

Enablers and Barriers of Marketing Automation Products in Bangladesh: A Case
Study of V2 Technologies Limited

By
Raiyan Mansur
21164012

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

BRAC Business School
Brac University
December, 2024

© 2024. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Student Full Name
Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Shamim Ehsanul Haque
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: MBA Internship Report Submission On Marketing Automation

Dear Sir,

I am pleased to submit the report titled “Enablers and Barriers of Marketing Automation Products in Bangladesh: A Case Study of V2 Technologies Limited.” This report highlights key factors driving and hindering marketing automation adoption, with insights tailored to our operations and market context.

I trust it meets your expectations and I am available for any further discussion.

Sincerely yours,

Student Full Name: Raiyan Mansur

Student ID: 21164012

BRAC Business School

BRAC University

Date: December 27, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between V2 Technologies Ltd. and the undersigned student at BRAC University Raiyan Mansur

Table Of Contents

Declaration	2
Letter of Transmittal	3
Non-Disclosure Agreement	4
Chapter 1	6
1.1 My Information	6
1.2 My Internship	7
1.2.1 Company Details	7
1.2.2 Supervisor Information	7
1.2.3 Job Scope At V2 Technologies Ltd	7
1.3 Outcomes of My Internship	8
1.3.1 Benefits From My Experience	8
1.3.2 Difficulties Faced During My Internship	8
1.3.3 Recommendations To The Company	9
Chapter 2	9
2.1 A Brief History Of V2 Technologies Ltd.	9
2.2 Mission and Vision:	9
2.3 Corporate Culture	10
2.4 Services:	11
2.5 Technical Innovation:	11
2.6 Summary	12
Chapter 3	13
3.1 Introduction	13
3.1.1 Collaboration and Workflow Management	13
3.1.2 Objectives	13
3.2 Literature Review	14
3.3 Enablers of Marketing Automation:	14
3.4 Barriers to Marketing Automation:	16
3.5 Types of Marketing Automation Tools:	18
3.6 Customer Perspective	18
3.7 Industry Perspective	19
3.8 Methodology	19
3.8.1 Marketing Automation in Practice	20
3.8.2 Prospects and Challenges for Bangladesh	20
3.9 Discussion and Results	21
3.10 Conclusion	21
References	23

Enablers and Barriers of Marketing Automation Products in Bangladesh: A Case Study of V2 Technologies Limited.

Chapter 1

1.1 My Information

My name is Raiyan Mansur and I am a student of the MBA program at BRAC University. The reason for choosing marketing as my major was my immense interest in product marketing and creating strategies for promoting products and services. I always try to analyze product marketing tactics whenever I see one and so far this program has helped to deep dive into marketing practices. I have a B. Sc. in Computer Science from BRAC University and with the help of these two programs I aspire to leverage both my technical and business background for a successful career.

1.2 My Internship

1.2.1 Company Details

Landing a good internship opportunity is a difficult task considering the current job market in Bangladesh where lots of graduates are looking for a job as well as internships. I am very fortunate that I got to work in a company like V2 Technologies Ltd as a business development intern for 4 months learning about how tech companies operate and how to provide CRM-based services to one of the top MNCs. My Office was in Mohakhali Dohs Road 4 which has now been shifted to another road in the same area. Upon the completion of my internship, I was offered a full-time position as a business development executive. I was very fortunate to work with one of the most creative minds in the industry.

1.2.2 Supervisor Information

I would like to express my gratitude towards my supervisor Tonmoy Das who is an account manager at V2 Technologies Ltd. He has been a wonderful mentor and colleague during my 4-month journey in the organization. From the first day, he helped me understand the business and product aspects of the company and continued his support throughout the end of my internship period. I immensely appreciate his valuable feedback and advice.

1.2.3 Job Scope At V2 Technologies Ltd

Use artificial intelligence to generate material for clients and projects. Deliver top-notch materials that address the client's and the project's goals. Brief team members and synchronize attention to specific client demands toward well-informed, coordinated project management. Assist customers with CRM and retail solutions by taking their questions and ensuring satisfaction.

