Thesis Report
On
Promotional Strategy of E-Commerce Industry in Bangladesh

Submitted by:

Hasan Mohammad Yusuf
ID: EMBA2202026017
Program: EMBA
Major: Marketing
Semester: Summer-2023
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Executive Master of Business Administration



Sonargaon University (SU),
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: September 5, 2023

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Sharmila Sikder
Assistant Professor
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Submitted for the partial fulfillment of the degree of
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Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: September 5, 2023

Letter of Transmittal

September 5, 2023

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Thesis paper.

Dear Madam,
I am hereby submitting my Thesis paper entitled "**Thesis Report on Promotional Strategy of E-Commerce Industry in Bangladesh**" which was assigned to me as a requirement for the completion of the EMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in E-Commerce industries of Bangladesh. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

Hasan Mohammad Yusuf
ID: EMBA2202026017
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Declaration of Student

This is to notify you that, the Thesis paper on **"Thesis Report on Promotional Strategy of E-Commerce Industry in Bangladesh"**, has been prepared as a part of my dissertation formalities. It is an obligatory part of my EMBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Assistant Professor, Department of Business, Sonargaon University.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

_____

Hasan Mohammad Yusuf
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Certificate of Supervisor

This is to certify that the Thesis report **"Thesis Report on Promotional Strategy of E-Commerce Industry in Bangladesh"** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Hasan Mohammad Yusuf, bearing ID: EMBA2202026017 under my supervision. The report or the information will not be used for any other purposes.

_____

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

At first, I would like to thank God, for letting me through all the difficulties. I have experienced your guidance day by day. You are the one who let me finish my degree. I will keep on trusting you for my future.

I would like to acknowledge and give my warmest thanks to my supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University who made this work possible. Her guidance and advice carried me through all the stages of writing my project. I would also like to thank my committee members for letting my defense be an enjoyable moment, and for your brilliant comments and suggestions, thanks to you.

Finally, I would like to give special thanks to my friend Md. Shovon, who is working on Daraz. He helped me by providing much information about their business and promotional strategy. I would also like to give thanks to my university friends, my colleagues and my family as a whole for their continuous support and understanding when undertaking my research and writing my project. Your prayer for me was what sustained me this far.

Abstract

In an era marked by digital proliferation, the art of crafting effective promotional strategies has assumed paramount significance for E-Commerce businesses. This study investigates the complex landscape of promotional strategies in the context of E-Commerce operations in Bangladesh. With a focus on cultural nuances, consumer behavior, and technological advancements, the research sheds light on the multifaceted approaches employed by businesses to engage, attract, and retain consumers in this emerging market. Employing a combination of qualitative analysis and case studies, the study uncovers the diverse channels, platforms, and tactics utilized for promotions, from influencer marketing and social media campaigns to localized content and collaborative partnerships. Furthermore, the research delves into the challenges inherent in this domain, including the need for regulatory compliance, navigating the digital divide, and striking a balance between global trends and local sensitivities. By examining success stories and lessons learned, this study aims to distill actionable insights for businesses seeking to navigate the E-Commerce promotional landscape in Bangladesh. Ultimately, the findings contribute to a deeper understanding of the intricate interplay between culture, technology, and consumer behavior, offering a comprehensive perspective on the evolving strategies that drive E-Commerce success in Bangladesh.

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Chapter: 01

Introduction

1.1 Introduction

A promotional strategy is a plan to create or increase demand for a product. It outlines the tactics you'll use to raise awareness about your product and get people interested in buying it. The goal of a promotion strategy is to introduce potential customers to your product and convince them to make a purchase. For E-Commerce business promotional strategy is much more important. Because consumers come to know about any E-Commerce sites and its promotion while browsing. So promotional strategy is must for promoting & increasing customer trough internet.

1.2 Origin of the Report

The origin of this report is the ways how promotional strategies effect in marketing, how to attract customer & feeling interested about their product by advertisement, price drop, events and vouchers. There are many E-Commerce websties who already established their business in Bangladesh and currently they are doing good at E-Commerce sector. At present Daraz, chaldal, bdjobs, rokomari.com are leading from the front on E-Commerce business in Bangladesh. We will study their promotional strategy to attract customer, retain and how to make customer. By studying and analyzing the promotional strategies of these E-Commerce websites, valuable insights can be gained, contributing to the knowledge base in the field of E-Commerce marketing.

1.3 Background of the Study

The updated generation is using internet much and use of internet is increasing day by day. So there has a scope to and bright future of E-Commerce business. Also for getting hassle free shopping experience and save time E-Commerce is getting popular day by day. So it is important to getting better in future and make a strong place in market, creative promotional strategy is mandatory.

1.4 Scope of the Study

This is generated by study on how E-Commerce websites are attract and make interested by their promotional activities. How they attract consumers and retains consumers by many campaigns, promotional activities and tactics. This study also considers the target audience, messaging, and branding elements of their promotional activities. The findings from this study can provide insights and

recommendations for other E-Commerce websites seeking to enhance their promotional strategies.

