

An Analysis Of Digital Marketing Activities of TEXPRO ECO APPARELS

Supervised To :

Dr. Mohammad Shibli Shahariar
Professor and Director MBA program
Department of Business Administration
faculty of Business and Entrepreneurship
Daffodil International University

Prepared by

MD Arber Rahman Khan
ID : 201-11-6559

Program Bachelors of Business Administration

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

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Letter of Transmittal

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Dr. Mohammad Shibli Shahriar

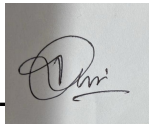
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Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject : Letter of Transmittal.

Dear Sir,

With the honor, I would like to inform you that I have completed my internship report on “An Analysis of Digital marketing Activities of TEXPRO ECO APPARELS ”. I have tried my best to focus on how DIU different activates mostly focus on marketing thought students complying with the tools of managing activities including evaluation of the performances. I also tried to prepare this internship report for consistency with the optimal standard under you valuable direction.

I express my gratitude to you for your kind supervision and I hope that you will consider all my mistakes generously



MD Arber Rahman Khan

ID : 201-11-6559

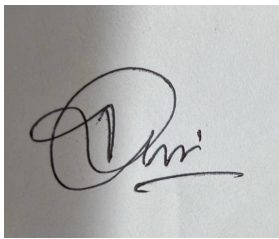
BBA

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Student's Declaration

I do hereby solemnly declare that the work presentation in the internship named “An Analysis of Digital Marketing Activities of TEXPRO ECO APPARELS” has been Carried out by me and has not been previously submitted to any university or organization for no academic qualification.

The work I have presented does not breach any existing copyrighting and no portion of this report I copied from any work earlier for a degree.

A square image showing a handwritten signature in black ink on a light-colored background. The signature is stylized and appears to read 'Arber'.

MD Arber Rahman Khan
ID : 201-11-6559

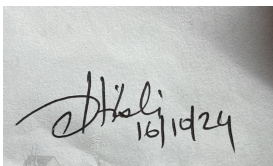
BBA Program
Department of Business Administration
Daffodil International University

The Letter of Acceptance

This is to certify that MD Arber Rahman Khan, ID : 201-11-6559, Program : BBA is a regular student of Bachelor of business administration, Daffodil International University. He has successfully completed his internship program as a requirement of BBA program. His topic is “Analysis of Digital Marketing Activities of TEXPRO ECO APPARELS ”

This report is recommended for submission.

I wish his every success in life

A handwritten signature in black ink, appearing to read 'Shibli' followed by the date '16/11/24'.

Dr. Mohammad Shibli Shahriar
Professor and Director MBA program
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Acknowledgement

At the very beginning, I would like to express my deepest gratitude to Almighty Allah for giving me this kind of composure to complete the internship report, words actually will never be enough to express how grateful I am, but never the less I shall try my level best to express my gratefulness the word some people.

It's a pleasure to convey my heartiest gratitude and greeting to my honorable supervisor Dr. Mohammad Shibli Shahriar, Professor and director MBA program, Department of business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. I deeply appreciate his corporation advice, and guidance in preparing this report. I would like to express my heart in thanks to Daffodil International University. For Allowing me to complete my internship. By Extending my heartiest thanks to those Daffodil International University Officials who gave their heartiest thanks to those Daffodil International University officials who gave their heartiest corporation to complete my internship report. I am grateful to of the people mentioned above for their corporation in every step to prepare my report successfully.

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Chapter -1

Introduction

1.1 Introduction

Digital marketing has become an essential component of modern business strategies, enabling companies to engage with their audiences, build their brands, and drive sales. To remain competitive in the fast-paced digital landscape, businesses must continuously adapt to new technologies and marketing trends. This internship report focuses on the digital marketing activities of the TEXPRO ECO APPARELS , a prominent player in the real estate industry of Bangladesh.

The TEXPRO ECO APPARELS has established itself as a significant entity in the real estate sector, known for its innovative projects and commitment to quality. As part of its marketing strategy, the group leverages various digital platforms to reach potential customers, engage with its audience, and enhance its brand presence. This report aims to analyze these digital marketing activities comprehensively.

To achieve these objectives, this report examines the group's digital presence across multiple platforms, including its website, Facebook, LinkedIn, Instagram, and YouTube. Each platform serves a unique role in the company's overall marketing strategy, from attracting new clients to maintaining relationships with existing ones.

