# Thesis Report
# On
# An Evaluation of the Digital Marketing in Bangladesh: A Case Study on Daraz.com.bd

**Submitted by:**

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ID: MBA2203027010
Program: MBA
Major: Marketing
Semester: Summer-2023
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**Submitted to:**

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




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

Date of Submission: September 05, 2023

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# Letter of Transmittal

September 05, 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 "**An Evaluation of the Digital Marketing in Bangladesh: A Case Study on Daraz.com.bd.**" which was assigned to me as a requirement for the completion of the MBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in Daraz.com.bd 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

**Susmoy Gour**
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# Declaration of Student

This is to notify you that, the thesis paper on **"An Evaluation of the Digital Marketing in Bangladesh: A Case Study on Daraz.com.bd."**, has been prepared as a part of my dissertation formalities. It is an obligatory part of my MBA program to submit a thesis paper.

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

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

Yours Sincerely

**Susmoy Gour**
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# Certificate of Supervisor

This is to certify that the thesis report **"An Evaluation of the Digital Marketing in Bangladesh: A Case Study on Daraz.com.bd."** has been prepared as a part of completion of the MBA program from Department of Business Administration, Sonargaon University (SU), carried out by Susmoy Gour, bearing ID: MBA2203027010 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

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor **Sharmila Sikder**, Assistant Professor, Department of Business Administration, Sonargaon University, for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with Daraz.com.bd is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Md Nazim Uddin, GM, HR & Admin, Head Office, Daraz.com.bd for his enormous help and endless support throughout the dissertation period.

And last but not the least; thanks to all my office colleagues working at Daraz.com.bd. The opportunity I had with Daraz.com.bd is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

# Abstract

The advent of the digital age has transformed the landscape of marketing, offering new opportunities and challenges to businesses worldwide. This thesis paper presents an in-depth evaluation of digital marketing practices in the context of Bangladesh, focusing on the case study of Daraz.com.bd, one of the leading e-commerce platforms in the country. The primary objective of this research is to analyze the effectiveness, impact, and strategies of digital marketing adopted by Daraz.com.bd, and to assess their implications for the broader business and marketing environment in Bangladesh. The study employs a mixed-method research approach, combining qualitative and quantitative research methods. Data collection involves surveys, interviews, and content analysis of Daraz.com.bd's digital marketing campaigns. Through these methods, this research investigates the various digital marketing channels and tools employed by Daraz.com.bd, such as social media marketing, search engine optimization (SEO), email marketing, and influencer collaborations. It also assesses their impact on brand awareness, customer engagement, and sales performance. Furthermore, this thesis explores the challenges and barriers faced by Daraz.com.bd in its digital marketing efforts, including issues related to privacy, data security, and competition. The study also examines the evolving consumer behavior in the digital era and the role of digital marketing in shaping consumer decisions in Bangladesh.

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# Chapter: 01

# Introduction

## 1.1 Introduction

Marketing is a powerful circumstance where it needs to manage new media channels. Marketing techniques then again are changing their correspondence and turning out to be multi-directional and purchaser-arranged, step by step. "On the off chance that you are disappointed with the actual universe of the clients, they can tell 6 companions each. In case you're disappointed with your clients on the Web, they can advise up to 6,000 companions each - "said Jeff Bezos, President of Amazon.

It can help a brand transcend the line for the time being. According to the report of Monetary Express distributed on Walk 23, 2019, 35 million residents of Bangladesh are utilizing online media. Additionally, this number is developing at an enormous rate each day. Along these lines, marketing through web-based media or the web can be a decent weapon for any association to beat different contenders.

## 1.2 Objectives of the Study

The study has been carried out with the following objectives.

- To identify the Digital Marketing Strategies of Daraz.com.bd;
- To analyze the digital marketing activities of Daraz.com.bd;
- To find out the problems of the digital marketing activities of Daraz.com.bd;
- To make some recommendations to overcome the problems;

## 1.3 Methodology of the Study

The word method of the investigation alludes to the way toward extricating information and utilizing them for the accomplishment of the entire examination. What sort of information is required, what is accessible, and what should be gathered? Hence, every one of these outcomes decides the wellspring of the information.

Sources of Data

**Secondary Data**

The secondary sources for information assortment were distributed yearly reports, departmental data of Daraz.com.bd, and inward data like

- Annual reports
- Official Website
- Journal
- Published Articles
- Internal links

## 1.4 Scope of the Study

This thesis aims to contribute to the understanding of digital marketing in the context of Bangladesh and provide practical insights for e-commerce platforms and businesses operating within the country. The findings and recommendations may be valuable for marketing professionals, policymakers, and scholars interested in the field of digital marketing in emerging markets.

This scope of the study outlines the parameters of the study, including its geographic and temporal boundaries, objectives, research methodology, limitations, and potential significance. The study's primary focus is to evaluate the digital marketing strategies and practices of Daraz.com.bd in Bangladesh, while also shedding light on the broader digital marketing landscape in the country.

## 1.5 Limitations of the Study

In the endeavor of this investigation, a few issues were confronted. Subsequently, the investigation has a few limits. The constraints are:

- Gathering data from secondary sources wasn't accessible when I set up this report.
- Limitation of Scope: Some private data was not revealed by different staff of this particular division for inward data like
- United information identified with the examination was not offered because of the time limit

- Daraz.com.bd is an enormous web-based business organization and numerous divisions and one cannot ready to get information from every office.
- The entire administration measure is something touchy, along these lines, no association can spill out their administration interaction as Daraz Bangladesh too.

