



Daffodil
International
University

“Analysis of Digital Marketing Activities of Probashi Palli Group”



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“Analysis of Digital Marketing Activities of Probashi Palli Group”

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Submission Date:

July 15, 2024

Letter of Transmittal

July 15, 2024

Dr. Mohammad Shibli Shahriar

Professor & Director MBA Program

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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 “**Analysis of Digital Marketing Activities of Probashi Palli Group**”. I have tried my best to focus on how DIU different activities mostly focus on marketing though Students complying with the tools of managing activities including evaluation of the performance. I also tried to prepare this internship report for consistency with the optimal standard under your valuable direction.

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



Md. Muyeed Arifin

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MBA Program

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Student's Declaration

I do hereby solemnly declare that the work present in the internship named “**Analysis of Digital Marketing Activities of Probashi Palli Group**” has been carried out by me and has not been previously submitted to any university/college/ organization for an academic qualification / certificate / degree.

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

Signature



.....
Md. Mueyed Arifin

ID: 201-14-3172

MBA Program

Department of Business Administration

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The Letter of Acceptance

This is to certify that Md. Muyeed Arifin , ID: 201-14-3172, Program: MBA, Major in Digital Marketing, is a regular student of Master of Business Administration, Daffodil International University (DIU). He has successfully completed his internship program as a requirement of MBA Program. His topic is “**Analysis of Digital Marketing Activities of Probashi Palli Group**”.

This report is recommended for submission.

I wish his every success in life.



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

Acknowledgment

At the very beginning, I would like to express my deepest gratitude to Almighty Allah for giving me this kind 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 & Director MBA Program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. I deeply appreciate his cooperation, advice, and guidance in preparing this report. I would like to express my heart in thanks to Daffodil International University (DIU). for allowing me to complete my internship. By extending, my heartiest thanks to those Daffodil International University (DIU) officials who gave their heartiest cooperation to complete my Internship Report. I am grateful to of the people mentioned above for their cooperation in every step to prepare my report successfully.

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Chapter - 1

Introduction

1.1 Introduction:

Digital marketing has become a cornerstone of modern business strategies, transforming how companies engage with their audiences, build their brands, and drive sales. In the fast-paced digital landscape, businesses must continuously adapt to new technologies and marketing trends to remain competitive. This internship report delves into the digital marketing activities of the Probashi Palli Group, a prominent player in the real estate industry of Bangladesh.

The Probashi Palli Group 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 Probashi Palli Group, 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 Probashi Palli Group 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 Probashi Palli Group's digital marketing efforts.

1.2 Background:

The real estate industry in Bangladesh has experienced significant growth over the past few decades, driven by rapid urbanization, economic development, and a rising middle class. Major cities like Dhaka, Chittagong, and Sylhet have seen 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.

Digital marketing refers to promote products and services to using of 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.

The Probashi Palli Group 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 Probashi Palli Group has embraced digital marketing to enhance its market presence and connect with potential buyers.

1.3 The study has been carried out with the following objectives

The analysis is structured around four key objectives:

- ❖ To Identify the Digital Marketing Activities of the Probashi Palli Group
- ❖ To Evaluate the Digital Marketing Activities of the Probashi Palli Group
- ❖ To Find Out some problems with the Digital Marketing Activities of the Probashi Palli Group
- ❖ To make some Suggestions to Overcome the problems of Digital Marketing Activities of Probashi Palli Group

1.4 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.

1.5 Methodology of Information Collection

The methodology of the preparing report will incorporate two sources of information, i.e.

Sources of data

Primary sources: For collecting primary data. I had to ask the respective person's questionnaire survey.

Secondary sources: Formation of several reading materials form circulars, journals, brochures, training materials and annual reports. The required data and information to prepare the function had collected from the following's sources:

- From online.
- From several publications.
- From blog post.
- Online analysis.

Data collection method

Interview method: For collecting data from consumer & service provider survey, I used this interview method.

Data analysis: This study both are qualitative and quantitative data analysis.

Chapter 2

Real Estate Industry in Bangladesh

2.1 Real Estate Industry in Bangladesh:

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

The real estate market in Bangladesh began to take shape 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.

