

**Ashrafal Alam**

# **OPPORTUNITIES AND CHALLENGES IN DIGITAL MARKETING IN BANGLADESH**

**Searching for collaboration possibilities with digital service companies in Finland**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

**International Business Management**

**September 2021**



**ABSTRACT**

<b>Centria University of Applied Sciences</b>	<b>Date</b> September 2021	<b>Author</b> Ashraful Alam
<b>Degree programme</b> Master of Business Administration, International Business Management		
<b>Name of thesis</b> OPPORTUNITIES AND CHALLENGES OF DIGITAL MARKETING IN BANGLADESH. Searching for collaboration possibilities with digital service companies in Finland		
<b>Centria supervisor</b> Katarina Broman	<b>Pages</b> 38 + 7	
<b>Language inspector</b> Eija Torkinlampi		
<p>The aim of the thesis was to explore opportunities and challenges of digital marketing in Bangladesh along with searching for collaboration possibilities with digital marketing companies of Finland. The main argument of this thesis is that the digital marketing has become widespread worldwide. Theoretically, digital marketing is not only online operations which encompass content publication, optimization, and data analytics. With global trends, digital marketing in Bangladesh is growing. However, there is a scarcity of research and this study is significant for its theoretical and practical contribution.</p> <p>Empirical quantitative research method was applied in the study. The data were collected from primary and secondary sources. Questionnaire survey method was applied for collecting data from Bangladesh. For Finland, literature review method was applied as secondary sources of data. Collected data were analyzed and discussed by the study following empirical research approach.</p> <p>Existing opportunities and challenges of digital marketing in Bangladesh and strategic capacity, knowledge and expertise of Finland have been described by the study. The study revealed that digital marketing in Bangladesh is growing rapidly and it has multifarious opportunities. However, due to the lack of appropriate strategies, knowledge and expertise, Bangladesh could not be able to utilize its full potential of digital marketing in context.</p> <p>The study concluded that Bangladesh needs to develop its strategic capacity, knowledge and skills for effective digital marketing. Finland has expertise and experiences to share and collaborate with Bangladesh. The study recommends further research on global – local collaboration for digital marketing with special focus on Finland and Bangladesh.</p>		
<b>Key words</b> Bangladesh, Collaboration, Digital Marketing, Finland.		

## **CONCEPT DEFINITIONS**

### **AI**

Artificial Intelligence

### **APC**

Association for Progressive Communications

### **ICT**

Information and Communication Technology

### **ITU**

International Telecommunication Union

### **KPI**

Key Performance Indicators

### **PPC**

Pay Per Click

### **ROI**

Return on Investment

### **SMR**

Sanoma Markkinointi Rauta

**ABSTRACT**  
**CONCEPT DEFINITIONS**  
**CONTENTS**

<b>1 INTRODUCTION.....</b>	<b>1</b>
<b>2 CONCEPT OF DIGITAL MARKETING.....</b>	<b>4</b>
2.1 Digital marketing .....	4
2.2 Strategy of digital marketing .....	6
2.3 Technological underpinning of digital marketing.....	9
2.4 The digital customer .....	9
<b>3 DIGITAL MARKETING CHANNELS.....</b>	<b>11</b>
3.1 Website marketing .....	11
3.2 Pay-Per-Click advertising and affiliate marketing .....	11
3.3 E-mail marketing and SMS marketing .....	12
3.4 Content marketing and video marketing.....	13
3.5 Social media marketing .....	14
<b>4 CHALLENGES AND OPPORTUNITIES OF DIGITAL MARKETING.....</b>	<b>16</b>
4.1 Challenges of digital marketing .....	16
4.2 Opportunities of digital marketing.....	17
<b>5 CONDUCTING EMPIRICAL RESEARCH .....</b>	<b>19</b>
5.1 Research population, survey sample and respondent profile .....	20
5.2 Validity and reliability .....	21
<b>6 FINDINGS AND ANALYSIS OF THE STUDY.....</b>	<b>23</b>
6.1 Existing state of digital marketing in Bangladesh.....	23
6.2 Existing trend of digital marketing in Finland.....	26
6.3 Major findings .....	28
6.3.1 Budget and current platform of digital marketing.....	29
6.3.2 Digital marketing platforms and channels in social media.....	30
6.3.3 Goals in digital marketing.....	32
6.3.4 Differences between digital and traditional marketing.....	33
6.3.5 Way of increasing business opportunities in digital marketing .....	34
6.3.6 Opportunities and challenges of digital marketing in Bangladesh .....	35
<b>7 CONCLUSIONS AND DISCUSSION .....</b>	<b>37</b>
<b>REFERENCES.....</b>	<b>39</b>
<b>APPENDICES</b>	

**FIGURES**

FIGURE 1. Budget spent in digital marketing in Bangladesh.....	28
FIGURE 2. Digital marketing platform is in use in Bangladesh .....	29
FIGURE 3. Types of posts mostly used in social media platform in Bangladesh .....	30
FIGURE 4. Marketers concentration to make digital marketing most effective in Bangladesh .....	31
FIGURE 5. Challenges of digital marketing in Bangladesh .....	35

## **TABLES**

TABLE 1. Summary of insights on digital marketing .....	5
TABLE 2. Survey sample and respondent profile .....	19
TABLE 3. Types of Industry and Some Digital Marketing Companies in Bangladesh .....	23
TABLE 4. Digital infrastructure and service coverage in Bangladesh .....	24
TABLE 5. Digital infrastructure and service coverage in Finland .....	26
TABLE 6. Digital service companies in Finland .....	27
TABLE 7. Effectiveness of popular digital marketing platform in Bangladesh .....	29
TABLE 8. Most popular paid advertising channel of digital marketing used in Bangladesh .....	30
TABLE 9. Goals of digital marketing in Bangladesh .....	32
TABLE 10. Differences between digital and traditional marketing to respondents in Bangladesh .....	33
TABLE 11. Digital marketing increase business opportunities .....	33

## 1 INTRODUCTION

With the change of era and effect of digitalization, the type of marketing is constantly changing. Nowadays, the digital marketing system has become much more widespread and important worldwide. The demand of digital marketing is increasing very rapidly. Digital marketing is a non-conventional digital stage basically concerning with the web for the promotion of products, services, connecting customers, and figuring out the expectations and wishes over customers. Digital marketing is tremendous strategy to raise customer's engagement and develop companies (Mishra 2020.)

The term digital marketing has become popular along the inclusion concerning a wider extent of digital and network verbal exchange technologies, including cellular phones later digital television. Communications are facilitated via content material and interactive offerings delivered via extraordinary digital technological know-how platforms consisting of the Internet, web, cellular phone, interactive TV, IPTV, and digital signage. Different types of online media are managed through an organization which include their website, blogs, e-mail list, and social media presences and additionally recognized as 'owned media'. Communications in digital marketing are managed as content material, interactive offerings delivered via extraordinary digital technological know-how platforms consisting of the Internet, web, cellular phone, interactive TV, IPTV, and digital signage. Different types of online media are used for digital marketing which include website, blogs, e-mails, and social media presences and additionally recognized as 'owned media'. Through digital communications technologies, companies can maximize sales to current customers, motivate persisted utilization of on-line services customized internet messages, provide customer services through email, and social media marketing. (Chaffey & Chadwick 2012, 11.)

Nowadays, digital marketing is a lot greater than a website, email, or social media. It moreover encompasses content material publication, cellular optimization, and data analytics. It is a cocktail regarding the total lot. (Hirt & Willmott 2014.) The most common equipment for digital advertising and marketing are; online advertising, online video and interactive tv advertising, mobile marketing, buzz marketing, websites, and social media (Chaffey & Chadwick 2012, 11).

This thesis intends to unveil the opportunities and challenges of digital marketing in Bangladesh. In addition, the study will explore the possible collaboration with digital service companies of Finland. Therefore, the thesis argues that as one of the developing countries, the recent technology boom and

digital Bangladesh strategy has brought a new wave of marketing specially in communication, promotion, and relationship improvement tools ranging from digital advertising, video sharing tools, mobile phone, and video games to web widget and online social networking. The national ICT Policy 2009 has conveyed their vision in terms of development of ICT and its massive prospective in ascertaining an apparent, dedicated and liable government, to confirming the development of skilled manpower, to improving social justice, to dealing public services through public private partnerships (PPP), and to growing status of Bangladesh to a middle-income country by 2021 (Masud 2017). With this opportunity, the trend of digital marketing in Bangladesh has risen rapidly. Different sectors such as bank, telecommunication, ready-made garments industries, food and beverages, furniture and household products, FMCGs and e-commerce are using digital marketing tools for their business. Therefore, there are huge digital marketing agencies booming and traditional marketing agencies are in transition towards digitalization. However, there is scarcity of research on the pros and cons of digital marketing in Bangladesh.

On the other hand, Finland is one of the leading countries in the world in public electronic services and the digital skills of Finns are the best in the EU (Ministry of Finance 2021). In addition, Finland has been highly rated in international ICT comparisons, ranking usually among the top five or at least among the top ten. The latest ranking, the Digital Economy and Society Index, was released in June 2019, and Finland ranked first on the list. (Ministry of Finance 2021.) This has created global expectations and attractions towards Finnish companies of benefiting from the internet, mobile, and other digital tools (Merisavo 2008). This thesis explores digital marketing strategies and expertise of Finnish digital service companies in digital marketing through literature review from secondary sources. Special emphasis will be given in searching the collaboration with Finnish digital service companies for benefiting and promoting the digital marketing services of Bangladesh.

Therefore, this study particularly explores what opportunities and challenges drive towards digital marketing in Bangladesh and how do digital strategies and expertise of Finland benefit digital marketing in Bangladesh? The specific research questions are;

- a. What is the existing state of digital marketing in Bangladesh?
- b. What are the opportunities and challenges in digital marketing in Bangladesh?
- c. What are the digital strategies and expertise in Finland?
- d. How does a collaboration with Finnish digital service companies benefit Bangladeshi digital marketing agencies?

From structural perspective, the thesis includes seven chapters. The following chapter two discusses the concepts of digital marketing structures such as general introduction, concepts of digital marketing. The third chapter focuses on the digital marketing channels and platforms. The fourth chapter describes opportunities and challenges of digital marketing. The fifth chapter analyses the empirical data collection process of the research. The sixth chapter provides findings and analysis of the empirical data. Finally, the last chapter seven provides conclusions and recommendation for further research in the field.



## 2 CONCEPT OF DIGITAL MARKETING

This chapter discusses the understanding of digital marketing concepts and thoughts, strategies, technologies and customer engagement in digital marketing in general.

### 2.1 Digital marketing

Marketing is the oldest concept with the human beings of identifying, creating, exchanging need and relationships between seller and buyer in promoting and enabling the process of trading product or service (Mishra 2020). The marketing is that the broader thanks to reach customer which involves selling because the prime cause been influenced through different steps like need understanding, brand recognition and thereby completing element of sales and purchase (Kotler, Armstrong & Agnihotri 2018). This includes different key process such as need identification product development customer reach and retention with loyalty building need fulfilment. Following these each process gives sustainable marketplace for marketer. In twenty first century, tactic of marketing has evolved opting digital form where product and brand is made to reach customer mind and influencing decisions through different tactics selected by brands. This digital approach evolution of service marketing becomes more customer focused and new products are made keeping customer in center. 7 C's becomes more useful rather than 7 P's which reimagine the 7 P's in customer focused manner as mentioned Product—Customer, Price—Cost, Place—Convenience, Promotion—Communication, People—Caring, Process—Coordination, Physical Evidence—Confirmation. (Kotler 2017.) With the industrial reformation, the need of fast and impactful marketing is in demand and the technological advancement has changed the way of reaching to customer. Many marketers are using search engines to market their product and services. Access to internet is now trending from 3<sup>rd</sup> generation to 4<sup>th</sup> generation/5<sup>th</sup> generation and this has become base for brand spanking new era on which different products are placed and explored on internet. In addition, the online marketing is now an ever-growing industry. (Kotler et al. 2018.)

