

“Prospects and Challenges of Digital Marketing - A report on Grey Dhaka”

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

Brac Business School
Brac University
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Declaration

I declare that:

1. This report on my internship is based on research I conducted myself while earning my degree from Brac University.
2. The report does not include data that has already been utilized, published, or authored by a different participant, firm, or organization.
3. The internship project has not been submitted, approved, or recognized in any way for credit toward a degree at any accredited institution.
4. This internship report accurately cited all of the secondary sources that were used.
5. All key sources of support have been listed.

Name and signature of the student:

Name of the Student:

Mahir Hossain

18304041

Name and signature of the supervisor:

Name of the Supervisor:

Md. Shamim Ahmed

Senior Lecturer, Brac Business School

Brac University

Letter of Transmittal

Md. Shamim Ahmed
Senior Lecturer,
Brac Business School
Brac University
66 Mohakhali, Dhaka-1212

Subject: Internship report about "**Prospects and Challenges of Digital Marketing - A report on Grey Dhaka**"

Dear Sir,

I hereby submit for your evaluation my internship report for the **BUS400** course, titled "**Prospects and Challenges of Digital Marketing - A report on Grey Dhaka.**" During my time at Grey, I participated as an intern in the Client Service, Digital division which is under the marketing department.

I exerted every attempt to complete the report precisely, meticulously and with perseverance. In addition, I made a point of being extremely accurate in this report's numbers and other content. I sincerely hope that my work will fulfill your requirements and provide you all the details you need. If you have any further inquiries or need any clarification, don't hesitate to contact me.

Sincere Regards,

Mahir Hossain
ID - 18304041
Brac Business School
Brac University
Date: _____, 2023

Acknowledgement

To start, I would like to thank my almighty Allah for allowing me to complete my internship at one of the most prestigious marketing agencies as Grey Dhaka. In addition, I would also like to express my appreciation to Mr. Naimul Hoque, my line manager or supervisor, for providing me with all the pertinent knowledge, perceptions, and, most significantly, organizational skills that I believe will be very helpful to me in the future.

I also want to express my gratitude to my supervisor Md. Shamim Ahmed and my co supervisor Mahmudul Haq sir, for always serving as an inspiration and providing me with sound advice whenever I needed it. I was able to successfully complete my internship under his guidance and learn as much as I could.

Last but not least, I want to express my gratitude to my colleagues and superiors at Grey who warmly welcomed me and provided insights and ideas for my report. As a group, they have contributed greatly to my education and were active participants in the research that informed my report. I will always be grateful to Grey for giving me the experience that would help me succeed in my future efforts.

Executive Summary

The internship report contrasts Grey Dhaka with the prospects and challenges of digital marketing. This term paper's main goal is to give contributors a clear understanding of what digital marketing is, how it operates, how it attracts and retains customers, and finally, what obstacles it faces. The report also emphasizes my experience throughout the internship. The lessons I have learned from the business, what I have contributed, the difficulties I have encountered, and recommendations I have for improvement both for the company and future interns. I have worked with Grey Dhaka, one of the leading marketing agencies operating in Bangladesh. I was able to understand marketing from the ground up during my three-month internship at one of the top MNC-based firms, which I believe will be essential for my future endeavors. The organization's mission, vision, and objectives, as well as its type of marketing strategy, managerial practices, Porter's Five Forces analysis of the company, SWOT analysis and workplace culture, are all covered in this study. The final attempt of the article is to undertake research into the prospects and challenges of digital marketing. Both primary (survey) and reference materials were used for this report. Even though primary sources received more attention, secondary sources were records indicated in the reference section.

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List of Acronyms

- OVC- Online Video Commercial
- TVC- Television Commercial
- ATL- Above the Line
- BTL- Below the Line

Chapter-I

Overview of the Internship

Chapter - I: Overview of the Internship

1.1 Student Information

Name of the Student: Mahir Hossain

Student ID: 18304041

Major: Marketing | Minor: Computer Information Management

Department of Bachelor in Business Administration, Brac Business School

1.2 Internship Information

1.2.1 Employment Details

Name of the Company: Grey Dhaka

Address: 5th floor, House-6, Road 137 Block - SE(D), Gulshan 1, Dhaka-1212

Period of Working: 18 August - 17 November

Department of Internship: Client Service, Digital, Marketing

1.2.2 Supervisor Details

Name of the Supervisor: Naimul Hoque

Designation of the Supervisor: Group Account Manager

1.2.3 Job Description

I joined Grey advertising on August 18, 2022 and my working period was completed on 17th November, 2022. During this period, I have worked under Mr. Naimul Hoque, in the marketing department. To be very specific, I have worked in the client service department and digital marketing unit. My experience as an intern in Grey has been nothing short of insightful and thorough. I have pertained a handful of responsibilities which are listed below:

- As an intern, I had to assist in developing plans for creating long-lasting digital links between teams and customers as part of the internship program.
- Participate actively in Facebook and social media ad management campaigns and SEO optimization.
- Support in coming up with original content marketing ideas.
- For each client request about various digital contents, I had to take part in investigating several original solutions.
- Noting meeting minutes and sending ideation files to clients for approval.
- Actively take part in copywriting and assist the copywriters.
- Visiting fields often to assist in campaign shootings or to conduct promotional activities.

1.3 Internship Information

1.3.1 Student's Contribution

- As an intern, I helped with the planning of digital marketing strategies that included cold emailing, social media advertising, and SEO.
- I further helped keep up the brand's social media presence on all digital platforms, such as Facebook, LinkedIn, etc.
- Evaluating results of all digital marketing initiatives in relation to objectives and measuring and reporting campaign performance (ROI and KPIs).
- Worked with numerous market leaders and internationally recognized brands to ensure they receive the best client experience possible.

- During my internship at Grey Dhaka, I successfully carried out a campaign for Savlon Bangladesh. Savlon Global Handwashing Day Campaign 2022 was the subject of the campaign.
- Worked with internal teams to create social media posts that would peak consumer attention.
- Brainstormed fresh concepts and inventive growth tactics.

