Internship on
Data Driven Digital Marketing

BY

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Computer Science and Engineering

Submitted By

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DAFFODIL INTERNATIONAL UNIVERSITY
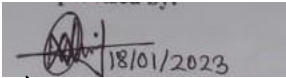
DHAKA, BANGLADESH

JANUARY 2023

DECLARATION

I hereby declare that this Internship has been done by us under the supervision of **Md. Aynul Hasan Nahid, Lecturer**, Department of CSE Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

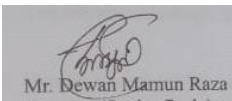I wish him happiness and success in everything he does.

Supervised by:

18/01/2023

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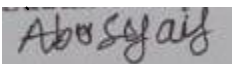
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APPROVAL

This Project/internship titled **"Internship on Data Driven Digital Marketing"**, submitted by Md Abu Syaid, ID No: 201-15-13901 to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on **19-01-2023**.
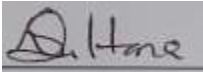
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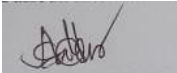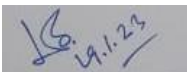
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Keeping my future plans in mind, I didn't want to miss this opportunity to express myself. Heartfelt gratitude and special thanks to HRsoftBD CEO Rokmunur Zaman Roni Sir who spared time to guide me in the right direction despite his unusually busy schedule.

I really grateful and wish my profound indebtedness to Md. Aynul Hasan Nahid, Lecturer, Department of CSE Daffodil International University, Dhaka. His endless patience, scholarly guidance, continual encouragement, constant and energetic supervision, constructive criticism, valuable advice, and correct at all stages have made it possible to complete this Internship Report.

I would like to express my sincere gratitude to the Head of the CSE Department for completing my project and for the kind help of other faculty members and staff of the CSE Department at Daffodil International University.

Finally, I have to acknowledge the constant support of my parents and patients with due respect.

ABSTRACT

Digital marketing in Bangladesh is rapidly growing, with more businesses and individuals realizing the potential benefits of promoting their products and services online. Digital platforms such as social media and search engines have become essential channels for connecting with customers and driving sales. Some of the most popular digital marketing strategies in Bangladesh include social media marketing, search engine optimization (SEO), content marketing, and email marketing. In recent years, there has also been an increase in the use of influencer marketing and video advertising. The future of digital marketing in Bangladesh looks bright, with predictions that it will continue to grow at a steady rate. Digital marketing allows for targeted and measurable campaigns, making it a valuable tool for businesses. In today's increasingly digital world, having a strong presence in the online space is crucial for success in the business world. Digital marketing allows businesses to stay competitive and reach their desired audience. It is important for businesses to stay up-to-date on the latest digital marketing trends and constantly assess and adjust their strategies in order to achieve the best results.

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CHAPTER - 01

INTRODUCTION

1.1 Introduction:

I joined a fast-growing company for a 3-month internship program to gain hands-on experience in digital marketing. It helps me to relate to real tasks. I believe this practical experience will lead to success in my future career.

I would like to thank Daffodil International University (DIU) for providing me with this glorious opportunity of a Digital Marketing internship in a bachelor program.

1.2 Internship Motivation:

In Bangladesh, the growth of digital technology and internet access has created a significant opportunity for businesses to reach customers through online channels. Digital marketing strategies such as search engine optimization, social media marketing, and email marketing can significantly expand a company's reach and drive conversions.

However, despite this potential, the adoption of digital marketing tactics is still low in Bangladesh compared to other countries in the region. This may be due to a lack of understanding or resources for implementing these strategies effectively.

But with the increasing importance of having an online presence, it is crucial for businesses in Bangladesh to stay motivated and committed to incorporating digital marketing into their overall marketing plans. By staying up to date on industry trends and utilizing available tools and resources, companies can reap the benefits of digital marketing and stay competitive in the modern marketplace.

1.3 Internship Objective:

The digital marketing Objective is to promote a brand, product, or service using online channels. This can include social media, email campaigns, search engine optimization (SEO), and more. Digital marketing allows for targeting specific audiences and measuring the success of campaigns in real time.

By developing a strong online presence, businesses can reach a wider audience and drive more leads and sales. Through proper planning and strategy, digital marketing can greatly contribute to overall business growth and success.

It is important to continuously assess and adjust digital marketing efforts to stay competitive and reach desired goals. Digital marketing is an essential component of a comprehensive marketing plan.

Some common metrics for measuring success in digital marketing include website traffic, conversion rates, and social media engagement. By utilizing data and constantly optimizing campaigns, businesses can effectively reach their target audience and achieve their objectives. Digital marketing is a dynamic and constantly evolving field, making it crucial for professionals to stay up-to-date with industry trends and best practices. Overall, a strong digital marketing strategy can greatly benefit a business in today's increasingly digital world.

1.4 Introduction to The Company:

HRSOFT BD is a software development company. The company provides various services of website design and development, Android app development, and digital marketing. This company is managed by 15 employees.

1.5 Journey of HRSOFT BD

In early August 2022, I received a mail from HRSOFTBD. JOB OPPORTUNITY I got 3 months internship in digital marketing. The day was filled with joy from start to finish. My trainee Md Rocky was experienced in digital marketing. He taught me different steps of digital marketing.

1.6 Products & Marketing solution of HRSOFT BD

This company provides lots of products and digital marketing solutions. all creation is qualified and trusted company

1. **Engineering Department**
   1. Software Development
   2. Mobile App Development
   3. Website Design & Development
   4. OMR/Image Processing
   5. Digital Marketing
   6. BULK SMS Marketing
   7. Voice Call Marketing

CHAPTER - 02
TASK, PROJECTS & ACTIVITIES

2.1 Introduction of Digital Marketing:

Figure 2.1: Digital Marketing [1]

Digital marketing refers to advertising and promoting products or services through digital channels such as search engines, websites, social media, email, and mobile apps. It is a modernized approach to reaching customers and can be highly effective in reaching a wide audience. With the rise of technology and internet usage, companies have shifted their focus toward digital marketing tactics to connect with consumers. Digital marketing also allows for more accurate tracking and measurement of success compared to traditional marketing methods. Overall, it plays an important role in a company's overall marketing strategy.

Some examples of digital marketing include search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, content marketing, and affiliate marketing. Companies may use one or a combination of these tactics to reach their target audience and meet their business goals. With the vast potential reach of digital marketing, it is crucial for companies to have a well-planned and executed strategy in order to be successful.

As technology and trends continue to evolve, it is important for companies to stay up-to-date with the latest digital marketing methods. By staying on top of changes and adapting their strategies accordingly, companies can effectively reach their customers and stand

out in a crowded marketplace. Digital marketing will continue to play an important role in modern businesses and it is crucial for professionals to stay educated on the subject.

2.2 History of Digital Marketing

Digital marketing has evolved significantly over the past few decades. In the early days, companies primarily used traditional methods such as print advertising and TV commercials to reach consumers.
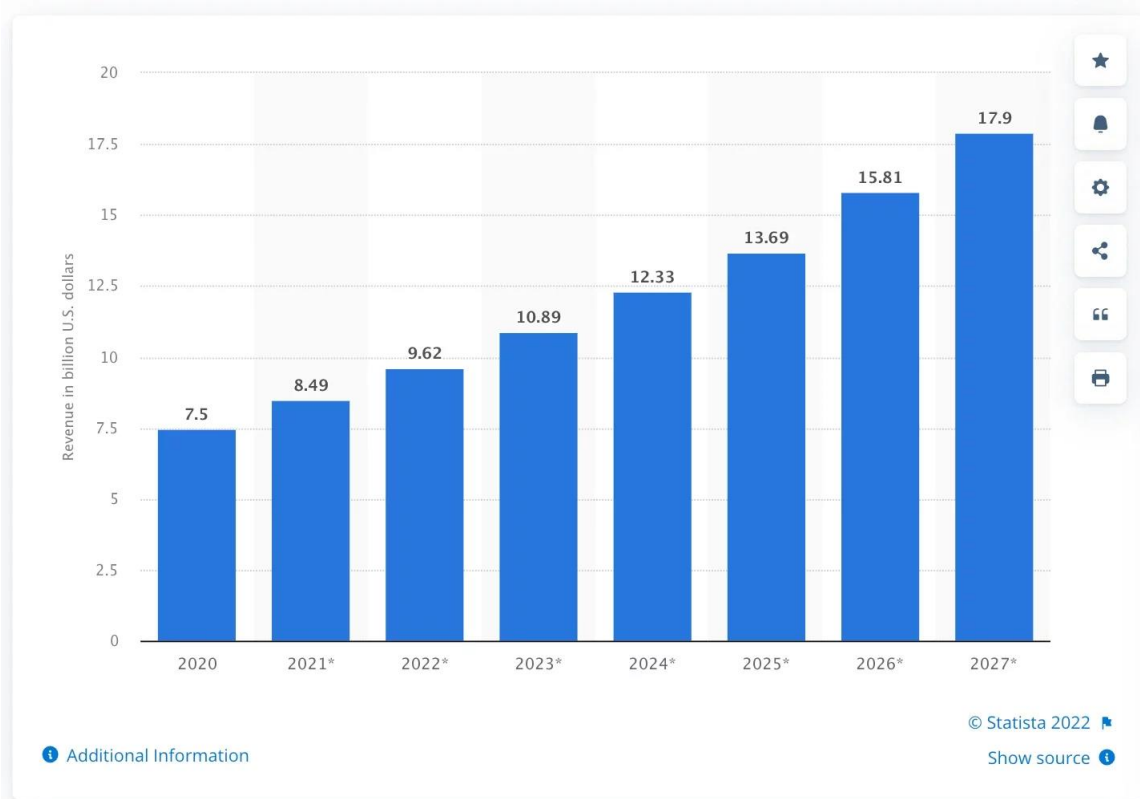

Figure 2.2: Marketing Trends 2020-2027

As technology advanced, digital platforms like websites, social media, and mobile apps became popular channels for marketers to connect with their audiences.