# Chapter: 02

# Literature Review

## 2.1 Literature Review

This report is about the effectiveness of advanced media marketing (online media) and brand advancement. Web-based media marketing is a type of advanced marketing; Which is very not quite the same as conventional media. Types of conventional media incorporate TV, papers, bulletins, radio, and magazines. As indicated by Karjaluto 2010, 100-109, "Advertising in the established press involves numerous difficulties, including a great deal of worthless correspondence, significant expenses and changes in media conduct and the decreasing impacts related with the computerized insurgency." When brands participate in customary topical marketing, they cost more, and then again, this type of marketing takes additional time and actual work. Once in a while, it flops because of the absence of cash and not showing up on schedule. As per Houseman in 2014, "The word reference media relies upon at least one demonstrates.

## 2.2 The Transformative Power of Digital Marketing

In contrast, digital marketing has redefined the rules of the marketing game. It allows marketers to tailor campaigns to specific target audiences and make real-time adjustments. According to Houseman (2014), digital marketing operates on a bidirectional communication model, enabling brands to engage in personalized, need-based communication and content delivery. This means that digital marketers can interact with end-users more cost-effectively and efficiently compared to traditional media.

## 2.3 The Role of Social Media in Digital Marketing

Social media marketing plays a pivotal role in the digital marketing landscape. Social media platforms provide a means of connecting and sharing information with virtual networks and organizations (Wikipedia). In the context of Daraz.com.bd, social media marketing becomes even more pertinent. Metrics like Page Likes, Post Engagement, Lifetime Page Likes, and Page Reach provide valuable insights into the effectiveness of digital marketing efforts on the platform.

## 2.4 The Blend of Traditional and Digital Marketing

While digital marketing has its advantages, it is essential to acknowledge that traditional marketing can still be effective in certain situations. The synergy between traditional and digital marketing, known as Integrated Marketing Communication (IMC), is often the key to achieving optimal results for a brand. The choice between traditional and digital marketing depends on factors such as the target audience, budget, and campaign goals.

## 2.5 The Challenge and Opportunity in Bangladesh

This literature review recognizes that the transformational impact of digital marketing is not universal, and its effectiveness can vary across different regions and industries. Therefore, it is vital to evaluate the present status of digital marketing in Bangladesh and its significance for brand communication, particularly in the context of Daraz.com.bd. This assessment will illuminate the relationship between digital marketing and brand communication in Bangladesh, showcasing how digital marketing strategies can positively affect brand visibility and customer engagement.

## 2.6 Branding

The brand message, as single direction correspondence, is made and conveyed to a mass crowd through conventional media channels. This implies that the brand can't zero in on a particular gathering, the intended interest group, for which they spend a ton, and there is a high likelihood of disappointment because of the obliviousness of the objective gathering. There is no additional opportunity to refresh the continuous movement as it will cost twice so much and will take additional time and work. In customary marketing, correspondence with end clients is expensive and tedious.

In contrast to conventional marketing, online media marketing is diverse. In online media marketing, advertisers can tweak and choose an intended interest group and start a mission dependent on the objective gathering. Which is sans hazard and if the mission doesn't work, they can tweak the mission whenever from anyplace on the planet. That is, marketing executives can't just speak with end clients and screen

their crowd movements. "Online media is multidimensional and constant, and it empowers the ideal second and wanted a measure of need-based correspondence and substance.

The Web and web-based media disregard the conventional media correspondence model and change the principles of the correspondence market (Julan, 2009). Brands need to understand when and in what size they ought to connect with and invest in marketing themselves. Now and then dish conventional marketing works better and at times web-based media or advanced media works even better. However, truly to achieve the best outcomes for any brand, the blend of conventional topics and computerized marketing functions admirably. This is known as Coordinated Marketing Correspondence (IMC).

The change point of this test revolves around the presence of modernized marketing and its effect on brand correspondence. A colossal measure of exploration has been done on the brand's correspondence for the shortfall of features in mechanized marketing. This examination talks about cutting-edge marketing and its frameworks that are significant for current marketing correspondence. A trial investigated the present status of cutting-edge marketing in Bangladesh and its significance for brand correspondence. This test will uncover the information in correlation with the brand correspondence and how mechanized marketing affects the brand correspondence.

# Chapter: 03

# Organizational Profile

## 3.1 Background of the organization

Daraz.com.bd CDC Gathering is claimed by Daraz. CDC Gathering is the UK's Administration Improvement Money Organization (DFI). It centers around business improvement and backing in Africa and South Asia - just as Asia Pacific Daraz comes from an Urdu word signifying "cabinet" which alludes to the general e-retail market. Daraz covertly began his business in Bangladesh as Daraz.com.bd. In mid-2013, it was the fourth net business site to be distributed. Nonetheless, aside from Daraz, different organizations like OLX, Clicking, Ikhanei.com, and so forth Notwithstanding Daraz, there are currently more than 20 online business organizations. Daraz has a FB page that is confirmed and has 4 million devotees. A Web-based business calls for discovering clients on the web. Daraz consistently watches out for Web optimization and is perceived as one of the spots in each web advertiser. In this way, when a client looks through Google's biggest online website, Daraz is by all accounts the first among the web search tools. The online area is the biggest market in the South Asian locale. In 2012, German investment Daraz began and it needed to turn into the originator of this online business. Daraz works in five South Asian nations, including Pakistan, Nepal, Sri Lanka, Bangladesh, and Myanmar. In 2018, a Chinese organization called Alibaba gained Daraz and purchased 100% of its offers. In Bangladesh, Daraz is directing business as a market chief and is only one of a handful few organizations that exchange a wide range of items.

