

**Report On**  
**Digital Marketing and Marketing Agencies in the Context of Modern Business in Bangladesh**

**By**  
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**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**  
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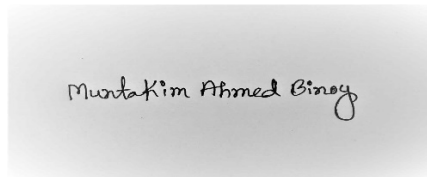
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## Declaration

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:**



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**Supervisor's Full Name & Signature:**

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**Saif Hossain**  
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Brac University

## Letter of Transmittal

Saif Hossain

Assistant Professor & Director (BBA Program),

BRAC Business School

BRAC University

Kha 224 Pragati Sarani, Merul Badda, Dhaka 1212, Bangladesh

Subject: Submission of Internship Report on “Digital Marketing and Marketing Agencies in the Context of Modern Business in Bangladesh”

Dear Sir,

I am deeply thankful for your guidance and support which allowed me to complete my internship report. I happily present my internship report on “Digital Marketing and Marketing Agencies in the Context of Modern Business in Bangladesh” which was assigned to me as a part of the MBA academic program.

Your trust in granting this project allows me to present this report and I will try hard to win your approval.

Thank you for your time and consideration. I trust that the report will meet the desires.

Sincerely yours,

---

Muntakim Ahmed Binoy

22364007

BRAC Business School

BRAC University

Date: January 27, 2025

## 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 Magnito Digital Ltd. and the

A rectangular box containing a handwritten signature in black ink. The signature appears to be "Mustafa Kemal Ataturk" written in a cursive style.

undersigned student at Brac University.....

## **Acknowledgment**

All praises belong to the almighty Allah. I would like to express my sincere gratitude to my parents, supervisor, and co-supervisor for their enormous support and guidance to complete this journey.

## **Executive Summary**

My experience at Magnito Digital Ltd helped me observe the digital marketing revolution and marketing agency growth within Bangladesh through this research study. This study observes organizations that use digital approaches to boost their brand exposure as well as user interaction and total development. The analysis details how marketing agencies assist business clients to create successful digital marketing implementations. Digital marketing assessment in the study relies on survey methods combined with interview techniques and secondary data evaluation. Professional research shows that 82% of businesses achieved better brand recognition by using Facebook alongside Instagram as their most efficient digital marketing platform. The adoption of digital marketing faces impediments from limited funds and professional shortages in the market. Marketing agencies enable high returns on investment while delivering effective results at 30-35% yet encounter client retention issues mainly because of pricing problems and failed predictions. Business success in digital marketing becomes possible through workforce training investments combined with sufficient budget allocations and data-based methods. Agencies need to improve their customer teaching methods while developing adaptable payment systems that share continuous progress through innovation. Manufacturers of digital solutions must receive public backing for digital literacy education along with regulations that enable positive digital market growth. The business environment of Bangladesh transforms through digital marketing practices. Strategies to overcome these obstacles will enable companies to maximize digital possibilities to obtain long-term business success.

**Keywords:** Digital Marketing; Data-based Methods; Client Retention; Marketing Tools.

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## List of Acronyms

|     |                      |
|-----|----------------------|
| CR  | Conversion Rate      |
| CTA | Call-To-Action       |
| CTR | Click-through Rate   |
| ER  | Engagement Rate      |
| ROI | Return on Investment |

# **Chapter 1**

## **1.1 Internship Information**

Fortunately, I have got the internship opportunity to work in an accounts & servicing team where there is so much room to learn. I got the opportunity to work with different clients and brands. As an intern, I was privileged to attend multiple types of tasks like attending meetings, recording meetings, and taking meeting minutes for both our and the company's end. My supervisor and fellow seniors supported me greatly besides educating me on important work skills. I built a strong relationship with internal and external officials as an intern. From this internship, I learned a vast amount of necessary skills and discipline that are vital for the corporate life of anyone. My four-month internship period was exciting and the learning outcome was up to the mark.

## **1.2 Responsibilities During Internship**

As an intern, worked with the team who are responsible for setting and implementing social media and communication campaigns to align with marketing strategies. I managed Social media platforms of numerous brands and relations with customers efficiently. I had to respond to client questions in person as well as over the medium regarding project submissions on the deadline. Furthermore, coordinating with the clients and business development unit to establish an offer network and effectively carry out the operation. The most important task was receiving briefs from the clients and accurately communicating with other responsible internal and external departments for the deliverables. Preparing necessary documents & reports that require important data and analytics to support my team members. Additionally, ensuring project delivery within the required budget, and also ensuring the team is well coordinated to achieve project milestones within the specified time. Another important task was concentrating

on weekly KPI to achieve a good score. Lastly, contacting and establishing agreements with third-party vendors with undertaking special projects and other duties as assigned.

