

## **Digital Marketing Practices in Bangladesh: Constraints and Guidelines**

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**ABSTRACT:** *Digital marketing involves the promotion of products and services using digital distribution channels that reach consumers in a timely, relevant, personal and cost-effective manner. In this paper, the steps of digital marketing have been highlighted. Moreover, the paper highlights the use of digital marketing in every sector such as Bank, MNC, Agriculture, ICT & Business-Services, Export – Import Business, Garments & Textile's, Telecommunication, Electronic etc. On the whole, the status of Digital marketing in Bangladesh is discussed in this paper. This paper is an attempt to analyze the Digital marketing practices in Bangladesh. In this digital era, Internet is updating day by day. Digital marketing is trend which was in the past and is in the present and will be in the future. So, business requires a good marketing mix and digital system to introduce, grow, and sustain in this highly competitive market economy. With the presence of highly growing Internet users, relative low cost and easy going strategies, 'digital marketing' is also becoming crucial for every business hub, as marketing has become a very important tool for every industry to reach the consumer. It becomes very complex to find out the right way of marketing. In this paper, we have tried to show the constraints and guidelines for Bangladesh towards Digital Marketing so that our country can survive in the competitive modern age.*

**Keywords:** *Digital, Technology, Marketing, Network, Media, Reflective, Internet.*

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Date of Submission: 02-11-2017

Date of acceptance: 18-11-2017

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### **I. INTRODUCTION**

Bangladesh is a developing country. The recent technology boom has created a digital age. The explosive growth in computer, communications, information, and other digital technology has created new way of delivering value to customer. Now, more than ever before, we all are connected to each other and to information anywhere in the world. Where it once took days or weeks to receive information about national/global events, we now learn about them as they are occurring through live satellite broadcasts and news websites. When it once took weeks to correspond with others in distant places, they are only moment away by cell phone, email or webcam. The digital age has provided marketers with exciting new ways to learn about and track customers and to create product and service tailored to individual customer needs. It helping customer to communicate with customer in large group or in one to one. Digital technology has brought a new wave of communication, advertising, and relationship building tools-ranging from online advertising, video sharing tools, cell phone, and video games to web widget and online social network. Nor can they always control conversation about their brand. The new digital world makes it easy for customer to take marketing content that once lived only in advertising or on a brand. Website with them wherever they go and share it with friends. More than just one to traditional marketing channels, the new digital media must be fully integrated in to the marketers' customer relationship building efforts." [Kotler page 27, principles of marketing] Digital wave has created new dimensions of marketing which is referred as e marketing, which is the process by which companies create value for customers and build strong customer relationships electronically in order to capture value from customers in return. Today' successfully companies have one thing in common: they are strongly customer focused and heavily committed to marketing.

In this way, Vision 2021 makes use of the Digital Bangladesh strategy to highlight the tremendous capacity of information and communication technology to help steer the country's development during the Perspective Plan. The national ICT Policy 2009 has expressed its vision in terms of expansion of information and communication technology and its huge potential in establishing a transparent, committed and accountable government, to ensuring the development of skilled manpower, to improving social justice, to managing public services through private-public partnerships, and to raising Bangladesh' status to a middle income country by 2021. It is believed that through the successful implementation of ICT policy vision and principles, it will be possible to build a Digital.

**Objectives of the Study**

The objectives of the study are:

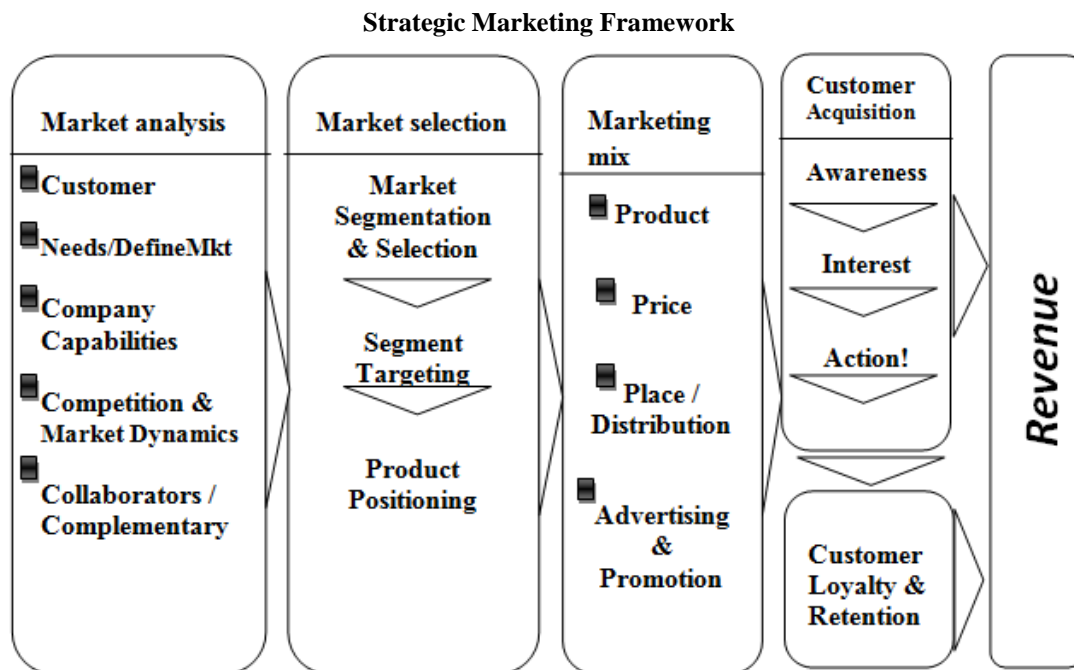
- To assess the current scenario of digital marketing practices in Bangladesh.
- To identify different constraints and provide guidelines for digital marketing of different types of companies in Bangladesh.
- To reveal the strategic digital marketing process and various types of strategy & their implementation and controlling tasks.

**Conceptual & Theoretical Framework**

Digital Marketing is the fastest –growing form of direct marketing. Recent advances have created a digital age. Widespread use of internet is having a dramatic impact on both buyers and the marketers who serve them. If we consider Digital Marketing domain we find the following figure in Bangladeshi perspectives: Digital techniques are quickly evolving and unprecedentedly immersive. To assess the best ways to understand these new media effects, from some source it tried to develop a conceptual framework for understanding the impact of the digital practices in Bangladesh.

**Marketing**

The concept of marketing has evolved over time. Whilst in today’s business world "the customer is king". In the past this was not the case, some businesses put factors other than the customer first. This article examines factors that businesses may orientate their marketing around, so that you can recognize when your marketing strategy is orientated around something other than the customer.



**Digital Marketing**

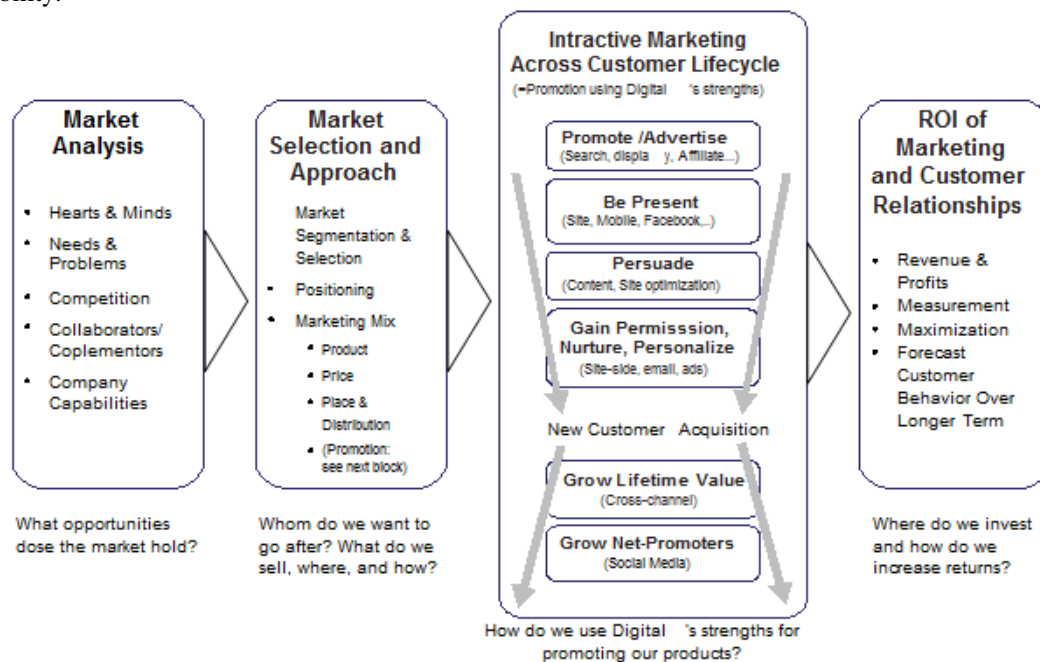
Digital marketing involves the promotion of products and services using digital distribution channels that reach consumers in a timely, relevant, personal and cost-effective manner. Digital channels can have several categories, such as the internet, mobile, digital outdoors, and any form of interactive digital media.

