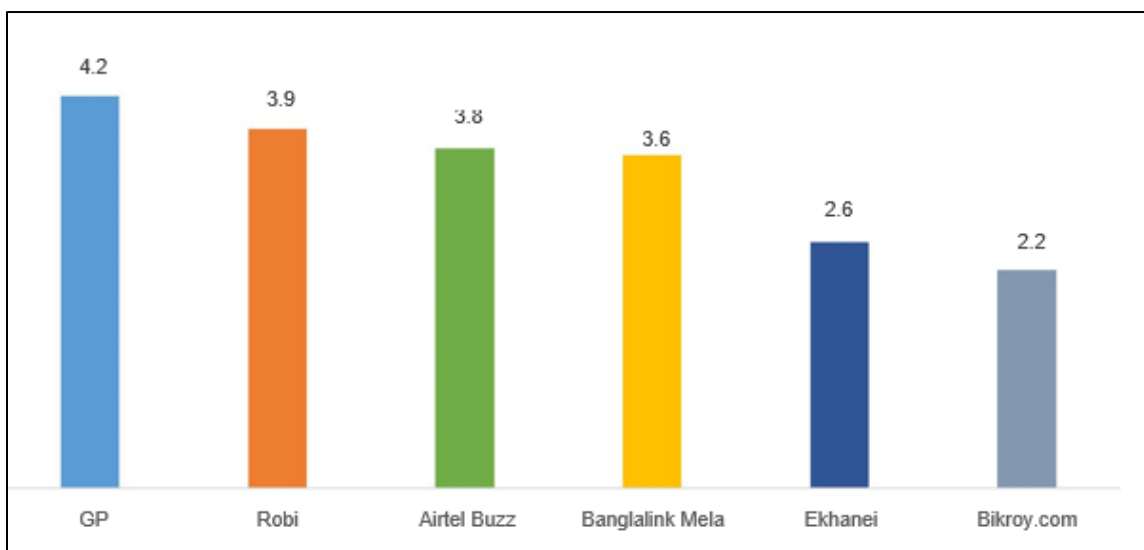


Figure 4: Expansion of Brand

Through the Facebook Analytics, a brand can easily target its desired consumer group through the Age Groups and Interests, based on what they search, like or comment in Facebook.

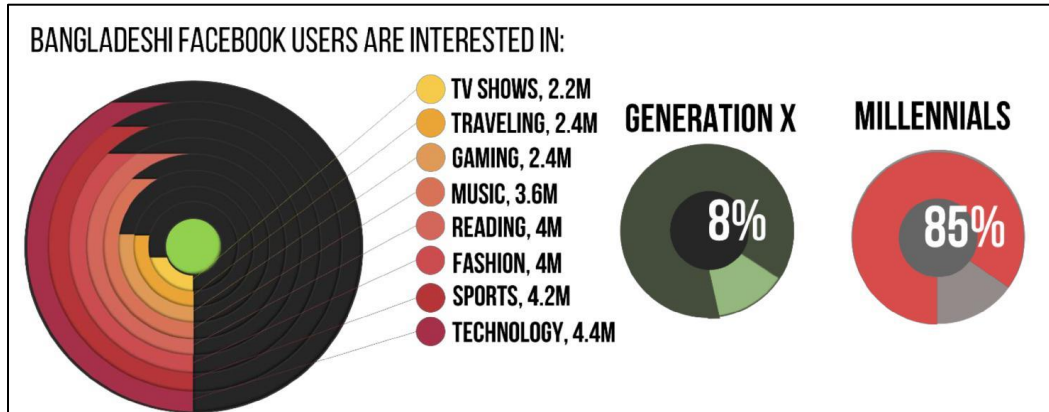


Figure 5: Interest of Bangladeshi Facebook User

The development of social media is unavoidable. With a web entrance rate of 24.5%, a web client base of 40 million, and a consistently developing advanced foundation, organizations will undoubtedly put resources into digital marketing at some point or another. Master interviews uncover that the digital advertising industry will experience exponential development over the coming years with current offices to become bigger and new ones to dispatch. While the offer of the promoting business in 2014 was 2%, it is required to develop to 5% out of 2015, 10% of every 2016, and 17% out of 2017.

The present size of the advertising market in Bangladesh is roughly BDT 2,000 Crore. Current patterns with respect to the business recommend that publicizing in radio will stay unaltered, in light of the dependability in the client base. Be that as it may, promotion in TV and print media is relied upon to decay since viewership in these types of media is required to diminish. Network programs, news and magazine are promptly accessible on the web, which is prompting a fast substitution of customary media with computerized with its focused-on content, low expenses and wide reach.

The development capability of Digital Media is shocking. By 2017, the span of the advanced showcasing industry is required to be BDT 452 Crore. This means an exponential development of 1000% from the present size. In any case, TV notices are as yet anticipated that would net most

elevated throughout the following decade, unless administrations, for example, Netflix begins to advance in Bangladesh.

## Chapter 6: Digital Marketing Tool

In Bangladesh, currently there are two kinds of core digital marketing segments. These are Search Engine (Google) and Social Media (Facebook). Both has different sets of tools to help the marketers reach the desired consumer segments.