1.5 Objectives of the Study

Broad Objective:

The broad objective of this study is to analyze the promotional strategies of E-Commerce websites who are doing business through internet in Bangladesh.

Specific Objectives:

- To identify the promotional channels and tactics employed by E-Commerce websites in Bangladesh.
- To examine the target audience and messaging used in the promotional campaigns of these E-Commerce websites.
- To evaluate the effectiveness of the promotional strategies in attracting and retaining customers.
- To provide recommendations for improving the promotional strategies of E-Commerce in Bangladesh.

1.6 Methodology

This is an overview study on E-commerce industry of Bangladesh. Primary data is not used for this study. We used secondary data for this thesis study. Secondary data is gathered from relevant literature, industry reports, and official websites. Collected data will be used for analyzing promotional pattern, tactics and best way of attracting customers by using promotional strategy.

1.7 Limitations of the Study

- Time Constraints: The research might be conducted within a limited timeframe, potentially restricting the depth of data collection, analysis, and the ability to capture the long-term effects of promotion strategies.

- Data Accuracy: The accuracy and reliability of the findings heavily depend on the quality and accuracy of the data collected from internet and websites, which could be subject to errors or inconsistencies.

- External Factors: The study may not account for all external factors that could influence E-Commerce promotion strategies, such as changes in economic conditions, regulatory changes, or technological advancements.

- Data Confidentiality: E-Commerce websites might be reluctant to share sensitive promotional strategy data, leading to limitations in the depth of information available for analysis.

- Dynamic Nature of Marketing: E-Commerce promotion strategies are subject to constant change due to evolving consumer behavior and market trends. The study's findings might not capture the most up-to-date strategies.

Chapter: 02

Literature Review

2.1 Literature Review

Literature review of E-Commerce presents the study of promotional strategy of E-Commerce industry, how they are applied promotional strategy to achieve their desire goal. The target of literature review to analyzing existing research, theories, and concepts related to promotion strategies, customer engagement, and marketing communication within the context of E-Commerce business. By analyzing the relevant studies, this chapter contributes to a deeper comprehension of effective promotional strategies for E-commerce industry in Bangladesh.

2.1.1 Evolution of E-Commerce Promotional Strategies

The evolution of e-commerce promotional strategies has been driven by advancements in technology, changes in consumer behavior, and the ever-increasing demand for convenience and efficiency in the digital age. One of the key drivers of e-commerce promotional strategies evolution has been the rapid rise of mobile commerce or m-commerce. E-commerce business started at the year of 2010 in Bangladesh and being popular day by day because of technological update. After launching app for E-commerce business & social media engagement strategies has been changing rapidly. Promotion is a vital component of marketing that allows organizations to communicate with customers about their product offerings and ensure awareness of available products (Rowly, 1998). Boyd et al. (1998) describes promotion strategy as a controlled and integrated program of communication methods and materials aimed at presenting the organization and its products to customers and contributing to long-term profitability.

2.1.2 Multi-channel Promotion and Customer Preferences

The proliferation of various communication channels has necessitated the adoption of multi-channel promotion strategies in E-commerce. Research by Al-Debei et al. (2013) emphasizes the significance of aligning promotion strategies with customer channel preferences. Some customers may prefer cash on delivery, while others opt for online transactions. E-commerce must adeptly manage and promote their services through multiple channels, ensuring consistent messaging and customer experience across platforms.

2.1.3 Consumer Behavior, Trust and Ethical promotion of E-commerce

Trust plays a crucial role in the E-commerce sector, influencing customer decisions and loyalty. Research by Doney and Cannon (1997) suggests that ethical promotion and transparent communication contribute to building customer trust. E-commerce business need to ensure that their promotional strategies are not only effective but also align with ethical guidelines and regulatory standards. Misleading or aggressive promotional tactics can erode customer trust and damage brand reputation.

2.1.4 Regulatory Environment in E-Commerce Promotion

In E-commerce industry, promotional strategies must adhere to legal and ethical standards. Non-compliance can result in severe penalties and reputational damage. The work of Jones et al. (2015) emphasizes the importance of integrating compliance considerations into promotional strategies. E-commerce industry should establish a rigorous review process to ensure that all promotions meet regulatory requirements and align with the E-commerce values.

2.1.5 Customer Relationship Management and Promotion

Customer relationship management (CRM) has emerged as a pivotal strategy for E-commerce to enhance customer engagement and loyalty. According to Payne and Frow(2005), CRM involves understanding customer needs, preferences, and behaviors to tailor promotions and services accordingly. For E-commerce, this approach facilitates personalized promotional strategies, resulting in improved customer satisfaction and retention. E-commerce industry can benefit from CRM systems to gain insights into customer behavior, enabling targeted promotional campaigns.

2.1.6 Integrated Marketing Communications (IMC)

Integrated Marketing Communications (IMC) is a term commonly associated with promotion strategy. Kitchen and Pelsmacker (2004) suggest that the definition of IMC may vary depending on its implementation. Kaye (1999) argues that the generally accepted definition of IMC focuses on external, non-personal communications such as advertising, publicity, database and direct marketing, and interactive media.

