**Digital Marketing in Dubai in Comparison to Bangladesh**

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**Introduction**

The digitalized era encourages businesses to adopt latest available technological equipment for operational excellence. A number of businesses in today’s world already connected with social media applications and internet-based applications to conduct functions efficiently. Recent developments have been observed in the adoption of social and digital media for businesses to keep the cost lower with maximum efficiency and utilization of minimal technological resources. It has been observed that social media and digital applications have grown in recent years and still continue to grow (Mourtada & Alkhatib, 2014). The adoption of latest digitally based applications has increased rapidly due to its crucial importance in the demanding business environment. Today social media-based applications and advanced digitalized applications have become popular a choice of businesses for efficient flow of information and communication with participants (Siamagka, Christodoulides, Michaelidou, & Valvi, 2015).

Technological advanced applications enable firms to develop automated systems, content management, customer targeting and analysis mechanisms for efficient and low-cost business solutions. Social media has been used for promoting services, products and brands. Latest technologically equipped systems assist firms to capitalize on available external opportunities and to challenges in various sectors. The emergence of the latest digital social media applications revolutionized communication among participants through online accessible and credible tools. These latest technological based applications were found to be highly effective and significantly contributed to efficient marketing efforts and further enabled firms to communicate the latest available information among participants for decision making that was found to be influential for customer service (Ahmad, Abu Bakar, & Ahmad, 2019).

Digital marketing is the utilization of digital technologies for creating, integrating, targeting and measurable communication that assists in acquiring and retaining customers by establishing long term deeper relationships among participants (Wymbs, 2011). Scholars have defined digital marketing as sub branch of traditional marketing that uses modern digital channels for product placement such as downloadable items for communicating to participants such as customers and investors about product, business and brand. Today’s business environment is surrounded by digital media products in almost all industries including health, education, services, production and government utilize technological advanced applications to conduct activities. The utilization of online electronic applications, websites, mobile applications, social media utilization, animation, video, data visualization and location-based services consider as digital media products and E-commerce.

**Objectives**

The main objectives of the paper are:

 **Market Analysis:**

* **Dubai:** Analyze the digital marketing landscape, including market size, key players, trends, and consumer behavior.
* **Bangladesh:** Conduct a similar analysis to understand the differences and similarities in the digital marketing environment.

 **Digital Marketing Strategies:**

* **Dubai:** Identify and evaluate the most effective digital marketing strategies and channels used by businesses.
* **Bangladesh:** Examine the prevalent digital marketing strategies and channels and compare them with those in Dubai.

 **Technology and Infrastructure:**

* **Dubai:** Assess the technological infrastructure supporting digital marketing, such as internet penetration, mobile usage, and digital payment systems.
* **Bangladesh:** Evaluate the technological infrastructure and its impact on digital marketing effectiveness compared to Dubai.

**Literature Survey**

Business and consumers have been witnessing new waves of innovation at regular intervals in the dynamic environment of the digital world. With the increased exposure of digital media, it is becoming more difficult for each of these stakeholders to determine what works best for them. Because of the development in popularity of this new medium, marketers have been offering information and advertising campaigns to their customers using digital innovation for the past decade, and it has now become relatively simple to build brand sustainability through digital media advertising. Thousands of studies have been conducted and are still being conducted over the last few years to better understand the impact or influence of digital marketing on customer behavior. It is an evident reality that embracing digital tactics in the workplace offers its own set of advantages. However, with so many digital channels to choose from, it might be tough for a decision maker to choose the best/right one for their needs. The goal of this study is to learn how Indian customers use various digital media.

Digital marketing refers to the promotion of products or services through the use of digital technology, such as the Internet, mobile phones, display advertising, and any other digital medium. People are being increasingly exposed to digital and social media. This is for a variety of reasons, including in their responsibilities as consumers as they seek information about things, acquire and consume them, and share their experiences with others. Marketers have increased their usage of digital marketing channels in response to this fundamental shift.

The term "digital marketing" refers to marketing using digital technologies. Digital marketing has become more frequent as the world's use and importance of technology has grown, and its importance and efficacy has grown rapidly. All electronic or electrical equipment, as well as electronic media, are used in digital marketing to market or promote products, services, or brands. Digital marketing also aids organizations or institutions in the analysis of their marketing initiatives by allowing them to keep track of all campaigns and hence analyses their success. Digital marketing tracks the amount and length of views of each given ad, article, or other piece of content, as well as the influence on sales, to determine the total impact. The main benefits are that it reaches a huge number of clients in a short amount of time and is also less expensive, saving the company money while also increasing the number of individuals contacted. Digital marketing also aids in the recording of consumer behavior, such as preferences, responses to various products, services, and brands, so that the company can make or plan future marketing strategies based on these observations, as well as determine future product offerings based on customer behavior.

**Some of the important tools of digital marketing:**

**Social Media**: As we all know, social media is a collection of communication, relationships, and collaboration. There will be apps and websites dedicated to social networking blogging, and there will be many more. This strategy will help people comprehend your brand and content on social media, as well as boost traffic and produce directions for your business.

**Email Marketing**: Sending commercial emails to a list of contacts who have given their express permission to receive email messages from you is referred to as email marketing. Like a newsletter, you may use email marketing to enlighten your contacts, increase sales, and establish a community around your business.

**Blogging**: "Blog" is a condensed version of "weblog," which is a term for websites that maintain an ongoing record of content. A blog typically features journal-style commentary and links to material on other websites, and is typically presented as a list of paragraphs in reverse chronological order.

**SEO**: Search Engine Optimization (SEO) is a term that refers to the process of optimizing a website for search SEO is a method of increasing website traffic. One of the most useful aspects of digital marketing tools is this. You can increase traffic to your sites as a result of this. This is how you can improve the percentage of organic traffic to your website by "ranking" it in search engine results. To expand their business on the internet, the company employs SEO techniques.

**PPC**: Pay Per Click is a term used to describe how much it costs to click on a link. The owner pays money per click in this marketing model. The most common PPC ad format appears on search engine results sites such as Google or Bing. PPC advertising appear in the search results in the majority of cases, but not all.

**Methodology**

The mixed methodologies will be used for the completion of the task of this paper. This paper will be more focused on qualitative than quantitative.

First attempt would be made to collect the data about the digital marketing through the various websites, government websites and academic papers on the digital marketing of Dubai and Bangladesh. Similarly, statistical data from government agencies, trade associations, and market research firms.

With the data and information from the above-mentioned sources of data, then there will be the proper study for identifying the successful marketing campaigns in both the countries. Similarly, we will be analyzing the digital content ads, social media posts, websites to identify common strategies and themes used by top brands.

**Comparative Analysis**

**Conclusion**

**References**

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