

**Sumaiya Shahid**

**FROM TRADITIONAL MARKETING TO DIGITAL MARKETING**

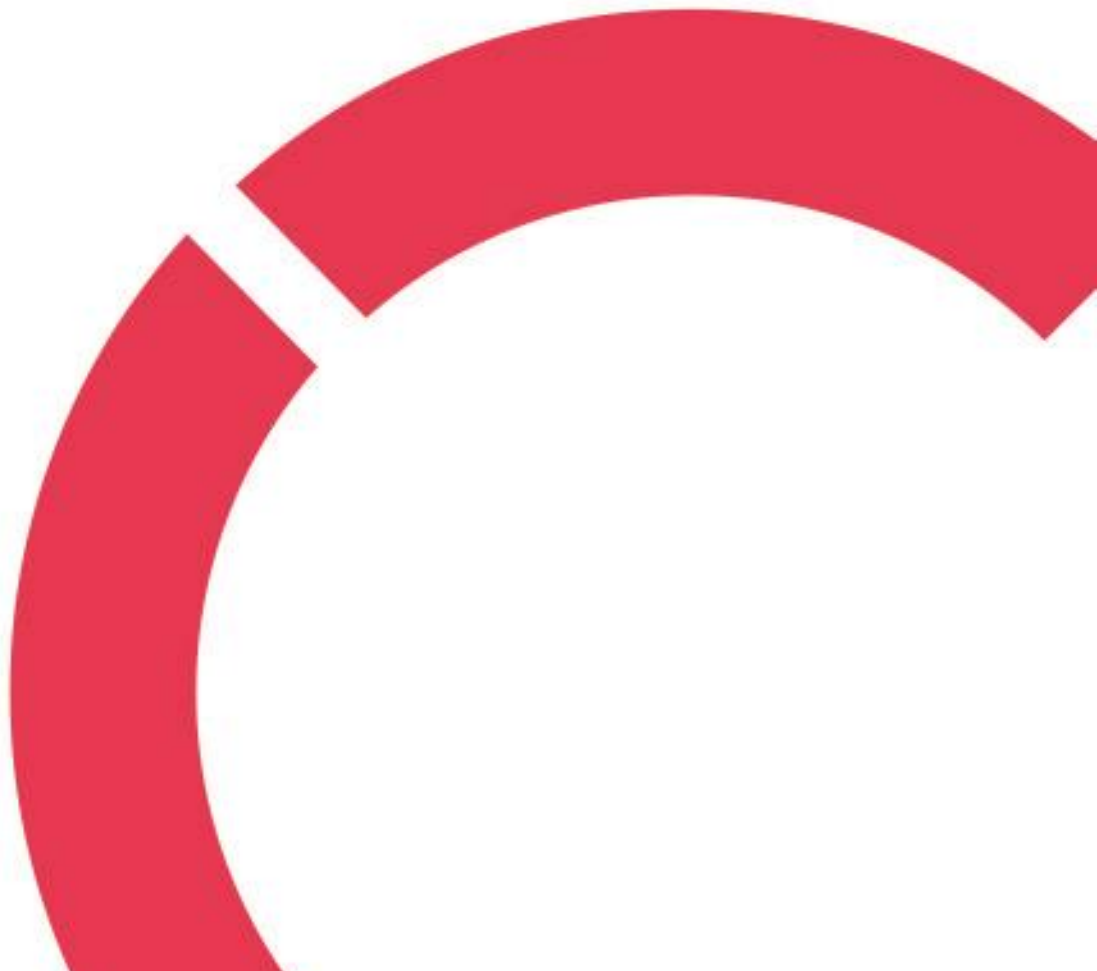
**Digital Sign Media Ltd**

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**ABSTRACT**

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<p>The purpose of marketing in the development of businesses has been essential for a long time. People in the industry used to spread the word about their products and services by making billboards, banners, pamphlets, etc., before the start of digital platforms. There was a huge struggle to establish a firm that took time and effort. However, with the help of the internet, attracting customers and sharing a large market is much simpler. Definitions, modes, marketing strategies, timetables, and justifications will define traditional and digital market needs.</p> <p>The commissioner of this thesis is Sign Media ltd in Bangladesh which currently uses conventional and digital marketing methods for its business. The thesis aims to identify their problems with digital marketing tools and help them by suggesting how to face challenges and improve using digital tools.</p> <p>In the theoretical part, the author discovered the similarities and differences between traditional and digital marketing. The theoretical framework will give readers a clear and straightforward understanding of conventional and online marketing methods. They will gain insight into successful retail marketers from the questions' responses. Author examined which technologies have contributed to the company's rapid expansion over the years that helps to determine whether digital marketing tools are a threat or an opportunity.</p> <p>Secondary sources were utilised for the empirical analysis. This section gathered information from many print and digital sources, including e-books, journals, reports, and Theseus.fi. Some of my supervisor's suggestions for my thesis's content ended up being quite helpful in making it accessible to the intended audience. Interview questions were employed for the empirical section as qualitative data collection. Questions were asked to the selected customers of Sign Media company. The interview was about traditional and digital marketing. Data analysis reveals that traditional marketing still common method for product promotion in Bangladesh.</p>		

<p><b>Keywords</b></p> <p>Digital market, social media, traditional marketing, tools</p>
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## **ABBREVIATIONS**

AI	Artificial Intelligence
AMA	American Marketing Association
AR	Augmented Reality.
ML	Machine Learning
OOH	Out Of Home
PPC	Pay Per Click
ROI	Return On Investment
SEM	Search Engine Market
SEO	Search Engine Optimization
SERP	Search Engine Result Page
VR	Virtual Reality

**ABSTRACT**  
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## 1 INTRODUCTION

Digital marketing has advanced skillfully in recent years. This novel advertising method is integral to developing a market or sector. However, before we get there, we might review the marketing phase, when conventional advertising was first implemented. At the outset, marketing mainly consisted of providing essential services and selling products to customers via word of mouth and door-to-door methods. Print ads, TV commercials, billboards, and direct mail are all examples of traditional forms of marketing that have been used for decades to reach and interact with consumers. However, the proliferation of the internet and digital gadgets like smartphones, tablets, and computers has wholly transformed how brands interact with their consumers.

The advantages of digital marketing include pinpointing specific demographics, tracking the success of campaigns in real-time, and tailoring communications to individual consumers based on the collected information. However, "digital marketing" refers to the broader scope of all marketing activities online or through digital means. This encompasses various methods, from the web to social media and content marketing, email outreach, and more.

In the business world, Sign Media Company plays a vital role in other businesses' digital marketing. Advertising in print media and outdoor billboards was essential to the company's promotional strategy. Although the world has gone digital, Sign Media Company saw the form of digital marketing that helps to stay competitive and expand its audience.

In the theoretical part of this thesis, I explain the definition of digital and traditional marketing tools used most in businesses. I define every tool by discussing its advantages and disadvantages shortly. In this thesis, there are two main chapters. The first chapter explains the definition, and in the second chapter, I discuss modes of marketing. The company can identify the most suitable modes for their business marketing from this chapter. I use secondary sources like school libraries, e-sources, and journals that describe traditional and digital marketing.

