

An Evaluation of the Digital Marketing Activities of Daraz.com.bd

Submitted To

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Letter of Transmittal

To
Professor Mohammed Masum Iqbal, PhD
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Subject: Submission of Internship Report entitled “An Evaluation of the Digital Marketing Activities of Daraz.com.bd”

Dear Sir

It’s my pleasure to submit an internship report after a successful three-month Internship attachment at Daraz.com.bd. The title of the internship is “**An Evaluation of the Digital Marketing Activities of Daraz.com.bd**” I tried to explain all my learning is what I have gathered from this internship period briefly in this report.

I have centered my best exertion to accomplish the goals of the report and expectation that my undertaking will fill the need. The viable information and experience accumulated during the report planning will tremendously help in my future expert life. I will be obliged on the off chance that you sympathetically affirm this undertaking.

Sincerely yours,

Md. Arif Hossan
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Certificate of Approval

This to certify that Md. Arif Hossan, ID: 171-11-467, has completed the internship report entitled An Evaluation of the Digital Marketing Activities of Daraz.com.bd as a requirement of BBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission

.....

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

Acknowledgment

At first, I would like to thank my Almighty for his greatness to complete my graduation and for sound health for preparing this report properly. Secondly, I would like to thank my parents and my beloved teachers who gave me support to finish my graduation.

It is a great pleasure to prepare the internship report entitled “**An Evaluation of the Digital Marketing Activities of Daraz.com.bd**” I acknowledge my immeasurable gratitude to **Prof. Dr. Mohammed Masum Iqbal**, PhD, Dean, Faculty of Business and Entrepreneurship, Daffodil International University, for his helpful supervision, suggestion, guidance and encouragement. In fact, he guided me as my teacher and motivator to make me understand and conduct a complete report like this one. I note his contribution with high dignity. I would express my sincere thanks to all officers of Daraz.com.bd at Mirpur. Thanks are also due to staffs and officers who spent much of their valuable time in discussing with me. I sincerely express my deepest gratitude to Department of Business Administration and all the officials of department for their relentless help and caring attitude and so many others whose names I failed to mention here, I thank you all.

Table of Contents

Letter of Transmittal	ii
Supervisors Declaration	Error! Bookmark not defined.
Acknowledgment	iv
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.....	4
Organizational Overview	4
2.1 Background of the organization.....	4
2.2 Mission, Vision, Goal & Objectives	4
Mission.....	4
Vision	4
Goal.....	5
2.3 Business of Daraz.....	5
2.4 Organizational Chart of Daraz Bangladesh Ltd.....	7
2.7 Commercial Department of Daraz	10
Chapter Three.....	12
Literature Review.....	12
Chapter Four	15
Digital Marketing Activities of Daraz.com.bd.....	15
4.1 Digital Marketing Strategy of Daraz.....	15
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4.1.1 5 D's of Digital Marketing.....	15
4.2 Digital Marketing Strategy that Daraz Optimizes.....	15
4.3 Social Media Marketing Strategy of Daraz.....	19
4.3.1 Social Media Marketing.....	19
4.3.2 Social Media Marketing Strategy that Daraz Undertakes.....	19
 Chapter Five.....	 24
Problems Identified and Recommendations	25
5.1 Problems Identified.....	25
5.2 Recommendations.....	26
 Conclusion	 28
References.....	29

Executive Summary

This report covers the overall situation of Social Media Marketing platform and its contribution on brand promotion and customer awareness of one of the most prestigious ecommerce site- Daraz.com.bd. The official Facebook pages, Instagram account, YouTube channel of Daraz Bangladesh is directly controlled by the digital and creative team of Daraz Bangladesh, My main objective was to learn the insights of digital marketing and understand the impact of social media on the field of digital marketing that is being constantly established nowadays for the long run success of companies. In this report, I have included the organization's overview and its activities as well as the responsibilities. I also included various creative contents published by the official page of insight tool every week. Moreover, this report contains discussion on the process of successful media and digital marketing plans executed by Daraz Bangladesh. I have prepared this business operation model of the company. The Third chapter is about the organization and the fourth chapter is about my learning and challenges I have faced and the theories on which I could relate to my work during my internship period and Finally Fifth Chapter where I identify some problems and in this chapters next pint I briefly discuss solution based on Identifying problems.

Chapter One

Introduction

1.1 Introduction

Marketing is a powerful circumstance where it needs to manage new media channels. Marketing techniques then again are changing their correspondence and turning out to be multi-directional and purchaser arranged, step by step. "On the off chance that you are disappointed with the actual universe of the clients, they can tell 6 companions each. In case you're disappointed with your clients on the Web, they can advise up to 6,000 companions each - "said Jeff Bezos, President of Amazon.

Accordingly, this is how web/online-based marketing or web-based media can change the general situation of a brand. Be that as it may, if we just think from the contrary perspective, the outcome will be truly agreeable. That implies if an association can fulfill a client in the actual world they will impart it to a couple yet on the web, they can impart it to thousands.

It can help a brand transcend the line for the time being. According to the report of Monetary Express distributed on Walk 23, 2019, 35 million residents of Bangladesh are utilizing online media. Additionally, this number is developing at an enormous rate each day. Along these lines, marketing through web-based media or the web can be a decent weapon for any association to beat different contenders.

1.2 Objectives of the Study

The study has been carried out with the following objectives.

1. To identify the Digital Marketing Strategies of Daraz.com.bd;
2. To analyze the digital marketing activities of Daraz.com.bd;
3. To find out the problems of the digital marketing activities of Daraz.com.bd;

4. To make some recommendations to overcome the problems;

1.3 Methodology of the Study

The word method of the investigation alludes to the way toward extricating information and utilizing them for the accomplishment of the entire examination. What sort of information is required, what is accessible, and what should be gathered? Hence, every one of these outcomes decides the wellspring of the information.