### **1.3 Internship Experience**

At Magnito Digital Limited I spent my time in the Client Service Department picking up essential skills to handle client affairs and direct digital marketing work. I supported account managers to meet client needs while generating reports and maintaining linkages between teams and customers. Interacting with clients and managing digital marketing tasks deepened my knowledge about marketing plans as well as project execution and problem mitigation within quick-moving agencies. My time working with a dynamic team trained me to handle clients by meeting fast deadlines and staying professional while adapting our approach to client needs. This professional experience fully developed my skill set in communication combined with organization which will support me as I transition to digital marketing and client service.

## **Chapter 2**

### **2.1 Organization Overview**

Magnito Digital Limited maintains its status as the biggest digital marketing agency that operates in Bangladesh while being established as the most prominent one. Magnito Digital established its operations in 2013 to provide brands with data-driven digital solutions that expand their online portfolio and establish meaningful customer connections. The combination of its innovative digital strategy with creative content services and technological mastery makes Magnito Digital the prime leader in Bangladesh's digital marketing industry. The agency implements an entire spectrum of digital marketing services which encompass social media marketing together with content creation as well as search engine optimization (SEO) and data analytics with influencer marketing and digital advertising. Digital Education Lab provides users with a comprehensive digital marketing experience through their work on both UX design components and website and app development along with brand communication services. Through its successful partnerships, Magnito Digital has built connections with local & international brands Nestlé, Uber, bKash, BSRM and Unilever, Grameenphone, and so many. The agency uses partnerships to develop new marketing approaches that generate quantifiable business outcomes for companies from various sectors. Digital companies that want to enhance their online presence choose Magnito Digital as their primary agency because of their proven ability to manage major corporations. The main complex of the company occupies House 7, Road 137, Gulshan-1 district inside Dhaka city, Bangladesh. Through many years of operation, Magnito Digital received several prestigious awards that celebrate its notable digital marketing accomplishments. The company evolves toward new technological developments by using specialist professionals who focus on transforming consumer trends and digital domains. Their

dedication to outstanding innovation positions Magnito Digital as the top digital marketing agency in Bangladesh.

## **2.2 Company services**

Through its diverse digital marketing offerings, Magnito Digital Limited supports companies in creating successful online operations and increased audience engagement. The team at Magnito Digital Limited focuses on social media marketing to develop and oversee promotional initiatives on Facebook and Instagram together with LinkedIn and Twitter. The company provides content development with expertise in brand design services which include both visual art and video creation and animated media and written content development for better brand presentations. The SEO services of their company work to boost organic search positions through essential strategies including keyword assessments and website optimization steps and link development techniques. The agency achieves maximum return on investment through its digital advertising services which buy media across Facebook Ads and Google Ads platforms. The company demonstrates excellence through data analytics and performance marketing where they track important metrics to improve their marketing efforts. Their enterprise website and mobile app services enable maximum customer efficacy through excellent user experience features. Influencer marketing forms a part of their services since they match promotional opportunities with content creators who express brands naturally. Online reputation management alongside brand mention tracking and crisis response strategies are also available within the services of Magnito Digital. The company delivers brands the capability to maintain leadership through their data-centric processes and digital strategy innovations in the continuously changing digital environment.

## **2.3 Company's Mission & Vision**

### **Mission:**

Magnito Digital Limited is focused on helping brands achieve empowerment through innovative data-based digital marketing solutions to increase customer interaction and build a solid brand presence while generating important customer interactions. The company uses innovation alongside technological solutions to assist companies in generating digital growth metrics.

### **Vision:**

As an industry leader throughout South Asia Magnito Digital seeks to establish new standards across creativity innovation and strategic development and technical advancement. Although established, the company aims to transform digital marketing by adopting industry trends through innovative brand solutions that build permanent digital impacts for businesses.

## **2.4 SWOT Analysis:**

### **Strengths:**

- This digital marketing firm functions as one of the biggest companies that people recognize as the top agency in Bangladesh.
- The company presents complete digital marketing services that span from social media through SEO to content generation and influencer outreach.
- The agency works with prestigious brands among which are Nestlé, Uber, bKash, Fresh, and Unilever to build its professional reputation.

- The company uses analytic and performance marketing techniques to maximize Return on Investment (ROI) in its marketing activities.
- The organization demonstrates expertise in content creation together with technological digital solutions and employs abilities in building both websites and mobile applications.

#### **Weaknesses:**

- Bangladesh remains the main target market while the company faces restrictions for international growth.
- faces strong competition from both local and international digital agencies.
- Working with multiple prominent clients may cause resource depletion while decreasing operational process effectiveness.
- The company mostly specializes in digital marketing but does not prioritize offline marketing strategy integration.

#### **Opportunities:**

- The organization can use its expert capabilities to deliver services to clients outside Bangladesh.
- High rates of internet connection expansion together with extensive social media use establish new potential markets for digital marketing businesses.
- To strengthen campaign results, integration with AI with automation and data analytics.
- Digital advertising along with branding finds new prospects through increasing e-commerce activity.

