



PROJECT
ON
DIGITAL MARKETING ACTIVITIES OF DARAZ
BANGLADESH LIMITED

PREPARED FOR:

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Date of Submission: 30.08.2020

Letter of Transmittal

Date: 30.08.2020

To

Md. Mahamudul Hasan

Associate Professor

Department of Business Administration

Uttara University

Subject: Submission of the project on “Digital Marketing Activities of Daraz Bangladesh Limited.”

Sir,

With due respect, I would like to say that it's a great pleasure to submit a project on “Digital Marketing Activities of Daraz Bangladesh Limited.” As part of the INT-631 Course. Last few months I gained several knowledge by doing this project. I have attempted my best to assemble all the information indentified with the topic of this paper over the most recent couple of months.

Regardless of the different troubles confronted while setting up this project it was an extraordinary trail for me to work on “Digital Marketing Activities of Daraz Bangladesh Limited” and I truly delighted in being a piece of the gathering.

Sincerely Yours,

Nayon Chandra Ghosh

ID: 2193061013

Batch: 50th

Section: A

Program: MBA for BBA

Major: Marketing

Declaration from Student

I declare that this is my original project work and has not been presented for any other degrees at any other university.

Signature: Nayon Chandra Ghosh

Date: 30.08.2020

Nayon Chandra Ghosh

ID: 2193061013

Batch: 50th

Section: A

Program: MBA for BBA

Major: Marketing

Certificate of the Supervisor

This is to certify that Nayon Chandra Ghosh, ID: 2193061013 student of Uttara University of MBA program has completed the project titled “Digital Marketing Activities of Daraz Bangladesh Limited” successfully under my supervision.

I wish his every success in life.

Md. Mahamudul Hasan

Associate Professor

Department of Business Administration

Uttara University

Acknowledgement

The project opportunity I had with Daraz Bangladesh Limited was a great chance for learning and professional development. I take this opportunity to acknowledge the efforts of the many individuals who helped me completing this project. At first, thanks to The Almighty who granted me to complete this project. I want to express my heartfelt gratitude to my academic instructor associate professor Md. Mahamudul Hasan sir for giving me the opportunity to do my project work. The supervision and support that he gave truly helped the progression and smoothness of this program.

Finally, I would like to thank my family, and friends for their constant encouragement without which this project work would not be possible.

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SECTION: ONE
JUSTIFICATION OF THE STUDY

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Philip Kotler is considered as the “Father of Modern Marketing” who is the author of over 60 marketing books, and provides us with important lessons that can be applied to our digital strategy. The advent of digital marketing can be traced back to the days of the 1980s. This was the time when new innovations were taking place that made the computer system advanced enough to store information of the customers. It was in the year 1981 when IBM came out with the first personal computer and the storing capacity of the computers increased to 100 MB in the year 1989. Before Digital marketing we had Traditional Marketing, which is a conventional mode of marketing that helps to reach out to a semi-targeted audience with various offline advertising and promotional methods which may have evolved over the past few decades, but the fundamental aspects remain the same. This Traditional Marketing gave birth to the Digital marketing.

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Digital Marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time online. There are many types of Digital marketing.

Here we can see about Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing, Email Marketing, Online Advertising, Landing Page Marketing, Smartphone marketing, Affiliate Marketing, Viral marketing.

Daraz is an online ecommerce business website. Daraz has various categories in their website from fashion to general merchandising. Customers can easily choose their products from all these categories mentioned below:-

- 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 categories mentioned above get modified continuously because of the growing customer demands. Daraz Bangladesh Ltd. maintains cash on delivery system. The customers of Daraz Bangladesh Ltd. can also pay the money by cards. The riders of daraz will have a card swiping machine with them in the time of the product delivery

Why Digital Marketing:

If a business is thriving, it's growing. Its revenue is increasing by leaps and bounds. Company employees are happy, and the owner is excited. It feels good to be in charge of a growing business. The role of digital marketing is absolutely essential for business growth in today's day and age. Are you taking advantage of the Internet and advertising your business through online strategies. The world of digital marketing might seem confusing, so let us break it down for you. According to HubSpot, digital marketing refers to any marketing effort that involves the Internet or an electronic device. If marketing exists online, it's classified as digital marketing.

Digital Marketing has been rising in popularity over the last several years. And there's a simple reason why: the world is online. Technology Review gives us the stats—in 2000, the average American spent about 9.4 hours online.

Today, most people spend 24 hours a week on the Internet, most of the time using their Smartphone's. Internet usage is growing, and as a business owner, you've got to take advantage of this. Know where the role of digital marketing stands in your business — or you'll be left behind. If you have a small business or a start-up, you probably don't have much money, time, or manpower to invest into traditional marketing techniques.

But that's okay! You don't need a fancy building with hundreds of people on staff. You just need a simple but solid digital marketing strategy.

Finally the study is anticipated to be helpful to the students and the future researchers who want to research on this topic in future.

SECTION: TWO
OBJECTIVES OF THE STUDY

Objectives:**Broad Objective:**

The broad objective or purpose of this project to Digital Marketing Activities of Daraz Bangladesh Limited.

Specific Objectives:

- ☐ To get a better understanding of digital marketing activities impact on industry.
- ☐ To impact analysis of the digital marketing activities.
- ☐ To evaluate the purpose, methods, elements and effectiveness of Digital Marketing.

Scope of the Study:

The specific scope of the report is to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation. This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situations its concepts and practices might vary. This study helps to understand and know how to deal with different kinds of customers and how to make impressive online campaigns. This report will also try to illustrate how digital marketing is the most important and effective marketing method for industry from the context of Daraz Bangladesh Limited.

SECTION: THREE

METHODOLOGY

Research Design:

A research design is a comprehensive plan which states the objectives of the research and it gives direction what a research has to do to recognize those objectives properly (Jaideep, 2016). It is the blue print for collection, measurement and analyzing the data (M.K. William, 2017). The research design is the overall planning for addressing different workings of the research in a rational and logical way; making confident that the research problem will be addressed properly.

The research design is similar to setting a descriptive plan for the research where the researcher will state that how the overall research will be conducted. It is the total pattern of leading the whole project by specifying the objectives, methods, data collection, time period, costing, execution and outcome of the project (Jaideep, 2016).

There are various types of research design which can be used for understanding different types of research problems. Basically researcher use three types of research design-

- 1. Exploratory Research**
- 2. Descriptive Research**
- 3. Causal Research**

Exploratory Research: This type of research is used when there is no previous data or a few historical evidence to identify the problem. Exploratory research is an unstructured and casual type of research (Exploratory Research Design, 2016). It serves as a preliminary research that is conducted for better understanding the problem and discovers new thoughts. Exploratory research is conducted through expert's interview, secondary data analysis (data collected for another purposes), case study, pilot survey, projective techniques like word association, sentence completion, focus group discussions (John Dudovskiy, 2017).