The findings from this report will provide valuable insights into the digital marketing practices of the TEXPRO ECO APPARELS , highlighting both strengths and areas for improvement. By understanding and addressing the challenges faced, the group can refine its digital marketing approach to better meet its business goals and enhance its market position.

This report begins with an overview of the TEXPRO ECO APPARELS and the significance of digital marketing in the real estate industry. It then details the specific digital marketing activities undertaken by the group, evaluates their effectiveness, identifies existing problems, and concludes with suggestions for improvement. Through this comprehensive analysis, the report aims to contribute to the strategic development of the TEXPRO ECO APPARELS 's digital marketing efforts.

1.2 Background of the Real Estate Industry in Bangladesh

The real estate industry in Bangladesh has witnessed significant growth in recent decades, fueled by rapid urbanization, economic development, and a rising middle class. Major cities like Dhaka, Chittagong, and Sylhet have experienced substantial population increases, leading to a heightened demand for residential and commercial properties. This sector has become a crucial part of the country's economy, contributing significantly to GDP and employment.

However, the real estate market in Bangladesh is highly competitive, with numerous developers vying for market share. To stand out in this crowded field, companies must adopt innovative marketing strategies to attract and retain customers. Traditional marketing methods, while still relevant, are no longer sufficient in the digital age. As a result, digital marketing has emerged as a vital tool for real estate companies looking to enhance their reach and effectiveness.

1.3 Digital Marketing

Digital marketing refers to the promotion of products and services using digital platforms and technologies. In the context of real estate, digital marketing encompasses a range of activities, including social media marketing, content marketing, search engine optimization (SEO), email marketing, and online advertising. These strategies enable real estate companies to engage with potential buyers, showcase properties, and build brand awareness more efficiently than traditional methods.

The benefits of digital marketing for real estate companies are manifold. It allows for targeted marketing, reaching specific demographics with tailored messages. It also provides measurable results, enabling companies to track the performance of their campaigns and adjust strategies accordingly. Additionally, digital marketing facilitates two-way communication with customers, fostering stronger relationships and enhancing customer satisfaction.

1.4 TEXPRO ECO APPARELS and Digital Marketing

The TEXPRO ECO APPARELS is a prominent player in the Bangladeshi real estate market, known for its commitment to quality and innovation. They offer a diverse portfolio of residential and commercial properties to various customer needs. As part of its growth strategy, the TEXPRO ECO APPARELS has embraced digital marketing to enhance its market presence and connect with potential buyers.

1.5 Objectives

The study has been conducted with the following objectives:

- To Identify the digital marketing activities of the TEXPRO ECO APPARELS
- To evaluate the digital marketing activities of the TEXPRO ECO APPARELS
- To find out some problems with the digital marketing activities of the TEXPRO ECO APPARELS
- To make some suggestions to overcome the problems of digital marketing activities of TEXPRO ECO APPARELS

1.6 Methodology of Information Collection

The methodology for preparing this report incorporated two sources of information:

Sources of Data

- **Primary Sources:** To collect primary data, I conducted a questionnaire survey with the respective individuals.
- **Secondary Sources:** I gathered information from various reading materials, including circulars, journals, brochures, training materials, and annual reports. The required data and information were collected from the following sources:
 - Online
 - Several publications
 - Blog posts
 - Online analysis

Data Collection Method

For collecting data from consumer and service provider surveys, I used the interview method.

Data Analysis

This study involved both qualitative and quantitative data analysis.

1.7 Limitations of the Study

The research was conducted using various documents and publications available on online platforms. I diligently worked to gather data and information, though it was challenging to do so without practical experience and direct involvement.

Every research task has its limitations, and I encountered several constraints during the course of my study. Despite my best efforts to complete this research project, certain limitations affected the process. These are outlined below:

1. **Limited Time Period:** The project had to be completed within a restricted time frame due to the academic schedule. The time constraint made it difficult to conduct thorough research and compile the findings within the given period.

2. **Lack of Information:** There were significant information gaps due to the limited research available on this topic in our country. This scarcity of resources hindered a comprehensive analysis.
3. **Insufficient Data:** The necessary data for a detailed analysis was not fully available. The data that was collected came from statistical books, blog publications, and online sources, which were not always sufficient for an in depth study.
4. **Clear Understanding of Some Issues:** Certain topics within the research were complex and difficult to fully grasp without practical experience. This lack of clarity impacted the depth of analysis in those areas.