Each category has multiple digital tools / sub-channels that can support digital marketing.

This masters aims to practice of research, namely destination marketing, digital marketing in Bangladesh. Making it highly context specific, the purpose of the research is to give further insight into destination marketing media selection and provide practitioners with a potential blueprint on making these media selection decisions. This includes traditional as well as digital media, particularly since digital media have gained an important role due to the web becoming the dominant medium for all kind of marketing.

In strands of research, in fact in general marketing literature – the idea of hierarchical and rational planning, decision making and taking of action is strongly supported by academics (Ryan and Jones, 2009 p.24; Hanlan et al., 2006 p.21). However, this is widely ignored by practitioners, despite the urge that it will increase efficiency and prevent strategic drift (Bagaric, 2010, p.237). This seems to be true for various areas of the destination marketing field, however, due to research limitations the focus of this masters has been narrowed to media selection, which in the destination marketing context is yet widely unexplored. It is therefore the declared aim of this research, to give further insight into destination marketing and in particular media selection and propose a conceptual framework on how these media selection decisions could be made.

Providing a hierarchical and rational approach, the conceptual framework presented in this thesis proposes to act as a hands-on step-by-step guide to lead practitioners through the media selection process in an appropriate manner. It is classified as a ‘reflective tool’, which in this study refers to its ability to stimulate reflection by providing important aspects of consideration, rather than offering a number of pro-forma solutions. This way, the tool enables practitioners to find their own customized solutions, whilst maintaining a general applicability.



### Strategic Marketing Framework for Digital

#### Present Status of Digital Marketing in Bangladesh

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

in competition. Now, the key to success for these businesses are choosing the right method of marketing and providing the right message to the customer.

#### **Internet Usage Statistics**

<b>Year</b>	<b>Users</b>	<b>Population</b>	<b>% of internet users</b>
2000	100,000	134,824,000	0.1 %
2007	450,000	137,493,990	0.3 %
2009	556,000	156,050,883	0.4 %
2010	617,300	158,065,841	0.4 %
2011	5,501,609	158,570,535	3.5 %
2014	3,61,28,592	154,770,353	23.5%

#### **Types of Industry and Some Digital Marketing Practices Companies in Bangladesh**

**Bank:** The digital revolution has changed what consumers want, including what they want from their banks. While most Asian banks have at least some digital component, they are not yet truly meeting the needs of their customers, who want convenience, simplicity, and a superior banking experience. Banks need to offer more to their customers—and they need an organization that is prepared to deliver it. Example: SMS Banking, Mobile Banking, Internet banking.

**Telecommunication:** In today’s competitive business environment, mobile operators have to compete in the industry by facing the problems and overcome it, taking initiative considering the prospects of the industry, and finally taking marketing strategy for the customers and overall the industry. It can be said that the Bangladesh telecom market has a lot of potential to offer considering strategically ignorable or somehow alterable threats. The market looks very potential and prospective. Lots of opportunities are waiting from digital way. Example: By such as SMS, MMS, and VMS etc.

