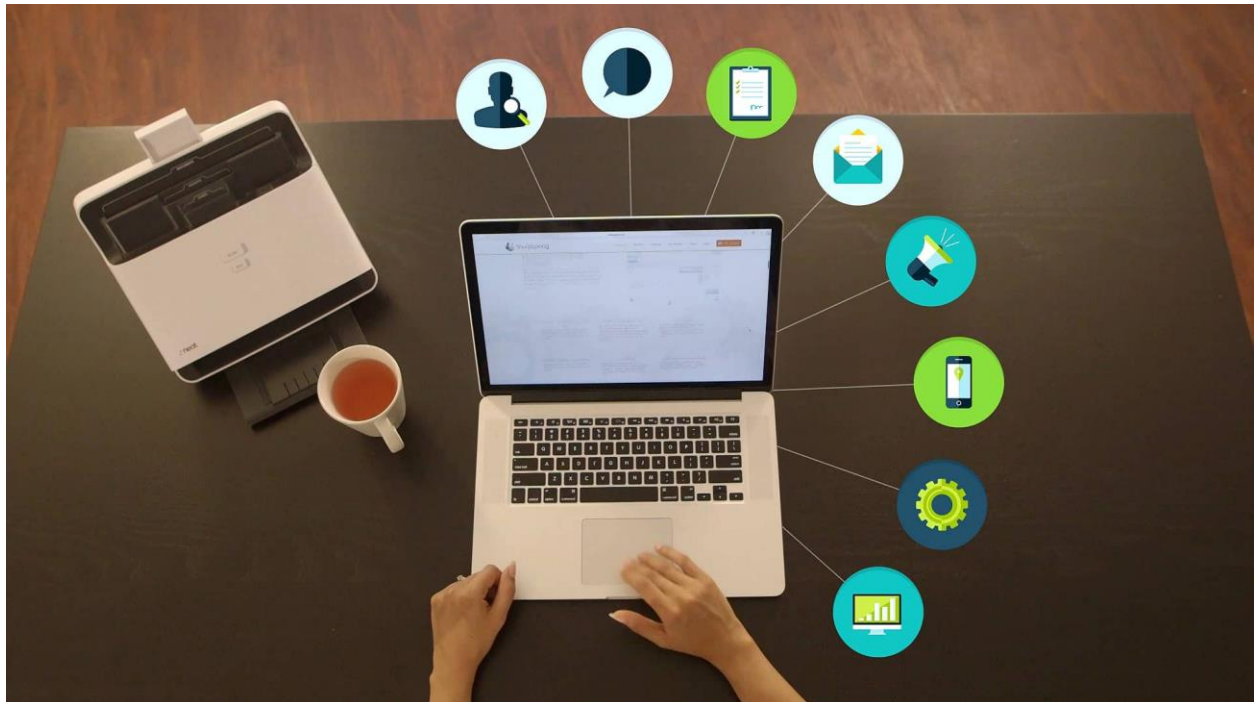


## Digital Marketing and Its Scope in Bangladesh

Marketing is all about connecting with your audience through online or offline platforms. As per the report, Internet usage has more than doubled over the last decade. That's why marketing is a big deal nowadays.



### What is Digital Marketing?

Digital marketing refers to any online marketing efforts. All digital channels such as email marketing, social media marketing, and blogging are the leading digital marketing examples. Digital Marketing helps you reach the marketing audience, introduce people to your company, and convince them to buy.

# Digital Marketing



Pay-Per-Click  
(PPC)



Content  
Marketing



Email  
Marketing



Mobile  
Marketing



Search Engine  
Optimization  
(SEO)



Social Media  
Marketing

## Why is Digital Marketing Important?

Digital marketing helps you reach the audience and targets the expectation eager to buy your product or service. It's more cost-effective than the traditional marketing methods. You can control where you choose to spend your money through digital marketing. Digital marketing provides many unique opportunities to you, and that's why it is such an important field or online platform for business in this era.

## Assets of Digital Marketing

Digital marketing assets can be anything. It has to be a marketing tool that you use online. Here are some examples:

- Personal website
- Social media pages
- Written content

- Video content
- Online products or devices.
- Branded assets (logo, icon, etc.)
- Images (Photos for any company, Infographics, etc.)
- Reviews.

## **Digital Marketing Tactics**

Some of the business tactics or strategies that are constantly involving in the marketplace are given below:

### **Search Engine Optimization (SEO)**

Search Engine Optimization is used to rank pages or blog posts on your site. You need not pay for every click, but to rank, a page takes quite a bit of time and lots of effort.

### **Social Media Marketing**

Social media marketing is a free way to promote your business. You can use Facebook, Instagram, Twitter, etc., to market your business in different ways. Like SEO, social media takes a lot more time in marketing.

### **Paid Social Media Advertising**

Facebook, Instagram, Twitter, LinkedIn, Pinterest, etc., social media platforms allow them to run ads on their site. You can promote your business, product, or service through those ads on social media platforms.

## **Content Marketing**

Content Marketing is another popular term of digital marketing. Blog posts, infographics, eBooks, videos, etc., any digital marketing effort is part of it.

## **Affiliate Marketing**

Affiliate marketing is paying a person or a business to promote your products and services on their website.

## **Paid Search Advertising**

Google, Yahoo, and Bing all allow running text ads on their Search Engine Results Pages. You can aim the potential customers who are actively searching for a product or service which you can offer.

## **Email Marketing**

Email marketing is the oldest among all digital marketing platforms. But It's still a strong online marketing option. Many digital marketers use email marketing for advertising their deals and content.

## **Digital Marketing in Bangladesh**

Digital marketing in Bangladesh has exploded in the last decade. Around 90% of companies are promoting their marketing strategies through social media.

Today, most people are online as they have access to cheap data and affordable smartphones. That's why the number of people who have access to the internet has increased significantly in Bangladesh. It means any company

can easily target their customers to create brand awareness and promote or sell their services or products through online marketing platforms.

Business companies are jumping into this new marketing world through either business-to-business (B2B) or business-to-consumer (B2C) digital marketing:

- B2B: To generate leads, B2B marketers rely on web traffic and are active on social media platforms like LinkedIn and Twitter. They rely on PPC campaigns to reach the target audiences.
- B2C: B2C marketers concentrate mainly on improving brand awareness and attracting customers to their website, businesses, or products using social platforms like Facebook, Twitter, Instagram, and Pinterest.

## **Affiliate Marketing in Bangladesh**

Anyone can market the products in the affiliate marketing method and get a commission from the product owner. So, you don't need to have your product or service to earn money. But you can't earn a lot of money overnight from affiliate marketing. You have to work patiently. Some of the largest e-commerce sites of the world which are giving scopes to earn cash by affiliating are Amazon.com, Alibaba, etc., including daraz.com, Evaly in Bangladesh.

## **Digital Marketing Career in Bangladesh**

Many digital marketers in our country are earning well enough a month by adopting digital marketing as a career. If you want to be a successful digital marketer, you have to build yourself up well with any of the 3/4 marketing skills. Then you will become a good digital marketer in the future and do a respectable job in the marketing sector of different companies.

Most big companies spend a lot of money nowadays on digital marketing to hire good quality digital marketers. If you are well skilled in social media marketing, Google AdWords, AdSense SEM, SEO, and Content Marketing, building a career as a digital marketer will be very easy for you.