Descriptive Research: Descriptive research is predetermined and structural type of research design from where the researcher can get statistically inferable data for the problem. The main concept for using this research is to understand the opinions, attitudes and thoughts held by a group of people on a particular topic (Fluid Surveys Team, 2014). In this research, responses are grouped and scheduled at the questionnaire for getting a statistically measurable finding. It is a conclusive type of research in nature.

Causal Research: The research which determines the cause and effect relationship of the variables for understanding the problem is called as Causal research design. Causal research is conclusive in nature. Moreover, this research is preplanned and structured type of research (Fluid Surveys Team, 2014). It tries to focus on two basic things-

- To find out which variables of the research are cause and effects,
- The nature of the relationship between cause and effects has to be identified

In my research project, I have followed **Exploratory Research** by taking experts interviews, group discussion with the sales executives and the area manager, analyzing some primary data from company's internal sources which is very confidential and secondary data analysis (websites, journals).

□ **Primary Sources**

The survey questionnaire contained a total of 10 question that encompassed the objective of the research. Different social media user are the population of the study. The survey has been done on 100 peoples consist of different social media users and online users. With the help of social media, email, and my personal network it was easy for me to collect the survey responses within few days which was only possible because of the online questionnaire form. Responses from 100 samples were collected through the survey.

□ **Secondary Sources:**

Published articles

I have used some published articles for secondary sources.

Official web sites

I have visited some of the official websites. So that, I can gather knowledge from there.

Discussion with other people related to Daraz Bangladesh Limited

When I have taken the interview of some of the employees of Daraz Bangladesh Ltd., I got know a lot about their competitors.

□ **Sample Size:**

For this research project, I have selected a sample size of 100 from the population. As it was an anonymous online survey, the sample was selected randomly. The survey was anonymous because most of the people using online are very cautious about privacy for which they do not want to disclose information to other people especially while in a survey. In this research, the sample is all the people who are active users of social media with diversified profession as student, job holders, entrepreneur's and freelancers etc. I am using primary data as the information that have been gathered are specifically for this research.

□ **Data Analysis:**

Data analysis is the procedure of efficiently applying measurable and sensible systems to portray, consolidate and recap and assess information. This is one of the important elements of a research paper. I tried to collect both quantitative data and qualitative data. Due to time constraint, Google forms was used to collect and analyze the data on online platform. They have a powerful database system and tool that can make charts and automatically make the analysis. It was handy for analyzing data. Google forms made my job bit easier. These tools were suited in my research as it was a descriptive research. Besides, it worked fine in exporting Google forms data to MS Excel. I did not have to input the data again. It was all done by Google forms analysis tools. After exporting, MS excel was used because it is widely used and also has enough functions for sorting, filtering, removing duplicates, formulas for totals, percentage etc.

SECTION: FOUR
DISCUSSION THE STUDY TOPIC

Objective -1: To get a better understanding of Digital Marketing Activities impact on industry.

Digital Marketing Activities Includes:

- ✓ Search Engine Optimization (SEO) - Improves the visibility of a website
- ✓ Search Engine Marketing (SEM) / PPC- (Paid Search, Landing Pages Design, Adwords Campaign Management)
- ✓ Social Media Marketing (SMM) - (Increase likes, followers, share videos & images, etc)
- ✓ Social Media Optimization (SMO) - (Create fan page, business page and optimize it)
- ✓ Video Marketing - (Explainer video – Youtube, Vimeo, Dailymotion, etc)
- ✓ Online Reputation Management - (Positive review and ratings, etc)
- ✓ App Store Optimization (ASO) - (Optimize for Mobile Apps)
- ✓ Content Marketing, Email Marketing, Online Advertising, Landing Page Marketing, Smartphone marketing, Affiliate Marketing, Viral marketing, etc.

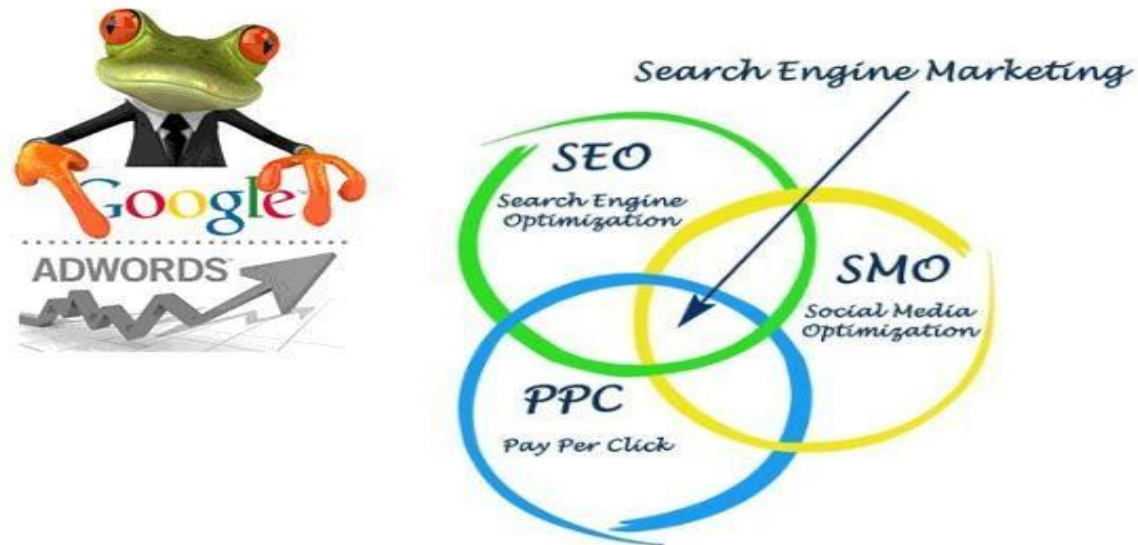
□ **Search Engine Optimization (SEO):**

Search engine optimization (SEO) plays a critical role in driving traffic to a website. Due to rave reviews, SEO has steadily evolved into one of the largest internet-related industries in the world, with vendors and providers of SEO software cropping up across the globe.



□ Search Engine Marketing (SEM):

Search engine marketing (SEM) is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization, which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.



□ Social Media Marketing (SMM):

Social Media Marketing (SMM) and Social Media Optimization (SMO) refers to the process of gaining website traffic or attention through social media websites or Social Networking Sites. Social media Optimization programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Social media optimization (SMO) refers to the use of a number of social media outlets, groups and communities to generate publicity to increase the awareness of a product, name, group, brand, services or event on the Web or Internet.



