

Report On
Digital Marketing on System Solution and Development
Technology Limited

By

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ID: 21164117

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Master of Business Administration (MBA)

BRAC Business School
BRAC University
August 2023

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Mahmudul Hassan

21164117

Supervisor's Full Name & Signature:

Dr. Mohammad Shahidul Islam Ph.D.

Assistance Professor

BRAC University

Letter of Transmittal

27-08-2023

Dr. Mohammad Shahidul Islam

Assistance Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission on "**Digital Marketing on System Solution and Development Technology Limited.**"

Dear Sir,

It is a pleasure for me to submitting my final internship report entitled “Digital Marketing on System Solution and Development Technology”. This is my partial fulfillment of the requirements for the Degree of Master of Business Administration. I have successfully completed my internship program in System Solution and Development Technology Ltd under your close supervision. It was a pleasure working under your supervision and it was an amazing experience for me. Sincerely yours,

Mahmudul Hassan

ID: 21164117

BRAC Business School

BRAC University

Date: 27/08/2023

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between [Name of Company] and the undersigned student at Brac University.....

Acknowledgement

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Executive Summary

This is Mahmudul Hassan. ID: 21164117. I complete my MBA program in BRAC University. I did my internship in System Solution and Development Technology Limited. In the internship report I worked in Digital marketing opportunity and limitations of the SSD-TECH, and I also prepare a conceptual paper about the Digital Marketing barriers in Bangladesh context. I analyze the industry analysis of the company. I also prepare my internship roles and responsibilities during internship. There are some findings and recommendation for the Bangladesh authority for make digital marketing more efficient and more popular to the country.

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List of Acronyms

SSD-TECH	System Solution and Development Technology
SWOT	Strength, Weakness, Opportunities, Threats.
SEO	Search Engine Optimization
SEM	Search Engine Marketing
SSM	Social Media Marketing

Glossary

Thesis	An extended research paper that is part of the final exam process for a graduate degree. The document may also be classified as a project or collection of extended essays.
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Glossary	An alphabetical list of key terms This is an optional page and can be removed if not used. Use one table row for each item to allow sorting using Word's table tools. Apply the style 1_Para_NoSpace to table rows as shown here.
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Chapter 1: Overview of Internship Report at Digital Marketing of System Solution and Development Technology

1.1 Information of Student

I am Mahmudul Hassan. I begin my MBA program at BRAC University in Spring-2021 term under BRAC Business School. Student ID: 21164117.

I was taking master of business administration because I had many aspirations for it. In BRAC Business School, I believe that I had complete my potential. I choose marketing as my major. In the time of high school, I was liking marketing as my major subject.

1.2 Information of Intern:

Luckily, I have got the opportunity to work with the System Solution and Development Technology Limited. Providing the technology service all over the world is System Solution and Development Limited primary goal. Under their supervision, I gather many information and work in many departments. But most of the time I worked in sales department. But I also helped maintain all tracking information for both operational and functional departments. I had opportunity to work their emerging sales department where I follow-up the sales, day to day activities. Along with this, my duties with meeting with different clients and attending different meeting. I completed my three months' internship period at System Solution and Development Technology Limited that lasted 01-07-23 to 30-09-23. System Solution and Development Technology Limited office is located on 57,57A Uday tower, Gulshan Avenue.

1.3 Supervisor Information:

I have been working with the supervision of MD Ali keysar. Senior executive, Distribution sales and emerging division. He is a very good in personality and helpful person. He guides me everything and taken care of my every difficulty I faced. So, I am grateful to him that I gain many formal knowledge about corporate activities and attends meeting with different

organizations. I spend majority of my internship period with my Managing Director Mahbubul Mathin.

1.4 My Responsibilities during Internship:

Internship is a complementary requirement for completing Master of Business

Administration degree. Internship is a part of completing MBA by gaining the real time experience in corporate world. For the fulfillment of this I joined SSD-TECH Ltd. on 01 July 2023 as an intern. That was a wonderful chance for me to have the opportunity to collaborate with the organization. I worked under the supervision of MD. Ali kyesar, who is a Senior Executive, Emerging sale and development department. They taught me many thing and guided me all step of my work. During my internship, I gained lots of knowledge and experience such as how to maintain relationship with colleagues, how to communicate with supervisors, time management, discipline, employee's data management, working under pressure, how to meet deadline and lots of things.

My Role and Responsibilities:

- ❖ Provide professional communication, administrative, and technical support to the supervisor.
- ❖ Incorporate feedback to sales process.
- ❖ Tracking sales activities.
- ❖ Data Entry.
- ❖ Calling Clients.
- ❖ Attending weekly meeting

- ❖ Prepare presentation for the weekly meeting.
- ❖ Updating sales report and Identify potential weaknesses and make suggestions for improvement.

1.5 Objectives of the report:

- ❖ To achieve the MBA prerequisite.
- ❖ To understand the implementation and practice of digital marketing.

1.6 Methodology:

- ❖ **Nature of the Study:** The research employs a non-probabilistic sampling method.
- ❖ **Data Collection Technique of Primary Sources:** Discussion of the sales department.
- ❖ **Sources of Secondary Data:** Data from various secondary sources was gathered by published articles, paper companies' websites, journals. In this project report convenient sampling was used.
- ❖ **Data Analysis:** Descriptive statistics (e.g. mean, standard deviation, etc.) and some inferential statistics (e.g. estimates) should be applied to different types of data. Some data will be visualized using tables and charts. Microsoft Office Excel.

