

Project Report
On
Analysis of The Digital Promotional Strategies of SSB
Leather

Submitted To:

Controller of Examinations
National University Bangladesh
Gazipur - 1704

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Letter of Transmittal

November 20, 2023

Controller of Examination

National University

Gazipur- 1704

Subject: Submission of the Project Report.

Dear Sir,

It is a great pleasure to present my project report on “Analysis of The Digital Promotional Strategies of SSB Leather,” which I have diligently researched during the period.

The report focuses mainly on understanding the Digital Landscape in Bangladesh and how businesses or individuals may confront significant challenges and opportunities through digital promotion. I am grateful to get this opportunity to research it.

I hope you will accept my report and oblige me.

Sincerely Yours

.....

Anik Majumder

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Supervisor's Approval

I certify that the project report entitled “Analysis of The Digital Promotional Strategies of SSB Leather” is an authentic work prepared by Anik Majumder, Roll No: 2020450, Reg. No: 19601000566, Program: MBA, Major in Marketing, Daffodil Institute of IT. He has completed his report under my supervision.

I accept this report.

.....

Prof. Dr. Mohammed Shakhawat Hossain

Principal

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Student's Declaration

I am Anik Majumder, Roll No: 2020450, Registration No: 19601000566, Program: MBA, Major: Marketing, Daffodil Institute of IT (DIIT), now declares that the report, namely “Analysis of The Digital Promotional Strategies of SSB Leather”.

I also declare that this project paper is my actual work and has been prepared for academic purposes, which is a part of my MBA.

Kind regards,

.....

Anik Majumder

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Acknowledgment

I am writing to express my heartfelt gratitude and appreciation for my supervisor's invaluable guidance and support throughout the research and completion of my thesis " Analysis of The Digital Promotional Strategies of SSB Leather."

The successful completion of this report might have never been possible without the support and help of a few people whose inspiration and suggestions made it happen. First of all, I would like to thank my academic supervisor, Prof. Dr. Mohammed Shakhawat Hossain, Principal of Daffodil Institute of IT (DIIT), for guiding me throughout the completion of my report.

My family deserves special recognition for their unwavering support and encouragement throughout this academic journey. Their belief in me and constant motivation kept me moving forward, even during challenging times. I want to express my deepest gratitude to almighty God for giving me strength.

.....

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Abstract

In the ever-evolving landscape of digital marketing, this study conducts a comprehensive analysis of the promotional strategies employed by SSB Leather, a prominent player in the leather goods industry. The research aims to unravel the intricacies of SSB Leather's digital marketing initiatives, shedding light on their effectiveness and potential areas for enhancement. By combining qualitative insights from key stakeholders and a quantitative evaluation of online marketing metrics, this study provides a nuanced understanding of the company's current digital promotional landscape.

The investigation begins by scrutinizing SSB Leather's social media presence, a cornerstone of contemporary digital marketing. Leveraging visual platforms, the company has strategically crafted a compelling brand narrative, showcasing its diverse range of leather products. The analysis reveals a robust engagement on these platforms, with particular success in cultivating a vibrant online community. The study also explores the effectiveness of SSB Leather's influencer marketing endeavors, uncovering positive outcomes in terms of brand visibility and audience engagement. Interviews with key stakeholders offer valuable perspectives on the company's strategic approach and shed light on the challenges encountered in an increasingly competitive online market.

However, amid the successes, the study uncovers certain challenges, particularly in the realm of e-commerce conversion rates and personalized content delivery. These challenges signify potential areas for improvement and optimization within SSB Leather's digital strategy.

The implications of this analysis extend beyond the specific case of SSB Leather, offering valuable insights for practitioners, researchers, and industry stakeholders. The findings contribute to the broader discourse on effective digital marketing strategies in the retail sector, providing a benchmark for companies navigating the complexities of online promotion. The recommendations derived from this study aim to guide SSB Leather and similar enterprises toward refining their digital promotional strategies, fostering resilience and adaptability in an ever-changing digital landscape.

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Chapter: 1
INTRODUCTION

1.0 Introduction

In the ever-evolving digital promotion landscape, staying ahead of the curve is a necessity and a strategic advantage. As the digital world continues to flourish, Bangladesh, a country of vibrant culture and a growing economy is no exception to the transformative power of digital promotion. In this dynamic environment, mastering the art of successful digital promotion is not just an option – it's a prerequisite for businesses aiming to thrive and connect with a diverse and digitally savvy audience.

With its burgeoning population and increasing internet penetration, Bangladesh offers a rich and untapped reservoir of potential customers. To harness this potential and turn it into tangible business growth, it's imperative to employ strategies that resonate with the Bangladeshi market. This requires an in-depth understanding of local culture, consumer behaviors, and the digital ecosystem unique to this region.

The journey towards effective digital promotion in Bangladesh is marked by distinct challenges and opportunities. From crafting culturally relevant content to navigating the nuances of social media platforms, businesses must be prepared to adapt and innovate. This journey is not only about creating brand awareness but also about building meaningful connections with the people of Bangladesh.

This guide, "Strategies for Successful Digital promotion in Bangladesh," is a roadmap for digital marketers, entrepreneurs, and businesses looking to make their mark in this dynamic market. We will explore the intricacies of the Bangladeshi digital landscape, discussing key elements such as content marketing, search engine optimization, social media strategies, and e-commerce optimization. We will provide insights, best practices, and case studies to empower you to devise and execute a digital promotion strategy that resonates with the hearts and minds of the Bangladeshi audience.

Whether you're an established business or a startup, understanding the digital promotion intricacies of Bangladesh is the key to success in this exciting market. Join us on this journey to unlock the true potential of digital promotion and make a lasting impact in Bangladesh.

1.1 Background of The Study

In the contemporary business landscape, the significance of digital marketing cannot be overstated, particularly in industries where online visibility and consumer engagement play pivotal roles. The leather goods sector stands as a dynamic arena where traditional craftsmanship intersects with modern consumer preferences. Against this backdrop, this study initiates an in-depth exploration of the digital promotional strategies employed by SSB Leather, aiming to unveil the intricacies of its approach and assess its effectiveness.

SSB Leather, a notable player in the leather goods industry, operates in a market characterized by both heritage and rapid evolution. The global demand for quality leather products, coupled with the increasing prevalence of e-commerce, has prompted companies like SSB Leather to embrace digital marketing as a cornerstone of their promotional endeavors. Understanding the historical context of the leather goods industry provides essential insights into the company's journey and the broader dynamics shaping its promotional strategies.

The evolution of consumer behavior, influenced by digital trends and online platforms, has necessitated a strategic shift in marketing approaches. SSB Leather's foray into the digital realm represents a response to this paradigm shift. As the company navigates the challenges of reaching and engaging a diverse online audience, the study seeks to contextualize its digital strategies within the broader landscape of the leather goods market.

The leather industry's unique blend of craftsmanship, aesthetics, and functionality places distinct demands on digital promotional efforts. Analyzing the digital strategies of SSB Leather involves an exploration of its social media presence, e-commerce endeavors, and innovative approaches such as influencer marketing. The study aims to uncover not only the successes and best practices employed by SSB Leather but also the challenges encountered in aligning traditional craftsmanship with contemporary digital marketing dynamics.

By conducting a comprehensive background study, this research sets the stage for a nuanced understanding of SSB Leather's digital promotional strategies. It positions the analysis within the broader context of the company's industry, history.

1.2 Significance of The Study

The analysis of the digital promotional strategies employed by SSB Leather holds significant implications for various stakeholders, offering insights that extend beyond the immediate scope of the leather goods industry. The study's significance is underscored by the following key aspects:

- **Digital Transformation in Traditional Industries:** SSB Leather's integration of digital promotional strategies represents a case study in the digital transformation of traditionally rooted industries. Insights gained can be extrapolated to other sectors grappling with the intersection of heritage and modern marketing approaches.
- **Strategic Guidance for Leather Goods Businesses:** The study's recommendations can provide strategic guidance for businesses similar to SSB Leather, helping them navigate the complexities of online promotion, e-commerce, and social media marketing in the context of the unique challenges posed by the leather goods market.
- **Consumer Behavior and Expectations:** Understanding the effectiveness of SSB Leather's digital strategies contributes to a broader understanding of evolving consumer behaviors and expectations in the context of luxury and craftsmanship. This insight is valuable for businesses aiming to align their offerings with contemporary consumer preferences.
- **Managerial Insights and Decision-Making:** For SSB Leather and similar businesses, the study's insights offer actionable recommendations for refining and optimizing digital promotional strategies. This can inform managerial decision-making processes, aiding in the continuous improvement of marketing initiatives.
- **Competitive Adaptation in a Digital Landscape:** In a rapidly evolving digital landscape, the study aids companies in adapting competitively to changing market dynamics. It highlights areas where adjustments are needed to remain resilient and innovative in the face of emerging digital trends.

