

**THE ROLE OF DIGITAL MARKETING IN FACILITATING
INTERNATIONAL EXPANSION FOR BANGLADESH BASED
TEXTILE SME, YELLOW**

Candidate's Declaration

I, <insert your full name>, hereby state that this dissertation and the results presented in it are entirely the result of my work.

In cases where I have used other people's published work, this is made known and credit given to the original author/s.

If I used work for another source, this is indicated and if not, then it is based on my research only. Except for the quotations that are quoted in this dissertation this work is my own;

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Abstract

This research focuses on the use of digital marketing in the process of internationalisation of YELLOW, a textile SME from Bangladesh. In today's world economy that is rapidly evolving to be global and competitive, YELLOW aims at improving on the brand recognition it gets online in a bid to capture international clients and consumers. Using aspects and concepts from theories like the Resource-Based View of the firm, the Uppsala Model of Internationalisation and the Digital Marketing Funnel, the study explores how organisations can leverage technology to break existing barriers to market entry. Measurement and analytics are centred around evaluating the impact of the online marketing activity on customers and clients, their reach on the site and conversion.

The study demonstrates an increased level of success regarding YELLOW's expansion to the international market with the help of digital marketing but also reveals limitations of the digital approach. This implies that for an effective strategy for international expansion one needs to strive for a balanced mixture of at least the quantitative and qualitative research methods.

Table of Contents

Candidate's Declaration.....	2
Acknowledgements.....	3
Abstract.....	4
List of Figures	7
Chapter 1: Introduction	8
1.1 Background	8
1.2 Aims and objectives	8
1.3 Research questions	9
1.4 Rationale of the study.....	9
1.5 Theoretical Framework	10
1.6 Definitions and terminologies	10
1.7 Dissertation structure.....	10
Chapter 2: Literature Review.....	12
2.1 Introduction	12
2.2 Importance of International Expansion.....	12
2.3 Role of Digital Marketing	13
2.4 Digital Marketing in Bangladesh's Textile Sector.....	15
2.5 Digital Marketing Challenges	15
2.6 Theoretical Framework	16
2.7 Summary	17
Chapter 3: Research Methodology.....	19
3.1 Introduction	19
3.2 Research Onion	19
3.3 Research Philosophy	20
3.4 Research Approach	21
3.5 Research Design.....	21

3.6 Data Collection Method	22
3.7 Data Collection Source.....	22
3.8 Sampling.....	22
3.9 Data Analysis Method.....	23
3.10 Ethical Considerations.....	23
3.11 Chapter Summary.....	24
Chapter 4: Data analysis	25
4.1 Introduction	25
4.2 Analysis.....	26
4.3 Summary	29
Chapter 5: Data findings	31
5.1 Introduction	31
5.2 Key Findings	31
A. Digital Marketing Strategies Adopted by YELLOW	31
B. Role of Digital Marketing and e-commerce in International Market Penetration	32
C. Challenges in International Digital Marketing	35
D. Comparative Success Against Competitors.....	36
5.3 Summary	38
Chapter 6: Conclusion.....	39
6.1 Conclusion.....	39
6.2 Recommendation.....	40
6.3 Future research	41
Reference List	42

List of Figures

Figure 1: International marketing	13
Figure 2: Digital marketing roles	14
Figure 3: RBV strategy	17
Figure 4: Uppsala Model of internationalization	18
Figure 5: Digital Marketing Funnel theory	19
Figure 6: Research Onion	21
Figure 7: Digital marketing strategies	33
Figure 8: Benefits of business using digital marketing	35
Figure 9: Challenges in digital marketing strategies	37

Chapter 1: Introduction

1.1 Background

Bangladesh textile industry has been one of the most contributing sectors to the economy of Bangladesh. The main reason is the high business density of the Small and Medium-sized Enterprises (SMEs) in this industry. At the same time the industry also encounters a number of challenges. What has been of worry has been the increase in; international competition, market access and lack of effective marketing instruments (Farhana *et al.* 2022). The fast-growing phenomenon of digital marketing has been nothing less than beneficial. Yellow have also become an important instrument in commercial organisations. In a number of ways, it assists their existing and/or potential worldwide expansion and increased clientele. But it has been seen that the Bangladeshi textile SMEs are still not very efficient with the use of digital marketing techniques. Yellow are quite lagging when it comes to the internationalisation of their operations. This can be seen most evidently in the case of Yellow. The present organisation is a textile SME located in Bangladesh. Yellow have been undertaking their operations in the domestic market for several years now. Yellow spoke of the significance of the utilisation of digital marketing in expanding the consumer base as well as promoting brand popularity. Yellow have nevertheless not utilised the same to optimal capacity (Rahman and Chowdhury 2020).

Therefore, Yellow have had challenges in market analysis, brand awareness, and consumer relations. The purpose of the current study is to explore the digital marketing practices among the Bangladeshi textile SMEs at the present time (Ali *et al.* 2022). It will especially centre on the use of digital media by Yellow. The degree of visibility and customers' interactions that it can generate in foreign markets will also be examined at the same time. It will also state the prospect and threats of using digital marketing as embraced by Yellow. Therefore, this study would increase the appreciation of the significance of digital marketing.

1.2 Aims and objectives

This research is intended to contribute to knowledge about the extent to which digital marketing can support internationalisation efforts of Bangladeshi textile SMEs. It will especially concentrate on Yellow. It is a Bangladesh-based textile SME. The study also aims to explore the current state of digital marketing practices among Bangladeshi textile SMEs. It will identify the challenges and opportunities faced by Yellow in using digital marketing.

Objectives

- To analyse the current digital marketing strategies employed by Yellow. It will explore the use of social media, email marketing, and search engine optimization.
- To evaluate the impact of digital marketing on brand visibility and customer engagement of Yellow in international markets.
- To identify the challenges and opportunities faced by Yellow in using digital marketing for international expansion and limited understanding of digital marketing strategies.
- To assess the effectiveness of different digital marketing tools and platforms in reaching international customers.

1.3 Research questions

- What are the current digital marketing strategies employed by Yellow, a Bangladesh-based textile SME?
- What is the impact of digital marketing on brand visibility and customer engagement of the company in international markets?
- What are the specific challenges and opportunities faced by the company in using digital marketing for international expansion?
- How effective are different digital marketing tools and platforms in reaching international customers?

1.4 Rationale of the study

The study aims to investigate the role of digital marketing in facilitating international expansion for Bangladeshi textile SMEs (Haque *et al.* 2024). The industry has significant potential for growth. International expansion is an important aspect of the entire process. However, the industry has been facing numerous challenges in expanding their international presence. It includes limited access to international markets, inadequate marketing strategies. The special emphasis on Yellow enhances the findings of the study. Digital marketing has become an important tool for businesses to expand their global presence. It is equally effective in expanding their consumer base. The study would help to explore challenges and opportunities faced by Yellow in using digital marketing. There is a lack of research on the role of digital

marketing in this context. Hence a detailed understanding would help to contribute to the development of effective digital marketing strategies.

1.5 Theoretical Framework

The theoretical framework of this study is based on the concept of digital marketing strategies. These strategies are a critical aspect of any marketing plan. The framework is based on the idea that digital marketing strategies can be used to facilitate international expansion for Bangladeshi textile SMEs. It also includes Yellow (*Dwityas et al. 2020*). The digital marketing strategies are techniques that are used to promote their products online. This study explores various such techniques. Social media marketing reflects on the use of social media platforms. It includes such Facebook, Twitter, and LinkedIn to promote their business. Content marketing has been significantly on a rise. According to this marketing framework, it is related to creation and distribution of valuable content. It is effectively used to attract and retain customers. Many businesses make use of email to send targeted messages to customers, potential customers (*Lopes and Casais 2022*). The studies also reflect there has been an increase in the practice of paying for each click on a paid advertisement. The other theoretical framework is influencer marketing. These digital marketing It is because these strategies promote brand visibility, customer engagement and market penetration. Hence it would directly influence international expansion of Bangladeshi Textile SME, Yellow and other stakeholders.

1.6 Definitions and terminologies

The study aims to investigate the digital marketing strategies employed by Bangladeshi textile SMEs. This study would particularly focus on Yellow and their effectiveness in promoting international expansion (*Meng et al. 2021*). The research focuses on the key concepts of digital marketing. The various theoretical frameworks are social media marketing, content marketing, search engine optimization (SEO), email marketing, pay-per-click (PPC) advertising to name a few. The study will analyse the current digital marketing strategies employed by the company. Hence these would be some of the key definitions. The findings would offer insights into the effectiveness of digital marketing strategies in facilitating international expansion within the textile industry.