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

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

Company Examples:

- **Rupayan Housing Estate Ltd.:** Develops large-scale gated communities.
- **South Breeze Housing Ltd.:** 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.

- **Bay Developments Ltd.:** Known for strategic and accessible land plots.

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 Ltd.:** 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.

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.

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.

4. Mixed-Use Developments

- ❖ **Mixed-Use Buildings:** Structures that 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.
- ❖ **Townships:** Large-scale developments that include residential, commercial, and recreational facilities.
 - ❖ **Company Examples:**
 - **Bashundhara Group:** Developer of the expansive Bashundhara Residential Area.
 - **Rupayan Housing Estate Ltd.:** Known for Rupayan City Uttara, a large township project.
 - **Concord Real Estate & Building Products Ltd.:** Develops integrated township projects like Concord City.

Chapter-3

Overview of Probashi Palli Group

3.1 Overview of Probashi Palli Group

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 habitats 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 Probashi Palli Group 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 Probashi Palli Group, 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 Probashi Palli Group 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.

- To maintain environmental balance through proper urbanization with well-planned facilities and eco-friendly installations.
- To develop new townships and thereby expand economic activities.
- To manufacture and deliver products and services that maximize stakeholder value and contribute to the country's economic development.

Vision

The Probashi Palli Group 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 OF PROBASHI PALLI GROUP

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 Probashi Palli Group and to propose effective solutions.

Research Methodology:

This research is based on secondary data and employs various statistical techniques for analysis. The objectives of the research guide the methodology, which involves measurement scaling through quantitative research to utilize statistical data effectively. The survey is ethically designed, and all subjects are collected through our own research to ensure validity. Respondents' opinions are measured by asking them to what extent they agree or disagree with specific questions.

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.

3.3 Various Marketing Procedures at Probashi Palli Group

Digital Marketing

Website: The Probashi Palli Group'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 (<https://www.instagram.com/probashipalligroup/>), 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.

2. 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. 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.

4. 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

Sales Team: A dedicated sales team is responsible for direct interaction with potential buyers, providing personalized assistance, and guiding them through the buying process. The team also follows up on leads generated through various marketing channels.

Customer Service: Providing excellent customer service is crucial for building long-term relationships with clients. The group ensures timely responses to inquiries, efficient handling of issues, and ongoing support for existing customers.

6. 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.

3.4 Branding & Marketing Division of Probashi Palli Group

Brand Development

Brand Development team creating and maintaining a strong, recognizable brand identity. Also, they develop brand guidelines to ensure consistency across all marketing materials and communications.

Digital Marketing

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. This team creating engaging content for social media, blogs, and newsletters to keep the audience informed and engaged.

Advertising Campaigns

This team 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 they 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 also, using insights from research to refine marketing strategies and improve product offerings.

Customer Engagement

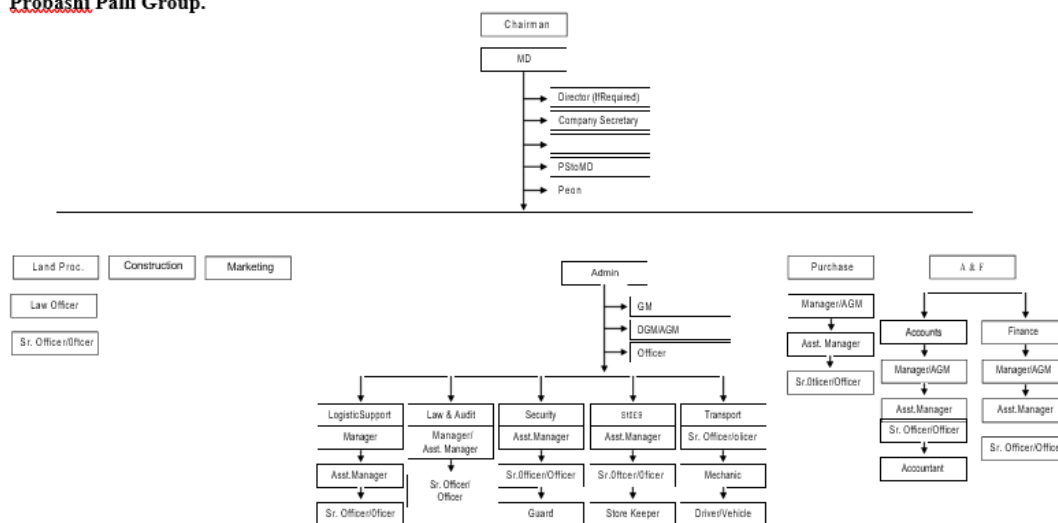
Probashi Palli has a dedicated team that implements strategies to engage with customers and build lasting relationships.