Based on the presented theory in theoretical framework, the author showed the result of a study in the part of empirical by qualitative research methods. Author asked for in-depth interviews with customers of Sign Media Company for qualitative data collection methods. Author also asked them how they use

their company's marketing tools and what challenges they face. Author analysed the company's marketing materials and examined the literature surrounding the shift from traditional to digital promotion methods.

This study aims to describe digital and traditional marketing definitions, modes, and strategies. As a result, it will clarify the concept of this study and help organisations choose the proper modes for their marketing. Author investigated the challenges businesses face when combining digital and traditional marketing strategies. The results of this study will add to what is known about the change from traditional marketing to digital marketing, especially for small and medium-sized businesses. The findings of this study will also help Digital Sign Media Company improve its digital marketing strategies and reach its marketing goals.

The study is beneficial for small and medium-sized businesses and entrepreneurs. Looking at the in-depth discussion will help them discover the challenges and opportunities of marketing. That will allow them to decide which marketing method is effective for their businesses, giving them a clear and concise idea about traditional and digital marketing. Also, the commissioner of this thesis will receive suggestions based on the result.

## 2 THE COMMISSIONER

The commissioner of the thesis is Digital Sign Media Ltd. The company is situated in Dhaka, Bangladesh and was registered as a medium-sized business in 2003. The company's founder, Mr.M.A. Rahim, is a successful businessman. He made a meagre beginning in the financial world. Because of his perseverance, he has a well-known company today and the first online LED Signage Market in Bangladesh. Since 2007, Sign Media has been one of Bangladesh's most reputable Printing & Advertising companies thanks to their inventive creations. Their advisors and experts seem to be speedy in providing the outcomes that clients demand and merit. Their staff is young and innovative, and they have the resources and knowledge to provide superior service of a high calibre and substantial value. Sign Media owns the most advanced equipment available for printing of any size. ('Our Company | Sign Media' 2021.)

The firm has been serving the market for more than a decade, during which time it has earned a reputation for excellence by consistently delivering cutting-edge digital signage solutions. Sign Media Company provides various services, including digital signage, interior and exterior decoration, event banners, vehicle branding, activation, content creation, management, installation, and support services. The company's digital signage solutions are made to help businesses stand out, get customers interested, and make more sales. (A. Rahim 2023).

Sign Media Company works with many businesses, such as retail, banking, news media, education, transportation, and vehicle. Small businesses, large corporations, and public institutions are all company clients. With every shipment, they strive to build a trustworthy partnership with their customers. They are thankful for the exceptional quality of their goods and the genuine kindness of their staff ('Our Company | Sign Media' 2021.)

The company's digital signage includes LED signage, backlit signage, non-lit signage, bell signage displays, kiosks, office interior, residential interiors, fair stalls, etc. Digital Sign Media Company's services for making and managing content include custom lighting, acrylic signage, neon signage, billboard, banner, active vehicle, and animations. This ensures businesses can create exciting and informative content for their target audience. (Sign Media 2023).

Though the company is small, it has a great success story. The company has two branches: the head office and the production house maintenance office in Dhaka's city centre. Fifty people are working in this office, along with CEO, manager, HR, and executives. In the production house, 200 people are working there.

Environmental impact can be mitigated through sustainable product design or circular processes, increasing cost and resource use efficiency, and making businesses less vulnerable to supply chain disruptions. An expert team from Sign Media Company collaborates closely with clients to design and execute digital signage systems suitable for their requirements. With the company's installation and support services, clients can quickly and easily set up and manage their signage systems. (Sign Media 2023).

In general, Sign Media Company is a top supplier of digital signage solutions that aid companies in enhancing their marketing initiatives, raising engagement, and boosting sales. Sign Media Company is a trustworthy partner for companies wishing to use the power of digital signage to expand their brand because of its creative solutions, knowledgeable staff, and dedication to quality. (Arif 2021).

### 3 MARKETING DEFINITION

Business running, gaining profit, connecting customers and marketers in a chain, and selling products or services involving research and advertisement are all about marketing. Marketing always helps the industry to have potential and loyal customers and confirm profit by selling products or services to customers. According to AMA (2017), marketing is the coordinated effort to create, share, and exchange offerings that have value for target audiences (consumers, business partners, and society at large). Marketing's aims to generate long-term value and customer loyalty by carefully studying target markets, developing offerings that cater to those markets, and cultivating loyal customer relationships. To successfully market a product or service, one needs in-depth knowledge of consumer psychology, market trends, and competitive dynamics and the ability to design and implement marketing strategies that set the company apart. (Britannica 2023). Marketing aims to create long-term, mutually beneficial relationships between the company, its customers, and other stakeholders. Businesses can only function properly with promotion. (Cyberclick 2022). There are so many marketing approaches, strategies, and types. In this chapter, author discuss traditional marketing, digital marketing concepts, the journey from conventional to digital, and the similarities and dissimilarities of both marketings.

#### 3.1 Traditional Marketing

At first glance, conventional marketing appears to be organised and focused on the product. The institution's products are the only ones the marketers will promote. Media such as broadcast, print, online, and in-person events inform consumers about the product. When new products hit the market, sellers give customers new titles to their purchased goods. Transfer of ownership of the product was instantaneous. Once a product has lost its original condition, it cannot be returned for a refund.

By pointing out its positive qualities, marketing encourages people to buy a product or use a service. To satisfy the needs of a specific demographic while turning a profit is the goal of traditional marketing. (Kapoor 2021). As the name implies, this strategy entails sending promotional materials to possible clients rather than drawing them in. To get people to notice and care about an advertisement or promotional message, traditional marketing sometimes includes constantly bombarding them with such statements. (Lambin 2013).

Bangladesh has been striving to develop the information and technology sector since the 1990s. As part of this effort, the country is now expanding web-based businesses, which can significantly reduce business and production costs, promote products and services, and positively impact the economy. Digital marketing has introduced new business concepts such as innovative business models, marketing channels, technological pathways, and a broader marketing environment that differentiates it from other industries, creates competition and innovation, expands business scope, and improves overall economic efficiency. As a result, digital marketing in Bangladesh has immense growth potential. (Karmakar 2023).

Digital marketing has facilitated labour migration by creating new opportunities for work and providing access to online banking, mobile phones, and information exchange, making everyday life more comfortable and accessible. Although digital marketing has several advantages for the Bangladeshi people, it also has limitations, such as low per capita income, security concerns, poor infrastructure, insufficient internet flow, unpredictable power supply, and inadequate government support, which pose significant challenges to its growth. (Zaman 2019)

Uncertainty of capital as business grows economic growth and increased alternatives make the competition more intense. In response, both global and multinational companies have implemented alternative marketing methods with which local companies compete.

Traditional marketing can reach a large audience swiftly and effectively, which is one of its primary advantages. Conventional media outlets, such as television and radio, have a large audience reach and can be utilised to target specific groups. Traditional marketing can be costly and difficult to quantify. As a result of the rise of digital marketing, many businesses today employ conventional and digital marketing tactics to reach their target audience. Although modern marketing is commonly considered an innovative combination of strategy and technology, this was only sometimes the case. Modern marketing has come a long way, beginning with the simple goal of selling products and services. (Hardy 2016)

A prominent method of reaching out to consumers was through traditional marketing. In 1450, the first printed ads such as flyers and pamphlets has published. In 1741, publications first allowed commercial advertisements to promote goods and services. Later, the corporation enlisted the aid of posters, billboards, radio, and television to spread the word about its wares. The path to the digital age began in

1973. The mediums used in digital marketing include mobile phones, computers, the web, and emails. This discussion has been shown in table 1.