Chapter: 03

Overview of E-Commerce Industry in Bangladesh

3.1 E-Commerce Growth

E-Commerce in Bangladesh has been experiencing rapid growth over the past few years. Factors such as increasing internet penetration, growing smartphone usage, and changing consumer preferences have contributed to the expansion of the online retail market.

3.2 Marketplaces

Several E-Commerce marketplaces are prominent in Bangladesh, including:

Daraz: One of the largest online marketplaces in Bangladesh, Daraz offers a wide range of products, including electronics, fashion, beauty, and more.

AjkerDeal: This platform focuses on providing deals and discounts across various product categories.

Pickaboo: Known for electronics and gadgets, Pickaboo offers a selection of smartphones, laptops, and other tech products.

Bagdoom: This platform offers a variety of products ranging from clothing to home appliances.

PriyoShop: PriyoShop is another popular platform offering a diverse range of products.

3.3 Challenges

While the E-Commerce sector is growing, it faces some challenges, including:

Infrastructure: Limited logistics and payment infrastructure in certain areas can hinder seamless E-Commerce operations.

Payment Methods: Many consumers still prefer cash on delivery due to concerns about online payment security.

Regulations: Regulatory and legal frameworks for E-Commerce are still developing, which can lead to uncertainties.

Digital Literacy: Despite increasing internet penetration, digital literacy remains a challenge for some segments of the population.

Government Initiatives: The Bangladesh government has shown interest in promoting the digital economy. Initiatives such as the "Digital Bangladesh" campaign and the National E-Commerce Policy aim to support the growth of the sector.

3.4 Mission

The mission of E-Commerce in Bangladesh is to realize the vision by working towards specific objectives and goals. This mission often involves:

Empowering Businesses: Empowering businesses of all sizes, particularly SMEs, to establish an online presence and leverage E-Commerce platforms to reach a wider customer base.

Enhancing Digital Literacy: Promoting digital literacy and education to enable more individuals to participate in online activities confidently.

Infrastructure Development: Investing in and improving digital infrastructure, including internet connectivity and payment gateways, to facilitate seamless online transactions.

Regulation and Security: Developing and implementing regulations that foster a secure and trustworthy online environment for both businesses and consumers.

Collaboration: Encouraging collaboration between government agencies, private sector entities, financial institutions, and technology providers to create a holistic E-Commerce ecosystem.

Promoting Innovation: Supporting the adoption of innovative technologies to enhance user experiences, streamline operations, and facilitate data-driven decision-making.

Market Access: Facilitating cross-border trade and enabling Bangladeshi businesses to access international markets through E-Commerce platforms.

Sustainable Practices: Promoting environmentally sustainable practices within the E-Commerce sector, including optimizing logistics and reducing waste.

Job Training: Providing training and skill development programs to equip individuals with the necessary skills to participate in the digital economy.

Consumer Awareness: Educating consumers about safe online shopping practices and raising awareness about their rights and responsibilities in the digital marketplace.

3.5 Vision

The vision for E-Commerce in Bangladesh encompasses transforming the country into a digitally empowered and economically dynamic nation. It aims to leverage technological advancements and digital innovation to create a thriving digital economy that benefits all segments of society. The vision often includes elements like:

Digital Transformation: To position Bangladesh as a leader in the digital economy, embracing technology and innovation to enhance various sectors of the economy, including commerce.

Global Competitiveness: Enabling Bangladeshi businesses to compete on a global scale by providing them with access to international markets through E-Commerce platforms.

Inclusive Growth: Ensuring that the benefits of E-Commerce extend to all citizens, including those in remote areas and underserved communities, empowering them to participate in the digital economy.

Entrepreneurship and Innovation: Fostering a culture of entrepreneurship and innovation, encouraging startups and SMEs to leverage E-Commerce as a platform for growth.

Convenience and Efficiency: Providing consumers with a convenient and efficient way to access a wide range of products and services, thereby enhancing their quality of life.

Job Creation: Generating employment opportunities across various sectors, from logistics and customer service to digital marketing and technology development.

It's important to keep in mind that the specific mission and vision statements for E-Commerce in Bangladesh may have evolved or become more detailed since my last update. For the most accurate and current information, I recommend consulting more recent sources or official government and industry publications.

3.6 Strategic Objectives

the strategic objectives of E-Commerce in Bangladesh revolved around leveraging digital technology to drive economic growth, empower businesses and consumers, and create a vibrant digital ecosystem. Please note that these objectives might have evolved since then, so it's advisable to consult more recent sources for the latest information. Here are some strategic objectives that were commonly associated with E-Commerce in Bangladesh:

- Business Empowerment: Enable small and medium-sized enterprises (SMEs) to establish an online presence and leverage E-Commerce platforms to access a broader market, increase sales, and grow their businesses.

- Digital Inclusion: Increase digital literacy and ensure that citizens from all segments of society, including rural and underserved areas, have access to the tools and skills required to participate in the digital economy.

- Market Expansion: Facilitate cross-border trade and provide Bangladeshi businesses with access to international markets, allowing them to reach a global customer base.
- Infrastructure Development: Improve digital infrastructure, including internet connectivity and payment gateways, to ensure seamless online transactions and a smooth user experience.