1.3.2 Benefits of the Internship

The main benefit of an internship is the ability to obtain knowledge as much as possible. Below are some advantages I was able to undertake from this internship:

- Gaining extensive knowledge of an advertising agency's operations and effective management of its business.
- I have grown professionally and personally, and that has enabled me to construct a corporate identity that will surely be helpful to me in my future career.
- Having the capacity to multitask has improved my potentiality and productivity.
- I have also been more proficient in operating softwares such as Microsoft office suites, Canva and also learned some new softwares for effective client management.
- The opportunity to work in the client service department has helped tremendously in expanding my communication skills. I have become a better communicator and negotiator.
- Learned to coordinate with other teams and align with them.

1.3.3 Challenges faced During Internship

- One of the biggest challenges I have faced at Grey was that I had to handle multiple customers and their client service units. For instance, I had to work with both Coca Cola and Savlon and both of their operations are different in terms of handling a customer. Thus, I had to learn multiple softwares, which at times became quite difficult for me. However,

with the help of my supervisor and co-workers, I was able to pull off my duties and learn them pretty quickly.

- Another problem of working in the advertising industry is that sometimes the employees have to work overtime which can have an adverse effect on the health if proper work-life balance is not achieved.

1.3.4 Recommendations

The internship a student completes as part of their degree helps them later on in life by providing greater job chances. Despite the fact that it can be difficult to do so, I was able to maintain a balance between my personal and professional lives. Students could gain from future internships by showcasing their abilities, gaining experience, and perhaps opening up more opportunities for them. Everyone who must consider taking a course that includes an internship should make plans in advance because the pressure in the job is increasing daily. Anyone wanting to join advertising agencies should be well aware that in agencies, the time management is a bit strained. While this has its own benefits as employees can get a bit of flexibility regarding time, overtime duties are present as well and should be kept in mind. This is important information for anyone considering working for an agency.

Chapter-II

Organization Part

Chapter - II: Organization

2.1 Introduction



Founded in 1899 and headquartered in New York City, Grey Group is a multinational advertising and marketing agency with 432 offices in 96 countries and a presence in 154 cities across the world. The Grey Group was initially a one-man, one-room retail store in the garment area of New York City, but it has since grown to become one of the greatest networks of advertising and marketing agencies in the world. Grey Studios, the original name of Grey Global Group, was

inspired by the hue of the walls in the building where it was founded in 1917 by Lawrence Valenstein and Arthur C. Fatt.

Grey Advertising Bangladesh Ltd started its operation in Bangladesh in 1996. With its headquarter being Dhaka-based, Grey Dhaka is a subsidiary of the Grey Group and has been one of the first major and first international advertising agencies in the country. They currently employ a staff of about 120 people. In addition to being the best creative hub, Grey is also the second-largest revenue generator and the market leader in all service sectors. In 2016, Grey Advertising Bangladesh Limited made history by becoming the first Bangladeshi ad agency to win the Cannes Gold Lion (Dhaka Tribune, 2016). Moreover, the company has also clinched the first ever Grand Effie for Bangladesh in the year 2021 (TBS Report, 2021). These achievements give a strong testimony of Grey being one of the finest market agencies currently in Bangladesh.

Mission: Being a top-tier, worldwide integrated communication agency that strengthens and builds the brand values of clients.

Vision: Grey's vision is to develop concepts for market-leading brands—ideas that capture consumers' attention and encourage brand loyalty.

2.2 Company Overview

2.2.1 Services Offered by Grey Dhaka

The vast array of branding and promotion services provided by Grey Advertising Bangladesh Ltd. primarily includes 360-degree campaign, brand and community engagement, and activation management. The following list includes Grey's key service areas in more detail:

- Event Management
- Concept Development and Ideation
- Public Relation (PR)
- Print Media Services
- Media Planning and Execution

- Community Management
- ATL, BTL and Broadcasting.

2.2.2 Clients of Grey Dhaka

Grey provides its services to more than 50 domestic and foreign clients currently which includes businesses like Grameenphone, Coca-Cola, Pran, Symphony, Nestle, ACI, Perfetti Van Melle, New Zealand Dairy Bangladesh Ltd., among others. Below is a figure which covers the clients of Grey Advertising Bangladesh Ltd.



Figure - 1: Clients of Grey

2.2.3 Organization Structure of Grey

To maintain transparency and order, Grey Advertising Bangladesh Limited adopts a horizontal organizational structure. The company also practices an organizational culture that values excellence and fosters teamwork among employees which can increase each employee's productivity and commitment to their work. It is always the intention to enhance the client's experience while challenging conventional communication practices and presenting radical innovations. Employees are free to present their ideas and communicate their thoughts on any project. Each team starts with an executive who works under senior officers. The senior officers then are accountable to the team leader or department head who answers to the director. An organogram is presented for the convenience:

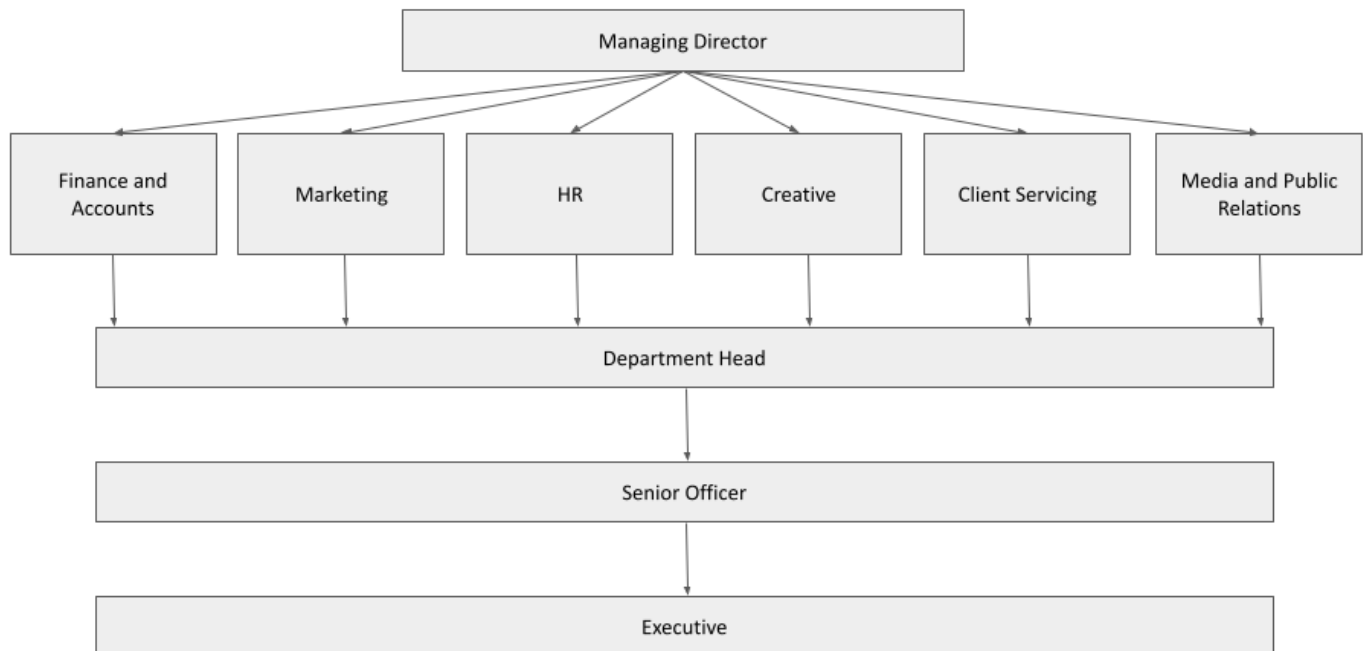


Figure - 2: Organization Structure of Grey

2.3 Management Practices

2.3.1 Internal Management

Grey International Limited follows a horizontal structure and a democratic leadership style. The company employs candidates by first making them go through the aptitude test. Following the aptitude test, candidates are then asked to sit for an interview where the department head and the executive director sit with the candidate. The management further practices the following after recruiting a candidate.

- Candidates are provided training with the experienced executives under whom they learn their works and are on boarded after completing the shadow period which lasts around 14 days.
- The candidates are assigned tasks and upon completion of them report them to the senior officers. There is a quality evaluation process through which the works are evaluated and employees receive feedback.
- If the performances are noteworthy, the employees receive appraisals through the positive word of mouth of the supervisors. However, if the performances are not satisfactory, the candidates are given adequate training and materials to overcome the haul. The company is also empathetic towards its employees, as there is a flexible work time for the candidates.

2.3.2 External Management

Practices of external management are those that are carried forth outside of the company. External management techniques demand attention from outside the company, in contrast to internal management practices. The organization employs the following top external management techniques:

- Grey's biggest assets are its clients. As of now the company serves over 50 small to top multinational companies. The management has to take accountability of delivering top notch services to all of its clients to maintain a smooth relationship. For this the company encourages its employees to provide great customer service to the companies and also help building PR and great campaigns.

- As Grey is an advertising agency, it has to engage in community management to promote its clients to their audiences on behalf of them. The company has to ensure that the general consumers are happy with the prompt responses. The company works tirelessly to convert the potential customers of its clients to permanent customers while also retaining the existing customers.

2.4 Marketing Practices

There are three teams within the Marketing department, and their names are Above the Line (ATL), The Below the Line (BTL) and Digital. They are also in charge of customer service, which is mainly about getting in touch with customers and building trusting relationships with them.

When it comes to conventional marketing, the Above the Line (ATL) Team is in charge of promoting products or services to large audiences through mediums such as television, radio, newspapers, and so on. ATL is used for its influence on brands and to gain market share. The Below the Line (BTL) team's primary objective is to reach a particular target market using various forms of marketing, such as billboards, direct mailing, distribution of flyers and brochures, and utilization of sponsorships, public relations, tele-marketing, and point of sales. BTL is used with the goal of generating loyalty as well as repeat sales.

The Digital Marketing Team is responsible for the online marketing, and that is where I have been assigned to work. It does online promotion of the brands in order to engage with potential customers. Electronic marketing is the use of electronic devices, like computers and cell phones, by marketing professionals to send promotional information to customers and measure how that information affects the customer's journey. When the phrase "digital marketing" is used in everyday conversation, it almost always refers to marketing that is carried out on digital platforms, such as personal computers, mobile phones, tablets, and other electronic devices. It can show up in many ways, such as paid social commercials, posts on social networking sites, online videos, display ads, and search engine marketing, to name a few. Here, we take the client's needs into account on a regular basis and have aligned our strategic team and creative team, where we freshly bake new online contents, online video commercials (OVC), online collaborations with influencers, Google advertisements, different campaigns, etc., in accordance with the brand's specifications.

2.5 Industry and Competitive Analysis

2.5.1 Porter's Five Forces Analysis

- **Competitive Rivalry (High):** Competitive Rivalry is quite high for Grey as there are already some major competitors in the industry. Companies such as ADA, Magnito Digital, Wavemaker, Asiatic are few competitors to name and provide similar services as Grey. It is essential for Grey Dhaka to provide top notch services to its clients as some of them are also tied with the agencies mentioned above.
- **Threat of Substitute (High):** As there are numerous marketing agencies operating in Bangladesh which provides 360 solutions to its clients, the threat of being substituted for Grey is quite high. These agencies are always competing with each other to provide the best possible services to their clients and keeping up with them should be a major goal for Grey.
- **Threat of New Entrance (High):** Even though Grey has been one of the earliest players in the marketing agency sector, today they have a handful of competitors who started their operations a lot later. Even in today's time frame a lot of new marketing agencies are opening and starting to acquire new clients and existing markets. Thus the threat is very high for new entrances.
- **Bargain Power of Buyers (High):** Multiple companies such as Grameenphone, Coca-Cola, Pran, Symphony, Nestle, ACI, Perfetti Van Melle and others are the clients of Grey. They hold a high power of bargain as they have multiple options in the industry to explore.
- **Bargain Power of Suppliers (Low):** Grey is the supplier in this case as they serve a handful of companies as their client. They provide 360 degree marketing solutions to these companies. However, since the market is so congested, the options are enormous for the clients to explore. Moreover, some of Grey's clients also associate themselves with other marketing agencies. Therefore, the bargaining power of the suppliers is pretty low.