TABLE 1: Timeline of Traditional Marketing ( adapted from Smith 2023).

<b>Year Founded</b>	<b>Category of Innovation</b>
1450	Print advertising.
1730-1867	Medium magazines
1839	Posters
1922	Radio advertises.
1941	Television advertises.
1970	Telemarketing
1973	The beginning of the mobile phone
1981	IBM introduced the personal computer.
1990-1994	Advanced mobile and advertising
1995-2002	Introduction of Internet and email

Before the advent of the internet, print media, outdoor advertising, television advertisements, and direct mail were the most common ways to reach people. While digital marketing has grown in popularity recently, conventional advertising methods are still relevant and helpful. Traditional marketing is still valuable for today's digital market, despite the many benefits of digital marketing. Traditional marketing can help increase conversions and broaden reach by creating brand awareness, focusing on a specific audience, and supplementing digital campaigns. Exciting and memorable in-person events and promotions are also effective means of fostering customer loyalty.

### **3.2 Digital Marketing**

In response to consumers' growing dependence on digital devices like smartphones and tablets, businesses have experimented with new forms of advertising, resulting in the emergence of the digital market (American Marketing Association 2023.) The highly successful firm employs digital marketing

strategies like websites, mobile devices, computers, Google, and YouTube to attract new customers. Data and information are available on the company website (Todor 2016). Marketing in the digital sphere is highly dynamic and constantly evolving. Marketers' strategies frequently evolve to meet the needs of consumers and stay competitive. One such illustration is the market for social media. Business owners may use social media platforms like Facebook, Instagram, and YouTube to create content and reach a wider audience.

Digital marketing aims to attract customers by satisfying their informational and entertainment-based wants and requirements with high-quality content. Businesses may expand their audience, raise brand awareness, boost website traffic, create leads, and boost sales using digital platforms. Many companies are adopting digital marketing to benefit consumers who can now easily and quickly compare offerings from various vendors. Consumers can learn everything they need about the items and services without visiting multiple stores.(Yasmin, Tasneem and Fatema 2015)

The capacity to assess and track results in real-time is a significant boon of digital marketing. It is much easier for firms to monitor their digital marketing strategies' efficacy and make any necessary real-time adjustments. Because it allows firms to contact their target demographic with greater precision and efficiency than traditional marketing methods, digital marketing also provides a more cost-effective strategy. Organisations can benefit from increased capabilities, innovation, and rapid expansion if they adopt a digitally agile approach and regularly analyse their digital maturity. Regarding return on investment, please highlight the initiatives and actions that produced the most noticeable results. These initiatives are an excellent barometer of rapid recovery on investment (ROI) realisation. The lessons learned from these success stories will help other companies increase their digital agility, boosting their ROI. (World Economic Forum 2020).

Several new developments in science and technology will likely impact the direction digital marketing takes in the future. AI and ML will be pivotal in enhancing the precision and effectiveness of targeted marketing campaigns. Businesses will increasingly use data and AI to personalise marketing messages for specific customers based on their tastes and actions. As a result, VR/AR will likely become increasingly popular, allowing companies to provide customers with more interactive and realistic brand experiences. With the rise of voice search and intelligent speaker technologies, digital marketing will also become increasingly focused on ensuring that a company's content is returned in speech-related searches. Moreover, blockchain technology will influence the functioning of digital advertising, likely making it safer and more transparent. Social media is expected to remain an essential digital marketing

medium, with companies concentrating on developing more interactive and exciting content to foster deeper connections with customers. In the end, firms will use a mix of data, technology, and original content to provide customers with a more tailored and engaging digital marketing experience. (Davis 2022).

Founded in 1994, Amazon was the pioneering internet retailer. Originally, it was an electronic bookstore. Eventually, it branched out into many kinds of products via a network of subsidiaries. ('History of Amazon' 2023). In 1995, Yahoo was launched, becoming one of the most widely used portals on the web. In 1996, Hotmail was launched, and in 1998, Google was born. The following table 1.2 shows how the popularity of the internet, social networking sites, and online videos increased each year beginning in 2001. To date, innovation has continued.

TABLE 1.2: Timeline of Digital Marketing ( adapted from Chaffey & Ellis-Chadwick 2019)

<b>Year Founded</b>	<b>Company/Ser- vices</b>	<b>Category of innovation</b>
<b>1994</b>	Amazon	Retailer
<b>1995(March)</b>	Yahoo!	Directory and Portal
<b>1996</b>	Hotmail	Web-based email. Viral marketing (using email signatures to promote service) Purchased by Microsoft 1997
<b>1998</b>	Google	Search Engine
<b>2001</b>	Wikipedia	Open encyclopaedia
<b>2003</b>	Skype	Peer to peer internet telephony VOIP- Voice Over Internet Protocol
<b>2003</b>	LinkedIn	Professional social network purchased by LinkedIn.
<b>2004</b>	Facebook	The social network which owns other social network and messaging apps, including Instagram and WhatsApp
<b>2005</b>	YouTube	Video sharing and rating
<b>2006</b>	PayPal	Mobile payment service
<b>2011</b>	Snapchat	A mobile photo messaging service where images are deleted after a set number of seconds.

Digital technologies have altered the marketing landscape, convincing businesses to reconsider their methods. Several companies are still making the switch from traditional to digital platforms because of the ease with which they can create and expand offerings that are smarter, more efficient, more environmentally friendly, and more robust. Digital marketing's global reach may help firms attract customers worldwide (Simplilearn 2020.) Advertising in newspapers, on radio and television, and by direct mail was the most effective way to contact consumers. However, the widespread adoption of the Internet and mobile devices has forced significant adjustments to traditional advertising strategies. Digital marketing has become integral to organisations' broader marketing plans in today's digital age. Social media, search engines, and email are just some digital avenues that have allowed businesses to reach their customers more effectively and efficiently due to the proliferation of internet access and mobile devices. To name just a few, digital marketing can track and analyse data in real time, can send out targeted messages, and is frequently more cost-effective than traditional marketing methods.

## **4 MODES OF MARKETING**

There are constantly fighting to survive in the market. Institutions always invent new modes from past centuries to leave their rivals behind. In this stage, I will discuss ways of traditional and digital marketing.

### **4.1 Traditional Marketing Mode**

With its many years of usage, traditional marketing has seen a great deal of evolution. The marketing strategy of "product placement," in which products are extensively promoted in media like movies and TV shows, gained popularity in the 1980s. Traditional marketing strategies have stood the test of time because of their ability to reach large numbers of people with relatively little investment. Other forms of marketing have emerged in recent years, such as experiential, event, and influencer marketing, but traditional marketing is still alive and well. Traditional marketing will evolve to fit the demands of organisations and consumers as technology and consumer behaviour develop. (Smith 2023).

Promoting a product's or service's qualities and benefits to a large target audience is essential to the traditional advertising approach. The message is usually communicated in a generic, impersonal fashion. That is why marketers have been inventing ways to attract customers for centuries. This has a significant impact on customers and on gaining profit. Traditional marketing modes are handouts, billboards, direct posts, telemarketing, and print media.

