Report

On

Opportunities and Challenges of Digital Marketing in Bangladesh

Prepared For

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Abstract

Marketers and the business owners are facing new challenges and opportunities in the digital age. Consumers are now exposed not just to what a company says about its brand, but what the media, friends, relatives, peers, etc., are saying as well. Marketers and the business owners are taking the benefits of digital marketing technologies which allow the consumers to stay updated with the company information. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting consumers and allowing them to interact with the brand through digital media.

In this competitive age, it's not enough to just know the consumers; marketers should also discover when, where and how the consumers are most receptive to marketing message. To do that, marketers need a consolidated view of consumer preferences and expectations across all channels – web, social media, mobile, direct mail, point of sale, etc. Digital marketing allows the marketers to collect and use information to create and anticipate consistent, coordinated consumer experiences that will move consumers along in the buying cycle. The deeper insights marketers have into consumer behavior and preferences, the more likely they are able to engage them in lucrative interactions.

This study has described various elements of digital marketing, effectiveness of it and the challenges and opportunities currently facing digital marketers and the business owners in Bangladesh.

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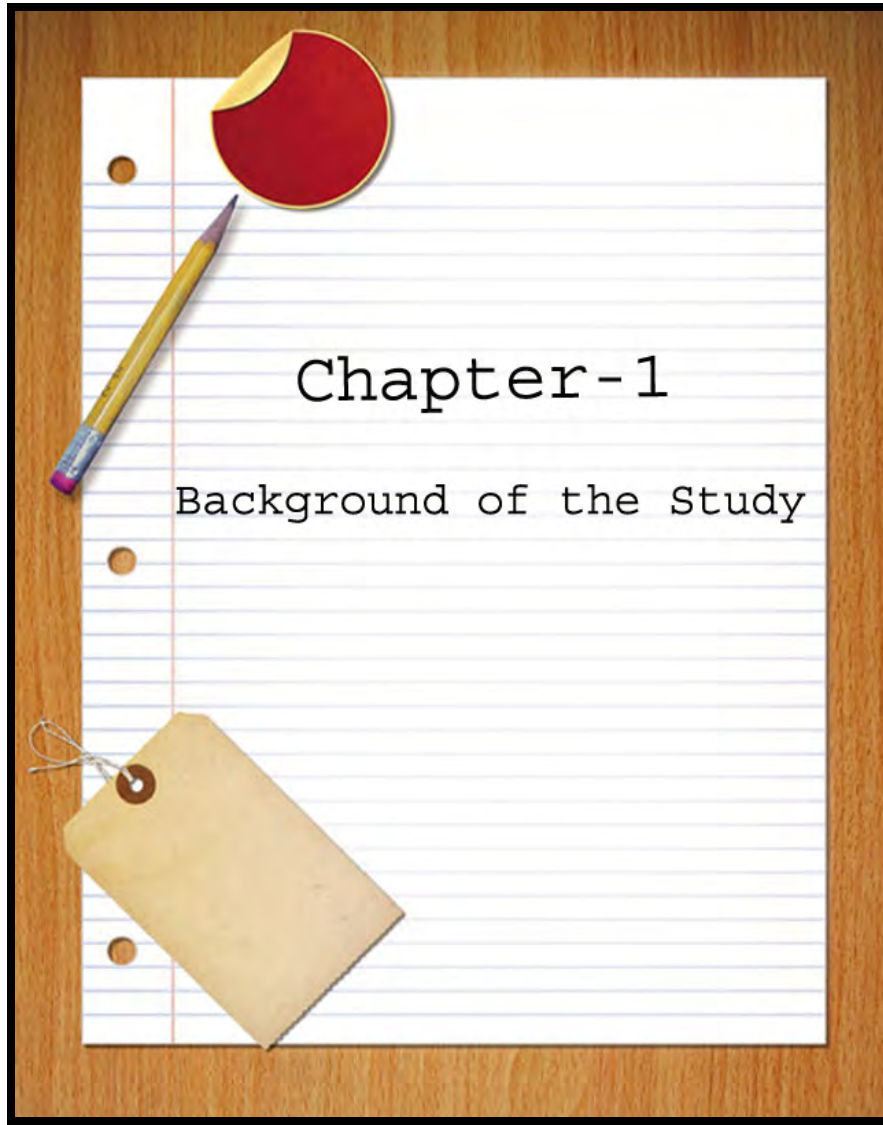
Chapter-1

Background of the Study

1.1 Introduction

In simplistic terms, digital marketing is the promotion of products or services via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach consumers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio.

1.2 Rationale of the Study

The essential feature of digital marketing allows the consumers to stay up-to-date with the company information, products or services anytime from anywhere. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback. For this, digital media is becoming a demanding channel to promote products or services for any company.

There are several studies in the prospects and challenges of e-commerce in Bangladesh, but the current study is of significance because there has been relatively little research conducted in digital marketing opportunities and challenges in Bangladesh.

This study will evaluate the benefits of digital marketing, scope, challenges and digital marketing career opportunities in Bangladesh. The study will help non-academics and investors if they are considering investing in various digital media fields. The study will also offer valuable insights for business owners and the digital media research community.

1.3 Methodology of the Study

Methodology is the process to collect information and data for the purpose of making decisions. It comes from systematic and theoretical analysis of the methods to evaluate suitability of one specific method to apply to a field of study. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. This study is conducted based on secondary data sources.

1.3.1 Secondary Data Sources

Secondary data source is a source from where data can be collected and used that has already been organized and published. For the purpose of this study, secondary data has been collected from the research published by university graduates and teachers, newspapers, journals and various online knowledge portals. I have also discussed with some digital marketing experts who are involved with various digital media services. Additionally, I have also visited the websites of some digital marketing agencies to know the process, elements and functions of digital marketing.

Collected data and information has been organized, explained and analyzed by using different charts. This study shows outcomes both in descriptive and analytical way.

1.4 Limitation of the Study

The study has the following limitations -

- The duration of my study program was only three month. The allocated time was not sufficient for me to gather knowledge and to make the study a complete and fruitful one.
- Sufficient records, publications and articles were not available related to this study

- There are very few digital marketing firms in Bangladesh and also they are not interested to disclose information that was necessary to carry out this study
- Such a study carried out by me for the first time. So inexperience is one of the main factors that constituted the limitation of the study

Overview of Digital Marketing

2.1 Traditional Marketing versus Digital Marketing

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below -

Traditional Marketing	Digital Marketing
Traditional marketing includes print, broadcast, direct mail, and telephone	Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click
No interaction with the audience	Interaction with the audience
Results are easy to measure	Results are to a great extent easy to measure
Advertising campaigns are planned over a long period of time	Advertising campaigns are planned over short period of time
Expensive and time-consuming process	Reasonably cheap and rapid way to promote the products or services
Success of traditional marketing strategies can be celebrated if the firm can reach large local audience	Success of digital marketing strategies can be celebrated if the firm can reach some specific number of local audience
One campaign prevails for a long time	Campaigns can be easily changed with ease and innovations can be introduced within any campaign
Limited reach to the consumer due to limited number of consumer technology	Wider reach to the consumer because of the use of various consumers technology
24/7 year-round exposure is not possible	24/7 year-round exposure is possible
No ability to go viral	Ability to go viral
One way conversation	Two ways conversation

Table 2.1: Traditional marketing and digital marketing comparison

2.2 Advantages Digital Marketing Brings to Consumers

With rapid technological developments, digital marketing has changed consumers buying behavior. It has brought various advantages to the consumers as given below -

- **Stay updated with products or services**: Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.

- **Greater engagement**: With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.

