‘Internship Report on Digital Media Buying and Fintech at NEXT VENTURE.’

By

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ID: 17104075

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

BRAC Business School

BRAC University

December, 2022

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:

Md AdibDaiyan

Md AdibDaiyan

17104075

Supervisor's Full Name & Signature:

Ms. Rahma Akhter

Senior Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Ms. Rahma Akhter

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Mam,

With all due respect, it is my delight that I was able to complete my internship under your supervision, and NEXT VENTURES provided me with an excellent opportunity to learn and comprehend marketing operations. My report is titled "Digital Media and its effect of Bangladesh – Understanding the Scenario and How it works," and I attempted to fulfill the criteria for the Bachelor of Business Administration degree.

I did my best to finish the report with the most important information and recommendations in the most compact and thorough way feasible.

I trust that the report will fulfill the expectations.

Sincerely yours,

________Md AdibDaiyan_________

Md AdibDaiyan

17104075

BRAC Business School

BRAC University

Date: 3rd December, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between NEXT VENTURESand the undersigned student at BRAC University Student …………………………………….

Acknowledgement: To begin, I want to express my heartfelt gratitude to my almighty Allah for providing me with the opportunity to undertake this internship at NEXT VENTURES and learn a lot of things throughout this time. Furthermore, I was in good enough shape and health to work for three months straight.

It gives me great pleasure to express my gratitude to my internship advisor, Ms. Rahma Akhter, senior lecturer at BRAC Business School. Her assistance and encouragement throughout the semester have provided me the opportunity to complete this report smoothly. Despite the rigorous schedule of NEXT VENTURES, mam provided me enough time to finish the report, for which I am grateful.

Furthermore, I would like to express my heartfelt gratitude to my internship supervisor, Ms.Afrina Aziz Pritiof NEXT VENTURES marketing department. She taught and guided me through everything I learned during my internship. This brings me satisfaction to recognize that I had a terrific supervisor who is patient and a great leader to teach me in a very effective manner.

Executive Summary: Digital media in marketing means the way of selling almost any type of product or service through the use of social medias such as Facebook, Google and its sub channels like YouTube, Instagram etc. Facebookmarketingalsoknown as social media marketing, is a popular method these days because it is one of the most influential marketing methods utilized by brands all over the world. This marketing is classified as consumer marketing since it concentrates on a niche aspect in order to attract a specific target group. This activity has been recognized in Bangladesh in recent years, and more brands are implying it day by day.

I interned at NEXT VENTURES, one ofBangladesh's largest and most successful Fintech firm with a great marketing team. This organization has been performing ecommerce and fintech operations since the 2016, and as a pioneer of FintechCorporate in Bangladesh, its journey has been far more flourishing and influential ever since in Bangladesh. My analysis will throw some light on the future of social mediaMarketing as well as how it is possible to run a business from one corner of the world through social media to another corner of the world or all over the world by sitting at one place.

I am extremely grateful to my internship faculty, office supervisor, and seniors for assisting me in developing via my internship tasks and office. This internship has provided me with the opportunity to learn about the industry and marketing methods.

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Chapter 1

1.1 Student information: Md AdibDaiyan here, a BRAC Business School student from BRAC University. My BRACU ID number is 17104075. I enrolled in BRAC BUSINESS SCHOOL, in the spring of 2017, my enthusiasm for marketing and respect for Sir Fazle Hasan Abed pushed me to shift from engineering and MISTto become a student at BRAC Business School. I have a marketing major and a human resource management minor. Marketing has always fascinated me since I am fascinated by consumer psychology and how strategy may be made to manipulate those psychology toward something. My primary goal is to study and comprehend marketing through the lens of human psychology and customer behavior. In addition, I hope to become a marketing leader in the near future.

1.2 Internship information:

1.2.1 Period, Company Name, Department/Division, Address: I have done my internship at NEXT VENTURES a digital business group in Bangladesh which I registered in Dubai. **NEXT Ventures** has generated multiple successful digital businesses, especially in the fintech industry. This business groupstarted its journey under the name of Jayed Corp. by the owner himself MrJayed Abdullah a young enthusiastic entrepreneur. Although the it started as ecommerceplatform named as ecomchef the main product now the company has shifted towards FOREX. I was offered a three-month internship in the company's marketing department as Ad Operations (Meta for business), which is primarily responsible for planning various marketing activities for various brands by the company such as Funded Next, PriceAction FOREX ltd Mega FX and many more to serve global clients by making its operation run from Bangladesh. My internship began on October and will be finished by the end of thisDecember 22' (3 months duration)

Office address: House 10, Road 28, Block K, Banani, Dhaka, Bangladesh.

Vision- We push boundaries and set benchmarks to be the absolute best in creating value for our customers, people and stakeholders.

Mission- To build remarkable experiences and futuristic solutions through world-class expertisethat empowers financial market participants globally.

Objective- Our objective is to be the venture who introduces prop firm from Bangladesh to a Global Scale.