Chapter -2

Real Estate Industry in Bangladesh

2.1 Real Estate Industry in Bangladesh

The real estate industry in Bangladesh is a vital sector that has experienced significant growth due to rapid urbanization, rising incomes, and economic development. This industry encompasses residential, commercial, and industrial properties and contributes substantially to the country's GDP and employment.

The real estate market in Bangladesh emerged in the 1980s, initially focusing on residential projects. By the 1990s, the sector expanded to include commercial spaces, driven by economic growth and urban migration. Today, the industry encompasses a wide range of property types, from high-rise apartments to industrial parks.

Key Drivers of Growth

1. **Urbanization:** Rapid urbanization, particularly in major cities like Dhaka, Chittagong, and Sylhet, has significantly increased the demand for housing and commercial properties.
2. **Economic Growth:** Consistent economic growth, averaging around 6-7% per year, has boosted disposable incomes and increased the purchasing power of the middle class, driving demand for real estate.
3. **Foreign Direct Investment (FDI):** Attractive investment returns have drawn significant FDI into the real estate sector, particularly in commercial and residential properties.
4. **Government Policies:** Government initiatives such as tax incentives, favorable financing options, and policies to attract foreign investment have supported the growth of the real estate industry.

Varieties of Real Estate in Bangladesh

1. Residential Real Estate

- **Apartments:** High-rise and mid-rise buildings offering residential units.

Company Examples :

Bashundhara Group : Known for large residential complexes.

Rangs Properties Limited : Offers Luxury Apartments in prime locations. Navana

Real Estate Limited : Provides affordable and premium apartment Options.

- Houses : Individual Houses and villas

Company Examples:

- Building Technology & Ideas . (BTI): Specializes in bespoke houses and villas.
- Concord Real Estate & Building Products .: Offers a range of residential houses.
- Dom-Inno Developments .: Known for modern and sustainable housing projects.

• **Gated Communities:** Enclosed residential complexes with various amenities.

• Company Examples:

- Rupayan Housing Estate .: Develops large-scale gated communities.
- South Breeze Housing .: Focuses on secure and comfortable living spaces.
- Eastern Housing Limited: One of the pioneers in developing gated communities.

• **Housing Plots:** Land plots available for constructing homes.

• Company Examples:

- Amin Mohammad Group: Provides plots in well-planned residential areas.
- Shanta Holdings Limited: Offers premium plots in prime locations.

2.2 Commercial Real Estate

Office Spaces: Buildings and complexes offering office spaces for

businesses. **Company Examples:**

- Sena Kalyan Sangstha: Provides modern office buildings.
- Navana Real Estate Limited: Develops high-end office spaces.
- Shanta Holdings Limited: Offers state-of-the-art office complexes.

Retail Spaces: Shopping malls, retail outlets, and markets.

Company Examples:

- Jamuna Group: Owns and operates Jamuna Future Park, one of the largest shopping malls in South Asia.
- Bashundhara Group: Developer of Bashundhara City, a major shopping destination.

- Rangs Properties Limited: Involved in developing premium retail spaces.

Hotels and Resorts: Accommodation facilities for tourists and business travelers. **Company Examples:**

- Unique Hotel & Resorts .: Operates luxury hotels like The Westin Dhaka.
- Sea Pearl Beach Resort & Spa: Known for its beach resort properties.
- Radisson Blu Dhaka Water Garden: A prominent name in the hospitality sector.

Co-working Spaces: Shared office spaces for freelancers and small businesses. **Office Spaces:** Buildings and complexes offering office spaces for businesses.

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Co-working Spaces: Shared office spaces for freelancers and small

businesses. **Company Examples:**

- Moar: Provides modern and flexible co-working spaces.
- Regus: International co-working space provider with multiple locations.
- Hub Dhaka: A popular local co-working space provider.

2.3 Industrial Real Estate

Warehouses: Storage facilities for goods and merchandise.

Company Examples:

- Bengal Group: Develops large warehouse facilities.
- Meghna Group of Industries: Operates extensive warehousing solutions.
- PRAN-RFL Group: Known for its vast warehousing infrastructure.