## 3.2 Mission, Vision, Goal & Objectives  Mission

Our main goal is to turn into the world's biggest Web stage outside of the US. The organization recognizes and constructs a demonstrated Web plan of action that transports them to new, immature, and developing business sectors where they attempt to scale them into the top online organizations on the lookout.

Vision

In Daraz, they accept that the web is developing quicker and quicker in regular day-to-day existence than anybody can envision. We will probably catch the greatest conceivable portion of shopper web-based spending in our business sectors.

Goal

Daraz Bangladesh Restricted needs to give the best quality items at the most aggressive costs. Daraz.com.bd puts stock in dispatching the most recent.

## 3.3 Objectives

There should be some reason to play out the mission and to carry out the vision. Daraz likewise centers around a couple of objectives to accomplish the inert opportunities for getting abilities and those objectives. They are-

- Daraz is attempting to prosper its business by intently working with the vendor just to guarantee an incredible internet shopping experience for the clients.
- By giving quality items at the most minimal conceivable cost and conveying the items at all conceivable times, Daraz needs to get a huge piece of the pie in the online area.
- To improve the client shopping experience Daraz is resolved to build its viability and productivity.
- Daraz likewise gives preparation to the vendor so they can work proficiently and select skilled individuals who will be dedicated to being crafted by the association just to achieve the mission and to discover and assemble significant resources for the association.
- Daraz is attempting to construct a particularly hierarchical culture with the assistance of Alibaba whenever the workers find the opportunity to develop and this will add to the association's return on initial capital investment.
- Daraz needs to develop as well as needs to set the market pattern in the online business area of Bangladesh.

## 3.4 Business of Daraz

Daraz is a delegate for dealers and customers where merchants are permitted to show their items and clients get an opportunity to get everything simultaneously. It is a web B2B and B2C type offer and this plan of action appears to have gotten a positive mentality from the clients. By adding

more sellers to the site, Daraz is zeroing in additional on expanding its customer reach. This is a position where customers can without much of a stretch discover the vendor and look over a wide determination of item decisions. Eleven wide segments are currently open at Daraz. Web Gathering (APAC). The organization is as of now the quickest developing on the web commercial center in Asia. It works in five Asian nations, including Bangladesh, Pakistan, Nepal, Sri Lanka, and Myanmar. Daraz.com.bd has a wide arrangement of buyer gadgets, designs, and excellent items. Likewise, a quickly developing assortment of regular wares. Most importantly, the personalization and assurance of the client experience are given by Daraz.com.bd. Additionally, Daraz.com.bd guarantees an enormous combination of unique items, extraordinary incentives for cash, simple income, and quick conveyance to clients. Impacts troublesome changes in the digitization of the area. (We Who) Daraz has different classifications on its site from style to general merchandise. Clients can undoubtedly pick their items from every one of these classes referenced beneath: -

- Men's Fashion
- Women's Fashion
- Phones & Tablets
- TVs, Audio & Cameras
- Computing & Gaming
- Appliances
- Home & Living
- Sports & Travel
- Beauty & Health
- Baby, Kids & Toys
- Grocer's shop
- Other Categories

The classifications portrayed above are continually overhauled because of expanding client demand. Daraz.com.bd keeps money down the framework. Clients of Daraz.com.bd can make this installment through the card. Daraz riders will have a card-swiping machine with them while conveying merchandise

At first, the site zeroed in on the style business in the primary scene because the underlying issue was to cause clients to feel fulfilled, credible, and dependable about buying the web design items. Slowly when the site was made and unwavering quality was accomplished, the site attempted to catch each segment. In the current period, individuals like to purchase items on the web, yet additionally, administrations and Daraz Bangladesh have entered the travel industry and travel industry because of the impending patterns. This part will have a rundown of inns, resorts, and travel services that will furnish Daraz clients with the best bundles and arrangements.