Digital marketing in its current form really took off in the 2000s with the rise of search engine optimization (SEO) and pay-per-click advertising.

Today, digital marketing encompasses a wide range of tactics including content marketing, email marketing, data analysis, and even virtual reality experiences.

The constant evolution of technology means that digital marketers must stay on top of emerging trends in order to stay competitive in the ever-changing digital landscape.

2.3 Allocation of Budget to Digital Marketing:

Marketing Budget Allocation by Activities, N=901

- Affiliate Marketing
- Paid Display (41% is with Retargeting) — 16%
- Landing Page / Website — 9%
- Social Media Marketing — 14%
- Search Advertising (PPC) — 9%
- SEO ² — 9%
- Content Marketing — 10%
- Email Marketing — 10%
- Traditional Marketing ¹ — 13%
- Affiliate Marketing — 9%

1 - Print, Direct Mail, TV, Radio Ads
2 - Search Engine Optimization

Source: "Acquire, Convert, Re-engage," Euromonitor & Criteo, 2018
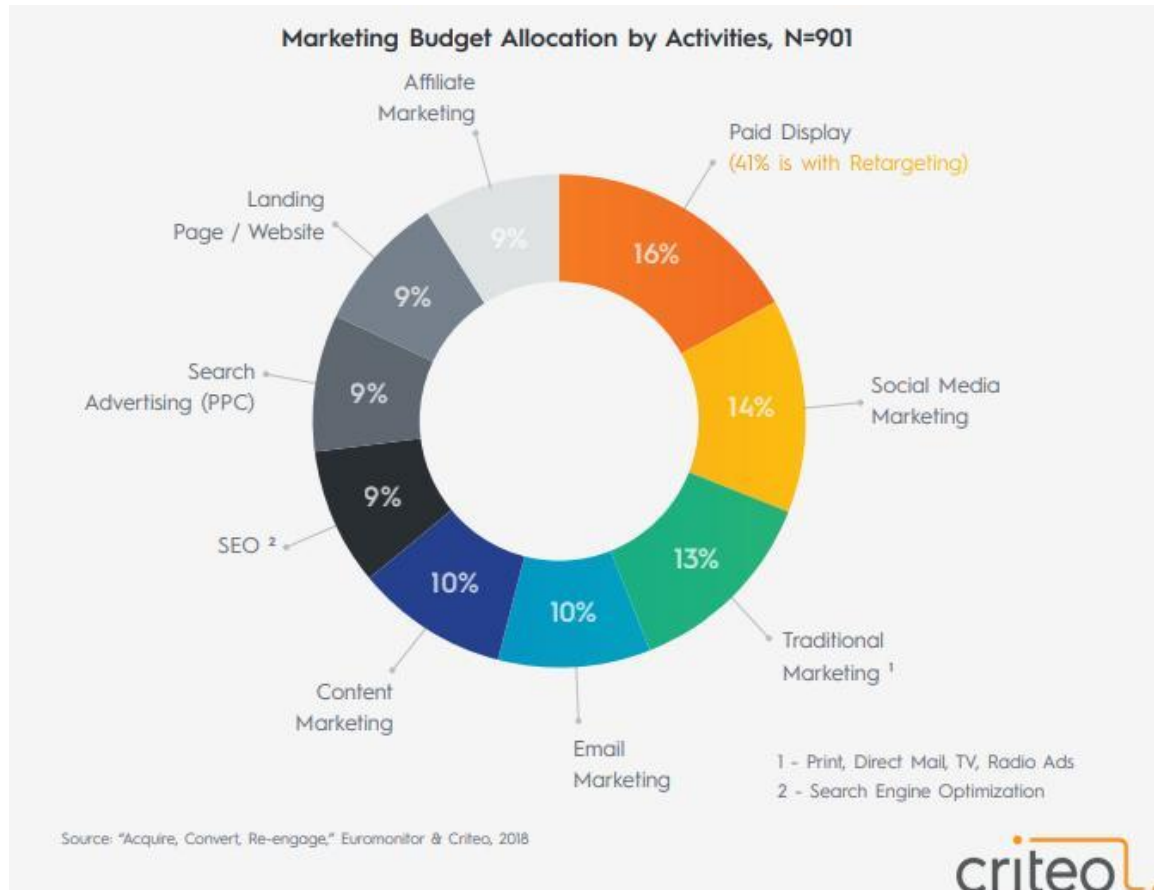
criteo.

Figure 2.3: Marketing Budget Allocation

Digital marketing is becoming increasingly important in today's digital age. Companies are investing more resources into developing their online presence and reaching potential customers through channels such as social media, search engine optimization, and email marketing.

This trend has led to a shift in budget allocation, with companies allotting a larger percentage of their overall marketing budget towards digital initiatives. Digital marketing allows for targeted and measurable campaigns, making it a cost-effective way to reach a wider audience and drive conversions. It is essential for businesses to stay competitive and stay ahead in the ever-evolving digital landscape.

2.4 Late Trends In Digital Marketing

One of the biggest trends in digital marketing is the use of social media influencers. Brands are turning to popular social media users with large followings to promote their

products and services. In addition, brands are also investing in live streaming, interactive content, and personalized marketing campaigns.

Another trend is the rise of chatbots as a form of customer service and lead generation tool. Finally, data analysis and measurement are becoming increasingly important for businesses to track the success of their digital marketing efforts.

2.5 Live Google Advertisement Project Done by Me

I have learned almost all of Google Ads in the last 2 years and currently I provide Google Ads services to clients. This is my live project from Germany and also the USA clients.
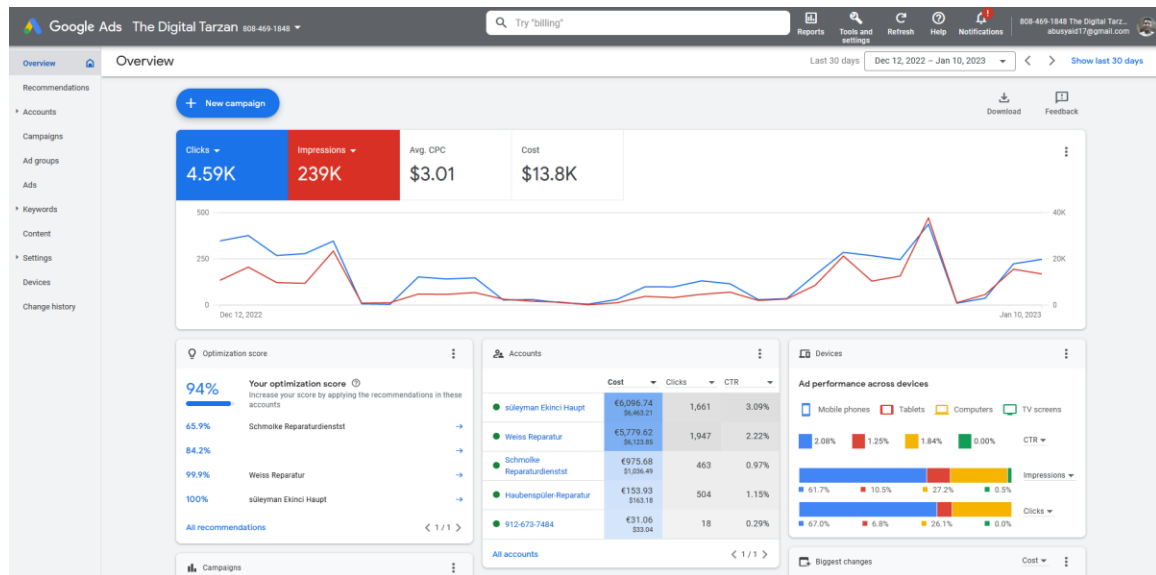

Figure 2.5: Google Ads Report

2.6 Live SEO Project Done By Me

Being a digital marketer I have learned every sector of digital marketing well. I have ranked my clients as well as my own website on the first page of Google through SEO. This is my first website. Its results are constantly improving.
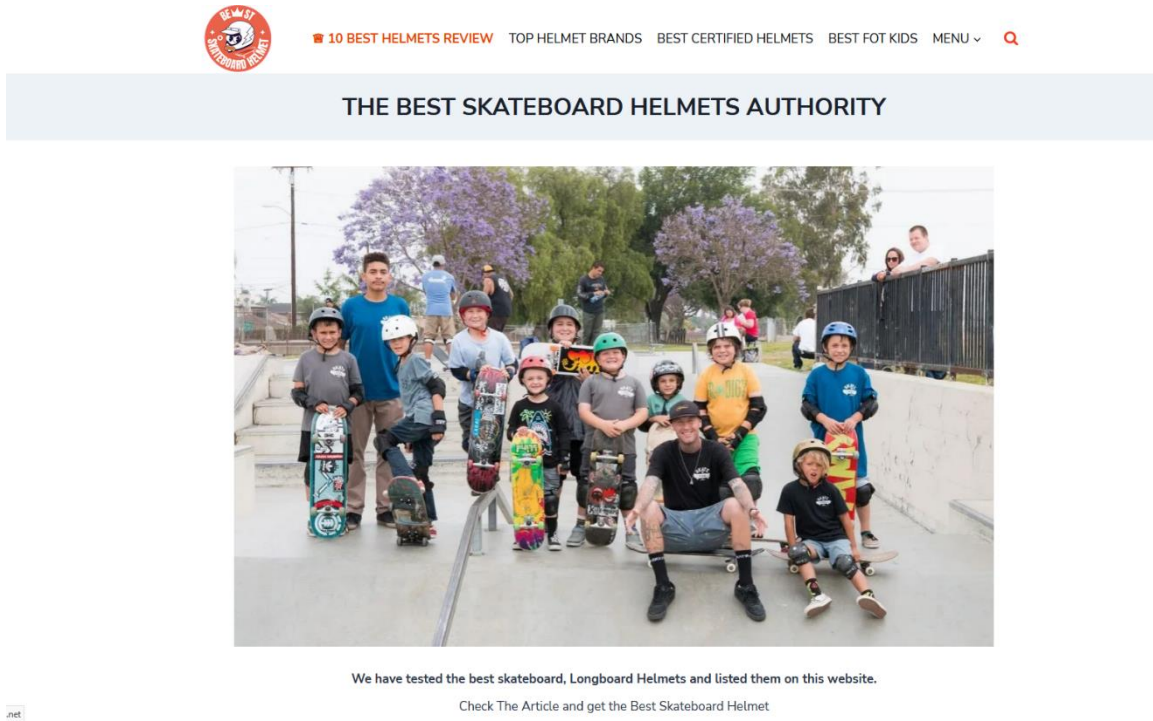
2.6.1 My Frist Live Project