- **Clear information about the products or services**: Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, internet provides comprehensive product information which consumers can rely on and make purchase decision.

- **Easy comparison with others**: Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the consumers in terms that consumers can make comparison among products or services by different suppliers in cost and time friendly way. Consumers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

- **24/7 Shopping**: Since internet is available all day long, there is no time restriction for when consumer wants to buy a product online.

- **Share content of the products or services**: Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.

- **Apparent pricing**: Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the consumers. Company may regularly changes the prices or gives special offers on their products or services and consumers are always in advantages by getting informed instantly by just looking at any one mean of digital marketing.

- **Enables instant purchase**: With traditional marketing, consumers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, consumers can purchase the products or services instantly.

2.3 Various Elements of Digital Marketing

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below -

2.3.1 Online Advertising

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

2.3.2 Email Marketing

Email marketing can be the best way to build relationships and keep in contact with existing consumers. However the planning has to be integrated with other marketing efforts.

When message about the products or services is sent through email to the existing or potential consumers, it is defined as email marketing. Email marketing is used to send ads, to build brand and consumer loyalty, to build consumer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the consumer by creating attractive mix of graphics, text and links of the products and services in the email content.

2.3.2.1 Email Marketing Strategy and Benefits

An email marketing strategy is part of an overall marketing strategy and business plan. It helps to market products and services with the use of the email channel with the best chances for making a profit and reaching goals. That is because any effective email marketing strategy takes into consideration what the target consumers are, their preferences and benefits they are looking for as well as the products services and industry and which email marketing messages are most effective.

Figure 2.3.2.1: Email Marketing Strategy

An effective email marketing strategy transforms ideas into actions. With email marketing as a channel marketers are holding all the cards for potential success -

- Email marketing can have a big reach and put desired message in front of a lot of people
- The marketer has great flexibility in how they handle their email program
- It is quite easy to start and can start small
- Email allows marketers to target and segment messages on individual level
- There are little risks; the costs are relatively low and potential for upside is big

2.3.3 Social Media Marketing

Social media marketing refers to the process of gaining traffic or attention through social media sites. Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services. According to experts, internet users continue to spend more time with social media sites than any other type.

Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. Through Twitter, company can increase the awareness and visibility of their brand. It is the best tool for the promotion of company's products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company's product and services. Google+ is also social media network that is more effective than other social media like Facebook, Twitter. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner. An effective social media plan can bring greater success for a company in the digital age. Below is framework of an effective social media plan -

Social Media Plan

① Listen	② Plan	③ Strategy	④ Tools
• Locate consumers • Assess their social activities • Look for small, focused audiences	• Define business Objectives • How can your brand's strengths be extended online?	• How and where will you do it? • How will relationships with consumers change? • Who will be leading this effort?	• Decide what social tools you will use. • How will you monitor acitivities and measure success?

Figure 2.3.3: Social Media Plan

2.3.4 Text Messaging

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cell phone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. One can send order confirmations, shipping alerts using text message. Using SMS for campaigns get faster and more substantial results. Under this technique, companies can send marketing messages to their consumers in real-time, any time and can be confident that the message will be seen. Company can create a questionnaire and obtain valuable consumer feedback essential to develop their products or services in future.

2.3.5 Affiliate Marketing

Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or consumer they bring by marketing efforts they create on behalf of company. Industry has four core players: the merchant (also known as "retailer" or "brand"), the network, the publisher (also known as "the affiliate") and the consumer.

The market has grown in such complexity resulting in the emergence of a secondary tier of players including affiliate management agencies, super-affiliates and specialized third party vendors. There are two ways to approach affiliate marketing: Company can offer an affiliate program to others or it can sign up to be another business's affiliate. If company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to company's website. Company's main goal here is to find affiliates who can reach untapped markets. For example, a company with an e-zine may become a good affiliate because its subscribers are hungry for resources. So, introducing one's offer through "trusted" company can grab the attention of prospects which might not have otherwise reached.

Figure 2.3.5: Affiliate Marketing Process

Affiliate marketing brings unique opportunities for any business that results in more site traffic, more consumers and most importantly more revenue. With affiliates or a local affiliate network mirroring the marketing activities in a market that is geographically or culturally inaccessible to business owners, they get to expand the sphere of influence to an incredible degree. They have the background knowledge of the audience, the means to gauge penetration and the 'local' knowledge to time and position the marketing activities perfectly.

The affiliates also have direct access to the audience that enables them to get the most accurate feedback about the business from the audience. This makes it possible for the affiliates to tweak the marketing strategy to suit the target audience and have maximum impact on them.

2.3.6 Search Engine Optimization (SEO)

Search Engine Optimization or SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. It is the process of getting traffic from the free, organic, editorial or natural search results on search engines. In general, the earlier or higher ranked on the search results page, and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users, and these visitors can be converted into consumers. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

Figure 2.3.6: Search Engine Optimization Process

SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines. It considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

2.3.7 Pay Per Click (PPC) Advertising

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to a website, rather than attempting to "earn" those visits organically.

Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. For example, if anyone bids on the keyword "PPC software," their ad might show up in the very top spot on the Google results page.

Every time an ad is clicked, sending a visitor to the website, the advertisers have to pay the search engine a small fee. When PPC is working correctly, the fee is trivial, because the visit is worth more than what they pay for it. In other words, if they pay $3 for a click, but the click results in a $300 sale, then they have made a hefty profit.

Figure 2.3.7: Pay Per Click Advertising Process

A lot goes into building a winning PPC campaign, from researching and selecting the right keywords, to organizing those keywords into well-organized campaigns and ad groups, to setting up PPC landing pages that are optimized for conversions. Search engines reward advertisers who can create relevant, intelligently targeted pay-per-click campaigns by charging them less for ad clicks. If an ads and landing pages are useful and satisfying to users, search engines charge less per click, leading to higher profits for the business.

Business owners can reach relevant consumers on relevant websites across the web using PPC ads. A range of options let them target by website type, audience type or remarketing, when and where it matters. They can target ads to consumers in certain countries, regions or cities – or within a set distance from any business or store. Once a PPC ad campaign is setup, marketers can easily see how many people notice their ads and what percentage click to visit their websites, or

call them. With the tracking tools, they can even see the actual sales through websites are generating as a direct result of PPC ads.

3.1 E-Commerce Trends in Bangladesh

To predict the digital marketing career opportunities and challenges in Bangladesh, it's necessary to understand the e-commerce trends in Bangladesh. Electronic commerce or e-commerce is a term for any type of business, or commercial transaction that involves the transfer of information across the Internet. It is currently one of the most important aspects of the Internet to emerge. E-commerce is growing tremendously in the recent years in Bangladesh.

With regard to the Bangladesh e-commerce sector, the major subsectors, thus far, have been Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), and Business to Employee (B2E) segments.

3.2 Business to Business

B2B websites were once the biggest constituents of the e-commerce sector in Bangladesh. However, this has changed and recent trends indicate that their representation in the sector at large is expected to lessen. Several B2B websites in Bangladesh are engaged in providing manufacturing and supply-chain solutions.

For instance, BGMEA has actively deployed B2B e-commerce solutions for international RMG orders and procurement, as do several RMG companies. There are also B2B websites that feature business directories, trade deals and information about suppliers.