2.5.2 SWOT Analysis

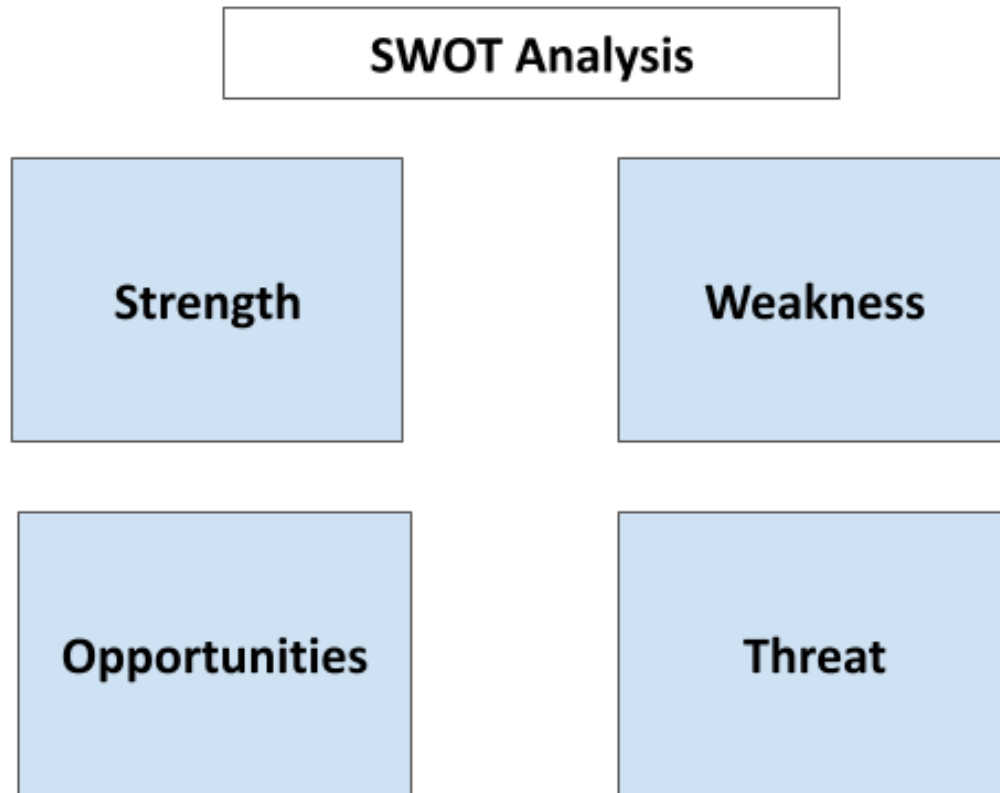


Figure - 3: SWOT Analysis

Strength:

Grey started its operations in 1996 and was one of the earliest marketing agencies in Bangladesh. Over the last decades, they have maintained their position in the industry and work with multiple clients. A few strengths to note about Grey would be:

- ➔ One of the biggest purchasers of media space in Bangladesh. They work with reputable brands as clients.

- ➔ In addition, Grey stands itself from other agencies because it is the second-largest buyer of TV airtime.
- ➔ They purchase the most outside space.
- ➔ Good media clout in terms of negotiating ability and connections to media outlets
- ➔ They have the choice to bring in foreign specialists as they are a multinational company and have experts from different regions who possess strong marketing expertise.

Weaknesses:

- ➔ It can be challenging to differentiate each piece of content among thousands of brands. As a result, certain of Grey's materials suffer from a lack of accuracy.
- ➔ Being a marketing agency, Grey lacks skilled human resources in the Bangladesh region.
- ➔ Being a component of MNC, it occasionally gets slowed down by procedures and instructions from the regional offices.
- ➔ The company is not well equipped to handle various production and activation processes in-house.

Opportunities:

With its global reach, Grey has a plethora of opportunities. The local companies are shifting away from monopolistic mindsets as clientele. As a result, they are employing more firms to handle their marketing function in a professional manner. A few opportunities for Grey to note down are:

- ➔ Several local businesses are entering the advertising phase.
- ➔ Increasing the use of various media allows for the access to previously unexplored markets and populations, which reduces spending.
- ➔ The rise of many consumer goods categories is a result of increased competition, which also encourages businesses to spend more on promotions to capture the expanding market.

Threats:

As the industry is getting bigger every day, the threat definitely lies there for Grey. A few threats to note about Grey would be:

- ➔ Emerging new agencies in the industry. As a result, bigger agencies are feeling the pricing pressure brought on by those new agencies into the market.
- ➔ Numerous MNC clients have centralized their communication efforts, which has reduced the amount of work that local agencies may associate themselves with.

2.6 Conclusion and Recommendation

The main goal of Grey's marketing is to build a good reputation for the company among potential customers all over the country. In conclusion, Grey Advertising Agency is a well-known and well-established company that has been making successful campaigns for a wide range of clients for a long time. The agency's clients include a broad variety of businesses. The advertising firm puts a lot of emphasis on being creative and coming up with new ideas. As a result, they have a good track record of getting results. They are able to provide a vast array of services, such as strategy, creative, media planning, and digital marketing, since they have a strong team that is comprised of many competent individuals. In general, Grey Advertising Agency is a great choice for any business that wants to improve the quality of its marketing and reach its business goals.

Working for a multinational corporation may be challenging at times since we are unable to introduce a brand-new method of carrying out an operation out of the blue because we are required to get regional clearance beforehand. Due to the duration of the procedure, we were forced to miss the planned execution, and as a result, many of our ideas were not put into action. Also, we had to wait a long time before HR departments could give us official paperwork about our employment. Because they need both national and regional approval for a document before they can send it in. This particular part needs to be made better, and a better way to do this task is needed.

Chapter-III

Research Part

Chapter - III: Research

3.1 Introduction

3.1.1 Research Question

The research paper seeks to find answers on Prospects and Challenges of Digital Marketing that marketing agencies are undertaking to acquire more customers and provide better customer experience.

3.1.2 Research Objectives

Main objective:

- Describe a clear picture of the prospects and challenges digital marketing holds in marketing agencies to serve its clientele.

Specific objective:

- To understand what the general customers think about digital marketing.
- To figure out the key aspects of digital marketing, attributes of it and how they can be made better to acquire more customers.
- Figure out the challenges and negative aspects of digital marketing and how they can be mitigated.

3.1.3 Research Methodology

Primary Data Collection:

A questionnaire was created containing multiple questions that were distributed for collecting responses.

Secondary Data Collection:

Data were collected from online sources as well which have been properly cited in the reference section.