❑ Video Marketing:

Online video marketing: trends, tips and guidelines for video marketers. YouTube marketing & SEO, viral video marketing, and all things related to marketing your online video content. Follow Reel SEO for up-to-date information, trends, strategies, and best practices.



❑ Content Marketing:

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.



❑ Email Marketing:

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations.



❑ **Affiliate Marketing:**

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitors or customer brought by the affiliate's own marketing efforts.



❑ **Online Advertising:**

Online advertising also known as online marketing, internet advertising, digital advertising or web advertising, which uses the internet to deliver promotional marketing messages to consumers.

❑ **Landing Page Marketing:**

In digital marketing, a landing page is a standalone web page, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email, or ads from Google, Bing, Youtube, Facebook, Instagram, Twitter, or similar places on the web.



□ **Mobile Marketing:**

Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their Smartphone's, feature phones, tablets, or any other related devices through websites, E-mail, SMS and MMS, Social media or mobile applications.



Objective -2: To impact analysis of the digital marketing activities.

This part will be talking about the data obtained from primary research and how the results of the data collection related to the research objective. The data obtained from different respondents have been analyzed using Microsoft Excel to conduct a percentage analysis to determine different social media user preference. The percentage scores reveal the current social media status on the role over conventional media and it may provide valuable insights that are open for interpretation in various ways. In the following section, the data analysis is presented using different graphical tools such as pie charts, bar charts etc. to demonstrate the findings of this research process. This survey findings and analysis is described below with graphical illustration-

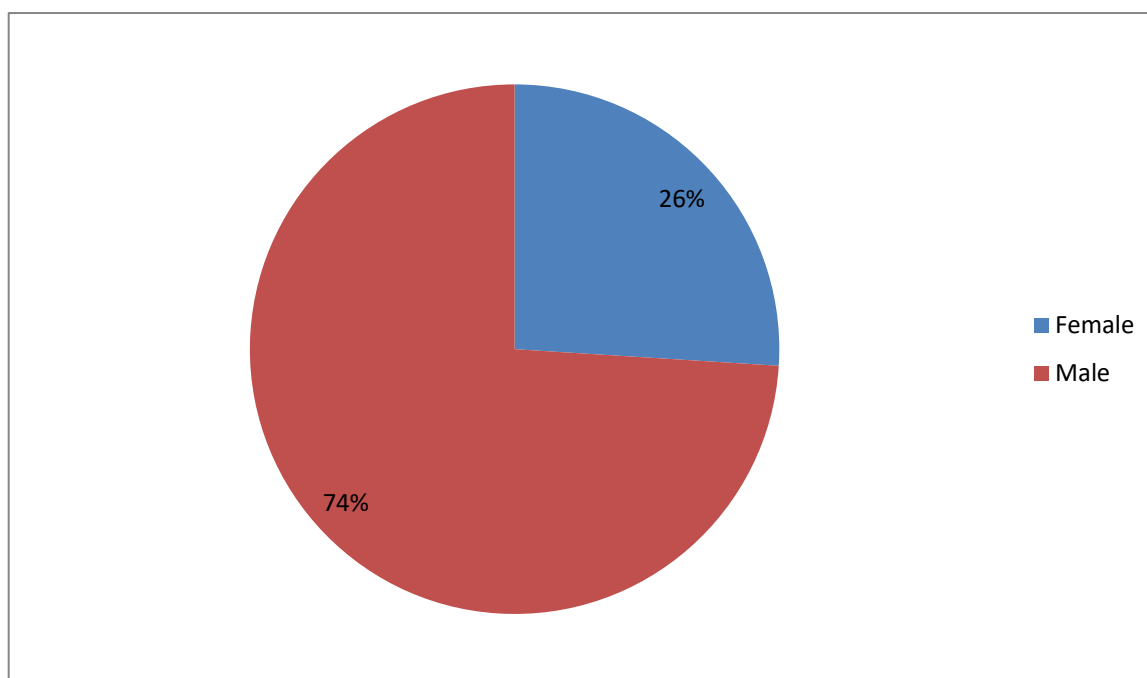


Figure: 1

On the very first question of the instrument was, their gender. From this question, it was found out which part of the sample size in terms of gender is using digital or social media the most. From the study, it was found there was 74% male and 26% female respondents. This gives an interpretation that males are the huge number of users of digital media whether females are less part of the digital media user. The pie chart on figure 1 illustrates the first question responses.

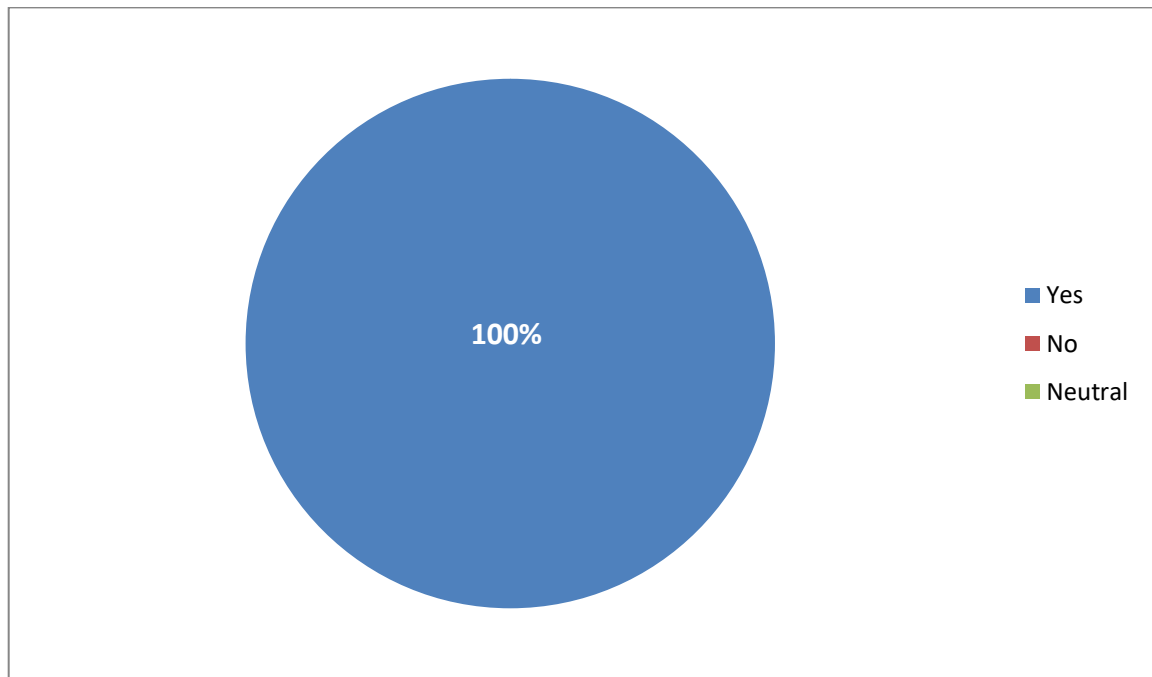


Figure: 2

The second question was, whether they use social media on a daily basis. Interestingly, 100% of the sample size responded “YES” towards the question’s answer. This gives an interpretation that, in Bangladesh, the number of internet users has increased which is impacting the digital media lot. At the end of February, 2017, there was 67.245 million internet subscribers according to Bangladesh Telecommunication Regulatory Commission (BRTC) which means, yearly growth of internet subscriber in Bangladesh is 37%. So it can be said that, with this huge growth rate, Bangladesh’s digital market has a huge opportunity which may help the conventional marketing process using different digital tools. Figure 2 illustrates the second question’s responses which is 100% on “YES” which means 100 of the sample size uses social media on a daily basis.

