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DIGITAL MARKETING IN BANGLADESH

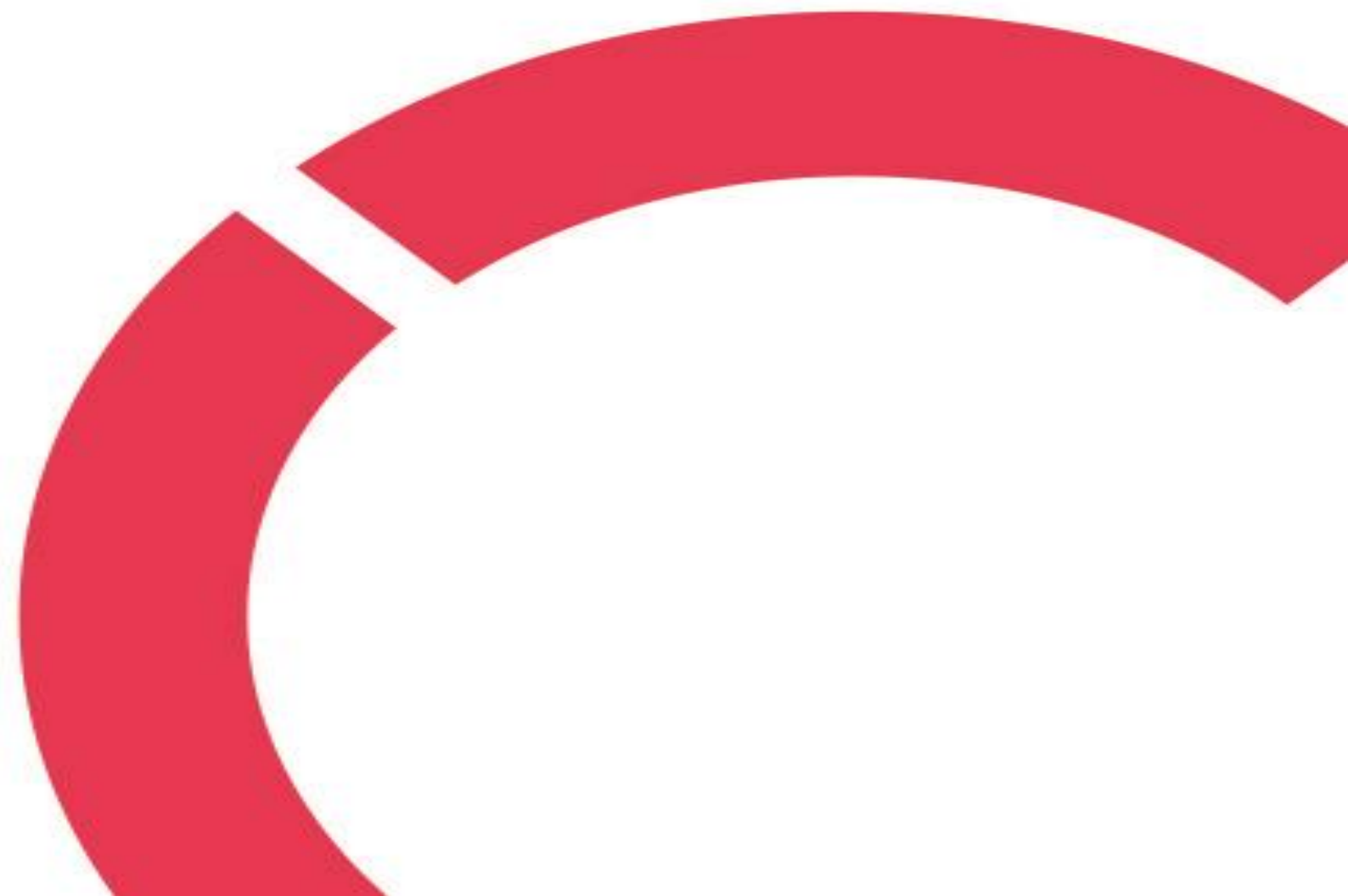
A Comprehensive Analysis of Challenge and Prospects

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ABSTRACT

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<p>Digital marketing is a modern concept. Digital marketing is an alternate name for business or Trade. Traditionally we know business means seller and buyer will meet face to face at a place and buyer will buy some things and pay money hand to hand to seller. Digital marketing is an online-based business or web-based business. Here everything is computerized. Generally, buyers and sellers are introduced online and have no chance to have face-to-face meetings. Everything is managed online. The buyer will place an order online/ in the Internet, the seller will supply the product/service accordingly to the buyer's demand to the instructed place. So, in the modern sense market is not a specific place, the whole world is a market. This is the new dimension of e-business or e-commerce. Electronic commerce or digital marketing involves the buying and selling of products or services over the internet. Simply, digital marketing means conducting business through an online platform or web-based platform. Very recently Bangladesh enters into the digital marketing. But still it's not spread widely. Bangladesh is trying to go fast but here are some problems and challenge beside that here are some opportunities and prospect to expand the digital marketing also.</p> <p>In these studies, I have found the barrier and opportunities in digital marketing through a set of questions and answers with analytical analysis through quantitative methods in Bangladesh prospect. I have also pointed out the problems and challenges and I gave suggestions and recommendations on how possible to overcome them. Now in Bangladesh how companies are operating their digital marketing, I also reflected on the companies and their activities in this study.</p>		
Key words Advertise, computerized, customers, digital market, electronic commerce, internet, markets, media, online, portable, web portal		

CONCEPT DEFINITIONS

AI
Artificial Intelligent

e-business
Electronic business

e-commerce
Electronic commerce

ICT
Information and Communication Technology

ISP
Internet Service Provider

KPI
Key Performance Indicators

MMS
Multimedia Messages Services

PPC
Pay Per Click

RMG
Readymade Garments

ROI
Return on Investment

SEO
Search Engine Optimization

SEM
Search Engine Marketing

SMS
Short Messages Services

ABSTRACT
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1 INTRODUCTION

The world is always changing and it influences everything also changing. Due to changing the marketing technology world is going to digitalization. Now the marketing system is cover the whole world based on the internet marketing system. So, the Internet system is playing an important role in the world. Very aggressively digital marketing demand is increasing. To find out the services, promotion of the products, connect with the targeted customers and figure out the expectations and wishes of customers, digital marketing is playing a role of a platform. Digital marketing is a magic and perfect strategy to attract the customer's interest and develop companies. (Mishra 2020.)

The word digital marketing is now very popular all over the world. Varieties types of webs based online media are used for digital marketing, like web site, emails, blogs, social networks etc. At present, it seems it is an 'owned media' and by using this digital technologies company try to increase sales volume. to the present buyers, motivate persisted utilization of online services customized messages through the internet and provide services to the customer and ensure through email, and social media marketing. (Chaffey & Chadwick 2012, 11.)

No doubt in the present world digital marketing is a very wide sector. Even, it is bigger than internet-based media or sites. It does many tasks including data analysis, publication etc. It is a mixer of the total lot. (Hirt & Willmott 2014.) Most of the common media for digital advertising and marketing, like online video, mobile marketing, websites, advertising through online and social media etc.

In this thesis, I want to discover the barrier, problems, challenges and opportunities of digital marketing in Bangladesh. This study shows the logic that Bangladesh is a developing country but it has huge development in its digital marketing sectors. Especially mobile phones, communication, video sharing, video game, digital advertisement, social networking, web development, social browsing, etc. The national ICT of Bangladesh has fixed their ICT policy in 2009. By 2021 the growing status of Bangladesh to a middle-income country Bangladesh takes some steps, like a liable and dedicated government, to improve social justice, ensure justice for all, ensure the develop skilled manpower and confirm the service the public services through public and private partnerships (PPP) (Masud 2017).

Nowadays at current Bangladesh digital marketing trend is increasing rapidly. All sectors are moving to digitalization. Now banking transactions are not limited only to a cheque book, it is now also trans-

action is completing through the mobile account. A tremendous change is looking at telecommunication sectors, readymade garments (RMG), household products and furniture; e-commerce is hugely using digital marketing tools to improve their business. So, in one-word maximum sectors of Bangladesh are trying to digitalise. But unfortunately, digital marketing sectors are not properly researched. It should do proper research and guide for future betterment.

So, this thesis doing to find out or discover what opportunities, problems and challenges have Bangladeshi digital marketing sectors and at the same time tries to how its help to overcome based the developed country's digital strategies and expertise can help Bangladesh to overcome it. So, in this research, I will do to find out the following specific questions and doing try to answer from them about digital marketing in Bangladesh. Like,

1. Have you any knowledge about it?
2. What is the present status of Bangladesh?
3. What it is advantages and disadvantages?
4. How do you see digital marketing in Bangladesh in the future?
5. How to overcome the challenge of digital marketing in Bangladeshis?
6. How does can Bangladesh can work in collaboration with the developed digital services countries and get the benefit?
6. How does can Bangladesh can take the experience of the developed digital services countries and use it with the Bangladeshi digital sectors?

From the framework perspective, this thesis or research is divided into seven sections. Chapter one and chapter two are consisted of an introduction and I am discussing the concept of digital marketing. Chapter three are mainly highlighted of marketing channel. Chapter four is mainly focused on challenge and opportunity. Chapter five are analytical analysis of the empirical data collection process of the research. Chapter six discussed the survey findings and data analysis of the empirical data and finally, the closing chapter has consisted of recommendations conclusions and future studies.

2 LITERATURE REVIEW

This chapter mainly discussed digital marketing, its concept, historical background, strategy, customer relationship, engagement etc.

Without giving air, water and sun a plant will not survive as like as a business also will not long lasting or survive without digital marketing. Yes, if you want have a business to long-lasting and grow or expand your business you should merge your business with digital marketing. This means your business would be digitalized. Digital marketing is not only business-related it also helps with carrier build-up. If you are a service searcher you should enhance your digital marketing skills and knowledge because it will help you to get o better job.

Before you start shooting the arrow, you must be needed to fix the target. As like you must be needed to learn the basic concept of digital marketing before starting the business. For that, you can join an online program that learn you the fundamentals components and primary concepts. In general, it is recommended that to enrol in a practical and theoretical digital marketing course which session will give you more insight or depth knowledge.

Digital marketing is a modern concept of business. Traditionally we know business means seller and buyer will meet face to face a place and buyer will buy some things and pay money hand to hand to seller. Digital marketing is an online-based business or web-based business. Here everything is computerized. Generally, buyers and sellers introduced online have no chance to face to face meetings. Everything is managed online.

Buyer will place his/her order through online/Internet, the seller will supply the product/service accordingly to buyers demand to the buyers instructed place he or his respective. So, in the modern sense market is not a specific place, the whole world is a market. This is the new definition of the market. This is the new dimension of e-business or e-commerce. Electronic commerce or digital marketing involves the buying and selling of products or services over the internet. Simply, digital marketing means conducting business through an online platform or web-based platform. Digital marketing is one kind of technology which helps to increase the marketing activities and consumers' knowledge of their needs about the market (Chaffey 2013).

So, in short, we can tell which goods or services sell through online/Internet, it is called Digital marketing or e-business. Digital marketing became possible in 1991 when the Internet was opened to commercial use. Few world brands and some of the local brands are operating Digital marketing in Bangladesh.

Digital marketing looks like an umbrella that targets reaching the customers through measurable and interactive marketing of goods, products or services using the digital platform. Digital marketing is not limited to social media, websites or email. It also encompasses content publication, cell phone optimization and data analytical analysis. It is a mixture of everything with particularly every ingredient having its unique importance in the mix. Which platform mainly uses the Internet as a prime promotional medium and it also uses mobile and traditional TV and radio?

Marketing is one kind of interaction between two parties. It means mainly exchanging the products, and services and promoting the business and at the same time building a relationship with two parties called seller and buyer. It is an ancient idea of marketing (Mishra 2020). Marketing is a massive and active channel to reach the targeted customer which involves selling because the primary reasons have been influenced through different kinds of steps like needed understanding, brand recognition and thereby completing the element of sales and purchase (Kotler, Armstrong & Agnihotri 2018).

Here are Included a lot of different key processes such as needed to identify the product development, consumer reach and retention with loyalty and fulfilment the building needs. In the following, each process gives a sustainable marketplace for businessmen. In the current century, marketing tactic has developed and continuously devolving digital platform where product and brand are made to reach the customer mind and influence them to take decisions in the different way selected by brands. This digital system changes the services, marketing becomes more customer-focused or friendly and new goods or products are made keeping consumers in the centre. As a result, 7 C's is more useful rather than 7P's which focused on consumers as mentioned. Like, for the manner mentioned 7C is Customers, Communication, Cost, Convenience, Coordination, Caring and Confirmation instead of 7P like Product, Price, People, Place, Promotion, Process and, Physical evidence. (Kotler 2017.) To meet the demand of the current generation needed for the reformation of the industrial sectors and to take fast, practical and impactful marketing and technology strategy which will help to reach the customer. In the present business world, maximum businesses man is using search engines for reaching the market with their product and services. They are accessing the internet and it is now growing fast. 3rd generation has already finished. 4th near to the end and 5th generation is started and it is the base for the brand spank-

ing of a new world which different products, services and placed which explored on internet. So, lastly, we can say web based marketing is fast growing worldwide industry. (Kotler et al. 2018.)

Which marketing activities are generally used through technological platforms for their all-purpose that are called digital marketing? Based on the various types of technological platforms of electronic media and websites digital marketing is going forward for the promotion of products and brand awareness. (S & Rungta 2016). Everyone knows digital marketing is a web-based or technological-based marketing system where this marketing system tries to enhance the customers' knowledge level about digital marketing. (Chaffey & Chadwick 2012, 11.) Without a computer or mobile phone, digital marketing can't be running. Because it is a web-based marketing system. To reach the customers Digital marketing are usually use some search engine and others channels, like the Internet, cell phone, social media or like that. (Barone 2020.) Some marketing scholars are thinking of digital marketing as a new undertaking that needs a substitution method of moving toward clients and seeing how clients to act. Their prime target is to advertise products or brands through different kinds of computerized media. In this way, computerized promoting goes past the customary digital marketing and can incorporate web advertising, cell phones, web-based media showcasing, show publicizing, web crawler digital marketing, email advertising and fundamentally any kind of advanced media. (Buda 2014.)

