

Report On
**"Exploring Through the Digital Edge: Application of Present-day
Tactics in Modernized Marketing Digitally by CSR Axis Ltd."**

Submitted by

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A report on internship presented to the BRAC Business School in partial fulfilment of the requirements for the Bachelor of Business Administration degree.

Bachelor of Business Administration

Brac Business School

Brac University

May, 2024

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Declaration

I hereby declare the following:

1. This internship report done and submitted by me during the period of my enrollment at BRAC University is completely my own generated original work.
2. This internship report does not have any past published material by any third party, unless which I have properly cited with appropriate referencing.
3. This internship report has nothing contain any content which was submitted for any other degree at any other institution.
4. I have cited and acknowledged all my primary data sources of assistance.

Student's Full Name & Signature

Ehsan Ahmed

Id. of Student. 18304094

Supervisor's Full Name & Signature

Dr. Md. Arif Hossain Mazumder

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Dr. Md Arif Hossain Mazumder

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of The Internship Project Report

Dear sir,

I would like to submit my prepared report on “Exploring Through the Digital Edge: Application of Present-day Tactics in Modernized Marketing Digitally by CSR Axis Ltd.” To complete the essential requisites for getting Bachelor of Business Administration graduation degree from BRAC University, I am here obligated to fulfil this requisition. The report accumulates my job experience, application of academic expertise, and additional things from my 3-month long internship in Marketing area at CSR Axis Ltd. Joining with a wholly new team in such an completely unfamiliar circumference expedited my understanding of the work's to-do's, pros and cons, besides my duties along with the importance of a Marketing team within an organization. I have done this internship report based on your supreme guidance and detailed instructions.

I would like to convey my heartfelt gratitude for kindly approving this internship project report topic and guided me throughout the adequate processes to finish this project report.

Sincerely yours,

Student's Full Name & Signature

Ehsan Ahmed

Id. of Student 18304094

BRAC Business School

BRAC University

Date: 7th May, 2024

Non-Disclosure Agreement

This agreement has done between the CSR Axis Limited and the BRAC University's student, Ehsan Ahmed, signing below. By the signing of this declaration here, I, Ehsan Ahmed, hereby assure that exposing of any confidential data or any other significant facts showcased in this project report will not cause any harm to CSR Axis Ltd. This project report will be generated with the guidance of CSR Axis Ltd.'s office manager and besides with my regular process and procedures. Additionally, I will not be going to publish this project report online in future, though this report will be preserved at BRAC University part of internship program's official application procedure. Finally, I assure that the internship project report done here will not be harmful to the company and collected all sources of data will be acknowledged properly in its references section.

Acknowledgement

Firstly, I dedicate my heartfelt gratitude to almighty Allah for granting me the chance to get valuable work experience in such a renowned agency. As an must do and fulfilment component of my program of BBA, I have highly put my ultimate effort while doing this project report.

I am super grateful to my BUS400 supervisor, Dr. Md Arif Hossain Mazumder, Assistant Professor at BRAC Business School, BRAC University and my Co-supervisor Md. Kausar Alam, PhD. Assistant Professor of Accounting at BRAC Business School, BRAC University. I have learned a lot under their guidance, and their suggestions and instructions throughout the entire internship program have significantly enhanced the value of this report.

I would like to elicit my gratitude to Adel Wahid, CEO & Managing Director of CSR Axis Limited, for being my first mentor in the corporate world. He imparted invaluable real-life experiences which can be applicable to my work in future, provided me with opportunities to showcase my skills, and instilled in me the confidence to excel in the future. Additionally, I received significant support and guidance from Md Moinuddin Antu, Manager at CSR Axis Limited, who assigned me day-to-day tasks and provided me with valuable advice that helped me to learn and grow more confident.

Finally, I feel immense pride and happiness in having had the opportunity to undertake my internship in a renowned company, and I am forever grateful to those who have supported me throughout this journey. Their invaluable assistance has made it possible for myself to prepare this report. Furthermore, I would also like to express my gratitude to BRAC University and CSR Axis Limited for facilitating my entry into the corporate world.

Executive Summary

In this report it focuses on my 3 months duration internship experience at CSR Axis Ltd. which is one of the reputed marketing agencies in Bangladesh. CSR Axis Limited specialized at digital marketing by successfully implementing IMC on their clients based on a 360-degree approach. They are comparatively much affordable than other marketing agencies currently present in Bangladesh. I was used to response with those client's brand's customers on social media platform mostly on Facebook pages. To create a monthly report of those brand's social media campaign insights I had to use Microsoft Excel professionally which helped me to learn this software's application pretty well. I had to join meeting with clients to discuss about their upcoming plans on what will be the next campaign of their brands. By attending these meetings, I have learned how to properly take meeting minutes and report it to the authority when it is needed. I visited some of CSR Axis Ltd.'s client brand's offices and went there as an executive from CSR Axis Ltd. either to join a meeting or for the photoshoot of their products to see how it actually done by professionals. I had to calculate key performance indicator for client brands. Then assisting the designers to create brand creatives. The major goal of the internship was to apply the knowledge I had learned during the course of the program in real-world work environments. It assisted me in developing both new and mastered abilities, particularly those linked to time management, interpersonal, organizational, communication, etc. I learned how to prioritize my work and better manage my time through a number of challenges. Additionally, it has been helpful for me to learn how to balance my personal and work lives. A competitive edge in the job market, the development of leadership abilities, and the application of classroom information in the real world are all benefits of internships for students. Attending office at sharp 10:00 AM helped me to improve my punctuality. There was a rule if any interns miss to present at office before 10:15 (Here 15 minute is grace period) they have to come office and work for an additional working day. If someone is unable to come office physically, they had to work over the WhatsApp communication remotely. Working with the designers and other executives helped me to excel my teamworking ability. Giving idea for campaign and making creatives or copywriting boosted my critical thinking ability. Making reports for the brands has increased my analytical ability. The most fundamental step in pursuing a professional job is an internship. It provides the best opportunity for practical learning. I was seeking for new experiences and tasks. My career has improved as a result of my successful internship choice. Even though I was an intern in marketing, my responsibilities did not necessarily

revolve around my academic expertise. Instead, it felt more like an interactive experience that helped me learn more about the company's many facets and improve my personal qualities for when I enter the real world. From understanding the value of customer service to learning how branding functions in digital media, I acquired all the fundamental knowledge and abilities that would help me stand out when I apply for jobs.

Keywords: Digital, Marketing, Influencer, Social-media, SEO, Content, Trend, Tactics

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Chapter 1 Overview of Internship

1.1.1 Student Information

Name of Student: Ehsan Ahmed

ID of Student: 18304094

Program Name: Bachelor of Business Administration

Major Area: Human Resource Management and Marketing

1.1.2 Company Information Data

Company: CSR Axis Limited

Period of Internship: Three Months (From ¹⁴th November, 2022 to ¹³th February, 2023)

Department/Position/Post: Brand Executive

1.1.3 Organization Supervisor's Information

Name of Supervisor: Adel Wahid

Position: Chief Executive Officer & Managing Director

E-mail address: adelw.csraxis@gmail.com

1.2 Job Scope

Since joining CSR Axis Ltd. as a brand executive intern, I've focused on digital marketing-related activities. In just three months, this internship has allowed me to get valuable experience in my field. My friendly and encouraging boss, as well as the top executives, taught me a lot about office life and business manners. They welcomed me with open arms on the first day of my internship.

1.2.1 Work Activities

Week No.	Activities
1 st Week	On November 14, 2022, I began my internship. During the first week, my employer briefed me on the intern rules and regulations. He also introduced me to the designers and brand executives who work here.
2 nd Week	At the start of my second week, my manager gave me a thorough overview of CSR Axis Ltd.'s main initiatives. He went over the fundamentals of their services with me.
3 rd Week	Within my first three weeks on the job, my supervisor assigned me the responsibility of CRM (Customer Response Management) for our client firms.
4 th Week	My supervisor assigned me to focus on developing social media postings for a sanitary ware company as I approached my fourth week. Everything was explained on how to guide graphic designers for the posts.
5 th Week	I was working as a copywriter for one of our clients at the time.
6 th Week	I was working on reporting for our clients' overall digital marketing insights at the time.
7 th Week	My 7 th number week was spent outdoors photographing our client's brand promotional work.
8 th Week	My task for the eighth week was to inspect inventory of my boss's own clothes line.
9 th Week	Creating one-of-a-kind campaign concepts for our new clientele.

10 th Week	Assisting freshly hired interns with their duties.
11 th Week	Writing a Project Report for my Internship.
12 th Week	Writing the Project Report for my Internship.

1.3 Learning of Internship

1.3.1 Soft Skills Learned from Internship

- It has allowed me to put the marketing lingo I've been learning over the last four years to use.
- Second, I got to know how to control my rage when confronted with tight deadlines.
- By doing this program, now I know how to present myself more confidently and prepared to be a valuable asset to any company.
- The organisation has taught me how to handle team issues with maturity whenever they arise.
- It taught me how to effectively communicate on the job and how to prioritise teamwork over individual effort.

1.3.2 Functional Skills Learned from Internship

- Creating a spreadsheet report
- Properly communicating with customers
- How to manage a inventory

1.4 Outcomes of the Internship

1.4.1 Contribution of the student to The Organization

As an intern in Brand Executive, I helped the organisation in a variety of ways. As an intern, I've done everything in my power to help CSR Axis Limited succeed.

1.4.2 Assistance with typical office duties

In the agency the supervisor and other staff members were encouraging and provided me with countless opportunity to learn new skills during my internship period. As a result, I can assist my supervisors and coworkers. Organising sales paperwork, categorising Excel data files, and preparing reports are some examples.

1.4.3 Communication Skill

I was in charge of customer response management for a number of well-known commercial organisations and individuals. Aside from that, I directed designers to generate creative social media posts for promoting them. These are the few important contributions that I made for this position-

- Assisting the design team in creating daily creatives for brands.
- Doing research for York Hospital, CAL Bangladesh, Anwar Group, Ahsan Group, Paragon Group and others.
- Facebook marketing reports for numerous clients on a monthly basis.
- Developing KPIs (Key Performance Indicators) for a variety of brands.
- Recommending monthly timescales to clients for Anwar Cement, HUIDA, SMAB, and other Facebook advertising.
- Managing and supervising many Facebook competitions for Anwar Cement and Timeout Restaurant.

1.5 Student's Benefit

1.5.1 Real-life work experiences: This internship allows me to use what I've learned in my academic curriculum in a practical situation, boosting my hands-on experience. It also provides critical insights into professional workplace behaviour, expanding my understanding and skills in a real-world setting.

1.5.2 Policy on monthly remuneration: Interns are frequently not compensated for the time and effort they put into their internships. Interns' work, on the other hand, is highly recognised at CSR Axis Limited. As a result, CSR Axis Limited provides its interns with a monthly stipend.

1.6 Difficulties During Internship Period

1.6.1 Communication Difficulties: I was occasionally required to present in meetings with clients, and taking notes on the meeting minutes was a major difficulty for me, as I needed to write a report for our office job.