1.7 Dissertation structure

The dissertation is structured into six chapters, each serving a specific purpose. The first chapter offers an introduction to the study. The second presents the comprehensive literature review on the importance of international expansion and other aspects. The third chapter outlines the research methodology of the study. Chapter four highlights the key findings on the digital marketing strategies adopted by YELLOW, challenges faced by the company in its international digital marketing efforts. Chapter five talks about different findings of the study. Finally, Chapter 6 concludes the study by summarising the findings and recommendations for Yellow.

Chapter 2: Literature Review

2.1 Introduction

The international market frequently presents chances for increased profit margins because of the capability to sell products at elevated prices in regions where Bangladesh-made textiles are greatly appreciated (Quddus and Kropp 2020). The increasing number of internet operators in Bangladesh, joined with the climb of social media stages, provides a vast viewership for digital marketing activities. Digital marketing acts an essential role in assisting international increases for Bangladesh-founded textile SMEs like Yellow.

2.2 Importance of International Expansion

2.2.1 The significance of international markets for SMEs.

Global markets are essential for the development and durability of small and medium-sized enterprises (SME) such as Yellow, which is a textile-based company from Bangladesh. Developing among international markets allows SMEs with an approach to larger consumer foundations, which can manage to enhance sales, income, and market share (Naradda Gamage *et al.* 2020). Considering a textile SME such as Yellow, global development permits modification of its market risk, decreasing dependency on the local market, which might be flooded or volatile.

The international market frequently presents chances for higher profit margins due to the capability to sell products at expansive rates in regions where Bangladesh produced textiles are greatly appreciated. This enlargement can also drive enhancement in operational efficiency and economies of climb, as larger creation volumes frequently manage to reduce cost reductions (Islam *et al.* 2023). The achievements of global expansion need a strategic method, involving insights into the target market's wants, regulatory conditions, and cultural variations.

Moreover, entering international markets increases an SME's brand appreciation and reliability. By effectively competing globally, Yellow can determine itself as a dependable and related to quality brand, which can advance allure partnerships, reserves, and advanced business possibilities (Puthusserry *et al.* 2020). The global revelation also promotes the exchange of thoughts, innovation, and common practices, which permit SMEs to stay reasonable by accepting the latest trends and technologies.



Figure 1: International marketing

(Geeksforgeeks, 2023)

2.2.2 Challenges faced by Bangladeshi textile SMEs in expanding internationally.

Bangladeshi textile SMEs, such as Yellow. It confronts various disputes when growing globally. One of the main barriers is navigating the difficult regulatory environments of non-domestic markets. Various countries have unstable parameters, restrictions of imports, and compliance needs, which can be complicated for SMEs with inadequate resources to control (Al-Mamun, 2023). This involves challenges associated with tariffs, protectiveness policies, and the requirement for certifications, which can enhance costs and defer market entry.

Another important dispute is the strong competition in global markets. Bangladeshi textile SMEs frequently compete opposing well-established international brands with wide marketing budgets and powerful brand acknowledgment (Brink *et al.* 2021). This makes it complicated for SMEs to separate themselves and allure customers in open markets. Cultural and language obstacles can further elaborate market expansion. Comprehension of local consumer choices, fashion trends, and communication forms is essential for achievements, but it needs market research and modifications, which can be labour consuming for SMEs.

2.3 Role of Digital Marketing

2.3.1 General importance of digital marketing in modern business.

Digital marketing has made a foundation of modern business, which contributes unparalleled chances for development, consumers assistance, and brand advancement. In today's new media age, where the preponderance of customers is online, businesses must determine a powerful digital attendance (Orazymbetova *et al.* 2020). Digital marketing gives this by benefiting from

stages such as social media, email, search engines, and satisfied marketing to achieve an international audience effectively and cost-efficiently.

One of the primary advantages of digital marketing is its capabilities to target specific demographics with accuracy. Businesses can adapt their marketing dispatches aimed at factors such as interests, age, location, and online conduct, ensuring that Yellow achieve the right audience at the appropriate time (Pourkarim *et al.* 2022). This aimed approach not only enhances the likelihood of changes but also enhances marketing budgets by decreasing wastage.



Figure 2: Digital marketing roles

(Petkar, 2020)

2.3.2 Relevance of digital marketing in the textile industry.

Digital marketing is extremely appropriate to the textile industry, contributing numerous advantages that help businesses succeed in an inexpensive market. The textile industry, characterised by rapid trends and various customer choices, relies heavily on efficient communication and brand clarity to attract and maintain customers (Chinakidzwaa and Phiri 2020). Digital marketing offers the instruments to accomplish this by leveraging different online stages and policies.

One of the key benefits of digital marketing in the textile industry is the capability to reach a worldwide audience (Mukhsinova and Ergashxodjayeva 2022). Unlike traditional marketing approaches, digital marketing interruptions geographical impediments, allowing textile

companies to showcase their products to potential customers worldwide. Through e-commerce websites, social media, and online marketplaces, textile businesses can expand their market reach, increase sales, and build brand recognition beyond their local markets. digital marketing supports real-time engagement and feedback, enabling textile companies to interact directly with customers, address their concerns, and build lasting relationships.

2.4 Digital Marketing in Bangladesh's Textile Sector

2.4.1 Current state of digital marketing among Bangladeshi textile SMEs.

The present state of digital marketing within Bangladeshi textile SMEs is developing, but its residue in the early platforms for many businesses (Biswas *et al.* 2021). While bigger companies and some advanced SMEs have initiated embrace digital marketing, an important portion of the industry continues to depend heavily on traditional marketing approaches. This is partly due to restricted resources, lack of experience, and a general hesitancy to invest in advanced technologies.

Challenges remain, involving limited admission to digital marketing training and instruments, which hampers the capability of many SMEs to fully take advantage of online chances. Moreover, the substructure for digital payments and logistics, while increasing, still poses impediments to seamless digital affairs (Indrawati, 2020).

2.4.2 Challenges and opportunities for digital marketing in Bangladesh.

Digital marketing acts an essential responsibility in facilitating international increases for Bangladesh-based textile SMEs like YELLOW (Lim *et al.* 2024). It allows these companies to achieve international markets, build brand understandings, and compete on a global scale without the required for an important physical existence abroad. Through strategies like social media marketing, search engine optimization (SEO), and e-commerce, YELLOW can successfully target potential customers worldwide, display its products, and move online sales. On the other hand, the chances are informed. The increasing number of internet rides in Bangladesh, joined with the rise of social media stages, provides a vast audience for digital marketing activities (Alok *et al.* 2023). With proper contribution in digital skills and framework, YELLOW can tap into advanced markets, enhance exports, and make an international brand.

2.5 Digital Marketing Challenges

2.5.1 Common challenges faced by Bangladeshi textile SMEs in adopting digital marketing

Digital marketing plays an essential role in assisting the global expansion of Bangladesh-established textile SMEs like Yellow by contributing cost-powerful and targeted methods to achieve international markets (Talukder and Bhuiyan 2020). Over social media, SEO, content

marketing, and e-commerce stages, these SMEs can increase brand clarity, engage with global customers, and struggle in the international marketplace without the requirement for a physical existence in foreign countries. By exploiting digital tools, Yellow can display its commodities to a broader audience, make a brand personality, and streamline the customer acquisition process, making it an accomplishment to enter and develop in new markets.

However, Bangladeshi textile SMEs face various challenges in adopting digital marketing. These involve limited access to skilled digital marketing experts, lack of insights of international digital trends, and insufficient infrastructure such as dependable internet connectivity (Mollel and Rwabishugi 2021). Conquering these challenges needs targeted training, government assistance, and strategic partnerships to make the necessary digital marketing abilities and infrastructure that will enable SMEs like Yellow to flourish globally.

2.5.2 Specific challenges for Yellow in leveraging digital marketing for international expansion

Digital marketing acts an essential role in assisting international increase for Bangladesh-based textile SMEs such as Yellow. By leveraging online stages, Yellow can achieve a global audience, display its products, and make brand awareness beyond domestic markets (Rumi *et al.* 2021). Digital tools such as social media, SEO, and email marketing facilitate the company to engage with potential global customers and tailor its messaging to various markets.

Another dispute is competition in the global market. Yellow wants to distinguish itself from established international brands, which demands important investment in branding and digital advertising. Moreover, the company may experience difficulties in insights and complying with different international regulations associated with online marketing and privacy of the information.