Factories: Manufacturing units for various industries.

Company Examples:

- Beximco Group: Operates one of the largest industrial parks.
- Square Group: A leading name in pharmaceuticals and consumer products manufacturing.
- ACI Limited: Engaged in diverse manufacturing activities.

Industrial Parks: Zones specifically designated for industrial

activities. **Company Examples:**

- Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN): A government-led industrial park.
- Adamjee Export Processing Zone (EPZ): Offers facilities for export-oriented industries.
- Karnaphuli Export Processing Zone (EPZ): Another major EPZ supporting industrial activities.

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2.4 Mixed-Use Buildings

Mixed-use buildings combine residential, commercial, and sometimes industrial spaces.

Company Examples:

- Bashundhara Group: Develops projects with integrated living, shopping, and working spaces.
- Shanta Holdings Limited: Offers mixed-use developments with modern amenities.
- Rangs Properties Limited: Known for its innovative mixed-use projects.

2.5 Townships

Townships are large-scale developments that include residential, commercial, and recreational facilities.

Company Examples:

- Bashundhara Group: Developer of the expansive Bashundhara Residential Area.
- Rupayan Housing Estate .: Known for Rupayan City Uttara, a large township project.

- Concord Real Estate & Building Products .: Develops integrated township projects like Concord City.

Chapter -3

Overview of TEXPRO ECO APPARELS

3.1 Overview of TEXPRO ECO APPARELS

In response to the government's initiative to increase foreign investment in the specialized housing sector, "Probashi Palli" stands as the first major project funded by both resident and non-resident Bangladeshis (NRBs).

Since the dawn of civilization, humans have built habitations in various environments to meet their needs. Recognizing its importance, habitation is now considered a basic human right worldwide. Despite gaining independence 53 years ago, there had been little thought given to "Housing for Non-Resident Bangladeshis" (NRBs) until now. NRBs have limited opportunities to invest their hard-earned foreign currency in their homeland. With this in mind, the TEXPRO ECO APPARELS has devised specific housing plans catering to both expatriate and local Bangladeshis of various occupations and social classes. Investment in this project is designed to be trustworthy, full of potential, and secure for the future.

The TEXPRO ECO APPARELS , with the full support of the Bangladeshi government, foreign ambassadors, and esteemed aristocrats, presents this real estate project as a significant investment opportunity for both resident and non-resident Bangladeshis. The project spans a vast green area rich in natural beauty, located adjacent to the Rajuk Purbachal Mega City. The interest in developing Probashi Palli Abashon was first announced on June 20, 2007, during a seminar at Hotel Sonargaon, in the presence of former Minister Ruhul Amin Hawlader. This initiative aims to create a reliable and prosperous investment avenue, ensuring a bright and secure future for its stakeholders.

3.2 Mission, Vision & Goals

Mission

The TEXPRO ECO APPARELS is dedicated to addressing the housing and accommodation crisis in the nation by delivering high-quality apartment and land projects. Through its sister concerns, the group strives to provide the best possible housing solutions to various classes of clients across the country. The group's mission encompasses several key objectives:

- To be a trusted partner providing reliable service to our stakeholders.
- To continuously contribute to alleviating the acute housing problem in Dhaka and other cities for all classes of citizens.

Vision:

The TEXPRO ECO APPARELS is committed to being the pioneer housing solution provider in the country. The group dedicates all its efforts and resources to delivering responsible products and services that benefit society and its stakeholders.

Goals:

- Establish a beach city resort/studio apartment in the coastal area by 2028-2030.
- Complete the New Vision City and Eco City township projects.

Research Aims:

The primary aim of this research is to identify the prospects and challenges of the Digital Marketing Activities of TEXPRO ECO APPARELS and to propose effective solutions.

3.3 Field Work/Data Collection

The data source comprises individuals with knowledge and experience in the digital marketing industry. Personal interactions were conducted to gather their cooperation and obtain the necessary data.