- Secure Transactions: Implement and enforce regulations that ensure the security of online transactions, protect consumer rights, and establish trust in the digital marketplace.

- Innovation and Technology Adoption: Promote the adoption of innovative technologies such as artificial intelligence, machine learning, and data

analytics to enhance user experiences, optimize operations, and personalize offerings.

- Digital Payments: Encourage the adoption of digital payment methods to reduce reliance on cash transactions, improve financial inclusion, and enhance the efficiency of online commerce.

- Logistics Optimization: Streamline supply chain and logistics processes to ensure efficient and timely delivery of products to customers across the country, including remote areas.

- Job Creation: Generate employment opportunities across various sectors including E-Commerce platforms, logistics, customer service, digital marketing, and technology development.

- Consumer Protection: Establish consumer protection regulations and mechanisms to address issues such as fraud, misinformation, and substandard products, thereby building trust among online shoppers.

- Environmental Sustainability: Promote environmentally friendly practices within the E-Commerce sector, such as optimizing packaging, reducing waste, and adopting sustainable delivery methods.

- Government Support: Collaborate with government agencies to create a favorable regulatory environment that encourages the growth of E-Commerce while addressing challenges and concerns.

- Education and Training: Offer training programs and workshops to equip individuals and businesses with the skills necessary to effectively navigate the digital landscape and succeed in online commerce.

- Data Privacy: Ensure the protection of user data and privacy, and establish guidelines for responsible data collection, usage, and storage by E-Commerce platforms.

- Partnerships: Foster collaboration between E-Commerce platforms, financial institutions, technology providers, and other stakeholders to create a comprehensive and supportive ecosystem.

These strategic objectives aim to drive the growth of the E-Commerce sector in Bangladesh while ensuring that it benefits all stakeholders, including businesses, consumers, and the overall economy.

3.7 Core Values

- Customer-Centricity: Putting customers first by providing them with quality products, excellent service, and a user-friendly online shopping experience.

- Transparency: Conducting business with openness and honesty, providing accurate product information, pricing, and terms of service to customers.

- Trustworthiness: Building trust through reliable transactions, secure payment gateways, and genuine product listings to ensure customer confidence.

- Fairness: Treating all customers and sellers fairly, without discrimination, and adhering to ethical business practices.

- Data Privacy: Respecting customer privacy by safeguarding their personal and financial information and following best practices for data protection.

- Innovation: Embracing technological advancements and innovative solutions to enhance user experiences, streamline operations, and drive growth.

- Accessibility: Ensuring that E-Commerce platforms are accessible to individuals of diverse backgrounds, abilities, and geographic locations.

- Responsibility: Taking responsibility for the quality of products, timely deliveries, and addressing customer concerns or issues promptly.

- Sustainability: Promoting environmentally responsible practices, including efficient logistics, eco-friendly packaging, and reducing carbon footprint.

- Community Engagement: Engaging with local communities and contributing to social and economic development through job creation and support for small businesses.
- Digital Literacy: Promoting digital literacy and education to empower consumers to make informed choices in the digital marketplace.

- Collaboration: Collaborating with stakeholders such as government bodies, industry associations, and technology partners to create a robust E-Commerce ecosystem.

- Ethical Advertising: Ensuring that marketing and advertising practices are honest, transparent, and respect consumers' intelligence and time.

- Continuous Improvement: Striving for continuous improvement in customer service, product quality, and operational efficiency.

- Adaptability: Being responsive to changing market dynamics and customer needs, and adapting business strategies accordingly.

These values contribute to creating a positive image of the E-Commerce industry in Bangladesh and fostering an environment where both businesses and consumers can thrive.

3.8 Promotional Offers of E-Commerce platforms in Bangladesh

Daraz:

Flash Sales:
Daraz often offers time-limited flash sales where certain products are heavily discounted for a short period. This creates a sense of urgency and encourages customers to make quick purchasing decisions.



Fig 1: Daraz flash sale

Seasonal Campaigns:
E-Commerce platforms run promotions during special occasions like Eid, Christmas, Black Friday, and other holidays. These campaigns may include special discounts, offers, and bundled deals.



Fig 2: Daraz Seasonal Campaigns

Vouchers and Coupons:

Daraz distributes digital vouchers or coupons that customers can use to get discounts on their purchases. These vouchers might be offered as part of a promotion or earned through specific actions.



Fig 3: Daraz Vouchers

Free Shipping Offers:

Offering free shipping for a limited time or for orders above a certain amount can incentivize customers to shop more on Daraz.



Fig 4: Daraz Free Shipping

Loyalty Programs:

Daraz might have loyalty programs where frequent shoppers earn points or rewards for their purchases, which can be redeemed for discounts or exclusive deals.



Fig 5: Daraz Loyalty Programs

Social Media Contests:

Running contests and giveaways on social media platforms can engage the audience and increase brand awareness. These contests often require participants to like, share, or comment on posts.



Fig 6: Daraz Social Media Contests

Affiliate Programs:
Daraz could collaborate with influencers or bloggers who promote products on their platforms and earn a commission for every sale made through their referral links.



