

# **An Evaluation of the Digital Marketing Activities of ACI Premio Plastic Limited**

## **SUPERVISED TO:**

**Professor Dr. Mohammed Masum Iqbal, PhD**  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## **Submitted By**

Dhrubo Saha  
ID: 213-14-364  
Master of Business Administration  
Major: Marketing  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

## **Date of Submission:**

13 January, 2023  
Department of Business Administration  
Daffodil International University

## Letter of Transmittal

Date: 13 January, 2023

Professor Dr. Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business & Entrepreneurship

Subject: Submission of Internship Report named “An Evaluation of the Digital Marketing Activities of ACI Premio Plastic Limited”

Dear Sir

After a successful three-month Internship attachment at ACI Premio Plastics Limited it's my pleasure to submit an internship report. The title of the internship is “**An Evaluation of the Digital Marketing Activities of ACI Premio Plastics Limited.**” What I have gathered from this internship period I tried to explain all my learning briefly in this report. I have tried my best to meet the objectives of the report and hope my project will meet your needs. The solid information and experience I gained in the planning of the report will be of great help in my future professional life. I appreciate your understanding of this commitment.

Sincerely yours,

Dhrubo Saha  
ID: 213-14-364  
Program: Master of Business Administration  
Major: Marketing  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

## Certificate of Approval

This is to certify that the internship report entitled An Evaluation of the Digital Marketing Activities of ACI Premio Plastics Limited is prepared by Dhrubo Saha, ID: 213-14-364, as a requirement of the MBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for acceptance and presentation.



.....

Professor Mohammed Masum Iqbal, PhD  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## Declaration

I, am Dhrubo Saha herewith declare that, I have ready this report with my very own effort beneath the direction of Professor Mohammed Masum Iqbal, PhD Department Of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. I didn't take facilitate from others to arrange this report. I am also declaring that this report has not been used the other place for obtaining any degree or the other functions. I also declare that I will submit this report solely to Daffodil International University not any alternative place.

I also declare that I prepare this report solely to meet my tutorial necessities, not for the other objectives.

Dhrubo Saha

.....  
Dhrubo Saha  
ID: 213-14-364  
Program: Master of Business  
Administration  
Major: Marketing  
Department of Business Administration  
Faculty of Business & Economics  
Daffodil International University

## Acknowledgment

First of all, I would like to thank the Almighty for the honors of my graduation and properly preparing this report. I would like to thank my parents and my beloved teachers. It is a great to prepare the internship report entitled “**An Evaluation of the Digital Marketing Activities of ACI Premio Plastics**” Thank you Professor Dr. Mohammed Masum Iqbal Department of Business and Entrepreneurship at Daffodil International University, for his helpful mentoring, suggestions, guidance and encouragement. It has guided me as a motivation to understand and execute a meaningful report. I respectfully acknowledge his contribution. I would like to thank all the staff at ACI Premio Plastics Limited. I would also like to thank the staff and members who spent their valuable time discussing with me. I would like to express my sincere gratitude to the Department of Marketing and all its officials, and many others whose names I have not been able to name here, for their tireless support and caring attitude. Thanks to all of you.

## Table of Contents

Letter of Transmittal .....	ii
Supervisors Declaration .....	iii
Declaration .....	iv
Acknowledgment .....	v
Executive Summary .....	vii
Chapter One .....	1
Introduction .....	1
1.1 Introduction .....	1
1.2 Objectives of the Report .....	1
1.3 Methodology of the Study .....	2
1.4 Limitations of the report .....	3
Chapter Two .....	5
Organizational Overview .....	5
2.1 Background of the organization .....	5
2.2 Mission, Vision, Goal .....	5
Mission .....	5
Vision .....	5
Goal .....	6
2.3 Business of ACI Premio Plastics Limited .....	6
2.4 Organizational Chart of ACI Premio Plastics Limited .....	7
2.5 Crucial departments .....	8
2.6 Marketing Department Of ACI Premio Plastics Limited .....	10
Chapter Three .....	10
Literature Review .....	11
Chapter Four .....	12
Digital Marketing Activities of ACI Premio Plastics Limited .....	12