2.1 Digital Marketing Concepts

Early Digital advertising started with the straightforward scattering of labour and products by computerised implies. In a more extensive sense, Digital showcasing implies involving the Internet and the web for deals or business exchanges, which normally include the trading of item/administrations and worth (e.g., cash) across authoritative or individual limits as a trade-off for items and administrations esteem. Electronic trade or Digital showcasing includes the trading of items or administrations over the web. Advanced showcasing is primarily a product-based e-business. Electronic trade or E-business, it gives us many benefits over shopping it is valid, yet nothing is great. Now in Bangladesh, world-famous brands Amazon, Alibaba etc. are serving Digital marketing services. Digital marketing is a new concept, and it is good for both side's seller and buyer. By definition, Digital showcasing implies the trading of labour and products over the Internet. A few challenges, obstruction, and constraints keeps on pursuing exist in the method of developing E-business. Simply, Digital marketing means conducting business online. Digital marketing will go at full speed in its own way to avoid all limitations and challenges. Digital marketing has some limitations, challenges, etc.

Today's Digital marketing did not come in a day. The digital marketing concept mainly started in the 60's decades last centuries. During the pandemic period, general Bangladeshi people are well introduced to e-commerce. At present, a few world-famous brands and as well as some local brands also is operating e-business in Bangladesh. Before the pandemic in Bangladesh, only high society people and students are using e-commerce. Because they are well known for how to operate e-commerce. But the questions are whether every side of Digital marketing is good? That time in general people meet their daily requirements, vastly known as e-business. At the same time, some local brands also operate e-businesses, like, Bikroy.com, Sellbazar.com, Evaly.com, Daraz.com etc. Sometimes buyers' orders and supplies product is not the same and sometimes found product or services are very low grade. When any new concept or dimension is starting, few challengers or limitations also go parallel. Now, e-business is well known everywhere in Bangladesh. Quality of product supply it is a great problem a few local sellers or suppliers. It creates an experience enchanted place for consumers to shop online from almost anywhere with the compatibility of many different platforms through devices to access. Just time buyer will get the product. Usually, the companies are using a lot of channels that suit their product and ways of interacting with their customers. (Mishra 2020.)

Every business person should learn the following digital marketing strategies;

Search Engine Optimization (SEO) is one kind of search tool. Simply, it is used to increase the visibility of the business site and to search the information. SEO mainly focuses on making the business website rank top in the search engines like Google, Yahoo, etc. To visibility of the pages or site increasing means more consumers are informed about your business.

Email marketing is a major part of social network marketing. This marketing system is in the present world cheapest and preferred and most effective and as well as a popular digital medium. Through this platform businessmen prepare a subscriber list or targeted consumers list and send emails to them for their information. (Barone 2020.)

Content optimization is one kind of strategies of digital marketing, which strategies are try to attract the consumers. To attract the consumer's Content optimization is try to introduce very easy way. Here always trying to give priority for the consumer's tastes, values, and preferences that the customer is attracted to the product or service. (Barone 2020.)

Marketing analytics is also very important in digital marketing. For evaluating data design and for completing the strategy of marketing analytics play a very important role. Without data analysis, no business will expand. So, data analysis is very important. If businessmen are wanting to expand their business or students are wanting to build up their carrier through digital marketing he or they should to learn marketing analytics and for that, they can admit to the Marketing analytics course by XLRI. Content can be published in various ways, like; Web pages, e-books, podcasts, blogs, info graphics, videos, whitepapers and webinars.

Pay-Per-Click (PPC) advertising strategy makes digital marketing easier. For traditional advertisement have no needed huge money and it is not worldwide. Its coverage is very low areas. Means only some people will know about your product or service as well as your business. But for digital advertisement, you needed to bear some cost. But remember that, globally people will know about your product or services and your business and for that, you can use Facebook, Social media Twitter. Because these web-based platforms is are covering the whole world. (Buda 2014.)

Mobile marketing strategy ensures the digital marketing transaction easy and flexible. In the current world most popular transaction medium is the mobile transaction. Globally around 80% people are depending on mobile to search for information and purchase products. The mobile marketing system is a path to reach or tap them. Mobile devices users are using it as a tool to appeal via SMS, personalized notification or responsive website. (Thurner 2014.)

2.2 Measurement

Digital marketing is one of the scientific systems, that lies in the fact that return on investment (ROI) on every money spent can be tracked. A lot of executive courses are available in digital marketing that can help you to introduce digital marketing concepts through the various type of marketing modules.

Digital marketing uses a lot of digital tactics, media and channels to reach or connect with consumers. Their goals are mainly dependent on the digital marketing strategy. So, the people are trying to disseminate their information through a larger campaign with the free or paid channel.

2.3 History of Digital Marketing

Nowadays, the people believe that digital marketing will boost their business growth, and for that, they don't want to miss any opportunities about digital marketing. Due to the availability of the internet and smartphone approximately a 170 million people are using regularly varieties types of social media. At this point, the marketing experts are trying to learn and habituated themselves to the basics principles of digital marketing. Without any hassle, companies want to promote their product or brands to the targeted customers through various digital channels and digital marketing helps the company as a media. Now left or right, front or behind everywhere you look you will find digital marketing is present. Because digital marketing is very much popular and unparalleled also. Now it is believed that very soon digital marketing system will completely engulf the traditional marketing system. Digital marketing will conquer offline and traditional marketing utterly due to its unfathomable features and opportunities.

Since people are now becoming tech-dependent and they are massively using smartphones, computers, laptops, and tabs, so, they prefer digital marketing over traditional marketing. Due to the following advantages, it is very popular. It has a multifunctional way of communication. It has lower cost and it is easier to publicize among the different classes of people. Also, it is possible to disseminate any information within a short period of time.

Before start shooting the arrow, you must be needed to fix the target. As like you must be needed to learn the basic concept of digital marketing before starting the business. For that, you can join an online program which teaches you the fundamentals components and primary concepts. In general, it is recommended that to enrol in a practical and theoretical digital marketing course which session will give you more insight or depth knowledge. Nowadays everyone is aware of the benefits of digital marketing. But maximum people don't know how and where the digital marketing concept comes is. Now we will know the history of digital marketing.

In the year 1990, the term digital marketing was first invented and used. At that time Web 1.0 platform was developed and it helped the user to find out their necessary information. But, at that time, it was restricted to sharing information over the web. At the same time, businessmen and experts did not have enough knowledge about digital marketing. They were not sure whether their strategies will effective or not because that time's internet system was not expanded or not easy to access for consumers. The concept of digital marketing came from the internet and websites and a few search engines are

also related to it. In 1991 first the search name was the engine Gopher network protocol. After that in 1991 when Yahoo started then the companies started maximum on their website. (Smyth 2007.)

Actually in 1993 began digital marketing. This year first clickable web-ad banner went live and Hot-Wired purchased some banner advertisements for their product promotion and advertising. This is marked as the beginning of the digital marketing era. Some new technologies system (The first e-commerce transaction was made over the internet) were invented and entered the market with a new mission in 1994. This year Yahoo was also launched and within one year of its launching, Yahoo received 1 million likes. Yahoo has changed the definition of marketing and digital marketing as well. And companies have tried to get a better rank through search engines to optimize their websites.

The first social media site Sixdegrees.com was launched in the year 1997. Sixdegrees.com is the first social media site. In 1997 it was launched. In the previous years, internet platforms are used for digital marketing which was not enough for properly running the business. 1998 was the golden year for digital marketing. Because this year Google was launched. And it was made a historical revolution in the digital business sector. Anyway, in this continuation, another two-search engine was started this year. Microsoft launched MSN, and Yahoo launched Yahoo web search. Two years later (in 2000), previous all smaller search engines are collapsed. In this gap Google, MSN Yahoo etc. search engines to capture the blank field. This engine creates a lot of space and opportunities for the giants in the business.

The year of 2002 was also a good year for digital marketing. As because in this year the professional social media network LinkedIn was launched. In this continuation, the following search engine and web-based platforms were started, like, in the year 2003 WordPress and the launch of MySpace. In 2004, the current famous search engine Gmail was launched and the same year Facebook has gone to live for the public and Google opened for all people. In the year 2005 YouTube was launched. The year 2006 was also another remarkable year because this year (33)search engine traffic informed about 6.4 billion viewers grew in a single month. Within this year Microsoft launched an MS live search and simultaneously, Twitter was also launched. At the same year, Amazon's e-commerce sales have crossed about \$10 billion. In the year 2007, Mobile operator Apple launched their iPhone. In the year 2008, Spotify was launched and Groupon went live. In the year 2009, Google launched the Instant result showed system for real-time search engines. Google, introduced another system "products" like AdWords, which are 3-line ads and it is shown right side of the top. At the same time, Google also started customers interested based ads for the customers and this way became a key player globally of digital. Next year, in 2010, Whatsapp and Google Buzz were launched. In 2011, Google has launched

another two-search engine, Google+ and Google Panda. A lot of people are already using its and spending their time with these mediums, and very surprisingly this medium's number of viewers has already crossed the number of television viewers.

Every man called 2012 the social media year. The companies have increased their budget for social media up to 64%. For customers, satisfaction also launched Google knowledge graph. Globally Facebook is highly accepted and one of the most popular social media sites. Businessmen and companies are using this social media for promotion or to expand their business or product. They realized current time only the internet or digital platform can expand their business. And for that, the companies are desperately trying to promote their products or goods and brands on various social media channels. In 2013 Tumblr amalgamate with Yahoo. And very interesting that, in 2014, the number of mobile and smartphone users had over the number of PC users. At the same year, Facebook amalgamates, Whatsapp. In the year 2015, the discover feature was launched by Snapchat. The same year “Instant articles” has also launched by Facebook. Within this year some new technologies have also been invented, like, wearable tech, analytics and content marketing have invented (Farzand 2021.)

As per the record of June 2017 total of Facebook users is a 2.01 billion (Vivek 2019). This is an unbelievable number. But this is the truth. at present Facebook, Twitter, Instagram, Reddit etc. social networking sites are very much popular. So, we can conclude that digital marketing is expanding very quickly. As well as it is covering new areas. Every day it is creating new opportunities not only for users but also for the company’s owner also. If anyone wants to establish his presence strongly in the in digital marketing era, he must be needed to use all opportunities technologically and scientifically.

2.4 Strategy of digital marketing

Digital technology not only opens new business areas or provides new opportunities for businesses but also decreases the significant entry barriers and challenges that enter the market. Small businesses are a huge opportunity to move in the global market by using value chains with digital technologies. It is possible if they increased their access to SMEs. And for that needed to easily access with global value chain through Cross-border and e-commerce. Due to advancements in mobile technology people can perform communications activities every day without a personal computer. Mobile helps them to prepare the daily task. We can say from the large-scale perspective that digital marketing tries for customers to include all ideas, activities, institutional vision, include modern technique and communication way etc. (OECD 2017.) So digital marketing needed an appropriate and practical strategy. The most

important thing is that (24) it decreases the financial resources (Wertime & Fenwick 2008). So, a digital marketing strategy can build up a strong foundation which recommends that above indicators should be counted for the strategy of digital marketing (Ryan & Jones 2009, 22-24).

It is very important to know what you are doing in marketing. If you think your firm is ready for digital marketing, you should need to know how it is profitable for your company. Here you will learn whether the firm is good in position, infrastructure is well established or not and it is ready to absorb the technology or not? When a firm can confirm above everything is fine, they can expand their hand outside of the local market.

Who are your competitors, it is important to know. It is very important to find out the online and offline competitors' firms through an online platform. This platform will give you information on whether your competitors are operating their mission correctly or wrongly. Based on this information you can easily find out your organization's weaknesses and take inactive to develop your performance. Through the online platform, a firm can expand its coverage area outside of its local market. So, for go to the global market any company can prepare digital plan.

Before starting digital marketing needed to clear concept the definition, and understand the target consumers and market. If it is possible then you can save money and make plans for the long run you are. The company can profit if the companies have any idea of how the customers are using digital devices. If you can collect the information, it will help you to establish a relationship with your customers in the digital environment.

To achieve success in digital marketing you must be needed to set a clear achievable and logical goal. What you want to achieve through digital marketing before starting you must have a clear idea and target. According to the market researcher's opinion in this stage, a company can establish a good marketing strategy. In a future company where will go digital projects will give them an idea. So, for achieving the success they can use pre-set goals. Online, a man can monitor and track the monitored target he set previously is it achieved? If not, he can revise the new goals. In the beginning, any company set the definition for key performance indicators (KPIs), and after a certain period, it measures and monitors a specific digital campaign. Is it reached the target or not? If not, then the company try to re-evaluate from time to time to improve the performance.

2.5 Technological basement of digital marketing

Technology is not something different from society. In the current century technology is a part of society in this advanced technological world. As like as marketing is also a part of the business. To reach the targeted market the businessman set the technology forgets traction and it is given feedback by marketers and placed on their radar. This new technology how they use and connect with their target audience to minutely observe its new generation of marketers jumps. Introducing the new technologies or interventions has created the new business opportunities for the businessman and by using the website they achieved their business goal (Kiani 1998). At present technology is very popular and the easiest conventional marketing technique. There are a lot of examples of technological advancements which have changed the relationship between businessmen and customers for the betterment globally. It is important and should be remembered, though, that marketing is not about technology; it is directly related to the people. Some technologies may appear minor or even insignificant but should be mined and they may be spread all over the world. (Ryan & Jones 2009, 4-6.)

