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# PHOTOSHOP + COMMON SENSE = DIGITAL MARKETING?

In recent times, Digital Marketing has undoubtedly been one of the most promising sectors in our country. It also happens to be one of the most misinterpreted professions out there. Here's a brief breakdown of why digital marketers are sick and tired of explaining what their job actually is.

## THE MYTHS

After talking to individuals from 3 different age groups (university students, fresh graduates and, the not so fresh graduates) the general perception of Digital Marketing among the Bangladeshi crowd was nowhere close to what it actually is. Here are my favourite responses:

- "Anyone who knows Photoshop and has some common sense can be a digital marketer"
- "What do digital marketers do other than making fancy posts on Facebook?"
- "Digital marketing agencies charge way too much money from lazy clients who know little about technology"

## WHAT IS DIGITAL MARKETING ACTUALLY?

By definition, Digital marketing is an umbrella term for the marketing of products or services using digital technology, primarily using the internet but also through mobile phones, display advertising, and any other digital medium. In the context of Bangladesh, social media marketing and SMS marketing have proven to be the most effective forms of digital marketing. However, the field also includes search engine optimisation (SEO), content marketing, e-mail direct marketing and e-books, all of which are slowly gaining traction in our country.

Why do these myths exist? Let's take a closer look:

### 1. Facebook-centric population

In a country with over 65 million internet users (roughly 40% of the population) the scope of digital marketing is astounding, to



say the least. To a significant portion of these users though, internet essentially means Facebook. Digital marketing agencies use a lot of different mediums to convey a brand's message, but the general audience are more likely to view the content on Facebook and that's where all the confusion starts.

Nusrat Zahan, a former intern at Magnito Digital says "Most people confuse digital marketing with Facebook marketing. Popular sites

like Twitter and Instagram are good platforms to create brand awareness amongst the 18-22 age band and to capture an international audience, but most people in Bangladesh are not willing to understand that".

### 2. Influx of unskilled marketers

How difficult can making content be, right? It's not that simple. From the point of view of the audience, it is impossible to understand the thought and effort put behind each post.

This is one of the major reasons why the Bangladeshi market is flooded with individuals, who have little knowledge or skill about the field, calling themselves digital marketers. Good skills in Photoshop and an SEO training certificate aren't the only things you need to produce quality material.

Shreya Saha, who currently works for Analyzen, says "It is very easy to miscommunicate a message in social media.

Behind every content, lies countless brainstorming hours and rejections. We are responsible for generating brand perceptions and retaining them, which is easier said than done"

Another big concern is the cost. Most of these individuals are willing to work at a much lower price compared to trusted marketing agencies, which give clients a wrong perception of what the actual fees of quality content should be. It's easy for many people to believe they have acquired all the knowledge they need by being on Facebook a lot and having attended an online course such as Google Squared.

### 3. Lack of general awareness

Very few universities have dedicated courses for digital marketing. In fact, a good number of Marketing majors themselves have limited knowledge about the field. At a time when digital marketing is experiencing unprecedented growth as a sector in Bangladesh, the misconceptions will only get worse if our institutions do not incorporate this branch of marketing into our academic system.

## THE FUTURE OF DIGITAL MARKETING

By 2020, all the millennials will be adults. They have grown up using the internet and social media, so digital marketing can be expected to play a crucial role in the eventual consumer decision. At the same time, more and more brands are going digital and utilising new technology to gain brand awareness and customer trust.

Risalat Siddique, founder of Analyzen says, "We can expect low bandwidth video platforms, USSD and IVR to be available for the mass market in Bangladesh very soon. This will be a real game changer when it arrives. 3D videos, Augmented Reality and interactive gaming systems are not too far behind either. So, the future looks very promising."

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## FIELD BUZZ NAMED CHAMPION OF SEEDSTARS DHAKA 2016

When we talk about startups and co-founders, we usually think about Mark Zuckerberg, Larry Page, Elon Musk, or even Jack Ma. But today, I am going to tell you a different story—the story of Habib, Mamun, Siffat and Ayman. Who are they? They are the winners of the Dhaka round of Seedstars World, the largest European startup competition for emerging markets.



Seedstars is travelling to 65 countries across the globe to find the best seed-stage entrepreneurs. The winners from each country will fly to Switzerland for a week-long training programme, and will have the opportunity to meet the other 60+ winners, as well as investors and mentors from around the world. Traditionally, the final day of the summit will be dedicated to pitching in front of an audience of 1000+ attendees, with the possibility of winning up to the USD 1 million in equity investments.