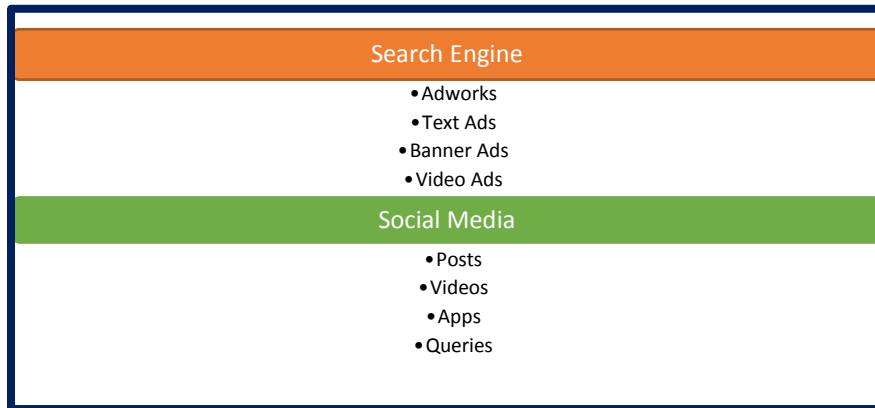


Figure 6: Digital Marketing Tool

### 6.1 Search Engine

The center device of the web index is Google AdWords. Google AdWords is Google's web based publicizing program that lets one achieve new clients and develop his business. With AdWords, you pick where your promotion shows up, set a spending you're OK with, and measure the effect of your advertisement. There's no base spending duty. You can delay or stop whenever.

With Google AdWords, you can contact individuals as they scan for words or expressions (which we call keywords) or peruse sites with subjects identified with your business.

Advertisement can show up on Google and its accomplice sites. With cost-per-click (CPC) offering, you're charged just when somebody clicks your advertisement.

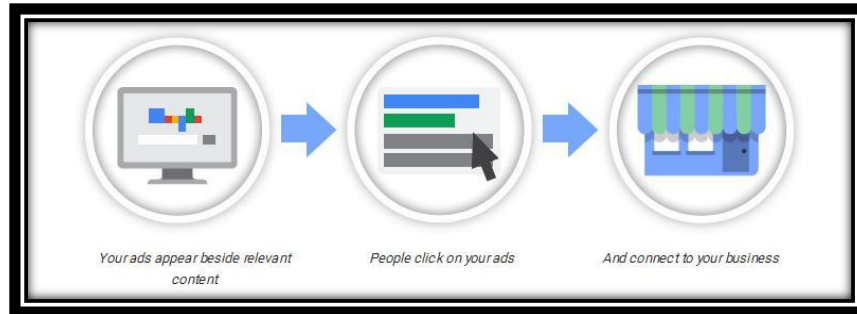


Figure 7: Cost Per Click

On the off chance that we attempt to gauge what are the advantages of AdWords, these eventual the accompanying:

### **Contact individuals at the exact minute they're scanning for what you offer**

- Your promotion is shown to individuals who are as of now hunting down the sorts of items and administrations you offer. So those individuals will probably make a move.
- You can pick where your promotion shows up - on which particular sites and in which geological zones (states, towns, or even neighborhoods).
- The Google Display Network (GDN) alone achieves 80% of Internet clients in the US.

### **Control your financial plan**

- With cost-per-click (CPC) offering, you're charged just when your advertisement, not when your promotion shows up. There is an assortment of offering alternatives you can browse.
- You choose how much or little you need to spend monthly charged more than that sum.
- There's no base spending duty.

### **See precisely what's working in your advertisement, and expand on it**

- View a report of how your advertisement is getting along - perceive what number of new clients' interface to your business from your promotion, where they're coming from
- Use AdWords instruments to alter and enhance your promotion, and increment the quantity of potential clients who contact your business.

## 6.2 How Adwords work

To see how AdWords functions and take advantage of advertising spending plan, it's vital to acclimate yourself with some key building pieces - like Keywords, Placements, Ad Rank, bids, and Quality Score.

Keywords are words or expressions you pick that can trigger your advertisement to appear on seek and different locales. For instance, in the event that you deliver new flowers, you could utilize "flower bloom transport" as one keyword in your AdWords crusade. When somebody looks Google utilizing the expression "fresh flower delivery" or a comparative term, your advertisement may show up beside Google indexed lists. Your promotion can likewise show up on different sites in the Google Network that are identified with new blossom conveyance.