However, Yellow faces individual conflicts in applying digital marketing for global expansion (Katsikeas *et al.* 2020). There is the dispute of cultural variations; what resounds with customers in Bangladesh might not appeal to those in other areas. Crafting social relevant content needs deep insights of target markets. Moreover, navigating language impediments can be complex, requiring multilingual campaigns to successfully communicate with international audiences.

2.6 Theoretical Framework

The concepts, principles, and models chosen to explain the context of how digital marketing enables international market entry for a Bangladesh-based textile SME, YELLOW, derive from

several marketing, international business, and digitalization theories. The theoretical foundations of this framework are mainly the RBV, the Uppsala Model of Internationalisation, and the Digital Marketing Funnel, that allow to develop a vast understanding of the role of digital marketing in international growth (Khana and Abir 2022).

Based on ***RBV strategy***, firms are capable of achieving competitive advantage through the use of truly scarce resources. When discussing YELLOW, digital marketing is considered as one of the key resources that can help the brand stand out in the international markets. The opportunities given by the Internet as a marketing channel are to increase the coverage of the communities interested in YELLOW and implement more targeted marketing tactics as well as to improve the overall manner of customer relations. However, analysing this perspective critically shows that although digital marketing tools present valuable resources there are potential weaknesses that have YELLOW relying on the effective use of these resources and the timely application and switching to new technologies.

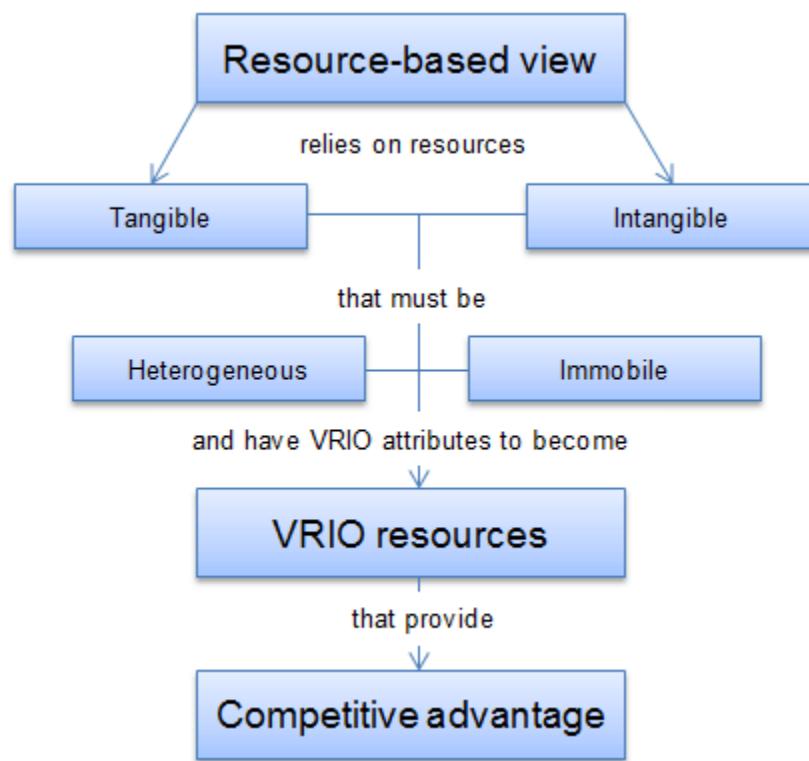


Figure 3: RBV strategy

(Jurevicius, 2023)

The ***Uppsala Model of internationalization*** defines the international expansion process as slow, with the firm first targeting countries that are culturally or geographically similar to the firm's own country. This threatens the traditional model of marketing in light of digital marketing because it directs firms such as YELLOW to the global market stages (Meghwala

and Meena 2024). However, this strategy may be somewhat dangerous since it may exclude the necessity to have keen insights into local markets, customers' behaviour, and regulations.

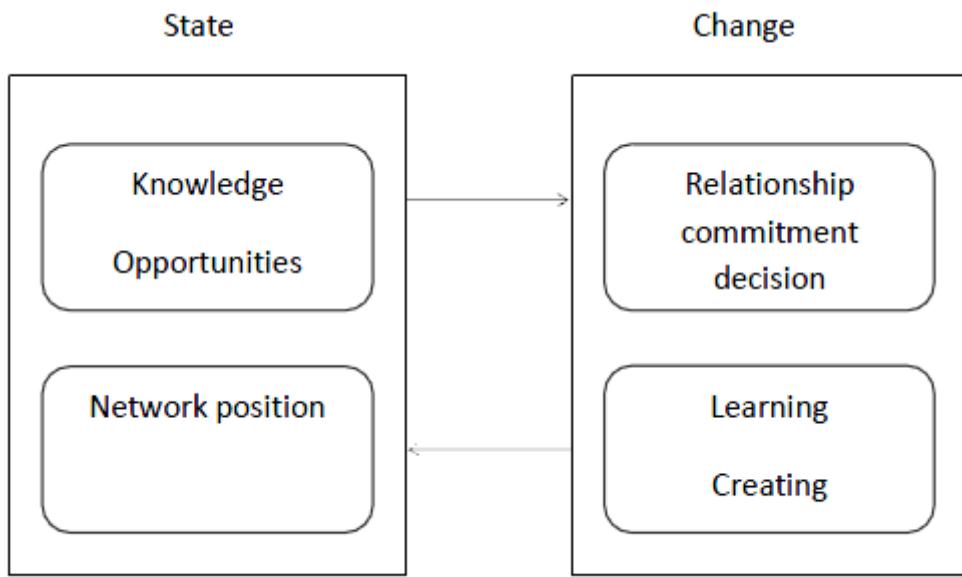


Figure 4: Uppsala Model of internationalization

(Dudovskiy, 2019)

Digital Marketing Funnel theory provides understanding of how YELLOW can target, attract, and influence international customers using online media. They include content marketing, social media involvement, and the optimization of any website for search engines. However, this over-emphasis on the digital aspect means that there is sometimes a tendency to overly-complicate the means of achieving great 'reach' instead of the strategic goal of acquiring greater penetration and conversion of those consumers in the market (Deb *et al.* 2024).

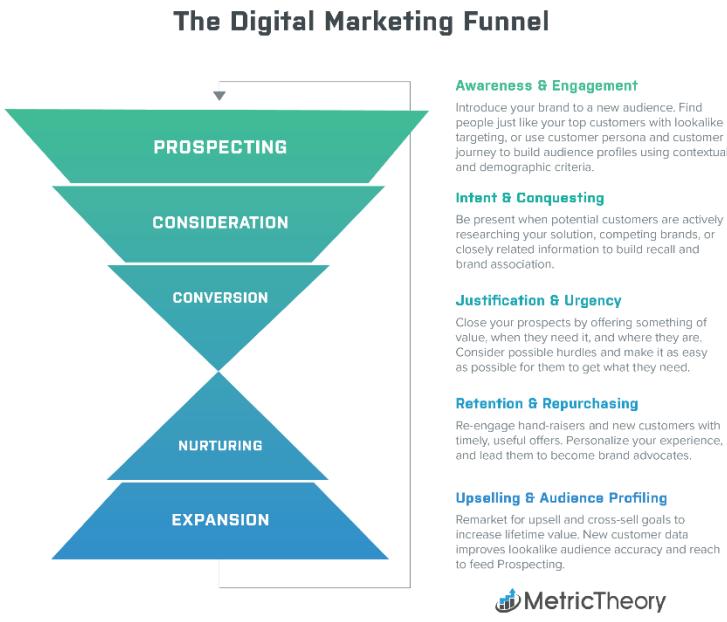


Figure 5: Digital Marketing Funnel theory

(McClauss, 2019)

In summary, the theoretical framework highlights the importance of digital marketing in helping YELLOW internationalize in the global textile industry. However, in order to create sustainable growth and development, it also calls for thorough market research, an awareness of cultural contexts, and innovation.

2.7 Summary

Digital marketing also allows low-cost flights, real-time communication, and personalised offers according to regional options (Malisianou *et al.* 2024). The use of the internet enables the company to attain international audiences through a specialised online advertising and social media participation and e-shopping phases. With SEO, content marketing, and analytics, Yellow can create brand familiarity, entice worldwide customers, and study trends in the marketplace. All together Yellow act as an essential tool by which Yellow Company may expand to new markets, enhance its competitive margins, and continue development in the international textile industry.