Technology means new things and it is always upgrading the old version. Digital marketing is also like that, it creates a new market and changes the old business. As a businessman starting a new business, he must be aware of his old business and at the same time, he must be skilled to analyse the opportunities and challenges of the use of technology in their new business. Without analytical skills, it is too much tough to survive in the present technological business field. To run the business, they must be accepting and absolve the technology for business operation. Whenever and however marketers is wanting to connect the people through the network connection with each other, then widespread acceptance of digital technology, the internet and software programs help them to connect with them. It was well as the gadgets to the allow people. Digital marketing not only carries advantages it has some disadvantages also. The first disadvantage of technology use is the disruption of the old business. It's a total breakdown of the old marketing system. So, at first, to betake decision to the businessmen will it create a new opportunity for the new business or it will create a barrier for old business. To understand how early communications technology grew up into today's worldwide network of networked computers, we would be needed to increase our technological knowledge. It is an explosively expanding worldwide network which miraculous in its ability to connect with the people across enormous distances began the history of the electronic communication system with the wired telegraph. (Ryan & Jones 2009, 4-6.)

3 DIGITAL MARKETING CHANNELS

Digital marketing is a technological way of media and using this media company delivers its product and services to the consumers. Digital Marketing looks like an institute. To promote or market products and services to the consumers, the companies use digital channels.

Digital marketing looks like an institute. It uses digital channels to promote its marketing products and services to consumers and businesses. Digital marketing operates through Internet marketing techniques, like search engine marketing (SEM), and search engine optimization (SEO) etc. In addition, digital marketing can extend through the non-internet channel and which also provides benefits. Like, such a digital sign board, display board etc.

To reach the customers and as well as serve the product and services the companies are using various types of channels. But in this regards a businessman should it in mind that to reach the target he must choose the most suitable channel for his brand ROI (Mishra 2020). For this purpose, the following marketing channels are usually used, SMS, Social media, PPC, Content etc. (Barone 2020).

3.1 Digital Marketing Channels

Actually, digital marketing channels are platforms that are used to reach the target audience or customers. The used channel will help you to be closest with the customers and it will also inform you of any challenges and barriers. Besides that, it also will help you to take steps to overcome the problems and reach your goals. A lot of digital marketing channels are available for product and services promotion. But which digital marketing channel is perfect for your company, you should choose it perfectly. Because all digital marketing channels are not fit for all products or services. You would be capable to choose the right channel and achieving the particular goal and for that, you must be best practice. Most probably your goal should be raising brand awareness. And if you do it properly you can expect your sales will be increased. You can prepare a mix marketing agency and as well as you can develop a mix goal. In the next step, you will find which channel is more appropriate or potential for your business and audiences. Website marketing is one kind of internet-based marketing system that mainly relies on websites. It is a paid digital marketing idea or system in which search engine traffic is used to drive traffic to a product or brand-related websites owned by the businesses (Mishra 2020).

Before the 90s Internet did not exist. At that times peoples was depending on print media and electronic media like television, newspapers, magazines, flyers, billboards, etc. Print media, made up a huge option in the industry because that was the primary way to reach the people. But that day has gone over. After the invention of the Internet, remarkably has declined the growth of the print media industry. Because all marketers are turning towards the electronic distribution method.

For these new changes, companies should start implementing and developing digital marketing strategies. The companies have begun to start researching and they have looked that due to jumping digital marketing traditional roadside billboards, print advertisements and direct mail have all suffered and at the same times digital alternatives are starting to become more prevalent, like billboards and transport and advertisements in digital editions of print media, such as mobile applications for traditional publications (Business Wire 2012). These trends help the marketers to overuse and understand where the future is headed.

To realize every department of digital marketing, it's far exceptional first of all an outline of online advertising. Online advertising is described as the advertising of services or products over the Internet. It combines the artwork of layout with the understanding of the era on the way to shape diverse styles of online advertisements. My Newsletter Builder, an enterprise's main online advertising corporation, explains, Online advertising is from time to time taken into consideration to have a broader scope as it now no longer most effective refers back to the Internet, e-mail, and Wi-Fi media; however it consists of virtual purchaser statistics and digital purchaser dating control systems. When imposing in a business, a corporation will generally have its` very own internet site further to different promotional strategies like online advert banners and direct e-mails (etc.). This diverse online equipment assists entrepreneurs to create similarly outreach, at the same time as hitting goal audiences. While the cause of online advertising is as a substitute simple, there also are many concerns one has to do not forget earlier than absolutely growing a strategy. According to Theodore Levitt (1960), an author in Harvard Business Review, within the field of marketing, there are a lot of key factors which must be avoided. These factors are like; it is wrongly defining which business they are in. They should be attentive to the customer needs and market opportunities instead of focusing on products. Their only objective is to focus on production and focusing on technology and finally focusing on selling. Unwillingness to innovate and creatively product or service lines. Less capable in terms of strategic thinking and shortage of skilled, morally strong and visionary executives.

3.1.1 Pay –Per Click advertising and affiliate marketing

Pay- per-click, (PPC), is an internet based advertising system, which allows a person or organization to make market its products and services to a large-scale audience. In these studies, we finally selected the following three major search engines, Google, Bing and Yahoo. To take any decision or comparison of the decision needed huge historical data which only Facebook and LinkedIn can provide. Besides Facebook and LinkedIn other search engine also advertises but their historical data capacity sources is limited. So, for the businessman, it is difficult to take the decision and reach the conclusion. Only depending on the sort of business, it may also be difficult to reach the target audience of a company by using social media. A data survey research team performed and disclose the data that at present years the cost of per click has increased. (Buda 2014.) In the recent digital world, advertiser will charge for clicking on the advertisement. A search engine's sponsored links always show how many peoples are searching every day and it allows the businessman to bid on unique keywords. how much cost per click is fixed by the advertiser and this cost is divided by the number of clickers at that time and how many people are clicking there. (Barone 2020.) To create the expected number of customers marketers are introducing this platform. It is a successful system. Normally to introduce the product, product promotion and for branding of the site, it is used. For promoting the information it is also used.. This strategy is additionally known as "site promoting," where the advertiser gets a charge as it were when an item is acquired. (Mishra 2020.)

3.1.2 Social Marketing

Software and services are permitted to users for trade, discussion, communication and engagement in social interactions and people know them (41) as a digital platform (Ryan & Jones 2009, 152). Social media is the widest and most unparalleled platform for digital marketing. For promoting the product and services and information dissemination entrepreneurs use these social media platforms. Due to complex, critical data innovation and analysis, friendly methods, and progressive thinking Social media marketing is now more popular and acceptable. (Barone 2020.)

Maximum social media platforms are made based on web-based or internet-based platforms. Marketers are always trying to encourage the consumer's engagement and attraction. And try to make an interaction through the following media platform. like, WhatsApp, LinkedIn, YouTube, Blog etc. (Barone 2020.)

The benefit of social media uses a businessman easily see the results and realized where to grow, how to change, and what exactly is working here. Social marketing focuses on peoples what want and there need instead of selling an idea, product, or service to consumers. It is designed for benefit of society and its consumers, not for benefit of the marketers. This method is all about unveiling what the people want.

Nowadays, it is a big challenge for the people from where they will start their social marketing? Its branches are so wide and it is growing so fast that, it is so hard to find a way or angle to reach it. It is very important to know before starting what the social media are doing there about the targeted consumers. According to the e-Business, the following popular social sites are included in the top fifteen social sites, they are; Facebook, Twitter, linkedIn, myspace, google plus+, Orkut, Ning, Meetup, My-life, Badoo etc.

Every social networking site has its own unique way of not only reaching the consumers but also gaining their users. By using social networking sites it is ultimately the strategy and goal of social marketing. Understanding the various sites and knowing how many users site hold the key for un-locking the social marketing strategy give benefit to the company. Just through the social networking site of YouTube, the commercial gained a total of 27,000,000 views and 61,000,000 views across the web. The popular times marked it as “the most popular online advertisement ever”.

3.1.3 E-mail and SMS marketing

E-mail marketing very common, easily accessible and consumer-friendly platforms of digital marketing. By using this marketing platform businessmen can be the attraction. To aware consumers of the product details and offers companies send a message or SMS through e-mail. So, all e-mail should show marketing which are sending consumers. To increase the sales or disseminate the company's information, circulation the advertisement, promotional offers for etc. purpose uses the electronic mail. (Barone 2020.)

As a whole in social networks, E-mail has a major part. To be a success, those who are using email must have both marketing acumen and creative copywriting abilities, otherwise, they will not success in this digital sector. Because e-mail marketing is the main weapon of marketing tools. Without digital platforms officials can also connect with other people personally if the office permit. If the company is

well known, then the company open an email ID and regularly uploaded the information there. Like, such as uploading the newsletter for customers for creating attraction and grow interested for the company. In addition, those who receive emails open them in the hope that they will contain something of value. If the content of the message is appealing and relevant to the target audience, the message is much more likely to be opened. (Ryan & Jones 2009, 132-134.)

SMS marketing is a very effective marketing system. Where does use short messages for product campaigning? Generally, through these messages product offers product prices, discounts etc. send to the customers. Now, lot of people are using a mobile phone, so this marketing system is very viable. (Barone 2020.) Many different companies send advertising messages to their customers via SMS to keep them informed about the latest discounts, trends, and new products and services. (S & Rungta 2016.)

3.2 Digital marketing model

The digital marketing model is one kind of digital business model that model used by businessmen and consumers for selling and purchasing online. Usually, we see that maximum businessmen are following a specific digital model as a tool to develop their business. Ad we trust a reasonable, basic model gives us a structure to evaluate how we're doing things currently contrasted with our rivals and plan development methodologies for what's to come. They're likewise extraordinary for imparting the reason and purpose for a technique you are seeking after.

I think it's safe to say that digital models are valuable "Mental Tools" to structure thinking and convey a system that is used for business expansion. But the model has some limitations. A lot of digital models are created for the long term. But at the present situation, that model is not workable. On the other hand, due to the limitation of knowledge and capacity, a lot of businessmen are not able to operate it properly. Though it has some limitations it is true, but there is no doubt the e-Commerce model is very essential for expanding business through a digital marketing system. The same digital model is not applicable for all type of business. It depends on business nature, geographical areas, targeted consumers and their habits, product nature, distribution channel etc. In general we found five types of digital business models that are used. The five types of e-commerce models are as follows (Aebersold 2021.)



FIGURE 1. Digital marketing (adapted from Khan 2020)

3.2.1 E-Commerce Model

Under the e-commerce model, I will review seven business classifications. Within these seven classifications, people can choose anyone to consider when launching or expanding your online store.

Business - to - Business (B2B). When a retailer purchase products from other peoples through online and sell to final consumers then it is called B2B. Usually these types of business happen within two peoples.

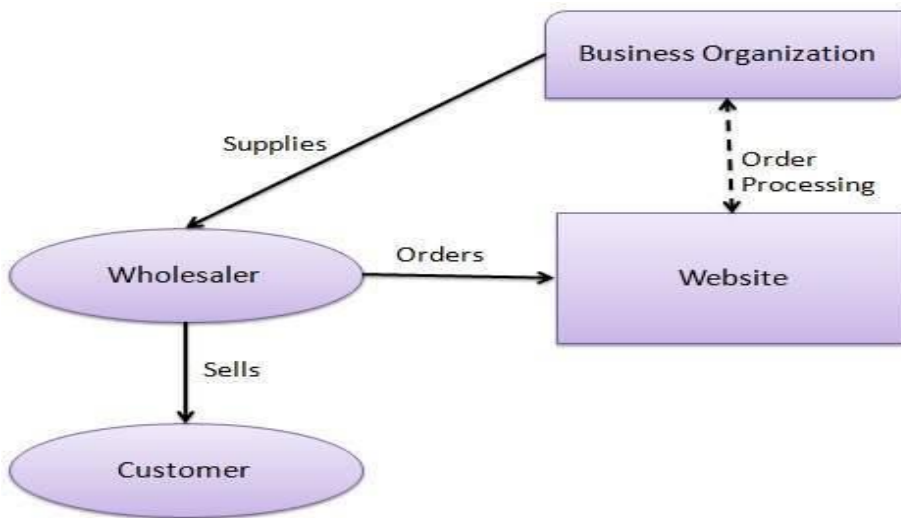


FIGURE 2. Business to Business (B2B) (adapted from Khan 2022)

Business - to - Consumer (B2C). When people businessman directly sales his product to the consumers then it is called B2C. In this process consumers see their targeted product on the website and can choose for purchase. Consumers send a mail to people for purchasing their chosen product and business send the product to the consumers according to the consumer's choice.

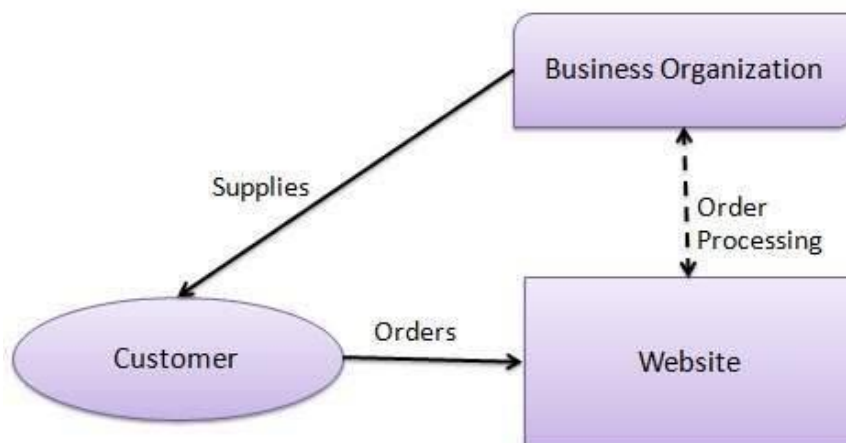


FIGURE 3. Business - to - Consumer (B2C) (adapted from Khan 2022)

Consumer - to - Consumer (C2C). C2C is one kind of business model which help to customers to trade with each other, frequently and quickly in an online environment. C2C are usually use the following website like, Craigslist, Etsy, and eBay. In generally this website is used to sell products or services through a classified or auction system.