Keep a proactive attitude towards project management and client contact, ensuring that every interaction with clients is done in a professional and business-like manner. Active Involvement in Customer-Driven Partnerships of cross-functional teams to meet demands. Open communication and project objective alignment to host support for part-specific client requirements.

Use techniques in artificial intelligence to generate content for clients and projects. Produce high-quality material that propels the goals of both the client and the project. Sophisticated briefing and synchronization of team members with specific client demands toward a well-informed, coordinated entity in project management would be seen here. And assisting customers in answering questions and satisfying them on CRM and retail solutions.

Keeping a proactive attitude in the face of project management and client contact: ensuring that, when an encounter with every customer occurs, it is done in politeness and courtesies. Participate in the creation of strategies and solutions that enhance client satisfaction and drive project success. I also completed a successful launch of an app for a reputed client in which I handled most of the client-to-developer communication part and vice versa. I also participated in BASIS Softexpo 2023 under the banner of MADLY the parent company in which I did marketing research and product marketing through banners posters and talking to potential clients.

1.3 Outcomes of My Internship

1.3.1 Benefits From My Experience

Joining a dynamic company like v2 Technologies Ltd was a great opportunity for me. It helped me kickstart my career and joining the business development team as an intern greatly helped me learn different facets of both operation and marketing. As I had to work as the bridge between the clients and the company and its employees and pass on information about client needs and requirements I always had to attend meetings

and pitches about our product which is a CRM system. The constant need to change various marketing tactics and help the developer team understand it was my main objective instructed by the clients. I also had to send reports about marketing targets and results achieved through the system to the clients every day. I also had the opportunity to work on various different projects one of which was "Breathe In" an android app that can detect COPD(Chronic Obstructive Pulmonary Disease). Working as a participant in BASIS Softwexpo 2023 was one of the greatest opportunities I got while working there which also helped me understand the business strategies and products of some of the best companies in this country.

1.3.2 Difficulties Faced During My Internship

One major difficulty I faced during this internship was that I often had to stay after hours sometimes till late at night and sometimes working on weekends when it was a campaign launch time. There were frequent campaign launches and we had to be on call for any difficulties faced or making any last-minute changes to the campaign flow.

1.3.3 Recommendations To The Company

There are some things that can be improved in V2 Technologies Ltd one of which is communication and coordination between teams. Often times I've faced this that the client wanted me to send a report immediately and I forwarded that to the respective team responsible for that. But, the team gave me a long waiting time so I had to go to my supervisor to solve that. This problem can be overcome by setting a standard time limit for reporting and communications between teams which will increase the overall efficiency and save time and resources.

Chapter 2

2.1 A Brief History Of V2 Technologies Ltd.

V2 Technologies Ltd. is an information technology solutions provider based in Dhaka, Bangladesh. The company was founded with the goal of helping businesses leverage technology to achieve their goals and stay ahead of the competition. Since its inception, V2 Technologies Ltd. has earned a reputation for delivering high-quality solutions that are tailored to meet the unique needs of its clients. V2 Technologies, Ltd. was birthed amongst young, bright, and energetic technocrats in the founding year of 2018. The

immediate focus of this company since day one was cutting-edge technology based on the needs of customers. The founders believed in helping their clients by doing a combination of their technical expertise with a complete and accurate understanding of clients' businesses, thus being able to go with their goals of keeping their clients ahead of others.

Eventually, V2 Technologies Ltd. expanded its offerings and now includes all types of IT solutions. The company carries out its operations for clients from diverse industries, such as healthcare, finance, retailers industry, and others.

2.2 Mission and Vision:

V2 Technologies Ltd.'s goal is to continue growing in size and dimension while providing technology solutions to business demands in an ever-changing market (V2.ltd, 2018). The organization is dedicated to staying ahead of the curve by adapting to new technologies and trends to provide the finest solutions to its clients.