Sources of Data

Hypothetically, reports are made dependent on information from one of the two divisions. Study information and data from both primary and secondary sources have been gathered to make the report more significant and respectable. Thinking about the flow research, this report depends on expressive business arrive at where information has been gathered from different sources to create productive yield. My work insight in Daraz Bangladesh helped me a great deal in get-together data

Data collection Method

Primary Data

- ❖ Direct Interview with Employees and Supervisor
- ❖ Informal discussions
- ❖ Practical Experience

Secondary Data

The secondary sources for information assortment were distributed yearly reports, departmental data of Daraz.com.bd, inward data like

- ❖ Annual reports
- ❖ Official Website
- ❖ Journal
- ❖ Published Articles
- ❖ Internal links

1.4 Limitations of the Study

In endeavor this investigation, a few issues were confronted. Subsequently, the investigation has a few limits. The constraints are:

- 1) **Lack of information:** gathering data from secondary sources isn't accessible when I set up this report.
- 2) **Limitation of Scope:** Some private data was not revealed by different staff of this particular division for inward data like
 - United information identified with the examination was not offered because of the time limit
 - Daraz.com.bd is an enormous web-based business organization and numerous divisions there and one cannot ready to get information from every office.
- 3) **Organizational Limitation:** The entire administration measure is something touchy, along these lines, no association can spill out their administration interaction as Daraz Bangladesh too

Chapter Two

Organizational Overview

2.1 Background of the organization

Daraz.com.bd CDC Gathering is claimed by Daraz. CDC Gathering is the UK's Administration Improvement Money Organization (DFI). It centers around business improvement and backing in Africa and South Asia - just as Asia Pacific Daraz comes from an Urdu word signifying "cabinet" which alludes to the general e-retail market. Daraz covertly began his business in Bangladesh as Daraz.com.bd. In mid-2013, it was the fourth net business site to be distributed. Nonetheless, aside from Daraz, different organizations like OLX, Clicking, Ikhanei.com, and so forth Notwithstanding Daraz, there are currently more than 20 online business organizations. Daraz has a FB page that is confirmed and has 4 million devotees. A Web-based business calls for discovering clients on the web. Daraz consistently watches out for Web optimization and is perceived as one of the spots in each web advertiser. In this way, when a client looks through Google's biggest online website, Daraz is by all accounts the first among the web search tools. The online area is the biggest market in the South Asian locale. In 2012, German investment Daraz began and it needed to turn into the originator of this online business. Daraz works in five South Asian nations, including Pakistan, Nepal, Sri Lanka, Bangladesh, and Myanmar. In 2018, a Chinese organization called Alibaba gained Daraz and purchased 100% of its offers. In Bangladesh, Daraz is directing business as a market chief and is only one of only a handful few organizations that exchange a wide range of items.

2.2 Mission, Vision, Goal & Objectives

Mission

Our main goal is to turn into the world's biggest Web stage outside of the US. The organization recognizes and constructs a demonstrated Web plan of action that transports them to new, immature, and developing business sectors where they attempt to scale them into the top online organizations on the lookout.

Vision

In Daraz, they accept that the web is developing quicker and quicker in regular day-to-day existence than anybody can envision. We will probably catch the greatest conceivable portion of shopper web-based spending in our business sectors.

Goal

Daraz Bangladesh Restricted needs to give the best quality items at the most aggressive costs. Daraz.com.bd puts stock in dispatching the most recent.

Objectives:

There should be some reason to play out the mission and to carry out the vision. Daraz likewise centers around a couple of objectives to accomplish the inert opportunities for getting abilities and those objectives. They are-

- ✚ Daraz is attempting to prosper its business by intently working with the vendor just to guarantee an incredible internet shopping experience for the clients.
- ✚ By giving quality items at the most minimal conceivable cost and conveying the items at all conceivable times, Daraz needs to get a huge piece of the pie in the online area.
- ✚ To improve the client shopping experience Daraz is resolved to build its viability and productivity.
- ✚ Daraz likewise gives preparation to the vendor so they can work proficiently and select skilled individuals who will be dedicated to crafted by the association just to achieve the mission and to discover and assemble significant resources for the association.
- ✚ Daraz is attempting to construct a particularly hierarchical culture with the assistance of Alibaba whenever the workers will find the opportunity to develop and will add to the association's return on initial capital investment.

Daraz needs to develop as well as needs to set the market pattern in the online business area of Bangladesh.

2.3 Business of Daraz

Daraz is a delegate for dealers and customers where merchants are permitted to show their items and clients get an opportunity to get everything simultaneously. It is a web B2B and B2C type offer and this plan of action appears to have gotten a positive mentality from the clients. By adding

more sellers to the site, Daraz is zeroing in additional on expanding its customer reach. This is a position where customers can without much of a stretch discover the vendor and look over a wide determination of item decisions. Eleven wide segments are currently open at Daraz. Web Gathering (APAC). The organization is as of now the quickest developing on the web commercial center in Asia. It works in five Asian nations, including Bangladesh, Pakistan, Nepal, Sri Lanka, and Myanmar. Daraz.com.bd has a wide arrangement of buyer gadgets, designs, and excellent items. Likewise, a quickly developing assortment of regular wares. Most importantly, the personalization and assurance of the client experience are given by Daraz.com.bd. Additionally, Daraz.com.bd guarantees an enormous combination of unique items, extraordinary incentives for cash, simple income, and quick conveyance to clients. Impacts troublesome changes in the digitization of the area. (We Who) Daraz has different classifications on their site from style to general merchandise. Clients can undoubtedly pick their items from every one of these classes referenced beneath: -

- Men's Fashion
- Women's Fashion
- Phones & Tablets
- TVs, Audio & Cameras
- Computing & Gaming
- Appliances
- Home & Living
- Sports & Travel
- Beauty & Health
- Baby, Kids & Toys
- Grocer's shop
- Other Categories

The classifications portrayed above are continually overhauled because of expanding client demand. Daraz.com.bd keeps money down the framework. Clients of Daraz.com.bd can make this installment through the card. Daraz riders will have a card-swiping machine with them while conveying merchandise

At first, the site zeroed in additional on the style business in the primary scene because the underlying issue was to cause clients to feel fulfilled, credible, and dependable about buying on the web design items. Slowly when the site was made and unwavering quality was accomplished, the site attempted to catch each segment. In the current period, individuals like to purchase items on the web, yet additionally, administrations and Daraz Bangladesh has entered the travel industry and travel industry because of the impending patterns. This part will have a rundown of inns, resorts, and travel services that will furnish Daraz clients with the best bundles and arrangements.