In conclusion, the significance of analyzing SSB Leather's digital promotional strategies extends across industry, academia, and managerial realms.

1.3 Objectives

1.3.1 Broad Objective

The primary objectives of conducting an in-depth analysis of SSB Leather's digital promotional strategies are multi-faceted, aiming to provide comprehensive insights into the efficacy of the company's online marketing initiatives.

1.3.2 Specific Objectives

- To study the assessment of current digital presence.
- To identify the key performance indicators (KPIs).
- To identify the industry challenges and trends.
- To perform an analysis of the digital strategies of SSB Leather.

1.4 Methodology

There are two types of information sources, these are primary and secondary sources. To prepare this report, both types were used.

Primary sources are deemed authoritative since they provide a first-hand description of the situation or historical period. They may represent creative thought, reporting on discoveries or happenings, or they may simply be used to disseminate new information. They are frequently the initial publication of innovative research. To make this personal observation, working experience, and blog were used as primary sources.

Secondary sources are those that are analyzed, synthesized, interpreted, or evaluated from primary sources. To make this online newspaper, blogs, book, research & articles, and journals were used.

Although scholarly journals are often regarded as secondary sources, they can contain articles on extremely particular themes and can serve as the main source of data on major innovations.

1.5 Limitations

It's important to acknowledge these limitations as they provide transparency and context for readers. Here are some common limitations of this study:

- **Data Collection Challenges:** Data collection can be hindered by various factors, such as the unavailability of specific data, participant non-response, or the difficulty of accessing certain data sources.
- **Time Constraints:** Research projects, including theses, are often subject to time constraints. Limited time may prevent a more exhaustive study, including longer data collection periods or a larger sample size.
- **Resource Limitations:** Constraints on resources, such as budget, access to specialized equipment, or software, can limit the depth or scope of the research.
- **Inadequate Access to Literature:** Limited access to academic databases, libraries, or research materials may result in gaps in the literature review and a less comprehensive understanding of the topic.

Chapter: 2

Theoretical Aspect

2.0 How Digital Promotion Works

Digital marketing is the promotion and marketing of goods and services to consumers through digital channels and electronic technologies. These digital channels can include the internet, mobile devices, social media platforms, webinars, search engines, online customer communities, and other digital platforms.

Digital promotion also includes a range of approaches and tactics to reach and persuade the target audience through digital media, including email marketing, social media marketing, search engine optimization (SEO), content marketing, and online advertising. (Kingsnorth, 2019)

The goal of digital promotion is to improve brand awareness, generate leads, increase website traffic, and, ultimately, drive sales and business growth. The process can involve digital promotion tactics similar to traditional marketing. Organizations can combine both traditional and digital promotion techniques as a strategy.

Digital promotion is constantly evolving, and adapting to the ever-changing online landscape. As consumers increasingly shift their attention to digital channels, businesses must embrace these strategies to remain competitive and effectively connect with their target audiences. In sum, digital promotion is a dynamic, customer-centric, and measurable approach to reaching, engaging, and converting audiences in today's digital age.

2.1 How Digital Promotion Differs from Traditional Promotion

Digital promotion and traditional marketing are two distinct approaches to promoting products or services. (Economicstimes, 2023)

Traditional Promotion:

Traditional promotion refers to conventional, non-digital advertising and promotional techniques. It includes print media (newspapers, magazines), broadcast media (TV and radio), direct mail, billboards, and in-person marketing. Traditional marketing has been in use for decades and relies on physical, tangible mediums for reaching an audience.

- Reach: Traditional promotion has a localized or broad reach but lacks the global reach of digital promotion. It targets specific geographical areas through physical mediums.
- Cost: It often involves higher costs for production, distribution, and airtime or space, making it less cost-effective for smaller businesses.
- Interactivity: Traditional promotion is largely one-way communication. It's challenging to engage directly with the audience or receive immediate feedback.
- Tracking and Analytics: Measuring the effectiveness of traditional promotion campaigns can be challenging. There's limited data and insights into consumer behavior.

Digital promotion:

Digital promotion leverages online channels and platforms, such as websites, social media, email, and search engines, to connect with and engage an audience. It's characterized by its real-time, interactive, and data-driven nature.

- Reach: Digital promotion has a global reach. It can target a vast, worldwide audience without the constraints of physical boundaries.
- Cost: It tends to be more cost-effective, with options for various budgets. Small businesses can compete with larger corporations in the digital space.
- Interactivity: Digital promotion fosters two-way communication. Businesses can engage with customers, respond to inquiries, and build relationships in real time.
- Tracking and Analytics: Digital promotion offers robust tracking and analytics tools. Marketers can measure campaign performance, track user behavior, and make data-informed decisions.

Key Differences:

Medium: Traditional marketing relies on physical media, while digital promotion is exclusively online.

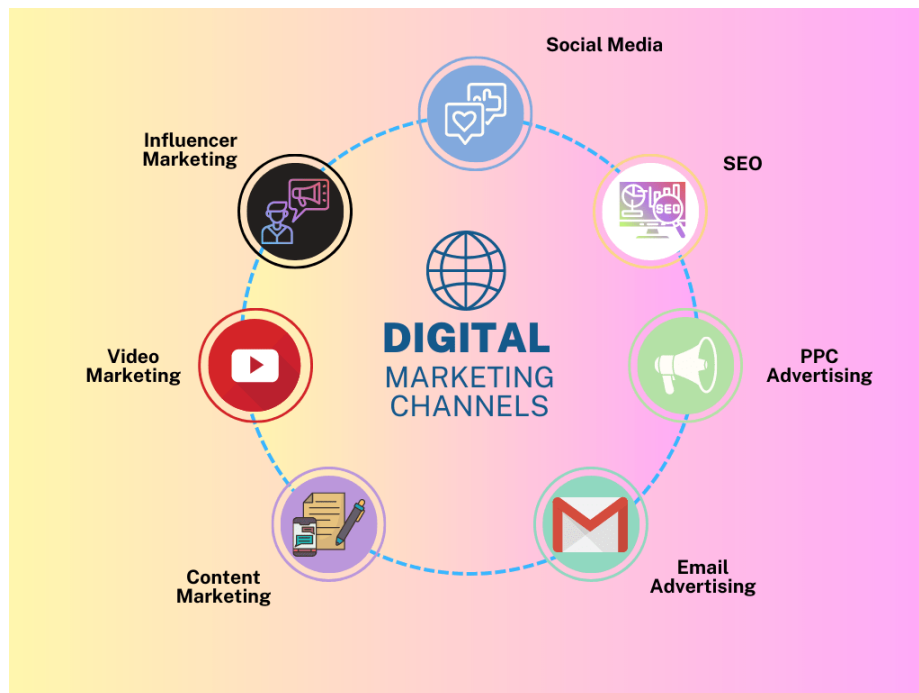
- Cost: Digital promotion often provides a more budget-friendly alternative.
- Reach: Digital promotion has a wider, global reach, whereas traditional marketing is geographically constrained.

- **Interactivity:** Digital promotion enables real-time engagement and feedback.
- **Measurability:** Digital promotion offers precise tracking and analytics, facilitating data-driven strategies.

Digital promotion's global reach, cost-effectiveness, interactivity, and advanced analytics set it apart from traditional marketing, which relies on physical media, has geographical limitations, and offers less interactivity and tracking capabilities.

2.2 An Overview of Digital Promotional Channels

Digital promotion encompasses a variety of channels and platforms for promoting products, services, or brands to a target audience. Here's an overview of some key digital promotion channels: (Aguila, 2019)



2.2.1 Figure: Digital Marketing Channels

1. Search Engine Marketing (SEM):

- Search Engine Optimization (SEO): The practice of optimizing your website to rank higher in search engine results, increasing organic (non-paid) traffic.
- Pay-Per-Click (PPC): Paid advertising on search engines (e.g., Google Ads) where advertisers pay each time a user clicks on their ad.

2. Social Media Marketing:

- Facebook: The largest social media platform, offering extensive ad targeting options.
- Instagram: Ideal for visual and creative content, often used for influencer marketing.
- Twitter: Known for real-time engagement and news updates.
- LinkedIn: They focus on B2B marketing and professional networking.
- YouTube: Video-sharing platform for video marketing and ads.
- Pinterest: Popular for lifestyle and visual content.