Digital marketing usually signifies marketing through digital technologies that uses all the platforms of electronics or electrical gadgets or the electronic media for marketing or promotion of products, services or brands (S & Rungta 2016). Digital marketing has been defined as the use of technologies to help marketing activities to improve customer knowledge by matching their needs (Chaffey &

Chadwick 2012, 11). Digital marketing is one of the online based component of marketing which works through computer and cell phone by online or digital platform. Digital marketing is the use of the internet, mobile devices, social media, search engines, and other channels to reach consumers. (Barone 2020.) Some marketing experts consider digital marketing as a completely new endeavor that needs a replacement way of approaching customers and understanding how customers behave. The key objective is to market brands through various sorts of digital media. Thus, digital marketing goes beyond the traditional marketing and can include internet marketing, mobile phones, social media marketing, display advertising, search engine marketing, email marketing and basically any type of digital media. (Buda 2014.)

It boils down to two considerations for each business: Is my audience online or will it be online in the future? Can I use digital marketing to promote my business or brand? It's a no-brainer that the firm that asked this inquiry has to carefully consider digital marketing. Some kind of digital technology can be used by prospective and existing consumers to explore, investigate, or purchase the items and services offered by a company's website. Building any type of relationship with these folks, it is crucial that you engage them in the medium they like. It is disputed whether or not the second question should be answered affirmatively. This is due to the fact that most individuals would say yes to the first question, thus the second question tends to be the same. Naturally, every firm would want to advertise its products and services amongst other companies that have similar interests. Invading a new market may be risky as well as expensive. It may do good and it can do harm at times. (Ryan & Jones 2009, 22-24.)

Several research papers and articles provided some insights on digital marketing as internet marketing, online marketing and web-based marketing or business. However, those are summarized in table 1 below.

TABLE 1. Insights of digital marketing (adapted from Bala & Verma 2018; Immonen & Joensuu 2009).

Internet World Statistics, 2007	Internet content has opened new possibilities in terms of marketing for many businesses; it has not only brought marketing opportunities but also a vaster and more available customer base
Chaffey et al. 2009	Internet marketing is as 'achieving marketing objectives through applying

	digital technologies'
--	-----------------------

Continues

Table 1 continues

Parsons et al. 1996	For successful businesses, traditional methods of marketing need to be merged online for meeting the needs of customers
Kiani 1998	New technologies have created new business opportunities for marketers to manage their websites and achieve their business objectives
Song 2001	Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success
Pepelnjak 2008	For producing effective results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement
Munshi 2012	Digital marketing has given the new wave in monotonous advertising and marketing techniques. Digital marketing is powerful tool to revive the economy and create tremendous opportunities for governments to function in a more efficient manner
Teo 2005	Firms in Singapore already have tested the success of digital marketing tools as being effective and useful for achieving results.
Mort et al. 2002	Growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics.
Kanttila 2004	Digital content such as accessibility, navigation and speed are the key characteristics for digital marketing to deliver result for businesses.

## 2.2 Strategy of digital marketing

Digital technology provides new opportunities for businesses, such as decreasing significant entry barriers. Cross-border e-commerce and involvement in global value chains can be facilitated by digital technologies. Increasing access to networks and allowing SMEs to engage in e-commerce may help small businesses go worldwide and even develop across borders, allowing them to compete in specialized markets. People may now perform everyday personal computer and communications activities thanks to advancements in mobile technology. From broader perspectives, digital marketing

includes all activities, institutions, and processes facilitated by digital technologies for creating, communicating, and delivering value for customers. (OECD 2017.) Thus, digital marketing requires appropriate strategy. The most important aspects for the requirement of a digital marketing strategy, is the redundancy of financial resources (Wertime & Fenwick 2008). To build up a strong foundation of digital marketing strategy, recommends the following components should be considered in formulating the digital marketing strategy (Ryan & Jones 2009, 22-24).

Knowing what you are doing is essential in marketing. If the firm is ready for digital marketing, this will be a crucial step in determining whether it's worth it. You'll learn how well-prepared a firm is in terms of technology, infrastructure and understanding of digital marketing.

It is important to know who your competitors are. Finding out the key competitors offline and online of firm in digital marketing is significant. This will help to understand and disclose what the competitors is doing correctly and wrong in the digital environment. This information may also be used to identify areas of weakness in the competition, as well as areas in which the firm may be able to improve its performance. When it comes to how a firm portrays itself online, this degree of analysis may make a significant impact. Through the online community, a firm expands its reach outside its local market. A company's digital marketing plan has the potential to reach the entire world.

It is important to know who your customers are. Before beginning on a digital journey, define and understand the target audience and market. This may save time and money in the long run for the company. You may gain a lot from knowing how your consumers use, consume, and engage with digital material since it will help you establish a relationship with your audience in a digital environment.

Need to set a clear goal in achieving success in digital marketing. Before diving into the world of digital marketing, it is important to have a clear idea of what you want to achieve. A good basis for a company's digital marketing strategy may be laid with this stage, according to the writers. Establishing defined goals at the outset of a digital project will enable the firm to have a clear picture of what it wants to achieve in the long run. The goals stated in advance can then be used to gauge the success of a certain campaign or initiative.

Constant follow up on the progress is essential in the digital marketing. An advantage of digital marketing is that outcomes can be assessed with more accuracy. Basically, everything that happens

online can be tracked and monitored, and the progress can be compared to predetermined goals stated in the preceding stage. By defining key performance indicators (KPIs) at an early stage, it is possible to measure and monitor a specific digital campaign. KPIs might be reevaluated from time to time in order to improve performance of the company.

### **2.3 Technological underpinning of digital marketing**

Technology now days is an inseparable from society in this advanced technological world. Marketing for business of companies is no exception. With the advancement of technology, digital marketing is on the rise globally. As the technology gets traction in the market, it is noticed by marketers and placed on their radar. A new generation of marketers jumps in to see how they can use this new technology to connect with their target audience. The technology becomes popular and conventional marketing technique. There are several examples of important technological advances that have changed the connection between marketers and customers for the better, and on a worldwide scale. It is important to remember, though, that marketing isn't about technology; it's about people. Technologies that may appear minor or even insignificant now have had an enormous influence on a variety of sectors throughout history. (Ryan & Jones 2009, 4-6.)

Technology creates new market and assist to alter old businesses. Marketer must be skilled to analyze the opportunities and challenges of the use technology in their old business idea or in starting new business. Accordingly, they must accept and allow technology for their business operation.

Widespread acceptance of digital technology the internet and the software programs that operate on it as well as the gadgets that allow people to connect to the network and each other, whenever, and however they want. The disadvantage of the use of technology in digital marketing is disruption in old business. Marketers must decide for themselves if this disruption is an opportunity or a danger. Understand how early communications technology grew into today's worldwide network of networked computers, we need to go back in time. An explosively expanding global network that looked almost miraculous in its ability to connect individuals across enormous distances began the history of electronic communication with the wired telegraph. (Ryan & Jones 2009, 4-6.)

### **2.4 The digital customer**

Comprehensive understanding of the digital customer experience is required for the success of business in the era of digital transformation. Business that embraces digital transformation will be able to identify advantages and disadvantages of business and acts accordingly towards success in short time (Solis, Li & Szymanski 2014.)

The idea of mysterious ethereal creatures who reside in their own hyper connected, multidimensional cyber world is pervasive in today's marketing circles. A paradox: they speak a distinct language, communicate in a way that no one else can. "Digital customers" are fleeting, ghost like entities that elude the grip of marketers. As we have been told, online customers are different but are they different? It is important to recognize that there are no digital customers. Every day, individuals stroll into your business, call you on the phone or purchase from your catalogue. Neither of them are shady, menacing or secretive in any way. Everyone knows that they are humans. People have been talking with each other for thousands of years. (Ryan & Jones 2009, 24.)

The disruptive technologies including social, mobile and real time technologies significantly aligned with bigger changes of digital marketing. Digital transformation is becoming a priority for many leading organization in the world. Mapping and understanding the customer experience is very crucial in for the transformation. Digital transformation is driven by technology and evolution of customer behavior. (Solis et al, 2014). Technology helps to quicker communication with customer and engage customer as well with company.

Experience of customer is matters in digital marketing. Customers want to know how marketing can enhance their experience and help them to make better choices. Therefore, people are the most essential factor in marketing. In the digital realm, understanding on the customer experiences and behavior is important. Because consumer behavior is changing due to the ubiquitous, emotive, enabling character of digital technology. As most customers use new technologies and social media to progressively customize their digital experiences, we have hit a collective digital tipping point. With the advent of digital media and more diversified and segmented marketplaces, the practice of broadcasting generic advertising messages to the general market is fast being replaced by specifically targeted narrowcast marketing. As a result, the digital marketing creates long-term connections with clients that are individually personalized. (Ryan & Jones 2009, 24-26.)

### **3 DIGITAL MARKETING CHANNELS**

The companies use numerous channels that suit for their product and ways of interaction with their customers. It is important to choose the finest channels for your brand's ROI. (Mishra 2020.) There are eight channels of digital marketing which are; website marketing, pay-per-click (PPC) advertising, content marketing, e-mail marketing, social media marketing, affiliate marketing, video marketing and SMS marketing (Barone 2020).

#### **3.1 Website marketing**

Website marketing is a type of internet marketing that relies on websites. As a paid digital marketing idea, search engine traffic is used to drive traffic to product or brand-related websites owned by businesses (Mishra 2020). As part of digital marketing, a marketer might utilize his website as a platform for marketing. Marketers try to drive appropriate site visits to the site by strategically advertising a website. The primary objective of website marketing is to attract customers who may be interested in the company's products or services. An increase in the number of visitors to a website implies more opportunities for you to get your cost offer in front of potential clients. Search engine optimization, content material marketing, visual marketing, social media engagement and other unique online and offline activities are all used to get the highest possible ranking in search engine results pages as part of most website marketing strategies. (Barone 2020.)

#### **3.2 Pay-Per-Click advertising and affiliate marketing**

Pay-per-click (PPC), is a type of internet advertising that allows a person or organization to market its products and services to a wider audience. This article will focus on Google, Bing and Yahoo as the three major search engines to pick from. Facebook and LinkedIn also provide advertising, but they are relatively new to the game, so there isn't much historical data from which to make conclusions. The target audience of a company may also be difficult to reach via social media, depending on the sort of business. Data from a survey performed by The Search Agency reveals how much the cost per click has risen in recent years. (Buda 2014.) If someone clicks on an advertisement, the advertiser will be charged. It is true that Google AdWords is the most common kind of PPC advertising, but there are



many others. A search engine's sponsored links, which are shown above the regular search results, allow marketers to bid on unique keywords. This depends on how much an advertiser is willing to pay for each click. The cost per click is usually determined by how many other people are bidding on the same phrases. (Barone 2020.)