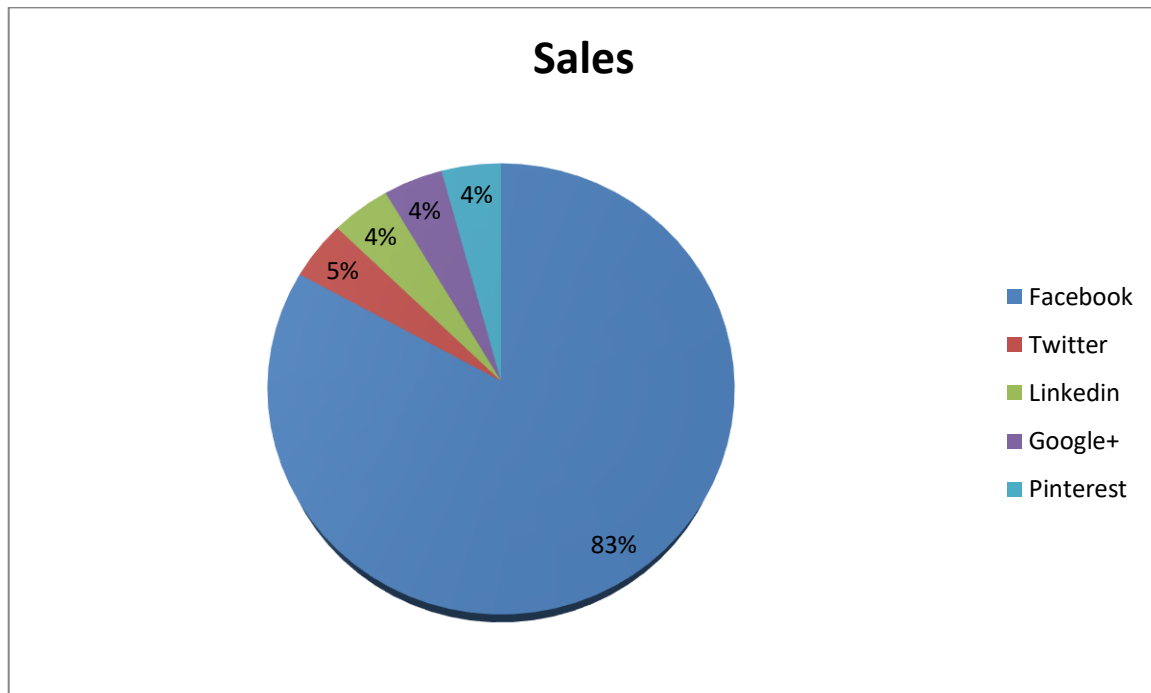


Figure: 3

On the third question, the respondents were asked which social media they uses the most. From the figure 3, it was found that, most of the samples that is 83% uses Facebook on a daily basis, Twitter with 5% response rate is in 2nd position. LinkedIn with 4% response rate is in third position and Google+ with 4% response rate is in 4th position. Advertisement that go as insertions in different newspapers are now posed in different digital media sites which helps different brands to promote their products or services effectively which great reach. Many advertisements which were gone for print media were posted in social media sites especially in Facebook which gave an instant review on those advertisements.

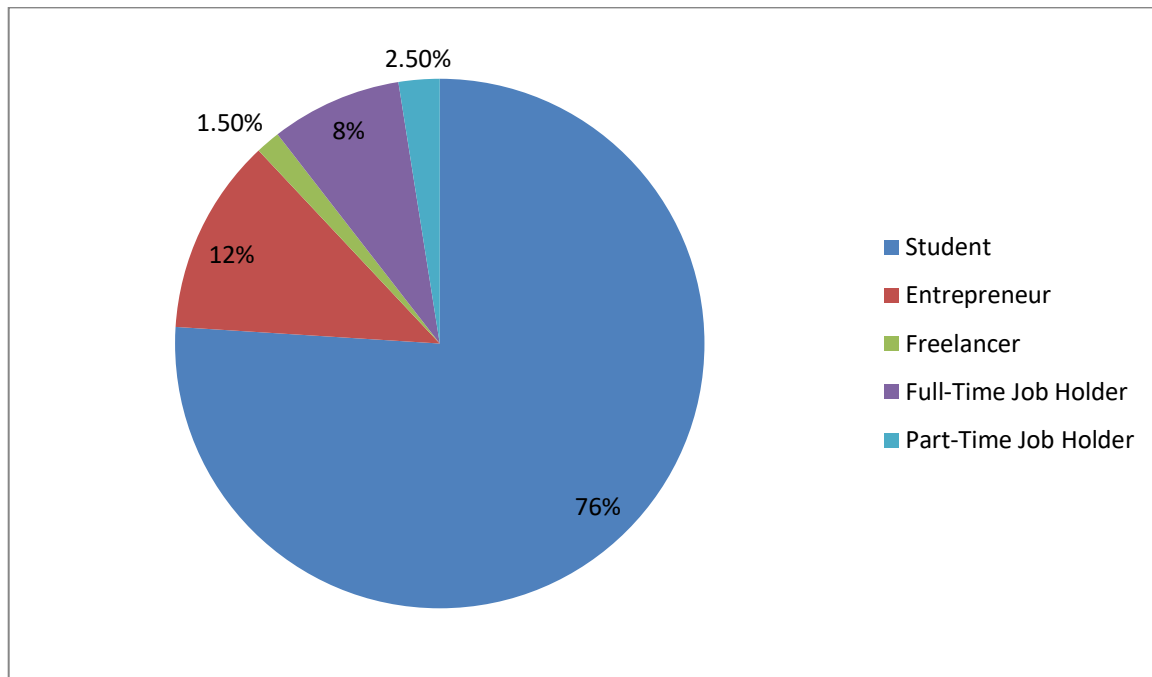


Figure 4

The forth question was about the respondent profession. This question asked to know which profession group is actually using digital media much. Figure 4 shows that 76% of sample are students, 8% are full time job holder, 3% are part time job holders, 1% are freelancer and 12% are Entrepreneur. Here student holds 76% of usage share. Youth and students are the biggest target group of different product now-a-days in the world. According to Edwards, S. (2015), there are about 1.8 billion young people between the ages of 10 and 24. For this huge number of young population, brands are designing youth-based products and services. So, to integrate the conventional marketing process, brands are giving higher importance on digital media based marketing campaigns which finally is driving to sales. Digital marketing communication is helping the brands get connected to young people and thus doing a great role over conventional marketing.