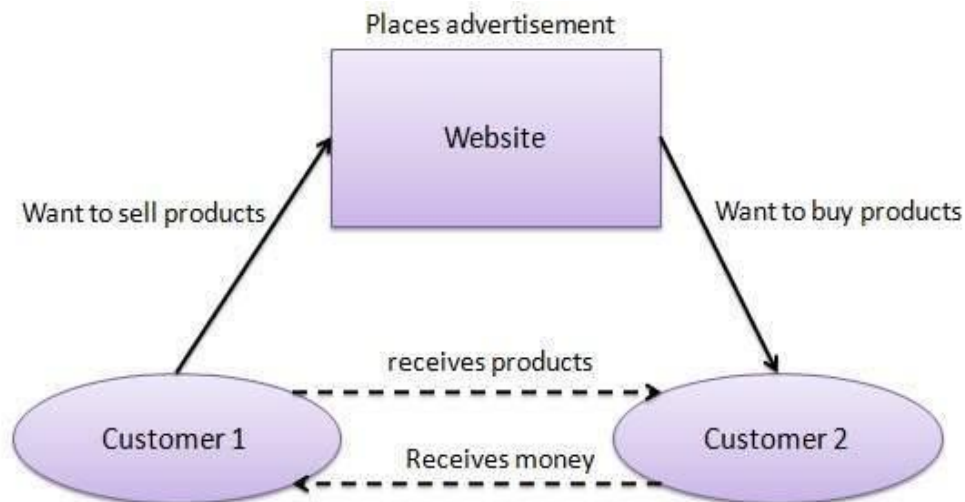


FIGURE 4. Consumer - to - Consumer (C2C) (adapted from Khan 2022)

Consumer - to - Business (C2B). In this model traders are shown their product and services and consumers can choose their targeted product or service from the websites. As an example we can say the comparison of interest rates of personal loan/car loan provided by various banks via websites. The consumers go to that traders who fulfil the consumers demand as per their budget.

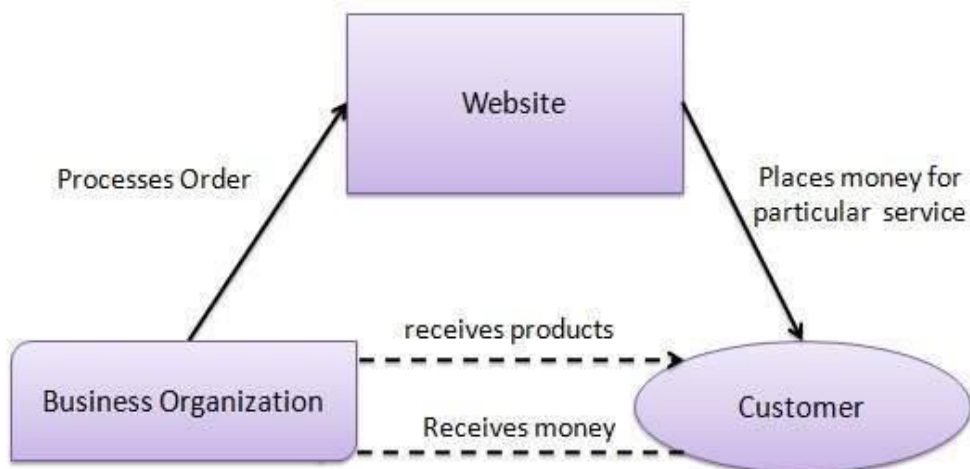


FIGURE 5. Consumer - to - Business (C2B) (adapted from Khan 2022)

Business - to - Government (B2G). B2G means Business to government. B2G model is an alternative of B2B model. When businesses are selling their product and service to the government or government agencies then uses this B2G business model. Generally in this business model that refers to business selling products, services or information to the governments or government agencies.

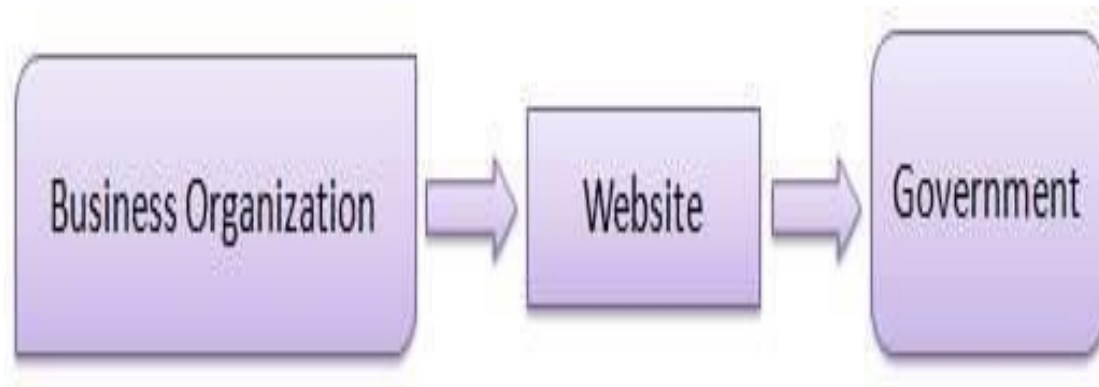


FIGURE 6. Business - to - Government (B2G) (adapted from Khan 2022)

Government - to - Business (G2B). G2B means government to business. G2B one kind of business model which are refers to government providing services or information to business organization. In generally government uses this B2G model website to approach business organizations. These types of websites government circulation verities type of information's like, auctions, tenders and application submission functionalities etc.

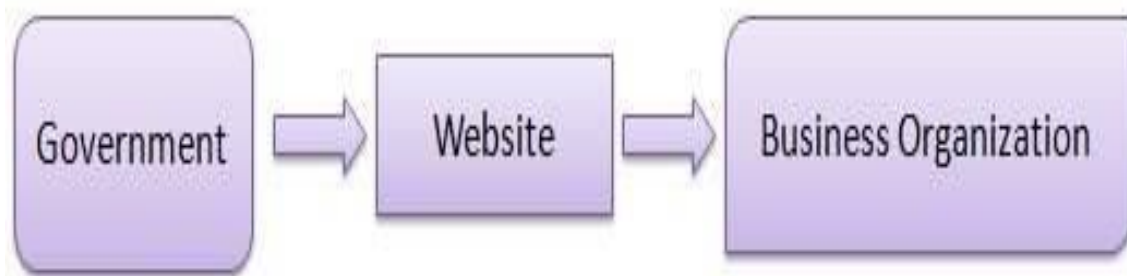


FIGURE 7. Government - to - Business (G2B) (adapted from Khan 2022)

Government - to - Citizen (G2C).G2C means Government to Consumers. To reach the citizen directly government usually use this business model. Generally this type of website provides services like registration for birth, marriage or death certificates. Government use this website mainly to ensure within the short time for fulfilling citizen's requests for various government services



FIGURE 8. Government - to - Citizen (G2C) (adapted from Khan 2022)

3.2.2 Lead Generation Model

Lead generation is the one kind of process which consumers interest push or influence to the purchases a product or services. These lead generators are just a few references or examples of lead generation strategies which you can use to influence targeted customers and attract them towards your offer.



FIGURE 9. Lead Generation Model (source from Khan 2022)

3.2.3 Branding Model

Brand model are used for presumption of consumers nature, behaviour and psychological bond. Without brand model you don't predict how will effect or work your decision in future. A brand model specially helps you to focus on what is most important for growth of your business and screening out the irrelevant things.

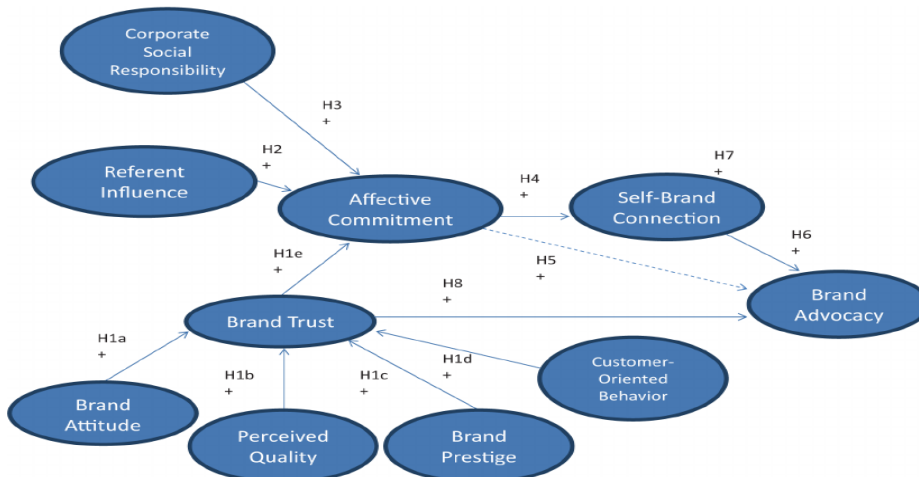


FIGURE 10. Branding Model (adapted from Khan 2022)

3.2.4 Online Information Model

Usually, psychologists are using the information processing model to explain and describe mental processes. It is one kind of framework for information Processing. These models are comparing the thinking process with a computer how a computer works? A computer also takes information, analysis it finally discloses the result like a psychologist.

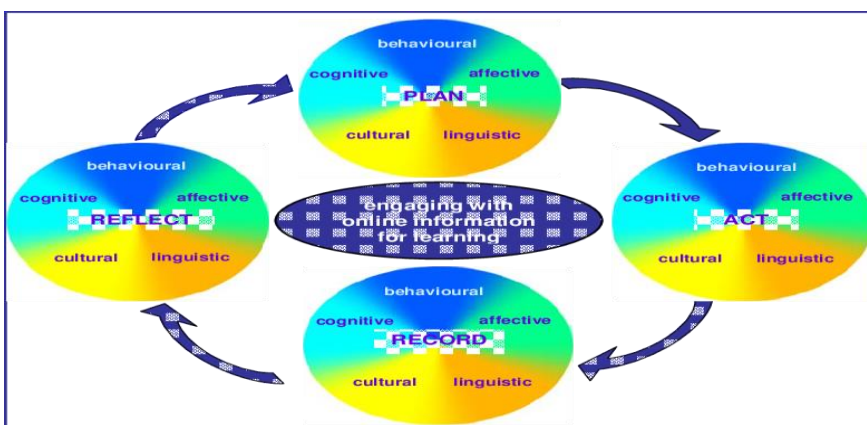


FIGURE 11. Online Information Model (adapted from Khan 2022)

3.2.5 Content Publisher Model

Content Publisher Model is one kind of format where a publisher used to introduce of produce his blog and content. But all formats are not same. This different model is guiding the peoples that there are many way to create contents

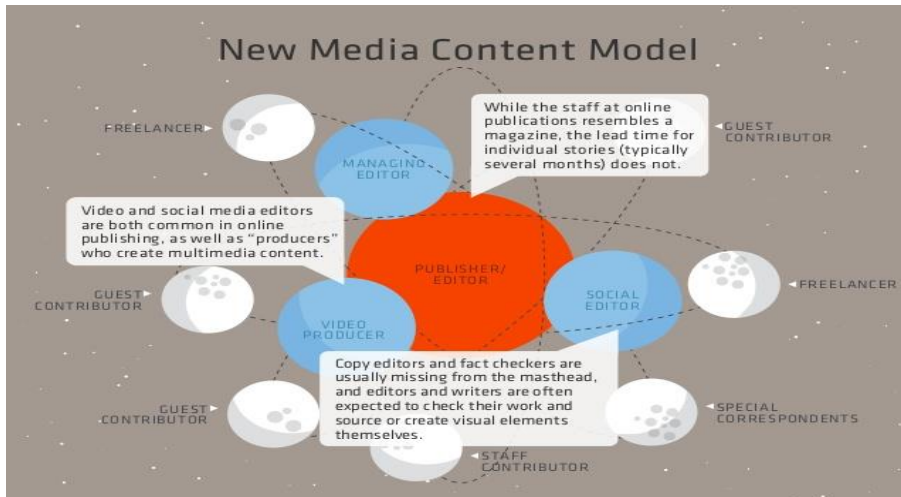


FIGURE 12. Content Publisher Model (adapted from Khan 2022)

4 CHALLENGES AND OPPORTUNITIES OF DIGITAL MARKETING

My thesis Digital Marketing in Bangladesh is a comprehensive analysis of challenge and Prospect research studies I have tried to analysis the problems and what barrier is facing digital marketing and what opportunity are here. Poor infrastructure is the main barrier to expanding the digital marketing system in Bangladesh. Just now Bangladesh is not properly ready for digital marketing to expand on a wide scale. Another big challenge to expanding the digital market is the shortage of capital. To expand the digital marketing is mainly needed a strong internet system. And for properly working the internet system depends on the various related others component. Like, such as incompatibly electricity, skilled web designer, proper distribution channel, knowledgeable consumers, easily accessible internet etc. At present Bangladesh, all components are not equally available. But day by day Bangladesh is gradually increasing access to all components. Even though industries were historically reluctant or laggards in adoption they are also trying to push into the web market. In the following, I discussed the problems or challenges and opportunities of digital marketing in Bangladesh.