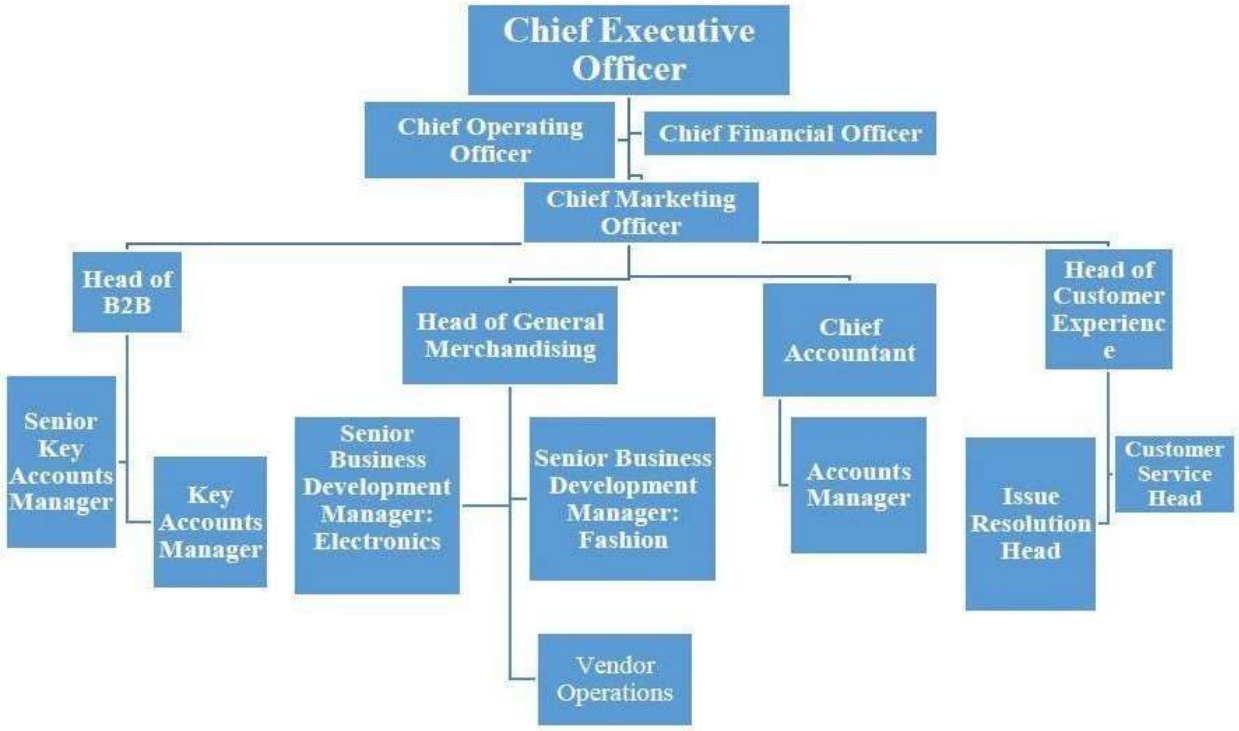



Clients frequently get numerous cabinet publicizing arrangements to purchase. All things considered, there are things when offers show up incidentally, either once per year or toward the year's end. Customers request extra units from the entryway to profit from these offers. By utilizing singular messages, the cabinet can be requested by the customer multiple. To give the greatest shopping experience, Daraz endeavors to surrender clients to date and progressed items. Top brands like Samsung, Panasonic, LG, Walton, Apple, and so forth are giving full help to Daraz.com with deal audits.

### 3.5 Organizational Chart of Daraz.com.bd

Since its dispatch in 2014, Daraz.com.bd has developed quickly. Today in this country, Daraz.com.bd is driving the online commercial center. Daraz.com.bd as of now has numerous

dealers and a lot more are holding back from turning into their merchants. There are a few divisions to oversee Daraz.com.bd.




### 3.6 Marketing Mix of Daraz.com.bd

It contains 4 significant components of an organization with which any organization can investigate their upper hand on the lookout. The components are known as the 4ps

- Product
- Price
- Place
- Promotion

Product

Daraz.com.bd doesn't deliver any items. It is an online commercial center where various kinds of merchants sell their items and clients can purchase their ideal items from the drawers. They discover it in different classes like Men's Design, Ladies' Style, Telephone and Tablet, television, Sound and Camera, PC and Gaming, Gear,

Home and Living, Sports and Travel, Excellence and Wellbeing, Youngsters, Children and Toys, Food merchant's Store Can, different areas. Clients

will track down every one of these areas referenced above in a section of the site. They can look for their #1 items in an inquiry box on the site. Daraz.com.bd sells every one of these items from various dealers by charging diverse commission rates to the vendors.

Price
Daraz.com.bd doesn't set any cost. It gives costs dependent on the cost paid by the merchants. Costs of similar items in the drawers at times contrast because of the costs set by various merchants. Sellers sporadically offer limits on their items

Place
Daraz.com.bd's area is virtual or web-based. Daraz sells all items through its site. Daraz doesn't sell any item in any ordinary store. Daraz's web address, which is "www.daraz.com.bd", can be considered as the website of Daraz.com.bd

Promotion
Daraz.com.bd does an assortment of exercises for advancement. They chiefly center online for their advancement. They are consistently dynamic in showing their advertisements via online media like Facebook and Twitter. They give a great deal of TVC on YouTube. Daraz has likewise saved its own email data set. With the goal that they can arrive at a large number of clients by sending their messages. They keep a phonebook data set of clients. They send SMS to arrive at clients and advance them.

### 3.7 Crucial Departments

Every office is significant, including an association, contingent upon the size and nature of the work. Offices are overseen in their own specific manner to prevail in their own particular manner. Since Daraz is a worldwide organization in the web-based business industry, the divisions are loaded up with a couple of gifted

individuals to deal with the exercises all the more effectively. The significant areas of the cabinet are:

- Finance Department
- Account Department
- Marketing Department
- Human Resources Department
- Commercial Department
- Business Development Department
- Administration Department
- Sales Management Department
- Information Technology Department
- Department of Public Relation
- Onsite and Content Management Department
- Issue and Resolution Department
- Graphic Design Department
- Operations Department
- Customer Services Department
- Department of Category Management

Every one of these classifications has sub-classes. Each operational movement of the division is directed so that it assists Daraz with being the best stage for online business in Bangladesh.

### 3.8 Commercial Department of Daraz.com.bd

The commercial department is consisting of the following sub-departments-

- Acquisition: crafted by this division to recruit or secure new sellers. In the wake of obtaining, they send the new seller to PSC for account verification.
- Partner support center (PSC): The elements of this division are account verification, account initiation, account deactivation, content posting by sending item postings to the seller's item life, and giving help to new sellers enrolled on the web.

- Seller Support Unit (SSU): This part screens vendor action in the vendor center, aggregates a rundown of failing to meet expectations vendors, and sends it to the vendor Excellence Office for additional follow-up with the goal that these vendors can improve their exhibition.
- Vendor excellence (VE): The work of this division is to follow the inactive seller's record, search for issues, and track them. As indicated by these records or searches, the VV division attempts to discover the reasons why their sales reps are inactive, illuminates them about their issues, exhorts them on how they can improve the number of orders, gives the essential help to the sellers, and gives the fundamental help to the sellers.
- Attempting to contact sellers V deals with them if their issues are there. In the wake of getting any issue from the seller, the concerned VV staff sends the make a difference to the concerned office as per the sort of the issue.