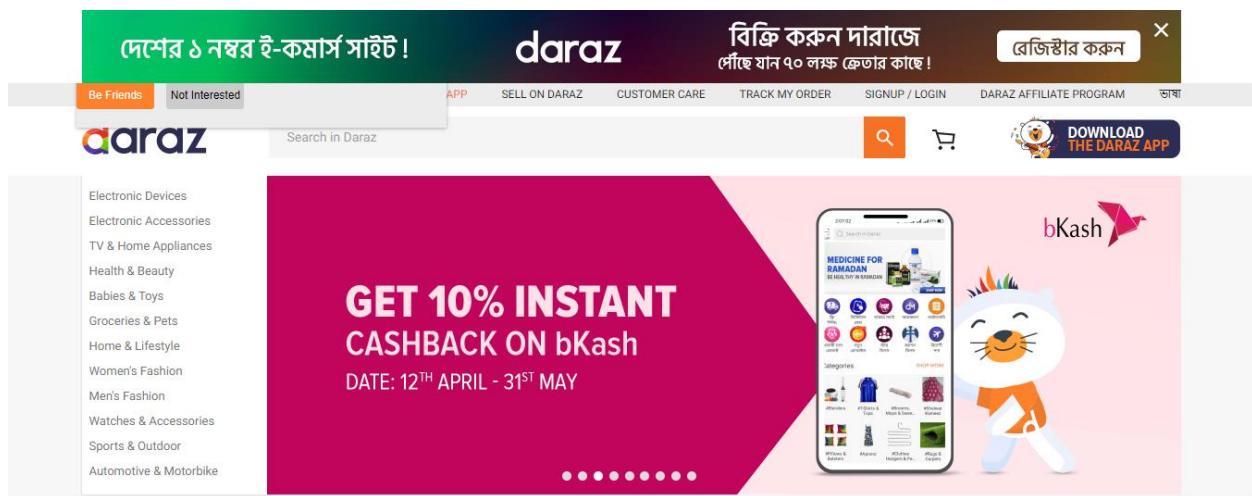


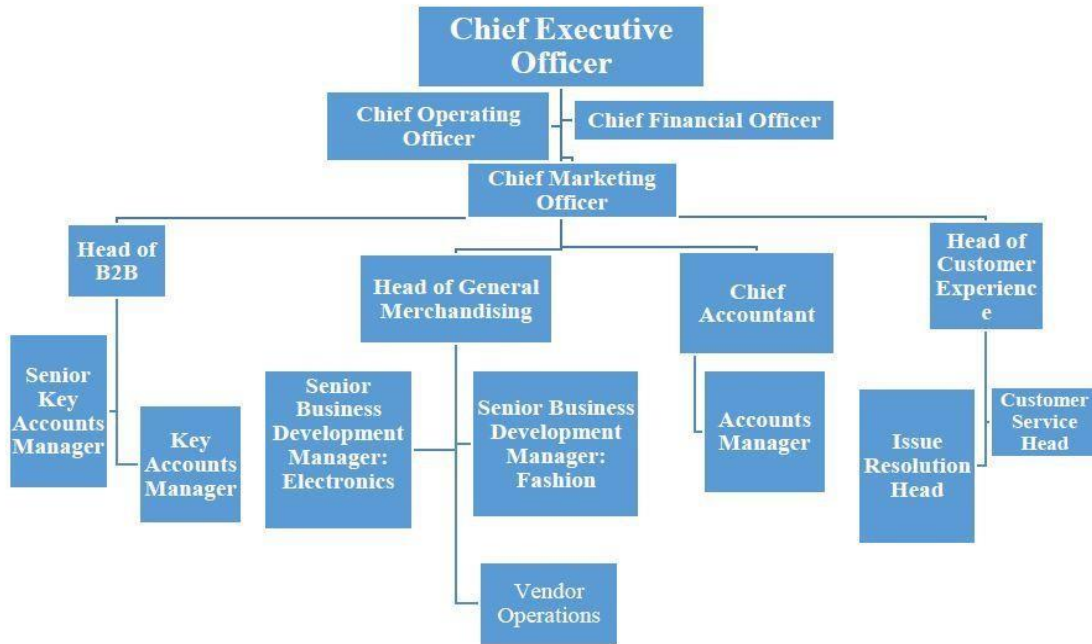
Figure: Daraz Customer Portal

Clients frequently get numerous cabinet publicizing arrangements to purchase. All things considered, there are things when offers show up incidentally, either once per year or toward the year's end. Customers request extra units from the entryway to profit from these offers. By utilizing singular messages, the cabinet can be requested by the customer multiple. To give the greatest shopping experience, Daraz endeavors to surrender clients to date and progressed items. Top brands like Samsung, Panasonic, LG, Walton, Apple, and so forth are giving full help to Daraz.com with deals audits.

2.4 Organizational Chart of Daraz.com.bd

Since its dispatch in 2014, Daraz.com.bd has developed quickly. Today in this country, Daraz.com.bd is driving the online commercial center. Daraz.com.bd as of now has numerous

dealers and a lot more are holding back to turn into their merchants. There are a few divisions to oversee Daraz.com.bd.



2.5 Marketing Mix of Daraz.com.bd

It contains 4 significant components of an organization with which any organization can investigate their upper hand on the lookout. The components are known as the 4ps

- Product
- Price
- Place
- Promotion

Product:

Daraz.com.bd doesn't deliver any items. It is an online commercial center where various kinds of merchants sell their items and clients can purchase their ideal items from the drawers. They discover it in different classes like Men's Design, Ladies' Style, Telephone and Tablet, television, Sound and Camera, PC and Gaming, Gear, Home and Living, Sports and Travel, Excellence and Wellbeing, Youngsters, Children and Toys, Food merchant's Store Can, different areas. Clients

will track down every one of these areas referenced above in a section of the site. They can look for their #1 items in an inquiry box on the site. Daraz.com.bd sells every one of these items from various dealers by charging diverse commission rates to the vendors.

Price:

Daraz.com.bd doesn't set any cost. It gives costs dependent on the cost paid by the merchants. Costs of similar items in the drawers at times contrast because of the costs set by various merchants. Sellers sporadically offer limits on their items

Place:

Daraz.com.bd's area is virtual or web-based. Daraz sells all items through its site. Daraz doesn't sell any item in any ordinary store. Daraz's web address, which is "www.daraz.com.bd", can be considered as the website of Daraz.com.bd

Promotion:

Daraz.com.bd does an assortment of exercises for advancement. They chiefly center online for their advancement. They are consistently dynamic in showing their advertisements via online media like Facebook and Twitter. They give a great deal of TVC on YouTube. Daraz has likewise saved its own email data set. With the goal that they can arrive at a large number of clients by sending their messages. They keep a phonebook data set of clients. They send SMS to arrive at clients and advance them.

2.6 Crucial Departments:

Every office is significant, including an association, contingent upon the size and nature of the work. Offices are overseen in their own specific manner to prevail in their own particular manner. Since Daraz is a worldwide organization in the web-based business industry, the divisions are loaded up with a couple of gifted individuals to deal with the exercises all the more effectively. The significant areas of the cabinet are:

- Finance Department
- Account Department
- Marketing Department

- Human Resources Department
- Commercial Department
- Business Development Department
- Administration Department
- Sales Management Department
- Information Technology Department
- Department of Public Relation
- Onsite and Content Management Department
- Issue and Resolution Department
- Graphic Design Department
- Operations Department
- Customer Services Department
- Department of Category Management

Every one of these classifications has sub-classes. Each operational movement of the division is directed so that it assists Daraz with being the best stage for online business in Bangladesh.