#### **4.1.1 Handouts**

A marketing leaflet is a single-page document highlighting a critical product or service company provides. Products, services, and events have been promoted with handouts for decades, making them a classic form of advertising. Distributing printed documents to prospective customers or clients is called "handouts." Common types of handouts include brochures, flyers, and leaflets. For advertising a business or event in the past century, handouts are printed as a piece of paper, like brochures, flyers, or pamphlets. Brochures give information about the company's history, product details, objectives, vi-

sion, mission, etc. The pilots were designed and posted in common areas where customers or community members congregate to alert them about upcoming events that will happen in business. (Birt 2023).

An effective marketing leaflet summarises company's mission and the value it can provide customers in a single, digestible document. (Marketing 2021). A handout's effectiveness in attracting new customers and clients depends on several factors, including the nature of the intended audience, the handout's visual appeal, and the clarity of the information it presents.

When considering conventional marketing strategies, handouts continue to be widely used due to their low cost and high adaptability. They are flexible enough to meet the needs of a wide range of businesses and organisations and can be used in many various contexts. However, with the advent of digital marketing, companies are increasingly using the Internet to communicate with their customers.

#### **4.1.2 Billboards**

For years billboards have had significant impacts on businesses. Usually, supporting text and displayed images attract customers and help them to remember in the future. Usually, billboards can be seen on the side of the main road or highway. Any form of advertising that affects consumers when they are not in their homes is known as out-of-home (OOH) advertising, which includes billboards. A billboard, for example, would receive an OOH rating that would decide its value to advertisers and, in turn, its price. (Decker 2021).

Billboards are widely used as a form of advertising due to the large number of people they can potentially reach. Eye-catching graphics, bright hues, and clear messaging are all features of these signs to attract the attention of passing motorists and pedestrians. Billboards are a creative and emotive form of outdoor advertising. The size ensures that many people will see them, and the clever combination of images and text makes for an entertaining read. (bMedia 2019). Billboards are a cost-effective way to increase exposure for your business, merchandise, or event.

#### **4.1.3 Direct Post**

Direct mail or a letter containing product or service information was sent to the private customer. Direct mailing is a form of marketing in which advertisements are developed and sent to target groups via the postal service (StudiosGuy' 2023). Direct posts include information about discounts, offered selling periods and events. Some companies also offer a special discount to their customers.

Email marketing is quick, simple, and cost-effective compared to direct mail, which is time-consuming and costly. There are several places where companies can promote their wares without spending a dime. Email is a cost-free way to communicate with friends and family. However, the cost of printing and mailing out individual postcards will add up quickly when using conventional marketing methods. (Simplilearn 2020).

#### **4.1.4 Telemarketing**

Several businesses use sales personnel to make phone calls for commercial or promotional purposes in telemarketing. It is frequently referred to as a cold calling. A cold call is when a company contacts, informs, and persuades new customers over the phone. Organisations can utilise it for various goals due to its many applications, including selling their goods and services or gathering information for lead generation. (Indeed, career guide 2023).

When a salesperson uses cold calling for advertising or selling a product or service, they engage in telemarketing. Businesses frequently use telemarketing to make purchases, conduct market research, and find potential new customers.

So, while it can efficiently reach many people rapidly, telemarketing has its critics. Many people find it intrusive and annoying when they are not asked to receive telemarketing calls. Even though telemarketers know their calls are only sometimes appreciated, they keep calling anyway. Because of this, many individuals have developed strong opinions against this type of advertising. (Keton 2022).

#### **4.1.5 Print Media**

Print media advertisements help increase the number of customers by printing news in newspapers and magazines. For example, fashion magazines help customers with modern culture, fashion, and what is

happening worldwide. Customers who love to stay stylish and updated constantly follow fashion magazines. Books, business cards, brochures, coupons, advertisements in magazines or newspapers, advertisements on billboards or newspapers, advertisements on postcards, and even product packaging are all examples of print media. If company care about your brand's reputation, company must use at least some of these channels to spread the word. (Emrich 2022)

Successful print media marketing campaigns result from carefully planning the materials' layout, content, and dissemination. The layout should be eye-catching and catch the viewer's eye, while the message should be straightforward. Direct mail, in-store displays, and editorial placement in pertinent magazines are all excellent ways to reach the appropriate audience. The only thing you can print on is paper. Having a complete say over content and dissemination is only part of what gives it power and worth. (Bara et al. 2021).

Despite its influence in spreading news and drawing in customers, it can fall short when it spreads unrealistic ideals of perfection. Young people are influenced by print media images that consistently depict unrealistically trim waistlines. Many have tried to obtain their ideal weight by starving themselves, leading to severe health problems and life. (Behrens 2018).

## **4.2 Digital Marketing Mode**

More than 25 years have passed since Sir Tim Berners-Lee invented the World Wide Web, proving that digital media and technology are no longer novel (Chaffey & Ellis-Chadwick 2019). Now that people worldwide started to use technologies, and devices, spending more time on mobile phones, tablets, and personal computers, companies now realise how important it is to digitalise their company. "Digitalisation" refers to incorporating digital technology into corporate processes and initiatives, such as training workers on new software platforms that expedite product launches. Although digital transformation may involve digitalisation initiatives, these have far-reaching effects that go beyond individual projects. (Accenture 2023). There is no doubt that digital marketing will continue to expand and develop as businesses look for novel approaches to reaching customers and bolstering their brands in the digital sphere with the rapid pace of technological and cultural development.

Traditional advertising took time and effort. Thanks to digitalisation, today's marketing campaigns may be executed more quickly and with less effort than ever. With the advent of the World Wide Web

in the 1990s, digital advertising was born. Businesses have recently turned to the digital market to better engage with customers. Print ads, TV commercials, and billboards were once the backbone of marketing campaigns, but they were too impersonal and widespread. Today's successful marketing campaigns focus on developing genuine connections with customers, gaining their trust, and narrowing in on a specific demographic. (CoSchedule 2023). Digital marketing emerged as a method of connecting with consumers due to the internet's convenience for maintaining client information instead of paper forms. So now companies can have consistent two-way conversations with their most devoted customers. By the turn of the millennium, customers were more likely to do product searches away from home because of the adoption of the iPhone and Google. Social media sites such as YouTube, Facebook, and Twitter came online between 2000 and 2006. (Workspace Digital 2019). The most used digital marketing platforms are web, mobile phone, search engine marketing, and email marketing.

#### **4.2.1 Web**

Information in the form of text, images, videos, and music may all be easily accessed over the web. Audience participation can be easily measured, and their information can be stored for further use. That will improve the company's website's algorithm. If someone visits your site, follows you on social media, or sends you a message with questions, you will have easy access to this data. (Simplilearn 2020). It has enabled globalisation by bridging the gap between businesses and consumers in communication, education, entertainment, and commerce. Websites, hosting services, domain registration, advertising, content development, and other forms of online promotion have made the web an essential digital marketing platform for businesses to reach and interact with customers. (Puthussery 2020). Companies can design particular and relevant online advertising campaigns using data and analytics.