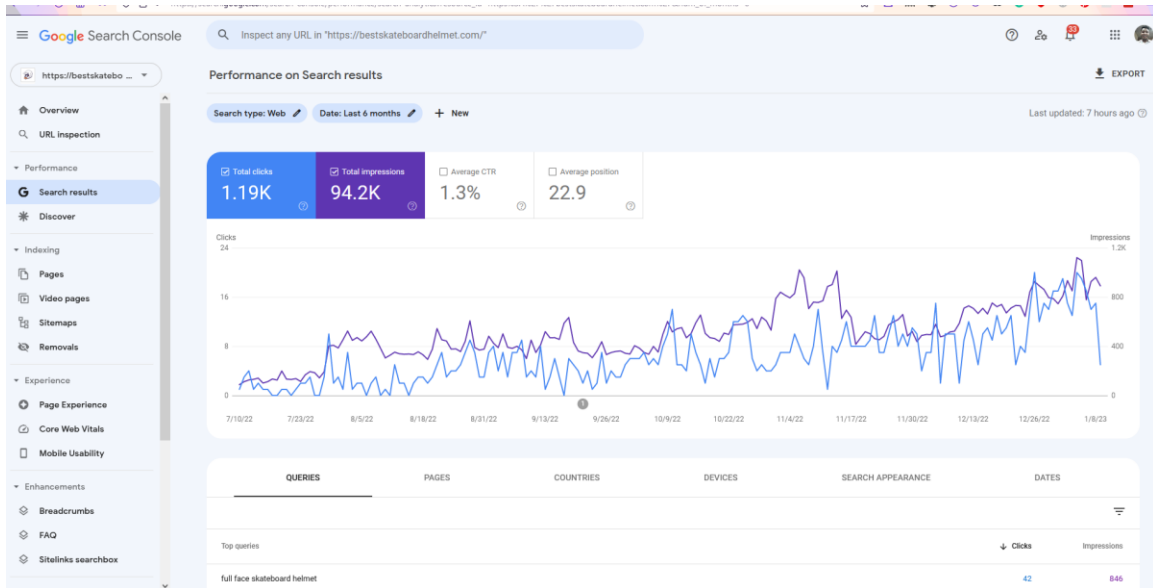Figure 2.6.1: My Affiliate Website

Figure 2.6.2: Google Search Console Report

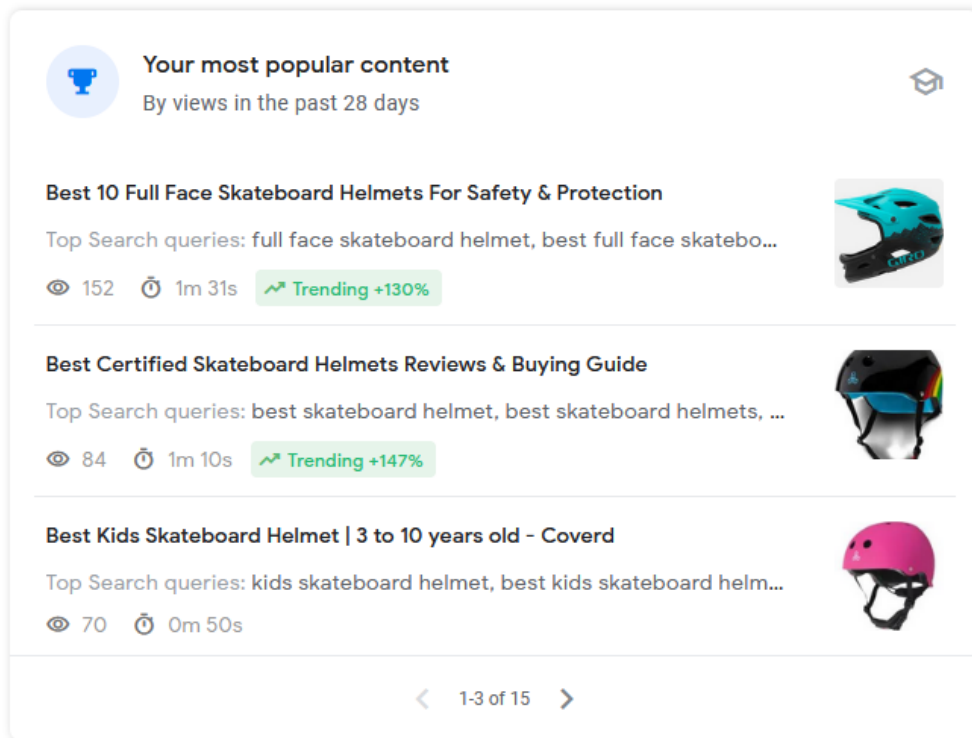Figure 2.6.3: Google Search Console Overview

