

The Future Of Digital Marketing 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 Bachelor of Business Administration

BRAC Business School
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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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Letter of Transmittal

Mahreen Mamoon
Assistant Professor
BRAC Business School
66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship

report. Dear Madam,

It is a pleasure and honor to submit my internship report required for the completion of my BBA degree at BRAC University. The practical experience during my internship at Ace360 Digital has been a rewarding and an enlightening one.

I tried to reflect that on my report by following all the guidelines that were provided from the BRAC Business School. I have worked at the business development sector of this company for the last 3 months. It has been a great experience, but it was an even bigger pleasure having the opportunity to work in an organization.

I express my special gratitude to you for dedicating your valuable time and helping me whenever needed. I sincerely hope that this report meets your approval and requirements and demonstrate my ability to present internship reports. I would be glad to explain you with any clarification if required.

Sincerely yours,

Student Full Name: Nafisa Firoz

Student ID: 14104063

BRAC Business School

BRAC University

Date: 4th September, 2019

Acknowledgement

At first I would like to express my deepest gratitude to my parents and my faculties for supporting me throughout my bachelors at BRAC University.

My sincere gratitude goes to my honorable faculty, Mahreen Mamoon, Assistant Professor, BRAC Business School. Without her support and encouragement this report would not have been possible. I want to thank her especially, for giving proper instruction time to time and for being such a great teacher and a strong role model to look up to.

I'm also grateful to our CEO Kamal Mahmud and my Supervisor, Rony Zaman who helped me all the way to make my internship successful. I received cordial cooperation from the supervisors and employees of the Ace360 Digital. I want to express my cordial gratitude to them for their cooperation without which it would not be possible to complete the report. They gave me long patient hearing and sitting, practical orientation and answering my numerous Queries nicely.

Executive Summary

We are living in an age of technological change where technology has invaded human life, has brought about changes making things possible which thought to be impossible in the past. Digital marketing is playing a huge part in the business arena worldwide. It has made communication easy for both companies and consumers to connect with each other. Digital marketing has made everything easy from offering a product or service to the potential consumers, branding, and reaching maximum consumers with the help of internet. Working in a digital firm has made me thinking about this particular world where people trade without physical presence; with the help of digital marketing, they are selling off their product or service within a short amount of time. This digital firm has helped me to understand the importance of digital marketing for a business and how it can improve overall activities of a business. It can bring a huge change within business by exposing their product or service in the outer world with the help of digital advertisement through social media and other format, reaching maximum number of people in order to offer their brand and also to create loyal consumers.

In this report, I have described about the importance of digital marketing and how it will affect in the future in the context of Bangladesh. This report will show the scenario of digital marketing in Bangladesh, how people perceiving the change in terms of digital advertising and the era of social media where all the business deeply depends on advertising in online platforms and how it is bringing changes and benefiting the start-up companies.

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i. Chapter: 1

Company Overview

1.1 Overview

ACE 360 Digital was founded in the third quarter of 2017 and took almost 6 months to start. Later on May 2018, the owner and founder Mr. Kamal Mahmud opened his first office of Ace 360 Digital at Banani, Dhaka. Basically, ACE 360 Digital covets to become a venture capital to technology based start-ups while launching various technology based services itself. The services include multitude of industries and targets to serve the professional niches of North American Continents. The sales and marketing team in Toronto collaborates with the strategic management and business development team in Dhaka. Currently they have three departments in Dhaka:

- Business Development
- Web Development
- Human Resource

Ace 360 thrives to serve technological start ups with latest technologies. All the businesses include multiple industries and they target various market of Canada and segment them. The target market consists of Lawyers, Doctors, Business Professionals, and Freelancers etc. Ace 360 has started operation in the field to develop business plan, marketing strategy, web content development, website auditing, competitor and industry analysis, and client support. Ace 360 has talented human resource in different sectors; business development executives, marketing sales team, content writers, web developers, SEO experts and interns. They all work together as a single team to coordinate every task to achieve the best outcome. Everyone has strong bonding with their co-worker which helps them to work with peace in a motivated and friendly environment. As it is a new organization; it is still growing and the employee base is getting strong. In this year it has launched eight new projects which they will be operating in different market segments and different industries.

1.2 Mission

To run a successful national business unit, scattered all over the world which would provide sophisticated tech-based solutions to the occidentals.

1.3 Vision

The vision of the business is to carve its place in the digital economy by serving professional niches.

The current projects ACE 360 Digital is handling are:

- **Project Name: ACE Legal Marketing (ALM)**

Website: www.acelegalmarketing.com

Description: ALM aims to provide full service digital marketing solutions to lawyers practicing in the North American Continents.

- **Project Name: Online Doctors Marketing**

Website: www.OnlineDoctorsMarketing.com

Description: This project was created to give full service digital marketing solutions to the doctors of North America.