Fig 7: Daraz Affiliate Program

Email Marketing:
Sending out personalized emails with exclusive offers, product recommendations, and updates can help retain existing customers and attract new ones.

App Exclusive Offers:
Encouraging customers to download and use the Daraz app by offering app-exclusive discounts or deals.

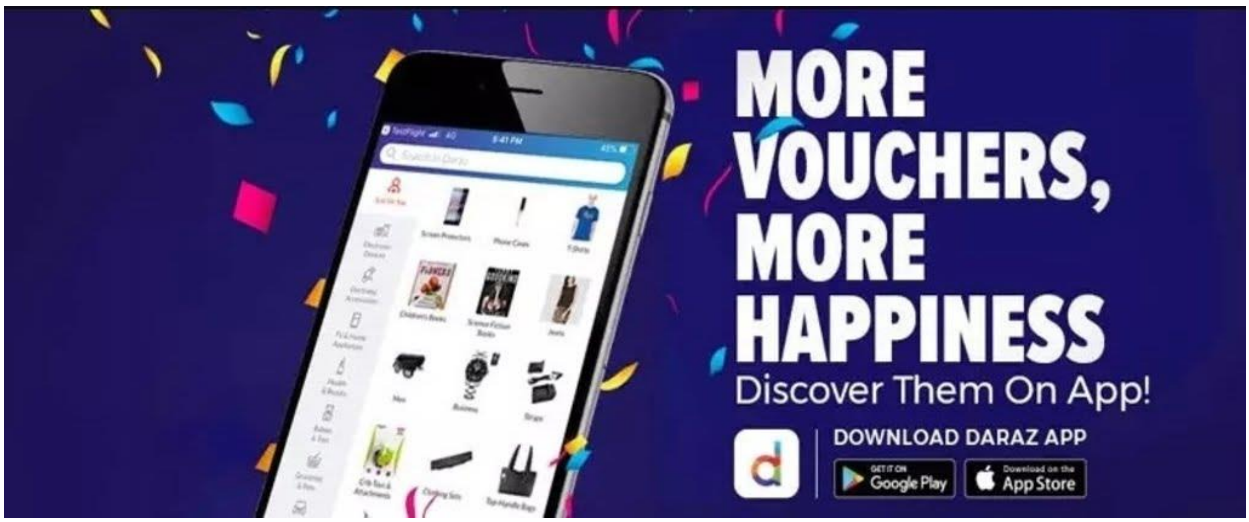


Fig 8: Daraz APP Exclusive Offer

Cross-Promotions:
Collaborating with other brands or companies for cross-promotions can introduce Daraz to new audiences and vice versa.

Remember that promotional strategies can vary over time and based on the specific marketing goals of Daraz. To get the most accurate and current information about their promotional activities, I recommend visiting Daraz's official website or following their social media profiles.

Pickaboo:

Email Marketing:
Sending out regular email newsletters to subscribers with product updates, special offers, and promotions can help keep customers engaged and informed.

Flash Sales and Discounts:
Offering limited-time promotions, flash sales, and exclusive discounts can create a sense of urgency and encourage customers to make purchases.



Fig 9: Pickaboo Flash Sale

Loyalty Programs:

Implementing a loyalty program where customers earn points for each purchase that can be redeemed for discounts or free products can incentivize repeat business.



Fig 10: Pickaboo Loyalty Program

Collaborations and Partnerships:

Collaborating with other brands or organizations for co-branded promotions or giveaways can expand Pickaboo's reach.



Fig 11: Pickaboo’s Collaborations and Partnerships with Hero

Remarketing and Retargeting:
Using targeted ads to remind users about products they've shown interest in but haven't purchased can help bring them back to the website.

Influencer Partnerships:
Working with influencers in the tech and lifestyle niche to showcase Pickaboo's products through reviews, unboxing videos, and recommendations can increase credibility and trust.

User-Generated Content:
Encouraging customers to share photos, videos, and reviews of their purchases on social media with a specific hashtag can build social proof and trust.

Seasonal Campaigns:
Creating promotions and campaigns around holidays, festivals, and special occasions can leverage the festive spirit to boost sales.



Fig12 : Pickaboo Seasonal Campaigns

Exclusive Offers for Subscribers:

Offering exclusive discounts or early access to new products for subscribers can incentivize more people to join Pickaboo's email list.



Fig 13: Pickaboo Exclusive Offers

Discount offer with Payment Partners:

Offering special discount with selected payment partners. Customers can avail discount by pay using selected bank or MFS partners.



Fig 14: Pickaboo Discount Offer with Payment Partner

Chapter: 04

Promotional Strategy of E-Commerce in Bangladesh

4.1 Analysis

E-commerce becomes an important part of economy day by day with the continuous upgrade of technology. As the country's financial landscape continues to evolve, effective promotion strategies are crucial for E-commerce industry to attract and retain retail customers. This analysis examines a study on the promotion strategies of E-commerce industry they are used to promote themselves and asses effectiveness.