2.7 Commercial Department of Daraz.com.bd

Commercial department is consisting of the following sub-departments-

- ❖ **Acquisition:** crafted by this division is to recruit or secure new sellers. In the wake of obtaining, they send the new seller to PSC for account verification.
- ❖ **Partner support center (PSC):** The elements of this division are account verification, account initiation, account deactivation, content posting by sending item postings to the seller's item life, and giving help to new sellers enrolled on the web.
- ❖ **Seller Support Unit (SSU):** this part screens vendor action in the vendor center, aggregates a rundown of failing to meet expectations vendors, and sends it to the vendor Excellence Office for additional follow-up with the goal that these vendors can improve their exhibition.
- ❖ **Vendor excellence (VE):** The work of this division is to follow the inactive seller's record, search for issues and track them. As indicated by these records or searches, the VV division attempts to discover the reasons why their sales reps are inactive, illuminates them about their issues, exhorts them on how they can improve the number of orders, gives the

essential help to the sellers, and gives the fundamental help to the sellers. Attempting to contact sellers V deals with them if their issues are there. In the wake of getting any issue from the seller, the concerned VV staff sends the make a difference to the concerned office as per the sort of the issue.

❖ **For instance:**

- If the issue is about installment, VV staff sends the issue to the "Records Office". Various kinds of issues are solved by various divisions yet the work of a VI is just to send the make a difference to the applicable office. This segment additionally gives preparing to ignorant vendors who are fundamentally new or experiencing difficulty working a business center (genuine stage). There are two sorts of preparing
 - Webinar-Web-based preparing.
 - Bootcamp-Disconnected preparing or actual preparing.

- ❖ **Content the board:** This segment inspects the substance of items presented by the seller forever. On the off chance that the substance is good, this part makes the item immediate or apparent, and if the substance neglects to meet the base rules, they reject the item and show cause.
- ❖ **Category the board:** Daraz sells a wide assortment of items, for example, This office allots an office chief for every division. The head of every office cares for every office.
- ❖ **Seller Commitment:** This division speaks with the vendor, receives significant input to improve the association's system, and involves the vendor in settling on authoritative choices.
- ❖ **Regional Business:** The provincial business head controls different centers and workplaces in a specific district. Like the city of Dhaka.

Chapter Three

Literature Review

This report is about the effectiveness of advanced media marketing (online media) and brand advancement. Web-based media marketing is a type of advanced marketing; Which is very not quite the same as conventional media. Types of conventional media incorporate TV, papers, bulletins, radio, and magazines. As indicated by 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." When brands participate in customary topical marketing, they cost more, and then again, this type of marketing takes additional time and actual work. Once in a while, it flops because of the absence of cash and not showing up on schedule. As per Houseman in 2014, "The word reference media relies upon at least one demonstrates.

The brand message, as single direction correspondence, is made and conveyed to a mass crowd through conventional media channels. This implies that the brand can't zero in on a particular gathering, the intended interest group, for which they spend a ton, and there is a high likelihood of disappointment because of the obliviousness of the objective gathering. There is no additional opportunity to refresh the continuous movement as it will cost twice so much and will take additional time and work. In customary marketing, correspondence with end clients is expensive and tedious.

In contrast to conventional marketing, online media marketing is diverse. In online media marketing, advertisers can tweak and choose an intended interest group and start a mission dependent on the objective gathering. Which is sans hazard and if the mission doesn't work they can tweak the mission whenever from anyplace on the planet. That is, marketing executives can't just speak with end clients and screen their crowd movements. "Online media is multidimensional and constant, and it empowers the ideal second and wanted a measure of need-based correspondence and substance.

The Web and web-based media disregard the conventional media correspondence model and change the principles of the correspondence market (Julan, 2009). Brands need to understand when and in what size they ought to connect with and invest in marketing themselves. Now and then dish conventional marketing works better and at times web-based media or advanced media works even better. However, truly to achieve the best outcomes for any brand, the blend of conventional topics and computerized marketing functions admirably. This is known as Coordinated Marketing Correspondence (IMC).

The change point of this test revolves around the presence of modernized marketing and its effect on brand correspondence. A colossal measure of exploration has been done on the brand's correspondence for the shortfall of features in mechanized marketing. This examination talks about cutting-edge marketing and its frameworks that are significant for current marketing correspondence. A trial investigated the present status of cutting-edge marketing in Bangladesh and its significance for brand correspondence. This test will uncover the information in correlation with the brand correspondence and how mechanized marketing affects the brand correspondence.

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:

Social Media: As Wikipedia works, social media alludes to methods of coordinating information and thinking between people in virtual organizations and associations.

Social Media Marketing: Site traffic picks or considers through social media objections.

PTA: Several accounts about your page. These records incorporate points you like on your page, present them in your page timetable, remark or offer your pages, address the posts you looked for, determine any of your pages, mark a picture on your page or your district (incredible)) See, customer

Lifetime Complete Preferences: Lifetime is about individuals who like your page (uncommon customers). Arrive at the number of individuals who have seen any substance identified with your page. (Extraordinary customer)

Draw pages on customers: The number of individuals connecting to your page. Incorporates any photos or stories submitted. (Outstanding customer)

Arriving at posts on pages: The number of individuals who visited your page posts. (Attractive customer)

Chapter Four

Digital Marketing Activities of Daraz.com.bd

4.1 Digital Marketing Strategy of Daraz

Extensive utilization of the Web and other computerized media and advances was acquainted with support "current marketing". Both scholastic and expert have made a wide scope of names and language to aid this cutting-edge marketing. This can be called computerized marketing. All the more explicitly, any type of marketing item or administration that involves electronic gadgets can be called computerized marketing. For an online stage like Daraz Bangladesh, computerized marketing is the main component to catch clients every day.

4.1.1 5 D's of Digital Marketing

5D 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. From the digital stage Daraz.com.bd to digital media because of taking part in digital marketing exercises, Daraz Bangladesh as a team with 5D Digital Marketing is clarified underneath.

- **Digital Gadgets:** Digital gadgets incorporate cell phones, tablets, work stations. Through these gadgets, audience members or clients acquire insight as brands interface with their business sites and versatile applications. Daraz as of now has a portable application that clients/audience members can undoubtedly download to their cell phones. By opening a record in the Daraz application, they can undoubtedly associate with the business sites remembered for the Daraz application. Additionally, the individuals who sell through the Daraz application can have a reasonable thought regarding who is selling their item. On the off chance that one has a record, the application can be utilized on both cell phones and work areas.