**Electronics:** E-commerce is one kind of electronic sector side, E-commerce refers to the buying and selling of products or services over electronic systems through Internet and other computer networks. In other words, e-commerce involves digitally enabled commercial transactions between and among organizations and individuals. Digitally enabled transactions include all transactions mediated by digital technology. Commercial transactions involve the exchange of value across organizational or individual boundaries in return for products or services. Example: ATM Card ,VISA Card.

**Garments & Textile’s:** Garments Industry is a 100% export oriented organization. It is generally producing different kinds of Garments products and related materials in support of garments products. The products of garments organization are exporting all over the world.Example: Textile Printing Technologies, gital print, featuring multiple colours, gradients and image.

**Export – Import Business :** Bangladesh is a developing country and here the main growing sectors and Industries are Garments, Textiles, Pharmaceuticals, Leather, Ceramics, Plastics, Steel, Shipbuilding and many other reputable sectors and industries. All the Industries and sectors are depends on their raw materials from overseas countries and which are coming through import from all over the world. Besides, after producing the finish goods, we are also exporting to throughout the world. So, there is a huge scope and possibility to do Export – Import Business, to earn money as well as Earning of Foreign Currency from all over the world.

**ICT & Business-Services:** For a country like Bangladesh with inadequate natural resources, a piece of land that is only 1/1300th of the world’s land mass, but home to as much as 1/40th of the world’s population, national development and realization of the Vision 2021 goals will not be ensured unless it harnesses the benefits of science and technology in every conceivable area to increase productivity and efficiency. Example: E-governance is not just about government websites and e-mail. It is not just about digital access to government information or electronic payment of taxes and bills. E-governance will manage the way that citizens deal with the government and with each other.

#### **Digital Marketing Based Companies in Bangladesh**

**Innotex :** Innotex (Innovative Textile) is one of the most promising, progressive and in vogue garments buying agents in Bangladesh. The company is profoundly committed to provide the best possible quality garments and deals with all sorts of products in its categories with highly competitive prices so as to ensure the utmost satisfaction and comfort of its valued buyers which are basically the eventual goal and core values of the company.

**Bikroy.com :** Bikroy.com is a website where you can buy and sell almost everything. The best deals are often done with people who live in your own city or on your own street, soon Bikroy.com it's easy to buy and sell locally. All you have to do is select your region.

It's completely free to publish a classified ad on Bikroy.com, and it takes you less than 2 minutes. You can sign up for a free account and post ads easily every time. Or, if you don't want to register, just go to Post Your Ad, fill in the form, and you're done.

**Macro media :** Digital format has taken over every aspect of the communication media and is key to the success of any advertising/marketing campaign today. The need to cater to the growing demand for quality wide format printing has lured a number of service providers to establish themselves as clear leaders. Macromedia Digital Imaging Pvt. Ltd. (MMDI) is an unrivalled pioneer in this regards.

**Systech Digital:** Systech Digital is one of the leading software development companies in Bangladesh. Already it has earned vast popularity in Corporate Solutions. Our goal is to provide the best innovative and unique creative solutions to our valued customers. We mainly focus on web applications and management software according to meet our clients criteria such as expertise on Database Servers like MSSQL, MySQL, PostgreSQL and Oracle10g.

**Email brain :** Email Brain, provides businesses and web site operators a software application to create, launch, and manage online email marketing campaigns and HTML newsletters. The Service must not be used for the sending of unsolicited email (sometimes called "spam"). See our Anti-Spam Policy. By clicking the 'I accept these terms and conditions' button and purchasing a subscription or pay as you go plan, you accept these Terms and Conditions, here in after also referred to as the "Agreement".

**BD.jobs.com:** BdJobs.com Ltd. is the first and leading career management site in the country. Eight young business and IT professional backed by strong command over e-business and in-depth understanding of the needs of job seekers and employers in the countries context.