For instance:
If the issue is about installment, VV staff sends the issue to the "Records Office". Various kinds of issues are solved by various divisions yet the work of a VI is just to make a difference to the applicable office. This segment additionally gives preparation to ignorant vendors who are fundamentally new or experiencing difficulty working in a business center (genuine stage). There are two sorts of preparing

- Webinar-Web-based preparing.
- Bootcamp-Disconnected preparing or actual preparing.

# Chapter: 04

# Digital Marketing Activities of Daraz.com.bd

## 4.1 Digital Marketing Strategy of Daraz

Extensive utilization of the Web and other computerized media and advances was acquainted with support "current marketing". Both scholastic and expert have made a wide scope of names and language to aid this cutting-edge marketing. This can be called computerized marketing. All the more explicitly, any type of marketing item or administration that involves electronic gadgets can be called computerized marketing. For an online stage like Daraz Bangladesh, computerized marketing is the main component to catch clients every day.

### 4.1.1 5 D's of Digital Marketing

5D Digital Marketing permits clients to communicate with brands and opens an entryway for organizations to contact their clients and gain from them about their criticism. From the digital stage Daraz.com.bd to digital media because of taking part in digital marketing exercises, Daraz Bangladesh as a team with 5D Digital Marketing is clarified below.

- Digital Gadgets: Digital gadgets incorporate cell phones, tablets, work workstations. Through these gadgets, audience members or clients acquire insight as brands interface with their business sites and versatile applications. Daraz as of now has a portable application that clients/audience members can undoubtedly download to their cell phones. By opening a record in the Daraz application, they can undoubtedly associate with the business sites remembered for the Daraz application. Additionally, the individuals who sell through the Daraz application can have a reasonable thought regarding who is selling their item. On the off chance that one has a record, the application can be utilized on both cell phones and work areas.

- Digital Stages: Digital stages work with business cooperation between at any rate two separate gatherings. Since Daraz is a B2C business stage, there are two negligible viewpoints to their correspondence. Digital stages incorporate Input, Instagram, YouTube,

- Twitter, and LinkedIn. Daraz has his own Facebook and Instagram pages. Additionally, it looks after YouTube, Twitter, and LinkedIn accounts. Through these mediums, Daraz posts advance any sort of update identified with their business to arrive at the clients in the most limited conceivable time. The Daraz application is additionally apparent in this digital stage.

- Digital Media: Digital media is viewed as a correspondence channel to reach and connect with the crowd. It very well may be in any paid, claimed, and acquired structure. These incorporate advertising, email, web crawlers, and social organizations. They follow the promotion structure for the cabinet. It is either a print media business or a TV advertisement. Whenever a television is distributed on a business digital stage it contacts the crowd in three distinct manners. Like-Installment Came to, Natural Came to and Snap Clicked. At the point when a specific post is supported by paying a specific measure of dollars to a digital stage for post access, it is called paid admittance. After a specific timeframe for any advancement, the installment system is executed to contact more crowds. Natural Arrive alludes to the genuine appearance of the post while being posted. And post snaps indicate how frequently they post is being clicked to get a full view. An organization called Daraz pays Daraz for web indexes to get the most permeability in the Daraz application. In some cases, while overseeing different applications or watching recordings, the cabinet advertisement is springing up on the screen to arrive at the client.

- Digital Information: Through digital information, organizations gather data about their crowd profiles and their connections with the business. At the point when an individual opens a record on Daraz as a purchaser. Daraz saves that data on their information base and the association may be done through live visits, Facebook informing, or messages. The conversations are likewise saved for additional subtleties. These are totally private and kept up by law. Through this, they distinguish the buyer's area and attempt to show their missions dependent on their area, taste, and inclinations.

- Digital Technology: Organizations utilize digital technology to make interactive encounters among shoppers and organizations. Daraz is no exemption. Making a community allows Daraz clients to share their shopping experiences with other Daraz clients.

## 4.2 Digital Marketing Strategy that Daraz Optimizes

Numerous associations today follow diverse digital marketing procedures relying upon the idea of the association. Since Daraz is an online stage, they for the most part depend on their digital marketing instruments or techniques to arrive at clients. The digital marketing procedures that Daraz follows are examined beneath:

### 4.2.1 SEO

SEO implies website improvement. It is viewed as a significant instrument of digital marketing. With the system of SEO in hand, Daraz can make their site www.daraz.com.bd. More noticeable. Which implies the possibility to convert potential clients' increments. Likewise, through this cabinet individuals can tell them about the brands they are selling. Likewise, in a continuous cycle, they are situating themselves as a legitimate and confided master in the field of web-based business. Here are some significant components of SEO that Daraz considers:

### 4.2.2 Keywords

Keywords are words and expressions that potential clients use to discover content on the web. Additionally, brands can associate with individuals who were searching for their items. Since there are many branded items in various classes of drawers, while looking for items utilizing a likely catchphrase, the results of a specific brand show up in the application relying upon the item classification.