1.6.2 Transportation Problem: Our office does not provide transport for its employees. As a result, I had to rely on public transport. Because of high traffic on the road, I had to leave my house quite early in the morning most of the time in order to get to work on time.

1.6.3 Lack of Help by other staff members: Because everyone was so preoccupied with their everyday routines, no one had much time to talk with me about how to solve my problems.

1.7 Recommendation

1.7.1 Hiring Mentor: They should have appropriate mentors/supervisors for trainees because completing actual work is challenging for interns who don't know much.

1.7.2 Equipment upgradation: In their work environment, they employ incredibly slow computers. Providing speedy laptops will help them be more productive.

Chapter 2 Company Part

CSR Axis Ltd., a digital marketing agency in Bangladesh, provides an extensive variety of services to promote meaningful interaction. With the tagline "You have a product, and we have a story to tell," the company is dedicated to creating digital media campaigns that provide pertinent content for their valued customers. (2017, CSR Axis)

Following graduation, 3 young entrepreneurs established the agency in November 2014, initially as the country's first specialised PR and CSR company growth firm. Later, when they investigated all three sixty dimensions of advertising, they concentrated more on digital media. The agency has become one of the oldest and most promising companies in the market, with a workforce of over fifteen skilled specialists.



Figure 1 Mission, Vision, Values

2.1 Mission

In the words of Thompson, "A mission is an organization's essential purpose, including why it exists, the nature of its business, and the customers it serves" In the age of technology, commerce has transformed into a magnet for social interaction. CSR Axis' mission statement illustrates their commitment to its clients: The statement emphasises the company's commitment to assisting clients in meeting their aspirational advertising and communication objectives by providing

specialised counsel, creative solutions, and prompt services. This strategy blends skilled planning, creativity, and effectiveness to ensure that clients surpass their goals.

According to the operation's head, Mr. Adel Wahid (2017), they assess success by increasing revenue, brand visibility, and quantifiable methodologies that have been mutually decided upon by them as well as the clients they serve.

2.2 Vision

Kanter et al. define "vision" as "a clear image of a desired future state or goal that an individual or organisation aims to achieve through change." It embodies a larger, long-term goal that leads and inspires daily activities and decisions. By keeping the broader goal in mind, daily duties and efforts are linked with obtaining a final state, making sure each step undertaken is meaningful and adds to the entire journey towards the desired future. CSR Axis Ltd. aims to be the final option in marketing for an energised business.

2.3 CSR Axis Ltd's Culture and Core Values

During working for the company, I witnessed an outstanding work culture. CSR Axis Ltd. values its principles and only hires people who fully embody those values. The agency's leadership promotes a culture of pleased employees since it leads to contented clients. They believe there is a greater goal that can only be attained by functioning as a team. I've noticed that team members are empowered and aware of their own worth and capacity to have their voices heard. The opinions of the executive and the designer are equally vital to a creative, and for the majority of internal decisions, everyone's contribution is acknowledged. This helps the organisation create a work climate in which everyone feels appreciated, not just for what they do.

Core values of the organization are:

1. Deal-making ethics;
2. Consistent honesty;
3. Excellent quality;
4. Reasonable pricing;
5. Satisfaction with clients
6. Accountability and locality
7. Accepting the value diversity

2.4 Agency's Provided Services

Digital marketing: As digital media becomes more widely used, it will soon completely replace conventional marketing strategies. While the elder generation mourns the demise of printed materials such as weekly newspapers, books, communication devices, and conventional TV and radio broadcasts, the younger age embraces an exciting new world of technology communication. The truth is that electronic media's speed, performance, flexibility, and simplified approach to communication and advertising help customers as well as advertisers. Digital marketing is a new advertising strategy that is gaining traction. CSR Axis Ltd. is acquiring a successful and completely

handled advanced technique for positioning the brands via the suitable channels in the proper location at the right moment.

Marketing Campaign: CSR Axis Ltd., a marketing firm, investigates brands and creates innovative marketing strategies that appeal to the correct people and offer brands the greatest exposure.

material Development: The company understands the importance of creating relevant material with the target market in mind. This location's content creators create content for various digital media in order to achieve exact outcomes and maximise brand return on investment.

CSR Axis Ltd. is very competent at selecting the suitable footage and angles to be captured for visual media, which is crucial when marketing the brand to consumers. The agency ensures that its customers receive the best possible graphic content.

2.5 Agency's clients

CSR Axis Limited. is actively working with prominent companies in Bangladesh. They presently serve roughly 16+ brands because to their great digital marketing talents.



Figure 2 Clients of The Agency.

2.6 The Works of Agency

2.6.1 The Designs done by the agency

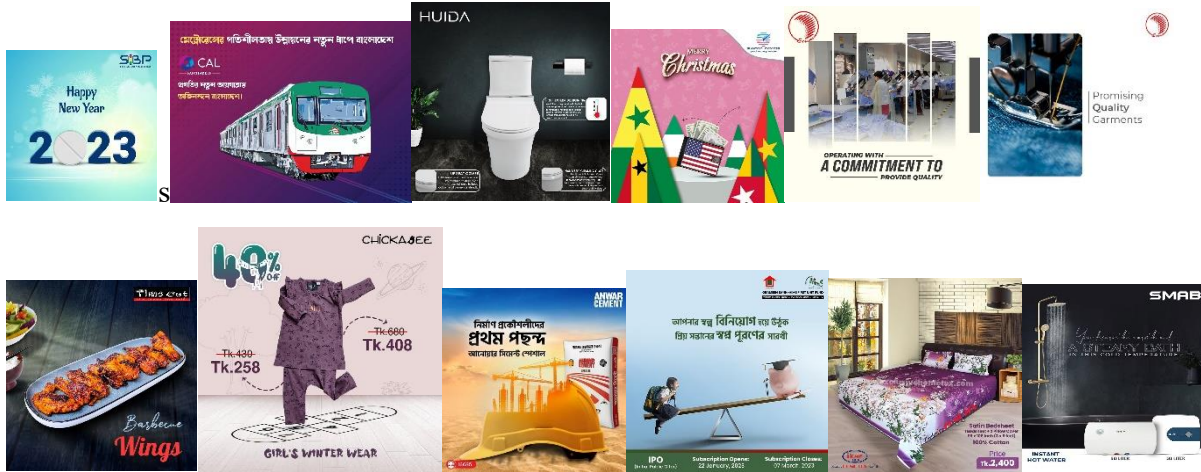


Figure 3 The Content Design of CSR Axis Ltd.

2.6.2 The motion works done by the agency

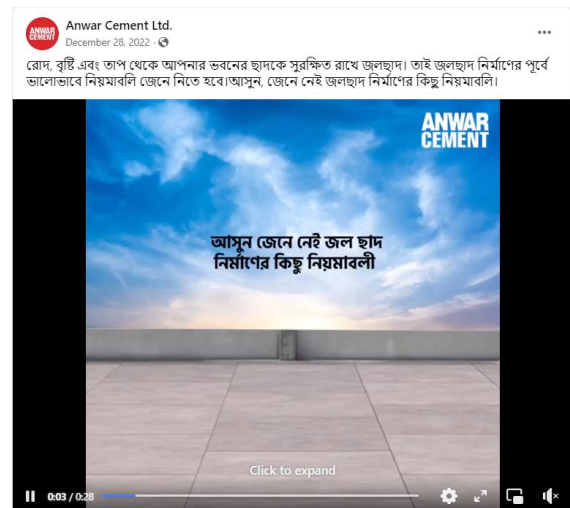
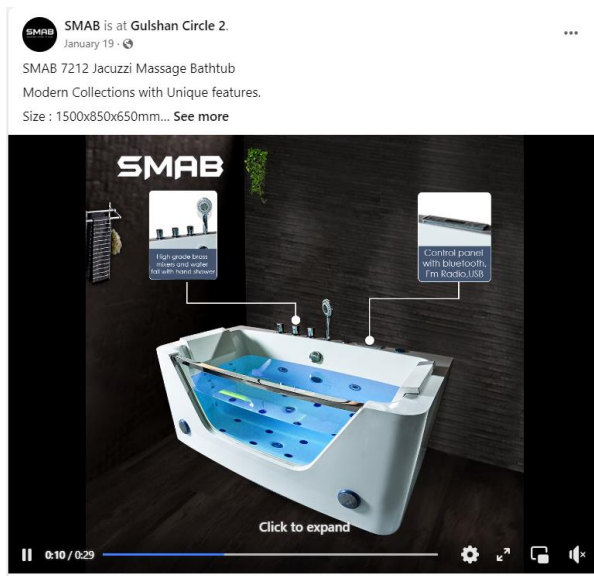


Figure 4 The Motion Works of CSR Axis Ltd.

FIFA WORLD CUP QATAR 2022

ANWAR CEMENT

WORLD CUP FIESTA

কুইজে অংশগ্রহণ করে জিতে নিন আকর্ষণীয় পুরস্কার এবং মেতে উঠুন বিশ্বকাপের আমেজে

আর্জেন্টিনার পক্ষ থেকে সর্বপ্রথম গোল করবে কে?

VS

আর্জেন্টিনা

সৌদি আরব

16685

16685

Figure 5 During World Cup campaigns creative design by the agency

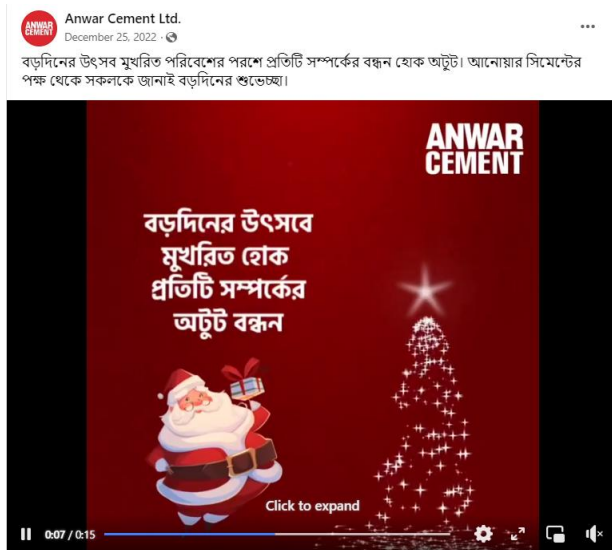


Figure 6 During Christmas and Valentine's Day campaign creative design by the agency

Above these are some graphical works I used to direct designers how it should be look like and besides I used to do the copywriting for these advertising posts. Upon design approval from my supervisor, I had to post it on those specific brand's respective social media.