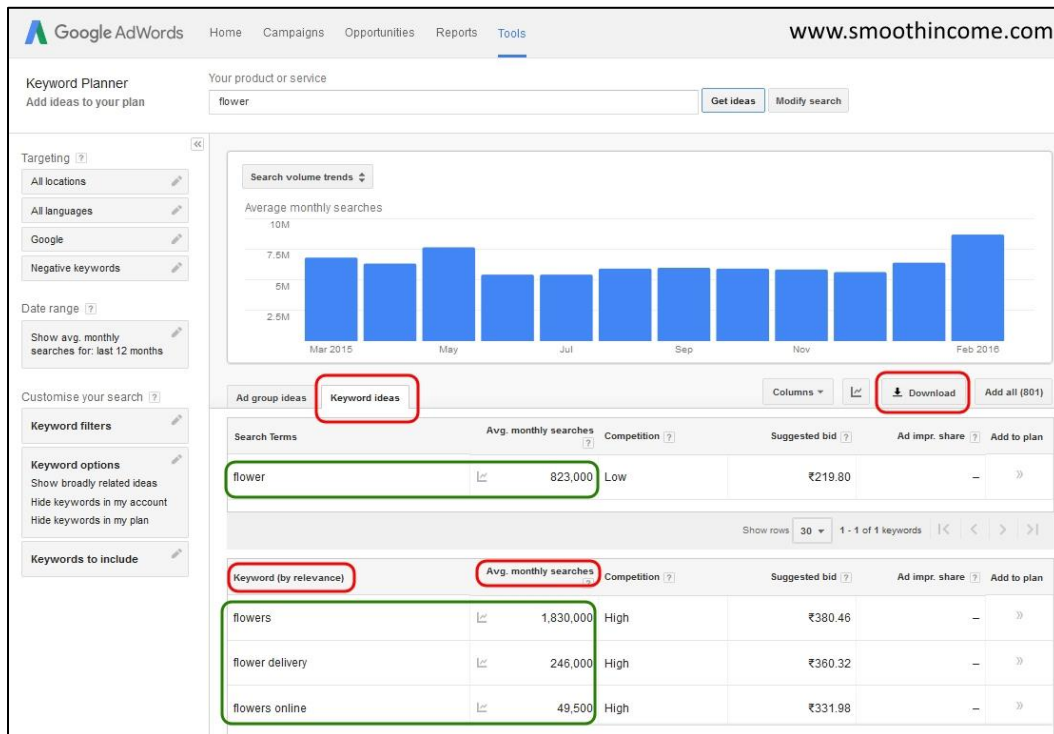


Figure 8: Google Adwords

Keywords can trigger your promotions to show up beside indexed lists on Google and other hunt locales. Be that as it may, keywords can likewise trigger your advertisements to appear on different destinations over the Internet - Google-possessed properties like YouTube and additionally Google's accomplice locales like NYTimes.com or Families.com, for instance. We call these situations, which are a piece of what we call the Display Network.

Google can naturally figure out where your advertisements show up by coordinating your keywords to sites in the Display Network or on the other hand, in the event that you'd like more prominent control over where your promotions show up, you can pick particular situations yourself. You can set offers for each and pick the destinations where your promotions may show up.

### 6.3 Examples

Here are two examples of Banglalink and Ekhanei.com using Google AdWords to make their ads appear in different websites.

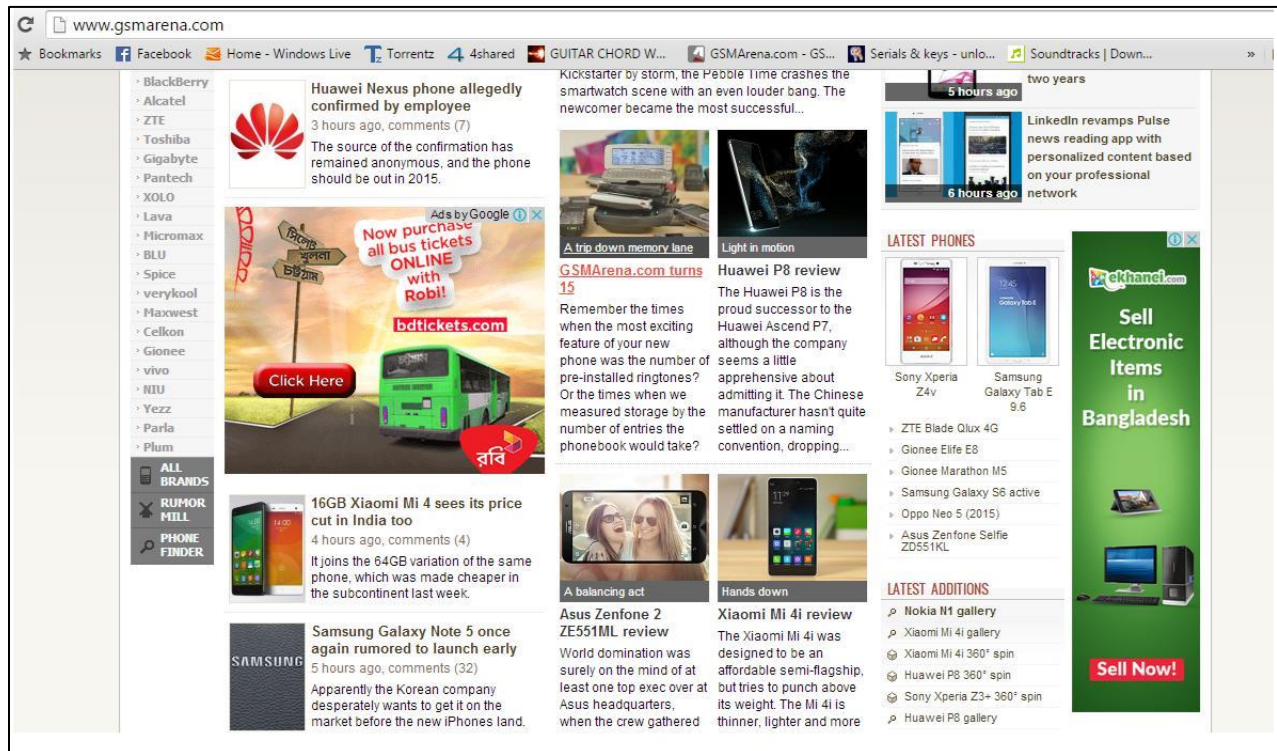


Figure 9: Example of Banglalink and Ekhanei.com Adwork

## 6.4 Social Media Tools

Social Media Tools mainly are of four types: Posts, Videos, Apps and Queries.