- **Digital Stages:** Digital stages work with business cooperation between at any rate two separate gatherings. Since Daraz is a B2C business stage, there are two negligible viewpoints to their correspondence. Digital stages incorporate Input, Instagram, YouTube,

Twitter, and LinkedIn. Daraz has his own Facebook and Instagram pages. Additionally, it looks after YouTube, Twitter, and LinkedIn accounts. Through these mediums, Daraz posts advance any sort of update identified with their business to arrive at the clients in the most limited conceivable time. The Daraz application is additionally apparent on this digital stage.

- **Digital Media:** Digital media is viewed as a correspondence channel to reach and connect with the crowd. It very well may be in any paid, claimed, and acquired structure. These incorporate advertising, email, web crawlers, and social organizations. They follow the promotion structure for the cabinet. It is either a print media business or a TV advertisement. Whenever a television is distributed on a business digital stage it contacts the crowd in three distinct manners. Like-Installment Came to, Natural Came to and Snap Clicked. At the point when a specific post is supported by paying a specific measure of dollars to a digital stage for post access, it is called paid admittance. After a specific timeframe for any advancement, the installment system is executed to contact more crowds. Natural Arrive alludes to the genuine appearance of the post while being posted. And post snaps indicate how frequently they post is being clicked to get a full view. An organization called Daraz pays Daraz for web indexes to get the most permeability in the Daraz application. In some cases, while overseeing different applications or watching recordings, the cabinet advertisement is springing up on the screen to arrive at the client.
- **Digital Information:** Through digital information, organizations gather data about their crowd profiles and their connections with the business. At the point when an individual opens a record on Daraz as a purchaser. Daraz saves that data on their information base and the association may be done through live visits, Facebook informing, or messages. The conversations are likewise saved for additional subtleties. These are totally private and kept up by law. Through this, they distinguish the buyer's area and attempt to show their missions dependent on their area, taste, and inclinations.
- **Digital Technology:** Organizations utilize digital technology to make interactive encounters among shoppers and organizations. Daraz is no exemption. Making a

community allows Daraz clients to share their shopping experiences with other Daraz clients.


4.2 Digital Marketing Strategy that Daraz Optimizes

Numerous associations today follow diverse digital marketing procedures relying upon the idea of the association. Since Daraz is an online stage, they for the most part depend on their digital marketing instruments or techniques to arrive at clients. The digital marketing procedures that Daraz follows are examined beneath:

i) **SEO:** SEO implies website improvement. It is viewed as a significant instrument of digital marketing. With the system of SEO in hand, Daraz can make their site www.daraz.com.bd. More noticeable. Which implies the possibility to convert potential clients' increments. Likewise, through this cabinet individuals can tell them about the brands they are selling. Likewise, in a continuous cycle, they are situating themselves as a legitimate and confided master in the field of web-based business. Here are some significant components of SEO that Daraz considers:

- **Keywords:** Keywords are words and expressions that potential clients use to discover content on the web. Additionally, brands can associate with individuals who were searching for their items. Since there are many branded items in various classes of drawers, while looking for items utilizing a likely catchphrase, the results of a specific brand show up in the application relying upon the item classification.

- **Content:** Content in digital marketing through catching more crowds as dismissed crowds. At times it is seen that Daraz is distributing intriguing substance on digital marketing or any fascinating advancement and some more. Individuals like them and offer them as well. This expands the commitment of the crowd. Daraz has an assortment of substance to arrive at its guests which are-

 Web page content

 Videos

 Blogs

□ **Visibility and Rankings:** Daraz utilizes permeability and positioning methods in its SEO techniques. At the point when customers have something to offer, Daraz makes permeability simpler for potential. It is straightforwardly identified with positioning. The higher the positioning, the better the permeability.

ii) **SEM:** Search engine marketing is a digital methodology of marketing that is utilized to build the permeability of a site in search engine results pages (SERPS). It is additionally alluded to as paid search or pay per click (PPC). In an online stage like Daraz where individuals purchase items digitally, SEM plays a significant marketing methodology to build the span of the organization. Daraz application has an alternative of "search". Most of the purchasers after introducing the application they play out such an inquiry on a search engine. Through SEM Daraz can follow that purchasers are proposed to purchase something as they are attempting to discover data about a particular item. In SEM, the outcomes are shown very rapidly. Under the SEM technique, Daraz likewise utilizes the paid search advertising method, where there any supported advertisements show up at the highest point of and in favor of search engine results pages to acquire permeability than the natural outcomes.

iii) **Remarketing:** Re-marketing is utilized when clients don't react to the advertisement interestingly. From the Daraz application, they track the data of these guests by making new advertisements on treats and related site

iv) **Video Marketing:** Video marketing is known as a forward marketing technique. Daraz posts endless recordings every day in various territories to draw in clients with their business. Daraz advances brands, administrations, or items through digital marketing. Through video, they additionally instruct clients about how to put requests and how to put them. Likewise, when they educate individuals employing the video when a unique event arrives or when a mission begins, they regularly live streams to make the data more dependable.

4.3 Social Media Marketing Strategy of Daraz

4.3.1 Social Media Marketing

Social media marketing alludes to the way toward drawing in clients through social media locales. An enormous piece of Daraz.com.bd's marketing is done through social media. By dealing with this social media marketing, Daraz can advance, draw in, sell their items, and consequently recognize their substance. Social media marketing devices are frequently alluded to as social media the executives. As individuals these days are significantly more social media-centered, utilizing social media marketing methodologies to target social organizations just as spread brand mindfulness and advance the results of their vendors as of late, social media marketing is considered as an effective instrument to make brand mindfulness is social media marketing apparatuses incorporate Facebook, YouTube, Twitter, Pinterest, LinkedIn, Instagram. Daraz BD utilizes not these devices, some of them do.