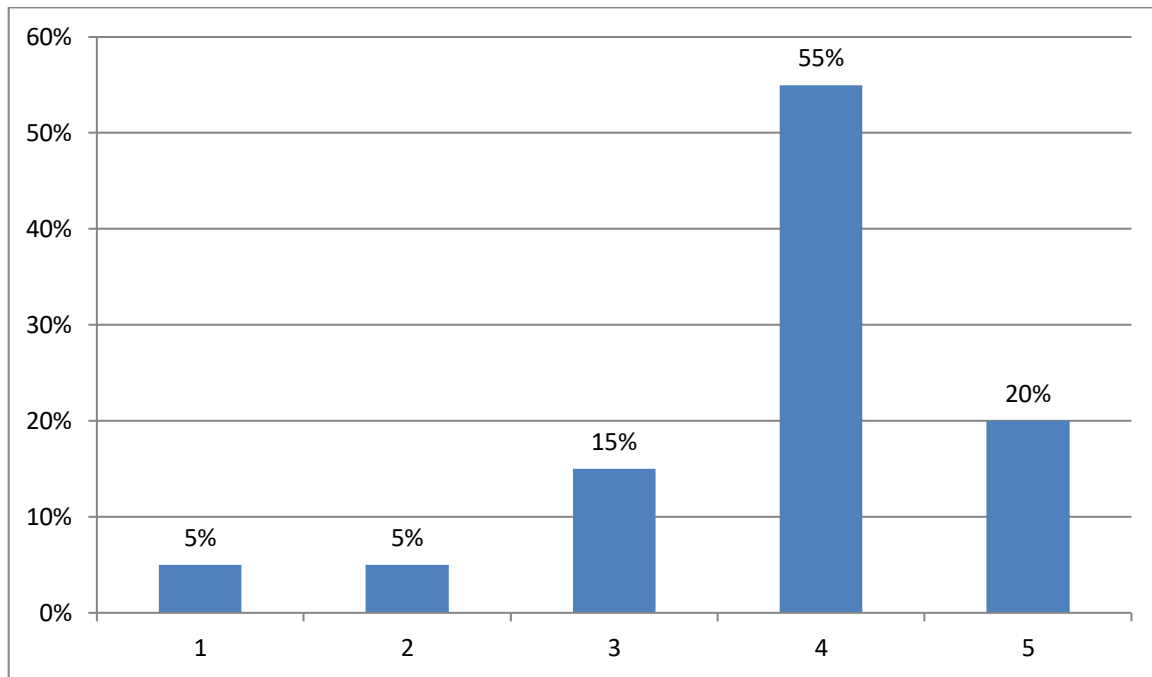


Figure 5

The Five question to the respondent was to know, whether digital marketing is trustworthy for buying or selling products or services or not. From the analysis shown in figure 5, it was found 20% of the sample strongly agrees to the statement, 55% agrees to the statement, 15% are not sure about the statement, 5% and 5% disagrees and strongly disagrees to the statement respectively. This question was asked to know whether people have trust in the digital media while doing transaction or buying products and services. From the analysis, it can be said that 75% of the sample agrees to the statement which is a great percentage, providing that digital marketing is trustworthy in making transaction and buying products or services. The survey was done on the Bangladeshi market, the term E-shopping or E-commerce is still new and developing in Bangladesh with huge potential. Here is the interesting part, only 8% disagrees that digital marketing ecosystem is not trustworthy which is very less percentage but marketers should work in this.

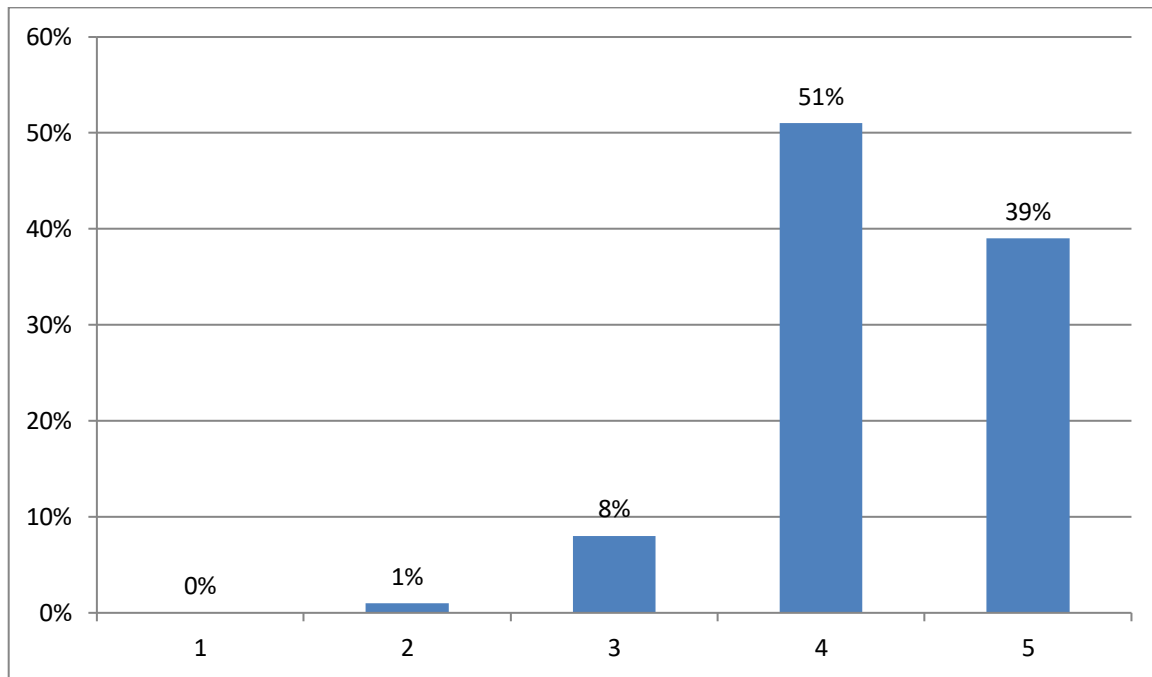


Figure 6

The Sixth question to the respondents was to know, whether Digital Marketing plays an important role in today's product or service selling or not. As the survey was a done on the Undergraduate, Graduate level students and other professionals, I wanted to know whether they think digital marketing communication plays an important role in today's product or service selling. From the analysis shown in figure 3.7, 39% of the sample strongly agrees, 51.5% agrees, 8.1% are not sure and 1% disagrees with the statement which gives a clear scenario that, 90.9% people agrees about the statement which proves that digital marketing plays a very vital role in today's product or service selling. Nowadays, small to large businesses have started going digital which means they have a presence in the digital world. Digital media has made the conventional media reach easily because sometimes digital media switches people to conventional media. When people come under the digital network, they come to know detail about the communication the marketer is actually trying to give.