**Prothom alo Digital Platforms:** The online portal of Prothom Alo ([www.prothom-alo.com](http://www.prothom-alo.com)) is the Number 1 Bangladeshi Web site in the world. This portal is accessed by 1.6 million visitors from 200 different countries and territories across the globe with 60 million page view per month. The e-paper site of Prothom Alo ([www.eprothomalo.com](http://www.eprothomalo.com)) is also the Number 1 e-paper Web site of Bangladesh. From 160 countries, 465 thousand visitors access this Web site with more than 26 million pageview per month. On an average, each of the visitors stays for 20 minutes in this Web site. Based on Facebook fan following, Prothom Alo is one of the leading corporate houses of Bangladesh. Till October '13, 768 thousand people are following this newspaper through Facebook. Prothom Alo Blog ([www.prothom-aloblog.com](http://www.prothom-aloblog.com)) provides a well-moderated platform where thousands of bloggers share their constructive thoughts on various contemporary issues. Moreover, nearly 700 thousand Prothom Alo app for various digital and mobile platforms has been downloaded till October '13. Altogether, printed and digital versions of Prothom Alo are being read by 12 million people from Bangladesh and 200 other countries and territories in a month.

**Hatbazar.com:** [hatbazarbd.com](http://hatbazarbd.com) is an online marketplace featuring discount deals with **popular** businesses like Internet services, Luxurious restaurants, Hotels, Transports, Beauty parlors, Fashion houses, Theme parks, Gymnasiums, Furniture shops, Sports & Recreation centers, etc. End of the day, we provide consumers with quality and demand able products in cheap, and the businesses with a ton of customers. Businesses need customers & profit also, Customers need products but at low cost, AND (what we do?) WE SOLVE THE RIDDLE

#### **Major Types of Digital –Marketing in Bangladesh**

- **Internet-** Email, banner ads, dedicated websites, pop-up ads, sponsored content, paid keyword search, podcasts, social networks, blogs, wikis, virtual worlds, and RSS.
- **Mobile-** SMS, mobile web, mobile applications, and mobile video.
- **Digital Outdoors-** Video digital display.
- **Interactive Digital Medium-** Television Channels.

#### **Specific Digital-Marketing Type**

- **Display Advertising:** the use of web banners or banner ads placed on a third-party website or blog to drive traffic to a company's own website and increase product awareness.
- **Search Engine Marketing (SEM):** a form of marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of either paid placement, contextual

advertising, and paid inclusion, or through the use of free search engine optimization techniques also known as organic result.

- **Search Engine Optimization (SEO):** the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.
- **Social Media Marketing:** the process of gaining traffic or attention through social media websites such as Facebook, Twitter and LinkedIn.
- **Email Marketing:** directly marketing a commercial message to a group of people using electronic mail.
- **Referral Marketing:** a method of promoting products or services to new customers through referrals, usually word of mouth.
- **Affiliate Marketing:** a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliates own marketing efforts.
- **Inbound Marketing:** involves creating and freely sharing informative content as a means of converting prospects into customers and customers into repeat buyers.
- **Video Marketing:** This type of marketing specializes in creating videos that engage the viewer into a buying state by presenting information in video form and guiding them to a product or service. Online video is increasingly becoming more popular among internet users and companies are seeing it as a viable method of attracting customers.

### **Business Models of Digital Marketing**

This section does not cite any references or sources. Please help improve this section by adding citations to reliable sources. Unsorted material may be challenged and removed. Internet marketing is associated with several business models given as the following:

**E-Commerce:** a model whereby goods and services are sold directly to a consumer or business.

**Lead-Based Websites:** a strategy whereby an organization generates value by acquiring sales leads from its website similar to walk-in customers in retail world. These prospects are often referred to as organic leads.

**Affiliate Marketing:** a process wherein a product or service developed by one entity is sold by other active sellers for a share of profits. The entity that owns the product may provide some marketing material (e.g., sales letters, affiliate links, tracking facilities, etc. However, the vast majority of affiliate marketing relationships come from e-commerce businesses that offer affiliate programs.

### **Major Observations of Digital Marketing**

Digital marketing is bursting into the scene in Bangladesh. Bangladesh is next IT outsourcing destination, Cause of Low labor cost. It is no far away that Bangladesh is Next Best IT Outsourcing Place. Many brands are slowly shifting their budgets to online, mainly through social media channels and predominantly, to Face-book. Digital marketing is a new concept in Bangladesh; many marketers still don't realize its importance and application. Many business firms in Bangladesh those are high tax payers even don't have a web site. The businesses that only serve the domestic market have limited online marketing endeavor. Lack of customers' accessibility over Internet is the major setback of growing digital marketing. Digital marketing tends to be an entirely different challenge. Strategic online marketing is necessary to success on web. After all we are missing some key points which can make these marketing efforts much more effective. I have listed down some key Observations Bangladeshi brands are making online or digitalized.