Affiliate marketing is the advertising or marketing of different people's or company's products or services via commissions, where marketers discover a product they corresponding to, motivate it to others by using promoting, and earn a phase of the income for every sale that they create (Barone 2020). Through independent marketers, it is viewed as an effective technique for generating the desired number of consumers. You may advertise your goods online, drive traffic, and publish content with the use of a brand's website. Involved in digital marketing and utilizing gadgets on behalf of the company, employing diverse technologies. This technique is also known as "website marketing," where the marketer receives a fee only when a product is purchased. (Mishra 2020.)

### **3.3 E-mail marketing and SMS marketing**

E-mail marketing is one of the strong, common, and positive aspects of digital marketing. In this marketing, entrepreneurs be aware to the target customer about their product or offerings through sending a business message, a promotional message commonly the use of e-mail. In its widest sense, each and every single electronic mail dispatched to a feasible or present customer should be reflected e mail marketing. It includes the use of electronic mail to send advertisements, promotional offers, exclusive offers, request business, or are seeking for sales. (Barone 2020.) When it comes to social networking tools, E-mail marketing has been dubbed the original. E-mail has a major part in social networks as a whole. In order to be successful, email marketers must have both marketing acumen and creative copywriting abilities. An email sent to a list of customers that generally comprises a sales pitch and a 'call to action' is what it sounds like. When it comes to marketing, this may be considered one of the most powerful tools in a company's arsenal of digital marketing tools. Due to the broad acceptance of the digital media, email also allows organizations or people to connect with internal and external stakeholders more personally. Consumers or prospects will open an email that contains a newsletter or promotion from a business if that firm is well-known. To the point that they are expecting contact from that particular firm. Additionally, those who get e-mails open them with the expectation that they will contain something of value. The message's chances of being opened are

much higher if the message's content is engaging and relevant to the intended audience. (Ryan & Jones 2009, 132-134.)

SMS Marketing is one of the aspects of digital marketing which is sending promotional campaigns or transactional messages for marketing functions the use of textual content messages (SMS). These messages are normally intended to talk time-sensitive offers, value-added services, reminders, updates, and indicators to target people who have consented to get hold of these messages from your business. With the large use of cell phones, people are usually in contact with mobile phones. As a result, effective marketing of products or offerings is going to be completed very easily via cell SMS. (Barone 2020.) Many different firms send out promotional messages to their customers by SMS, informing them of the newest discounts, trends and new products and services available (S & Rungta 2016).

### **3.4 Content marketing and video marketing**

Content marketing is strategic marketing where the product or provider is introduced in an easy way situated on the target customer. So that the customer is attracted. Here the content material is organized through prioritizing the tastes, values, and preferences of the chosen customer so that the customer is attracted to the product or service. (Barone 2020.) Since the advent of the internet, both organizations and individuals have attempted to maximize their online presence and connect with each other to the fullest extent possible. Businesses quickly learned that they could approach clients in a different way. Out of the fundamental and basic need for communication, this has grown and continues to evolve. As a rule of thumb, organizations and individuals communicate online for social or business-related reasons. A modern communication tool nowadays is considered to be the internet. A wide range of products and services are available to everyone who wants them. An essential feature of the internet is that it's free and open to everyone. Internet users are in charge of it now, and it's safe to state that. This suggests that an online presence, whether personal or commercial, may influence and be affected. (Buda 2014.) You can determine a firm or individual's internet presence by looking at the material they generate and offer. It is called content marketing, and in the last decade, It has become a major marketing communication trend. Create and share relevant information to solve problems and reinforce brand messaging through thought leadership. (Marketo 2012, 4.)

Video marketing is an element of digital marketing regarded to increase target audience involvement through social activity round a specific video. In a tremendous social video marketing campaign, the

content, innovative input, marketing strategy, distribution strategy, and customer self-expression equipment mix to allow an person to add their voice or co-create usefulness to a phase of content material then in addition broadcast it out to their social connections. Social video generally advantages from a halo impact cast via the influencers of a positive social consortium. Social video marketing points of interest on customer cultural philosophy, financial philosophy, and social philosophy throughout the attitude of sharing. Social video marketing differs from social marketing, which has the focal point of motivating behavior for social good. Media commissioner and content material rights holders make social videos from TV, Live video feeds, and pre-recorded content material in order to create involvement on social platforms and force media spreading. They use real-time video enhancing software program to without delay create and share social videos in neighborhood formats, for instance, rectangular video for Instagram and vertical video for Snapchat. (Barone 2020.)

Your passion and personality may be easily shown with a video. The usage of video in marketing is on the rise. As content becomes increasingly ubiquitous and time to absorb it becomes increasingly scarce in modern times, videos appear to solve a number of problems by providing more information in less time. It's because of this that videos are such a powerful tool for both marketers and individuals. Websites like YouTube, Vimeo, and Dailymotion that host and share videos have permanently altered the video marketing environment. (Buda 2014.)

Each month, YouTube is visited by more than 1 billion unique individuals across the world. More than 6 billion hours of video are seen on YouTube every month, and 100 hours of video are added every minute (Youtube 2014). YouTube alone has a remarkable number of views and subscribers that indicate that video is a global phenomenon. In my opinion, videos are the most shared and most seen material on social media and video marketing is very much effective as well.

### **3.5 Social media marketing**

Software and services that allow users to trade, discuss, communicate and engage in social interactions are known as social media (Ryan & Jones 2009, 152). Social media marketing is the greatest thing of digital marketing where entrepreneurs use social media platforms to promote their products or services. Social media marketing is turning into extra famous and greater successful in marketing strategies, with the significant of information technology and digital terms. (Barone 2020.)

Text, pictures, audio, and video can be used in the interaction between two or more individuals. Most of the time, the type of contact is determined by the purpose of the communication. A fresh piece of material can be communicated as well as the sharing of current content. Reviewing and rating items, services, and brands as well as debating other topics are all possible. It is almost impossible to keep up with the amount of material that's being generated and shared on the internet, thanks to the boom of social media. People from all over the world may share their personal interests, hobbies, and experiences, as well as their professional skills, with the aid of social media platforms. (Ryan & Jones 2009, 152.)

Most of the social media platforms have been created in data analytics tools, facilitating firms to path the development, achievement, and engagement of marketing campaigns. Enterprises can effortlessly attain their goal customer, feasible customers, and current customer via social media. Customer engagement has extended swiftly with the product or services through social media marketing. Some social media platforms are Facebook, Twitter, Instagram, LinkedIn, YouTube, WhatsApp, Pinterest, Snapchat, Yelm, Social bookmarking sites, Blogs, Tumblr, Ad formats, and Advertising campaigns. (Barone 2020.)

## **4 CHALLENGES AND OPPORTUNITIES OF DIGITAL MARKETING**

In this chapter, opportunities and challenges in digital marketing are discussed. Both the global and local perspectives are included in the analysis.

### **4.1 Challenges of digital marketing**

Though, the challenges evolve every year with the technological advancement in digital platform, the main challenges in digital marketing are budgeting challenges and unclear roles in marketing management (Chaffey & Chadwick 2019, 21-22). In addition, rapid increase of digital networks/platforms have brought other multifarious challenges; Firstly, digital marketers must compete and maintain how digital marketing networks/platforms work, used by customers, and how network promote their products or services. Secondly, digital marketers must keep their eye on data mining to analyze and get feedback on customer or target people's behavior towards increasing their market share and creating new customer demand. Thirdly, digital marketing requires an approach to marketing based on a deep understanding of consumer behavior, it may require a company to analyze new forms of consumer behavior, such as using website heatmaps to learn more about the customer journey. And fourthly, for the nature of ever-changing digital market, the digital advertiser must be constantly aware to learn something new for competence building. Finding reliable and skilled partners are also challenging in the digital marketing. (Sanoma Markkinointi Routa 2021.)

On the other hand, data security theft and biggest threat against digitalization is high chances of data loss and breach of privacy are potential challenges. Data mining is the base of digital marketing and same is the threat owing to its possibility of being hacked by bugs or virus. Branding is also perceived as biggest challenge in digital world. Reframe and refresh of technology updates brands regularly. The fast reach and easily accessible feature of digital platform is even seen sometimes a threat as consumer gives open reviews which is seen by mass and even affects the sales growth of brand. (Mishra 2020.)

In short, the challenges of digital marketing are; (i) the company must keep its offering flawless and must maintain a good image in the market as the news or the message spreads extremely fast with the help of these technologies; (ii) extremely tough competition; (iii) companies from every scale use the

technique of digital marketing that may become harder to attract the customers' attention, and (iv) the customers miss out on a lot of relevant data (Mishra 2020).

## **4.2 Opportunities of digital marketing**

The automation of global marketing has undoubtedly been changed by technological developments. Digital marketing is a direct outcome of these technical advances in marketing. Opportunities for digital marketing depend on combining past technologies with the development of new technology for customizing and converting marketing methods. (i) It reaches a big number of customers quickly. (ii) It saves the firm money. (iii) Consumer behavior is recorded, including preferences and responses to various products, services and brands. Technological innovation, then, is a wonderful opportunity for digital marketing in its own right. Such a technology would be artificial intelligence (AI) in digital marketing, which can be used to mine data and analyze consumer behavior. Consumers were more powerful as a result of digital marketing because they had a variety of alternatives to pick from on large digital platforms, and because of pricing transparency and globalization, they felt a greater feeling of competition. (Mishra 2020.)

With the increase in internet usage, people are also becoming digital day by day. Therefore, digitalization is directly linked with growth in internet users. For example, in Bangladesh, there are 38% of households have internet access at home and 53% of people have active mobile broadband subscription by end of 2019. There were 13% of the total populations used internet by the end of 2019 in Bangladesh. On the other hand, in Finland, there were 89% households with internet access at home and 90% of total individuals were using internet by the end of 2020. People are getting more and more digital as internet usage increases. As a result, digitization and the rise of internet users are closely related. (International Telecommunication Union 2021.)

By the end of 2019, 63.4% of all mobile users worldwide already used their mobile devices to access the internet, and that number is expected to increase to 80% by 2025. 66% of internet users made purchase decisions on a digital device. In 2019. By the end of 2019, worldwide B2B e-commerce sales will surpass \$12 trillion, and that number is expected to increase to \$24.3 trillion by the end of 2025. Globally 34% of companies spent more than half of their marketing budget on digital marketing. (Statista Research Department 2015.)

The trend demonstrates a move from a price conscious to a value-conscious market, and the digital market is always evolving to generate value of the product and advertise the value rather than just the price, making it the most desired market place and increasing rapidly as a result of this shift. Seeing is believing, and digitalization is expanding as a result of this idea. Increased need for entrepreneurs and start-ups in the economy leads to more companies entering the market, and their desire for promotion to a bigger mass in a short period of time leaves digital marketing as the only and best media. Artificial intelligence technology is a new trend in digital marketing. Today, data has become a valuable commodity for every sector, and digital marketing is the ideal platform to gather and analyze different forms of data, allowing industries to better define their products, confirming the concept that “Digital is the future”. Right analysis combined with creativity leads in accurate business decisions, which drives the firm with a greater return on investment (ROI). Based on data that can be captured in the digital marketing trend, this is the correct analysis. This can be seen, the variables listed above function as a catalyst to keep the digital platform flourishing indefinitely. Understanding that change is a fact of life, digital platforms continue to offer new segments and channels of marketing that keep consumers engaged in the digital market place. Something new is introduced to the platform every day, which keeps people interested on social and internet platforms. This will be achieved through the combination of successful prior technologies and a rising desire in personalizing and customizing needs of individuals. Five years ago, it was a very different world than it is now. Due to changes in human behavior and their fascination with technology, this has occurred. Now, every firm wants to be more productive and lucrative in the least amount of time feasible. (Mishra 2020.)