1.7 Internship Success in SSD-TECH:

The objectives of the internship is to fulfill my MBA requirements and increase my employability, skills, potentiality, experiences in the corporate industry. The environment of the office is fantastic. I visited every department of the office. I will manage all work by own risk, and scope. It proves that the degree opens up the opportunity to working with sales department in a multinational company.

I had a good relationship with SSD-TECH. They are very active, they guide me very well, they response my every call and solved my any kinds of issues very sincerely. They support me every situation I faced and guide me the entire application period to finish line. I would definitely recommend the SSD-TECH for building career and for increasing student's skills.

1.8 Limitations of the intern:

Confidentiality: During prepare internship report I faced some difficulties in tremns of confidentiality. System solutions and development technology has a strong confidential issues and they maintain standard security discipline. So, I have limited access to their information.

Time limitation: Time limitation is also a limitation for prepare a well organize report. Internship time is only three months. Within this short time gather much information is difficult.

Chapter 2

Background of System Solution and Development Technology Limited

2.1 Background of SSD-TECH:

Founded in 2004, SSD-TECH is a Bangladesh-based technology solutions provider, specializing in customized and inventive solutions for telecom operators and enterprises, addressing the unique requirements of the Bangladeshi population. Since 2008, the company has been delivering value-added service platforms to leading telecom operators in Bangladesh and introduced Carnival Internet, catering to both home and business internet needs, in 2015.

As of 2019, SSD-TECH marks its 15th year, having made significant advancements in consumer-focused technology solutions that enrich the lives of people in Bangladesh.

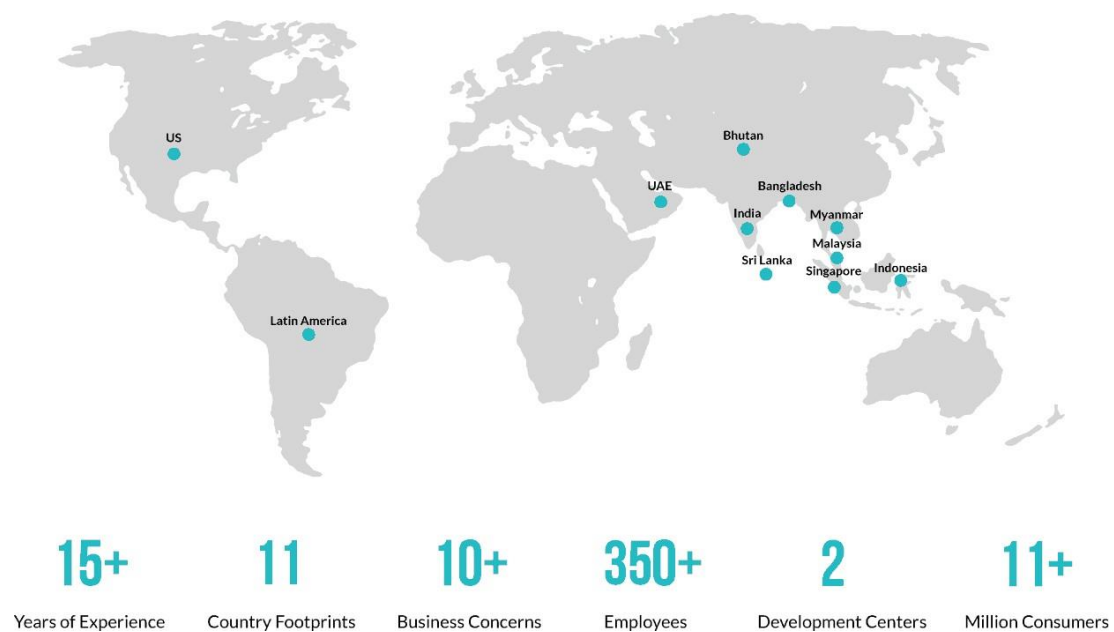


In the past 3 years, realizing the country's needs, SSD-TECH has effectively transformation from a business to business IT service provider into a B2C technology service unit.

Based on the 2017 assessment by LankaBangla Investments Limited, SSD-TECH is appraised at 65 million USD, equivalent to approximately 525 crore BDT.

The company has around 19 years of service experiences. They have been providing their service in 11 different countries with 350+ dedicated employees. They have 11 million customers worldwide approximately. Operating from Bangladesh, they have effectively expanded into the Asia Pacific markets, boasting strong development teams and well-established platforms, solutions, and services. Their offerings span from adaptable real-time payment solutions for value-added services to service delivery platforms accessible through SMS, USSD, Internet, IVR, and voice services. Furthermore, all these solutions come with their proprietary Business Intelligence and resilient Data warehousing solutions, ensuring the utmost business value for their clients. SSD-TECH is currently operating and also has liaison

offices in Nepal, Bhutan, USA, South Africa, Pakistan and Afghanistan. Our blue chip customers include Robi, Grameenphone, Banglalink, Airtel, BT, BBC, British American Tobacco, Unilever, Finlays, Fedex, Digi, Maxis, Citycell, APCA Nepal and Bhutan Telecom among many others.