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.

3.5 Management of Probashi Palli Group

ORGANOGRAM
Probashi Palli Group.



Chapter - 4

The Digital Marketing Activities of Probashi Palli Group

4.1 Introduction

This chapter analyzes the digital marketing activities of Probashi Palli Group, focusing on their official website (<https://probashipalligroup.com/>), Facebook profile (<https://www.facebook.com/profile.php?id=100065001544368>), LinkedIn profile (<https://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.

Email Marketing

- **Personalized Campaigns:** Tailored email campaigns keep clients informed about new projects, special offers, and company updates, helping to nurture leads and maintain customer relationships.

Engagement and Interaction

- **Social Media Engagement:** Regular updates, interactive posts, and responsiveness to comments and messages on social media platforms enhance customer engagement and satisfaction.

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.
- **Copycat 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.

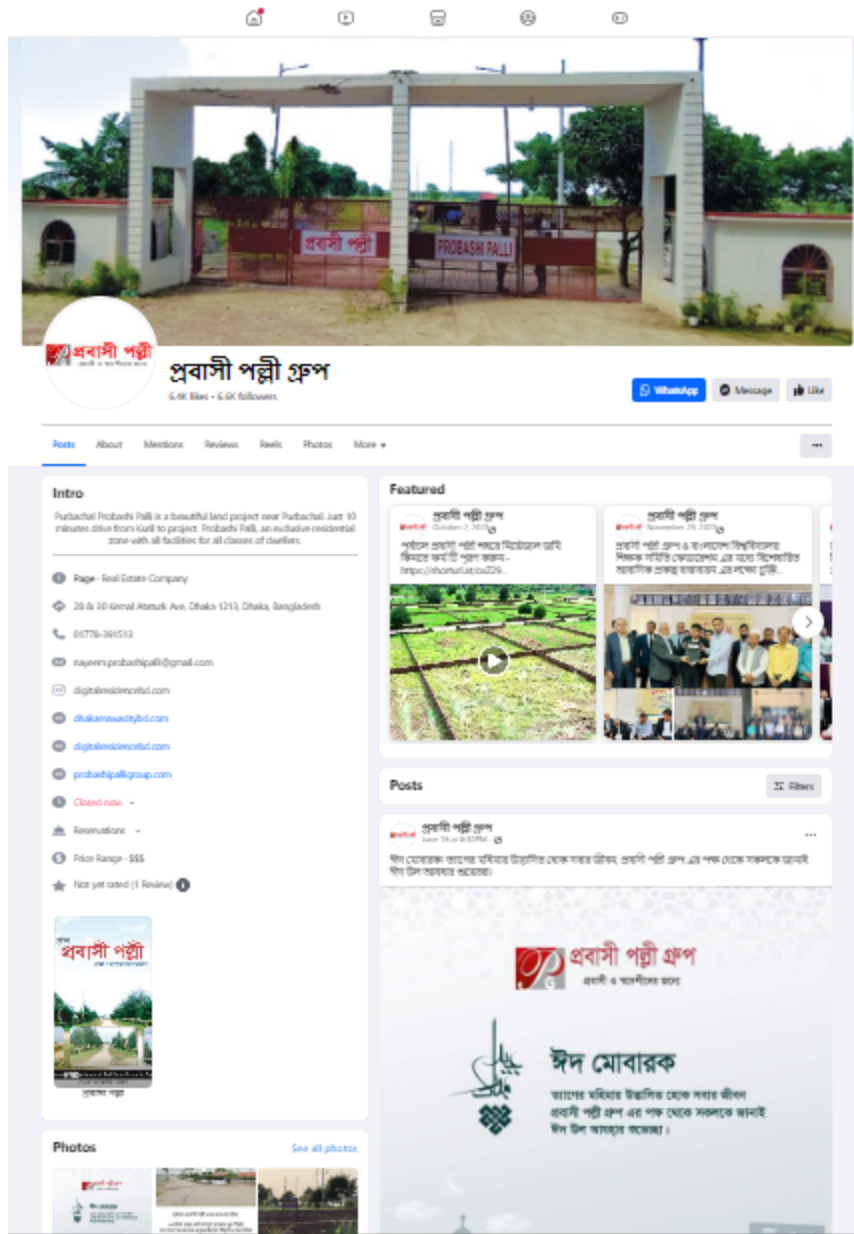
4.3 Social Media Marketing

4.3.1 Facebook Analysis

Profile Overview:

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

Link: Probashi Palli Group Facebook.



Content Strategy:

The content strategy for the Probashi Palli Group'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 Probashi Palli Group 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:

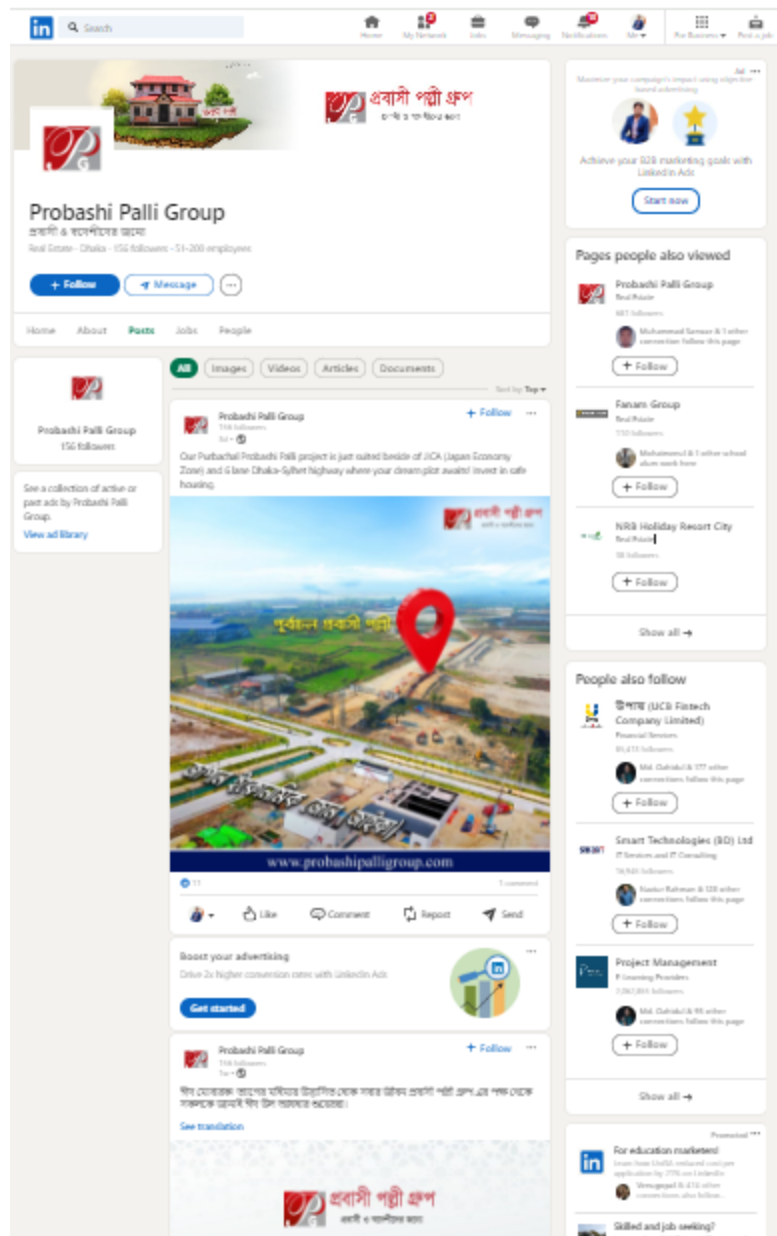
Evaluate how the group interacts with its audience, including responses to comments and customer inquiries.