The promotional strategy plays a crucial role in the success of E-commerce industry, as it helps in creating awareness, generating interest, and persuading potential customers to choose their products and services. For E-commerce business promotional strategies include traditional and online advertising, personal selling, direct marketing, public relations and sponsorships and sales promotions.

4.2 Social Media Marketing

Social media platforms like Facebook, Instagram, and Twitter are widely used for promoting E-Commerce businesses in Bangladesh. These platforms allow businesses to target specific demographics and engage with potential customers through visually appealing content, posts, and ads.



Fig 15: Social Media Marketing

4.3 Influencer Collaborations

Collaborating with local influencers and bloggers is a popular strategy. Influencers can help showcase products, create reviews, and share their experiences with their followers, which can significantly boost brand visibility and credibility.



Fig 16: Influencer Collaborations

4.4 Discounts and Offers

Offering discounts, deals, and special promotions is a common tactic to attract price-sensitive customers. Events like "Black Friday," "Eid Sales," and "New Year Discounts" are leveraged to drive sales spikes.



Fig 17: Discounts & Offers

4.5 Email Marketing

E-Commerce businesses often collect email addresses of their customers to send newsletters, product updates, and exclusive offers. Well-designed email campaigns can help retain existing customers and entice them to make repeat purchases.

4.6 Search Engine Optimization (SEO)

Ranking higher on search engines like Google is crucial for E-Commerce businesses. Optimizing product descriptions, using relevant keywords, and building quality backlinks can improve visibility and organic traffic.

4.7 Content Marketing

Creating valuable content such as blog posts, how-to guides, and videos related to products can attract potential customers and establish the brand as an authority in its niche.

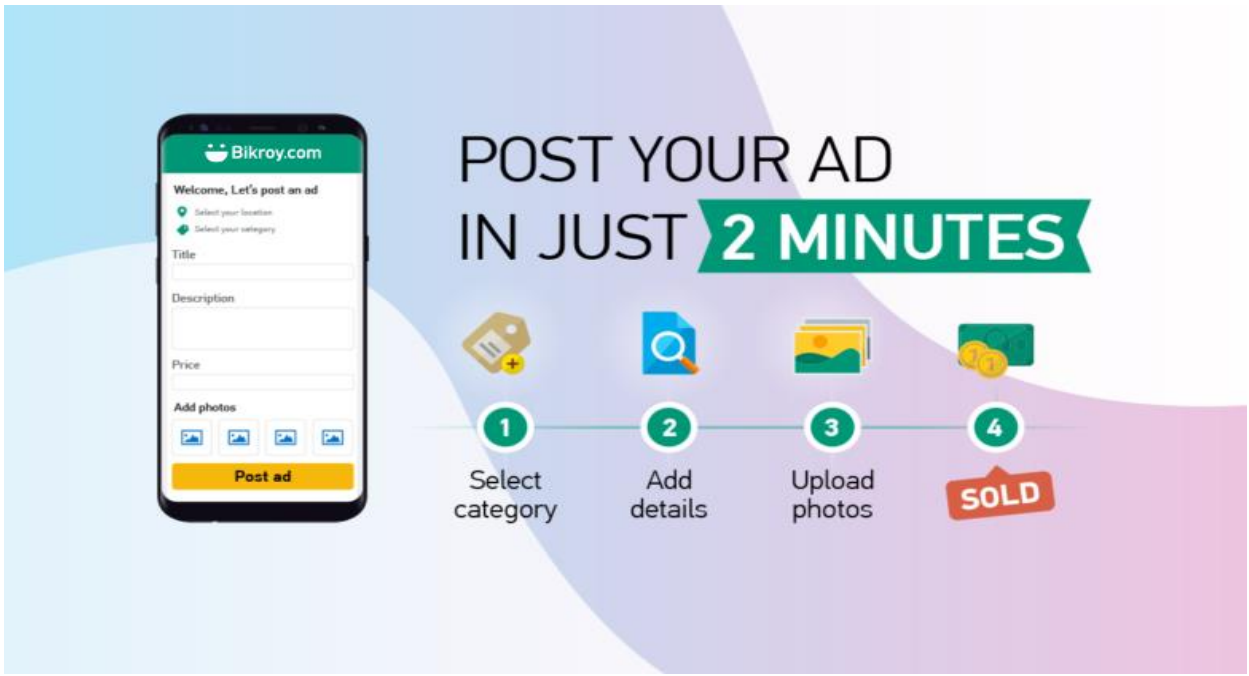


Fig 18: Content Marketing

4.8 Mobile App Promotions

Many E-Commerce businesses in Bangladesh have developed dedicated mobile apps. They often offer app-exclusive discounts and send push notifications to keep users engaged.



Fig 19: Mobile App Promotion

4.9 Customer Reviews and Ratings

Positive customer reviews and high product ratings can significantly influence purchasing decisions. Encouraging customers to leave reviews and ratings is essential.