### 4.2.3 Content

Content in digital marketing through catching more crowds as dismissed crowds. At times it is seen that Daraz is distributing intriguing substance on digital marketing

or any fascinating advancement and some more. Individuals like them and offer them as well. This expands the commitment of the crowd. Daraz has an assortment of substance to arrive at its guests which are-

- Web page content Videos
- Blogs

### 4.2.4 Visibility and Rankings

Daraz utilizes permeability and positioning methods in its SEO techniques. At the point when customers have something to offer, Daraz makes permeability simpler for potential. It is straightforwardly identified with positioning. The higher the positioning, the better the permeability.

### 4.2.5 SEM

Search engine marketing is a digital methodology of marketing that is utilized to build the permeability of a site in search engine results pages (SERPS). It is additionally alluded to as paid search or pay per click (PPC). In an online stage like Daraz where individuals purchase items digitally, SEM plays a significant marketing methodology to build the span of the organization. Daraz application has an alternative of "search". Most of the purchasers after introducing the application they play out such an inquiry on a search engine. Through SEM Daraz can follow that purchasers are proposed to purchase something as they are attempting to discover data about a particular item. In SEM, the outcomes are shown very rapidly. Under the SEM technique, Daraz likewise utilizes the paid search advertising method, where there any supported advertisements show up at the highest point of and in favor of search engine results pages to acquire permeability than the natural outcomes.

### 4.2.6 Remarketing

Re-marketing is utilized when clients don't react to the advertisement interestingly. From the Daraz application, they track the data of these guests by making new advertisements on treats and related site

### 4.2.7 Video Marketing

Video marketing is known as a forward marketing technique. Daraz posts endless recordings every day in various territories to draw in clients with their business. Daraz advances brands, administrations, or items through digital marketing. Through video, they additionally instruct clients about how to put requests and how to put them. Likewise, when they educate individuals employing the video when a unique event arrives or when a mission begins, they regularly live streams to make the data more dependable.

## 4.3 Social Media Marketing Strategy of Daraz

### 4.3.1 Social Media Marketing

Social media marketing alludes to the way toward drawing in clients through social media locales. An enormous piece of Daraz.com.bd's marketing is done through social media. By dealing with this social media marketing, Daraz can advance, draw in, sell their items, and consequently recognize their substance. Social media marketing devices are frequently alluded to as social media the executives. As individuals these days are significantly more social media-centered, utilizing social media marketing methodologies to target social organizations just as spread brand mindfulness and advance the results of their vendors as of late, social media marketing is considered as an effective instrument to make brand mindfulness is social media marketing apparatuses incorporate Facebook, YouTube, Twitter, Pinterest, LinkedIn, Instagram. Daraz BD utilizes not these devices, some of them do.



### 4.3.2 Social Media Marketing Strategy that Daraz Undertakes

The apparatuses or procedure that Daraz.com.Bd advances for their Social Media Marketing is talked about underneath:

Facebook Marketing:
Facebook is the biggest social organization on the planet. The Facebook business is recognized as the proprietor of a Facebook page for its own association. We can see this, the authority Facebook page of Daraz.com.bd through which they lead Facebook marketing. Daraz's Facebook page is a

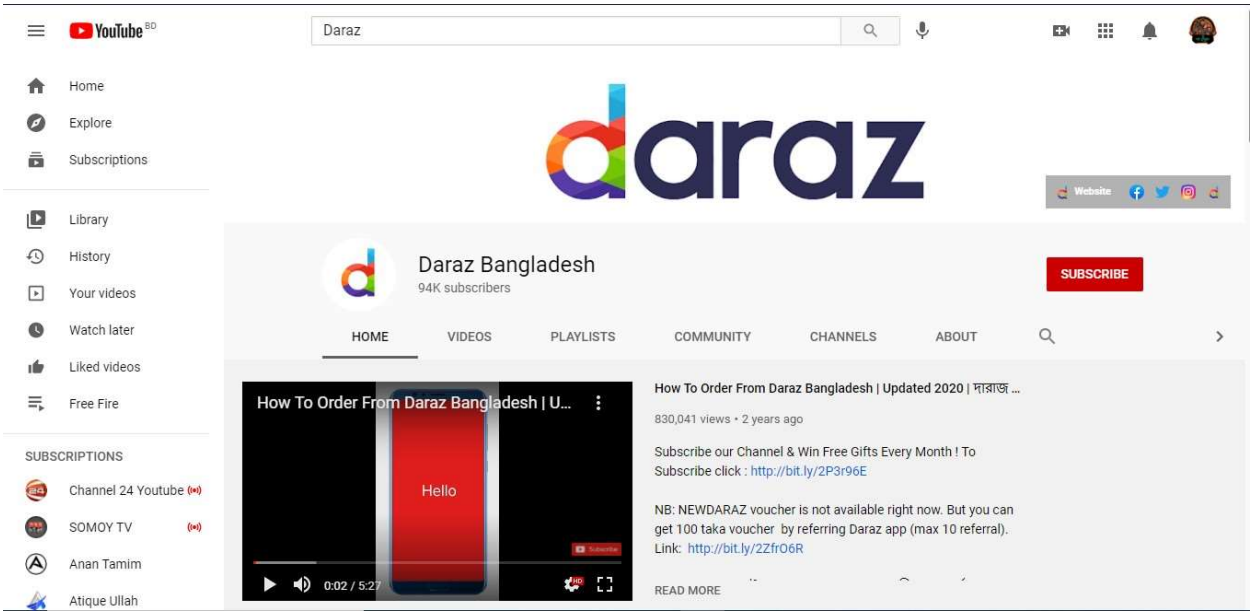
method for correspondence between the organization and possible clients. It assists clients with keeping in contact and pull in new clients. Daraz.com.bd very actively posts composed substance on their Facebook page. Individuals who follow the page will see the post. Likewise, you can give them input by remarking on and remarking on the post. Through this Daraz can ascertain the range of each post.