Figure 2.6.4: Top Ranking Article of this website

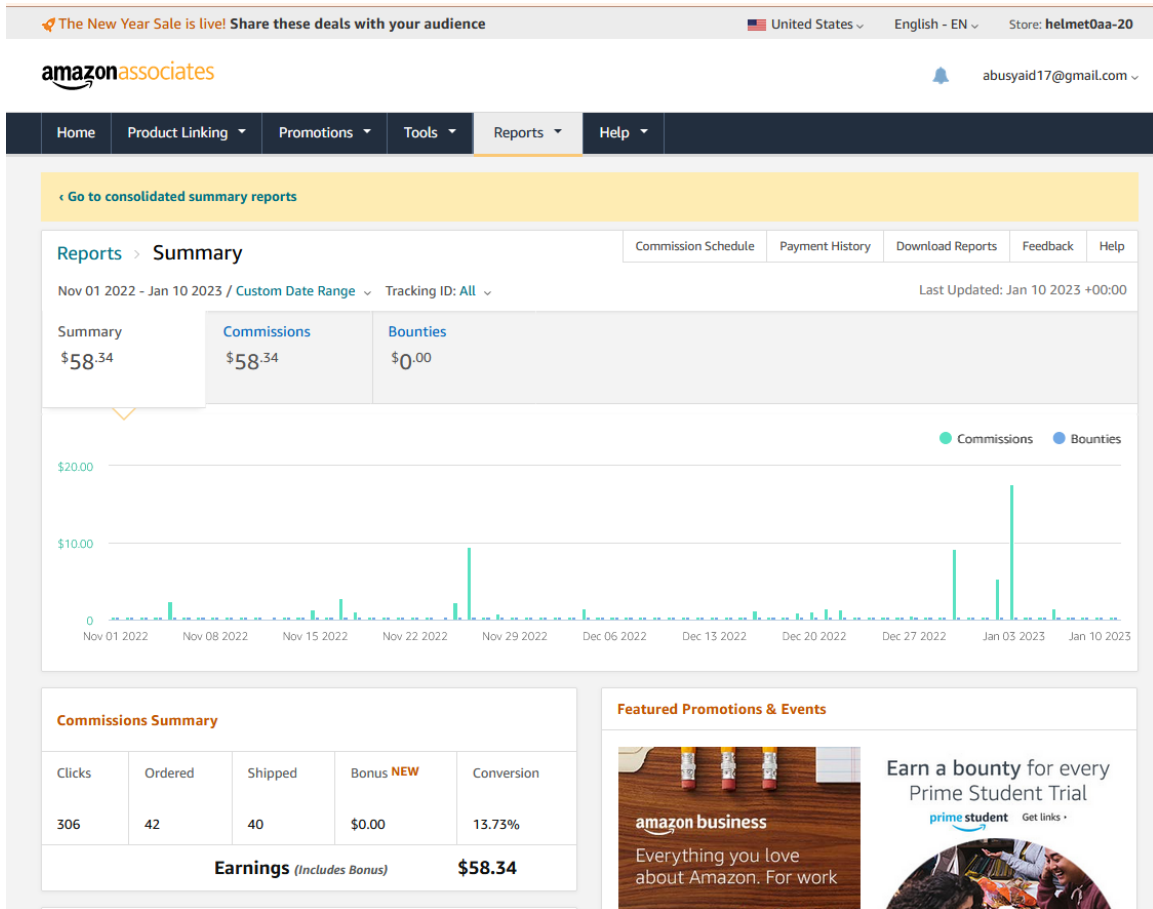## 2.6.2 Result - Amazon Earning Report

Figure 2.6.5: Amazon Affiliate Dashboard

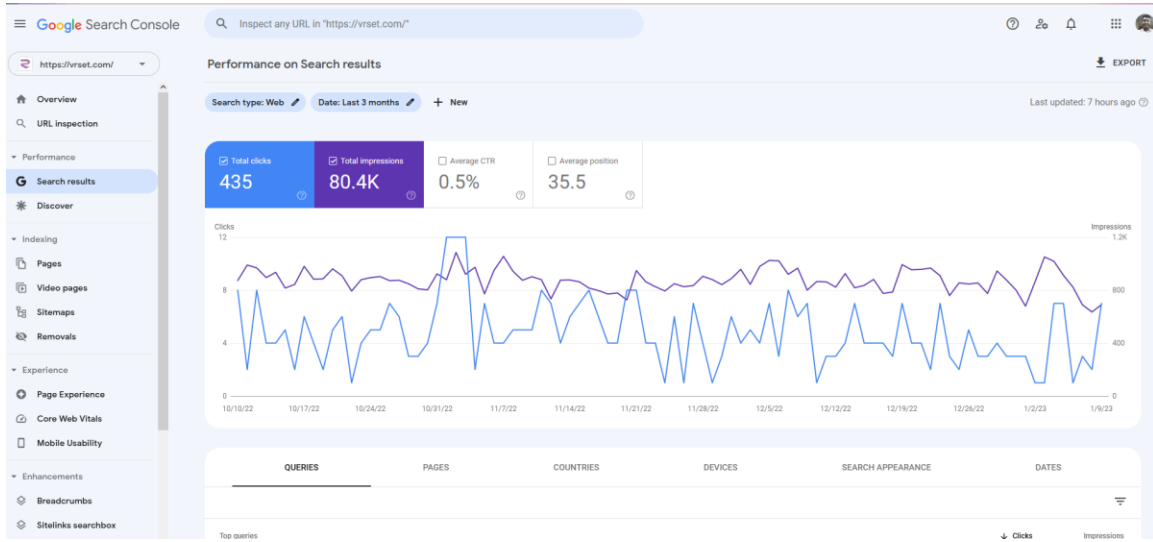### 2.6.3 Clients Project- 01

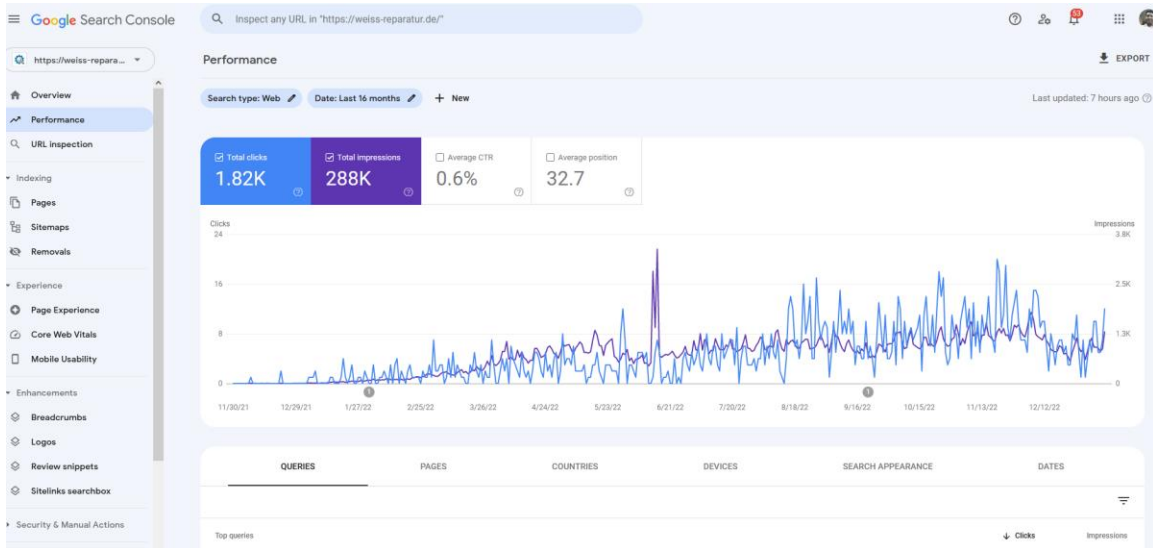Figure 2.6.6: Client Project Result | Google Search Console

Figure 2.6.7: Another Client Project Result | Google Search Console

CHAPTER - 03

MAJOR ELEMENTS OF DIGITAL MARKETING

Digital marketing involves using online channels such as search engines, websites, social media, email, and mobile apps to reach potential customers. It includes elements such as Search Engine Optimization (SEO), Pay-Per-Click advertising (PPC), Content Marketing, Social Media Marketing, and Email Marketing.

An important aspect of digital marketing is tracking and analyzing data to continually improve strategies and see what is working. Digital marketers use tools such as Google Analytics to measure the success of campaigns and make adjustments accordingly.

Major Elements of Digital Marketing:

1. Content Marketing
2. Search engine Optimization
3. Search Engine Marketing
4. Social Media Marketing
5. Email Marketing
6. Mobile Marketing
7. Video Marketing

3.1 Content Marketing:

Content Marketing involves creating and sharing valuable content to attract and engage your target audience. This can include blog posts, videos, infographics, ebooks, podcasts, and more. By providing valuable information to prospects and customers, Content Marketing nurtures relationships and helps to drive profitable actions such as sales or website conversions.

Figure 3.1: Content Strategy

Content Marketing differs from traditional advertising in that it focuses on delivering valuable information rather than solely promoting a brand or product. It is also an ongoing strategy rather than a one-time campaign. Consistent creation and distribution of relevant content help build trust and credibility with your audience, ultimately leading to long-term success for your business.

To effectively implement Content Marketing, it is important to have a documented strategy in place that outlines goals, target audience, and the types of content to be created. Content should also be optimized for search engines and shared across appropriate channels to maximize reach. By continually creating and promoting valuable content, Content Marketing can effectively drive leads, conversions, and long-term customer loyalty.

3.2 Search Engine Optimization:

Search engine Optimization (SEO) is the process of optimizing a website in order to improve its ranking on search engines like Google or Bing. This can include tactics such as selecting and using relevant keywords, creating quality content, and improving user experience.

How SEO Works

1 Publication of Web Pages

2 Search Engine Robot Crawls over your page

3 Search engine uses algorithms to determine your rank

4 Search engine indexes your page

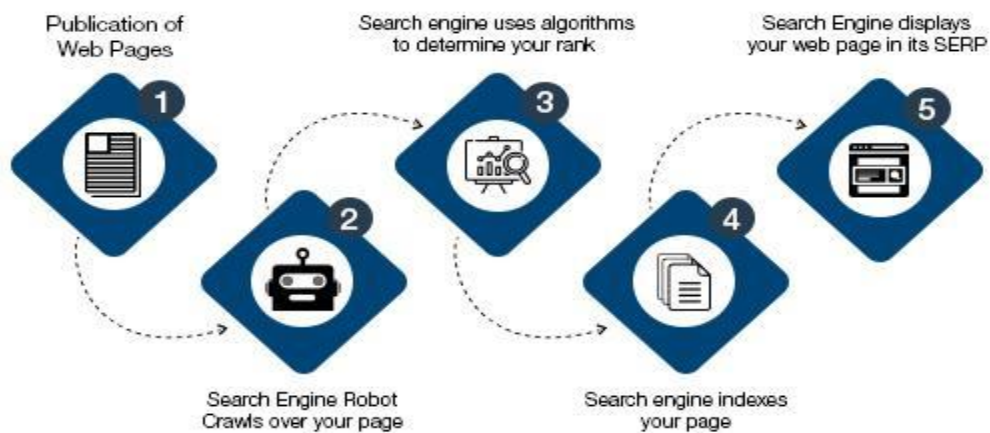**5** Search Engine displays your web page in its SERP

Figure 3.2: How SEO Work

By implementing these strategies, businesses can increase their visibility online and attract more potential customers to their websites.

However, it is important to note that SEO is an ongoing process and requires consistent effort in order to see results. It's also crucial to stay up-to-date with the latest algorithm updates and best practices in order to stay ahead of the competition. Overall, investing in SEO can greatly benefit a business by driving traffic and boosting conversions.

3.3 Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is a digital marketing strategy that involves increasing the visibility of a website in search engine results pages through both paid and unpaid tactics. This includes optimizing a website for search algorithms, as well as utilizing paid advertising opportunities such as pay-per-click (PPC) campaigns. By utilizing SEM techniques, businesses can reach more potential customers and drive traffic to their websites, ultimately resulting in higher conversions and sales.

Figure 3.3: SEM Stage

However, it is important to carefully monitor and manage SEM efforts, as poor management can lead to wasted budgets and ineffective campaigns. A successful SEM strategy requires continual refinement and testing to ensure maximum ROI.

Some common SEM tactics include keyword research and analysis, competitor analysis, creating ad copies and landing pages, bid management, and ongoing optimization and testing. It is important to continually monitor the success of these efforts and make adjustments as needed in order to stay ahead of competitors and reach your target audience.