3.1.4 Literature Review

Digital marketing is essential because it allows companies to reach their target audience wherever they may be, at any time. With the help of SEO (**Search Engine Optimization**) and PPC (**Pay Per Click**), social media marketing, email marketing, and Google, it helps businesses connect with their potential clients (**Ballantine**). Digital marketing helps drive a business online through multiple channels and effectively. By tracking daily campaign results, the companies can identify which channels are working well and which aren't, which can help them optimize their campaign spending for a good return on investment (**Alexander, 2022**). It proves that digital marketing is cost effective compared to outbound marketing strategies. Furthermore, digital marketing leads to more customer retention, better lead generation and reaches specifically targeted customers (**Patoli, 2021**).

According to **Roberts**, SEO or Search Engine Optimization is extremely effective for small businesses to increase their reach and gain more traffic online. Additionally, it helps them compete with the big players in the market. If people frequently see the brand's name on the very first page of SERPs (Search Engine Result Pages), they will be a little more aware that the product is available. They are likely to immediately visit that website the next time they want to acquire such things. Another key aspect of digital marketing is content marketing. Content Marketing in some cases are more effective than SEO as content marketing is scalable and can be leveraged on a long term basis. Moreover, it helps convert leads faster and is comparatively cheaper than other marketing methods that companies use to generate leads (**Ong, 2020**). However, posting irrelevant contents can lead to negative outcomes thus keeping a high standard while delivering content is a key challenge for the companies. Companies need to also keep up with the trends as posting quality content is often not enough to drive in the customers (**Shewan, 2021**).

Social Media has become a great place to channelize the products and interact with customers to know their thoughts and needs. Companies nowadays are investing heavily into social media

management to interact better with their customers. Every day, on social media, people discuss various goods and services. So much so that today 74% of shoppers use social media to aid in decision-making and 80% receive product recommendations there. Brands thus therefore keep an eye on their social media activity (**Schaffer, 2022**). Brands post their sponsored content on social media to acquire new customers or update their existing ones about the campaigns or commercials. Social advertisements are another excellent strategy for obtaining conversions, whether they come in the form of purchases, signups, or leads. It's a very efficient technique if a user finds what they're looking for and chooses the correct call to action (**Cyberclick, 2021**). However, it has some caveats as well, if the ads are too lengthy, it often disrupts the user experience. Moreover, if the posts are not good and customers do not engage well with the promotions, then it might lead to a negative outcome and companies will lose their customers. Poor customer service and less post interactions are also pivotal for failed campaigns. Putting efforts on content that engages with the brand's existing community of users, customers, and followers can be a great way to combat this problem. Moreover, user-generated content campaigns, question-based content, and responding to shout-outs and comments can also be very handy (**Barnhart, 2022**).

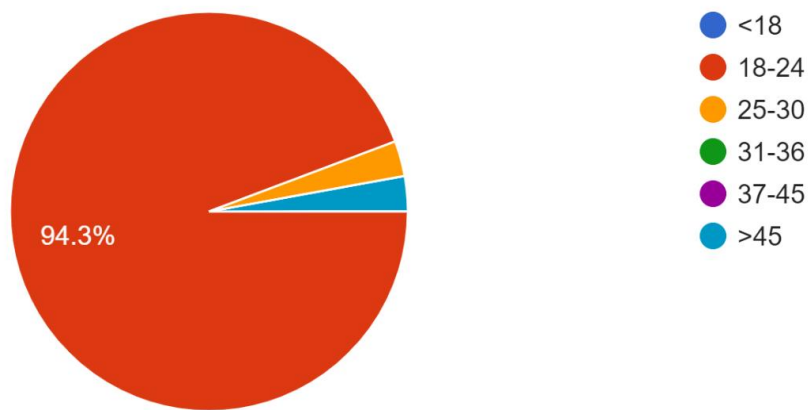
3.2 Findings and Analysis of the Report

Age Demography

The first objective of the questionnaire was to collect the age of the recipients. It was made to figure out the perspective of the respondents and how they think based on their demographic. The demography will help the company to leverage contents or its future campaigns aligning with the perspective of the majority of the recipients.

Your Age-

35 responses



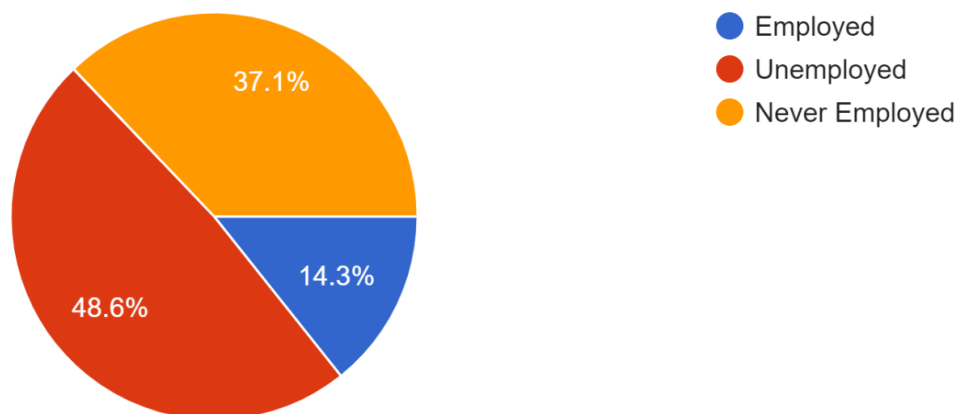
Most of the recipients are between the ages of 18-24. These are gen-Z people and are mostly students who are likely to get into the corporate world. Gen-Z's are more accustomed to digital marketing features and are more likely to exploit them to their own benefits. The lack of responses from other age demographics is however a matter of concern as their perspectives and thoughts would have been crucial to draw the final analysis.

Employment Status

The next question was to figure out the employment status of the respondents. The question was raised to dig deeper into the perspective of employed, unemployed and never employed individuals. Employed individuals are those who are working in a corporation and are well versed with digital marketing. For the people that have been once employed also some ideas about digital marketing and its aspects. However, for those who have been unemployed acts as a customer here whose perspectives are pivotal to know how a normal consumer sees the advertisements and contents that are posted.