Web promotion is an excellent tool for reaching customers and informing them about a company's goods and services. It can aid customers in learning about and ultimately acquiring previously unknown brands and products. To give the impression that your company is cutting-edge, you must show that you care about your customers. Make it seem like your business is eager to learn about and implement advanced tech to benefit its customers. Customers will know that your organisation is solvent if you present itself as cutting edge. Initiatives that appear to be primarily service-oriented rather than profit-oriented are welcomed. (Sterne 2002).

The quality of the material and the message's relevance and specificity to the consumer are crucial to the success of web marketing. Effective web marketing may make a lasting impact on consumers and strengthen a company's connection to its clientele. In digital marketing, you can quickly add new material whenever you need to, and there is no limit to how much information you may have (Todor 2016.)

Internet marketing methods are now integral to the success of many companies. However, firms should be aware of several potential drawbacks. Regarding web marketing, one of the biggest obstacles is the abundance of rival sites. In today's crowded marketplace, it can be challenging for firms to gain customers' attention. Furthermore, web marketing wholly relies on technology, which might be a drawback if technology ever fails or is disrupted. A company's bottom line and reputation could take a hit because of this. Compared to in-person contacts, the impersonal nature of online marketing can make it more challenging to connect with target audiences and win their trust. Because web marketing often entails collecting and storing client data, firms must take precautions to keep this information secure. (Roomi 2021). Finally, it might be difficult to accurately gauge the success of online advertising efforts, making it tough to fine-tune campaign parameters and boost returns. Despite these limitations, marketing on the web remains a powerful tool for firms looking to expand their consumer bases.

#### **4.2.2 Mobile**

Businesses can communicate with more people in less time. Due to technological developments, the clientele of established marketing firms and government agencies has declined significantly. Most of the progress made by digital marketers has been in the locations where people now spend the most time: on their tablets, smartphones, and laptops. (Monnappa 2023)

As more and more people use the internet from their mobile devices, we are entering the era of "always on, always with you"(Michael & Salter 2006 ,p. 2). Consumers spend an average of over five hours daily on their smartphones, indicating that mobile devices are here to stay as a primary means of video consumption. The availability of high-quality digital video has contributed to this trend, as evidenced by the 88% annual growth in time spent watching videos on a smartphone. Customers want even more from mobile content, such as uninterrupted live streams and instant access to breaking news. The brands' current efforts are concentrated on bettering the watching experience and giving customers a new way to use their mobile devices. (DeVine John 2018).

When the internet took off in the 1990s, traditional marketing finally had some competition (Bailey 2020). Using mobile devices, companies may reach their target audience with timely, relevant, and personalised communications that are more likely to result in a sale and continued support. Businesses can monitor the success of their campaigns in real time with the help of mobile marketing's real-time analytics and insights, allowing them to fine-tune their strategies based on hard facts. Because of these advantages, mobile marketing has quickly become integral to any winning marketing plan, allowing firms to progress the competition and build meaningful relationships with their customers. (Kenton 2023).

Online social networks facilitate communication and cooperation among individuals, family, friends, and clients who need to be addressed more quickly (Puthussery 2020). Social media sites such as Facebook, Twitter, Flickr, YouTube, LinkedIn, Technorati, Alexa, and Mashable have amassed massive user bases. Each social media platform is designed to accomplish a somewhat different set of goals. Because of Facebook's enormous user base of over a billion people, businesses now have a new platform to promote their products and services to a broad audience. (May 2014).

The internet has given us many beautiful things, but social media has been the most transformative. As it has grown beyond its original connectivity goals, social media has become the new global marketplace, fundamentally altering how we live our daily lives ever since it emerged. Large companies use social media to demonstrate their robust presence and warm customer interaction. Thanks to social media, what was once a vast and unknowable globe has shrunk to a manageable size. There is no denying that social media has shifted the centre of attention for people everywhere. (Odediran 2020).

Promoting one's business, goods, or services via social media can raise trust, privacy, and data security concerns. Social media sites collect users' identities and other data and then use them for targeted advertising or selling to third parties. Because of this, privacy can be compromised, and sensitive data can be mishandled. Each social media site, such as Facebook or Twitter, has privacy policies outlining how the company will use user information and how outside parties can interact. Marketers who use third-party social media should ensure that their campaigns do not lead customers or anyone else to do anything against the social media company's privacy policies. They should ensure they are doing everything within the guidelines themselves. Companies that run their own blogs or other social media platforms should also have detailed policies outlining the company's data gathering, use, and storage practises, as well as the duties of third parties concerning privacy and data security.(Nadaraja and Yazdanifard 2023).

### 4.2.3 Search Engine Marketing

Search Engine Marketing (SEM) is a form of online advertising that uses sponsored links to boost a website's position in SERPs, hence its exposure to a broader audience. Search engine optimisation helps get your adverts and web pages in front of as many people as possible since most people only look at the first page of the SERP for information. Search engine marketing helps raise visibility and revenue even if users do not click through to a page after finding it on a search engine results page (SERP). Paid search ads, often paid-per-click (PPC) advertising, are vital to search engine optimisation (SEO). (The complete guide to search engine marketing 2023)

Search Engine Marketing (SEM) aims to increase a website's visibility and traffic from qualified visitors by using paid advertisements on search engines. It entails using services like Google Ads and Bing Ads, where advertisers may place bids on specific keywords and then administer those campaigns. Users who search using those terms will display the advertisements prominently. Search engine marketing (SEM) includes many processes, including keyword analysis, ad development, bid management, and metrics analysis. (Yang, Shi and Wang 2015)

There are many advantages to using search engines for both consumers and companies. Users can swiftly and readily locate desired information, goods, and services with the help of search engines. They provide a wealth of information, allowing you to learn about any subject from any angle. Search engines also offer sophisticated filtering and sorting capabilities, so users can narrow their results to those that best meet their requirements. (Hoory and Main 2022).

Management, monitoring, and optimising SEM programmes are essential to their success. Spending some time studying the intricacies of keyword analysis, bidding methods, ad copywriting, and performance evaluation is necessary. (Cyberclick, 2023). Successful SEM campaigns can require businesses to spend money on hiring specialised personnel or outside companies. There is much competition in SEM, which is a significant hurdle. Competition is making it more complex and more expensive for digital marketers to get the attention of their intended audiences, and this scramble for higher visibility is only expected to continue. (Yurovskiy 2023).

Search engines provide users easy access to relevant information while providing businesses a powerful medium to reach their customers. Some benefits of search engines are better discoverability, more brand exposure, greater competitiveness, and access to valuable data for informed decision-making.

#### **4.2.4 Email Marketing**

The competition in the marketing advertisement by email is more cost-effective (Puthussery, 2020). Relationship building is the key to every company's success, and email marketing is a fantastically low-cost approach. Email marketing, because of its low cost, is undoubtedly the most effective method for expanding a business in the current economic climate. (Groves 2009).

Email marketing is a commonly utilised and effective digital marketing method that allows companies to communicate with their target audience intimately and directly with personalised emails. To do this, you must collect email addresses from people interested in receiving your messages, divide them into relevant groups, and send them exciting materials. Email marketing campaigns can be highly successful if they employ engaging designs, persuasive copy, and well-placed calls to action. Thanks to automation features, email sequences can be set up automatically, allowing for timely and customised communication. Metrics for emails sent and received allow firms to fine-tune their efforts and boost reader participation. When conducted morally and legally, email marketing may be a powerful tool for expanding your business's reach, increasing conversions, and strengthening client loyalty. (What is Email Marketing? Definition and Advantages 2023).