2.7 Agency's Management Practices

2.7.1 Agency's Organogram

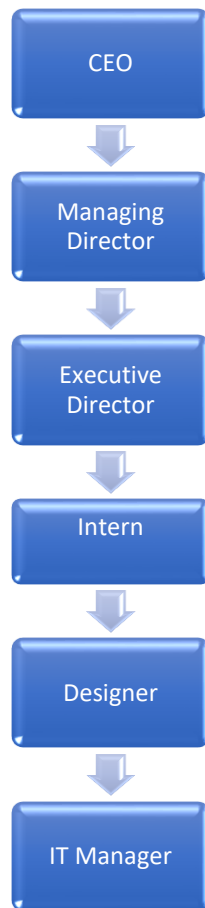


Figure 7 Agency's Organogram

The firm has two operational heads, Adel Wahid and Abdullah Al Mamun, one director of operations, Md Moinuddin Antu, who is also in charge of the accounts part, a pair of executives of brands and communication, 4 content designers, a response team consisting of two interns, and a single person, Md Azizul Haq Aziz, who is in charge of IT oversight and troubleshooting. The agency is adamant in its belief that coming together is only the beginning, that keeping together is growth, and that success as a team is gained via collaboration. Behind every one of their works that boost their clients' businesses is a team of captivating people with creativity and ideas which are certain to last and leave an impact.

2.8 Practices of Marketing

The techniques and approaches used by firms to promote and sell the goods or services they sell are referred to as marketing practices. It is an essential part of company management and business.

CSR Axis Ltd. promotes itself by word of mouth from its clients. They also have a website and a social networking site for advertising themselves digitally.

2.9 Agency's SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis

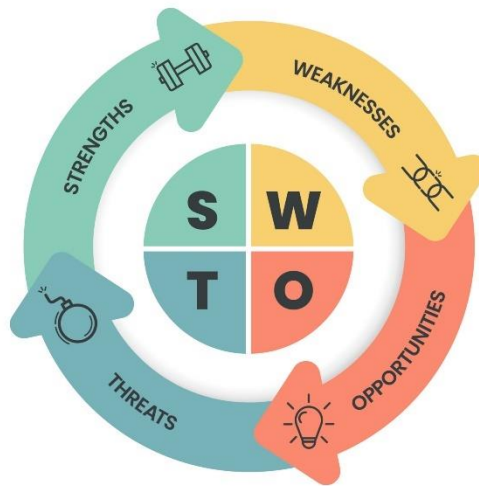


Figure 8 SWOT Analysis of The Agency

SWOT, an abbreviation for Strengths, Weaknesses, Opportunities, and Threats, symbolises the aspects of an organisation that are being examined. This technique, developed in the 1960s by professors Kenneth Andrews and Roland Christensen, was created with the same goal in mind as it is now—to improve a company's strategic planning.

A SWOT analysis, which considers all of the company's components, including opportunities, threats, and weaknesses, could provide insight. This achievement will make it a lot simpler for the marketing company to improve its performance in contrast to its competitors in the future. The S. W. O. T. study is another technique that a company can utilise to research its current position. Given all of these factors, it is widely accepted that performing a SWOT analysis is a crucial step before altering any part of a company's strategy.

CSR Axis Ltd., established in Bangladesh, is a renowned marketing and advertising agency. The following is a SWOT analysis of CSR Axis Ltd.:

2.9.1 Strengths of The Agency: Strengths are what an organisation excels at and what differentiates it from competitors, such as a strong brand, a loyal customer base, a strong balance sheet, distinctive technology, and so on (Kenton, 2023). For example, a hedge fund may have developed a proprietary trading technique that produces superior profits, generating discussions on how to leverage these achievements to attract new investors. CSR Axis Ltd.'s advantages are as follows:

1. **Strong Brand Presence and Reputation:** CSR Axis Ltd. has a solid brand presence and an excellent track record in Bangladesh's marketing and advertising business. They have a track record of successful marketing and long-term client connections.
2. **Diversified Service Offerings:** CSR Axis Ltd. offers a wide range of services, including advertising, public relations, marketing, and digital marketing. This versatility helps the organisation to meet a wide range of client needs and access numerous revenue streams. CSR Axis Ltd. sees itself as a dynamic and adaptive industry player, capable of satisfying varied client requests and capitalising on several market possibilities by providing a full suite of services.
3. **Significant Industry Expertise:** Having years of market experience, CSR Axis Ltd. has extensive industry expertise and insights. They are knowledgeable with local market dynamics, customer behaviour, and cultural subtleties, allowing them to deliver successful advertising strategies.
4. **A Diverse Talent Pool:** CSR Axis Ltd. may have a team of highly experienced experts with experience in several sectors of marketing and advertising. Their skilled personnel enables them to give high-quality services while being competitive in the business.

2.9.2 Weaknesses of The Agency: According to Kenton, vulnerabilities prevent an organisation from performing at its top, highlighting areas that need to be improved for long-term competitiveness, such as a weak brand, high turnover rates, excessive debt, a poor supply chain, or insufficient capital (Kenton, 2023). CSR Axis Ltd.'s flaws are as follows:

1. **Reliance on Conventional Advertising:** While CSR Axis Ltd.'s offerings have evolved to incorporate digital marketing, they may continue to rely largely on traditional advertising approaches. This could be a problem as the business continues to migrate to digital channels.

2. **Limited International Exposure:** While CSR Axis Ltd. is well-known in Bangladesh, they might have little international exposure in comparison to multinational advertising firms. This may have an influence on their ability to obtain multinational clients or participate in the global market.

2.9.3 Opportunities of The Agency: According to Kenton, opportunities include beneficial external elements that might provide an organisation with a competitive advantage. For example, a country's reduction in tariffs allows a car company to export its cars to a fresh market, increasing sales and market share (Kenton, 2023). CSR Axis Ltd. has the following opportunities:

1. **Expanding Digital Landscape:** CSR Axis Ltd. can capitalise on Bangladesh's increasing digital use by broadening their digital marketing offerings. They may assist businesses in effectively reaching their target audience using internet platforms, social media, and e-commerce.

2. **Working together and Partnerships:** By developing alliances with both local and international businesses, CSR Axis Ltd. has the ability to increase its reach and market presence. These collaborations can provide access to new markets and allow businesses to expand their reach. Furthermore, cooperating with various organisations provides access to a broader range of resources, boosting their ability to serve a more diverse clientele and strengthening their competitive position. Such strategic alliances could be critical to the growth and success of CSR Axis Ltd.

3. **Growing Interest in Integrated Marketing:** Many firms are beginning to recognise the value of integrated marketing campaigns that mix many channels and techniques. CSR Axis Ltd. can present itself as a comprehensive and coherent marketing solutions provider.

2.9.4 Threats of The Agency: Threats, as defined by Kenton, are elements that have the potential to do harm to an organisation. A wheat-producing corporation, for example, faces the prospect of a drought, which could result in crop loss or yield decline. Other prevalent challenges include rising material costs, increased competition, and a limited labour supply, among others (Kenton, [2023]). CSR Axis Ltd. faces the following threats:

1. Intense Competition: The advertising and marketing industry in Bangladesh is extremely competitive, with many local and foreign companies competing for clients. CSR Axis Ltd. risks losing clients to competitors who provide similar services.
2. Economic Factors: Financial crises or uncertainties can have an impact on firm marketing expenditures, resulting in lower demand for advertising and marketing services. CSR Axis Ltd. must adapt to shifting market conditions while still providing cost-effective solutions.
3. Evolving Consumer Behaviour: With the increasing popularity of digital platforms, consumer preferences and behaviours continue to evolve at a rapid pace. CSR Axis Ltd. must stay current on trends and technology in order to guarantee that their strategies correspond with evolving requirements of the demographic they are targeting.

2.10 Application of Porter's Five Forces



Figure 9 Porter's Five Forces

In 1979, Michael E. Porter, a Harvard Business School professor, created Porter's Five Forces of Competitive Position Analysis as a simple framework for assessing and evaluating a business the company's competitive edge and positioning. When using the Porter's Five Forces approach to the marketing agency industry, the following factors should be considered:

2.10.1. The Bargaining Power of Suppliers: Suppliers might include media businesses, producers, or freelancers in the circumstances of CSR Axis Ltd. If these suppliers have few options or high switching expenses, they might have greater leverage in negotiations, thereby affecting the agency's profitability.

2.10.2. The Bargaining Power of Buyers: Buyers in this situation would be the marketing agency's clients. Clients may have greater leverage when it comes to pricing and contract conditions if they have many options to pick from or can quickly transfer agencies. This has the potential to affect the agency's revenue and capacity to retain clients.

2.10.3. The Threat of New Entrants: Newcomers to the marketing industry can pose a minor threat. While starting an agency does not require considerable funding, creating a solid reputation, customer base, and creative ability can be difficult. However, digitization and technology improvements have reduced certain entrance barriers, resulting in increasing competitiveness.

2.10.4. The Threat of Substitute Services: Substitutions in the advertising sector can include in-house marketing departments or substitute marketing tactics like influencer marketing as well as social media campaigns. If clients consider these alternatives to be less expensive or efficient, interest in conventional advertising firm services may fall.

2.10.5. Competitive Rivalry Intensity: The advertising agency market is fiercely competitive, with multiple firms vying for customers and contracts. Competitive aspects include creative ability, industry expertise, relationships with customers, and pricing. To attract clients, agencies frequently participate in aggressive marketing and pitching, resulting in strong competition within the sector.

2.11 Recommendation

1. CSR Axis Ltd. should appoint an expert mentorship for their freshly hired interns to help them with their task.
2. They should prioritise quality over quantity in order to distribute their task evenly among their personnel.
3. They must guarantee that all of their workplace computers are in good working order or that they are upgraded to the newest hardware, as slow computers reduce work efficiency.

4. They need hire additional executives to complete their job by the deadline.

2.12 Summary

To summarise, as CSR Axis Ltd. navigates the digital frontier, its agency stays committed to staying ahead of the latest industry developments, ensuring that its customers benefit from the most innovative and effective marketing strategies. They recognise that marketing success extends beyond conventional tactics, and our team is ready to face obstacles head on and convert them into chances at growth.

They are looking forward to increasing their reach, developing new collaborations, and having an even greater influence in the marketing world. Their marketing agency is positioned for sustained excellence in the ever-changing world of marketing, with a committed workforce, an established track record, plus a dedication to client success.

Chapter 3 Project Part

3.1 Exploring Through the Digital Edge: Application of Present-day Tactics in Modernized Marketing Digitally by CSR Axis Ltd

3.2 Introduction

Digital marketing is a type of direct marketing that uses technological tools to connect buyers and merchants. It creates a dynamic platform for businesses to engage with their audience, permitting immediate and personalised interactions in multiple digital worlds, by utilising interactive technologies such as emails, websites, online forums, newsgroups, interactive television, and mobile communications. (2009) (Kotler and Armstrong). Digital marketing is a modern spin on old marketing philosophies that uses digital networks to promote items or businesses via electronic media. Digital marketing, as opposed to traditional marketing, focuses on the use of numerous platforms and approaches that allow organisations to analyse the performance of their marketing campaigns, frequently in real-time. This strategy deviates from the traditional focus on buying and selling, introducing a variety of innovative concepts and fresh areas within the marketing sector. The introduction of digital technology has moved the marketing perspective towards digital methods, which are commonly referred to alternatively as internet marketing, e-marketing, or web marketing. These terminology have emerged in tandem with the field. Although digital marketing is still a relatively new concept in Bangladesh, it has begun to gain traction. This shift reflects the global trend of using digital platforms for marketing, demonstrating a fundamental shift in how marketing is viewed and done in today's digitally-driven society.