### **Defined Strategy**

Not defining clear goals, expectations and budgets is a recipe for disaster. Many brands are not incorporating a digital strategy into their marketing plan. They are still treating online as just an extension of offline marketing, thus not putting sufficient thought into digital. The digital-based companies of Bangladesh should have a clear goal. If they have on-line marketing system, they should keep on focusing on on-line marketing. Again, if they go for off-line marketing, their strategy may collapse. They should operate their marketing policies in a digital way.

### **Engaging with Users**

Many brands are exclusively focusing on acquiring 'followers' through ads, often forgetting to listen to their users and trigger conversations. The power of social media allows brands to be responsive and interactive, warm and friendly, vocal and accommodating; not leveraging such features of social media is a shame. So, the digital marketing companies of Bangladesh should open up helpline for the users. They should also go for door-to-door and personal marketing strategy. Thus, they can have a direct relationship with their customers.

### **Focus on User Experience**

Many brands using social media as just another platform to push their ads through one-way communications - this defeats the purpose of going "social". Moreover, ads are often directed to wrong audience, and disregards user experience in design and copy. So, the companies of our country should set a target market first and then they should go for the business.

### **Visibility on Search Engines**

Exclusively Facebook-focused marketing makes it difficult for search engines to index and rank local content. Moreover, at Web Able, we feel brands should start with a website, optimize their contents in search engines, set-up search marketing and then go for social ads to drive traffic back to site. Moreover, the Bangladeshi digital marketing companies should be available on search engines easily so that the users may find them whenever they want. In this way, the business will flourish.

### **Measuring the Impact on Bottom Line**

ROI of digital marketing is rarely measured (mainly because KPIs are not set on the first place) and compared to offline media, thus limiting objective assessment of impact on brand's bottom-line. There are lots of free analytics tools available to us, Facebook Page Insights and Google Analytics being the two most obvious ones. So, the government can open up blogs for the digital marketers so that they can have analytical review on what they are doing or what they can do or how they can operate their business, etc. In this way, they can easily receive advices and suggestions of reputed digital based companies all over the world.

### **Rapidly Changing Dynamics of Platforms**

While it is evolving every day, digital space is still in its infancy. Many brands are struggling to keep-up with the rapidly changing dynamics of digital platforms. While it is actually very hard to keep up, brands may consider hiring digital agencies to be on the cutting edge and ahead of competition. So we learn internet users of Bangladesh are increasing and we need to invest more on digital marketing and generate good content. But what will happen in case of traditional marketing? Do we need to stop it or neglect it? Absolutely not. We must create integration. A proper integration between your different media vehicles can give your right result. I am not saying stop communicating through TV or Newspaper rather increases your budget in Digital Media to get the full juice.

### **Digital Revolution in Bangladesh, Observation from Expert**

**Founder, The Asif Khan:** “Bangladesh, with its large and young population is set to reap demographic dividends. I believe that in future, digital media will empower young entrepreneurs to start small and reach niche customer groups with unique products at a much lower cost than mainstream media.”

**Country Consultant, Bangladesh, Google:** “The growth of internet penetration in Bangladesh has the potential to disrupt the way we have seen internet traditionally. First time internet users and many of them using mobile devices to access internet, would redefine how individuals and businesses connect and collaborate online. New ideas of using internet would drive growth of online solutions for many offline problems...”

Now a day's people are more advance in IT. People gather knowledge and implement their knowledge in digital marketing, In fact, most of the businesses people who are on the Internet say that they use it mainly for gathering information in Bangladesh. High speed Internet accessibility is necessary to boost the online marketing practice throughout the country. This study basically measure extent of practicing digital marketing of different type of business firms in Bangladesh presently.

### **Constraints of Digital Marketing**

Digital marketing has several challenges. Among them the following are critical.