2.2 Their Services:

RADIO2008 Radio 2008 is a IVR based mobile music radio which is accessible from everywhere in Bangladesh, just a call away. User can access huge music library categorized under folk, modern, pop and movie songs, by browsing through IVR. The in-built AI based CMS tracks user behavior and feeds customized user preference content from the next time the user dials. This AI powered IVR music radio currently has 1 million users across Bangladesh.	VOICE CHAT Voice chat is the first ever IVR based anonymous friendship portal in Bangladesh. User journey starts from <u>dialling a shortcode</u> from their mobile and creating profiles with a unique ID. This IVR based social media currently has 1.5 million users across Bangladesh.	CARNIVAL INTERNET A young, nimble and disruptive nationwide broadband internet service provider. Redefining home and SMB broadband through innovative technology. 15000+ homes & 500+ SMBs in just 3 years of time & expanding rapidly. https://carnival.com.bd/
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RUTIRUJI <u>Rutiruji</u> is a job portal for the underprivileged working population of the country who lack in conventional education, thus seeking blue-collar job opportunities. Unlike any other traditional job portal in Bangladesh, <u>Rutiruji</u> is designed to serve via messenger bot and website. Users can browse the service, make a CV via digital assistant '<u>Sohana</u>' in minutes, and let the AI powered '<u>Sohana</u>' search for matched jobs and notify users instantly. Users can directly apply to the jobs with a click on the <u>bot</u>. https://www.rutiruji.com	MESSANGER BOT Messenger BOT based solutions provided by SSD-Tech provides customers with a wide range of opportunity to know their customers, offer products via messenger, create effective campaigns like referral and push rich contents to all messenger subscribers at any bulk, anytime and more.	SMS & USSD GATEWAY SSD-TECH's superior SMS gateway brings forward the immense capacity of handling in-memory requests with zero delay. The text and numeric gateway handles daily content delivery along with life cycle notification management of all subscribers. The modular design helps to increase capacity seamlessly. This robust platform is capable of handling 80 million+ daily transactions.
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Headquarter:**Bangladesh (Headquarter)**

Uday Tower, Level 12,
57 & 57/A, Gulshan Avenue,
Dhaka-1212, Bangladesh

Regional Office:**Myanmar**

Tower – D, Room No.803
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Thingangyun Townshhip, Yangon Myanmar

Singapore

#09-08A
Golden Wall Center
89 Short Street, Singapore 188216

Malaysia

Unit 26-3, Tower A
The Vertical Business Suites
Bangsar South City, #8, Jalan Kerinchi
Kuala Lumpur, Malaysia 59200

India

Suite 202, YOS Business Center
2nd Floor, Mindmill Corporate Tower, Plot 24A, Film City

Sector 16A, Noida -201301(NCR), India

USA

Suite B-2

2035 Sunset Lake Road

Newark, New Castle

Delaware, U.S.A 19702

2.3 Their Core Values:



Figure 1: Core value

2.4 Organogram of System Solution and Development Technology:

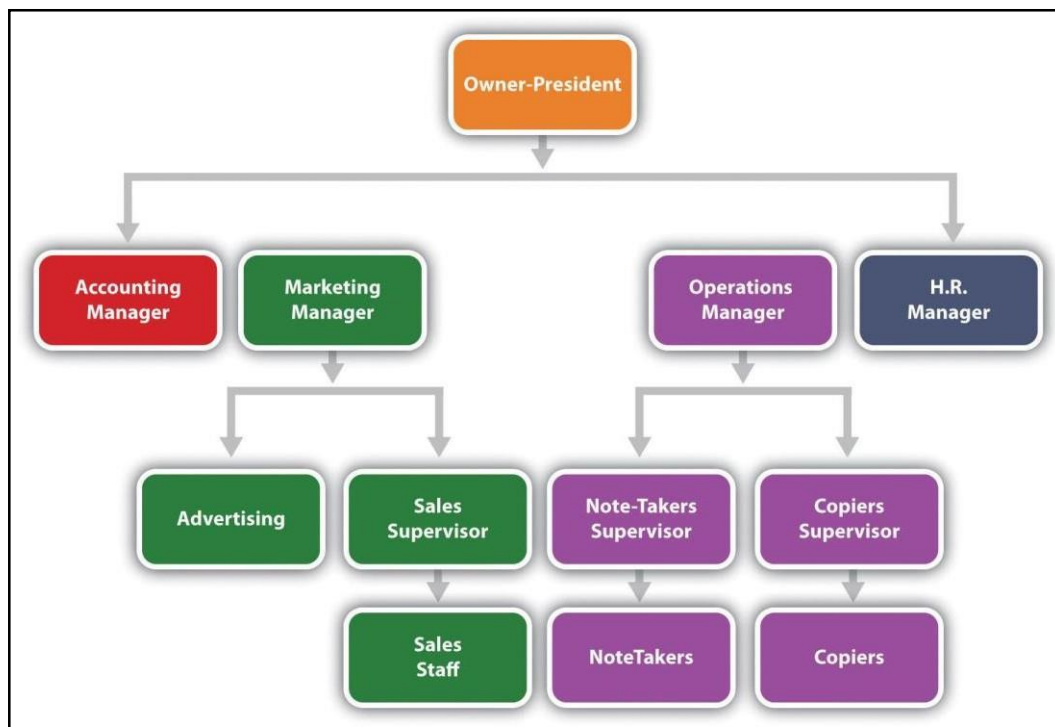


Figure 2: Organogram of SSD-TECH

2.5 Industry Evaluation of SSD-TECH:

Industry evaluation serves as a valuable tool for a company to gain insight into its position concerning other firms that produce similar products or services. Grasping the dynamics within the industry is a crucial aspect of effective strategic planning. This type of analysis empowers small business owners to pinpoint the challenges and opportunities confronting their enterprises, allowing them to allocate resources toward cultivating distinctive capabilities that can confer a competitive edge. Obtaining pertinent data is essential for devising a strategy, and this data can be derived from scrutinizing both the external and internal factors affecting the enterprise. An environment essentially mirrors a specific business scenario.