3.3 Literature review

As the digital landscape evolves, digital marketing has become increasingly important in current business operations. The evolution of cell phones to smartphones, as well as the introduction of tablets and wearable devices, has had a considerable impact on marketing practices, demonstrating the growing relevance of mobile devices in determining marketing trends and strategies. 2015 (Newman). This literature study delves into significant themes, developing trends, and research findings connected to modern digital marketing methods.

3.3.1 Digital Marketing Evolution

According to Li et al., throughout the last two decades, there has been widespread agreement that marketing has undergone a dramatic transition known as 'Digital Transformation,' a phenomena widely acknowledged and studied by both industry experts and academics. Digital marketing, e-commerce, mobile services, and other technologies have ushered in a new era of connecting with customers and providing goods and services (Li et al., 2021).

3.3.2 Social Media Marketing

The COVID-19 epidemic has expedited the migration to social media and web apps for a variety of tasks, particularly in the marketing sector. It emphasised the importance of social media and mobile marketing, as individuals increasingly relied on these platforms for entertainment, socialisation, buying, and remaining informed (Mason et al., 2021). The statistics are unambiguous: Over half of the world's population, or around four billion individuals, actively use social media, with 98.8% access these sites via mobile devices. Advertisers who have been using social networking sites for a year or more reported much better results in generating traffic than those who have less expertise. However, it is worth noting that offline buying intentions continue to outnumber online transaction intents (Dubbelink et al., 2021; Mason et al., 2021; Patil et al., 2021; Statista 2022).

Social media has developed as a successful instrument for digital marketing (Johnson & Brown, 2020). Examining Johnson and Brown's work provides insights into the importance of social media networks in modern marketing methods. CSR Axis Ltd. used to hire influencers to promote their products. Influencers have the ability to increase the attractiveness of any company through unique and engaging content tactics. Any brand can gain the popularity it requires through continuous posts, reviews, articles, and videos made by influencers. Influencers on Instagram, in particular, are critical to the success of influencer marketing. Brands that are tiny in size, less well-known, and just not as sophisticated but want to increase sales favour influencers above notable celebrity endorsement.

Useful Data Analytics on Digital Marketing

Fact	% OR Absolute Number
Average Time an Individual Spends on SNSs	2 h & 2min/day
Considerations on ethical implications prior to invest on AI	25 % out of 250 companies
Feel comfortable receiving personalized marketing messages generated by automation tools, surprising them & helping make purchasing decisions	57% of surveyed consumers
Searches undertaken on Google actioned by voice	20%
Total number of active social media users	4.20 billion
Annual change (2020-2021) in the number of global social media users	+13.2 %
Total number of social media users accessing via mobile phones	4.15 billion
Most used Ad platform by marketers is Facebook	75%
Most used Social Media Platforms in U.S by businesses are Facebook, Twitter & LinkedIn	93%
B2B marketers are using more LinkedIn ads than Facebook vs B2C	39% vs. 21%
B2C marketers are more likely to use Facebook ads vs B2B	79% vs. 70%
Marketers plan on increasing their LinkedIn organic activities over the next 12 months	54%
Marketers plan on increasing their YouTube organic activities over the next 12 months	62%
Marketers plan on increasing their Instagram organic activities over the next 12 months	64%
New social media marketers mostly focus on Facebook & Instagram	86% & 68 %
Number of Marketers using social media marketing for 1 year or longer & report generating exposure for their businesses	83 %
Those who've used social media for 1 year or longer reported substantially better results driving traffic vs. those with less experience	72%+ reported benefits

Sources: Statista, 2022, Li et al., 2021, Mason et al., 2021, 2021 Social Media Marketing Industry Rep.

Table 1 Digital Marketing Data Analysis by Statista

3.3.3 Strategies of Content Marketing

The use of digital content and storytelling have developed as effective tools for experienced marketers, increasing value and engagement. Content in social media marketing should elicit positive feelings such as happiness and excitement, promoting direct, two-way connection between suppliers and customers. The content must be up to date, thorough, clear, and well-organized to allow for easy investigation. It should ideally be shareable and viral, as well as encourage positive word-of-mouth while providing sensory and emotional fulfilment for a better consumer experience. This strategy is especially crucial for Millennials, who, according to studies, place a significant importance on content quality (Yosep et al., 2021). At CSR Axis Limited., we took time to meet with our precious clients to learn about their customers'

demands, and then, by customising their desires, we generated content and created campaigns for their company's marketing strategies.

3.3.4 Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is a broad strategy that encompasses Search Engine Optimisation (SEO), Social Media Marketing (SMM), and other search engine-related activities. It seeks to improve search engine exposure through both organic (free) and sponsored traffic. SEM includes SEO, which involves changing the content and structure of a website in order to boost rankings on search engine result pages and optimise pay-per-click (PPC) adverts. For optimal efficiency, effective SEM necessitates a harmonious balance of organic and paid SEO methods that are linked with shared goals and metrics. Data analysis is critical in this process because it guides the development of subsequent approaches and the choice of relevant tools to boost traffic for certain keywords in both national and local search landscapes (Patil, Jadhav, & Patil, 2015).

3.3.5 Digital Marketing Technological Innovations

The present Industrial Revolution 4.0 wave that is sweeping domestic enterprises necessitates the seamless integration of digital technology into operational frameworks. The very existence of the digital creative sector has a significant impact on the growth of excellence in the creative industry. Technology is used throughout the invention and production processes to sustain, exchange, and enrich creative ideas. Almost every component of the creative digital product production process necessitates the use of technological advances. U. Rahardja, I. D. A. E. Yuliani, and S. Kosasi [2022]. Specifically, information technology is extremely useful in linking and organising various parties. A. U. Hasanah, Z. Fauziah, B. H. Hayadi, L. Meria, and Z. Fauziah [2022].

From the standpoint of the commercial sector, the online creative sector represents a technologically advanced creative industry. In the production of each product or service, the digital creative sector smoothly integrates artistic and digital elements. This industry creates one-of-a-kind and innovative information technology solutions to address a variety of business challenges. The digital creative sector, which includes motion picture companies, games, applications, social media, software, and digital music, uses digital technology as a critical engine for growth. M. Beisheim and C. Langner [2021]. Technology is an important part of the digital creative sector's business processes, working as a catalyst for the development of novel goods and services. It assists in locating the most appropriate reference resources for the production of creative products and facilitates the broad distribution of creative works throughout the global community.

3.3.6 Challenges and Opportunities

"Smart marketers are going to concentrate on the customer experience" (Angulo, 2016). It is not easy to navigate the digital frontier. The rising emphasis on privacy restrictions will be a significant challenge for digital marketers in 2023. With the rise of hacking incidents and privacy scandals, customers are becoming more aware of how their private data is used, according to Spectra Media [2023]. As a result, there is a rising desire for greater openness and oversight over the use of user data. Consumer behaviours are rapidly changing as technology continues to evolve. Because of the proliferation of mobile devices, for example, there has been a shift towards prioritising mobile-first surfing and shopping. Furthermore, social media platforms are increasingly being used for customer service and support. Marketers must be aware of these changing patterns and change their strategies accordingly in order to effectively connect with and engage their target audiences. Consumer 's attention spans are smaller than ever in today's quickly evolving digital landscape. Marketers must create information that is concise, visually appealing, and quickly attracts the viewer's attention. This is a difficult undertaking since it requires a thorough understanding of the target audience as well as the ability to create material that is both instructive and interesting.

Speaking of opportunities, according to Power Digital [2018], the employment of digital advertising instruments can help to provide consumers with converged media interaction. Consumers want a quick and easy experience as they go via numerous online advertising connections. These include media content that is expected, earned, paid for, and owned. Using social tools can help you determine the performance of various social media platforms in reaching those age groups most relevant to your brand. It is critical to recognise the value of synergy and cooperation between marketers and data systems specialists. Despite the ease with which information may be obtained as a result of exponential growth in data, the essential differentiation is in the value added to it. The advantage given to the information defines its value, and the true difference occurs when customers can notice it and choose to interact with it. Marketing in the age of technology is a team activity, emphasising the importance of creating an atmosphere that encourages open communication across department professionals. Interaction is essential for the growth of innovation.

3.4 Conclusion

Finally, this literature review synthesises major data from diverse studies, providing a full overview of current digital marketing methods. These publications' insights add to the ongoing debate on successful tactics in the shifting landscape of digital marketing.

3.5 Objectives

The goal of performing a project report on "Exploring Through the Digital Edge: Application of Present-day Tactics in Modernised Marketing Digitally by CSR Axis Ltd." is to get a full grasp of the current digital advertising tactics, trends, and problems. This paper seeks to investigate and analyse the various strategies used by organisations to build and improve their virtual presence, interact with the target audience, and accomplish their advertising goals in the digital domain.

Particularly, this project explores to-

3.5.1 Recognise Current Digital Marketing Strategies: Examine and record the most recent digital marketing methods and methodologies used by firms, which include but are not limited to social media marketing, content marketing, search engine optimisation (SEO), email marketing, and developing technologies.

3.5.2 Assess the Effectiveness and Impact: Examine the efficacy of various digital marketing tactics in fulfilling organisational goals, increasing brand visibility, and increasing customer interaction. Understand how these strategies affect key performance indicators (KPIs) like conversion rates, lead generation, and client retention.

3.5.3 Investigate Technological Innovations: Examine how technical advances like artificial intelligence, data analytics, and automation are incorporated into digital marketing campaigns. Understand their importance in campaign optimisation, personalisation of customer experiences, and overall effectiveness.

3.5.4 Examine the Difficulties and Opportunities: Identify company difficulties in the online advertising landscape and investigate potential for change. This could include data privacy concerns, algorithm updates, market saturation, and emergent platforms.