1.2.2 Internship Company Supervisor's Information: Name and Position: My supervisor during my internship was MS.Afrina Aziz Priti,Associate Director Ad Operations of the marketing department at **NEXT VENTURE**. She is one of the most influential people I have ever worked with, and she manages the entire marketing department by providing fresh ideas, new methods, and teaching all planning department personnel, including myself. Under the supervision of Ms. Priti, I learned how marketing works in real life practices, how to plan marketing activities for brands, and how to create a communication strategy and lead a communication to engage with the target audience. Ms.Priti guided and taught me every part of marketing and organizational tasks in every situation.

1.2.3Job Description/Duties/Responsibilities: As a member of the digital media planning team, I was responsible for meticulously planning the projects. However, it all begins with brief and courses on FOREX to know what FOREX is. After the 3 stage test of beginner, intermediate and advance level. Passing them got to know about the products that are offered by the business group. We the marketing team although this is an in house marketing team but are asked to see them products as clients as they wanted us to prepare and carry out. And I had to pay close attention to the brief and comprehend the targets that are set for the quarter. Then I along with my team acknowledging the the target that were set and the team would then convene for an ideation session. We talked about what the project's goal was, and how to put outstanding ideas into action. Then I had to make those plans and right on to executional plan, fresh ideas, and methods, and prepare them flawlessly. After that, I had to pitch the plan to my team lead. Getting the feedbacks from lead I then grasped and incorporate it all. After I implement the feedback, All left to be done is to put them ideas out of the nest in the digital world of social media and see how it does! In addition, we had a creative team to develop our concepts, create images for branding, and handle other practicalities like as stage setup and seating arrangements. I needed to adequately brief the creative team on the plan so that they could create the images, video, banners and every other creative output that would coincide with my plan.

Students' Contribution to the Company:

As an intern, I was given the opportunity to contribute to the company in a meaningful way. I was able to work on real-world projects and learn from experienced professionals, and my contributions were valued by the team.

I was given the opportunity to work with Meta Business by allotting budget on ad spend and work with it. as result I did my research and ran the ads in most efficient and cost effective way. I could play with my skills on both microsoft excel, google sheets, data studio/looker studio. I was able to establish whole pixel using Data analytics 4 to make sure the buying process or add to cart process was and through it they could easily check who is on the page, bounce bake rate and every other option of their website. through data analytics you can check real time number of people visiting and it gives quite accurate information on the purchase an dthe consumer and audience for the page or website.

One of the ways in which I contributed to the company was by assisting with the planning and execution of digital media campaigns. This included tasks such as conducting market research, developing media plans, and creating ad content. I also had the chance to work with various tools and technologies, such as DSPs and ad servers, to manage and optimize campaigns.

In addition to my work on specific campaigns, I also contributed to the company through my participation in team meetings and presentations. I was able to share my ideas and insights with the team, and contribute to the development of strategies and plans.

Overall, my internship experience at the company allowed me to make a meaningful contribution to the team, and I am grateful for the opportunity to learn and grow as a professional.

Benefits to the Student:

As an intern at NEXT VENTURE, I gained a wealth of knowledge and experience that will be valuable in my future career. Some of the specific benefits that I experienced during my internship include:

Hands-on experience: I had the opportunity to work on real-world projects and participate in the planning and execution of digital media campaigns. This allowed me to apply what I had learned in school to practical situations, and gain valuable hands-on experience.

Professional development: I worked with a team of experienced professionals and had the chance to learn from them. I also had the opportunity to attend industry events and workshops, which helped me to stay up-to-date on the latest trends and techniques in digital media buying and fintech business.

Networking: I had the chance to meet and work with a wide range of people in the industry, including media buyers, creative professionals, and clients. This helped me to build my professional network and create connections with meta bsuiness peeople in hhtpool and google inc in singapore that may be useful in the future.

Career preparation: My internship experience gave me a better understanding of the digital media buying and fintech industries, and helped me to develop the skills and knowledge that will be valuable in my future career. I am confident that this experience will give me a competitive edge as I look for job opportunities in these fields.

Outcomes of the Internship:

Throughout my internship at NEXT VENTURE, I had the opportunity to work on a variety of projects and gain valuable experience in the digital media buying and fintech industries. As a result, I achieved a number of outcomes that will be beneficial to me in my future career.

Some of the specific outcomes of my internship include:

Improved technical skills: I gained hands-on experience using DSPs, ad servers, and analytics platforms to manage and optimize digital media campaigns. I also learned how to use various tools and technologies to track the performance of campaigns and identify areas for improvement.

Enhanced understanding of the industry: I gained a deeper understanding of the digital media buying and fintech industries, including the trends, challenges, and opportunities that are shaping these sectors.

Professional development: I had the opportunity to work with a team of experienced professionals and learn from them. I also attended industry events and workshops, which helped me to stay up-to-date on the latest trends and techniques in my field.

Stronger network: I had the chance to meet and work with a wide range of people in the industry, including media buyers, creative professionals, and clients. This helped me to build my professional network and create connections that may be useful in the future.

The importance of planning: I learned the importance of developing a clear media plan that outlines the goals, target audience, and budget for a campaign. A well-thought-out media plan helps to guide the selection of the most appropriate channels and placements for the ads, and ensures that the campaign is aligned with the overall marketing and business objectives.

The role of media agencies: I learned about the role of media agencies in the digital media buying process, and how they help businesses and organizations to identify the most effective channels and placements for their ads, and negotiate the best rates on their behalf.