The company's vision is to create a work culture that inspires curiosity, hunger, and motivation among its employees, so they can create a difference in its clients' businesses. V2 Technologies Ltd. places a strong emphasis on teamwork, innovation, and customer focus, and its values are evident in everything it does.

2.3 Corporate Culture

Other than technological expertise, V2 Technologies focuses on creating a healthy and supportive workplace culture. The company's aim is to foster a work culture that encourages people to be curious, hungry, and motivated so that they can make a difference in their clients' businesses.

Young, vibrant individuals who are always pushing themselves to develop new business ideas and assisting clients in changing their companies make up the company's staff. Employees are encouraged to be creative and imaginative, to think outside the box, and to come up with novel solutions to clients' problems. The organization promotes a culture of continual learning and growth, and its employees have numerous possibilities to upskill themselves through training and certification programs.

V2 Technologies encourages diversity and inclusion, as well as treating its employees with respect and decency. The organization has a zero-tolerance policy for

discrimination, harassment, and bullying, which helped it create a safe and supportive work environment for its employees. The organization also believes in work-life balance and offers its employees flexible work arrangements to help them balance their personal and professional responsibilities.

V2 Technologies is committed to both technological excellence and a supportive business culture. The company strongly believes in CSR, and it aims to make a positive difference through its corporate social responsibility programs.

To sum up, V2 Technologies is a vibrant and creative provider of IT solutions dedicated to giving its customers top-notch products. The company's emphasis on client demands, cutting-edge technology, and a positive corporate culture puts it in a strong position to assist companies of all sizes and sectors in achieving their objectives and thriving in a constantly shifting business environment.

2.4 Services:

V2 Technologies Ltd. offers a wide range of IT solutions, including:

- **Sales Data Capture Management and Analysis:** A comprehensive system that enables businesses to manage and optimize their sales processes. It includes modules for sales capture, distribution management, loyalty management, authenticity audit, promos, reports, and analysis, and also includes a dashboard for quick viewing of key performance indicators, and alerts for identifying opportunities or potential issues.
- **Consumer Data Capture:** A system that helps marketers capture consumer data based on demographic information and can verify every contact made by tracking consumers with contact numbers and OTP verification. It also helps restrict duplicate contacts because of instant verification by checking numbers from the system's backend.
- **Resource and Market Monitoring:** A system that provides smooth and fraud-less consumer contacts, which also helps field force managers get more efficient with

it. It allows businesses to track the location and activity of their field force in real-time, giving them visibility into how they are performing and where they need support.

- Machine-Assisted Auditing: An automated system that monitors 1-2-1 consumer contacts by on-field entities and ensures the quality of those contacts. Through intelligent use of tech and people, V2 Technologies Ltd. makes sure 100% supervision is now possible.

2.5 Technical Innovation:

One of the biggest strengths of V2 Technologies Ltd. is its very strong commitment to technical innovation. The company makes significant investments in research and development because the team continuously strives to find new ways to improve its solutions while keeping ahead of rivals.

V2 Technologies Ltd. constructs products using artificial intelligence and machine learning that will analyze data, continuously and provide insights, knowledge, and recommendations that are to be worked with by clients' teams for a better tomorrow for their organizations. The results delivered by V2 Technologies would be tangible for organizations in achieving their goals and would be a strategic partner for any organization that needs to digitally enable itself for growth and success.

2.6 Summary

V2 Technologies Ltd. is a technology business situated in Dhaka that focuses in offering IT solutions using cutting-edge and distinctive technologies that are dedicated to meeting customer needs. The business focuses on resources, market monitoring, machine-aided auditing, customer data management, and sales data collecting and analysis. It focuses on research and development while continuously looking for better ways to use AI and machine learning to improve the solutions. The company culture at V2 Technologies is welcoming and emphasizes diversity, work-life balance, and ongoing learning. They have a strong commitment to social responsibility, support a variety of environmental and social issues, and are a wonderful partner for businesses looking to grow through technology.