- **Project name: Sophist Hub**

Website: www.sophisthub.com

Description: Sophist Hub is an online tutoring service company that provides services in the cities of Canada.

- **Project Name: Rickle Books**

Website: www.ricklebooks.com

Description: Rickle Books is an online book buying and selling platform for the people of Canada.

- **Project Name: Storage Split**

Website: www.storagesplit.com

Description: Storage Split is an online platform which facilitates the communication between hosts who have unused space and renters who are in need of storage.

- **Project Name: Toronto Real Estate Marketing**

Website: www.torontorealestatemarketing.com

Description: It was created to provide digital marketing solutions to the real estate owners of Toronto.

- **Project Name: Hitch or Haul**

Website: www.hitchorhaul.com

Description: Hitch or Haul is a ridesharing platform to create rideshare experiences of the people of Canada.

- **Project Name: Grab a Parking**

Website: www.grabaparking.com

Description: This project has made to find the car parking space and reserve it easily for the people of Canada.

Apart from all these projects, the company is planning to expand more on their services like developing real estate management software, distance learning and tutoring platform, various e-commerce portals etc.

ii. Chapter: 2

Duties and Responsibilities

I started working as a business development intern in the organization under a supervisor and I had two other interns as my co-worker. We all worked in a team and we were given task to develop business strategies with the help of research, list building, website auditing, content writing, business proposal writing and creating elevator pitch presentation based on what information we have gathered.

- **Assignment on Research**

I had to do a research on Canadian based business as the business is serving Canadian people and I had to go through Canadian websites. I conducted research on Doctor's websites and find out the best and worst websites of Canada, America and Australia. I was asked to create a PowerPoint slide regarding my research. The first week of my internship was probation period and staying into this company solely depended on my performance for the presentation. The timeline for conducting the research and instruction were very limited. The supervisor wanted to test if I can work in a huge amount of pressure. Gladly, I was able to finish my research on time and prepare my presentation. My supervisor Rony Zaman, he was very satisfied with the outcome of my research as I found out some valuable information for the organization needed to enter the market. After the probation period I was officially hired as an Intern in the organization.

● **Assignment on List Building**

The first month of my internship I had to build lists along with my other tasks. I had built lists of lawyers residing in Toronto. The list was prepared in an excel sheet that included name, business name, email address and phone number. I had to list 30 lawyer's information at least for every working day. I also made a list of website auditing. The listing was based how good, average or bad every website is. The listing file also had websites' call to action button, hotline information, website contents, enough information regarding their service, and links of social media accounts, awards and feedback etc. I was also asked to find accelerators and incubators in Toronto who are providing funds for start-up companies. I had to list investors who are providing programs which are easily accessible and who are giving good offers for start-up companies.

● **Assignment on Content**

During second period of my internship I was assigned to write content for Online Doctors Marketing website. To write content for the website I went through researching other competitors of the website to see what type of content they are providing and how I should write the content so that it could attract potential patients. I prepared my content according to what they are offering in their website. I wrote the bio, about us, steps to operate, feedback and every other details of the website. Gladly, I was able to impress my supervisor; she was satisfied with my writing. Then I was assigned to write content for other projects as well. I was assigned to write content for Toronto Dreams, Storage Split, grab a parking and Eat Outz.

● **Assignment on Preparing Business Plan**

During the third month of my internship period I was assigned to prepare business plans for the projects that we had been working on. We were divided into groups and worked on teams to prepare business plans for Toronto Dream Real Estate and Storage Split. We had to prepare how the business plan will be implemented, targeting and segmenting the market, market strategy, what type of services the business will offer, financial plan, projections, personnel plan etc. We were given very short period of time to prepare the business plan and we created was used in an accelerator program as an assignment so that our CEO could get a funding for his upcoming start-up projects. We also prepared other contents needed for the program's assignment.

iii. Chapter: 3

3.1 Rationale of the Study

Working under the Business Development Department was an opportunity to perceive how a business works and furthermore their showcasing angle; how an administration can be offered to potential buyers with the assistance of digital advertising. I found about the advertising exercises a business needs to perform and to uncover them in the online world and offer their administration. Directing exploration on industry, getting a review how it is functioning in this digital era and how to contend with the contenders and offer something extraordinary so they can acquire supportability in the business and get over the long haul. I additionally took the significance of web based life for organizations to develop and assemble a nearby and solid association with the clients. To go beyond the traditional marketing, the organization is adjusting digital promotion to target greater purchaser base to manufacture a two-route connection between the organization and shoppers; interfacing in a greater manner and spreading comprehensively. Consequently, I have picked this subject to discover how viable digital marketing would be for Bangladesh contrasted with Canada.