## 5 CONDUCTING EMPIRICAL RESEARCH

An empirical quantitative research is included in this thesis. In the empirical research conclusions are being made based on real life experiences and observations (Goundar 2012). The quantitative research is a kind of research that defend phenomena by accumulating numerical statistics that are analyzed using arithmetically supported numerical procedures (Creswell, Ivankova & Stick 2006). However, data are going to be collected through primary and secondary sources. For collecting data from primary sources, quantitative survey method is applied. A survey may be a research method used for collecting data from a predefined group of respondents to realize information and insights into various topics of interest. They will have multiple purposes, and researchers can conduct it in some ways counting on the methodology chosen and therefore the study's goal. Additionally, a web survey may be a set of structured questions that the respondent completes over the web, generally through filling out a form. It's a more natural credits to reach fixed the respondents because it is a smaller amount time consuming than the normal way of gathering information through one to at least one interaction and fewer expensive. (Questionpro 2021.) Therefore, a structured online survey questionnaire (APPENDIX 1) leading most of the closed ended questions are used purposively. However, few open-ended questions are also accommodated in the questionnaire for getting the real-life opinion on the research cases.

The questionnaire (APPENDIX 1) was formulated by Webropol (3.0) software. The targeted responded from two types of target organizations such as corporate companies and digital marketing agencies were contacted through email beforehand. Getting their agreement, questionnaire was sent to them to fill and they will return it to me through email. For the ethical reason, the thesis does not publish their name and personal identification. However, they are agreed to use their professional designation for the data analysis. The data were organized, presented and analyzed thematically in a systematic manner following business and relevant social research methods of data analysis. On the other hand, data from secondary sources was collected from Bangladesh and Finland through literature review. On the other hand, data from secondary sources will also be collected from Bangladesh and Finland through literature review.



### 5.1 Research population, survey sample and respondent profile

The study has been conducted on the cases of corporate companies as cliental and digital marketing agencies in Bangladesh. The top level, mid-level and operational level of digital marketing professionals of different corporate companies and digital advertising agency were considered as the research population because they are directly involved with the digital marketing of their products and services. There are 52 people from 30 companies of both corporate and digital advertising/marketing agency from Dhaka of Bangladesh selected randomly for the study.

A total of 52 respondents were selected randomly from three levels such as top management, middle management and operation management of thirty (30) companies operating digital marketing in Bangladesh. Respondents or research populations includes; Chief Executive Officer (CEOs), Directors, Head of Marketing, Marketing Managers, Senior Marketing Managers, Brand Managers, Account Directors, Creative Directors, Account Managers, Digital marketing and Communication Managers. Survey questionnaire was sent to them through email and 43 (83%) out of 52 respondents responded to the survey. The survey data showed that fifty percent (50%) responded had 4-6 years and 19% responded had more than 9 years digital marketing experiences shown in table 2 below.

TABLE 2. Survey sample and respondent profile.

	<b>Description</b>	<b>Number/Percent</b>
Respondents	Total recipient of survey questionnaires	52 (100%)
	Total respondents' responses	43 (83%)
Experiences in digital marketing	1-3 years	12%
	4-6 years	50%
	7-9 years	19%
	More than 9 years	19%

## 5.2 Validity and reliability

Validity is a scale's ability to provide measurements that properly represent the underpinning construct it measures. This means the scale measures what its intended purpose was. (Litwin 1995.) In other words, validity refers to a measure's conformity with theoretical definitions and expectations. Furthermore, it was suggested that all validity be consolidated under the category of construct validity and that six areas of validity evaluation, including the influence of a survey's usage on respondents, be examined. (Messick 1995, 741–749.) We have the potential not only to create and validate measures particularly for use in cognitive translation studies, but we can also contribute to other social sciences that recognize the relevance and effect of translation by adapting scales for different languages (Hambleton & Patsula 1998).

In addition to content validity, face validity refers to the degree to which items in a survey look relevant to a reader who is already familiar with the construct being assessed (DeVellis 2016). For cognitive translation theories to be validated, correlations with manifest variables and a web of connections with other constructs must be collected. The default translation is still under investigation highlights these various evidentiary procedures. When it comes to product-oriented study, it focuses on what comes out of the translation process, but psychological and cognitive processes that can lead to default translations are also examined. Observational and theoretical notions are addressed, which is an example of the many validation approaches that are required in surveys. (Halverson 2019.)

The concept of 'reliability' is used to test or evaluate quantitative research (Golafshani 2003). Reliability relates to the consistency of a measure in quantitative research. Thus, reliability can be defined as a test, or a measurement method that gives the same result in a repeated test. For example, a participant completing an instrument meant to measure motivation should have approximately the same responses each time the test is completed. It is not possible to give an exact calculation of reliability. However, an estimate of reliability can be achieved through different measures. There are three attributes in reliability of research those are; (i) homogeneity, (ii) stability and (ii) equivalence (Heale & Twycross 2015).

Reliability is the quantity of ability to produce the same findings each time it is used, given that the object being measured does not change. A measuring instrument is considered to be very reliable if it consistently produces the same findings each time it is used. As well as great dependability, good measurement devices should also have high accuracy levels. Measurements must be made more than

once in order to determine dependability. If you wanted to be sure your couch would fit through a door, you'd measure it twice to ensure it would. Getting the same measurement twice gives you confidence that your measurements are accurate. The test-retest process, the alternate forms procedure, the split-half approach, and the internal consistency procedure are four methods sociologists can employ to measure reliability. (Crossman 2019.) Cronbach's alpha, a measure of internal reliability based on the amount of variation that can be ascribed to a latent variable, is perhaps the most commonly used approach for reporting reliability (DeVellis 2017). The quantity of items in the scale and its intended application should be taken into account in the evaluation of reliability, as they do with any statistical rule of thumb (Peters 2014, 56).

Integrity is used to distinguish between variations caused to measuring errors and differences related to the construct itself. Measurement tool error is reduced as a result of numerous measurements being similar. It also enables for more confident comparison of survey results across research projects, which facilitates theory building through replication. (Mellinger & Hanson 2020, 179.) Reliability cannot be completely proven by reporting one single statistic during initial scale development for several reasons. Because any reliability coefficient is a function of the sample data, and not of the survey instrument itself, researchers must report Cronbach's alpha each time the survey is given in order to obtain a reliable result. (DeVellis 2016.)

This research followed the attributes of validity and reliability in ensuring validity and reliability of research data and result. The proper research population was selected in this research to collect data on the basis of standard questionnaire in the relevant field of digital marketing. In selection of research respondents, this study followed random sampling focusing on the purposively selected homogenous case organizations and categories of respondents of digital marketing in Bangladesh. Same questions were asked by the study to get their real-life experiences and opinions. Secondary data were also used carefully from authentic, reputed and widely used references from both Bangladesh and Finland. The collected data were analyzed through web based software to avoid error and data drives the discussion and conclusion of the study. Thus, method, approach, data, findings and analysis used in this research are reliable, valid and credible for the research.

## 6 FINDINGS AND ANALYSIS OF THE STUDY

This chapter presents and analyses findings of the study. The discussion on findings is divided into two parts. In first part, thesis provides an overview on the existing state of digital marketing at both Bangladesh and Finland based on literature review. In the second part, thesis presents and analysis of the collected data from Bangladesh based on survey questionnaire.

### 6.1 Existing state of digital marketing in Bangladesh

Bangladesh has undergone a long way in its development of information and technology sector, which has paved the way of e-commerce and e-business. Digital marketing has a significant impact on business costs and productivity. Digital marketing has a chance to be widely adopted due to its simple applications. Thus, it has a large economic impact. It gives the opportunity for boundary crossing as new entrants, business models, and changes in technology erode the barriers that used to separate one industry from another. These increases competition and innovation, which are likely to boost overall economic efficiency. Now, digital marketing has emerging business potentials in Bangladesh. The rapid expansion of the use of internet, cell phone, online banking, changing lifestyle of people, and migration of labor in foreign country is making digital marketing more prospectus in the country. There is also some great restriction exist in the development of digital marketing like security issue, low per capita income, lower access rate to internet, lack of government support, lack of infrastructural development. Starting a business in Bangladesh however is getting more competitive in this edge of business flourishing, economic uncertainty and variety of options to the customer. Today 's marketing techniques are the result of a huge technological and internal movement within this last decade. Some multinational companies have introduced us some real exceptional marketing methods and local companies are in competition. Now, the key to success for these businesses is choosing the right method of marketing and providing the right message to the customer. (Masud 2017.)

Some digital marketing companies and digital infrastructure and service coverage in Bangladesh are shown in table 3 below.

TABLE 3. Types of industry and some digital marketing companies in Bangladesh (adapted from Masud 2017)

<b>Companies</b>	<b>Services or products/nature of digital services</b>
<b>Digital marketing sector</b>	
Bank sector	SMS Banking, Mobile Banking, Internet banking.
Telecommunication	Mobile operators
Garments & Textile's	Garments Industry is a 100% export oriented organization. Textile Printing Technologies, digital print, featuring multiple colors, gradients and image. Export Import Business.
Electronics	E -commerce is one kind of electronic sector side
<b>E-commerce companies</b>	
Innotex	Innotex (Innovative Textile) is one of the most promising, progressive and in vogue garments buying agents in Bangladesh.
Bikroy.com	Bikroy.com is a website where you can buy and sell almost everything.
Macromedia Digital Imaging (MMDI) Pvt. Ltd.	MMDI is a pioneer in large format outdoor and indoor printing, fleet and signage graphics in Bangladesh
Systech Digital	Systech Digital is one of the leading software development companies in Bangladesh. Already it has earned vast popularity in Corporate Solutions.
BD.jobs.com	BdJobs.com Ltd. is the first and leading career management site in the country.
Prothom alo Digital Platforms	The online portal of Prothom Alo (www.prothom-alo.com) is the Number 1 Bangladeshi Web site in the world. This portal is accessed by 1.6 million visitors from 200 different countries and territories across the globe with 60-million-page view per month.
Hatbazar.com	hatbazarbd.com is an online marketplace featuring discount deals with popular businesses like Internet services, Luxurious restaurants, Hotels, Transports, Beauty parlors, Fashion houses, Theme parks, Gymnasiums, Furniture shops, Sports & Recreation centers, etc. End of the day, we provide consumers with quality and demand able products in cheap, and the businesses with a ton of customers

ICT must be used to develop human resources, which is vital to creating an equitable society, the "Digital Bangladesh". This overall aim of ICT-based development is also reflected in the national ICT policy 2009. Some of the major strategic objectives of this strategy are social equality, universal access, and ICT alternatives. This means creating a cheap and simple multi-channel access mechanism that connects individuals and promotes digital inclusion for growth. Recently, frequency bands have been earmarked for Long-Term Evolution (LTE) and Digital Dividend in the National Frequency Allocation Plan (Multimedia Broadcasting). These technologies are regarded to have tremendous potential in our country because to their technological advancement, interoperability, and capacity to provide ubiquitous services. Telecom backbone network in Bangladesh is both optical fiber and wireless. Among the major participants in the country's backbone infrastructure development are mobile carriers, BTCL, PGCB, Bangladesh Railway (BR), certain PSTN operators, and new entrants in the national Telecommunication Transmission Network (NTTN) industry. Government of Bangladesh is actively building Bangladesh's information backbone. (Association for Progressive Communication 2010.) As one of the developing countries, digital infrastructure and services are in growing stage with limited capacity in Bangladesh. Nature of the digital infra structure and service coverages of Bangladesh are shown in table 4 below.