Chapter 3

3.1 Introduction

Marketing automation has become a critical instrument for marketers to boost efficacy and smoothness in all existing activities (Świeczak, 2013). It involves employing a variety of software platforms and tools to automate repetitive tasks like lead generation, social media management, email marketing campaigns, and consumer segmentation. As a result, marketing automation tools assist companies in boosting sales, improving productivity, and saving time. However, there are drawbacks to putting marketing automation into practice. Potential obstacles and facilitating variables affect the uptake and effectiveness of marketing automation in businesses. The global marketing automation market is predicted to increase from USD 3.3 billion in 2019 to USD 6.4 billion by 2024, with a CAGR of 13.9% over the forecast period (*Marketing Automation Markets: Lead Nurturing & Lead Scoring, Email, Social . . .*: EBSCOhost, n.d., p. 2019). The goal of the study is to identify the factors that encourage and hinder an organization's adoption of marketing automation technologies. It also looks at how these factors affect the overall success of marketing automation, with a focus on V2 Technologies Ltd.

3.1.1 Collaboration and Workflow Management

Most important was the revelation that collaboration and transparency in executing any successful marketing project automation project were critical factors. Day-to-day working with clients, a lot of status-feedback sessions, and live team coordination made it possible to hand over a solution that really matched what the client was looking for. Documenting client requirements and having timely communication with internal teams and external stakeholders was critical in sustaining progress and satisfaction with the client.

3.1.2 Objectives

- To analyze the business development process at V2 Technologies Ltd., particularly its specialization in B2B solutions regarding CRM and retail systems, and understand how it can help pave the way for marketing automation or the difficulties faced through my experience.
- To evaluate the effectiveness of the marketing automation techniques employed by V2 Technologies Ltd.

- To provide recommendations for improving the business development process at V2 Technologies Ltd. and enhancing the effectiveness of the marketing automation techniques employed by the company.

3.2 Literature Review

Marketing automation is a relatively new concept that has gained traction recently. Marketing automation is using software tools and technologies to automate repetitive marketing tasks such as lead generation, email campaigns, and social media management. Marketing automation promises improved efficiency, better decision-making, greater returns on marketing spending, and more customer happiness and loyalty (Heimbach *et al.*, 2015, p. 129). The use of technology to perform marketing tasks automatically is known as marketing automation. Marketing teams may increase efficiency and enhance the consumer experience across channels by centrally managing all of these activities, including social media advertising and email campaigns (Salesforce, 2021). Marketing automation tools are designed to streamline marketing processes and increase efficiency, allowing businesses to focus on other critical tasks. The use of marketing automation has been shown to have several benefits, including increased lead generation, higher conversion rates, improved customer engagement, and better marketing ROI. In Bangladesh, it has gained popularity over recent years. Instead of working the manual way the field force and retail assistants can now use CRM tools and retail tools to conduct their marketing activities. There are many enablers and barriers in Bangladesh for marketing automation products.

3.3 Enablers of Marketing Automation:

Among the many enablers that exist, high-quality data availability is perhaps the most important of all. Marketing automation can derive insights and ultimately make decisions based on accurate, reliable data. Thus, organizations need to have strong data management practices to successfully pursue marketing automation. Some of the other enablers of marketing automation are the availability of people with the skills required, effective communication, and collaboration across teams besides using appropriate marketing automation tools. Dynamic machine-driven models effectively manage the substantial volume of automatically generated data, enabling adaptive responses to customer, competitor, and influencer behavior. They enhance automation relevance in delivering effective proposals and identifying preferences. (Bucklin *et al.*, 2002)