**Threats:**

- Digital advertising strategies are negatively affected by regular algorithms and policy updates performed by social media networks.
- Digital marketing budgets from businesses tend to decrease during periods of market instability and economic downtrends.
- Client faith as well as business partnerships may be undermined through security risks and privacy-related problems.
- Digital marketing freelancers and new marketing agencies challenge current market operations.

Magnito Digital can reinforce its digital marketing market position by utilizing its advantages combined with new possibilities while minimizing its deficiencies and overcoming obstacles facing the business.

## **Chapter 3**

### **3.1 Introduction**

Businesses need digital marketing techniques today to navigate changing conditions and stay important. Customer interactions between businesses and consumers have changed completely with the development of Internet access and mobile communication platforms. Bangladesh businesses are switching from traditional marketing to the digital space to connect better with more customers while spending marketing funds wisely. Digital marketing continues to thrive in Bangladesh as more companies discover new ways to stay ahead of their rivals.

Magnito Digital Limited leads the transformation in the digital space along with other marketing agencies. Marketers enable businesses to succeed online through proven services like managing social media platforms and search engine optimization while providing content creation and online promotion services and building their websites. Marketing agencies use their digital skills and resources to design marketing plans that attract local buyers and improve business profitability.

Our research analyzes how digital marketing operates in today's business world of Bangladesh and determines Magnito Digital Limited's contribution. This research studies how businesses use digital marketing tools to hit their targets plus evaluate how marketing agencies support digital strategies and which digital marketing obstacles companies currently face. This research investigates both digital marketing and its effects on businesses in Bangladesh plus the role marketing firms play in driving these changes. Our analysis seeks to add new insights into how digital marketing affects businesses and shapes marketing practices for the future in Bangladesh.

### **3.1.1 Background of the Study**

Businesses need digital marketing today more than ever to sustain their growth. Companies in every part of the world now use the internet and social media tools to move their marketing activities online from traditional methods. Organizations now deploy digital marketing to connect with more consumers at less expense while making better connections. Digital marketing can thrive effectively in Bangladesh because its population keeps growing as more people use internet technology daily. Magnito Digital Limited helps businesses succeed in online marketing by creating special strategies that simplify their approach to digital platforms. This research examines the relationships between digital marketing methods used by modern agencies and business practices in Bangladesh.

### **3.1.2 Objective of the Study**

To understand the role and impact of digital marketing on modern businesses in Bangladesh: This examination studies how Bangladeshi companies apply digital marketing approaches to reach brand visibility goals with loyal customers while making more sales. This analysis shows both the results digital strategies deliver to consumers and their benefits to companies' business results.

To explore the role and effectiveness of marketing agencies in promoting digital marketing in Bangladesh: Our research shows how Magnito Digital Limited serves businesses through effective digital marketing campaign development and execution. This research reviews how marketing agencies use their resources to produce effective outcomes for their clients.

To assess the challenges and opportunities in digital marketing for businesses in Bangladesh: This objective analyzes digital marketing obstacles, such as low digital skill levels and funding problems, together with marketing regulations, and reveals new digital possibilities.

### **3.1.3 Significance of the Study**

The study helps experts, marketing professionals, and company stakeholders learn key business insights. When a business understands digital marketing impact it needs to adapt its strategy to match what consumers want now. Marketing agencies help businesses fill critical industry skills and technology needs allowing them to meet their targets. Our research shows all aspects of digital marketing in Bangladesh with its industry problems and future directions. The research results help officials to identify which digital marketing factors need government support so the industry can grow.

### **3.1.4 Limitations of the Study**

Our analysis runs into several important constraints. Our research depends mainly on Magnito Digital Limited's activities and encounters which may not match what happens throughout all digital marketing businesses across Bangladesh. The research took place during a brief period which meant that the primary and secondary source collection remained shallow. Our research suffered from restrictions because we lacked complete business data access. Our research studies the digital marketing landscape today but its findings may lose value as the industry keeps developing in the future.

## 3.2 Literature Review

Digital marketing has developed a lot in twenty years by changing how businesses connect with their customers. Digital marketing means using the internet and its connected features to advertise products and services. The growing number of connections in Bangladesh to the internet and smartphones make digital marketing methods more popular than traditional methods. Rahman (2020) reports that digital marketing business growth in Bangladesh is accelerating because companies need an online presence to succeed globally.

Digital marketing uses multiple ways to connect with customers through SEO, social media, content creation and distribution, email campaigns, and online ads according to Chaffey and Ellis-Chadwick (2019). These approaches help organizations better interact with their audience groups at lower costs. Bangladesh companies now use Facebook Instagram and LinkedIn for digital marketing because these platforms let them connect with millions of users and create customer connections as reported by Islam and Haque in 2021.

Digital marketing agencies play an essential role in the digital marketing system. Marketing agencies help businesses access their expert knowledge and digital tools for online marketing success. Marketing agencies in Bangladesh have helped businesses embrace digital marketing per Hossain et al. in 2022 through their services like digital ads content creation and data analysis services. These organizations help companies create and execute digital strategies that match their targets while making sure the content reaches the right audience.