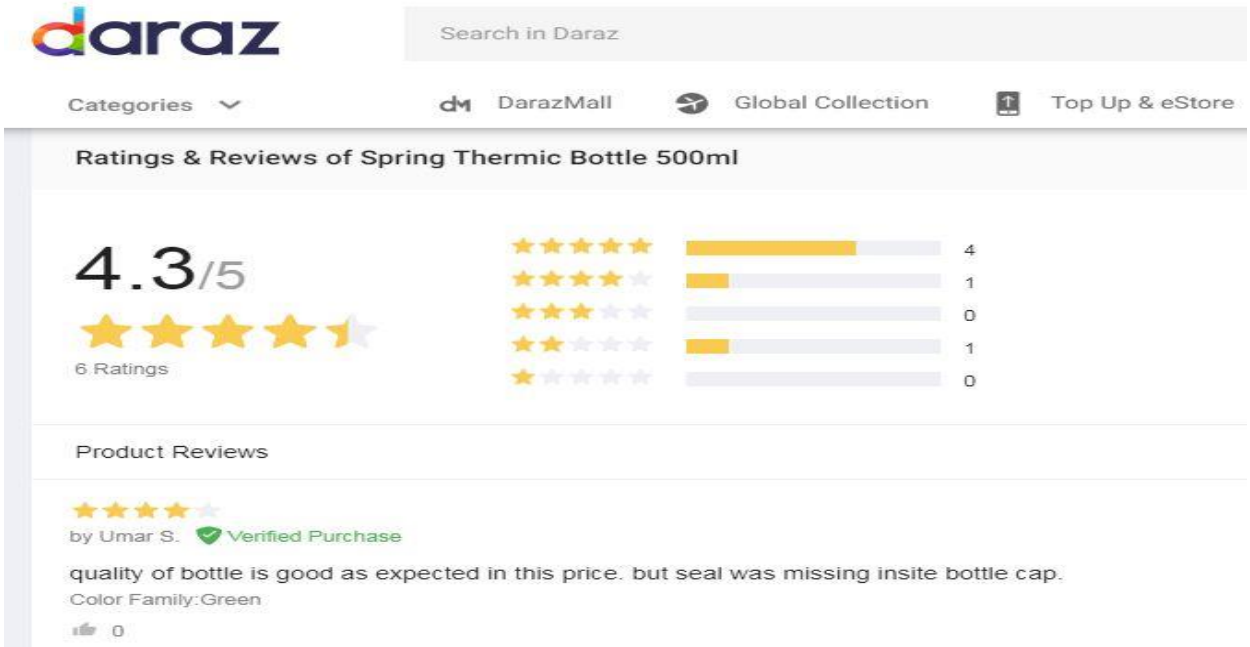


Fig 20: Customer Reviews and Ratings

4.10 Partnerships and Collaborations

Collaborating with other brands, retailers, or organizations can help expand reach and tap into new customer segments.



Fig 21: Partnerships and Collaborations

4.11 Cross-channel Advertising

Integrating marketing efforts across various platforms, such as combining social media advertising with Google Ads, can create a consistent brand presence and increase exposure.

4.12 User-generated Content (UGC)

Encouraging customers to share their experiences through photos and videos can create an authentic connection with the audience and provide valuable social proof.

4.13 Loyalty Programs

Implementing loyalty programs with exclusive rewards and benefits for repeat customers can foster long-term relationships and increase customer retention.



Fig 22: Loyalty Program

4.14 Remarketing

Using techniques like retargeting ads to reach users who previously visited the website but didn't make a purchase can help bring them back and complete the transaction.

4.15 Localized Marketing

Considering Bangladesh's diverse culture and languages, tailoring marketing campaigns to specific regions and communities can resonate more effectively.

Remember that the effectiveness of these strategies can vary based on the specific E-Commerce business, target audience, and market trends. It's important for businesses to continuously monitor their performance and adapt their promotional strategies accordingly. For the most up-to-date information, I recommend researching recent sources or consulting with local marketing experts in Bangladesh.

Chapter: 05

Findings

5.1 Findings

- Diverse Promotion Channels: E-Commerce businesses are using a wide array of promotion channels to reach their target audience. These channels include social media, television, print media, and digital marketing.

- Emphasis on Digital Marketing: As E-Commerce is a online platform, digital marketing as a key promotion strategy. E-Commerce websites are using online platforms, email marketing, and mobile apps to engage customers and promote their products.

- Personalized Marketing: E-Commerce businesses are using personalized marketing techniques, they are sending notification to consumers by researching their purchasing behavior which type of product they are consuming. They are also sending phone message & email.

- Local Promotion: E-Commerce businesses are using local promotion, they are promoting by leaflet where discount promos are available, also when a consumer go to hub to collect products there are many games for customer to win voucher for further purchases.

- Collaborative Partnerships: E-Commerce businesses are collaborate with brands by giving price discount on their product. Also collaborate with payment partners by giving cashback offer.

- Innovative Promotions: E-Commerce businesses are consistently adopting innovative promotion tactics, such as contests, rewards programs, and collecting vouchers, win by giving review, mystery box to incentivize existing customers and attract new ones.

- Brand Ambassador Engagement: E-Commerce businesses are involving popular faces and superstars as brand ambassadors and influencers to attract consumer to buy product from them and earn believe from consumers.