3. Content Marketing:

- Blogs: Creating and publishing articles on your website to inform and engage your audience.
- Infographics: Visual representations of information to make complex data more digestible.
- E-books and Whitepapers: In-depth resources used to generate leads and provide value.
- Videos: Engaging video content for educational or promotional purposes.

4. Email Marketing:

- Sending targeted messages to a list of subscribers to promote products, share news, or build relationships.

5. Affiliate Marketing:

- Allowing others (affiliates) to promote your products or services and earn a commission for each sale generated through their efforts.

6. Influencer Marketing:

- Collaborating with influential individuals or celebrities on social media to promote products or services.

7. Video Marketing:

- Creating and sharing video content on platforms like YouTube, TikTok, and Vimeo.

8. Mobile Marketing:

- Optimizing marketing strategies for mobile devices, including mobile apps and responsive website design.

9. Display Advertising:

- Banner ads, text ads, and multimedia ads displayed on websites, often through Google Display Network or ad networks.

10. Online Public Relations (Online PR):

- Managing a positive online presence and reputation through press releases, online articles, and media relationships.

These digital promotion channels offer diverse ways to engage with your target audience and drive results. The choice of channels depends on your specific goals, target audience, budget, and the nature of your business or industry. An effective digital promotion strategy often combines several of these channels to reach a broader and more engaged audience.

2.3 The Growth of Digital Promotion in Bangladesh

In the thriving digital landscape of Bangladesh, a profound revolution is unfolding. The growth of digital promotion in this dynamic nation is nothing short of spectacular. As a digital marketer, it's not just my job but my passion to navigate these transformative waters, and understand the unique nuances of this emerging market. (KEMP, 2022)

1. The Rise of Online Presence:

In the past decade, the number of internet users in Bangladesh has skyrocketed, driven by increased mobile phone penetration and affordable data plans. With millions now accessing the internet, businesses are flocking to online platforms to engage with their audience. The growth of e-commerce, social media, and mobile apps has made the digital sphere a goldmine for marketers.

2. Social Media Dominance:

Facebook, Instagram, and Twitter are no longer just social networks; they are robust marketing platforms. Social media's popularity in Bangladesh has provided an unprecedented opportunity for brands to connect with their audience. As digital marketers, we're capitalizing on the ability to create engaging content and targeted advertising campaigns.

3. Content: The Kingmaker:

Content marketing is thriving in Bangladesh. We craft stories that resonate with the vibrant local culture. From blog posts to video content, we understand the power of compelling narratives in capturing the attention and loyalty of Bangladeshi consumers.

4. Local SEO and Discoverability:

In a market where local search is the norm, mastering the art of localized SEO has become pivotal. Appearing in local search results means understanding the language and cultural intricacies of the audience, resulting in effective visibility.

5. Challenges and Opportunities:

Yet, the journey isn't without challenges. Navigating regulatory hurdles, ensuring data privacy, and coping with the ever-changing algorithms are obstacles we confront daily. Still, these challenges present opportunities for innovative digital strategies that can shape the future.

2.4 Importance of Digital Promotion for Businesses in Bangladesh

In the heart of Bangladesh's bustling marketplace, businesses are waking up to a transformative force that's reshaping the way they connect with consumers - digital promotion. The importance of digital promotion for businesses in Bangladesh is undeniable, and its impact is nothing short of revolutionary.

1. Reach and Accessibility:

- Rural Outreach: Bangladesh's diverse landscape, with its mix of urban centers and rural areas, presents a unique challenge. Digital promotion bridges the gap by

providing a cost-effective means to reach remote regions, empowering businesses to tap into previously unexplored markets.

- **Accessible Internet:** With increasing internet penetration, largely driven by the widespread availability of affordable smartphones and data plans, businesses have an unprecedented opportunity to connect with a vast online audience.

2. **Cost-Efficiency:** Traditional advertising can be expensive, especially for small and medium-sized enterprises (SMEs). Digital promotion offers affordable options, including pay-per-click advertising, social media promotion, and email marketing, allowing SMEs to compete effectively.

3. **Data-Driven Decision-Making:**

Analytics: Digital promotion provides businesses with a wealth of data and analytics tools. Marketers can track every aspect of their campaigns, from click-through rates to conversion rates. This data-driven approach enables them to optimize strategies, ensuring every marketing dollar is well spent.

4. **Personalization and Engagement:** Digital promotion allows businesses to create personalized content and offers based on user preferences and behavior. This personalized approach enhances customer engagement and loyalty.

5. **Global and Local Presence:**

- **Global Reach:** In a globalized world, businesses in Bangladesh can use digital promotion to expand their reach beyond national borders. With the right strategies, they can tap into international markets.

- **Local Dominance:** For those focused on local markets, digital promotion offers tools for local SEO and geo-targeting to ensure they're visible to their specific customer base.

6. **E-commerce Boom:** The growth of e-commerce in Bangladesh has been phenomenal, with numerous businesses entering the online marketplace. Digital promotion is essential for establishing an online presence, driving traffic, and converting visitors into customers.

7. Competitive Edge: Businesses that embrace digital promotion gain a competitive edge. Those who fail to adapt risk losing market share to more digitally-savvy competitors.

It's the key that unlocks the doors to broader audiences, cost-effective advertising, data-driven strategies, and global or local dominance.

2.5 Key Performance Indicators (KPIs) in Digital Promotion

Key Performance Indicators (KPIs) in digital promotion are specific, measurable metrics that help businesses evaluate the success of their online marketing efforts. These KPIs provide valuable insights into the performance of various digital promotion channels and campaigns. Here are some essential KPIs in digital promotion: (Ratnam, 2023)

1. Website Traffic:

- Website Visits: The total number of visits to your website.
- Unique Visitors: The number of distinct individuals who visit your site.
- Pageviews: The total number of pages viewed on your website.
- Bounce Rate: The percentage of visitors who leave the site after viewing only one page.

2. Conversion Metrics:

- Conversion Rate: The percentage of website visitors who take a desired action, such as making a purchase, filling out a form, or signing up for a newsletter.
- Click-Through Rate (CTR): The percentage of people who click on a specific link or ad.
- Cost Per Click (CPC): The cost of each clicks in a pay-per-click (PPC) advertising campaign.
- Cost Per Conversion (CPC): The cost of acquiring a customer or lead.

3. Revenue and Sales Metrics:

- Return on Investment (ROI): The revenue generated compared to the cost of marketing efforts.
- Customer Lifetime Value (CLV): The predicted net profit generated from a customer throughout their relationship with your business.
- Average Order Value (AOV): The average amount spent by customers in a single transaction.
- Shopping Cart Abandonment Rate: The percentage of visitors who add items to their shopping cart but do not complete the purchase.

4. Email Marketing Metrics:

- Open Rate: The percentage of recipients who open an email.
- Click-Through Rate (Email CTR): The percentage of email recipients who click on links within the email.
- Conversion Rate (Email): The percentage of email recipients who take a desired action after clicking on a link.
- Email List Growth Rate: The rate at which your email subscriber list is growing.

5. Social Media Metrics:

- Follower Growth: The increase in the number of social media followers.
- Engagement Rate: The interaction and engagement with your social media content, including likes, shares, comments, and clicks.
- Social Share of Voice: The percentage of conversations related to your brand compared to competitors.

6. Search Engine Optimization (SEO) Metrics:

- Organic Traffic: The number of visitors coming to your website through organic search.
- Keyword Ranking: The positions of your website's pages in search engine results for specific keywords.

- Backlinks: The number and quality of websites linking to your site.
- Domain Authority (DA) and Page Authority (PA): Metrics that measure the authority of your website and specific pages.

7. Content Marketing Metrics:

- Content Engagement: Metrics related to how users engage with your content, such as time on page, shares, and comments.
- Content Conversion Rate: The percentage of users who take a desired action after consuming your content.

8. Ad Impressions and Clicks:

- Ad Impressions: The number of times an ad is displayed to a user.
- Click-Through Rate (CTR): The percentage of users who click on an ad after seeing it.

9. Video Marketing Metrics:

- Video Views: The total number of times a video is viewed.
- Watch Time: The total amount of time users spend watching your videos.
- Engagement Metrics: Metrics related to video engagement, such as likes, shares, and comments.

10. Mobile Metrics:

- Mobile Traffic Share: The percentage of website traffic that comes from mobile devices.
- App Downloads: The number of times your mobile app is downloaded.
- App Engagement: Metrics related to in-app actions and interactions.