3.3 Business to Consumer

B2C websites have also become very popular as evidenced by the growth and commercial success of online-based home delivery of food, such as HungryNaki and FoodPanda. This has come as a panacea to citizens given the high levels of traffic in areas such as Gulshan and Dhanmondi in Dhaka at a time when people like to go out to dine. Other examples of B2C initiatives include Facebook-based commerce platforms such as Shopr.bd and ShoptoBd which allow Bangladeshi consumers to purchase products from leading online shopping sites in the US, UK, India and even China, e.g., Amazon.com, ebay.co.uk, Amazon.in, and Alibaba. Although the competition between local players and foreign-backed players in the B2C market, in

particular, the food delivery business, is expected to determine the future structure of the B2C sector, what appears to be inevitable is its sustained growth.

3.4 Consumer to Consumer

Meanwhile, C2C businesses, thus far, have been the life force of the e-commerce sector in Bangladesh. The leading players in this category include Bikroy, Ekhanei, Kaymu, and ClickBd. There has already been a reorganization of this sector with CellBazar being bought by Telenor, followed by the acquisition of the foreign market playeOLX by Ekhanei.com. These businesses consist of individual and auction-based online marketplace similar to eBay.

3.5 Business to Employment

With regard to B2E businesses, employment recruitment, particularly in the private sector in Bangladesh, has more or less shifted online, companies such as bdjobs.com, prothom-alojobs.com, and jobsA1. Although internal hiring and lobbying are widely prevalent, vacancy announcement takes place through the largest and most accepted web recruitment portal Bdjobs, while many others like prothom-alojobs.com and jobsA1, etc are enjoy growing popularity.

3.6 E-commerce Growth Rates & Usage Statistics

Overall, the current trends and e-commerce growth statistics can be seen in the following table.

E-COMMERCE GROWTH RATE			
Year	Q1-Q2	Q2-Q3	Q3-Q4
2014 (Recorded)	27%	39%	51%
2015 (Predicted)	60%	72%	79%
2016 (Predicted)	85%	95%	100%

Figure 3.6: E-Commerce Growth Rate in Bangladesh

From the chart above, the current growth rates, quarter-on-quarter, as of 2014 are already very high. Growth rates of over 30% quarter-on-quarter are not commonplace for most sectors in Bangladesh. The predicted growth rates for 2015 and 2016 are even higher and imply a persuasive case for more market entry and business expansion in this sector.

3.7 E-commerce Insights

Below are some e-commerce insights in Bangladesh -

3.7.1 Age Groups

According to a recent research study by an online buy sell platform Kaymu, the population falls between the age brackets of 25-34 years account for the highest number of users, with the 35-44 and 18-24 brackets falling at second and third places respectively. One of the most significant reasons for this observation is the fact that people falling in the age bracket of 25-34 years are more inclined towards technology and its usage. These people are at the forefront of technological revolution and are more open towards online shopping.
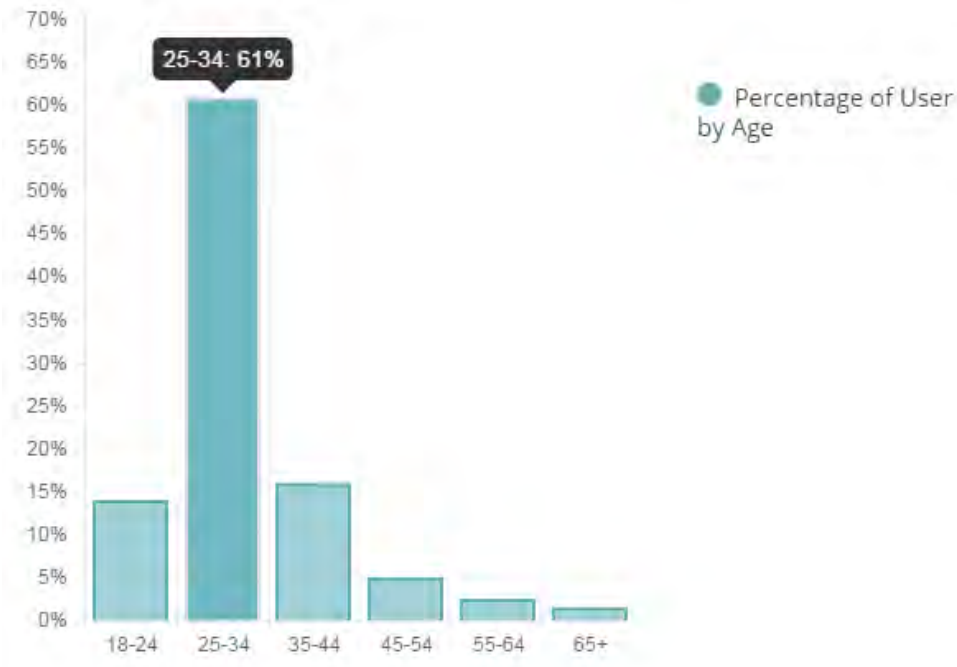

Figure 3.7.1: Interest of people in e-commerce among various age brackets in Bangladesh

3.7.2 Gender

The overall e-commerce activity in terms of gender and compare the males vs. female's ratio for e-commerce in Bangladesh, the research study of Kaymu observed that out of the total e-commerce activities carried out, 83% comprised of males, with females involved in only 17% of the total. However, the average e-commerce conversion rate between the two genders was nearly similar. E-commerce conversion rate is the percentage of website visitors that actually buy online. For example, if hundred visitors landed on a website and only two of them purchased the product, the e-Commerce conversion rate would be 2%.
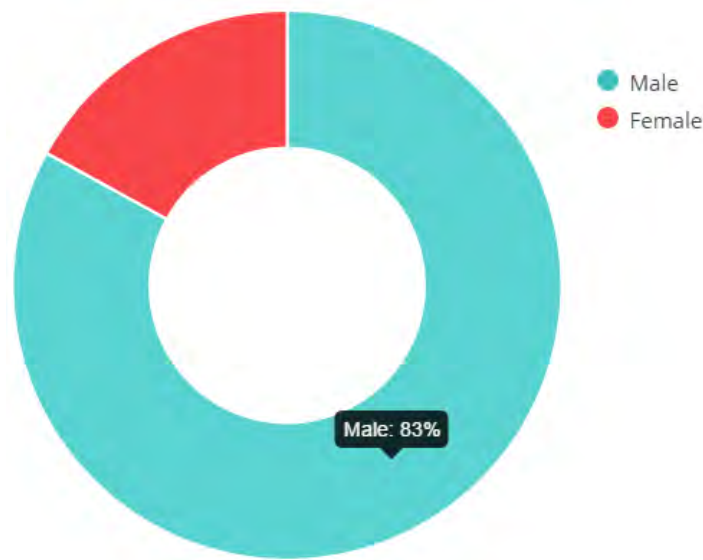
Figure 3.7.2: Activity of male vs. female in e-commerce across Bangladesh