4.1 Barrier of digital marketing

Infrastructure is the biggest challenge and big barrier to expanding digital marketing in Bangladesh. To overcome the barrier all parties should be united and works as a team. On the same platform, not only the government but also other stakeholders, like businessmen, Advertising agencies, Media, etc. all should works together. With the technological advancement in the digital platform challenge also increasing, and in this digital marketing process main challenge is capital budgeting and the undefined marketing management role (Chaffey & Chadwick 2019, 21-22). At first digital marketers must know how the work the digital marketing system, how to promote the products and services through the network and how to fight with other competitors. To collect the targeted consumer's feelings and feedback digital marketers must be capable to analyses the data mining. As well as digital marketers should be taking some initiative to increase their market share. Sometimes digital marketers are failed to understand the consumer's behavior. This is a great challenge for digital marketing. Day by day not only digital marketing /networking are increasing at the same time but also increasing other multifarious challenges. In the digital marketing field finding a reliable and skilled partner is also a challenge. (Sanoma Markkinointi Routa 2021.) Data loss and theft is the biggest threat against digital marketing. Sometimes, there is a great chance to leak data privacy. On the other hand, it is repeatedly happening that the data is hacked by bugs or virus attacks. Branding is also a big issue in the digital marketing

world. Sometimes it is also found that branding is infusing the sales target. The digital platform is always trying to reach the targeted point by easily accessible future and to achieve its branding helps them. (Mishra 2020.)

Most businesses globally have already turned to the web or online-based due to the huge increase and widespread use of Information Technology. Bangladesh is also not behind. Last few years Bangladesh has also inter into this marketing system. Many online-based marketing companies in Bangladesh are operating their business online. At present Bangladeshi e-Commerce companies are facing a problem with the online payment system. Maximum consumers are did not have access to use debit or credit cards and only a few consumers use PayPal. Now, 160 million people live in Bangladesh but within that only, 5.0 million people are using debit cards and under 1.0 million people are using credit cards. And another issue only 1.0% of people are using POS machines that hold debit cards and the remaining 99% of people are active only at ATM booths. A lot of reasons are there for that. Like, unconsciousness, lacking of customer-friendly infrastructures, and huge operating costs for using the card. Not only that there are some also regulatory barriers like, without a Tax card but regulatory authorities will not issue a credit card. So, only two million credit cards are available. Because of the above reasons Bangladeshi digital marketing is still in a low-level state. But day by day the e-commerce market is increasing and it is expected that it will rise up with increasing opportunities being offered. (Shadik 2016.)

In general, the above problems are very common in Bangladesh for the digital marketing field. In addition, regularly we also face the following challenge and barriers in Bangladesh in the digital marketing sector. The challenge and barriers are as follows:

Shortage of telephone access: Successful digital or e-commerce marketing is mainly dependent on the customers' access to the computer and an internet service provider (ISP) to use the internet. But in current Bangladesh, the number of internet service providers (ISP), is very low and as well as the number of active users also very poor. **High internet connection cost:** Without Internet digital or e-commerce marketing operating is quite impossible. For digital marketing, easy and low-cost internet is very essential. But in Bangladesh internet connection costs are comparatively high rather than people's purchasing power. **Slow speed and low download capacity:** E-commerce or digital marketing means web or online or internet-based activity. To continue this activity to needed high-speed internet and quick download capacity based internet service. But unfortunately, Bangladesh has no high-speed internet. It is a major barrier to digital marketing progress. **Unpredictable power Supplies:** For continua-

tion of digital marketing needed 24hours continuous power supply? Because here uses a lot of electronics devices which needed uncut power supply. To order the product and services and delivery the services needed uninterrupted power supply for both consumers and suppliers. But this is the reality that the Bangladeshi power supply is very much unpredictable. It has no continuation. It is a big challenge for digital marketing. Credit card Conundrum: Digital marketing or e-commerce means everything is operating or done based online, especially payment. After purchasing the services or goods generally, consumers pay through credit card. It is very much easy and secure. Developed countries commonly pay through credit cards. But due to not available credit cards, it is not possible always to pay electronically by the Bangladeshi people. Lack of modern financial system: Still, Bangladesh has more cash transaction more rather than online payments. Due to the lack of a modern financial system, legal bindings and not friendly online payment system peoples are not interested to pay online. Language barrier: Most of the online service providers use the English language for introducing their products and services. But most of Bangladeshis are illiterate and especially they are very incapable to understand the English language. So language is a common challenge or barrier for digital marketing to prosper. But avoid the language barrier maximum online service providers are using language translators for their sites to accommodate local and foreign customers. And that increases the cost or adds some technical challenges. High illiteracy rate: The high illiteracy rate is a dangerous thing not only for digital marketing rather than it is for every sector. It is a barrier of development or any kind of progress. If it is not possible to reduce the high illiteracy rate must be digital marketing will not reach the optimum level.

4.2 Prospect of Digital Marketing

There is no doubt, the traditional market is transforming into digital marketing increasingly as technology continues to evolve. The benefits of digital marketing are increasing day by day. More and more customers are researching, discovering, decision making and buying products online. About 82% of consumers are conducting research online according to Forbes. On the other hand Tech Crunch reports that 79% of people are shopping online. So, this is a million-dollar question, how you will reach the customers? One word answer: digital marketing. We observed that normally small business is operating their business in the traditional market system. But now we are observing that the small business are trying to involve with digital marketing and implementing a digital marketing strategy to effectively for reaching and engage their target consumers online. So, un-doubt we can say, that digital marketing tactics have proven to be the most cost-effective way to reach potential customers.

Digital marketing is the result of advances in technology. Based on the technological platform digital marketing is given the following opportunities, such as it is very easy to reach a huge number of consumers through Digital marketing quickly. It saves the organizations times and wastage of money. By using digital marketing technology it is possible to record the consumer's behaviour and responses about the product, brand and services. Due to digital marketing, there were a lot of alternatives to take decisions by the consumers and they have picked their alternatives from the large digital platform. For pricing transparency and globalization they have got a wide competitive platform. (Mishra 2020.)

Day by day people also are becoming digital with the increase in internet usage. That means digitalization's directly related to the growth of internet use. For example, in the Bangladesh perspective at the end of 2019 only 13% of people are using the internet, 38% of households have internet access and 53% of people are active broadband connection. Day by day people are acting more and more with digital as internet usage increases, so, digital platform users are getting the opportunity to come close. (International Telecommunication Union 2021.)

Statista Research Department reported that by 2025 mobile internet access will be increasing up to 80% which is 63.4% in 2015. It is expected that by end of the 2025 B2B e-commerce will increase up to \$24,3trillion which was the end of 2019 is \$12trillion. The report also mentioned that worldwide 34% of companies spent their 50% marketing budget on digital marketing purposes. (Statista Research Department 2015.)

Through digital marketing the following opportunity is available: Digital marketing plays a major role to reach consumers and engaging them with the company's products and services. Digital marketing is taking some tactics to reach the targeted market and influence conversions. Digital marketing is the most powerful form of marketing. An e-Commerce candle company named Nidhi increased their yearly sales by 714% within 3 months by using social media (with a little help from LYFE marketing). So, a small business can reach the target very short time if it can take a logical decision and practical plan and if the strategies are effective and implementable.

The most important benefit of using digital marketing is the most cost-effective way to establish your business. In the digital marketing field, it is very difficult to fight a small business vs. a big business because due to the low budget of the small business for advertisement. Anyway, for the affordable digital marketing tactics and practice small businesses can increase their budgeted amount for more for their marketing spending.

Digital marketing is the most measurable form of marketing. Digital marketing is the most measurable and countable form or template of marketing. But how you will ensure the marketing is perfectly working? If you want to be sure the success you needed to measure the result. Useable every digital marketing planning and tactics are measurable which are usually used in marketing and for that businessmen should invest in digital marketing. Digital marketing analytics are guessed the marketing is working or not working? As an example, a company is trying to introduce a new product through a social media marketing campaign. Within two weeks by using social media analytics a businessman can know which posts were the most popular and reach the target audience. For instance, let's say that you want to create a social media marketing campaign for a new product. You've decided to publish a series of social media posts over two weeks. With social media analytics, you can see which posts were the most popular with your target audience and which drove the most conversions. Based on the analytics you are well known what is working or not working, so you can easily take a decision and reduce the unnecessary expenses. As a result, your ROI will increase.

It is very easy to reach the targeted buyer by using digital marketing. Digital marketing can ensure that the right consumers are viewing your content but the traditional system like billboard space or placing an ad in a magazine is not ensure that it reaches the targeted audience. Though there is a way to increase the chances of success through traditional marketing it is not confirmed. On the other hand, digital marketing will ensure you the consumers are watching your content. The ability of digital marketing will give you comfort and it will also ensure that you want to focus through marketing efforts on strategies that it is working.

Your customers are on social media, and digital marketing helps you reach them: The most important and benefit of digital marketing is that the targeted customers are active on social media, and digital marketing helps a company to reach them. The historical or traditional techniques in marketing have some limitation and do not spread widely but digital marketing is flourishing or spread very widely. According to e-Marketer, one-third or 2.34 billion people are global uses social media platforms regularly.

Digital marketing helps you connect with mobile customers: One of the most and benefits of digital marketing is that it creates the opportunity to connect with the large number of consumers who use a mobile phones. 50% of mobile users are using online through web access. So, digital marketing creates an opportunity to connect with them.

5 RESEARCH METHODOLOGY

Based on empirical and quantitative research this thesis was made. To take the decision and reach the conclusion based on the empirical research and past practical life experiences and observations. Quantitative research is a kind of research that collects information and data by using numerical numbers or statistics and it is analyzed through the arithmetical procedure. (Creswell, Ivankova & Stick 2006.) Generally for data collection using two sources, one is primary and the other is secondary. Usually, the quantitative survey method is applied for collecting data from primary sources. This survey may be a prescribed template where have seated some specific questions or have some opportunities here to answer what they like best. On the other hand, it can be web-based questionnaires. There are the respondents can complete or answer with the template. Generally most of the cases these questionnaires are close-ended and structured purposively based. However, to get a practical life opinion through the study here has some open-ended questions.

Based on the Webropol (3.0) software the questionnaire (APPENDIX 1) has been formulated. Through the email, has been contacted with the two types of targeted respondents in the two types of organizations. To get their consent, I mailed them to fulfill our served questioners and they agreed with me, that they will answer our question by email. Due to ethical reasons, I didn't publish their names addresses and personal information in this thesis. Anyway, they have permitted me to use or analyses their information and comments for thesis purposes but not business purposes. By following the questionnaire thematically in a systematical manner the data presented and analyzed by following the business and social research methods of data analysis. In addition, for secondary data uses secondary sources through literature and relevant documents review.

5.1 Research population, survey sample and respondent profile

In this study, I mainly researched the cases of multinational, corporate, customers related and web-related cliental and digital marketing companies in Bangladesh. I did research on different corporate companies and digital advertising agencies officials, and I also talked with their different levels of staff. The staffs were top management, mid-management and operation levels. I choose this different level of staff from different companies and digital advertising agencies because they are directly involved with digital marketing. I selected a total of 76 staffs members from both of the corporate and

digital advertising or marketing agencies from the Capital of Dhaka and other divisional areas of Bangladesh were selected randomly for the study.

Among all of the companies that are operating digital marketing in Bangladesh randomly selected 76 staff, who was involved in different roles such as different levels in digital marketing. The following specific staff or respondents are involved with this research. The respondents were; Managing Directors(MD), Chief Executive Officer(CEO), Advisor, Director Marketing and Operations, Head of Marketing, Manager Marketing, Senior Managers Marketing, Account Directors, Accounts Manager, Brand Manager, Marketing Specialist, Chain Manager, Supply Manager etc. The survey questionnaire was sent to a total of 76 persons through their individual/official ID to them through email. Out of 76 respondents, 63persons, (83%) are responding of the questionnaire. The analysis showed sixty one per cent (60%) responded had 1-5 years, twenty nine per cent (29%) responded had 6-10 years and eight (10%) respondent had 11-5year's digital marketing experiences. The statistics are shown in below table 1.

TABLE 1. Survey respondent statistics

Description		Percentages (%)
Respondents	Total questionnaire recipient	(76) 100%
	Total response	(63) 83%
Experience in digital marketing	1-5years	60%
	6-10years	29%
	11-15years	10%
	Above 16years	1%

5.2 Validity and reliability

Validity and reliability are the scales of research measurement. This scale is very much essential for research because it gives accurate and beneficial results. Because the researcher did perfectly research which is understood or measured by it. Validity is one kind of scale which has the ability to provide the counting or measurement construct is measured. To find out the intention, normally does use scale. (Litwin 1995.)

The basic target of the study is to collect necessary information on the researcher, how he/she tests the Validity and Reliability of the scales used in his/her empirical study and provide the information and resources for the upcoming researcher. To fulfilling the purpose the concepts of Validity and Reliability are introduced, with details explanations that have been provided with examples and it is expected that this study will attract the attention of future researchers. For that, it was expected that all kinds of validity would be consolidated under the different construct validity and it would be six areas of validation evaluation, including the influence of surveys on respondents to be examined. (Messick 1995, 741–749.)

On the other hand, not only content validity but also face validity refers. A survey list or questionnaire also seems known to the reader who is already well aware of the construct of the assessment (DeVellis 2016). To be validated correlations with the variables and presumption of validation with other constructs must be gathered in order and for that must be linkage with a web link. Generally these outcome or verities evidential methods are reflected by the default translation. If the study comes based on product oriented then it is focus on the outcome of the research process. At the same times it also aware that about psychological and cognitive processes which can be lead to the set translations. It seems that, the validity of observational and theoretical conceptions is one of the numerous validation procedures in surveys. (Halverson 2019.)

Reliability. Usually, for a test or any evaluation in quantitative research, the concept of ‘reliability’ is used (Golafshani 2003). Reliability is actually related to quantitative research, which is a consistency of a measure. If the same test gives the same result repeatedly we can call it reliability. For example, motivation. To measure motivation a driver doing up-down to the same road and after his completing the trip each time his response or reaction should be the same. It is very difficult to exact or accurate calculation of reliability. So, for estimation reliabilities can be calculated in different ways with maintaining many processes. Normally, there are three different characteristics of reliabilities. There are; homogeneity, stability and equivalence (Heale & Twycross 2015).