Overall, SEM can be a valuable tool for businesses looking to expand their online presence and drive more traffic to their website. By utilizing both paid and organic

tactics, businesses can see a significant increase in visibility and ultimately, ROI. However, it is important to carefully manage SEM efforts in order to ensure successful campaigns and maximum return on investment.
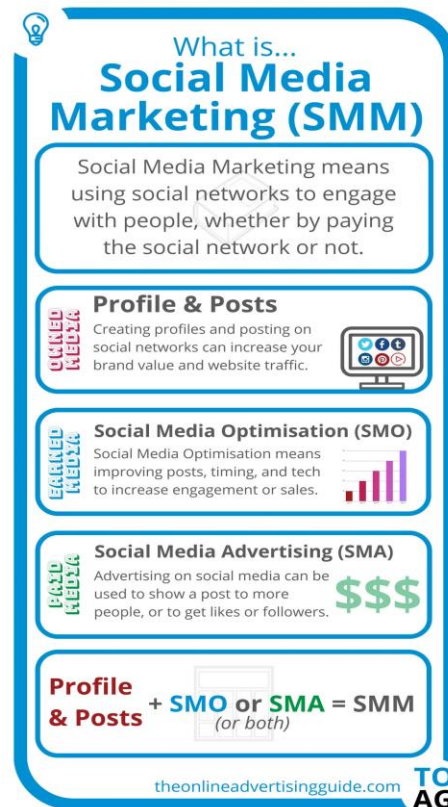
3.4 Social Media Marketing (SMM)

Figure 3.4.1: Social Media Marketing

Social Media Marketing is the use of social media platforms, such as **Facebook**, **Instagram**, and **Twitter**, to promote a product or service. This form of marketing allows businesses to reach a large audience and engage with their customers in a more personal way.

Successful Social Media Marketing involves creating compelling content, actively engaging with followers, and utilizing analytics tools to track performance and adjust strategies accordingly.

Some potential benefits of Social Media Marketing include increased brand awareness, improved customer relationships, higher conversion rates, and greater website traffic. However, it is important for businesses to carefully select the appropriate platforms for their target audience and regularly monitor their accounts to ensure they maintain a

positive online presence. Overall, Social Media Marketing can be a valuable tool for driving growth and success for businesses.

Facebook Marketing: Facebook Marketing is a popular and effective way to reach your target audience. By creating targeted Facebook ads, boosting posts, and engaging with fans on your business page, you can increase brand awareness and drive traffic to your website.

Figure 3.4.2: Facebook Marketing

It's important to regularly monitor and analyze the performance of your Facebook marketing efforts in order to adjust your strategy and maximize results. Some tips for successful Facebook Marketing include testing different ad formats, utilizing customer demographics and interests, and crafting compelling visuals and copy. With the right approach, Facebook Marketing can be a valuable tool in growing your business.

Instagram Marketing: Instagram Marketing involves utilizing Instagram as a platform to promote and advertise products or services. This can include creating visually appealing posts, engaging with followers, using Instagram Stories and Instagram Live, running advertisements, and analyzing metrics and data.

INSTAGRAM MARKETING
Steps to Start an Instagram Marketing Campaign

SET OBJECTIVES

Basic objectives of Instagram marketing campaigns would be to increase brand awareness, increase sales, interact and communicate with existing and potential customers, drive sign-ups, build email lists, etc

REACH OUT TO YOUR AUDIENCE

To know what your audience likes and what interests them, follow them and stalk their profile. Check out their interests, and what kind of posts do they like.

PLAN & CREATE

It is very important to plan the kind of content you will be uploading when and how. You should be clear on your ideas, how will you be reaching out and the objective of each post

INFLUENCERS

If you have your content ready and you want many people to see your content, there are many influencers, bloggers who have a big fan base and many followers.

MEASURE YOUR SUCCESS

Analyzing your campaign will help you to understand if your goals and objectives were achieved and it will help in planning your next campaign in a better way.
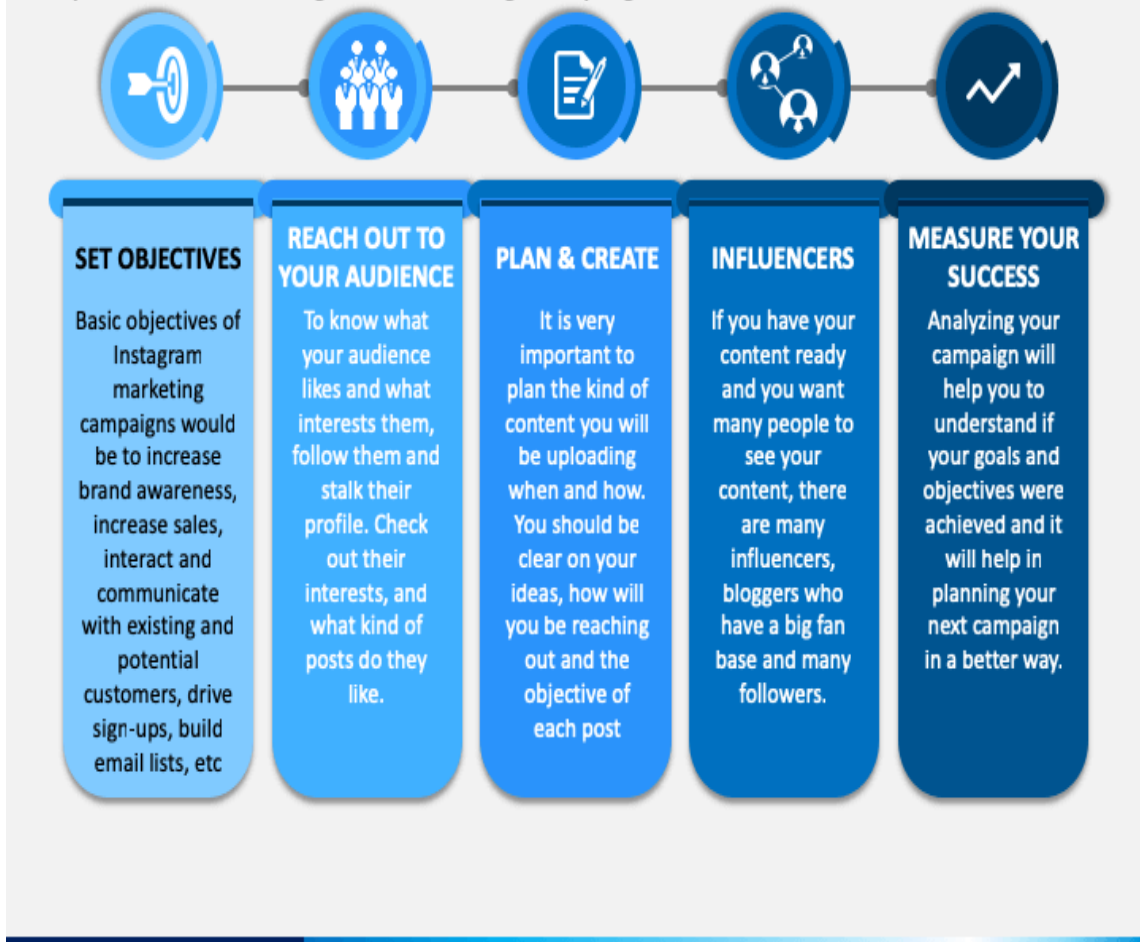
Figure 3.4.3: Instagram Marketing Steps

One way to improve Instagram Marketing strategies is by understanding the target audience and creating content that appeals to them. It is also important to regularly post, engage with other accounts and users, use relevant hashtags, and analyze the success of posts through Instagram Insights. Collaborating with influencers or holding giveaways can also help to boost brand visibility on Instagram. Overall, effective Instagram Marketing can lead to increased brand awareness and potentially drive sales.

Twitter Marketing: Twitter marketing can be a powerful tool for businesses and individuals looking to increase their online presence and connect with customers. By creating engaging content and participating in Twitter conversations, brands can boost their visibility and improve customer engagement.

Figure 3.4.4: Twitter Important Rules

Some tips for effective Twitter marketing include regularly posting valuable content, using hashtags to reach a wider audience, and interacting with other users by retweeting, replying, and mentioning them in tweets. Twitter also offers paid advertising options for those looking to target specific demographics or promote specific tweets. Overall, through strategic usage of Twitter's platform, businesses can effectively expand their reach and strengthen their online presence.

Twitter also provides valuable analytics, allowing users to track the performance of their tweets and monitor their overall engagement and follower growth. By regularly evaluating these metrics, businesses can fine-tune their Twitter marketing strategy for maximum effectiveness. With a clear plan and dedication to producing valuable content, Twitter can be a valuable tool for connecting with customers and driving success for a brand.

3.5 Email Marketing:

Email marketing is the practice of sending promotional messages or offers to a targeted group of email subscribers. Email marketing allows businesses to reach a wide audience at a low cost and with a high potential for engagement.

Figure 3.5: Email Marketing Campaign Design

Successful email marketing campaigns involve building an email list, creating compelling content, segmenting the list, and tracking performance metrics such as open rates and click-through rates. Email marketing can also be used in conjunction with other digital marketing tactics such as social media advertising and search engine optimization. By integrating multiple channels, businesses can create a holistic and effective marketing strategy that drives conversions and boosts brand awareness. However, it's important to follow best practices and comply with anti-spam laws in order to avoid penalties and maintain good relationships with customers. Overall, email marketing can be a valuable tool for growing and engaging a customer base.

3.6 Mobile Marketing:

Mobile Marketing is the use of mobile devices, such as smartphones and tablets, to promote a product or service.