4.1 Digital Marketing Strategy of ACI Premio Plastics Limited .....	12
4.1.1 5 D's of Digital Marketing.....	12
4.2 Digital Marketing Strategy that ACI Premio Plastics Limited Optimizes .....	14
4.3 Social Media Marketing Strategy of ACI Premio Plastics Limited .....	15
4.3.1 Social Media Marketing.....	15
4.3.2 Social Media Marketing Strategy that ACI Premio Plastics Limited Undertakes .....	16
Chapter Five .....	19
Problems Identified and Recommendations .....	19
5.1 Problems Identified .....	20
5.2 Recommendations .....	20
Conclusion .....	22
References .....	23

## **Executive Summary**

This report provides an overview of the social media marketing platform landscape and its contribution to brand promotion and consumer perception of one of the most reputable companies, ACI Premio Plastics Limited. Plastic industry is getting very popular day by day. Many plastic industry like RFL, Bengal Plastics and Akij Plastics are growing day by day. All these companies use digital marketing for their marketing campaign. ACI Premio Plastics Limited also use digital marketing in their overall marketing campaign. ACI Premio Plastics Limited Bangladesh's official Facebook page, Instagram account and YouTube channel are directly managed by ACI Premio Plastics Limited's digital and creative team. The main goal was to learn digital marketing insights and understand the impact of social media. Social media is an area of digital marketing that is becoming increasingly established for the long-term success of businesses. This report contains an overview of the organization and its activities and responsibilities. Additionally, the report includes a discussion of the process of successful media and digital marketing planning conducted by ACI Premio Plastics Limited. Third chapter is about the organization, fourth chapter is about learning and the challenges faced, the theory refer to during the internship, and finally in fifth chapter identifies some issues. In the last part of this chapter, briefly describe the solution based on the identification of the problem. This report contains all the important information which is necessary for understanding the overall digital marketing process of ACI premio plastics limited. Finding of the research is like not enough funding to attract all potential customer. Need more fund to explore all the digital marketing potential. Also using social media all the required tools that is essential for acquiring customers is not available. Using these tools cannot ensure a successful campaign. Also, all the potential customers are not available in the digital marketing channel. So, all the digital marketing campaign should be more specific. All the digital marketing campaign content must be good in quality. More budget should invest in the digital marketing campaign. More over overall digital marketing strategy should focus on more mass customers as product range is for the mass people.



# Chapter One

## 1.1 Introduction

Marketing is very essential for building any brand. Marketing techniques change their responses and become progressively more multi-directional and buyer-oriented. Marketing is a powerful solution with managing new media channels. Web/online-based marketing or web-based media can change the framework of your brand. It will totally change the marketing tools of the past and also bring some remarkable result build strong brand.

Digital marketing become one of the major tools to attract the customer. More than 50 million residents of Bangladesh use various online platform. And this number is increasing day by day. To explore those customers and create new identity of any brand digital marketing is very necessary. Digital marketing is channel is quite cost effective and result is far better that traditional marketing channel. So digital marketing is the future of coming days,

## 1.2 Objectives of the Study

The study has been carried out with the following objectives.

1. To identify the digital marketing strategies of ACI Premio Plastics Limited;
2. To analyze the digital marketing activities of ACI Premio Plastics Limited;
3. To find out the problems of the digital marketing activities of ACI Premio Plastics Limited;
4. To make some recommendations to overcome the problems;

### **1.3 Methodology of the Study**

The term research method implies how information is extracted and used to conduct overall research. What information do you need, what do you have access to, and what do you need to collect? Method of study is very important for the result of the research. So, each of these results determines the source of the information.

#### **Sources of Data**

Mainly reports are built on information from one of two areas. Data from both primary and secondary sources have been collected to make the report more meaningful and respectable. Considering the flow research, this report relies on meaningful business results with information gathered from various sources to generate productive report. My insight after working at ACI Premio Plastics Bangladesh helped a lot in collecting the data.

#### **Data collection Method**

##### **Primary Data**

- ❖ Observation during my internship period in marketing department
- ❖ Face-to-face discussion with executive and officer of different department
- ❖ Desk works in marketing departments of ACI premio plastics
- ❖ Survey questionnaire

##### **Secondary Data**

The secondary sources for information were distributed yearly reports, departmental data of ACI Premio Plastics Limited, inward data like

- ❖ Official Website
- ❖ Annual report
- ❖ Journal
- ❖ Various Articles
- ❖ Internal information

#### Method of Data Collection:

For data collection – The interview method was used. With the help of questionnaire interview were taken of ACI Premio Plastic Limited.