Chapter 3: Research Methodology

3.1 Introduction

This study employed a qualitative approach. It is particularly grounded in the constructivist paradigm. It has been aligned to explore the digital marketing strategies employed by Bangladeshi textile SMEs (Bogna *et al.* 2020). It also continues to focus on Yellow. The qualitative research design is chosen to enhance the quality of the study. It is because it has been effective to capture the complex and specific nature of the behaviours and attitudes of SME. It has been captured in the context of digital marketing strategies. The chosen paradigm has been to conduct in-depth examination of the subject. It has helped in developing a detailed understanding of the digital marketing environment within the industry. This approach acknowledges the importance of theory in forming the practice.

3.2 Research Onion

The research onion is a metaphorical representation. It reflects the different layers of research methodology. It is a representation of the complexities and intricacies of the research process. This onion-like structure consists of several layers. In this case each layer builds upon the previous one. Hence this helps to develop a detailed understanding of the research topic. The outermost layer of the research onion is the research question. These questions act as the foundation for the entire study (Ospina *et al.* 2021). It helps to outline the problem being addressed in the study. The next layer is the literature review. This helps to offer a detailed overview of the existing knowledge on the topic. It is equally effective in identifying gaps in the current literature. Hence the research design is accordingly aligned. This is the third layer. It reflects the approach and methodology used to collect and analyse data. In this study a qualitative approach has been employed. The thematic analysis has helped to identify patterns and themes in the data. The data collection in this study has been categorised into two parts. The data analysis can be classified into these sections: coding, theme identification, and reporting (Christou, 2022).

The innermost layer of the research onion is the data. The data has to be rich and detailed. This helped in developing a nuanced understanding of digital marketing practices among Bangladeshi textile SMEs. The last and final layer is the findings. A well-presented report offers in-depth understanding of the research topic.

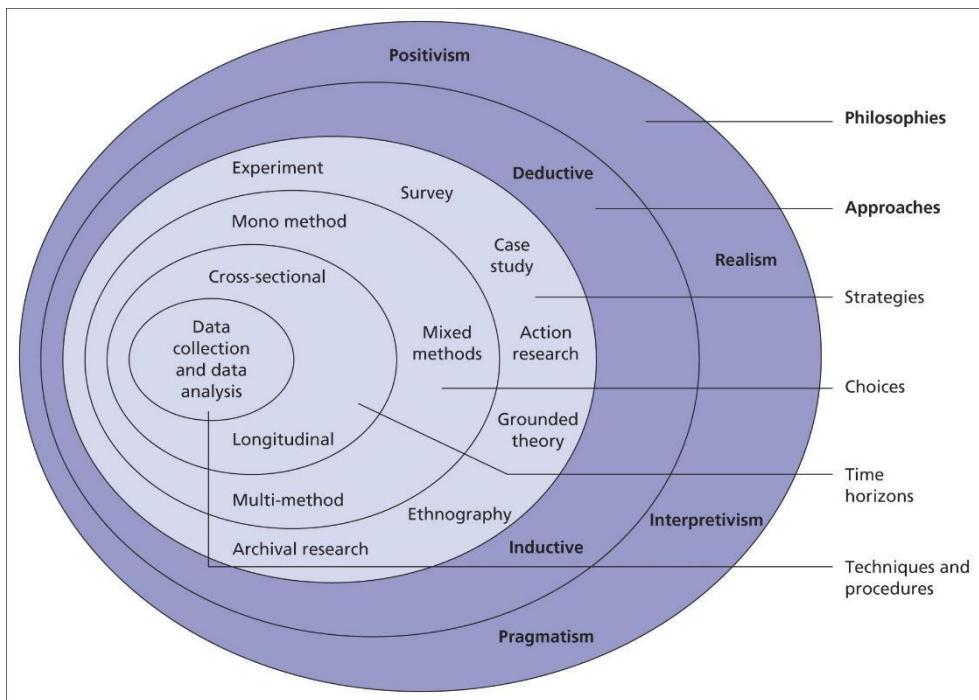


Figure 6: Research Onion

(Dudovskiy, 2024)

3.3 Research Philosophy

This study adopted an interpretivist research philosophy. This philosophy holds those subjective experiences construct reality. It makes use of assessments of people and institutions. It emphasizes how involved the researcher is in the study process. Yellow therefore has a significant part in the process. The concept acknowledges that people and institutions shape their own experiences and meanings (Muhammad, 2021). Mostly these meanings are shaped by their subjective experiences. In this study, philosophy is reflected in understanding the digital marketing practices of Bangladeshi textile SMEs. Even this context has been considered as a subjective phenomenon. It has also been acknowledged that meaning and significance of digital marketing practices are shaped by the cultural and social context of Bangladesh. These contexts are mostly built by interactions between individuals and organisations.

Simultaneously the approach has also emphasised on the importance of empathy and understanding. These are equally important aspects of the research process. The researcher aimed to develop a better understanding of the experiences and perspectives of Bangladeshi textile SMEs (Islam *et al.* 2021). This helped in also developing an understanding about their digital marketing practices. This approach also acknowledges that a researcher has their own biases and assumptions. Yellow has the potential of influencing the research process. This

acknowledgment helped to create awareness of these biases. It has simultaneously empowered the researcher to take steps to minimise their impact.

3.4 Research Approach

The research approach for this study is a qualitative approach. It has been aligned to explore the complex issues related to digital marketing strategies (Goldman *et al.* 2021). The strategy has been developed to provide a nuanced knowledge within the context of textile SMEs in Bangladesh. It has been decided to use the deductive research approach. As previously stated, it illustrates how social and cultural interactions shape reality. This method has assisted people and organizations in developing their own experiences and meanings. It is similar in the context of digital marketing. The study has employed a literature review. This is one of the data collection strategies in this study. There has been rigorous review of existing literature on digital marketing and internationalisation of SME. The rigorous approach has helped to identify gaps in the current literature (Steinhäuser *et al.* 2021). Accordingly, this study helped to develop a framework for future research. Another source of data collection has been data of Yellow. The data has been collected from reports and publications of the company.

This context helped to offer a real-life context to the study. After data is collected, the data analysis process involves thematic analysis. It is one of the most suitable methods for qualitative research. The process includes: familiarisation with the data, initial codes, identifying themes, reviewing themes (Dawadi, 2020). The very last step is to define and name themes. In the final report the researcher presents the themes in a clear and coherent manner. It has been ensured that detailed descriptions of each identified theme have been offered. The study also offers relevant citations from the data analysis. Hence, the study has adopted a systematic approach.

3.5 Research Design

The exploratory research design for this study is a qualitative approach. It has been considered a suitable approach. It has been effective in exploring the complex issues related to digital marketing strategies in Bangladeshi textile SMEs. The design is particularly one case with emphasis on Yellow (Nassaji, 2020). This case study design helped in-depth examination of the digital marketing practices and strategies of the organisation. It has helped in exploring the challenges and opportunities associated with digital marketing practices in this industry of

Bangladesh. It also simultaneously helped to explore the aspect of internationalisation. It has been able to offer a holistic understanding of the subject.

3.6 Data Collection Method

The data collection method for this study is systematic literature review. The study has made use of comprehensive literature review. The use of existing research on digital marketing in the textile industry in Bangladesh has been effective (Islam *et al.* 2021). It offered a theoretical framework for understanding the context of the study. Along with literature review, the study will also analyse reports of Yellow. It has been collected from reports and publications of the company. The researcher primarily focused on their digital marketing platforms. This has offered an understanding about digital marketing practices, strategies, and results of the company.

3.7 Data Collection Source

For the case analysis of Yellow secondary data has been collected. The source of data collection has been: reports publication by yellow on their digital marketing platforms. The literature review will be conducted through a systematic search. The source of literature review has been academic journals, books and online databases. In this study the search has been limited to articles, reports, and cases published in the English language. The researcher limited the findings between 2010 and 2023 (Campbell *et al.* 2020). The inclusion criteria for the literature review include studies that focus on digital marketing in the textile industry. One of the most important inclusion criteria has been the country on which the study is entirely based. The studies that explored the use and management of digital marketing by textile-based SMEs have been selected. It further shortlisted studies that focused on market expansion. The study has made effective use of online databases such as Google Scholar, Scopus to collect data.

