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## A CRITICAL REVIEW OF DIGITAL MARKETING IN BANGLADESH

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### Abstract

The study focuses on digital marketing in Bangladesh. Digital marketing deals with the usage of electronic media like online media platforms for the marketing of the products. Secondary data is collected from different sources that provide information about digital marketing. The paper also discusses advantages that consumers would get from digital marketing.

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#### **Keywords:**

Digital marketing  
Bangladesh  
Online marketing  
Social media

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### 1. Introduction

The study deals with the impact of digital marketing in Bangladesh. Digital marketing has gained much importance in the last few years due to the increase in the usage of mobile phone internet services. On the other hand, growing usage of social media platforms like Facebook, Twitter, YouTube as well as other applications has helped business managers to promote different services and products to customers. An Introduction of various digital channels has also enabled customers to access global information from a single location. Digital marketing involves promotional activities and techniques that enable customers to enjoy variant services and brands running their businesses either in home or across a global market. This study will also discuss the differences between traditional marketing and digital marketing. Besides, the article also evaluates various digital marketing elements. Moreover, secondary data is collected that will help to conduct a detailed demonstration of digital marketing in Bangladesh in a better way.

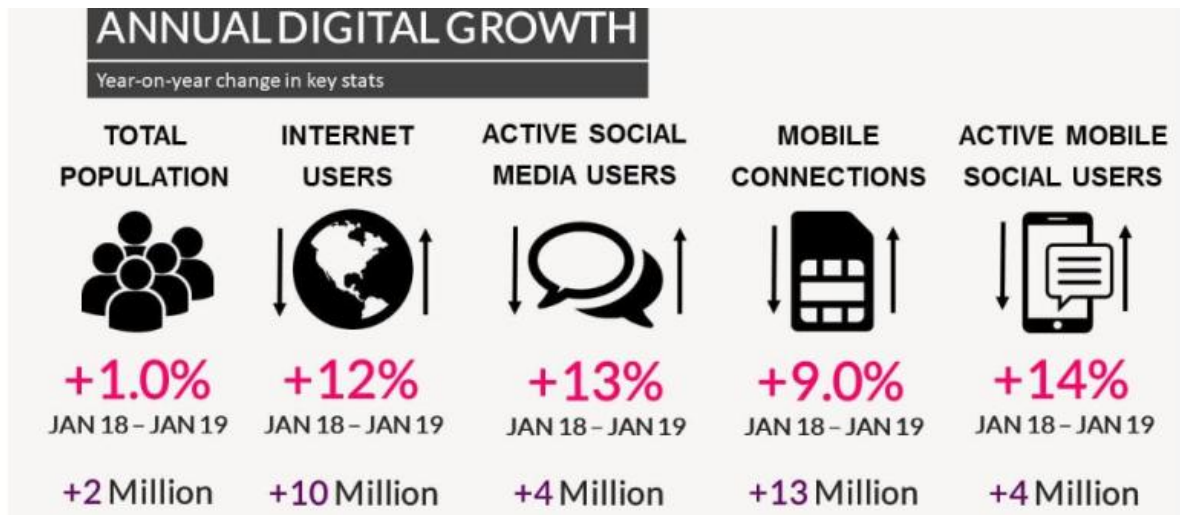
## 2. Research method

Research methodology plays an indispensable role in choosing an effective data collection method for research. The methodology helps to evaluate the specific purpose of the study using different paradigms, theories, models and collection of information from different sources (Merson *et al.* 2018). The study gathers secondary data published in different firms' annual reports, government websites and newspapers. In other words, secondary data collection reduces the time of gathering information through application of different surveys and interviews (Johnston, 2017). Moreover, this method is cost-effective than primary data collection methods.

On the other hand, in the article, both qualitative and quantitative data have been chosen for further analysis of the data collected from different firms and other sources. Different databases are consulted for gathering data; especially, Google Scholar and websites in the Google platform that have provided enough information about digital marketing in Bangladesh. Secondary data is considered more authentic owing to its greater reliability and validity. From the chosen articles and websites, the study chose a few relevant ones to get information about digital marketing and its impact on the overall market scenario of Bangladesh.

## 3. Results and analysis

Digital marketing has gained importance over traditional marketing in the Bangladesh market. In other words, traditional marketing has focused on the methods that are time-consuming and made 24\*7 communication with the consumers impossible (Rahman, 2015). On the other hand, digital marketing has eased the marketing of the products through promotion in different social media platforms like Facebook, YouTube and so on. Another advantage of digital marketing is that consumers can give product feedback anytime anywhere over the internet. On the other hand, only the response of local audiences can measure successes related to traditional marketing whereas digital marketing success depends on its popularity in the global market scenario. Wide exposure of digital marketing through popularity in the digital platforms can help to provide an extensive market to the products of Bangladesh (Yasmin, Tasneem & Fatema, 2015).



**Figure 1: Annual Digital growth of Bangladesh**

(Source: Hype, 2019)

The above figure shows that with the increase in population growth, the number of people using internet services has also been increasing. On the other hand, statistics show an increase in the number of Bangladesh people accessing social media (Hype, 2019). Increase in mobile phone usage has also contributed to an increase in social media interests. This is the qualitative analysis of the data on digital marketing. Therefore, it is evident that the popularity of digital marketing has been increasing in Bangladesh.