- I. Limited access and use of computer and telephone
- II. High internet connection cost
- III. Slow internet connection speed
- IV. Unpredictable power supplies
- V. Credit card conundrum
- VI. Lack of modern financial system
- VII. Language barrier
- VIII. Lack of flat rate phone plan
- IX. High illiteracy rate

- X. Legislation and regulation are not contemporary
- XI. Personal computer and other computer device access rate is low
- XII. Low penetration of credit card

**Telephone Access:**

To make successful e marketing customer must have access to computer and an internet service provider (ISP) to use the internet. In Bangladesh numbers of internet users are not enough to support successful e marketing.

**Internet Connection Cost:**

Country like Bangladesh has higher internet related business cost- a concern because the internet is essential for every e business. Internet connection cost is high relative to the purchase power of peoples low Internet Connection Speed.

**Website Design:**

Another key issue of e marketing in BD is the relationship between connection speed and website design. Although most internet connection around the world is through dial up connections, telephone line limits the speed which data can be sent and received. Download speed is 300kbps. This has significant implication for Website design, specially the extent to which graphics are used. The web is quintessentially a visual medium and users expects to see pictures, particularly complicated graphics and pictures that move, swirl and morph into usual shape. Yet each of these elements slows the download rate. In BD, with slow connections speed and a user may be delaying the minute, download speed is a major consideration.

**Unpredictable Power Supplies:**

In BD another challenge for e-marketer is sporadic electricity. Supplies of electricity and access to it don't bring optimum position to bring a good prospect for digital marketing.

**Credit Card Conundrum:**

Convenience and ease of transaction are two of the internet's greatest benefits. Credit card and secure online payment systems make seamless and easy web based transactions in developed countries. So, it is not always possible for buyer to pay electronically for not having a credit card.

**Lack of Modern Financial System:**

The Bangladeshi cash based culture limits the volume of online transactions. The establishment of payment counter, ATM booth and collection agencies is expected to lessen to severity of the problem but will also add to overhead expense incurred by online service.

**Language Barrier:**

Most online service providers opt to provide bilingual interface for their sites to accommodate local and foreign customer. This increase cost and adds some technical challenges.

**High Illiteracy Rate:**

High illiteracy rate limits usage of high-tech services of all kinds. Progressive governmental strategies are centrally needed to reduce the relatively high illiteracy rate.

**Guidelines and Recommendations for Digital Marketing**

Organization should take the responsibility to make popular Digital Marketing in Bangladesh. Its helps them to reduce the cost and convenient and value added service to its customer. The other recommendations are:

- Train the people to use the Digital Marketing system.
- To provide more information about the benefit of Digital Marketing system.
- Organization need to have more preparation to use the system thus there are no problem when the user use the Digital Marketing system.
- The current govt. of republic of Bangladesh's is to make a "Digital Bangladesh", so they have also the responsibility to develop more Digital marketing related firm.

**Basic Guidelines of Digital Marketing for Bangladesh Prospective**

You may think this is not relevant in Bangladesh. But, when you invest in digital marketing, you are making yourself more relevant and attractive to your current consumers and also preparing yourself for the future.



Over the last 5 years we have seen an explosion of new media and tools which is changing consumer habits and creating new challenges for companies all over. Media is getting fragmented and cluttered. Advertising is becoming expensive. Consumers do no longer believe in advertising. Today word of mouth and conversations build brands, not advertising. And the brands that are allowing consumers to create conversations, engage them in a dialogue, allowing them to create cool products through customer-company collaboration is the new winner in the new marketplace. From these things some guidelines are:

- There is a misconception among the big companies in Bangladesh that Digital Marketing is for niche market and that is very wrong. People from all socio-economic segments are exposed to internet. Yes the number is not great but more than 33M people are using internet right now. As interest is not there these companies are not investing to create good content which can be used to cater the current need.
- Digital marketing communications that are intended to be forwarded by users
- Introduce and strengthen bio-technological research for increased crop production.
- Generate employment by making ICT literacy available particularly to young men and women in disadvantaged parts of the country.
- Digital marketing communications should be placed only in media where at least 71.6% of the audience is reasonably expected to be of the legal purchase age.
- Create a centre of excellence in science and technological research to develop solutions to technological challenges and reduce dependence on foreign experts.
- Ensure the effective utilization of resources such as computers, internet connectivity, and industrial complexes by close monitoring using ICT tools and processes.
- Digital marketing communications on a site or web page controlled by the brand advertiser that involve direct interaction with a user should require age affirmation by the user prior to full user engagement of that communication to determine that the user is of legal purchase age.
- Improve teledensity to bring most of the population under the ICT umbrella. Activities will include the introduction of e-community centers. Emphasis will also be given to connectivity for internet and other e-education activities. Building the infrastructure for high-speed internet and related support services such as telemedicine should be a major goal.
- User-generated content on a site or web page controlled by the brand advertiser must be monitored and moderated on a regular basis.
- Give appropriate importance to indigenous technology and inspire local technology through appropriate import and export policies.
- Promote new technologies, value added services, content generation and promote/facilitate content service providers.
- Rationalize the pricing and licensing systems for internet services by total volume of traffic rather than by type of services.

#### **Types of Digital Marketing Suitable for Companies in Bangladesh**

By analyzing the demographics, data from reliable sources and by having a small online survey we have selected some of the most effective- marketing services in Bangladesh. Here is a list of these:

- ✓ Social Media Marketing
- ✓ Mobile- SMS, mobile web, mobile applications
- ✓ Digital Outdoors- Video digital display.
- ✓ Interactive digital medium- Television Channels.
- ✓ Email Marketing to Targeted Customers
- ✓ Search Engine Optimization
- ✓ Content Marketing
- ✓ Advertising on Ads Network
- ✓ Brand and Reputation Management

For a new entrant in a market, marketing is a crucial, and somewhat expensive, requirement in order to development some awareness of the new product. The private sector in Bangladesh has made significant progress in developing a marketing push through its industry associations. The public sector, however, can also contribute to this effort. Globalization has brought in many changes in the business scenario with the whole world inching towards one big market place. Communication between the buyers and sellers has become critical as each can opt to explore a greater number of alternatives than ever before. Digital marketing through Internet, e-mails, websites, and other facilities, enables a businessman to be linked with every corner of the world, and thus opens up greater opportunities in the world market. Another important factor is the time required for completing a business transaction. As markets are becoming competitive and information is more readily

available, a quick, reliable and replicable transaction implies availing of prevailing opportunities. On the contrary, delays in processing a transaction might become synonymous to wasting an opportunity. Therefore, a fast and alternative mechanism of communication, contract, and payment is an integral part of globally competitive business organization. How important or relevant is digital marketing to the economy of Bangladesh – a developing economy – in general and to the export market in particular? The Information Technology (IT) revolution has been too phenomenal to predict its future growth and its use in an economy like Bangladesh's. In the light of the recent spate of globalization and the initiation of the World Trade Organization (WTO), assessing the immediate and short or medium term relevance of digital marketing to Bangladesh becomes imperative. Now -a-days personal computers and the Internet are also emerging as day-to-day business tools in our country. These positive indicators are favoring the prospects of Digital marketing in Bangladesh.

At last public should aware to use Digital marketing as the system is developing only for customer convenience.

## II. CONCLUSION

Technology is tied to the digital marketing strategy of exhibitors and events pivot around human interaction which is to be celebrated and shared. Despite being a poor country, selected segments of the Bangladeshi business community has embraced technology with reasonable success. These positive indicators are favoring the prospects of e-commerce in Bangladesh. Synergy between telecommunications and information technology has the proven capability of monitoring and administering the real-time transactions.. In the case of marketing, simply having a website in the vast sea of the Internet is not sufficient. Therefore, to take advantage of the newer opportunities that IT development presents, the Bangladeshi companies have to attain internationally accepted certification on quality control, competitive price and timely delivery. Creating awareness among the Bangladeshi exporters regarding digital e-commerce is essential. Business associations can play a major part at this juncture by highlighting the benefits of IT to its members, and encouraging them to use customized software for their day-to-day operations. Technological and infrastructural constraints to e-commerce can be overcome if existing laws and regulations are implemented. A better understanding of the potential benefits of e-commerce by the policymakers and bureaucrats is essential for speedy implementation and further reforms.

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