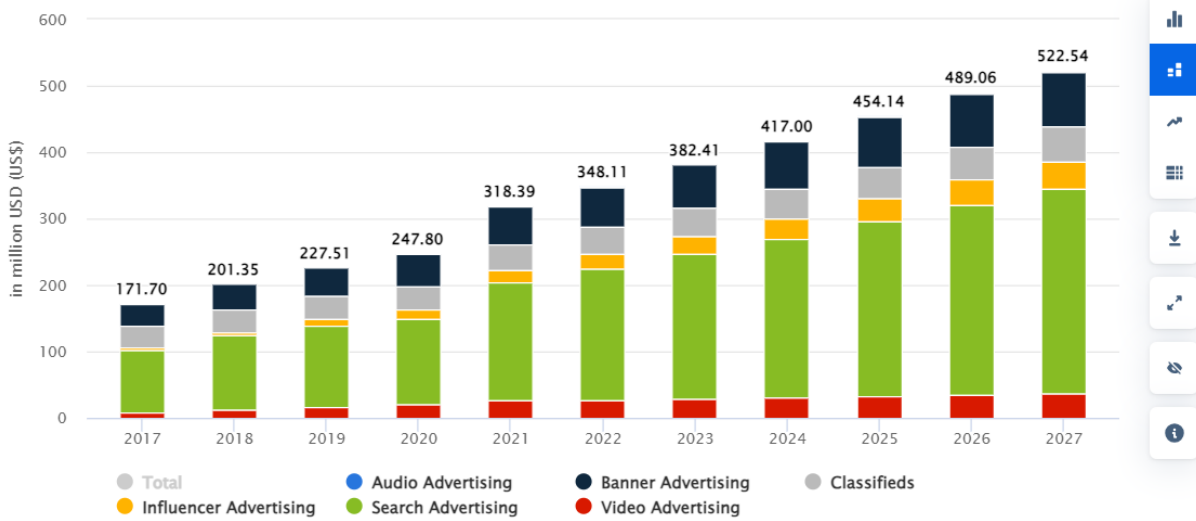
3.5.5 Provide Strategic Planning Insights: Provide research-based insights and recommendations to assist organisations in establishing educated and effective digital marketing strategy. This includes thinking about how to respond to industry developments, maximise ROI, and stay ahead in an increasingly competitive digital market.

In general, this research report intends to provide significant insights to digital marketing practitioners and scholars, encouraging a greater awareness of the current landscape and supporting strategic decision-making for organisations operating in this ever-changing context.

3.6 Scope of The Project

Digital marketers monitor metrics such as content views, regularity and length of contact, sales conversions, and content efficacy. Although the Internet is commonly linked with digital marketing, there are additional channels, such as radio stations, podcasts, electronic billboards, text messaging, SMS apps, smartphone apps, digital TV, and more. Digital marketing is critical for meeting social demands in a variety of fields, including capital growth, large-scale manufacturing, industrialization, and broadening the reach of commerce and trade.

AD SPENDING AD SPENDING GROWTH



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.
 Most recent update: Aug 2023

Figure 10 Concurrent digital marketing tactics

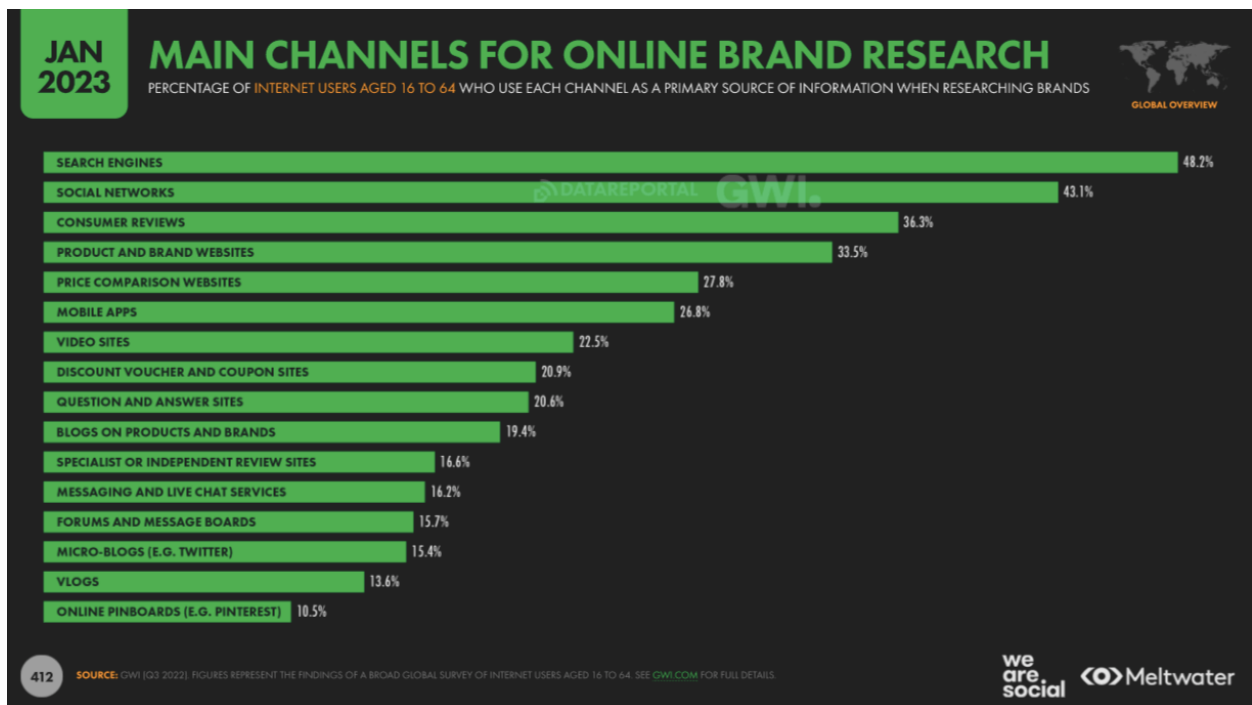


Figure 11 Digital marketing statistics sources to inform your marketing strategy

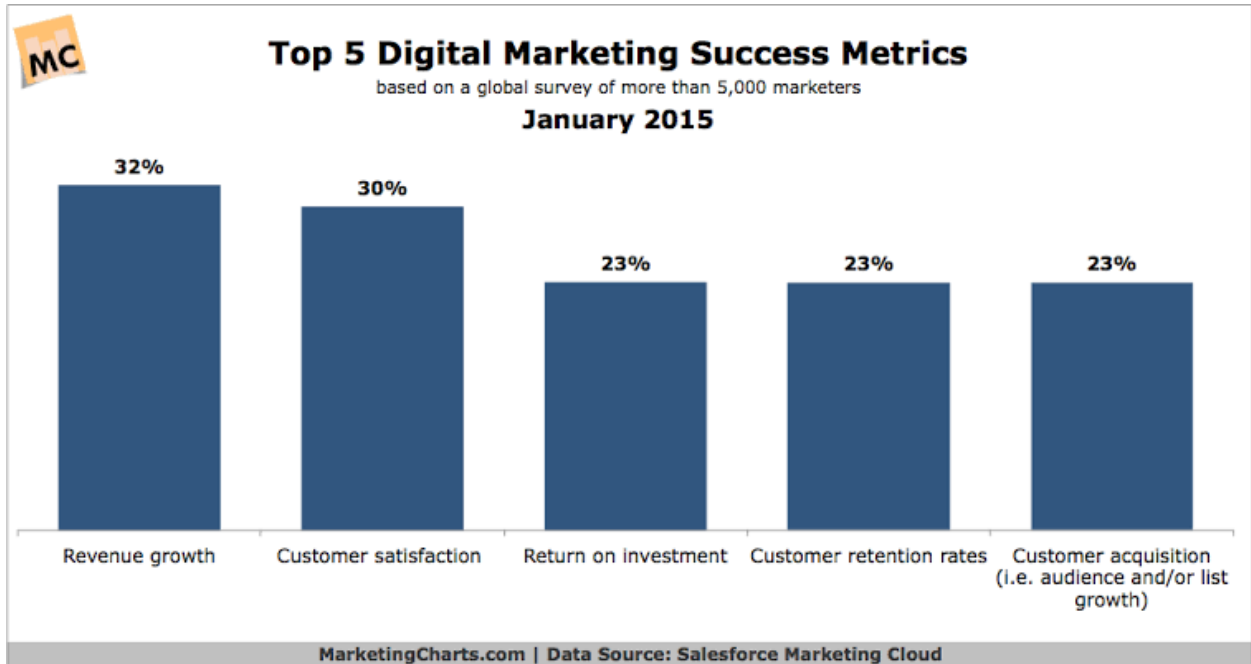


Figure 12 Examining the State of Digital Marketing from Marketing Charts

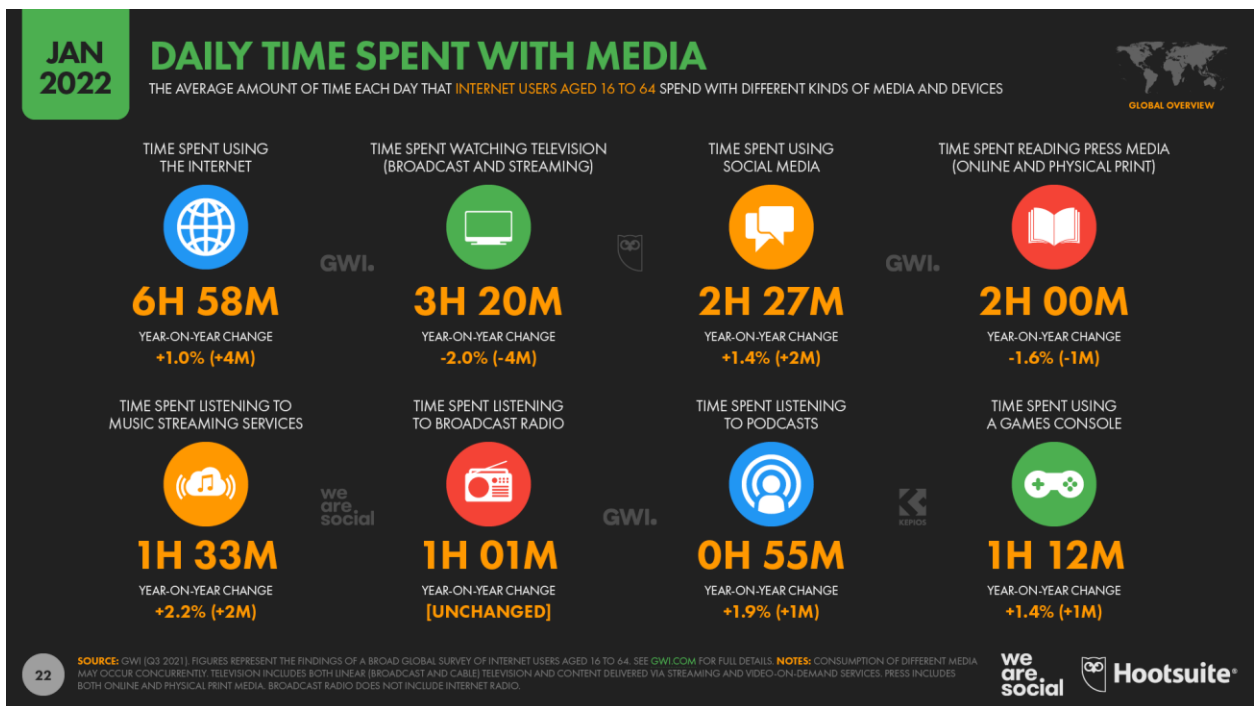


Figure 13 From Hootsuite Digital Marketing and Social Media Marketing States and Facts

3.7 Research Question

1. How do organisations negotiate the digital frontier tactically in order to effectively implement and optimise modern digital marketing approaches for increased client engagement and competitive edge?
2. In today's changing digital marketplace, how do modern digital marketing approaches add to the efficacy of online company visibility and customer engagement?
3. How do brands use digital marketing tools to measure customer demand, and how do marketing agencies play a role in this process?