Discuss the effectiveness of their community management.

4.1.2 LinkedIn Analysis**Profile Overview:**

The Probashi Palli Group 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.

Link: <https://www.linkedin.com/company/probashi-palli-group/>



Content Strategy:

The content strategy for the Probashi Palli Group's LinkedIn page focuses on enhancing brand awareness and establishing the company as a leader in the real estate industry. The aim is to engage professionals, including clients, investors, and industry peers, by sharing a mix of company updates, industry insights, project highlights, client testimonials, and employee spotlights. Regular weekly posts will include updates on new projects, milestones, and market trends, while monthly in-depth articles and videos will provide valuable information and showcase properties. Engagement with followers will be encouraged through interactive

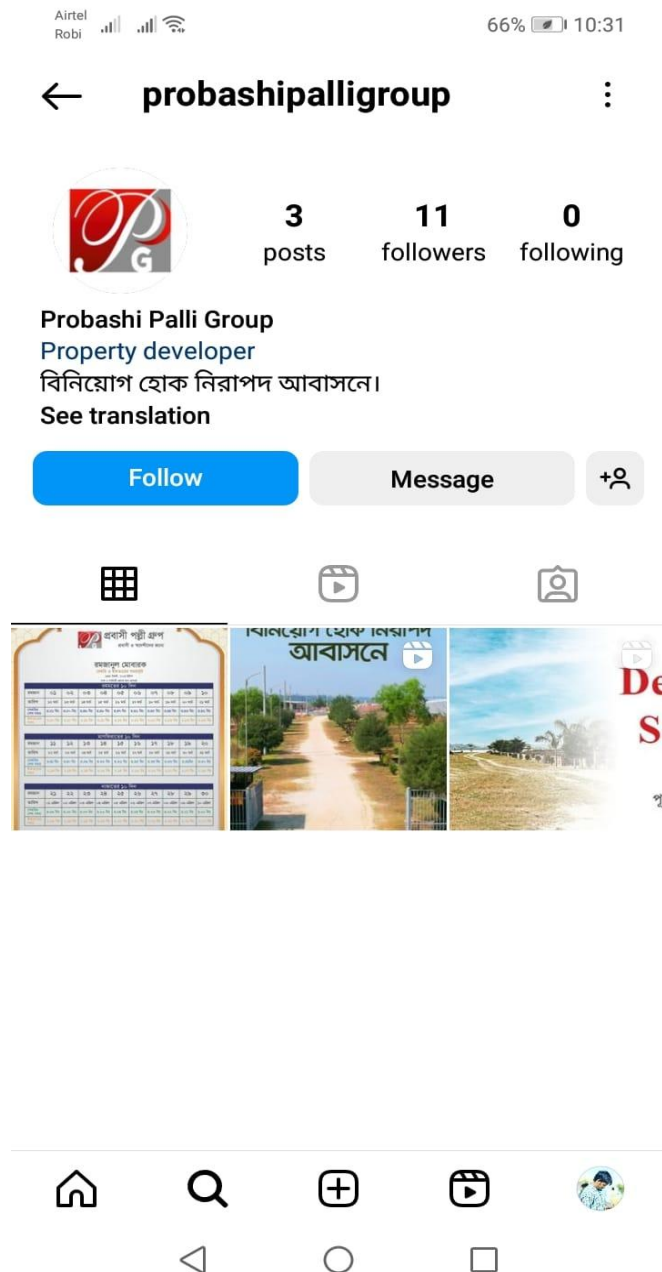
posts like polls and Q&A sessions, and active participation in relevant LinkedIn groups. Performance will be monitored using LinkedIn analytics, allowing for continuous optimization of the content strategy based on data insights. This approach will help drive traffic to the company's website and other social media platforms, fostering stronger relationships with the target audience.