TABLE 4. Digital infrastructure and service coverage in Bangladesh (adapted from International Telecommunication Union 2021)

<b>Digital infrastructure and service</b>	<b>Coverage</b>	<b>Percent</b>
Network coverage	Population covered by mobile cellular network (2019)	100%
	Population covered by 3G mobile network (2019)	95%
	Population covered by 4G mobile network (2019)	82%
Mobile phone ownership	Individuals owning mobile phone (2018)	71%
	Female owning mobile phone (2018)	31%
	Male owning mobile phone (2018)	54%
ICT access at home	Households with internet access at home (2019)	38%
	Households with a computer at home (2019)	6%

Continues

Table 4 continues

Population using the internet	Individual using the internet, total (2019)	13%
	Female internet use as a percentage of total female population (2019)	5%
	Male internet use as a percentage of total male population (2019)	8%
	15-24 years as a % of all 15-24 years (2016)	12%
	25-74 years as a % of all 25-74 years (2016)	8%

## 6.2 Existing trend of digital marketing in Finland

Finland is one of the leading countries in the world in public electronic services and the digital skills of Finns are the best in the EU (Ministry of Finance 2021). In addition, Finland has been highly rated in international ICT comparisons, ranking usually among the top five or at least among the top ten. The latest ranking, the Digital Economy and Society Index, was released in June 2019, and Finland ranked first on the list. (Ministry of Finance 2021.) However, it was in the late 1990s that digital marketing began to take hold in Finland, as the internet became the primary source of information (Merisavo 2008). Currently 4.46 million people in Finland uses social media and it has increased 6.1% during 2020 and 2021. Digital spending in Finland is a total of 746.6 million dollars in the year of 2021 and digital spending growth is 6.2%. (Dataportal 2021.) Current digital service statistics are; 100% population covered by mobile cellular network, 89% of homes has ICT access, 90% of the people uses internet and 98% people owned mobile phone. Details digital infrastructure and service coverage in Finland are shown in table 5 bellow.

TABLE 5. Digital infrastructure and service coverage in Finland (adapted from International Telecommunication Union 2021)

<b>Digital infrastructure and service</b>	<b>Coverage</b>	<b>Percent</b>
Network coverage	Population covered by mobile cellular network (2019)	100%
	Population covered by 3G mobile network (2019)	100%
	Population covered by 4G mobile network (2019)	100%
Mobile phone ownership	Individuals owning mobile phone (2018)	98%
	Female owning mobile phone (2018)	98%
	Male owning mobile phone (2018)	99%
ICT access at home	Households with internet access at home (2019)	89%
	Households with a computer at home (2019)	87%
Population using the internet	Individual using the internet, total (2019)	90%
	Female internet use as a percentage of total female population (2019)	89%
	Male internet use as a percentage of total male population (2019)	90%
	15-24 years as a % of all 15-24 years (2016)	100%
	25-74 years as a % of all 25-74 years (2016)	93%

These two aspects of digital marketing have proven to be its greatest assets. However, cookie policy changes in the next few years will have a significant impact on your chances of being targeted. We don't yet know what the ultimate results will be but the advertiser should already be thinking about the possibilities of contextual targeting. Artificial intelligence (AI) has become a powerful marketing tool, and its potential should no longer be overlooked. Across the globe, artificial intelligence (AI) is viewed as the biggest business potential in the next decades, according to experts. AI may be used to monitor customer behavior and discover out how people locate an advertiser's goods, for example (social media, blogs, etc.). Chatbots are a frequent kind of artificial intelligence based advertising. Online watching increases TV viewing time by 7%. Online watching accounts for a third of viewing time among 15-24 year olds (32% ). An online TV service is a fantastic option when the objective is to attract youthful people. Only internet TV can reach 10% of 15-24 year olds. (Sanoma Markkinointi Routa 2021.)



Spending on internet advertising in the third quarter was EUR 128,7 million. This is an annual increase of 4.4%. Because internet advertising fell by 18% during the second quarter of the year, this is a considerable rise. On the other hand, search advertising has seen the most growth. Among the most popular online advertising formats are: search 38%, social media 28%, display 22%, categorized 7%, instagram video 4%, and other ad formats 1%. (Sanoma Markkinointi Routa 2021.)

As one of the technologically advanced countries, Finland has experiences, expertise and knowledge in digital marketing that can be mutually shared for the development of other countries in need to learn more in the sector. Some digital service companies in Finland are shown in table 6 below.

TABLE 6. Digital service companies in Finland (adapted from Business Finland 2021)

Name of company	Website
Flockler	<a href="http://www.flockler.com">www.flockler.com</a>
Bonusway	<a href="http://www.bonusway.com">www.bonusway.com</a>
Arena Interactive Oy	<a href="http://www.arenainteractive.fi">www.arenainteractive.fi</a>
BCaster Oy	<a href="http://www.bcaster.com">www.bcaster.com</a>
Leadoo Marketing Technologies	<a href="http://www.leadoo.com">www.leadoo.com</a>
Giosg.com Oy	<a href="http://www.giosg.com">www.giosg.com</a>
Houston Analytics	<a href="http://www.houston-analytics.com">www.houston-analytics.com</a>
Supermetrics Oy	<a href="http://www.supermetrics.com">www.supermetrics.com</a>
Visit Intelligence Oy	<a href="http://www.visit.fi">www.visit.fi</a>
Iloom.io	<a href="http://www.loom.io">www.loom.io</a>
Solita Oy	<a href="http://www.solita.fi">www.solita.fi</a>

### 6.3 Major findings

Based on the empirical data collected through survey questionnaire from respondents of Bangladesh about the opportunities and challenges of digital marketing, the major findings are presented below.

### 6.3.1 Budget and current platform of digital marketing

For understanding the importance of digital marketing in Bangladesh, the survey asked respondents what percentage of company budget are spent on digital marketing. The data evident that 44% of companies under study spent more than 50% budget for digital marketing in Bangladesh. 21% and 19% of the companies spent their budget for digital marketing respectively 20-30% and 10-20% shown in figure 1 below.

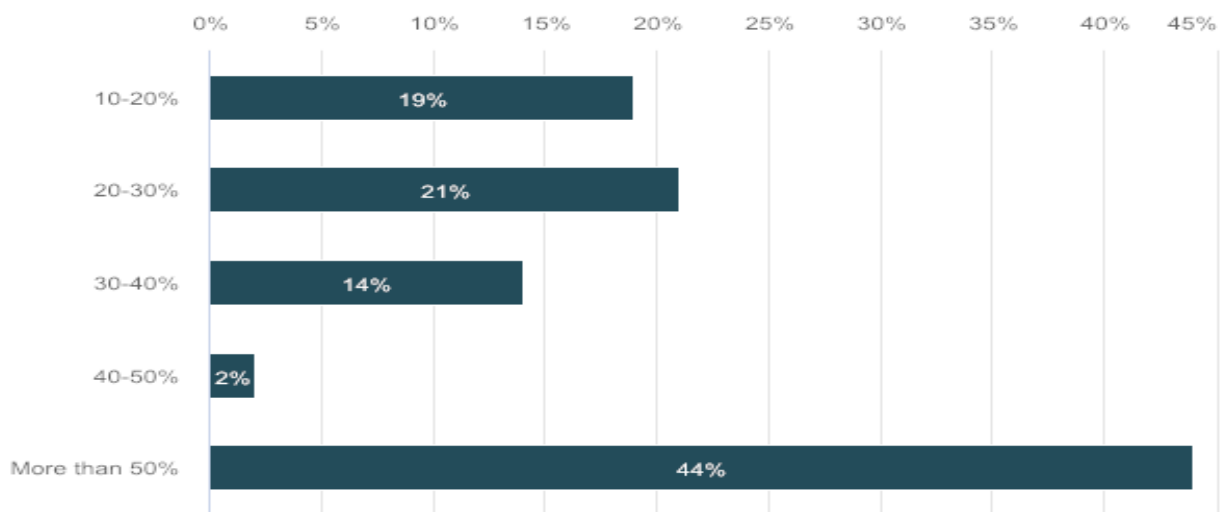


FIGURE 1. Budget spent on digital marketing in Bangladesh.

The data is quite evidential in getting importance of digital marketing in Bangladesh. With the global trend, social media marketing is on turning into a popular and successful marketing strategies in Bangladesh. The survey data showed that most popular digital marketing platforms or channel is social media marketing. 98% of the respondents in Bangladesh use social media marketing for digital marketing. However, content marketing, video marketing and website marketing are also in the list of popularities in the digital marketing in Bangladesh. According to the data they are 79%, 74% and 58% respectively. On the other hand, PPC 28%, SMS 26%, e-mail 19% and affiliate 19% marketing channels are in less use in Bangladesh shown in figure 2 below.

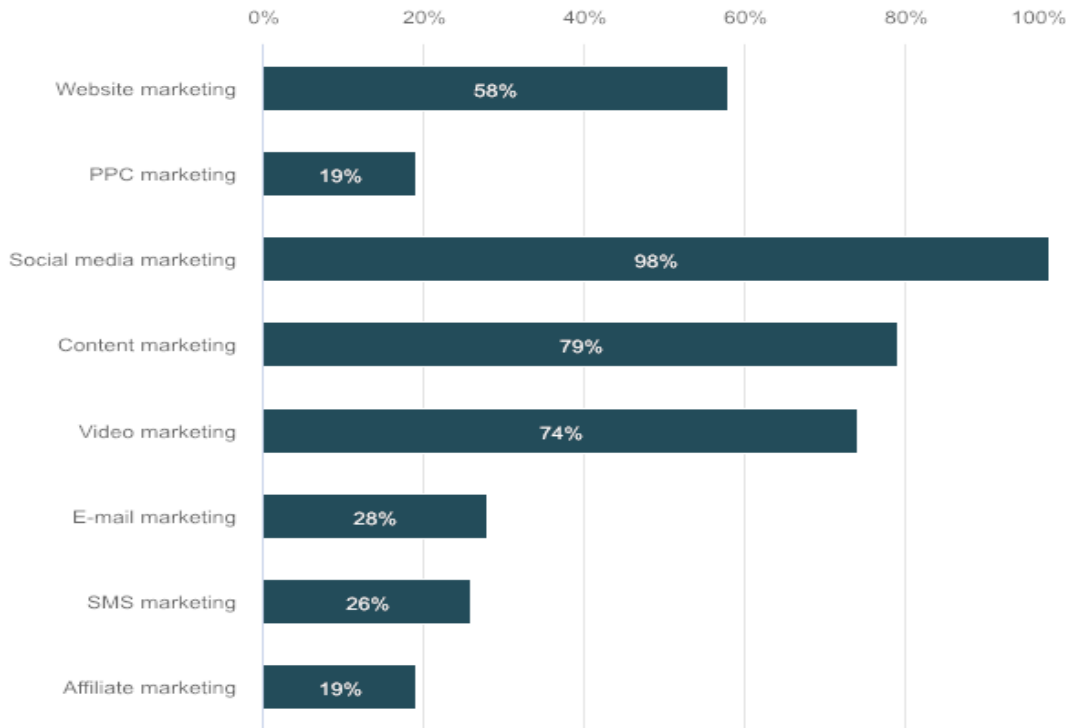


FIGURE 2. Digital marketing platforms is in use in Bangladesh.