Digital marketing has developed quickly in Bangladesh but companies must overcome several problems when using digital strategies. Sarker & Chowdhury's 2020 research reveals companies encounter digital marketing barriers from low technology knowledge among employees plus insufficient advertising funds and insufficient skilled marketers. The dynamic

nature of digital platforms along with government controls makes it hard for companies to effectively manage their digital marketing activities according to Rahman and Sultana (2021). The internet's expanding audience and e-commerce development open new growth prospects while Hossain (2022) notes the rising need for data-based marketing services.

Our review of scholarly works confirms that digital marketing now forms a core part of modern business plans in Bangladesh. Marketing agencies support business digital transformation however their success depends on available resources and country marketing regulations. Despite these challenges, digital marketing offers strong chances for development and businesses that resolve them will succeed in this new era of digital marketing. This literature analysis supplies the basics of understanding digital marketing and marketing agencies in Bangladesh for future research in the study.

### **3.3 Digital Marketing**

Digital marketing refers to modern media methods including the Internet and television alongside mobile platforms instead of classic advertising formats including newspapers and magazines. Digital marketing exploded last year as businesses favor its benefits despite its costs when compared to traditional media. Popular digital marketing strategies today include SEO, SEM, content creation, influencer relations, content automation, tactical campaigns, data-driven marketing, social media, and e-commerce sales. Additionally, advertisers employ email outreach, display advertising, and electronic media options, and integrate trending social media activities.

### **3.3.1 Statistics of Growth by Social Marketing**

The Office of Communication delivers complete market statistics that show how UK people use various types of digital media like wireless services, digital TV, and internet facilities including broadband. Their cross-country studies in their international benchmark report show specific country comparisons with major developed nations. Here you will find current data showing which social networks receive more use in each nation.

### **3.3.2 E-mail Marketing**

While marketing through content and social platforms gets noticed more often customers find email marketing truly successful at attracting fresh prospects and engaging repeat purchases. Email continues to serve as one of the business world's dominant marketing tools that don't fade away which is ideal.

### **3.3.3 Facebook Marketing**

Despite recent user privacy concerns Facebook earned more advertising revenue in its first 2018 quarter and will continue to grow. Since Facebook remains the #1 social media platform brands need to feature it heavily in their marketing plans. The key Facebook marketing statistics regarding the social media giant:

1. Even though Facebook increased its advertising earnings many users of Facebook decreased from 67% to 62% of Americans who are 12 years old or older.
2. 68 percent of American adults now use Facebook and three out of four of these users log into the platform every day.
3. In March 2018 the platform reached 1.45 billion daily users which marked a 13% upswing from previous year totals.

4. During the first quarter of 2018 Facebook generated 91% of their income from mobile advertising alone.
5. In the first quarter of 2018 Facebook earned \$11.8 billion but only \$7.9 billion during the same period in 2017.
6. The regular Facebook marketing activities of 3 million companies make up 93% of all businesses using this platform.
7. Research shows Facebook performs best for content sharing between 1 pm and 3 pm with the highest engagement levels arriving on Thursdays and Fridays. Our research shows that people engage more with Facebook content on Fridays and brands see excellent results while users react strongly to content posted on Thursdays.

### **3.3.4 Instagram Marketing**

Over the past few years, the platform that allows users to post pictures and videos only has attracted more people to use it. A strategic presence on Instagram should be a basic marketing technique for every social media campaign that targets young people. Take a look at these Instagram marketing stats below to gain a better understanding:

1. Each day 200 million Instagram users check out business profiles on the platform.
2. Instagram hosts profiles from 25 million different businesses.
3. Eighty percent of people on Instagram follow at least one business profile.
4. Instagram posts reach their peak engagement on Wednesdays when shared at 2 am local time. Since fewer other brands post at night users have a better chance to see your content.

5. People aged 18 to 24 make up the biggest group of users on Instagram. Among global active users, 14.8% are female between 18 and 24 while 16% are male in the same age range.
6. People from households making \$100,000 and up make up 60% of Instagram's online user base.
7. Influencer marketing posts on Instagram rose from 750,000 to 1.5 million during 2017 and keeps growing.
8. Influencers receive much higher engagement levels through Instagram content than traditional brand activity.

### **3.3.5 Twitter Marketing**

More than 280 characters don't fit Twitter's status as an active social platform. Marketing teams should take full advantage of the Twitter platform right now. Twitter stays popular even after years of existence and companies of all types maintain profiles there to update users about what they offer. Here are some quick stats to fill you in on why Twitter marketing is still just as relevant as ever:

1. The Twitter platform receives social media activity from 336 million people each month.
2. New statistics from 2018 reveal Twitter earned \$575 million in advertising during its first quarter.
3. The number of social interactions with Twitter ads increased by 69% in the last year.
4. Since 2017 businesses have paid far less money to reach Twitter users with their ads.