Professional Networking:

Professional networking for the Probashi Palli Group's LinkedIn page involves building and maintaining relationships with industry professionals, potential clients, and investors. This strategy includes sharing valuable content such as industry insights, company updates, and project highlights to showcase expertise and attract interest. Active engagement with followers through comments and messages fosters a sense of community and trust. Participating in relevant LinkedIn groups and discussions enhances visibility and connects with a broader professional audience.

4.1.3 Instagram Analysis**Profile Overview:**

Describe the Instagram profile, including branding elements such as the profile picture and bio.



Profile Overview

The Instagram profile of Probashi Palli Group 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

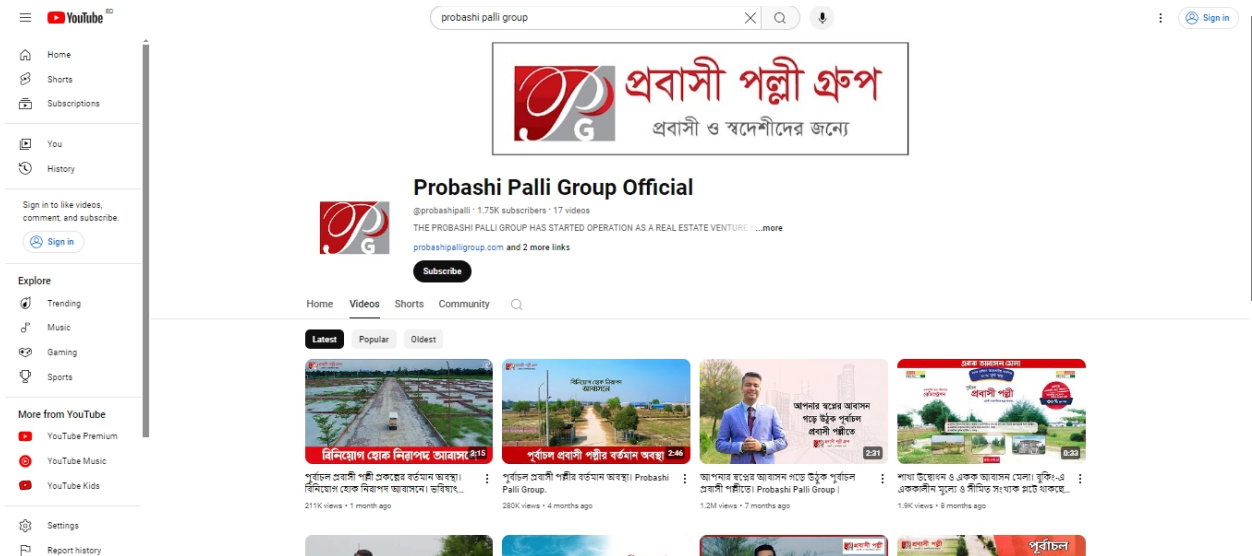
The visual branding on the Instagram page is consistent, with a clear and professional aesthetic that aligns with the company's branding. The use of company colors, logos, and consistent design elements across posts creates a cohesive look. To enhance visual branding further, integrating more user-generated 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 Probashi Palli Group maintains a YouTube Channel very carefully for promoting their video content and promotional video for attracting their targeted customer. Probashi Palli Group has 1.75K subscribers on their YouTube Channel.

Link: <https://www.youtube.com/@probashipalli/videos>



Content Strategy:

The Probashi Palli Gorup focus unique content strategy for preparing promotional video for sharing the land and property details with their client. In this video content people get proper information easily.

<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 Probashi Palli Group 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

Probashi Palli Group'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.

4.6 Other Digital Marketing Activities

Probashi Palli Group's digital marketing activities should extend beyond basic social media engagement. Implementing a content marketing strategy that includes guest blogging, influencer partnerships, and video marketing can increase reach and engagement. Utilizing platforms like LinkedIn for B2B marketing and building strategic partnerships with other real estate or related businesses can also enhance their digital presence.