### 6.3.2 Digital marketing platforms and channels in social media

To the question of effectivity of digital marketing platforms, 69.8% of the respondents viewed that video marketing is strongly effective and 58.2 % respondent's opinion goes to content marketing as strongly effective digital marketing strategy in Bangladesh context shown in table 7 below.

TABLE 7. Effectiveness of popular digital marketing platform in Bangladesh

Effectiveness	E-mail marketing	SMS marketing	Content marketing	Video marketing
Strongly effective	7.1%	4.7%	58.2%	69.8%
Quite effective	26.2%	30.2%	39.5%	27.9%
Neutral	42.9%	53.5%	0.0%	2.3%
Quite ineffective	21.4%	9.3%	2.3%	0.0%
Strongly ineffective	2.4%	2.3%	0.0%	0.0%

The survey data evident that the most popular paid advertising channel in Bangladesh is social media which was chosen by 74.4% respondents. However, Google ads is still less popular which was chosen by 23.3% of the respondents shown in table 8 below.

TABLE 8. Most popular paid advertising channel of digital marketing used in Bangladesh

Channel	Percent
Social media	74.4%
Google Ads	23.3%

To the question of the nature and type of post in social media platform, 72% of the respondents said that they use static contents in social media for their digital marketing. No respondents under survey used GIF post. However, 23% and 5% of respondents use video and other types of posts respectively in social media for their digital marketing in Bangladesh shown in figure 3 below.

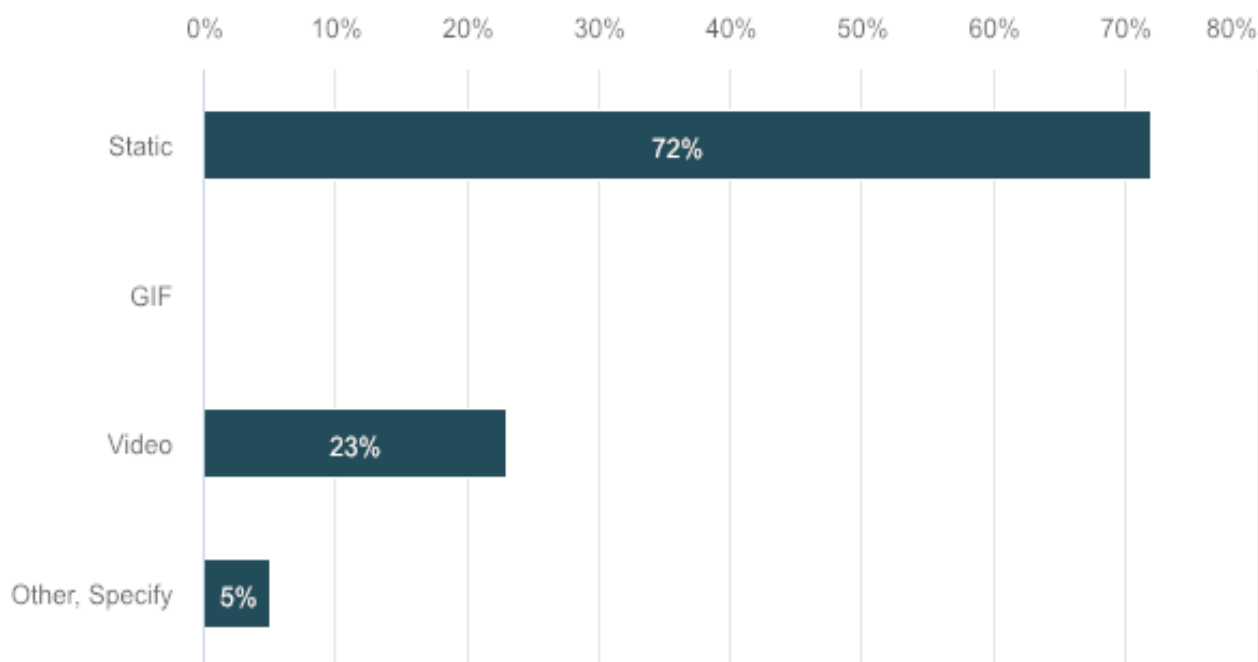


FIGURE 3. Types of posts mostly used in social media platform in Bangladesh

Though the study revealed that video marketing is strongly effective 69.8% shown in table 7, digital marketers in Bangladesh mostly use static post 72% due to lack of technical expertise and video making skills.

### 6.3.3 Goals in digital marketing

According to the survey data, marketers' most concentration in digital marketing in Bangladesh is making better planning. 70% of the respondents explained Bangladeshi marketers concentrate on better planning. However, 23% of the respondents viewed towards knowledge improvement to make digital marketing most effective in Bangladesh shown in figure 4 below.

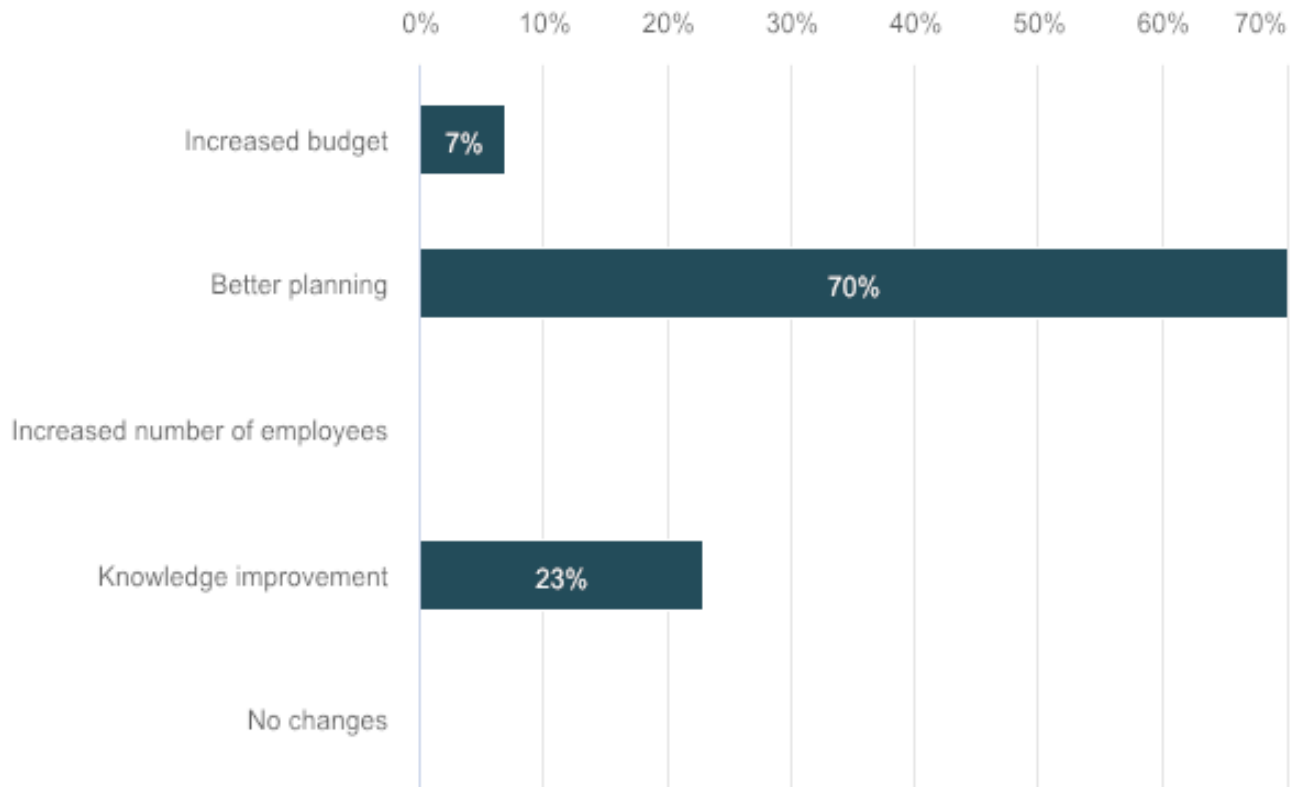


FIGURE 4. Marketers concentration to make digital marketing most effective in Bangladesh

The data showed that for raising brand awareness, 44.2% of the respondents targeted digital marketing for their products and services in Bangladesh. For the goals of customer engagement, lead generation and selling products, 23.3%, 18.6% and 13.9% respondents respectively use digital marketing platforms in Bangladesh. However, no respondents were found for web trafficking goals. This is maybe due to their lack of knowledge and expertise shown in table 9 below.

TABLE 9. Goals of digital marketing in Bangladesh

Goals	Percent
Brand awareness	44.2%
Customer engagement	23.3%
Lead generation	18.6%
Product sell	13.9%
Web traffic	0.0%

The above findings showed that digital marketers in Bangladesh emphasize more the brand awareness and customer engagement that can promote lead generation and products sell as well. However, web trafficking requires more on the technology and skill development.

#### 6.3.4 Differences between digital and traditional marketing

With a view to understanding the reasons behind the growing of digital marketing in Bangladesh, respondents were asked to compare between digital and traditional marketing. According to the respondent's views, digital marketing is in increasing trend in Bangladesh because of the drawback of traditional marketing. The major drawbacks of traditional marketing identified by the respondents are; (i) non-measurable; (ii) customer feedback and engaging customer is difficult; (iii) companies cannot take data driven decisions; and (iv) it focuses only on general audience. The survey data evident that taking benefits of internet, companies in Bangladesh are in transition towards digital marketing. Respondents identified the advantages of digital marketing such as (i) companies get immediate feedback; (ii) customers engage easily; (iii) easy target analytic towards data driven decision for the company; and (iv) high effectivity to covers diversified audience to expand their market on their brands, products and services shown in table 10 below.

TABLE 10. Differences between digital and traditional marketing to respondents in Bangladesh

<b>Digital marketing</b>	<b>Traditional marketing</b>
Measurable	Non-measurable
Customer engaged	Customer not engaged
Customer feedback	No customer feedback
Possibilities of target analytic	Target analytic not possible
High effectivity	Less effectivity
Optimization and customization easy	Optimization and customization difficult
Data driven which helps real time marketing	Lacks real data and time consuming
Diversified audience	General audience

The study showed that through digital marketing, companies and marketers can optimize and customize their service easily based on data and customer feedback. Thus, the advantages of digital marketing drive behind the increasing trend of digital marketing in Bangladesh.

### 6.3.5 Way of increasing business opportunities in digital marketing

In relevance to the advantages of digital marketing, respondents were asked particularly if digital marketing increase business opportunities in Bangladesh. 93.0% respondents viewed that digital marketing increased business opportunities Bangladesh shown in table 11 below.

TABLE 11. Digital marketing increases business opportunities.

<b>Comment</b>	<b>Respondents number</b>	<b>Percent</b>
Yes	40	93.0%
No	2	4.7%
No answer	1	2.3%

In response to the question of how digital marketing increasing business opportunities in Bangladesh, responses were followings; (i) through digital marketing marketers can reach actual targeted customer which can helps to increase sell, brand awareness, lead generation and business opportunities as well; (ii) in digital marketing platform, marketers can engage customer with their product or services which helps to increase business opportunities; (iii) digital marketing helps to measure actual target, and marketers can identify the effective customer which helps to increase business opportunities; (iv) through digital marketing, marketers can see the customer feedback; and (v) finally, in digital marketing, marketers have real time data and target customer including customer feedback that helps them to modify their product or services and it helps to take decision on marketing strategy.