Industry and competitive conditions (i.e. industry environment);

- Company macro environment and
- Own competitiveness, resources, strengths, weaknesses and market position (in short, the internal environment).

Accurate diagnosis and detailed observation of the enterprise situation (i.e. Industry environment, external conditions, internal conditions) can help managers to determine the long-term direction of the company to gain insights to set the right goals and define success strategy.



a) *Threats of New Entrants:*

The threats of new entrance are lower. Because of opening up a new technology company like SSD- TECH is not easy. There are many issues have to consider in new entrances. The machineries, maintenance, the capital, skilled employees etc. have to keep in mind of this factors. Though the government is trying to remove the entry barriers of this industry. There are significant number of IT hub, and technology park, that will lead to the industry prosperity.

b) *Threat of Competitive Rivalry:* The IT industry in Bangladesh is growing rapidly.

People are more comfortable and have become popular with the new different technology in Bangladesh. Due to growing demands there are lots of competitors will be entering in the market. The industry is facing drastic rivalry due to the competitive competitors. Till now there is very few competitors. But in future the industry will prosper due to some project taken by government. So it is clear that there is lots of competition in the IT market in future. Some of our international chain BIT companies will come. It makes it even more difficult. All of the companies will have to fight local and international companies.

c) *Bargaining Power of the Suppliers:*

Bargaining power of supply is higher. Because the main raw materials of the IT company are basically being imported. Though there are many suppliers of the market worldwide. But in recent situations of the world and the world. There are not in the favor of It. If we see the world situation, war destroy the regular business that is also create impact in Bangladesh too. The price of the software is increased. If we look at the Bangladesh perspective the dollar price is uprising. The software and the materials and other related product price is rising. That impact the suppliers too. That lead to bargaining power of the suppliers is higher.

d) *Bargaining power of Buyer:*

Bargaining power of the buyer is lower. Due to difficulties of the new entrance there are few IT solutions company that provide best quality service like SSD-TECH.

e) *Threats of Substitution:*

Threats of substitute is very low. Because we cannot have substitute of internet and technology. There are lots of company who outsourcing their products or their services. That will reduce their costs. Some software are very difficult to maintain so, they want a

another company for maintain and give the service. For the better internet experience SSD-TECH provide the best connection and best bundle of the internet service in Gulshan, Banani, Notun Bazar and many other area of Dhaka city. There are no substitute of internet.

2.6 SWOT Analysis:

A SWOT analysis serves as a structured framework for the evaluation and examination of an organization's inherent strengths, weaknesses, external opportunities, and potential threats. Its primary objective is to offer valuable insights into the elements that shape business decision-making and strategic planning. This comprehensive analysis delves into both the internal dynamics, focusing on an entity's strengths and weaknesses, as well as the external factors, encompassing opportunities and threats that can influence the feasibility of a given decision or strategy. In essence, a SWOT analysis provides a means to assess the internal and external forces impacting a business.

- ❖ A concise and effective SWOT analysis should be both brief and informative. It should include specific details about key elements, such as staff strengths. For instance, when highlighting staff as a strength, it's crucial to provide specific information about individual team members, their unique skills, and experiences. Additionally, explain why these attributes make them a strength and how their contributions can facilitate the achievement of your business objectives.
 - ❖ Obtain a variety of viewpoints regarding the business by actively soliciting input from employees, suppliers, customers, and partners. Additionally, online observing is required for SWOT analysis.
 - ❖ Gather diverse insights about the business by actively seeking input from employees, suppliers, customers, and partners, while also reviewing online reviews and comments.
- a) Ensure a strong connection between the SWOT analysis and the business plan by referencing the goals and objectives outlined in the business plan when addressing the

identified issue.



b) Strengths:

- Strong Network: SSD-TECH have their strong network that makes them stronger.
- Customer Service: They have exceptional customer service, all of their clients are happy with their service.

c) Weakness:

- Poor Marketing: Though SSD-TECH is mainly B2B business company, but they did very lower marketing. They did not promote their service in broader area.

d) Opportunity:

- There are lots of opportunity to expand their business in terms of Artificial Intelligence, Wi-Fi etc.
- They can do more research and development. Introduce new product or services.
- There are a big customer in the market. To capture new customer they can differentiate their service and expand their business.

e) Threats:

In recent situation there is issues of shortage of supply chain management. Because the dollar price is increasing, also the reserve shortage. The inflation rate is high also, that lead to increase the price of their service also. The political environment is also the threats of the SSD-TECH.

Chapter 3

Digital Marketing Limitations and Problems in Bangladesh

3.1 Abstract:

Data to contribute to sustainable Information and technology services are still ambiguous in Bangladesh. Therefore, the qualitative exploration of technical skills to advance contemporary IT careers and services has been rational. Innovative technologies have brought about a significant transformation in the marketing scene. This abstract explores how technology is changing marketing in many ways, showing how new developments like automation, augmented reality, data analytics, and artificial intelligence have changed how companies interact with their target market. Advances in data analytics have made it possible for marketers to glean valuable insights from big datasets, so enabling more customized and focused marketing efforts. Machine learning algorithms that give predictive analysis are powered by robust data, allowing marketers to anticipate consumer behavior and modify their strategies accordingly. The abstract also explains three interview of top management employees that can help to reach more customers. Additionally, the research participants expressed their sentiment about other skills such as patience, smartness, technological expertise.