## 5 METHODOLOGY

Bangladesh is a developing nation. Business organisations are still learning how to utilise digital resources best. Many businesses must catch up to their competitors by employing digital marketing tools. The primary focus of this study is finding out what kinds of obstacles are in the way of Sign Media firms' effective use of digital marketing technologies. As much as I respect and like Sign Media Company, they could be more active in utilising digital marketing channels for advertising. To get to the bottom of this, I need to conduct primary research by talking to actual customers of this company. To better organise my research, I split this into two parts. The methodology, implementation strategy, and outcome evaluation are all topics I plan to cover in one single piece.

### 5.1 Research design

To actively observe and evaluate data, I intend to interview as part of my research, making it a qualitative study. The results of qualitative studies aid in developing concrete answers, more precise definitions, and novel concepts. Because the researcher takes an active role by asking in-depth questions of multiple members of a particular group, qualitative research aims to gain insight into certain aspects of social life. Qualitative research methodologies produce textual rather than numeric data for analysis (Patton and Cochran 2002.) The purpose of qualitative research is to learn about people's lived experiences. Qualitative research methods are diverse, but most emphasise maintaining detailed meaning when evaluating data. (Bhandari 2020.)

An in-depth interview is one method of qualitative research that will be considered for this thesis. The author interacted with various clients for in-depth interviews to gather data and accurate responses to the research questions. Understanding a condition, situation, or incident from a person's point of view is greatly aided by in-depth interviews (Hammarberg, Kirkman and de Lacey 2016). This means those who answer your queries can give their thoughts on their terms. Appendix 1 of this thesis details the topics and questions I asked during my in-depth interviews.

Collecting accurate data can be challenging, but there are traditional methods to ensure its authenticity. By following the data authentication process, researchers can get accurate results. In this study, the specifications of validity and reliability have been fully adhered to ensure the reliability and validity of

the data collected. A set of standardised questions based on the local context was selected to gather information on Bangladesh's digital marketing issues and opportunities. Answers have been collected from people who are experienced in the digital marketing sector. The same questions were asked to all participants to get their views and experiences. The research methodology, interview question setup, interview process, participant selection, data collection process, data collection, data verification, search, analysis, and publication of results are all reliable, authentic, and valid.

Research questions were developed after thoroughly considering the study's methodologies and goals, and participants were sampled and interviewed. Customers who have previously worked with sign media ltd and continue to do so to promote their businesses were the intended audience for this interview. Six separate people from different companies will face interviews via messaging apps like WhatsApp and video conferencing software like Zoom. The interview was arranged at a time convenient for the respondent and lasted for approximately 20-30 minutes. The meeting took place on April 28th and May 5th, 2023. It started at 5 p.m. Finnish time and concluded at 6:30 p.m. Each day, three individuals were interviewed according to the predetermined schedule.

All interviews were conducted in English and Bangla. The respondent thoroughly explained the research's goals and assurances that their information would be kept anonymous and confidential. With the participant's consent, the interview was recorded. During the interviews, notes were taken to capture the interviewee's ideas, perspectives, emotions, and perceptions in the recordings. Participants were informed beforehand that their interviews would be transcribed and then discarded.

## **5.2 Reliability and validity**

Validity and reliability are critical elements in any study. The researcher's expertise and knowledge in designing studies with proper procedures determine reliability and validity. Accurate and credible findings are said to have high validity in qualitative research, while those that are consistent and dependable are said to have high reliability. If an author desires to enhance the credibility of their qualitative research, they must utilize procedures that ensure accurate data recording and interpretations that are based on evidence and logical reasoning. (Thyer 2009).

Reliability refers to the ease with which an experiment or observation may be repeated with similar outcomes. It is a method of inquiry that aims to learn about phenomena in their natural environments

without interfering with them. Researchers can build more trust in their findings and confidence in their suggestions if they take the time to ensure reliability in qualitative research. (Cypress 2017).

Generalizability as a framework for doing and reporting high-quality qualitative research depends on how much validity or trustworthiness may be enhanced or tested. The validity of qualitative research results depends on the researcher's careful note-taking and regular checks of the data gathered. Therefore, testing and increasing the validity or trustworthiness of a study, as well as the extent to which its results can be generalised, is directly related to the quality of the study. (Cypress 2017).

The thesis's author conducted an interview to back up their claims. This thesis's data and research topics were verified using client records, lending credibility to the study's findings. The study in this thesis can be trusted since the results accurately reflect customers' experiences with digital marketing tactics.

In-depth interviews with specialists who are Sign Media Company customers were used as the qualitative method for this thesis. The facts and information in this thesis can be trusted because they were collected from industry experts in digital marketing. Expertise, practical application, and first-hand expertise with digital marketing tools ensure reliable and accurate results in this study. Further analysis and interpretation of the interview data were done to form conclusions about the thesis topic.

## 6 ANALYSIS

The results and analysis of the customer interviews for Sign Media Company are presented in this chapter. This chapter presents the interview data and its interpretation. In-depth interviews were conducted with customer company management for this study. To make the research on conventional and online advertising mediums more accessible, the analysis and results are broken down further into sub-headings.

### 6.1 Interview Questions and data analysis

During the initial phase of the interview, five questions were asked to learn about the interviewer's background and interests. Each person provided a brief overview of their employer, role, and career path. As the interview session began, the interviewer should observe the interviewee's facial expressions. The author started by asking for the interviewee's name, which everyone provided. For confidentiality reasons, the author used aliases A, B, C, D, E, and F in this research. The second question inquired about their company, and each interviewee shared details about their company's history, products or services, and office location in Dhaka. The responses were similar across the board. The third personal question asked about their position in their company, and each person responded accordingly.

The author interviewed six different customers from different companies, their positions was also different. The question number four inquired about their position in the company. The employees held positions as marketing executives, managers, HR executives, and product executives. Three of them were marketing executives. And four had over five years of experience in their respective fields. Additionally, two had been in their roles for 1.5 years. These details indicate that each employee is experienced and professional in their field. The duration of their employment was also asked in question number five.

Questions six through eight inquired into the value, methods, and obstacles encountered by the client organisation in its digital marketing efforts. The importance of digital marketing was question number six. According to this question, A said that their product is food related, so they advertise on television and radio. That helps rapid sales. Most of the customers respond to these traditional advertisements. And D who works in a bank, replied that the customers don't read emails about their services. Usually,

the customer comes to the bank and would like to talk in detail face to face. These present that digital marketing is active in their company but customers in Bangladesh are not used to with digitalisation. And the rest of the respondents B, C, E, and F, said that digital marketing platforms like Google, Facebook, and the company's website help them gain market customers.

Regarding question seven, they utilise their official Facebook pages and email to disseminate information about their products or services as part of their effective digital marketing strategies. As for question eight, most companies agree that customers in Bangladesh are not yet fully accustomed to digital marketing, despite its effectiveness compared to traditional methods. Those who are active on digital platforms tend to respond quickly to marketing efforts. And customers in rural areas who do not own smartphones or computers are still beyond the reach of digital marketing.

