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Traditional Marketing and Digital Marketing in Bangladesh Context

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Abstract- Promotional activities destine the future of your business. Once Beth Comstock says, “You can’t sell anything if you can’t tell anything.” The thriving of your business totally depends on how you present your products. Long since there, various types of marketing methods have been used from time to time. But in modern times, the channel of marketing and promotional activities started to rely on “Digital Marketing.” Because it's way easier to get in touch with, collect feedback, and real-time communication with customers.

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Traditional Marketing and Digital Marketing in Bangladesh Context

Md. Dipu [α] & Md. Moslah Uddin [σ]

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I. Introduction

Our world is changing very fast and new technologies are coming which means communication is also changing the concept of marketing from traditional to digital. Primitive human exchange practices are considered to be the beginning of the business. However, over the past 200 years, this business has developed remarkably. Due to the progress in all aspects of human life at different stages of evolution, their living and working methods have also undergone great changes (Efendioglu, 2016). When the world is under the scope of digital marketing, Bangladesh is not out of it (Mohammad Waliul Hasanat, 2020).

Internet and technology use has increased at an astonishing rate in Bangladesh like any other developed and rising/developing country in the world. By 2022 the number of internet users in Bangladesh has increased to 100 million. Currently, the total population of Bangladesh is approx 16 crores and 31.5% of the total population is an internet user (KEMP, 2022). With the internet growth, many small moderate brands have started focusing more on digital marketing (Hanieh Mirzaei, 2012).

a) *What is the Most Significant Role of Digital Marketing?*

Digital marketing has changed the tactics of communication between consumers and marketers. Consumers generally prefer shopping without any hassle. That's why there is so much demand for digital marketing and digital marketing is much smarter than offline marketing methods (Rahman, 2015)(TODOR, 2015).

In this research, we will differentiate between digital marketing and traditional marketing in the context of Bangladesh, and we will try to figure out why digital marketing is more important than traditional marketing in Bangladesh.

II. Research Method

Research is an effective method that plays an essential role in data collection and selection. The methodology helps to finance specific objectives. This research paper has been written based on the data obtained from primary and secondary (Mohammad Waliul Hasanat, 2020). Now is the age of technology. Day by day the internet is becoming more accessible in our country, and internet speed has also improved a lot. Now, most people of Bangladesh use smartphones and this digital marketing in our country has brought a revolution. Many small and medium brands are easily reaching thousands of people with their services, which is possible due to good internet speed. Most of the people of Bangladesh can now buy their favorite things at home. Now, most people like to spend their time on various social media like Facebook, Instagram, Twitter, LinkedIn, etc. And through these social networks, different brands do their advertising campaigns to reach their targeted customers very easily. I was conducting a survey. The people I surveyed were between 22-25 and all BBA students. The number of students was 200 boys' number was 125 and the girls' number was 75. Everyone knows about Google AdWords, Facebook, Twitter, and LinkedIn advertising.

When they are all told if you have a small business, what type of marketing will you do for your business, traditional marketing or digital marketing? Among them, the largest number of people answered that they prefer digital marketing. When asked the reason, they said that due to digital marketing, their products can be easily reached many people, and their products can be reached specifically targeted customers. Some of the remaining students said they would follow traditional marketing strategies. As a result of traditional marketing, a product and brand image seems more trustworthy to people, on the other hand, in digital marketing, people continue to advertise on various social media such as news portals, YouTube, Facebook, etc., which some-times causes irritation.

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Now the question may arise that digital marketing has replaced analog marketing. The answer is, no. Digital marketing has made analog marketing easier. Where earlier one had to go door to door to campaign or distribute a card of one's identity to people for campaigning, nowadays one can introduce oneself through a single post or some kind of advertisement on social media (Ms. Sudha Lawrence, 2018).

Marketing is still seen through ordinary billboards in many places in Bangladesh. This is a type of analog marketing. But in New York's Times Square or in Japan's Tokyo and cities. Why is such a modern country doing marketing in such an old way? In fact, all of their billboards have a touch of advanced technology. They use display screens on almost all their billboards because they understand the importance of digital marketing. The key to success in marketing is how well you attract your audience. The more impressive your advertising is, the more visitors will be attracted.

III. Results and Analysis

Digital marketing is gaining more acceptance than traditional marketing in Bangladesh (Farjana Akter, 2020). That's because traditional marketing is time-consuming and expensive, with less expected results. On the other hand, compared to the amount of money spent on digital marketing, the result is much more than traditional marketing; as the result of advertising, there is only partial data available. It is possible to get all this data in the case of a digital marketing platform. Through traditional marketing, it is not possible to advertise to the targeted customers, but through digital marketing, it is possible to advertise to the targeted customers (Mayank Yadava, 2015). Traditional marketing medium is very less and is losing their effectiveness daily. On the other hand, digital marketing mediums are increasing daily.

As a result of which, acceptance is increasing for everyone. It will take many days for any company or organization that is currently established through traditional marketing to become a billion-dollar business. On the other hand, many companies or organizations established today through digital marketing have become billion-dollar businesses. An example is Pathao -Transport Company. They started in March 2015 with just a compromise and have run major promotional campaigns for their services across various social media sites. As a result, their market value is now more than 100 million dollars. Besides Ali Express – Online Retail Service is one of the examples among foreign companies (Dr. Madhu Bala, 2018).

a) *When is Digital Marketing Needed?*

Do we do digital marketing everywhere? As mentioned earlier, the main objective of marketing is to attract an audience. If the viewer's eye can turn to your ad once, they will read what you are writing. Suppose you want to advertise your company by placing a billboard on the side of a road in the middle of the desert. Now in the desert, will you display billboards to attract human attention?

Those who walk the desert road see nothing but the desert around them. So, if you put up a very simple billboard, that will attract people's attention. In other words, despite the importance of digital marketing nowadays, it does not mean that marketing can be something other than digital. Depending on the location and situation, it can be made old-fashioned and effective (Valentina Simona Pașcalău, 2020).

IV. Conclusion

Finally, if you want to become an entrepreneur, you can easily promote your products or services through digital marketing, which will play a huge role in your business expansion.

In addition, if you want to promote the products or services of other businesses, then you can easily promote the products or services currently assigned to your target customers through digital marketing compared to traditional marketing. By doing this, you can play a major role in any business expansion by selling products or providing services by creating targeted customers.

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