Facebook posts are combinations of a Visual and a Copy. These posts are regularly published to keep the online community updated about latest product info or different communications that the brands want to share. These posts can be of different resolutions, but it is always recommended to keep them in 1:1 to 4:3 ratio.



Figure 10: Facebook Posts



The second type of tool is online videos. Online videos ultimately are published as regular posts. As a result, all of them must have a good copy to help consumers understand the video context.

For Facebook, the less a video size has, it will get more views. People usually get tired of a long video. Moreover, most of them do not have such strong internet connection to stream the whole video without wasting much time. As a result, smaller videos easily get more viewership than the longer time-consuming videos.

The third type of tool is Facebook App. The app can be of a game or a service. The app tab can be found beside the photo/video tab of any Facebook Page.



Figure 11: Facebook App 1

For example, in this app, this an online top up app for Banglalink. If you scroll down or click on the picture, it will take you to the next page



Figure 12: Facebook App 2

The final type of tool is Query Management. Social media is the only place where people can directly communicate with the brands. So it is vital for the brands to reply in their own personalized style. This is a vital opportunity for a direct marketing approach, as the consumer is directly talking to the brand some examples for Banglalink Mela and Samsung Mobile Bangladesh.



Figure 13: Query

Also for a new page to get more “Likes”, Facebook provide Like Ads which will appear among targeted people’s homepage and Post resulting it to reach those who people haven’t like the home page yet.

The image displays two sponsored Facebook advertisements. The first advertisement is for 'bloop.' ice cream, sponsored by Golden Harvest Ice-Cream Ltd. It features a vibrant image of a chocolate swirl and an ice cream cone. The text reads: 'bloop. Sponsored Golden Harvest Ice-Cream Ltd. brings you Bloop Ice cream, the coolest craze in town! 40...'. Below the image, it says 'bloop. Food/Drink 39,524 people like this.' and includes a 'Like Page' button. The second advertisement is for 'Daraz Online Shopping', sponsored by Daraz. It promotes 3G tablets with the text: 'Daraz Online Shopping Sponsored - 3 Best Wifi and 3G tablets from 5100 TK! Up to 49% off! Shop Online For: Best Prices | Pay Cash On Delivery | Genuine Products'. The image shows a tablet and a promotional banner that says 'BEST WIFI & 3G TABLETS FROM b5,100 Upto 49% off! daraz-com.bd'. Below the image, it says '3G Tablets Starting 5,100tk Only | Shop Online in Bangladesh - daraz.com.bd' and 'Daraz.com.bd #1 Online Shopping Mall in Bangladesh for Mobiles, Electronics, Fashion, Shoes, Home & Living. Shop Online & Pay On Delivery! DARAZ.COM.BD'. At the bottom, it shows engagement metrics: 'Like - Comment - Share - 1,336 34 23' and a 'Like Page' button.

Figure 14: Sponsored Ads

## Chapter 7: Social Media Strategy of Different Brands

Different brands follow different strategies for their Social Media Campaigns. Here we will talk about 4 brands which have 4 different approaches to their Digital Media Campaigns: Samsung Mobile, Closeup and Banglalink.

### 7.1 Samsung Mobile Bangladesh



Figure 15: Samsung Mobile Bangladesh

Samsung Mobile Bangladesh has one of the largest Facebook pages in Bangladesh occupying more than 1.9 Million members. Samsung has a dedicated digital team from agency Analyzen to handle their digital media. Samsung has grown from 0 to almost 2M in a span of almost 2.5 years. Through time their Digital Marketing Strategy has evolved rapidly. Samsung has made Digital Media as their core communication medium. As a result, most of their campaigns are centered around Digital Media. All the other communication medium supports the Digital Campaign.

The core idea was to make an ordinary person feel that he/she can lead a grand lifestyle as well by fulfilling one of his/her wishes through this campaign.

The campaign was a massive hit. It received 6,795 wishes in only 18 days. There were 9 Supplement Ads, 8 Press Ads, 101 FM Radio Endorsements and 1 months of Banner Ads to support the campaign. During the campaign period, there were 220,000 People mentioning the campaign in Facebook, leading to a rise of Likes in the page to 46,000. The campaign reached to an astonishing 4.5 Million people.

## 7.2 Closeup Bangladesh



Figure 16: Closeup Bangladesh

Closeup Bangladesh is the most talked about among all the Unilever brands when it comes with Social Media. Closeup as a brand compared to Samsung relies heavily on emotional connection with the Target Audience. 17% of the audience in Closeup facebook are 18-24 years old female, 55% 18-24 male and 16% 25-34 years old male. They love to talk about Love and Music. Closeup have come up with Kache Ashar Golpo campaign which has taken the social media by storm. Unlike Samsung, Closeup's campaigns are not digitally centered, rather Dig communication medium. Closeup's digital campaigns are handled by the digital media buying is handled by Mindshare. Closeup's Kache Ashar Golpo been taking place since last 3 years. The last edition reached the most number of audience and so far, is the biggest digital campaign in 2015.