This approach allows for targeted and personalized advertising, as well as real-time interaction with customers. Mobile marketing can be achieved through SMS/MMS messaging, mobile apps, social media ads, and responsive website design. A successful mobile marketing strategy considers the user experience and integrates various channels for maximum reach and impact.
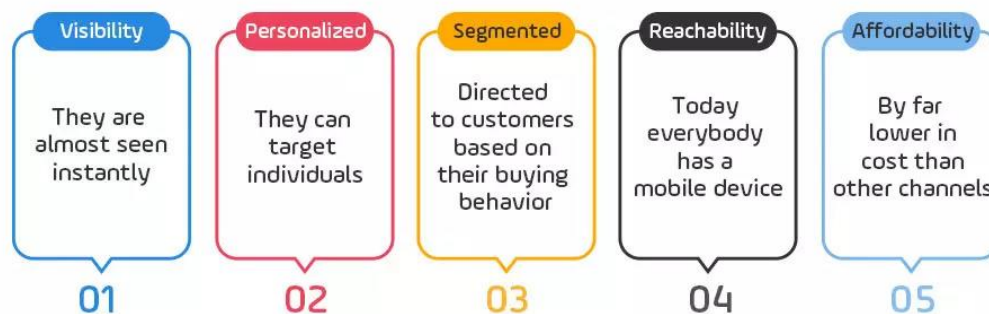
Figure 3.6: Mobile Marketing Advantages

Additionally, companies must ensure compliance with regulations such as the Telephone Consumer Protection Act (TCPA) in the US. As more consumers rely on their mobile devices for information and communication, it is crucial for businesses to adapt and incorporate mobile marketing into their overall marketing plan. Some examples of effective mobile marketing tactics include location-based promotions, QR codes, and push notifications. Mobile marketing can significantly increase brand awareness and lead to higher conversion rates. Overall, mobile marketing presents a unique and valuable opportunity for businesses to connect with their audience in a personalized and dynamic way.

3.7 Video Marketing:

Video Marketing is a great way to showcase your brand and products in a visually appealing way to potential customers. By using strategic storytelling and incorporating elements such as graphics, music, and compelling narration, video marketing can help increase brand awareness and drive conversions.

Figure 3.8: Video Marketing Statistics

One important aspect of video marketing is creating content that resonates with your target audience. This means understanding their pain points and creating videos that address those problems or provide solutions. Additionally, considering the platforms where you will share your videos (such as social media or your website) can also impact the success of your campaign.

Using calls to action within your videos is another crucial component for driving results. Whether it's prompting viewers to visit your website, subscribe to your email list, or follow you on social media, incorporating CTAs can help guide viewers toward taking the next step in their customer journey.

Overall, video marketing is a valuable tool for businesses to enhance their online presence and connect with potential customers. By creating engaging content and including strategic CTAs, companies can increase brand awareness and drive conversions through the power of video.

Most Important Part of Digital Marketing: A digital marketer needs to have a good understanding of these topics.

CHAPTER 04

ESSENTIAL TOPICS FOR DIGITAL MARKETING

4.1 Digital Marketing Planning

Digital Marketing Planning involves developing a strategic plan for how to best use digital channels such as websites, social media, search engines, and email to reach target customers and achieve business goals. This process includes analyzing the current digital marketing landscape, setting specific objectives, determining key performance indicators, identifying target audiences, and creating a timeline for implementation and measurement. By carefully crafting a digital marketing plan, businesses can effectively promote their brand and convert leads into customers.

One important aspect of digital marketing planning is identifying a budget for each tactic and evaluating its potential return on investment. This allows companies to allocate their resources efficiently and make informed decisions about which tactics are worth pursuing. Additionally, regularly reviewing and adjusting the plan based on data analysis and market changes can help ensure the success of the overall strategy.

4.2 Finding The Right Marketing Platform:

When it comes to choosing a marketing platform, it is important to first identify your goals and the target audience you want to reach. For example, if you are looking to increase brand awareness among Gen Z consumers, a popular social media platform like Instagram may be a good choice.

On the other hand, if you want to generate leads for B2B sales, LinkedIn may be a better fit. It is also important to consider the features and capabilities of each platform and how they align with your marketing strategies and tactics. A thorough analysis of your options can help ensure that you select the right platform for achieving your goals in digital marketing.

Additionally, don't be afraid to experiment and try out new platforms as they emerge in the constantly evolving digital landscape.

4.3 Marketing Automation

6 steps to marketing automation success

1 Know your sales process
2 Know your customers
3 Have a defined strategy
4 Create the required materials
5 Keep everyone in the loop
6 Test your strategy

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Figure 4.3: Marketing Automation

Digital marketing automation involves using software and technology to automate repetitive tasks in your digital marketing strategy. This can include tasks like email marketing campaigns, social media scheduling, and ad targeting. By automating these tasks, marketers can save time and focus on higher-level strategies for growing their business. However, it's important to note that automation should not replace human interaction and strategy in the marketing process. Rather, it should enhance and support those efforts.

Some examples of digital marketing automation tools include Hootsuite for social media scheduling, Mailchimp for email campaigns, and AdEspresso for ad targeting. It's important to carefully consider which tools will best support your overall marketing strategy and goals before implementing automation.

When used effectively, digital marketing automation can greatly improve efficiency and productivity in a marketing team. It can also lead to better targeting and more personalized campaigns for customers. However, it's important to regularly review and assess the effectiveness of your automation efforts in order to continually refine and improve your strategy. Overall, the proper use of automation can greatly benefit a digital marketing strategy.
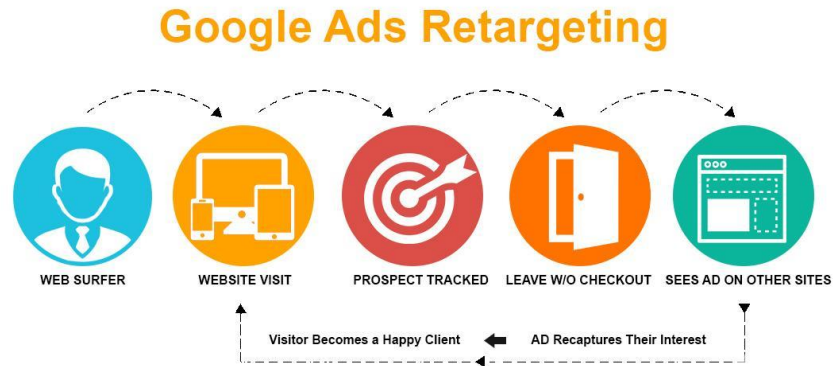
4.4 Web Remarketing:

Figure 4.4: Google Ads Retargeting

Web remarketing involves targeting previous website visitors with targeted ads as they browse the internet. This strategy can be used to remind potential customers about products or services they viewed on a business's website and encourage them to make a purchase. Remarketing can also be used to target those who have already made a purchase, offering them related products or promotions.

Remarketing can be a powerful tool for businesses, as it allows them to specifically target a group that has already shown interest in their brand. However, it is important to ensure that remarketing campaigns are carefully planned and executed in order to avoid appearing overly intrusive to potential customers. Overall, incorporating web remarketing into a comprehensive digital marketing strategy can help drive conversions and increase revenue.

4.5 Web Analytics

Web analytics is the measurement, collection, analysis, and reporting of web data for the purpose of understanding and optimizing website usage. By using web analytics, businesses can gain insights into their target audience, track the performance of their marketing campaigns, and make data-driven decisions to improve their website's overall user experience. Some common metrics measured in web analytics include website traffic, conversion rates, and bounce rates.
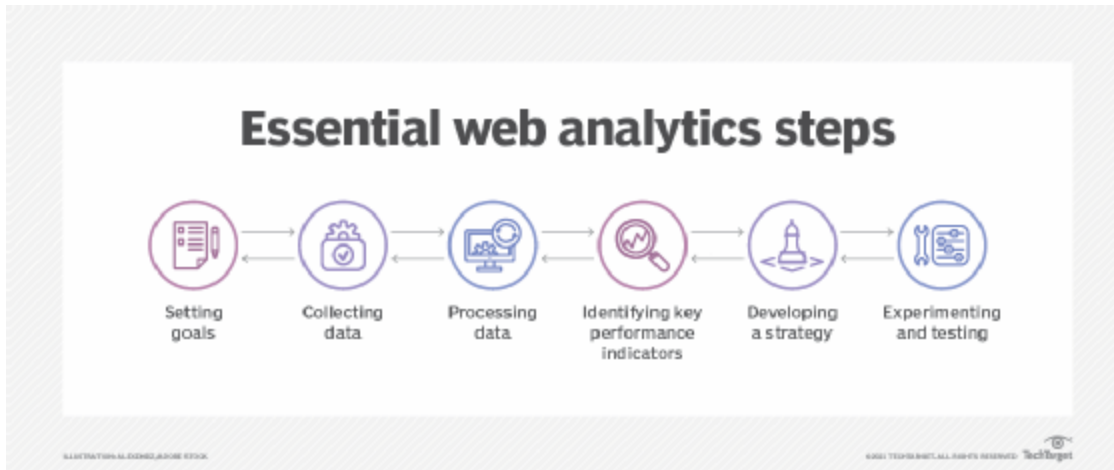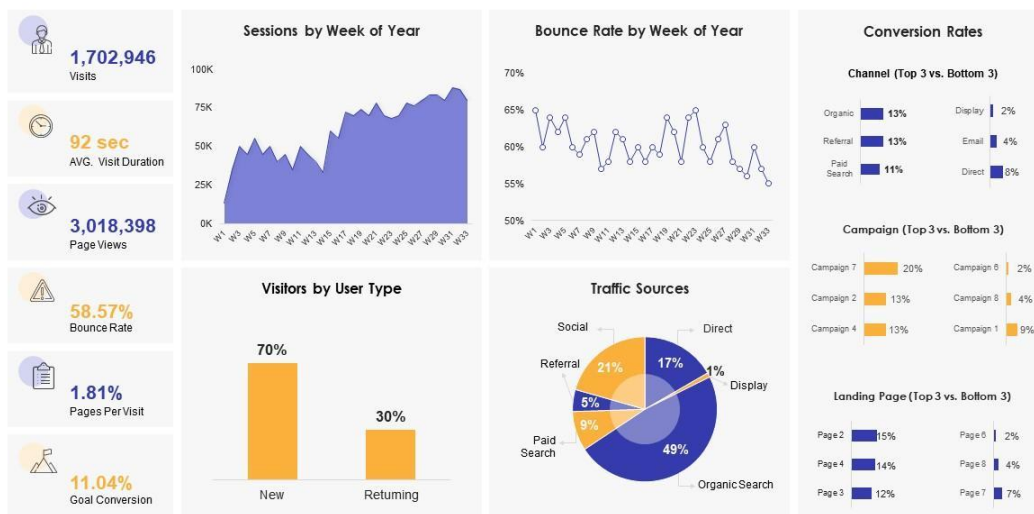
Figure 4.5.1: Web Analytics

Figure 4.5.2: Web Analytics Dashboard

Web analytics can also be used to track the effectiveness of search engine optimization (SEO) efforts. By analyzing website traffic data, businesses can determine which keywords and search terms are driving the most visitors to their site and adjust their SEO strategy accordingly.