The various types of digital media: I learned about the different types of digital media available for advertising, including display ads, search ads, social media ads, and video ads. I also learned about the unique characteristics of each type of media and how to use them effectively to reach different types of audiences.

Overall, my internship experience at NEXT VENTURE was extremely valuable and helped me to prepare for a successful career in the digital media buying.

Introduction:

The digital media buying industry has seen tremendous growth in recent years, as businesses and organizations of all sizes have come to recognize the importance of digital channels for reaching and engaging their target audiences. With the proliferation of social media, search engines, and other digital platforms, there are now more opportunities than ever for businesses to connect with consumers online.

As a result, the role of digital media buying has become increasingly important in the marketing and advertising landscape. Media agencies and in-house teams are responsible for planning, negotiating, and purchasing advertising space on digital platforms, with the goal of reaching the right audience at the right time with the right message.

During my internship at NEXT VENTURE, I had the opportunity to work on a variety of projects related to digital media buying and fintech. My goals for this internship included gaining hands-on experience in the industry, developing technical and soft skills, and learning from industry professionals.

Digital Media Buying Process:

The process of digital media buying involves a number of steps, starting with the development of a media plan that outlines the goals, target audience, and budget for a campaign. The media plan is used to guide the selection of the most appropriate digital channels and placements for the ads.

For media buying first I was required to select the audience after putting the ad details in the create ad/campaign in Facebook. after that comes the budgetting. depending on the audience size first I was given an allocated budget to see how many impressions can be brought and in facebook adding the budget it already shows a audience size and how effective the ad will be depending on given budget. after that to make it work and within the budget bringing the best possible outcome I had to narrow down the audience size so that the ad spend was not done on unnecessary audience rather go to the very specific ones who will be interested in the product.

At NEXT VENTURE, I had the opportunity to work with a team of media buyers who were responsible for planning and purchasing advertising space on behalf of our clients. I learned about the various types of digital media available for advertising, including display ads, search ads, social media ads, and video ads. Each type of media has its own unique characteristics and can be effective for reaching different types of audiences. For example, display ads are often used to raise brand awareness, while search ads are more focused on driving conversions. Social media ads can be used for a wide range of purposes, including brand building, lead generation, and event promotion.

Tools and technologies are an important part of the digital media buying process. Demand-side platforms (DSPs) are software systems that enable buyers to manage and optimize their ad campaigns across multiple ad exchanges and networks. Ad servers are used to track the performance of ads and provide insights on campaign effectiveness. Other tools such as analytics platforms and customer relationship management (CRM) systems can be used to collect and analyze data to inform ad strategy and targeting.

At NEXT VENTURE, I gained hands-on experience using DSPs and ad servers to manage and optimize ad campaigns. I also learned how to use analytics platforms to track the performance of campaigns and identify areas for improvement.

Fintech Case Studies:

During my internship I got the chance to first understand what is Forex trading as the company is now running its forex trading platform and initially the signal services was the product handed to me and eventually I was included in their Prop Firm which is Funded Next. so before understanding how to run a full on digital media campaign one need to understand the product or service they are supposed to run ads on. I was tought about Forex Trade in the office before I could get my hands on the ads. once I got the grip on what the product was, I had the opportunity to work on a number of fintech campaigns. One campaign that stands out was a social media advertising campaign for a financial planning app. The objective of the campaign was to increase brand awareness and drive app downloads among millennials.

To achieve this goal, we targeted ads to users on Facebook and Instagram who were interested in personal finance and investing. We used a combination of static and video ads, and tested different creative approaches to see which performed best.

The campaign was a success, with a significant increase in app downloads and engagement. We also learned that video campaigns the shorter ones which is not more than 6 seconds works better and how to optimize information in 6 seconds in the ads to grab the most attention and delivery of full information.

Chapter 2: Organization Part

Objective: The major goal of this chapter is to provide information about the company, its services, its teams, how they conduct sessions and prepare for projects, an overview of all the company's functions, and an analysis of the company's practices. This analysis is based on observations I made during my internship atNEXT VENTURES.

Methodology: As this firm is not mych available in our country. Hence couldn't collect much data from secondary research rather typing this from my experience in hre and so far the things I have come to know about the business and its ventures.

2.1.3 Scope: The goal is to collect as much data as possible in order to build a strong study that may be used for a variety of purposes. If this study is shown to be valid, students can utilize it as a foundation for further research. On the other hand, this study was carried out over a period of several months, during which time I observed and collected data from various sources.

2.1.4 Limitations: As I have mentioned earlier that it was not possible to collect much info from outside. And the business is a bit secretive about its business and tend to keep information confidential I was unable to collect any data regarding financial aspect of the company. also their finance team is different so is the it, business development and service. My reach was only for the marketing area of the business and the company.

2.1.5 Significance: In this chapter I will be explaining all of the activities and the functions, as well how digital marketing can run a business of any kind and provide service globally from one corner of the earth. and how this digital marketing help this business to grow from being sitated in Bangladesh registered in UAE and running and making business all over teh world and provide growth for this business.