#### Nature of the study:

##### Exploratory Analysis:

An empirical study project is an attempt to lay the ground work that will lead to future. Study to determine whether what is observed can be explained by existing theories. Exploratory study forms the primary basis for future study.

#### Sampling method:

A convenience sampling method has been performed for selecting samples.

#### Sample Size:

There is total 50 respondents

20 respondents are from sales and marketing of ACI premio plastics

30 respondents are from employees of various department of ACI premio plastics

#### Data Analysis Technique:

MS Excel was used for data analysis

#### 1.1 Limitations of the Study

In doing this research, I ran into some problems. I tried my best to reduce as much as problem I can. For this reason, the study has some limitations

#### The constraints are:

- 1) Not enough information: For this report I need to collect some secondary data, secondary sources aren't accessible when I am gathering data to set up this report.

- 2) Limitation of Scope: Some private data were not disclosed by various employees of this particular department
- 3) Relevant information which is necessary was not provided due to deadlines

# **Chapter Two**

## **Organizational Overview**

### **2.1 Background of the organization**

ACI Premio Plastics (SBU of Premiaflex Plastics Limited) is a newly formed company of ACI Limited, a major Bangladeshi conglomerate. Premio started its journey in 2018 with a promise to provide customers with quality plastic products. ACI Premio Plastics sells its products in 64 districts through an experienced sales team and a strong distribution system. ACI Premio Plastics is focused on improving consumers' quality of life through uniqueness and innovation in product design and utility. We integrate the latest technology and the best people to ensure the quality of our products and services. Our main product categories are household and furniture. We are confident that our continued investment in ideas and technology will enable us to provide best-in-class solutions for local and global consumer markets. We offer 200 types of plastic products for furniture and home use. These are available in 35 all-new high-quality shades. All products are made of high-quality plastic resin, using technology from China and Taiwan, we are the first in Bangladesh to use health-friendly Tritan material in our products. We also offer a lifetime warranty on our furniture which is not offered by other Bangladeshi companies. Our well-trained and competent sales team and strong nationwide distribution enable our products to reach the entire 64th district of Bangladesh.

### **2.2 Mission, Vision, Goal & Objectives**

#### **Mission**

Mission is to enrich the quality of life of the people through responsible application of knowledge, technology and skills. ACI Premio Plastics Limited is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees, to provide the highest level of satisfaction to our customers.

## **Vision**

Provide products and services of high and consistent quality, ensuring value for money to our customers. Endeavour to attain a position of leadership in each category of our businesses. Develop our employees by encouraging empowerment and rewarding innovation. Promote an environment for learning and personal growth. Attain a high level of productivity in all our operations through effective utilization of resources and adoption of appropriate technology.