These KPIs provide businesses with the data needed to assess the effectiveness of their digital promotion strategies, make data-informed decisions, and continuously improve their online marketing efforts. The specific KPIs a business tracks may vary depending on its goals, industry, and digital promotion channels in use.

2.6 Building Trust and Credibility

Building trust and credibility in digital promotion is essential for establishing long-lasting relationships with your audience. Here's how you can achieve this in 150 words:

- **Consistent Branding:** Maintain a consistent and professional brand image across all digital channels. This consistency builds recognition and trust.
- **Valuable Content:** Create high-quality, informative, and engaging content that addresses your audience's needs and concerns. Demonstrating expertise through content builds credibility.
- **Transparency:** Be open and honest in your digital communications. Communicate your offerings, pricing, and policies to avoid surprises and foster trust.
- **Customer Reviews:** Encourage and showcase genuine customer reviews and testimonials. Positive feedback from real customers validates your credibility.
- **Data Security:** Assure users of their data's security and adhere to data privacy regulations. Users need to trust that their information is safe with you.
- **Consistent Engagement:** Maintain an active presence on social media and promptly respond to customer inquiries and comments. Consistent engagement signals reliability.
- **Influencer Partnerships:** Collaborate with credible influencers who align with your brand values. Their endorsement can boost trust among their followers.
- **Adherence to Ethical Standards:** Follow ethical marketing practices, avoid misleading claims, and stay within legal and industry guidelines.

Building trust and credibility is an ongoing process in digital promotion, requiring consistent effort and genuine commitment to customer satisfaction.

2.7 Future Trends in Digital Promotion

The field of digital promotion is continuously evolving, with new trends and technologies shaping the way businesses connect with their audiences. Here are some future trends in digital promotion: (Grayson, 2023)

- **AI-Powered Marketing:** Artificial intelligence will play a more significant role in marketing, enabling personalized content, chatbots, predictive analytics, and more. AI can analyze vast amounts of data to deliver highly targeted campaigns.
- **Voice Search Optimization:** As smart speakers and voice assistants become more prevalent, optimizing content for voice search will be crucial. Marketers will need to adapt their SEO strategies accordingly.
- **Video Marketing Growth:** Video content, especially short-form videos, will continue to rise in popularity. Platforms like TikTok and Instagram Reels are expected to be key marketing channels.
- **Augmented Reality (AR) and Virtual Reality (VR):** AR and VR will enhance customer experiences. Businesses can use AR for interactive advertising, while VR can be employed for immersive product experiences.
- **Conversational Marketing:** Conversational marketing through messaging apps and chatbots will become more prevalent. It's a way to provide real-time support and engage customers in interactive conversations.
- **User-Generated Content:** Encouraging customers to create and share content related to a brand will remain a significant trend. This form of content is trusted by consumers and helps build authenticity.
- **Sustainability and Social Responsibility:** Consumers are increasingly conscious of the ethical and environmental impact of their purchases. Brands that demonstrate sustainability and social responsibility will resonate with customers.
- **Data Privacy and Personalization:** Stricter data privacy regulations will push businesses to be more transparent about data usage. Personalization, with user consent, will remain a powerful marketing strategy.
- **Content in Multiple Formats:** Marketers will need to diversify content formats to accommodate different audience preferences. This includes written content, infographics, podcasts, and live video.

- **Ephemeral Content:** Content that disappears after a short time, like Stories on Instagram and Snapchat, will continue to engage users. It creates a sense of urgency and exclusivity.
- **Local SEO and Micro-Moments:** With the increasing use of mobile devices, local search and micro-moments (quick, intent-driven interactions) will be vital for businesses to capture their audience's attention.
- **Blockchain in Advertising:** Blockchain technology can enhance transparency in ad networks, reducing fraud and providing verifiable data on ad impressions and clicks.
- **Shoppable Social Media:** Social platforms will continue to develop e-commerce features, allowing users to make purchases without leaving the app. Instagram's shopping features are an example of this trend.
- **Content Automation:** Tools for automating content creation, curation, and distribution will become more sophisticated, saving time and resources for marketers.
- **Inclusive Marketing:** Brands will strive for more inclusive and diverse marketing campaigns, reflecting a broader range of cultures, backgrounds, and identities.

Staying agile and informed about emerging technologies and changing consumer behaviors is key to staying ahead in the digital promotion landscape.

2.8 Understanding the Bangladeshi Consumer

Understanding the consumer is a fundamental step in building an effective digital promotion strategy. By gaining insights into your target audience, their behaviors, preferences, and needs, you can create more personalized and engaging campaigns that are more likely to drive results. Here's how to go about it:

1. Market Research:

- a. **Demographics:** Start by understanding the basic demographic information of your target audience, including age, gender, location, income level, and education.
- b. **Psychographics:** Dive deeper into their psychographics, such as their values, interests, hobbies, and lifestyle choices. What are their pain points, desires, and aspirations?

2. **Customer Surveys:** Create and distribute online surveys to your existing customers or potential audience. Ask questions about their preferences, buying habits, and experiences with your brand or similar products/services.
3. **Social Media Listening:** Monitor social media platforms for discussions related to your industry, brand, or products. What are people saying about you or your competitors? What problems are they trying to solve?
4. **Competitor Analysis:** Examine your competitors' digital promotion efforts. What strategies are they using, and who is their target audience? Analyze customer reviews and comments on their social media pages to gain insights into consumer sentiment.
5. **Website Analytics:** Utilize tools like Google Analytics to track user behavior on your website. What pages do they visit most, where do they drop off, and what keywords lead them to your site? This information can help refine your content and user experience.
6. **Customer Personas:** Create detailed customer personas or buyer personas based on your research. These are semi-fictional representations of your ideal customers, complete with names, backgrounds, and preferences.
7. **Customer Journey Mapping:** Understand the various touchpoints a consumer has with your brand, from initial awareness to purchase and post-purchase interactions. Identify the pain points and opportunities for improvement in their journey.
8. **Content Analysis:** Review the performance of your existing content. What type of content (blogs, videos, infographics) resonates the most with your audience? Which topics generate the most engagement?
9. **Email Marketing Data:** Analyze email marketing data to understand open rates, click-through rates, and conversion rates. Segment your email list to send more targeted content and offers to different groups.
10. **Keyword Research:** Perform keyword research to identify the search terms your audience uses. This informs your content strategy and SEO efforts.
11. **A/B Testing:** Experiment with different elements of your digital promotion campaigns. Test various ad copies, headlines, visuals, and calls to action to determine what resonates best with your audience.

12. **Feedback and Reviews:** Encourage customers to leave reviews and feedback. These reviews can provide valuable insights into what consumers appreciate and what areas need improvement.
13. **Surveys and Feedback Forms:** Use on-site surveys and feedback forms to collect user opinions and gather insights for making website and marketing improvements.

Tailor your digital promotion strategy to address their specific needs, solve their problems, and provide content and offers that align with their interests and preferences.

Remember that understanding your consumer is an ongoing process, and it's crucial to continuously analyze data and adjust your strategy to meet their evolving expectations and behaviors.

2.9 Localized Content Creation

Localized content creation is the process of tailoring your marketing materials, such as website content, social media posts, advertisements, and other promotional materials, to cater to the specific needs and preferences of a local or regional audience. It's a crucial aspect of digital promotion and is essential for reaching and engaging diverse customer bases in different geographic locations. Here are steps and best practices for creating localized content:

1. **Market Research:** Conduct thorough research on the local or regional market you intend to target. Understand the culture, language, customs, and consumer behaviors in that area. This research forms the foundation for your content strategy.
2. **Translation and Localization:** If the target audience speaks a different language, translate your content accurately. Localization goes beyond translation and ensures that the content resonates culturally with the audience. This may involve adapting idioms, cultural references, and humor.
3. **Customize Visual Elements:** Use images, videos, and graphics that reflect the local culture and preferences. Visual elements should be relatable and appealing to the target audience.