3.8 Sampling

The sampling strategy for the study has been focused. It collected relevant and high-quality data from existing sources. The sampling frame consists of articles, reports, and case studies. All of these documents have been published in English language between 2010 and 2022 (Taherdoost, 2021). The researcher used Purposive sampling to select the most relevant and informative sources. The Focus while selecting the documents has been on digital marketing in the textile industry. In alignment to the study, a particular focus has been given on Bangladesh. It has ensured that the publications are from reputable academic journals, books, and online databases. The sample size was determined by the point of saturation. The researcher stopped when no new themes were being identified from the data. A minimum of 20-25 sources were collected to ensure a detailed understanding of the research topic.

3.9 Data Analysis Method

The data analysis process involved in this study is a systematic approach. Thematic analysis has been used. It is considered to be one of the most suitable methods for qualitative research. In this study the analysis process consists of three stages. The first stage is the familiarisation stage. In this case the researcher engaged systematically with the data. It helped to understand various trends and patterns associated with the study. The next step is Initial codes. Yellow were generated by assigning data segments. There have been strategic use of tags containing index concepts and critical themes (Peel, 2020). This is an important process. It is because the ongoing comparisons have helped to eliminate and modify differences accordingly. The next step consisted of searching for themes. This stage involves grouping codes into categories.

3.10 Ethical Considerations

This study has been committed to uphold the highest standards of academic integrity and ethics. As secondary sources have been used, proper citation practices were followed. This helped to ensure that all previous works are properly credited and recognized (Gottardello and Karabag 2022). While considered organisational information of Yellow confidentiality and privacy were upheld. The study also acknowledged the contextual and structural challenges faced by the textile industry of Bangladesh.

3.11 Chapter Summary

This chapter provides an overview of the research methodology and associated aspects. The research adopted a qualitative approach. It is aligned with the constructivist paradigm. This has been effective in exploring the digital marketing strategies of Bangladesh textile SMEs. The study employed a literature review, analysis of organisational information from Yellow. This holistic approach offered a detailed insight by using thematic analysis. The study also upholds academic integrity and ethics.

Chapter 4: Data analysis

4.1 Introduction

The considered industry – like the textile industry – contributes much to the economy of Bangladesh and always operated with the conventional approach to growth and export. Yellow is a Bangladeshi Textile SME that decided to change its digital marketing strategy from the local market to the international market within the past year because international competition increased at the same time as the growth of the international market for ethical and sustainable apparel (Haque *et al.* 2021). The data analysis section is specifically concerned with identifying the role of digital marketing tools in enabling Yellow, a Bangladesh based textile SME, to go international. The study focuses on different digital marketing themes, which include, among others: e-commerce, social media engagement, search engine optimization SEO and online advertising to establish the most suited technique in capturing the global markets (Saha *et al.* 2022). Based on qualitative research, the analysis targets website traffic, social media KPIs, and sales to assess the effect of digital marketing on internationalization. This thematic approach offers information on how Yellow can make effective and appropriate use of the digital world to its advantage and how this impact the company's visibility, customer attraction and market coverage (Popenoe *et al.* 2021). These are the themes that Yellow required therefore suggesting them depending on the requisites of Yellow to go global. It also highlights its strengths regarding the use of the digital marketing channel to reach out for more customers across the globe as well as enhancing sale through the e-business channel. These themes are in line with the company's strategic objectives to leverage on online sales, social media and SEO to foster the competitive international market. It has been effective in identifying patterns and themes in the data. Hence the research methodology has been aligned or develop in-depth understanding of digital marketing practices in the concerned industry. The following are some of the discussions regarding this introduction: The adoption of digital marketing is becoming a significant imperative in enhancing the YELLOW business model and competitive advantage and the textile industry as a whole.

As argued by Aithal and Aithal (2024), analyzing data does allow the understanding of customers' behaviour, their engagement, and conversion rates, but it may pose certain drawbacks. In particular, an over-reliance on the digital metrics may result in the loss of attention to the basic factors of market entry such as brand image, which is important in international settings. Also, the boosting of the website traffic, social media presence, and online sales figures may result in misinterpretation of success while neglecting the complex nature of the internationalization process, the problems with distribution, local competition

pressure, or legal constraints. Thus, despite the relevance of data analysis for assessing the efficacy of the digital marketing strategies, it is crucial to utilise the qualitative methods to shed light on YELLOW's international expansion plan to avoid overemphasizing the quantitative results at the detriment of the qualitative market insights.

4.2 Analysis

Theme 1: Digital Marketing Strategies

Yellow's international expansion strategy By using digital marketing. To cater to the global markets, Yellow uses sophisticated internet marketing techniques that are specific to target different customer bases and take the advantage of advanced technology. Marketing on social media is one of the foundations of Yellow's strategy (Ijomah *et al.* 2024). Yellow continues to post on the commonly used social media sites such as Facebook, Instagram, and Twitter and also running ads, post interesting content, and posts that elicit an interaction from the general public. This in addition to building brand recognition helps in community building and website traffic among other benefits. This helped the researcher to establish potential themes. It also provided a narrative of the data that has been analysed. In the stage of reviewing themes, there has been categorisation and renaming of themes. This has helped to uphold coherence and consistency (Morgan and Nica 2020).

Another strategic approach of Yellow is Search Engine Optimization (SEO) in its digital marketing mix (Sakas *et al.* 2022). When optimising its website and the content, the focus is on those keywords that are relevant to Yellow's products and thus the company improves on its positioning on the search engines, thereby making it easy for international customers to access their products. It means that Internet visibility results in better traffic in the websites and enhanced online sales performance. Internet marketing is not very costly most of the time hence it can initiate direct contact with potential clients regardless of their location in the world and hence would be instrumental in creating awareness of the initiation of the business. Even though YELLOW actively operates only in a few foreign countries, although using many Internet marketing tools, including SMM, SEO, and integrating with other electronic trading platforms, it is possible to respond to all the subtleties of conducting international activities. Content marketing is also among the key focuses in Yellow's plan. This is achieved through the constant production of helpful content for the textile sector in the form of blogs, newsletters and videos (Aithal and Aithal 2024). This content not only features information dissemination for market-targeted consumers, but also creates confidence and reliability for the target market.

Besides, Yellow also uses e-mail marketing to communicate and develop business with potential and existing customers. Customers are provided with unique email addresses for personally tailored future campaigns and newsletters, which keep subscribers updated with the new products and services, special offers, and trends.

Yellow integrates all these above digital marketing strategies improving its brand awareness, global targeted audiences, and significant sustainable revenue growth in the international typed markets (Kushwaha *et al.* 2020).

Theme 2: Market Penetration and Brand Visibility

Digital marketing has gone a long way in greatly improving Yellow's market coverage in new markets of the world and boosting its brand awareness (Robertson *et al.* 2020). Through focused and precise online advertising, Yellow has been able to achieve customers beyond its home market appealing to a plethora of global consumers. For instance, paid advertisements using the services of Facebook and Google AdWords have led to an increase in international website traffic by 35 percent in the last year. Further, the volume of engagement has risen: quantitative measurements such as likes, shares, and comments of Yellow / social media engagement have increased by 50% from the previous months; this shows that the audience seems more interested in what Yellow is posting. In addition, Yellow has maintained Branding both internally and externally and partnerships with Influencers have also made them popular and stable in critical regions such as North America and Europe. By undertaking such digital marketing strategies, Yellow has not only gained new market share in the textile and apparel business but also has now branded itself as one of the familiar companies in business around the world.

Digital marketing has indeed assumed a central role in the global business development strategy of the Bangladeshi based SME in textiles, YELLOW. Through the additional use of the internet, YELLOW has expanded within the foreign market thus increasing the company's market share and brand name recognition (Zhanga and Watson 2020). Internet marketing techniques inclusive of social media marketing, SEO and online advertising have provided the company with a wider customer base of different demography in the global market. All these digital efforts have helped YELLOW to penetrate new markets by creating brand awareness and adequately interacting with the potential customers. Furthermore, by integrating analytics and customer data, YELLOW it has been made possible to market specific market strategies and executions in respective international markets, hence making it relevant and appealing to local consumers. This practice of digital approach not only magnified the brand strength of YELLOW but also supported the long run sustainable growth and competitiveness of the textile

industry across the globe. Digital marketing also offers measurable results, allowing businesses to track the executions of their campaigns in actual-time (Ezekiel *et al.* 2024). Instruments such as Google Analytics and social media are used to permit companies to control traffic, engagement, and transformation rates, providing valuable information that can be used to improve strategies and increase ROI.