3.2 Statement of the Problem

My topic for this report is the future of digital marketing in Bangladesh. my goal is to discover how digital marketing can improve the general business of Bangladesh and how much new businesses can adjust the possibility of digital advertising into their business procedure and develop a solid strategy to spread all over the world.

3.3 Objective of the Study

To comprehend the significance of digital marketing in businessman's perspective, how they can use the digital stage to get potential customers towards their administration or what they are offering and how successful the general activity is with the traditional marketing.

3.4 Scope of the Study

The exploration of this research might be helpful for the new businesses in Bangladesh to comprehend the significant level and how enormous part digital marketing is playing in the digital world. This examination will assist them with consumer's perspective, how they associate with a specific brand and what should be done to catch their eye towards their

business. They will likewise comprehend the better approach to advance their business other than traditional marketing and that it is so simpler to interface legitimately with potential purchasers.

iv. Chapter: 4

4.1 Review of Related Literature

Internship opportunity in ACE360 Digital has helped me to achieve most of the methodology of my study. I was very dedicated as an Intern and I contributed to the launching of different businesses in different industries including real estate industry, medical industry, storage industry and law industry. I also had to conduct primary market research for the industries in Canada and set the methodology of the study. Additionally, with the help and guidance of my Supervisor, Rony Zaman, who was the head of the project, helped me to educate myself with in depth knowledge and overview of the whole industry. Furthermore, I also took help from my fellow co-workers to get necessary information needed for the project.

4.2 Methodology of the Study

Digital Marketing is focused on, quantifiable, and intelligent advertising of items or services to advance innovation for the potential purchasers. The key objective is to advance brands through an assortment of types of digital media. It is exemplified by a gigantic determination of administration, item and brand publicizing strategies, which essentially utilize the Internet as a center special medium and TV or radio. Digital advertising incorporates Internet promoting methods, for example, website improvement (SEO), SEM and third party referencing. It additionally reaches out to non-Internet channels that supply digital media, for example, phones (SMS and MMS), callback and on-hold portable ringtones, web-based social networking promoting, show publicizing, digital books, games, and any extraordinary structure of advanced media. As indicated by the Digital Marketing Institute, Digital Marketing is the utilization of computerized channels to advance or market items and administrations to buyers and organizations. In an area where media messages are ever present, advertisers have installed the business into every ways of life of the society. As the world has driven forward to change and develop, so has innovation. With the advancements and upgrades of innovation, the media venture has developed and custom fitted endeavoring has shaped into new methods to hold onto its customers.

4.3 Digital Marketing in Bangladesh

Marketing and branding was never a simple procedure. It takes issue and alluring publicizing and promotion to advance a brand. There are so many parts of Digital Marketing that work virally everywhere throughout the web. From the standard promotion to email advertising, internet business to web-based social networking do the whole activity to advance brand and contact huge amount of people. That is the reason customers from everywhere throughout the world respecting this new type promotion. Digital Advertising is one of the hands of the advanced Marketing. It has made the promoting of item significantly simpler. Traditional marketing used to be constantly costly. It's anything but an easy endeavor to make the new brands familiar to the individuals. Additionally, through standard promotion, it isn't practical to achieve a wide range of clients. In this way, Digital business comes up like a gift to the market. Along these lines by utilizing the long range informal communication page the organization can reach to the individuals. Advanced publicizing makes another extent of promoting like: the utilization of person to person communication site like Facebook, Twitter, and Viber so on. This new wave has made promoting and advertising nearer to individuals. As digital promotion has been utilized in the innovation like websites, long range informal communication site, electronic mail, etc, so it has turned out to be easier to achieve out the most number of people inside speedy range of time. As this promoting can grow virally, so it can cause individuals to comprehend about brands. In addition, internet business/web based purchasing is another capability of digital marking. Internet purchasing makes the presence simpler. Individuals do not need to go to the shopping center; through sitting home individuals can keep their required things. Indeed, even individuals can send things to each other. Indeed, even people can utilize the internet banking machine to pay easily. Individuals do not need to raise money and pull back money to pay which restrains the peril of dropping cash. Through composition web journals individuals can advance an organization or their works in the computerized universes where everybody get the right of section to experience. Even email marketing, websites, web advancement is the different parts of digital marketing to connect with a lot of people and advance brands.

4.4 Usage of internet in Bangladesh

The usage of the Internet in Bangladesh is gradually growing. There is 91.421 Million subscribers of Internet till the end of January, 2019 according to Bangladesh Telecommunication Regulatory Commission (BTRC).