3.7.3 Geographic Trends

Dhaka is being the capital city as well as the metropolitan city of Bangladesh prevails the list of yearly e-commerce activity in the country with 35% of total traffic, closely followed by the second-largest city and main seaport of Bangladesh, Chittagong at 29%. Gazipur City, the neighboring city of Dhaka which is less populated as compared to Dhaka and Chittagong, stands at third place with 15% of the country's total e-commerce activity each year. Other cities with the highest inclination towards e-commerce following Dhaka, Chittagong and Gazipur City include Narayanganj and Sylhet respectively.
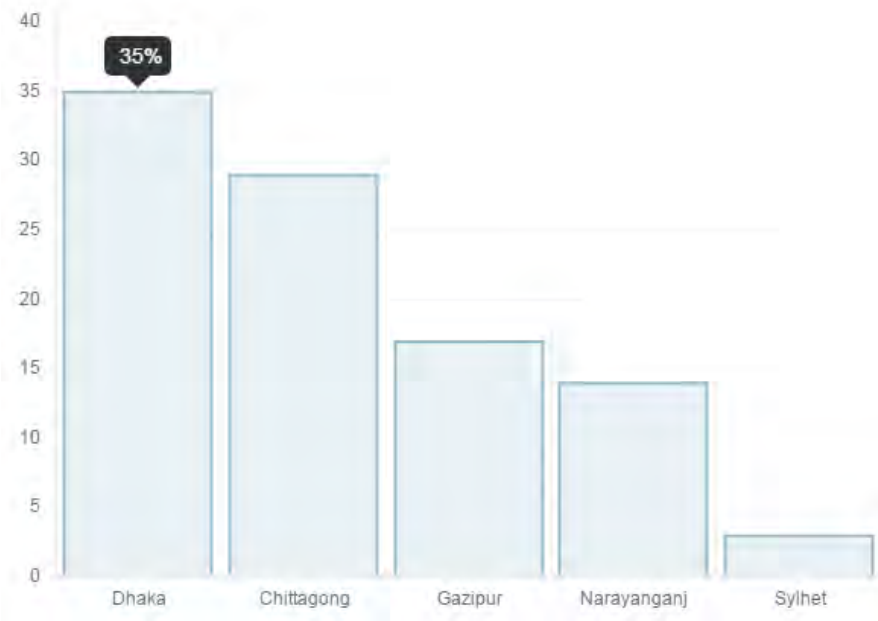
Figure 3.7.3: Statistics showing geo-targeted e-commerce trends in Bangladesh

More than 80% of the e-commerce transactions are carried out in three major cities of Bangladesh Dhaka, Chittagong and Gazipur City.

3.7.4 Affinity

By classifying modern day e-commerce trends in Bangladesh with respect to users' interests, it is observed that technophiles lead the list with 8% of the total e-commerce activity in the country, followed by news junkies & avid readers at 6.5%, TV lovers at 5.5%, movie lovers at 5%, shutterbugs4 at 4.5%, music lovers at 4%, movie lovers/South Asian film fans at 3.5%, travel buffs/beach bound travelers and mobile enthusiasts at 3% and sports fans at 2.5% share of the total e-commerce activity across Bangladesh.

There are several other classifications that consist of less than 3% share of the shopping profile. The following graph shows more than 35% of the major affinity categories for e-commerce in Bangladesh.
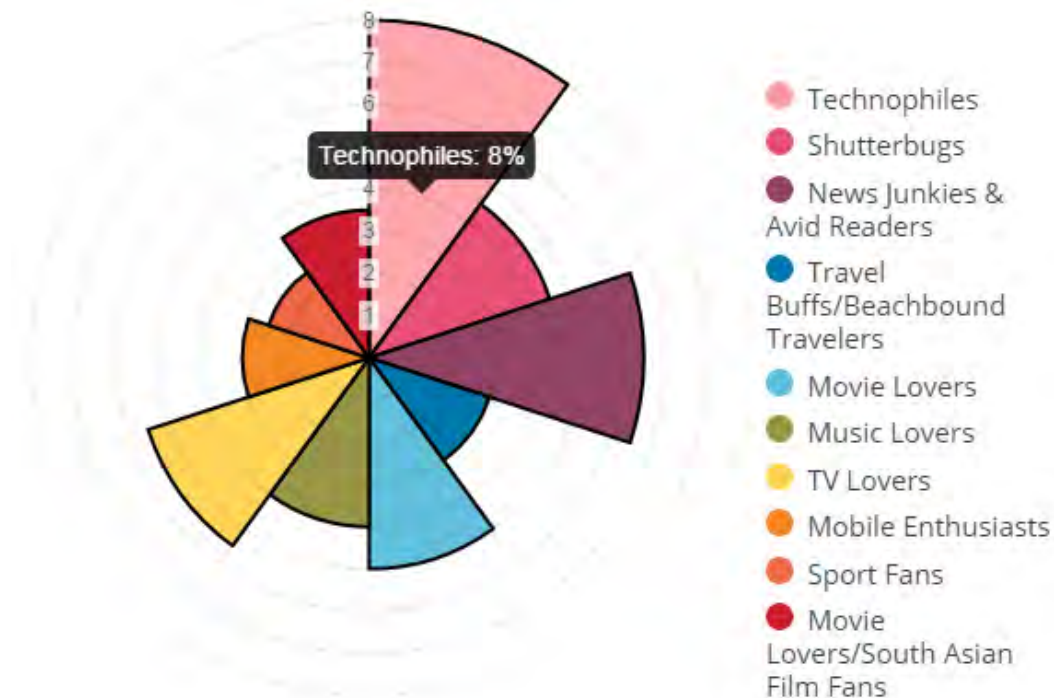
Figure 3.7.4: E-commerce trends in Bangladesh with respect to affinity

Technophiles: People who are enthusiastic about new technology.

Shutterbugs: Enthusiastic photographers, who love to take and upload pictures. Work around photography and may also work as professional photographers.

Movie Lovers: People, who love to watch movies on a regular basis, are up-to-date on upcoming movies and have in-depth knowledge about movie celebrities.

Music Lovers: People interested in a specific type of music genre (for example: rock, trance, classical, or pop), watching movies, are up-to-date with music industry news and events.

TV Lovers: People who follow television dramas and shows on a regular basis.

3.7.5 In-Market Segment

E-commerce trends across Bangladesh pertaining to in-market segment have remained much inclined towards electronics and mobile phones lately. The facts show that online consumers in Bangladesh are mostly interested in searching about and purchasing Consumer Electronics &

Mobile Phones, followed by Employment Queries, Dating Services, Telecom/Mobile Phone Service Providers, Education / Post-Secondary Education, Employment/Career Consulting Services, Financial Services/Investment Services, Education / Tests preparation & Tutoring, Computers / Laptops / Notebooks and last but not least, Apparel & Accessories.
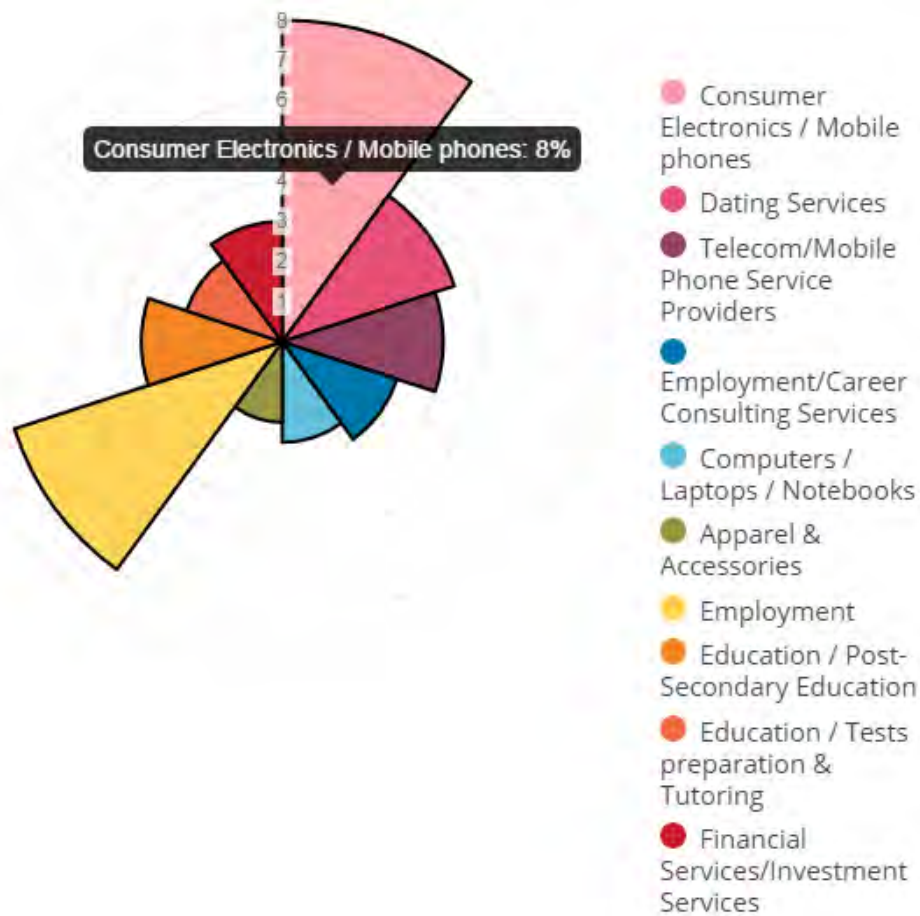
Figure 3.7.5: E-commerce trends in Bangladesh with respect to market segment