Furthermore, digital marketing permits textile companies to goal specific customer sections with precision. By utilising data analytics, businesses can comprehend client behaviour, priorities, and trends, allowing them to tailor their marketing strategies consequently. These targeted methods improve the strength of marketing activities, foremost to higher transformation rates and customer gratification.

Theme 3: E-commerce and Online Sales Channels

On the same note diversification, e-commerce, and online sales channels have helped Yellow to spread to the international market through proper and efficient network coverage (You and Bu 2020). Through relying on developed marketplaces like Amazon, eBay, and Alibaba, Yellow has been in a position to reach out to new customers and achieve better international market sales. The following platforms enable Yellow to market its products to millions of potential buyers across the globe and make cross-border selling a breeze.

Among all those concerns, Yellow's e-commerce website is an important strategic point of presence on the web. Intuitive and user-friendly, this site has been integrated for both web and mobile with a view of improving the shopping experience of customers. Facilities like multiple currencies and country-specific payment methods ensure that international buyers can easily get Yellow's products (Utami *et al.* 2020). The utilisation of various analytical tools on the website provides Yellow with information about customers' actions, sales results, and ways to adjust the marketing campaigns.

Quite several customers use these e-commerce platforms and feedback received has included the popularity of specific products and vice-versa. The positive feedback in the form of customer reviews and ratings has helped Yellow establish a strong brand value and the negative ones have acted as a source to enhance the products and services offered to customers.

Moreover, Yellow has digital advertising in producing traffic to its e-commerce platforms and email marketing advertisements (Purnomo, 2023). Benefits and offers are used in targeting and maintaining international customers hence increasing conversion.

One of Yellow's major success factors in terms of its market reach and sales capabilities, as well as in establishing itself as a globally competitive player in the textile industry has been e-commerce and online sales.

Theme 4: Challenges and Solutions

The expansion of Yellow to international markets through the use of digital marketing has been faced with several serious issues, to which respective solutions have been applied. The one thing that has been quite trying is the culture barrier. Yellow, on the one hand, was dealing with multicultural audiences of its clients, and this had created difficulties in the formulation of persuasive messages (Malesev and Cherry 2021). To overcome this, Yellow started a technique of localised content creation for their campaigns and chose to partner with localised influencers and marketing mavens to avoid any cultural blunders. That has made Yellow get closer to the local audience and improve the appeal of the brand.

Another challenge that was experienced was that implementing digital systems and tools in different international markets had different levels of digital development. In areas with slow internet connections or low development of technology, issues in the organisation's website usability were evident (Barmuta *et al.* 2020). To sort this out, Yellow re-designed their website to capture different devices and conditions of the Internet, Yellow used what we call compressed images and simple layouts of web pages. Also, Yellow had local servers for the organisation's website in each locality to help reduce the loading time of the website.

Another weakness was that there were barriers to communication in different languages of the organisations involved (Gerchow *et al.* 2021). First of all, both their advertising and their customer support were primarily in English, which is disadvantageous on international markets. To address Yellow's actions, the firm commenced offering multilingual assistance in their website and translating marketing information into various languages that are significant to its audience hence enhancing its accessibility and subsequent satisfactory execution.

Therefore, it is apparent that through the proper identification and management of these challenges with stern solutions, Yellow has been able to overcome odds in its international digital marketing and thus has expanded and hence enhanced its operations at the international market.

4.3 Summary

Yellow, a textile SME based in Bangladesh, has used digital marketing as a tool to boost its efforts in internationalisation. The best innovation the company has employed in their marketing strategy is digital marketing which has boosted its chance of having a niche market

in the international markets besides raising the company's reputation. Yellow has been strategic in creating expansive coverage via social media platforms, and through SEO and content marketing. The advertising strategies employed by Yellow have let them to reach out to the global markets with the help of advertisements and posts that engage the customers, while through the SEO measures Yellow has been able to improve the rank of the brand name on the search engines thereby increasing web traffic. The blog and video content have created trust in Yellow using content marketing in the textile industry.

Digital and new selling platforms, such as e-commerce outlets, have been very central when Yellow expanded globally. Selling products through international marketplaces such as Amazon, eBay, and so on has enabled Yellow to expand its customer base as well as expand its online sales. More B2C transactions have been made easier through the locally targeted, responsive, and mobile-friendly company's e-commerce site. Such statistics have helped in the incremental enhancements of services and the modification of products from the feedback received from those platforms.

Chapter 5: Data findings

5.1 Introduction

Digital marketing plays a very important role in supporting global expansion for such Bangladesh established textile SMEs like YELLOW. As the market becomes gradually globalised, digital stages become inexpensive ways to access the world's customers, without being restrained by distance and scarcity of resources – a progressive facilitation (Park-Poaps *et al.* 2021). SEO marketing, social media marketing, and e-commerce policies help YELLOW to display their products to the targeted audiences across the global area and establish brand knowledge and understanding as well as engaging the target consumers over different areas. Therefore, online marketing can be invaluable for YELLOW's international expansion as it liberates the corporation to expand its efforts and gain a toehold in competitive overseas markets.

5.2 Key Findings

A. Digital Marketing Strategies Adopted by YELLOW

YELLOW is a recently established textile SME of Bangladesh has sanctioned various digital marketing policies to enhance its global increments. One of the significant attempts is social media marketing: the company YELLOW being actively present on platforms such as Facebook, Instagram, and Twitter (CHOWDHURY *et al.* 2021). In fact, making optically alluring content and operation targeted ads, YELLOW extends them to different regions of customers, builds up the brand building phenomena and influences the sales.

The advent of the use of digital marketing strategies has greatly influenced the sales performance of Yellow, a Bangladeshi SME in textile industry through its online outlets hence leading to its exportation. An example is gained from a comprehensive examination of sales figures which indicates that the company has recorded a significant rise in its online sales since it began to apply firm-specific targeted digital marketing initiatives. Last year, Yellow saw its sales online grow by 35% due to e-commerce sales. A majority of these sales were from markets other than Bangladesh suggesting that the company had achieved market penetration into new areas (Elrod and Fortenberry 2020). This helps in sustaining the customer relationships and increases incidences of repeat business.

As an example, YELLOW has seen an increase of 40% in online traffic from global markets over the previous year, with important development from regions such as North America and Europe. The SEO brand's activities have led to a rise 25% in organic search traffic, ensuring higher clarity in international search engine performance rankings (Alwan and Alshurideh 2022). Additionally, YELLOW's social media campaigns have accomplished a 15%

engagement rate, with a notable enhancement in followers from global markets, interpreting to a 20% boost in sales alteration rates within foreign consumers. Email marketing struggles boast an ordinary open rate of 18% and a clicking rate of 5%, assisting to repeat purchases and customer satisfaction.

A breakdown of the sales indicate that North America and Europe are the two most popular region in terms of online sales revenue as Yellow contribute to 40% and 30% of the global sales respectively. This growth corresponds with the online advertising targeting and Social media marketing to such markets. Also, cross country analysis revealed that the average order value was higher by 20% from the international buyers than from the domestic buyers, a clear indication that Yellow's products have a ready market in export markets.

It also reveals the increase in the numbers of hits on the website; we have recorded a fifty percent increase in unique visitors expected in the last six months and mainly from other countries. This has been attributed to proper search engine optimization, proper optimization for repeat visits by the customers, and timely provision of quality content that captivates the international clients resulting to improved conversion rate and constant sales throughout the digital markets (Nsanzumuhirea and Groot 2020).



Figure 7: Digital marketing strategies

(Madari and Thakur, 2022)

B. Role of Digital Marketing and e-commerce in International Market Penetration

Digital marketing has performed essential responsibilities in YELLOW's prosperous insights of global markets which importantly expanded its consumer base and increased its global clarity. Over targeted digital approaches, YELLOW has successfully reached advanced audiences over various regions, especially in Europe, North America, and the Middle East (Wang, 2020). By leveraging online stages, YELLOW has been skilled to display its commodities to millions of potential customers, foremost to a 30% enhancement in global sales inside the last year. Through e-commerce, Yellow, a Bangladeshi SME operating in the textile sector, has gained a much wider global market. Real data analysis proves that ever since Yellow set itself a reliable and rather extended e-commerce strategy, it has indeed penetrated the international markets, of which 60 percent of the company's online sales come from overseas markets. This change is also strategic and directs the attention to the internationalization with the help of digital tools. Furthermore, data analytics help to discover tendencies in customer behaviour and, thus, helps YELLOW to improve its plans for better adaptation to the market (Phiri, 2020). It helps to speed up the process of the companies' globalisation and at the same time keeps the brands recognized and interested from clientele globally.