Reliability is one kind of thing that if you use continuously but it results be the same. That means its object, measured and quantity does not change. A measuring machine or an instrument is dependable when it gives the same result continuously. For good justice or taking a good decision, the instrument or device should have perfect and keen accuracy levels. As an example, for confirmation of dependability, you filled up your vehicle tank, after fully filling up you observe its fuel capacity is 100ltr. For re-confirm you re-fueling and it will give the same result 100ltr. So, the two times give you the same

result, which means your judgment or measurement is accurate. Sociologists apply four test methods to measure reliability. The four test methods are the Exam-re-exam, Substitute procedure, split half approach and internal consistency procedure. (Crossman 2019.)

Cronbach's alpha also a internal reliability based measure method which, seems to be liable for variation internal reliability and it is also use most commonly for reporting reliability (DeVellis 2016). When the reliability do evaluate, than should be consider the scale quantity of items and its intended application, which all doing with the statistical rules of thumb (Peters 2014, 56).

Integrity is a vital tool for any research. Normally integrity is used to find out the causes of measuring errors and the difference between related themselves. Due to the numerous measurements being similar so the measurement tools' errors are reduced. It gives more confidence in the comparison of research outcomes across the projects, which gives theory through building, facilitation and replication. (Mellinger & Hanson 2020, 179.) Due to a lot of reasons, reliability cannot be fulfilled by the result by proper reporting by the primary statistic. Because the reliability coefficient is not a survey instrument, it is a coefficient of the function of the sample data. So, for reaching a reliable result, researchers must report Cronbach's alpha each time when they will survey. (DeVellis 2016.)

It is very difficult to ensure the data's authenticity but here are some traditional processes to collect the data. If the researchers follow the data authentication process then can be the result would be true. This research to confirm the reliability and validity have perfectly followed the attributes of validity and reliability. To collect the data about digital marketing-related problems and opportunities have selected some standard questions based on the Bangladesh context. Collected the answers from the selected persons who are working in these digital marketing sector lot years and have vast experience. Interviewed people were chosen based on their working experience, involvement in digital marketing, their present thinking about digital marketing etc. in Bangladesh. In research, the same questions were asked to all participants/interviews to getting the answer as per their opinion and experience. To get the answer as per their opinion and experience and for confirmation of the reliability, secondary data is also used that data are reputed and widely used as a reference in Bangladesh. Usually, data are analyzed manually and there have some chance to misuse of the data. To avoid this malpractice collected data was analyzed by the web-based data analysis software. So, it is clear that the research methods, interview questions setup, interview process, participants selection, data collection process, data collection, data validation, findings, analysis and result publishing each and everything are reliable, authentic and valid.

6 FINDINGS AND ANALYSIS OF THE STUDY

This chapter is very much important in this study. Because in this chapter presented the survey data and analysis findings, solutions and prospects of digital marketing in Bangladesh. The chapter is divided into two parts. In the first part based on the literature review, the thesis provides an overview of the present situation of digital marketing in Bangladesh. And the second part of the study presents an analytical analysis based on the collected data from survey questionnaires from various types of people who are involved in digital marketing at various levels.

6.1 Present status of digital marketing in Bangladesh

Bangladesh has tried since the 90s to develop the information and technology sector. In this continuation Bangladesh trying to expand the web-based business. It has a great positive impact on reducing business costs and production costs as well as promoting products and services. Due to its simplicity and easy application, it is well accepted and it has a huge economic and business impact. Digital marketing gives a new business concept. Like, like business models, marketing channels, technological paths and a wide marketing environment, which removes any barriers and separates them from other industries. It has created competition and created new innovations and wide the business area which has overall boosted the economic efficiency. So, it is true that currently, digital marketing has created a huge emerging business potentiality in Bangladesh.

Due to Digital marketing facilities a lot of people are migrating to a foreign country for labor selling. Due to the Internet, online banking, Mobile phone, information exchange etc. now they are enjoying easy and comfortable daily life. So, digital marketing is giving a lot of benefits to Bangladeshi people no doubt. But there are some limitations also, like; low income per head, security issues, poor infrastructure, insufficient internet flow, unpredictable electricity flow, lack of government support etc. are the main challenges of digital marketing. Now, day by day, business is going to be more competitive due to business development, optimum capital uncertainty, economic growth, varieties option etc. Some global and multinational companies have implemented alternative marketing procedures because at the same time some local company also has competition with them. So, this is the right time to success select the perfect key and right methods of digital marketing so, as to disseminate the proper information to customers. (Masud 2017.) Digital statistics about country in the below table 2.

TABLE 2. Internet based companies in Bangladesh (Masud 2017)

Sectors	Descriptions
Financial institute	Internet banking, SMS banking and Mobile banking
Telecommunication	Mobile operators
Garments, Leather & Textile's	Bangladesh Garments Industry, Leather and Textile are 100% export oriented organization.
Innotex	Innotex is largest garments and buying agent in Bangladesh.
Bikroy.com	Bikroy.com is the pioneer in this sector in Bangladesh
Rokmari.com	Rokmari.com is one of the best book selling website in Bangladesh.
Systech Digital	Systech is largest software company in Bangladesh
BD Jobs.com	BD jobs.com is the largest jobs site in the country
Prothom alo.com	Prothom alo. com is a biggest web portal
Hatbazarbd.com	Hatbazarbd.com is an online marketplace it's a discount online shop.

To develop human resources ICT uses must be needed. Without ICT it is impossible to create an equitable society, the "Digital Bangladesh". Bangladesh's government has set the target national ICT policy in 2009 based on the development policy. The following basic strategic objective and policies of this strategy are open access, equality and ICT alternatives. So, it means building an easy and friendly multi-channel that everyone can access. Currently, the Bangladesh government decided, for using frequency bands and the long-term evolution of digital dividends in the national frequency allocation Plan. Due to the technological advancement of Bangladesh, assume that we have tremendous potential in interoperability, wide applicable areas, technological development and advancement, high density of peoples and capacity to provide ubiquitous services everywhere. Optical fiber and wireless are both telecommunication network backbone of Bangladesh.

BTCL, Bangladesh Railway(BR), new entrants in the national Telecommunication Transmission Network (NTTN) industry, PSTN operators are the main partners and backbone of countries infrastructure development. Bangladesh government actively participating and building information backbone and archive. Based on the limited digital infrastructure, services and others opportunities, Bangladesh are one of the most growing up country globally with its limited capacity. Below table 3 shows digital infrastructure and service coverage of Bangladesh by nature.

TABLE 3. Mobile network coverage statistics in Bangladesh (International Telecommunication Union 2021)

Services	Coverage	(%)
Network coverage	Cell phone network coverage (2019)	100%
	3G cell phone network coverage (2019)	95%
	4G cell phone network coverage (2019)	82%
Mobile phone ownership	Single phone owner (2018)	71%
	Male phone owner (2018)	31%
	Female phone owner (2018)	54%
ICT access at home	At home level internet access (2019)	38%
	Internet connection with Computer at home (2019)	6%
Internet user	Internet user at single level (2019)	13%
	Only female user out of total female population (2019)	5%
	Only male internet user of total male population (2019)	8%
	15-24 years user of all 15-24 years (2016)	12%
	Male mobile phone owner (2018)	8%

6.2 Major findings of digital marketing in Bangladesh

The prime aim of this study or thesis was to know the present status of digital marketing in Bangladesh and find out what challenges and opportunities are available here. In this regard circulated a survey questionnaire for collecting empirical data from the respondents and collected the answers/data about the opportunities and challenges of digital marketing, based on their experience, current situations, existing status and findings. Based on the data analysis the major findings are presented below.

6.2.1 Budget, popular digital marketing platform and channel in social media

The uses of budget percentages are the benchmark for understanding the importance of digital marketing. So, for understanding the importance of digital marketing status and importance in Bangladesh were asked the respondent through a prescribed questionnaire what percentages of the budget were used by their company. Based on the survey data evidence analysis found that 35% of companies are using a 5%-15% budget of their total budget in digital marketing in Bangladesh. 25%, 11% and 8% of

the companies are spent their budget for digital marketing respectively 16-25%, 26-35% and 36% companies are more than. The statistical data is shown as below in figure 13

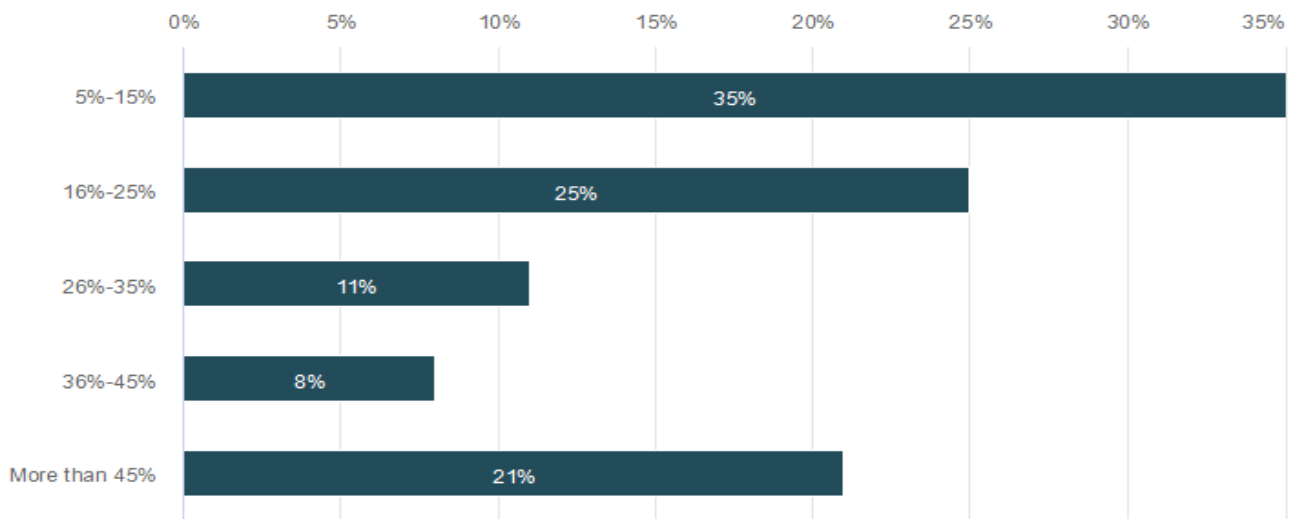


FIGURE 13. Budget spending percentages for digital marketing

For digital marketing, a lot of platforms are used. And which digital platforms are used in Bangladesh is most important. Because the companies of Bangladesh are not well known for all types of digital marketing. The survey data also indicate these. In globally social media marketing platform is more popular. After the data analysis, we found that Bangladesh companies also use these social marketing platforms. The percentages of uses are 81%. However, except for social marketing, 5% of companies use content marketing 8% for email marketing and 6% use mobile marketing. The survey data is shown below in figure 14.

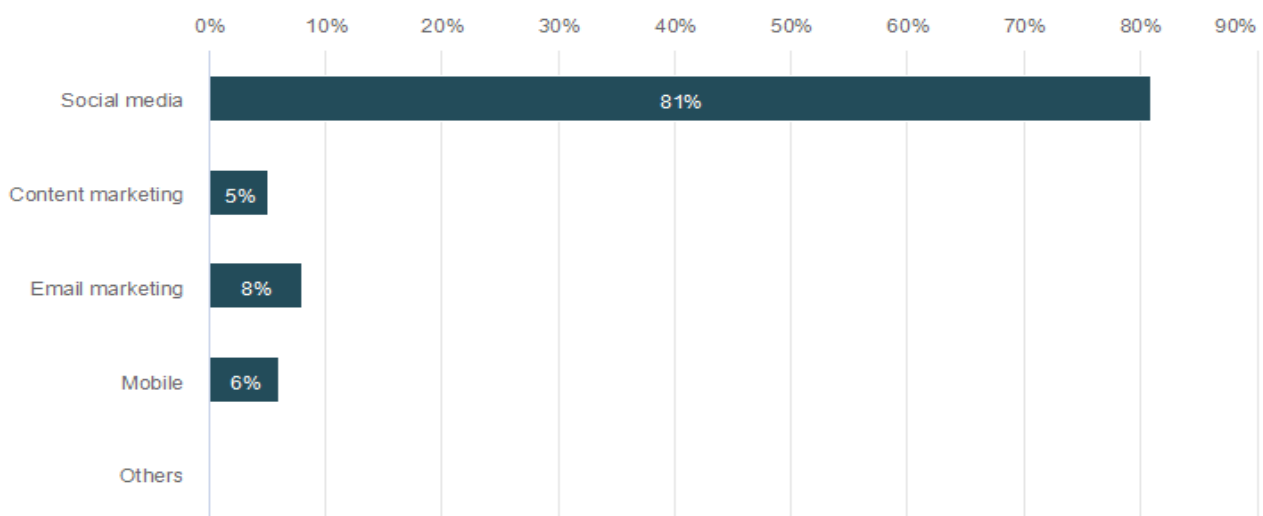


FIGURE 14. Digital marketing platform

A lot of ways to post through social media have. So, based on these questions, found that 57% of respondents said that they use Video, 22% of respondents use Static 13% of respondents use other platforms and 8% use GIF. The statistics are shown in figure 15.