2.2 Overview of Next Venture:

2.2.1 Company profile and history: NEXT Ventures, is a digital business group operating from Bangladesh, with 5 global registered offices in multiple countries including USA, UAE and UK. We aim to build exceptional experiences and futuristic solutions for global audience. Through our multiple products and services, NEXT Ventures is already serving 20,000+ clients from 100+ countries. founded by Syed Abdullah Jayed who started drop shipping business by the name Jayed Corp. but eventfully the vey own brother to the CEO who is known by the name of Sayed Abdullah Galib together they have taken the business to the next turn and named it Next Venture.

2.2 Past of the company: Jayed Corp is a venture builder with a focus on building, experimenting, and scaling digital businesses on global niche markets specialized in ecommerce, Fintech, SaaS, and Performance Marketing. Currently, We are serving 8000+ customers across 82+ countries globally.

2.3 Present of the company: Presently the company is registered under 5 countries globally and running its operation from Bangladesh. Started its signal services for ForEx Traders now became a trading platform and globally known as **Funded NEXT.**

2.4 Future of the company: The company is in the verge of becoming thefirst of its kind in Bangladesh as ForEx broker which will now not only help traders and run their trading platform but also will be starting broker to help traders and they are also planning on getting into Stock Exchange platform of Bangladesh to help people in stock exchange beside the global Forex Trading.

2.5 Marketing Practices: The company does notonly do marketing for its products and services but also market itself in the country to encourage people to join in the family and journey of NEXT'. if you go to the Facebook or search in Google you will see how they nicely marketed their company. even if you search once you will be getting constant notification about them and you will get ads seeing regarding Next venture and its recruitment. as the digital marketing channel is done perfectly to seek the ones that are desired for the post and is available for the posts that are open for recruitment.

2.6 Financial Performance and Accounting Practices: As I mentioned earlier the company is confidential of its financial and accounts data. the company does not publish its financial statistics in any articles or other places, secondary research cannot be used to obtain this information.

2.7 Operations Management and Information System Practices: The company's operation management is a critical role. They assist in budgeting for each plan and properly executing the strategy if the organization is awarded the project. They are also in charge of branding and activations. The staff has extensive experience in carrying out all plans as planned. On the other side, the IT team is the company's engine. To run anything, the organization requires IT support, which includes technology such as laptops, printers, WIFI, servers, and so on. The company has its own massive server where they store all of the materials from past projects. and if someone encounters any problems with any IT-related concerns, the team rushes to resolve them.

2.8 Human Resource Practices: The company's HR department handles all human resource activities. Even if HR activities are limited in this firm, there are numerous concerns to address, such as employee pay, evaluation, rewards, insurance, recruiting etc. All of this is done in a very professional manner so that the employees have no problems with it.

2.9 Industry and Competitive Analysis:

2.9.1 Porter's five forces: Porter's five forces analysis is the perfect tool for determining a company's competitiveness and degree of competition. This allows the organization to gain a more comprehensive view of the market and conduct a competitive analysis.

Threat of new entrants: Bangladesh is a desirable location for ecommerce business these days. starting from software developing companies to digital marketing agencies. Being the pioneer of its kind in Bangladesh as threat of new entrance is high. hence company is safe from that side.

Bargaining power of suppliers: Suppliers' power are less considering Forex Trade is still new here and not many has idea about it. hence not much bargain and the digital marketing channel both httpool for meta business is quite affiliate with the company and recently Next became affiliated with Google. The spend on ads for both Meta and Google is adequate as a result both the suppliers remain in good touch with Next Venture.

Bargaining power of buyers: Next Venture maintains solid client ties, there is a close interaction between the company and the buyers. On the other hand, there are many loyal customers that want to work with Next Venture all of the time. However, there are many companies on the market that can provide the services that clients require. As a result, buyers have a lot of bargaining power.

Threat of substitute: In the same platform the threat to substitute is a bit high as there are many other competitor available in the market for its product FundedNext but if we think from the prospect of Bangladesh the threat of substitute is low as currently there is no one working on these fields from the country.

Competitive rivalry: Competitive rivalry is higher as there are lots of other Prop Firms but the lucrative offers given by the company has made it to some pioneer decision making and other competitors ended up following the strategy implemented by the Funded NEXT. beside the company NEXT VENTURE does not rely on one product as they are mix of many other ecommerce and digital platforms and services.

2.9.2 SWOT Analysis: SWOT analysis is also a highly important tool for analyzing market competition and determining whether the organization can outperform its competitors. Furthermore, it provides a clear picture of the company's insight.

Strength:

- first of its kind in Bangladesh.
- Service of this company is top notch.
- Economically they has an edge and can go for any execution with ease.
- got enough support from the suppliers to make happen at any given moment.
- The client service team is experienced enough to keep them client happy and make them return.
- all kind of Finalytics support and solution under one roof.

Weakness:

- Not much weakness I have found as the company is well balanced.
- has plenty space and multiple office in Dhaka Bangladesh and also registered offices in UAE, UK, USA.

Opportunities:

- The company is great for any Finalytic solution be it trading or start up of new business they have solutions and can help any lucrative idea to form into a business.
- Their strong economy can result in a larger workforce to help run with ease.
- A strong client network can help to market the brand and produce additional customers.