4. **Local SEO Optimization:** Optimize your content for local search. Include location-specific keywords, meta descriptions, and structured data markup. Create location pages if you have multiple physical locations.
5. **Geotargeting:** Utilize geotargeting in your digital advertising campaigns. It allows you to display ads to users based on their geographic location. This ensures that your ads are relevant to the local audience.
6. **Cultural Sensitivity:** Be culturally sensitive in your content. Avoid topics or references that might be considered offensive or inappropriate in the local culture.
7. **Localized Content Marketing Calendar:** Create a content calendar that reflects local events, holidays, and festivals. Tailor your content to align with these occasions, which can help boost engagement and conversions.
8. **User-Generated Content:** Encourage users in the local area to generate content, such as reviews, testimonials, and user stories. This fosters trust among local consumers.
9. **Social Media Engagement:** Engage with local social media communities and influencers. Participate in local discussions, share user-generated content, and respond to comments and messages promptly.
10. **Feedback and Iteration:** Pay close attention to feedback from the local audience. Use their comments, reviews, and suggestions to refine your content and marketing strategies.
11. **Localized Landing Pages:** Create specific landing pages for different regions or locations. These pages should be optimized for local search and reflect the unique offerings and needs of that area.
12. **Compliance and Regulations:** Be aware of local laws and regulations, especially regarding advertising, data privacy, and consumer rights. Ensure that your content and marketing practices comply with local requirements.
13. **Measuring Success:** Use analytics tools to track the performance of your localized content. Monitor engagement, conversions, and other relevant KPIs. Adjust your strategy based on the data.

2.10 SEO for Bangladesh

Search Engine Optimization (SEO) for Bangladesh involves optimizing websites and online content to rank well in search engine results for users in Bangladesh. To effectively target the local market and improve your website's visibility in Bangladesh, consider the following SEO strategies:

- **Keyword Research:** Begin by conducting keyword research specific to Bangladesh. Use tools like Google Keyword Planner, Ahrefs, or Ubersuggest to identify keywords that are relevant to your target audience. Look for keywords in Bengali (or other local languages) and English.
- **Localized Keywords:** Optimize your content for localized keywords. Use keywords that include location-specific terms, such as cities or regions within Bangladesh. This will help you connect with users searching for local products and services.
- **On-Page SEO:** Ensure that your website's on-page SEO elements are optimized. This includes optimizing meta titles, meta descriptions, header tags, and image alt text with relevant keywords. Incorporate both Bengali and English keywords where appropriate.
- **Content Localization:** Create high-quality, localized content that resonates with your Bangladeshi audience. Write blog posts, articles, and product descriptions in Bengali or English as per your target audience's language preference.
- **Mobile Optimization:** Optimize your website for mobile devices. In Bangladesh, mobile internet usage is prevalent, so a mobile-friendly website is crucial for SEO and user experience.
- **Local Link Building:** Build backlinks from reputable local websites, directories, and local business listings. This can help improve your website's local search rankings.
- **Google My Business:** Claim and optimize your Google My Business listing. Ensure that your business's information is accurate, complete, and up-to-date. This can improve your local search presence on Google.

- **Page Load Speed:** Improve your website's load speed, as this is a ranking factor. Compress images, leverage browser caching, and minimize server response time.
- **Social Signals:** Use social media to engage with your local audience and encourage social sharing. Social signals, like shares and likes, can indirectly impact your SEO efforts.

2.11 Social Media Marketing

Social media marketing in Bangladesh is a dynamic and rapidly growing field, with a substantial user base and diverse opportunities for businesses to connect with their target audience. To effectively engage in social media marketing in Bangladesh, consider the following strategies and key points: (HAYES, 2023)

- **Identify Your Target Audience:** Understand your ideal customer profiles, including demographics, interests, and behaviors. This knowledge will guide your content and ad targeting.
- **Choose the Right Platforms:** Bangladesh has a significant presence on major social media platforms, including Facebook, Instagram, YouTube, Twitter, and LinkedIn. Select the platforms that align with your target audience and business goals.
- **Localized Content:** Create content in Bengali or English, depending on your audience's language preference. Ensure that your content resonates with local culture and interests.
- **Consistent Branding:** Maintain a consistent brand identity across all social media platforms. Use the same logo, colors, and messaging to create a cohesive and recognizable brand image.
- **Engagement and Interaction:** Actively engage with your audience by responding to comments and messages promptly. Build relationships and foster a sense of community.
- **Content Strategy:** Develop a content strategy that includes a variety of content types, such as text, images, videos, and infographics. Share relevant and valuable content that addresses the needs and interests of your audience.

- **Video Marketing:** Video content is highly popular in Bangladesh. Utilize platforms like YouTube and Facebook for video marketing. Consider creating tutorials, product demonstrations, or behind-the-scenes videos.
- **Paid Advertising:** Leverage paid social media advertising to reach a larger and more targeted audience. Facebook Ads, Instagram Ads, and YouTube Ads offer robust targeting options.
- **Local Influencers:** Collaborate with local influencers or micro-influencers who have a strong following in your niche. Their endorsement can help expand your reach and credibility.
- **Contests and Giveaways:** Organize contests and giveaways to encourage user participation and engagement. These can generate buzz and attract new followers.
- **Analytics and Insights:** Use social media analytics tools to track the performance of your campaigns. Monitor metrics such as reach, engagement, click-through rates, and conversion rates to assess the effectiveness of your strategies.
- **Community Management:** Create and manage online communities, such as Facebook Groups, where like-minded individuals can discuss topics related to your industry or products.
- **Cultural Sensitivity:** Be culturally sensitive in your content and communication. Avoid controversial or insensitive topics, as they can negatively affect your brand's image.
- **Consistency and Scheduling:** Maintain a consistent posting schedule to keep your audience engaged. Use scheduling tools to plan posts in advance.
- **Feedback and Improvement:** Act on feedback and continuously adapt your strategies based on the evolving needs and preferences of your audience.

2.12 E-commerce and Online Marketplaces

E-commerce and online marketplaces have transformed the way businesses sell products and consumers shop. These platforms provide a virtual space for buying and selling goods and services. Here's an overview of e-commerce and online marketplaces: (Happiest Minds)

E-commerce:

1. Definition: E-commerce, short for electronic commerce, refers to the buying and selling of products and services over the Internet. It encompasses a wide range of activities, from online shopping to electronic payments and online auctions.

2. Types of E-commerce:

- Business-to-Consumer (B2C): Retailers selling products or services directly to individual consumers.

- Business-to-Business (B2B): Companies selling products or services to other businesses.

- Consumer-to-Consumer (C2C): Individuals selling products or services to other individuals, often through online marketplaces.

- Consumer-to-Business (C2B): Individuals or consumers offering their products or services to businesses.

3. Key Components:

- Online Store: A website or app where products or services are displayed and purchased.

- Shopping Cart: A virtual cart that allows customers to add products before checkout.

- Payment Gateway: A secure online system for processing payments.

- Inventory Management: Tracking and managing product stock levels.

- Order Fulfillment: The process of packing and shipping orders to customers.

4. Benefits of E-commerce:

- Global Reach: Businesses can reach a worldwide customer base.

- Convenience: Shoppers can browse and buy products 24/7.

- Cost-Efficiency: Reduced overhead costs compared to physical stores.

- Data and Analytics: Access to valuable customer data for analysis.

- Personalization: Tailored shopping experiences for customers.

Online Marketplaces:

1. Definition: Online marketplaces are platforms where multiple sellers can list their products or services for sale. They provide a centralized location for buyers to discover and purchase items from various sellers.

2. Types of Online Marketplaces:

- General Marketplaces: Platforms like Amazon and eBay where a wide range of products are sold.

- Niche Marketplaces: Focused on specific industries or product categories.

- Service Marketplaces: Connecting service providers with consumers (e.g., Airbnb for accommodations, Upwork for freelancers).

- B2B Marketplaces: Designed for business-to-business transactions, such as Alibaba for wholesale.

3. Key Features:

- Seller Profiles: Individual profiles for sellers, with ratings and reviews.

- Search and Filters: Tools for customers to search and filter products.

- Payment Processing: Secure payment options for transactions.

- Review and Rating System: Feedback from customers about sellers and products.

- Shipping and Delivery: Options for shipping and order tracking.

4. Benefits of Online Marketplaces:

- Diverse Selection: A wide variety of products from different sellers.

- Trust and Security: Established marketplaces offer secure transactions.

- Built-In Customer Base: Access to a large and ready customer base.

- Ease of Use: Simplified buying and selling processes.

- Global Reach: Ability to reach international buyers.

E-commerce and online marketplaces have revolutionized the way we shop and conduct business. They provide convenience, choice, and efficiency for both consumers and businesses, making them a crucial part of today's global economy.