- Online Presence: Every E-Commerce have a strong online presence, with active social media profiles and engaging content, helping them connect with tech-savvy customers and create a digital brand identity.

- Analytical Approach: All E-Commerce businesses are using data-driven insights to refine their promotion strategy continually. They analyze customer behavior and feedback to optimize promotional efforts effectively.

- Competitive Pricing Promotion: All E-Commerce always try to provide lowest price of product. They are advertising that they are giving lowest price & some of them ensure that they will give moneyback the product is available in any other sites lower cost then them.

- Brand Consistency: The E-commerce industry maintain consistency in their promotional messaging, aligning their products with their overall brand image and values.

- Multi-language Promotion: Considering Bangladesh's linguistic diversity, all E-Commerce offer promotional materials in multiple languages to cater to customers from different linguistic backgrounds effectively.

- Regulatory Compliance: The E-Commerce businesses are prioritize adherence to regulatory guidelines in their promotion strategy, ensuring transparency and fairness in their marketing practices to protect consumers' interests.

These findings highlight the varied and innovative promotion strategies employed by the E-Commerce businesses to effectively promote their products in the dynamic market of Bangladesh.

Chapter: 06

Recommendations & Conclusion

6.1 Recommendations

Here are some potential research areas and recommendations to consider for your thesis:

- Market Analysis and Trends: Analyze the current state of the E-Commerce market in Bangladesh. Explore trends in consumer behavior, popular product categories, and the competitive landscape. You can use both quantitative data (market size, growth rates) and qualitative insights (consumer surveys, interviews) to provide a comprehensive overview.

- Challenges and Opportunities: Investigate the challenges faced by E-Commerce businesses in Bangladesh, such as logistics, payment systems, and internet penetration. Identify the key opportunities for growth and expansion in this market. Consider how government policies and regulations impact the E-Commerce ecosystem.

- Consumer Trust and Online Security: Examine the factors influencing consumer trust in online transactions and the measures that E-Commerce platforms employ to ensure online security. You could delve into issues like data privacy, fraud prevention, and the role of customer reviews in building trust.

- Impact on Traditional Retail: Research how the rise of E-Commerce is affecting traditional retail in Bangladesh. Explore whether there's a symbiotic relationship or a competitive dynamic between online and offline retail. Investigate how brick-and-mortar stores are adapting to the changing landscape.

- E-Commerce and Socioeconomic Development: Investigate the role of E-Commerce in promoting socioeconomic development in Bangladesh. Consider how E-Commerce has contributed to employment generation, women's empowerment, and the inclusion of rural communities in the digital economy.

- Cross-Border E-Commerce: Explore the challenges and opportunities of cross-border E-Commerce in Bangladesh. Analyze how international trade

is facilitated through E-Commerce platforms and the impact of import/export regulations on this aspect of the industry.

- Innovation and Technology: Study the technological innovations within the Bangladeshi E-Commerce industry. This could include analyzing the use of mobile apps, AI, chatbots, and virtual reality to enhance the user experience and streamline operations.

- E-Commerce Logistics and Fulfillment: Examine the logistics and fulfillment strategies adopted by E-Commerce businesses in Bangladesh. Consider how companies are overcoming infrastructure challenges to deliver products efficiently and on time.

- Digital Payment Systems: Investigate the role of digital payment systems in driving E-Commerce growth. Analyze the adoption rates of various payment methods and their impact on the overall online shopping experience.

- Sustainability and E-Commerce: Explore the environmental impact of E-Commerce activities in Bangladesh. Consider how companies are addressing issues like packaging waste, carbon emissions from deliveries, and the potential for greener practices.

- Remember to approach your chosen topic with a clear research question or hypothesis, conduct thorough literature reviews, collect relevant data, and employ appropriate research methodologies. Additionally, consider reaching out to professionals in the industry, government officials, and consumers for insights and potential collaboration. Your thesis should contribute valuable insights to the growing field of E-Commerce in Bangladesh.

6.2 Conclusion

In conclusion, this thesis reports about the promotional strategies of E-Commerce business in Bangladesh. This report provides a dept analysis on promotional strategies of E-Commerce, how they are effectively deploying strategies to survive in challenging market, how are attracting customers, how they are establishing them as a brand. They are trying to attract consumer by deploying different promotion from others, giving priority to customers choice, what consumer wants, also creating promotion by adding real life experiences of consumers, adding emotional attachment on promotion. They have demonstrated a keen understanding of the importance of targeted marketing efforts in reaching their intended customer segments. Their promotional campaigns were strategically tailored to resonate with the preferences and needs of their respective target audiences, allowing them to carve out a distinct market position. Such diversity in promotional techniques underscores the adaptability and flexibility of these E-Commerce businesses in an ever-evolving business landscape. However, this report also identifies certain areas for improvement. All E-Commerce businesses could benefit from incorporating more rigorous evaluation mechanisms to measure the effectiveness of their promotion strategies accurately. By leveraging data analytics and customer feedback, they can fine-tune their campaigns, maximize ROI, and ensure a better alignment of promotional activities with their overall business objectives.

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