Traditional marketing was the focus of questions nine through eleven. The writer expressed interest in the strengths and weaknesses of conventional marketing approaches. In question nine, the writer asked what kind of traditional channel interviewees prefer to receive product information. Everyone agrees that they prefer tv and billboard for choosing products. Similar with other respondent's interviewee C and F expressed that traditional marketing is still effective for product promotion. Customers C and F quoted that:

*“Tv is the effective one for advertising. Tv advertisements always affect my buying behaviour from my childhood. I still can recall when I was so young, I enjoy tv advertisements a lot. Because in the short time, they share the story and especially after watching on tv I always wanted to have this type of product especially food advertisements about chips, ice-creams.” (Interviewee C).*

*“A billboard that takes me back to my childhood. When I visited my grandparent's house, I saw many billboards on the roadside in rural areas. That created curiosity about the product in my mind. Colourful and eye-catching billboards are effective advertisements in rural areas.” (Interviewee F).*

The above quotation matches other interview opinions of A, B, D, and E. As a customer, they preferred tv and billboard most to receive information about products, so when it's time to send information to their customers as a company they also preferred tv and billboard for their promotional sales—advertisements in traditional marketing channels answer question ten. Question eleven is about

problems of traditional marketing. traditional marketing is costly and time-consuming. Also sometimes, it fails to reach target customers.

The responses to questions 12–15 concerned customers' views on digital advertising. Do ratings and reviews influence their shopping habit, and what channels do they prefer to use? For question number 12, they said they preferred email and Facebook the most. Also added that it is easy to check anywhere and can send feedback instant.

Questions 13 and 14 relate to digital marketing campaigns and their impact on customer behaviour. The survey asked about the types of campaigns customers follow, how they affect their behaviour, and why they choose to follow them. Analysis revealed that all interviewees follow campaigns, particularly those pertaining to electronic products such as home appliances, mobile devices, and laptops. These campaigns significantly influence their purchasing behaviour, as they showcase a range of similar products and help customers make informed decisions about their purchases. Also, question number 15 concerns ratings and reviews of products or services on digital platforms. Ratings and reviews also affect their buying behaviour. They select the best product or take services from the selected company based on ratings and reviews.

In questions sixteen and seventeen, the author inquired about respondents' experiences working with a Sign Media company, how they heard about the company, and whether they had any advice to offer the commissioner's firm. In answer to question number 16 interviewee's reply was different. Interviewees A and E learned about Sign Media from their digital platform. Others got to know through traditional marketing. When B, C, D, and F learned about Sign Media's social media. They searched their websites on their Facebook pages where they find their websites. In the last question, the author asked for suggestions for the company. They suggested the commissioner's company add ratings and reviews on their Facebook page; they also expect emails from them so that this will keep them aware of their products. Finally, they need to improve their websites with more information. Some information is missing from their sites which causes delays in the time dealings with Sign Media.

## 7 DISCUSSION

Traditional marketing is still essential in Bangladesh because of the large population. This is true despite the rise of digital marketing. Advertising by traditional means (newspapers, magazines, radio, television, billboards, banners) is an efficient way to reach people who may not have access to digital platforms or have limited internet availability. The people of Bangladesh have come to trust and be familiar with traditional marketing methods over time because of their convenience. In rural places, where internet access is limited, traditional types of advertising may be more effective since they are more familiar and trustworthy. Traditional marketing strategies in Bangladesh can use the country's rich cultural diversity by catering to local tastes and idioms.

Internet and smartphone use has expanded rapidly in Bangladesh. With digital marketing, the company can get company's messages out to people all around the country, not just in major cities. The capacity to track and analyse the success of a campaign in real time is a massive boon to digital marketing. Key indicators like website traffic, conversions, engagement rates, and consumer behaviour may all be monitored using digital tools. In addition, digital marketing systems have refined targeting capabilities that help organisations zero in on specific audiences based on demographics, interests, and location.

This thesis takes an in-depth analysis technique to report on the informants' opinions and data. The interviews and their results have been transcribed and analysed in depth. This research uses the respondents' initials instead of their last names when referencing their comments on the collected data and material. Interviewees are only given the initials of the respondent pool (A, B, C, D, E, and F). Each theme conveys the core concept that motivates their actions and convictions.

The interviewer also asked about traditional and digital marketing, its importance, challenges, advantages, and modes they use for their businesses. Besides this, for the support of data interviewer also asked some support questions. Different types of industries that are customers of Digital Sign Media take part in this research. All of them are from Bangladesh. That is why the findings of this result are the same.

Customer A said they advertise their product mostly on tv and digital platforms for sales promotion as their product is based on food, and they need instant sales. Advertise on tv and digital platforms like Facebook that approaches customer quicker than any other media. Customers B, C, E, and F said that

they use billboards, brochures and tv for the traditional market, which helps to gain 70% of customers in the market. The rest of the customers, B; C; D; E, and F, said they use digital marketing platforms like email, company websites, and Facebook for product promotion. But not as active as traditional marketing. Customer D said that their customer contacts them face to face as they are working in the finance and banking sector. So, customers need to detail about their services. They also said that they sent emails to their customers, but most customers are not interested to read or check mail.

Most respondents to the author's investigation on digital marketing agreed that it influences their decision to read customer reviews before making an online purchase. They said that advertisements have an even more significant impact on consumers purchasing decisions regarding electric appliances. They may then determine which product is the best value for their money. They learn about Sign media companies on Facebook as well. The majority, however, are Sign Media's direct clients. The customers of Sign Media, namely A, C, D, and F, all want to receive promotional emails regarding the company's products. They cited email's low operational costs and convenience of access from anywhere as reasons to choose it. Due to the widespread availability of smartphones, Sign Media can be easily contacted by anyone. Further, they would want to see a more extensive selection of goods on the site.

Questions related to traditional marketing revealed that most companies depend on traditional marketing and prefer newspapers, television, banners, and billboards for sales promotion. Customer `B` said that 45% of people depend on newspaper advertisements in our country. With the rise of digital technology, traditional marketing is facing some challenges. Quality product delivery, precise targeting, personalisation, and difficulty searching for target customers are the problems that companies face.

Traditional marketing plays a leading role in Bangladesh's marketing. Most customers told me product promotion is much more effective when advertising on giant banners. It attracts customers and creates curiosity in customers minds. Despite facing challenges in traditional marketing, companies are creating brochures and leaflets and arranging campaigns as fair instead of using online. Moreover, Bangladesh arranges a big fair called "International Baniijjo Mela", the big fair in South Asia every year. In this fair all companies of Bangladesh take part in their sales promotion. So many customers come to this fair to learn more about their expected companies. Moreover, the companies author took interviewed all of them took part in this fair.

When author asked about strategies for digital marketing, all of them replied that they follow social media marketing for their product promotion. It also reveals the importance of social media in digital marketing. Facebook, Instagram, and YouTube are the most popular tools in Bangladesh. Search engines, content marketing, and email marketing are also used in companies but not as much as social media marketing. New and small businesses company are dependent on social media marketing. Moreover, the companies told me they learned about sign media through newspapers, banners, and Facebook.

Currently, customers and Sign media companies face digital challenges because their advertisements and offers are not reaching the target customer as traditional marketing does. However, traditional marketing time consuming and more expensive than digital marketing. Besides this, the customer company faces problems to deals with Sign media companies through digital. Each time they set times for their business meeting where they talk about product customisation. Which is time-consuming. Furthermore, the commissioner company do not get a reply from the customer's company in time even after they send all information through email. That is why their process gets so slow.