2.13 Influencer Marketing

Influencer marketing in Bangladesh has gained significant traction in recent years, as brands and businesses recognize the power of social media influencers to reach and engage with their target audience. Influencers in Bangladesh, like in many other parts of the world, have become trusted voices in various niches, making them valuable partners for marketing campaigns. Here's an overview of influencer marketing in Bangladesh:

- 1) **Definition of Influencer Marketing:** Influencer marketing is a form of collaboration between brands and social media influencers or content creators. Brands partner with influencers to promote their products or services to a specific target audience.
- 2) **The Bangladeshi Influencer Landscape:** Bangladesh has a growing community of social media influencers across platforms like Facebook, Instagram, YouTube, and TikTok. These influencers span various niches, including fashion, beauty, travel, food, technology, and more.
- 3) **Influencer Categories:** Bangladeshi influencers can be broadly categorized into the following segments:
 - a) **Fashion and Beauty:** Influencers who focus on fashion trends, makeup, and skincare.
 - b) **Food and Travel:** Content creators who explore culinary experiences and travel destinations.
 - c) **Technology and Gadgets:** Reviewers and tech enthusiasts who provide insights into gadgets and technology.
 - d) **Entertainment:** Comedians, actors, and entertainers who create humorous or entertaining content.
 - e) **Lifestyle and Parenting:** Influencers sharing aspects of daily life, parenting, and home decor.
- 4) **Impact and Trust:** Influencers often have a strong and loyal following, and their recommendations can carry significant weight with their audience.

- a) Trust is a vital factor in influencer marketing, and influencers are seen as credible sources of information and product recommendations.

2.14 Email Marketing

Email marketing is a powerful tool for businesses in Bangladesh, as it provides a cost-effective way to reach and engage with a large and diverse audience. To effectively utilize email marketing in Bangladesh, consider the following aspects: (Knowledge.hubspot.com, 2023)

1) Personalization and Localization:

- a) Personalize your email content with the recipient's name and other relevant details. Addressing individuals in a personalized manner is essential for building a connection.
- b) Use localized language and cultural references in your emails. Understand the linguistic diversity in Bangladesh, and tailor your messages to the specific regions you are targeting.

2) Building a Subscribers List:

- a) Build a quality subscriber list with explicit consent from your subscribers. Ensure compliance with email marketing regulations, such as GDPR and the CAN-SPAM Act.
- b) Leverage various online and offline channels to grow your email list, including website sign-up forms, social media, events, and in-store sign-ups.

3) Timing and Frequency:

- a) Be mindful of the timing of your email campaigns. Research the best times to send emails to your Bangladeshi audience. For instance, avoid sending emails during prayer times or holidays.
- b) Find the right balance in terms of email frequency. Sending too many emails can lead to subscriber fatigue, while sending too few may result in decreased engagement.

4) Subject Lines: Craft compelling and relevant subject lines that capture the recipient's attention. Subject lines should be concise, clear, and intriguing.

5) Clear Call to Action (CTA): Clearly define what action you want recipients to take. Use localized CTAs that resonate with the audience.

6) Analytics and Testing: Analyze the performance of your email campaigns in terms of open rates, click-through rates, and conversion rates. Test different elements such as subject lines, content, and visuals to optimize results.

- 7) **Compliance and Data Privacy:** Comply with data privacy regulations and ensure the security of user data. Subscribers in Bangladesh, like elsewhere, value their privacy.

Effective email marketing in Bangladesh requires a deep understanding of the local culture, preferences, and behaviors.

2.15 Paid Advertising

Paid advertising in Bangladesh has witnessed remarkable growth and transformation in recent years. This dynamic landscape reflects the nation's increasing internet penetration and digitalization, offering businesses a range of platforms to reach their target audience effectively.

- 1) **Google Ads:** Google Ads is a powerful tool for businesses in Bangladesh. It allows companies to bid on keywords to have their ads displayed in search engine results. Given the popularity of Google in the country, this is a significant avenue for businesses to increase their online visibility.
- 2) **Social Media Advertising:** Platforms like Facebook, Instagram, and LinkedIn are widely used for paid advertising. Businesses create highly targeted campaigns to reach their audience on these social networks, often in both Bengali and English.
- 3) **Local Networks:** Bangladeshi websites and forums offer opportunities for paid advertising, particularly in industries like e-commerce, real estate, and technology. Banner ads, sponsored content, and display advertising are common here.
- 4) **E-commerce Advertising:** With the rapid growth of e-commerce in Bangladesh, platforms like Daraz and Evaly offer specialized advertising opportunities. Businesses often partner with these e-commerce giants to promote their products.

2.16 Internet Penetration and Mobile Usage Statistics in Bangladesh

Bangladesh was experiencing significant growth in internet penetration and mobile usage. Here are the statistics as of 2022: (Tribune Desk, 2022)

Internet Penetration:

- 1) **Internet Users:** Bangladesh had a rapidly increasing number of Internet users, with over 50 million Internet users in 2022.

- 2) **Internet Penetration:** Internet penetration was approximately 30% of the population, indicating substantial room for growth.
- 3) **Rural Connectivity:** Efforts were being made to improve internet connectivity in rural areas, contributing to increased internet adoption.
- 4) **Fiber Optic Expansion:** The government and telecom companies were expanding fiber optic networks to enhance internet infrastructure.

Mobile Usage:

- 1) **Mobile Subscribers:** Bangladesh had over 170 million mobile subscribers, making it one of the largest mobile markets in South Asia.
- 2) **Mobile Internet:** A significant portion of internet usage in Bangladesh was via mobile devices. Many people access the internet through affordable smartphones.
- 3) **Mobile Network Operators:** The country had multiple mobile network operators, providing options for mobile data and voice services.
- 4) **4G and 3G:** The rollout of 4G and 3G networks had enhanced mobile internet speeds and accessibility.
- 5) **Mobile Payment:** Mobile payment services and digital wallets, such as bKash, were gaining popularity for financial transactions and e-commerce.
- 6) **Social Media:** Social media platforms like Facebook, Instagram, and WhatsApp were widely used on mobile devices for communication and content consumption.
- 7) **Smartphone Adoption:** Affordable smartphones from various brands contributed to the increased use of mobile devices for internet access.

2.17 Social Media Usage Trends

Social media usage trends in Bangladesh have been evolving rapidly, reflecting the country's increasing digitalization and connectivity.

- 1) **Facebook Dominance:** Facebook continued to be the most popular social media platform in Bangladesh. It was widely used for personal communication, sharing content, and networking.
- 2) **High Mobile Usage:** Mobile devices, particularly smartphones, were the primary means of accessing social media. The majority of Bangladesh's population accessed social platforms through mobile apps.

- 3) **Youth Engagement:** Young people make up a significant portion of social media users. Platforms like Facebook, Instagram, and TikTok were popular among the youth for sharing content, including short videos.
- 4) **Messaging Apps:** Messaging apps like WhatsApp and Messenger were widely used for personal and business communication. Many businesses in Bangladesh use WhatsApp for customer support and commerce.
- 5) **Video Content:** The consumption of video content was on the rise. Facebook and YouTube were popular platforms for watching and sharing videos. Short-form video apps like TikTok and Likee gained traction.
- 6) **E-commerce and Shopping:** Social media platforms were increasingly used for online shopping and e-commerce. Small businesses and individual entrepreneurs leveraged platforms like Facebook Marketplace to sell products.
- 7) **Local Language Content:** The creation and consumption of content in Bengali were significant. Users preferred content in their native language, making localization a key aspect of social media strategies.
- 8) **Political Discourse:** Social media played a significant role in political discussions and activism. It was used for political campaigns, raising awareness, and mobilizing supporters.
- 9) **Challenges and Misinformation:** Addressing misinformation and fake news was a concern. Both the government and social media platforms took measures to combat the spread of false information.