3.2 Introduction

3.2.1 Background of the study:

Bangladesh's technological sectors, which have experienced significant expansion, use a variety of sector-specific marketing techniques. Within the software development and IT services industry, businesses emphasize their trained personnel, participate in international tech events, and concentrate on reaching a global audience. BPO and IT outsourcing are two examples of outsourcing services that use marketing to highlight their affordability and linguistic competence. Digital marketing strategies including SEO, social media advertising, and email campaigns are used by the rapidly expanding e-commerce industry. Telecommunications companies employ partnerships and promotions to market internet bundles and mobile services, while the emerging fintech business uses digital channels to sell online financial services. Sponsorships and partnerships are used by hardware manufacturers in their marketing initiatives. Startups in a variety of IT fields use networking and digital marketing techniques to gain notoriety, while government initiatives like "Digital Bangladesh" play a critical role in supporting the industry with investment opportunities and success stories. Overall, a dynamic mix of government support, international involvement, and digital activities shapes the marketing landscape of Bangladesh's technological sectors.

Marketing is a constantly evolving and fast-paced field that is heavily influenced by various crises and changes such as raw material shortages, energy crises, inflation, economic downturns, high unemployment, declining industries, failing businesses, terrorism, and warfare. Additionally, rapid technological advancements, particularly the Internet, have transformed the role of marketers, making them more customer-centric and reliant on strategic decision-making supported by perfect and timely data about buyer, goods, markets, and the global landscape.

Digital marketing, a key aspect of modern marketing, leverages digital channels to promote and sell goods and services. Digital marketers harness the potential of digital market to facilitate the buying and selling of goods and services online. Electronic Commerce, or e-commerce, encompasses all forms of online transactions. Digital marketing is a subset of e-commerce. The rise of the Internet, particularly in the early 1990s, marked the inception of digital marketing, initially limited to text-based websites providing product information. Over time, the Internet has evolved into a multifaceted platform where businesses not only sell products but also offer product details, promoting space, software, auctions, stock trade, and matchmaking facilities.

Several organizations have transformed the marketing landscape by effectively utilizing the Internet for their promotional efforts. Prominent examples include Google.com, Yahoo.com, Amazon.com, Alibaba.com, and Youtube.com. This article delves into contemporary issues and emerging trends in internet marketing.

3.2.2 Problem statement:

Research in sustainable technological advancement in Bangladesh is not in proper manner. There is a lack of knowledge in this field. There are limitations in the sustainable technological advancement. Moreover, it is essential to know how to market properly and how to market digitally. Digital marketing is still not clear to the citizens of Bangladesh. Digital marketing is mostly introducing and known in the emergence of covid-19 period. In the period of the covid-19 people are stuck in home and online shopping were more popular in the country. People are used to buy online products. But there are no any rules and regulation for the digital marketing. As a result, many marketers don't know the proper meaning of digital marketing. To the best of my knowledge, Bangladesh's digital marketing environment still faces a lot of challenges. The low internet penetration in some areas still poses a challenge to the reach of digital campaigns. The challenge presented by the country's linguistic diversity is the

requirement for multilingual content creation in order to effectively engage a range of audiences. Certain economic factors, including limited purchasing power, have an impact on how effective particular digital marketing strategies are. It is evident that there is a digital skill gap in the workforce, thus both individuals and companies must spend money on training. Concerns over security and trust in online transactions hinder the growth of e-commerce and call for measures to build consumer confidence. The regulatory environment for digital marketing and e-commerce is evolving, creating new challenges that need for compliance adjustments. Poor transportation and unpredictable power supplies are two examples of infrastructural issues that could hinder digital marketing operations. Companies need to devise unique approaches to stand out in the fiercely competitive digital marketplace. Mobile optimization is crucial due to the increasing use of mobile devices, yet achieving effective optimization can be challenging. Cultural sensitivity is crucial to ensuring that ads have a positive effect on the diverse population. To overcome these challenges, it is essential to make investments in the development of personnel, keep abreast of industry developments, and adapt strategies in response to the quickly evolving digital ecosystem.

3.2.3 Research question and objectives:

Based on some background and research need the study of the research questions specifically:

-  To identify the skills essential for the good digital marketers.
-  To get the sustainable digital marketing for a new business platform.

3.2.4 Significance of the study:

This study gives a modern approach to promoting products or services using digital channels such as social media, search engines, email, and websites. It offers several advantages over traditional marketing methods, including cost-effectiveness, targeted audience reach, measurable results, global reach, flexibility, and adaptability. Digital marketing allows businesses to build and strengthen their brand, engage with customers on a more personal level, and increase conversion rates. It also provides a competitive advantage by enabling businesses to stand out from the competition and attract more customers. Overall, digital marketing is an essential tool for businesses of all sizes, offering numerous benefits that can help drive sales and revenue.

3.3 Literature Review:

Digital media and technology, an opportunity and threat:

Digital marketing has transformed how business and other organization communicate with their audience. The 5Ds of digital marketing (digital device, digital media, digital platform, digital data and digital technologies) can be used, alongside traditional marketing technique, to get closer to audience than ever before. Consumer now have access to a much wider choice of entertainment, products, services and prices from different suppliers and a more convenient way to select and purchase items. Organization have the opportunity to expand into new market, offer new services, interact with audience with new ways and compete on a more equal footing with larger business. Marketers working within these organizations have the opportunity to develop new skills and to use these new tools to improvement competitiveness of the company.