## **Goal**

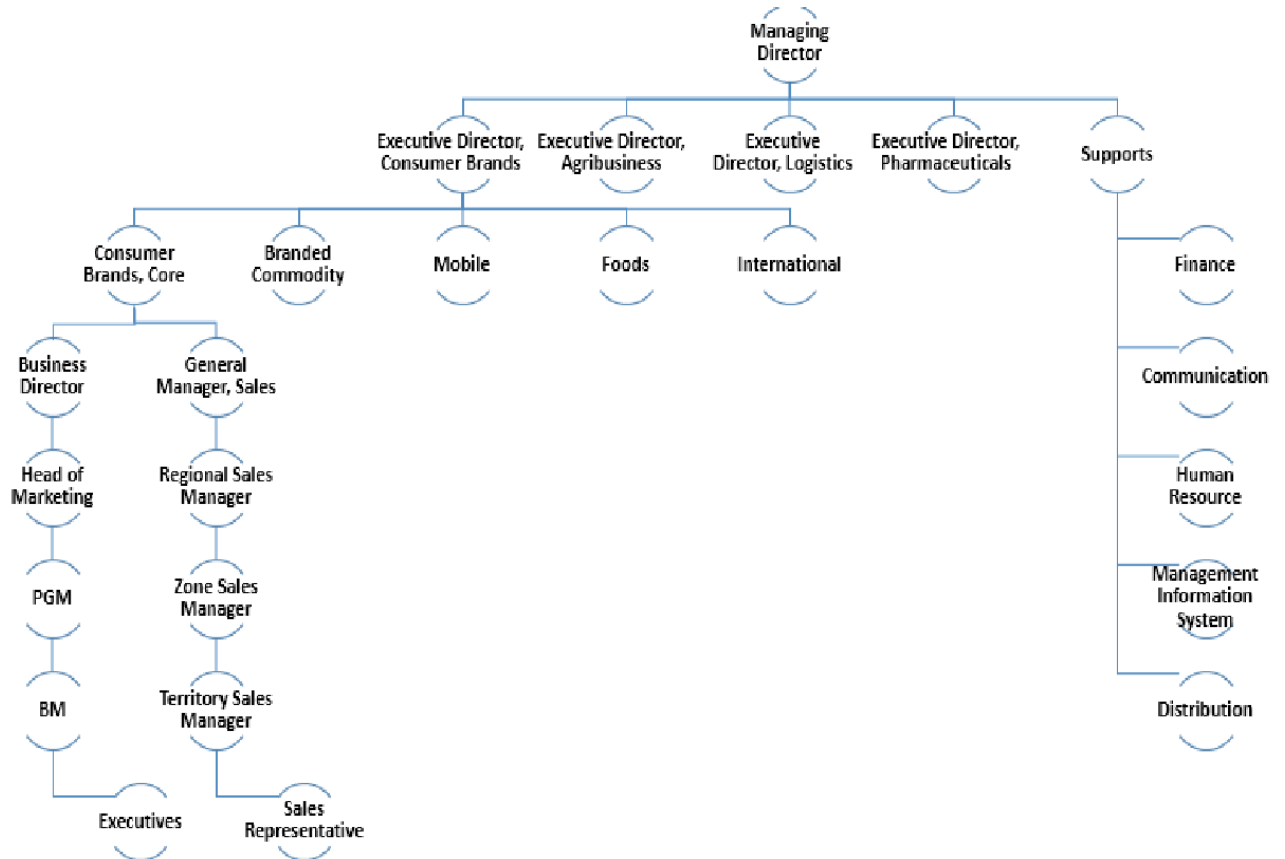
To become a premium brand and a trusted partner in our customer's everyday life. Our consistent efforts in product innovation and sustainable development will bring a new dawn.

### **2.3 Business of ACI Premio Plastic Limited**

ACI Premio Plastic Limited started the plastics industry in 2018 and is committed to enriching people's lifestyles through the responsible application of knowledge, technology and skills. Through intelligent solutions, we pave the way for people to cope with modern lifestyles with friends and family. Women lead her 85% of household activities and decisions worldwide. Introducing Premio Plastics, which makes women's daily lives more comfortable. ACI PREMIO PLASTICS LIMITED is a value driven company with a focus on customer orientation. We focus on improving consumers' quality of life through originality and innovation in product design and utility. We integrate the latest technology and the best people to ensure the quality of our products and services. Our main product categories are plastic home and furniture. We believe that our continued investment in ideas and technology will enable us to provide best-in-class solutions for local and global consumers.

## 2.4 Organizational Chart of ACI Limited

ACI Premio Plastics Limited is part of ACI limited. Here, we I input the organizational chart of ACI Premio Plastics Limited.



## **2.5 Crucial Departments:**

All office is significant, including an association, different upon the size and nature of the work and activities. All organization has its own crucial department. Since ACI Premio Plastics Limited is a world class organization in the divisions are loaded up with a couple of talented individuals to deal with the exercises all the more effectively. The significant areas of the departments are:

- Finance Department
- Account Department
- Marketing Department
- Human Resources Department
- Commercial Department
- Administration Department
- Sales Management Department
- Information Technology Department
- Department of Public Relation
- Onsite and Content Management Department
- Operations Department
- Customer Services Department

All these various department are very important for achieving the organizational goal. These department has its own way of work. All the employees of these department are very committed to their work.