## **7.1 Recommendation**

Promoting industry sales requires effective marketing strategies. In today's digital age, utilizing digital marketing offers numerous advantages. However, the commissioner company is currently not very active in this area. It would be beneficial for them to consider organizing a digital campaign to advertise their products/services. As customers said, the campaign reflects their buying behaviour and helps them best to make decisions. It is easy to identify the best product in the market. Also, Digital Sign Media top leading signage solution in Bangladesh and perhaps they have good ratings and reviews. The author found their website and social media platforms without any option for feedback. Feedback is essential for business, and it helps customers to trust their business and make deals with them. Additionally, customers would like to see more product details like pricing, customisation, types on their website and active response when they contact customers care of the company.

Improving digital marketing requires a systematic and deliberate strategy. First and foremost, companies must have a solid online presence by developing search engine-optimised, user-friendly websites. Because of this, they can successfully draw in organic visitors and interact with prospective buyers. Facebook, Instagram, and LinkedIn are just a few social media sites that may be used to increase brand

awareness and user participation. Key components of effective social media marketing are regular content publishing, targeted advertising efforts, and audience interaction. Businesses may maintain client engagement and increase conversions by sending emails with tailored content and special offers. In addition, firms should use email marketing to attract leads and sustain connections with existing customers. Brand awareness and exposure can be expanded through targeted online advertising using platforms like Google Ads, Facebook Ads, and Instagram Ads.

Data analytics plays a crucial role in ensuring constant progress and maximising efficiency. Businesses may improve their digital marketing results by using tools like Google Analytics to track and analyse their campaigns' performance over time.

Sign Media Ltd.'s digital marketing landscape will flourish if the company takes a comprehensive approach that integrates an active online presence, social media marketing, content creation, video marketing, influencer collaborations, email marketing, online advertising, and data analytics.

## **7.2 Conclusion**

The author benefited greatly from writing this thesis because it introduced him to many issues that a business owner can face concerning product sales promotion before, during, and after the launch of his company. The author also touched on the topic of company marketing tools, which will undoubtedly aid business development in the future. The business world is expanding at a dizzying rate thanks to the development of new technologies and the implementation of new strategies. The marketing arena is getting bigger daily as Bangladeshi infrastructure develops quicker. So-called traditional marketing is no longer applicable in this modern era. People are very much familiar with it. So, modern technology is getting so important in the research. In this study, the author tried to highlight the issues of digital marketing. The conventional method of marketing is getting changed over the years. Businesspeople are beginning to understand the significance of digital marketing tools for their enterprises, the importance of learning about cutting-edge techniques, and the parts that make them tick for the sake of the next generation and the greater good. In this case, the author intended to assist Sign Media Ltd by discussing difficulties; she had a good idea of what needed to be done and how.

The primary goal of this thesis was to compile marketing methods and concepts to assist the business community and the public in making informed judgements regarding the promotion of sales Doing

business as usual in the current climate is challenging, especially for entrepreneurs from developing nations. In that case doing business in Bangladesh is challenging due to a lack of familiarity with digital and software technologies and the increasingly fierce global competition. This is why the author has discussed traditional and digital marketing strategies in the thesis.

While working on the theoretical portion of this thesis, the author was exposed to various online resources, blogs, and books written by various authors, all of which served to deepen the author's understanding of marketing and its significance in the modern business world. In today's cutthroat business climate, making a name for yourself in the marketplace through product promotion and sales is difficult. Only marketing strategies will do. The author uses Sign Media as an illustration. The firm is among Bangladesh's most prominent businesses. Their plans to capture a sizable portion of the market are sound. To learn more about marketing and business, the author of this thesis has been in constant communication with the proprietor of Sign Media Company.

This thesis's study is helpful because it is based on interviews with six businesses that are Sign Media Company clients. The goals and methods used by each company are distinctive. All the people interviewed were open and honest with the author. The research phase incorporated their historical and current advertising, methods, and achievements. In-depth interviews have been conducted as part of qualitative research. Through the interview, the author obtained valuable insights into the client's business, including its nature, foundation, effective marketing strategies, and future plans. However, gathering the necessary information was not a picnic. The author sees many benefits and cons of using interviews. The interviewee was very busy, so scheduling an interview was difficult, but the author eventually secured an appointment.

Based on the survey analysis, it can be assumed that Bangladesh has the potential to be a significant player in the digital marketing industry. However, the findings indicate that for the sector to flourish, Bangladesh needs to enhance its technical infrastructure, technical knowledge, and professionalism by providing training and other necessary resources. The responsibility for this improvement lies with the government, which should formulate a policy that includes several key areas such as social media mapping, customer journey mapping, marketing strategy, value proposition, database security, data quality and innovative measures based on data analytics. If Bangladesh follows these recommendations and overcomes the hurdles, it will soon establish a prominent position in the global digital market.

Moreover, the use of ICT is essential for human resource development. Creating a "Digital Bangladesh" that promotes equality and inclusion is impossible without this. In 2009, the Government of Bangladesh established the National ICT Policy based on a development policy that aims to achieve primary strategic objectives such as open access, equity, and ICT alternatives. The goal is to create an accessible and user-friendly multi-channel platform that everyone can use. The Bangladesh government has used the long-term evolution of frequency bands and digital dividends in the national frequency allocation plan. In terms of technological advancement of the country, Bangladesh has interoperability, a wide range of application areas, technological development and advancement, high population density and ubiquitous service delivery capability. Both optical fibre and wireless technologies are the backbone of Bangladesh's telecommunication network.

To sum up, the author found the thesis process to be both educational and challenging. It was a bit of a struggle since only six people from six different industries were able to complete it within the given timeframe. It is not feasible to acquire extensive information about these businesses. They do not know each other because there is no similar product, market, or client base. The author has included as much detail as possible and hopes the reader will find it helpful. Finally, both offline and online advertising are crucial for any company. Without proper advertising, businesses risk failing in today's economy.

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## APPENDICES

### APPENDIX 1. Interview Questions

1. Can you introduce yourself?
2. Can you tell me a little about your Company?
3. What is your position in the company?
4. What are your responsibilities?
5. How long have you been working for the company?
6. How important is digital marketing for your company?
7. What kind of strategies have your company implemented for digital marketing?
8. What challenges have you faced in digital marketing in your company? Tell me a little bit about this.
9. Which traditional marketing channels do you prefer to receive information or promotions from a brand? (e.g., TV, radio, billboards, newspaper, etc.)
10. Which traditional marketing modes does your company prefer to send information to customers?
11. What kinds of problems your company faced with traditional marketing?
12. What kinds of digital marketing (email, social media, websites, etc.) do you like to engage with the most?
13. Why do you engage with digital marketing campaigns (by purchasing, signing up for a newsletter, etc.)?
14. Has a digital marketing campaign ever influenced you to make a purchase or take some other kind of action? If so, could you elaborate?
15. How do you feel about ratings and reviews on various internet platforms? How do they affect your shopping decisions?
16. How did you hear about their brand/website?
17. What would you like to see more/less of from the Sign Media website in digital marketing?