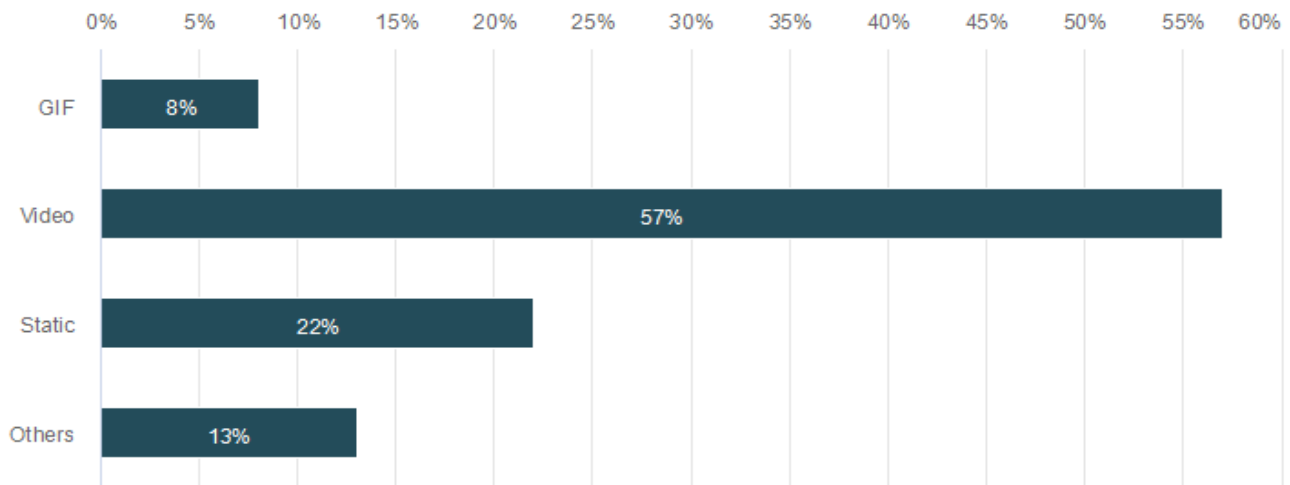


FIGURE 15. Verities of in social media platform

6.2.2 Effectiveness and uses trend of digital marketing platforms and channels

To increase product promotion and sales digital marketing platforms and channels are very important. Because the peoples are well known which platforms and channels are used by the consumers. So based on the consumer's nature companies set their platform and channels. Based on the data analysis found that 52% of respondents said they used a content marketing platform and 49% of respondents said a multimedia platform was used. The statistical data is shown in table 4.

TABLE 4. Uses Trend of popular digital marketing platform and channel in Bangladesh

Trend	Internet market- ing	SMS market- ing	Content mar- keting	Multimedia/ Video marketing
Sometimes	37%	38%	52%	49%
Often	16%	25%	36%	24%
Always	44%	29%	10%	19%
Never	3%	8%	2%	8%

Digital marketing platforms and channel uses are dependents on their effectiveness. If the platforms and channels are not effective properly then the platforms and channels are automatically abandoned. Based on that we prepared a questionnaire. How effective are the platforms and channels? 65% respondent responded content marketing is effective. 51% of both respondent responded SMS marketing and multimedia/video marketing are effective but 49% respondent responded internet marketing is strongly effective. The statistical data is shown in table 5.

TABLE 5. Effectiveness of digital marketing in Bangladesh

Content	Strongly effective	Effective	Neutral	Ineffective	Strongly effective
Internet marketing	49%	48%	3%	-	-
SMS marketing	25%	51%	18%	6%	-
Content marketing	22%	65%	11%	2%	-
Video marketing	35%	6%	2%	0	3%

6.2.3 Popular channel for advertisement and content up gradations trend

After analysis, the survey data found that 87% of respondents choose Social media for the advertisement of their products. The rest of the 6% of respondents like Google ads, 6% choose Other and only 2% choose Bings ads. The result shows Social media is far ahead of Google ads.

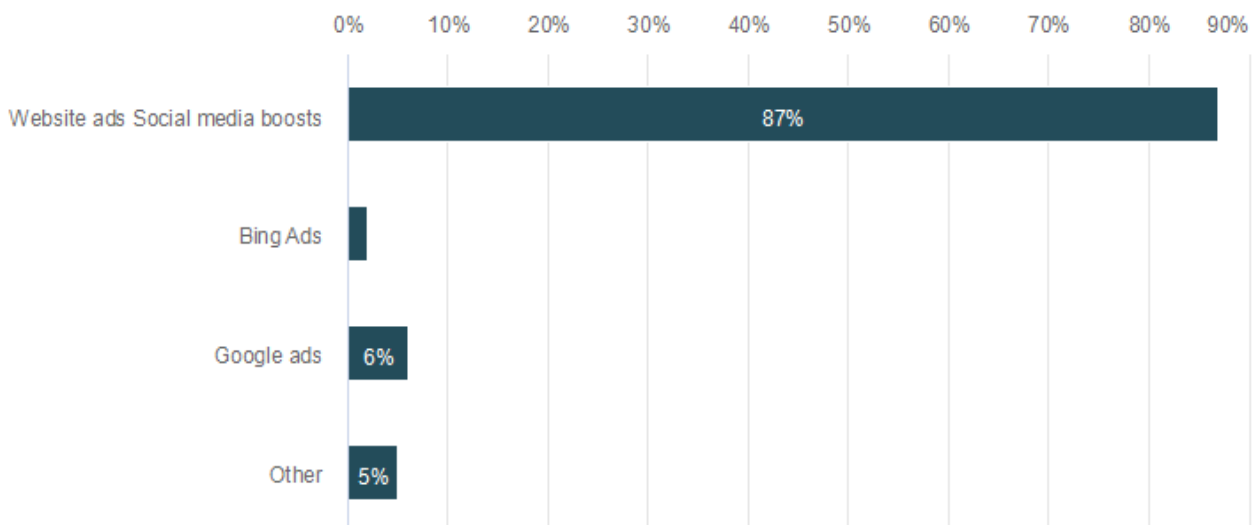


FIGURE 16. Popular advertisement channel

Content updating or upgrading trends in the website is a major indicator of digital marketing. It indicates that how much the companies are much attractive to digital marketing. And it also indicates the digital marketing is competitive or not? In this regards the survey data gives the result 48% of respondents update or upgrade weekly 19% monthly, 18% daily 10% fortnightly and 5% quarterly.

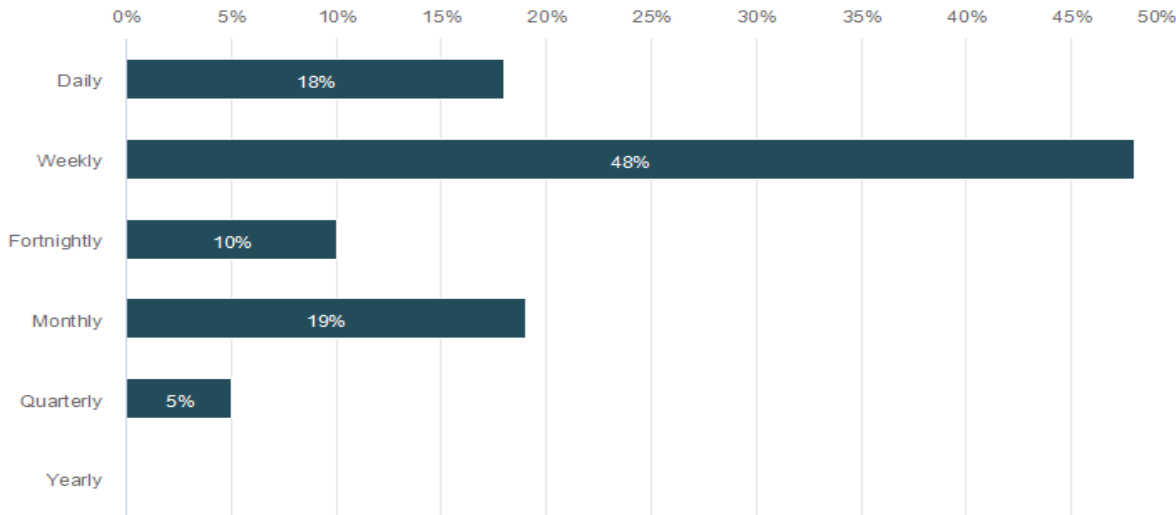


FIGURE 17. Content upgrading trend

6.2.4 Goal, present marketing channel and status of digital marketing in Bangladesh

In digital marketing initial target is a vital factor. To achieve the goal companies are taking some steps and it is important. Based on the data analysis found that 41% of respondents said their initial target was to sell products. 27% said consumer involvement, 21% brand awareness, and 3% each said lead generation and others.

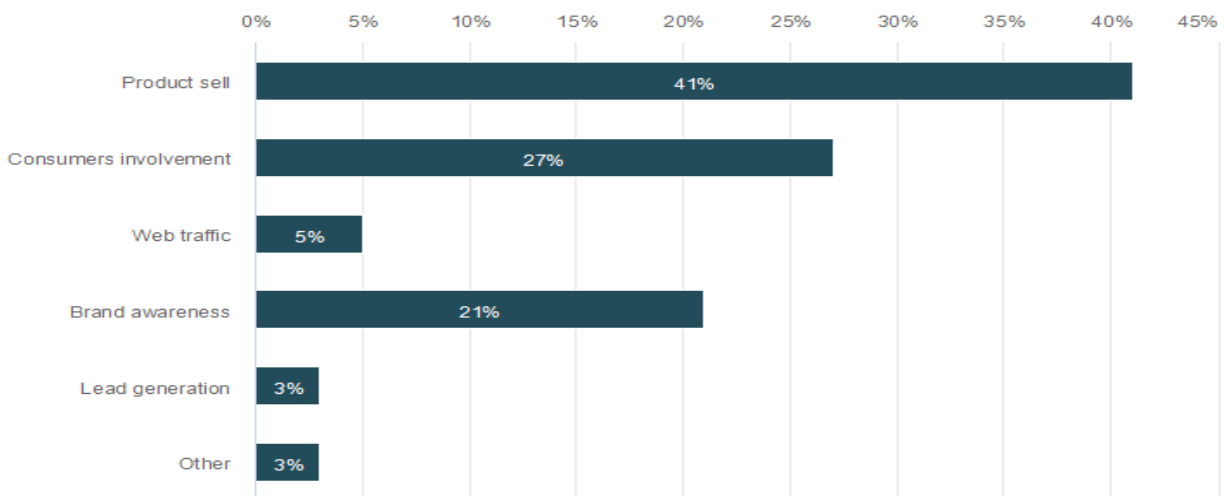


FIGURE 18. Goal of digital marketing in Bangladesh

To understand the present status of digital marketing in Bangladesh, wanted to know the survey question to the respondent at the situation in which marketing system they will choose. 89% of respondents responded that they will choose digital marketing. 9% of respondents responded with traditional marketing and 2% had no answer. The statistical data is shown below table 6.

TABLE 6. Present status between Digital marketing and Traditional marketing

Name of Marketing	Number of respondent	Present (%)
Digital marketing	56	89%
Traditional marketing	6	9%
No answer	1	2%

Social media marketing is one of the most successful digital marketing platforms in Bangladesh no doubt. And successfully it is going with the global trend. Based on the survey data it is clear that social media marketing huge popular and successful marketing platform. Based on the survey questionnaires 68% respondent responded that for digital marketing they use social media marketing platform. 11% said Website marketing, 8% E-mail marketing, 6% SMS marketing, 3% Content marketing and 2% each PPC marketing and Video marketing.

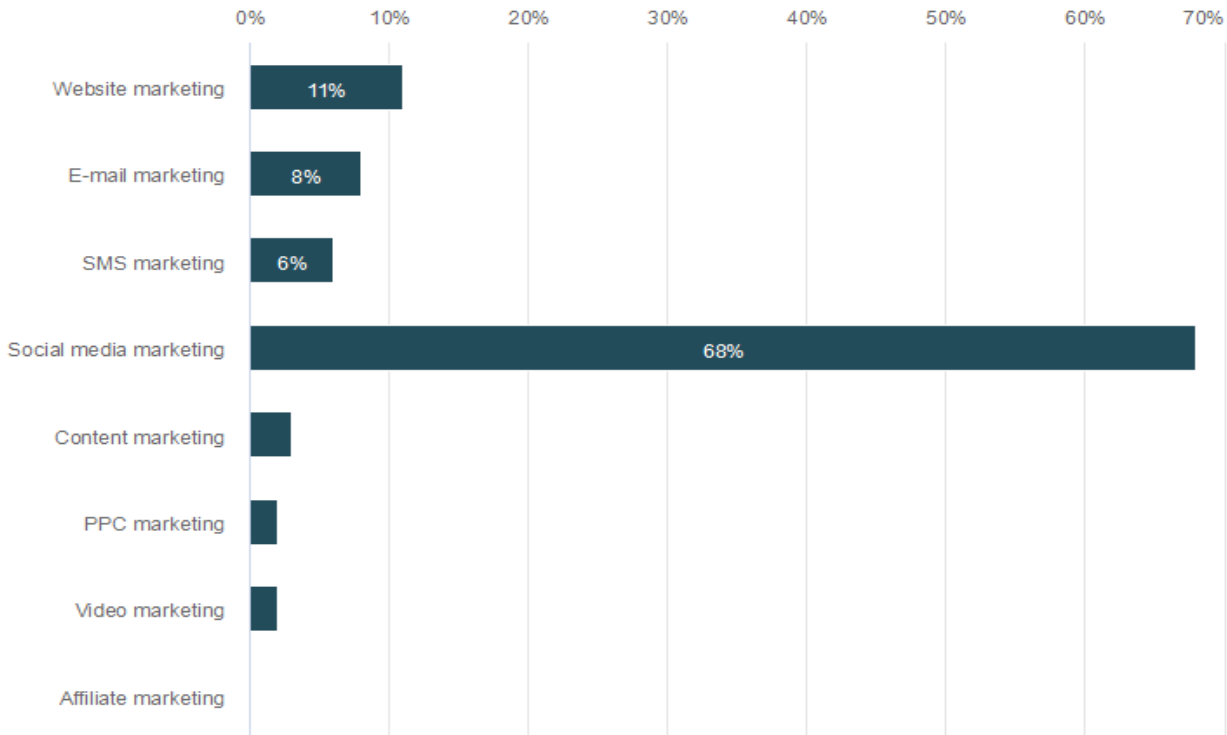


FIGURE 19. Digital marketing platforms in use in Bangladesh

6.2.5 Barrier and prospect of digital marketing in Bangladesh

In the digital marketing field, developed countries are moving with rocket speed but underdeveloped countries are going at a bullock cart speed. Bangladesh is not also an exception. In digital marketing here have a lot of barriers and challenges here. On the other side have huge opportunities also to expand digital marketing. At the same time have a lot of prospects also. If it is possible to use the opportunities properly Bangladesh's digital marketing future is very bright. So, to find out the problems, limitations, barriers, opportunities and solutions in digital marketing in Bangladesh, we included some specific questions in the survey questionnaire and through the respondents for their answers. The below is discussion based on the survey questions-answers.