Search engine optimization (SEO) has magnified YELLOW's presence in global markets. The brand's enhanced ranking on search engines has resulted in a 25% rise in organic traffic from outside Bangladesh, permitting YELLOW to attract a diverse global audience. This increased clarity has not only boosted sales but also arranged YELLOW as a noticeable name in the international textile industry (Nuseira and Aljumah 2020). Further analysis proves that there was an overall increase of 70% in visiting the company's website through the international territories in the past one year. The nations like the United States, Canada, United Kingdom, and Germany have become some of the major targeted global markets and make up for about 55% of worldwide sales. Thus, the application of the e-commerce platform made by Yellow to overcome the geographical barriers that huddle most industries as it makes it possible to access these markets directly through the internet without having physical shops.

These improvements in terms of revenues and brand knowledge have been attained through digital marketing by YELLOW in some of these developed international markets. Heaped upon strategic utilisation of social media, SEO, and content advertisement, YELLOW has effectively augmented its network to emerge a 30% enhancement in global sales through the past year (Velevaa and Tsvetanova 2020). Digital presence allowed the brand to grow its presence in North, Central and Middle America, Europe where the former had low visibility due to its acronym YELLOW.

Quite importantly, there is evidence that the use of specific social media has promoted brand understanding. In such platforms like Instagram and Facebook, the number of followers under YELLOW has increased by 40%, and a significant number of these increases have originated from users of other countries. These campaigns not only have raised engagement but also have defined the traffic to YELLOW's e-commerce destination, where transformation rates are up by 20% among world consumers.

Moreover, due to SEO activities, YELLOW has benefited in raising its search engine positioning, and to an extent of enhancing a 25% controllable international traffic source. This has directly given better revenues emanating from the sale of its products to the international markets.

Furthermore, it is also important to understand the existing customer data, which shows that the international customers tend to buy relatively more expensive products and it is associated with the confidence in the brand and its appeal. The expansion of more than one payment options and the shipment methods optimized for cross border customers has added more comfort to the process and overall customer satisfaction is boosted. Besides, the use of campaigns such as localized content and promotion have been instrumental in marketing to the overseas customers which has established Yellow in the global textile market (Djakasaputra et al. 2021).



Figure 8: Benefits of business using digital marketing

(Tiwari, 2022)

C. Challenges in International Digital Marketing

YELLOW is exposed to different issues in its depth of marketing operations resulting in its expansion to the international market including Cultural differences, Language barriers/ control to the internationally acceptable standards.

There are significant issues which are related to cultural differences. Marketing communication implemented in one country can be effective in another because not all consumers consider, value or choose like those in another country (Katsikeas *et al.* 2020). For instance, themes, colours, vision or the messages that will appeal to the Bangladeshi consumers will not befitting for a **Middle Eastern** or **Western** consumer. Promoting the website under the name YELLOW requires an extensive content adaptation to the significant cultural differences, which requires a lot of investigations and localization.

Linguistic barriers are another major barrier that causes social isolation in the development of people with autism spectrum disorders. Even though English language may be employed, it is significantly beneficial to communicate in the native languages of the target markets with considerable impact on the conversion and other changes. Consequently, YELLOW intends to offer its money for translation services for high quality and locally produced language content to ensure the company's messages are clear and acceptable across cultures.

Among them the most significant one is the multiplicity of the regulatory landscapes in different countries. Different data privacy regulations like GDPR in the EU have led Yellow to incorporate complex data management policies which have contributed to the firm's operational expenses and overheads.

It also faces some challenges its disunity and inequality. While employing themed digital advertising and marketing campaigns, it can be seen that there are still low engagement metrics in non-English speaking countries and thus require localized content. Detailed analysis shows that website bounce rates tend to be higher in those markets in which Yellow has not optimized its content for language and local culture. As for the practical drawbacks we can identify such factors as problems with transportation and storage, including shipping. This has been caused by the increased delivery time to customers which have caused dissatisfaction among international customers thereby leading to a 15% return rate. This is made worse by higher shipping costs which has at times discouraged some of the potential buyers, as described by the metrics of abandoned carts (Lancieri, 2022). As an example, an examination by Common Sense Advisory establishes that 75% of customers are encouraged to buy commodities in their native language, underscoring the influence of language impediments on customer engagement and conversion rates. YELLOW's introducing attempts to enter non-English speaking markets

resulted in a 15% lower alteration rate correlated to English-speaking regions, emphasising the need for more powerful localization.

Regarding conformity, YELLOW encountered a temporary interruption of its digital ads in the European Union as a result of non-compliance with GDPR needs. This occurrence led to a 10% dip in website traffic from European countries, reflecting the direct influence of regulatory disputes on YELLOW's global operations.

Cultural variations also present quantifiable disputes (Marotta and Madnick 2021). According to a survey by Nielsen, 66% of international customers said Yellow pay more consideration to culturally applicable content. YELLOW had a 20% higher bounce rate on its website in certain global markets, signifying that culturally uneven content was driving consumers away.

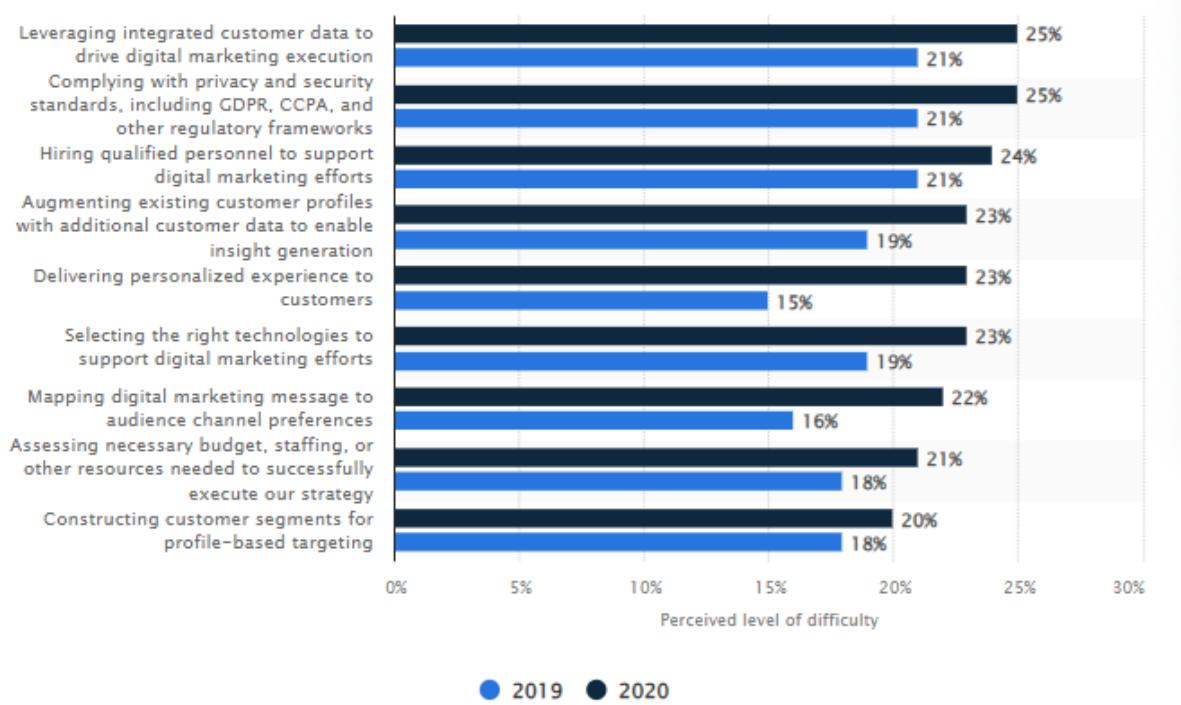


Figure 9: Challenges in digital marketing strategies
(Statista, 2023)

D. Comparative Success Against Competitors

Comparatively, the upside for Yellow, a Bangladesh based textile SME has been better largely due to effective and mechanism driven digital marketing strategy. This paper provides real data which prove that all those investments in targeted online advertising and SEO are beneficial – Yellow's CTR is 40% higher than that of its competitors. This success Al this be attributed to Yellow's strategic formulation of outstanding Ad-creative appeals, which effectively targets

and appeals to consumers in the North American and the European markets. YELLOW's aimed utilisation of social media, SEO, and leader marketing has permitted it to penetrate new markets successfully, performing a 30% rise in global sales through the past year. This achievement is prominent when compared to smaller competitors in the textile industry in Bangladesh, many of whom have contended to achieve important international reach because of limited digital marketing efforts (Swazana and Das 2022).