5. Video now makes up over half of Twitter's ad earnings with new video ad sales increasing at top speed during the first 2018 quarter.
6. Around sixteen percent more B2B tweets generate results when posted during routine business hours while B2C tweets achieve seventeen percent enhanced performance over the weekend.
7. LinkedIn tweets used at noon and from 5 pm to 6 pm on Wednesdays or Thursdays create stronger exposure results. Companies targeting business customers will see better results when they use Twitter during business hours.

### **3.3.6 LinkedIn Marketing**

LinkedIn has become the preferred platform for brands who want to market to professional customers. Though LinkedIn serves a different audience base from other social media sites its steady growth demands attention from marketers. Take a look at some marketing statistics regarding LinkedIn's growth and popularity:

1. Despite education level LinkedIn remains one of the most popular platforms with 50% usage by college graduates but just 9% adoption by high school graduates.
2. LinkedIn now serves half a billion people worldwide.
3. LinkedIn leads with 25-29-year-old users making up its largest age segment. Users between 30 and 49 years of age rank behind only those aged 25 to 29.
4. LinkedIn stands apart because its user population consists of equal numbers of men and women.
5. The countries with the most LinkedIn users: are the United States, India, China, and Brazil.

6. You will see more activity on LinkedIn when you publish on Tuesdays, Wednesdays, and Thursdays at noon. Users engage with LinkedIn content most during weekday lunch hours and participate less after working hours and at the weekend.

### **3.3.7 Impacts of Digital Marketing**

Digital marketing levels the business promotion ground for big companies and small business operators alike to succeed. Through digital marketing your business benefits from stronger online visibility while making a focused strategy for your brand profile. Digital trends have developed quickly now.

Digital marketing technology helps companies use fresh ways to advertise their products. For many years digital marketing continues to deliver ideal channels for businesses to promote their activities. Here are key ways digital marketing supports business promotion.

- ❖ Digital marketing equipment lets businesses compete effectively against bigger competitors. Online marketing tools enable small organizations to promote their business more successfully than large businesses do with conventional methods.
- ❖ Digital marketing connects companies and customers directly through one platform which benefits business promotion in India. Through social media digital marketing lets businesses connect directly with potential customers instantly which tool allows both swift reaction and personalized marketing strategies.
- ❖ The digital world makes content spread through platforms and social networks happen sooner than ever before. The rate at which business promotion happens today has no parallel in history. Through digital marketing tools like social media websites and online broadcasts, companies can quickly deliver product information to their customer base at any time. Tools like business websites, TV ads, emails, and social networks help

transfer information in minutes and ensure that customers become aware of the products and services of the business in the quickest time frame.

- ❖ The key effect digital marketing brought to business operations during the last few years is real-time measurement. The number of website visitors and service subscriptions helps your business grow through digital channels. You can understand when customers engage with your content throughout the day. With digital marketing, you can quickly access data about visitor conversion codes and additional business metrics from your smartphone or computer.
- ❖ Your business messages and links become easy to share across a large audience base when you use online tools like social media, email marketing, website content, and SEO. When your content performs well it can travel across different platforms in just a few days helping you reach new business opportunities faster.
- ❖ You can now promote your business activities online very conveniently thanks to digital marketing. The wise businessman can build an online advertising plan rapidly to market business activities without spending much money. Online marketing changes your business advertising budget from print media television and radio formats to more cost-friendly techniques.
- ❖ Each digital promotion tool saves money while showing test results immediately to help us adjust ineffective methods. When businesses use customer data to design their marketing strategy they achieve superior promotional outcomes and grow their profits.