Kache Ashar Golpo generated BDT 8.5 Million worth of PR. The page has gained 527,000 new fans in just 40 Days reaching 48.9 Million People. With this campaign, Closeup became the 1st oral care brand in Bangladesh to achieve 1M+ Facebook fans

## Chapter 8: Competitive Landscape

The growing use of internet and the transition towards digital marketing has led to the formation of various digital agencies that are dedicated to managing digital resources and online activities of client brands. Agencies are getting equipped to steer the nation towards a digital revolution. The following are the key players in the Digital Marketing Industry of Bangladesh.

### 8.1 Analyzen

Analyzen, the first digital agency in Bangladesh to go global. Being a digital agency, they have been in every sector in digital platform. It was founded by Ridwan Hafiz and Sumit Saha who are the creative mind and technology expert in this company. Later on Risalat Siddique joined as a financial specialist in the company. Since then Analyzen's growth was remarkable. In January 2016, Analyzen has opened their office in Singapore. They have got international client like Himalaya, Mommy Republic, Voguedose and so on. They have faced a lot of problem stabilizing company over there. To some extent they have eliminated those problems. Still more to go. Their future plan is to enter to American and European market.



*Figure 17: Analyzen*

### 8.2 Magnito Digital

Magnito Digital is the biggest digital agency of Bangladesh with a group of more than 70 individuals. They are well known for their offbeat organization culture. Their experience and monstrous setup enables to convey administrations at unparalleled scale. They have worked with the biggest customers of Bangladesh and have assembled driving brands in the computerized space. Their key quality is creating and sending important computerized substance to draw in with the correct gathering of people. Because of this, they have turned into the specific go-to-office with demonstrated track records, for overseeing huge scale advanced items and administrations.

Being a standout amongst the most granted advanced offices of Bangladesh, Magnito Digital won Gold to end up plainly the 'Battle Asia-Pacific : Digital Agency of the Year 2015' in 'Whatever is left of South Asia' class.



Figure 18: Magnito Digital

### 8.3 Cookie Jar

Cookie Jar is a content based digital marketing agency leading with Executive Director Tahseen Saeed. Cookie Jar's core strengths are content management and development, online advertising, relationship and campaign management. It is sister concern of Asiatic 360. Some of their clients include GSK, LG, Microsoft, Airtel, Ekahnei.com etc.



Figure 19: Cookie Jar

### 8.4 Strategeek:

Strategeek Digital is a newly formed Digital Agency, previously a part of Maverick Studios. Led by Managing Director Sidrat Talukder, Strategeek is a full range digital agency that develops digital strategies, content, online advertising campaigns, and provides social customer service. Some of its core clients are Robi, Coca Cola, Nestle, Prothom Alo etc.



Figure 20: Strategeek

## 8.5 Webable

Webable is a Digital Agency specializing in Digital Strategies. Certified professionals in Webable’s Strategy & Analytics team solves all the digital problems designing strategies and campaigns. Webable optimize your budget across platforms, content and media buying to get the best return. Webable currently has 4 partners with founding partner Ovick Alam.

A brief look at the competitive landscape follows:

Company	Content Development	Online Advertising	Digital Media Buying	Digital Media Management	Digital Analytics	Mobile Application
Analyzen	✓	✓	✓	✓	✓	✓
Strategeek	✓	✓	✓	✓		
Magnito	✓	✓	✓	✓		✓
Cookie Jar	✓	✓	✓			
Webable	✓		✓		✓	✓

*Table 2: Competitor Analysis*



## Chapter 9: Findings

While doing the report, there are some facts that need to be addressed. Those are given below:

- Since the web is in the palm of individuals' hands, the utilization of cell phone is expanding each day thus does the quantity of informal community clients. Social networking Marketing is the sensible progress for the advertising business.
- A definitive point of interest of Social Media Marketing is that it enables organizations to contact more client at a lower cost. Boosting posts on Facebook costs just about USD 5 for instance. The run of the mill cost for contacting 1,000 individuals utilizing Facebook is very nearly 8 times less expensive than the print media and around 17 times less expensive than that of Television advertisements.
- Social Media Marketing is greatly available since there is almost no physical boundary to development. It can connect with 13.2 million Facebook clients in Bangladesh. Also, number is expanding with 148% development for every year. This is on the grounds that Social Media Marketing confronts pretty much nothing strategic obstructions, and can likely reach out to the whole populace.
- Social Networking sites are ending up steadily dynamic with developing fan bases. Pages, for example, Grameenphone, Airtel Buzz and Robi are expanding in prominence consistently, as their advanced content winds up noticeably across the board. Individuals spend a critical part of their opportunity on interpersonal interaction destinations, the connection with content is more probable, making individuals "like" and "share" posts at whatever point a bit of substance gets the client's consideration.
- The development of social media marketing is unavoidable. The digital advertising industry will experience exponential development over the coming years with current agencies to become bigger, and new ones to dispatch.

## Chapter 10: Recommendation

The following things can be done to make this industry better.