## 2.6 Marketing Department of ACI Premio Plastics Limited

Marketing department is consisting of the following sub-departments-

- ❖ **Digital Marketing unit:** Digital marketing team is very important part of marketing department. All digital marketing activities are conduct by this department.
- ❖ **Offline Marketing unit:** Offline marketing is mainly responsible for all the offline marketing activities of ACI Premio Plastics Limited.
- ❖ **Content Management unit:** All content like social media post content, offline publishing materials banner, x banner, bill board etc. marketing materials are developed by this department.
- ❖ **Customer service management unit:** Customer service management unit is also part of marketing department. Customer service management is responsible for all the customer related issue in ACI Premio Plastics Limited.
- ❖ **Social media management unit:** Social media management unit is very important in modern days marketing activities. This team responsible for all the social media marketing activities.

## **Chapter Three**

### **Literature Review**

In contrast to traditional marketing, online media marketing is diverse. Online media marketing allows advertisers to fine-tune and select desired groups and launch missions according to desired collections. This is harmless, and if the mission doesn't work, you can tweak it at anytime from anywhere on the planet, which means the marketing the leader can talk to the end-his customers and see if they can make a move on a large scale. Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012)

This report is about advanced media marketing (online media) and brand development effectiveness. Web-based media marketing is a type of advanced marketing. More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002). This is not quite the same as traditional media. Traditional media types include television, newspapers, bulletins, radio, and magazines. As stated in Karjaluto 2010, 100-109, "Advertising in the established press involves numerous difficulties, including a great deal of worthless correspondence, significant expenses and changes in media conduct and the decreasing impacts related with the computerized insurgency." There are many difficulties, such as decline." Brands participating in regular theme marketing will pay more. On the other hand, this type of marketing requires additional time and real work. Sometimes it fails because it runs out of money and doesn't show up on time. In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004).

The Internet is the most powerful tool for businesses (Yannopoulos, 2011) As part of study, it is proven that users experience increases in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013). There is no additional way to update the continuous movement as it would cost twice as much and require additional time and work. Traditional marketing is expensive and time consuming to reach

end customer. Brands need to understand when and at what scale to connect and invest in marketing. Sometimes traditional marketing works well, and sometimes web-based or advanced media works even better. But to really get the best results for each brand, a combination of traditional themes and computer-assisted marketing works great. This is known as Coordinated Marketing Correspondence (IMC). The Web and web-based media disregard the conventional media correspondence model and change the principles of the correspondence market. Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009)

It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011). A huge amount of research into the lack of mechanized marketing capabilities has been done in brand communications. This exam is about modern marketing and its framework, which is important for today's marketing response. A trial explored the current state of Bangladesh's high-end his marketing and its impact on brand responsiveness. This test reveals information that correlates with brand responsiveness and how mechanized marketing affects brand responsiveness

This segment incorporates a short clarification of the theoretical part that will be examined in the report. Moral assumptions are focal and their definitions are given beneath.

## Chapter Four

### Digital Marketing Activities of ACI Premio Plastics Limited

#### 4.1 Digital Marketing Strategy of ACI Premio Plastics Limited

The prevalence and advancement of the Internet and other computerized media has been marked by the support of "current marketing." Both scholars and experts have developed a wide range of names and languages to support this cutting-edge marketing. This is sometimes called computer-assisted marketing. More specifically, any kind of marketing article or management involving electronic devices can be called computer-assisted marketing.

##### 4.1.1 Digital Marketing

Digital Marketing permits clients to communicate with brands and opens an entryway for organizations to contact their clients and gain from them about their criticism.

- **Website:** Digital gadgets includes cell phones, tablets, work stations. Through these gadgets, audience members or clients acquire insight as brands interface with their business sites. ACI Premio Plastics maintain their website very well also they update their website on regular basis. A customer can get all the information by visiting website.
- **Digital medium:** Digital Media will collaborate between at least two separate meetings. Digital media includes Input, Instagram, YouTube, Twitter and LinkedIn. ACI Premio Plastics Limited has its own Facebook and Instagram pages. In addition, we manage our YouTube, Twitter and LinkedIn accounts. Through these media, ACI Premio Plastics Limited posts proceed with all kinds of updates related to business in order to reach customers in the shortest possible time.