Employment Status-

35 responses

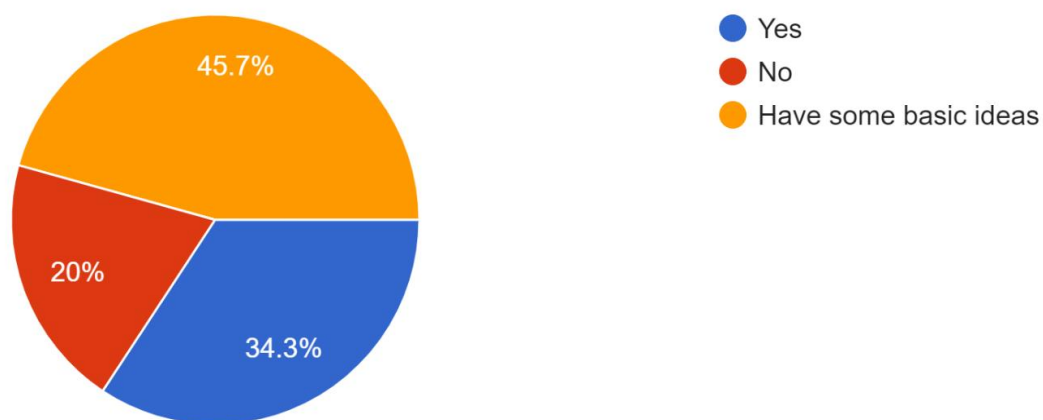


Around 49% of the respondents are unemployed currently but have been into work, while 37% have no experience of working but act as a general audience. Some of the never employed respondents also hold some basic knowledge about digital marketing.

Idea about Digital Marketing and Its aspects

The following question was asked to inquire whether the recipients had some knowledge about Digital Marketing and its aspects. It is important to have some basic knowledge about digital marketing as in the forthcoming future this will be crucial for job seekers to land a job into marketing sectors. Furthermore, the functionalities of digital marketing also open the door for individuals to work remotely, as a freelancer or also into the marketing department of a company.

Do you have ideas about Digital Marketing, its components and functionalities-
35 responses



From the respondents around 35% have a strong idea about digital marketing and its aspect. It can be denoted that individuals who have responded to be employed currently or have a previous employment experience have ideas about it. Furthermore, almost 45% of the respondents have basic knowledge about digital marketing and its functionalities. This is crucial for their future and is likely to help them land better opportunities once they grab a hold of the knowledge.

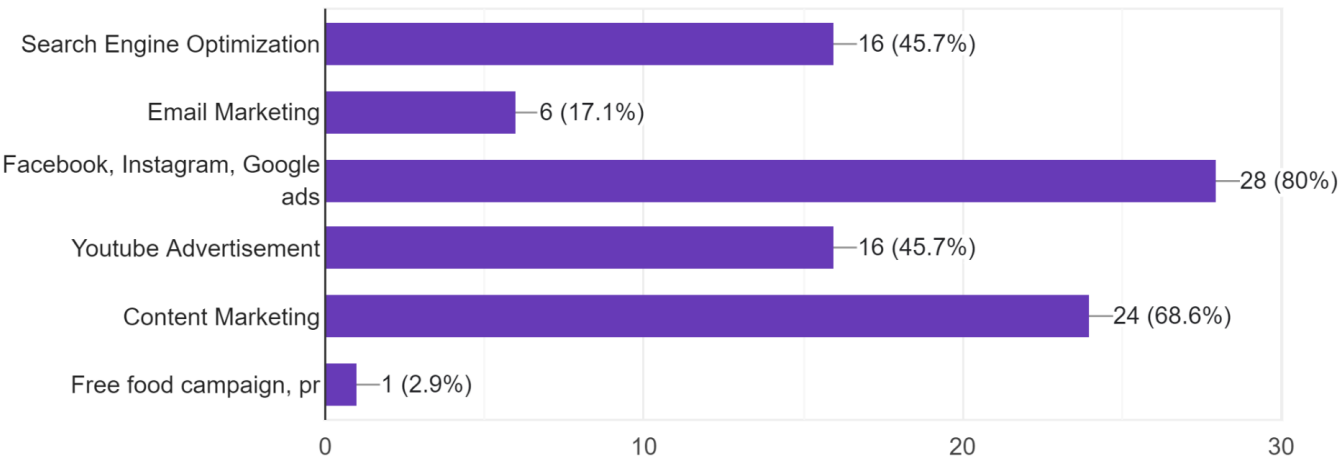
Digital Marketing Tools that are Most Effective

There are numerous digital marketing tools that the marketers practice to acquire customers or for promotional campaigns. A few of the major digital marketing tools are:

- ❖ **SEO:** Search engine optimization is referred to as SEO. It simply refers to the procedure of making modifications to the website to make it more visible when users search for services or products associated with the company in Google, Mozilla, Bing, and other browsers. The more visible these pages are in search results, the more probable it is that they will draw attention and draw in both new and existing clients to the company.
- ❖ **Email Marketing:** Email Marketing is a potent marketing channel that uses email to advertise a company's goods or services. Email marketing is a type of direct marketing as well as digital marketing. By incorporating it into your marketing automation initiatives, it can assist in informing your clients about your most recent products or offers.
- ❖ **Social Media Advertising (Facebook, Instagram, Tiktok, Youtube, Google):** Digital advertising that uses social media sites like Facebook, Twitter, Instagram, LinkedIn, and Pinterest to deliver sponsored adverts to your target demographic is known as social media advertising (Deshpande, 2022).
- ❖ **Social Media Management:** Social media management involves developing and sharing content, keeping track of interactions and mentions, building a community of followers and influencers, and summarizing and evaluating the outcomes of your work (Sonnenberg, 2022)
- ❖ **Content Marketing:** Content marketing is a method of advertising through the production and dissemination of content that is valuable, relevant, and consistent in order to attract and acquire a target demographic and ultimately generate revenue from that target audience (Steimle, 2015).