Threat

- More Prop Firm platform can take away potential clients and put rival pressure**.**

2.9.3 Summary and Conclusions: One of one Bangladesh's largest Finalytic Firm. right now in the market in Bangladesh they dont have much competition and the global competition they are embracing with efficiency as they not very long ago they started but made it to top three in the prop firm industry and now at number to lagging behind one competitor in this short span of time getting to this height is quite something and highly appreciable. there strategy and planning for future seems quite firm hence can be said they are doing well and they are not expecting any competition at least from the country in any near future. but I highly believe they should come open about their business and what actually happens in this office and company as not many knows clearly what is actually happening in there. From outside many still thinks it is an ad agency.

2.9.4 Recommendations:

- Come clear to audience about what they are about to avoid confusion.
- Bring more skillful employee on the manager level.

Chapter 3

3.1 Introduction:

3.1.1 Literature Review: In today's era marketing became more influential through digital media such as Facebook, YouTube and all the digital platforms as human now a day spend more time in social media and internet than that of TV, radio or newspaper. I'm not saying those are not important. definitely they are but to grab attention and present existence of a brand social media marketing is important and brings back more prominent result.

3.1.2 Objective: The broad objective of this report is to create awareness about digital marketing and its impact in any business and how it plays important role not only in bangladesh but also globally starting from very niche product to very luxury item and unknown or new prdouct every business, service or product requires marketing and digital marketing is very important in aspect of present era.

3.1.3 Significance: This report will be significant for the marketing approach from the digital media marketing and how it is possible to establish brand and businesses in the market through the use of such. It will also be beneficial for all the brands that want to grab the market attention and retain customers by making them loyal to their brand. The study will focus on consumer action, behavior and how it is important for the Bangladesh market. The Bangladesh market researcher will be helpful by this study as it can assist them to understand the impact of Digital marketing. Moreover, to make strategy and create awareness among the marketer, businessman, market specialist, brand management, the study will be significant.

3.2 Methodology: The descriptive research methodology which is suitable for this research and utilized in most of the research was used for this study. Both primary and secondary data was collected to develop the research.

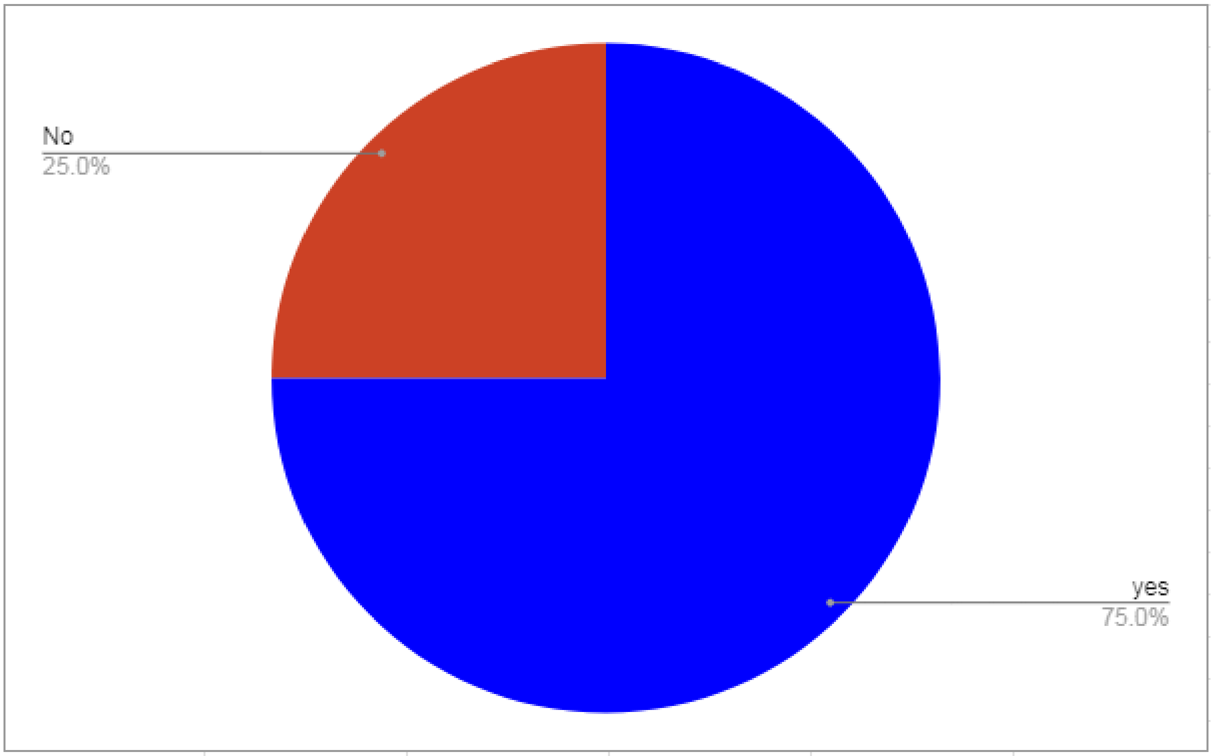
Primary Data: For Primary information I have taken face to face meetings with employees in the office and clients that are related with the business. and also observe how digital marketing works as i had been running ads and digital campaigns for the company.