4.6 Additional Tips

- **Analytics and Monitoring:** Regularly use tools like Google Analytics and social media insights to monitor performance, understand user behavior, and refine strategies.
- **User Experience (UX):** Continuously improve website UX by ensuring it is mobile-friendly, easy to navigate, and quick to load.
- **Content Diversification:** Diversify content across platforms to include a mix of educational articles, project showcases, customer testimonials, and interactive posts.
- **Engagement Tactics:** Enhance engagement by hosting live webinars, Q&A sessions, and virtual tours of properties.

Chapter - 5

Findings, Recommendation, and Conclusion

Findings

- The website lacks comprehensive SEO practices, resulting in poor search engine visibility.
- There are usability issues, including slow loading times and non-intuitive navigation.
- Engagement on social media platforms is inconsistent and lacks a cohesive strategy.
- Content on platforms like Instagram and Facebook does not adequately resonate with the target audience.
- Content across digital channels is often outdated and not aligned with current trends or audience interests.
- There is a lack of variety in content formats (e.g., blogs, videos, infographics).
- Email marketing campaigns are infrequent and lack personalization.
- There is no segmentation of the email list to target different audience groups effectively.
- Limited use of search engine marketing (SEM) strategies, resulting in missed opportunities for paid traffic.
- Keywords used in SEO are not well-researched or aligned with the target audience's search behavior.
- Inconsistent branding across different digital platforms leads to a fragmented brand image.
- Visual elements and messaging do not consistently reflect the brand's values and mission.
- The website's user interface (UI) is not user-friendly, leading to a high bounce rate.
- There are accessibility issues that hinder a seamless user experience.
- Inadequate use of analytics tools to track and measure the effectiveness of digital marketing campaigns.
- Lack of data-driven decision-making to optimize marketing efforts.
- Low levels of customer interaction and engagement on social media and other digital platforms.
- Inadequate response to customer inquiries and comments on social media.

- Insufficient competitor analysis to benchmark digital marketing strategies and identify areas for improvement.

Recommendations

- Implement comprehensive SEO strategies, including keyword optimization, backlink building, and content updates.
- Regularly update the website with fresh, relevant content to improve search engine rankings.
- Create a content calendar to ensure consistent and engaging posts across all social media platforms.
- Use analytics to identify the type of content that resonates most with the audience and adjust strategies accordingly.
- Produce diverse content formats, including blogs, videos, infographics, and case studies.
- Ensure content is relevant, up-to-date, and aligned with the audience's interests and needs.
- Implement personalized and segmented email campaigns to target specific audience groups.
- Increase the frequency of email marketing while maintaining high-quality content.
- Invest in search engine marketing (SEM) campaigns to drive targeted traffic to the website.
- Regularly analyze and adjust SEM strategies based on performance metrics.
- Develop and adhere to brand guidelines to ensure consistent visual and messaging across all platforms.
- Regularly review and update branding elements to reflect the brand's identity accurately.
- Redesign the website to be more user-friendly and intuitive.
- Ensure the website is accessible and provides a seamless user experience across all devices.
- Implement robust analytics tools to track the performance of digital marketing campaigns.

- Use data-driven insights to make informed decisions and optimize marketing efforts.
- Increase interaction with customers on social media by responding promptly to inquiries and comments.
- Implement strategies to encourage user-generated content and community building.
- Regularly analyze competitors' digital marketing strategies to identify best practices and areas for improvement.
- Use insights from competitor analysis to refine and enhance marketing strategies.

Conclusion

The analysis of Pobashi Palli Group'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, Pobashi Palli Group can significantly improve its digital marketing effectiveness. Additionally, regular analysis of performance metrics and competitor strategies can provide insights for continuous optimization and adaptation to market trends.

In Bangladesh digital marketing is not allowed for use without any cost from any type of hazardous. It also has many difficulties and has so many limitations in this country. Digital marketing gears in popularity in Bangladesh day by day, also most companies are starting to use digital marketing. If the government can ensure internet and electricity for all the area, then digital marketing will become more popular. In the present time, it would be possible for Bangladesh to compete with other technically developed countries in the world. For more development, so many companies also trying to introduce repeatedly digital marketing processes such as social media marketing, mobile marketing, content marketing, email marketing, etc.

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