3.7.6 Payment Methods

The top payment methods in Bangladesh are:

Cash on Delivery: is the most commonly used payment method in Bangladesh. As per estimates, more than 95% of e-commerce users in Bangladesh prefer cash on delivery (COD) payment model.

Bank / Wire Transfer: Very few e-commerce businesses operate on the system of only delivering the product after receiving the amount through a wire/bank transfer.

bKash / UCash: Some e-commerce websites also prefer these payment models for transferring small amounts.

Credit Card: Most of the e-commerce websites in Bangladesh have merchant accounts integrated on portals to facilitate credit card transactions. However, almost all such e-commerce websites also offer multiple other payment methods and cater to the cash on delivery system.

Chapter - 4

Opportunities of Digital Marketing

4.1 Opportunities of Digital Marketing

Many businesses are reaping the benefits of digital marketing, leveraging advantages that traditional marketing strategies simply can't offer. Due to the digital marketing, businesses can now have a bigger impact in the way consumers interact with their brands online. There are many opportunities of digital marketing. Some are discussed below -

- **Digital workforces and new ways of working**: Startups these days can work with very small in-house teams, yet still take on the big boys by using the web and technology to create teams per project. This way of working can be very fulfilling because employees are not stuck in a company, but work only on projects they care about, and where their passion makes a huge difference to the outcome.

- **The Internet of Things (IoT)**: Using beacons and oculus solutions to improve consumer experiences. The IoT is connecting people and devices with each other in an unprecedented way, creating rich possibilities for consumer engagement. Timing is the key element here; if anyone is too early they could fail, and if they are too late, they may lose their place in their industry, and ultimately fail. Companies need to consider how using connected devices can provide more value to consumers and more savings for them.

- **Smarter Creativity**: Evolving technology and the proliferation of resources about how to succeed on the social web has really leveled the playing field for smart marketers, or at least the perception of it. With so many companies simply parroting the success of others that pioneer and pave the way, it's important to distinguish a brand. Deep consumer insight, brand stories that position a unique selling proposition and an increase in visual marketing tactics are not enough. Data informed creative execution is essential, from clever content and visual marketing to the packaging of information used internally and with client or constituent communications. Smarter creativity means using the optimized approach to digital marketing: A continuous process of hypothesis, testing and refinement resulting in more meaningful and productive creative execution.

- **Innovation & Evolution of Services**: The best investment in marketing a company can make is in its products or services. The most amazing social media efforts, publicity or SEO are simply not as effective with a mediocre product offering. An exceptional product/service plus intelligent, clever creative is the baseline standard for effective digital marketing. In the agency world it seems like most fall to the extremes. Either they live on the edge of innovation, so much so that they are offering services with absolutely no idea if they will be effective. Or they seem to be stuck with a legacy mindset, relying only on what has worked for so many years and being reluctant to dig into new technology and trends. Somewhere in the middle is the right fit for delivering services that will produce results and at the same time, keep innovation at the forefront.

- **Continuous Optimization of Knowledge & Processes**: The optimize approach to digital marketing calls for continuous refinement. That means processes that support continuous innovation and evolution of the services mix based on feedback mechanisms, KPIs and performance. An audit of current processes and team skills will reveal opportunities to improve through training and support of ideation, implementation and evaluation of those innovations. Continuous optimization leads to a superior experience for consumers as they discover brand, consume the useful content marketers are publishing and to take action.

- **Digital opens up new communication and service channels**: While traditional offline channels (face-to-face, phone, fax) will continue to be relevant and sometimes the primary go-to-market channels for B2B companies in near future, digital has significant potential to complement and strengthen efforts and content shared via these channels. More than 50 percent of the buying decision these days is completed before a prospect connects with a brand for the first time. Prospects are doing online research, self-educating on the brand and its products, and viewing ratings, reviews, and consumer complaints. With the buyer being increasing digitally savvy and mobile enabled, digital is not a channel that B2B marketers can afford to ignore or put as second priority.

- **Social Media delivers insight and targeted advertising like no print or TV ad can**: Social media gives brands the tools to target ads to a very specific demographic. For

instance, most social networks such as LinkedIn allow brands to show ads only to people who belong to a specific age group or location. It can even target ads based on people's likes and interests on the platform and on their business demographics, such as job title, company size, and seniority. In terms of insight, social listening tools allow companies to "crawl" different social networks and collect mentions of brand. The collected data can tell what people say about the company, products, and services, including how often they're mentioned in a given timeframe, and people's moods. Marketers can also leverage social listening to learn more about their competitors or to identify gaps or over saturations in the market.

- **Digital self-service drives consumer experience**: With an increasing number of consumers spending a major portion of their day on their computer or smart phones, more of these digitally savvy users prefer taking control of their digital user experience and outcomes. Because of these trends, companies have an unprecedented opportunity to build self-service capabilities for these consumers, which go beyond the usual account management. With the new millennial generation preferring digital over traditional phone or in-person interactions, the bar for B2B companies to deliver Amazon-level consumer experience is quickly rising and almost at the same level as their B2C peers in some verticals. While creating self-service capabilities is not for the faint hearted and requires significant resources, the benefits from such investments — such as reduced cost to serve, consistency in experience, speed/agility for consumers to name a few — go far beyond the upfront heavy lifting that a company will have to make in terms of investments, technology enablement, and data integrations.

- **Level playing field**: Any business can compete with any competitor regardless of size with a solid digital marketing strategy. Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors.

- **Reduced cost**: A business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as Newspaper, television, radio and magazine.

- **Simple to measure**: Unlike traditional methods digital marketers can see in real time what is or is not working for their business online and they can adapt very quickly to improve the results. For measuring traffic to site they can use several web analytics tools to measure specific goals they want to achieve for their website or blog. Most packaged email marketing solutions provide good insight into how many people are opening, reading and converting emails.

- **Real time results**: Marketers don't have to wait weeks for a boost to business like they would have to waiting for a fax or form to be returned. They can see the numbers of visitors to the site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.

- **Refinement of strategy**: Basically anything that advertisers capture in their consumer journey can be reported on and honed for greater success at the fraction of the cost of traditional marketing. Marketing online enables them to refine their strategy at any point in time and see any improvements or opportunities for further refinement almost instantaneously.

- **Brand development**: A well maintained website with quality content targeting the needs and adding value to its target audience can provide significant value and lead generation opportunities. The same can be said for utilizing social media channels and personalized email marketing.