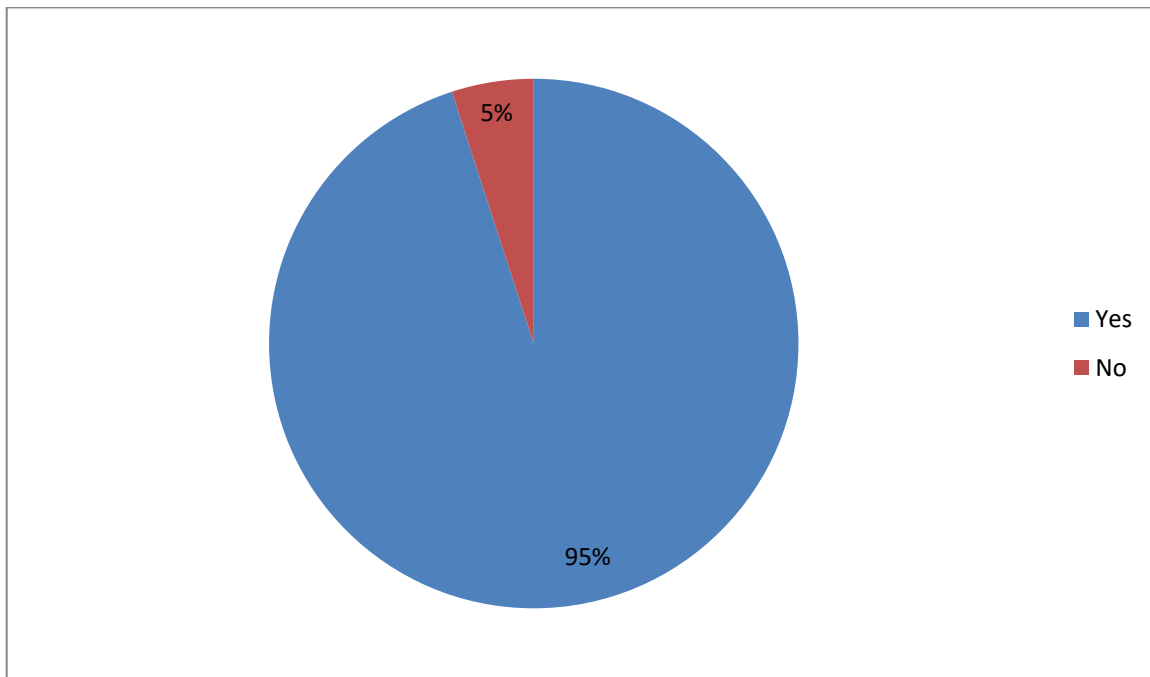


Figure: 7

The seventh question to the respondents was to know, what they think of the statement, Digital Media is an easy & effective way to give feedback to different product/services. According to the analysis shown in Figure 7, the data can be interpreted that, 94.9% says ‘Yes’ and 5.1% says “No”. In conventional marketing communication, giving feedback on products or services is really not that easy, but when a brand has simply an email address or a Facebook social media page, any customer or consumer can actually make a feedback which is easy. When the customer responses and the brand, through their digital media replies back, it creates an effective communication. So, according to the data found through the survey, 94.9% of the sample agrees towards the easy and effective feedback providing option in digital media is proved.

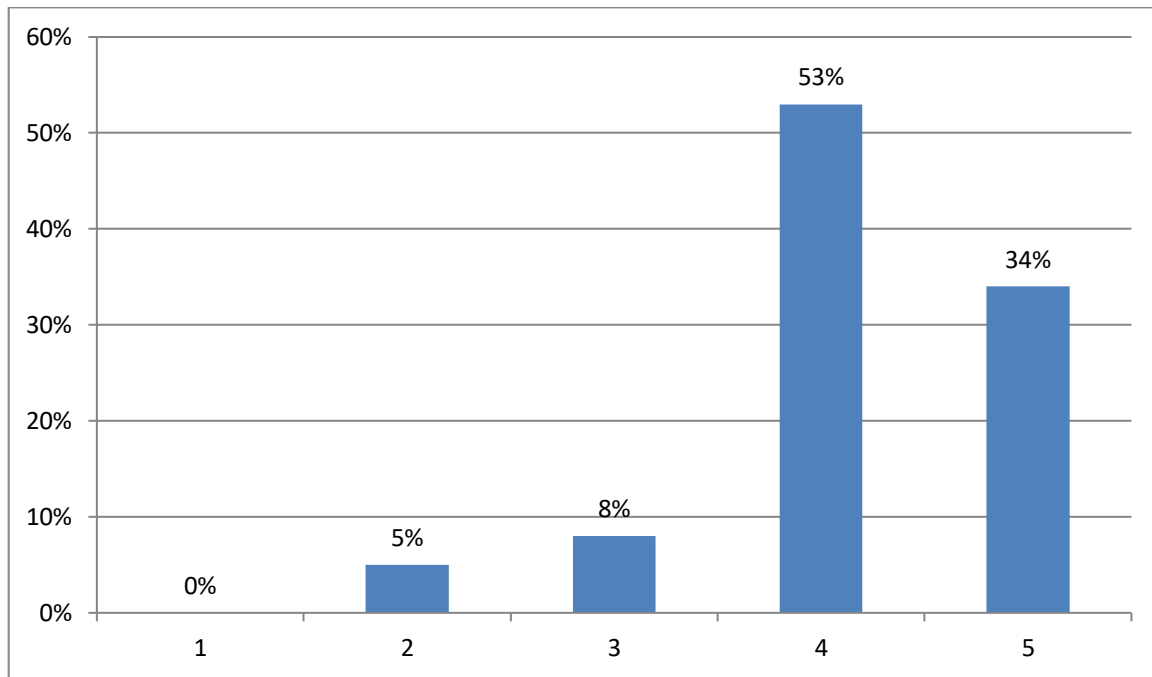


Figure: 8

On the eighth question, the respondents were asked to know their thought on the statement that, getting new product launching information through digital media than a conventional media is more informative and effective. From the analysis illustrated in Figure 8, the responses on the statement are, 34% strongly agrees, 53% agrees, 8% are not sure and 5% disagrees. Again, here majority 87% agrees and strongly agrees that new product launching information through digital media is more informative and effective than other conventional media. So, digital platform is the best place to get more informative and effective data before the launch of the product than conventional marketing platforms but digital media actually helps the conventional media to get attention.