### **6.3.6 Opportunities and challenges of digital marketing in Bangladesh**

The respondents were asked about the opportunities of digital marketing in Bangladesh. According to the respondents, with growing global trends, Bangladesh is growing with digital marketing. With support of the Digital Bangladesh policy of Bangladesh government (GoB), Bangladesh is growing exponentially in internet penetration, digital scopes are increasing rapidly and people are involving with digital devices and technology day by day. According to their opinions, in near future digital marketing will dominate in Bangladesh. For the geographical position, Bangladesh can be a digital marketing hub in Asia and specially in South Asian markets. Since digital marketing is budget friendly, small and medium companies are motivating to operate their marketing activities through digital platforms and this numbers are increasing rapidly in Bangladesh. Respondents viewed that through increasing digital skills, knowledge and expertise, Bangladesh can take the opportunities of digital hub leadership in South Asia for digital marketing.

The survey revealed that 35% of the respondents viewed deficiency in budgetary allocation and lack of knowledge are biggest challenges in digital marketing in Bangladesh. In addition, third biggest challenges are lack of proper strategy and data tracking hindrance the progress of digital marketing in Bangladesh which is supported by 14% respondents shown in figure 5 below.



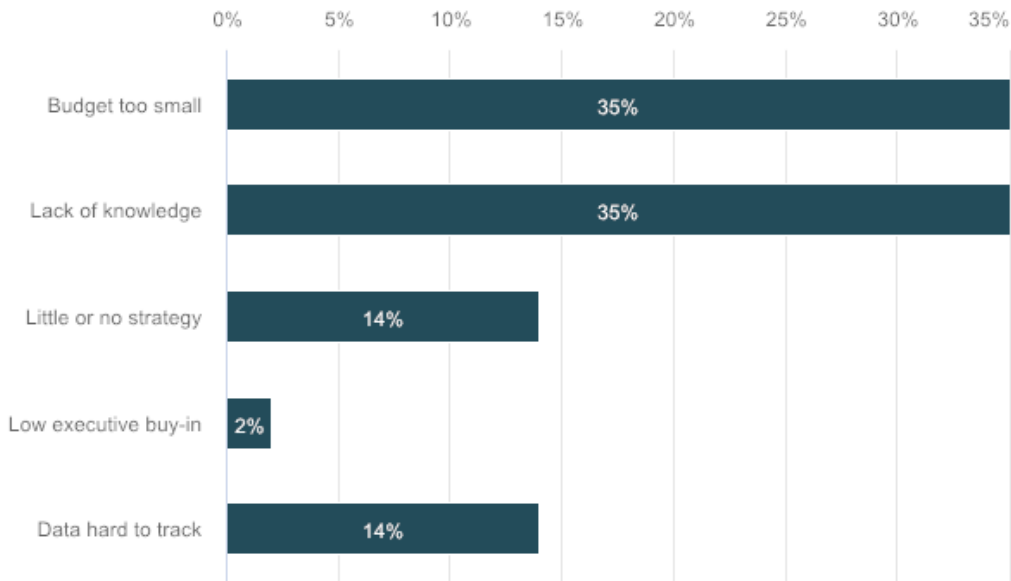


FIGURE 5. Challenges of digital marketing in Bangladesh

The above findings showed that Bangladesh has opportunities and challenges as well. Budget limitation is one of the most crucial challenges of digital marketing in Bangladesh. In addition, lack of knowledge is another big challenge of digital marketing in Bangladesh. Lack of proper strategy and lack of data tracking also hindrance the progress of digital marketing in Bangladesh. Therefore, Bangladesh needs to emphasize on; (i) a specific digital marketing strategy and planning, (ii) improving knowledge and skills of marketers and stakeholders of digital marketing, (iii) sufficient budgetary allocation in digital marketing and (iv) connection to the global digital marketing channels through global collaboration.

## 7 CONCLUSIONS AND DISCUSSION

The main aim of the thesis was to explore the challenges and opportunities of digital marketing in Bangladesh along with search for possible collaboration between Finnish and Bangladeshi digital service companies. Therefore, the study focused on specific four research questions; (i) what is the existing state of digital marketing in Bangladesh? (ii) what are the opportunities and challenges in digital marketing in Bangladesh? (iii) what are the digital strategies and expertise in Finland? And (iv) how does a collaboration with Finnish digital service companies benefit Bangladeshi digital marketing agencies? Following the empirical quantitative research method, the study conducted questionnaire survey covering 52 respondents from different categories of digital marketers and reviewed relevant literature towards leading findings and conclusions of the study.

Broadly, the study found that with the wave of global trends, digital marketing in Bangladesh is growing rapidly and it has multifarious opportunities. However, due to the lack of specific strategies and knowledge and expertise Bangladesh cannot utilize its full potential of digital marketing in context. Therefore, Bangladesh needs collaborative learning opportunities on strategy, knowledge and skills development in the field towards successful and effective digital marketing. The specific major findings and conclusions are following.

Social media is on turning into a popular and successful marketing strategies in Bangladesh. Study showed that 44% of the companies under study spent more than 50% of the budget on digital marketing. The most popular digital marketing platform or channel is social media marketing, where 98% of the respondents in Bangladesh use social media marketing for digital marketing. However digital marketing such as content marketing, video marketing, sms marketing and email marketing is also in use.

Social Media marketing is most popular paid advertising channel of digital marketing in Bangladesh. The survey data shows that the most popular paid advertising channel in Bangladesh is social media which was chosen by 74.4% respondents. However, Google ads is still less popular which was chosen by 23.3% of the respondents. However, 72% of the respondents use static contents in social media for their digital marketing.

Brand awareness is the main goal of digital marketing in Bangladesh. The main goal of digital marketing in Bangladesh is raising brand awareness where 44.2% respondents targeted digital marketing for their products and services in Bangladesh. Marketers have also goals for customer engagement, lead generation and selling products, 23.3%, 18.6% and 13.9% of the respondents respectively. However, due to lack of knowledge and expertise, web trafficking goals are not targeted yet.

Digital advantages promote digital marketing in growing trends in Bangladesh. According to the study, digital marketing is in increasing trend in Bangladesh because of the drawback of traditional marketing. Taking benefits of internet, companies in Bangladesh are in transition towards digital marketing because; (i) companies get immediate feedback; (ii) customer engage easily; (iii) easy target analytic towards data driven decision for the company; and (iv) high effectivity to covers diversified audience to expand their market on their brands, products and services.

Digital marketing increases business opportunities in Bangladesh. The study shows that digital marketing increases the business opportunities in Bangladesh which was viewed 93.0% of the respondents. Bangladesh concentrates on better planning in digital marketing. The digital marketing concentration in Bangladesh is still in better planning which is viewed by 70% of the respondents. However, 23% of the respondents viewed also towards knowledge improvement to make digital marketing most effective in Bangladesh.

Bangladesh can lead the digital hub of South Asia in digital marketing. With support of the Digital Bangladesh policy of Bangladesh government (GoB), Bangladesh is growing exponentially in internet penetration, digital scopes are increasing rapidly and people are involving with digital devices and technology day by day. In near future, digital marketing will dominate in Bangladesh. For the geographical position, Bangladesh can be a digital marketing hub in Asia and specially in South Asian markets. Thus, Bangladesh needs increasing digital skills, knowledge and expertise to take lead in the opportunities of digital hub in digital marketing.

Insufficient budget and lack of knowledge limits digital marketing in Bangladesh. The survey revealed that 35% of the respondents viewed deficiency in budgetary allocation and lack of knowledge are the biggest challenges in digital marketing in Bangladesh. In addition, the third biggest challenges are lack of proper strategy and data tracking in digital marketing which is supported by 14% of the respondents in Bangladesh.

Based on the above findings and conclusions, the study learnt that global digital market has contextual local reality. Consequently, digital marketing in Bangladesh has local and global opportunities along with its contextual challenges. Specifically, for building strategic capacity, expertise and skill development in digital marketing, Bangladesh requires global collaboration. On the other hand, Finland, as one of the technologically advanced countries, is experienced and skilled in digital marketing. Finland has expertise to share, exchange and collaborate with Bangladesh. However, the question arises ‘how this collaboration between Finland and Bangladesh be implemented?’ Therefore, the study recommends further research on global – local collaboration for digital marketing with special focus on Finland and Bangladesh.

## REFERENCES

- Association for Progressive Communications (APC). 2010. Strategic Priorities of Digital Bangladesh: Equitable Citizens Access. Available at: <https://www.apc.org/en/blog/strategic-priorities-digital-bangladesh-equitable-citizens%E2%80%99-access>. Accessed: September 11, 2021.
- Bala, M. & Verma, D. 2018. A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*. Available at: [https://www.academia.edu/37632966/A\\_Critical\\_Review\\_of\\_Digital\\_Marketing](https://www.academia.edu/37632966/A_Critical_Review_of_Digital_Marketing). Accessed: July 20, 2021
- Barone, A. 2020. Digital Marketing. *Investopedia*. Available at: <https://www.investopedia.com/terms/d/digital-marketing.asp> Accessed: February 28, 2021
- Buda, C. 2014. Digital Marketing concept and strategy for a Finnish start-up, case: Sofi Filtration. Available at: <https://www.theseus.fi/bitstream/handle/10024/85149/Digital%20Marketing%20concept%20and%20strategy%20for%20a%20Finnish%20Start-up.pdf?sequence=1&isAllowed=y>. Accessed: August 21, 2021.
- Business Finland. 2021. Finnish Solutions for E-commerce and Retail. Available at: <https://www.businessfinland.fi/494d64/globalassets/finnish-customers/02-build-your-network/consumer/experience-commerce-finland/finnish-solutions-for-e-commerce-and-retail-www.pdf>. Accessed: August 21, 2021.
- Chaffey, D. & Chadwick, F. 2012. Digital Marketing: Strategy, Implementation and Practice. Available at: <https://garshadma.com/wp-content/uploads/2020/07/dave-cheffy-digital-marketing-strategy.pdf>. Accessed: August 21, 2021.
- Creswell, J., Ivankova, N. & Stick, S. 2006. Using Mixed-Methods Sequential Explanatory Design: From Theory to Practice. *Field Methods*. Volume 18, No. 1. Sage Publications.
- Crossman, A. 2019. The Meaning of Reliability in Sociology. ThoughtCo. Available at: <https://www.thoughtco.com/reliability-definition-3026520>. Accessed: September 12, 2021.
- Data Portal. 2021. Digital: 2021 Finland. Available at: <https://datareportal.com/reports/digital-2021-finland>). Accessed: September 30, 2021.
- DeVellis, R. 2016. Scale Development: Theory and Applications. 4th edition. SAGE Publishing. Available at: <https://us.sagepub.com/en-us/nam/scale-development/book246123#contents>. Accessed: August 15, 2021.
- Golafshani, N. 2003. Understanding Reliability and Validity in Qualitative Research. *The Qualitative Report* Volume 8 Number 4. Available at: <http://www.nova.edu/ssss/QR/QR8-4/golafshani.pdf>. Accessed: September 12, 2021.
- Goundar, S. 2012. Chapter 3-Research Methodology and Research Method. ResearchGate. Available at: [https://www.researchgate.net/publication/333015026\\_Chapter\\_3\\_-\\_Research\\_Methodology\\_and\\_Research\\_Method](https://www.researchgate.net/publication/333015026_Chapter_3_-_Research_Methodology_and_Research_Method). Accessed: September 13, 2021.