### 3.4 Methodology

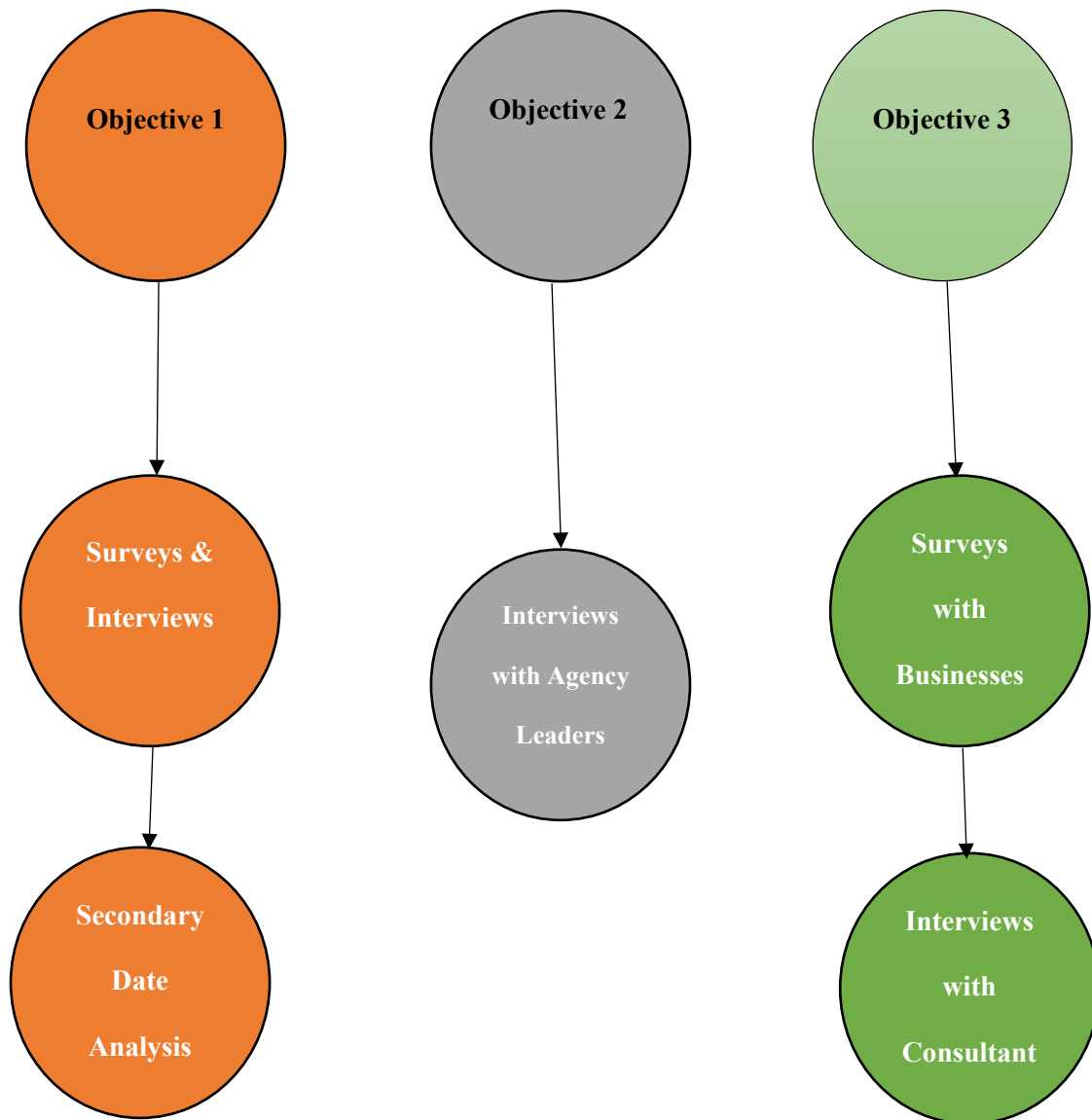


Figure (1): Digital Marketing Research Methodology Flow

The research method includes collecting both quantitative and qualitative data to achieve all research targets effectively. This project uses surveys and personal meetings together with

secondary research to learn about digital marketing's effects on businesses in Bangladesh and how marketing agencies perform under these conditions.

Objective 1: This study investigates the importance of digital marketing for modern companies in Bangladesh

**Method of Data Collection:**

I used both survey responses and interviews to learn more. I collected a total of forty-five responses from business owners, marketing managers, and digital marketing professionals about their industries across Bangladesh to learn their digital marketing methods and results. I had in-depth discussions with picked business owners and marketing managers who would explain their digital marketing work and share their progress results. Secondary research sources including market reports and academic works through online platforms would enhance my findings by showing digital marketing trends across the industry. By directly asking business owners through surveys and interviews the researcher understands how companies truly use digital marketing to reach their targets.

Objective 2: This project studies how marketing agencies help digital marketing grow in Bangladesh

**Method of Data Collection:**

Through conversations with five top agency professionals, I learned about digital marketing agency work in Bangladesh by interviewing them as I was lucky to get their appointments. Our interviews would talk to digital marketing agencies about their work methods and evaluate their strategies while discussing their campaign results and challenges. Our research examines

digital marketing campaign results that agencies delivered for businesses along with the outcomes of successful and failed campaigns.

I aimed to interview top agency executives to reveal how Bangladeshi digital marketing companies handle their tasks and problems. Our interviews reveal how these agencies enable digital marketing to work better for their clients. Through real-life examples of agency work, we can study what agencies achieve in digital marketing alongside what needs to be improved.

Objective 3: Our research explores both digital marketing concerns and growth prospects for business owners in Bangladesh

### **Method of Data Collection:**

I successfully interviewed thirty different companies that use digital marketing right now. My surveys examine what problems digital-marketing businesses in Bangladesh encounter including their funding problems and training needs plus platform selections. Some known digital marketing experts and consultants of mine were interviewed to uncover major digital marketing trends in both business opportunities and industry challenges. Our interviews will show us what happens next in digital marketing and highlight both Bangladesh's growth potential and its market trends and obstacles.

Regular surveys capture business difficulties with digital marketing tools to give us both numbers showing what struggles companies mostly deal with and useful facts about practical needs and skills problems. Consultants and expert interviews provide both trends and solutions to help our study describe all digital marketing aspects.