Chapter: 3
ANALYSIS
&

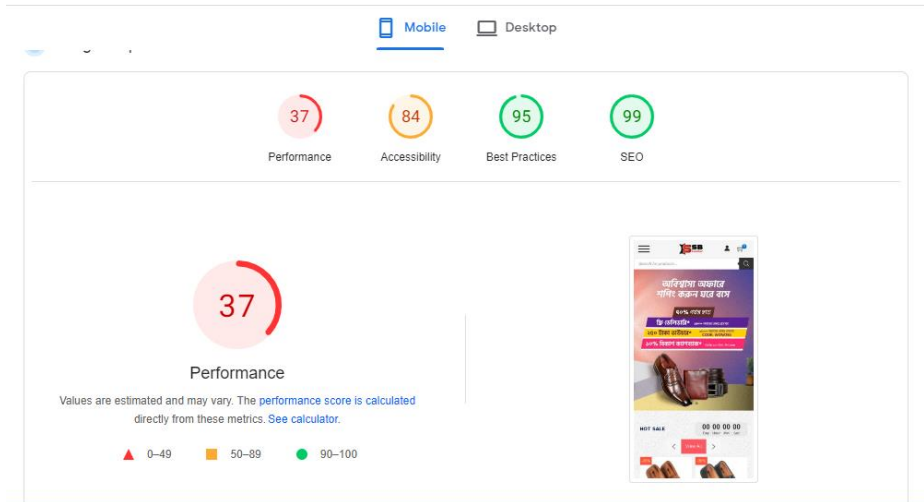
EVALUATION

SSB Leather Promotional Activities



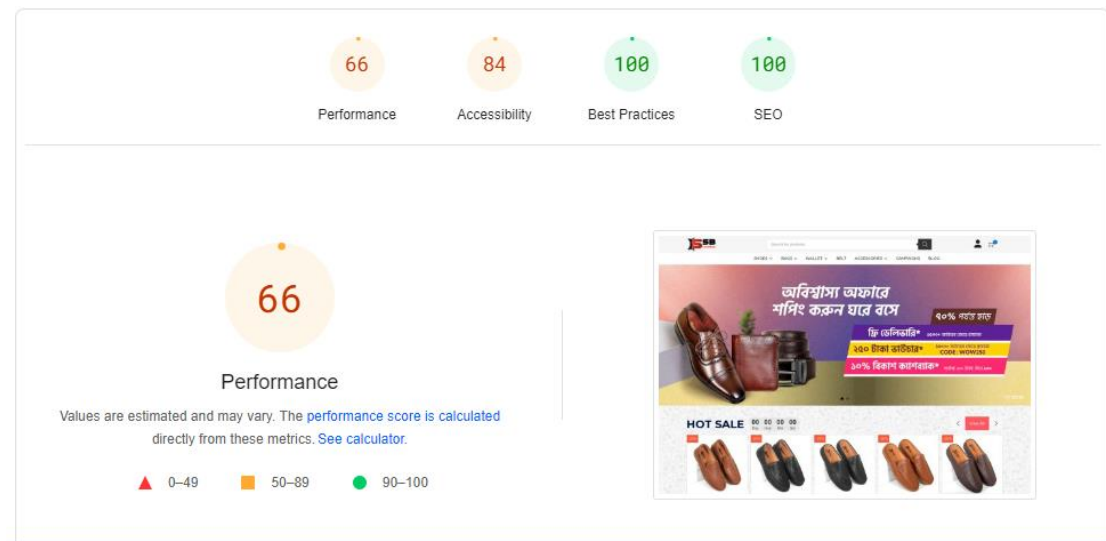
3.0 Webpage Analysis

Mobile Version



3.0.2 Figure: Mobile Version Google Page Speed Insights Report

Desktop Version

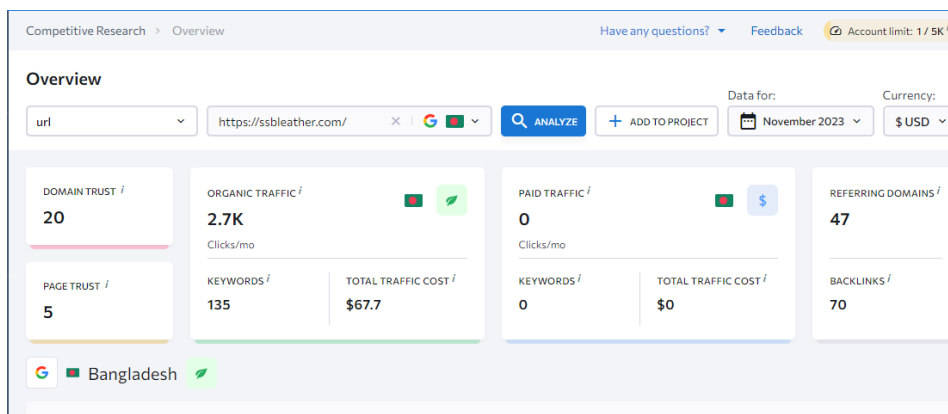


3.0.3 Figure: Desktop Version Google Page Speed Insights Report

I have used the Google Page speed insights tool to analysis their current website situation.

- The mobile version page speed score accordingly – Performance 37, Accessibility 84, Best Practices 95, SEO 99.
- The desktop version page speed score accordingly – Performance 66, Accessibility 84, Best Practices 100, SEO 100

3.1 Website Traffic Analysis



3.1.4 Figure: Domain Overview

To find out the SEO overview of the SSB Leather website, I have used the SERanking SEO tool. In this part, we will get to know about their current SEO overview, Ranking keywords, Backlinks overview, etc.

- Their organic traffic is about 2,7000 Per month.
- Domain Trust: The domain trust of a website describes its trustworthiness and integrity. The domain trust score is 20.
- Page Trust: Page Trust (PT) is another metric developed by SE Ranking that predicts how well a certain webpage will rank on SERPs. Page Trust score 5.
- 135 Keywords are ranking to the search engine result pages on Google and the approximate total traffic cost according to the Google ads comparison is \$67.7.
- Referring Domain: A referring domain, in the context of SEO (Search Engine Optimization) and website analytics, is a domain (or website) from which a backlink originates. The referring domain score is 47.
- Backlink: A backlink, also known as an "inbound link" or "incoming link," is a link created when one website links to another. The total number of backlinks is 70.

Paid Traffic/ Advertising

Paid traffic refers to website visitors who arrive at a website by clicking on a paid advertising link, rather than through organic (unpaid) means like search engine optimization (SEO) or social media sharing. They did not spent money on the search engine marketing like Google Ads, that's why the paid keyword and traffic is 0 (Zero).

3.2 Organic Keywords

Organic keywords are the terms or phrases that users type into a search engine's search bar to find information, products, or services. When a website appears in the search engine results pages (SERPs) for these keywords without having paid for placement, the traffic generated is referred to as organic traffic. According to the report, here is top-ranking keywords of SSB Leather.

Organic keywords ⁱ				
ALL (135) IMPROVED (17) DECREASED (15) NEW (97) LOST (0)				
KEYWORD	SEARCH VOL.	POSITION	COMPETITION	CPC
ssb leather	5.4K	1	0.03	\$0.03
ssb	1K	1	0	—
ssb leather shoes	140	1	0.06	\$0.02
ssb leather showroom	110	1 NEW	0.04	\$0.02
ssb leather bd	70	1	0.05	\$0.04

[VIEW DETAILED REPORT](#)

3.2.5 Figure: Top 5 Organic Keywords

Top 10 ranking keyword list

KEYWORD (135)	DIFFICULTY	SEARCH VOL.	SEARCH INTENT	SERP FEATURES	POSITION
ssb leather	56	5.4K	L N	...	1
ssb	58	1K	L N	...	1
ssb leather shoes	11	140	L N	...	1
ssb leather showroom	?	110	I N	...	1 NEW
ssb leather bd	11	70	L N	...	1
ssb leather bashundhara city	?	30	L C	...	1
ssb leather shop	?	20	L N	...	1 NEW
leather shop	16	70	L T	...	2 NEW
ssb leather wallet	?	40	L C	...	2 NEW
leather products	3	110	I	...	4 4
low price wardrobe in bd	7	20	I	...	42 NEW

3.2.6 Figure: Top 10 Organic Keywords

The top-ranking keyword is their brand keyword which are ssb leather, ssb, ssb leather shoes, and ssb leather showroom.

Furthermore, Organic keywords play a significant role in driving free, targeted traffic to a website. Effective SEO strategies focus on understanding user intent, creating valuable content, and optimizing web pages to align with the terms and phrases users are searching for organically.