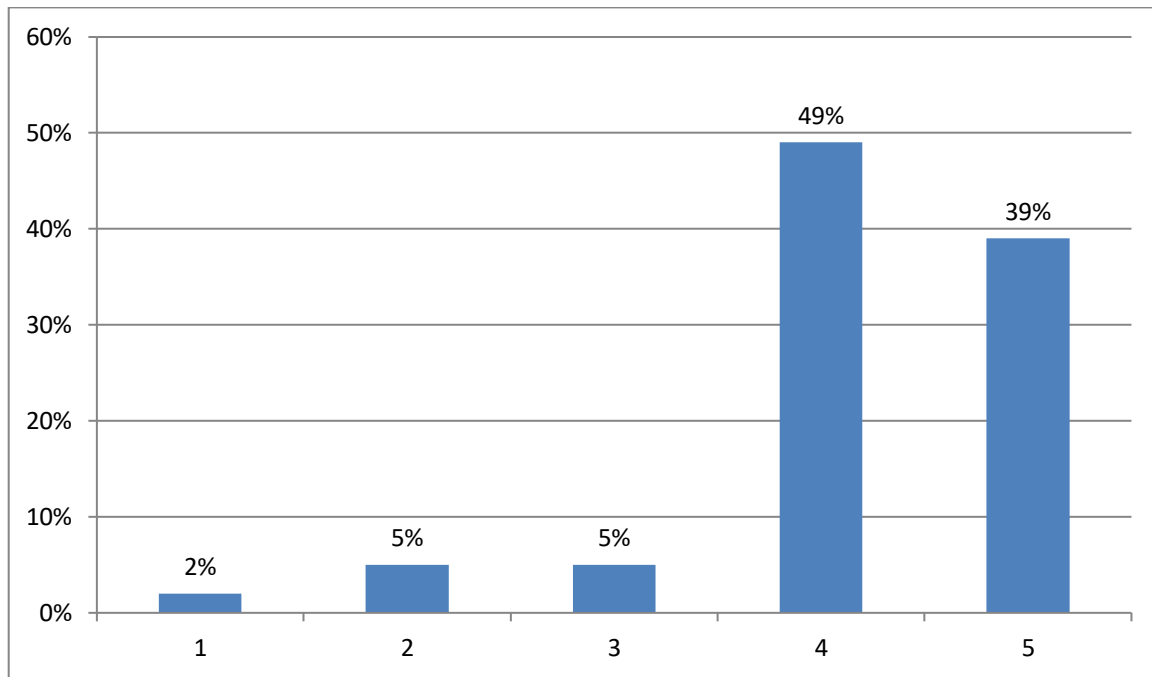


Figure: 9

On the ninth question, the respondents were asked to give their feedback, what they think about getting more information about the brands through Social Media than other conventional communication (TV, Newspaper, Billboard, and Radio). Social media, a part of digital media communication has become really a great source of information nowadays. To make a buying decision and even a final buying decision, customers now visit different social media sites to get insights on the products or services they are going to buy because so many users of the brands are also there to talk with them. From the analysis shown in figure 3.10, it was found that 39% strongly agrees, 49% agrees, 5% are not sure and 5% disagrees that social media helps to get more information on brands than other conventional communication. So, from the analysis, it can be interpreted that, social media helps to get more information on brands than any other conventional media.

Objective -3: To evaluate the purpose, methods, elements and effectiveness of Digital Marketing.

This is a world of technology. And internet is the most used innovation of it. It has changes the customers' usual purchasing behavior. So, Inter is not only about e-commerce, websites or technology. It is about changed behavior of modern tech savvy consumers. First, we make the world digital, then digitalization changed us. In business, especially e—commerce business it is noticed the most. With the upcoming technology the digital media also brings up its own advancement in the field of advertisement. Digital marketing is becoming a new form to promote your brand in the digital world.

The effectiveness of Digital Marketing is dependent on a lot of factors. From brand communication to sales growth, all of the other factors through which we tend to scale traditional forms of marketing can be used to trace back to digital marketing as well. In order to properly evaluate the full impact of digital marketing on e-commerce business, we need to explain how digital marketing works, what are the scopes and who are industry references when it comes to Digital Marketing.

The Digital marketing scenario in Bangladesh

The Digital marketing scenario in Bangladesh is rapidly becoming one of the prioritized forms of marketing among the e-commerce industry. Even though, the traditional form of marketing still dominates the advertising scene as millions are spent on TV and Print Ads, digital platforms are also given almost equal amount of attention with lower cost. A huge chunk of their consumers spent most of their time online, and they have least time to spend for shopping from a physical shop. With the help of digital marketing, companies can easily reach their target customers at a minimum cost. But the effort should be maximum.

Effect on E-Commerce

Digital marketing is the key to success of an e-commerce company in terms of brand awareness, consumer behavior and building strategies. In the e-commerce business, visual impression is the first impression. The text contents offer the minimum appeal and consumers generally want to avoid the hassle of reading just text. Whether it comes to showcasing a product or to campaigning, it is always about visual merchandizing. Daraz Bangladesh Ltd ties to maintain that standard to attract their customers. Although the image quality of the website can be better.

With the help of analytics, marketers can measure the effectiveness of their digital campaigns.

E – Commerce growth is more of a recent issue, especially in Bangladesh. If we think about two to three years back, e – commerce were not that popular. The reason behind is the technical support and increasing credibility of e-commerce. Perfect delivery system is one of the reason why people are relying more on e- commerce. Especially the demographic change people are busier now even females are also working at offices which results not getting time for shopping. Digital marketing tools help the e-commerce brands to show their products and services along with value proposition in front of the potential customers.

Marketing on Social Media

In the platform of digital marketing, social media, especially Facebook is mostly affected and used for. Moreover, internet data packages are becoming cheaper every day. Consumers' curiosity on Facebook to post and see what their friends post and share. Digital marketers take this advantage of Facebooking and promote their products.

12 million users on Facebook from Bangladesh search for the business, restaurant or brand to have a quick overview to know more. Because social media is a conversational platform, consumers can also read comments and see what others are saying. Website is a one-way street. So e-commerce companies tend to invest in the Facebook page and engagement as also try out other social media assets like Twitter, Instagram too. Daraz Bangladesh ltd also concentrates more on social media marketing. Conversations in real-time can take place on Facebook real quick which is an opportunity for e-commerce brands to quickly address consumers' needs cheaper and faster than before.