- **Greater engagement**: With digital marketing, advertisers can encourage their prospects, clients and followers to take action, visit website, read about products and services, rate them, buy them and provide feedback which is visible to their market. A business can be seen anywhere in the world from one marketing campaign. So it doesn't take long for good publicity to enhance the prospects of a business.

- **Optimize for conversion**: The ability to track a consumer's journey beginning at the first click allows marketers to test and optimize website for conversion on an ongoing basis.

- **Connect with mobile consumers**: Having a dominant online presence that is optimized for Smartphone and Tablet users can influence buying behavior. 82 percent of mobile searchers use their phones to check on prospective in-store purchases, and 65% look for the most relevant information to their queries. 33 percent of mobile users have purchased from a different brand than the one they had in mind because of the information listed.

- **Become more competitive**: Digital marketing is how businesses are working now, and will continue to work in the future. If a business is not already in the digital marketing game, then it is behind.

4.2 Employment Opportunities of Digital Marketing

Many jobs are expected to be created in the digital marketing space within a couple of years as more companies tap the internet and the social media platforms to bolster business. Bangladesh is emerging as a digital outsourcing hub for diverse services including online advertising, social media, website design and development. By taking proper initiatives to train the digital media professionals with various digital marketing skills, Bangladesh can earn huge foreign currencies.

The rising demand is also spurred by increased use of the internet and mobile phones besides fast growing e-commerce businesses. With the launch of 3G in Bangladesh, the possibilities of the digital marketing have taken a new direction. In recent years, employment in digital marketing has grown up to 52 percent according to a survey report. Even many digital marketing professionals are earning foreign currencies as independent freelancers.

However, the availability of talent is less than demand. Almost every single brand has put in place a digital marketing strategy and is struggling to hire people to execute the same.

4.3 Benefits of Having a Digital Marketing Career

Digital marketing skills are in serious demand and the digital skills gap is set to widen, the job market is booming and brands are putting more of a focus on digital marketing than ever before. Bigger budgets, increased pay and more career choice are just some of the benefits digital marketing professionals can look forward to the coming years and beyond. Below are some benefits of having a digital marketing career -

4.3.1 Become an In-Demand Professional

There are many digital jobs predicted by 2021 and not enough digital professionals to fill them. This provides those studying digital marketing with a unique competitive advantage – gearing up for a career where demand exceeds supply. During the huge competition in the corporate world, graduates were plunged into a world of uncertainty, job scarcity and all around terribleness. It is nice to gain a fresh set of skills that could future-proof professional career, increase job security and even enhance career progression. The new slogan is, companies still want valuable skills – the marketers might just need to turn them digital.

4.3.2 Benefit from More Career Choice

The headquarters of many of the world's leading digital giants like Google, LinkedIn, Microsoft, and Twitter etc. are providing a wealth of job opportunities internationally for digital professionals to choose from. Many mid to small sized global digital agencies are hiring digital media professionals from Bangladesh and giving them opportunity to work from home. Even each local company in Bangladesh is planning to hire more digital graduates. With such a wide array of new opportunities available digital marketers can afford to get picky about the type of company they'd like to work for. They could take advantage of this choice and think of what kind of business best suits their career needs.

4.3.3 Get Paid more than Peers

Demand for digital marketing professionals is increasing for exceeding work areas. In traditional economics we all know what happens when the demand is high – the value of the product increases along with the price. When digital marketers are working in a fruitful industry with a large skills shortage they can think of themselves like a commodity – and negotiate their salary accordingly. A recent survey in Bangladesh found that digital salaries are rising faster recently than in the previous five years.

4.3.4 Digital Marketers can Kick Start their own Career

In more traditional careers like advertising marketers would have to wait for a coveted internship or graduate placement to open up so they can gain experience and create their own portfolio. The

digital marketing world, however, provides a host of opportunities for them to kick start their own career before they even set foot in a workplace. If anyone wants to stand out to potential employers, they can invest in building a powerful social media presence, gain their own Twitter followers, start their own blog and contribute to relevant online conversations. There are a whole host of online exams like the Google Analytics exam and HubSpot's Inbound Certification exam a digital marketer can take to boost CV and showcase their digital marketing knowledge. There have been plenty of examples of people who have been hired as freelancers after showcasing their talent and abilities through social media and other online workplaces.

4.4 Digital Marketing Job Roles and Responsibilities

Digital marketing is becoming main-stream in Bangladesh. Until 2010, many businesses did not take digital marketing seriously. They were not ready to change and were stuck with traditional marketing practices.

However market forces have made sure that business owners either start doing digital marketing or fail. Because compared to digital marketing, traditional marketing is extremely inefficient. In fact, if a business does not have a digital marketing strategy and an online presence, consumers are bound to shy away from it and buy from a competitor.

Here's a list of the various digital marketing positions available for those seeking a career in this arena –

- Digital Marketing Manager
- Content Marketing Manager
- Content Writers
- Inbound Marketing Manager
- Social Media Marketing Experts/Specialists
- Search Engine Marketers
- SEO Expert
- Conversion Rate Optimizer

- Copy Writers

Here's a rough hierarchy of a digital marketing team in a mature organization -

Figure 4.4: Digital Marketing Team in an Organization

The above chart is not definitive and the reporting structure could be a little different in different companies. Now let's look at the roles, responsibilities and purpose of each of the digital marketing job positions we just discussed above.

4.4.1 Digital Marketing Manager

If anyone has 5+ years of experience in digital marketing and projects that prove them as digital marketing experts, they will be hired easily. Such digital marketing experts are in huge demand and companies hunt for this kind of people.

Salary: The salary range of such digital marketing experts is from 10 to 15 hundred thousand per year. But it can go as high as 20 hundred thousand plus equity in certain companies and as low as 8 hundred thousand per year in very small startups.

Responsibility: Digital Marketing Managers have to lead the digital marketing team and they will report to the V.P. of Marketing in the company they work for. DMM is a mid-senior level manager position. Digital marketing managers are responsible for bringing together the different component of digital marketing together and make it efficient. They are the only people who can create and execute an integrated digital marketing campaign.

Figure 4.4.1: Integrated Digital Marketing Process

4.4.2 Content Marketing Manager

Content marketing managers are responsible for content marketing. Content marketing includes managing the blog, sales page copywriting, email communications, drip marketing campaigns, a little bit of PR, ebook publications, video marketing and guest blogging.

Content marketing managers report to digital marketing managers or the head/VP of marketing. Content marketing managers can be solo contributors or they can manage a team of content writers. More often than not, content writers who report to content marketing managers are freelancers who write content by working from their home or as a part time job. Content marketing managers will earn anywhere between 7 to12 hundred thousand per year on average. The experience required for such position is 3-5 years.