- **Data integration:** Marketing automation tools rely on data for targeted marketing campaigns and how much-individualized experience they create. Data integration is the point, ensuring the tool has access to the most relevant data from various sources such as customer relationship management (CRM), social media, email marketing software, or other marketing tools. Online sales provide valuable consumer data. Then in the next few years, possibly after five years, we will be able to establish product plans and define services based on this data (Smith, 2004). AI is yet another thing that enables marketing automation, giving the promise of using advanced analytics, predictive modeling, and machine learning, allowing marketers to automate numerous tasks and processes such as lead scoring, segmentation, and content optimization.
- **Automated Workflow:** Marketing automation software is a sales and marketing solution that assists businesses in nurturing leads based on their likes and dislikes and converting them into satisfied customers. The program understands lead behavior and scores and converts it into quality leads for the sales team based on it (*Marketing Automation Software Market by Application (Campaign Management, E. . . : EBSCOhost*, n.d., p. 2015). Its purpose is to streamline marketing workflows and processes. With automated workflows, marketers can create and execute campaigns much faster and better by being enabled to automate lead nurturing, email marketing, social media, and content creation.
- **Juggling Analytics and Reports:** Marketing automation gives insightful insights into different customer behavior and performance levels of today's campaigns. Analytics and reporting tools of marketing automation help marketers track the effective use of campaigns as well as optimize elimination strategies through refined data-driven decision-making.
- **Personalization:** Marketing automation tools offer the very personalization of customers' experience across multiple channels. This, of course, would take the shape of targeted messaging, special offers, and content such as would float together based on the customer's preference and behavior profile. The industry deals with a vast amount of consumer data, which aids in the prediction of customer behaviors and patterns, allowing it to give personalized experiences to its clients. As a result, marketing automation in the retail and consumer industries plays a unique function in overall corporate operations and is projected to provide a higher return on investment than traditional offline marketing (*Marketing Automation Markets: Lead Nurturing & Lead Scoring, Email, Social . . . : EBSCOhost*, n.d., p. 2019)

The overall enablers of marketing automation tools allow marketers to get integrated facilities and technology for targeting campaign automation, make workflows, and create personalized customer experiences at scale. The points discussed above can be great enablers in marketing automation is Bangladesh as most of the people use smartphones now and this country has also has a great social media activity and traffic which can be helpful because of large number of data available.

3.4 Barriers to Marketing Automation:

Despite the benefits of marketing automation, there are several barriers that organizations may encounter when implementing these tools. One of the most significant barriers is the lack of skilled staff to manage and implement marketing automation initiatives. Marketing automation requires a specific set of skills and knowledge, and organizations may need help finding staff with the required expertise. Other barriers include inadequate data quality and management practices, resistance to change, and the cost and complexity of implementing marketing automation tools. Access to relevant data is also a prime barrier in this regard. Cost also plays a big role here, as most of the companies offer white label solutions for the businesses which cost a fortune, and over that businesses have to pay a subscription charge for the monthly maintenance. Proper awareness about the market needs and understanding the current trend for stepping into the future is also a must for adapting these products. This is a major challenge in Bangladesh where many companies conduct their marketing activities manually and they think automation is not needed. So this hinders the way of the future of marketing automation in Bangladesh.

- **Lack of Skilled Staff:** One of the primary barriers to implementing marketing automation in Bangladesh is the scarcity of skilled professionals with expertise in using and managing marketing automation tools. The country may lack a pool of trained individuals who can effectively implement, operate, and optimize these automated systems.
- **Inadequate Data Quality and Management Practices:** Marketing automation heavily relies on high-quality data for effective targeting and personalization. However, many organizations in Bangladesh might face challenges in maintaining accurate and up-to-date data, which hampers the efficiency of marketing automation initiatives. Although marketing automation saves time and

resources, lack of management and misuse could lead to budget deficiency and decreased consumer engagement (Wolinsky, 2023)