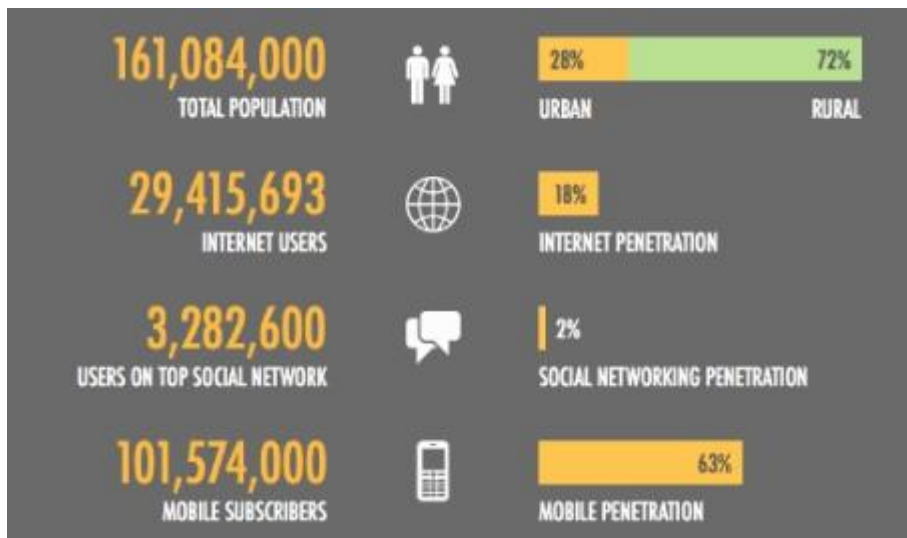
There are various elements of digital marketing that have promoted the business in the market of Bangladesh.

- *Online advertisement of the products*

Online product advertisements are an essential and influential part of digital marketing. Through an online promotion, company managers can influence consumers by promoting different goods and services (Khan & Islam, 2017). On the other hand, the online marketing of the products is also cost-effective as it controls the cost required for the advertisement of the products. Online marketing also reduces the efforts and saves time for both the consumers and producers. Through advertisements over internet, consumers become aware of a large number of products within a short time-span.

- *Popularity of social media platforms*

In today's world, social media platforms have been gaining importance among all the age groups. Social media platforms are efficient communications tools. Through these social media platforms, the companies can promote their products and services that are displayed before Facebook users. However, it can be said that these platforms have improved communication among individuals (Yasmin, Tasneem & Fatema, 2015). Therefore, the advertisement of the products on social media platforms can increase popularity; thus, increasing the sale of the products.



**Figure 2: Social media in Bangladesh**

(Source: Khan & Islam, 2017)

The figure shows the popularity of social media in Bangladesh. It shows that the maximum population living in Bangladesh use mobile phones. On the other hand, the number of users using internet services is also high in Bangladesh. Mobile penetration in the Bangladesh market has also been up to 63%. Therefore, business organizations can gain huge profits from digital marketing strategies in Bangladesh. Currently, buyers tend to expect information that can offer solution to all forms of product or service related problems. Thus, strong visibility of a particular product through digital services allows a consumer to gather perceived product knowledge. Using word of mouth method and getting recommendations from other users help in making active purchase decisions.

### *Transmission of information through text messages*

Smartphones have been gaining popularity in recent times; some consumers also use internet services through cellular devices. In other words, companies using digital marketing as their business medium can send important information regarding the form of texts (Khan & Islam, 2017). This information is related to any offers or discounts on particular products that are liable to increase the demand for its products. Bangladesh marketers are now more prone to using digital portfolios as platforms for promoting professional brands. They promote products through highlights that add credibility to organisations. Moreover, research shows that business-to-business buyers tend to dislike calls and cold emails. Thus, digital marketing is helping organisations to find right people through streamlining search engines and web connections.

The above points show how digital marketing can help business organizations in Bangladesh to extend their operations both in home as well as the global market. Simultaneously, there are certain benefits of digital marketing for consumers. Firstly, *customers can stay updated* about new products or services that are introduced at any place and anytime without any extra cost related to transportation (Hoque *et al.* 2018). This also builds up the relationship between customers and companies by providing 24/7 services. Secondly, customers *get clear information* about organisations' services. Hence, any kind of misunderstandings and misinterpretations is eliminated that helps customers to make an informed purchase decision. Thirdly, the *customers can make quick decisions* regarding purchases of different products. It is an additional advantage of digital marketing that has reduced the physical presence of customers in the respective stores. Lastly, *consumers can easily differentiate the products* offered by different companies (Yasmin, Tasneem & Fatema, 2015). In today's world, many companies are using digital marketing strategies for their businesses. Hence, consumers can adopt effective decisions making a comparison of various companies.

The Bangladesh government is also offering subsidies to organisations intending to implement digitization in their businesses. As an example, the number of travel apps, tourism portals, and online health services in the country has increased (a2I, 2019). According to the present scenario, the markets operating in Bangladesh have been gaining importance with a broader response owing to rising popularities of social media platforms. With the changing preferences of the citizens of Bangladesh, the companies have been

trying to influence their consumers by using the digital marketing platform both for advertising of their products and for influencing the consumers (Future Startup, 2019). Therefore, from the above analysis, it is evident that digital developments of business organizations operating in the market of Bangladesh are a pathway towards future success and profitability.

#### **4. Conclusion**

The study on digital marketing in Bangladesh has shown that people living in Bangladesh have increased their usage of mobile phones. Moreover, the number of users of social media platforms has also increased. Therefore, in this scenario, business organizations operating in the Bangladesh market of Bangladesh have decided to promote their businesses through online media platforms like Facebook, YouTube, and others. The study focused on secondary data for analysis of digital marketing. The quantitative data has shown the popularity of social media usage in Bangladesh that has promoted the digital marketing of business organizations. Therefore, it can be concluded that the business organizations operating in Bangladesh would gain from digital marketing strategies. Business organizations can achieve success due to the popularity of social media presently. Thus, social media strategies should become an essential part of the year plan. Organisations can spend a little amount on internet instead of focusing solely on conventional steps. This will not only enhance its brand identity but also help in gaining extensive market share in the long run.

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