3.4 Various Marketing Procedures at TEXPRO ECO APPARELS

Digital Marketing

- **Website:** The TEXPRO ECO APPARELS 's website (<https://probashipalligroup.com/>) serves as a primary platform for showcasing its projects, services, and corporate information. The website features detailed property listings, virtual tours, and contact information, making it easy for potential clients to explore and inquire about properties.
- **Social Media Marketing:** Active presence on platforms like Facebook (<https://www.facebook.com/profile.php?id=100065001544368>), LinkedIn (<https://www.linkedin.com/company/probashi-palli-group-official/>), Instagram ([invalid URL removed]), and YouTube (<https://www.youtube.com/@probashipalli>) helps the group engage with a broader audience. Regular updates, property showcases, client testimonials, and promotional campaigns are shared to maintain audience interest and attract new customers.

- **Content Marketing:** The group utilizes blog posts, articles, videos, and infographics to provide valuable information on real estate trends, investment tips, and project updates. This content helps establish the group as a thought leader in the real estate sector and builds trust with potential buyers.
- **Search Engine Optimization (SEO):** SEO techniques are employed to ensure the group's website ranks high in search engine results for relevant keywords. This increases the visibility of the website, driving more organic traffic and potential leads.
- **Email Marketing:** Email campaigns are used to keep clients informed about new projects, special offers, and company news. Personalized emails help nurture leads and maintain relationships with existing customers.

Traditional Marketing

- **Print Advertising:** The group advertises in newspapers, magazines, and real estate journals to reach potential buyers who prefer traditional media. These ads typically feature current projects, special promotions, and contact information.
- **Billboards and Signage:** Strategic placement of billboards and signage in high-traffic areas helps increase brand visibility and attract attention to the group's projects.
- **Brochures and Flyers:** High-quality printed brochures and flyers are distributed at events, showrooms, and through direct mail campaigns. These materials provide detailed information about projects and help potential buyers make informed decisions.

3.6 Event Marketing

- **Property Expos:** Participation in real estate expos and trade shows allows the group to showcase its projects to a large audience. These events provide an opportunity for direct interaction with potential buyers and investors.
- **Seminars and Workshops:** Hosting and participating in seminars and workshops on real estate investment, market trends, and project-specific information helps educate potential buyers and establish the group's expertise.
- **Open Houses and Site Visits:** Organizing open houses and site visits allows potential buyers to explore properties firsthand. These events provide a tangible experience and help build confidence in the quality of the projects.

3.6 Public Relations (PR)

- **Media Coverage:** The group actively seeks media coverage in newspapers, magazines, television, and online platforms. Positive media coverage helps build brand credibility and trust.
- **Press Releases:** Regular press releases are issued to announce new projects, partnerships, milestones, and other significant developments. This keeps the public and stakeholders informed and engaged.
- **Corporate Social Responsibility (CSR) Activities:** Engaging in CSR activities and community initiatives helps enhance the group's reputation and demonstrates its commitment to social responsibility.

5. Sales and Customer Service

A dedicated sales team is responsible for direct interaction with potential buyers.

3.7 Referral Programs

- **Client Referrals:** Encouraging satisfied clients to refer friends and family can be a powerful marketing tool. Referral programs that offer incentives for successful referrals help increase word-of-mouth marketing.
- **Partnerships with Brokers and Agents:** Collaborating with real estate brokers and agents expands the group's reach. These partners can provide access to a wider network of potential buyers.

3.8 Branding & Marketing Division of TEXPRO ECO APPARELS

Brand Development

- Creating and maintaining a strong, recognizable brand identity.
- Developing brand guidelines to ensure consistency across all marketing materials and communications.

Digital Marketing

- Managing online presence through the company website and social media platforms.
- Implementing SEO and SEM strategies to drive traffic and enhance online visibility.
- Creating engaging content for social media, blogs, and newsletters to keep the audience informed and engaged.

Advertising Campaigns

- Planning and executing advertising campaigns across various media, including print, digital, and outdoor.
- Utilizing targeted advertising to reach specific demographics and increase lead generation.

Public Relations

- PR managing public relations efforts to maintain a positive image and build strong relationships with media and stakeholders.
- To more effectively coordinate press releases, media interviews, and event sponsorships to enhance brand visibility.

Market Research

- This team conducts market research to understand consumer behavior, market trends, and competitive landscape.
- Using insights from research to refine marketing strategies and improve product offerings.

Customer Engagement

- Probashi Palli has a dedicated team that implements strategies to engage with customers and build lasting relationships.

Sales Support

- This team provides the sales team with marketing collateral and tools to aid in their efforts.
- They also develop promotional materials such as brochures, flyers, and presentations.