- **Resistance to Change:** Implementing marketing automation requires a shift in traditional marketing practices and a willingness to adopt new technologies. Some businesses in Bangladesh might resist this change due to fear of the unknown or concerns about disrupting their existing processes. Marketing automation needs constant attention to avoid long-term pitfalls as it is not a set-and-forget tool (Wolinsky, 2023)
- **Cost and Complexity:** Cost is a significant barrier to adopting marketing automation in Bangladesh. Many marketing automation tools and platforms come with a hefty price tag, making them unaffordable for small and medium-sized businesses. Additionally, the complexity of implementing and integrating these tools into existing systems can be daunting for some organizations.
- **Limited Access to Relevant Data:** Access to comprehensive and relevant data is crucial for successful marketing automation. In Bangladesh, the availability of data sources and integration with automation tools might be limited, hindering the effectiveness of automated marketing campaigns.
- **Lack of Awareness and Understanding:** Many businesses in Bangladesh might not fully understand the potential benefits of marketing automation or may underestimate its significance in streamlining marketing processes. This lack of awareness can deter them from exploring and adopting marketing automation solutions. Even if they do, cybersecurity and relevant marketing fields play a crucial role. Hackers are constantly trying to gather consumer data by breaching the infrastructure and manually ensuring cybersecurity is a must (Carlino, 2022)
- **Manual Marketing Practices:** Some companies in Bangladesh might still prefer manual marketing practices and may not see the necessity of transitioning to automated systems. This mindset can impede the adoption of marketing automation in Bangladesh.

- **Infrastructural Challenges:** Bangladesh might face infrastructural challenges, such as unreliable internet connectivity and power supply, which can affect the seamless functioning of marketing automation tools.
- **Compliance and Regulatory Concerns:** Compliance with data protection and privacy regulations is essential in marketing automation. Organizations in Bangladesh might face challenges in ensuring compliance with relevant laws and regulations while implementing these automated systems.

In conclusion, while marketing automation offers numerous benefits, Bangladesh faces various barriers to adopting and implementing these tools effectively. Overcoming these barriers will require concerted efforts, including investing in training and upskilling staff, improving data management practices, raising awareness about the benefits of marketing automation, and addressing infrastructural challenges. By addressing these barriers, businesses in Bangladesh can unlock the full potential of marketing automation and enhance their marketing strategies in the digital age.

3.5 Types of Marketing Automation Tools:

There could be many kinds of marketing automation tools depending on the type of job and functionality that it serves. The most commonly found type of marketing automation tools in the marketing domain may include email marketing automation, lead generation, and management tools such as social media management tools and customer relationship management (CRM) software. There are email marketing automation tools for the automation of email campaigns; lead generation and management tools focus on lead generation and management through the entirety of the sales funnel. There are social media management tools, that enable managing your social media presence, as well as CRM software to manage your customers and all their relations with the product/service provider.

3.6 Customer Perspective

I have had the opportunity to work directly with consumers who are also retailers of a variety of goods throughout my internship. According to my experience, clients have differing opinions about marketing automation. For the most part, the experience is

favorable and yields favorable results for the businesses that conduct the surveys. Because customers no longer need to complete a physical form or anything else, it made surveys and getting their opinions and experiences about the items easier. They do it via an app. Customers typically receive presents if they complete a survey, and the tool automates the gift distribution process and they are more likely to use and take part in the customer experience program as a result.

However, consumers have occasionally had negative experiences since the system occasionally displays false positive data, which affects retailer inventory. This leads to a mismatch in stock and a bad experience. Since they don't want to participate in the experience program, some customers think this is a waste of time and effort.

3.7 Industry Perspective

It all comes down to convenience and easement of the process in terms of industry using marketing automation which saves a lot of time and money to carry out marketing for a specific product or service. The industries can control all the data flow of the surveys and store them in a database centrally which they can view and analyze in real time in a dashboard resulting in continuous and meticulous fine-tuning of the automation process. They can identify customer's needs and view their feedback. The advantages of CRM software are obvious: it centralizes all previous data, making it simple to manage customer interactions, acquire insights, and unite your teams around a single perspective of the customer (*The 11 Greatest Benefits of CRM Platforms*, n.d., p. 2024). By combining CRM software with marketing automation solutions, you may free up your personnel to handle more boring, menial duties. Employees can then focus on more human-centered tasks including developing customer relationships. It also guarantees that chores are performed and not overlooked (Sheehan, 2024).