At the same time, the internet and related digital technology platform gives rise to many threats to organizations. For example, online companies like, ASOS.COM, and Zalando (clothing), Amazon.com (books and retail), iTunes and Spotify (music) and Bookings.com and Expedia(travel) has capture the significant part of their market and struck fear into the existing players. Many consumers now regularly use social media like, Facebook, Instagram, LinkedIn, snapchat, and twitter as a part of their daily lives, with the majority of the access via smartphones. Engaging these consumers is an ongoing challenge but, as we will see, companies like those above have taken advantage of these opportunities to interact with customers and has helped them develop as worldwide brands.

The New Realities of Marketing in the Global Digital World:

The emergence of "cyber consumers" and the cyber business-to-business world, the reality of a world that is becoming more complex, dynamic, and chaotic, and the waves of entrepreneurship and innovation that accompany new business models are some of the most significant changes in the business landscape.

❖ The Emerging Cyber Consumer

People change as a result of technology. The way consumers interact with products and marketplaces is evolving due to digital technologies. Customers themselves are reprogramming our computers, not simply our computers. The image of the cyber customer in Exhibit 1 makes it abundantly evident that new marketing strategies are required to adapt to their evolving wants.

These online shoppers want complete customization over everything, including the goods and services they purchase, the information they look for, and the price they are ready to pay. They hope to get the producer into the kind of back-and-forth that used to define the street market.

Customers may now arrange products according to price, functionality, nutritional value, or any combination of these factors, including price and value. They may quickly access user experiences and receive recommendations and assessments from third parties. Customers are ruthless thanks to digital technologies. Feel sorry for the poor company that doesn't realize this or won't follow their guidelines.

However, there are differences amongst cyber customers. Regarding how much they depend on the Internet, there are big differences amongst them. Dependency on the Internet varies by industry (banking services vs. grocery shopping vs. cars, etc.) and by customer trait, particularly 'natural comfort' with the Internet.

The Cyber Business-to-Business World:

While the majority of media coverage has focused on how consumers use the Internet and on new consumer-focused e-commerce start-ups, the majority of Internet-based activity and revenue have come from business-to-business transactions. As a matter of fact, Forester Research Inc. projects that by 2003, business-to-business e-commerce will have grown to ten times its current level, from five times that of consumer e-commerce. The organizational buyer benefits from a robust and expanding Internet and intranet-based infrastructure that enables increased productivity, effectiveness, and creative new methods to carry out conventional corporate duties. The organizational buyer is not merely a personal cyber consumer.

The rise in "virtual marketplaces," which are bulletin boards and specifically auction-oriented websites that connect buyers and sellers (like PlasticsNet.com for plastics, Metals.com for steel, and many other sites for almost all industrial products and services) is altering the character of business-to-business transactions.

Businesses like BizBots are creating an automated market of markets that operates in real time, 24 hours a day, 7 days a week. These markets use "agents," also known as Bots S/W, to connect several websites within a specific industry (like financial services and chemicals). These offer complete openness to buyers and sellers regarding all the data needed to make "optimal" judgments regarding goods and services.

3.4 Methodology

3.4.1 Research Approach

The study aims to uncover the problems and the barriers of the Digital Marketing in the context of Bangladesh. The study uses a qualitative strategy to data collecting, which comprises obtaining and assessing non-numerical data in order to understand ideas, viewpoints, or experiences.

In addition, the research ends its descriptive data from individuals employed in the banking industry. These factors lead to the study's qualitative information-gathering methodology.

3.4.2 Data Collection

The majority of the primary data used in the creation of this report chapter. Prior to conducting interview sessions, ten questions were written for the questionnaire. Furthermore, some interviews were done over the phone, while some were done in person. This method of gathering raw data allowed for the extraction of the most important and pertinent information through content data analysis (Charania et al., 2021).

Sampling strategy

Non-probability sampling is used for the study because it combines non-random selection based on convenience or other factors and enables fast data collection. To be more precise, convenience sampling was used to prepare the results because the sample consisted of the simplest to reach individuals. The people you should ask questions of are not just anybody.

Participant recruitment

First, phone calls are made to the ten marketing industry personnel who hold positions ranging from officer to management to find out their convenient time. They were given a brief overview of the study and its significance prior to the interview session commencing. They also received guarantees regarding their privacy and anonymity.