In Dhaka, Seedstars was held in the co-working space of White-Board, an initiative by Grameenphone, on October 19. 10 startups were invited to present their ideas in front of an international jury.

Let's start with Habib's story, the champion of Bangladesh round. Habib Ullah Bahar and his co-founder Alexis Rawlinson found out that many SME organisations in Bangladesh are not able to manage their field operations transparently and effectively. There are solutions that might be able to help these SME organisations, but they are extremely expensive and did not incorporate the technical know-how required for the geo-political scenarios of emerging countries like

Bangladesh. They decided to come up with a solution: Field Buzz. This software helps organisations manage their field operations with smartphones and brings transparency and effectiveness to the "last mile." Finding the team's solution both highly efficient and scalable, the jury panel of Seedstars World Dhaka named them the champions.

Mamun's story is a tragic one. His experience with his terminally ill mother inspired him to raise CMED, a cloud-based medical system for regular health monitoring and preventive healthcare. Dr. Khondaker Abdullah Al Mamun, an Associate Professor of United International University, is now working at the accelerator program of Grameenphone to make his product market ready.

Siffat Sarwar left her 9 to 5 corporate job to start Shopfront. Her startup grabbed the last spot in the top three. Shopfront is a company that provides Facebook shops with services that are available for e-commerce, including ERP solutions, financial management, product management, and much more all under the same roof.

seeing how his tuition lessons on Facebook were insanely popular, came up with the idea of 10 Minute School. 10 Minute School has thousands of active users on their Facebook page and their website. Indeed this startup is impacting society tremendously.

The 10 startups pitched in front of a prestigious jury, consisting of Sajid Rahman, CEO of Telenor Health; Heena Khushalani, Programme Manager at Aavishkaar; M Muntasir Hossain, Deputy Director of Grameenphone; Amarit Charoanphan, CEO of Hubba; Shawkat Hossain, Managing Director of BD Venture; Ari Eisenstat, CEO Dream Ventures; and Sarim Aziz, Manager for Strategic Product Partnerships at Facebook Singapore.

BetterStories, organised the event with Seedstars World's local partners, the ICT Division, Digital Bangladesh, Bangladesh Computer Council, International Trade Centre, the Ministry of Foreign Affairs of the Netherlands, and the Swiss Embassy to Bangladesh. The event attracted interest from over 90 startups around the country, and over 100 attendees.

SHAHRIAR RAHMAN

## Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

## 3 THINGS YOU TELL YOURSELF TO AVOID TAILORING YOUR APPLICATION

We probably tell you to customise your cover letter or tailor the summary in your CV every other week. But how many of you actually do it? At the expense of exposing myself as the hypocrite, I admit that I sure don't. But acceptance is the first step to recovery. And understanding is the first step to acceptance. So let's get to the root of the problem. Here are three things you are probably telling yourself to avoid tailoring your job application.

### 1. Nobody's going to look at it anyway

Jobvite's 2015 Recruiter Nation Survey found that 55% of hiring managers do not read cover letters. You probably didn't need a well-researched survey to know that. The good stuff's under the work experience and academic qualifications sections of your CV after all. But that leaves 45% of the recruiters who do read them. If your boss said you have a 45% of

getting a raise if you start showing up on time, you'd do it. So start taking your cover letter seriously.

### 2. You want to be the first one in

And this applies even more if the position in question takes rolling deadlines or is particularly attractive. There's going to be hundreds of applications and the best take deadlines seriously, right? But isn't that more reason to perfect your application so that the person looking at it likes what he or she sees? There will always be competition. It has less to do with how quickly you apply than how good it looks/reads. Think of it this way: the first applications to land are always rushed. They run the risk of having errors or looking sloppy. And there is always time. Openings don't disappear overnight. You could be the most qualified person applying, but you will be upstaged by a more organised and precise candidate.

### 3. You don't really know what the company wants

How many of us look at the website of the company they're applying to? If you're in the middle of a job search and you're sending out applications to 15 different organisations, chances are you'll overlook this step. I get it, it's bothersome to take note of what every single employer wants, but the more closely you can align your application with the tone of the organisation and the requirements of the position, the more of a match you'll be to the guy who's reading it.

Putting in the extra effort to customise is worth every second of your time it takes. Hope this article has guilt-tripped you into taking the fate of your application into your own hands. It's sure guilt-tripped me!

AMIYA HALDER