3.8 Methodology

Methodology is the methodical and theoretical examination into techniques of gathering facts and information in order to make judgements. It comprises deciding whether or not different techniques are appropriate for use in a specific sector of research. Through a range of research tools, including previously published studies, polls, interviews, and other methods, the methodology integrates both past and present data. The current study employs both primary and secondary data sources. The qualitative research methodology is being used here.

3.9 Sources of Data

A source of data is the medium by which data is collected. The data source as a medium for data collecting, has two major types: primary and secondary. Both are used in the study, suggesting an in-depth approach to analysing data by combining many sources of information.

3.10 Primary sources

3.10.1 Direct observation: Throughout my internship, I witnessed many digital marketing operations firsthand, and I used that knowledge to prepare my report.

3.10.2 Questionnaire: In this survey, the customer is asked a series of questions in order to gain insight into their impressions about digital marketing operations in Bangladesh. The questionnaire provided has various multiple-choice questions, the majority of which are dichotomous in nature.

3.11 Secondary Sources

This study's sources of information include:

- Yearly filings from a variety of digital marketing companies and agencies.
- Articles on digital marketing in Bangladesh from the Government of the People's Republic of Bangladesh and other foreign policy management organisations.
- Multiple academic publications by university graduates and professors, as well as material from printed newspapers, online journals, and several Bangladesh-based online magazine sites.

3.12 Sample Design

This study focuses on uncovering ongoing digital marketing trends in Bangladesh, with its sample design comprising certain, relevant points to reach this goal.

Target demographic: General population

Range of Age: From twenty one to sixty six years

Gender: Males & females

Size of sample: One hundred and fifty one participants

3.13 Limitation of the Study

The following limitations apply to the study:

- The research survey programme was only 3 months long, which was insufficient for obtaining comprehensive knowledge and performing a thorough and fruitful investigation.
- Insufficient publications, official legitimate legal records, and articles referring to this carried out research were available.
- The study was hampered by the scarcity of digital marketing organisations in Bangladesh, as well as their reluctance to give crucial information.
- Because this was my debut at doing such a study, inexperience appeared as a significant problem restricting the research.

3.14 Findings & Analysis

The study included a survey of one hundred and fifty one randomly selected participants, with data analysed using Microsoft Excel and SPSS. It displays the results using univariate and bivariate data analysis methodologies, as described in the following sections.

3.15 Univariate Data Analysis

3.15.1 Gender

According to a study on gender distribution in Bangladesh's e-commerce activities, males dominate this sector, accounting for 73% of all e-commerce interactions, while females account for only 27%. This data indicates a large male predominance among survey respondents in Bangladesh's e-commerce landscape.

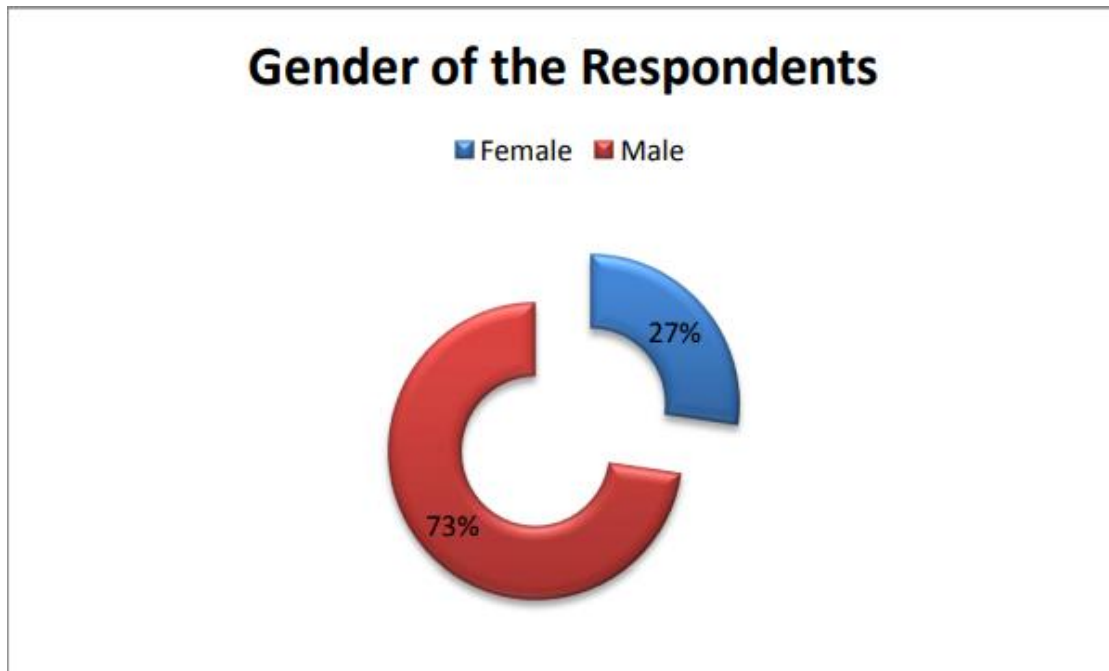


Figure 14 Gender

3.15.2 Age

According to a recent survey and research conducted by an online distribution network, individuals aged twenty to thirty years compose the greatest user group. The demographic age categories of thirty to forty years and forty-one to fifty years are in second and third place, respectively. One noteworthy cause for this pattern is the increased proclivity of people aged

21 to 30 towards technology and its application. This cohort is at the forefront of the technological revolution and is more willing to engage in online buying.

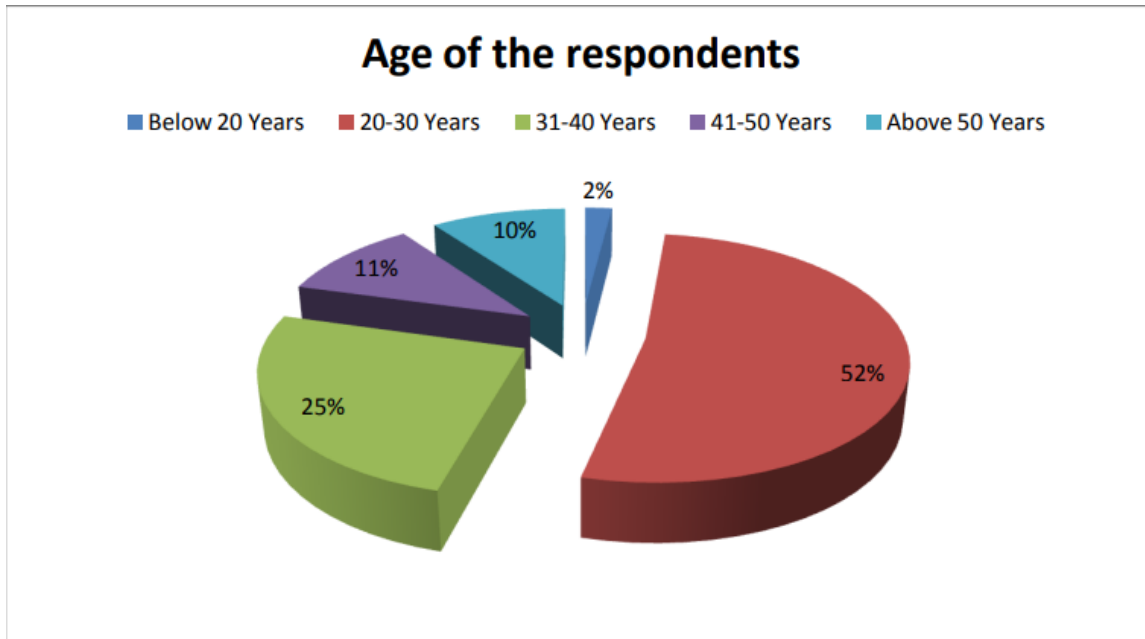


Figure 15 Age

3.15.3 Occupation

The research divides respondents into four categories: those who do business, those who work as doctors, those who work in engineering, those who work as farmers, those who are not involved in any profession, such as housewives, those who are now studying as students, those who teach, and others. According to the data, students account for 31% of all responses. The remainder of the percentages are as follows: five percent Businessman (5%), thirteen percent Doctor (13%), eight percent Engineer (8%), three percent Farmer (3%), four percent Housewife (4%), twenty two percent Job Holder (22%), seven percent Teacher (7%), and eight percent of Others (8%) are the most common occupations. Notably, more than half of the digital market consumers in this survey are either students or people in entry-level positions, emphasising the importance of younger or early-career demographics in digital market

involvement.

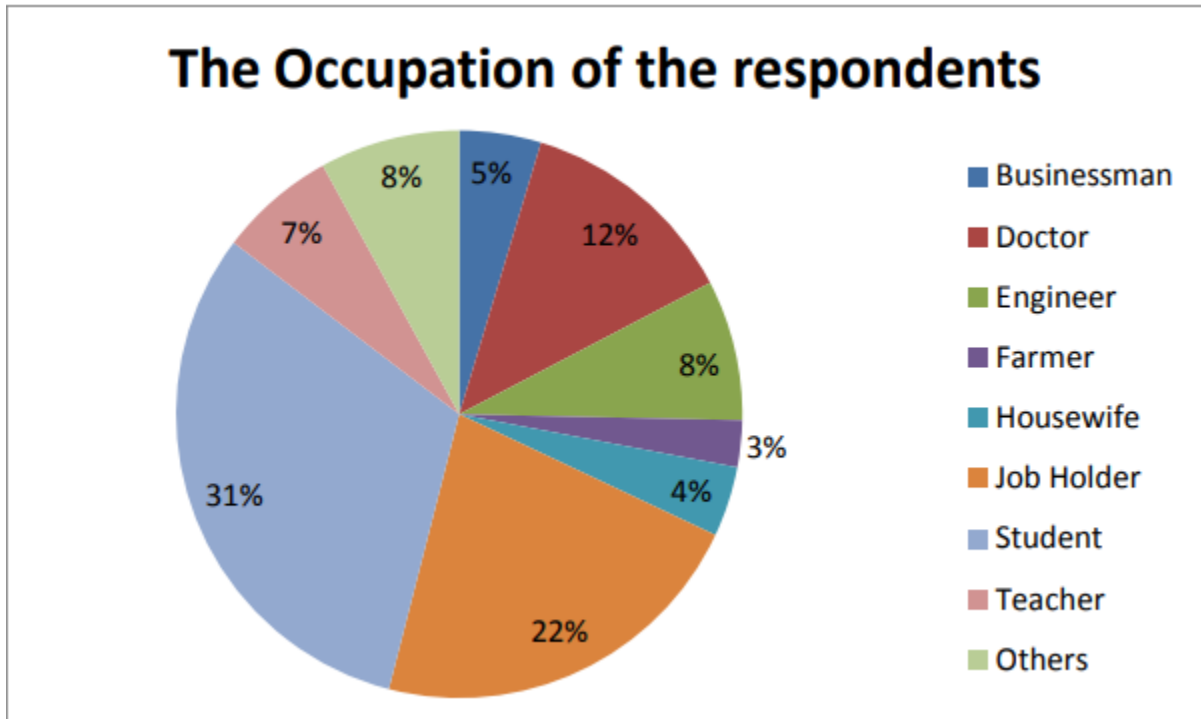


Figure 16 Occupation

3.15.4 Educational Background of the survey participants

Educational background is one factor that has been chosen for data analysis. To categorise educational backgrounds, five sections have been created: Secondary School Certificate., Higher Secondary Certificate, Bachelor of Science/Bachelor of Arts, M.S./PHD, and Others. These sectors yielded detection of 28%, 15%, 37%, 5%, and 15%, in that order. Higher education holders have been shown to be the most involved in Bangladeshi digital marketing.