- Greater venture on digital marketing – all together for the business to have more development, brands need to put more cash in this area with the goal that the agencies that work on the thoughts don't need to bargain on their working because of spending confinements. It is regularly observed among organizations that imaginative thought on advanced stages are put on hold because of absence of spending plan.
- Highlighting the video content – brands and organizations need to cooperate in expanding the quantity of varying media content on the advanced media stages. As of now the situation is commanded by picture and content substance for the most part despite of the fact that video content guarantees greater engagement from the purchasers' end.
- Digital presence on all social media – in this day and age, brands tend to believe that a proficient Facebook page is adequate to make the digital marketing. In any case, Facebook is not by any means the only advanced stage out there in display mechanically updated world. Site content, YouTube channels, Twitter, Instagram, snapchat, Tumblr, Flickr, Pinterest and so forth are altogether expected to establish a general connection on the customers mind. As we as a whole realize that it's a consumer driven industry, in this manner the business moves where the clients move.
- With a specific end goal to support consumer loyalty and execution of the workers, the association should underscore inward factors like administration, vital arrangement, benefit ensure, client relationship and administration of clients.

## Chapter 11: Conclusion

To talk about the Digital advertising, there are various difficulties that should be handled. The issues run from the person to the state level. The nature of developers, another vital part, and creators is as yet missing because of lacking instruction, which strengths firms to experience an extremely bulky preparing process in many events. This makes the enrollment procedure very time and cost serious. This won't not be too enormous an issue now, but rather once firms venture into more mind-boggling operations, for example, information investigation, the crevice will turn out to be more evident.

Furthermore, customers frequently have an absence of comprehension of their prerequisites from an advanced office, which makes an inconsistency between their desire and the conveyed benefit. There is likewise a latency among many individuals in changing from regular to Digital Media, which frequently prompts inadequate speculation into computerized showcasing by administration.

On a state level, the deficient power and web framework is a noteworthy deterrent alongside limited access to credit. Online deals are very restrained in light of the fact that controls prevent the way of life of credit buys and there is an absence of online installment choices. Furthermore, obtaining areas and boosting pages require global buys which are troublesome in light of different restrictions set by the Central Bank in making such exchanges. All these signify noteworthy difficulties for the Digital Media industry going ahead, which the significant players are effectively endeavoring to address.

Computerized promoting is the inescapable eventual fate of the publicizing business. Web clients, portable system clients, expanding way of life, government arrangement and a bunch of different elements are to consolidate and pushed the business into the bleeding edge of media. Organizations will be sucked into the vortex of an undeniably computerized populace in the coming years, delivering rich profits for the individuals who figure out how to procure ability in the field.

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# Appendix

Google Keyword Tool - <https://adwords.google.com/o/KeywordTool>

Enter initial ideas

Ensure Exact Match is Selected

Your website or a competitors website is optional

Check filters are correct

Find key words

Based on one or more of the following:

Word or phrase: baby furniture, nursery furniture

Website: [ ]

Category: [ ]

Only show ideas closely related to my search terms [ ]

Advanced Options and Filters

Locations: Australia X | Languages: English X | Devices: Desktops and laptops

Search Sign in with your AdWords login information to see the full set of ideas for this search.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
[baby furniture]	High	40,500	2,400
[nursery furniture]	High	22,200	1,000

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
[nursery furniture]	High	22,200	1,000
[baby furniture]	High	40,500	2,400
[baby furniture warehouse]	High	2,900	140
[second hand baby furniture]	High	590	170
[baby furniture packages]	High	480	380
[discount baby furniture]	High	1,600	91
[baby furniture online]	High	480	320
[baby nursery furniture]	High	1,900	210
[melbourne baby furniture]	Medium	91	73
[baby furniture australia]	High	110	73

Figure 21: Google Keywords

cheap sheds

Web Shopping Images Videos News More Search tools

About 7,720,000 results (0.28 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies. Learn more

Shop for cheap sheds on Google

Sponsored

BillyOh 205 Windowless... £124.99 Garden Build...

BillyOh Classic 30... £154.99 Garden Build...

4x6 Garden Shed - BillyOh £144.99 Garden Build...

8x6 Garden Shed - BillyOh £169.99 Garden Build...

Forest Garden Chest £110.69 Argos

Ads

Sheds Warehouse Sale [www.shedswarehouse.com/](http://www.shedswarehouse.com/) 8x x 6ft Sheds From £194 Free Delivery + 48HR, Sat Upgrade

Cheapest Sheds [www.buyshedsdirect.co.uk/Cheap-Shed](http://www.buyshedsdirect.co.uk/Cheap-Shed) 3.5 ★★★★★ advertiser rating Huge Range Online & Free Delivery. Free UK Delivery - Buy Online Now!

Cheap Garden Sheds Online [www.tigersheds.com/Sheds](http://www.tigersheds.com/Sheds) 4.5 ★★★★★ rating for tigersheds.com Shop The Autumn Sale Spectacular. Hurry! Sale Ends on November 8th.

Cheap Sheds [www.ebcgardenbuildings.co.uk/sheds](http://www.ebcgardenbuildings.co.uk/sheds) 4.2 ★★★★★ advertiser rating Our Cheap Sheds Offer Unbeatable Quality and Real Value for Money!

B&Q Cheap Sheds [www.diy.com/Cheap-Sheds](http://www.diy.com/Cheap-Sheds) Buy Cheap Sheds at B&Q. Free Delivery On Orders Over £50. 924 Old Kent Road, London. 020 7252 0657

Super cheap Garden Sheds [www.rainbowgardenbuildings.co.uk/](http://www.rainbowgardenbuildings.co.uk/) We Offer Low Low Prices Not Yo-Yo Prices! Largest Range Now In Stock.