3.3 Social Media Overview

Facebook

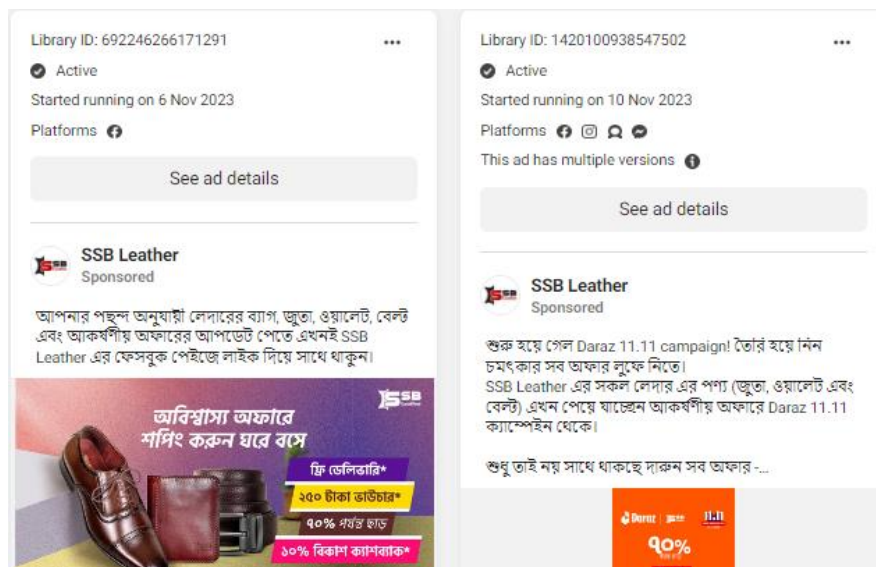
Facebook URL: <https://www.facebook.com/SSBLeather/>



3.3.7 Figure: Facebook Page of SSB Leather

- The total Facebook interactions are accordingly 119,00,000 likes and 122,00,000 followers

Facebook Ads Library

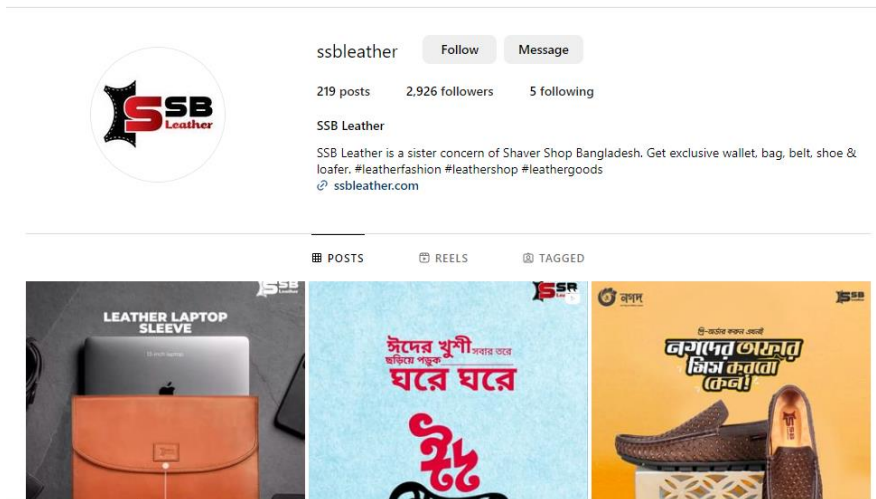


3.3.8 Figure: Facebook’s Ads Library of SSB Leather

- Those top 2 advertisements they launched in October. They are campaigning for the Daraz 11.11 campaign.

Instagram

URL: <https://www.instagram.com/ssbleather/>



3.3.9 Figure: Instagram Page of SSB Leather

- The total posts 219, followers 2,926 on Instagram.

Twitter

URL: <https://twitter.com/SSBLeather>

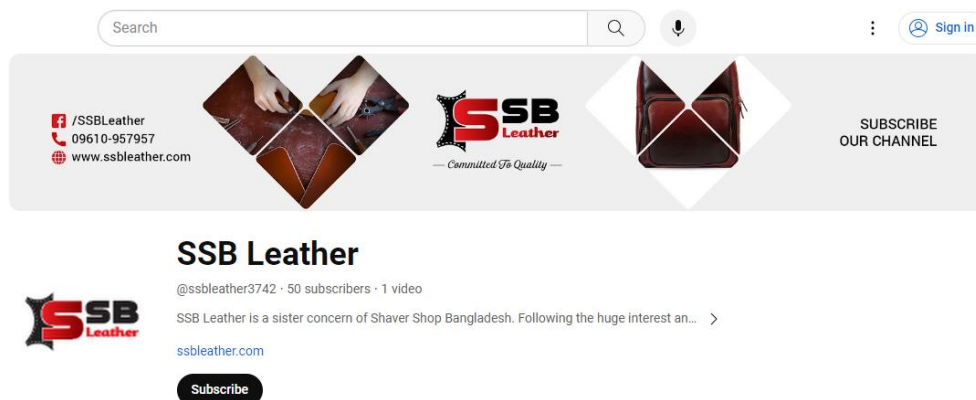


3.3.10 Figure: Instagram Page of SSB Leather

- The total posts are 63, 15 followers on Twitter.

YouTube

URL: <https://www.youtube.com/channel/UCSoWKUQN4felDVUL80yF62Q>

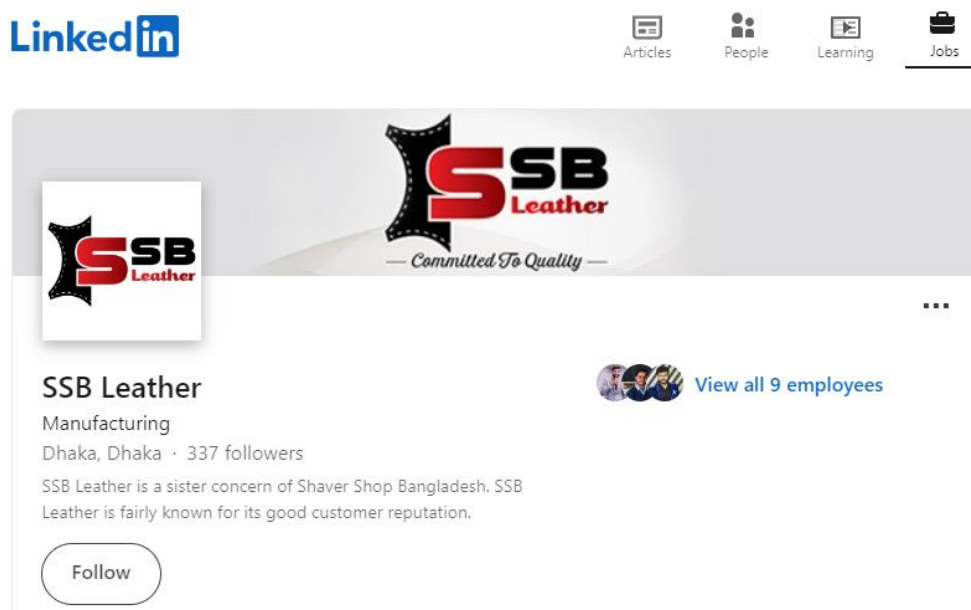


3.3.11 Figure: YouTube Channel of SSB Leather

- On YouTube, they have 50 subscribers and 1 video.

LinkedIn

URL: <https://www.linkedin.com/company/ssbleather>



3.3.12 Figure: LinkedIn Page of SSB Leather

- The total followers on LinkedIn are 337.

Chapter: 4
FINDING,
RECOMMENDATIONS,
&
CONCLUSION

4.0 Findings

- SSB Leather has a strong position in the Google search engine result pages. However, their backlink profile is very low and they don't have a good number of do-follow backlinks.
- The organic keywords are ranking well however, the brand keyword is more popular than their product.
- They did not spend any money on paid advertising. They are getting huge response organically.
- They are more active on Facebook than on Instagram, LinkedIn, YouTube, and Twitter.
- They are operating their business both online and in physical shops.
- They are not creating localized content about leather.
- They only did a single influencer campaign.
- The performance and accessibility scores need to be optimized

4.1 Recommendations

To provide findings for a digital promotional strategy report of SSB Leather, we would need specific details about the campaign, including its objectives, target audience, platforms used, and the key performance indicators (KPIs) measured.

1. Platform Effectiveness:

- Identify which digital platforms performed best in terms of reaching the target audience and driving engagement.
- Evaluate the effectiveness of social media, email marketing, search engine marketing, and other channels.

2. Audience Engagement:

- Assess how well the campaign engaged the target audience.
- Look at metrics such as click-through rates, likes, shares, comments, and overall interaction.

3. Content Performance:

- Analyze the performance of different types of content (e.g., images, videos, blog posts).
- Identify the most engaging and effective content pieces.
- Identify any significant trends or patterns in conversion data.

6. Website Traffic and User Behavior:

- Analyze changes in website traffic during the campaign period.
- Look for shifts in user behavior, such as increased time spent on the site or changes in navigation patterns.

8. Competitor Comparison:

- Compare the performance of your campaign with those of key competitors.
- Identify areas where your campaign excelled or fell short in comparison.

9. Website SEO and Performance:

- They need to improve the performance, and accessibility score.
- They need to create more backlinks from high authority and niche relevant website.

4.2 Conclusion

In conclusion, digital promotion in Bangladesh is experiencing significant growth and transformation, driven by increasing internet penetration and a tech-savvy population. Businesses in Bangladesh are recognizing the immense potential of digital promotion to reach and engage with their target audience effectively.

The future of digital promotion in Bangladesh holds exciting opportunities, including the integration of AI and voice search, the growth of video and AR/VR marketing, and the increasing focus on sustainability and social responsibility.

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