Secondary Data: I have done an online survey to collect the primary data. The survey was distributed through a Google Form and to people from various sectors, age groups and gender so that the data can be more diverse to understand the scenario even better.

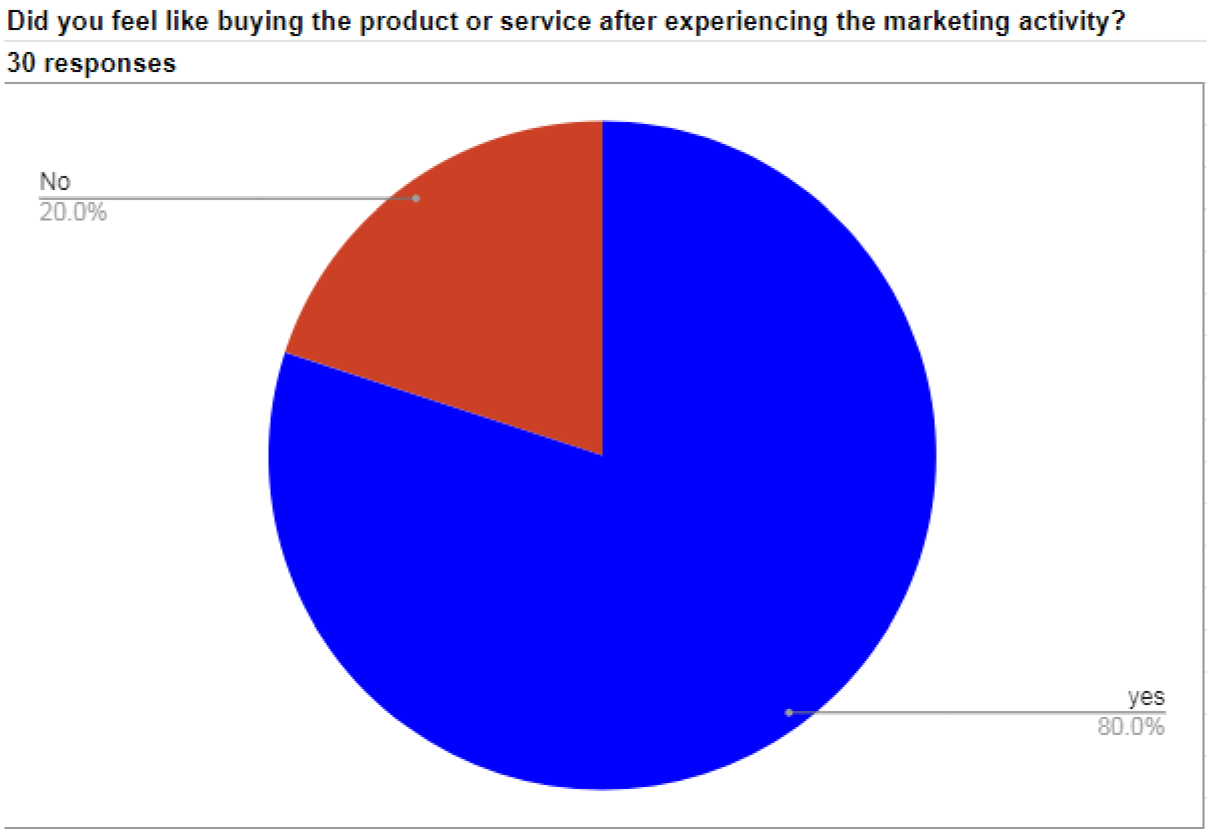
3.3 Findings and Analysis: To understand the scenario of Digital marketing of Bangladesh I have circulated one survey questionnaire to the internet which contained 5 questions. Different age groups and genders have responded and I have collected 30 responses in a span of 2 days.

Have you experienced any Digital Marleting/promotional activity as consumer?