ShedsFirst Sale [www.shedsfirst.co.uk/](http://www.shedsfirst.co.uk/) Free Delivery\* Express 24HR\* Quality Sheds. Buy Now

Cheap Sheds UK - Huge Range + Free Delivery [www.gardenbuildingsdirect.co.uk/Sheds](http://www.gardenbuildingsdirect.co.uk/Sheds) 4.3 ★★★★★ rating for gardenbuildingsdirect.co.uk Quality Garden Sheds at Low Prices! Price Match Promise - 14-Day No Fuss Returns - Anti-Rot Guarantee BillyOh™ Sheds Windowless Sheds Tongue & Groove Sheds 8x6 Wooden Sheds

UK's Biggest Shed Store - Sheds From £84, 24hr Delivery [www.shedworld.co.uk/Sale\\_On](http://www.shedworld.co.uk/Sale_On) Call Today Lines Open 8am-10pm. Expert Advice - Reliable Delivery - Secure Payment - No Quibble Returns WorldStores has 142 followers on Google+ Summerhouses From £209 - Playhouses From £99 - Metal Sheds From £105

Garden Sheds & Garden Buildings - FREE Delivery at ... [www.shedstore.co.uk/](http://www.shedstore.co.uk/) Shedstore - The Garden Sheds Expert, online since 1999! FREE Delivery on a huge range of cheap sheds, metal sheds, garden buildings & garden storage. Wooden Sheds - 8x6 Sheds - Metal Sheds - 6x4 Sheds

Buy Conservatories, sheds and greenhouses from Argos.co ... [www.argos.co.uk/](http://www.argos.co.uk/) Shop at Argos for low prices on Conservatories, sheds and greenhouses. Browse the latest Home and garden offers, buy online or reserve for pick up in your ...