4.5 Social Media

Digital marketing has not yet become a standard term in Bangladesh. Individuals in Bangladesh may be acquainted with the exercises of advanced advertising; in any case, they do not know about what its potential reality is. In Bangladesh digital marketing and promoting is making its own place in the control of marketing. However, this field needs greater improvement. The brand in Bangladesh needs to start their promotion more in the web world. The conventional marketing is extra expensive and it can unfurl through an exact channel and zone. Digital marketing can grow all inclusive which can spread the market more. Digital marketing shows brand commitment. Enterprises in Bangladesh are as yet not mindful of advanced advertising. For promoting the producer, the associations should perceive extra knowledge about digital advertising. As it is a compelling method for marketing, it will connect the most extreme individuals with least cost. 12 million buyers on Facebook from Bangladesh look for the business/café or organization to have a brisk diagram to see more. Since web based life is a conversational stage, purchasers can likewise look at remarks and see what others are stating. It is a single direction road. So if I have a brand, I would keep on putting resources into the Facebook page and commitment as likewise evaluate distinctive internet based social sites like Twitter as well. Discussions continuously can take zone on Facebook genuine fast which is an open door for brands to further do handle buyer's desires within less expensive way which is also snappier than previously. Buyers accept quick answers as well, so brands make sure to have a decent customer administration reaction group on Facebook and other web-based social networking frameworks to help drive deals and cost. Buyers are unmistakably encountering Facebook now since neighborhood telecom administrators publicize Facebook vigorously on promotions, boards and television. Organizations in regular are additionally putting Facebook address; anyway we do see the development of different stages, for example, Twitter, Instagram and Pinterest. On the off chance that brands start taking online life discussions to various frameworks and starts training purchasers, you will see a faster selection together. Facebook page and a client's newsfeed have a compelled genuine bequest space. So it's cunning for all brands to together advance different frameworks as well. Instagram is a magnificent method to advance "photograph challenges" with hashtags. Twitter is a legitimate method to make announcements on item discharges, consideration and power deals with purchasers who pursue sooner or later of the day. It's fast, brief and easy to unite with group of spectators. Pinterest is a decent helpful asset sharing board. Despite the fact that numerous individuals overlook,

connections and articles get lost in Twitter, Facebook and Instagram as there are such a large number of updates. Pinterest is the ideal board where you can stick things so your greatest resources or substance material you want to impart to your intended interest group does not get lost. Brands can make "style or way of life" posts where clients can watch as well.

4.6 Government's Action Regarding Digital Marketing

Bangladesh Government targets to make this country Digital by 2020. So the specialists have made each move to make the nation digitally stable. From open division to private area, each dependable work has been started using the digital way. Essentially, the legislature is urging more to fortify the monetary arrangement of the nation with advanced assistance with digital excess. The creating scope of e-marketing demonstrates the sound increment of the digital promotion everywhere throughout the nation.

v. Recommendation

While working as an Intern and writing this report I have understood and earned some knowledge which I want to deliver through some advice to enrich the future of Digital Bangladesh. These are given beneath:

- Government of Bangladesh should find a way to ensure web in every area of the nation for the specialists to make advanced Digital Bangladesh.
- Companies need to find a way to perceive individuals about the advantage of digital advertisement to compare with the common arrangement of promoting. So people will focus more on online presence.
- Companies moreover practice the arrangement of perseverance since it require some investment to show the outcome and viability than the standard technique for advertising.
- Digital promoting and advertising need to open in all locales, for example: social networking sites and mobile marketing.

However, these methodologies should be introduced by every private sectors and Bangladesh Government as well to educate people about the advantages of digital marketing.

vi. Conclusion

Digital marketing is growing day by day in the entire world along with the countries who are still at the under developed stage. It is a type of marketing that happens digitally over the web. In Bangladesh web client is developing gradually contrasted with various countries like: Pakistan and Afghanistan. Also, in Bangladesh both the non-open divisions and government work commonly growing the digital advertising since it is a stage to make advanced Bangladesh. Bangladesh is also using digital marketing for enormous improvement in ICT area. For this situation digital promotional is becoming an additional feature for our nation. Bunches of universal association contributes to our nation. For the most part of new business person control the undertaking of digital advertising. In Bangladesh, digital marketing is not free from any sort of perilous. It furthermore has a few dangers and impediments in our nation. The majority of the individuals in our nation remain in town and in numerous towns there is no electrical vitality and and the web. Along these lines, it is presently not feasible in Bangladesh to utilize just advanced marketing to draw in every one of the clients. Accordingly, a solitary association utilizes both digital and traditional marketing. Then again in spite of the fact that web is accessible in city here people are never again hesitant to make trade in their propensity. To utilize digital marketing in business venture, it takes additional charge to make webpages and it requires some investment than physical promoting. Bangladesh experts is in a situation to guarantee web and power for all the area and to all the people to achieve additional acknowledgment than existing time and it would be feasible for Bangladesh to connect with the rest of the world as well.

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