In addition to measuring website usage, web analytics can also track the usage and performance of mobile apps. By understanding how users are interacting with their app, businesses can make changes to improve the user experience and increase engagement.

Overall, the use of web analytics is essential for businesses to understand their online presence and make strategic decisions to drive success.

4.6 Digital Marketing Funnel

The digital marketing funnel is the process through which potential customers move from being aware of a brand or product to making a purchase. It typically includes stages such as attracting attention, nurturing leads, converting to sales, and retaining customers.

By understanding and optimizing each stage of the digital marketing funnel, businesses can effectively attract and convert more leads into customers. This can ultimately lead to increased revenue and long-term customer loyalty.

Some tactics used in digital marketing funnel optimization include targeted advertising, personalization, and creating a seamless customer experience across digital touchpoints. By consistently measuring and analyzing performance at each stage of the funnel, businesses can continually improve their digital marketing strategy.
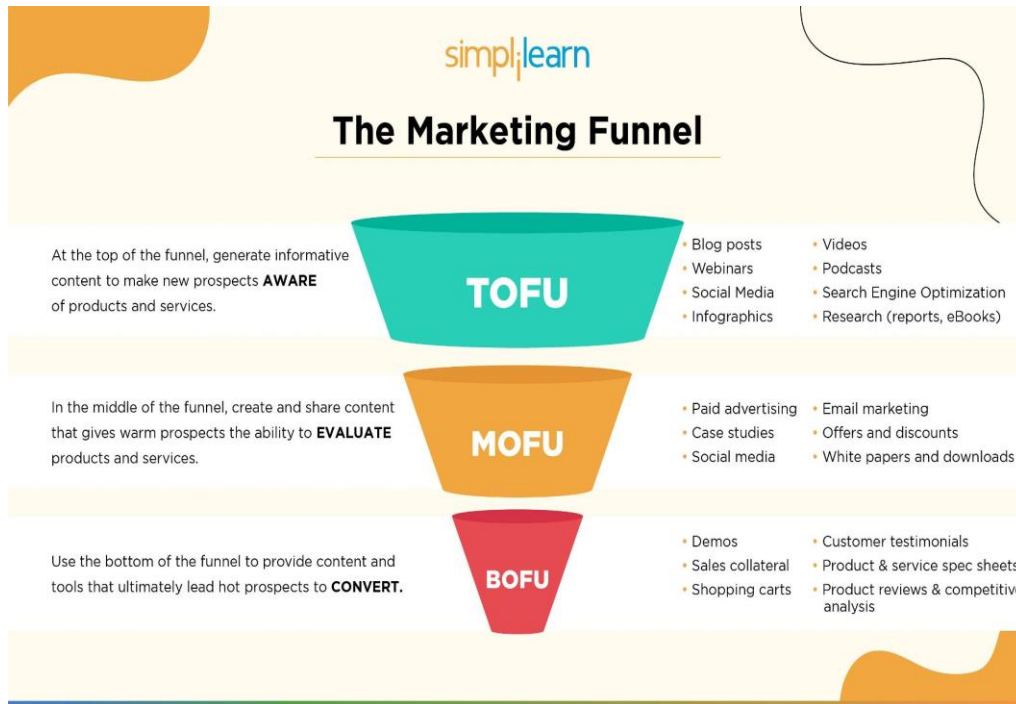
Marketing funnel:

Figure 4.6: Marketing Funnel

Top of Funnel (TOF): This stage includes tactics that attract potential customers and introduce them to your brand. Examples include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and content marketing.

Middle of Funnel (MOF): **This stage focuses on nurturing leads and guiding them further down the funnel toward conversion. Tactics in this stage may include email marketing, lead nurturing, and personalized offers.**

Bottom of Funnel (BOF): This is the stage where leads are converted into customers through tactics such as targeted messaging, special promotions, and effective checkout processes.

By consistently measuring and analyzing performance at each stage of the funnel, businesses can continually improve their digital marketing strategy. This is just one aspect of digital marketing – for a comprehensive digital marketing strategy, businesses should Also consider other channels and tactics such as website design, mobile optimization, and digital PR.

However, understanding and optimizing the digital marketing funnel can be a crucial part of driving success in the digital space.

4.7 What is PPC?

PPC stands for pay-per-click, a model of internet advertising where advertisers pay a fee each time one of their ads is clicked. This method of advertising allows businesses to reach targeted audiences and only pay for results, as opposed to traditional methods where the advertiser pays for impressions or viewership.

PPC campaigns can be highly successful in driving traffic and conversions to a website or landing page.

Figure 4.7: Google PPC Ads

However, it is important for marketers to carefully manage their PPC campaigns and constantly monitor performance to ensure they are getting the most out of their investment. Ultimately, PPC can be a valuable tool for businesses looking to increase online visibility and drive potential customers to their products or services.

4.8 What is ROI?

Return on Investment (ROI) is a metric used to measure the profitability of an investment. It is calculated by dividing the net profit from the investment by the initial cost of the investment and expressing this as a percentage.

Figure 4.8: ROI Formula

One way to increase ROI is through strategic budgeting and cost-cutting measures. This includes identifying non-essential expenses and finding more cost-effective solutions for necessary expenses.

Another way to improve ROI is through increasing revenue, whether it be through expanding into new markets or improving efficiency in current operations.

It is important for businesses to regularly assess their ROI for various investments, as it can help inform decision-making and prioritize where resources should be allocated. However, it is also important to consider other factors beyond financial gains, such as the potential impact on customers and overall company values

4.9 What is ROAS?

ROAS is a metric that measures the profitability of advertising campaigns. It is calculated by dividing the revenue generated from those campaigns by the amount spent on ads. A high ROAS indicates that for every dollar spent on advertising, a significant amount of profit was gained.

$$\text{ROAS} = \frac{\text{Total Campaign Revenue}}{\text{Ad Campaign Costs}}$$

Figure 4.9: ROAS Formula

In order to increase ROAS, marketers can optimize their targeting strategies and constantly monitor and adjust their ad spending. Testing out different ad platforms and creatives can also result in a higher ROAS. Overall, having a strong understanding of ROAS can help marketers make informed decisions about their advertising efforts and drive maximum profitability for their business.

CHAPTER - 05

IMPLICATIONS OF DIGITAL MARKETING

5.1 Overview of Digital Marketing in Bangladesh:

The use of digital marketing in Bangladesh has been on the rise, particularly in the last few years. With a population of over 160 million and rapidly increasing internet and mobile usage, businesses in Bangladesh are recognizing the potential for reaching customers through online channels.

Some popular digital marketing strategies being utilized in Bangladesh include search engine optimization (SEO), social media marketing, content marketing, and email marketing. These techniques allow for targeted and personalized messaging to specific customer segments, as well as measurable results and analytics.

However, there is still room for growth and development within the industry. Many companies are just starting to embrace digital marketing, and there is a lack of trained professionals and resources available. Additionally, challenges such as low literacy rates and limited access to technology in rural areas can limit the reach and effectiveness of digital marketing efforts.

Overall, the future looks promising for digital marketing in Bangladesh as more businesses recognize its potential and invest in the necessary resources. As the industry continues to evolve and develop, it will likely play a significant role in driving economic growth and improving customer experiences.

5.2 Challenges of Digital Marketing in Bangladesh:

1) Limited internet access and low penetration rate

2) Low literacy rate, especially in terms of digital literacy

3) Challenges with infrastructure and technical capabilities

4) Cultural barriers and hesitation toward the adoption of new technology

5) Limited budget for companies to invest in digital marketing efforts

6) Lack of skilled professionals in the industry.

Despite these challenges, the potential for growth in the digital marketing sector is high as more businesses recognize the importance of a strong online presence.

It will be crucial for companies to stay current with technological advancements and educate themselves on effective digital marketing strategies in order to remain competitive.

5.3 Digital Marketing Recommendation for Bangladesh:

Based on our research and analysis of the market, we recommend focusing on social media marketing, search engine optimization (SEO), and email marketing in Bangladesh.

Social media usage is growing rapidly in Bangladesh, with an estimated 29 million active users on Facebook alone. This provides a significant opportunity for businesses to reach their target audience through platforms such as Facebook, Instagram, and YouTube.

In addition to social media marketing, implementing SEO strategies can help boost a website's visibility in search engine results. This can drive more organic traffic to a business's website and ultimately lead to increased conversion rates.

Finally, email marketing is another effective tool for connecting with potential customers and driving conversions. By building a targeted email list and sending personalized messages, businesses can nurture relationships with leads and drive them toward making a purchase.

Overall, these digital marketing strategies have the potential to greatly benefit businesses in Bangladesh. We recommend focusing on these tactics as part of an overall digital marketing plan.