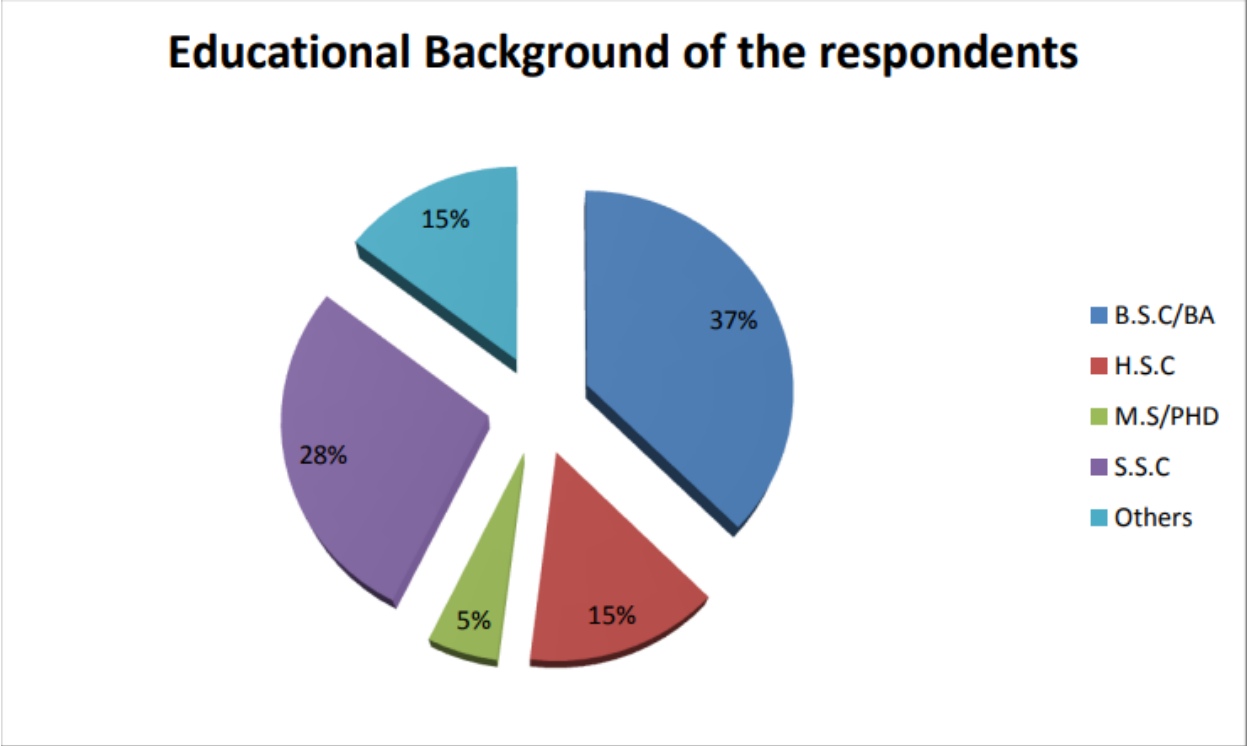


Figure 17 Educational Background of respondents

3.15.5 Digital Marketing Awareness

As shown in Figure 18, the factor of digital marketing awareness was chosen for data analysis. It's separated into two sections: yes and no. The findings in both industries are 96% and 4%, respectively. It is apparent that the majority of people in Bangladesh have a positive perception of digital marketing.

Consciousness About Digital Marketing

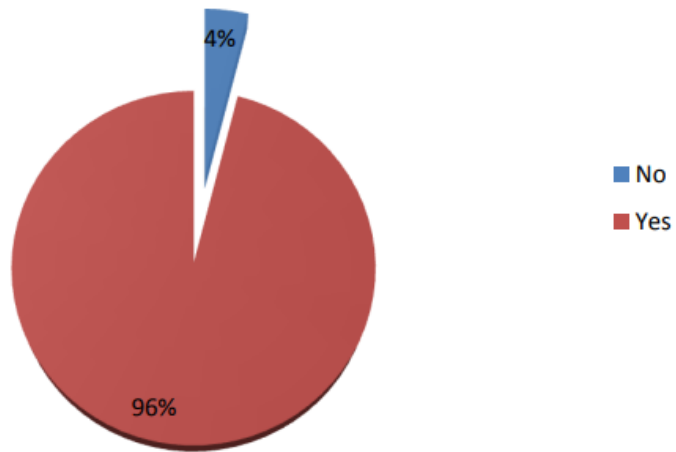


Figure 18 Awareness of Digital Marketing

3.15.6 Preference of Digital Marketing

Data was classified as 'yes' or 'no' for analysing Digital Online Marketing Preference. The results demonstrate a clear preference, with 21% voting "no" and 79% voting "yes." This suggests that respondents have a strong preference for digital web marketing in their daily lives.

Preference of Digital Marketing

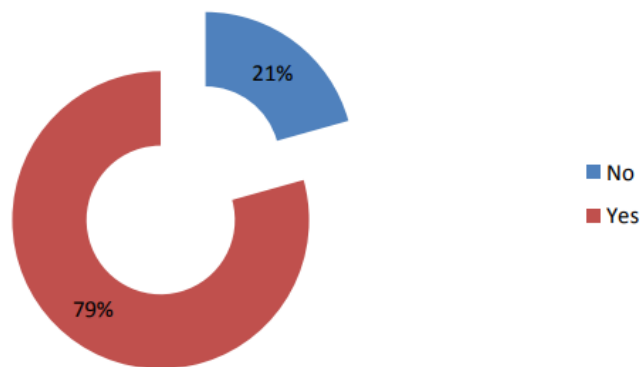


Figure 19 Digital Marketing Preference

3.15.7 Digital Marketplace

The assessment of Digital Marketing Sources was one of the parameters chosen for data analysis. These sources were used to construct five sections: Paper/Media, Google, YouTube, Facebook, and Leaflet/Others. According to the proportion, the percentages obtained in these industries are fourteen percent, fifty six percent, seven percent, fourteen percent, and nine percent. Google has been demonstrated to be the most preferred source of knowledge about digital marketing in Bangladesh.

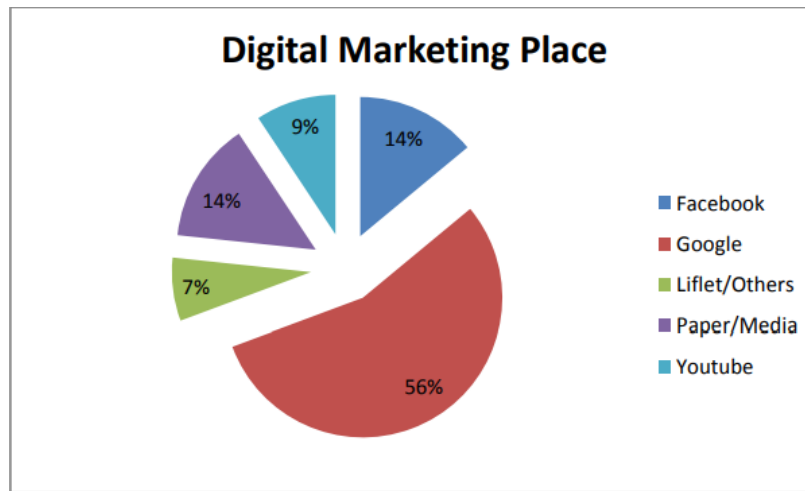


Figure 20 Digital Marketplace

3.16 Bivariate Relationship of Acquired Data

3.16.1 Location Area and Gender

In the study's Table 2, a bivariate link between geography and gender in Bangladesh's digital marketing landscape is shown. It demonstrates that males outnumber females in all areas of digital online marketing operations. Females in more affluent locations, notably Cantonment, Dhanmondi, and Gulshan, demonstrate stronger participation in digital marketing than females in other areas.

	Gender					
	Female		Male		Total	
	Count	No.	Count	No.	Count	No.
Location Cantonment	6	50.0%	6	50.0%	12	100.0%
Dhanmondi	12	36.4%	21	63.6%	33	100.0%
Gulshan	7	35.0%	13	65.0%	20	100.0%
Mirpur	6	20.7%	23	79.3%	29	100.0%
Motijhil	6	26.1%	17	73.9%	23	100.0%
Uttora	11	30.6%	22	69.4%	36	100.0%
Total	45	30.0%	105	70.0%	150	100.0%

Table 2 Location area and Gender

3.16.2 Age Range and Gender

In digital marketing, Table 3 depicts the bivariate association between age category and gender. According to the findings, men responders led in all age groups. Adult females, on the other hand, show significant interest. Interestingly, both male and female participants in the 60-69 age group engage in digital marketing equally, showing an equal input from each gender in this demographic

group.

	Gender					
	Female		Male		Total	
	Count	No.	Count	No.	Count	No.
age category 20 - 29 years	26	34.2%	50	65.8%	76	100.0%
30 - 39 years	11	26.2%	31	73.8%	42	100.0%
40 - 49 years	5	23.5%	12	76.5%	17	100.0%
50 – 59 and 60 – 69 years	5	25.0%	10	75.0%	15	100.0%
Total	45	30.0%	105	70.0%	150	100.0%

Table 3 Age Range and Gender

3.16.3 Participant's Occupation and Gender

Table 4 shows the bivariate association between occupation and gender in digital marketing, revealing that men outnumber women across all occupations. However, the analysis shows that females, particularly those in positions such as businessmen, doctors, and students, have a higher level of engagement in digital marketing than other occupations, implying a significant participation of women in these specific fields within the digital marketing sector.

	Gender					
	Female		Male		Total	
	No.	%	No.	%	No.	%
Occupation Businessman	2	28.6%	5	71.4%	7	100.0%
Doctor	5	26.3%	14	73.7%	19	100.0%
Engineer	4	28.6%	10	71.4%	14	100.0%
Housewife	6	100.0%	0	.0%	6	100.0%
Teacher	1	12.5%	7	87.5%	8	100.0%
Student	19	28.8%	47	71.2%	66	100.0%
Others	8	26.7%	22	73.3%	30	100.0%
Total	45	30.0%	105	70.0%	150	100.0%

Table 4 Participant's Occupation and Gender

3.16.4 Correlation between the Gender and Education

In digital marketing, Table 5 demonstrates the bivariate association between education level and gender. Male dominance is seen across every level of education, according to the data. It also demonstrates that female respondents with BSc/BA and M.S/PhD degrees have a greater interest in digital marketing than females at other educational levels, indicating that academically accomplished women are more involved in this industry.