4.3.2 Social Media Marketing Strategy that Daraz Undertakes

The apparatuses or procedure that Daraz.com.Bd advances for their Social Media Marketing is talked about underneath:

Facebook Marketing:

Facebook is the biggest social organization on the planet. The Facebook business is recognized as the proprietor of a Facebook page for its own association. We can see this, the authority Facebook page of Daraz.com.bd through which they lead Facebook marketing. Daraz's Facebook page is a

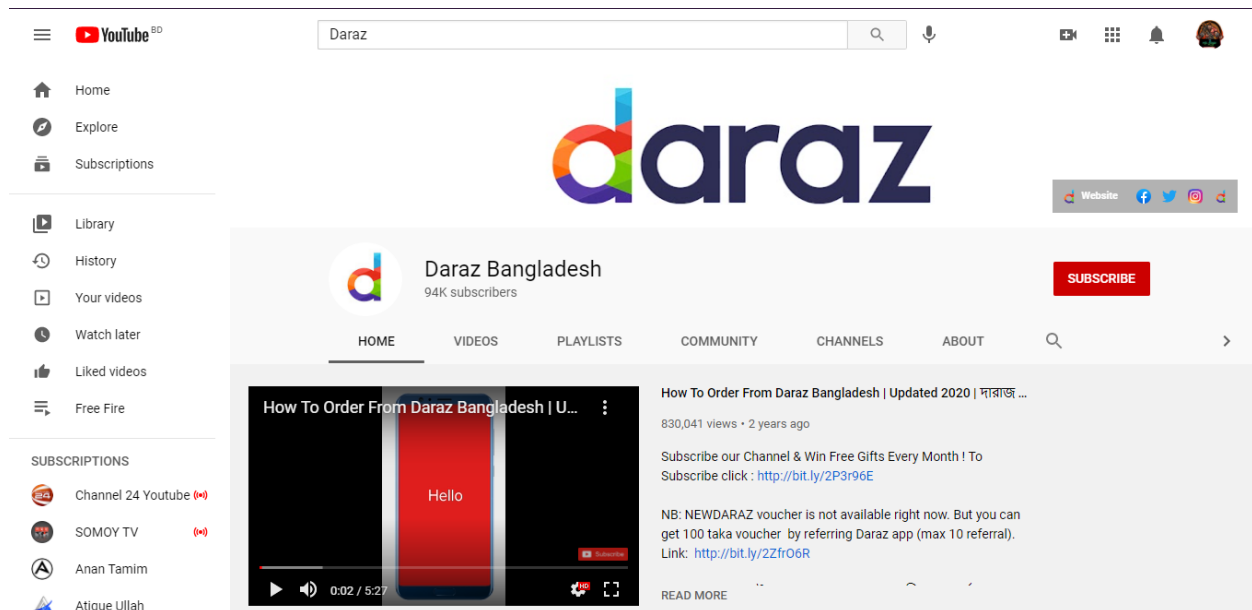
method for correspondence between the organization and possible clients. It assists clients with keeping in contact and pull in new clients. Daraz.com.bd very actively posts composed substance on their Facebook page. Individuals who follow the page will see the post. Likewise, you can give them input by remarking on and remarking on the post. Through this Daraz can ascertain the range of each post.



Delivery is controlled by installment, natural reach, and post snaps. Correspondence through Facebook is in congruity with nature. Daraz routinely adds new substance to the page in a wide range of arrangements. Associated individuals will actually want to share the post on the off chance that they like it. See the organization's post just appeared on their fan's newsfeed not long after the post. Clients even pose inquiries about any of their items through Daraz BD's Facebook page. Two-way correspondence is set up here.

YouTube Marketing:

YouTube is supposed to be the second-biggest search engine on the Web. Develop an SEO and overall brand presence. YouTube helps the most. 300 hours of video are transferred to YouTube every moment. Daraz deals with his video marketing through YouTube. Daraz.com.bd is putting more dollars on YouTube to benefit from their item brands. The main piece of YouTube marketing is making an important organization channel, called a YouTube channel.

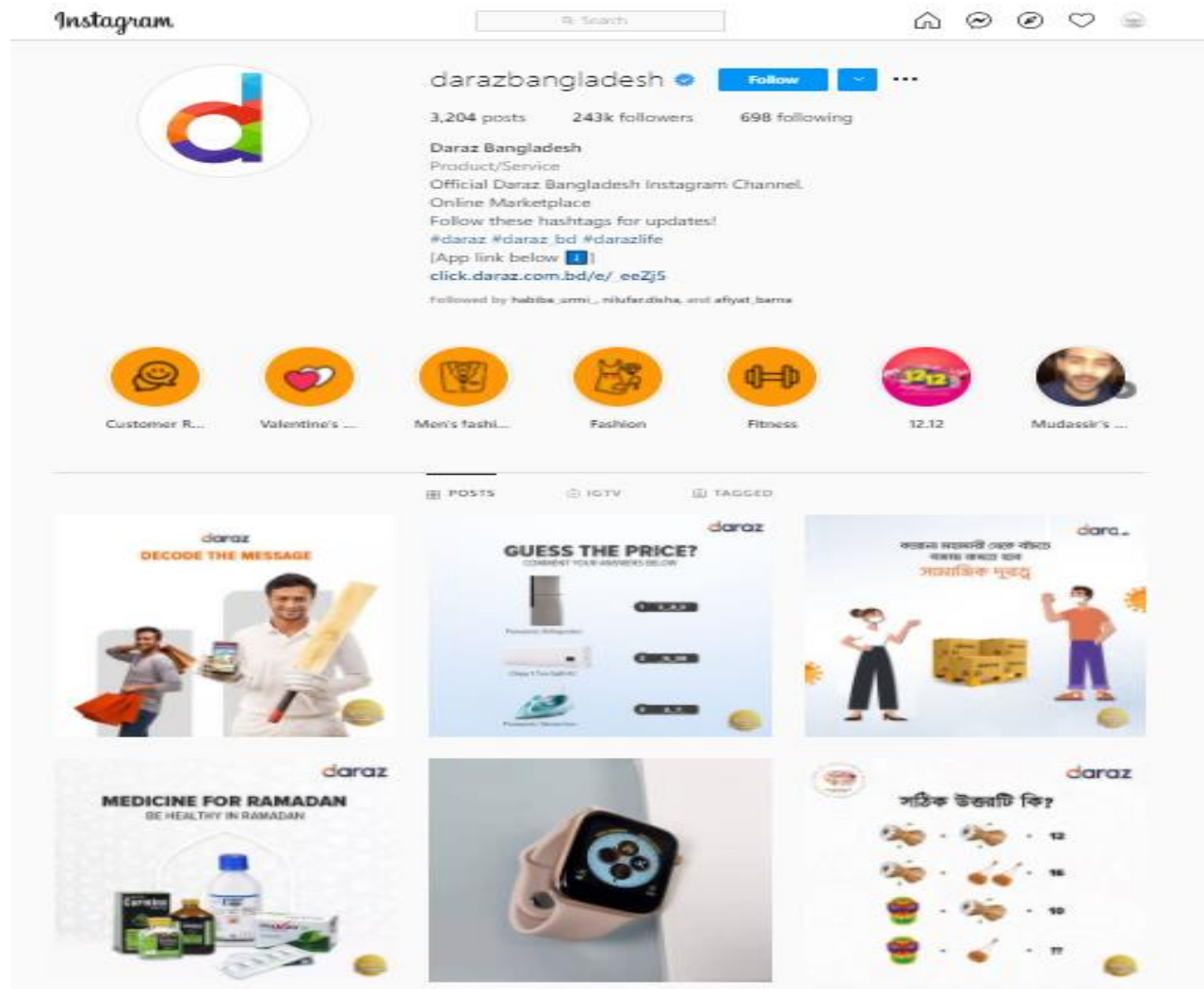


Daraz Bangladesh's YouTube channel has 94K supporters. At the point when another video is transferred to these endorsers, the base may initially know the update. Likewise, if they keep their notices turned on, they will be informed when any substance is transferred. However, a test confronting the Daraz.com.bd YouTube channel has contacted key watchers. Since devotees of YouTube promotions are not tremendous in number, they need to post any substance that is a significant piece of YouTube to engage just as bring issues to light about the brand; Making diversion for the crowd.