CHAPTER 6

FUTURE CAREER AND CONCLUSION

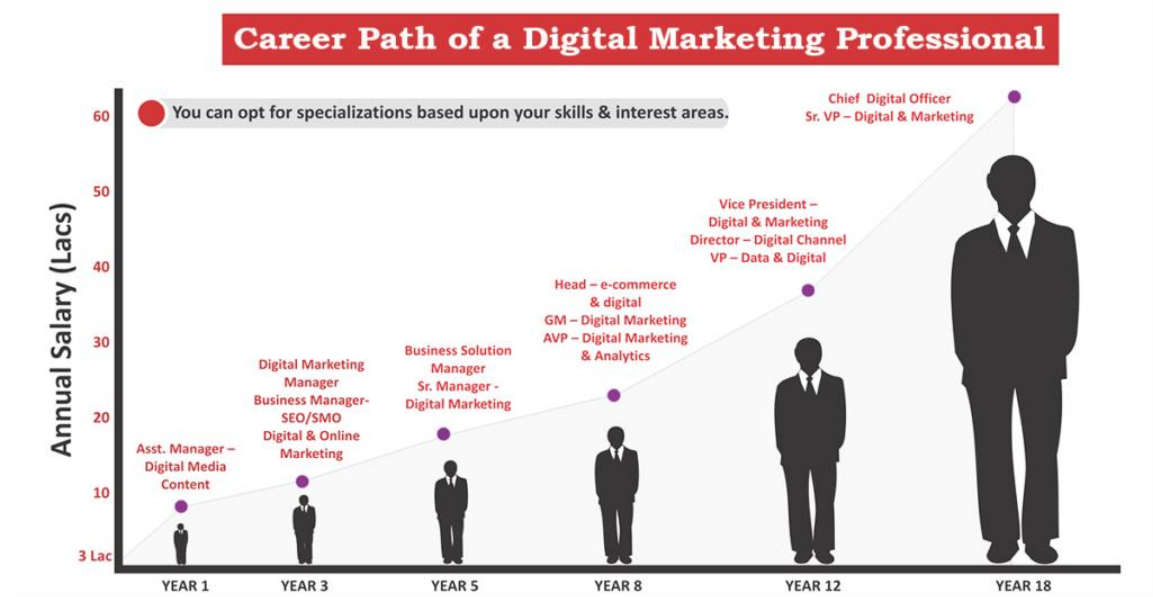## 6.1 Career Opportunities in Digital Marketing:

Figure 6.1: Digital Marketing Professional (Steps)

As technology continues to advance and evolve, the demand for professionals in digital marketing is growing rapidly. In fact, a recent study by the Bureau of Labor Statistics projects that job growth in this field will increase by 10% from 2016 to 2026.

The opportunities in digital marketing are diverse and can range from managing social media campaigns to developing email marketing strategies to analyzing and optimizing website traffic. Professionals in this field also have the potential to work with a variety of industries, from small businesses to large corporations.

With the right skills and experience, digital marketers can also have high earning potential. According to Glassdoor, the national average salary for a digital marketer is over $60,000 per year.

If you are interested in pursuing a career in digital marketing, there are a variety of ways to gain the necessary skills and experience. Taking courses or earning a certification in areas such as search engine optimization (SEO), pay-per-click advertising, and Google

Analytics can help enhance your knowledge and make you stand out to potential employers. Additionally, gaining practical experience through internships or freelance projects can be valuable for building your professional portfolio.

Overall, the demand for professionals in digital marketing shows no signs of slowing down. With the right qualifications and determination, a successful career in this rapidly growing field could be within reach.

6.2 Service Starting with Digital marketing.

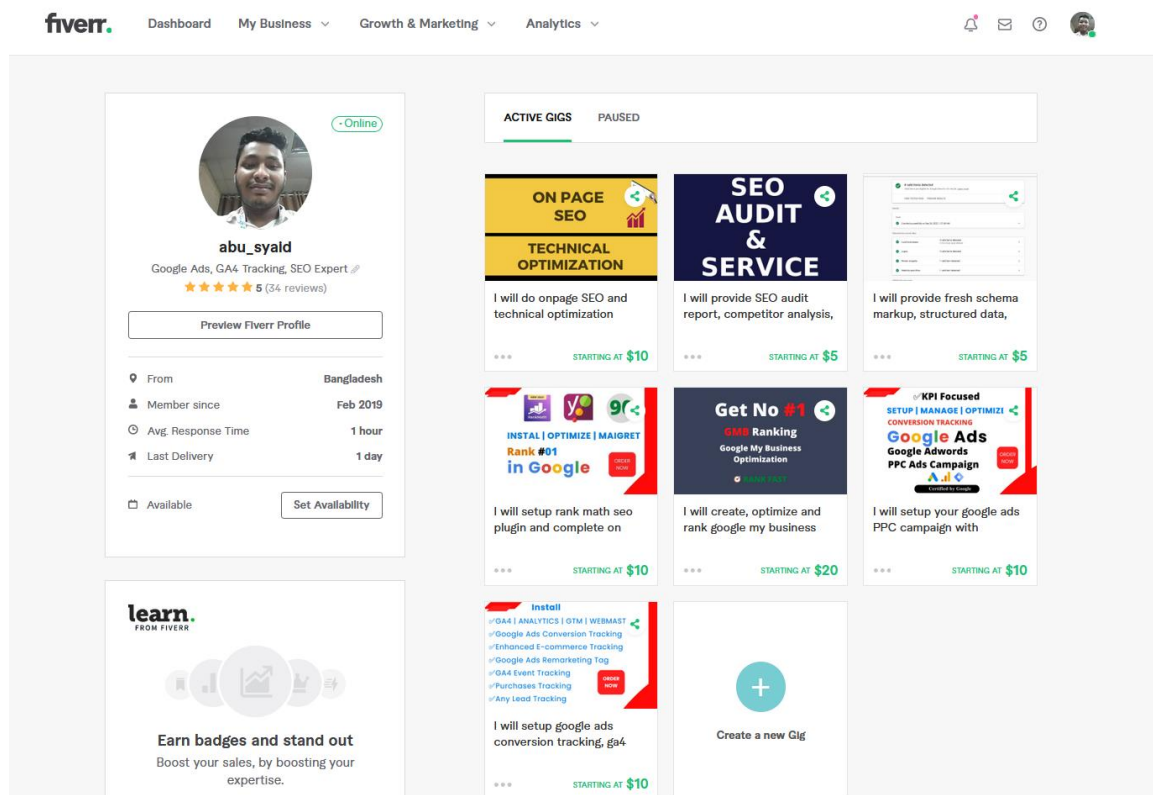Starting Career with Digital Marketing on Fiverr Marketplace.

Figure 6.2.1: My Fiverr Profile
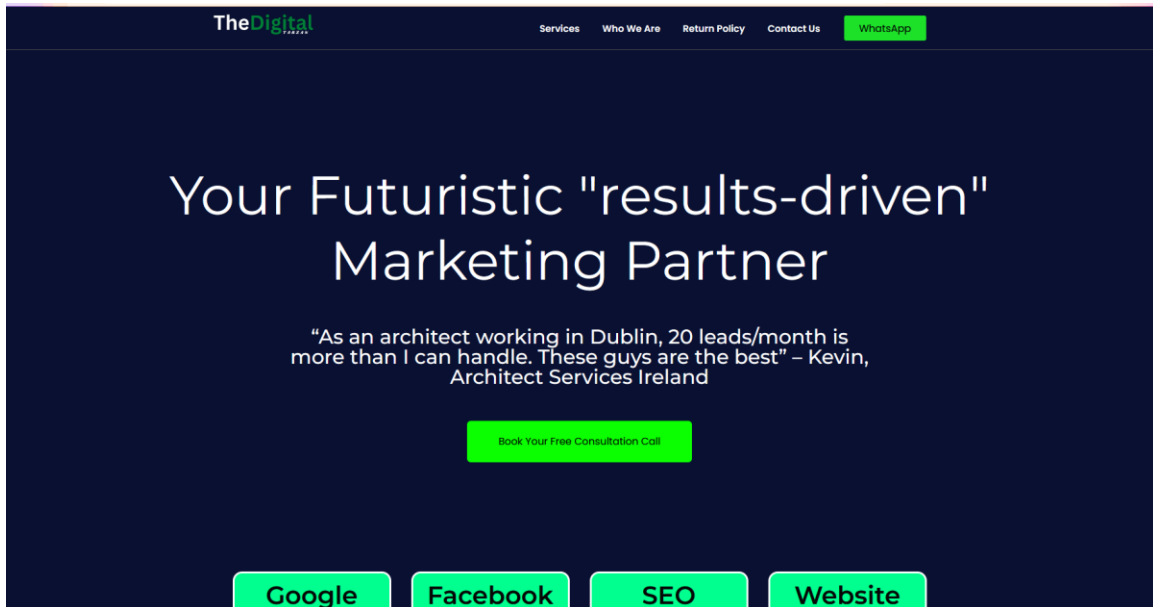
Here is My Agency Website

Figure 6.2.2: My Agency Website (TheDigital Tarzan)

6.3 CONCLUSION:

Digital marketing has become increasingly important as more and more consumers turn to online platforms for their shopping needs. However, it is not enough to just have a presence on these platforms; businesses must also constantly adapt and evolve their strategies to keep up with the ever-changing digital landscape.

One key aspect of successful digital marketing is having a strong and well-defined brand identity. This not only helps attract potential customers but also builds trust and loyalty among existing ones. In addition, businesses should also focus on creating personalized and engaging content, as well as utilizing data analysis to target the right audience and track the success of their campaigns.

Overall, while digital marketing may seem overwhelming at first, taking the time to create and implement a strong strategy can bring significant benefits for businesses in terms of reaching new customers and increasing sales. By staying up-to-date with industry trends and utilizing the available resources, businesses can effectively navigate the digital marketing world and reap its rewards.

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