4.4.3 Inbound Marketing Manager

Some organizations need **inbound marketing** managers but some do not. The responsibilities of an Inbound Marketer and Content marketer overlap a lot.
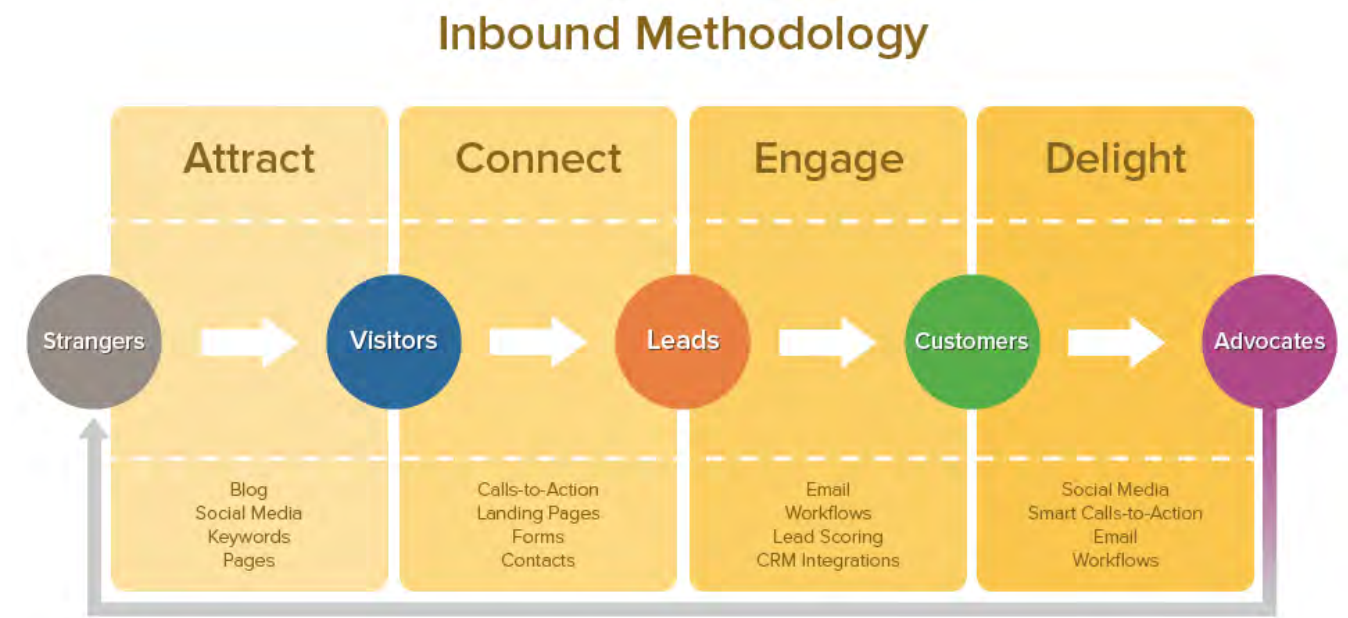
Figure 4.4.3: Inbound Marketing Methodology

If we have to define separate role for an Inbound Marketer, his responsibility will be more towards managing the funnel and conversion at each stage. Drip marketing, lead nurturing, conversion rate optimization are important components in Inbound Marketing.

An Inbound marketer can create a strategy for attracting consumers. One of the inbound marketing strategies is content marketing. While the inbound marketing manager creates a strategy on how to attract consumers using content marketing, the content marketing manager can focus on execution of that strategy.

4.4.4 Social Media Marketing Expert

Social media marketing has two areas. One of the areas is spreading the owned content via social media channels. This can also be done by the content marketing manager or a person in the content marketing team.

However, running paid advertising in Social media requires some expertise. For example, advertising on Facebook has become a complicated task nowadays. New features and targeting options are added everyday and a content marketing manager or digital marketing manager cannot handle it on their own. The salary range of such social media marketing experts could be from 4 to 8 hundred thousand per year on average.

4.4.5 Search Engine Marketer / Specialist

If it is a small company, the search engine marketing is taken care of by the digital marketing manager himself. Sometimes, it is outsourced to a digital marketing agency that will take care of the search engine marketing campaigns for a fee. Bigger companies need a dedicated SEM (search engine marketing) specialist and sometimes there is requirement for a team for search engine marketers. The salary range of such social media marketing experts could be from 4 to 8 hundred thousand per year on average.

Search engine marketers will report to digital marketing managers. The goal of a search engine marketer is to bring the target number of leads and clicks from the given marketing budget. Most of the work is involved in analysis, bid management, keyword research, ad copywriting and split testing the ad campaigns.

4.4.6 Search Engine Optimizer (SEO Expert)

With good search engine optimization, one can get free traffic from Google instead of spending money on paid search engine marketing. The job of an SEO expert or SEO executive involves keyword research, user experience optimization, using Google webmaster tools, getting pages indexed, manage duplicate content and so on.

An SEO expert should have experience in using the various kinds of SEO tools in the market. For example, Moz.com is a well known SEO tool for digital marketers and webmasters. There are plenty of other tools which will help to improve the performance in the search engines. SEO experts will report to the digital marketing managers and mostly do not manage a team. The

salary range of such search engine optimization experts could be from 4 to 8 hundred thousand per year on average.

4.4.7 Conversion Rate Optimizer

Conversion rate optimization is the art of increasing the conversion ratio in each stage of the marketing funnel. The CRO expert can be just another person in the digital marketing team but he/she will work with various people. For example, a CRO expert can help the inbound marketing manager in creating landing pages that convert well.

A CRO Expert uses various tools to achieve higher conversions. Heat map tools such as CrazyEgg.com give insights on how people interact with landing pages. Optimizely.com helps split test various elements on the web pages to find out which colors and text give better conversions.

Increasing conversion rate is important at each stage of the funnel. The ad copy or the site title should attract more clicks, the visitors should convert into leads, and the leads should convert into paying consumers.

4.4.8 Copywriter

Similar to a CRO expert, a copywriter will work with many people in the digital marketing team. The copywriter can help the search engine marketer write better ad copy, help the social media manager post better words on social media channels, help the content team refine their content for better reception. Many organizations do not have a dedicated copywriter in the team. Sometimes the CRO expert who has copywriting skills can do the job of a copywriter.

4.5 Annual Digital Marketing Summit

Digital Marketing Summit is an annual event organized by Bangladesh Brand Forum. In this event, well known digital marketing speakers share knowledge, inspire creativity and facilitate applicationof digital marketing in Bangladesh.

The day-long summit is designed with key-note sessions of digital marketing experts, insightful panel discussions, exclusive deep-dive sessions, showcasing of digital marketing companies and a special knowledge session for university students. This is a great event for Bangladeshi digital media professions to share knowledge and introduce each other.

Similar to this event, more initiatives should be taken from the government authority to train digital media professionals with various digital marketing skills. Bangladesh Association of Software and Information Services (BASIS) organizes various training sessions to equip university graduates with the skills required to secure employment within the ICT industry – both locally, and abroad.

Challenges of Digital Marketing

5.1 Challenges Facing Digital Marketing

The major challenge to expand Digital Marketing in Bangladesh is infrastructure. And the biggest challenge to expand digital marketing is to have all the different players in the ecosystem to work together. The ideal situation is to bring all the stakeholders including government, business, advertisement agencies, media and technology players under a same platform to face all the challenges together in the way to make the dream true.

Digital transformation is in full swing, and companies are doing their best either to stay one step ahead, or at least to keep up with the crowd. This shift is also accelerating, even among industries that were historically reluctant or laggards in adoption. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.

5.2 Meeting Expectations of Consumers in the Digital Age

The mobile, always-on generation expects very different experiences from companies and organizations, including public administration. Nobody wants to wait in line for services anymore. Instead, they want to be able to arrange their whole lives online.

5.3 Allocation of Budget to Digital

Many brands are still struggling with getting enough funds allocated to "digital." The less B2C the brand is, the harder it is. Much of this is due to the lack of a clear path from dollar invested to sales. In traditional media, there is precedent that suggests spending this much extra should lead to this much lift in sales. In digital, few such precedents exist yet. So it's even more important that the brand manager can articulate a clear path to sales – for example, for every dollar spent online, X users come to our website, Y users print off a coupon, and Z users redeem said coupon in retail stores driving this much incremental revenue. Many digital marketers claim, they are doing more with less, which suggests that although objectives, audiences and territories are expanding, budgets and resources are not. This could perhaps be a symptom of the struggle to prove ROI.