Figure 22: Paid Ads

## Where do bloggerspassion.com's visitors come from?

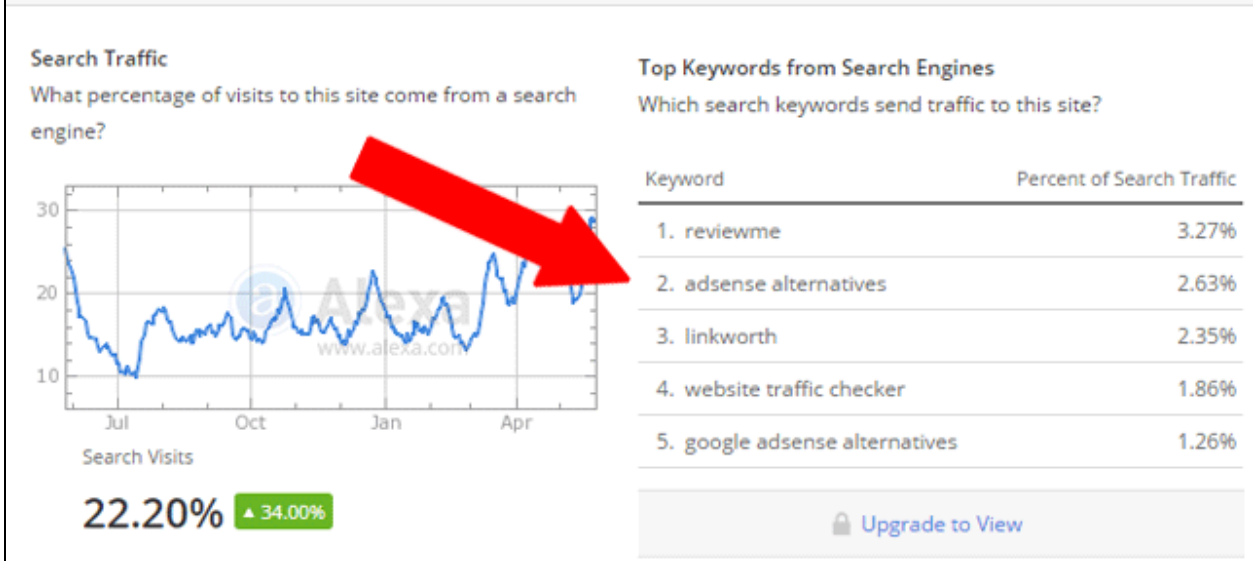


Figure 23:Source of Visitors



Figure 24:Online Community

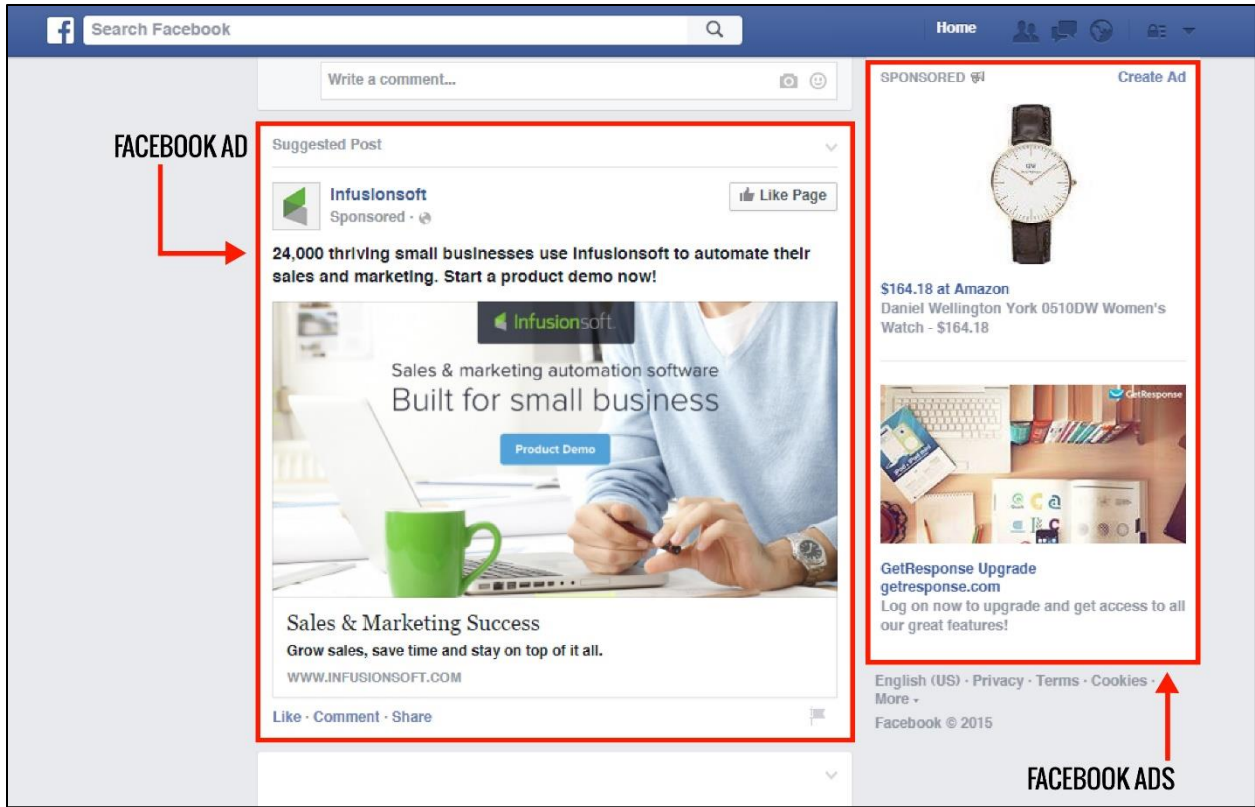


Figure 25: Facebook Ads

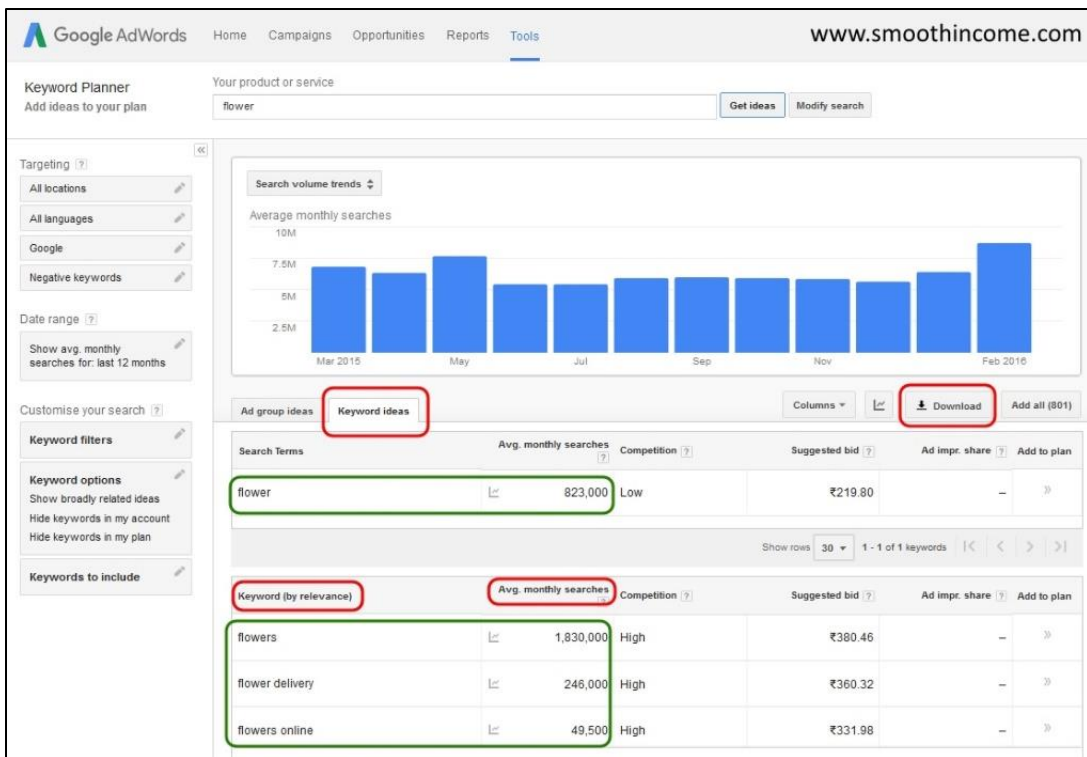


Figure 26: Google Adwords 2



Figure 27: Growth of Digital Media