Instagram Marketing:

Instagram is a very as of late dispatched social media stage. As a rule, about half of all-out Instagram clients follow at any rate one business. Instagram depends on supporters. Daraz.com.bd sends exact data to their Instagram record to post so they can be pertinent to current supporters.

Daraz's Profile Daraz can make and distribute Instagram advertisements from Business Profiles without utilizing Facebook's advertising apparatuses.

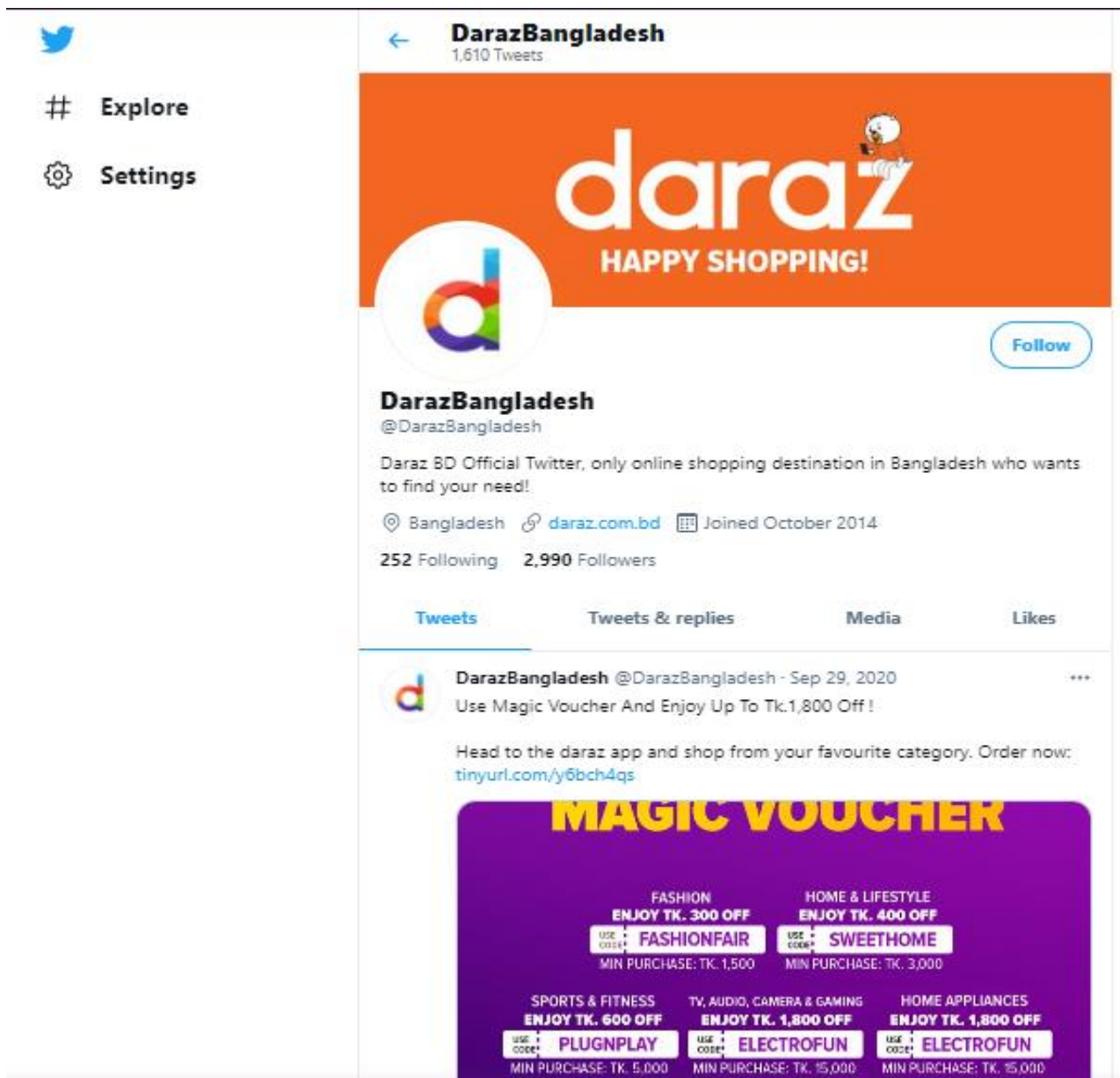


Daraz takes bits of knowledge, giving measurements about the range and impressions of the posts. Through bits of knowledge, Daraz can see insights like impressions, commitment, and others. The most awesome aspect of Instagram marketing is setting an advertising spending plan to make supported advertisements. After following the procedure of supported advertisements, Daraz can focus on their crowd in a totally different manner. Among supported promotions, Daraz has various structures: photographs, recordings, stories, dynamic advertisements, and story materials. The story advertisement is the most recent structure on Instagram, which can be seen at the highest

point of the feed. Here, Daraz assembles the community through an Instagram hashtag, the ideal method to draw in guests with the brand.

Twitter Marketing:

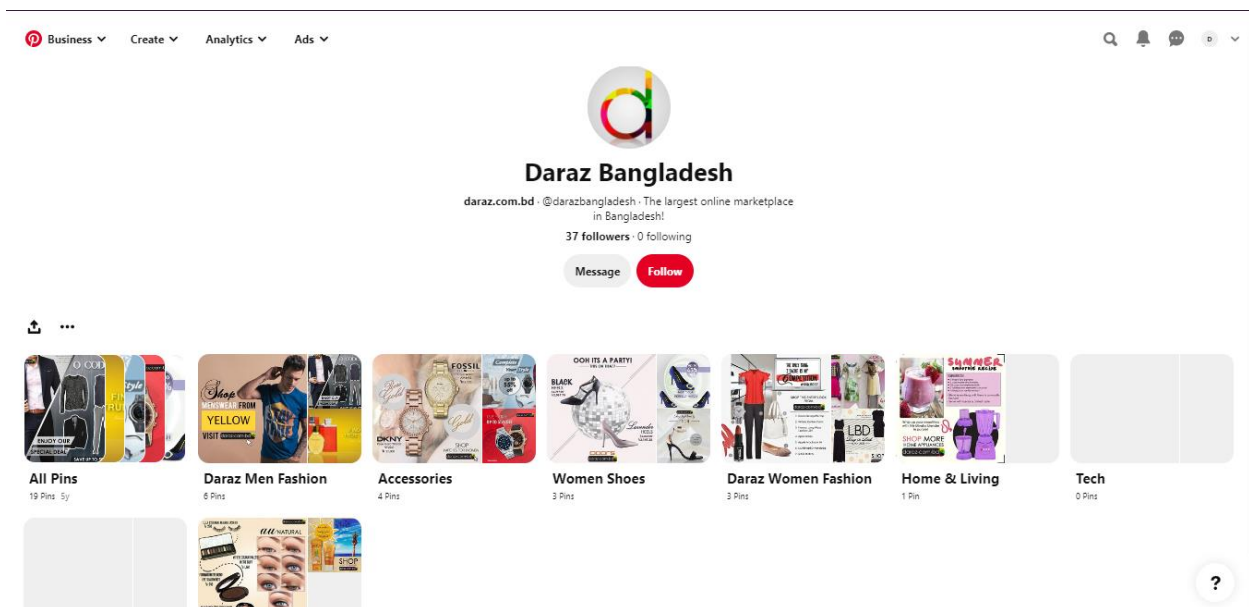
Twitter permits substance to be all the more handily circulated which helps clients and adherents bring issues to light of brands and aid conversions and more. Through Daraz BD's Twitter account they make, distribute and disperse content for its audience members and adherents.



This assists with expanding brand acknowledgment just as increment deals. Clients who utilize the Twitter account and follow Daraz.com.bd can react rapidly to items or brands. Daraz's Twitter account is all around perceived because they tweaked their record with their logo, shading, and other essential subtleties.

Pinterest Marketing:

Pinterest is the fifth most utilized social media stage. Pinterest permits individuals or organizations to share visual thoughts on social stages. It is the greatest search engine for visual substance. Daraz actively shares their thoughts and considerations concerning online business on Pinterest to stand out enough to be noticed by the crowd. In Pinterest the method of discovering an item is extraordinary; the online stage like Daraz is on another level in Pinterest.



With Pinterest, Daraz gets a handful since it helps drive more deals. Pinterest searches that happen on cell phones share a ton of substance from Daraz True Sources to make shoppers mindful of the business and association of about 85% of the absolute client. However, the test for Daraz is that Pinterest clients are less in Bangladesh than in different nations. The purchaser base is very low here. However, the individuals who use Pinterest can utilize it or impact others. From which the community can be expanded and deals will likewise increment alongside Daraz BD.

Chapter Five

Problems Identified and Recommendations

5.1 Problems Identified

There are few areas found in qualitative research where Daraz.com.bd needs to develop its performance to increase their digital marketing activities. Such as,

- a) **Lack of financial planning in social media marketing:** One of the frustrations of not surpassing the brand on social media is low financial planning. The title of this expense is too short.

- b) **Inadequate growth of brand pages on social media:** Most brand pages are posted in individual news feeds and focus only on product delivery and administration where social media clients are annoyed.

- c) **Lack of essential functionality of brand pages on social media:** Brand pages only go through posts in the newsfeed that attract buyers or not regardless.

- d) **List of unplanned digital marketing or social marketing:** At present, digital marketing is at the forefront in Bangladesh. Still, we understand overall that this is a neglected field. At present, due to the rapid development of the organization, this field can be said to have been largely neglected in appointing more representatives in the region to adapt to the appeal.
 - Lack of further investment in digital marketing platforms
 - Also careless in promoting services.
 - The distance of the relationship with 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) **Increment Financial plan on Social Media Marketing:** One of the main frustrations of not surpassing the brand on social media, according to Nielsen's research, is the explanation of the allocated low financial plan where only 1.2% of all-time correspondence advance spending plans are delivery to digital social media newspapers. The title of this expenditure should be excessively low and adequately extended.
- b) **Increment Viability of Brand Pages on Social Media:** Most brand pages are posted on individual newsfeeds and focus on product delivery and administration where social media clients will be annoyed at a certain point in time and will not follow or fix like the past. Improved for non-branded correspondence like humor, tips and another profitable message from the client for the brand page is better than just product and administration benefits. Or does not invent profitable correspondence. The best strategy to use is a combination of brand products and lifestyle, humor, and correspondence rather than product and administration progress.
- c) **Increment Effectiveness of Brand Pages on Social Media:** It is necessary to build the productivity of the brand pages to focus on the correspondence of the brand pages as an objective collection. Most social media, for example, Facebook has a system to focus on advancing to a decent degree where the compass can indicate what kind of person needs to look at correspondence, age, sexual orientation, topography, and lifestyle. With the exact collision of a particular correspondence, the cost will be less according to the imprint of the letter and the cash spent on the back of the advance will be used productively.
- d) **Greater Enlistment for digital marketing or social marketing:** At present, the issue of digital marketing in Bangladesh is at its very core level. Nonetheless, we overall understand that this is one of the areas of imminent development, as well as several offices that have recently begun to chip in digital marketing. For the rapid and rapid development of the

organization at present, more representatives should be appointed in this area to adapt to the appeal.

- ▶ Need to invest more in digital marketing platforms for more brand recognition
- ▶ Need to focus on services promotion also as people mostly like giving post regarding tangible things.
- ▶ Need to invest more in client relationships so that regular communications can be maintained.

Conclusion

The ascent of internet business denotes the period of digitalization in Bangladesh. Digital marketing is one of only a handful few areas that have filled quickly as of late. Digital stages like Facebook, YouTube, Instagram, Cora, PayPal, and so forth have acquainted individuals with the recently characterized technology of online exchanges. The potential for web-based marketing is gigantic because Bangladesh as of now has 65 million web clients, which is around 40% of the absolute populace. Citing the ICT Clergyman, "I'm glad to say today that we will say that digital marketing is a fundamental piece of Digital Bangladesh." More individuals are presently able to utilize the web and request their number one items bother free, as individuals in the city are busier with their work. With the current marketing technique of Daraz.com.bd, there is monstrous potential to catch the market and further expand its business. In a very brief timeframe, they have become the top internet business area in Bangladesh. Coincidentally he had taken the correct marketing procedure. Contenders like Sales.com, Chaldal.com, Ali Express, Picabo, and so on are in danger. However, they can utilize scale economy for their potential benefit and rout their rivals in the coming days. Moreover, great deals and after-deals administration with the client is additionally significant for catching more pieces of the pie.

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