## Data Analysis

The research data will receive analysis through combined qualitative and quantitative approaches once it is obtained. I apply statistical techniques to review survey feedback and reveal digital marketing strengths and issues for companies. I will review interview recordings after coding to uncover distinct patterns revealing how digital marketing works and why marketing agencies succeed or fail to solve business problems. I will examine each study outcome to determine why digital marketing efforts succeed or fail.

I strictly follow ethical standards during each stage of this project. Research participants need to know our study's purpose first before we can get their permission to join. Every participant can feel safe knowing their personal information stays private while I collect data for research purposes only.

My research methods help interpret how Bangladesh's digital marketing field operates today while identifying both business benefits and drawbacks.

## 3.5 Findings & Analysis

The below survey results on the role and impact of digital marketing. Here respondents are some famous Bangladeshi business owners and marketing managers.

| Questions                                                   | Response  | Percentage of Responses |
|-------------------------------------------------------------|-----------|-------------------------|
| Do you use digital marketing for your business?             | Yes       | 85%                     |
|                                                             | No        | 15%                     |
| Which digital platform is most effective for your business? | Facebook  | 50%                     |
|                                                             | Instagram | 25%                     |

|                                                           |                             |     |
|-----------------------------------------------------------|-----------------------------|-----|
|                                                           | Google Ads                  | 15% |
|                                                           | Others                      | 10% |
| Has digital marketing improved your brand visibility?     | Yes                         | 82% |
|                                                           | No                          | 18% |
| What is the primary challenge in using digital marketing? | Budget Constraints          | 62% |
|                                                           | Lack of Skilled resource    | 54% |
|                                                           | Difficulty in measuring ROI | 35% |
|                                                           | Others                      | 10% |

Besides this survey, I conducted another interview session with some renowned marketing agency leaders and eventually got some amazing insights from the Q&A session.

| Questions                                             | Summary of Responses                                                                                                   |
|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| What is the most requested service by clients?        | Social media marketing and content creation are the most requested services.<br>Accounting for 60% of client requests. |
| What challenges do agencies face in client retention? | Pricing Concerns, Unmet Expectations, Lack of client understanding.                                                    |
| What is the average ROI achieved for campaigns?       | Agencies achieve 25%-35% ROI on average, sometimes reaching up to 50% exceptionally.                                   |
| How do agencies measure campaign success?             | Metrics like CTR, ER, CR                                                                                               |

This research study gives us important data on how digital marketing works for businesses what marketing agencies actually do well and what issues companies experience in online promotion within Bangladesh. Our research draws from surveys interviews and real-world company examples to achieve complete results.

Firstly, in objective one: “We investigate how digital marketing benefits modern businesses in Bangladesh”, we got findings such as, to enhance brand visibility, digital marketing has changed how businesses promote themselves in Bangladesh because 82% of the businesses studied observed their brands became more visible after adopting these strategies. These online media channels help businesses engage with their target audience particularly younger users through Facebook and Instagram. Businesses can now create two-way interactions with their customers online. The number of customer connections jumped by 45% across digital platforms since companies dropped standard methods. Most businesses (68%) discovered that digital marketing advanced their income, particularly in internet shopping, retail, and service companies. Today businesses need digital marketing to compete effectively against changing market demands. Its efficiency in focusing on particular markets while giving feedback data instantly helps many organizations select it over other methods. Small companies have fewer resources and staff expertise which hinders their complete use of digital marketing strategies.

Secondly, in objective two, our research examines the function and success of marketing companies in promoting digital marketing for Bangladesh businesses. Marketing agencies support businesses by helping them pick the proper marketing platforms and methods. 76% of agency leaders say they build digital campaigns that match company targets. Agencies delivered marketing services that brought 30% better returns than what companies achieved when managing campaigns by themselves. Agencies struggle to hold onto clients because clients worry about price and the agency fails to deliver promised results. Marketing agencies

help companies use digital marketing tools more successfully. By applying both data analysis and creative thinking to campaigns these agencies produce better results. To build lasting partnerships agencies need to share clear details about their work plans while making sure clients receive what they expect plus they should adjust their fees to match changing client needs.

Lastly, our third objective claims that our research will identify Bangladesh businesses' digital marketing challenges and advantages. A total of 62% of companies reported their small marketing budgets to prevent them from using digital promotion methods. Digital marketing poses particular challenges to small and medium-sized businesses in particular. Half of businesses reported they need more qualified workers who can perform digital marketing tasks and they require proper training systems. More internet users and mobile phone owners in rural and semi-urban areas create clear opportunities for businesses to connect with new customers. The digital marketing environment of Bangladesh shows much promise but companies experience major obstacles that stop their development. Businesses can clear their staff skill shortages by providing training plus they should use government digital tools to improve operations. By targeting emerging markets with customized content and approaches businesses can discover fresh paths to grow their enterprise.