The survey result showed that 40% of respondents said lack of technical knowledge about the internet. 26% of respondents said the allocated budget is not enough. 18% said technological infrastructure is very poor, 14% said a large number of people are ignorant and 2% said hard to data track. The statistical data shown in below figure 20

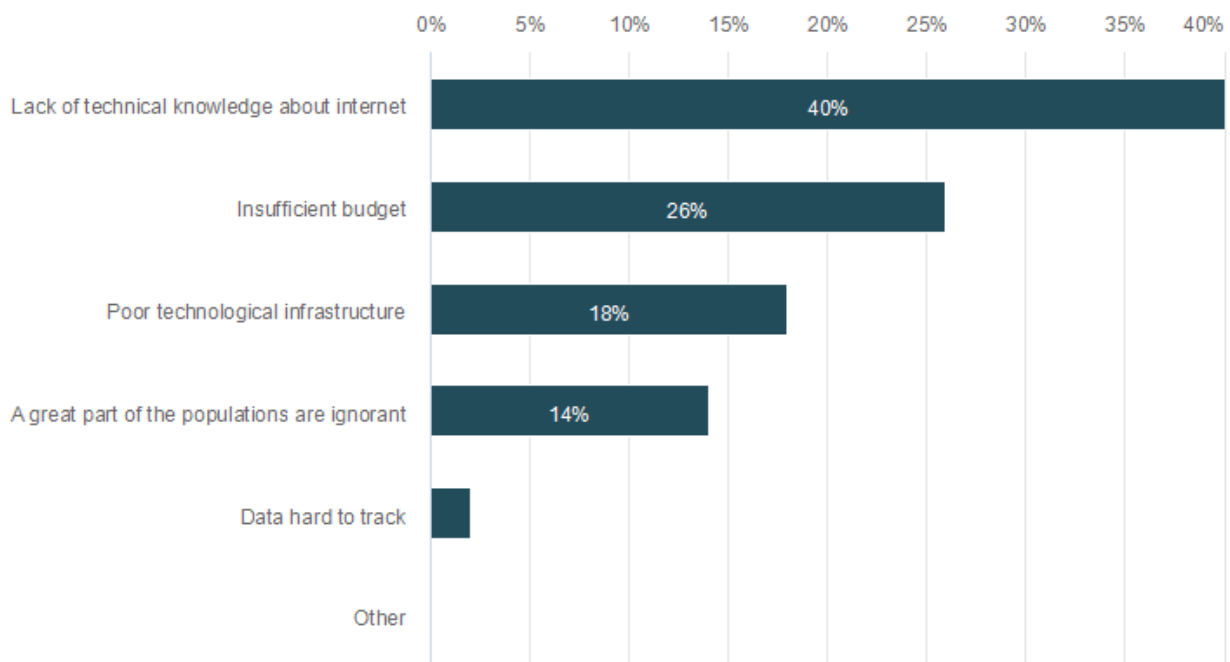


FIGURE 20. Barrier of digital marketing in Bangladesh

Digital Marketing increases business growth after analysis of the survey answer found that 97% said yes and only 1% did not answer. Day by day internet access is increasing in urban and rural areas. According to the database of Bangladesh Telecommunication Regulatory & Communication (BTRC), currently, around a 90million people are using the internet in the country. So, a great number of people are surfing the website and visiting various businesses web site and companies also have modified their marketing practices and strategies and turned their focus to digital marketing. So, now not only large companies are interested to invest in a business through digital marketing but also small and medium Entrepreneurs also are interested. Due to fulfilling the demand and supply digital marketing is now much more popular. Now people are using the internet more, especially social media and their trust in digital marketing is increasing due to seeing the rating, reviews and comments. Therefore, is it a potential sector of business in Bangladesh? The statistical data is shown in table 7.

TABLE 7. Business opportunity and Growth

Indicator	No of respondent	Percentage
Yes	61	98%
No	1	1%
No answer	1	1%

Digital marketing in Bangladesh not only has challenges and problems but there have some opportunities and prospects also. If it is possible to use the opportunities properly Bangladesh also will go to the developed countries level. In this regard, survey questions asked what step can help Bangladesh to develop and expand the digital marketing sectors. 38% said to set a logical goal. 26% said needed trained staff and 20% said to need to increase the budget, which can help to develop the digital market in Bangladesh.

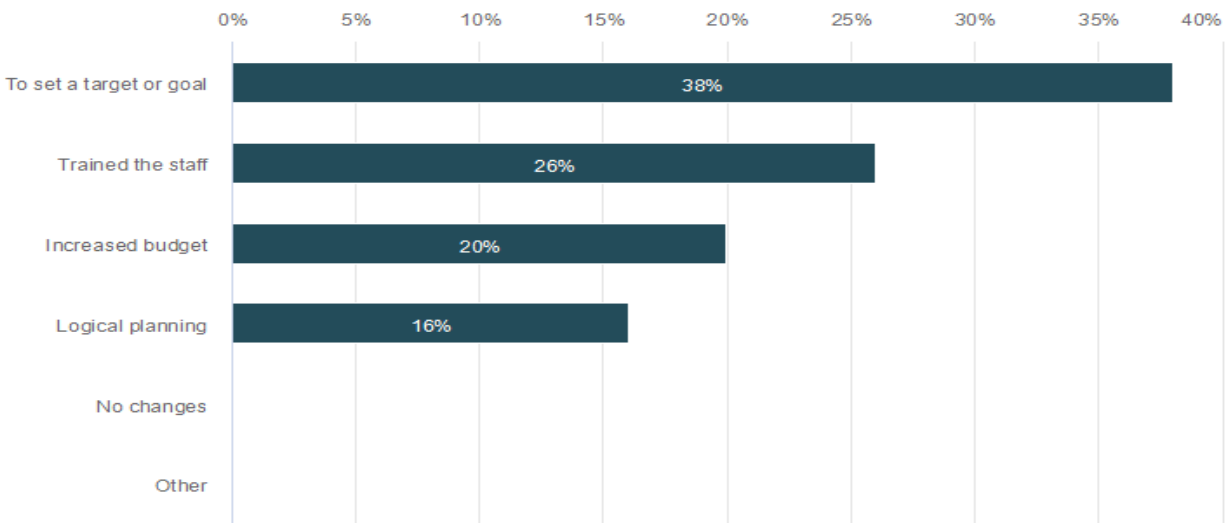


FIGURE 21. Future plan and prospects

7 CONCLUSION

Though digital marketing started globally at in the 90decads but many years later it has begun in Bangladesh. For starting the digital marketing in Bangladesh technology infrastructure and logistical support were needed in the initial stage but they were no available. The very primary stages of digital marketing in Bangladesh were started based on very poor infrastructure, shortage of technological knowledge and unskilled manpower. But day digital marketing in Bangladesh is overcoming the limitation minimising the challenges and moving on forward. Based on the above reasons my study's main objective was to find out the barriers and prospects of digital marketing in Bangladesh. So, in that sense, my thesis focused on (i) the present status and (ii) problems, challenges, barriers, opportunities and prospects in digital marketing in Bangladesh. The survey was conducted by following the quantitative research method and using the survey questionnaires, conducted with a total of 76 respondents who are from different levels of different companies' staff directly involved in the digital marketing field. Based on the analysis of responses of respondents' the observation and prospects are summarized. Observation and prospect of the studies are summarized by the analysis of responses.

The analysis of the survey response and widely study found that digital marketing in Bangladesh is moving fast and gradually growing its multifarious opportunities. But due to lacking a proper plan, practical strategy, technical knowledge and expert manpower who has not properly utilised the full potential of the digital marketing context in Bangladesh. So, if Bangladesh wants to be successful in the digital marketing sector then it is needed to develop the knowledge and skills, use the opportunities, enhance its learning capacity, have a strategic specific plan and develop the infrastructure. Based on the survey the specific outcome and conclusion are as follows. Currently, in Bangladesh social media is one of the most popular marketing platforms. It is treated as a very much successful marketing strategy in Bangladesh. The survey data showed that 81% of companies use social media for product sales and promotions. 21% of companies use more than 45% of their total budget for digital marketing purposes. Another data analysis showed that 87% of companies use social media for their product advertisement. The survey also gave the information that 68% of companies use social media marketing channels as digital marketing platforms. Not only digital marketing using such as video marketing, SMS marketing, email marketing, content marketing etc.

The analysis of the data found that Bangladesh is getting digital benefits to promote digital marketing and this trend is growing up. In addition, it was also found by the survey that due to the limitations of traditional marketing digital marketing is increasing due to consumer attraction. No doubt digital marketing in Bangladesh is going fast based on the technological advancement in Bangladesh. Currently a great number of people have internet access all over Bangladesh. Not only are the urban people very tech-conscious but also rural people. Internet access is rapidly increasing in the whole of Bangladesh. Currently, more than 90 million people have internet access in the country according to the database of Bangladesh Telecommunication Regulatory & Communication (BTRC). So, it is seen that daily a large number of people are surfing the web, reviewing social media and visiting different types of business websites and trying to find out the best one. On the other hand, companies also have modified their marketing practices, basis of the consumers behaved.

Analysis of the survey result found digital marketing increasing business opportunities more rather than traditional marketing. The survey result showed digital marketing increases business opportunities by about 97%. It's a tremendous success. Based on the other questions 89% of the respondent said digital marketing is more viable in the present context. But due to shortages of technological knowledge and poor infrastructure digital marketing still did not reach the expected goal. This is the proper time to take strong initiative immediately to minimise the limitation and overcome the barriers. So, the government should take proper steps. After analysis survey result found that insufficient budget, lack of technological knowledge, poor technological infrastructure and a great number of people are ignorant. This is a great challenge and barrier to developing digital marketing. The survey outcome showed that 40% of respondent feel that lack of technical knowledge and 26% of respondent assume that low budget is great a problem to develop digital marketing. In addition, a great number of ignorant people are also a barrier to the development of digital marketing.

Based on the analysis of the survey data can concluded that Bangladesh is a huge potential country for digital marketing. The result also showed that if Bangladesh wants to improve the digital marketing sector must be needed to improve its technological infrastructure, technical knowledge; trained people, professionalism etc. and Government should take responsibility. The government will circular a policy that should include the following areas like mapping of social media, mapping of the customer journey, marketing strategy, value proposition, securing the database, quality of data taking innovative steps as per result of data evaluation etc. If Bangladesh follows the above suggestions and takes steps to overcome the barriers, very soon we will see the global digital market Bangladesh create a good position.

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Survey questionnaire

PROSPECT AND CHALLENGES OF DIGITAL MARKETING IN BANGLADESH

Please filled up the bellow table:

First name

Last name

Cell phone

Mail ID

Address

Post/Zip code

Town/City

Country

Employer/Organization

Position/Title

2. How many years you are working in the digital marketing field?

- 1-5 years
- 6-10 years
- 11-15 years
- More than 16 years

3. How many budget (USD) yearly you allocated for digital marketing?

4. At what percentages (%) of total budget do you use for digital marketing?

- 5%-15%
- 16%-25%
- 26%-35%
- 36%-45%
- More than 45%

5. Based on your past experience which digital platform do you think more suitable for your product or service?

- Social media
- Content marketing
- Email marketing
- Mobile
- Others

6. Usually what type of post you upload with social media?

- GIF
- Video
- Static
- Others

7. Do you use Internet marketing?

- Sometimes
- Often
- always
- Never

8. Do you think the Internet marketing is effective? How is it effective?

- Strongly effective
- Effective
- Neutral
- Ineffective
- Strongly ineffective

9. SMS marketing is an important part of digital marketing. Do you use it?

- Sometimes
- Often
- Always
- Never

10. Do you think SMS marketing is effective? If yes how?

- Strongly effective
- Effective
- Neutral
- Ineffective
- Strongly ineffective

11. How you use content marketing?

- Sometimes
- Often
- Always
- Never

12. Do you think content marketing is effective? If yes how?

- Strongly effective
- Effective
- Neutral
- Ineffective
- Strongly ineffective

13. Do you use multimedia or video marketing? If yes when?

- Sometimes
- Often
- Always
- Never

14. Do you think multimedia or video marketing is effective? If yes how?

- Strongly effective
- Effective
- Neutral
- Ineffective
- Strongly ineffective

15. For advertising, what type of advertising platform you use?

- Website ads Social media boosts
- Bing Ads
- Google ads
- Other

16. For updating content with your website what trend do you maintain?

- Daily
- Weekly
- Fortnightly
- Monthly
- Quarterly
- Yearly

17. What is the initial target of your digital marketing?

- Product sell
- Consumers involvement
- Web traffic
- Brand awareness
- Lead generation
- Other

18. For marketing purpose at present what marketing channel you are following? (You can select more answer)

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

19. At present situation in Bangladesh which marketing system is more viable you think?

- Digital marketing
- Traditional marketing
- No answer

20. Are you believed that digital marketing increase business opportunity and growth?

- Yes
- No
- No answer

21. If your answer was yes, please describe how ?

22. What challenges or problems do you face in digital marketing in your local (Bangladesh) context?

- Lack of technical knowledge about internet
- Insufficient budget
- Poor technological infrastructure
- A great part of the populations are ignorant
- Data hard to track
- Other

23. At present in the digital marketing field in Bangladesh, what opportunities are available?

24. What steps have you taken to effective your digital marketing strategy?

- To set a target or goal
- Trained the staff
- Increased budget
- Logical planning
- No changes
- Other

25. Have you any suggestions to overcome the on-going challenges and problems of digital marketing in Bangladesh?