Moreover, the latest updates of the competitors' market and business insights are also real-time in digital marketing.

Reaching the Target Audience

When an advertisement is broadcasted on a mainstream marketing platform it does not guarantee reach towards specific target groups. For example, a merchant's products' Ad aired on Television is viewed by audience belonging to all ages. Moreover, traditional form of marketing being one way communication does not allow the consumers to see what they want to see. This is where Digital marketing comes with a difference. We can now be choosier and can put in denominating factors such as age, sex, location in order to cater to the right target group. With

the flexibility and technological innovations attached to digital marketing, Daraz Bangladesh Ltd and other e-commerce portals are able to modify content in accordance with the target group and thus attain better conversion rates. Additionally, digital marketing is a consumer friendly platform, allowing the consumers to see only what they desire, thus creating a rather loyal fan following from the brands perspective. As social media now occupies a noteworthy period of consumer's time, therefore catchy content are instantly liked and shared reflecting the brand reach of these posts and pages.

Cost Effectiveness

The cost of putting out a digital marketing campaign is comparatively way less than a traditional marketing campaign. For example, a Facebook business page can be boosted for as little as 5 US Dollars. This means Digital Marketing allows business to reach 1000 people at a cost that would have taken traditional marketing as high as 17 times the original price held for digital campaigns. The small and medium enterprises usually do not have a heavy marketing budget at their disposal, but the beauty of digital marketing is that it plays on a level field and gives everyone an equal chance of competing. If the contents of small businesses are creative enough, it can easily take on the likes of big companies in terms of making the message across. The menu cost, search cost and transaction cost are very low in e-commerce business in terms of both selling and buying products.

As accommodating an internet connection is now cheaper than ever, both provider and customer can now easily get access to fast internet. Such easy access has allowed the mass population to avail other forms of media that are as fascinating as social media. For example, the growth of YouTube users and also a huge number of YouTubers have taken digital advertising to new lengths as now Pre-roll ads, ads in between etc are seen whenever a video is being played on this platform.

SECTION: FIVE
FUTURE FORWARD

After almost four months of my project study. There is a development of modern technology in all areas, which confirms there will be a new development in the science of digital marketing in the future. I have come across many questions and issue which are very important and also relevant to this study. Some are already discussed and some are not. But in near future I will want to explore those issues.

1. In my study it is noted that “digital marketing has a great future ahead of it. Digitization of the economy and increasing online purchases. Development of ecommerce, growing importance of electronic payments and also digital marketing.
2. Do you have advice for small business developing future digital marketing activities?
3. Why is Digital Marketing essential for an e-commerce business?
4. Is it possible to develop Digital Marketing Activities for online ecommerce business?
Online market is day by day increase people buying product and trust online business.
5. How do you see these trends impacting business and their approaches to customer experience?

Appendix I

Introducing Consulted Articles

SL	Article Title	Authors	Journal Name	Volume & Issue	Publisher
1	A STUDY ON DIGITAL MARKETING AND ITS IMPACT	(HARDIK PANCHAL. 2018)	Digital Marketing	Vol-4 Issue-4	Institute of Management Development & Research
2	Impact of Digital marketing on the growth of consumerism	(DR. Tabitha Durai 2018)	Business and finance	Vol-3 Issue-2	Madras University Journal of Business and Finance
3	Creating a digital marketing communications action plan for an e-organization	(Kauppinen, Juliana, 2016)	Business Management	Vol-6 Issue-4	Laurea University of Applied Sciences
4	The Effect of Digital Marketing Communication Tools in the Creation Brand Awareness By Housing Companies	(Fusun ÇİZMECİ, Tuğçe ERCAN, 2015)	MEGARON	Vol-10 Issue-2	Department of Knowledge Building, Yıldız Technical University
5	Marketing communications in the digital age	(Zhazira Idrysheva. 2019)	Environmenta l Planning & Education	Vol-135 Issue-3	Al-Farabi Kazakh National University
6	A Critical Review of Digital Marketing	(DR. Madhu Bala, 2018)	Internet Marketing	Vol-8 Issue-10	International Journal of Management IT Engineering

7	Digital marketing: A framework, review and research agenda	(P.K. Kannan, 2016)	Digital Marketing on Online Search	Vol-4 Issue-2	International Journal of Research Marketing Maryland
8	A Study on Digital Marketing and its Impact	(P. Sathya.2016)	Promotion and Interact	Vol-6 Issue-2	International Journal of Science and Research (IJSR)
9	Digital Marketing in the Business Environment	(Marin Ištvančić, 2016)	Display advertising and marketing	Vol-65 Issue-6	Josip Juraj Strossmayer University of Osijek
10	A Study on the Impact of Social Media Marketing Trends on Digital Marketing	(Dr.S.A. Shamsudeen Ibrahim, 2016)	Marketing before social media	Vol-6 Issue-1	Shanlax International Journal of Management

Appendix II

Complication of Objectives/Purpose/Hypothesis Addressed by the Articles

Article No.	Objectives/Purpose/Hypothesis
1	Objective: To find out the threats to the digital marketing activities of ecommerce business.
2	Objective: ○ To get a better understanding of digital marketing activities impact on industry. ○ To impact analysis of the digital marketing activities.
3	Hypothesis: ○ Qualitative based research should inform hypothesis that real world behavior. ○ Methodology will ultimately lead to greater and greater lifts over time on digital marketing. ○ According information has effect on the company's performance.
4	Objective: To evaluate the purpose, methods, elements and effectiveness of Digital Marketing.
5	Objective: To synthesize the extant ERP research reported without regard to publication domain and make this readily available to accounting researchers.

Appendix III

Compilation of Methods used in the Articles

Article No.	Methods used
1	Review method with the technique of reviewing and analyzing several papers related to the topic of discussion about the Digital Marketing Activities.
2	A survey research taken on hundred people, of a typical digital ecommerce business through using questionnaires.
3	Reviewing different published papers
4	Reviewing the previous studies and concept of Digital Marketing Activities
5	Collection of secondary data from books and journal articles retrieved from google scholar and other websites.
6	Applying the concept of introduced by the Digital Marketing Activities

Appendix IV

Complication of Conclusions the Articles

Article No.	Conclusions
1	By completing this project I have learned a lot that will help enrich my knowledge and experience.
2	Mainly discussed the rising trends of ecommerce business as well as the impact of Digital Marketing Activities in this essential influence the current economy of Bangladesh.
3	In today's modern age of technology and innovation, people are almost always occupied with something or the other to do. People are always use smartphone have now become social media marketing very easy.
4	Day by day increase online business and people buying their product online market.
5	All the day's happening activities as content include products news and youtube facebook etc.

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