Delivery is controlled by installment, natural reach, and post snaps. Correspondence through Facebook is in congruity with nature. Daraz routinely adds new substance to the page in a wide range of arrangements. Associated individuals will actually want to share the post on the off chance that they like it. See the organization's post just appeared on their fan's newsfeed not long after the post. Clients even pose inquiries about any of their items through Daraz BD's Facebook page. Two-way correspondence is set up here.

YouTube Marketing:

YouTube is supposed to be the second-biggest search engine on the Web. Develop an SEO and overall brand presence. YouTube helps the most. 300 hours of video are transferred to YouTube every moment. Daraz deals with his video marketing through YouTube. Daraz.com.bd is putting more dollars on YouTube to benefit from their item brands. The main piece of YouTube marketing is making an important organization channel, called a YouTube channel.

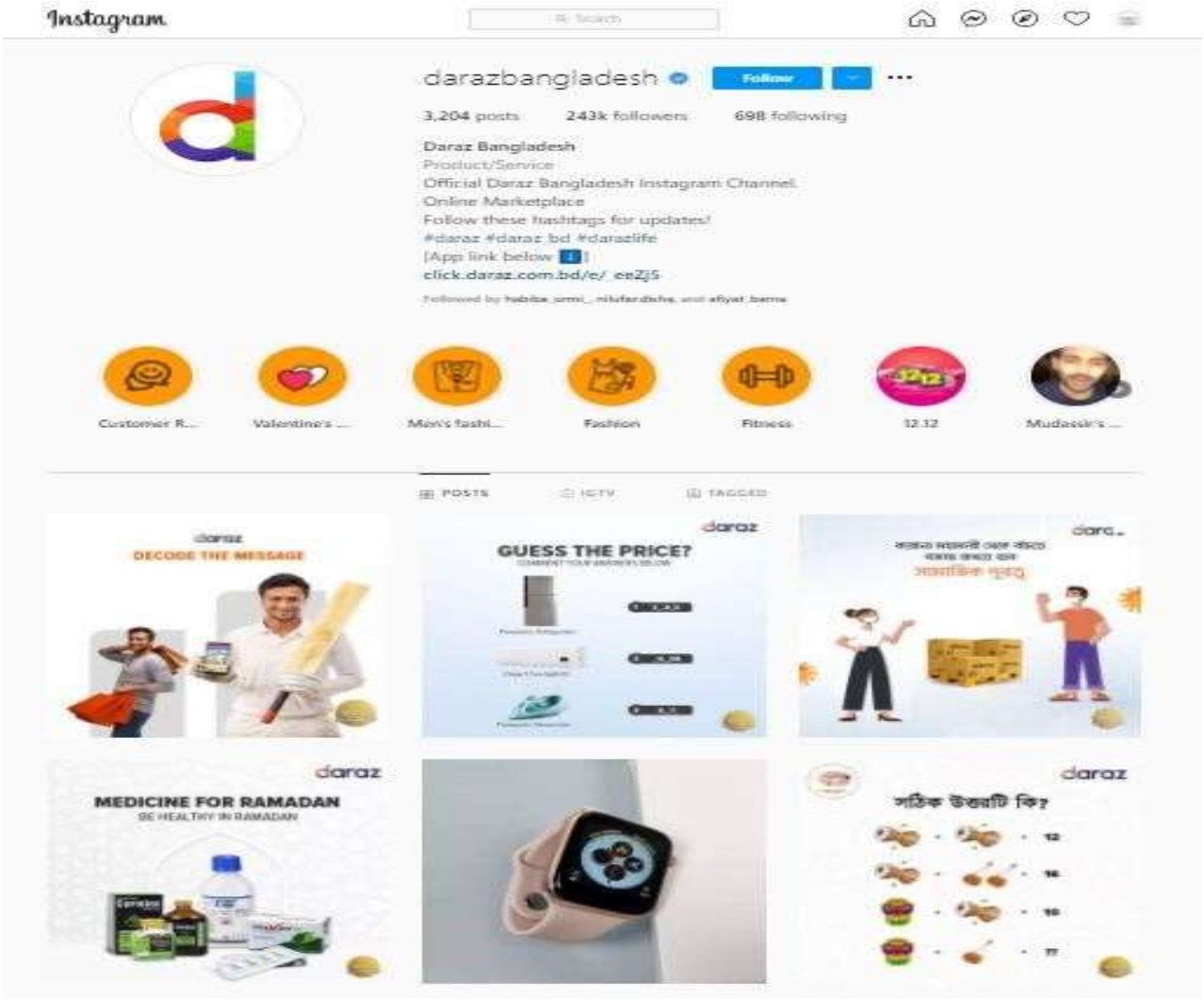



Daraz Bangladesh's YouTube channel has 94K supporters. At the point when another video is transferred to these endorsers, the base may initially know the update. Likewise, if they keep their notices turned on, they will be informed when any substance is transferred. However, a test confronting the Daraz.com.bd YouTube channel has contacted key watchers. Since devotees of YouTube

promotions are not tremendous in number, they need to post any substance that is a significant piece of YouTube to engage just as bring issues to light about the brand; Making diversion for the crowd.

Instagram Marketing:
Instagram is a very as of late dispatched social media stage. As a rule, about half of all-out Instagram clients follow at any rate one business. Instagram depends on supporters. Daraz.com.bd sends exact data to their Instagram record to post so they can be pertinent to current supporters.