		Gender					
		Female		Male		Total	
		Count	No.	Count	No.	Count	No.
Education	S.S.C.	11	26.2%	31	73.8%	42	100.0%
	H.S.C	8	36.4%	14	63.6%	22	100.0%
	B.S.C/BA	15	27.3%	40	72.7%	55	100.0%
	M.S/PHD	3	37.5%	5	62.5%	8	100.0%
	Others	8	34.8%	15	65.2%	23	100.0%
	Total	45	30.0%	105	70.0%	150	100.0%

Table 5 Education and Gender Correlation

3.16.5 Awareness of Digital Marketing and Gender

Table 6 depicts the bivariate association between digital marketing concerns and gender, demonstrating that male respondents are more concerned about digital marketing challenges than their female counterparts.

		Gender					
		Female		Male		Total	
		Count	No.	Count	No.	Count	No.
Digital Marketing Conscious	Yes	42	29.2%	102	70.8%	144	100.0%
	No	3	50.0%	3	50.0%	6	100.0%
	Total	45	30.0%	105	70.0%	150	100.0%

Table 6 Awareness of Digital Marketing and Gender

3.16.6 Source of Market and Bivariate Relation with the Gender

Table 7 shows the bivariate association between market source and gender in digital marketing, with Google ranking first. Furthermore, the study reveals a roughly equal number of male and female YouTube users, demonstrating a balanced gender distribution among YouTube viewers in this context.

		Gender					
		Female		Male		Total	
		Count	No.	Count	No.	Count	No.
Market Source	Facebook	4	19.0%	17	81.0%	21	100.0%
	Google	28	33.7%	55	66.3%	83	100.0%
	Liflet	4	36.4%	7	63.6%	11	100.0%
	Paper	3	14.3%	18	85.7%	21	100.0%
	Youtube	6	42.9%	8	57.1%	14	100.0%
	Total	45	30.0%	105	70.0%	150	100.0%

Table 7 Source of Market and Bivariate Relation with the Gender

3.16.7 Online Digital Marketing Preference VS Gender

Table 8 shows the bivariate link between gender and favoured online marketing, which demonstrates that the majority of men who responded prefer online marketing. Although female respondents prefer internet marketing, their preference is less obvious when compared with males, demonstrating a gender discrepancy in choice levels for digital advertising tactics.

	Gender					
	Female		Male		Total	
	Count	No.	Count	No.	Count	No.
Prefer Online Market Yes	37	31.1%	82	68.9%	119	100.0%
No	8	25.8%	23	74.2%	31	100.0%
Total	45	30.0%	105	70.0%	150	100.0%

Table 8 Online Digital Marketing Preference VS Gender

3.16.8 Occupation and Age Range

Table 9 shows the bivariate association between profession and age category in digital marketing, with students being the most prevalent group. The study also found that students in the younger demographic, especially those aged 20 to 29, have a higher level of involvement with digital marketing than people in other occupations and age groups, emphasising the importance of younger students in this arena.

	age category												
	20 - 29 years		30 - 39 years		40 - 49 years		50 - 59 years		60 - 69 years		Total		
	Count	No.	Count	No.	Count	No.	Count	No.	Count	No.	Count	No.	
Occupation	Business	2	28.6%	4	57.1%	0	.0%	0	.0%	1	14.3%	7	100.0%
	Doctor	10	52.6%	7	36.8%	0	.0%	2	10.5%	0	.0%	19	100.0%
	Engineer	5	35.7%	1	7.1%	6	42.9%	2	14.3%	0	.0%	14	100.0%
	Housewife	4	66.7%	0	.0%	1	16.7%	0	.0%	1	16.7%	6	100.0%
	Teacher	2	25.0%	5	62.5%	0	.0%	1	12.5%	0	.0%	8	100.0%
	Student	33	50.0%	20	30.3%	7	10.6%	5	7.6%	1	1.5%	66	100.0%
	Others	20	66.7%	5	16.7%	3	10.0%	1	3.3%	1	3.3%	30	100.0%
	Total	76	50.7%	42	28.0%	17	11.3%	11	7.3%	4	2.7%	150	100.0%

Table 9 Occupation and Age Range

3.16.9 Occupation and Education

Table 10 shows the bivariate association between profession and age category, which demonstrates that students, particularly those with BSc/BA/MBBS degrees, are the most dominating group in online marketing, demonstrating their major involvement in this industry.

		Education											
		S.S.C.		H.S.C		B.S.C/BA/M BBS		M.S/PHD		Others		Total	
		Count	No.	Count	No.	Count	No.	Count	No.	Count	No.	Count	No.
Occupation	Businessman	0	.0%	1	14.3%	3	42.9%	0	.0%	3	42.9%	7	100.0%
	Doctor	0	0%	0	0%	14	70%	5	25%	1	5%	20	100.0%
	Engineer	2	14.3%	0	.0%	9	64.3%	0	.0%	3	21.4%	13	100.0%
	Housewife	2	33.3%	0	.0%	2	33.3%	0	.0%	2	33.3%	6	100.0%
	Teacher	3	37.5%	3	37.5%	1	12.5%	0	.0%	1	12.5%	8	100.0%
	Student	18	27.3%	13	19.7%	20	30.3%	6	9.1%	9	13.6%	66	100.0%
	Others	10	33.3%	4	13.3%	12	40.0%	2	6.7%	2	6.7%	30	100.0%
	Total	42	28.0%	22	14.7%	55	36.7%	8	5.3%	23	15.3%	150	100.0%

Table 10 Occupation and Education

3.16.10 Occupation & Online Preferred

Table 11 depicts the bivariate connection between occupation and preference for internet marketing. According to the findings, engineer respondents outperform other respondents in digital marketing.

		Prefer Online Market					
		Yes		No		Total	
		Count	No.	Count	No.	Count	No.
Occupation	Businessman	5	71.4%	2	28.6%	7	100.0%
	Doctor	14	73.7%	5	26.3%	19	100.0%
	Engineer	13	92.9%	1	7.1%	14	100.0%
	Housewife	4	66.7%	2	33.3%	6	100.0%
	Teacher	7	87.5%	1	12.5%	8	100.0%
	Student	55	83.3%	11	16.7%	66	100.0%
	Others	21	70.0%	9	30.0%	30	100.0%
	Total	119	79.3%	31	20.7%	150	100.0%

Table 11 Occupation & Online Preferred

3.16.11 Occupation & Online Marketing Aware

Table 12 depicts the bivariate link between occupation/employment opportunities and awareness of digital marketing and advertising. According to the findings, people in numerous fields are quite concerned about digital marketing.

	Digital Marketing Conscious					
	Yes		No		Total	
	Count	No.	Count	No.	Count	No.
Occupation Businessman	7	100.0%	0	.0%	7	100.0%
Doctor	19	100.0%	0	.0%	19	100.0%
Engineer	14	100.0%	0	.0%	14	100.0%
Housewife	6	100.0%	0	.0%	6	100.0%
Teacher	6	75.0%	2	25.0%	8	100.0%
Student	63	95.5%	3	4.5%	66	100.0%
Others	29	96.7%	1	3.3%	30	100.0%
Total	144	96.0%	6	4.0%	150	100.0%

Table 12 Occupation & Online Marketing Aware

3.17 Findings

The numerical data was analysed in univariate and bivariate relationships. The preceding subsections contain detailed descriptions of the analysis. The following are the key findings:

- The bulk of report respondents are male, accounting for over seventy three percent.
- A sizable number of responders, around seventy percent, are between the ages of twenty one and forty.
- In Bangladesh, there is a high degree of awareness of digital marketing, and a large majority of respondents, approximately seventy nine percent, choose online marketing.
- Several interesting bivariate associations, such as demographic category and preferred online purchase, have been observed in the collected data.
- Other bivariate associations were found to be insignificant.

3.18 Recommendations and Conclusion

Digital marketing is an important aspect of the ICT era in Bangladesh. This paper provides a complete analysis of the difficulties, prospects, and user feedback. Finally, this chapter outlines suggestions for further guidelines.

3.18.1 Recommendations

Here are some suggestions for expanding the breadth and employment options in Bangladeshi digital marketing:

1. Create a unified platform that brings all hierarchical players together, including government, corporate personnel, advertising agencies, media, and technological actors, to handle difficulties and realise shared goals.
2. Invest in the creation of infrastructure to make digital media resources more accessible.
3. Incorporate a successful and effective multimedia course into the curriculum from high school to university-level courses.
4. Host more interactive digital media events or programmes, such as Digital Marketing Summits, that offer a structure for recognised advertising and digital marketing keynote speakers to share their perspectives, discuss recent evaluations and modern strategies, encourage creativity, and promote the application of digital marketing.
5. Improve the effectiveness and organisation of government initiatives around the country targeted at teaching students in various digital media skills, ensuring participants receive adequate recognition and benefits.
6. Provide low-interest credit facilities with unique features to attract additional financiers to invest in the digital economy.
7. Encourage businesses to increase their expenditure on various digital marketing and advertising strategies, resulting in more job prospects for digital marketing specialists and the opportunity to demonstrate their ingenuity in the digital domain.

8. Establish a programme to recognise the accomplishments of top-ranked digital advertising freelancers along with other media-related professionals, with the goal of inspiring others and recognising their impact on the national economy.

3.18.2 Conclusion

With a growing proportion of customers spending a significant amount of their day on computers or smartphones, a rising generation of digitally capable consumers wants to govern their digital interactions and repercussions. Consumers gain greatly from online advertising and marketing since it enables them to compare products or services from multiple suppliers in an affordable and time-efficient way. In this competing age, this minimises the need for consumers to visit multiple retail stores to gather information, resulting in increased efficiency.

Businesses can use digital marketing to entice potential customers, consumers, and followers to act, visit their websites, investigate goods and services, provide evaluations, make purchasing decisions, and provide feedback that is open to all. During my internship at CSR Axis Ltd., I saw that we monitored campaign performance using posts on Facebook for reach and views. More likes and followers indicate greater brand involvement. More comments for a certain product demonstrate its true market demand. Furthermore, unfavourable reviews or comments assist brands in quickly determining where they need to focus in order to enhance consumer happiness. A company can target consumers all over the world with just one digital marketing campaign, providing for rapid and widespread positive exposure. Furthermore, digital marketing has the ability to create a large number of jobs and contribute to the national economy. Marketing firms assist brands who are encountering issues in improving their products or services in order to deliver a smooth experience for their customers. Bangladesh is emerging as a hub for digital outsourced of a wide range of activities, including social networking, online marketing, website development, and branding. To design and implement effective digital marketing strategies in Bangladesh, it is now critical to bring every stakeholder together under one platform—the administration of the People's Republic of Bangladesh or others, businesses, media, creative agencies, and technological advisors.

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