Chapter -4

The Digital Marketing Activities of TEXPRO ECO APPARELS

4.1 Introduction

This chapter analyzes the digital marketing activities of TEXPRO ECO APPARELS, focusing on their official website (<https://probashipalligroup.com/>), Facebook profile (<https://www.facebook.com/profile.php?id=100065001544368>), LinkedIn profile (<http://www.linkedin.com/company/probashi-palli-group-official/>), Instagram profile (<https://www.instagram.com/probashipalligroup/>), and YouTube channel (<https://www.youtube.com/@probashipalli>). By examining these platforms, we aim to identify and evaluate the effectiveness of their digital marketing strategies, highlight any issues, and suggest improvements.

4.2 SWOT Analysis

Strengths

Strong Online Presence

- **Website:** The comprehensive and user-friendly website (<https://probashipalligroup.com/>) provides detailed information about projects, services, and company news.
- **Social Media:** Active engagement on platforms like Facebook, LinkedIn, Instagram, and YouTube enhances brand visibility and customer interaction.

High-Quality Content

- **Visual Content:** Use of high-quality images, videos, and virtual tours effectively showcases properties and attracts potential buyers.
- **Informative Content:** Blog posts, articles, and infographics provide valuable insights into real estate trends and investment opportunities, establishing the group as a thought leader.

SEO and SEM Efforts

- **Search Engine Optimization:** Effective SEO strategies ensure high rankings in search engine results, driving organic traffic to the website.
- **Search Engine Marketing:** Paid advertising campaigns on Google and other platforms increase visibility and attract targeted leads.

Weaknesses

Limited Resource Allocation

- **Budget Constraints:** Limited budget for digital marketing activities may restrict the reach and impact of campaigns.
- **Human Resources:** A small or overstretched marketing team can lead to inefficiencies and missed opportunities in executing and managing campaigns.

Dependence on Digital Platforms

- **Platform Dependency:** Heavy reliance on social media and digital platforms could be risky if algorithms change or if there are disruptions to these services.

Inconsistent Content Updates

- **Content Frequency:** Inconsistent or infrequent updates to the website and social media platforms can lead to decreased engagement and follower interest.

Lack of Advanced Analytics

- **Performance Metrics:** Insufficient use of advanced analytics tools to track and measure the performance of digital marketing activities can hinder optimization efforts and strategic decision-making.

Opportunities

Growing Digital Audience

- **Increasing Internet Penetration:** The growing number of internet users in Bangladesh presents an opportunity to reach a wider audience through digital marketing.
 - **Mobile Marketing:** Leveraging the increasing use of smartphones for targeted mobile marketing campaigns can enhance reach and engagement.

Expansion of Digital Channels

- **Emerging Platforms:** Exploring and utilizing emerging social media platforms and digital channels can help tap into new customer segments.
- **Influencer Marketing:** Collaborating with influencers in the real estate and lifestyle sectors can increase brand awareness and credibility.

Technological Advancements

- **Advanced Analytics:** Utilizing advanced analytics and AI-driven tools for better targeting, personalization, and performance measurement can improve campaign effectiveness.
- **Virtual Reality (VR) and Augmented Reality (AR):** Implementing VR and AR technologies for virtual property tours can provide a unique and immersive experience for potential buyers.

Content Diversification

- **Multimedia Content:** Increasing the use of multimedia content such as podcasts, webinars, and live streams can engage a diverse audience.
- **User-Generated Content:** Encouraging and leveraging user-generated content (e.g., testimonials, reviews, and social media posts) can build trust and authenticity.

Threats

Intense Competition

- **Competitive Market:** The real estate market in Bangladesh is highly competitive, with many players investing heavily in digital marketing, which can make it challenging to stand out.
- **Copypcat Strategies:** Competitors may replicate successful digital marketing strategies, diluting their impact.

Changing Algorithms

- **Platform Changes:** Changes in social media algorithms and search engine ranking factors can affect the visibility and reach of digital marketing campaigns.

Economic Uncertainty

- **Market Fluctuations:** Economic instability or downturns can affect the real estate market, leading to reduced demand and impacting marketing effectiveness.
- **Regulatory Changes:** Changes in government policies and regulations related to real estate and digital marketing can pose challenges.