Daraz's Profile Daraz can make and distribute Instagram advertisements from Business Profiles without utilizing Facebook's advertising apparatuses.



# Chapter: 05

# Findings

## 5.1 Findings

- Limited Strategic Planning: A notable finding in the evaluation of digital marketing in Bangladesh, specifically on Daraz.com.bd, is the lack of comprehensive strategic planning in digital marketing efforts. Many campaigns appear to be short-term and lack a clear long-term vision.

- Insufficient Utilization of Data Analytics: The study reveals that data analytics tools and techniques are underutilized in digital marketing activities. This deficiency in data-driven decision-making hampers the effectiveness of marketing strategies.

- Inadequate Content Personalization: A significant shortcoming is the absence of personalized content in digital marketing campaigns. Generic content fails to engage the audience effectively, resulting in reduced brand impact.

- Neglect of SEO Optimization: The thesis highlights the limited focus on Search Engine Optimization (SEO) as an essential component of digital marketing in Bangladesh. Websites and content often lack the optimization needed to improve visibility in search engine results.

- Overemphasis on Product-Centric Content: Findings suggest that brand pages on social media platforms tend to focus excessively on product-centric content. This approach neglects the importance of building a community and fostering engagement with customers.

- Minimal Investment in Influencer Marketing: The study identifies a lack of investment in influencer marketing, despite its potential for reaching a wider audience and enhancing brand credibility.

- Challenges in Mobile Optimization: Mobile optimization of websites and digital content remains a challenge in Bangladesh's digital marketing landscape. This oversight affects user experience and engagement.

- Inconsistent Brand Messaging: The research reveals inconsistencies in brand messaging across various digital channels. This lack of uniformity can confuse consumers and dilute the brand's identity.

- Limited Use of Customer Relationship Management (CRM) Systems: The study finds that many businesses in Bangladesh, including Daraz.com.bd, do not fully leverage CRM systems to build and maintain relationships with customers, missing out on valuable opportunities for personalized marketing.

- Need for Cross-Channel Integration: Lastly, the thesis emphasizes the necessity for improved integration across various digital marketing channels. Many brands in Bangladesh have yet to fully harness the potential of a cohesive and synchronized digital marketing strategy.

# Chapter: 06

# Recommendations and Conclusion

## 6.1 Recommendations

- Encourage businesses to create long-term digital marketing strategies that align with their overall business goals and objectives. This should involve setting clear KPIs and milestones for campaigns.

- Encourage the adoption of data analytics tools and techniques to gather insights and make informed decisions in digital marketing efforts. Provide training and resources to support data-driven marketing strategies.

- Promote the creation of personalized content tailored to the preferences and behaviors of the target audience. Encourage the use of segmentation and customer profiling for more effective content delivery.

- Raise awareness about the importance of SEO in digital marketing and provide training and resources to optimize websites and content for search engines.

- Encourage brands to balance product-centric content with content that builds a sense of community and engagement with the audience. Highlight the value of storytelling and brand identity.

- Educate businesses about the benefits of influencer marketing and guide them in identifying relevant influencers to collaborate with for increased brand exposure and credibility.

- Advocate for mobile-first design and optimization to enhance the user experience, considering the high mobile device usage in Bangladesh.

- Implement brand guidelines and standards to maintain consistency in messaging across all digital marketing channels. Conduct regular audits to ensure compliance.

- Promote the adoption of Customer Relationship Management (CRM) systems to manage and nurture customer relationships effectively. Showcase the potential for personalized marketing and customer retention.

- Encourage businesses to integrate their digital marketing efforts across various channels, such as social media, email marketing, and content marketing. Emphasize the benefits of a cohesive and synchronized strategy.

## 6.2 Conclusion

In conclusion, this thesis has provided a comprehensive evaluation of digital marketing in Bangladesh, with a specific focus on the case study of Daraz.com.bd. Throughout our research, we have delved into the various facets of digital marketing, examining its impact, effectiveness, and challenges within the Bangladeshi context.

Our findings suggest that digital marketing has indeed emerged as a powerful tool for businesses operating in Bangladesh, offering a myriad of opportunities for growth and expansion. The case of Daraz.com.bd exemplifies the potential for success in the digital marketplace, showcasing how a strategic approach to digital marketing can lead to increased brand awareness, customer engagement, and revenue generation.

However, our study has also highlighted several key challenges that businesses in Bangladesh face when implementing digital marketing strategies. These challenges include limited internet penetration, technological barriers, and a lack of digital literacy among certain segments of the population. Additionally, issues related to online security and trust remain significant concerns for both businesses and consumers.

In light of these challenges, it is evident that the path to success in digital marketing in Bangladesh requires a nuanced approach. Firms must adapt their strategies to the local context, taking into account the unique socio-economic factors and consumer behaviors that shape the market. Moreover, investments in digital infrastructure and education are crucial to overcoming the barriers that currently hinder the full potential of digital marketing in the country.

As we look to the future, it is clear that digital marketing will continue to play a pivotal role in the growth and development of businesses in Bangladesh. The case study of Daraz.com.bd serves as an inspiring example of what can be achieved with a well-executed digital marketing strategy. However, it is imperative that businesses, policymakers, and other stakeholders collaborate to address the challenges and seize the opportunities presented by the digital landscape.

This thesis has contributed valuable insights into the state of digital marketing in Bangladesh and its implications for businesses. It is our hope that this research will serve as a foundation for further studies and practical initiatives aimed at harnessing the full potential of digital marketing in the country, ultimately driving economic growth and innovation.

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