- **Digital Information:** Digital Media will collaborate between at least two separate meetings. Digital media includes Input, Instagram, YouTube, Twitter and LinkedIn. ACI Premio Plastics Limited has its own Facebook and Instagram pages. In addition, we manage our YouTube, Twitter and LinkedIn accounts. Through these media, ACI Premio Plastics Limited posts proceed with all kinds of updates related to business in order to reach customers in the shortest possible time.

## 4.2 Digital Marketing Strategy that ACI Premio Plastic Limited Optimizes

Numerous associations today follow diverse digital marketing procedures relying upon the idea of the association. Some of the tools is very useful

- I. **SEO:** SEO means website improvement. It is considered an important tool in digital marketing. SEO system in hand. This means the possibility of converting an increase in potential customers. Similarly, individuals can talk about the brands they sell through this cabinet. Likewise, in continuous cycles, they have established themselves as legitimate and trusted masters in the field of modern business. Here are some of the key components of his SEO that ACI Premio Plastics Limited considers.
- II. **Keywords:** Keywords are words or phrases that potential customers use to search for your content on the web. Additionally, brands can connect with users who search for products. Since there are many branded items in different drawer classes, searching for items by likely keywords will show results for a specific brand in website.
- III. **Content:** Digital marketing content by getting more crowds than laid off crowds. Premio Plastics can sometimes be seen disseminating engaging content on digital marketing, exciting advancements, and more. Individuals like them and offer them. This increases crowd commitment. Content of ACI Premio Plastics are below:

-  
 Website content

 Videos

 Blogs

### 4.3 Social Media Marketing Strategy of ACI Premio Plastic Limited

#### 4.3.1 Social Media Marketing

Social media marketing alludes to how to attract customers through social media locations. Most of ACI Premio Plastics' marketing is done through social media. By engaging in this social media marketing, ACI Premio Plastics is able to promote, collect, sell and recognize its items. Social media marketing devices are often called social media managers. Now that people are becoming more social media oriented and using social media marketing techniques to target social organizations, spread brand awareness and improve vendor performance, social media marketing It is seen as a powerful tool for promoting Social media marketing devices include Facebook, YouTube, Twitter, Pinterest, LinkedIn, Instagram.

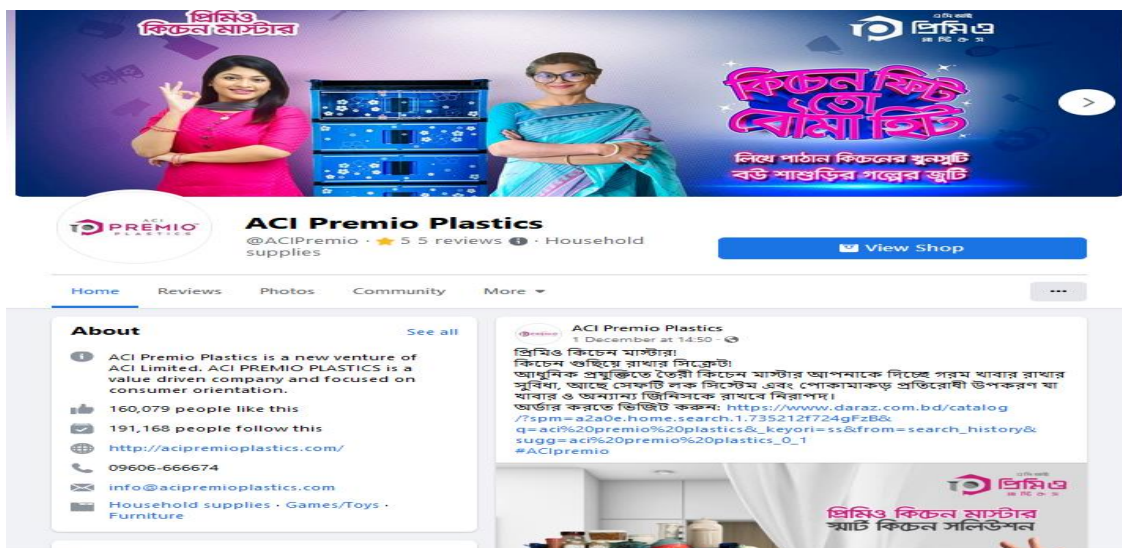


### 4.3.2 Social Media Marketing Strategy that ACI Premio Plastics Limited Undertakes

The apparatuses or procedure that ACI Premio Plastics Limited advances for their Social Media Marketing is talked about underneath:

#### Facebook Marketing:

Facebook is the world's largest social organization. The Facebook Company is recognized as the owner of her Facebook page in its own association. This is the authoritative Facebook page of ACI Premio Plastics Limited for Facebook marketing. The ACI Premio Plastics Limited Facebook page is a means of communication between the organization and potential customers. It helps your customers stay in touch and attract new customers. ACI Premio Plastics Limited actively posts complex substances on their Facebook page. People who follow your Page will see your post. Similarly, you can give them your opinion by commenting or commenting on posts. This allows ACI Premio Plastics Limited to determine the scope of each item. Delivery is facilitated by installments, natural reach, and post snaps. Correspondence via Facebook is natural. ACI Premio Plastics Limited regularly adds new content to the site in various ways. Stakeholders will actually want to share your post if they have the chance to like it. Lo and behold, the organization's post appeared in fans' news feeds shortly after it was posted. Customers even inquire about the product from their Facebook page. Two-way communication is set up here.





### **YouTube Marketing:**

YouTube is said to be the second largest search engine on the web. Boost your SEO and overall brand presence. YouTube is the most helpful. 300 hours of video is streamed to YouTube every second. Premio Plastics Limited deals with video marketing via YouTube. Premio Plastics Limited puts a lot of dollars into YouTube to profit from its merchandise brand. The heart of YouTube marketing is the creation of important organizational channels called YouTube Channels. By the time another video is broadcast to these promoters, the base can be aware of the update first. Similarly, if you have notifications turned on, you will be notified when the substance is transferred. However, the test faces Premio Plastics Limited. The YouTube channel reached out to key observers. YouTube Ads don't have a lot of followers, so they need to post content, which is an important part of YouTube, to engage brands and expose issues.

### **Instagram Marketing:**

Instagram is a very modern social media platform. As a general rule, about half of all Instagram customers follow businesses. Instagram relies on its supporters. Premio Plastics Limited sends and posts accurate data on Instagram entries to make it relevant to his current supporter. Premio Plastics Limited can create and serve her Instagram ads from her business profile without using Facebook's advertising tools. Knowledge gaps give Premio Plastics Limited insight into impressions, engagement, and more. The biggest aspect of Instagram marketing is setting up an ad spending plan to run supported ads. After following the instructions for assisted advertising, Premio Plastics Limited was able to focus on the crowd in a completely different way. Among the promotions supported, Premio Plastics Limited has different structures. Photos, recordings, stories, dynamic ads, story materials. Stories ads are Instagram's newest structure and appear at the top of your feed. Here, Premio Plastics Limited gathers its community via Instagram hashtags. This is the ideal way to attract guests to your brand.



acipremioplastics

Follow

Message



162 posts

2,263 followers

0 following

**ACI Premio Plastics**

Household supplies

ACI Premio Plastics is a venture of ACI Limited. ACI PREMIO PLASTICS is a value driven company and focused on consumer orientation

[acipremioplastics.com](http://acipremioplastics.com)

POSTS

TAGGED



# Chapter Five

## Problems and Recommendations

### 5.1 Problems Identified

- a) **More specific digital marketing campaign:** ACI Premio Plastic marketing team should conduct more specific digital marketing campaign.
  - b) **Quality of content:** All the digital and social media content that is posted on different medium should be more quality full. Content should be more specific and interactive.
  - c) **Influencer and celebrity marketing:** ACI Premio Plastics Limited should use more influencer and celebrity in their social media marketing campaign.
  - d) **Essential functionality of brand pages on social media:** All essential functionality is missing on social media. A branded page may or may not attract buyers just by cycling through newsfeed posts.
  - e) **Financial planning in social media marketing:** One of the frustrations of underperforming brands on social media is the lack of financial planning. The main issue here is not enough fund for social media marketing.
  - f) **Growth of brand pages on social media:** Most brand pages are posted to individual newsfeeds and focus solely on offering and managing products that sway their social media customers.
- **Unplanned digital marketing or social marketing:** Digital marketing is now at the forefront in Bangladesh. All in all, though, I understand that this is a neglected area. Due to the rapid development of the organization, this field has been largely neglected.
- Not enough investment in digital marketing platforms
  - Not enough effective in promoting services.
  - Not understanding the need of the client.