Cybersecurity Risks

- **Data Breaches:** Increasing cyber threats and data breaches can compromise customer data and harm the company's reputation.
- **Privacy Concerns:** Growing concerns about data privacy and stringent regulations can limit the scope of digital marketing activities.

4.3 Social Media Marketing

4.3.1 Facebook Analysis

Profile Overview:

- **Describe the Facebook profile, including branding elements such as the profile picture and cover photo.**

Content Strategy

The content strategy for the TEXPRO ECO APPARELS 's Facebook page aims to engage and attract potential clients and investors by showcasing the company's real estate projects and expertise. This involves regularly posting updates on new and ongoing projects, company news, market trends, and investment opportunities. High-quality visuals, including images and videos of properties, are essential to capture the audience's attention and interest. Engaging content, such as polls, contests, and Q&A sessions, will foster interaction and community building. Additionally, sharing client testimonials and success stories will help build credibility and trust. By maintaining an active presence and responding to comments and messages promptly, the TEXPRO ECO APPARELS can strengthen its online community and drive traffic to its website and other digital platforms.

Campaigns and Promotions

- Highlight major campaigns or promotions conducted on Facebook.
- Assess the impact of these campaigns on engagement and conversions.

Audience Interaction

- Evaluate how the group interacts with its audience, including responses to comments and customer inquiries.
- Discuss the effectiveness of their community management.

4.1.2 LinkedIn Analysis

Profile Overview

The TEXPRO ECO APPARELS carefully maintains its LinkedIn page to promote content and attract their target customers. The LinkedIn page has garnered around 700 followers, reflecting the group's commitment to engaging their professional audience through relevant updates and promotional content.

4.3.3 Instagram Analysis

Profile Overview

The Instagram profile of TEXPRO ECO APPARELS presents a cohesive and professional image. The bio succinctly describes the company's mission and services, providing clear contact information and a link to the website. However, the profile could benefit from the inclusion of branded hashtags and a call-to-action to encourage visitor engagement.

Content Strategy

The content posted on the Instagram page includes high-quality images and videos showcasing various real estate projects. While visually appealing, the content strategy could be diversified by incorporating more behind-the-scenes posts, client testimonials, and educational content about real estate trends and tips. Additionally, utilizing Instagram Stories and Reels can help engage the audience more dynamically.

Engagement Metrics

The current engagement on posts is moderate, with likes and comments indicating an interested but not highly active audience. To improve engagement, the page could implement interactive elements like polls, Q&A sessions, and contests. Regularly responding to comments and direct messages would also foster a more interactive community.

Visual Branding

The visual branding on the Instagram page is consistent, with a clear and professional aesthetic that aligns with the company's branding. The use of company colors, logos, and consistent design elements across posts creates a cohesive look. To enhance visual branding further, integrating more user-generated content and collaborative posts with influencers or partners in the real estate industry could broaden reach and engagement.

4.1.4 YouTube Analysis

Channel Overview

The TEXPRO ECO APPARELS maintains a YouTube Channel very carefully for promoting their video content and promotional videos for attracting their targeted customers. TEXPRO ECO APPARELS has 1.75K subscribers on their YouTube Channel.

4.1.4 YouTube Analysis

Content Strategy

The TEXPRO ECO APPARELS focuses on a unique content strategy for preparing promotional videos to share land and property details with their clients. In these video contents, people can easily get proper information.

Video Link: <https://www.youtube.com/watch?v=jwxb3sjZmdw>

Engagement Metrics

Use YouTube Analytics to gather data on metrics like subscriber growth, video views, and video engagement (likes, comments, shares). Discuss trends or patterns in engagement over time.

Video Quality and Production

Evaluate the quality of video production and the effectiveness of video content in conveying the brand message.

4.4 Website Analysis

Content

The current website of TEXPRO ECO APPARELS effectively highlights the company's projects and services with detailed descriptions and high-quality images. However, there is room for improvement in terms of regularly updating the blog with industry insights, client testimonials, and company news to keep the content fresh and engaging. Adding more educational content, such as guides and FAQs, could also enhance the value provided to visitors.

UX/UI

The user experience (UX) and user interface (UI) of the website are visually appealing and intuitive, making navigation straightforward. The layout is clean and professional, but there could be enhancements in responsiveness and interactivity. Implementing features like interactive project maps, virtual tours, and a more dynamic gallery can significantly improve user engagement. Ensuring that the site is fully optimized for mobile devices is crucial to cater to a broader audience.