3.8 Methodology

During the first month of my internship at V2 Technologies Ltd., I learned about the company's basic processes and products through lengthy debriefings, presentations, and one-on-one meetings with my manager. I actively engaged in important meetings, made thorough notes on customer needs, and examined feedback on the company's marketing automation solutions. By the third week, I was working on active projects, mostly focused on marketing automation. As the primary point of contact for client needs, I worked with supervisors to answer questions and provide solutions suited to their specific needs.

I actively documented customer feedback and debriefed my team to ensure that all needs were handled quickly and accurately which helped me understand the overall process of the automation workflow and the customer feedback helped to determine the positives and negatives of the system and overall come up with the contents of my case. Daily activities included monitoring dashboards, discovering report anomalies, and working with teams to fix issues in a transparent manner.

In addition, I performed user interviews for the company's CRM system to learn about future prospects and identify potential impediments to marketing automation in Bangladesh. Working directly with the head of marketing, I helped pitch automation software services to numerous companies, with varying success rates. From my experience, different firms have distinct requirements and perspectives on marketing automation. Some smaller businesses are attempting to incorporate automation tools into their company models, while others believe traditional marketing approaches are sufficient and that automation is a waste of money and resources. These conversations assisted me in determining the future potential and barriers for marketing automation systems in Bangladesh.

3.8.1 Marketing Automation in Practice

What I saw and learned from the involvement in client projects was that marketing automation was a very fundamental tool in facilitating any business activities, enhancing customer engagements, and improving the efficiency of operations. V2 Technologies Ltd., a pioneer in this industry, demonstrated how customized and bespoke automation solutions, such as CRM and retail system integration, could fulfill customer objectives perfectly. This stressed the importance of tailoring automation technologies to specific and diverse company demands in Bangladesh, as well as dealing with real-time data and customer input.

3.8.2 Prospects and Challenges for Bangladesh

Attending BASIS Softexpo 2023 has widened accessibility to market opportunities. The adoption of marketing automation has increased, but many businesses have yet to come from their traditional manual practices for marketing. And therein lies an opportunity as well as a challenge for V2 Technologies Ltd. working to evangelize businesses on the merits of automation. With most other firms showcasing cutting-edge initiatives, however, the prognosis for marketing automation in the country remains bright.

Even though a lot of organizations are presently interested in automating their systems, quite a number of problems like unavailability of technical skills, resistance to changing old habits or systems, and expense of installation are faced by these organizations as obstacles. A growing awareness in companies, coupled with a highly dynamic business environment, will definitely favor a positive trend toward lifting such hurdles.

Another significant outcome of this internship has been the incorporation of artificial intelligence (AI) tools in content creation and marketing processes. AI is becoming relevant to the future of marketing automation in light of its advancements in automating processes, increasing productivity, and personalization of solutions. I had a completely different exposure to this involvement since it provided a better understanding of how emerging technologies are mobilized to drive innovations in the sector.

3.9 Discussion and Results

The just above discussion and analytical points stress how marketing automation is quite a helping factor in this currently dynamic and fast-growing reach of marketing. Other processes are being automated by means of the latest AI tools available.

This is how I got acquainted with the acceptance, use, and challenges of marketing automation in Bangladesh during the internship at V2 Technologies Ltd. It reveals that the results from this kind of practical exposure say a great deal about the potential for marketing automation within the country's business environment and the enablers as well as constraints in making it happen.

3.10 Conclusion

This internship confirms the transformative potential of marketing automation for Bangladesh in real-world issues. For instance, even though organizations like V2 Technologies Ltd. are stepping forward to adopt automation, there is yet a lot to achieve in the awareness of automation use, reduction of costs, and closing the gaps of the needed skills in order to take full advantage of automation. Marketing automation, a powerful instrument, helps businesses achieve their marketing goals and optimizes their marketing operations.