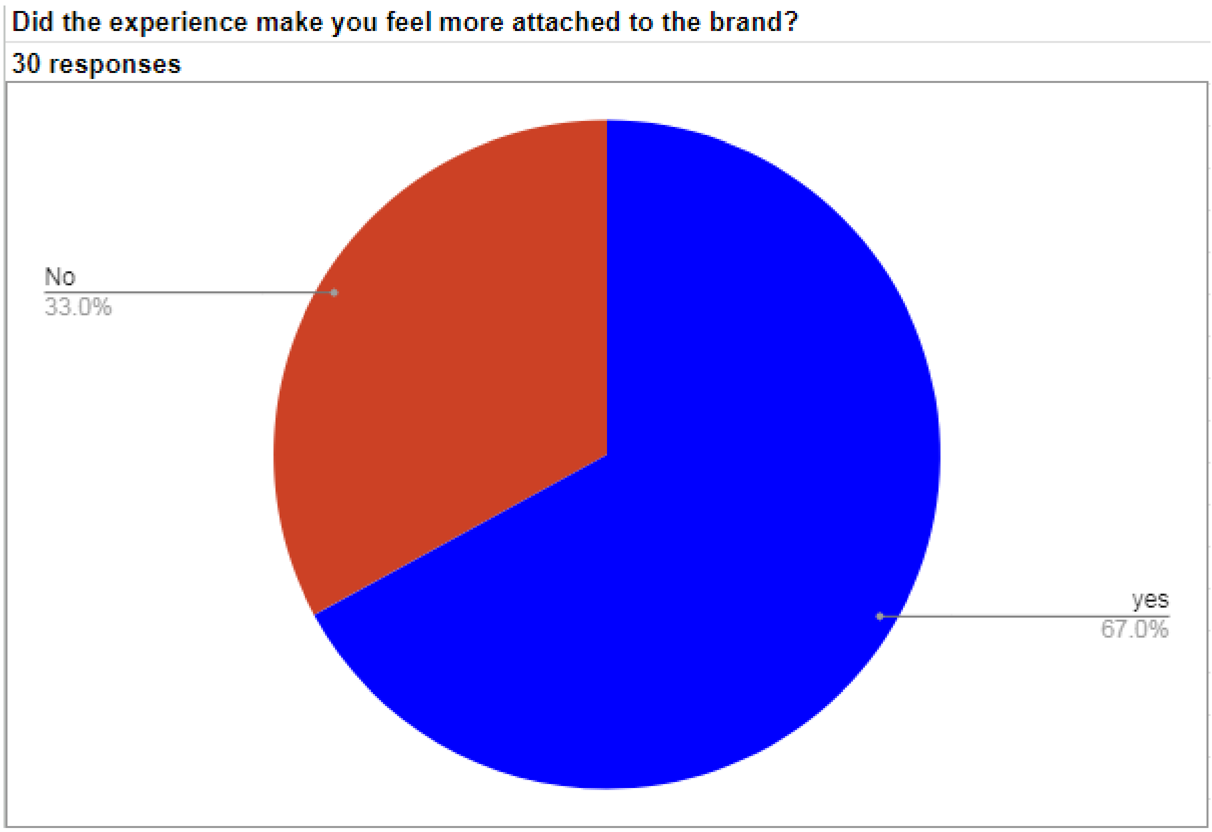
30 responses



Analysis: By now everyone has come to experiencing digital marketing promotions but there are still a large number of people who dont use much internet for social media purposes rather use for communications only. hence they are the 25% people who didnt experience it or may have ignored the ads whenever it popped. then again the other 75% said that their purchasing pattern have changed due to digital marketing and the ads they come across while browsing through internet.

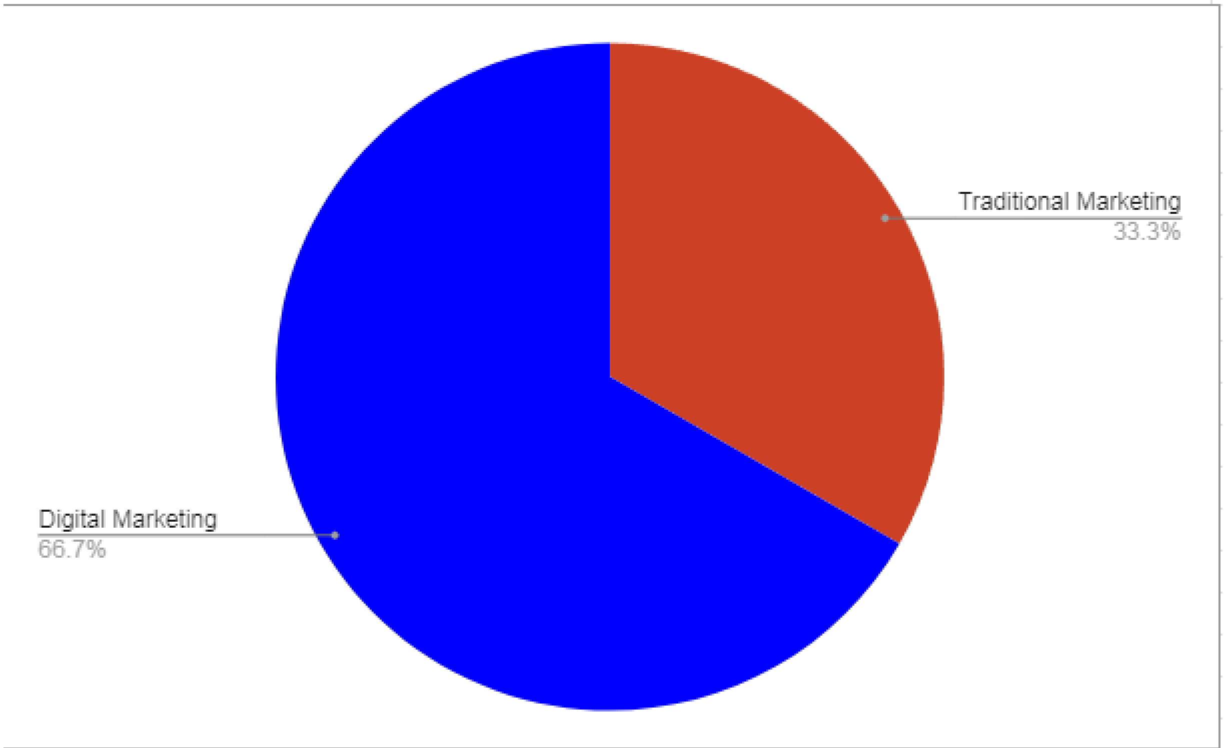


Analysis: again here these 20 percent are the people who ignores ad and are not well accustomed with digital platforms for purchasing. but the other 80 percent are the people who love to purchase and get known to services around them through social media and other digital marketing platforms.