According to you, which of the digital marketing tools are most effective in customer acquisition (You can select multiple option)

35 responses



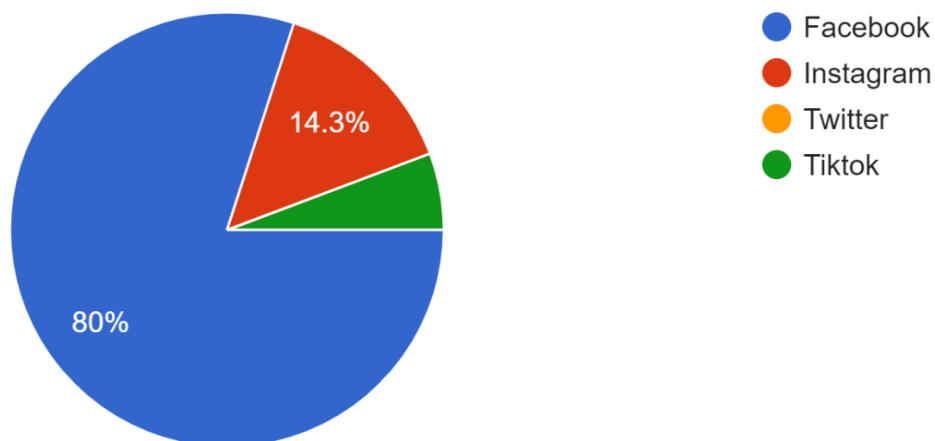
According to the respondents, 80% of them agree that advertisements made through Facebook, Instagram and Google are one of the most prominent ways to tell a customer about the product's visibility and create awareness and interest among them. This causes the highest retention and acquisition. Following that was content marketing which 24 out of 35 respondents believe works incredibly well to acquire customers. SEO and Youtube Ads had exactly the same response rate. However, with so many people spending a significant amount of their time in youtube and google, the acquisition through Youtube and SEO are likely to increase in the forthcoming years.

Most Effective Social Media Handle to Promote Content:

The following question was asked to inquire about the social media handle that is most effective in terms of customer acquisition. This results in opportunities for both ends. Respondents have voted significantly on Facebook here. Facebook to this date is the biggest social media platform and is widely used in Bangladesh. In rural areas, people might not have an Instagram account or a Twitter handle but they have a Facebook account. Thus, posting contents on Facebook will be most effective for the brands as they are likely to get more reach and engagement through that platform. However, marketers should not overlook the other channels because they are not widely used. In urban and civilized areas, a lot of people are now using Instagram and promoting their business there. Thus, properly utilizing Instagram or even Tik Tok is essential for agencies. Companies that exploit these handles better are likely to bloom more in future as a large portion of audiences are drifting from Facebook and using Instagram or Tik Tok more to promote themselves or their business.

Which social media handle according to you is the best to promote contents.

35 responses

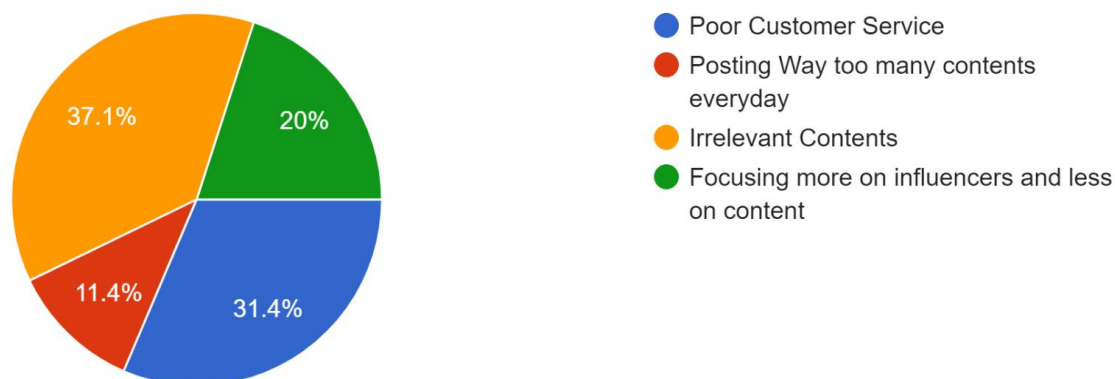


Factors Responsible for Poor Social Media Management:

While promoting content through social media is pivotal to gain customers, managing them is the most challenging part. Customers are often dissatisfied with the product or the content, or sometimes, even their sentiments are hurt. These customers should be handled very carefully, otherwise the companies will not be able to retain them and lose a loyal customer.

Which factor do you think is most pivotal for a poor social media management

35 responses



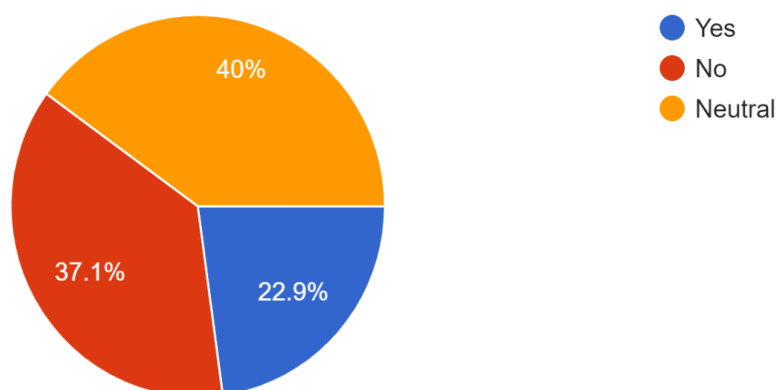
The respondents here have mainly pointed out irrelevant contents to be the main reason for poor social media management. Sometimes, companies tend to post irrelevant contents that have nothing to do with their campaign or have no relevance to it. If the audience can not connect with the story, then it is very certain that they will not engage with it. Following that was the poor customer service management. It is quite evident that if a customer does not get proper replies, he is not likely to communicate with the brand ever again. For this, the customer service team has to focus on providing top notch services. While it is good to use automated chatbots for greeting and exhibiting general queries, for intensive issues, client service teams should dig deep and provide solutions that will keep the customer satisfied.

Email Marketing Viability

A lot of us nowadays sign up for newsletter subscriptions or advertisements through email. The companies update us through email and marketize their new campaigns or promotions. However, sometimes the content is irrelevant and we tend to not look into the mails or forget to check it. Thus, the question was raised to know whether it channels the marketing campaigns properly or needs improvement.

Do you believe email marketing properly addresses customer issues or channels the marketing campaign?

35 responses



The respondents have said that email marketing is not as effective as it is thought to be, at least in Bangladesh. People here do not keep up with the email marketing, thus updating through email about a new product launch or campaign might not be a very effective idea as only 23% have affirmatively responded.