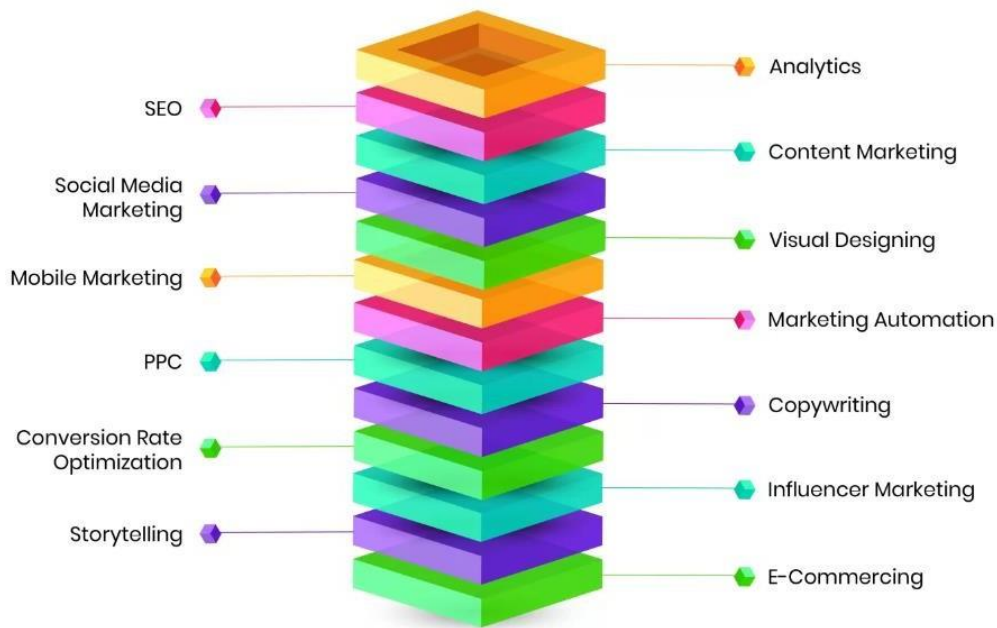
- How familiar are you with digital marketing strategies such as SEO, SEM, and SMM?
- What are the main challenges you face in implementing digital marketing strategies in Bangladesh?
- How do you measure the success of your digital marketing campaigns in Bangladesh?
- What are the most effective digital marketing channels for reaching your target audience in Bangladesh?

- How do you ensure that your digital marketing efforts comply with local laws and regulations in Bangladesh?
- How do you adapt your digital marketing strategies to the unique cultural and linguistic characteristics of Bangladesh?
- How do you stay up-to-date with the latest trends and best practices in digital marketing in Bangladesh?
- How do you leverage social media platforms like Facebook, Instagram, and Twitter for your digital marketing campaigns in Bangladesh?
- How do you incorporate influencer marketing into your digital marketing strategy in Bangladesh?
- How do you measure the return on investment (ROI) of your digital marketing efforts in Bangladesh?

3.5 Results and Discussion:

The Studies main goal is highlight the limitations and the barriers of the digital marketing and develop the employee skills in this field in Bangladesh. To conduct the study, qualitative information is gathered from ten participants working at different digital marketing company in Bangladesh. Because they were laid back during conversations, some of the informants have shared a variety of information. However, a few spies appeared a little uneasy and worried about keeping their job security. The majority of interviewees viewed honesty as a necessary trait for marketing employees, and they showed logic.

Talented digital marketers combine creativity, adaptability, and analytical skills to create winning campaigns. In order to effectively communicate brand messages across a variety of channels, they combine great communication skills with a clear awareness of digital tools and platforms. They approach campaign planning with a strategic attitude, paying close attention to detail and planning strategies to guarantee top performance. Always inquisitive and dedicated to education, they keep up with market developments and new technological advancements. Their strategy is based on a customer-centric mindset, which enables them to create campaigns that are both measurable and resonate with target groups.



The following are essential for effectively motivating employees in digital marketing: setting clear objectives, offering opportunities for professional development through training and development, cultivating a positive and innovative work atmosphere, providing regular feedback and acknowledging contributions, promoting autonomy and decision-making, taking into account incentives and rewards for reaching goals, emphasizing work-life balance, setting an enthusiastic example, and actively seeking feedback for ongoing improvement. By putting these techniques into practice, managers can foster an environment that inspires and motivates staff members working in digital marketing to thrive in their positions and ultimately lead the company to success.

3.6 Limitations and suggestions:

The quality and accessibility of the data is one of the main drawbacks. It is challenging to carry out in-depth analysis because, although some data is available, it could not be complete or current. In Bangladesh, thorough studies on digital marketing are scarce. Small-scale research that concentrate on particular facets of digital marketing are the norm, and they rarely offer a comprehensive picture. Instead of offering a comprehensive picture of digital marketing in Bangladesh, many studies concentrate on certain areas or industries, including e-commerce or the technology sector. Longitudinal studies that monitor how digital marketing strategies evolve over time are scarce. It is challenging to evaluate trends and advancements in the sector as a result. Cultural variables impact digital marketing techniques in Bangladesh, and

academics from other countries might not fully comprehend these elements. The administrator was really dedicated to allowing me plenty of time for the talk and interview. This is an additional aspect that precluded a comprehensive investigation on the chosen subject. For the interview, I can only speak with one administrator. Nonetheless, I do my best to provide a concise synopsis of the topic.

3.7 Digital Marketing Barriers in Bangladesh:

- 1 Digital Infrastructure:** The deficiency in robust digital infrastructure can indeed be a significant barrier to the expansion of digital marketing. This encompasses factors like internet connectivity, dependable electricity, and technology access. Collaborative endeavors from diverse stakeholders, such as the government, businesses, advertising agencies, and media, are essential to enhance this situation.
- 2 Collaborative Efforts:** The stress the importance of collaboration among different parties, including the government, businesses, advertising agencies, and media. Cooperative work can lead to a more comprehensive approach to surmounting challenges and creating an environment conducive to the growth of digital marketing.
- 4 Advancements in Technology:** While technological progress can drive digital marketing, it also introduces fresh challenges. Keeping up with these technologies and harnessing them effectively is crucial. However, this can sometimes strain the allocation of financial resources.
- 5 Role of Marketing Management:** Defining and comprehending the role of marketing management in the digital landscape is critical. The digital marketing ecosystem necessitates a distinct skill set and strategies compared to conventional marketing.
- 6 Analysis of Competitors:** Understanding how to effectively compete in the digital realm and analyzing the strategies of competitors are fundamental skills for digital marketers.
- 7 Data Analysis and Insights into Consumers:** Data mining and analysis are pivotal for grasping consumer behavior and preferences. Digital marketers need to possess the proficiency to interpret these insights for informed decision-making.
- 8 Expansion of Market Share:** Taking proactive measures to augment market share is important, as the digital realm can be highly competitive.
- 9 Comprehending Consumer Behavior:** Attaining insights into consumer behavior is challenging but imperative for devising effective digital marketing campaigns.