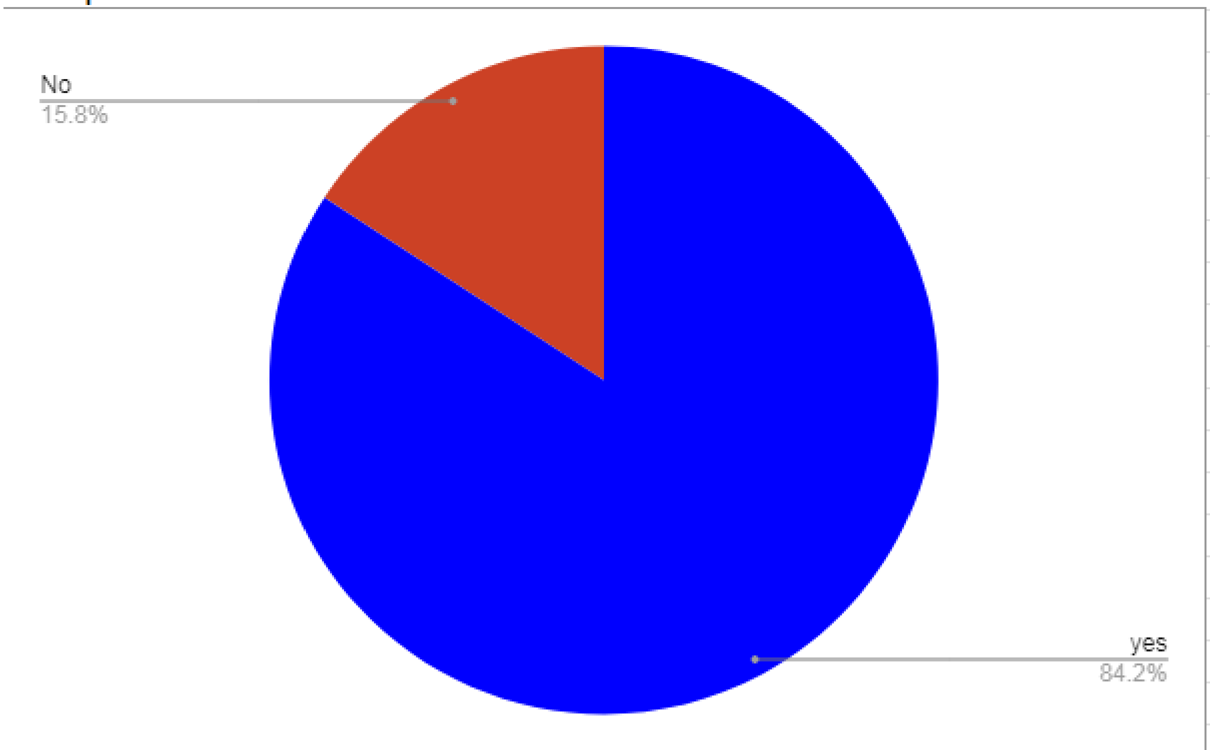
Analysis: here many may have purchased but did not feel the brand or may have seen and found not relatable brands so could not get attached. Majority said yes in brand loyalty coming with digital marketing indeed put impact in their brand sensation.

Which do you prefer the most?
30 responses



Analysis: here the minority of people still prefer to watch tv and prefer marketing through telephone, TV, radio as they still enjoy them while the majority and preferably the younger crowd happens to like the idea of digital marketing it not only saves their time but also get them about the product or the service they need or seek for right in their hands.

Do you think Digital marketing is great for Bangladesh?
30 responses



Analysis: both the senior generation people and the young crowd agreed to this as now a day everyone is in Facebook and at least once throughout the day they get in there and do a little scrolling. hence majority of people agrees to the impact of digital marketing.

3.4 Summary and Conclusion: Survey justifies that Digital marketing is crucial and impact is quite prominent in Bangladesh's market scenario. Bangladesh is a developing country experiencing rapid expansion. The more the country's growth, the more vital marketing will become as the market becomes more competitive in the near future.

3.5 Recommendations: After the study I came to conclusion that there are many ways Bangladesh can become impactful in terms of digital marketing and they are as follows:

- More market research: Bangladesh is a great place for marketing and entrance of new product in the market but very less research are done on the market and how it behaves. so it should be done more often to understand the trend of the market.
- Clear Communication: Many still doing digital marketing with less clear communication in the copy or the ad itself. should be kept in mind that if the product or the service is not clear in the communication of the ad how will consumer know what is that we are providing.
- Effective Communication: every company has several teams appointed with several task to execute one successful marketing agenda. and for that all the teams need to be in synch and know actually what is that we are working for. May it be a ad agency or a business/company's own marketing team. communication and synchronization among the teams are important.

Reference

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2. **https://jayedcorp.com/**
3. **Marketing Communication. Journal of Economics, Business and Management, Vol. 5, No. 3, March 2017, pp. 148**