SEO

The website's SEO is functional but requires optimization to achieve better visibility on search engines. While the use of relevant keywords is present, there is a need for more comprehensive keyword research and integration throughout the site. Meta descriptions and tags should be optimized for all pages to improve click-through rates. Additionally, improving internal linking and acquiring backlinks from reputable sources can enhance the site's authority and search ranking. Regularly updating the content and incorporating a blog will also help in improving the website's SEO performance.

4.5 Email Marketing

TEXPRO ECO APPARELS 's email marketing efforts are not prominently featured on their website or social media platforms. To enhance this, the company should implement a robust email marketing strategy, including regular newsletters, promotional offers, and updates on new projects. Using sign-up forms and pop-ups on the website to capture visitor information can build a strong email list. Personalized email campaigns based on user behavior and preferences can significantly improve engagement and conversion rates.

4.6 SEO and SEM (Search Engine Marketing)

The website's SEO is functional but could be improved with a more comprehensive keyword strategy, optimized meta descriptions, and better internal linking.

Regularly

updating content and maintaining a blog can also boost SEO performance. For SEM, running targeted Google Ads campaigns can increase visibility and attract more qualified leads. Using pay-per-click (PPC) advertising to promote new projects or special offers can drive immediate traffic to the website.

Chapter-5

Findings, Recommendations and Conclusion

Findings

- 1. Strong Alignment of Marketing Goals:** Texpro's marketing goals are clearly aligned with its overall business objectives, ensuring that marketing efforts are directed towards achieving the company's broader mission.
- 2. Effective Target Market Segmentation:** Texpro exhibits a clear understanding of its target market segments, considering both demographic and psychographic characteristics. The segmentation strategy reflects a tailored approach to meet the diverse needs of different customer profiles.
- 3. Comprehensive Marketing Mix:** Texpro's marketing mix is comprehensive and well balanced, encompassing product offerings, pricing strategies, distribution channels, and promotional activities. Marketing strategies are strategically aligned with the company's brand and objectives.
- 4. Strong Digital Presence:** Texpro has made significant strides in its digital marketing initiatives, effectively leveraging online platforms, social media, and mobile banking. These efforts have contributed to an enhanced digital presence and improved customer engagement.
- 5. Positive Customer Feedback:** Texpro has consistently received positive feedback from customers regarding its products, customer service, and commitment to sustainability.
- 6. High Employee Engagement:** The company's focus on creating a positive work environment has led to high employee satisfaction and engagement.

Recommendations

- 1. Expand into International Markets:** The company should explore opportunities to enter new international markets where there is a growing demand for sustainable fashion.
- 2. Collaborate with Influencers and Celebrities:** The company should collaborate with influencers and celebrities who align with its values to increase brand visibility and reach a wider audience.
- 3. Invest in Research and Development:** The company should continue to invest in research and development to create innovative and sustainable products.
- 4. Monitor Industry Trends:** The company should stay updated on the latest trends in the fashion industry to ensure that its products remain relevant and appealing to consumers.
- 5. Enhance Supply Chain Sustainability:** The company should work closely with suppliers to ensure ethical and sustainable practices throughout the supply chain.
- 6. Strengthen Customer Relationships:** The company should implement strategies to foster stronger relationships with customers, such as personalized communication and loyalty programs.

Conclusion

The analysis of TEXPRO ECO APPARELS 's digital marketing activities reveals several areas needing significant improvement to achieve a more robust and effective digital presence. The findings highlight that while there are foundational elements in place, there is a lack of cohesive strategy, consistent engagement, and optimized content that resonates with the target audience.

The primary issues include inadequate SEO practices, inconsistent social media engagement, outdated content, infrequent and non-personalized email marketing, and insufficient use of search engine marketing. Furthermore, the website's user interface and user experience need substantial enhancements to reduce bounce rates and improve accessibility.

By addressing these challenges through comprehensive SEO strategies, consistent content updates, diversified content formats, personalized email marketing, and a cohesive branding approach, TEXPRO ECO APPARELS can significantly improve its digital marketing effectiveness. Additionally, regular analysis of performance metrics and adaptation to market trends can provide insights for continuous optimization.

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