- 10 Cybersecurity and Privacy:** The escalating reliance on digital platforms also exposes businesses to cybersecurity risks and concerns about data privacy. Safeguarding customer data and upholding privacy are of paramount importance.
- 11 Branding and Sales:** Digital platforms play a substantial role in branding endeavors, but it's essential to strike a balance between branding and achieving sales objectives.
- 12 Reliable Partnerships:** Locating dependable and skilled partners in the digital marketing industry can be daunting, yet it's crucial for successful collaborations.
- 13 Data Threats:** Risks of data loss, theft, hacking, and breaches of privacy are notable threats that demand robust security measures.
- 14 Future Accessibility:** The digital platform aims to be easily accessible to the target audience, and effective branding contributes to attaining this. Most of the businesses in the world have switched to using the web or the internet as the rise and widespread use of IT. Bangladesh is not behind either. In recent years, Bangladesh has also joined this marketing system. Many online marketing companies in Bangladesh operate their online business. Currently, Bangladeshi e-commerce businesses are having problems with the online payment system. The majority of buyers do not have uses of a debit or credit card, and only a small number of consumers use PayPal. Today, 160 million people live in Bangladesh, in that huge population out of this number alone, there are 5.0 million debit card users and less than 1.0 million credit card users. And one more problem: only 1.0% of people use a POS machine containing a debit card and the rest 99% of people only operate at ATMs. There are many reasons for this. Like the lack of awareness, the lack of user-friendly infrastructure and the high operating costs of the card. Not only are there regulatory hurdles, such as no tax cards, but the regulator won't issue credit cards. As such, there are only 2 million credit cards available. For the above reasons, Bangladesh's digital marketing activity remains low. But recently, the e-commerce market is growing and is expected to grow with more and more opportunities being welcomed.
- 15 Lack of phone accessibility:**
The success of digital marketing or e-commerce largely depends on a customer's uses to a computer and an Internet Service Provider (ISP). But now in Bangladesh, Internet Service Providers (ISPs) as well as the number of users is very low.
- 16 No digital internet or e-commerce:**
Marketing activities are quite impossible. For online marketing, a simple and inexpensive online platform is essential. Bangladesh, the cost of connecting to the internet is relatively higher than people's buying power. Slower speed and lower download size.

E-commerce or online marketing refers to web-based or internet-based activity. To run this activity towards the necessary broadband Internet and Internet service based on the ability to download quickly. But unfortunately, Bangladesh does not have high speed internet. This is a major obstacle to the growth of digital marketing.

17 Unpredictable power supplies:

To pursue digital marketing, do you need 24-hour power? By reason of here uses a lots of electronic devices that need constant power. For order products, services and delivery services that require an uninterruptible power supply to consumers and suppliers. But the reality is that Bangladesh's electricity supply is difficult to predict. There is no sequel. This is a huge challenge for digital marketing.

18 Proclaiming language blankets:

Most of the ISP use English to present their goods and services. But maximum people of Bangladesh are illiterate and facing difficulties to understand English. As a result, language is a major issue or barrier for digital marketing to thrive. But to avoid the language barrier: most online service providers use translators for their websites to meet the needs of domestic and international customers. And that either increases the cost or creates more additional technical challenges.

19 High illiteracy rate:

High illiteracy rates are negative not only for DM but for all professions. It is an obstacle to growth or any kind of progress. If the high illiteracy rate cannot be reduced, digital marketing will not achieve its optimal level.

3.8 Conclusion:

Due to factors such as rising internet penetration, extensive smartphone use, and the dominance of social media platforms like Facebook and Instagram, Bangladesh's digital marketing environment is changing quickly. E-commerce is expanding rapidly, and sites like Daraz and Evaly are becoming more and more well-known. Because cellphones are so common, mobile marketing is essential, but content marketing—especially in Bengali—is growing. Notwithstanding the potential, firms must remain up to speed on compliance and modify their strategy in light of obstacles like low digital literacy and governmental laws. All things considered, Bangladesh's digital marketing landscape has a lot of promise, but navigating through its complexities calls for a sophisticated awareness of local dynamics as well as constant adaptability to technical improvements and legislative changes.

In this report I try to find out the current situation and the problems in Digital marketing field in Bangladesh. After covid-19 Digital marketing and online business widely spread in the whole country. After that revolution, now it is very popular in Bangladesh. Due to technological advancement government also give more concentrate about the technology and digitalization of the country. Due to digitalization the most important things is internet. Without internet no digitalization will happen. So, the price of internet has to be lower that everyone can use it. Government is working on it already. So, it is also important to established a healthy internet service provider channel. I have done my internship in a very reputed IT service provider organization named System Solution and Technology Bangladesh (SSD-TECH). In the period of internship, I learn a lots of things that I try to implement in this report. But I have faces also some limitations during complete my report. Some of the employee are to agree with provide information for security purpose. Finally, I try my best to execute the report and give a clear scenario of the opportunity and threads and barriers of the digital marketing in Bangladesh Context.

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