5.4 Finding the Right Marketing Mix to Allocate Budget across Channels

Historically, if the brand has been TV advertising-driven, the main metrics had to do with reach and frequency, which drove awareness of the product and therefore sales. However, in many cases now, awareness is no longer the marketing challenge so doing more TV may not drive any more sales. Other tactics work better at lower stages of the consumers' purchase funnel – e.g., during consideration and choice, like search and consumer reviews. If these are the consumer needs that, once addressed, will lead to greater sales, then the unified marketing will show redundancies in current spending and opportunities for reallocating spending to address these areas of the purchase funnel.

5.5 Finding and Keeping the People who can Digitally Transform A Company

Somebody needs to build all these great user experiences that make the difference to consumers' lives. But finding and keeping these people will become increasingly difficult. Designing consumer interactions is as much an art as it is a skill. The best people will naturally be drawn to companies that do interesting, cutting edge stuff. That means that companies that want digital success need to become technology companies.

Businesses need to ensure they have the right people to cope with the phenomenal transformation taking place in marketing. This involves a combination of good recruitment, employee development, and effective processes and procedures.

5.6 The Age of Consumer Centricity

According to a survey report, the top two digital trends in 2020 are going to be focused on consumer experience and personalization. Those trends encompass myriad opportunities. They are indicative of a general strategic shift within companies towards greater consumer centricity.

Gaining a more holistic view of a consumer is a key driver for marketers who realize that they need to simplify their brand experience. Being able to offer a good, joined-up experience across all consumer touch points is a competitive advantage.

5.7 Metrics, Analytics, and ROI of the Digital Marketing Programs

Since digital tactics are so new and so different from traditional channels, the right metrics to use and measure the return on investment (ROI) with these metrics is a great challenge. There's no real consistency on how the overall industry measures results. The publishing industry is working hard to deliver the maximum value to advertisers for their investment. The issue we all face is how to move forward efficiently without getting bogged down in the act of reconciling the various measurement services. On average, marketers use five metrics to measure ROI, which suggests that there is no simple solution to proving the value of marketing activities. But most agree that the most useful metrics are lead generation and conversion rates. Another important aspect of this is benchmarking, what kind of return a company should expect and the company should do if the expectation is not meeting.

5.8 Unifying and Integrating within Digital and also with Traditional

Many companies have already done a bunch of digital "experiments." Now, when their CFOs are breathing down their necks and asking for results and metrics, they are taking a step back and reassessing whether those tactics yielded any business impact. In most cases, they haven't. But going forward they are looking for ways to make digital and traditional marketing tactics work better together and drive real business return.

5.9 Intensifying Competition

Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.

5.10 Speed and Innovation

In digital channels, marketing can happen at light speed – aka in real time. Once we put a campaign in market, we can immediately see user actions and reactions to it. No longer does it take months to compile data and write performance reports. With this comes the ability to optimize in real time as well. But too often, the companies don't have processes in place to enable the quick reaction to problems or opportunities. A way to address this is to identify a few

scenarios of how consumers may react and then pre-plan actions to respond. This will allow the company to innovate the message, the marketing, or even the product or service in question to take advantage of the speed of feedback.

5.11 Organizational Structure and Knowledge Sharing

In many large organizations, departmental silos were created originally for the purpose of standardization and efficiency. Unfortunately, in the fast-moving digital marketing world, these very silos now mean incredible inefficiency, slowness to react to opportunities, and knowledge gaps. While most companies don't have the luxury of reorganizing, there are processes that can be put in place to increase knowledge sharing and speed.

5.12 The Importance of Cyber Security

Cyber security, also referred to as information technology security, focuses on protecting computers, networks, programs and data from unintended or unauthorized access, change or destruction. Network outages, data compromised by hackers, computer viruses and other incidents affect our lives in ways that range from inconvenient to life-threatening. As the digital world has grown, so too has the need to protect it.

Governments, military, corporations, financial institutions, hospitals and other businesses collect, process and store a great deal of confidential information on computers and transmit that data across networks to other computers. With the growing volume and sophistication of cyber attacks, ongoing attention is required to protect sensitive business and personal information, as well as safeguard national security.

5.13 Top Challenges in Digital Marketing

Top Challenges in Digital Marketing

What are your top challenges when it comes to digital marketing? (freetext)

Challenge	Percentage
Reaching Target Audience	10.4%
Digital Marketing Budget Allocation	9.7%
Effective Social Media Management	8.4%
Expertise and Knowledge with Digital Marketing	7.7%
Educating Stakeholders about Digital Marketing	7.7%
Creating Relevant & Rich Content	7.7%
Optimising Response & Conversion	7.0%
Target Market Engagement	7.0%
Determining Appropriate Digital Channels	6.4%
Competition	5.7%
Showing Return on Investment	5.0%
Shift from Traditional to Digital Marketing	5.0%
Lack of Resources	3.7%
Measuring & Tracking Performance	3.3%
Achieving Brand Awareness	3.3%
Keeping Up to Date on Latest Technologies	2.7%
Working with the Right Digital Agency	1.7%

Figure 5.13: Top Challenges in Digital Marketing

All in all, companies are at various levels of sophistication and face one or more of the above challenges in digital marketing. With a continuous focus on business impact and ROI, the digital marketers can and should always ask the hard questions when something new and shiny get pitched at them. They should test and learn to quickly figure out what works best for their brand, product, company, and industry.

CONCLUSIÓN

Recommendations and Conclusion

6.1 Recommendations

Below are some suggestions for the betterment of digital marketing scope and career opportunities in Bangladesh –

- Bring all the stakeholders including government, business, advertisement agencies, media and technology players under a same platform to face all the challenges together in the way to make the dream true

- Infrastructure development so that digital media resources will be easily available

- Include effective digital media courses from higher secondary education to university level studies

- Conducting more events in the digital media industry such as Digital Marketing Summit so that well known digital marketing speakers can share knowledge, recent changes & tactics, inspire creativity and facilitate applicationof digital marketing

- Though government has taken several initiatives to train students with various digital media skills throughout the country, the program should be run more effectively and organized in a better way so that participants can get the proper knowledge and benefits

- Easy and low interest loan facility with special consideration so that more investors can invest in the digital industry

- Bringing international payment services providers such as PayPal so that online business owners and professionals can receive and make international payments easily and securely

- Establishing government incubated cyber security firms to protect network outages, data compromised by hackers, online payments, computer viruses and other incidents that affect almost all online businesses

- Encourage business owners to allocate more budget on various digital marketing channels so that digital marketing professionals get more job opportunities and show their creativity in the digital area

- Award giving program for the top listed digital marketing freelancers and other digital media professionals to encourage their contribution to the national economy

6.2 Conclusion

With an increasing number of consumers spending a major portion of their day on their computer or smart phones, more of these digitally savvy users prefer taking control of their digital user experience and outcomes. Digital marketing brings the greatest advantage for the consumers by allowing them to make comparison among products or services by different suppliers in cost and time friendly way. Consumers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services. It is very time saving process in this competitive age.

By taking the advantage of digital marketing, business owners can attract their prospects, clients and followers to take action, visit website, read about products and services, rate them, buy them and provide feedback which is visible to everyone. A business can target audience anywhere in the world from one digital marketing campaign. So it doesn't take long for good publicity to enhance the prospects of a business.

Digital marketing can also create many job opportunities and contribute in the national economy. Bangladesh is emerging as a digital outsourcing hub for diverse services including online advertising, social media, website design and development. It is the time to bring all stakeholders including government, business, advertisement agencies, media and technology players under a same platform to promote digital marketing practices in Bangladesh.

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