However, there are many facilitators and obstacles to the successful implementation of marketing automation projects, such as good data management and quality procedures, knowledgeable employees, efficient teamwork and communication, and appropriate solutions for marketing automation. All of this enables well-informed decision-making in organizations towards the deployment and use of marketing automation.

The future is looking fairly good for Bangladesh as many companies are developing automation tools and providing business-to-business services to companies who need them. Adopting marketing automation could make a huge positive impact on the business if used properly.

References

- A. Carlino, L. (2024, August 2). Six Dangers of Automation in Marketing - PPC Hero. *PPC Hero*.
<https://www.ppchero.com/six-dangers-of-automation-in-marketing/>
- B. *Challenges of Marketing Automation: Linking MarTech & SalesTech*: EBSCOhost. (n.d.).
<https://web.p.ebscohost.com/ehost/detail/detail?vid=0&sid=45fcc3d1-05a6-4124-8ff1-203da72a1afb%40redis&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#AN=159864823&db=buh>
- C. *Developments in B to B and B to C Marketing and Sales Automation Systems*: EBSCOhost. (n.d.).
<https://web.p.ebscohost.com/ehost/detail/detail?vid=0&sid=aa475e41-cc0e-4811-8245-4ca13a5f0e81%40redis&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#AN=152255016&db=buh>
- D. Guercini, S. (2023). Marketing automation and the scope of marketers' heuristics. *Management Decision*, 61(13), 295–320.
<https://doi.org/10.1108/md-07-2022-0909>
- E. *Marketing Automation Markets: Lead Nurturing & Lead Scoring, Email, Social . . .*: EBSCOhost. (n.d.).
<https://web.p.ebscohost.com/ehost/detail/detail?vid=0&sid=63a89d62-6d13-4bc1-a462-a871fe554918%40redis&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#AN=bizwire.bw25191283&db=bwh>
- F. PR Newswire. (2015, February 10). Marketing Automation Software Market by Application (Campaign Management, Email Marketing, Mobile Application, Inbound Marketing, Lead Nurturing and Lead Scoring, Reporting and Analytics, Social Media Marketing) - Global Forecast to 2019. *PR Newswire US*.
- G. Rahman, J., Raihan, A., Tanchangya, T., & Ridwan, M. (2024). Optimizing the Digital Marketing Landscape: A Comprehensive Exploration of Artificial Intelligence (AI) Technologies, Applications, Advantages, and Challenges. *ojs.as-pub.com*. <https://doi.org/10.59429/ff.v2i2.6549>
- H. *Research and Markets: Marketing Automation Software Market to 2019: Campaign*. . . : EBSCOhost. (n.d.).
<https://web.p.ebscohost.com/ehost/detail/detail?vid=0&sid=82eebde3-e1ac-47ca-9f3b-409dde8d38cc%40redis&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#AN=bizwire.c58580784&db=bwh>

- I. Sheehan, E. (2024, June 5). 7 Key Benefits of CRM Platforms for Business. *WayPath*.
<https://waypathconsulting.com/top-benefits-of-customer-relationship-management/>
- J. Smith, C. (2004). Technology for marketing: new solutions that deliver top and bottom line benefits. *Handbook of Business Strategy*, 5(1), 287–292.
<https://doi.org/10.1108/10775730410494099>
- K. Świeczak, W. (2013). Marketing automation processes as a way to improve contemporary marketing of a company. *Marketing Instytucji Naukowych I Badawczych*, 71–84. <https://doi.org/10.14611/minib.09.03.2013.12>
- L. *The 11 Greatest Benefits of CRM Platforms*. (n.d.). Salesforce.
<https://www.salesforce.com/crm/benefits-of-crm/>
- M. V2 Technologies. (2019). *YOUR PARTNER IN DIGITAL TRANSFORMATION*. V2 Technologies Ltd. <https://v2.ltd/>
- N. Wolinsky, J. (2023, September 7). The 5 Pitfalls of Marketing Automation. *CMSWire.com*.
<https://www.cmswire.com/marketing-automation/the-5-pitfalls-of-marketing-automation/>