- Halverson, S. 2019. Default translation: A construct for cognitive translation and interpreting studies. *Translation, Cognition & Behavior*. Volume 2. Number 2. Available at: <https://www.jbe-platform.com/content/journals/10.1075/tcb.00023.hal>. Accessed: September 12, 2021.
- Hambleton, R. & Patsula, L. 1998. Adapting tests for use in multiple languages and cultures. *Social Indicators Research*. Volume 45. Available at: <https://link.springer.com/article/10.1023%2FA%3A1006941729637>. Accessed: September 12, 2021.
- Heale, R. & Twycross, A. 2015. Validity and reliability in quantitative studies. *Evidence Based Nursing*. Volume 18. Number 3. Available at: [https://www.researchgate.net/publication/280840011\\_VValidity\\_and\\_reliability\\_in\\_quantitative\\_research/link/55c8e88c08aea2d9bdc92052/download](https://www.researchgate.net/publication/280840011_VValidity_and_reliability_in_quantitative_research/link/55c8e88c08aea2d9bdc92052/download). Accessed: September 12, 2021.
- Hirt, M. & Willmott, P. 2014. Strategic principles for competing in the digital age. *McKinsey Quarterly*. Available at: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/strategic-principles-for-competing-in-the-digital-age> Accessed: January 26, 2021
- Home, L. 2019. Digital Marketing Plan for Finland International Education. Available at: <https://www.theseus.fi/bitstream/handle/10024/263320/Thesis%20Lotta%20Home.pdf?sequence=2>. Accessed: August 21, 2021.
- Immonen, L. & Joensuu, J. 2009. Digital Marketing towards new business opportunities Searching for collaboration between Finnish music companies and digital service companies. Available at: [https://www.theseus.fi/bitstream/handle/10024/6666/Laura\\_Immonen%20Jaakko\\_Joensuu%20Thesis.pdf?sequence=1](https://www.theseus.fi/bitstream/handle/10024/6666/Laura_Immonen%20Jaakko_Joensuu%20Thesis.pdf?sequence=1). Accessed: August 20, 2021.
- International Telecommunication Union. 2021. Digital Development Dashboard. Available at: <https://www.itu.int/en/ITU-D/Statistics/Dashboards/Pages/Digital-Development.aspx>. Accessed: August 20, 2021.
- Kotler, P. 2017. Some of my Adventures in Marketing. *Journal of Historical Research in Marketing*. Volume 9. Available at: [https://www.researchgate.net/publication/315996719\\_Philip\\_Kotler\\_some\\_of\\_my\\_adventures\\_in\\_marketing](https://www.researchgate.net/publication/315996719_Philip_Kotler_some_of_my_adventures_in_marketing). Accessed: August 16, 2021.
- Kotler, P., Armstrong, G. & Agnihotri, P. 2018. *Principles of Marketing*. 17th edition. India: Pearson.
- Litwin, M. 1995. How to measure survey reliability and validity. SAGE. Available at: <https://methods.sagepub.com/book/how-to-measure-survey-reliability-and-validity>. Accessed: September 12, 2021.
- Marketo. 2012. Creating Content that Sells: Content Marketing for Demand Generation. Available at: <http://docs.cdn.marketo.com/creatingContent.pdf?url=/library/creatingContent.pdf>. Accessed: September 11, 2021.
- Masud, T. 2017. Digital Marketing Practices in Bangladesh: Constraints and Guidelines. *International Journal of Business and Management Invention*. Volume 6 Issue 11. PP. 56-65 Available at: [https://ijbmi.org/papers/Vol\(6\)11/Version-2/I0611025665.pdf](https://ijbmi.org/papers/Vol(6)11/Version-2/I0611025665.pdf). Accessed: August 15, 2021.

- Mellinger, C. & Hanson, T. 2020. Methodological considerations for survey research: Validity, reliability, and quantitative analysis. *Linguistica Antverpiensia, New Series: Themes in Translation Studies*. Volume 19, 172–190. Available at: <https://lans-tts.uantwerpen.be/index.php/LANS-TTS/article/view/549/548>. Accessed: September 12, 2021.
- Merisavo, M. 2008. The interaction between digital marketing communication and customer loyalty. *Helsinki School of Economics*. Available at: <http://epub.lib.aalto.fi/pdf/diss/a333.pdf>. Accessed: August 22, 2021.
- Messick, S. 1995. Validity of psychological assessment: Validation of inferences from persons' responses and performances as scientific inquiry into score meaning. *American Psychologist*. Volume 50. Number 9, 741–749. Available at: <https://doi.apa.org/doiLanding?doi=10.1037%2F0003-066X.50.9.741>. Accessed: September 12, 2021.
- Ministry of Finance. 2021. Finland. Available at: <https://vm.fi/en/digitalisation>). Accessed: September 30, 2021.
- Ministry of Finance. 2021. Finland. Available at: <https://vm.fi/en/international-cooperation-on-digitalisation-and-ict>. Accessed: September 30, 2021.
- Mishra, C. 2020. Digital Marketing: Scope, Opportunities and Challenges. *ResearchGate*. Available at: [https://www.researchgate.net/publication/342141144\\_Digital\\_Marketing\\_Scope\\_Opportunities\\_and\\_Challenges?fbclid=IwAR0bipJ5a5DZukwu8aqU00yjhjJ-19Hu7HDkGYG15s22rWOPArHXkRI0OSw](https://www.researchgate.net/publication/342141144_Digital_Marketing_Scope_Opportunities_and_Challenges?fbclid=IwAR0bipJ5a5DZukwu8aqU00yjhjJ-19Hu7HDkGYG15s22rWOPArHXkRI0OSw). Accessed: August 15, 2021.
- OECD. 2017. Key Issues for Digital Transformation in the G20. G20 German Presidency & OECD conference Report. Available at: <https://www.oecd.org/g20/key-issues-for-digital-transformation-in-the-g20.pdf>. Accessed: September 29, 2021.
- Peters, G. 2014. The alpha and the omega of scale reliability and validity: Why and how to abandon Cronbach's alpha and the route towards more comprehensive assessment of scale quality. *European Health Psychologist*. Volume 16. Number 2. Available at: [https://www.scirp.org/\(S\(351jmbntvnsjt1aadkposzje\)\)/reference/referencespapers.aspx?referenceid=2960968](https://www.scirp.org/(S(351jmbntvnsjt1aadkposzje))/reference/referencespapers.aspx?referenceid=2960968). Accessed: August 20, 2021.
- QuestionPro. 2021. What is a Survey definition, templates, methods, characteristics and examples. Available at: <https://www.questionpro.com/blog/surveys/>. Accessed: August 20, 2021.
- Ryan, D. & Jones, C. 2009. Understanding Digital Marketing. Marketing strategies for engaging the digital generation. Kogan Page Limited. London. Available at: [https://www.academia.edu/30511847/Understanding\\_Digital\\_Marketing\\_DAMIAN\\_RYAN\\_and\\_CA\\_LVIN\\_JONES](https://www.academia.edu/30511847/Understanding_Digital_Marketing_DAMIAN_RYAN_and_CA_LVIN_JONES). Accessed: September 11, 2021.
- Sanoma Markkinointi Routa. 2021. Media Trends 2021 in Finland. Advertising Finland. Available at: <https://info.markkinointirouta.fi/mediatrendit-2021>. Accessed: August 18, 2021.
- S, A. & Rungta, S. 2016. Digital Marketing VS Internet Marketing: A Detailed Study.

*International Journal of Novel Research in Marketing Management and Economics*. Volume 3, Issue 1, pp: (29-33). Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com) Accessed: August 21, 2021.

Statista Research Department. 2015. Mobile phone internet user penetration worldwide from 2014 to 2019. Available at: <https://www.statista.com/statistics/284202/mobile-phone-internet-user-penetration-worldwide/>. Accessed: August 15, 2021.

Youtube 2014. Statistics. Available at: <https://www.youtube.com/yt/press/statistics.html>. Accessed September 11, 2021.

Wirtz, B. W. 2014. Business Models, Value Chains and Competencies in Media Markets – A Service System Perspective. Available at: <http://dx.doi.org/10.5294/pacla.2014.17.4.3> Accessed: February 28, 2021.

Wertime, K. & Fenwick, I. 2008. *DigiMarketing: The Essential Guide to New Media and Digital Marketing*. Singapore: John Wiley & Sons Ltd. Available at: <https://onlinelibrary.wiley.com/doi/book/10.1002/9781119207726>. Accessed: August 20, 2021



## Survey questionnaire

**OPPORTUNITIES AND CHALLENGES OF DIGITAL MARKETING IN BANGLADESH****1. Please write your name and contact details below:**

First name	<input type="text"/>
Last name	<input type="text"/>
Mobile	<input type="text"/>
Email	<input type="text"/>
Address	<input type="text"/>
Zip code	<input type="text"/>
City	<input type="text"/>
Country	<input type="text"/>
Employer	<input type="text"/>
Position	<input type="text"/>

**2. How long have you been involved in digital marketing field?**

- 1-3 years
- 4-6 years
- 7-9 years
- More than 9 years

**3. What is your annual budget (in USD) of digital marketing?**


**4. How many percents of your total marketing budget do you spend on digital marketing?**

- 10-20%
- 20-30%
- 30-40%
- 40-50%
- More than 50%

**5. Which digital marketing platform do you find most effective for your product/service? Why?**


**6. What kind of posts do you add mostly to social media platform?**

- Static
- GIF
- Video
- Other, Specify

**7. Do you use E-mail marketing?**

- Always
- Often
- Sometimes
- Never

**8. How effective do you think E-mail marketing is?**

- Strongly effective
- Quite effective
- Neutral
- Quite ineffective
- Strongly ineffective

**9. Do you use SMS marketing?**

- Always
- Often
- Sometimes
- Never

**10. How effective do you think SMS marketing is?**

- Strongly effective
- Quite effective
- Neutral
- Quite ineffective

Strongly ineffective

**11. Do you use content marketing?**

- Always
- Often
- Sometimes
- Never

**12. How effective do you think content marketing is?**

- Strongly effective
- Quite effective
- Neutral
- Quite ineffective
- Strongly ineffective

**13. When do you use video marketing?**

- Always
- Often
- Sometimes
- Never

**14. How effective do you think video marketing is?**

- Strongly effective
- Quite effective

- Neutral
- Quite ineffective
- Strongly ineffective

**15. What paid advertising are you doing?**

- Google Ads
- Social media boosts
- Bing Ads
- Website ads
- None

**16. How often are you updating content on your website?**

- Daily
- Weekly
- Monthly
- Quarterly
- Yearly

**17. What are the primary goals of your digital marketing efforts?**

- Lead generation
- Brand awareness
- Product sell
- Web traffic
- Customer engagement

**18. Which digital marketing channel are you currently using? (You can select multiple answers if required)**

- Website marketing
- PPC marketing
- Social media marketing
- Content marketing
- Video marketing
- E-mail marketing
- SMS marketing
- Affiliate marketing

**19. Compare the effectiveness of digital marketing to traditional marketing. (Please write your own opinion briefly.)**


**20. Does digital marketing increase your business opportunity?**

- Yes
- No
- No answer

**21. If your previous answer was “Yes”, how does it increase your business opportunities?**

--


**22. What challenges or obstacles do you face in digital marketing?**

- Budget too small
- Lack of knowledge
- Little or no strategy
- Low executive buy-in
- Data hard to track

**23. What opportunities of digital marketing do you see in Bangladesh?**


**24. How are you making your digital marketing strategy most effective?**

- Increased budget
- Better planning
- Increased number of employees
- Knowledge improvement
- No changes

**25. What is your suggestion for overcoming the current challenges of digital marketing in Bangladesh?**