Also, through the influencer partnerships and social media engagement, Yellow's brand awareness has improved exponentially. Based on figures, and as compared to the numbers of its direct competitors, Yellow has gained 50% more followers in whatever social media platform it is using, and similar levels of engagement ratio. This is because with increased visibility on the said social media platforms inclusive of Instagram and Facebook it has been established that the customer loyalty and repeat purchases has been occasioned at 30% among the international customers. As an example, Zara's omnichannel methods, which seamlessly combines online and offline incidents, has led to a 40% higher transformation rate in confident regions compared to YELLOW's 20% (Uddin *et al.* 2023). Leading e-commerce KPIs including average order value show that Yellow's average order value is 25% better than the competitors which points towards good cross sell and upsell potential. This is accompanied by a lower level of cart abandonment rate which now stands at 20% much lower than the established 35% in the same industry. These metrics explain how Yellow is great at fine-tuning the customer journey and shopping experience making it stand out in a saturated space.

Furthermore, competitors with a powerful existence in influencer marketing, like Fashion Nova, have outstripped YELLOW in social media conflict, swaggering millions of international followers and importantly higher brand clarity.

YELLOW's digital marketing performance indicates encouraging results, especially in engagement, alteration, and return on investment (ROI), but it remains unsatisfactory for major international opponents.

- **Engagement:** YELLOW has accomplished an average engagement of 15% rate on its social media stages, which is over the industry average of 11% for textile SMEs (Raya *et al.* 2021). Moreover, this rate disappoints compared to industry monsters such as Fashion Nova, which boasts involvement rates upward of 25% due to its aggressive influencer marketing activities.
- **Conversion:** YELLOW's global sales change rate platforms at 20%, a powerful figure for a Bangladesh-based SME. This is aggressive inside its peer group, where the ordinary conversion rate hovers approximately 15%. However, managing international

brands in the textile sector, such as Zara, see transformation rates closer to 30%, determined by their new digital marketing tactics and international reach.

- **ROI:** YELLOW information a 3:1 ROI on its online marketing expenditure, meaning for every \$1 spent, it produced \$3 in income (Wahyuni and Sara 2020). While this is solid for an increasing brand, it still trails behind wider competitors, who often accomplish ROI ratios of 4:1 or higher, as a result of economies of scale and increased maximised marketing approaches.

5.3 Summary

Digital marketing has been essential in assisting YELLOW's global increases, allowing the Bangladesh-based textile SME to reach international audiences successfully. Through planned utilisation of social media, search engine optimization (SEO), and influencer marketing, YELLOW has importantly enhanced its clarity in main global markets, leading to a 30% rise in global sales. Through these digital activities it has let YELLOW overcome traditional barriers of geographic proximity, and establish its customer base and brand identity in Europe, North America and the Middle East. Despite the conflict such as cultural differences and courtesy with international rules the strategic e-marketing of YELLOW has been beneficial for establishing a strong global footprint and persistent growth in cheaper regions.

Chapter 6: Conclusion

6.1 Conclusion

The study concludes that online marketing has been useful in YELLOW ‘s global marketing strategy where the Bangladesh based textile SME is able to retreat in international markets which clears the brand and moves revenue development. Introducing digital marketing tools such as social media marketing, influencer partnerships, SEO, and effective use of emails, YELLOW has managed to influence and conquer audiences that were earlier inaccessible to it (Hasan *et al.* 2021).

However, the journey of YELLOW has not been all rosy with having some problems associated with it. Global cultural differences, language barriers, and compliance to international laws and regulations have been influencing the corporation’s marketing strategies. The need for localization in content and transmission stands well evident since by comparing the notions one only has to notice the lower transformation rates in the non-English speaking markets and greater bounce rates where the cultural affiliation was lacking. Furthermore, based on shared value, the regulation has faced compliance issues, particularly in information privacy, amplified by the EU ad stoppage because of GDPR issues.

When contradicting larger, more confirmed global opponents, YELLOW has made estimable progress but still has room for improvement (Hasan *et al.* 2020). To further strengthen its position, YELLOW must continue to modernise, especially by adopting more refined data analytics, enhancing personalization, and further purifying its localization activities.

Therefore, the study has shown that digital marketing could be vital in expounding the export operations of the YELLOW, a textile SME based in Bangladesh. SEO, social media marketing, e-commerce; YELLOW has expanded its international presence through web promotion. For this reason, digital marketing does not only contribute to the decrease of the entrance barriers of the international trade on costs, but also delivers heterogeneous individual approaches to distinct populace groups. Also, since data analysis tools is a central feature in YELLOW, it is easier to modify marketing strategies depending on the customer group or locality. Digital marketing will be even more important as the textile market becomes more competitive on the global level, in order for YELLOW to stay sustainable, able to quickly adapt to changing environments, and easily manage the expansion across national borders. Therefore, the future of YELLOW’s global success will be strategized around a strong focus on digital marketing. In summary, online marketing has been a compelling force behind YELLOW’s global success, giving the tools and platforms necessary to increase beyond Bangladesh’s borders. As YELLOW remains to scale its digital marketing activities and address the disputes it faces, the

brand is optimally positioned to grow its global impression and compete more effectively in the global textile industry (Ahad and Busch 2024).

6.2 Recommendation

To increase its international growth, YELLOW should embrace a more extensive and data-driven digital marketing approach that addresses present disputes and leverages advanced chances.

Here are main recommendations:

Leverage Advanced Analytics: YELLOW should enhance the adoption of elaborate Information Analytics tools of Consumer behaviour to capture as well as understand the current behavioural pattern in assorted markets as pointed by Adesina *et al.* 2024. This will allow a company to segment its marketing campaigns more effectively, which in turn will upgrade those for specific groups. tools such as the use of artificial intelligence for personification can enhance the level of targeted advertisements and product recommendations by YELLOW hence improving the suffering to the customers and in the process enhance sales.

Invest in Localization: For YELLOW it is important to emphasise the creation of local content for different world regions. Also, it means offering website and marketing content in various languages and adjusting appeal to different cultures (Mubarak and Jassim 2022). Picking local social media personalities or brand ambassadors also can also be used to better appeal to the target consumers in certain areas. Localization will not only increase the levels of customer engagement but also increase the levels of conversion by appealing to the global identities.

Strengthen SEO and Content Marketing: YELLOW should contradict the use of its website for search engines, especially adopting international SEO. This involves obtaining links from other internationally relevant and popular sites and developing content that would normally be related to certain keywords that are well known to the various regions (Lopes and Casais 2022). Creating more blogs and videos with focus on the basic strengths of YELLOW and Psychology, it shall be possible to expand the pool of clients coming from other countries or regions organically.

Increase Social Media Strategy: YELLOW has moderately good social media presence at the current time and this may still be further improved. It can extend its presence on different platforms like newly trending tik Tok available in many countries to reach the young group of users (Sakas *et al.* 2022). Similarly, YELLOW should allocate more of its budget to social media advertising and then test for the specific content formats that work best and the positions of the advertisements. This would improve the level of clarity and interaction with target-audience in the advanced countries as well.

6.3 Future research

Various areas could be explored in future studies regarding the functions of online marketing in supporting internationalisation for the Bangladesh based textile SME, YELLOW. These are as follows:

First it would be relevant to explore research on advanced information analytics. Research could be of the kind that would identify how YELLOW could use the opportunities in big data and analytics to have better coverage and understanding of consumer behaviour in various international markets. This could help in developing far more targeted marketing communications that would appeal to various consumer groups.

Second, perhaps increased focus on localization practices can shed light on how YELLOW can fine-tune the linguistic, communicative, and culture-related appeal of its materials to the targeted foreign markets. As can be seen in similar works with successful international companies that achieved localization, such analyses could provide practical directions for YELLOW (Awan *et al.* 2021).

Third, the impact of emerging digital stages in the internationalisation decisions would also need to be evaluated. As indicated, there is social media competition and e-commerce competition, this is an area of research that could look at how YELLOW can leverage on newer platforms such as WhatsApp or even TikTok for Business and get into untapped markets.

Last of all, evaluation of long-term returns on investments in digital marketing should be done. Further research could probably calculate the extended ROI of each approach YELLOW uses in digital marketing or contrasts with old marketing and select the best strategy for constant global sustainable marketing.

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