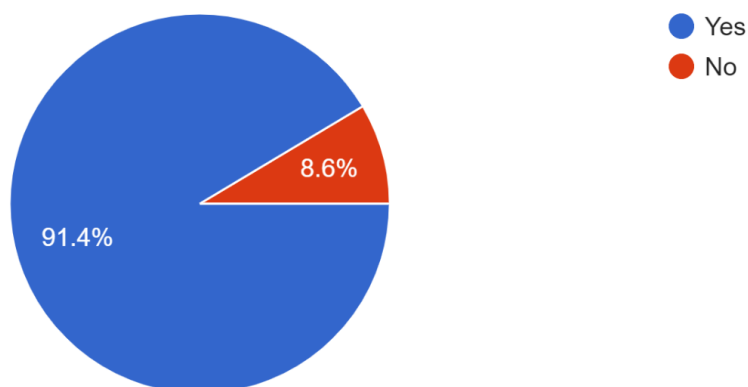
Marketers in Bangladesh have to focus more on other social media platforms to gain more customers and only update the most significant updates through email.

Social Media Advertisements Affecting the Consumer Buying Decision

Social Media Advertising is probably the most lucrative way to channel a new campaign or promote existing products to consumers. People in Bangladesh tend to spend a great amount of time in social media handles and are poised to order from online platforms. If the marketers can exploit the target audience perfectly through social media sites, then their business will flourish and they will get significant customers.

Do you believe Facebook, Instagram, Youtube advertisements affect a customer's purchase decision?

35 responses



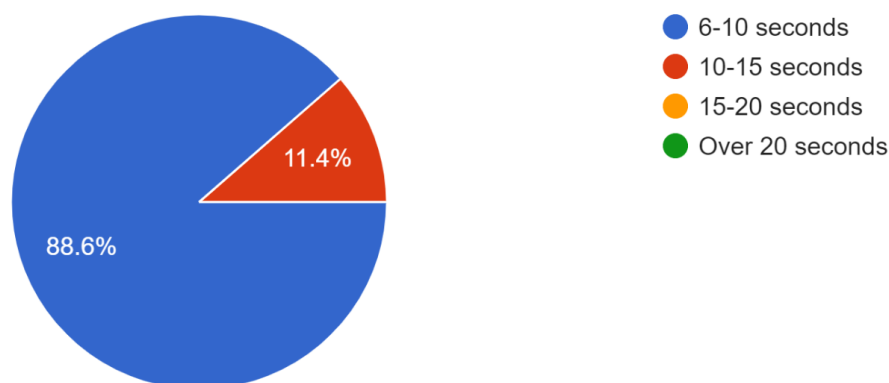
Social Media Handles such as Facebook, Instagram and YouTube monitor customer interactions by dropping a cookie or through AI and then promoting sponsored ads to them. It is more likely that those ads will trigger them to look into the content or go through it even if they initially did not think of buying it or visiting it. This not only enriches the traffic in that blog or post but also a portion of the customer actually ends up buying the product if they love it. So, to gain new customers or raise interest in the general audience, social media advertisement can be a great medium and the respondents have agreed with that as well.

Video Advertisements Time Limit in Facebook, Instagram and Youtube

While social media marketing is a great way to find, convert and retain customers, the advertisement lengths often disrupt the user experience and make them detested about the ads which can later create an adverse effect on the audience. Even if the advertisement is good, just because it disrupts the user experience, it receives negative feedback from the audience.

Youtube, Facebook nowadays channels 15-30 seconds long advertisements which sometimes disrupt user experience. What should be the standard advertisement time according to you?

35 responses



While it is a prominent way to promote a campaign, the question was asked to know how much of length the audience think would be best for a video advertisement. Almost 89% have voted it to be 6-10 seconds long while the rest have opted for 10-15 seconds. The biggest challenge for digital marketers is to convey the message within 6-10 seconds which remains to be a great challenge. However, 10-15 seconds are very adept to convey the main message which should serve its purpose and not disrupt much of the user experience. And thus, the customers will not have to use the “Skip” option every now and then.

3.3 Conclusion and Recommendations

Digital marketing enables businesses to market to their target market and spread word about their goods or services. Although a traditional marketing campaign also aims to achieve that, digital marketing enables firms to focus on a more specialized or niche market (Rukhaiyar, 2022). By interacting with customers online, firms can gain the trust of a larger audience. The demand for digital marketing is growing every day and every small, medium or large company now tries to leverage these marketing options to acquire new customers and retain their existing ones. However, despite digital marketing being so prospective, it has some challenges as well. In Bangladesh's context, there are some hault that the marketing agencies or digital marketers need to overcome which are drawn below:

- ❖ Employees should be trained more. Courses on digital marketing should be made widely available to access so that future marketing job candidates can widen their strengths in at least one particular sector of digital marketing.
- ❖ Instagram and Tik Tok are getting popular and people are getting accustomed to them as well. Facebook should still be the medium to promote campaigns heavily. However, marketers should also try to exploit Instagram and Tik Tok properly.
- ❖ Email marketing should be dealt with carefully. Not spamming too much and exhibiting only the important news and newsletter should be a viable option.
- ❖ Video advertisements on Youtube, Facebook and other social media handles should be shortened to 10-15 seconds.
- ❖ Better customer support and focusing on content shall be the key to success.

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Appendix

1. Your Age -
 - <18
 - 18-24
 - 25-30
 - 31-36
 - 37-45
 - >45
2. Employment Status-
 - Employed
 - Unemployed
 - Never Employed
3. Do you have ideas about Digital Marketing, its components and functionalities-
 - Yes
 - No
 - Have some basic ideas
4. According to you, which of the digital marketing tools are most effective in customer acquisition (You can select multiple option)
 - Search Engine Optimization
 - Email Marketing
 - Facebook, Instagram, Google ads
 - Youtube Advertisement
 - Content Marketing
 - Free Food Campaign, PR and Other
5. Which social media handle according to you is the best to promote contents.
 - Facebook
 - Instagram
 - Twitter
 - Tiktok
6. Which factor do you think is most pivotal for a poor social media management
 - Poor Customer Service
 - Posting Way too many contents everyday
 - Irrelevant Contents
 - Focusing more on influencers and less on content
7. Do you believe email marketing properly addresses customer issues or channels the marketing campaign?
 - Yes
 - No
 - Neutral
8. Do you believe Facebook, Instagram, Youtube advertisements affect a customer's purchase decision?
 - Yes
 - No

9. Youtube, Facebook nowadays channels 15-30 seconds long advertisements which sometimes disrupt user experience. What should be the standard advertisement time according to you?
- 6-10 seconds
 - 10-15 seconds
 - 15-20 seconds
 - Over 20 seconds