## 5.2 Recommendations

A part of the recommendations mentioned below the list item that the development area is clear as a precious stone and it can be finished.

- a) **Specific digital marketing campaign:** More specific and offer based campaign should be introduced by the marketing department.
- b) **More quality content:** Quality of video and image that is use for campaign should be more improved. Content should be more interactive.
- c) **Introduction of influencer and celebrity marketing:** Influencer and celebrity marketing is very popular now a days. Marketing department should introduce in overall campaign activities.
- d) **Effectiveness of Brand Pages on social media:** To focus on addressing your brand page as an objective collection, you need to build your brand page productivity. Most social media, such as Facebook, have a system for focusing on moving forward to the right degree, and the compass indicates who needs to be addressed in terms of communication, age, sexual orientation, terrain, and lifestyle. can do. Accurate collisions of certain correspondences will result in less cost per letter overprinting and the money spent on advance backing will be used productively.
- e) **Viability of Brand Pages on Social Media:** Most brand pages are posted on individual newsfeeds and focus on product offerings and management, so social media customers at some point get upset and stop following and correcting like they used to. . Non-branded enhancements such as humor, tips, and alternative customer acquisition messages on branded pages go beyond product and management benefits. Or do not invent a useful correspondence. The best strategy is a combination of branded products and lifestyle, humor and response, not product and management advancement.
- f) **Enlistment for digital marketing or social marketing:** At Currently, the topic of digital marketing in Bangladesh is in the core area. Nevertheless, overall, we understand that this is one of the areas of future development and that some offices have recently started to integrate digital marketing. For the rapid and rapid development of the organization. In line with the appeal, more representatives in this field should now be appointed.

- Digital marketing platforms need more investment for more brand recognition
- Need to focus more on related post, by which a customer can easily find his/her need
- Regular communications can be maintained and need to invest more in client relationships.

## **Conclusion**

The rise of internet business marks the digital age of Bangladesh. Digital marketing is one of the few areas that is rapidly filling up these days. Digital platforms such as Facebook, YouTube, Instagram, Cora, and PayPal have introduced people to the recently created online sharing technology. Bangladesh currently has 65 million of her web customers, which is about 40% of the absolute population. Quoting an ICT cleric: "I am happy to say that today, digital marketing is a fundamental part of digital Bangladesh." Now more and more people are using the internet to find the best products easily. Can now be requested. Work. ACI Premio Plastics Limited's current marketing practices give it great potential to enter the market and further expand its business. In a very short period of time they have become a major Internet business sector in Bangladesh. By chance, he had chosen the right marketing technique. But they could use their economies of scale as a potential advantage and rout their rivals in the coming days. In addition, good dealings with customers and post-deal management are also important to get more pie.

## References

1. A Munshi, MSS MUNSHI, “Digital marketing: A new buzz word”, *International Journal of Business Economics & Management Research*, (2012) Vol.2 Issue 7.
2. Mort, Gillian Sullivan; Drennan, Judy, “Mobile digital technology: Emerging issue for marketing”, *The Journal of Database Marketing*” (2002), Volume 10, Number 1, pp. 9-23.
3. Nina Koiso-Kanttila, “Digital Content Marketing: A Literature Synthesis”, *Journal of Marketing Management*, Volume 20, (2004) Issue 1-2, pg-45-65.
4. Yannopoulos. P, “Impact of the Internet on Marketing Strategy Formulation”, *International Journal of Business and Social Science*, (2011) Vol. 2 No. 18
5. Michael Trusov, Randolph E. Bucklin, Koen Pauwels, *Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site. Journal of Marketing*: (2009). Vol. 73, No.5, pp.90-102.
6. Pai. P, Arnott. DC , “User adoption of social networking sites: Eliciting uses and gratifications through a means–end approach”, *Computers in Human Behavior*, (2013) Volume 29, Issue 3, Pages 1039–1053