The research shows that digital marketing drives change throughout Bangladesh with marketing companies leading the way while exposing important obstacles that need resolution.

### **3.6 Discussion**

This research shows that digital marketing is now essential for modern companies in Bangladesh while marketing agencies drive results yet businesses struggle with online

marketing and see chances ahead. The last part of this research merges all the study findings with its original purpose.

Digital marketing shows significant business improvements for Bangladesh companies according to our study results. Digital marketing helps businesses succeed as 82% of enterprises see their brands grow more visible and 68% experience revenue increases. Businesses use Facebook and Instagram for customer engagement more now than ever before and receive 45% more interactions through those platforms instead of traditional methods.

Small businesses experience financial constraints and minimal digital marketing know-how which creates an unfair digital gap that requires attention. Through government-backed training programs, companies can join forces with marketing agencies to learn digital marketing skills that they need to succeed.

Marketing companies help businesses put digital selling plans into action efficiently. Agencies lead strategic marketing by 76% of their leaders while campaigns they handle produce an average 30% greater return on investment.

Agencies need to establish better connections and match expectations with their clients to handle business difficulties. Agencies must teach their clients about how digital marketing benefits businesses to create long-term partnerships.

The study finds budget limitations and employee skill problems as big obstacles for businesses because 62% and 54% of business owners reported them this way. Businesses especially smaller enterprises cannot use digital marketing tools fully because of these barriers.

More people use internet-connected phones now which lets businesses reach more customers throughout rural and urban areas. Organizations can make the most of new markets when they train staff to overcome skill weaknesses while using regional content.

Current research supports worldwide data showing digital marketing forms the base of business expansion. These organizational obstacles that Bangladesh companies confront appear throughout emerging economies because they affect businesses on a global scale. These market developments in internet and mobile use match exactly what companies are experiencing in their worldwide digital transformations.

The study shows companies require digital marketing skills and agencies require ongoing innovation to meet client demands. Business companies must work together with government agencies and policy officials to establish helpful conditions for digital marketing development in Bangladesh.

Our research findings help businesses and agencies make better marketing choices to reach digital success faster.

### **3.7 Recommendations**

Based on the findings and analysis, the following recommendations are proposed to enhance the effectiveness of digital marketing for businesses in Bangladesh and to address the challenges identified:

➤ **For Businesses:**

Invest in Digital Marketing Training: Companies must train their staff in official digital marketing resources and procedures to create internal expert resources. Training own staff in digital marketing skills closes the expertise gap while lowering dependence on outside help.

Allocate Adequate Budgets: Companies should put more money into digital marketing because it helps them develop better and expand their online promotion efforts.

Leverage Data Analytics: Truthful business data lets companies see what works well and what needs improvement for digital marketing returns.

➤ **For Marketing Agencies:**

Enhance Client Education: Marketing agencies need to train their clients about digital advertising benefits to keep the partnership successful over time.

Adopt Flexible Pricing Models: Our customized pricing designs help digital marketing agencies keep their small business clients while bringing in more potential clients.

Focus on Innovation: Agencies should stay ahead of market trends through artificial intelligence marketing tools while working with influencers and local creators to create targeted digital campaigns.

➤ **For Policymakers and Industry Leaders:**

Promote Digital Literacy: The government and industry groups need to teach businesses basic digital skills especially small business owners to help companies shift to online operations faster.

Create Supportive Policies: The government needs to create legal rules for digital advertising and offer industry support to organizations using Internet marketing.

Facilitate Collaboration: Support businesses by setting up joint projects with government agencies and educational institutions that teach digital marketing.

### **3.8 Conclusion**

This report examines how digital marketing drives business changes in Bangladesh's modern business environment as it develops rapidly. Digital marketing helps businesses succeed better by making them more visible online and bringing customers closer while creating real sales growth. Marketing efforts on Facebook Instagram and Google Ads allow companies to reach their target market better than ever before and make digital marketing essential to succeed today.

Marketing agencies serve as trusted business partners who deliver expert solutions to make digital campaigns work for companies. Agencies help businesses earn better returns on investment by linking marketing efforts to company targets. The issues demand superior relationship maintenance and communication between marketing agencies and their clients.

Despite clear digital marketing advantages organizations in Bangladesh encounter major obstacles in applying these strategies correctly. Small and medium-sized businesses find it hard to achieve digital marketing goals because they have limited funds and need specialized talent. The obstacles they experience prevent businesses from using digital marketing tools to their full potential.

As more rural and semi-urban areas adopt internet and mobile devices across Bangladesh the business landscape offers more opportunities for expansion. This unexploited market space

permits companies to develop internet advertising methods targeted for specific locations and cultural contexts to boost their success rate.

This study shows how Bangladesh can reach its full digital marketing potential. For digital marketing to reach its full potential all business sectors need to form a partnership with marketing agencies and government agencies. Digital marketing success relies on organizations funding employee development and technology improvements to generate more global market success and innovation. Businesses can establish digital economy leadership through their usage of industry data.

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